

Tourism

AGENDA FOR A SUSTAINABLE AND COMPETITIVE EUROPEAN TOURISM

Communication from the Commission ([COM\(2007\) 621 final](#)) on Agenda for a sustainable and competitive European Tourism

Objective

To contribute to the achievement of a competitive and sustainable tourism.

Relevance for the hospitality industry

The Commission Communication is of interest to the hospitality industry as it proposes actions for achieving a competitive and sustainable tourism.

State of progress

The Communication was issued in October 2007.

The Council of the European Union (Competitiveness Council) issued its conclusions on the Agenda on 22 November 2007.

Content

The Agenda for a sustainable and competitive European tourism outlines the future steps for promoting the competitiveness and sustainability of European Tourism. It builds on the recommendations of the Tourism Sustainability Group. The agenda proposes a framework for action and proposes a number of principles for guiding such action.

Tourism stakeholders are invited to accept their responsibilities, in implementing the agenda, at the levels where they mostly operate: local, regional, national. They are invited to take up the opportunities that the sustainability challenge offers as a potential driver for innovation and growth.

The Agenda will also guide the Commission future activities in the tourism domain and in all other policy areas which exert an impact on tourism and on its sustainability. The Tourism Sustainability Group will assist the Commission in implementing the Agenda.

In the framework of this Agenda, the DG Enterprise Tourism Unit has launched a series of new activities, amongst which:

- A study on the “Competitiveness of the EU tourism industry”
- A call for tenders for a study on “Tourism exchange in Europe: Enhancing employment, extending the seasonality spread, strengthening European citizenship and improving regional/local economies through the development of social tourism”; the so-called CALYPSO project.

All these activities are being reviewed within the “Tourism Sustainability Group”.

HOTREC position

HOTREC welcomed the Commission Communication as it aims to achieve a more competitive and sustainable tourism.

HOTREC is represented in the Tourism Sustainability Group and is fully participating in the new activities launched by DG Enterprise Tourism Unit.

Official references

Communication from the Commission ([COM\(2007\) 621 final](#)) on “Agenda for a sustainable and competitive European Tourism”.

Agenda for a sustainable and competitive European Tourism- [Council Conclusions](#). Competitiveness Council press release, pages 21-23. Brussels 22 & 23 November 2007

See also:

Own-initiative report by the European Parliament ([T6-0575/2007](#)) on a renewed EU Tourism Policy: Towards a stronger partnership for European Tourism.

DG Enterprise Tourism Unit: [Study on the Competitiveness of the EU Tourism Industry](#). September 2009