



Council of the
European Union

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NOTE

From: Presidency
To: Delegations

Subject: Draft Council conclusions on tourism as a driver for growth, jobs and social cohesion in the EU for the next decade

Delegations will find attached a Presidency proposal for draft Council conclusions on tourism as a driver for growth, jobs and social cohesion in the EU for the next decade with a view to the discussion by the Working Party on Competitiveness and Growth (Tourism) at its meeting on 6 March 2019.

**DRAFT COUNCIL CONCLUSIONS ON TOURISM AS A DRIVER FOR GROWTH, JOBS
AND SOCIAL COHESION IN THE EU FOR THE NEXT DECADE**

THE COUNCIL OF THE EUROPEAN UNION,

RECALLING

- the Communication from the Commission on "Europe, the world's No 1 tourist destination - a new political framework for tourism in Europe" of June 2010¹ and the Council conclusions of October 2010 on this Communication²;
- the Communication from the Commission on "A European Strategy for more Growth and Jobs in Coastal and Maritime Tourism" of February 2014³ and the Opinion from the Committee of the Regions of October 2014⁴;
- the Communication from the Commission entitled "Towards an integrated approach to cultural heritage for Europe" of July 2014⁵ and the European Framework for Action on Cultural Heritage of December 2018⁶;
- the Council conclusions of December 2014 on "Strengthening tourism by leveraging Europe's cultural, natural and maritime heritage"⁷;

1 Doc. 11883/10.

2 Doc. 14944/10.

3 Doc. 6875/14.

4 Doc. CDR 2645/2014.

5 Doc. 12150/14.

6 Doc. 15343/18.

7 Doc. 16535/14.

- the Communication from the Commission on "Investing in a smart, innovative and sustainable Industry - A renewed EU Industrial Policy Strategy" of September 2017⁸ and the Council conclusions of May 2017, November 2017, March 2018 and November 2018 on EU industrial policy strategy⁹;
 - the Opinion from the Committee of the Regions of December 2016¹⁰;
 - [the outcome of the Ministerial conference on "Sustainable Tourism - Common Policies of EU Member States", Bucharest, 2 April 2019,]
1. STRESSES that tourism is a key sector of the European economy, with an increasingly positive impact on economic growth, regional development and employment in Europe, accounting for 10.3% of EU GDP and 11.7% of the total labour force¹¹;
 2. UNDERLINES that Europe is the world's number one tourist destination, with a current market share of more than 50 %¹², whereas the number of international tourists arriving in the EU is forecast to increase by 9 million each year until 2030¹³;
 3. EMPHASISES that, as part of smart specialisation strategies, tourism-driven growth can revitalise local economies and contribute to regional cohesion across the EU, and that in particular tourism can be a key strategic sector with economic potential for less developed regions;
 4. ACKNOWLEDGES that tourism contributes to strengthening our shared European identity and REAFFIRMS that tourism has to be managed and developed in a sustainable way to preserve the EU's cultural and natural heritage for future generations and in respect of local communities;

⁸ Doc. 12202/17.

⁹ Docs. 9760/17, 15223/17, 7037/18 and 14832/18.

¹⁰ Doc. NAT-VI/009.

¹¹ Direct and indirect contribution, World Travel & Tourism Council, 2018.

¹² European Union Tourism Trends - UNWTO & DG GROW, 2018.

¹³ UNWTO - Towards Tourism 2030, 2011.

5. STRESSES the importance of a well-functioning Single Market, including its digital dimension, for the development of the tourism sector, especially for small and medium-sized enterprises (SMEs); RECOGNISES the key role played by SMEs in the tourism sector and their specific needs for a favourable business environment;
6. HIGHLIGHTS the importance of developing new business models in tourism and of promoting and supporting all tourism services and providers along the tourism value chain with the aim of achieving a balanced and sustainable development; in this context, enabling citizens and entrepreneurs to make use of the opportunities offered, while addressing justified concerns in an appropriate manner is likely to promote the sustainable and balanced long-term growth of collaborative short-term accommodation rental services in the EU¹⁴;
7. RECOGNISES the crucial importance of the development of appropriate infrastructures and smart investments to facilitate innovation and the uptake of advanced technologies in the tourism sector;
8. EMPHASISES the necessity of seeking and exploiting synergies between tourism and other sectors, such as cultural and creative industries, crafts, food and drink, transport, construction and urban planning, ICT/advanced technologies, sport, recreation, education and health;
9. EMPHASISES the importance of skills forecasting and skills development for tourism professionals at all levels as a key factor for the competitiveness, quality of jobs and career development opportunities in the tourism sector;

¹⁴ Summary of Workshops on short-term accommodation rental services, organised by the Commission in 2018.

10. NOTES that the EU tourism sector is facing increasing global competition from third countries, in particular from emerging travel markets with a higher growth rate forecast, and UNDERLINES that the EU should therefore capitalise on its rich and diverse cultural and natural assets and offer sustainable, innovative and high-quality tourism services, as a competitive advantage of the Union; further RECOGNISES that smart and green investment will be required in the next years to ensure the competitiveness and sustainable growth of the tourism sector;
11. UNDERLINES the importance of cooperation at EU, national, regional and local levels in line with the principle of subsidiarity;
12. ACKNOWLEDGES, in light of the above, that the EU tourism sector faces shared challenges and opportunities, which will impact its development for the next years, in particular related to:
 - sustainability, including resource efficiency, circular economy, seasonality and the management of increasing tourism flows;
 - innovation and digitalisation, including the sharing economy;
 - skills, competences and the quality of jobs;
13. ENCOURAGES Member States to give due consideration to these challenges when developing national, regional and local tourism strategies and to promote responsible tourism policies and practices in line with the principles of the Global Code of Ethics for Tourism adopted by the United Nations' World Tourism Organization and in accordance with the Sustainable Development Goals;
14. CALLS ON Member States and the Commission, within their respective spheres of competence and with due regard to the subsidiarity and proportionality principles, to:
 - a. facilitate cooperation, in particular the exchange of good practice in tourism, in line with Article 195 of the Treaty on the Functioning of the European Union, in particular keeping in mind the challenges and opportunities mentioned in paragraph 12 above;

- b. encourage the inclusion of tourism in smart specialisation strategies, where this builds on a region's assets and human capital; encourage cross-innovation ecosystems and synergies between tourism and other policy fields, such as cultural and creative industries, sport, education and training, ICT/advanced technologies, as well as networking and partnerships between private and public actors and also non-governmental organisations, social partners, and across different levels of governance;
- c. foster cross-border and inter-regional cooperation to promote tourism-driven growth based on the EU's cultural and natural resources, including those of the rural areas;
- d. encourage European-wide dialogue and exchange of best practice among Member States to develop innovative approaches for the balanced management of growing tourism flows to European destinations and to foster the transition of European tourism from a model of quantitative growth to a qualitative model leading to sustainable development and quality jobs;
- e. engage in initiatives promoting the image of Europe as a tourism destination of excellence with regard to the quality of its services and the uniqueness of its regions;
- f. create incentives encouraging European citizens to spend their holidays throughout the EU, including in the lesser-known destinations;
- g. encourage the development of education and vocational training measures which improve skills of employees and employers in the tourism sector, including digital skills, taking into account the strategic work on sectoral skills development under the Blueprint for Sectoral Cooperation on Skills¹⁵ in tourism¹⁶, and the exchange of best practice among Member States;

¹⁵ <https://ec.europa.eu/social/main.jsp?catId=1415&langId=en>

¹⁶ <https://nexttourismgeneration.eu/>

- h. engage actively with the tourism sector and stakeholders, in particular SMEs, to deliver more services digitally and to remove unnecessary barriers to innovative market entrants;
 - i. ensure that new initiatives in the area of tourism clearly provide added value, by setting out a favourable environment for the competitiveness of the EU's tourism sector, while avoiding to impose unjustified additional burden on businesses, especially on SMEs;
 - j. consider the possibility of designating a European Year of Sustainable Tourism, which may help to promote the diversity of European tourism and raise the profile of lesser-known tourism destinations;
15. CALLS ON the Commission to undertake an in-depth analysis of the recent developments and future trends in the tourism sector, in particular giving due consideration to the challenges and opportunities mentioned in paragraph 12 above, and in light of this analysis to update the Communication on "Europe, the world's No 1 tourist destination - a new political framework for tourism in Europe" with the aim of developing, by the end of 2020, a European Strategy for Tourism with a vision for 2030;
16. ENCOURAGES the industry to actively participate and contribute to these measures;
17. INVITES the Commission to regularly keep the Council informed about the results of these actions and initiatives.
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