



Presentation of the initiative

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EU financing for innovation in tourism

European Committee of the Regions
Brussels, 27th September 2017

The European Tourism Manifesto

In order to formulate effective tourism policies, a holistic European approach is needed taking into account the multiple impacts of the sector as well as the wide spectrum of stakeholders involved or affected by tourism.

This was recognised by the Treaty of Lisbon, which by article 195 of the TFEU gives to the European Union the responsibility to promote the competitiveness of the European tourism sector by creating a favourable environment for its growth and development and by establishing an integrated approach to the travel and tourism sector.

European public and private tourism stakeholders have united to present this *European Tourism Manifesto for Growth & Jobs*, a document which highlights the EU policy priorities for the sector in the coming years.



Economic importance of tourism

Economic benefits:

income, employment, investment and exports

Spin-off benefits:

- preservation of cultural heritage
- improved infrastructure
- local community facilitates
- stronger awareness of European citizenship



Tourism in the European Union
Source: WTTC, 2017

Signing organisations





TourismManifesto

FOR GROWTH & JOBS



Recognition of the initiative by the European Union institutions

P R I O R I T I E S



Joint challenges and opportunities

Good Governance

14. Ensure systematic involvement of tourism's private-sector stakeholders as well as tourism authorities at all levels of governance.
16. Facilitate access to smart and sustainable EU funding for tourism stakeholders in relation to growth and job creation.

Sustainability

33. Economic and operational sustainability: ensure EU financial support for long and mid-term tourism initiatives on the European level covering the whole value chain. Ensure fair benefit from tourism for businesses in origin and destination markets, including for local communities and those who work in the sector.



THANK YOU FOR YOUR ATTENTION!

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