



SUSTAINABLE TOURISM: EU POLICY- MAKING PERSPECTIVE

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EU PERSPECTIVE

- TOURISM A COMPLEMENTING COMPETENCE (ART 6), REF. TO CULTURE, EDUCATION, CIVIL PROTECTION

- ART 195:
- COMPLEMENTING ACTIONS OF THE MEMBER STATES IN PARTICULAR BY PROMOTING COMPETITIVENESS OF THE INDUSTRY
- AIMES AT:
 - ENCOURAGING THE CREATION OF A FAVOURABLE ENVIRONMENT FOR THE DEVELOPMENT OF UNDERTAKINGS IN SECTOR
 - PROMOTING COOPERATION BETWEEN THE MEMBER STATES, PARTICULARLY BY THE EXCHANGE OF GOOD PRACTICE

- ORDINARY LEGISLATIVE PROCEDURE EXCLUDING ANY HARMONISATION OF THE LAWS AND REGULATIONS OF THE MEMBER STATES

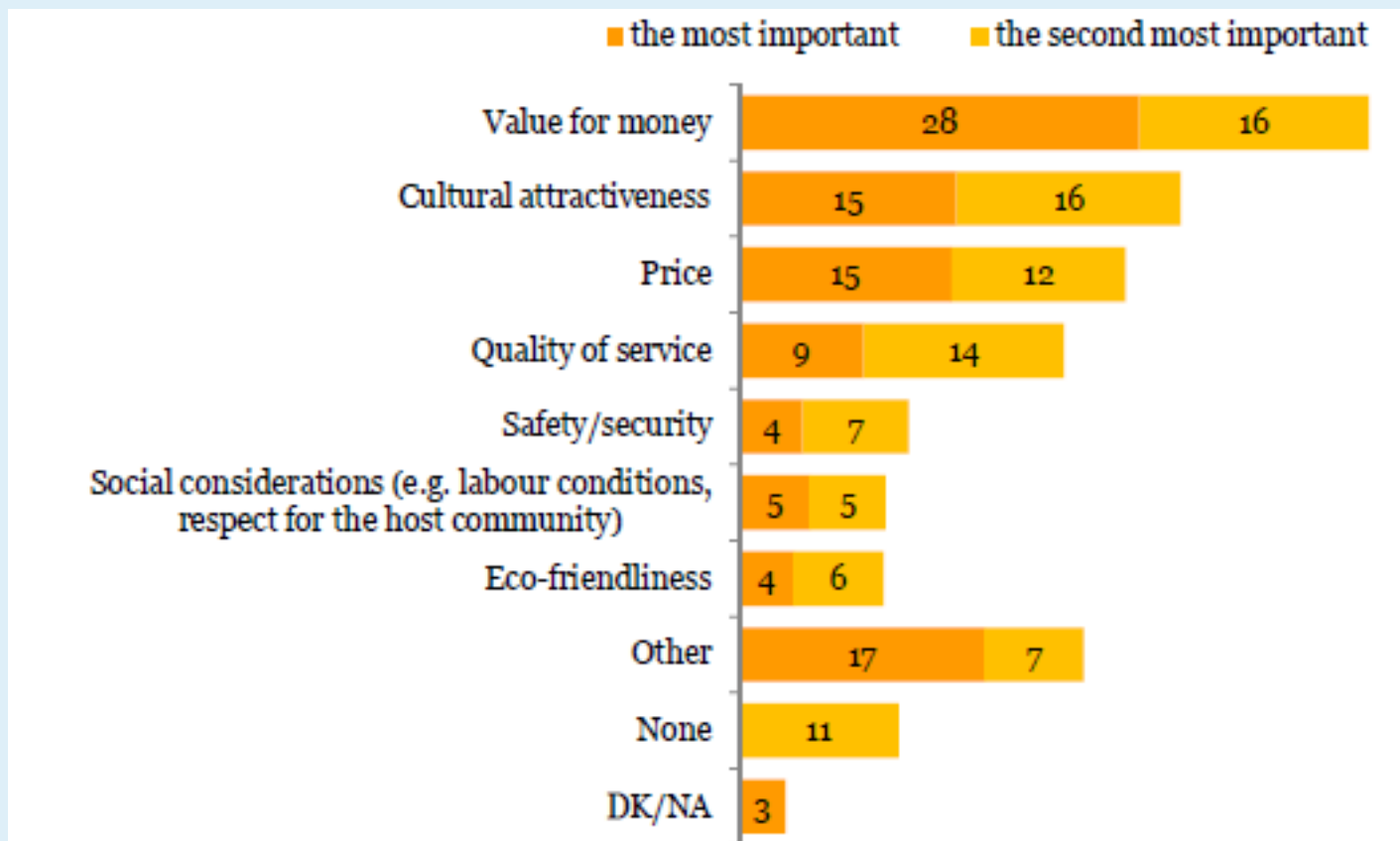
THE NEW FRAMEWORK FOR THE EU TOURISM POLICY

- STIMULATE THE COMPETITIVENESS OF INDUSTRY
 - T&T REGULATORY FRAMEWORK (POLICY RULES AND REGULATIONS, ENVIRONMENTAL SUSTAINABILITY, PRIORITIZATION OF T&T, SAFETY & SECURITY, HEALTH & HYGIENE);
 - T&T BUSINESS ENVIRONMENT AND INFRASTRUCTURE (GROUND & AIR TRANSPORT INFRASTRUCTURE, TOURISM INFRASTRUCTURE, ICT INFRASTRUCTURE, PRICE COMPETITIVENESS);
- TO STRENGTHEN THE DEVELOPMENT OF A SUSTAINABLE TOURISM IN EUROPE
 - T&T HUMAN, CULTURAL AND NATURAL RESOURCES (HUMAN CAPITAL, AFFINITY FOR T&T, NATURAL RESOURCES, CULTURAL RESOURCES).
- TO PROMOTE EUROPE IN THE MAIN MARKETS IN THIRD COUNTRIES

SUSTAINABILITY – A CONCEPT TOO VAGUE

- USED IN TOO MANY WAYS, LINKED TO GOOD AND POSITIVE IMAGES BUT HARD TO GIVE A SUBSTANCE
- SUSTAINABLE TOURISM MAY REFER TO RESPONSIBLE TOURISM, GREEN TOURISM, ETHNIC TOURISM, ECOTURISM... (GERHARD SKOFF, AER CONFERENCE, PARIS, FEBRUARY 16, 2010)
- A REALITY TEST NEEDED
 - REALITY TEST NOT THE BEST ATTRIBUTE OF THE INDUSTRY!
 - SUITABLE BALANCE BETWEEN ENVIRONMENTAL, ECONOMIC, AND SOCIO-CULTURAL ASPECTS OF TOURISM TO GUARANTEE LONG-TERM SUSTAINABILITY
 - NEED FOR A REALITY TEST CHECK LIST !!
- REVENUE PRODUCING IDEAS AND MECHANISMS KEY CHALLENGES

WHAT EUROPEANS PREFER?



SOURCE: EUROPEANS AND TOURISM 2009. EUROBAROMETER 281, 2009.

EUROPEAN TOURISM – THE NEXT TEN YEARS

- REINFORCE THE EU TOURISM INDUSTRY AS A HIGH QUALITY SERVICE SECTOR
 - BETTER POSITION THE EU AS THE N°1 TOURISM DESTINATION IN THE WORLD (NOW 43 %)
 - MAKE THE TOURISM INDUSTRY PART OF THE KNOWLEDGE ECONOMY
 - INCREASE THE VALUE GENERATED FROM AVAILABLE RESOURCES
 - DEVELOP EU TOURISM IN A SUSTAINABLE MANNER
 - ENSURE SUFFICIENT “OXYGEN” FOR TOURISM BUSINESSES
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- ROADMAP 2010-2020
 - SUPPORT TOURISM DEMAND
 - STIMULATE INNOVATION AND ENTREPRENEURSHIP
 - COMBINE AVAILABLE RESOURCES MORE EFFICIENTLY
 - ENSURE THAT DEVELOPMENT OF TOURISM IS SUSTAINABLE
 - PROVIDE OXYGEN TO THE INDUSTRY

Source: Study on the Competitiveness of the EU tourism industry FN97613 – FWC Sector Competitiveness – EU tourism-industry, 2009.

THE BALTIC SEA

- MODEST TOURISM ATTRACTION
- PILOT REGION FOR MACRO-REGIONALISATION IN EU
- BALTIC SEA STRATEGY:
 - PRIORITY AREA NO. 12: TO MAINTAIN AND REINFORCE ATTRACTIVENESS OF THE BALTIC SEA REGION IN PARTICULAR THROUGH EDUCATION, *TOURISM* (COORDINATED BY MECKLENBURG-VORPOMMERN, GERMANY) AND HEALTH
 - HOW TO INCORPORATE AND INCLUDE "*PARTNERS ALREADY ACTIVE IN THE REGION*" ?
 - CITIES **IN KEY POSITION!**
 - **PARADIPLOMACY OF REGIONS AN IMPORTANT ELEMENT**
 - PARADIPLOMACY: INSTRUMENT OF SUB-STATE ACTORS TO PARTICIPATE AND INFLUENCE INDEPENDENTLY OF STATES IN INTERNATIONAL ARENA TO PURSUIT THEIR SPECIFIC INTERESTS
 - AN INSTRUMENT FOR PROMOTING TOURISM