

# *European Research Network on Sustainable Tourism (ERNEST)*

*Final conference, Florence 27<sup>th</sup> June 2012*

## **Committee of the Regions' Activity in the field of tourism**

**Dorota TOMALAK**  
**Commission for Natural Resources**

EUROPEAN UNION



Комитет на регионите  
Comité de las Regiones  
Výbor regionů  
Regionsudvalget  
Ausschuss der Regionen  
Regioonide Komitee  
Επιτροπή των Περιφερειών  
Committee of the Regions  
Comité des Régions  
Coiste na Réigiún  
Comitato delle regioni  
Reģionu komiteja  
Regionų komitetas  
Régiók Bizottsága  
Kumitat tar-Reġjuni  
Comité van de Regio's  
Komitet Regionów  
Comité das Regiões  
Comitetul Regiunilor  
Výbor regiónov  
Odbor regij  
Alueiden komitea  
Regionkommittén



### Presentation outline:

- Brief introduction to the Committee of the Regions
- Tourism as an important sector for local and regional authorities
- Tourism in the work of the CoR

EUROPEAN UNION



Committee of the Regions



## Committee of the Regions – a political assembly

**The Committee of the Regions is the voice of regions and cities in the European Union**



EUROPEAN UNION



Committee of the Regions



### The Committee:

- gives local and regional government a say over the EU legislation (70% of EU laws are implemented at local or regional level!)
- brings Europe closer to its citizens and encourages a culture of subsidiarity
- provides opportunities for regions and cities to share best practice and take part in a dialogue with the European institutions

EUROPEAN UNION



Committee of the Regions

- created by the Treaty of Maastricht (1993)
- first plenary session in March 1994
- 344 members representing local and regional government plus 344 alternates
- 27 national delegations
- 6 thematic commissions (sub-committees)
- 4 political groups (EPP, PES, ALDE and EA)

EUROPEAN UNION



Committee of the Regions

### 344 members plus 344 alternates

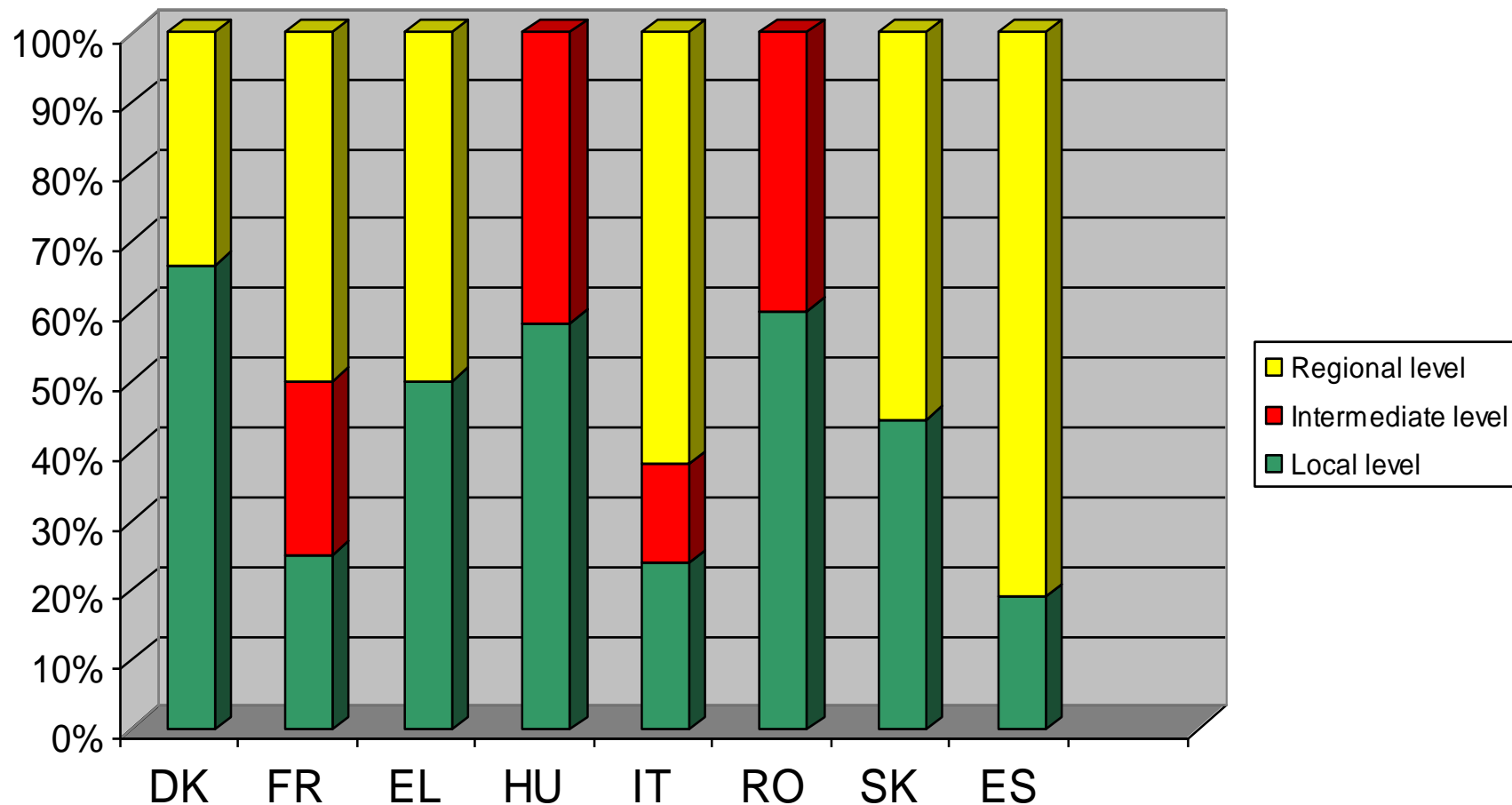
|  |    |
|--|----|
| <b>France</b> , Germany, <b>Italy</b> , United Kingdom.....  | 24 |
| Poland, <b>Spain</b> .....   | 21 |
| <b>Romania</b> .....   | 15 |
| Austria, Belgium, Bulgaria, Czech Republic, <b>Greece</b> ,<br><b>Hungary</b> , Netherlands, Portugal, Sweden..... | 12 |
| <b>Denmark</b> , Finland, Ireland, Lithuania, <b>Slovakia</b> .....  | 9  |
| Estonia, Latvia, Slovenia.....   | 7  |
| Cyprus, Luxembourg.....  | 6  |
| Malta.....   | 5  |

EUROPEAN UNION



Committee of the Regions

## ERNEST partner countries in the CoR

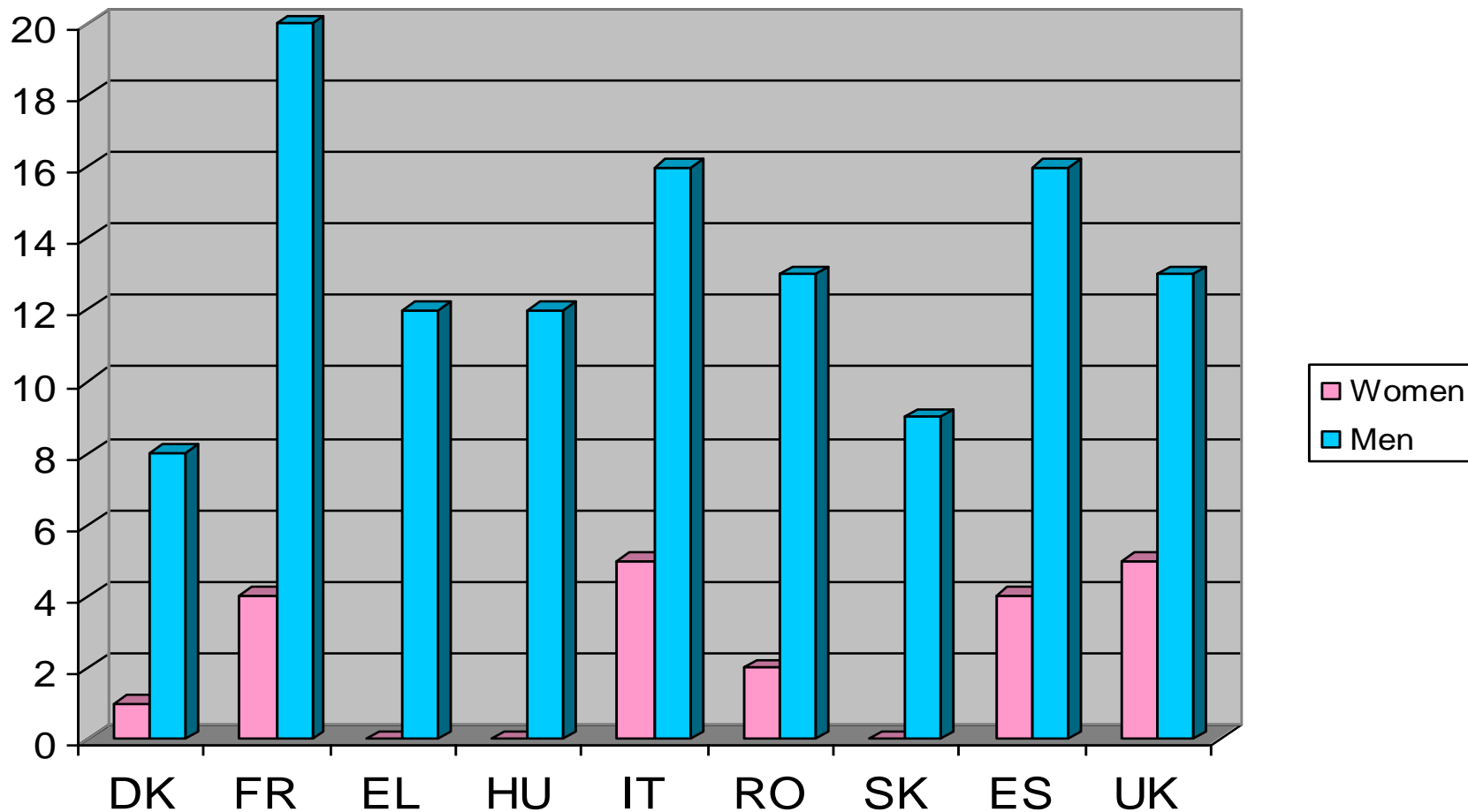


EUROPEAN UNION



Committee of the Regions

## ERNEST partner countries in the CoR



EUROPEAN UNION



Committee of the Regions



# ► Tourism – an important sector for Europe



EUROPEAN UNION



Committee of the Regions

### **Growing economic importance:**

- European tourism industry generates 5% of EU GDP on its own
- With other auxiliary sectors – up to 10%
- It provides 12% of EU jobs
- It is a third largest socio-economic activity after trade and construction sector
- Slow but steady rebound – 3% increase in 2010 and 6% last year

EUROPEAN UNION



Committee of the Regions

# Europe's heritage offers countless opportunities...

- Cultural
- Religious
- Industrial
- Health
- Wellness and spa
- Food and wine
- Agri and rural
- Flora and fauna watching
- Tailor-made 'experience'

EUROPEAN UNION



Committee of the Regions

## Tourist arrivals in Europe

|                               | International Tourist Arrivals |                 | Market share |
|-------------------------------|--------------------------------|-----------------|--------------|
|                               | 1990 (millions)                | 2011 (millions) | 2011 (in %)  |
| Europe                        | 261,5                          | 504,0           | 51,3         |
| Northern Europe               | 28,6                           | 59,2            | 6,0          |
| Western Europe                | 108,6                          | 159,0           | 16,2         |
| Central/Eastern Europe        | 33,9                           | 103,4           | 10,5         |
| Southern/Mediterranean Europe | 90,3                           | 182,2           | 18,5         |

***Source: UNWTO, Tourism Highlights 2012***

EUROPEAN UNION



Committee of the Regions

## Tourist arrivals in the ERNEST partner countries

|                | 2009    | 2010  | 2011  |
|----------------|---------|-------|-------|
|                | (x1000) |       |       |
| Denmark        | 8,54    | 8,74  | ...   |
| France         | 76,76   | 77,15 | 79,50 |
| Greece         | 14,91   | 15,00 | 16,43 |
| Hungary        | 9,05    | 9,51  | 10,25 |
| Italy          | 43,24   | 43,62 | 46,12 |
| Romania        | 1,27    | 1,34  | 1,51  |
| Slovakia       | 1,30    | 1,38  | 1,46  |
| Spain          | 52,18   | 52,67 | 56,70 |
| United Kingdom | 28,20   | 28,30 | 29,19 |

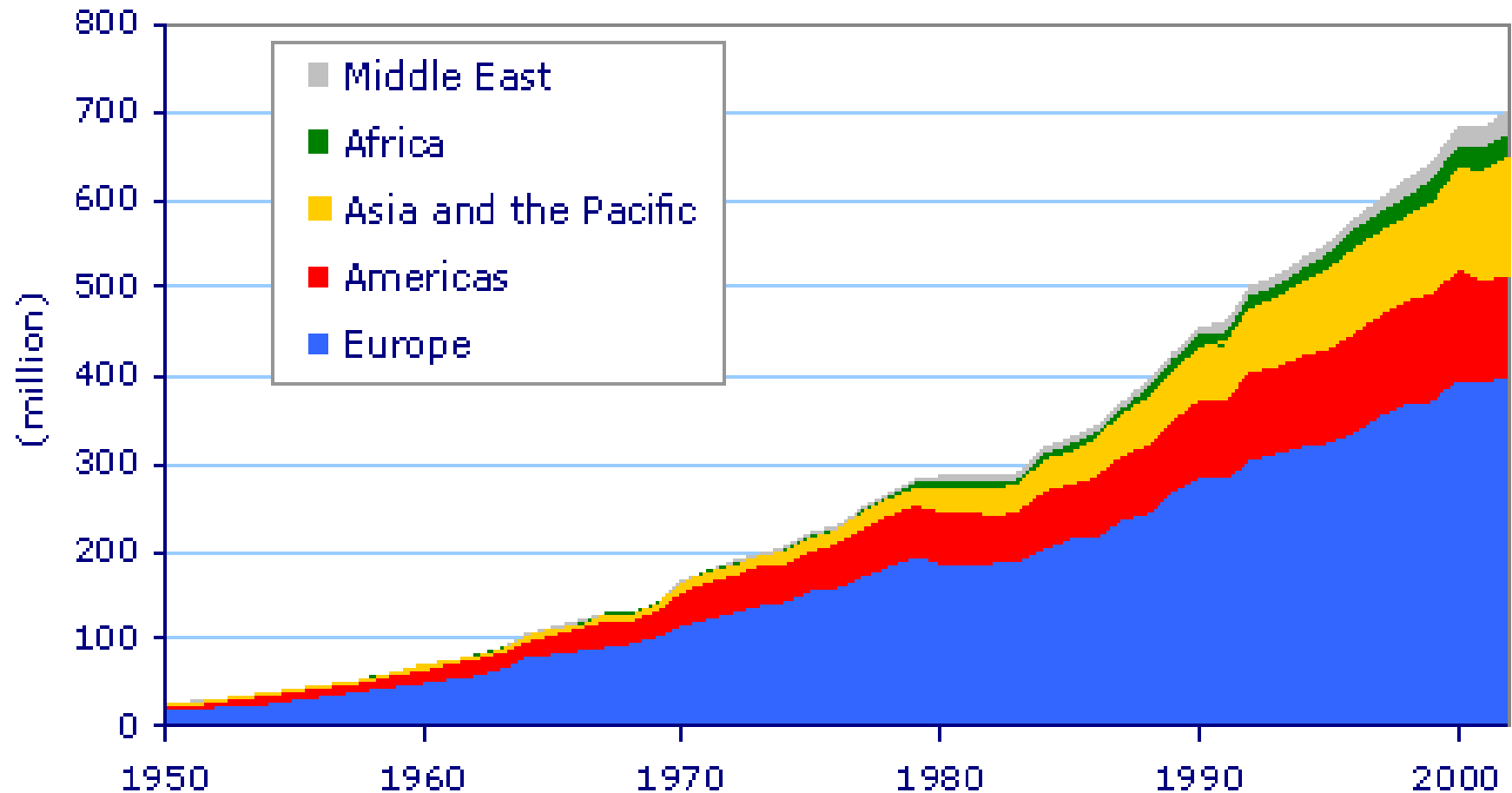
**Source: UNWTO, Tourism Highlights 2012**

EUROPEAN UNION



Committee of the Regions

## International Tourist Arrivals, 1950-2005\*



Source: <http://www.unwto.org/facts/menu.html>

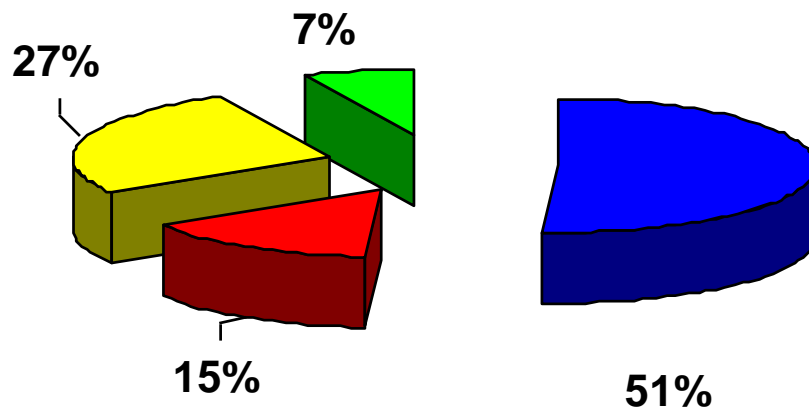
EUROPEAN UNION



Committee of the Regions

## Why do people travel?

### Tourism in 2011 (by purpose)



- Leisure, recreation and holidays
- Business and professional purposes
- Other purposes (VFR, religion, health)
- Unspecified

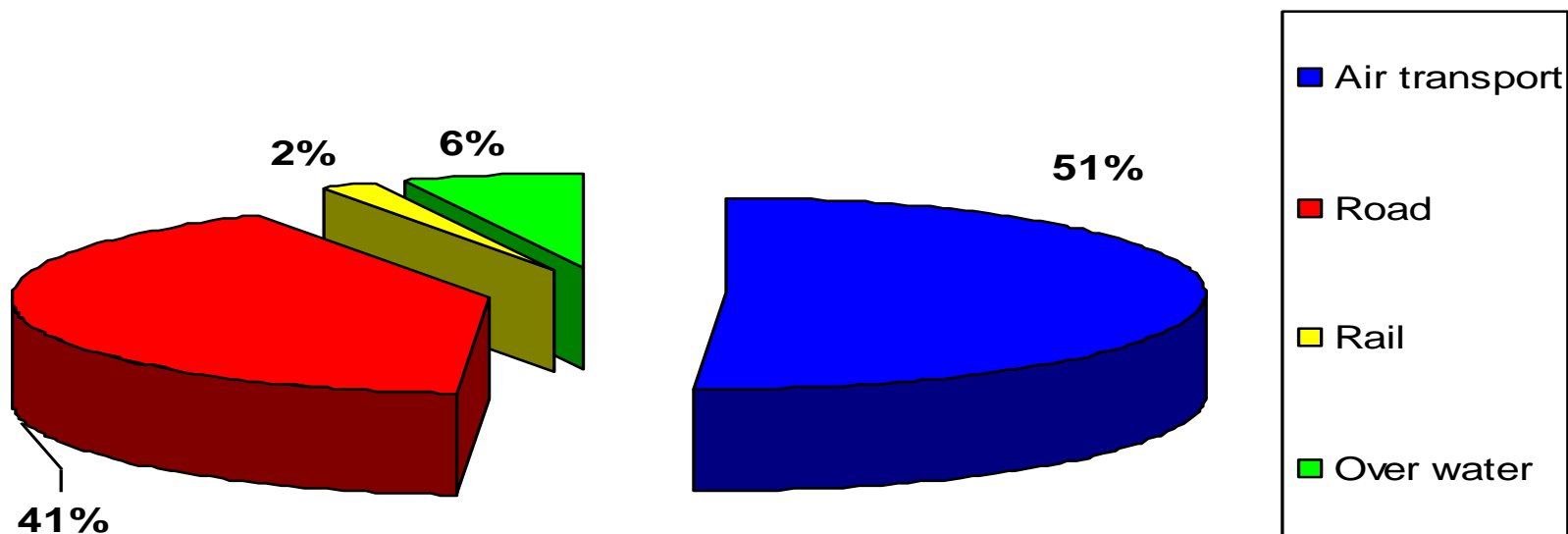
EUROPEAN UNION



Committee of the Regions

## ► How do people travel?

### Tourism in 2011 (by transport mode)



EUROPEAN UNION



Committee of the Regions



### **Tourists:**

- In 2011 Europe was visited by 504 million people
- Over 50% of international tourists chose Europe as their destination
- 90% of Europeans travel within Europe
- Arrivals from emerging regional powers (BRIC: Brazil, Russia, India and China) have grown by almost 100% in the recent few years

EUROPEAN UNION



Committee of the Regions

## ► Tourism in the work of the CoR



EUROPEAN UNION



Committee of the Regions

**Local and regional authorities are ultimately responsible for tourism but also:**

- transport policy
- environment protection
- spatial planning
- culture
- education
- healthcare
- consumer protection

EUROPEAN UNION



Committee of the Regions

## Working on tourism issues

1. Responding to the European Commission's initiatives [e.g. Communication COM(2010) 352 "Europe, the world's No 1 tourist destination"]
2. Engaging with relevant stakeholders
3. Taking part in important events
4. Working together to improve accessibility of tourism
5. Promoting regional initiatives in the field of tourism

EUROPEAN UNION



Committee of the Regions



## Ad. 1. Responding to Commission's initiatives

### CoR opinion on tourism – CdR 342/2010 fin

#### *Key messages:*

- Tourism should be coordinated and integrated with other policies
- LRAs play the most important role in development and management of sustainable tourism models
- EU tourism needs to adapt swiftly to challenges and remain competitive
- Climate change, shortages of water and energy resources may have a negative impact and need to be addressed throughout various policy areas

EUROPEAN UNION



Committee of the Regions

## ▶ Ad. 4. Working together to improve accessibility of tourism

### **Seminar in Italy:**

- Organised by the Commission NAT in cooperation with the Region of Veneto, Province of Treviso and city of Ponzano
- Commissioner Tajani and Italian Minister for Tourism expected
- Politicians, practitioners and business community
- Theme: Accessibility and sustainability of tourism
- Date and venue: Treviso Province Hall, autumn 2012

EUROPEAN UNION



Committee of the Regions

## ▶ Ad. 5. Promoting regional initiatives in the field of tourism

### Open Days 2012 workshop

- Organised together with the DG Enterprise
- EC Vice-President Tajani and future President of the CoR Varcarel Siso confirmed
- Focus on regional initiatives promoting sustainable tourism and boosting growth
- Some 160 participants expected
- Date and venue: **11<sup>th</sup> October, 11:15-13:00, JDE52**

***You are all most welcome to join us on the day and share your experience and reflections!***

EUROPEAN UNION



Committee of the Regions



**Thank you for your attention and see you in  
Brussels at the 2012 Open Days!**

**[nat@cor.europa.eu](mailto:nat@cor.europa.eu)**

EUROPEAN UNION



Committee of the Regions