

**ENSURING A SUCCESSFUL IMPLEMENTATION OF THE TOURISM COMMUNICATION (COM(2010) 352 FINAL)
IMPLEMENTATION ROLLING PLAN (UPDATE: 16.01.2012)**

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>Identifying, incentivising and promoting transnational thematic tourism products and encouraging networking with a view to facilitating the diversification of tourism products and services</p> <ul style="list-style-type: none"> • In 2010, under the preparatory action “Sustainable Tourism”, a call for proposals on cycling tourism ("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). • In 2011, under the same preparatory action, a call for proposals was published on the "Promotion of trans-national thematic tourism products (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. A similar call should be published in 2012 under the EIP. • In August 2011, under the EIP 2011 Work Program, 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 in 2010, a study was jointly carried out on cultural itineraries and results officially presented on 28th June 2011 in the European Parliament. A provisional version of the study is already available on the Council of Europe website. 	<ul style="list-style-type: none"> • 6 projects were co-funded and were implemented over the period January–December 2011. • 5 projects will be co-funded for the period March 2012 and February 2013. • 5 projects will be co-funded for the period February/March 2012 and July/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 of the

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- On 11th of August 2011, the **Joint Management agreement with the Council of Europe** 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 and the first actions identified are currently ongoing. A follow-up of the current Joint Management is already foreseen and a new contract should be signed before the end of 2012.
- Organisation of the event "**Carrefours d'Europe**": a mini-fair to be held at the crossroads of cultural routes and focused on cultural tourism. Its first edition will take place in Pavia (Italy) from the 7th to the 10th June 2012. It will incorporate several events (thematic workshops, expositions, photo competition, B2B events, eno-gastronomic and cultural events, etc.) running on a 4-day period around a central event, which will be a day conference on "religious tourism and pilgrimage routes".
- In 2012, the Commission will start to implement the preparatory action "Promotion of European and transnational tourism products with special emphasis to cultural and industrial ones" via:
 - the publication of a call for proposals for the creation, development, strengthening and visibility of transnational thematic and sustainable tourism products;
 - the promotion of transnational thematic and sustainable 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 n. 18).
- In 2012, the FP7 (Seventh Framework Programme for Research, Technological Development and Demonstration) call includes the following topic related to tourism: EeB.ENV.2012.6.6-2 Concepts and solutions for improving energy efficiency of historic buildings, in particular at urban district scale (<http://ec.europa.eu/research/participants/portal/page/cooperation?callIdentifier=FP7-2012->

provisional version of the study (EN)

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 among European tourism operators. Improved skills of the associations managing the Cultural Routes, a common and improved communication strategy and a reinforced brand image.
- 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 sector, thanks to stands and expositions. New thematic products thanks to B2B events that will be organised.
- Possibly between 4 and 6 new thematic transnational projects will be co-financed. Increased vertical and horizontal integration among SMEs from the cultural, eno-gastronomic, tourism, transport sectors.

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NMP-ENV-ENERGY-ICT-EeB

- The new RTD Joint Programming Initiative (JPI) on "Cultural Heritage and Global Change: a new challenge for Europe" is expected to "encourage better collaboration between public and private sectors, as well as open innovation between different research activities and business sectors related to cultural heritage; **including tourism**, sustainable maintenance and construction or reconstruction of sites, buildings or landscapes and related business services". This JPI foresees the launch of joint calls from 2012 onwards, which may include research dedicated to tourism (elaboration of Strategic Research Agenda under way).
- The ERA-NET initiative ERNEST, established and funded under the ERA NET scheme of the European Commission (DG Research and Innovation) for the period September 2008 - August 2012. ERNEST addresses the issue of **sustainable development of the tourism sector** through the coordination and collaboration among regional research programmes (<http://www.ernestproject.eu/coalap/pages-ernest/home.jsf>).

EU Business and Biodiversity Platform (B@B)

- 2010-2012 initiative to set up a dialogue mechanism on biodiversity with businesses (tourism is one of 6 priority sectors) was included in the EU Biodiversity Strategy 2020 (May 2011)

European Destinations of Excellence as emerging, sustainable tourism offer

- In 2011, the implementation of the EDEN 2010-2011 Communication campaign continued, aiming at **strengthening the EDEN brand** and providing the EDEN winning destinations with **visibility** at European level.
- In 2011, the implementation of the contract with the Facilitator of the **European Destinations of Excellence Network** aiming at ensuring a concrete and smooth running of

- Technical facility for information exchange (http://ec.europa.eu/environment/biodiversity/business/index_en.html)
- Tourism Sector and Biodiversity Conservation: Best Practice Benchmarking (http://ec.europa.eu/environment/biodiversity/business/assets/pdf/sectors/FINAL_Tourism.pdf)
- B@B Awards (http://ec.europa.eu/environment/awards/business/biodiversity_award.html?panel=0)
- Awareness-raising about the EDEN project and of Commission's commitment towards sustainable emerging destinations and promotion of alternative tourism offers. Implementation period: July 2010- March 2012.

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the EDEN Network continued.

- In 2011, as a continuation of the EDEN preparatory action, a call for proposals to strengthen trans-national cooperation for enhanced **visibility** and **promotion** of tourism in emerging **European Destinations of Excellence** was launched, under the Entrepreneurship and Innovation Programme 2011.
- In 2012, under the EIP 2012 Work Program, a call for proposals will be 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".

Ensuring visibility and promotion of different thematic tourism services and products at conferences and other events

- 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** (27th September 2011 in Brussels) on "Industrial heritage: differentiating the European tourism offer"
- Organisation of the **European Tourism Forum** (5-7 October 2011 in Krakow) on "Stimulating Competitiveness in the European Tourism sector".

- Reinforcement of the EDEN Network which is the unique experience of this kind in Europe (involving almost 100 destinations). Implementation period: June 2010-June 2012. On 10th January 2012, the EDEN Network created an Association under the Belgian law which will work on common projects and to promote the EDEN brand. It is also envisaged to enlarge the network to the 3-4 runners up of each MS in each of the 5 awards 2007-2011, which could bring the critical mass up to 400-450 destinations.
- As a result of the call, 18 projects are co-funded for the period: November 2011-August 2012
- Up to 27 projects to be co-financed. Foreseen implementation period: November 2012 – August 2013.
- European stakeholders' conference which gathered a public of around 200 participants
- European stakeholders' conference with a public of around 400 participants
- European stakeholders' conference with a public of around 400 participants

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

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<p>Facilitation of the participation of tourism SMEs in the digital supply chain</p> <ul style="list-style-type: none"> • The Vice-president officially launched the ICT tourism initiative during a dedicated event for high-level European stakeholders in Brussels (on 9th November 2011). This initiative will consist of 3 pillars: a policy component (high level expert group), a technological component (demonstration project) and an operational component (website portal). • Set up of a (high-level) group of experts to promote discussion, monitor progress (also of the demonstration project) and new trends, evaluate ICT-uptake and allow for a broader exchange of views. <p>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 will be completed in 2014 and will be an element of the platform.</p>	<p>A high level-expert group will be set up. This group is expected to come together for the first time in 2012. The demonstration project is expected to start early 2012 and will be completed in 2014. Finally the website portal will become a one-stop-shop providing all kinds of information that could be of interest to companies of the tourism industry. The portal is expected to be delivered towards end 2012.</p> <p>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.</p>

ACTION 4: Commission communication on electronic commerce in the internal market	
IMPLEMENTATION	DELIVERABLES
<ul style="list-style-type: none"> • <input type="checkbox"/> A public consultation on the future of electronic commerce in the internal market and the implementation of the Directive on electronic commerce (2000/31/EC) in view of identifying obstacles to the development of e-commerce and evaluating the impact of the E-commerce Directive was ongoing from 10th August to 5th November 2010 (DG Internal Market and Services) • Publication of a Communication on E-commerce, setting out lessons learnt and possible next steps 	<ul style="list-style-type: none"> • Responses to the public consultation are available on DG Internal Market and Services website • Adoption of the Commission Communication and related Staff Working Paper on 11th January 2012

Improving professional skills

<p>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.</p>
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<ul style="list-style-type: none"> • Under the EIP 2012 Work Program, a call for tender will be launched for integration of targeted sections in EURES (the European Job Mobility portal) for different tourism sub-sectors and support to their wide-spread use. • Depending on the active interest of the sector's stakeholders and their willingness to work together with an ESO (European Standardisation Organisation), a Tourism Skills Competence Framework could be developed, with a view to identifying which skills are currently required by the tourism sector, how this demand evolved over time and is likely to evolve in the future, supplementing this analysis with supply-side assessment (evaluation of skills available on the market as the outcome of education or training); and, finally, suggesting policy response to close potential gaps between the two parts. 	<ul style="list-style-type: none"> • 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. • Tourism Skills Competence Framework

Encouraging an extension of the tourist season

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	
IMPLEMENTATION	DELIVERABLES
<p>It is 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"> • In 2009, an Expert Group was launched to assist the Commission in its endeavours. • Regular meetings with stakeholders have also taken place across Europe to identify appropriate ways forward. In 2011, one meeting took place in Finland (June 2011) and a further one will take place, end of October, in Portugal; additional communication initiatives will take place throughout 2011. • The study "Tourism Exchanges in Europe" has been finalised in July 2010 • 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. • In April 2011 a new similar call for proposals was published to co-finance similar Calypso structures. 	<ul style="list-style-type: none"> • Awareness-raising meetings • Study recommendations • 4 projects co-funded for the period March 2011 - February 2012 with national/regional authorities from eight countries (from all across Europe) benefitting from co-financing. • 3 projects to be co-funded. Implementation period: 11 months commencing beginning of 2012

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<ul style="list-style-type: none"> As a further step, a call for proposals was published in August 2011 to assess the feasibility, design and implementation of a web-based platform facilitating exchanges between demand and supply. In 2012, under the EIP 2012 Work Program, a call for proposals will be launched to facilitate Transnational Low Season Exchanges in Europe through the Development of Social Tourism. 	<ul style="list-style-type: none"> A web-based demand-supply platform to be launched by the end of 2013 Up to 4 projects co-funded. Implementation period: 11 months commencing in autumn 2012
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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.

IMPLEMENTATION	DELIVERABLES
<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"> Coordination with Eurydice to increase visibility concerning school holidays across Europe 	<ul style="list-style-type: none"> School holiday patterns will be made available for future academic years, as a planning tool for tourism stakeholders Content will be provided for the Calypso web platform

Consolidating the socioeconomic knowledge base for tourism¹²

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).

IMPLEMENTATION	DELIVERABLES
<ul style="list-style-type: none"> The 4th edition of the Consumer Market Scoreboard focused on identifying markets which may be underperforming for consumers, therefore, providing crucial evidence for policy follow-up The 5th 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 The 6th edition of the Consumer Market Scoreboard extended its scope to include also financial and property services, and fuel markets 	<ul style="list-style-type: none"> Publication by the Commission (DG SANCO) on 22nd of October 2010 Publication by the Commission (DG SANCO) on 11th of March 2011 Publication by the Commission (DG SANCO) on 21st of October 2011

¹ Contribution to this action is also done by regular Eurobarometer surveys

² The recently adopted Regulation 692/2011 concerning European statistics on tourism will be an important pivot for the socioeconomic knowledge base for tourism (OJ L 192, 22.7.2011, p. 17 ; <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:192:0017:0032:EN:PDF>)

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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	
IMPLEMENTATION	DELIVERABLES
<ul style="list-style-type: none"> □ In 2010, a call for proposals was published in the context of the CIP/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). 	<ul style="list-style-type: none"> 3 projects were co-financed under the EIP 2010 Work Programme (Service Design in Tourism, KNOWNET and FAST LANE). Final reports will be available by November 2012.

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.	
IMPLEMENTATION	DELIVERABLES
<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"> 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) Under the EIP 2012 Work Programme, depending on the availability of the results of the feasibility study, work on the design and development of the web-site hosting the Observatory will start. Some initial content provision may also begin in 2012, through cooperation with OECD and UNWTO, existing framework contracts or an open call for tenders – thus making the best possible use of existing data gathering and analysis in the field. 	<ul style="list-style-type: none"> The feasibility study started in December 2011 and should provide by the end of 2012: 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. A full scope of the project and its objectives were presented at the ETF in Krakow 5-7 October 2011.

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II. Promote the development of sustainable, responsible and high-quality tourism

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	
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"> 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 December 2011. 	<ul style="list-style-type: none"> A system of indicators to be proposed for use by destination managers by end 2012 By end 2012, organisation of an awareness raising conference gathering around 200 persons to launch the guidance toolkit for the implementation of the system of indicators

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	
IMPLEMENTATION	DELIVERABLES
<p>The added value of the European Tourism Quality Label resides in offering an umbrella scheme, recognising what is already in place at national or regional level.</p> <ul style="list-style-type: none"> In 2011, an information gathering consultation among stakeholders in order to assess existing quality labelling experiences was organised. A specific working group has been created. Furthermore, in 2011, 2 workshops took place. An open conference involving EU public and private stakeholders will take place on 25th of January 2012 in Brussels. One consultation on the operational options of and open questions on the future concept of the European Tourism Quality Label was carried out from September to October 2011. The outcome of the consultation will be summarised in a working paper which will be discussed at the conference on 25th of January 2012. On the basis of the work of the expert group and taking into consideration results and feedback from the 2 workshops as well as from the conference, the concept and criteria for the European Tourism Quality Label should be designed. 	<ul style="list-style-type: none"> Depending on the results of the conference on 25th of January 2012, the European Commission examines different EU legal and operational instruments that should be used for the implementation and promotion of the selected European Tourism Quality label proposal.

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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.	
IMPLEMENTATION	DELIVERABLES
<p>The European Charter for Sustainable and Responsible Tourism 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"> 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 <p>Business and Biodiversity Award Scheme (initiative by DG Environment)</p> <ul style="list-style-type: none"> In 2011, the Business and Biodiversity Award Scheme initiated in a framework of the European Business Awards for the Environment has included also the tourism sector (http://ec.europa.eu/environment/awards/business_biodiversity_award.html?panel=0) 	<ul style="list-style-type: none"> Set of principles and objectives for sustainable and responsible tourism (by the end 2012) Consultation of stakeholders foreseen during the period end of January-beginning of March 2012 <ul style="list-style-type: none"> In 2011, a competition round at national level In 2012, applications for the EU level awards collected, an award ceremony organised in Brussels.
ACTION 16: Propose a strategy for sustainable coastal and marine tourism	
IMPLEMENTATION	DELIVERABLES
<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 Strategy for sustainable coastal and marine tourism.</p> <ul style="list-style-type: none"> In 2011, the Tourism Unit has started preparatory works in co-lead with DG Maritime Affairs and Fisheries <p>In 2012, the FP7 (Seventh Framework Programme for Research, Technological Development and Demonstration) call includes the following topic related to tourism: ENV.2012.6.2-6 Development</p>	<ul style="list-style-type: none"> Technical meetings with DG MARE are taking place. A roadmap for this strategy, to be possibly approved beginning of 2012. Proposal for a strategy in 2013 in line with the work programme of DG MARE. Participation in the European Maritime Day 2012 (21-22 May , Gothenburg (Sweden)) for a joint presentation of this action

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<p>of advanced technologies and tools for mapping, diagnosing, excavating, and securing underwater and coastal archaeological sites (http://ec.europa.eu/research/participants/portal/page/cooperation?callIdentifier=FP7-ENV-2012-one-stage)</p>	
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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

IMPLEMENTATION	DELIVERABLES
<ul style="list-style-type: none"> • On 1st of June 2011, the low season tourists exchanges with third countries ("50.000 tourists") pilot initiative was launched. • 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 first half of 2012. • 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. • A seminar benefitting the Euromed partner countries could possibly be organised by the Commission in Brussels in the first half of 2012, with a view to provide information on EU policies and projects and sharing best practices in the field of sustainable tourism. 	<ul style="list-style-type: none"> • Strengthened cooperation among MS and with third countries. Increased flows of tourism in low season from third countries. Implementation start: October 2012 • Possible signature of a Joint Statement between the Commission and the China National Tourism Administration (CNTA) in 2012 • Enhanced participation of the Chinese Administration representatives to EU events and vice-versa

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

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enable European destinations to distinguish themselves from other international destinations

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"> • In 2011, a call for tender was published for a 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 (implementation foreseen for the period 2012-2013) • Signature on 6th October 2011 in Krakow of a Joint Declaration between ETC (European Travel Commission) and the European Commission 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 • Part of the budget for the new Preparatory Action “Promotion of European and transnational tourism products with special emphasis to cultural and industrial ones” will be used for joint actions with ETC aiming at communication, promotion and visibility activities 	<ul style="list-style-type: none"> • Development and implementation of a communication strategy 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. • 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. • A high level launching event of this Joint Declaration will take place in ITB (Berlin) on 8th March 2012.

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</p>	

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<p>destinations.</p> <ul style="list-style-type: none"> • More structured and regular contact with European Travel Commission (ETC) • The Chinese version of the visiteurope.com website was launched in Beijing on 1st of December 2011 by ETC. 	<ul style="list-style-type: none"> • Developing digital marketing activities through the "visiteurope.com" destination portal, increasing the pan-European content (such as thematic transnational products, routes and cultural corridors) • Joint promotion of Europe in long-haul markets, and a distinctive European brand, which differentiates 'Destination Europe' from other international regions • 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.
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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"> • Joint promotional actions at major events or large-scale tourism fairs and exhibitions 	<ul style="list-style-type: none"> • Implementation foreseen within action 18

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 highly important.</p> <ul style="list-style-type: none"> • Joint Management with OECD started in July 2011 (budget provisions for 2012) 	<ul style="list-style-type: none"> • Joint EU-OECD publication "Tourism Trends & Policies 2012" to be published end of 2012 • Strengthened cooperation and inputs for the Commission's activities especially for the Virtual

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<ul style="list-style-type: none"> • Regular participation in the T20 Tourism Ministers' meetings • Preperation of a MoU with UNWTO to structure and consolidate the cooperation on several axes (e.g. statistics, economic analysis, sustainable tourism, children rights).^o 	<p>Tourism Observatory (Action 10)</p> <ul style="list-style-type: none"> • Joint efforts at high-level to put forward a clear message on the importance of tourism as an economic sector • Synergies and enhanced cooperation
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IV. Maximise the potential of EU policies and financial instruments for developing tourism

IMPLEMENTATION	DELIVERABLES
<ul style="list-style-type: none"> • 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 • Regular high-level conferences with tourism stakeholders • Mainstreaming tourism throughout other EU tourism policies: reinforcement of the Tourism Interservice Group • Proactive awareness raising and information of tourism stakeholders on the relevant environmental EU legislation to facilitate understanding of the environmental requirements but also the opportunities for the sector arising from the protection of the environment • 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) 	<ul style="list-style-type: none"> • Ensure that tourism interests are taken into account in all EU policies • Study on the impact of EU tourism policies on tourism to be presented in the 2012 European Tourism Forum which is organised by the Commission together with the Cypriot Presidency, from 25 to 26 of October 2012 • Map of EU financial instruments which could be potentially used directly or indirectly for tourism related activities. Target date: mid-2012 • Participation and support to a high number of events organised by stakeholders at all levels (MS, regional, local, European institutions, networks, European associations etc.) • Tourism stakeholders will be informed and aware on EU environmental legislation relevant for the sector • EIP 2012 Work Programme adopted by the EIP Management Committee – budget for tourism-related measures: 6 millions EUR • Two preparatory actions on tourism adopted by the Budget Authority: (1) “Promotion of European and transnational tourism products with special

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<ul style="list-style-type: none"> Ensuring access for tourism public and private stakeholders under the different EU Multi-annual Financial Framework legislative proposals for 2014-2020 	<p>emphasis to cultural and industrial ones” (2 millions EUR in 2012), respectively, (2) “Tourism and accessibility for all” (1 million EUR in 2012).</p> <ul style="list-style-type: none"> 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: http://ec.europa.eu/budget/reform/commission-proposals-for-the-multiannual-financial-framework-2014-2020/index_en.htm.
<p>PREPARATORY ACTION to be launched in 2012 aiming preparing the ground for future initiatives in the field of tourism and accessibility: <i>Tourism Accessibility for all</i></p>	
IMPLEMENTATION	DELIVERABLES
<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 will:</p> <ul style="list-style-type: none"> launch 3 calls for tenders for study contracts regarding the demand and supply of accessible tourism as well as skills and training needs 	<ul style="list-style-type: none"> A "map" of the target demand and existing supply of 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 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

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- launch a call for proposals rewarding efforts and excellence in accessible tourism

- make use of a framework contract for awareness raising, visibility and promotion.

"culture of care" in the tourism supply chain

- 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.
- Enhanced awareness with the public and stakeholders. The objective is to promote accessibility in tourism by launching "marketing" and information actions, thus maximising the favourable momentum offered in 2012 by the London Paralympics Games and the European Year for Active Ageing and Solidarity between Generations as well as the launch of the 2013 European Year for Citizens.
- Visibility in all those major events both at European, national or regional level that can have an impact on tourism and tourists.