

2013/2098(INI)

8.10.2013

AMENDMENTS

1 - 36

Draft opinion
Alfreds Rubiks
(PE516.979v01-00)

on regional quality branding: towards best practices in rural economies
(2013/2098(INI))

AM_Com_NonLegOpinion

Amendment 1
Michel Dantin

Draft opinion
Paragraph A

Draft opinion

A. whereas regional quality branding will popularise rural districts and stimulate their economies and the development of sustainable tourism, thus benefiting the inhabitants and also conserving the natural and cultural heritage;

Amendment

A. whereas regional quality branding will popularise rural districts and **can** stimulate their economies and the development of sustainable tourism, thus benefiting the inhabitants and also conserving the natural and cultural heritage;

Or. fr

Amendment 2
Oldřich Vlasák

Draft opinion
Paragraph A

Draft opinion

A. whereas regional quality branding **will popularise rural districts and stimulate their economies and the development of sustainable tourism, thus benefiting the inhabitants and also conserving the natural and cultural heritage;**

Amendment

A. whereas regional quality branding **is important for regions and for the rural economy, as it emphasises the links between products and services and the specific, unique areas in which they originate, and therefore may contribute to the development of sustainable tourism and improve the competitiveness of those regions;**

Or. cs

Amendment 3
Michel Dantin

Draft opinion
Paragraph B

Draft opinion

B. whereas popularising the products of local firms **will** make a region more attractive to tourists, ***form its character and have a positive influence on perceptions of the region as a whole;***

Amendment

B. whereas popularising the products of local firms **can** make a region more attractive to tourists;

Or. fr

**Amendment 4
Oldřich Vlasák**

**Draft opinion
Paragraph B**

Draft opinion

B. whereas popularising the products of local firms will make a region more attractive to tourists, form its character ***and*** have a positive influence on perceptions of the region as a whole;

Amendment

B. whereas popularising the products ***and services*** of local firms will make a region more attractive to tourists, form its character; ***whereas this will*** have a positive influence on perceptions of the region as a whole;

Or. cs

**Amendment 5
Spyros Danellis**

**Draft opinion
Paragraph B – subparagraph 1 (new)**

Draft opinion

whereas measures to encourage and support regional and local interaction between the primary and tertiary sectors could ensure the sustainable development of agriculture and tourism in the EU;

Amendment

Or. el

Amendment 6
Phil Bennion

Draft opinion
Paragraph B – point a (new)

Draft opinion

Amendment

(a) whereas local partnerships play a crucial role in developing and promoting a regional quality brand

Or. en

Amendment 7
Spyros Danellis

Draft opinion
Paragraph 1

Draft opinion

Amendment

1. Considers it important to identify specific features at regional level and to organise cooperation with all parties concerned in the further development of these aspects;

1. Considers it important to identify specific features at regional level and to organise cooperation with all parties concerned in the further development of these aspects; ***calls on the Commission to take account of the particular nature and development needs of ultraperipheral regions and island and mountain areas in the EU;***

Or. el

Amendment 8
Phil Bennion

Draft opinion
Paragraph 1

Draft opinion

Amendment

1. Considers it important to identify

1. Considers it important to identify

specific features at regional level and to organise cooperation with all parties concerned in the further development of these aspects;

specific features at regional level and to organise cooperation **and partnerships** with all parties concerned in the further development of these aspects;

Or. en

Amendment 9
Jean-Jacob Bicep

Draft opinion
Paragraph 1

Draft opinion

1. Considers it important to identify specific features at regional level and to organise cooperation with all parties concerned in the further development of these aspects;

Amendment

1. Considers it important to identify specific features at regional level **and specific vulnerabilities in certain areas, and particularly islands and coastal regions, as regards tourism activities**, and to organise cooperation with all parties concerned in the further development of these aspects;

Or. fr

Amendment 10
Oldřich Vlasák

Draft opinion
Paragraph 1

Draft opinion

1. Considers it important to **identify specific features** at regional level **and to organise cooperation** with all parties concerned in the further development of **these aspects**;

Amendment

1. Considers it important to **assist in organising cooperation** at regional level with all parties concerned in the further development of **regional branding**;

Or. cs

Amendment 11
Inés Ayala Sender

Draft opinion
Paragraph 2

Draft opinion

2. Considers that regional quality branding must help to preserve the image of Europe as a high-quality destination for tourism, on the basis of various regional tourism products, for example ecotourism, cycle routes, the industrial heritage and gastro-tourism;

Amendment

2. Considers that regional quality branding must help to preserve the image of Europe as a high-quality destination for tourism, on the basis of various regional tourism products, for example ecotourism, cycle routes, the industrial heritage and gastro-tourism; ***considers that location-linked quality branding can also help introduce a quality-related dynamic in the tourism sector, particularly in relation to rural tourism and small enterprises; also believes that it can help to provide an alternative for traditional sectors such as agriculture and livestock farming;***

Or. es

Amendment 12
Spyros Danellis

Draft opinion
Paragraph 2

Draft opinion

2. Considers that regional quality branding must help to preserve the image of Europe as a high-quality destination for tourism, on the basis of various regional tourism products, for example ecotourism, cycle routes, the industrial heritage and gastro-tourism;

Amendment

2. Considers that regional quality branding must help to preserve the image of Europe as a high-quality destination for tourism, on the basis of various regional tourism products, for example ***agritourism, rural tourism***, ecotourism, cycle routes, the industrial heritage and gastro-tourism;

Or. el

Amendment 13
Phil Bennion

Draft opinion
Paragraph 2

Draft opinion

2. Considers that regional quality branding must help to preserve the image of Europe as a high-quality destination for tourism, on the basis of various regional tourism products, for example ecotourism, cycle routes, the industrial heritage and gastro-tourism;

Amendment

2. Considers that regional quality branding must help to preserve the image of Europe as a high-quality destination for tourism, on the basis of various regional tourism products, for example ecotourism, ***agritourism***, cycle routes, the industrial heritage and gastro-tourism;

Or. en

Amendment 14
Jean-Jacob Bicep

Draft opinion
Paragraph 2

Draft opinion

2. Considers that regional quality branding must help to preserve the image of Europe as a high-quality destination for tourism, on the basis of various regional tourism products, for example ecotourism, cycle routes, ***the*** industrial heritage and gastro-tourism;

Amendment

2. Considers that regional quality branding must help to preserve the image of Europe as a high-quality destination for tourism, on the basis of various regional tourism products, for example ecotourism, cycle routes – ***including in combination with public transport, industrial, historical, natural and cultural*** heritage and gastro-tourism;

Or. fr

Amendment 15
Michel Dantin

Draft opinion
Paragraph 2

Draft opinion

2. Considers that regional quality branding must help to preserve the image of Europe

Amendment

2. *Does not affect English version.*

as a high-quality destination for tourism, on the basis of various regional tourism products, for example ecotourism, cycle routes, the industrial heritage and gastro-tourism;

Or. fr

Amendment 16
Michel Dantin

Draft opinion
Paragraph 2 a (new)

Draft opinion

Amendment

2a. Considers that regional quality branding must reflect a set of specifications providing a guarantee of quality and must not lead to any confusion with EU quality-labelled agricultural products;

Or. fr

Amendment 17
Spyros Danellis

Draft opinion
Paragraph 2 a (new)

Draft opinion

Amendment

2a. Stresses that, for regional quality branding to work successfully, it is particularly important to establish framework conditions and criteria for the award of such brands, accompanied by suitable (funding, educational, etc.) programmes to provide the necessary incentives and support for their effective implementation by local authorities and enterprises;

Amendment 18
Inés Ayala Sender

Draft opinion
Paragraph 2 a (new)

Draft opinion

Amendment

2a. Also considers that regional quality branding allows consumers to compare different products, safe in the knowledge that they are being offered a service which meets certain minimum quality standards;

Or. es

Amendment 19
Spyros Danellis

Draft opinion
Paragraph 3 – subparagraph 1 (new)

Draft opinion

Amendment

Stresses the importance of the growing international market in tourist products based on the 'experience economy' and calls on the Commission to take account of the role of gastronomy in the development of rural tourism; considers it necessary to enhance and coordinate existing policies and instruments and develop new programmes and initiatives to encourage collaboration between the primary and tertiary sectors in EU rural areas;

Or. el

Amendment 20
Juozas Imbrasas

Draft opinion
Paragraph 3 a (new)

Draft opinion

Amendment

3a. Considers that the introduction of European quality branding will help the Member States achieve swift and harmonious integration of the regional transport sector into the EU system;

Or. It

Amendment 21
Spyros Danellis

Draft opinion
Paragraph 3 a (new)

Draft opinion

Amendment

3a. Calls on the Commission to include various forms of tourism involving rural activities in related measures and programmes such as EDEN, Calypso, etc.; stresses the need for targeted initiatives and programmes to promote rural tourism activities;

Or. el

Amendment 22
Michel Dantin

Draft opinion
Paragraph 4

Draft opinion

Amendment

4. Calls on the Commission to forward to Parliament and the Council as soon as possible a proposal concerning the creation of *a* European **Tourism Quality Certificate** which will enhance consumer safety and consumers' confidence in tourism products

4. Calls on the Commission to forward to Parliament and the Council as soon as possible a proposal concerning the creation of European **regional tourism quality branding** which will enhance consumer safety and consumers' confidence in *a set*

and will help to improve services;

of tourism products and will help to improve services *in the respective geographical area*;

Or. fr

Amendment 23
Jean-Jacob Bicep

Draft opinion
Paragraph 4

Draft opinion

4. Calls on the Commission to forward to Parliament and the Council as soon as possible a proposal concerning the creation of a European Tourism Quality Certificate which *will enhance* consumer safety and consumers' confidence in tourism products *and will help to improve* services;

Amendment

4. Calls on the Commission to forward to Parliament and the Council as soon as possible a proposal concerning the creation of a European Tourism Quality Certificate which, *by enhancing* consumer safety, *consumer access* and consumers' confidence in tourism products will *promote socially and environmentally responsible tourism* services; *considers that a quality label of this type should cover the evaluation of factors such as the long-term accessibility of tourism services, their environmental impact and the social conditions of workers*;

Or. fr

Amendment 24
Inés Ayala Sender

Draft opinion
Paragraph 4 a (new)

Draft opinion

Amendment

4a. Stresses that there is currently no European brand for services linked to a particular location which can enable customers to identify quality tourist product; considers that any location-linked quality brand has to respect and build on existing branding, such as food

product designations, in order to avoid possible confusion between the different brands;

Or. es

Amendment 25
Inés Ayala Sender

Draft opinion
Paragraph 5

Draft opinion

5. Calls on Member States to promote the establishment of platforms for cooperation *and to promote* existing support for exchange of experience and know-how to develop regional quality branding and local products of interest to tourists;

Amendment

5. Calls on Member States to promote the establishment of platforms for cooperation. ***Calls on the Commission to increase*** existing support for exchange of experience and know-how to develop regional quality branding and local products of interest to tourists;

Or. es

Amendment 26
Michel Dantin

Draft opinion
Paragraph 5

Draft opinion

5. Calls on Member States to promote the establishment of platforms for cooperation and to promote existing support for exchange of experience and know-how to develop regional quality branding and local products of interest to tourists;

Amendment

5. Does not affect English version

Or. fr

Amendment 27
Jean-Jacob Bicep

Draft opinion
Paragraph 5

Draft opinion

5. Calls on Member States to promote the establishment of platforms for cooperation and to promote existing support for exchange of experience and know-how to develop regional quality branding and local products of interest to tourists;

Amendment

5. Calls on **the Commission and** Member States to promote the establishment of – **preferably cross-border** – platforms for cooperation and to promote existing support for exchange of experience and know-how to develop regional quality branding and **environmentally sustainable** local products of interest to tourists;

Or. fr

Amendment 28
Oldřich Vlasák

Draft opinion
Paragraph 5

Draft opinion

5. Calls on Member States to promote the establishment of platforms for cooperation and to **promote existing support for** exchange of experience and know-how to develop regional quality branding and local products of interest to tourists;

Amendment

5. Believes that in order to provide for the increased success of regional quality brands, the exchange of experience, networking and partnerships are essential; recognises the role of representative bodies, such as associations, at local, regional, national and European level which provide for the promotion of regional quality brands and enhance their visibility; Calls on Member States to promote the establishment of platforms for cooperation and to support **the** exchange of experience and know-how to develop regional quality branding and local products **and services** of interest to tourists;

Or. cs

Amendment 29
Spyros Danellis

Draft opinion
Paragraph 5 – subparagraph 1 (new)

Draft opinion

Amendment

Calls on the Commission to consider the introduction of two new principles for the promotion of regional quality branding: 'interregionality' and 'complementarity' to promote joint planning and cooperation between tourist services in a single geographical area within accordance with paragraph 5 of the European Parliament resolution of 27 September 2011 on Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe (2010/2206(INI));

Or. el

Amendment 30
Phil Bennion

Draft opinion
Paragraph 5 a (new)

Draft opinion

Amendment

5a. Stresses the importance for Member states to create a framework facilitating partnerships between all parties having an interest in developing a regional quality brand;

Or. en

Amendment 31
Michel Dantin

Draft opinion
Paragraph 6

Draft opinion

Amendment

6. Stresses that this platform should provide all parties concerned with informative and educational explanations of the role of tourism and a database containing examples of good practice from all over Europe, as well as specific offers aimed at particular target groups and at popularising regional quality branding;

deleted

Or. fr

Amendment 32
Phil Bennion

Draft opinion
Paragraph 6

Draft opinion

Amendment

6. Stresses that this platform should provide all parties concerned with informative and educational explanations of the role of tourism and a database containing examples of good practice from all over Europe, as well as specific offers aimed at particular target groups and at popularising regional quality branding;

6. Stresses that this platform should provide all parties concerned with informative and educational explanations of the role of tourism, and a database containing examples of good practice, **such as innovative partnerships**, from all over Europe, as well as specific offers aimed at particular target groups and at popularising regional quality branding;

Or. en

Amendment 33
Jean-Jacob Bicep

Draft opinion
Paragraph 6

Draft opinion

Amendment

6. Stresses that this platform should provide all parties concerned with informative and educational explanations

6. Stresses that this platform should provide all parties concerned with informative and educational explanations

of the role of tourism and a database containing examples of good practice from all over Europe, as well as specific offers aimed at particular target groups and at popularising regional quality branding;

of the role of tourism and a database ***accessible to the public*** containing examples of good practice from all over Europe, as well as specific offers aimed at particular target groups and at popularising ***sustainable*** regional quality branding;

Or. fr

Amendment 34
Oldřich Vlasák

Draft opinion
Paragraph 6

Draft opinion

6. Stresses that ***this platform*** should provide all parties concerned with informative and educational explanations of the role of tourism and a database containing examples of good practice from all over Europe, as well as specific offers aimed at particular target groups and at popularising regional quality branding;

Amendment

6. Stresses that ***these platforms*** should provide all parties concerned with informative and educational explanations of the role of ***regional quality brands and their contribution to tourism and other sectors***, a database containing examples of good practice from all over Europe, as well as specific offers aimed at particular target groups and at popularising regional quality branding;

Or. cs

Amendment 35
Oldřich Vlasák

Draft opinion
Paragraph 6 a (new)

Draft opinion

Amendment

6a. Is of the opinion that in order to be successful, regional quality brands need a necessary critical mass of professionals and funding, and that they should, therefore, be better supported in a horizontal and targeted manner by the European Structural and Investment Funds and other European instruments;

Amendment 36
Oldřich Vlasák

Draft opinion
Paragraph 6 b (new)

Draft opinion

Amendment

6b. Is of the opinion that it is essential to draw a clearer distinction between regional quality brands, protected geographical indications and protected designations of origin, since these systems are founded according to different principles and deal with different areas, and to use specific instruments to support these systems;

Or. cs