

**ENSURING A SUCCESSFUL IMPLEMENTATION OF THE TOURISM COMMUNICATION (COM(2010) 352 FINAL)  
IMPLEMENTATION ROLLING PLAN (UPDATE: 07.05.2012)**

**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><b>Identifying, incentivising and promoting transnational thematic tourism products and encouraging networking with a view to facilitating the diversification of tourism products and services</b></p> <ul style="list-style-type: none"> <li>• In 2010, under the preparatory action “Sustainable Tourism”, a call for proposals on <b>cycling tourism</b> ("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).</li> <li>• In 2011, under the same preparatory action, a call for proposals was published on the "Promotion of <b>trans-national thematic tourism products</b> (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. A similar call should be published in 2012 under the EIP.</li> <li>• A similar call concerning support to transnational thematic tourism products as means of enhancing competitiveness and sustainability of European tourism will be published in 2012 under the EIP 2012 Work Programme.</li> <li>• In August 2011, under the EIP 2011 Work Program, a call for proposals to support <b>trans-national cooperation projects on European cultural routes</b> was published.</li> </ul>	<ul style="list-style-type: none"> <li>• 6 projects were co-funded and were implemented over the period January–December 2011.</li> <li>• 5 projects were selected for co-financement for the period March 2012 and February 2013.</li> <li>• It is expected to award around 6 projects with grants for the implementation starting in 2013</li> <li>• 5 projects were selected for co-financement for the period May 2012 and October 2013.</li> </ul>

## ENSURING A SUCCESSFUL IMPLEMENTATION OF THE TOURISM COMMUNICATION (COM(2010) 352 FINAL) IMPLEMENTATION ROLLING PLAN (UPDATE: 07.05.2012)

- 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 28<sup>th</sup> June 2011 in the European Parliament. A provisional version of the study is already available on the Council of Europe website.
- On 11<sup>th</sup> 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. A steering committee composed of experts from the 2 Institutions in the various fields of cooperation (training, capacity building and marketing) was nominated. An action plan was drafted and the first identified actions are currently ongoing. A follow-up of the current Joint Management is already foreseen and a new contract should be signed before the end of 2012.
- Organisation of the first edition of the new annual event "**Carrefours d'Europe**": a fair to be held at the crossroads of cultural routes and focused on cultural tourism. This first edition will take place in Pavia (Italy) from the 6<sup>th</sup> to the 10<sup>th</sup> June 2012. It will incorporate several events (a European conference, thematic workshops, expositions, photo competition, B2B events, eno-gastronomic and cultural events, etc.) running on a 4-day period. More details and information: [http://ec.europa.eu/enterprise/sectors/tourism/cultural-routes/pavia-2012/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/cultural-routes/pavia-2012/index_en.htm)
- Seminar in the European Parliament gathering around 200 participants. Awareness raising of the impact of cross-national cultural tourism initiatives, such as the European cultural routes, on strengthening the competitiveness of SMEs. Online publication of the provisional version of the study (EN)  
[http://www.coe.int/t/dg4/cultureheritage/culture/Routes/StudyCR\\_en.pdf](http://www.coe.int/t/dg4/cultureheritage/culture/Routes/StudyCR_en.pdf)
- 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. Improved skills of the associations managing the Cultural Routes, a common and improved communication strategy and a reinforced brand image. Among the first concrete results: the participation of cultural routes to the trade fair organised by the Commission in Pavia (6-10 June 2012) and the organisation of a training seminar on cultural tourism routes to be held at the Council of Europe premises in Strasbourg beginning of September 2012.
- Awareness-raising of Commission's commitment towards promoting alternative and niche tourism offers. Conference gathering around 400 participants. Increased visibility of EU initiatives in the tourism sector, thanks to stands and expositions. New thematic products thanks to B2B events that will be organised. Networking and match-making among businesses in the cultural and tourism sectors.

## ENSURING A SUCCESSFUL IMPLEMENTATION OF THE TOURISM COMMUNICATION (COM(2010) 352 FINAL) IMPLEMENTATION ROLLING PLAN (UPDATE: 07.05.2012)

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• In 2012, under the new preparatory action “Promotion of European and transnational tourism products with special emphasis to cultural and industrial ones” the following activities are expected to be implemented:             <ul style="list-style-type: none"> <li>○ a call for proposals will be published (spring 2012) to support mainly cooperation activities among regions, networking and public-private partnerships on tourism projects aimed at promoting and preserving the European cultural and industrial heritage ;</li> <li>○ the promotion of transnational thematic and sustainable tourism products through communication tools (videos, seminars, etc.), both within the EU and in third countries' markets and in cooperation with the European Travel Commission (ETC) (see action n. 18).</li> </ul> </li> <br/> <li>• 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<br/>(<a href="http://ec.europa.eu/research/participants/portal/page/cooperation?callIdentifier=FP7-2012-NMP-ENV-ENERGY-ICT-EeB">http://ec.europa.eu/research/participants/portal/page/cooperation?callIdentifier=FP7-2012-NMP-ENV-ENERGY-ICT-EeB</a>)</li> <br/> <li>• 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; <b>including tourism</b>, 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).</li> <br/> <li>• 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 <b>sustainable development of the tourism sector</b> through the coordination and collaboration among regional research programmes ( <a href="http://www.ernestproject.eu/coalap/pages-ernest/home.jsf">http://www.ernestproject.eu/coalap/pages-ernest/home.jsf</a>).</li> </ul> | <ul style="list-style-type: none"> <li>• 4-6 projects are expected to be co-funded for the period January 2013 – May 2014.</li> </ul> |
|---|---|

## ENSURING A SUCCESSFUL IMPLEMENTATION OF THE TOURISM COMMUNICATION (COM(2010) 352 FINAL) IMPLEMENTATION ROLLING PLAN (UPDATE: 07.05.2012)

- 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 continued, 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 continued.
- 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, a call for proposals was published aiming at supporting National Tourism Administrations in charge of tourism to select and reward one

([http://ec.europa.eu/environment/biodiversity/business/index\\_en.html](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](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](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. On 10<sup>th</sup> January 2012, the EDEN Network created an Association under the Belgian law which will work on common projects and to promote the EDEN brand. It is also envisaged to enlarge the network to the 3-4 runners up of each MS in each of the 5 awards 2007-2011, which could bring the critical mass up to 400-450 destinations.
- As a result of the call, 18 projects are co-funded for the period: November 2011-August 2012
- Up to 27 projects to be co-financed. Foreseen implementation period: November 2012 – August

**ENSURING A SUCCESSFUL IMPLEMENTATION OF THE TOURISM COMMUNICATION (COM(2010) 352 FINAL)  
IMPLEMENTATION ROLLING PLAN (UPDATE: 07.05.2012)**

<p>tourist Destination of Excellence, to be chosen on the theme of "accessible tourism".</p> <p><b>Ensuring visibility and promotion of different thematic tourism services and products at conferences and other events</b></p> <ul style="list-style-type: none"> <li>• Organisation, with the Hungarian Presidency, of the <b>European High-Level Tourism Stakeholders' Conference</b> in May 2011 on wellness, medical, health tourism (as well as on responsible tourism from the perspective of business and tourists)</li> <li>• Organisation of the <b>European Tourism Day</b> (27<sup>th</sup> September 2011 in Brussels) on "Industrial heritage: differentiating the European tourism offer"</li> <li>• Organisation of the <b>European Tourism Forum</b> (5-7 October 2011 in Krakow) on "Stimulating Competitiveness in the European Tourism sector".</li> </ul>	<p>2013.</p> <ul style="list-style-type: none"> <li>• European stakeholders' conference which gathered a public of around 200 participants</li> <li>• European stakeholders' conference with a public of around 400 participants</li> <li>• European stakeholders' conference with a public of around 400 participants</li> </ul>
---	---

*Developing innovation in the tourism industry*

<p><b>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</b></p>	
<p align="center"><b>IMPLEMENTATION</b></p>	<p align="center"><b>DELIVERABLES</b></p>
<p><b>Facilitation of the participation of tourism SMEs in the digital supply chain</b></p> <ul style="list-style-type: none"> <li>• The Vice-president officially launched the ICT tourism initiative during a dedicated event for high-level European stakeholders in Brussels (on 9th November 2011). This initiative will consist of 3 pillars: a policy component (high level expert group), a technological component (demonstration project) and an operational component (website portal).</li> <li>• 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.</li> <li>• 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.</li> </ul>	<ul style="list-style-type: none"> <li>• A high level group has been set up. This group is expected to come together for the first time in the autumn of 2012. The preparatory expert group (Sherpa) will come together for the first time on 27/03/2012. (1<sup>st</sup> pillar)</li> <li>• The demonstration project is expected to start early 2012 and will be completed in 2014. 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</li> </ul>

**ENSURING A SUCCESSFUL IMPLEMENTATION OF THE TOURISM COMMUNICATION (COM(2010) 352 FINAL)  
IMPLEMENTATION ROLLING PLAN (UPDATE: 07.05.2012)**

	<p>set of policy recommendations. (2<sup>nd</sup> pillar)</p> <ul style="list-style-type: none"> <li>• The ICT and Tourism business support portal will become a one-stop-shop providing all kinds of ICT related information that could be of interest to companies of the tourism industry. The portal is expected to be delivered during 2013. (3<sup>rd</sup> pillar)</li> </ul>
--	--

<b>ACTION 4: Commission communication on electronic commerce in the internal market</b>	
<b>IMPLEMENTATION</b>	<b>DELIVERABLES</b>
<ul style="list-style-type: none"> <li>• 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 10<sup>th</sup> August to 5<sup>th</sup> November 2010 (DG Internal Market and Services)</li> <li>• Publication of a Communication on E-commerce, setting out lessons learnt and possible next steps</li> </ul>	<ul style="list-style-type: none"> <li>• Responses to the public consultation are available on DG Internal Market and Services website</li> <li>• Adoption of the Commission Communication and related Staff Working Paper on 11<sup>th</sup> January 2012</li> </ul>

*Improving professional skills*

<b>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.</b>	
<b>IMPLEMENTATION</b>	<b>DELIVERABLES</b>
<ul style="list-style-type: none"> <li>• Under the EIP 2012 Work Program, a call for tender will be launched for integration of targeted sections in EURES (the European Job Mobility portal) for different tourism sub-sectors and support to their wide-spread use.</li> <li>• In cooperation with DG EMPL - in the framework of ESCO (European Skills/Competences, Occupations, and Qualifications) - a structured model of the Skills/Competences needed and their relations with Occupations in the sector is being developed. The reference group for the Accommodation and Food service activities has already been set up. By the end of 2012 a first version of this classification is expected, the final revised list is awaited by mid 2014.</li> </ul>	<ul style="list-style-type: none"> <li>• Targeted sections for different tourism sub-sectors under EURES (the European Job Mobility portal) to facilitate a better match of offer and demand on the labour market, thus enhancing mobility.</li> <li>• Tourism Skills and Competences Framework</li> </ul>

**ENSURING A SUCCESSFUL IMPLEMENTATION OF THE TOURISM COMMUNICATION (COM(2010) 352 FINAL)  
IMPLEMENTATION ROLLING PLAN (UPDATE: 07.05.2012)**

<p>At a later stage there will be a description of certificates and qualifications and relationships between skills/competences and the qualifications will also be established. The map of Skills and Competences thus obtained will be matched with available training/education in the MS and gaps will be identified. Finally, policy response to close potential gaps between the two parts will be suggested.</p>	
---	--

*Encouraging an extension of the tourist season*

<p><b>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</b></p>	
<p align="center"><b>IMPLEMENTATION</b></p>	<p align="center"><b>DELIVERABLES</b></p>
<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"> <li>• In 2009, an Expert Group was launched to assist the Commission in its endeavours.</li> <li>• 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.</li> <li>• The study "Tourism Exchanges in Europe" has been finalised in July 2010</li> <li>• 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.</li> <li>• In April 2011 a new similar call for proposals was published to co-finance similar Calypso structures.</li> <li>• As a further step, a call for proposals was published in August 2011 to assess the feasibility, design and implementation of a web-based platform facilitating exchanges between demand and supply.</li> <li>• In May 2012, under the EIP 2012 Work Program, a call for proposals was published with the aim to facilitate Transnational Low Season Exchanges in Europe through the Development of Social Tourism with a stronger focus on the participation of private</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness-raising meetings</li> <li>• Study recommendations</li> <li>• 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.</li> <li>• 3 projects to be co-funded. Implementation period: 11 months commencing beginning of 2012</li> <li>• A web-based demand-supply platform to be launched by the end of 2013</li> <li>• Up to 4 projects should be co-funded. Implementation period: 11 months commencing in autumn 2012</li> </ul>

**ENSURING A SUCCESSFUL IMPLEMENTATION OF THE TOURISM COMMUNICATION (COM(2010) 352 FINAL)  
IMPLEMENTATION ROLLING PLAN (UPDATE: 07.05.2012)**

stakeholders. The deadline of the call is 11 <sup>th</sup> July 2012.	
---	--

**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.**

IMPLEMENTATION	DELIVERABLES
<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"> <li>• Coordination with Eurydice to increase visibility concerning school holidays across Europe</li> </ul>	<ul style="list-style-type: none"> <li>• School holiday patterns will be made available for future academic years, as a planning tool for tourism stakeholders</li> <li>• Content will be provided for the Calypso web platform</li> </ul>

*Consolidating the socioeconomic knowledge base for tourism<sup>12</sup>*

**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"> <li>• The 4<sup>th</sup> edition of the Consumer Market Scoreboard focused on identifying markets which may be underperforming for consumers, therefore, providing crucial evidence for policy follow-up</li> <li>• The 5<sup>th</sup> 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</li> <li>• The 6<sup>th</sup> edition of the Consumer Market Scoreboard extended its scope to include also financial and property services, and fuel markets</li> </ul>	<ul style="list-style-type: none"> <li>• Publication by the Commission (DG SANCO) on 22<sup>nd</sup> of October 2010</li> <li>• Publication by the Commission (DG SANCO) on 11<sup>th</sup> of March 2011</li> <li>• Publication by the Commission (DG SANCO) on 21<sup>st</sup> of October 2011</li> </ul>

**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
----------------	--------------

<sup>1</sup> Contribution to this action is also done by regular Eurobarometer surveys

<sup>2</sup> 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>)

**ENSURING A SUCCESSFUL IMPLEMENTATION OF THE TOURISM COMMUNICATION (COM(2010) 352 FINAL)  
IMPLEMENTATION ROLLING PLAN (UPDATE: 07.05.2012)**

<ul style="list-style-type: none"> <li>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).</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> </ul>
---	---

**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.**

<b>IMPLEMENTATION</b>	<b>DELIVERABLES</b>
<p>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 supports the establishment of a Virtual Tourism Observatory (VTO).</p> <ul style="list-style-type: none"> <li>In May 2011, a call for tenders for a feasibility study in view of setting up a Virtual Tourism Observatory (VTO) was published. It will determine the needs, the scope and content of the Virtual Tourism Observatory and prioritise the questions which will need to be answered. Input for the VTO will also be drawn from the cooperation with OECD (see action 21)</li> <li>Under the EIP 2012 Work Programme, depending on the availability of the results of the feasibility study, work on the design and development of the web-site hosting the Observatory will start. Some initial content provision may also begin in 2012, through cooperation with OECD and UNWTO, existing framework contracts or an open call for tenders – thus making the best possible use of existing data gathering and analysis in the field.</li> </ul>	<ul style="list-style-type: none"> <li>The feasibility study started in December 2011 and should provide by the end of 2012: 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 were presented at the ETF in Krakow 5-7 October 2011.</li> </ul>

**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,**

**ENSURING A SUCCESSFUL IMPLEMENTATION OF THE TOURISM COMMUNICATION (COM(2010) 352 FINAL)  
IMPLEMENTATION ROLLING PLAN (UPDATE: 07.05.2012)**

<b>the Commission will develop a label for promoting tourist destinations</b>	
<b>IMPLEMENTATION</b>	<b>DELIVERABLES</b>
<p>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 and management process.</p> <ul style="list-style-type: none"> <li>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 published in July 2011 for the creation of a European system of indicators for sustainable management of destinations. As result, the implementation of the contract started in December 2011.</li> </ul>	<ul style="list-style-type: none"> <li>A system of indicators to be proposed for use by destination managers by end 2012.</li> <li>Beginning of 2013, organisation of an awareness raising conference gathering around 250 persons to launch the guidance toolkit and recommendation for the implementation of the system of indicators (Brussels).</li> </ul>

<b>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</b>	
<b>IMPLEMENTATION</b>	<b>DELIVERABLES</b>
<p>The added value of the European Tourism Quality Label resides in offering a voluntary umbrella scheme, recognising existing and future quality systems at transnational, national or regional level.</p> <ul style="list-style-type: none"> <li>In 2011, an information gathering consultation among stakeholders in order to assess existing quality labelling experiences was organised.</li> <li>A specific working group has been created.</li> <li>Furthermore, in 2011, 2 workshops took place. An open conference involving EU public and private stakeholders took place on 25<sup>th</sup> of January 2012 in Brussels.</li> <li>One consultation on the operational options of and open questions on the future concept of the European Tourism Quality Label was carried out from September to October 2011. The outcome of the consultation was summarised in a working paper which was discussed at the conference on 25<sup>th</sup> of January 2012.</li> <li>A public consultation was launched on 13 April 2012 to obtain the views of a wide circle of public and private stakeholders and individuals. Deadline to respond is 13 July 2012. The outcome of the consultation will feed into the Impact Assessment study.</li> <li>The Impact Assessment study is to be launched in May 2012.</li> </ul>	<ul style="list-style-type: none"> <li>On 25<sup>th</sup> of January 2012 during the open conference with public and private tourism stakeholders in Brussels, the Commission announced that a proposal for a regulation on a European Tourism Label was foreseen for 2012, as already included in and announced via the current Commission's Work Programme (CWP) 2012. An Impact Assessment Report is to be prepared by the Commission during 3<sup>rd</sup> quarter of 2012. .</li> <li>On the basis of the preparatory works and the Impact Assessment Report, the Commission is to present a proposal for a Regulation establishing an umbrella European Tourism Label for Quality Systems by the end of 2012. .</li> </ul>

**ENSURING A SUCCESSFUL IMPLEMENTATION OF THE TOURISM COMMUNICATION (COM(2010) 352 FINAL)  
IMPLEMENTATION ROLLING PLAN (UPDATE: 07.05.2012)**

<b>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.</b>	
IMPLEMENTATION	DELIVERABLES
<p>The <b>European Charter for Sustainable and Responsible Tourism</b> 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> <ul style="list-style-type: none"> <li>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</li> </ul> <p><b>Business and Biodiversity Award Scheme</b> (initiative by DG Environment)</p> <ul style="list-style-type: none"> <li>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 (<a href="http://ec.europa.eu/environment/awards/business_biodiversity_award.html?panel=0">http://ec.europa.eu/environment/awards/business_biodiversity_award.html?panel=0</a> )</li> </ul>	<ul style="list-style-type: none"> <li>Set of principles and objectives for sustainable and responsible tourism (by the end 2012)</li> <li>Consultation of stakeholders foreseen during the period February -April 2012: almost 100 replies received</li> <li>Presentation of a Charter proposal foreseen by the end of 2012</li> </ul> <ul style="list-style-type: none"> <li>In 2011, a competition round at national level</li> <li>In 2012, applications for the EU level awards collected, an award ceremony organised in Brussels.</li> </ul>

<b>ACTION 16: Propose a strategy for sustainable coastal and marine tourism</b>	
IMPLEMENTATION	DELIVERABLES
<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 <b>Strategy for sustainable coastal and marine tourism</b>.</p> <ul style="list-style-type: none"> <li>In 2011, the Tourism Unit has started preparatory works in co-lead with DG Maritime Affairs and Fisheries.</li> <li>A public consultation on “challenges and Opportunities for Maritime and Coastal Tourism in the EU” will be launched in May 2012, in cooperation with DG Maritime Affaires and</li> </ul>	<ul style="list-style-type: none"> <li>Technical meetings with DG MARE are taking place. A roadmap for this strategy, to be possibly approved beginning of 2012. Proposal for a strategy in 2013 in line with the work programme of DG MARE.</li> <li>Joint presentation of this action with DG MARE in the context of the 2012 European Tourism Day (27 September, Brussels).</li> </ul>

**ENSURING A SUCCESSFUL IMPLEMENTATION OF THE TOURISM COMMUNICATION (COM(2010) 352 FINAL)  
IMPLEMENTATION ROLLING PLAN (UPDATE: 07.05.2012)**

<p>Fisheries.</p> <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 (<a href="http://ec.europa.eu/research/participants/portal/page/cooperation?callIdentifier=FP7-ENV-2012-one-stage">http://ec.europa.eu/research/participants/portal/page/cooperation?callIdentifier=FP7-ENV-2012-one-stage</a> )</p>	
--	--

**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
<ul style="list-style-type: none"> <li>On 1<sup>st</sup> of June 2011, the low season tourists exchanges with third countries ("50.000 tourists") pilot initiative was launched. This initial pilot venture will encourage travel between South American and Europe utilising spare capacity during the IATA low seasons. The Commission has organised a number of meetings for European and South American project stakeholders to facilitate implementation. If this pilot scheme is successful, the project will be extended to other parts of the world.</li> <li>Over the last months of 2011, the Commission services have been engaged in intensive exchanges with the Chinese National Tourism Administration (CNTA), aided and coordinated by the EU Delegation on spot. End of November 2011, in a meeting held in Beijing with CNTA, the Chinese side expressed their clear willingness to sign a Joint Statement and start cooperating with the Commission in concrete areas. A draft text for a Joint Statement has been roughly agreed and it is hoped that the signature will take place in the first half of 2012.</li> <li>DG ENTR is involved in the implementation of the EU China Trade Cooperation Project (EUCTP) managed by DG Trade and the EU Delegation in Beijing. EUCTP assistance has been requested by the National People Congress with a view to helping them in drafting their tourism law. Also, a possible list of activities for the next implementation phase starting in March 2012 was submitted to EUCTP.</li> <li>A seminar benefitting the Euromed partner countries will be organised by the Commission</li> </ul>	<ul style="list-style-type: none"> <li>Strengthened cooperation among MS and with third countries. Increased flows of tourism in low season from third countries. Implementation start: October 2012</li> <li>Possible signature of a Joint Statement between the Commission and the China National Tourism Administration (CNTA) in 2012</li> <li>Enhanced participation of the Chinese Administration representatives to EU events and vice-versa</li> </ul>

**ENSURING A SUCCESSFUL IMPLEMENTATION OF THE TOURISM COMMUNICATION (COM(2010) 352 FINAL)  
IMPLEMENTATION ROLLING PLAN (UPDATE: 07.05.2012)**

in Brussels from 21 to 22 June 2012, with a view to provide information on EU policies and projects and sharing best practices in the field of sustainable tourism.

**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> <p>In 2011, a call for tender was published 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 (implementation foreseen for the period 2012-2013). Following the call for tenders, the Commission has appointed a contractor to deliver a communications campaign in the six target countries.</p> <ul style="list-style-type: none"> <li>• Signature on 6<sup>th</sup> October 2011 in Krakow of a Joint Declaration between ETC (European Travel Commission) and the European Commission to cooperate in the field of tourism and the promotion of "Destination Europe" with a specific focus in the following 6 areas: Promotion of 'Destination Europe' in long-haul markets, Development and promotion of pan-European cultural routes/thematic itineraries and tourism products, Collaboration on digital marketing activities, the 'Destination Europe' brand, Joint presence at events, Research and Best Practice</li> <li>• Part of the budget for the new Preparatory Action "Promotion of European and transnational tourism products with special emphasis to cultural and industrial ones" will be used for joint actions with ETC aiming at communication, promotion and visibility activities</li> </ul>	<ul style="list-style-type: none"> <li>• Development and implementation of a communication strategy with the objectives of attracting international tourists to visit Europe, raising the visibility of Europe as the world's top tourism destination and differentiating Europe from other international destinations.</li> <li>• Add value to and enhance the promotional activities of Member States, other public authorities and the European tourism industry by supporting the promotion of pan-European thematic tourism products, the 'visiteurope.com' portal and the promotion of Europe as a whole in overseas markets.</li> </ul>

**ENSURING A SUCCESSFUL IMPLEMENTATION OF THE TOURISM COMMUNICATION (COM(2010) 352 FINAL)  
IMPLEMENTATION ROLLING PLAN (UPDATE: 07.05.2012)**

**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"> <li>• More structured and regular contact with European Travel Commission (ETC)</li> <li>• The Chinese version of the visiteurope.com website was launched in Beijing on 1<sup>st</sup> of December 2011 by ETC.</li> </ul>	<ul style="list-style-type: none"> <li>• Developing digital marketing activities through the "visiteurope.com" destination portal, increasing the pan-European content (such as thematic transnational products, routes and cultural corridors)</li> <li>• Joint promotion of Europe in long-haul markets, and a distinctive European brand, which differentiates ‘Destination Europe’ from other international regions</li> <li>• 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.</li> </ul>

**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"> <li>• Joint promotional actions at major events or large-scale tourism fairs and exhibitions</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation foreseen within action 18</li> </ul>

**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</p>	

**ENSURING A SUCCESSFUL IMPLEMENTATION OF THE TOURISM COMMUNICATION (COM(2010) 352 FINAL)  
IMPLEMENTATION ROLLING PLAN (UPDATE: 07.05.2012)**

<p>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"> <li>• Joint Management with OECD started in July 2011 (budget provisions for 2012)</li> <li>• Regular participation in the T20 Tourism Ministers' meetings</li> <li>• Preperation of a MoU with UNWTO to structure and consolidate the cooperation on several axes (e.g. statistics, economic analysis, sustainable tourism, children rights).<sup>o</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Joint EU-OECD publication "Tourism Trends &amp; Policies 2012" to be published June/July 2012</li> <li>• Strenghtened cooperation and inputs for the Commission's activities especially for the Virtual Tourism Observatory (Action 10)</li> <li>• Joint efforts at high-level to put foraward a clear message on the importance of tourism as an economic sector</li> <li>• Synergies and enhanced cooperation</li> </ul>
---	---

**IV. Maximise the potential of EU policies and financial instruments for developing tourism**

<b>IMPLEMENTATION</b>	<b>DELIVERABLES</b>
<ul style="list-style-type: none"> <li>• 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</li> <li>• Regular high-level conferences with tourism stakeholders</li> <li>• Mainstreaming tourism throughout other EU tourism policies: reinforcement of the Tourism Interservice Group</li> <li>• Proactive awareness raising and information of tourism stakeholders on the relevant</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure that tourism interests are taken into account in all EU policies</li> <li>• Study on the impact of EU tourism policies on tourism. Target date: mid-2012</li> <li>• Map of EU financial instruments which could be potentially used directly or indirectly for tourism related activities. Target date: mid-2012</li> <li>• Participation and support to a high number of events organised by stakeholders at all levels (MS, regional, local, European institutions, networks, European associations etc.)</li> <li>• Tourism stakeholders will be informed and aware on EU environmental legislation relevant for the sector</li> <li>• EIP 2012 Work Programme – budget for tourism-</li> </ul>

**ENSURING A SUCCESSFUL IMPLEMENTATION OF THE TOURISM COMMUNICATION (COM(2010) 352 FINAL)  
IMPLEMENTATION ROLLING PLAN (UPDATE: 07.05.2012)**

<p>environmental EU legislation to facilitate understanding of the environmental requirements but also the opportunities for the sector arising from the protection of the environment</p> <ul style="list-style-type: none"> <li>• Ensuring a sufficient and stable budget for tourism support and coordination actions in 2012-2013 (Entrepreneurship and Innovation Programme (EIP) and preparatory actions) and in 2014-2020 (Commission’s proposal for a Programme for the Competitiveness of Enterprises and SMEs (COSME) which includes in its scope the tourism sector)</li> <li>• Ensuring access for tourism public and private stakeholders under the different EU Multi-annual Financial Framework legislative proposals for 2014-2020</li> </ul>	<p>related measures: 6 millions EUR</p> <ul style="list-style-type: none"> <li>• Two preparatory actions on tourism adopted by the Budget Authority: (1) “Promotion of European and transnational tourism products with special emphasis to cultural and industrial ones” (2 millions EUR in 2012), respectively, (2) “Tourism and accessibility for all” (1 million EUR in 2012).</li> <li>• Legislative proposals for EU spending programmes under the Multi-annual Financial Framework 2014-2020 were adopted by the College in 2011. They were published at: <a href="http://ec.europa.eu/budget/reform/commission-proposals-for-the-multiannual-financial-framework-2014-2020/index_en.htm">http://ec.europa.eu/budget/reform/commission-proposals-for-the-multiannual-financial-framework-2014-2020/index_en.htm</a> .</li> </ul>
<p><b><i>PREPARATORY ACTION to be launched in 2012 aiming preparing the ground for future initiatives in the field of tourism and accessibility: Tourism Accessibility for all</i></b></p>	
<p align="center"><b>IMPLEMENTATION</b></p> <p>The main aim is to develop a better awareness of accessibility in tourism, with a special focus on the disability issue and special needs of certain categories of people It will mainstream accessibility in the tourism supply chain for the benefit of people with disability, for elderly travellers, and people with temporary impairments. The Preparatory Action has been allocated a budget of 1 million EUR in 2012.</p> <p>To this end, the Commission will:</p> <ul style="list-style-type: none"> <li>• launch 3 calls for tenders for study contracts regarding the demand and supply of accessible tourism as well as skills and training needs</li> </ul>	<p align="center"><b>DELIVERABLES</b></p> <ul style="list-style-type: none"> <li>• A "map" of the target demand and existing supply of accessible tourism in Europe. This information is a pre-requisite for any other action in this area. It allows for a "performance check" of the tourism offer in terms of accessibility, and a better understanding of the needs and expectations of disabled tourists, including those coming from outside the EU. Call launched on 4<sup>th</sup> of May 2012.</li> </ul>

**ENSURING A SUCCESSFUL IMPLEMENTATION OF THE TOURISM COMMUNICATION (COM(2010) 352 FINAL)  
IMPLEMENTATION ROLLING PLAN (UPDATE: 07.05.2012)**

- launch a call for proposals rewarding efforts and excellence in accessible tourism
  
  
- make use of a framework contract for awareness raising, visibility and promotion.

- An overview of the skills and staff training needs to improve accessibility and safety for all. This information is a prerequisite to put in place a better match between demand and offer of training, and eventually contribute to the development of a "culture of care" in the tourism supply chain
- An award for those European destinations (or networks of) which make accessibility as a key priority in their promotional offer, commit to continuously improve on accessibility, and pool the efforts of operators at different levels of the tourism supply to create a seamless chain of accessible destinations.
- Enhanced awareness with the public and stakeholders. The objective is to promote accessibility in tourism by launching "marketing" and information actions, thus maximising the favourable momentum offered in 2012 by the London Paralympics Games and the European Year for Active Ageing and Solidarity between Generations as well as the launch of the 2013 European Year for Citizens.
- Visibility in all those major events both at European, national or regional level that can have an impact on tourism and tourists.