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**Mr. Pedro Ortún Silván**  
Director, DG Enterprise  
**Mr. Francesco Ianniello**  
Head of Unit, DG Enterprise  
European Commission  
200 Rue de la Loi  
1049 Brussels

Brussels, 15 December 2009

Dear Mr. Ortún,  
Dear Mr. Ianniello,

***RE: How to prioritise the action fields identified by the ECORYS study***

When we last met on 30 November, you asked HOTREC once again to prioritise the various action fields identified by ECORYS in its study on the “Competitiveness of EU tourism industry”.

As already explained by the HOTREC President, Kent Nyström, at our last General Assembly, we see the action entitled “Provide ‘oxygen’ to the industry” as the top priority. By this choice, we mean that we consider essential that the Commission, as well as the other EU Institutions, finally enforce their “better legislation” commitment.

For the hospitality industry, we expect DG Enterprise to ensure that, all EU proposals – whatever the DG they originate from – include a proper assessment of the impact of any measure on the tourism industry, and in particular the hospitality industry. HOTREC remains scandalised by the statement in the impact assessment accompanying the proposal for a “Regulation of the provision of food information to consumers” that in relation to restaurants services “no systematic research answered the question of how much such a provision would cost”. DG Enterprise should have blocked in the inter-service consultation a text so badly justified.

In line with the request for proper impact assessment, HOTREC considers that DG Enterprise should organise a proper consultation of the tourism industry on all measures likely to affect its activities.

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We consider the “support of tourism demand” as the other main priority. A lot could be done in terms of promoting Europe in order to stimulate tourism demand from emerging markets (e.g. India, China, etc.). This promotion should of course be combined with efforts to facilitate access to Europe (in relation to e.g. visa requirements and formalities).

The internal market demand could also be usefully boosted by programmes such as the Calypso project, provided the Member States are ready to make the necessary financial investments.

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Some actions suggested by the study would require more thorough analysis, for example:

- Improve attractiveness of tourism industry as an employer

The study suggests a media campaign financed by the ESF. Of course, the industry would not refuse such “manna”, but no campaign will change the fact that employees in the sector often work when others enjoy some free time.

- More uniformisation of quality assessment

This recommendation missed the point that the diversity of the tourism services precisely contribute to their attractiveness. Furthermore, the notion of quality is very much subjective: the assessment of the same service by the same person will vary depending whether he/she is travelling for business or is on a family vacation. Quality assessment, and in particular its uniformisation, is a very complex issue, which would require more than a short paragraph.

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For the rest, the ECORYS study states a lot of the obvious such as, among others:

- Improve market intelligence and data availability
- Improve collaboration with education and training institutes
- Create awareness about the importance of innovation
- Actively support and participate in social dialogue

These are obvious lines of actions, which can only be supported.

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In summary, the HOTREC priorities are:

**More oxygen to the industry**

And

**Increase demand from third countries as well as from the internal market.**

We thank DG Enterprise for having commissioned this study, which highlights the challenges facing the tourism industry and look forward to work with you on those priorities, under the leadership of the new Commissioner in charge of Tourism.

With kind regards,



Marguerite Sequaris  
HOTREC CEO