XI European Charter Network
Meeting Workshop 4. Planning visitors sustainably

EU tourism policy and the EUROPARC’s lobby and advocacy with EU Institutions: an overview

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INTRODUCTION: SOME SHORT VIDEOS TO KNOW MORE ABOUT THE EUROPEAN UNION (EU) INSTITUTIONS


• **THE COUNCIL (**): What is the Council [https://www.youtube.com/watch?v=RKPE3vWGJb0](https://www.youtube.com/watch?v=RKPE3vWGJb0)
  - The European Council (Heads of Member States and of the Government)
  - The Council of the European Union (different Ministers of Member States according to the topics, e.g. Council of Agriculture)

• **THE EUROPEAN COMMISSION (EC)** [https://www.youtube.com/watch?v=nWpgO1EPO_Y](https://www.youtube.com/watch?v=nWpgO1EPO_Y)

• **THE EUROPEAN COMMITTEE OF THE REGIONS (CoR)** [https://www.youtube.com/watch?v=PWPHIM0kZDE](https://www.youtube.com/watch?v=PWPHIM0kZDE)

(*) Not to be confused with The Council of Europe, which is not part of the EU, but is another International Institution. It was founded in 1949 to promote cultural diversity, democratisation and human rights. Its Members States are 47. It is in charge of Bern Convention for “Conservation of European Wildlife and Natural Habitats” and Emerald Network, and “European Landscape Convention”. [https://www.coe.int/en/web/about-us/videos](https://www.coe.int/en/web/about-us/videos)
Tourism and the European Commission
Directorate-General (DG) for Internal Market, Industry, Entrepreneurship and SMEs

Sectors

- Aeronautics industries
- Automotive industry
- Biotechnology
- Chemicals
- Construction
- Cosmetics
- Defence industries
- Electrical and electronic engineering industries
- Firearms
- Food and drink industry
- Gambling
- Healthcare industries
- Maritime industries
- Mechanical engineering
- Medical devices
- Postal services
- Pressure equipment and gas appliances
- Raw materials, metals, minerals and forest-based industries
- Social economy
- Space
- Textiles, Fashion and creative industries
- **Tourism**
- Toys
Overview of EU Tourism Policy

EU policy aims to maintain Europe’s standing as a leading destination while maximising the industry’s contribution to growth and employment and promoting cooperation between EU countries, particularly through the exchange of good practice. The EU’s competence in the tourism is one of support and coordination to supplement the actions of member countries.

- **security and safety** - environmental, political, and social security; safety of food and accommodation; and socio-cultural sustainability threats

- **economic competitiveness** - seasonality, regulatory and administrative burdens; tourism related taxation; difficulty of finding and keeping skilled staff

  - **technological** – keeping up to date with IT developments caused by the globalisation of information and advances in technology (IT tools for booking holidays, social media providing advice on tourism services, etc.)

  - **markets and competition** - growing demand for customised experiences, new products, growing competition from other EU destinations.
Virtual Tourism Observatory

Information and data: https://ec.europa.eu/growth/tools-databases/vto/home
Enhancing what European tourism has to offer

The European Commission works on a number of initiatives to diversify and improve the range of tourism products and services available in areas such as sustainable tourism, accessible tourism, tourism for seniors, and low-season tourism.

Coastal and maritime tourism

Sustainable tourism

Cultural tourism
https://ec.europa.eu/growth/sectors/tourism/offer/cultural_en

Accessible tourism

Low season tourism
European Destinations of Excellence (EDEN)

The Commission launched the European Destinations of Excellence competition to promote sustainable tourism and emerging destinations.


The European Destinations of Excellence (EDEN) is a European Commission initiative to

- promote sustainable tourism,
- enhance the visibility of emerging and lesser known tourist destinations in Europe,
- create awareness of Europe’s tourism diversity and quality

The winners of the competition join the EDEN Network, where they can share good practice with their counterparts across Europe.

The Commission launched the project in 2006 and continues to play a coordinating role. It encourages dialogue among stakeholders, co-finances the selection procedures, and organises the award ceremony and a comprehensive communication campaign.

The EDEN Network website:  https://youredenexperience.com/
Tourism Business Portal

Welcome to the Tourism Business Portal.

The portal seeks to provide a wealth of information relevant to small and medium-sized enterprises (SMEs) operating in the tourism sector in the European Union.


Available in other European Languages:


https://publications.europa.eu/en/publication-detail/-/publication/e0707433-aa5f-11e6-aab7-01aa75ed71a1
Tourism and the EU Biodiversity Strategy

EU Biodiversity Strategy - 6 Priority targets

- enhance efforts to **protect species and habitats**
- maintain and restore ecosystems and their services
- anchor biodiversity goals in the **most relevant EU policy areas**: farming, forests and fisheries
- combat **invasive alien species**
- step up the EU contribution to **averting global biodiversity loss**.
Tourism and Natura 2000

Action Plan for nature, people and the economy – 4 priorities:

Priority A: Improving guidance and knowledge and ensuring better coherence with broader socioeconomic objectives

Priority B: Building political ownership and strengthening compliance

Priority C: Strengthening investment in Natura 2000 and improving synergies with EU funding instruments

Priority D: Better communication and outreach, engaging citizens, stakeholders and communities
Tourism and the European Parliament
Intergroups are political spontaneous bodies:

INTERGROUP "EUROPEAN TOURISM DEVELOPMENT, CULTURAL HERITAGE, WAYS OF ST. JAMES AND OTHER EUROPEAN CULTURAL ROUTES"

Committees are formal and official actors of the legislative process in the EP:
EUROPARC with EU institutions about Tourism
EUROPARC is well respected and visible to the European Commission, European Parliament, Committee of the Regions and Council of Europe, amongst others.

We network closely with other NGOs in Brussels, to provide a strong input on behalf of Protected Areas, representing their interests and presenting case studies and views.
Participation to events to present Protected Areas’ work in the sector.
Collaboration with Members of European Parliament in legislation process or for elaboration of reports and recommendations to represent Protected Areas’ Interests

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Draft report Renata Briano (PE597467v02.00)

The role of fisheries-related tourism in the diversification of fisheries (2016/2035(INI))
Organization of dialogue events with EU institutions
e.g. Charter Award in EP
Seminar Dialogue with DG ENV 2019. Partnerships for biodiversity: European policies and the role of Protected Areas (End of October, TBC):

*Natura 2000, Agriculture, and Tourisme,*
- with the participation of DG AGRI and DG GROW -
Thank you!!

More questions, more info:

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