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*Committee on Culture and Education*

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**2010/2206(INI)**

3.2.2011

## **OPINION**

of the Committee on Culture and Education

for the Committee on Transport and Tourism

on Europe, the world's No 1 tourist destination – a new political framework for  
tourism in Europe  
(2010/2206(INI))

Rapporteur: Hella Ranner

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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 culture, education, youth and sports-related travel is becoming increasingly popular, therefore calls on the Member States, local and regional authorities to support such forms of tourism by being more flexible and adapting to new types of consumers due to demographic change and in order to take into account new forms of tourism geared to the expectations voiced by consumers;
2. Points out that cultural tourism is the largest segment of the European tourist industry and that over recent years it has undergone significant change and now focuses not just on major historic cities and tourist resorts or major events and exhibitions but also on smaller towns and historic, cultural and nature routes, which attract people in search of knowledge, intercultural dialogue, nature and culture;
3. Considers that particular attention should be devoted to improving access for disabled people by means of adapting premises and training staff;
4. Stresses the importance of fair and sustainable tourism schemes as a means of using leisure activities to foster fair trade, solidarity and eco-development;
5. Accordingly, calls on the Commission, in line with the new competences resulting from the Lisbon Treaty, to highlight the cultural dimension of European tourism, with a view to ensuring economic, social, territorial, landscape and environmental sustainability;
6. Points to the important role played by public bodies, particularly territorial authorities and associations, in providing the broadest possible access to leisure activities, including for disadvantaged population groups and young people (holiday camps and leisure centres, sporting and cultural activities, etc.), taking care to ensure a broad social mix at all times;
7. Underlines the importance of enhancing the quality of education through the use of Lifelong Learning programmes which emphasise actions aimed at mobility (e.g. Leonardo da Vinci mobility actions and preparatory pilot projects such as Erasmus for Entrepreneurs, and Grundtvig); also considers it essential to improve the training, knowledge, skills, capabilities and professional prospects of the staff of tourism businesses through Lifelong Learning programmes;
8. Underlines the need to boost European and international student mobility within vocational and/or higher education institutions in the field of tourism so that students can learn and exchange from best practice and gain practical knowledge while improving language skills;
9. Voices its concern at the growing standardisation of culture and language; stresses, therefore, the importance of cultural, linguistic and heritage diversity;

10. Points out the merits of a ‘dual’ education system in the tourism sector and the importance of combining practical experience with learning at vocational and/or higher education institutions, thereby enhancing both theoretical and practical skills;
11. Recalls that Europe’s cultural heritage and linguistic diversity represent a significant comparative advantage in the global tourism marketplace and calls for these factors to be given due recognition in economic analyses of the tourism sector, especially in the context of allocating resources to maintain and upgrade destinations of cultural significance;
12. Considers European Union initiatives such as the ‘European Capital of Culture’, the ‘European Heritage Label’ and the ‘Iron Curtain Trail’ which need to have significant synergies with projects from the Council of Europe’s Cultural Routes programme (such as the ‘Way of St James’, the Via Francigena or one of the other recognised routes) and the European Institute of Cultural Routes to be necessary in promoting European heritage, contemporary creativity and sustainability in cultural tourism, approaching new consumers and supporting remote and lesser-known regions; calls in this context for closer links with traditional regional cultures and for measures to preserve traditional urban and rural landscapes; welcomes programmes such as EDEN and NECSTouR due to their potential for boosting sustainable economic development;
13. Highlights the cultural and touristic value of the European Cultural Routes in promoting a common European cultural heritage and calls on the Commission to step up cooperation with the Council of Europe in this field and to foresee the necessary funding for it;
14. Calls on the Commission to assess the impact that the EU’s European Capitals of Culture programme is having on tourism and to report to Parliament on whether governance approaches, funding arrangements and procedures for involving cultural bodies and associations should be reviewed, with a view to investing in durable and sustainable processes and partnerships;
15. Draws attention to the major role which sport plays in promoting tourism, with both spectators and participants travelling to events, and calls for the introduction of specific policies to promote and support sports tourism;
16. Draws attention to the role played by European routes, such as the Council of Europe’s Cultural Routes, which focus on specific themes or historic trails, offer both mainstream and non-mainstream cultural content and promote debate and a creative and personalised approach; takes the view that such routes may, of themselves, be deemed cultural goods which play an effective role in establishing networks of operators and associations from more than one Member State who work together on promotional and management schemes seeking to promote Europe’s cultures, mutual understanding and peaceful coexistence, tourism, mobility of operators, walkers and artists, familiarity with local traditions and potential, and intercultural and interfaith dialogue;
17. At the same time, calls for efficient follow-up, management and interlinking of existing EU programmes, enabling them to reach their full potential by providing sufficient resources, and for support for an integrated approach to tourism;
18. Points out that cultural tourism can make a significant contribution towards overcoming

the current economic and employment crisis because it makes good use of skills and territorial potential and boosts rural and small-town development by spreading demand for tourist accommodation over the year and over the various segments, as well as promoting cultural and landscape heritage and mobility, giving a boost to traditional local foods and wines and creating high-quality routes;

19. Highlights the role of sport in promoting tourism and welcomes initiatives such as the ‘Watersports in the Atlantic Area’ project; recalls that sport is a cultural as well as an activity-based pursuit which can attract tourists to peripheral regions of Europe;
20. Considers that the organisation of artistic and cultural activities and of sports events encourages mobility and acts as a tourist attraction;
21. Calls for intercultural dialogue to be seen as a means of fostering socio-cultural development in both urban and non-urban areas and emphasises the creative potential of cultural diversity and the programmes focusing on it (for example, the joint Commission and Council of Europe ‘Intercultural Cities’ programme) as a driving force for enterprise and innovation, not least in the tourist industry;
22. Recalls that [www.visiteurope.com](http://www.visiteurope.com) is a platform to be further developed so as to enhance the visibility of Europe and its heritage by providing information designed to meet tourists’ needs in the largest possible number of EU languages as well as major world languages; emphasises that it should be one of the core platforms linking together other programmes and applications;
23. Underlines the structural problem of seasonality in the European tourism sector; highlights the role of cultural and educational tourism in lengthening tourist seasons and diminishing the negative socio-economic effects of seasonality; welcomes to that effect the Commission’s Calypso Preparatory Action in promoting social tourism and diminishing seasonality;
24. Calls on the Commission to ask the Member States to ensure that traditional and new skills in the tourism, accommodation and territorial promotion sectors are recognised within the European Qualifications Framework (EQF);
25. Stresses the need for specific population groups – such as the elderly, young people and families – to be clearly identified in order that they may be offered specially tailored services and activities;
26. Welcomes the proposal for an information exchange mechanism to improve the coordination of school holidays;
27. Calls for more explicit reference to be made in connection with the use of EU Structural Funds in the period 2010-2017 to promoting cultural and tourist routes and linking up the routes in the various Member States as a means of boosting high-quality territorial development;
28. Calls on the Commission and the Member States to promote sports-related tourism and step up investment in routes such as European mountain trails and cycle paths stretching

across several European regions or other means of promoting mobility, physical activity and a healthy lifestyle;

29. Points out that holding and properly promoting cultural events, music festivals, art exhibitions and similar events fosters cultural tourism, which is of fundamental importance if Europe is to continue to be the world's No 1 tourist destination;
30. Calls for schemes focusing on areas such as food, photography, theatre and cinema to be explored and supported as new means of promoting cultural tourism;
31. Takes the view that the new European External Action Service can play a major part in promoting and consolidating Europe's status as the world's No 1 tourist destination.

## RESULT OF FINAL VOTE IN COMMITTEE

<b>Date adopted</b>	25.1.2011
<b>Result of final vote</b>	+:           25 -:           0 0:           0
<b>Members present for the final vote</b>	Magdi Cristiano Allam, Maria Badia i Cutchet, Zoltán Bagó, Malika Benarab-Attou, Lothar Bisky, Piotr Borys, Jean-Marie Cavada, Silvia Costa, Santiago Fisas Ayxela, Mary Honeyball, Cătălin Sorin Ivan, Petra Kammerevert, Morten Løkkegaard, Emma McClarkin, Marek Henryk Migalski, Katarína Neveďalová, Doris Pack, Chrysoula Paliadeli, Marie-Thérèse Sanchez-Schmid, Marietje Schaake, Marco Scurria, Joanna Senyszyn, Timo Soini, Emil Stoyanov, Hannu Takkula, László Tőkés, Helga Trüpel, Corneliu Vadim Tudor, Gianni Vattimo, Marie-Christine Vergiat, Sabine Verheyen, Milan Zver
<b>Substitute(s) present for the final vote</b>	Liam Aylward, Dominique Baudis, Ivo Belet, Luigi Berlinguer, Rita Borsellino, Nessa Childers, Knut Fleckenstein, Nadja Hirsch, Stephen Hughes, Oriol Junqueras Vies, Seán Kelly, Timothy Kirkhope, Ryszard Antoni Legutko, Ramona Nicole Mănescu, Hans-Peter Martin, Iosif Matula, Jean-Luc Mélenchon, Francisco José Millán Mon, Elisabeth Morin-Chartier, Paul Nuttall, Georgios Papanikolaou, Bernd Posselt, Hella Ranner, Mitro Repo, Robert Rochefort, Olga Sehnalová, Joanna Katarzyna Skrzydlewska, Alyn Smith, Monika Smolková, Rui Tavares, Róza Gräfin von Thun und Hohenstein, Iva Zanicchi