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Committee on Regional Development

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DRAFT OPINION

of the Committee on Regional Development

for the Committee on Transport and Tourism

on Europe, the world's No 1 tourist destination – a new political framework for
tourism in Europe
(2009 - 2014(INI))

Rapporteur: Salvatore Caronna

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SUGGESTIONS

The Committee on Regional Development calls on the Committee on Transport and Tourism, as the committee responsible, to incorporate the following suggestions in its motion for a resolution:

1. Points out that the Treaty of Lisbon grants new powers to the European Union with regard to tourism, particularly with a view to enhancing that sector's competitiveness and capacity for dynamic and sustainable growth;
2. Points out that Regulation (EC) No 1080/2006 on the European Regional Development Fund numbers among its priorities the protection and enhancement of natural and cultural heritage as offering potential for the development of sustainable tourism;
3. Emphasises that tourism has a tangible impact on the economic, social and territorial cohesion of all the Member States; stresses also that tourism represents the main resource of some EU regions that are lagging behind economically, and that it has a direct impact on growth in other sectors;
4. Considers that social, economic and environmental sustainability are a prerequisite for developing and maintaining all tourism activity; urges the Commission to develop a 'European label' in order to create a profile for products and services of excellence and at the same time enhance Europe's image worldwide;
5. Reiterates that the development of sustainable forms of tourism would provide local economies with a lasting source of income and a means of promoting stable employment, while at the same time making it possible to safeguard and enhance the landscape and the cultural, historical and social heritage of every region;
6. Welcomes the Commission proposal to group actions promoting tourism under four priorities; considers, however, that the development of a new political framework for tourism in Europe requires an integrated approach and efficient coordination of Community, national, regional and local policies with a direct or indirect impact on tourism, in keeping with the principle of subsidiarity;
7. Calls on the Commission, the Member States and the local and regional authorities to encourage and support the development of networks and the creation of partnerships for the exchange of good practice; hopes that concrete initiatives will be undertaken in support of innovation and the development of new information technologies, and that access will be facilitated for stakeholders in the tourist industry, and particularly small- and medium-sized enterprises, to the relevant financial instruments;
8. Considers it necessary to counterbalance the effects of seasonal tourism by diversifying tourism, including via support for new forms of tourism such as health tourism, especially spa tourism, and socially-responsible tourism, in particular when

aimed at people with reduced mobility, young people and the elderly, who constitute a market with huge growth potential;

9. Calls for greater emphasis to be placed on quality of employment in the tourism sector, with a focus on training with a high language and technology content, on support for entrepreneurship among women and young people, on labour force mobility thanks to various Community programmes and on combating undeclared work; encourages the Member States and local authorities to make use of the vocational training tools offered by the European Social Fund and by other Community and national instruments;
10. Calls on the Member States to make optimum use of the European financial instruments available for the current financial programming period, in order to develop the competitiveness of the tourism sector and of tourist destinations; hopes that, as part of the cohesion policy review, the role of tourism as a means of redressing the social, economic and territorial balance will be upgraded; hopes that every form of funding the EU provides for tourism will be tied to the provision of services of excellent standard and quality.