



Council of the
European Union

Brussels, 2 March 2020
(OR. en)

6365/20

COMPET 98
TOUR 4

NOTE

From: Presidency
To: Delegations

Subject: Draft Council Conclusions on sustainable and responsible tourism in Europe, the world's No 1 tourist destination
- *Presidency proposal*

Delegations will find attached the 'draft Council conclusions on sustainable and responsible tourism in Europe, the world's No 1 tourist destination', with a view to the examination of the first Presidency proposal by the Working Party on Competitiveness and Growth (Tourism) at its meeting on 9 March 2020.

**DRAFT COUNCIL CONCLUSIONS ON
SUSTAINABLE AND RESPONSIBLE TOURISM IN EUROPE,
THE WORLD'S NO 1 TOURIST DESTINATION**

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, the Council conclusions of December 2014 on ‘Strengthening tourism by leveraging Europe's cultural, natural and maritime heritage’⁶, and ‘The European Framework for Action on Cultural Heritage’ of December 2018⁷;
- the communication from the Commission on [‘Industrial Policy Strategy’ and SME Strategy - March 2020] and [the communication from the Commission on Circular Economy - March 2020];

1 Doc. 11883/10.
2 Doc. 14944/10.
3 Doc. 6875/14.
4 Doc. CDR 2645/2014.
5 Doc. 12150/14.
6 Doc. 16535/14.
7 Doc. 15343/18.

- the 2030 Agenda for Sustainable Development Goals adopted by the United Nations General Assembly and the UNFCCC 10 Paris Agreement within the United Nations Framework Convention on Climate Change;
- the UNWTO Global Code of Ethics for Tourism;
- the Council conclusions of 27 May 2019 on ‘The competitiveness of the tourism sector as a driver for sustainable growth, jobs and social cohesion in the EU for the next decade’⁸ and the Presidency note on enhancing the digitalisation of the EU tourism sector of 28 November 2019⁹;
- the Communication from the Commission on ‘The European Green Deal’ of 11 December 2019¹⁰;

TAKING INTO ACCOUNT

- [the discussion of the Ministerial conference on ‘Sustainable and Responsible Tourism for Europe, the world’s No 1 tourism destination’, Dubrovnik, 27 and 28 April 2020];

WITH DUE REGARD TO the respective spheres of competence of the Member States and the Commission, as well as the principles of subsidiarity and proportionality,

1. STRESSES that tourism generates, directly and indirectly, almost 10 % of GDP and represents 9 % of total employment¹¹ in the European Union, and that international tourism accounts for 6 % of EU overall exports and 22 % of services exports, which ranks tourism fourth as an export category, after chemicals, automotive products and the food industry; five out of the top ten destinations in the world are located in the European Union¹²;

⁸ Doc. 9707/19.

⁹ Doc. 14243/19.

¹⁰ Docs. 15051/19 and 15051/19 ADD1.

¹¹ World Travel & Tourism Council, 2019.

¹² Publication "European Union Tourism Trends", prepared by UNWTO.

2. RECOGNISES the significant impact of tourism on the environment, with the tourism and travel industry accounting for 5 % of global CO2 emissions (the transport sector represents the largest share)¹³ and highlights that policies should address and mitigate the long-term risks of unbalanced tourism growth on natural and cultural resources;
3. STRESSES the positive contribution of sustainable and responsible tourism, with respect to local, natural, social and cultural resources and the well-being of local communities;
4. RECOGNISES the importance of promoting a balanced development of sustainable tourism in less developed areas or areas undergoing structural changes;
5. STRESSES the importance of considering the needs and potential of SMEs and micro enterprises as drivers for a balanced regional development;
6. NOTES the importance of cooperation and exchanges of good practices between Member States on sustainable and responsible tourism policies and practices;
7. HIGHLIGHTS the importance of quality education and skills development for all stakeholders involved, with a focus on young people yet without neglecting lifelong learning processes, while respecting the specific needs of each destination taking into account its local traditions and resources base;

¹³ World Tourism Organization and United Nations Environment Programme (2008), Climate Change and Tourism – responding to Global Challenges, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284412341>
According to the latest UNWTO/ITF research, in 2016 transport-related emissions from tourism contributed to 5 % of all man-made emissions and are set to increase to 5.3 % by 2030 against a current ambition scenario. The projected increase represents 25 % growth, from 1 597 million tonnes of transport-related CO2 attributable to tourism in 2016 to 1 998 million tonnes in 2030. <https://www.unwto.org/sustainable-development/climate-change>

8. **UNDERLINES THAT FURTHER MEASURES ARE NEEDED** which contribute to:
- a) improving the quality of life in local communities and the quality of services offered at tourism destinations (new employment opportunities, construction and modernisation of sustainable tourism and public infrastructure – communal, transport, digitalisation and ICT, telecommunication, financial etc.)],
 - b) development of innovative and sustainable tourism products and services that take into account climate change and the growing expectations of tourists, and improve resource efficiency in the tourism sector,
 - c) diversifying the tourism offer (such as are health, rural tourism, food and wine tourism, ecotourism, nautical, cultural and creative tourism, cycling, hiking and cultural routes, river tourism) as a means of protecting and developing local assets, moving tourists off the beaten tracks and reducing seasonality,
9. **ENCOURAGES** Member States to consider the inclusion of sustainable and responsible tourism principles in national and regional tourism strategies, as well as the promotion of sustainable and responsible tourism development policies based on sound evidence and monitoring;
10. **RECOMMENDS** that Member States share their visions, ideas and potential projects on how tourism sector can contribute to achieving the European Green Deal objectives.
11. **CALLS ON** Member States and the Commission to establish framework conditions and actions for sustainable tourism development in the European Union, including:
- i. developing integrated destination management and business intelligence rooted in data collection and analysis,
 - ii. improving connectivity and multi-modal sustainable travel, taking into account rural and peripheral areas,

- iii. promoting synergies between cultural and tourism policies in order to enhance and promote local, regional and national cultural and natural heritage,
- iv. promoting the importance of new technologies, digitalisation and ICT for enhancing the value of tourism destinations, satisfying growing tourism consumer needs, providing seamless travel, easier communication and integrated tourism development,
- v. promoting EDEN destinations which are European's hidden treasures as well as best practices for tourism in lesser known areas;

12. INVITES the Commission to:

- refer to the follow-up of the 2019 Council Conclusions
- ensure that EU policies support sustainable and responsible tourism in respect of the Sustainable Development Goals, local resources and communities;
- encourage the dialogue between the industry, the Member States and relevant stakeholders in order to develop innovative approaches to sustainable tourism development and to the balanced management of growing tourism flows to European destinations, as well as peer learning and exchanges of best practices;
- encourage European destinations to adopt a more intelligent, informed and sustainable approach to tourism planning based on monitoring tools and indicators (e.g. ETIS - European Tourism Indicator System, TSA – Tourism Satellite Account);
- actively support the sustainable and responsible development of tourism through territorial cooperation, including macro-regional and sea basin strategies, encouraging cooperation on finding common solutions to common challenges;

- present an overview of the results achieved and challenges faced in implementing the Communication on ‘Europe, the world’s No1 tourist destination’ by the end of 2020 and introduce a new policy for tourism;
- prepare a comprehensive overview of funding sources for tourism in the MFF 2021-2027;

13. INVITES the Commission, in light of the importance of sustainable and responsible tourism development for Europe given the integrative and cohesive dimension of tourism for the EU:

- to ensure a better recognition of tourism in European policies,
 - to regularly keep the Council informed of actions and initiatives.
-