

EUROPEAN PARLIAMENT

2004



2009

Committee on Culture and Education

2006/2129(INI)

29.3.2007

OPINION

of the Committee on Culture and Education

for the Committee on Transport and Tourism

on a renewed EU Tourism Policy: Towards a stronger Partnership for
European Tourism
(2006/2129 (INI))

Draftswoman: Marie-Hélène Descamps

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SUGGESTIONS

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

1. Recalls that tourism plays a vital role in all Member States and that it contributes greatly to economic growth and job creation, particularly for young people;
2. Stresses that, in order to be sustainable, tourism must improve the quality of life of the local populace, protect the environment and support the local economy (local products, cultural heritage of the region, etc.);
3. Notes, moreover, that tourism promotes mobility, European integration, the dialogue between peoples and knowledge of each other's cultures, and thus helps in the development of a sense of European citizenship, notably among the young;
4. Considers it necessary to promote the European Union as a preferred destination in order to strengthen the activities and competitiveness of its tourism sector on a global level;
5. Therefore calls on the Member States and on local and regional authorities to render themselves more attractive by developing cultural tourism and to take account of the emergence of new forms of tourism – such as rural tourism, agritourism, wine- and gastronomy-related tourism, spiritual and historical tourism, recreational tourism and foreign-language learning holidays – and to adapt to the needs of new types of clientele whilst stressing the importance of encouraging European tourism throughout the year;
6. Stresses the need for Community assistance for Member States whose tourist sector has been affected by natural disaster;
7. Welcomes all initiatives seeking to bring together the peoples of Europe, such as European social, rural and cultural tourist networks, and accordingly seeks greater media coverage for such initiatives;
8. Thus encourages initiatives aiming to harness Europe's cultural heritage, such as the Council of Europe's Cultural Routes, and to raise their profile; proposes, to this end, supporting the creation of a European Cultural Heritage label to highlight the European dimension of sites and monuments in the European Union;
9. Recognises the importance to tourism of Community programmes such as the European Capital of Culture, as well as of all kinds of cultural events such as music, theatre and folklore festivals which help strengthen the identity of peoples;
10. Proposes that a common list be drawn up of monuments and sites having been awarded the European cultural heritage label, available for consultation through all available media;
11. Stresses the urgent need to conserve traditional culture, in particular popular and artistic crafts, trades and skills which are in the process of disappearing and are essential in order

to conserve national identity and the attraction of rural areas for tourists;

12. Insists, moreover, on the need to protect, preserve and restore European cultural heritage assets and calls for more rigorous management of cultural sites and their visiting arrangements, as well as for greater efforts to improve access for disabled people, an increasing number of whom are travelling for tourist purposes;
13. Considers it necessary to ensure the conservation of cultural heritage and the protection of its natural location, setting and environment;
14. Furthermore, calls on the Member States and on local and regional authorities to focus on sustainable, high-quality tourism;
15. To this end, encourages the exchange and dissemination of good practice regarding vocational training and recommends a standardised hotel classification system;
16. Stresses the growing role of new technologies in the tourism sector, notably in the marketing of tourism-related products and in making the most of cultural assets and events in particular;
17. In this connection, welcomes the creation by the Commission of the 'visiteurope.com' portal, which will help to promote European tourist destinations and encourage Member States to inventory their cultural heritage and make that information available online;
18. Considers that, in order to encourage the mobility of European citizens, it is necessary to facilitate communications, and accordingly welcomes the proposal for a regulation of the European Parliament and of the Council seeking a reduction in international roaming charges within the Community;
19. Recommends that those involved in tourism should have better access to information on the available arrangements for European funding – such as the structural funds – and on how to make use of them;
20. Stresses the need for better and more effective coordination between all the Member States regarding the professional activities of guides resident in a Member State other than their own;
21. Calls on the Member States to acknowledge the increasing significance of national and international sports events in the tourist sector and to develop sports tourism, focusing in particular on its importance with regard to the health benefits it brings;
22. Stresses the importance of multilingualism in tourism policy and recommends that information be provided on sites which can be visited in the largest possible number of Member-State languages.

PROCEDURE

Title	A renewed EU Tourism Policy: towards a stronger partnership for European tourism	
Procedure number	2006/2129(INI)	
Committee responsible	TRAN	
Opinion by Date announced in plenary	CULT 15.6.2006	
Enhanced cooperation – Date announced in plenary		
Drafts(wo)man Date appointed	Marie-Hélène Descamps 18.12.2006	
Previous drafts(wo)man		
Discussed in committee	29.1.2007	27.2.2007
Date adopted	22.3.2007	
Result of final vote	+: 28 -: 0 0: 0	
Members present for the final vote	Maria Badia I Cutchet, Ivo Belet, Giovanni Berlinguer, Marie-Hélène Descamps, Jolanta Dičkutė, Věra Flasarová, Milan Gaľa, Viorica-Pompilia-Georgeta Moisuc, Vasco Graça Moura, Lissy Gröner, Luis Herrero-Tejedor, Ruth Hieronymi, Bernat Joan i Mari, Sándor Kónya-Hamar, Manolis Mavrommatis, Marianne Mikko, Ljudmila Novak, Zdzisław Zbigniew Podkański, Christa Prets, Pál Schmitt, Gheorghe Vergil Șerbu, Nikolaos Sifunakis, Thomas Wise, Tomáš Zatloukal	
Substitute(s) present for the final vote	Giusto Catania, Michael Cramer, Mario Mauro, Nina Škottová	
Substitute(s) under Rule 178(2) present for the final vote		
Comments (available in one language only)	...	