

Brussels, 16/05/2011
C/2011/3029

Dear President,

The Commission would like to thank the Austrian Bundesrat for its Opinion and its broad support with regard to the Commission Communication “Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe” {COM(2010) 352 final}.

The Opinion of the Austrian Bundesrat particularly welcomes the Commission intention to define a consolidated and coordinated political framework for tourism measures at European level and emphasises the need to examine the European added value of each of the envisaged measures.

The Commission wishes to shed some light on this point:

This framework for action is fully in line with the Lisbon Treaty, which for the first time empowers the European Union to establish specific measures to complement actions by Member States within the tourism sector to achieve the objectives of encouraging the creation of a favourable environment for the development of undertakings in the tourism sector and promoting cooperation between the Member States, particularly by the exchange of good practice. In due respect of the provisions of the Treaty, the measures proposed in the Communication will be implemented in conformity with the principles of subsidiarity and proportionality and should contribute to the objectives of the Europe 2020 Strategy.

The text of the Communication however only gives a very brief and concise overview of the European added-value tourism measures that the Commission proposes for implementation in close cooperation with the Member States and the tourism industry stakeholders. A first detailed draft implementation plan providing further insight with regard to the main actions to be performed and key players to be involved was presented to the representatives of the Member States and tourism industry on the occasion of the European Tourism Forum held in Malta on 18th-19th November 2010. You can find a copy of the above-mentioned draft implementation plan attached to the present letter.

Furthermore, the Commission launched an additional consultation exercise, both with the tourism national administrations and with the industry, in order to collect their views on the appropriate implementation of the tourism measures as proposed in the Communication, as well as their examples of best practices and experiences to be taken into consideration. On the basis of the feedback received, the Commission will duly update the implementation plan, paying particular attention to build its actions, wherever possible, on already existing best practice examples so as to avoid any duplication and overlapping.

*Herrn Martin PREINEDER
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In line with the Council Conclusions of 12th October 2010¹, the Commission will, by its best means available, seek to gather further evidence, consult widely, and analyse the European and plurinational added value of the actions and initiatives as set out in its Communication.

I hope that these clarifications address the remarks raised in the Opinion of the Austrian Bundesrat and I am looking forward to further deepen our political dialogue in the future.

Yours faithfully,

/-/ Maroš Šefčovič

¹ 13930/10 cf. <http://register.consilium.europa.eu/pdf/fr/10/st13/st13930.fr10.pdf>