



EUROPEAN COMMISSION
ENTERPRISE AND INDUSTRY DIRECTORATE-GENERAL
Service Industries
Tourism

ADVISORY COMMITTEE ON TOURISM

BRUSSELS

Tuesday 02 December 2014

09:00 am to 17:00 pm

**Meeting room: CCAB AB/1D
Rue Froissart 36, 1040 Brussels**

Draft AGENDA

Morning session

- 1) Approval of the agenda
- 2) Approval of the draft minutes of the meeting of 11 June 2014
- 3) Questions & Answers on the implementation of the work programme 2014 and main actions to be continued under COSME 2015
 - a) EDEN – European Destinations of Excellence
 - b) Sustainable transnational thematic tourism products
 - c) Promotion of European and transnational tourism products with special emphasis on cultural and industrial products
 - d) Cooperation with the Council of Europe
 - e) Diversification of tourism offer through synergies with creative and high-end industries
 - f) Senior tourism initiative and e-Calypso
 - g) Tourism and accessibility for all
 - h) ICT & Tourism initiative
 - i) EURES and skills in the tourism sector
 - j) European strategy for coastal and maritime tourism
 - k) Visa package
 - l) Communication campaign to promote Europe in international markets
 - a. + ad-hoc grant with ETC
 - m) Macro regions strategies and tourism

- n) European Tourism Indicator System (ETIS)
 - o) Virtual Tourism Observatory (+ Tourism Satellite Account), Eurobarometer, cooperation with OECD
- 4) Tourism statistics - update by EUROSTAT on issues related to tourism statistics
- 5) Visa package – update by the representative of DG HOME
- 6) Member States exchange of good practices:
- a) Hungary - Széchenyi Recreation Card (SZRC) – an efficient tool for boosting domestic tourism in Hungary
 - b) Poland – Polish National Tourism Organisation and EU funds 2007-2013
 - c) Belgium – Tourism service quality in Wallonia - testimonial
 - d) Slovenia - project "Stories and storytelling in Slovenian tourism: Identification and development of stories for the needs of designing and marketing of tourist products and destinations in Slovenia.
 - e) Ireland – "The Gathering 2013" - A tourism initiative which sought to engage the Irish public and the Irish Diaspora through a series of Events and Festivals celebrating Irish culture, history and genealogy"

Afternoon session

- 7) Reports and planned initiatives of the Presidencies and of other TAC representatives:
- a) Italian Presidency
 - b) Latvian Presidency
 - c) other TAC representatives
- 8) Discussion with TAC members on the possible priorities for the future following the European Tourism Day of 1st December 2014 (*all TAC members will be invited to take the floor*).
- 9) Exchange of views on the possible actions for tourism under COSME 2016 - Discussion with TAC members on the priorities.
- 10) Member States Annual Reporting
- 11) Any other business