



EUROPEAN COMMISSION Audiovisual Services

European Tourism Policy

Type: [Archives \[short\]](#) Référence: I066335 Durée: 07:00 Lieu: [Stockholm](#) | [Rome - Trevi Fountain](#) | [Rome - Forum](#) | [Warsaw - Frederick Chopin Museum](#) | [Paphos](#) | [Warsaw - Place of the Castle](#) | [Prague](#) | [Sopot](#) | [Ljubljana](#) | [Gdansk](#) | [Lübeck](#) | [Slovenia](#) | [Warsaw](#) | [Tallinn](#) | [Rome](#)

Keeping Europe the world's top tourist destination is the objective of a Communication tabled by the European Commission on 30 June 2010. With 370 million international arrivals in 2008, Europe has more than 40% of the global figure - a position which needs to be retained. However the fast changing worldwide economy impacts on the tourism sector with some important changes concerning tourist behaviour and markets of origin. While flagging challenges such as seasonality and an aging population, the Commission document outlines a policy that aims at supporting this essential sector of the European economy and proposes initiatives to promote its competitiveness, its sustainable and quality-based development and the visibility of Europe as an outstanding tourist destination.



HEURE	DESCRIPTION	DUREE
00:00:00	Credits and title	00:00:15
00:00:15	General view of Rome, Italy, 2008	00:00:05
00:00:20	Roman Forum	00:00:12
00:00:32	Trevi Fountain (2 shots)	00:00:16
00:00:48	General view of Ljubljana, from the castle, Slovenia, 2008	00:00:05
00:00:53	Castle with river seen from the city centre	00:00:05
00:00:58	River with the three bridges and general atmosphere of the town	00:00:14
00:01:12	View of the river	00:00:05
00:01:16	Boardwalk along the coastline of Paphos and archaeological site in Paphos (ruins, old lighthouse, roman columns, mosaics), Cyprus, 2008 (11 shots)	00:01:05
00:02:22	General view of Tallinn, Estonia, 2009	00:00:13
00:02:35	General views of Stockholm and views of ferries and sightseeing boats in the centre of Stockholm, Sweden, 2009 (3 shots)	00:00:13

00:02:48	Views of the historic centre of Gdansk, Poland, 2009 (8 shots)	00:00:48
00:03:36	Various shots of people on the beach at Travemünde, Lübeck's seaside resort, Germany, 2009 (6 shots)	00:00:35
00:04:10	General view of Warsaw, Poland, 2008	00:00:05
00:04:15	Frédéric Chopin Museum	00:00:03
00:04:18	Old Market in Old Town (2 shots)	00:00:18
00:04:36	Zamkowy place, Royal Castle and Castle Square	00:00:05
00:04:40	Wide shot of Sopot, Poland's main Baltic Sea resort, 2009 (5 shots)	00:00:26
00:05:06	Lake Bohinj, snow-covered mountains of the Bohinj valley et Vogel ski resort, above Lake Bohinj, Slovenia, 2007 (8 shots)	00:00:44
00:05:50	The Vtlava River by night, Prague, Czech Republic, 2007 (2 shots)	00:00:11
00:06:01	Copyright	00:00:12