



EUROPEAN COMMISSION

ENTERPRISE AND INDUSTRY DIRECTORATE-GENERAL

Tourism, CSR, Consumer Goods and International Regulatory Agreements
Tourism Policy Development

Brussels, 8/06/2012

Subject: Exchange of good practices in the tourism sector to stimulate growth and jobs in the EU.

Dear TAC Members,

In its communication "Industrial policy, reinforcing competitiveness" (COM (2011)642) of October 2011, the Commission committed to strengthen its support for the Member States' efforts within the context of Europe 2020, based on a coherent approach to monitoring progress over time, and providing the necessary forum for identifying good practices. DG Enterprise and Industry has since launched a new cycle of exchanges of good practices. The principal aim is to support policy development and learning among Member States.

In this context, we intend to launch a project to exchange good practices in the area of tourism. The overarching objectives of the project are to identify good practices in some Member States' tourism policies/activities and to evaluate their effectiveness for an exchange among Member States.

A contract will be signed to carry out the bulk of the research work. Two exchanges of good practices workshops will be organised with the Tourism Advisory Committee and some experts in the field. The objective of the first workshop foreseen in autumn 2012 is to have a first discussion on key factors and conditions that influence the success of the selected policies/activities. On the basis of this discussion the contractor will carry out further in depth analysis of identified policies/activities which will then be discussed in a second workshop foreseen in spring 2013, including the conditions for their transferability.

The choice of good practices to be examined will be made by the Commission and the external contractor following a consideration of policies/activities put forward by the Member States in reply to this letter.

Possible good practices could address the following challenges:

- How to ensure an integrated approach for policy makers, networks, tourism stakeholders, working together effectively to facilitate, promote and deliver new tourism policies/activities,
- How to guarantee long term sustainability by ensuring suitable balance between the three economic, socio-cultural and environmental pillars,
- How to address skills, competences, training, labour market shortages, as modernisation and globalisation of tourism activities will require a stepping-up

of efforts to improve professional skills of workers in the sector, with a particular view to facilitating their adaptation to new technologies and new market expectations, for example in terms of health and well-being including accessibility and encouraging mobility.

- How to extend the tourism season taking in particular advantage of EU diversity,
- How to develop successful practices in promoting tourism, to increase demand both within the EU and from third countries, to reinforce Europe as the first destination in the world,
- How to benefit from ICT & Tourism initiatives to facilitate the adaptation of the tourism sector and its businesses to market developments in new information technologies and improve their competitiveness by making the maximum use of synergies between the two sectors.

Member States are welcome to propose other possible areas in which they could learn each other sharing good practices.

In this context, we would be grateful if you could:

1. Inform us if you would like to participate to this project,
2. Indicate which of the areas you would be interested to cover in this kind of exchange (please indicate maximum three priorities).
3. Propose good policies/activities examples.

To respect the time frame of this project and to take advantage of organising the full day workshops back to back with forthcoming TAC meetings, I would be grateful to receive your **reply by 6 July 2012 at the latest at the following email address: entr-tourism@ec.europa.eu.**

Your contact points for this project are: alain.liberos@ec.europa.eu in DG ENTR/F1 - Tourism Policy Development Unit, and mikael.garellick@ec.europa.eu in DG ENTR/B3 – Europe 2020 and National Competitiveness Policies Unit.

This point will be presented in the next TAC meeting on 21st June 2012 to provide you further information.

Yours sincerely,

Pedro Ortun