



Seminario formativo per funzionari e amministratori camerali

**"La programmazione europea nel settore
turistico"**

Donatella Soria, Silvia Draghi

Unioncamere Veneto - Bruxelles

1/7/2014



Legal Framework – EU Tourism competences

- EU competence (**art. 195 of the Lisbon Treaty**):
Complement, support and coordinate the action of the Member States in the tourism sector
- Policy Framework - **Communication COM(2010) 352** :
« Europe, the world's No 1 tourist destination - a new political framework for tourism in Europe »

Objective: to make European Tourism competitive, modern, sustainable and responsible





COSME Programme 2014 - 2020

Objective 1: Access to Finance (~ 1.4 million €) Equity Facility for Growth (EFG); Loan Guarantee facility for Growth (LGF)

Objective 2: Access to Markets (+/- 495 million €) Enterprise Europe Network; SME Internationalization; International industrial cooperation

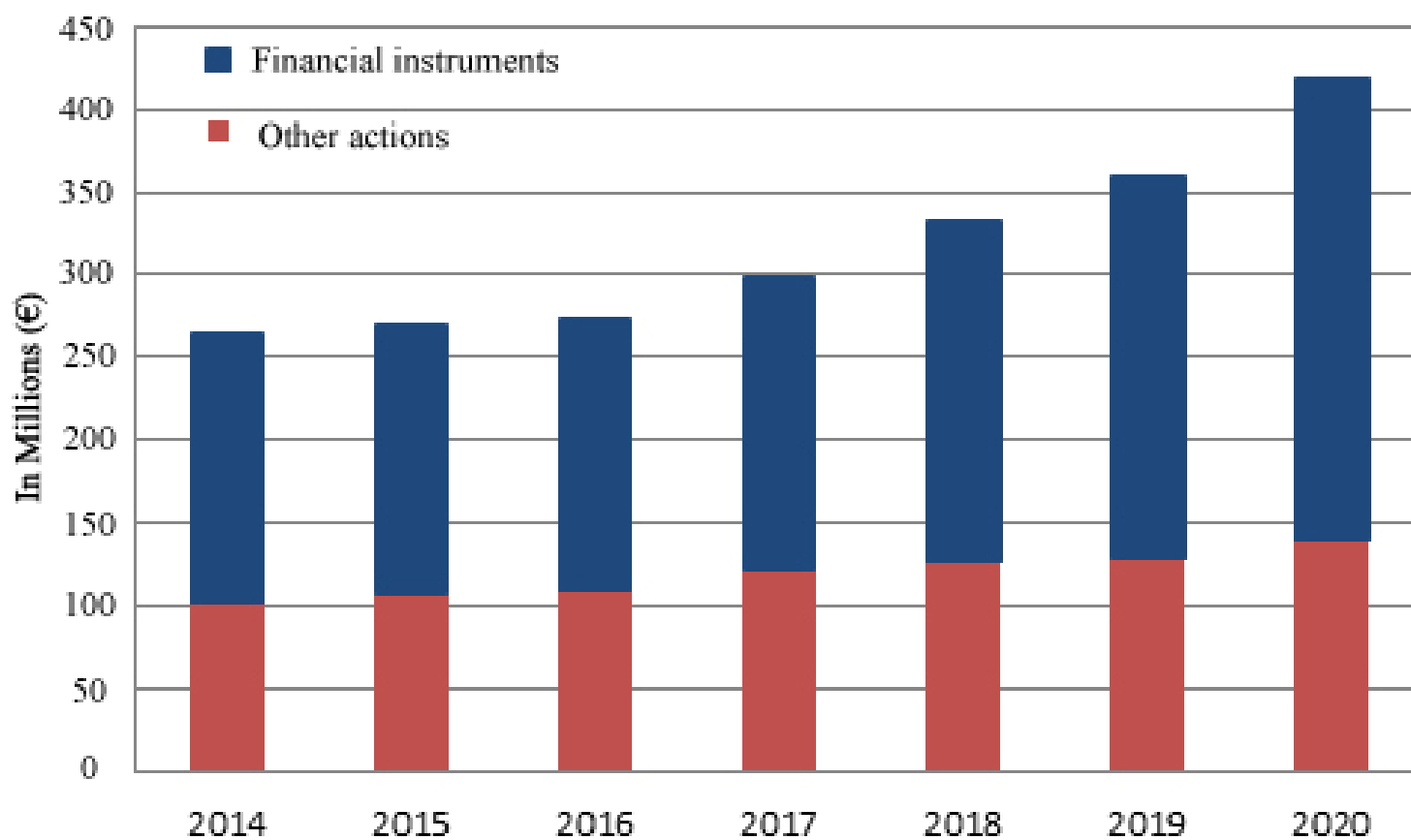


COSME Programme 2014 - 2020

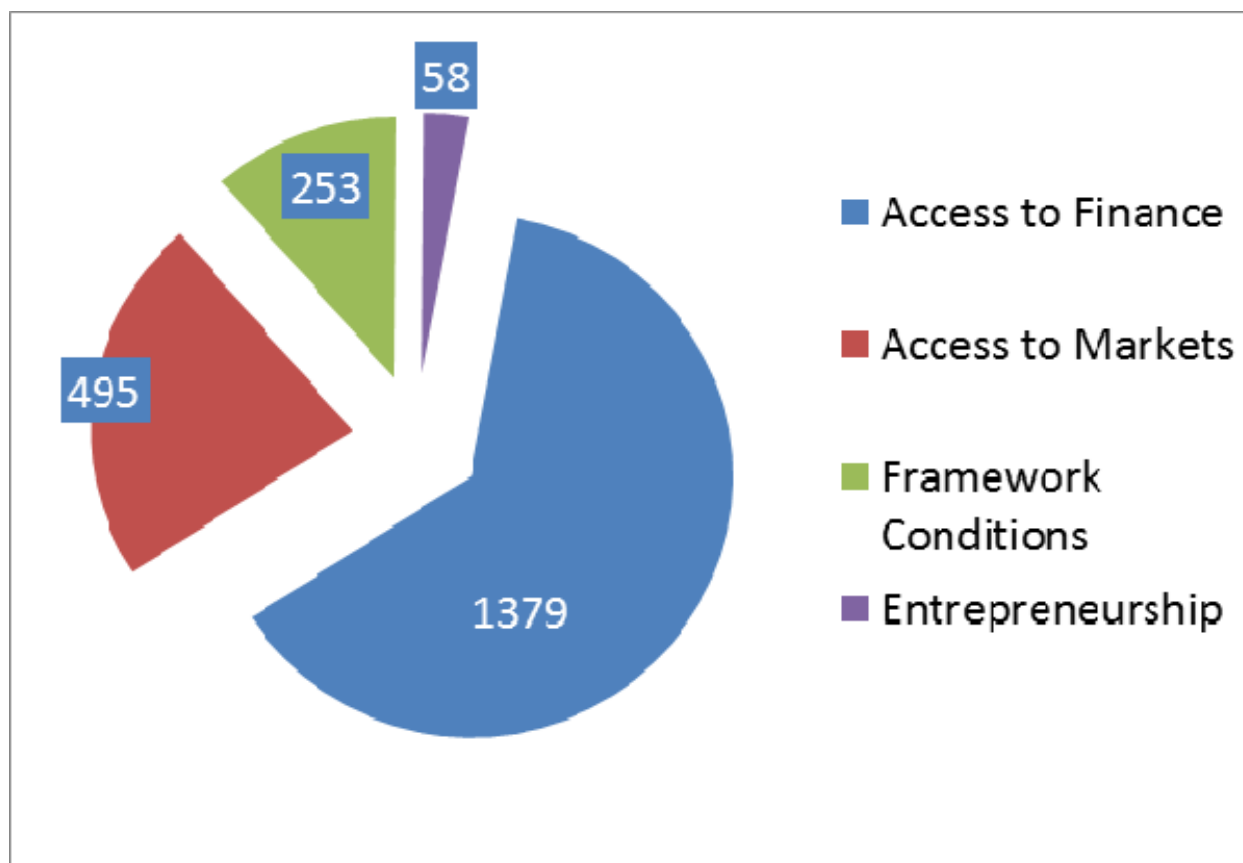
Objective 3: Framework Conditions (+/- 253 million €) SME Policy Development; Competitiveness; **Measures to improve the competitiveness of strategic Sectors (e.g. Tourism, KETs, Construction, Creative Industries)**

Objective 4: Entrepreneurship (+/- 58 million €) Erasmus for Entrepreneurs/Education; Digital Entrepreneurship; Senior and Women's Entrepreneurship; ...

COSME budget profile



Allocation of the COSME Budget





TOURISM WORK PROGRAMME 2014 - COSME

Description: The actions will contribute to the implementation of the 2010 Tourism Communication „Europe, the world's No 1 tourist destination“ and ensure a sustainable continuation to initiatives already undertaken under COSME 2014 as well as under EIP.

Objectives:

(1) increasing tourism demand, (2) diversifying tourism offer, (3) enhancing tourism quality, sustainability, accessibility, skills, information and innovation, (4) Improving socio-economic knowledge of the sector and (5) increasing Europe's visibility as a tourist destination as well as of its diverse destinations

Implementation Mode: Calls for Proposals (4), Call for Tender and Framework Contracts (6), Ad-hoc Grants (2)



Call for proposals “**Synergies between tourism, high-end and creative industries**”

Overall Objective:

to launch a pilot exercise to increase tourist flows around niche products exploiting synergies between tourism and creative industries at European level supporting the development and promotion of a new European Route around a high-end product.

Test phase:

high-end products selected on the basis of their economic potential and capacity to diversify European offer during the low season: *perfume; chocolate; jewellery*.



Key elements of the proposals:

- *DIVERSIFICATION OF THE EUROPEAN OFFER*
- *BE TRANSNATIONAL (5 countries)*
- *PUBLIC – PRIVATE PARTNERSHIP*

Budget: - 400.000€ co-financement of up to 75%
 - 1 project granted

Calendar: - published on 16/06/2014
 - submission by 16/09/2014

Link: http://ec.europa.eu/easme/tourism-creative-industries_en.htm



Call for proposals "**Diversifying the EU tourism offer and products – Sustainable transnational tourism products**"

Overall Objective:

to support the enhancement and promotion of sustainable transnational thematic tourism products - by improving their visibility and market uptake - so as to contribute to the development and promotion of sustainable tourism in Europe. Promotion of a concrete transnational thematic tourism product based on a certain type of tourism (theme)



Key elements of the proposals:

- *SUSTAINABILITY*
- *BE TRANSNATIONAL*
- *PUBLIC – PRIVATE PARTNERSHIP*
- *BE THEMATIC*

Budget:

- 1.000.000€ - co-financement of up to 75%
- around 250.000€/project => 4/5 projects granted

Calendar: (tentative)

- publication in July
- submission by end of August/early September
- award decision by end of the year
- duration: 18 months



3) Call for proposals/ "Increasing tourism flows in low/medium seasons"

Overall Objective:

to facilitate the increase of tourism flows during the low and medium seasons between Member States and from third countries targeting two specific age groups : **seniors and youth**

Budget: 1.650.000€ (2 strands) co-financement of up to 75%
around 150-200.000€/project => 8/10 projects granted

Calendar: - publication July 2014
(tentative) - submission by September 2014





PREPARATORY ACTION - "Promotion of European and transnational tourism products with special emphasis on cultural and industrial products"

"Development and/or promotion of European Routes based on European cultural and industrial heritage"

Overall Objective:

To support the development and/or promotion of "routes" (physical or virtual) which have transnational or European dimension. These Routes must represent a "tourism product"



Key elements of the proposals:

- *BE TRANSNATIONAL*
- *PUBLIC – PRIVATE PARTNERSHIP*
- *BE THEMATIC*

Budget:

- 1.000.000€
- co-financement of up to 75%
- 4/5 projects will be selected
- maximum EU financing per project € 250,000

Calendar: (tentative)

- publication in July
- submission by end of August/early September
- award decision by the end of the year
- duration: 18 months



PREPARATORY ACTION - Fostering accessible tourism entrepreneurship and management

"Development and the provision of Accessible Tourism "Capacity Building Schemes" for tourism managers and entrepreneurs"

Overall Objective:

encouraging the uptake of business practices and strategic planning which mainstream accessibility and "Universal Design" priorities in the tourism sector.





Key elements of the proposals:

- *BE TRANSNATIONAL*
- *PUBLIC – PRIVATE PARTNERSHIP*
- *BE THEMATIC*

Budget:

- € 650.000
- co-financement of up to 75%
- 3/4 projects will be selected
- maximum EU financing per project € 180.000

Calendar: (tentative)

- publication in July
- submission by end of August/early September
- award decision by the end of the year
- duration: 18 months

Why a guide for the tourism sector?

- *strategic importance of tourism for the EU
(1 of top 3 economic sectors)*
- *Sector made of many different players with different needs
(long supply chain from marketing & advertising; travel agents, ...)*
- *Range of EU thematic programmes*





Scope and focus of the guide

- The guide will cover the most important EU programmes for the tourism sector
- *The guide will focus practical questions such as*
 - type of tourism-related actions eligible for funding
 - type and level of funding
 - who can apply and
 - how to apply

Coastal and Maritime Tourism

- Largest sub-sector of tourism, and of marine economy
- 3,2 million people employed
- € 183 billion generated
- 4 out of 9 nights spent in coastal areas
- increasing demand for sailing, diving, cruising...



Major challenges of coastal and maritime tourism

- *High peaks of Seasonality during the summer*
- *Pressures on marine environment*
- *Difficult connectivity, accessibility of islands and remote destinations*
- *Fragmentation among stakeholders*
- *Lack of diversification of the tourism offer*
- *Appropriate skills development*
- *Lack of innovation and adequate use of ICT*



A European Strategy for more Growth and jobs in Coastal and maritime tourism" COM (2014) 86



- ***Action 16 of 2010 Tourism Communication***
"Propose a strategy for sustainable coastal and maritime tourism"

Key Actions undertaken by the Commission

- *Close gaps in tourism data availability*
- *Promote a Pan European Dialogue between cruise operators, ports and coastal tourism stakeholders*
- *Promote a framework for cooperation among public Authorities and public organisations, through territorial clustering, networks and smart strategies.*



Key Actions undertaken by the Commission

- *Assess the need for EU action on qualification requirements for professional yacht skippers, boating licences and safety equipment requirements for recreational boats*
- *Promote ecotourism and sustainable tourism products*
- *Promote diversification of offer*
- *Maximise access to EU funding through an online guide*



IMPLEMENTATION

*The Commission will continue to play its **role as facilitator** in this process, will monitor the progress and report regularly to other institutions.*

- *Action 3 (Pan European Dialogue on Cruise tourism) and Action 4 (Cooperation and Clustering) first quarter 2015*
- *Action 12 and 13 (Studies on island connectivity and on marinas' development) before the end of 2014*



Contact details

*European Commission,
Directorate General Enterprises and
Industry
Directorate E. Service Industry*

*Unit E1. Tourism Policy [ENTR-TOURISM-
POLICY@ec.europa.eu](mailto:ENTR-TOURISM-POLICY@ec.europa.eu)*

*Unit E2. Tourism and cultural
instruments. [ENTR-TOURISM-AND-
CULTURAL-INSTR@ec.europa.eu](mailto:ENTR-TOURISM-AND-CULTURAL-INSTR@ec.europa.eu)*

Tourism Units website
[http://ec.europa.eu/enterprise/sectors/t
ourism/index_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm)

COSME:

[http://ec.europa.eu/enterprise/initiati
ves/cosme/index_en.htm](http://ec.europa.eu/enterprise/initiatives/cosme/index_en.htm)



Thank you for
your attention