



EUROPEAN PARLIAMENT

2014 - 2019

Committee on Transport and Tourism

2014/2149(INI)

7.5.2015

OPINION

of the Committee on Transport and Tourism

for the Committee on Culture and Education

on ‘Towards an integrated approach to cultural heritage for Europe’
(2014/2149(INI))

Rapporteur: Miltiadis Kyrkos

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SUGGESTIONS

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

1. Recalls that Europe is the world's principal tourist destination thanks to its rich cultural, artistic, religious and historical heritage, its natural assets, its geographical location, the variety of its landscapes and the appeal of its lifestyle, and that cultural tourism accounts for about 40 % of European tourism;
2. Stresses that cultural tourism has a major role to play in preserving and realising the value of our cultural heritage, which includes not only the physical heritage and landscape, but also the intangible heritage, such as languages and religious and culinary traditions;
3. Points out that the cultural heritage and tourism are mutually beneficial since, on the one hand, the cultural heritage generates substantial earnings for the tourism industry, while, on the other hand, tourism is good for culture, encouraging the display and conservation of cultural assets and generating revenue necessary for their preservation;
4. Gives a clear political signal that Europe's diversity and multiculturalism offer great potential for the development of any form of thematic tourism and the coordinated promotion of diversified tourism and cultural exchange; stresses that any cultural tourism agenda must be based on European diversity, authenticity, sustainability, full accessibility and high quality;
5. Takes note of the 13th European Forum on Tourism held in Naples on 30 and 31 October 2014, which highlighted the importance of synergies between tourism and culture and their contribution to economic growth and employment;
6. Stresses that an integrated approach geared to conserving, promoting and highlighting the material and non-material cultural and natural heritage constitutes a powerful driving force for social innovation and inclusive local, regional, urban and rural development and contributes to the enhancement of sustainable cultural tourism, while reducing the impact of seasonality; in particular:
 - (a) draws attention to the need to actively involve local communities and private stakeholders;
 - (b) notes the importance of adjusting new skills and professional profiles in the cultural field in the context of the European classification of skills, competences, qualifications and occupations (ESCO);
 - (c) supports the digitisation and online accessibility of cultural content with the aim of reaching a wider public and involving young people more fully;
 - (d) favours the adoption of a strategic approach to research and innovation, sharing of knowledge and smart specialisation;
7. Stresses the key importance of culture and the cultural heritage at local, national and

European level in encouraging business innovation and the development of economic activities linked to tourism, especially the provision of visitor facilities at tourist hubs and a wide range of services covering the entire sector; points out that conservation, development and promotion of the cultural heritage is vital for a number of business sectors, especially tourism;

8. Stresses that cultural tourism can boost local economies by promoting local production, encouraging business creation and increasing consumer demand in the tourism sector and by maximising domestic added value;
9. Underlines the potential for boosting cultural tourism in rural, island, coastal and mountainous regions which offer intact nature and landscapes, regional or minority languages and dialects, traditional culture (traditional folk arts, costumes, handcrafts, local festivals, a mobility culture, gastronomic traditions), local artisanal products and services, authenticity, industrial and agricultural heritage, and the cultural heritage of ethnic minorities; points out that cultural tourism in these regions helps to diversify traditional economic activities and encourage local populations to remain, thereby averting depopulation and the abandonment and deterioration of many valuable cultural sites and preventing traditions and customs from dying out; calls on the Member States to develop sustainable intermodal infrastructure and improve cross-border connectivity – including the development of new information and communication technologies, such as integrated travel planning and ticketing services – as a means of enhancing the appeal and accessibility by air, sea, road and rail of tourist destinations in general and of smaller and remote tourist destinations in particular;
10. Points out that the development of new inland waterways and multimodal connections can make a decisive contribution to the sustainable growth of cultural tourism;
11. Calls on the Commission and the Member States to take concerted action with a view to establishing policies to attract rural tourism, bearing in mind that this is a driving force for development in inland and rural regions; urges the European institutions to create links between the heritage and local communities with a view to capitalising on the involvement of local stakeholders in rural and remote regions; maintains that strong emphasis should be laid on the training of human resources and financial support for heritage conservation, given that boosting cultural tourism in rural areas also encourages a shift away from mass tourism;
12. Stresses that the regional development of cultural tourism in the Member States requires the launch of infrastructure investment programmes for the provision of essential basic services;
13. Is concerned by the inadequacy of the EU regulatory and budgetary resources for this sector; stresses that, in the context of regional policy, modifying the operational programmes has further reduced support for policies devoted to the cultural heritage;
14. Points out that many cultural structures are not part of the market economy, often function as associations or on a volunteer basis and have had their public funding drastically reduced as a result of the economic crisis; calls on the Commission to bring forward proposals to promote the contribution of private capital in projects relating to the cultural heritage, in whatever form (sponsorship or any other form);

15. Points out that an integrated and coordinated approach should be adopted at all levels (international, national, regional and local) involving all stakeholders and the local community, and encourages, in this connection, the development of public-private partnerships to realise the economic potential of cultural resources;
16. Calls on the Commission and the Member States to initiate a Europe-wide dialogue between policymakers across all levels of governance, together with cultural and creative industries, networks of tourism operators, partnerships between private and public actors, and NGOs;
17. Calls on the Commission, the Council and the Member States to continue to cooperate with a view to implementing, at all the respective levels, the actions aimed at the promotion of cultural heritage and cultural tourism included in the Commission communication of 30 June 2010 entitled 'Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe' (COM(2010)0352);
18. Calls on the Commission to review its aforementioned communication of 30 June 2010;
19. Is convinced that the creation and promotion of a 'Europe brand' will offer high added value for the success of Europe as the world's number one tourist destination and for the promotion of the European cultural heritage in particular; calls, therefore, on the authorities of all Member States to cooperate with the Commission, and to complement such a brand with their own national and regional efforts and to jointly promote Europe at major international events and large-scale tourism fairs as a collection of high-quality tourist destinations;
20. Supports the creation of transnational cultural tourism products which reflect common European shared values and heritage; calls on the Commission to seek greater cooperation with Member States and other organisations which formulate culture and tourism policies, such as the United Nations World Tourism Organisation (UNWTO) and the United Nations Educational, Scientific and Cultural Organisation (UNESCO), and to continue to co-finance and promote networks, cross-border regional projects and, in close cooperation with the Council of Europe, the European Cultural Routes, which are the best examples of transnational pan-European thematic tourism projects;
21. Emphasises, furthermore, the importance of developing interregional and cross-border cultural and tourism products and services which are based on coordinated action, build on synergies, save resources, and strengthen and promote the common cultural identity and the competitiveness of the entire region; calls on the Member States and the Commission to facilitate this process;
22. Stresses the importance of the gastronomic heritage, which must be protected and supported; considers that the resources allocated to this issue can be optimised through interaction with other EU policies, such as the common agricultural policy and consumer protection policy;
23. Calls on the Commission and the Member States to pursue initiatives seeking to make the most of Europe's underwater cultural heritage and, in particular, to set up a European underwater cultural heritage trail enabling shipwrecks and sunken cities to be exhibited in, or turned into, museums;
24. Supports the creation of initiatives that showcase Europe's common heritage, increase the

visibility of cultural sites and have a particular sustainable impact at local and regional level, such as European cycle routes or pilgrimage routes, panoramic trains, European tourist railways (through the restoration of old lines and stations), the European Capitals of Culture, the European Capitals of Sport, the Europa Nostra network, the Natura 2000 network, the European Heritage Label, the European Heritage Days and the European Union Prize for Cultural Heritage; calls for the promotion and facilitation of cultural youth tourism; intends, furthermore, to support initiatives which actively involve young people, such as the European Youth Capitals;

25. Welcomes the great success of the European Capitals of Culture; calls for these cities to be linked as part of a network so as to extend the focus on the areas concerned, to provide for an exchange of experience and good practice, including with a view to helping future candidates, and to facilitate the organisation of events and specific circuits;
26. Welcomes new initiatives, such as the European Year of Cultural Heritage, that increase awareness of the need to protect of Europe's tangible and intangible heritage; calls on the Commission, the Council and the Member States to do more to promote Europe's industrial heritage as part of its shared cultural interest, the potential of which has not yet been sufficiently recognised;
27. Calls on the Commission to make Member States and the main operators in the industry aware of the need to make Europe's cultural heritage sites accessible and affordable for all, giving particular attention to people with disabilities or reduced mobility, young people, the elderly and low-income families;
28. Reiterates the important principle of ecologically and economically sustainable and responsible tourism, and expresses its conviction that, while EU action should first and foremost encourage the prosperity of tourism in Europe, it must also respond to concerns relating to the possible negative effects of structural changes caused by tourism and the risks to the cultural heritage posed by mass tourism; maintains that the EU needs to work with Member States and local stakeholders to draw up guidelines aimed at reducing the harmful effects of mass tourism on remote regions, including the EU's outermost and island regions, especially during the high season;
29. Recalls the importance of protecting and conserving cultural heritage, not only from the ravages of time but also from hooliganism and despoliation; points out that many archaeological sites are still at risk of despoliation by organised relic hunters, particularly underwater sites where access and surveillance by the authorities is difficult; calls in this connection for more effective cooperation between Member States in the identification and recovery of cultural goods and the prevention of illegal trafficking of such items;
30. Calls on the Commission, the Council and the Member States to build on the 'Endangered Places' initiative, launched by Europa Nostra in conjunction with the European Investment Bank, by identifying further examples of European heritage which are in danger, drawing up action plans and seeking possible sources of funding; points out that developing this initiative is one way to attract private investment in heritage enhancement;
31. Emphasises the significant potential for the development of entrepreneurial activity and of a participative approach in the tourism sector, in particular for tourism SMEs, but also for start-

ups, the non-profit sector and other organisations that contribute to the preservation, protection and promotion of Europe's cultural heritage; stresses that, in addition to cultural assets, quality of service, high-level professional skills, well-trained specialists in the field and online presence are key factors for the success and competitiveness of the European tourism sector; stresses that research, innovation and new technologies, especially in telecommunications, are essential for bringing the cultural heritage closer to the people; also considers that unnecessary burdens on SMEs should be abolished for the sake of their competitiveness and that legislation which has negative effects on SMEs in the tourism industry should be revised;

32. Considers that the economic crisis has deprived of funding one of the sectors that has been hardest hit by the cuts, resulting in the abandonment and neglect of many valuable cultural sites that have fallen into oblivion, to the detriment of society and the tourism sector; calls on the Commission to ensure that information about EU funds for the preservation and promotion of cultural tourism is easily accessible for all relevant stakeholders, such as SMEs and civil society organisations at national, regional and local level, and made available in the EU's official languages, and to ensure that administrative procedures for direct access to those funds are further facilitated, in particular for SMEs, which account for a major share of the tourism sector; calls on the Commission to ensure greater transparency in the use of funds; calls for a more open approach by the Commission regarding the approval of operational integrated funding programmes to promote the cultural heritage; calls on the Commission to take measures to reduce the administrative burden through an adequate regulatory environment so as to boost the number of businesses – especially SMEs and start-ups – in the tourism sector;
33. Underlines the possibility of focusing more strongly on cultural tourism in developing macro-regional strategies designed to make it a more integral part of the strategic framework for European cooperation;
34. Supports the Commission in its initiatives for the digitisation of Europe's rich cultural heritage as an important contribution to the promotion of its unique cultural wealth worldwide, and considers it important that this also be implemented at a local level for the benefit of small businesses; underlines the important role of library and archive resources in preserving, promoting and accessing the physical and digital cultural heritage in Europe; calls on the Commission to work with the Member States to pinpoint and digitise Europe's UNESCO world heritage, both tangible and intangible, so that it can be made available on the visiteurope.com website;
35. Stresses that the enhancement of the heritage also requires responses to our fellow citizens' new lifestyles and, in that connection, calls on the Commission to consider a comprehensive digital communication strategy to highlight the initiatives it has launched, together with support for cultural projects combining heritage and modernity (e.g. using new technologies in museum areas);
36. Stresses the importance and the specific nature of cultural tourism as an integral part of education and of EU lifelong learning programmes such as Erasmus+; points out that cultural tourism is intended for a very broad range of participants and must therefore be tailored to the educational and cultural needs and interests of various age groups, ranging from children

to senior citizens;

37. Recommends that the Commission set up a single EU portal dedicated to the cultural heritage, bringing together information on all EU programmes funding the cultural heritage; considers that the launch of the portal should be followed by a promotion campaign in every Member State so that potential beneficiaries know it exists;
38. Recommends a uniform, simplified communication strategy to identify Europe as a unique destination. and welcomes, therefore, the Destination Europe 2020 initiative for the creation of a European portal introducing Member States' national websites; further recommends the creation of multilingual portals for local destinations that are outside the big cities and give visibility to products involving the cultural and industrial heritage;
39. Suggests that the Commission also promote the Erasmus for Young Entrepreneurs programme as a financing mechanism for the cultural heritage;

RESULT OF FINAL VOTE IN COMMITTEE

Date adopted	5.5.2015
Result of final vote	+: 40 -: 3 0: 0
Members present for the final vote	Daniela Aiuto, Lucy Anderson, Georges Bach, Izaskun Bilbao Barandica, Deirdre Clune, Michael Cramer, Luis de Grandes Pascual, Andor Deli, Karima Delli, Isabella De Monte, Ismail Ertug, Jacqueline Foster, Dieter-Lebrecht Koch, Merja Kyllönen, Miltiadis Kyrkos, Bogusław Liberadzki, Peter Lundgren, Cláudia Monteiro de Aguiar, Renaud Muselier, Jens Nilsson, Markus Pieper, Salvatore Domenico Pogliese, Tomasz Piotr Poręba, Gabriele Preuß, Christine Revault D'Allonnes Bonnefoy, Dominique Riquet, Massimiliano Salini, David-Maria Sassoli, Claudia Schmidt, Claudia Tapardel, Keith Taylor, Pavel Telička, István Ujhelyi, Peter van Dalen, Wim van de Camp, Janusz Zemke, Roberts Zile, Kosma Złotowski, Elżbieta Katarzyna Łukacijewska
Substitutes present for the final vote	Rosa D'Amato, Martina Dlabajová, Maria Grapini, Henna Virkkunen