

**I. Stimulate competitiveness in the European tourism sector**

*Promoting diversification of the supply of tourist services*

**ACTION 1 AND 2: (1) Develop a coherent strategy for diversifying the promotion of tourist services and capitalise on Europe's common heritage, particularly by creating a European heritage label, alongside actions such as European Heritage Days or the European Union Prize for Cultural Heritage; (2) Encourage the integration into tourism strategies of 'natural' heritage.**

IMPLEMENTATION	DELIVERABLES
<p><b>Identifying, incentivising and promoting transnational thematic tourism products and encouraging networking with a view to facilitating the diversification of tourism products and services</b></p> <p><b><u>TRANS-NATIONAL THEMATIC SUSTAINABLE TOURISM PRODUCTS (E1)</u></b></p> <ul style="list-style-type: none"> <li>• In 2010, under the preparatory action “Sustainable Tourism”, a <b>call for proposals on cycling tourism</b>, "Promotion of cycling tourism in the European Union as means of sustainable tourism development", was published with the aim of supporting and promoting cross-border and trans-national cycling routes and cycle networks (focus on the Iron Curtain Trail as EuroVelo route 13 and St. James Route as EuroVelo route 3).</li> <li>• In 2011, under the same preparatory action, a <b>call for proposals</b> was published on the "Promotion of <b>trans-national thematic tourism products</b> (including cycling and cultural tourism, as well as other thematic and sustainable tourism related aspects) in the European Union as means of sustainable tourism development" focusing on the enhancement and promotion of different thematic transnational tourism products such as: routes/itineraries/trails contributing to the development and promotion of sustainable and responsible tourism in Europe.</li> <li>• Under the EIP 2012 Work Programme, a <b>call for proposals</b> concerning support to <b>transnational thematic tourism products as means of enhancing competitiveness and sustainability of European tourism</b> was published. 58 proposals were submitted from which 7 projects were selected for grant award.</li> <li>• Under the EIP 2013 Work Programme, a new <b>call for proposals for supporting the enhancement and promotion of sustainable transnational thematic tourism products</b></li> </ul>	<ul style="list-style-type: none"> <li>• 6 projects were co-funded and were implemented over the period January–December 2011.</li> <li>• 5 projects were co-funded for the period March 2012 - February 2013.</li> <li>• 7 projects will be co-funded for a period of maximum 18 months starting from April/May 2013.</li> <li>• 5 to 7 projects will be co-funded for a period of maximum 18 months, starting the implementation in</li> </ul>

was published in May 2013.

**CULTURAL TOURISM AND CULTURAL ROUTES**

- In August 2011, under the EIP 2011 Work Programme, a **call for proposals** to support **trans-national cooperation projects on European cultural routes** was published.
- In the context of the **Joint Management launched with the Council of Europe (CoE)** in 2010, a study was jointly carried out on cultural itineraries and results officially presented on 28<sup>th</sup> June 2011 in the European Parliament. A provisional version of the study is already available on the Council of Europe website.
- On 11<sup>th</sup> of August 2011, the **Joint Management agreement with the CoE** was renewed for a period of 18 months, with a focus on the development of European Cultural Routes. A steering committee composed of experts from the 2 Institutions in the various fields of cooperation (training, capacity building and marketing) was nominated. An action plan was drafted. Most actions have been already completed. The implementation will end in May 2013.
- In December 2012, a third **Joint Management with the CoE** was signed and its implementation will start in continuity with the previous one.
- Organisation of the event "**Carrefours d'Europe**": a mini-fair at the crossroads of cultural routes focusing on cultural tourism. Its first edition took place in Pavia (Italy) from 6<sup>th</sup> to 10<sup>th</sup> June 2012. It included a conference on "religious tourism and pilgrimage routes" and several side events (thematic workshops, expositions, photo competition, B2B events, eno-gastronomic and cultural events, etc.)

2014.

- 5 projects are being co-funded for the period March 2012 - August 2013.
- Seminar in the European Parliament gathering around 200 participants. Awareness raising of the impact of cross-national cultural tourism initiatives, such as the European cultural routes, on strengthening the competitiveness of SMEs. Online publication: [http://www.coe.int/t/dg4/cultureheritage/culture/Routes/StudyCR\\_en.pdf](http://www.coe.int/t/dg4/cultureheritage/culture/Routes/StudyCR_en.pdf)
- Reinforcement of the participation of the Commission in the work of the CoE aiming at promoting pan-European tourism products. Better visibility of the Cultural Routes (CR) among European tourism operators. Improved skills of the associations managing CRs, a common and improved communication strategy and a reinforced brand image. A first "Summer School" of 1 was organised (Strasbourg 3-7 September 2012) targeting CRs' managers. A handbook on branding, marketing and fundraising is being edited. CRs have been promoted internationally via the participation to several tourism fairs. Synergies with similar initiatives of the UNWTO are being explored.
- Awareness-raising of Commission's commitment towards promoting alternative and niche tourism offers. Conference gathering around 400 participants. Increased visibility of EU initiatives in the tourism

- **A second edition of the “Carrefour d’Europe”** event was hold in Toulouse (France), 15-18 May 2013, in cooperation with the French Ministry for tourism, the French Region Midi-Pyrénées, the Pyrenees-Mediterranean Euro-region and the municipality of Toulouse. The format of the first edition is kept.
- In 2012, the Commission started to implement the **preparatory action “Promotion of European and transnational tourism products with special emphasis to cultural and industrial ones”** via:
  - A **call for proposals for the creation, development, strengthening and visibility of transnational thematic and sustainable tourism products** with a specific focus on cultural and industrial heritage (support to interregional cooperation projects) was issued in June 2012.
  - **Promotion of transnational cultural and industrial tourism products** through communication tools (videos, seminars, etc.), both within the EU and in third countries' markets and in cooperation with the European Travel Commission (ETC) (see action no. 18).

In 2013, the Commission will continue with the implementation of the preparatory action, along the same lines as in 2012, via:

- A call for proposals on **transnational thematic and sustainable tourism products** was launched end of May 2013.
- **Promotion of transnational thematic and sustainable tourism products** in cooperation with the European Travel Commission (ETC) (see action no. 18).

**EUROPEAN DESTINATIONS OF EXCELLENCE AS EMERGING, SUSTAINABLE TOURISM OFFER (E.1)**

- For the period 2012-2014 (June 2012-June 2014), the implementation of the second contract with the Facilitator of the **European Destinations of Excellence Network** aiming at ensuring a concrete and smooth running of the EDEN Network continued.

sector, thanks to stands and expositions. B2B events and match-making opportunities were organised and several new collaborations started between CRs and Tour Operators, travel magazines and TV shows, regional and local authorities.

- 4 grants awarded in 2013 (e.g. Europe Liberation Route)
- Up to 4 projects will be co-funded starting from 2014.
- Reinforcement of the EDEN Network which is a unique network in the field of sustainable tourism worldwide (involving 100 destinations). On 10<sup>th</sup>

- In 2012, under the EIP 2012 Work Programme, a call for proposals was published aiming at supporting National Tourism Administrations in charge of tourism to select and reward one tourist Destination of Excellence, to be chosen on the theme of "accessible tourism".
- In 2013, under the EIP 2013 Work Programme, ad-hoc grants will be awarded to support eligible National Administrations in charge of tourism and/or National Tourism Offices for the purpose of promoting selected European Destinations of Excellence.

**ENSURING VISIBILITY AND PROMOTION OF DIFFERENT THEMATIC TOURISM SERVICES AND PRODUCTS AT CONFERENCES AND OTHER EVENTS (E.1)**

- Organisation, with the Hungarian Presidency, of the **European High-Level Tourism Stakeholders' Conference** in May 2011 on wellness, medical, health tourism (as well as on responsible tourism from the perspective of business and tourists)
- Organisation of the **European Tourism Day** (27 September 2011 in Brussels) on "Industrial heritage: differentiating the European tourism offer"
- Organisation of the **European Tourism Forum** (5-7 October 2011 in Krakow, Poland) on "Stimulating Competitiveness in the European Tourism sector".
- Organisation of the **European Tourism Day** (27 September 2012 in Brussels) on "seasonality and coastal and maritime tourism"
- Organisation of the **European Tourism Forum** (25-26 October 2012 in Nicosia, Cyprus) with a focus on the following topics "Promotion of Europe on third country markets" and "Facilitating tourist flows into Europe"
- **Irish Presidency Tourism Conference** (25 April 2013 in Dublin, Ireland) under the topic "Unlocking the past to create a vibrant tourism future"
- **European Tourism Day** (12 November 2013 in Brussels)
- **European Tourism Forum** (17-18 October 2013 in Vilnius, Lithuania)

January 2012, members of the EDEN Network created an Association under the Belgian law to work on common projects and to promote the EDEN brand. In February 2013, almost 90 EDEN winners and runners-up were members of the Association.

- 22 countries participate in the project: 20 projects co-financed and 2 countries participate on their own cost. Foreseen implementation period: November 2012 – August 2013. Award ceremony: 11 November 2013.
- Up to 27 ad-hoc grants to be awarded. Foreseen implementation period: November 2013 – August 2014.

*Developing innovation in the tourism industry*

**ACTION 3: The Commission will launch an 'ICT and tourism' platform for stakeholders to facilitate the adaptation of the tourism sector and its businesses to market developments in new information technologies and improve their competitiveness by making the maximum use of possible synergies between the two sectors (E.2)**

IMPLEMENTATION	DELIVERABLES
<p><b>Facilitation of the participation of tourism SMEs in the digital supply chain</b></p> <p>The Vice-President officially launched the ICT and Tourism initiative during a dedicated event for high-level European stakeholders in Brussels (on 9<sup>th</sup> November 2011). This initiative will consist of 3 pillars: a policy component (high level expert group), a technological component (demonstration project - Tourismlink) and an operational component (Tourism Business Portal).</p> <ul style="list-style-type: none"> <li>• The high-level group of experts (1<sup>st</sup> pillar) has as an objective to promote discussion, monitor progress and new trends, evaluate ICT-uptake and allow for a broader exchange of views.</li> <li>• End of June 2011, a call for tender for a demonstration project on "Stimulating ICT innovation for SMEs in the tourism sector" was launched. The project outcome will represent an element of the platform (2<sup>nd</sup> pillar). The demonstration project started early 2012 and will be completed in 2014.</li> <li>• End of June 2012, a call for tender concerning the analysis and creation of the 3<sup>rd</sup> pillar, the Tourism Business Support Portal, was launched. Work is on-going and the portal will be accessible as from early 2014</li> <li>• Under the EIP 2013 Work Programme, it is foreseen to use a contract for services (framework contract) to ensure the further enhancement of the ICT portal.</li> </ul>	<ul style="list-style-type: none"> <li>• A High Level Group was set up. The Sherpa preparatory expert group (1<sup>st</sup> pillar) came together twice (27 March and 26 June 2012).</li> <li>• The main deliverables of the demonstration project will be an extensive analysis of the current ICT uptake by SMEs, foresight scenarios, as well as a common framework for interoperability among the different ICT solutions and systems, built on existing systems and standardisation achievements and joining them in a seamless architecture at European and/or international level. Finally, it will provide a set of policy recommendations. (2<sup>nd</sup> pillar)</li> <li>• The ICT and Tourism business support portal will become the European one-stop-shop providing ICT related information that could be of interest to companies of the tourism industry. (3<sup>rd</sup> pillar)</li> </ul>

<b>ACTION 4: Commission communication on electronic commerce in the internal market</b>	
<b>IMPLEMENTATION</b>	<b>DELIVERABLES</b>
<ul style="list-style-type: none"> <li>• Publication of a Communication on E-commerce, setting out lessons learnt and possible next steps</li> </ul>	<ul style="list-style-type: none"> <li>• Adoption of the Commission Communication and related Staff Working Paper on 11<sup>th</sup> January 2012</li> </ul>

*Improving professional skills*

<b>ACTION 5: In order to support training in the tourism sector, the Commission will endeavour to promote the opportunities offered by various EU programmes such as Leonardo or the Competitiveness and Innovation Framework Programme (CIP) with its 'Erasmus for young entrepreneurs' and 'E-skills for innovation' strands. (E.2)</b>	
<b>IMPLEMENTATION</b>	<b>DELIVERABLES</b>
<ul style="list-style-type: none"> <li>• Under the EIP 2012 Work Program, a call for tender was launched for integration of dedicated sections in EURES (the European Job Mobility portal) for different tourism sub-sectors and support to their wide-spread use. The contract was signed with Ernst &amp; Young before the end of the year and work started in January. Contract duration: 1 year.</li> <li>• Under the EIP 2013 Work Programme, a call for tender to map the supply side of education and training in the tourism sector will be launched. This will further assist the tourism sector in developing a high quality and relevant training framework based on skills and capabilities required by the labour market. It will also enhance the possibilities of workers in the sector to acquire the adequate training and education that will lead to their adaptation to new requirements of the market.</li> <li>• In cooperation with DG EMPL - in the framework of ESCO (European Skills/Competences, Occupations and Qualifications) - a structured model of the Skills/Competences is needed and their relations with Occupations in the sector is being developed. The reference group for the Accommodation and Food service activities has already been set up and was recently broadened with the travel agents, tour operators, reservation services and related activities. By the end of 2012 a first version of this classification is expected, the final revised list is awaited by mid 2014. At a later stage there will be a description of certificates and qualifications and relationships between skills/competences and the qualifications will also be established. The map of Skills and Competences thus obtained will be matched with available training/education in the MS and gaps will be identified. Finally, policy response to close potential gaps between the two parts will be suggested.</li> </ul>	<ul style="list-style-type: none"> <li>• Targeted sections for different tourism sub-sectors under EURES (the European Job Mobility portal) to facilitate a better match of offer and demand on the labour market, thus enhancing mobility.</li> <li>• The hospitality sector will be the first one (on line as of September 2013?) Subsectors covered by the 2013 contract: blue tourism, adventure tourism and cultural tourism.</li> <li>• Tourism Skills and Competences Framework</li> </ul>

*Encouraging an extension of the tourist season*

<b>ACTION 6: Provide a voluntary tourism exchange mechanism between Member States, enabling in particular certain key groups such as young or elderly people, people with reduced mobility and low-income families to travel, particularly during the low season (E.1)</b>	
<b>IMPLEMENTATION</b>	<b>DELIVERABLES</b>
<p>It was the aim of the preparatory action CALYPSO, adopted in 2008, on the initiative of the European Parliament, to propose at the end of its three-year duration a mechanism for voluntary tourism exchanges between Member States in the low season, in particular for specific disadvantaged target groups (Seniors, Youths, People with Disability, Families with low income).</p> <ul style="list-style-type: none"> <li>• In 2009, an Expert Group was launched to assist the Commission in its endeavours and regular meetings with stakeholders have also taken place across Europe to identify appropriate ways forward.</li> <li>• The study "Tourism Exchanges in Europe" has been finalised in July 2010</li> <li>• In 2010, a call for proposals was launched to facilitate the setting up of Calypso networks between public authorities but also to support public authorities in setting up, developing and/or strengthening Calypso structures in their countries.</li> <li>• In April 2011, a second similar call for proposals was published to co-finance similar Calypso structures.</li> <li>• In August 2011, a call for proposals was published to assess the feasibility, design and implementation of a web-based platform facilitating exchanges between demand and supply.</li> <li>• In 2012, under the EIP 2012 Work Programme, a third call for proposals was launched to facilitate Transnational Low Season Exchanges in Europe through the Development of Social Tourism.</li> <li>• A specific "senior initiative" was launched in May 2012 to encourage senior people to travel in Europe off-season facilitating transnational activities to improve tourism competitiveness, generating economic growth and jobs across Europe, promoting regional development and reinforcing the European citizenship.</li> <li>• In 2013, under the EIP Work Programme, another call for proposals will be published in early June with a focus on facilitating low season tourism through senior exchanges, on the basis of public-private partnerships including particularly SMEs, aiming at creating transnational tourism packages for this particular group and looking for synergies to support and complement actions developed by Member States and other stakeholders in this field</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness-raising meetings</li> <li>• Study recommendations</li> <li>• 4 projects co-funded for the period March 2011 - February 2012 with national/regional authorities from eight countries benefitting from co-financing.</li> <li>• 3 projects to be co-funded. Implementation period: 11 months starting on January 2012</li> <li>• A web-based demand-supply Calypso platform to be launched by the June 2013</li> <li>• 2 projects were co-funded. Implementation period: 11 months commencing in January 2013</li> <li>• A specific action plan was presented in Brussels on January 21<sup>st</sup> 2013 to MS, tourism and transport stakeholders to support a "senior programme"</li> <li>• Up to 4 projects will be co-financed starting in January 2014. Implementation period: 18 months</li> </ul>

<b>ACTION 7: Develop a voluntary online information exchange mechanism to improve the coordination of school holidays in the Member States, without prejudice to their cultural traditions. (E.1)</b>	
<b>IMPLEMENTATION</b>	<b>DELIVERABLES</b>
<p>The Commission is investigating how the Eurydice Network could provide more extended information on school and academic calendars to cover more years, and how this information could be linked to the Calypso web platform framework. This information could be useful and relevant to public and private sector tourism stakeholders in designing their policies and activities.</p> <ul style="list-style-type: none"> <li>• Coordination with Eurydice to increase visibility concerning school holidays across Europe</li> </ul>	<ul style="list-style-type: none"> <li>• School holiday patterns will be made available for future academic years, as a planning tool for tourism stakeholders</li> <li>• Content will be provided for the Calypso web platform</li> </ul>

*Consolidating the socioeconomic knowledge base for tourism<sup>12</sup>*

<b>ACTION 8: In its annual communication, 'Consumer Markets Scoreboard', the Commission will monitor the market by measuring European consumer satisfaction with various tourism services (transport, hire, accommodation, travel, package tours).</b>	
<b>IMPLEMENTATION</b>	<b>DELIVERABLES</b>
<ul style="list-style-type: none"> <li>• The 4<sup>th</sup> edition of the Consumer Market Scoreboard focused on identifying markets which may be underperforming for consumers, therefore, providing crucial evidence for policy follow-up</li> <li>• The 5<sup>th</sup> edition of the Consumer Market Scoreboard provided evidence and alerts about how the single market is performing for EU consumers in terms of choice, prices and satisfaction, with a focus on the integration of the retail market and national conditions for consumers</li> <li>• The 6<sup>th</sup> edition of the Consumer Market Scoreboard extended its scope to include also financial and property services, and fuel markets</li> <li>• The 7<sup>th</sup> edition of the Consumer Market Scoreboard analyses consumer conditions in EU Member States and the development of cross-border trade and e-commerce.</li> </ul>	<ul style="list-style-type: none"> <li>• Publication by the Commission (DG SANCO) on 22<sup>nd</sup> of October 2010</li> <li>• Publication by the Commission (DG SANCO) on 11<sup>th</sup> of March 2011</li> <li>• Publication by the Commission (DG SANCO) on 21<sup>st</sup> of October 2011</li> <li>• Publication by the Commission (DG SANCO) on 29<sup>th</sup> May 2012.</li> </ul>

<sup>1</sup> Contribution to this action is also done by regular Eurobarometer surveys

<sup>2</sup> Regulation 692/2011 concerning European statistics on tourism will also be an important pivot for the socioeconomic knowledge base for tourism



<b>ACTION 9: In the short term, the Commission will develop a pilot project aimed at networking research institutes, universities, public and private monitoring units, regional and national authorities and national tourism offices (E.2)</b>	
<b>IMPLEMENTATION</b>	<b>DELIVERABLES</b>
<ul style="list-style-type: none"> <li>In 2010, a call for proposals was published in the context of the EIP programme having as an objective to support transnational tourism research networking, associating universities, research centres and national authorities across Europe, with a view to strengthening research on competitiveness and sustainability-related issues on a European scale. The results of the projects which have been awarded a grant will be taken into account to feed the Virtual Tourism Observatory (VTO).</li> </ul>	<ul style="list-style-type: none"> <li>3 projects were co-financed (Service Design in Tourism, KNOWNET and FAST LANE). Final reports will be available by November 2012.</li> </ul>

<b>ACTION 10: In the medium term, based on the results of the pilot project, the Commission will promote the implementation of a 'virtual tourism observatory' to support and coordinate research activities by the various national research institutes and provide socioeconomic data on tourism at European level (E.2)</b>	
<b>IMPLEMENTATION</b>	<b>DELIVERABLES</b>
<p>With a view to enhancing the socio-economic knowledge basis at European level on tourism-related issues, such as, amongst others, demographic and climate changes, trends in the evolution of tourism demand and supply, impacts of unforeseen events and difficult situations, including data and research on the tourism businesses in the sector, and therefore providing useful elements to the industry to develop their strategies and to the public authorities' policies for their decision making processes, the Commission supports the establishment of a Virtual Tourism Observatory (VTO).</p> <ul style="list-style-type: none"> <li>In May 2011, a call for tenders for a feasibility study in view of setting up a Virtual Tourism Observatory (VTO) was published. It will determine the needs, the scope and content of the Virtual Tourism Observatory and prioritise the questions which will need to be answered. Input for the VTO will also be drawn from the cooperation with OECD (see action 21)</li> <li>In 2013, under the EIP 2013 Work Programme, it is foreseen to use a contract for services (framework contract) for the enhancement of the Virtual Tourism Observatory website</li> </ul>	<ul style="list-style-type: none"> <li>The feasibility study started in December 2011 and provided: an up-to-date, robust and reliable statistical database, a set of recommendations based on policy analysis and research, as well as a best-practice library for policies developed and applied at regional or national level. The revised final report is pending the approval because some fine-tuning revisions were required. It is foreseen that the report will be approved in May 2013.</li> <li>The first working version of the Virtual Tourism Observatory website is foreseen to be set up by the end of 2013</li> <li>Enhanced TSA methodology and results at EU</li> </ul>

<ul style="list-style-type: none"> <li>• The Eurobarometer survey on attitudes of Europeans towards tourism, financed under the 2012 EIP programme, was published on 6<sup>th</sup> March 2013. By the end of May, the report will be supplemented with country fact sheets, each of them drafted in both English and the respective national language.</li> <li>• Under the EIP 2013 Work Programme, it is foreseen to use a contract for services (framework contract) for a Flash Eurobarometer survey, amongst others, on the attitudes of Europeans towards tourism.</li> </ul>	<p>level</p> <ul style="list-style-type: none"> <li>• Flash Eurobarometer report</li> </ul>
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**II. Promote the development of sustainable, responsible and high-quality tourism**

<p><b>ACTION 11: Develop, on the basis of NECSTouR or EDEN, a system of indicators for the sustainable management of destinations. Based on this system, the Commission will develop a label for promoting tourist destinations (E.1)</b></p>	
IMPLEMENTATION	DELIVERABLES
<p>Indicators play an important role in helping destinations make informed decisions concerning sustainable management and should therefore be an essential element of the destination planning and management process.</p> <ul style="list-style-type: none"> <li>• On the basis of the work done by the Tourism Sustainability Group (TSG) and NECSTouR, in close cooperation with the Tourism Unit, on the indicators for the sustainable management of destinations, a call for the tender was published in July 2011 for the creation of a European system of indicators for sustainable management of destinations. As result, the implementation of the contract started in January 2012.</li> <li>• 19<sup>th</sup> April 2013: first technical meeting with tourism stakeholders able to test the System in their destinations with the aim to set up common guidelines, to share knowledge and experiences and to define how to assist the EC in steering the process of coordinating, monitoring and collecting feedback from the destinations</li> <li>• A call for expression of interest, addressed to the destinations which are interested to implement ETIS, was launched in June 2013</li> </ul>	<ul style="list-style-type: none"> <li>• The European Tourism System of Indicators-ETIS- was launched in an open conference the 22<sup>nd</sup> February 2013. About 250 people from public and private stakeholders across Europe attended the meeting and they received a toolkit, as guidance to implement the System.</li> <li>• Test implementation of the System in three phases, starting from July 2013</li> </ul>

<p><b>ACTION 13: Develop a European 'Qualité Tourisme' brand, based on existing national experience, to increase consumer security and confidence in tourism products and reward rigorous efforts by tourism professionals whose aim is quality of tourism service for customer satisfaction (E.1)</b></p>	
IMPLEMENTATION	DELIVERABLES
<p>The added value of the European Label for Tourism Quality Schemes (ETQ Label) resides in offering an umbrella scheme, recognising the existing and future public and private initiatives and</p>	

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<p>complementing them with actions coordinated at EU level, for the benefit of the Member States, the industry and consumers.</p> <ul style="list-style-type: none"> <li>• In 2011, an information gathering consultation, numerous workshops and a targeted consultation were organised among stakeholders, in order to assess existing quality labelling experiences. In January 2012 an open conference was held on the issue, involving EU public and private stakeholders</li> <li>• On the basis of the work with the stakeholders and the results of consultations, a draft concept and set of criteria for the ETQ Label were designed and formed basis of the proposed policy options.</li> <li>• A 12-week public consultation was running between 13 April and 13 July 2012, in order to obtain the views of the private and public stakeholders on the proposed policy options and criteria.</li> <li>• In parallel, an Impact Assessment Study was carried out assessing the potential impacts and legal instruments of the proposed policy options for initiative.</li> <li>• The Commission’s IA Report was approved by the Impact Assessment Board at the end of 2012.</li> <li>• The proposal for the ETQ Label accompanied by the IA Report will be presented for adoption by the College by the end of May 2013.</li> </ul>	<ul style="list-style-type: none"> <li>• On 25<sup>th</sup> of January 2012 during the open conference with public and private tourism stakeholders in Brussels, the Commission announced that a proposal for a Regulation on a European Tourism Label was foreseen, as already included in and announced via the current Commission Work Programme (CWP) 2012. The preparatory work has included an Impact Assessment Study.</li> <li>• The outcome of the consultation and the Impact Assessment study have been used for the realisation of the Impact Assessment Report, which will accompany the draft proposal.</li> <li>• The adoption of the draft proposal of the legislative initiative is foreseen by end of June 2013.</li> </ul>
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<b>ACTION 15: Propose a charter for sustainable and responsible tourism and establish a European prize for tourism businesses and destinations respecting the values set out in the charter (E.1)</b>	
<b>IMPLEMENTATION</b>	<b>DELIVERABLES</b>
<p>The <b>European Charter for Sustainable and Responsible Tourism</b> should streamline existing charter initiatives into one single document setting the broad principles of sustainable and responsible tourism in relation with destinations, tourism enterprises and their services but also in relation to tourists.</p> <ul style="list-style-type: none"> <li>• In 2011, the TSG (specific working group) in close cooperation with the Tourism Policy Development Unit, have started to work on streamlining existing charters related to responsible tourism at European and global level (including initiatives such as the Global Sustainability Tourism Criteria, the UNWTO Global Code of Ethics etc.) into one single document setting the broad principles of sustainable and responsible tourism in relation with destinations, tourism enterprises and their services, but also in relation to tourists.</li> </ul>	<ul style="list-style-type: none"> <li>• Consultation of stakeholders during the period February -April 2012</li> <li>• Set of principles and objectives for sustainable and responsible tourism in a form of a European Charter to be proposed (tentatively by the end of 2013)</li> </ul>

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<p><b>Business and Biodiversity Award Scheme</b> (initiative by DG Environment)</p> <ul style="list-style-type: none"> <li>In 2011, the Business and Biodiversity Award Scheme initiated in a framework of the European Business Awards for the Environment included also the tourism sector (<a href="http://ec.europa.eu/environment/awards/business_biodiversity_award.html?panel=0">http://ec.europa.eu/environment/awards/business_biodiversity_award.html?panel=0</a>)</li> </ul>	<ul style="list-style-type: none"> <li>In 2011, a competition round at national level</li> <li>In 2012, applications for the EU level awards collected, an award ceremony organised in Brussels.</li> </ul>
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<b>ACTION 16: Propose a strategy for sustainable coastal and marine tourism (E.1)</b>	
<b>IMPLEMENTATION</b>	<b>DELIVERABLES</b>
<p>Marine and coastal tourism and related sectors represent a vast potential for development and a substantial source of growth. In order to further enhance this potential and, at the same time, tackle important challenges with which coastal tourism is confronted, the Commission envisages working on a <b>Strategy for sustainable coastal and marine tourism</b>.</p> <ul style="list-style-type: none"> <li>In 2011, the Tourism Unit has started preparatory works in co-lead with DG Maritime Affairs and Fisheries (DG MARE)</li> <li>In 2012, an open public consultation was carried out between 14 May and 6 August.</li> <li>Roadmap approved and published online in February 2013</li> <li>Impact assessment is on-going and submission to IA Board is scheduled for July 2013. A workshop addressed to the local Authorities, in cooperation with the Committee of Regions, will be held in Bruxelles the 29<sup>th</sup> of April '13, as a further and interactive consultation</li> <li>Adoption by College of Communication is expected in November / December 2013 (joint communication by Ms. Damanaki and VP Tajani).</li> </ul>	<ul style="list-style-type: none"> <li>Commission Communication to be adopted by the College by end of year 2013.</li> </ul>

<b>ACTION 17: Establish or strengthen cooperation between the European Union and the main emerging countries (China, Russia, India, Brazil) and Mediterranean countries to promote sustainable and responsible tourism development models and the exchange of best practice (E.1)</b>	
<b>IMPLEMENTATION</b>	<b>DELIVERABLES</b>
<ul style="list-style-type: none"> <li>On the basis of Joint Declarations signed in 2011, the pilot initiative for low season tourist exchanges with Argentina, Brazil and Chile("50.000 tourists") was launched. First phase of the project (from October 2012 to March 2013) involving flows from Chile, Argentina and Brazil to Europe has been completed. The second phase covering the period from May 2013 to September 2013 will involve tourism flows from Europe to Chile, Argentina and Brazil. Final assessment of this first phase will be carried out end of April 2013, based on the last data provided by South American and European partners.</li> </ul>	<p>Strengthened cooperation among MS and with third countries. Increased flows of tourism in low season from third countries. Assessment of the first phase of the project: end April 2013 Possible signature of a Joint Statement between the Commission and the China National Tourism Administration (CNTA) in 2012</p>

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<ul style="list-style-type: none"> <li>• Similar Joint Declarations to facilitate tourism flows particularly in the low season were signed with Uruguay (20/12/2011), Mexico (17/01/12) Colombia (17/05/2012) and Peru (23/01/13). Further implementation of these agreements will follow results of the assessment of the pilot phase end of April 2013.</li> <li>• Over the last months of 2011, the Commission services have been engaged in intensive exchanges with the Chinese National Tourism Administration (CNTA), aided and coordinated by the EU Delegation on spot. End of November 2011, in a meeting held in Beijing with CNTA, the Chinese side expressed their clear willingness to sign a Joint Statement and start cooperating with the Commission in concrete areas. A draft text for a Joint Statement has been roughly agreed and it is hoped that the signature will take place in the second half of 2012.</li> <li>• DG ENTR is involved in the implementation of the EU China Trade Cooperation Project (EUCTP) managed by DG Trade and the EU Delegation in Beijing. EUCTP assistance has been requested by the National People Congress with a view to helping them in drafting their tourism law. Also, a possible list of activities for the next implementation phase starting in March 2012 was submitted to EUCTP.</li> <li>• A seminar benefitting the Euromed partner countries was organised by the Commission in Brussels in June 2012, with a view to provide information on EU policies and projects and sharing best practices in the field of sustainable tourism.</li> </ul>	<ul style="list-style-type: none"> <li>• Enhanced participation of the Chinese Administration representatives to EU events and vice-versa</li> </ul>
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**PREPARATORY ACTION (launched in 2012) aiming preparing the ground for future initiatives in the field of tourism and accessibility: Tourism Accessibility for all (E.2)**

<b>IMPLEMENTATION</b>	<b>DELIVERABLES</b>
<p>The main aim is to develop a better awareness of accessibility in tourism, with a special focus on the disability issue and special needs of certain categories of people It will mainstream accessibility in the tourism supply chain for the benefit of people with disability, for elderly travellers, and people with temporary impairments. The Preparatory Action has been allocated a budget of 1 million EUR in 2012.</p> <p>To this end, the Commission is implementing the following:</p> <ul style="list-style-type: none"> <li>• Three calls for tenders for study contracts have been already launched:</li> </ul>	<ul style="list-style-type: none"> <li>• A "map" of the target demand and existing supply of</li> </ul>

<p>(1) Mapping the demand and assessing the economic impact of accessible tourism study to be completed by November 2013</p> <p>(2) Mapping and performance check of the supply of accessible tourism services <a href="#">Study</a> to be completed by May 2014</p> <p>(3) Mapping the skills and training needs to improve accessibility in tourism services (Mapping to be completed in the first quarter 2014.</p> <ul style="list-style-type: none"> <li>• European Excellence Award for Accessible Tourism - Grant agreements awarded to 5 National Tourism authorities, Selection of winners due by December 2013</li> <li>• Awareness Raising: Conference in Treviso with the Committee of the Regions (6.11.2012), Conference in Vicenza (22.3.2013)</li> <li>• Use of a framework contract for awareness raising, visibility and promotion.</li> </ul>	<p>accessible tourism in Europe. This information is a pre-requisite for any other action in this area. It allows for a "performance check" of the tourism offer in terms of accessibility, and a better understanding of the needs and expectations of disabled tourists, including those coming from outside the EU</p> <ul style="list-style-type: none"> <li>• An overview of the skills and staff training needs to improve accessibility and safety for all. This information is a prerequisite to put in place a better match between demand and offer of training, and eventually contribute to the development of a "culture of care" in the tourism supply chain</li> <li>• An award for those European destinations (or networks of) which make accessibility as a key priority in their promotional offer, commit to continuously improve on accessibility, and pool the efforts of operators at different levels of the tourism supply to create a seamless chain of accessible destinations.</li> <li>• Enhanced awareness with the public and stakeholders. The objective is to promote accessibility in tourism by launching "marketing" and information actions,.</li> <li>• Visibility in all those major events both at European, national or regional level that can have an impact on tourism and tourists.</li> </ul>
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**III. Consolidate the image and profile of Europe as a collection of sustainable and high-quality tourist destinations**

**ACTION 18: Create a true 'Europe brand' in cooperation with the Member States to complement promotional efforts at national and regional level and enable European destinations to distinguish themselves from other international destinations (E.1)**

IMPLEMENTATION	DELIVERABLES
<p>It is the intention of the Commission to strengthen Europe’s role as the leading tourism destination and therefore to strongly encourage a constructive cooperation of the Member States in order to achieve this objective. Promoting Europe as a destination with its own brand could represent an added-value in this sense.</p> <ul style="list-style-type: none"> <li>• In September 2012, the Commission launched an international communication campaign to promote the image of Europe as a collection of diverse, sustainable and high quality tourist destinations in emerging long-haul markets (namely the BRIC countries, Brazil, Russia, India, and China, as well as Argentina, and Chile) whose expanding middle classes are a new potential source market for European destinations. The communication campaign will be rolled out from September 2012 to December 2013. The campaign is known as "Europe – whenever you're ready" and it has a dedicated website: <a href="http://europa.eu/readyforeurope/">http://europa.eu/readyforeurope/</a></li> <li>• On 6<sup>th</sup> October 2011 (Krakow) a Joint Declaration was signed by the Commission and the European Travel Commission ( ETC) to cooperate in the field of tourism and the promotion of “Destination Europe” with a specific focus in the following 6 areas: promotion of ‘Destination Europe’ in long-haul markets, development and promotion of pan-European cultural routes/thematic itineraries and tourism products, collaboration on digital marketing activities, the ‘Destination Europe’ brand, joint presence at events, research and best practice</li> <li>• In October 2012, a grant agreement was signed with ETC, in the context of the Preparatory Action “Promotion of European and transnational tourism products with special emphasis to cultural and industrial ones”, for joint actions aiming at communication, promotion and visibility activities. The grant work programme covers the period November 2012 – March 2013 and should result into the presentation of a strategy for the promotion of the "Destination Europe 2020". It is proposed to continue these joint actions with a second grant agreement as of April 2014.</li> <li>• Under the EIP 2013 Work Programme, a contract for services (framework contract) will be used in order to further enhance visibility of Europe and its destinations, mainly through the organization of various European-level tourism conferences and events.</li> </ul>	<ul style="list-style-type: none"> <li>• Communication campaign with the objectives of attracting international tourists to visit Europe, raising the visibility of Europe as the world's top tourism destination and differentiating Europe from other international destinations.</li> <li>• Add value to and enhance the promotional activities of Member States, other public authorities and the European tourism industry by supporting the promotion of pan-European thematic tourism products, the 'visiteurope.com' portal and the promotion of Europe as a whole in overseas markets.</li> <li>• Joint promotion of Europe in long-haul markets, and a distinctive European brand, which differentiates ‘Destination Europe’ from other international regions</li> <li>• Awareness-raising and communication activities</li> </ul>

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**ACTION 19: Promote the visiteurope.com website in order to increase the attractiveness of Europe as a collection of sustainable and high-quality tourist destinations, particularly among emerging countries**

IMPLEMENTATION	DELIVERABLES
<p>The new version of the “visiteurope.com” web portal, which endeavours to promote Europe as a tourism destination worldwide, was launched end of 2009. The website contains already attractive tourism-relevant contents, however, it could still be enriched and enhanced by incorporating further new elements so as to ensure that it provides real added value to the promotion of Europe and its destinations.</p> <ul style="list-style-type: none"> <li>• More structured and regular contact with European Travel Commission (ETC)</li> <li>• The Chinese version of the visiteurope.com website was launched in Beijing in December 2011 by ETC.</li>   <li>• Grant agreement with ETC (see action 18)</li> </ul>	<ul style="list-style-type: none"> <li>• Developing digital marketing activities through the "visiteurope.com" destination portal, increasing the pan-European content (such as thematic transnational products, routes and cultural corridors)</li> <li>• Encouraging cooperation between European tourism authorities and main industry stakeholders to support the promotion of European and transnational tourism products with the objective of bringing new visitors to Europe.</li> </ul>

**ACTION 20: “Encourage joint promotional actions at major international events or large-scale tourism fairs and exhibitions**

IMPLEMENTATION	DELIVERABLES
<ul style="list-style-type: none"> <li>• Joint promotional actions at major events or large-scale tourism fairs and exhibitions</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation foreseen within action 18</li> </ul>

**ACTION 21: Strengthen European Union participation in international bodies, particularly within the context of the World Tourism Organisation, the OECD, T20 and Euro-Med**

IMPLEMENTATION	DELIVERABLES
<p>With a view to strengthening the analytical and political case for tourism and underlining the importance of the tourism sector’s contribution to achieve shared growth beyond the crisis, particularly in terms of global job creation and the development agenda, strengthening of EU participation in/collaboration with tourism-relevant international bodies appears as important.</p>	



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<ul style="list-style-type: none"> <li>• Joint Management with OECD was completed in the period July 2011 - December 2012) (E.2)</li> <li>• A new Joint Management contract with OECD was signed in December 2012. The main output of this initiative will be the publication Tourism Trends and Policies 2014</li>   <li>• Regular participation in the T20 Tourism Ministers' meetings (E.1)</li>   <li>• In May 2012, a Memorandum of Understanding was signed with UNWTO to structure and consolidate the cooperation on several axes (mainstreaming tourism in the global agenda; contribution towards economic growth, employment and job creation; improving tourism competitiveness; cultural tourism and thematic tourism routes/itineraries; fostering knowledge, skills, education; capacity building and cooperation in statistics and tourism satellite accounts and promotion of sustainable, responsible, accessible and ethical tourism). (shared file E.1 and E.2)</li> </ul>	<ul style="list-style-type: none"> <li>• Strengthened cooperation and joint EU-OECD publication "Tourism Trends &amp; Policies 2012" published in June 2012 (now freely available on the website of the OECD)</li> <li>• A new edition of the biannual publication Tourism Trends and Policies is expected in 2014.</li> <li>• Joint efforts at high-level to put forward a clear message on the importance of tourism as an economic sector</li> <li>• Synergies and enhanced cooperation</li> </ul>
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**IV. Maximise the potential of EU policies and financial instruments for developing tourism**

<b>IMPLEMENTATION</b>	<b>DELIVERABLES</b>
<ul style="list-style-type: none"> <li>• Proactive monitoring of EU legislative and/or non-legislative initiatives having an impact on the tourism sector and its stakeholders, amongst others, via active participation at Commission level in inter-service consultations; via a call for tender for a study which should ensure an overview and analysis of EU initiatives having an impact on tourism</li> <li>• Regular high-level conferences with tourism stakeholders</li>   <li>• Proactive awareness raising and information of tourism stakeholders on the relevant environmental EU legislation to facilitate understanding of the environmental requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure that tourism interests are taken into account in all EU policies</li> <li>• Study on the impact of EU tourism policies and map of EU financial instruments which could be potentially used directly or indirectly for tourism related activities (to be published in September 2012)</li> <li>• Participation and support to a high number of events organised by stakeholders at all levels (MS, regional, local, European institutions, networks, European associations etc.)</li> <li>• Tourism stakeholders will be informed and aware on EU environmental legislation relevant for the</li> </ul>

<p>but also the opportunities for the sector arising from the protection of the environment</p> <ul style="list-style-type: none"> <li>• Ensuring a sufficient and stable budget for tourism support and coordination actions in 2012-2013 (Entrepreneurship and Innovation Programme (EIP) and preparatory actions) and in 2014-2020 (Commission’s proposal for a Programme for the Competitiveness of Enterprises and SMEs (COSME) which includes in its scope the tourism sector)</li>   <li>• Ensuring access for tourism public and private stakeholders under the different EU Multi-annual Financial Framework legislative proposals for 2014-2020</li> </ul>	<p>sector</p> <ul style="list-style-type: none"> <li>• EIP 2012 Work Programme – budget for tourism-related measures: 6 mill EUR</li> <li>• EIP 2013 Work Programme – budget for tourism-related measures: 6.3 mill EUR</li> <li>• Two preparatory actions (2012-2013): (1) “Promotion of European and transnational tourism products with special emphasis to cultural and industrial ones” (2 mill EUR), respectively, (2) “Tourism and accessibility for all” (1 mill EUR).</li>   <li>• Legislative proposals for EU spending programmes under the Multi-annual Financial Framework 2014-2020 were adopted by the College in 2011. They were published at: <a href="http://ec.europa.eu/budget/reform/commission-proposals-for-the-multiannual-financial-framework-2014-2020/index_en.htm">http://ec.europa.eu/budget/reform/commission-proposals-for-the-multiannual-financial-framework-2014-2020/index_en.htm</a></li> <li>• Coordination of European networks involved in tourism activities</li> </ul>
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