



EU actions on sustainable tourism and EU funding for tourism 2014-2020

Cycling without borders
19 September 2014, Basel, Switzerland



Ilona LELONEK HUSTING
European Commission, DG Enterprise & Industry
Tourism Policy Unit



Facts & figures on tourism in the EU

- > a cross-cutting sector, the 3rd largest economic activity in the EU (after Distribution and Construction)
- > involves a big diversity of services and professions
- > mainly dominated by SMEs (3.4 million)

Socio-economic importance of tourism taking into account the related sectors:

- 9% the EU GDP
- 15.2 million jobs

Europe N° 1 tourist destination in the world with 431 million international tourist arrivals in 2013, (intra EU and non-EU)





Legal Framework – EU Tourism competences

- EU competence (after the Lisbon Treaty art. 195):
Complement, support and coordinate the action of the Member States in the tourism sector
How? By:
 - Encouraging the creation of a favorable environment for the development of undertakings in this sector
 - Promoting cooperation between the Member States, particularly by the exchange of good practice
- No harmonization of the laws and regulations of the Member States





Policy Framework - Communication COM(2010) 352 : « Europe, the world's No 1 tourist destination - a new political framework for tourism in Europe »

Objective: to make European Tourism competitive, modern, sustainable
and responsible

- 1) Stimulating competitiveness in the European Tourism sector
- 2) Promoting the development of a sustainable, responsible,
and high quality tourism
- 3) Consolidating image and profile of Europe
- 4) Maximising the potential of EU policies and financial
instruments for developing tourism



Some keywords – strategic priorities

- Diversification and innovation
- Skills/training
- Accessibility
- Extension of tourism season
- Sustainable development of tourism destinations
- Support competitiveness of SMEs
- Visibility to destination "Europe"
- Senior tourism





Actions aiming at increasing competitiveness of the tourism sector:

- Improving socio-economic knowledge of policy makers and businesses: Virtual Tourism Observatory (VTO), Eurobarometer surveys



- Improving skills (integration of the hospitality sector targeted section in EURES, the European Job Mobility Portal) (with DG EMPL)
- A strategy for maritime and coastal tourism (with DG MARE)





Actions aiming at increasing tourism demand:

- Promoting Europe as a "unique tourism destination"
Commission's communication campaign "Europe – whenever you're ready" in cooperation with the European Travel Commission (ETC)
- Maximise the potential of the EU Visa policy (with DG HOME)
- International cooperation (China, BRIC and EUROMED countries)
- Preparatory Action
"Accessibility for All"





Actions promoting sustainable tourism development:

- European Charter for sustainable and responsible tourism to encourage sustainable/responsible practices
- European Tourism Indicator System (ETIS) for Sustainable Management of Tourist Destinations
http://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/indicators/index_en.htm
- European Destinations of Excellence (EDEN)
- Support to transnational tourism products





Diversification of tourism offer

Sustainable transnational tourism products
routes/itineraries/trails (e.g. cycle, hiking, nature, heritage...)

Enhancing diversification of
tourism offer capitalising on
Europe's rich cultural and natural
heritage :

Cultural and industrial heritage
tourism, hiking, cycling, sport
and wellness activity tourism,
gastronomic tourism

www.tastingeurope.eu, tourism
to small authentic non traditional
destinations, rural tourism....

- EuroVelo Central Coordination
(network of high-quality 14
cycle routes)
- Iron Curtain Trail (EV 13)
- The Saint James Ways
- DanubeHIKE
- Greenways
- LIMES (the frontiers of the
Roman Empire)
- Venetian Routes (VeRoTour
project)
- CERA DEST- Ceramic
destinations

EU supports cycle tourism

- Direct co-financing of transnational projects (since 2010 - 11 projects) to promote cycle tourism (websites, observatories, maps, promotion events, action plans etc...

EuroVelo network www.eurovelo.com

European Greenways Observatory
<http://www.greenwayseurope.org/>)

- EU's structural funds (2007-13) 600 M EUR for cycle infrastructure





Tourism under COSME – Budget & Context

- Budget foreseen for 7 years: 105 million EUR (2014: 8.7 million EUR)
- Co-funding, but no investments in infrastructure
- Trans-national dimension / European added-value
- Implementation in close cooperation with national and regional public authorities, private stakeholders and European networks involved in tourism activities



TOURISM WORK PROGRAMME 2014

Calls for proposals:

1. "Diversifying the EU tourism offer and products – Sustainable transnational tourism products"
2. "Transnational cultural tourism products and Tourism and accessibility for all"
3. "Synergies between tourism, high-end and creative industries"
4. "Increasing tourism flows in low/medium seasons"- seniors and youth tourism"
5. "European Destination of Excellence – Selection 2014"



2014 Call for proposals "Diversifying the EU tourism offer and products – Sustainable transnational tourism products" **Deadline for submission: 7 October 2014**

Enhancement and promotion
improving visibility and market uptake

Key requirements :

- > Transnational (4 countries + cooperation between SMEs & local public authorities)
- > Sustainability
- > Focus on sport and wellness activity tourism in one of the following type of tourism: coastal, maritime, mountain or rural tourism



Budget: 1M € - EU co-financement of up to 75%, max. 250.000€/project, 5 projects will be selected.

http://ec.europa.eu/enterprise/contracts-grants/calls-for-proposals/index_en.htm





2014 Call for proposals: Transnational cultural tourism products and Tourism and accessibility for all

Deadline for submission: 21 October 2014

Theme A: Cooperation projects to support transnational tourism based on European cultural and industrial heritage supporting trans-European cooperation aimed at designing innovative transnational products capitalising on European shared cultural and/or industrial heritage

Theme B: Fostering accessible tourism entrepreneurship and management supporting "Capacity Building Schemes" for tourism managers and entrepreneurs.

Budget : € 1M (Theme A) and € 650.000 (Theme B)

Maximum EU financing rate of eligible costs: 75 %

Maximum EU financing amount per project: € 250,000 (for Theme A) and € 180.000 (for Theme B)

http://ec.europa.eu/enterprise/contracts-grants/calls-for-proposals/index_en.htm





2014 Call for proposals: Cultural Routes and Luxury Goods

Deadline for submission 4th November 2014

aims to create a Cultural Route covering at least 5 EU Member States or countries participating in COSME). showcasing one high-end product, either perfume, chocolate or jewellery. (Objective - to promote cooperation between tourism and the luxury goods industries).

Budget EUR 400,000. 1 proposal will be awarded. The EU grant is limited to a maximum co-funding rate of 75% of eligible costs.

http://ec.europa.eu/easme/tourism-creative-industries_en.htm





Other EU funding sources... for tourism related projects

Different EU funding programmes available for tourism investments:

- Horizon 2020 (R&D), the Civitas initiative – cycling in cities, Erasmus+, Creative Europe....
- European Structural and Investment Funds (ESIF) including European Regional Development Fund, European Agricultural Fund for Rural Development...

Guidance fiche published on DG REGIO website:

http://ec.europa.eu/regional_policy/sources/docgener/informat/2014/guidance_tourism.pdf





Tourism investments and Regional Policy

- Tourism has not been included among the eleven investment priorities for the future Cohesion Policy, as it constitutes a means or a sector (rather than an objective).
- However, the new policy provides considerable scope for smart and sustainable tourism investments with a sound economic rationale.
- These must be consistent with the SWOT and the relevant ERDF investment priorities.
- The overall emphasis in the new programmes should be on a clear intervention logic and result orientation.
- clear ideas on the change to be achieved, the concrete measures that are able to bring that change and the indicators to measure this change in relation to the relevant thematic objective chosen for the proposed intervention.



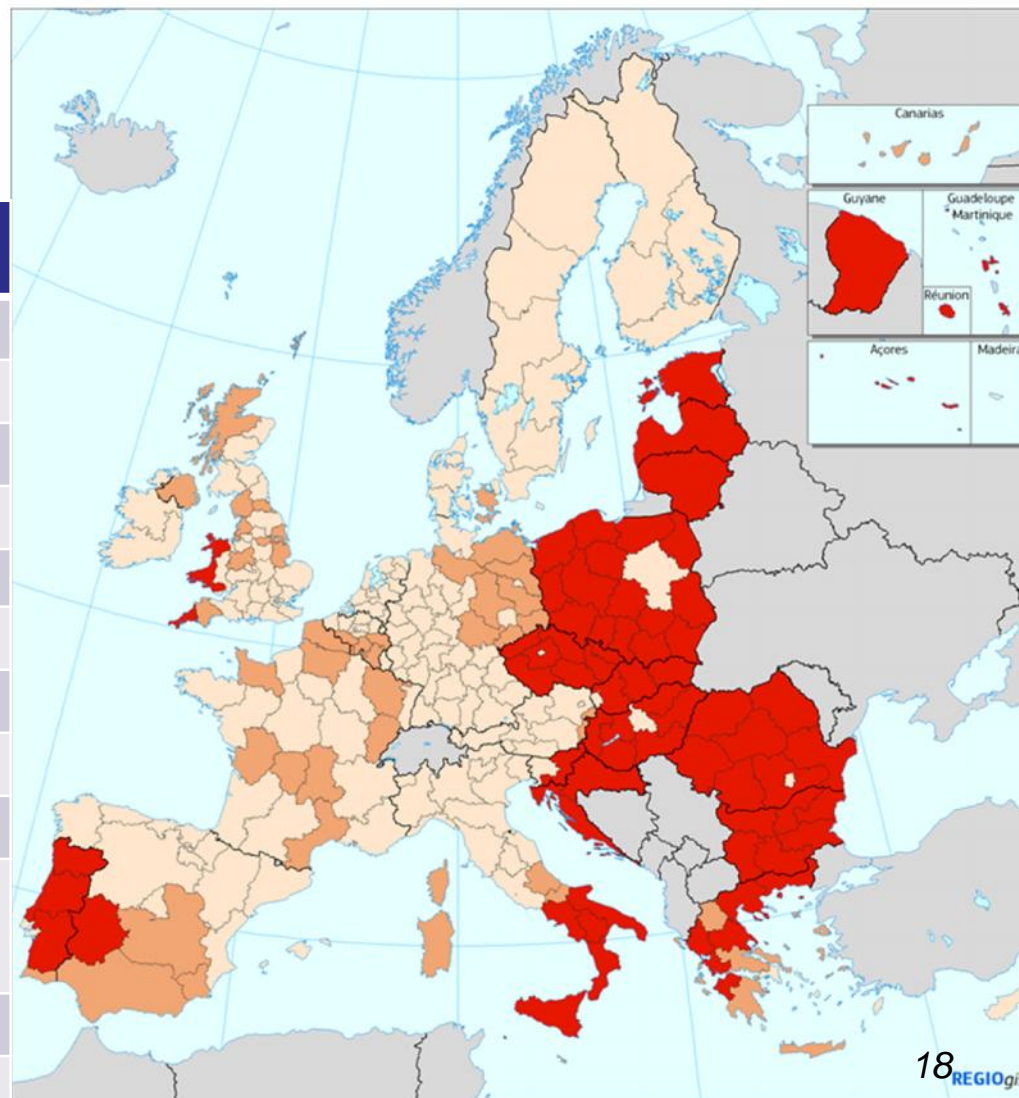


European Commission

Eligibility map 2014-20

- Less developed region (GDP/head: less than 75%)
- Transition regions (GDP/head between 75% and 90%)
- More developed region (GDP/head: more than 90%)

	Billion EUR
Less developed regions	164.3
Transition regions	31.7
More developed regions	49.5
Cohesion Fund	66.4
European territorial cooperation	8.9
Of which	
Cross border cooperation	6.6
Transnational cooperation	1.8
Interregional cooperation	0.5
Outermost regions and northern sparsely populated regions	1.4
Youth Employment initiative	3.0
TOTAL	325.1





Legal base

ERDF

- Recital 11: activities supporting sustainable tourism, culture and natural heritage
- Article 3 (scope of support), in particular Article 3 (e): investment in the development of endogenous potential through, among others, small-scale cultural and sustainable tourism infrastructure





Thematic objectives/investment priorities

Europe 2020

smart

sustainable

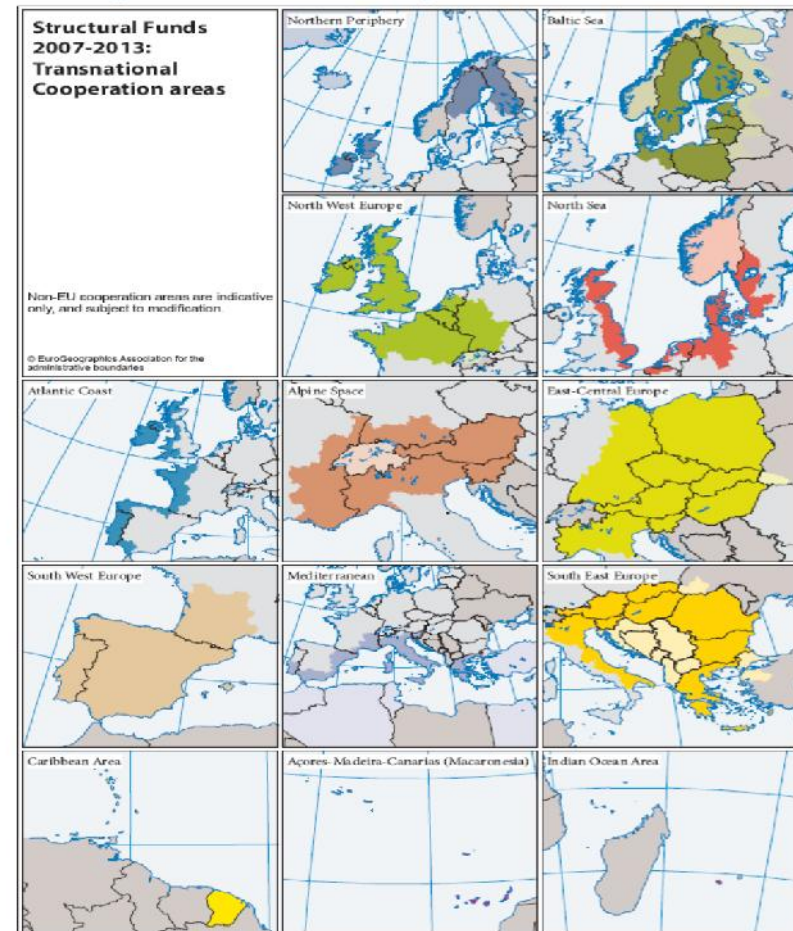
inclusive

1. Research and innovation
2. Information and Communication Technologies
3. Competitiveness of Small and Medium-Sized Enterprises (SME)
4. Shift to a low-carbon economy
5. Climate change adaptation and risk management and prevention
6. Environmental protection and resource efficiency
7. Sustainable transport and disposal of congestion on major network infrastructure
8. Employment and support for labour mobility
9. Social inclusion and poverty reduction
10. Education, skills and lifelong learning
11. Increased institutional capacity and effectiveness of public administration

Ear-
marking
of
80/50%
of funds
for these
TOs

European Territorial Cooperation (ETC) (Transnational cooperation)

- Eligible zones: NUTS II (regions)
- Objective: Strategic project for a bigger region, importance of the macro-regional strategies
- Special attention is given to outermost and island regions





New guide to be published soon

- The guide will cover the most important EU programmes for the tourism sector
- It will focus on (in)direct funding opportunities



EU Tourism major events 2014

European Tourism Forum, Naples, 30-31 October
"Tourism and Culture in Europe: innovative actions for jobs
and growth"

(Panel 2: Sustainable Mobility and Access to Destinations)

European Tourism Day, Brussels, 1 December



Contact details

European Commission, Tourism
website:

http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm

Calls for proposals

http://ec.europa.eu/enterprise/contracts-grants/calls-for-proposals/index_en.htm

Unit E1. Tourism policy Unit

ENTR-TOURISM-POLICY@ec.europa.eu



***Thank you for
your attention***