

ENSURING A SUCCESSFUL IMPLEMENTATION OF THE TOURISM COMMUNICATION (COM(2010) 352 FINAL) IMPLEMENTATION ROLLING PLAN (UPDATE: 26.09.2011)

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 new call for proposals has been launched 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. The possibility to publish a similar call in 2012 will be explored. • In August 2011, under the EIP 2011 Work Program, a call for proposals to support trans-national cooperation projects on European cultural routes was launched (with deadline for submission of proposals on 7th October 2011). The possibility to publish a similar call in 2012 will be explored. • 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 	<ul style="list-style-type: none"> • 6 projects were co-funded and will be implemented over the period January–December 2011. • Up to 6 projects will be co-funded, with a targeted implementation period between January and December 2012. • Up to 6 projects are expected to be co-funded. • Seminar in the European Parliament gathering around 200 participants. Awareness raising of the impact of

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June 2011 in the European Parliament.

- 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.
 - Organisation of the event "**Carrefour d'Europe**": a mini-fair to be held at a crossroad of cultural routes and focused on cultural tourism. Its first edition will take place in Pavia (Italy) in April 2012 and will focus on "religious tourism and pilgrimage routes".
 - 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-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>).
- cross-national cultural tourism initiatives, such as the European cultural routes, on strengthening the competitiveness of SMEs
- 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.
 - Awareness-raising of Commission's commitment towards promoting alternative and niche tourism offers. Conference gathering around 300 participants. Increased visibility of EU initiatives in the tourism sector, thanks to stands and expositions.

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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 will continue, 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 the EDEN Network will continue.
- 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, whose budget is still subject to decision by the EIP Management Committee before end of 2011, a call for proposals 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" is envisaged.

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**

- 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.
- 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.
- As a result of the call, 18 projects will be co-funded. Implementation 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

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<p>Stakeholders' Conference in May 2011 on wellness, medical, health tourism (as well as on responsible tourism from the perspective of business and tourists)</p> <ul style="list-style-type: none"> • Organisation of the European Tourism Day (27th September in Brussels) on “Industrial heritage: differentiating the European tourism offer” • Organisation of the European Tourism Forum (5-6 October 2011 in Krakow) on “Stimulating Competitiveness in the European Tourism sector”. 	<p>public of around 200 participants</p> <ul style="list-style-type: none"> • European stakeholders' conference with a public of around 400 participants • European stakeholders' conference with a public of around 400 participants
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Developing innovation in the tourism industry

<p>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</p>	
IMPLEMENTATION	DELIVERABLES
<p>Facilitation of the participation of tourism SMEs in the digital supply chain</p> <ul style="list-style-type: none"> • High-level European stakeholder's event (in autumn 2011) for the official launch of the ICT tourism platform. • 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. • 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. 	<ul style="list-style-type: none"> • 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</p>	
IMPLEMENTATION	DELIVERABLES
<ul style="list-style-type: none"> • 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 	<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

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next steps	related Staff Working Paper is foreseen for 7 th December 2011
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Improving professional skills

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.	
IMPLEMENTATION	DELIVERABLES
<ul style="list-style-type: none"> • Under the EIP 2012 Work Program, whose budget is still subject to decision by the EIP Management Committee until the end of 2011, a call for tender could be launched for integration of a hospitality sector targeted section in EURES (the European Job Mobility portal) and support to its 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"> • A hospitality-sector targeted section 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. 	

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<ul style="list-style-type: none"> • 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. • As a further step, a call for proposals was launched 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, whose budget is still subject to decision by the EIP Management Committee before end of 2011, a call for proposals is envisaged to facilitate Transnational Low Season Exchanges in Europe through the Development of Social Tourism 	<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. • Around 3 projects to be co-funded. Implementation period: 11 months commencing in autumn 2011 • A web-based demand-supply platform to be launched by the end of 2012 • 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.	
<p align="center">IMPLEMENTATION</p> <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 	<p align="center">DELIVERABLES</p> <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

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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 	<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

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
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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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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 envisages to support the establishment of a Virtual Tourism Observatory (VTO).

- In May 2011, a call for tenders for a feasibility study in view of setting up a Virtual Tourism Observatory (VTO) was launched. It will determine the needs, the scope and content of the Virtual Tourism Observatory and prioritise the questions which will need to be answered. In the long term, the Virtual Tourism Observatory should become a central reference point for tourism policy making. As such, the VTO will need to encompass the relevant quantitative data available from international organisations. Benchmark quality international data are available from OECD, UNWTO and a few other organisations. Therefore, in 2011 the Commission started cooperation with OECD in the format of joint management. In 2012, under the EIP 2012 Work Program, whose budget is still subject to decision by the EIP Management Committee before end of 2011, a similar project has been possibly foreseen for UNWTO in the budget for 2012. (see action 21)
- Under the EIP 2012 Work Program, whose budget is still subject to decision by the EIP Management Committee before the end of 2011, and depending on the availability of the results of the feasibility study, work on the design and development of the web-site hosting the Observatory may start during 2012. Some initial content provision may also begin during the same period, through cooperation with OECD, existing framework contracts or an open call for tenders – thus making the best possible use of existing data gathering and analysis in the field.

- The feasibility study should provide: 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 will be presented at the ETF in Krakow.

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
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	

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<p>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 launched in July 2011 for the creation of a European system of indicators for sustainable management of destinations 	<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
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<p>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</p>	
<p align="center">IMPLEMENTATION</p> <p>The added value of the European Tourism Quality Label should reside 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, a public 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 and 1 conference involving interested stakeholders has been envisaged (possibly December 2011). One consultation on the operational options for the future concept of the European Tourism Quality Label was launched in September 2011 (deadline 14th of October 2011). The outcome of the consultation will be summarised in a working paper which will be discussed at the conference planned possibly for December 2011. 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, criteria for the European Tourism Quality Label should be designed. 	<p align="center">DELIVERABLES</p> <ul style="list-style-type: none"> Depending on the results of the conference foreseen for December 2011, the European Commission could possibly make a proposal for a European Quality Label Possible set up of a European Quality Label Board and start of a promotional campaign possibly early 2012

<p>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.</p>	
<p align="center">IMPLEMENTATION</p> <p>The European Charter for 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>	<p align="center">DELIVERABLES</p>

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<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"> Proposal for a European Charter for sustainable and responsible tourism by mid-2012 In 2011, a competition round at national level In 2012, applications for the EU level awards collected, an award ceremony organised in Brussels.
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ACTION 16: Propose a strategy for sustainable coastal and marine tourism	
<p align="center">IMPLEMENTATION</p> <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 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>	<p align="center">DELIVERABLES</p> <ul style="list-style-type: none"> Proposal for a strategy in line with the work programme of DG Maritime Affairs and Fisheries and DG Enterprise and Industry possibly in 2013

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
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<ul style="list-style-type: none"> • On 1st of June 2011, the "50.000 tourists" pilot initiative was launched. • Preparation of a Joint Statement with China (exchanging information on policies for sustainable tourism; involving the main stakeholders in the decision-making process; exchanging good practices on sustainable tourism among European and Chinese authorities and main stakeholders; strengthening cooperation in the field of tourism statistics; Facilitating EU-China dialog in the field of visas) • Contribution to the implementation of the EUCTP cooperation project managed by DG for Trade and the Delegation in Beijing • Possible organisation of the 2012 Euromed Ministerial Meeting in cooperation with the Cyprus Presidency of the Council of the EU 	<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 autumn 2011 • Enhanced participation of the Chinese Administration representatives to EU events and vice-versa • High-level meeting
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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

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 launched 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 (deadline: 14th October 2011; implementation foreseen for the period 2012-2013) 	<ul style="list-style-type: none"> • Development and implementation of a communication strategy with the objectives to attract international tourists to visit Europe and raise 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

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	<p>activities of Member States, other public authorities, the 'visiteurope.com' portal, and the European tourism industry by supporting the promotion of pan-European thematic tourism products and the promotion of Europe as a whole in overseas markets</p>
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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"> • More structured and regular contacts with European Travel Commission • Signature of a Joint Statement with the European Travel Commission in October 2011 	<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 possibly 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"> In 2012, under the EIP 2012 Work Program, whose budget is still subject to decision by the EIP Management Committee before end of 2011, Joint Managements with OECD and UNWTO have been possibly foreseen. Regular participation in the T20 Tourism Ministers’ meetings More regular and structured contacts with UNWTO and other international organisations 	<ul style="list-style-type: none"> Strengthened cooperation and inputs for the Commission’s activities especially for the Virtual Tourism Observatory (Action 10) Joint efforts at high-level to put forward a clear message on the importance of tourism as an economic sector Synergies and enhanced cooperation

IV. Maximise the potential of EU financial policies and 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 	<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

