

# European Tourism Forum

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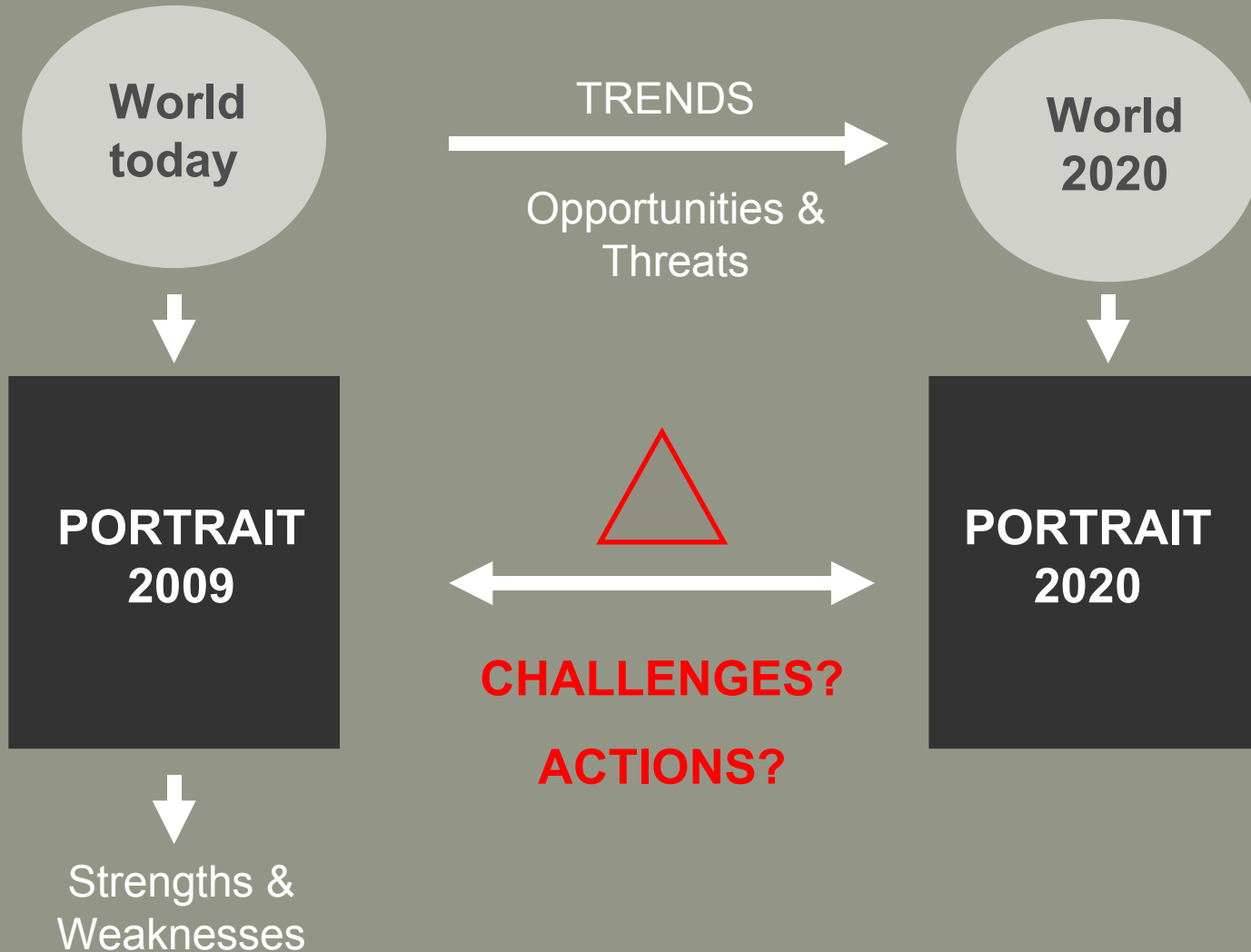
**European Commission**  
Enterprise and Industry



# Roadmap for a competitive EU tourism industry

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IDEA Consult

# Analytical framework



ONE AMBITION

SIX CHALLENGES

FIVE ACTION FIELDS



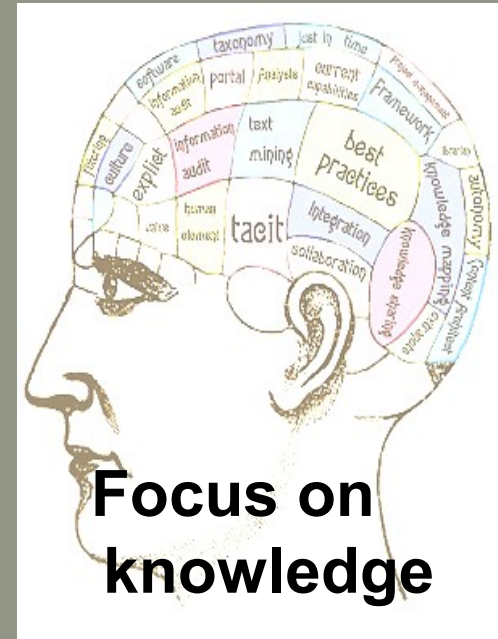
### HOW TO EUROPE

The Complete Travelers Handbook  
Edition 4  
John Bermont

When in Europe, travel as the Europeans do. You'll save time, cash, and grief.

Here's how to:

- Master the rails and roads
- Pay less for rooms and food
- Pack light and dress for travel
- Avoid pickpockets and robbers
- Use telephones, e-mail, metros, buses, taxis, shopping, customs, languages, health and safety, their weather, your attitude, and much more.



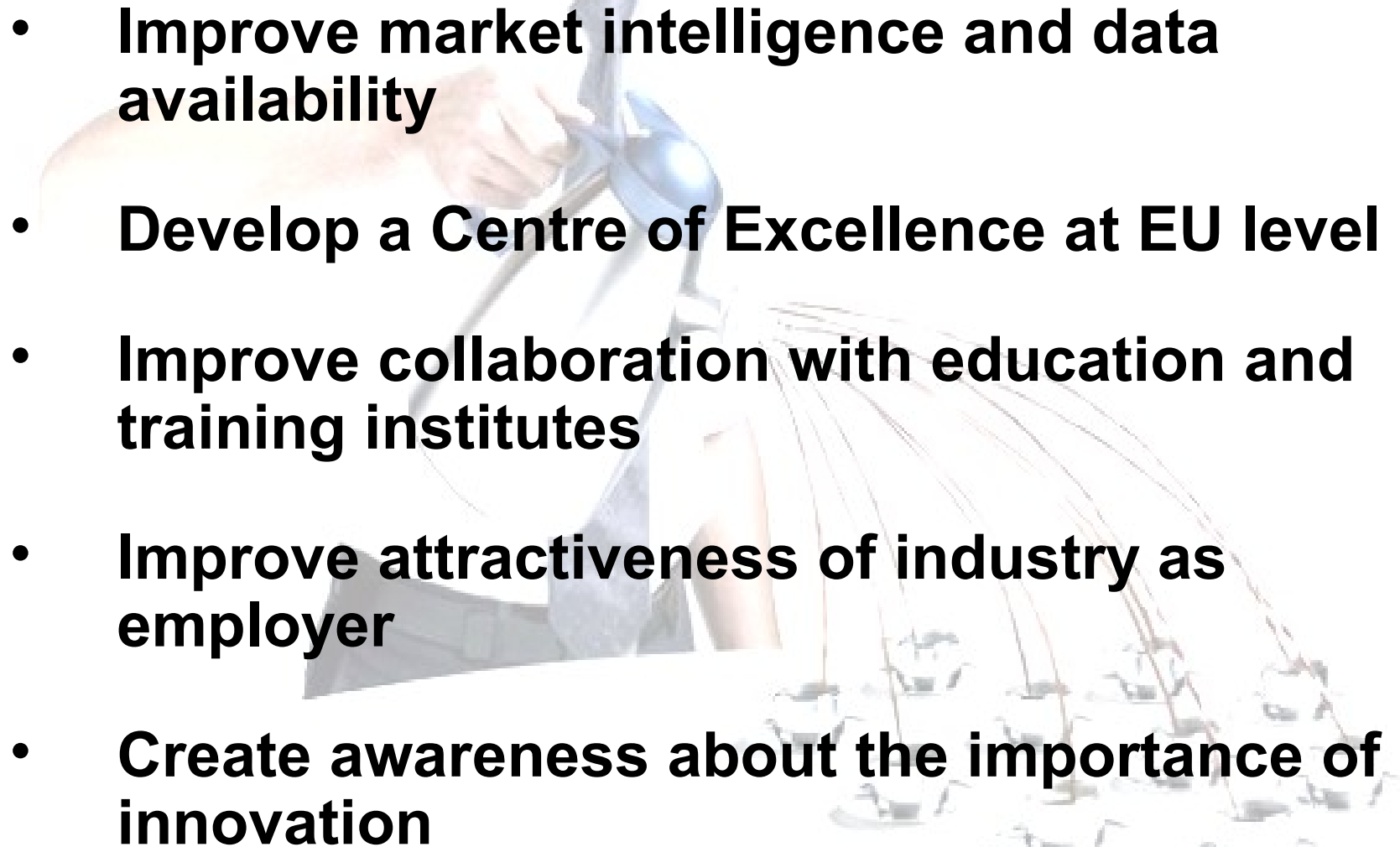


Support tourism demand

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- An aerial photograph of a city, showing a large green park area in the center, surrounded by buildings and roads. The image is slightly faded and serves as a background for the text.
- 1. Create and promote brand 'Europe'**
  - 2. Improve convenience of travelling**
  - 3. More uniformisation of quality assessment**
  - 4. Strive for worldwide liberalisation of trade and investment in services**



Stimulate innovation and  
entrepreneurship

- 
- **Improve market intelligence and data availability**
  - **Develop a Centre of Excellence at EU level**
  - **Improve collaboration with education and training institutes**
  - **Improve attractiveness of industry as employer**
  - **Create awareness about the importance of innovation**



Combine  
available  
resources  
more  
efficiently

- **Create awareness about the role of (global) value chains**
- **Stimulate networking and collaboration**
- **Create increased “tourism-focused” accessibility of attractions and resources**
- **Create a platform for the industry at EU level**
- **Redefine role TSG**



Ensure that  
development of  
tourism is  
sustainable

- **Stimulate further social and environmental sustainability**
- **Smooth away inefficiencies in different modes of transport**
- **Support “tourism for all” at EU level**
- **Actively support and participate in social dialogue**
- **Increase awareness about (the importance of) principles of sustainability in tourism**



Provide “oxygen” to the industry

- **Stimulate and promote use of EU financial instruments**
- **Monitor impacts of other policy areas and at different geographical levels**
- **Reduce administrative burden to a minimum**
- **Reduce discriminating differences in tax systems and regulation**
- **Negotiate guarantee systems to improve access to finance**

DO DIFFICULT TIMES  
ASK FOR  
EXTRAORDINARY  
ACTIONS?

# More information:



<http://ec.europa.eu/enterprise/sectors/tourism>



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