

## **SPAIN ANNUAL TOURISM REPORT**

### **SECTION 1.- TOURISM ORGANISATION AND GOVERNANCE**

**1.1.** Please provide a **short description of the administrative and territorial organisation of public bodies responsible for tourism**, indicating the relationship and cooperation between national, regional and local bodies of the core responsibilities and competences of each department (Max. 3000 characters)

#### **1.- NATIONAL LEVEL**

##### **Secretary of State for Tourism**

Within the Ministry of Energy, Tourism and Digital Agenda, the Secretary of State for Tourism (from now on, SST) is the main body in charge of defining the major guidelines of the national tourism policy, in cooperation with the Regional Governments (Comunidades Autónomas), Local Authorities and the private sector.

It is also responsible of defining the Spain Tourist Institute (TURESPAÑA) strategies, and to handle the International Relations in the field of tourism, in coordination with the Ministry of Foreign Affairs.

##### **Spain Tourism Institute (TURESPAÑA)**

TURESPAÑA is the Administrative unit of the National Tourism Administration in charge of promoting Spain abroad as a tourism destination.

It also has the mission of establishing the strategy, action plan and investments for new establishments of "Paradores de Turismo de España", a network of State owned hotels mostly placed on protected national heritage locations.

TURESPAÑA has a network of 33 Offices all around the world, which are part of Spain's Embassies and Consulates that covers more than 80 markets.

The Royal Decree 425/2013, of June 14th, on the Statute for the Spain Tourism Institute, regulating its organisation and functioning

##### **Sate Company for Innovation and Tourism Technology Management (SEGITTUR)**

SEGITTUR is responsible for promoting innovation (R+D+i) in the Spanish tourism industry, in both the public (new models for management and creation of smart destinations....) and private sector (support for entrepreneurs, sustainable and more competitive business models...).

It contributes to disseminate, promote and implement both in Spain and abroad the best practices, know-how and technological innovation that have made Spain a world reference in the sphere of international tourism.

##### **Paradores de turismo**

Paradores de Turismo de España S.A. is a state-owned company with 100% public capital, incorporated on January 18, 1991, attached to the General Directorate of State Patrimony, Ministry of Finance and Public Administration, as sole shareholder, and supervised by the Ministry of Energy, Tourism And Digital Agenda, through Turespaña.

Having establishments in nine cities declared World Heritage, more than a half of the hostels in the Network are located in monumental surroundings, and many others allow to stay in the national parks and most interesting natural areas of Spain.

Paradores de Turismo aims at putting in value the historical and patrimonial Spanish heritage, affecting it to a tourist use to achieve its preservation

## **2.- REGIONAL TOURISM ADMINISTRATION**

According to the Spanish Constitution the “COMUNIDADES AUTÓNOMAS” (Regional Governments) are responsible of the regulation of the tourism industry (urbanism, infrastructures, tourist professions, economic activities related to tourism...) within the scope of their respective territories.

Also, they are in charge of the promotion of their region in the domestic market; therefore, there are 17 REGIONAL TOURISM PROMOTION BODIES that despite its main mission also cooperate with TURESPAÑA on the international markets.

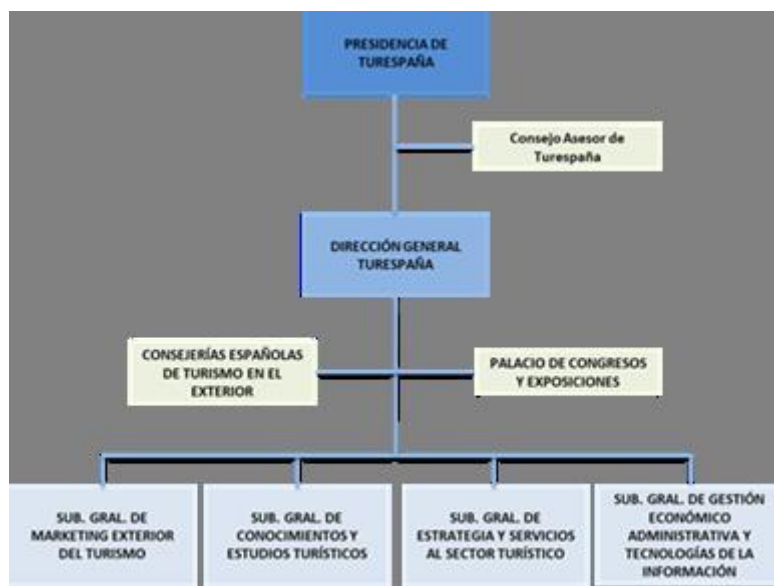
## **3.- LOCAL TOURISM ADMINISTRATION**

The Local Administration (Provinces and Municipalities) have also responsibilities in tourism promotion and information. Frequently, this task is run by the “Patronato de Turismo” at the provinces and/or municipalities, but there are also different management models.

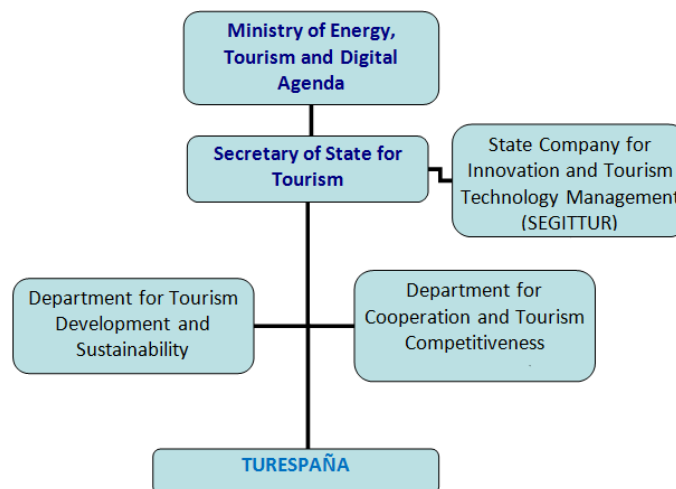
Together with the “Patronato”, there is at the local level a body responsible for designing the strategy to attract Congress, Conferences, Meetings and Events to the city, the “Convention Bureau”.

- 1.2. Please provide an **organisation chart** reflecting the above described administrative and territorial organisation.

### **TURESPAÑA**



## SECRETARY OF STATE FOR TOURISM



1.3. Please list and describe briefly the **relationship and main areas of cooperation between national/regional public tourism bodies and the most significant / active private organisations / stakeholders / industry associations / unions / consumer organisations**. (Max. 1500 characters)

### There are four main co-operation bodies among administrations/private sector:

- **Inter-Ministry Committee for Tourism (Comisión Interministerial de Turismo):** is a collegiate, advisory and executive body whose members represent the different ministries of the national administration with competences related to tourism matters (Infrastructures, Transport, Environment, Economy, Culture..).
- **Sectorial Tourism Conference (Conferencia Sectorial de Turismo):** is an advisory and executive organ which gathers representatives from the national administration and those responsible for tourism in the regional government (Comunidades Autónomas).
- **Spanish Tourism Council (Consejo Español de Turismo):** is an advisory organ, which gathers all the tourism administrations (national, regional and local –represented by the Provinces and Municipalities Federation -FEMP) and the tourism private sector. It has an executive organ called **Executive Committee** presided by the Secretary of State for Tourism.
- **Turespaña Advisory Board (Consejo Asesor de Turespaña):** in order to articulate the formal participation of the private sector in TURESPAÑA, this board was set up in 2013. It's main task is to assess the Presidency on matters related to strategic planning or economic support of the private sector to the marketing campaigns.

### The most significant / active private organisations / stakeholders / industry associations / unions / consumer organisations are:

- Associations: CEHAT, CEAV, AEDAVE, ASETUR, FEEC, ANBAL, FEHR, ANESTUR
- Lobbies: Exceltur, Asociación Empresarial Mesa de Turismo
- Consumer Organisations: OCU
- Unions: ASETMA, CHTJ/UGT, FECOHT/CCOO, Sepla (Sindicato Español de Pilotos de Líneas Aéreas), USO sector aéreo
- Other stakeholders: FEMP, ICTE, AENA, RENFE, OPC España, FEDELE, ACEVIN, AEEN, Spain Convention Bureau...

**1.4. What is the existing national/regional specific legislation on tourism? (Max. 500 characters)**

The legislative powers in tourism are vested mainly in the Regional Governments (17 Comunidades Autónomas). Thus, at National Level, there are few regulations directly affecting tourism.

**MODERNIZATION OF TOURISM INFRASTRUCTURES**

- Real Decreto 937/2010, de 23 de julio

**CONSUMER PROTECTION**

- Real Decreto Legislativo 1/2007, de 16 de noviembre
- Decreto 1945/83, de 22 de junio

**SERVICES AND MARKET UNIT**

- Ley 17/2009, de 23 de noviembre,
- Ley 25/2009, de 22 de diciembre
- Ley 20/2013, de 9 de diciembre, de garantía de Unidad de Mercado
- Ley 1/2004, de 21 de diciembre, de Horarios Comerciales., que incluye la declaración de Zonas de Gran Afluencia Turística. Modificada por Ley 3/2014, de 19 de febrero, de horarios comerciales y de medidas para determinadas actividades de promoción

**TIME SHARING**

- Ley 4/2012, de 6 de julio

**SECTION 2.- MEMBER STATE ECONOMIC DATA AND TOURISM BUDGETS**

See the attached Annex.

**SECTION 3.- NATIONAL TOURISM POLICY AND STRATEGIES**

**3.1. Please provide information in bullet points on the key mission, main medium and long-term objectives and the main targets of your national tourism policy. (Max. 1500 characters)**

**This epigraph will be answered together with epigraph 3.2**

**SECRETARY OF STATE FOR TOURISM**

The State Secretary for Tourism is the government department in charge of the nation's tourism promotion and development. The department conducts the development policy for national tourist activity and promotes tourist development zones in conjunction with regional and local authorities.

As one of the most important economic activities in the country, the main goal is that tourism continues generating wealth and employment in order to increase the population's wellbeing. To achieve this, the tourist plan focuses in research and knowledge, the implementation of innovation and technologies in destination management and economic, social and environmental sustainability.

**TURESPAÑA**

Turespaña's objective is to increase tourism revenues and to increase Spain's tourism brand power in international markets.

The strategy to increase tourism revenues is based on segmentation of the outbound markets (mainly the European market). Through several opinion surveys conducted along 2012 and 2013 and reinforced in 2014

and 2015 in 17 markets (the marketing studies department of Coca Cola Spain collaborated pro-bono in that work) a very specific segment of the population was identified as a main target for Spain.

The attraction of this segment of population to Spain is key because it will allow:

- Increase revenues
- There is margin for growth
- This segment of people are trend setters so other groups will follow them.

This segment is known as “Cosmopolitan”, and is a group with higher income, frequent trips along the year and very interested in culture and gastronomy.

This strategy for the “mature European” markets is complemented by an increase in connectivity with long haul markets, such as America and Asia.

**3.2. Do you have a multi-annual national tourism strategy specific / relevant for tourism in place?** If yes, please describe in bullet points the main medium and long-term objectives of the strategy as well as **who is responsible for its implementation. How is the implementation monitored and how often?** (Max. 2000 characters)

## **SECTION 4.- TOURISM CHALLENGES, MEASURES AND INITIATIVES**

**4.1. Please identify the key challenges for the tourism sector in your country and indicate their importance /priority in the table below.**

CHALLENGES	IMPORTANCE / PRIORITY		
	HIGH	MEDIUM	LOW
Diversification of the tourism offer		x	
Protection of the cultural heritage		x	
Protection of the natural heritage	x		
ICT and innovation, digitalisation	x		
Collaborative economy in the tourism sector		x	
Connectivity and transport	x		
Employment in tourism – improving the perception of the sector as a career opportunity		x	
Improving education and skills in tourism	x		
Combatting seasonality	x		
Demographic changes		x	
Improving accessibility of tourism		x	
Improving socio-economic data in tourism			x
Economic crisis and recovery		x	
Improving investment in the sector	x		
Improving the sustainability of tourism offer	x		
Combatting climate change		x	
Improving the quality of tourism offer	x		
Developing responsible tourism practices		x	
Competition against other destinations		x	
Administrative / regulatory burden, bureaucracy, improvement of the business environment			x
Other, please specify			

**4.2. Please describe briefly the main measures in your country aimed at tackling the key high-priority challenges indicated above. (Max. 2000 characters)**

**Diversification of the tourism offer**

**Economic and managerial support of “Product clubs”.** A “Product Club” is a management and planning tool by which a group of companies and organizations agreed on a framework for public-private partnerships, working together in an organized manner with the aim of developing new tourist products or increase the value of existing products. Examples of “Products Clubs” supported by the Secretary of State for Tourism are:

- Iberian ham Routes
- Wine routes
- “Saborea España” (Taste Spain)
- Ecotourism in Spain (Protected Natural Areas and private small, medium enterprises certified with the "European Charter for Sustainable Tourism" and Biosphere Reserves and Geoparks).
- Spain Cares (health tourism).

**Increase revenues: identification of the Cosmopolitan Segment**

- Cultural Tourism
- Shopping Tourism
- Health & Wellness Tourism
- Culinary Tourism

**Improve connectivity with third markets, mainly in Asia**

- Visa facilitation
- Promotion on international main markets in Asia
- Strengthen collaboration within air companies

**ICT and innovation**

- **Smart Destinations Project** (See 5.1.)
- **Emprendetur**

Is a Program to support entrepreneurs that include actions such as creating a network of Cooperation to promote tourist development, enhancement of training and improving the skills of entrepreneurs, support in finding investors, among others. It also includes a line of financing, called Emprendetur I + D + i. This program has 2 areas, Emprendetur I+D and development of innovative products.

**Improving the quality of tourism offer**

The Spanish Tourism Quality System (SCTE) is a set of methodologies setting the ultimate objective of improving the quality of the service received by the tourist. It is conceived as a voluntary program, in which the establishment takes the decision to implement a management system and quality assurance that meets the expectations of its customers.

- SCTE – Tourist Sectors: National (Q, UNE) and international (ISO) certifications
- SCTE – Destinations (SICTED): The goal is to enhance the quality across a whole destination
- SCTE – Anfitriones: Oriented to improve the professionals’ service quality

### **Stimulate Single Market**

Approval of the General Law of Market Unit (Ley 20/2013, December 9th ) and creation of working groups within the “Sectoral Tourism Conference” for its implementation on different areas (collaborative economy, tourism professions regulation, standardization of tourist accommodation –agreement on rural accommodation already reached, not yet implemented).

#### **4.3. Please identify if any of the above mentioned challenges relate to any legislative measures at EU level, and how. (Max. 1000 characters)**

Regarding the Single Market and in particular the collaborative economy in the short term accommodation rentals:

- Service Directive
- E-commerce Directive
- Unfair Commercial Practices Directive
- Consumer Protection Directive (2011/83/EU)
- Data Protection Directive

#### **4.4. Please identify and describe any measures implemented in your country to increase tourism flows from other EU Member States and from third countries. (Max. 1000 characters)**

Within the Strategic Marketing Plan, TURESPAÑA manages different tools to attract international tourist, aiming to captivate the consumer (marketing B2C) or other stakeholders (marketing B2B).

### **Marketing B2C and Branding**

- Advertising Campaign
- Social Media Strategy
- Content Marketing Strategy
- Digital Marketing (web, email marketing, e-newsletters...)
- Sponsorships

### **Marketing B2B**

- Fam and press trips
- Digital Marketing (web, email marketing, e-newsletters...)
- Tourism Fairs
- Commercial Mission (either in Spain or in the country of origin)

#### **4.5. Please describe how promotional measures implemented in your country make use of / capitalise on the promotional campaigns carried out by the Commission (i.e. Ready for Europe, Europe. Wonder is all around, EDEN, low-season tourism campaigns, etc.). (Max. 1000 characters)**

In terms of “promotional measures”, strictly speaking Spain, through TURESPAÑA, only has capitalized the EDEN Program, creating ad hoc SOCIAL MEDIA awareness campaigns.

#### **4.6. Please identify and describe any measures /actions in your country which contribute to maximising the potential of national policies for developing tourism (e.g. ensuring that tourism interests are taken into account in the development of other policies which may have impact on tourism). (Max.1000 characters)**

As mentioned on epigraph 1.3, in Spain there is an inter-department body, the Inter-Ministry Committee for Tourism, a collegiate, advisory and executive body whose members represent the different Ministries of the Central Government with competences related to tourism matters (Infrastructures, Transport, Environment,

Economy, Culture...).

An important mission of these high level meetings is to assess and evaluate the impact of the tourism activity in other industries and matters and vice-versa, take into account the tourism industry when planning and developing national policies in other fields.

**4.7. Please identify and describe any measures/actions in your country which contribute to maximising the potential of EU Financial Instruments for developing tourism** (e.g. information on main objectives, financing opportunities, training courses, etc.). (Max. 1000 characters)

Every time there is a call for proposal, training course or any other measure/action from which the Spanish Tourism Sector (in particular SMEs) can benefit, we upload a piece of news on both websites, Secretary of State for Tourism's and TURESPAÑA's.

Occasionally, the Secretary of State for Tourism has organized Seminars, Conferences, Round Tables and such in cooperation with the major private organisations / stakeholders / industry associations to inform of the EU financial instruments and policies.

Finally, not only for Tourism SMEs but for SMEs from all sectors, there is a website coordinated by the Ministry of Industry with an specific entrance for European Financial Instruments.

<http://www.ipyme.org/es-ES/BBDD/NormativaAyudasEuropeas/Paginas/ConsultaAyudasEuropeas.aspx>

**4.8 Please describe shortly which EU programmes are used the most frequently and for what purposes of tourism development in your country.** (Max. 1000 characters)

The EU programmes most frequently used on the field of tourism are:

- European Agricultural Fund for Rural Development - EAFRD
- European Regional Development Fund ERDF
- European Social Fund (ESF)
- COSME

Three main categories for targeting the content of EU funding are

- SMEs support projects
- operational activities
  - marketing
  - product development
  - research
- services that support tourism, including infrastructure
  - Development actions for natural sites
  - cultural tourism
  - transportation

**4.9. Sustainable destination: What support is given to strengthen destination management at the national /regional/local level** (e.g. supportive policy environment, knowledge networks, training programmes, technological support tools, financial support, promotional activities, etc.)? (Max. 1000 characters)

At National level, the Spain has developed several actions/policies to improve sustainability in our tourism model.

- Creation of **Sustainable Tourism Destination Methodology** has been created as an ensemble of procedures to help managers to evaluate the sustainability of their local tourism model, and to



develop a sustainable tourism action plans with actions related to urban planning, quality of beaches, management of energy, waste, noise, etc.

- **Enhance the implementation of the European Charter for Sustainable Tourism (ECST) in natural protected areas.** As a result, there are 44 natural protected areas certified with the ECST. (There are 151 destinations awarded with this certification in 16 European countries).
- **Development and implementation of a sustainable tourism certification in Biosphere Reserves.** Currently, there are 13 Biosphere Reserves participating in this program.
- In cooperation with the State Department of Environment, a **Strategic Plan of Nature Heritage and Biodiversity** has been carried out (RD 416/2014), including actions to improve sustainability in the tourism sector.
- **Promoting the adoption of the Blue Flag awards.** Spain is a worldwide leader regarding Blue Flags (686 Blue Flags: 586 beaches and 100 marinas).
- **State Fund for Employment and Local Sustainability, which prioritizes tourism investments** within the set of operations that could be financed by municipalities. The Secretary of State for Tourism collaborates with the Spanish Federation of Municipalities and Provinces in an information campaign to the municipalities through a digital brochure that will help to forecast actions with tourism relevance.
- **Daimiel Declaration of Ecotourism** is a negotiated document to improve the planning, management and promotion ecotourism. It was signed in Daimiel (“Las Tablas de Daimiel” is a national park and biosphere reserve, sited in Castilla la Mancha Region)

**4.10. Sustainable businesses: What support is given to strengthen the sustainability and competitiveness of tourism businesses** (e.g. supportive policy environment, knowledge networks, orientation of business support services to sustainability, training, financial incentives, promotional activities, etc.)? (Max. 1000 characters)

- Spain has developed a **sustainable ecotourism education programs** that involves the participation of more than **800 tourism SMEs** located in protected areas, trained to improve the tourism sustainability of their businesses with the financial support of the Secretary of State for Tourism.

➤ **Emprendetur**

Is a Program to support entrepreneurs that include actions such as creating a network of Cooperation to promote tourist development, enhancement of training and improving the skills of entrepreneurs, support in finding investors, among others. It also includes a line of financing, called Emprendetur I + D + i. This program has 2 areas, Emprendetur I+D and development of innovative products.

**4.11. Responsible tourism: What support is given to tourists and the tourism industry to promote their responsible practices and choices** (e.g. awareness raising, sustainability in education, national marketing and media campaigns, promotion of certification schemes, etc.)? (Max. 1000 characters)

**Marketing and media campaigns**

- Turespaña is promoting Spain’s sustainable tourist products and offer through the official website [www.spain.info](http://www.spain.info). In order to do so, a “Nature Tourism” site has been created within the website.

**Awareness raising**

- Placas y medallas al mérito turístico

**Promotion of certification schemes**

- SCTE (Sistema de Calidad Turística Española)
- ESTC (European Sustainable Tourism Charter in natural protected areas)

**4.12. Please describe maximum three of the most significant planned / future tourism measures (legislative or non-legislative) which envisage to impact travellers visiting your country from other Member States or from outside Europe. (Max. 1000 characters)**

## **SECTION 5.- ADDITIONAL INFORMATION**

**5.1. Please describe maximum 3 best practices of tourism measures implemented at national, regional or local level (any type of activity). (Max. 2000 characters)**

### **1.- Europe Seniors Tourism Program**

The programme works through the attraction of senior tourists (over 55 years old) from other EU countries during the low season period of October to May. The objective is to contribute to the creation and maintenance of employment in the tourist sector throughout the low season, particularly in the hotel and catering industry, while in parallel contributing to improving the quality of life of seniors. The programme was initiated as a pilot in 2009 and has been running since then. Since 2014 the programme is running without providing any kind of subsidy to the tourist.

General objectives of the Europe Senior Tourism (EST) program:

- To stimulate the economic activity of the tourist industry in low season, facing the seasonality that the tourism sector suffers;
- Encourage the creation and maintenance of employment throughout the year as part of active employment generation policies;
- Contribute to the geographical distribution of tourist flows, territorial balance and the diversification of tourism products;
- Promote the Spanish tourist product among European senior tourists;
- Contribute to the construction of European citizenship;
- Contribute to active aging, that is to say that our elders can continue traveling and knowing new places and cultures.

The program was created in 2009, inspired by the IMSERSO program, responding to the demand of tourist halls and companies in the sector, but focused on the effort to recruit the European senior. Since then Europe Senior Tourism has been operating successfully and over 155,000 senior European tourists have participated in the program, generating more than 1.2 million overnight stays in Spain in the medium and low season, with an economic impact on the Spanish economy of more than 90 million euros. After six editions it is a very well-known brand in numerous European markets, the last season was in 2015/2016.

During the last edition of the program, between October 2015 and May 2016, almost 10,000 tourists arrived in Spain from 15 European markets, which generated 69,000 overnight stays, representing a growth of 26% in relation to the figures of the previous edition, the first year in which the new configuration of the Europe Senior Tourism (EST) program was launched without providing subsidies to the senior tourist.

It is important to point out the important tax return generated by Europe Senior Tourism (EST) for public coffers, for each euro invested by the Spanish Tourism Administration in the Program, the State coffers have paid 8.5 euros, as reflected in the analysis of Economic impact. Also, for each euro invested by the Administration, the return on investment (ROI) has been very positive (over 27 euros).

## **2.- Smart Destinations Project**

In the past few years, Spain has led the definition of a new model of tourism development based on maximizing tourism competitiveness and governance; guaranteeing sustainability of tourist destinations and seizing the opportunities of ICT and innovation to face the challenges of the complex international environment. As a result a *Smart Destination* was defined as *an innovative tourist destination, built on state-of-the-art technological infrastructures, that guarantees sustainable development, promotes universal accessibility, facilitates visitors' interaction with the destination and increases the quality of the tourism experience, while improving residents' quality of life.*

The aim of this Project is to improve the positioning of Spain as a world tourism destination, seeking new mechanisms to boost innovation in destinations through the deployment and development of ICT in order to create differential and highly competitive services. A further aim is to set up a standardised framework that establishes the minimum requirements to classify tourism destinations as “Smart Destinations” aligned with the trend towards Smart Cities.

The Smart Destination Reference Model has been designed so that tourist destinations and businesses can successfully cope with transformations and challenges derived by the new economic, social and technological environment worldwide. Therefore, it proposes a voluntary procedure of comprehensive diagnosis and planning based on a complex methodology that covers up a set of 400 criteria, 24 fields of evaluation, all arranged under 4-core axis: innovation, technology, sustainability and accessibility. All of it under the key premise of improving governance in destinations, looking for the maximum public-private coordination of policies, as well as the participation of society and visitors in the decision-making process.

The Project was conceived and managed by **SEGITTUR**, under the Secreatry of State for Tourism commands.

Since the launching of the project, **SEGITTUR** has developed several pilot projects of pre-diagnosis, diagnosis and design of the action plan in 15 destinations, 13 in Spain (Almería, Badajoz, Castelldefels, El Hierro, Jaca, Las Palmas de Gran Canaria, Lloret de Mar, Marbella, Murcia, Noja, Palma de Mallorca, Valle de Arán and Villajoyosa) and 2 in Mexico (Cozumel and Tequila).

In the framework of the project, the Secretary for Tourism of Spain organized, together with the United Nations World Tourism Organization, the first International Congress on Smart Destinations, which was held in Murcia in February 2017.

The project has been well received by local authorities and the private sector worldwide, who have quickly shown a growing interest in it, as an instrument of support to their processes of planning, modernization, raising awareness and local tourism development. More destinations are increasingly applying for joining the project, both inside and outside the country.

Additionally, Spain is leading a process of standarization for tourist destinations, along with the National Association of Standarization (AENOR-UNE), and has already published the first official standard of its kind, the *UNE 178501: 2016 Management System for Smart Destinations: Requirements*, which follows ISO high level structure directives. A second starndard is being developed in order to complement the former, under the denomination *PNE 178502 Indicators and tools for Smart Destinations*, and will be most likely publised in 2017.

## **3.- The Integral System for Tourism Quality in Destinations (SICTED)**

The Integral System for Tourism Quality in Destinations (SICTED) is a project to improve the quality of tourism destinations promoted by the Secretary of State for Tourism and implemented in cooperation with

the Spanish Federation of Municipalities and Provinces (FEMP).

The goal of SICTED is to enhance the quality of services provided across a whole destination, by ensuring a consistent level of quality in the services offered to tourists within a specific destination, avoiding substantial quality deficiencies among different products offered at a destination and any negative impact on the perception and level of satisfaction among tourists.

It is based on a comprehensive method, involving an initial appraisal of interested businesses, tailored training and other support, external assessment, review and renewal. The methodology followed is adapted to the specific characteristics of the sector and the objectives set by local actors within a destination.

**5.2. Please describe, in a concise manner, in your view, what policy developments / actions / activities would you expect from the Commission's tourism team that would serve better (than the current ones) the EU Member States and the industry. (Max. 2000 characters)**

**1.- Preliminary consideration:**

As tourism is an horizontal policy, there are multiple initiatives/policies/strategies that are responsibility of other DG's (e.g. visa policy, travel package directive, macro-regional strategies); we would appreciate if the Commission could provide more detailed information about all EU affairs that have influence on tourism, in particular regarding FINANCIAL INSTRUMENTS different than COSME.

**2.- Improve the knowledge on European tourism sector**

- statistical information
- studies in fields of common interest/trends (responsible tourism, accessibility, quality)
- tourism policies and management models for destinations
- marketing trends in tourism/country branding

**3.- Improve the information flow with regards UE programs with other agencies and organisations (ETC, UNWTO, OECD)**

**4.- Promote the creation of a real working network among the members of the TAC**

- team building events
- exchange of best practices
- seminars /webinars/workshops and other training opportunities for TAC members

**5.- Tourism quality**

Implementation of a "tourism quality" policy that may start with the formulation of quality standards and criteria, on the basis of a voluntary system, that could help to increase competitiveness of our SMEs and strengthen consumer confidence.

**6.- ITC and Tourism SMEs**

Encourage European Tourist SMEs to adapt their business to the Digital Market with instruments such as contest, competitions, workshops...

**7.- Young Entrepreneurs**