



**Ensuring a successful implementation of the
tourism communication (COM(2010) 352 Final) –
Draft implementation plan**

**Recommendations by the
European Union Federation of Youth Hostel Associations (EUFED)
and Naturefriends International (NFI)**

Brussels • Vienna, December 2010

TABLE OF CONTENT:

Introduction	3
1. STIMULATE COMPETITIVENESS IN THE EUROPEAN TOURISM SECTOR	4
2. DEVELOPING INNOVATION IN THE TOURISM INDUSTRY	5
3. ENCOURAGING THE EXTENSION OF THE TOURISM SEASON	7
4. CONSOLIDATING THE SOCIOECONOMIC KNOWLEDGE BASE OF TOURISM	8
5. PROMOTE THE DEVELOPMENT OF SUSTAINABLE, RESPONSIBLE AND HIGH-QUALITY TOURISM	9
6. CONSOLIDATE THE IMAGE AND PROFILE OF EUROPE AS HOME TO SUSTAINABLE AND HIGH-QUALITY TOURIST DESTINATIONS	16
7. MAXIMISING THE POTENTIAL OF EU POLICIES AND EXISTING FINANCIAL INSTRUMENTS FOR DEVELOPING TOURISM	18
Conclusion	20
Contact:	21

Ensuring a successful implementation of the tourism communication (COM(2010) 352 Final) –Draft implementation plan

Recommendations by Naturefriends International (NFI)¹ and the European Union Federation of Youth Hostel Associations (EUFED)² Anticipation

Introduction

Following up EUFED's and NFI's common comments on the European Commission's Communication "Europe, the worlds No 1 tourist destination – a new political framework for tourism in Europe" COM(2010) 352 final)³, EUFED's recommendations on the financial framework for the European tourism policy⁴ and EUFED's comments on the discussion-paper on a European Tourism Framework discussed during the European Tourism Stakeholders Conference held in Madrid on 14th and 15th March 2010 Forum, NFI's comments on CALYPSO and NFI's comments on the EU sustainability strategy, as well as NFI's position towards the development of the European Union⁵, Naturefriends International (NFI) and the European Union Federation of Youth Hostel Associations (EUFED) very much welcome the European Commission's proposed draft implementation plan for the above mentioned Communication presented at the European Tourism Forum on 18th and 19th November 2010 in Malta.

We support the statement of the European Commission to move from words to real action and emphasise our readiness to help Europe becoming the *most sustainable tourism destination in the world*. We strongly believe that a smart, sustainable and inclusive European tourism strategy will only be reached if both European and national policies and industries performance are urgently designed to meet the future challenges deriving from climate change, demographic developments and a globalised competition.

European Tourism has the huge opportunity to *inspire* and to link people, to bridge cultural boundaries, to *experience Europe*, creating *visions* and European citizenship which can not be developed as such by policy structures. Europe should therefore use its new competences to unleash its full potential to develop memorable and unique experiences through high-quality sustainable tourism.

¹ Naturefriends International (NFI) is the International umbrella of the Naturefriends Organisations and represents more than 500.000 members. NFI runs more than 1000 Naturefriends houses that serve as basis for social tourism, education centres and starting point for various leisure and holiday activities. The Secretary General of NFI is member of the Tourism Sustainability Group of the Commission.

² EUFED represents the interests, at EU level, of the national Youth Hostel Associations of Europe and the young people who stay at Youth Hostels. EUFED stands for 19 Youth Hostel Associations in 16 European countries, operating 1.787 Youth Hostels across Europe, serving 2,75 million members and achieving more than 22 million overnight stays within Europe yearly. Today, Youth Hostels as the worldwide biggest member association for young people, offer its worldwide 3.5 million members a choice of over 4.000 accommodation centres in 90 countries. EUFED's Operating Director is member of the EU Commissions CALYPSO Expert's Group.

³ Available at <http://www.eufed.org/EN/Press.html> and http://www.nfi.at/index.php?option=com_content&task=view&id=342&Itemid=31 (last access: 19th December 2010)

⁴ Available at <http://www.eufed.org/EN/Press.html> (last access: 19th December 2010)

⁵ Available at http://www.nfi.at/dmdocuments/Manifest_EN.pdf

With this paper, NFI and EUFED would like to express the priorities for a European Tourism Framework including suggestions for concrete actions within an adequate timeframe and identifying the key players for every action.

We are aware that this new strategy is about all of us assuming our responsibilities and creating common opportunities. Involving all relevant EU institutions, policy levels, stakeholders, tourism industries and citizen in delivering results for the most sustainable and thus competitive high-quality destination is a priority.

NFI and EUFED welcome the willingness of the European Commission to strengthen the Partnership Principle. For the new EU Tourism framework to be successful, we need cross-cutting commitment of engaged Civil Society organisations in

- a. the provision of individual expertise or our advise within the existing and/or new working groups of the European Commission,
- b. the development, management, stream-lining, monitoring and evaluation of initiatives linked to a sustainable European tourism framework
- c. the delivery of projects at transnational level through targeted use of our experience and our networks and their infrastructures as well as capacity building

Our Priority: working towards Europe as the most sustainable tourism destination in the world

We recall the European Commission to take charge of its future by “making Europe the most sustainable tourism destination in the world”. A clear focus on the guiding principle of sustainability is therefore crucial to ensure the long-term economic success and competitiveness of the sector.

1. STIMULATE COMPETITIVENESS IN THE EUROPEAN TOURISM SECTOR

AD: PROMOTING DIVERSIFICATION OF THE SUPPLY OF TOURIST SERVICES

ACTION	PROPOSED IMPLEMENTATION	STAKEHOLDERS	TIME HORIZON
Diversification of tourist services promotion and better valorisation of Europe's common heritage at EU level	<p>Europe has an impressive common heritage wealth, whose added-value lies in its great diversity of aspects from natural, cultural and historical throughout to religious and eno-gastronomic tastes. However, this great potential is still far from being sufficiently valorised in tourist strategies at European level. Most of the initiatives existing at present focus either on the local/regional or national level without capitalising on transnational and cross-European aspects. Therefore, the Commission proposes initiatives at transnational and cross-European level.</p> <ul style="list-style-type: none"> - Ensure visibility and promotion of different thematic tourism services and products at conferences and other events organised at EU level e.g. <ul style="list-style-type: none"> - the 2010 European Tourism Day (ETD) focused on trans-European cultural routes - the 2010 European Tourism Forum (ETF) further proposes a discussion on the role of trans-European cultural routes for the facilitation of tourism growth across Europe; - Identify and incentivise transnational synergies related to cultural itineraries in cooperation with the Council of Europe (CoE). The Commission carries out a study in joint management with CoE in view of evaluating the impact of cross-national cultural tourism initiatives, such as the European cultural routes, on strengthening the competitiveness of SMEs by facilitating networking, innovation and reaching out to new audiences based on an offer of authentic theme-based quality tourism; - Raise awareness on the importance of and promote environmentally sustainable tourism also valorising "natural" heritage. The implementation of the last year of the preparatory action on "sustainable tourism" 	Commission (DG ENTR, EAC, ENV) Member States TSG Council of Europe ETC Natura 2000 Network Industry	2010-2013
	<p>could focus, apart from cycling tourism, also on other sustainable tourism related aspects, as for example the promotion of environmentally sustainable tourism in the Danube river basin or the promotion of European cultural heritage, especially European Cultural Routes;</p> <ul style="list-style-type: none"> - Identify synergies with European Capitals of Culture, the European Heritage Label¹, the European Union Prize for Cultural Heritage and ensure better visibility to tourist products which valorise them at EU level; - Identify, by consultations with Member States as well as with public and private representatives of the industry, the elements of a strategy for the diversification and better promotion of thematic tourism services at EU level. Conferences, open consultations etc. 		

Main aims:

To inspire new forms of high-quality sustainable tourism that create memorable experiences, learning opportunities and promote European citizenship, financed by a European budget line.

Our position:

The large number of SME’s in tourism provides considerable added value though the diversity of their products and services and could potentially reap the benefits from well-designed actions in support of tourism at all levels, in particular with regard to innovation, networking and the application of information and communication technologies.

We consider that the emphasis put on growth and thus GDP in measuring progress and economic performance in European tourism needs to be balanced by an equal concern about the qualitative aspects of growth as a prerequisite for sustainable tourism development.

Therefore, the much-needed economic stability must be decoupled from ecologic degradation and must better safeguard social cohesion to ensure it can be sustained. We therefore are convinced that a sustainable tourism strategy will not be achieved without shifting the cost burden from labour to resource use and pollution.

Our commitment:

EUFED and NFI are ready to support any initiative to foster the diversification of a sustainable tourism strategy especially in terms of non-formal educational programmes, sustainable family and youth tourism and mobility.

2. DEVELOPING INNOVATION IN THE TOURISM INDUSTRY

AD: ICT AND TOURISM PLATFORM FOR TOURISM STAKEHOLDERS

<p>'ICT and tourism' platform for tourism stakeholders</p>	<p>With a view to contributing to facilitating the adaptation of the tourism sector and its businesses to market developments in new information technologies, the Commission envisages, in a first step, to:</p> <ul style="list-style-type: none"> - Identify the needs of the sector and its specific subsectors as well as the existing support opportunities across the EU financing instruments and, consequently, raise awareness among tourism stakeholders in this regard, - Ensure better visibility to already ongoing tourism research and innovation projects (by means of conferences, publications e.g. Cordis publication Research*eu "Competitiveness and Sustainability in European Tourism" http://fp.cordis.europa.eu/pub/news/research-eu/docs/research-focus_01.pdf); - Organise meetings and working groups with relevant tourism actors in view of assessing the possibilities of facilitating and enhancing the access of the tourism SMEs to ICT (e.g. access to the online travel market); - Support initiatives aimed at bridging the existing gaps between the existing ICT solutions and the related expectations of the tourism sector (and SMEs in particular), such as pilot projects and/or studies. 	<p>Commission (DG ENTR, INFISO, RTD) European Tourism Associations, European ICT Providers Associations, Member States</p>	<p>2010-2012</p>
------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------	------------------

Main aims:

Facilitate participation of businesses, especially SMEs in European tourism to build networks for sustainable, innovative and competitive transnational offers and services and to facilitate mobility of all players active in European tourism, based on sound principles of sustainable tourism in Europe.

Our position:

We agree with the need to foster ICT applications for tourism. European activities should particularly focus on increasing the visibility of sustainable tourism products such as EDEN

destinations or eco-labelled accommodation or campsites. The indicators currently developed by the Commission’s “Tourism Sustainability Group” can likewise serve as a basis for identifying and promoting such highly sustainable tourism destinations.

We see a clear danger if the European Commission keep a focus on large-scale projects. Those will undermine support for small-scale delivery and thus bottom-up commitments by SME’s.

Furthermore ICT technologies should be used for better access to public transport timetables to promote sustainable mobility solutions.

Our commitment:

EUFED and NFI would like to propose piloting and/or mainstreaming the ICT platforms and being involved in providing relevant data.

AD: IMPROVING PROFESSIONAL SKILLS

ACTION	PROPOSED IMPLEMENTATION	STAKEHOLDERS	TIME HORIZON
Promotion of support opportunities for training in the tourism sector	Training is an essential aspect in view of improving the quality of competence sin the tourism sector and could indirectly contribute towards increasing the attractiveness of the tourism industry as employer.	Commission (DG ENTR, EMPL, EAC)	2010-2012
	Therefore, in the near future, the Commission has foreseen to: <ul style="list-style-type: none"> - Identify current and anticipate future needs of the tourism sector with regards to skills, putting a special focus on SMEs; - Identify and assess existing support opportunities across the EU financing instruments - Disseminate a comprehensive information document on existing opportunities and raise awareness among businesses - Promote and foster initiatives aimed at tourism skills development on European level and propose if appropriate/accordingly the adaptation of the existing EU programs 	European Tourism Associations and Trade Unions Member States	

Main aims:

Developing modern education and training systems to deliver key competences and excellence for sustainable tourism offers and services in Europe.

Our position:

We recommend the systematic inclusion of sustainability issues into tourism-related higher education, training and networking programs, particularly in the new EU Member States. European tourism relies on well-trained, motivated and competent actors on all levels. Not only the entrepreneurs mentioned in the communication, but also managers and other decision-makers need to develop the skills to deal with future challenges and opportunities. We therefore recommend the systematic inclusion of sustainability issues into tourism-related higher education, training and networking programs, particularly in the new EU member states.

European tourism highly relies on human resources and services. Tourists will recognise tailor-made services, places that care for the environment, their employees and local communities, cultural distinctiveness, social interaction and security. This creates the basis for European citizenship awareness, and putting European values into practice.

High-quality non-formal education programs such as capacity building, school trips, vocational training and staff exchanges offer an important opportunity to increase low-season travel.

We especially would like to stress the importance of soft skills for tourism services in Europe and trust building measures to facilitate cooperation and coordination, which encompasses cultural differences and national, regional or local borders.

There is a need for better targeted, sustained and enhanced levels of investment in education and training to achieve high quality education and training, lifelong learning and skills development for sustainable tourism in Europe to become a long-term success strategy.

We would like to encourage cross-border cooperation e.g.: NGOs, industry, Universities, Chambers of commerce, for projects related to sustainability and innovation and capacity building to access the LifeLongLearning programmes to develop European bottom-up programmes.

EUFED’s commitment:

The European Youth Hostel network can only function due to our motivated and committed 17.000 staff members and continuous improvement of our services and the organisation. Some associations have their own training centers, such as the “DJH Academy” of the German association. We would offer to present best practices for staff training and are open to share our expertise.

3. ENCOURAGING THE EXTENSION OF THE TOURISM SEASON

AD: MECHANISM FOR VOLUNTARY TOURISM EXCHANGES BETWEEN MEMBER STATES DURING THE LOW SEASON

<p>Mechanism for voluntary tourism exchanges between Member States during the low season</p>	<p>It is the aim of the preparatory action CALYPSO, adopted in 2008, on the initiative of the European Parliament, to propose at the end of its three-year duration a mechanism for voluntary tourism exchanges between Member States in the low season, in particular for specific disadvantaged target groups (Seniors, Youths, People with Disability, Families with low income).</p> <ul style="list-style-type: none"> - An Expert Group has been launched to assist the Commission in its endeavours as from 2009. Regular meetings with stake holders have also taken place across Europe to identify appropriate ways forward. Additional meetings will also take place in 2011. - A study "Tourism Exchanges in Europe" has been finalised in July 2010, one of its main recommendations being to strengthen structures within Member States prior to launching a European mechanism for tourism exchanges. As a consequence, a call for proposals was launched to facilitate the setting up of Calypso networks between public authorities but also to support public authorities in setting up, developing and/or strengthening Calypso office infrastructures in their countries. Projects will be implemented throughout 2011. - As a further step a call for tenders will be launched in 2011 to assess feasibility, design and implementation of a web-based platform facilitating exchanges between demand and supply. Results are expected end of 2012. 	<p>Commission Member States Industry</p>	<p>2010-2012</p>
----------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------	------------------

Main aims:

How can we change CALYPSO from an economic (off-season) to a social (access, sustainability, quality, community, learning and exchange) project?

Our position:

We would like to call for human rights based approach in Europe. Instead of being “object of charity”, the beneficiaries of a CALYPSO mechanism should be seen as equal members of society. Criteria like accessibility and sustainability should be complemented by a “design for all approach” as well as by quality and reliability of the information, promoting European cohesion.

Furthermore, we suggest a widening of the target group for the extension of the seasons. Current provisions under “Calypso” may create the impression that travel of underprivileged

groups should only be promoted off-season. The development of innovative European offers, targeted to specific destinations and open for all during off-seasons would be a sustainable solution.

To achieve this, we recommend a careful evaluation of the first 18 month and the output of the 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 awareness raising conferences and the expert group’s comments.

We suggest implementing a “Calypso/European Centre of Excellence on social tourism” which could be responsible for knowledge management networking and further development and integration of the findings in the overall proposed framework of sustainable tourism. Such a “Centre of Excellence” could be delegated to an external partner or the consortium of experts in the field of social and sustainable tourism or also linked to the Tourism Sustainability Group.

We would like to see the TSG involved at all stages of the preparatory action.

We would like to see a closer cooperation with DG EMPL to further explore possibilities of the European Social Fund primarily through the social policy function of tourism.

We also call for training and capacity-building projects together with DG EAG to develop targeting programmes for all actors involved in CALYPSO related projects.

Our contribution:

EUFED as member of the CALYPSO working group and NFI as member of the TSG will continue to play an active part to prepare the next steps towards a European action for social tourism.

We are ready to work on themed pilot innovative, sustainable, accessible and inclusive programmes.

Both EUFED and NFI would also propose to closely cooperate with the “Calypso/European Centre of Excellence on social tourism”.

4. CONSOLIDATING THE SOCIOECONOMIC KNOWLEDGE BASE OF TOURISM

AD: ‘VIRTUAL TOURISM OBSERVATORY’ AIMING AT ENSURING COORDINATION AND DEVELOPMENT OF RESEARCH IN THE TOURISM FIELD ON A EUROPEAN SCALE

ACTION	PROPOSED IMPLEMENTATION	STAKEHOLDERS	TIME HORIZON
‘Virtual tourism observatory’ aiming at ensuring coordination and development of research in the tourism field on a European scale	With a view to enhancing the socio-economic knowledge basis at European level on tourism-related issues, such as, amongst others, demographic and climate changes, trends in the evolution of tourism demand and supply, impacts of unforeseen events and difficult situations, and therefore providing useful elements to the industry to develop their strategies and to the public authorities’ policies for their decision making processes, the Commission proposes several steps: <ul style="list-style-type: none"> - Support transnational tourism research networking, associating universities, research centres and national authorities across Europe, with a view to strengthening research on competitiveness and sustainability-related issues on a European scale (via a call for proposals in the context of the CIP/EIP programme); - Assess the feasibility of establishing a virtual web-based observatory platform ensuring coordination and development of research in the tourism field on a European scale (e.g. feasibility study); - Organise preparatory experts’ meetings, involving also colleagues from Eurostat, as well as representatives from Member States and the industry, besides representatives from research institutes and relevant universities; - Make a proposal for the set up of the virtual web-based observatory platform at European level to be seen as a simple and accessible tool for all key actors in the tourism sector. 	Commission (including Eurostat) Member States (national research institutes, national administrations) International or European organisations	2010-2012

Main aims:

Improve the timeliness, comparability and completeness of the *European* tourism data, as well as the efficiency of the data processing, including better validation of data.

It is also necessary to adapt the legal framework to reflect recent trends in the tourism industry by introducing new variables, especially concerning sustainable tourism.

Our position:

The indicators of a sustainable management of tourist sites, developed by the TSG should be included in the web-based observatory platform.

Our contribution:

EUFED as the biggest member organisation for young people and NFI as one of the largest member based environmental NGOs are ready to cooperate with the European institutions concerning socio-economic trends, new demand and supply patterns in tourism, sustainable and responsible youth tourism etc.

5. PROMOTE THE DEVELOPMENT OF SUSTAINABLE, RESPONSIBLE AND HIGH-QUALITY TOURISM

Sustainable tourism:

We emphasise that sustainable tourism is not a menu of separate options from which one can pick and choose “à la carte”. We call the European Commission to develop stronger cooperation when it comes to assessing the commitment of civil society as part of a multi-annual partnership for European sustainable tourism and to strengthen the role of the TSG.

Our suggestions:

Given the raising importance of sustainability for European tourism, we suggest that the composition, functioning and role of the TSG should be revised. New formats with more space for teamwork, innovative methods and closer cooperation within the groups and with the European Commission and the Member States – organised within the TAC - could generate a significant commitment to develop Europe as *the* sustainable and competitive destination of excellence. We therefore call for a budget to secure an adequate, continuous, anticipating and pro-active consultation from the members of the TSG.

Furthermore, we invite the European Commission to undertake an impact assessment for all major tourism initiatives to assess whether these are consistent with better regulation and sustainability principles.

We believe that the objectives and measures needed in the work to promote sustainable tourism must be based on and adapted to circumstances at local and regional level.

We call for an integrated package of concrete guidelines for all relevant stakeholders (destination management, administration, tourism business, ...) to enable sustainable tourism to put the cross-cutting and overarching nature of sustainable development into practice. The system of indicators of a sustainable management of tourist sites, developed

by the TSG is a good starting point in this regard. In this respect the planned charter for sustainable and responsible tourism should rather follow a concrete guiding approach than base just a statement of vague declaration, as the UNWTO Code of Ethics does.

We support the networking approach – implemented amongst others with the EDEN destinations, Necstour and other networks – but we call for a clear strategy to really improve the sustainability performance of the participating destinations and systematic know-how exchange – not only within, but also between the several networks.

In our opinion, both the European Tourism Day and the European Tourism Forum should provide fora for presentation and discussion of research in corporate responsibility and sustainability. The TSG should play a more vital role in the preparation and program of the two conferences.

The Commission should also make use of the knowledge and networks of the members of the TSG when it comes to the implementation of the following two actions mentioned in the plan of action:

- Charter for sustainable and responsible tourism
- Strategy for sustainable coastal and marine tourism

Our commitment:

EUFED sees its responsibility as a socially and ethically organisation and observe that sustainability is a competitive asset for our market, our guests and our partners. We are currently working on the implementation of our Sustainability Charter and several Member Associations publish annual sustainability reports. Our focus for the coming years will be on CSR as tool to implement sustainability management in Youth Hostels.

Also NFI works on the steady improvement of the sustainability performance of our houses and the tourism activities of our members. We will continue to contribute to the sustainability in European tourism by concrete destination development projects, promotion of sustainable tourism, contribution to teaching curricula and working within the TSG.

European standards in tourism

Main aims:

Analyse the opportunities to develop voluntary European Standards in various sectors, not only with the aim to build a European Internal Market for goods and services and to strengthen Europe's position in the global economy but due to the commitments of European actors, recognising their responsibility to contribute to sustainable tourism.

Our position:

Due to highly different perceptions and expectations of guests and tourism actors (cultural, national, personal, situational, seasonal), the diversity and the transversal character of the tourism sector, European standards would be useful in some cases but not always suitable/effective, e.g. safety or a customer satisfaction index. Should the European

Commission want to develop European standards, we call for bottom-up processes⁶ and commitments on a voluntary basis.

Industry-driven European standards on a voluntary basis should be accompanied with easily accessible and affordable training and implementation measures on all levels.

We see some challenges for European standards, notably the costs involved, especially for SME's and NGOs that already have voluntary standards in place.

We also observe limited accessibility and transparency of information, procedures etc. as stakeholders only have a "liaison status" within CEN or ISO, so that bottom up processes cannot evolve.

However, we would welcome a mapping of the existing tourism industry competences in the EU 27, in line with the European Qualification Framework of DG EMPL.

We welcome the ISO proposal planned for 2011 concerning standards for Environmentally Friendly Accommodation Establishments. We recommend the involvement of European stakeholders and the European Commission to streamline the proposed standards with the overall EU tourism strategy.

Our commitment:

EUFED as accommodation provider especially for young people and Naturefriends running more than 1000 houses need to comply with severe national legal requirements, especially in terms of safety & security. We are ready to share our expertise to develop European standards.

We would offer to cooperate with the European Commission to analyse the key competences in tourism to set up a European Qualification Framework for the tourism sector.

AD: INDICATORS FOR SUSTAINABLE MANAGEMENT OF TOURISM DESTINATIONS

Indicators for sustainable management of tourism destinations	Indicators play an important role in helping destinations make informed decisions concerning sustainable management and should therefore be an essential element of the destination planning and management process. In this regard, the Commission envisages, amongst others to: - Continue to support the initiative of developing a system of indicators for the sustainable management of destinations undertaken by Tourism Unit in close cooperation with the Tourism Sustainability Group (TSG) - Support the assessment of the indicators' viability and implementation perspectives, as well as the development of a common implementation methodology (the possibility of setting up a restricted 'task force' to support the implementation of the indicators could be explored) - Ensure visibility to the final system of indicators for the sustainable management of destinations as a sound instrument in view of enhancing the value of European tourist destinations which adopt effective practices to promote the sustainability of tourism - Ensure visibility to the destinations performing management in a sustainable way	Commission Member States TSG EDENNetwork NECSTouR	2010-2011
---------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------	-----------

Main aims:

Include overall development and performance of the destinations

⁶ One good bottom-up example is the "Jugendschutzatlas" as a set of information about social protection and laws in European countries concerning young people (available at http://www.forum-jugendschutz.de/cgi-bin/s_915.cgi, last access: 20th December 2010)

Our position:

We understand this action as referring to the indicators that were developed by the Tourism Sustainability Group and are currently in the testing phase. This action point should therefore read *indicators for sustainable tourism destinations*, as they refer not only to the management of destinations, but also to their overall development and performance.

We would highly recommend keeping the TSG involved in the development, evaluation, implementation, monitoring and revision of the indicators.

AD: AWARENESS-RAISING CAMPAIGNS FOR EUROPEAN TOURISTS

Awareness-raising campaigns for European tourists	<ul style="list-style-type: none"> - Identify different types of awareness raising campaigns existing at national, European or international level and evaluate possible synergies - Cooperate with the Member States and industry, as well as with members of the Tourism Sustainability 	Commission Member States Industry	2010-2012
	<ul style="list-style-type: none"> Group in view of identifying best possibilities for the organisation of the awareness raising campaigns at EU level (including identification of main common messages to be disseminated) - Organisation of the awareness-raising campaigns 	TSG International or European organisations	

Main aims:

Mainstream Europe as the most sustainable tourist destination with creative and innovative services

Our position:

Naturefriends International and EUFED very much support the development and implementation of smart campaigns that promote sustainable tourism to different target groups with different travel motivations. They should particularly focus on climate friendly modes of transport.

Our commitment:

The 500.000 members of Naturefriends International and 2.8 million members of EUFED Europe-wide can play a major role as multipliers for awareness raising campaigns.

AD: THE EUROPEAN 'QUALITY TOURISM' LABEL:

European 'Quality Tourism' label	<p>The increasing customer expectations and the ever more competitive market environment made quality become ever more important in the design of tourism strategies. Different initiatives have been put in place at national and industry level in the past few years. The added value of the European "Quality Tourism" label should reside in offering an umbrella scheme, recognising what is already in place at national or regional level. The following steps are therefore proposed</p> <ul style="list-style-type: none"> - Analyse and assess the synergies and differences between the existing national quality schemes with the help of the relevant tourism stakeholders, in order to have a clear overview and a sort of repository of good practices and experiences - Organise a first conference/workshop with relevant tourism stakeholders and public authorities - On this basis, an evaluation should be performed, in close cooperation with the Member States and the industry, of the added value of a European "Quality Tourism" label and a set of common quality-related criteria should be drafted - Organise a second conference/workshop to present and discuss the mechanism for a voluntary Quality Tourism label - (if appropriate) official launch and starting of a promotional campaign (i.e. website European Quality Tourism Label) 	Commission Member States Industry TSG European Tourism Associations	2010-2012
----------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------	-----------

Main aims:

We suggest to carefully examine the added value of a European Quality label. A European Quality label should not be based only on existing national experiences but increase consumer security and confidence in European tourism products.

A European Quality label needs transparent, effective, visible and accountable monitoring systems to assess the contribution of EU instruments to national tourism strategies and objectives.

Such a label should go beyond defining a set of criteria, putting into place a management system, which secures the change-management processes behind the implementation, the evaluation and revision of all related processes. It should be easily accessible and affordable for all European actors in tourism. Therefore we call for financial support for such a mechanism.

EUFED’s commitment:

Since 2008, EUFED’s member associations implement a quality management system. We would like to propose to take this “HI-Q” Quality brand as a best-practice example to adapt it to the needs on European tourism industry.

AD: CHARTER FOR SUSTAINABLE AND RESPONSIBLE TOURISM

Charter for sustainable and responsible tourism	Well aware of the different charters related to sustainable tourism principles existing already, focusing however on particular aspects such as, protected areas, youth hostel tourism etc The Commission therefore proposed a European Charter for sustainable and responsible tourism in general which should streamline existing charter initiatives into one single document setting the broad principles of sustainable and responsible tourism in relation with destinations, tourism enterprises and their services but also in relation to tourists. – An analysis of existing charters related to sustainable and responsible tourism at European and global level should be carried out (including initiatives such as the Global Sustainability Tourism Criteria, the UNWTO Global Code of Ethics etc.) – On this basis and in strong cooperation with tourism stakeholders and TSG members a draft European Charter should be elaborated. This charter could then possibly be related to a sustainability award for enterprises and destinations as good opportunity to showcase best practices and give visibility to existing and innovative experiences across Europe.	Commission Member States Industry European Tourism Associations	2010-2012
-------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------	-----------

Main aims:

Develop a European Charter for sustainable and responsible tourism based on strong, reliable criteria for destinations, tourist industry and organisations and their services.

Our position:

We welcome the Commission’s recognition about the tourism industry to be a significant contributor to climate change. It is forecasted, if no comprehensive emission reduction measures are undertaken, that the sector’s emissions will grow 2.5-fold by the year 2035⁷.

We are convinced that the European tourism framework could benefit from a carbon label if this would be of a European added value by showing responsibility and leadership.

We see e.g. an added value to introduce instruments that help raising consumer awareness about climate impacts associated with travel services, e.g. about the air transport component as an over proportional contributor to climate change from a per capita point of view.

However, focussing only on the carbon footprint might bear the risk of neglecting other environmental aspects besides climate change. We therefore enforce our position that climate aspects should be strengthened within certification criteria of already existing excellence labels, such as the EU Ecolabel. Furthermore – the European flower should be

⁷ UNWTO-UNEP-WMO (2008). Climate Change and Tourism – Responding to Global Challenges. Available online at <http://www.unwto.org/sdt/news/en/pdf/climate2008.pdf> (last access: 20th December 2010)

developed from an Eco-label to a Sustainability label, that needs consequent implementation of cultural and social criteria.

The Ecolabel (Sustainability label) to be success and to gain the trust of consumers must be better accessible for all stakeholders – without losing a high environmental and sustainability quality. We would like to see a considerable step forward to help stakeholders to commit themselves for the Ecolabel by the provision of financial support, training and best practice exchange, including a thorough technical and organisational preparation from the European institutions in collaboration with all stakeholders concerned.

A EU label should be voluntary at a first stage. The EU Commission, in close partnership with stakeholders could in the mid-term prepare a legally binding instrument. We see e.g. a fruitful potential in partnering with UNEP (Global Partnership for Sustainable Tourism).

We would like to see the Charter to be developed in close relationship with the TSG.

Our commitment:

In 2010, Youth Hostel Associations adopted the HI Sustainability Charter, based on the GSTC Partnership (The Global Partnership of Sustainable Tourism Criteria, UNWTO, UNETP) to be implemented in all 4.000 youth hostels worldwide by 2015. NFI was the first environmental NGO that published an own sustainability report.

We are convinced that these instruments will bring long-term benefits with regard to product transparency and support for climate policy measures.

EUFED and NFI will support the European Commission’s work to develop a European Sustainable Tourism label.

AD: STRATEGY FOR SUSTAINABLE COASTAL AND MARINE TOURISM

Strategy for sustainable coastal and marine tourism	Marine and coastal tourism and related sectors represent a vast potential for development and a substantial source of growth. In order to further enhance this potential and, at the same time, tackle important challenges coastal tourism is confronted with, the Commission envisages working on a strategy for sustainable coastal and marine tourism ² . – A structured process which will give stakeholders the possibility of providing input should be put in place	Commission Member States Industry European Tourism Associations	2010-2013
	and further bilateral and stakeholders meetings should be organised jointly by DG Enterprise and Industry and DG Maritime Affairs and Fisheries. – On the basis of the input during the consultations with relevant stakeholders, a strategy paper should be developed at Commission level with a view mainly to enhance positive growth and employment effects in coastal areas and create direct benefits for local communities. The Commission will also reflect on ways and means to reduce water consumption patterns, as well as coastal tourism’s carbon footprint and its adverse impact on habitats and ecosystems, while stressing the need for all actors involved in the tourism development process to look at the planning process in a sustainable manner. In order to overcome the issue of seasonality, spread visits more evenly throughout the year and increase visitors’ awareness of local cultures and heritage.		

Main aims:

Develop concrete tools for sustainable coastal and marine destinations and to help developing an ambitious strategy for sustainable coastal and marine tourism

Our position:

Traditionally, coastal tourism is the culprit in bringing on the most damage to the region. Taking into account recent developments which show that between 2000 and 2006, Mediterranean Partner Countries (MPC) have been witnessing an 8.4% increase in number of nights spent by tourists, the challenges for a sustainable coastal and marine tourism policy become evident: If the MPC are joining the band wagon of mass tourism, then there is a

need for extreme vigilance to avoid the hasty short-sighted decisions that lead to inappropriate practice and development.

We would like to highlight the importance of concrete tools, in particular to address the ‘hot-spots’ of low sustainability in European coastal and marine destinations. This should include measures and responsibilities for turning mass tourism in coastal areas into more environmental friendly and socially inclusive forms.

The Baltic Strategy and especially the Danube strategy show that such macroeconomic regions and strategies could develop a sustainable tourism vision linked with concrete actions. We suggest to link the strategy for sustainable coastal and marine tourism with the planned macroeconomic regional strategy for the Mediterranean.

We would like to see a similar initiative for mountain regions.

We would like to see the TSG as important actors to develop the strategy for sustainable coastal and marine tourism together with the proposed Stakeholders.

AD: STRENGTHENING COOPERATION WITH BRIC AND MEDITERRANEAN COUNTRIES

Strengthen cooperation with BRIC and Mediterranean countries	<p>The tourism growth potential of BRIC (Brazil, Russia, India and China) countries, with a growing middle class eager to travel (e.g. China’s 50 million outbound visitors are expected to double over the next five years) is particularly important. In order for EU destinations to be able to reap the most of this tourism potential, the Commission endeavours towards a strengthened cooperation with BRIC countries.</p> <p>For example, in relation to China, Commission’s efforts are strongly geared towards strengthening cooperation with regard to aspects such as:</p> <ul style="list-style-type: none"> - exchange of good practices in sustainable tourism among European and Chinese authorities and main stakeholders, including the academic world, notably in the fields of natural and cultural heritage preservation and promotion, small and medium-size enterprises, training and skills, and quality of life of residents - tourism statistics - improving the EU-China cooperation in the field of ADS visa, aiming at boosting tourist exchanges as well as facilitating people-to-people contacts <p>Further more, the Tourism Unit will follow a proactive involvement in ongoing and future initiatives (e.g. PCA in negotiation, EUROMED, Neighbourhood Policy).</p>	Commission (DG TRADE, HOME, European External Action Service)	2010-2013
--------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------	-----------

Main aims:

Strengthen cooperation with BRIC and Mediterranean countries to promote exchange on sustainable and responsible tourism development models

Encourage regional sustainable development strategies to strengthen the local level and at the same time encouraging cross-border cooperation

Our position:

We would like to urge the European Commission to work on visa regimes in order to boost tourist exchanges.

Given the challenges and opportunities concerning the EU tourism strategy, we would like to emphasise that European challenges for tourism are mostly global challenges (e.g. climate change, demographic issues, working conditions etc.). Thus, we would like to stress the potential of tourism policies to strengthen international cooperation and the role of the EU concerning sustainable, socially responsible and ethical tourism.

EUFED’s commitment:

In 2011, EUFED is a partner of the European Commission within the “EU-China Year of Youth” which is a great opportunity to promote exchanges and programmes for young Chinese and Europeans. We are ready to intensify this cooperation.

There is a long tradition of cooperation and common programmes within the EUROMED cooperation between Youth Hostel Associations in the eligible countries. At stage, the German Youth Hostel Associations helps the Tunisian Youth Hostel Association to build a new Youth Hostel as a flagship example for sustainable youth tourism in the region. We would like to strengthen these relations as we see a promising potential for bottom-up processes, mutual learning and working together towards common goals (sustainability, social inclusion, controlling the density of tourism, preventing mass tourism).

6. CONSOLIDATE THE IMAGE AND PROFILE OF EUROPE AS HOME TO SUSTAINABLE AND HIGH-QUALITY TOURIST DESTINATIONS

AD: “EUROPE BRAND” – STRENGTHENING EUROPE’S ROLE AS THE LEADING TOURISM DESTINATION

ACTION	PROPOSED IMPLEMENTATION	STAKEHOLDERS	TIME HORIZON
“Europe brand” – Strengthening Europe’s role as the leading tourism destination	It is the intention of the Commission to strengthen Europe’s role as the leading tourism destination and therefore to strongly encourage a constructive cooperation of the Member States in order to achieve this objective. Promoting Europe as a destination with its own brand could represent an added-value in this sense. The discussions at the European Tourism Forum 2010 in Malta will surely provide a complex overview of the range of initiatives to be jointly undertaken by the Tourism Unit in close and voluntary cooperation with the Member States, their National Tourism Offices, tourism stakeholders, as well as the European Travel Commission (ETC).	Commission Member States National Tourism Offices ETC Industry	2010-2013

Main aims:

Develop Europe as a holistic, exclusive and diverse, sustainable, socially responsible and ethical high-quality tourism brand

Our position:

We support the aim of promoting Europe as the world’s most sustainable tourism destination. However, such an image must be based on tangible action rather than a mere marketing exercise. Rather than presenting Europe as a “collection of sustainable and high-quality tourism destinations”, the aim must be to develop an overall approach to tourism that promotes innovation, quality and sustainability across the entire sector.

Our commitment:

EUFED as part of Hostelling International, the worldwide Youth Hostel Federation with would like to offer its role as a bridge to 90 Youth Hostel associations worldwide. NFI has member and partner organisations round the world. Both networks could be used to promote Europe as a sustainable tourist destination.

AD: PROMOTION OF THE “VISITEUROPE.COM” WEB PORTAL

Promotion of the “visiteurope.com” web portal	The new version of the “visiteurope.com” web portal, which endeavours to promote Europe as a tourism destination worldwide, was launched end of 2009. The website contains already attractive tourism-relevant contents, however, it could still be enriched and enhanced by incorporating further new elements so as to ensure that it provides real added value to the promotion of Europe and its destinations. The Commission therefore proposes a close cooperation among ETC, the Member States and their National Tourism Offices as well as the Tourism Unit, amongst others, through:	Commission Member States	2010-2011
	<ul style="list-style-type: none"> - Organisation of a call for proposals under the Competitiveness and Innovation Programme for transnational cooperation projects in order to take the best advantage of Europe’s cultural, historical, geographical, industrial etc diversity by enhancing and ensuring visibility to European destinations, including emerging destinations, which respect criteria of sustainability, as well as to European thematic tourism products. - Provision of further contents, to be agreed upon with the Member States and the relevant tourism stakeholders, for the web portal 	National Tourism Offices ETC Industry	

Main aims:

Develop a creative, highly interactive and participatory web portal to promote Europe as the most sustainable tourism destination in the world

Our position:

While we agree that the visiteurope.com website could become an important tool in promoting sustainable European tourism, the current website does not yet reflect this image. A substantial upgrading is needed to render the site more modern and interactive, with adequate room given particularly to sustainability as the core basis for European tourism development.

Our commitment:

EUFED and NFI offer to comment on the improvements of the existing visiteurope.com portal and to propose concrete ideas to highlight sustainability issues. Our members could be a target group for testing the portal.

AD: PROACTIVE MONITORING OF THE EU POLICIES HAVING AN IMPACT ON TOURISM

ACTION	PROPOSED IMPLEMENTATION		
Proactive monitoring of EU policies affecting tourism	<p>Due to the transversal nature of tourism, a large number of other European policies have a direct or indirect impact on this sector, hence the importance of a good assessment of their impact. Therefore, the Commission (Tourism Unit) envisages, amongst others, to ensure:</p> <ul style="list-style-type: none"> - Proactive monitoring of EU legislative and/or non-legislative initiatives in the internal Commission inter-service consultations - Periodic conferences with tourism stakeholders - Preparation of a Guide on European financial instruments which could be used by stakeholders in the tourism sector 	Commission	2010-2013

Main aims:

Ensure cooperation and assess the impact of a sustainable tourism strategy for other DGs, strengthen the Interservice-Consultations and providing adequate funding

Our position:

Given its transversal nature, the new tourism framework should be developed in close partnership with related DGs, notably in the area of climate change, sustainable development, biodiversity, environment, research, consumer protection, employment and training, regional and rural development, culture, transport, housing and energy, competition, internal market affairs, maritime policy, public health, home affairs, external relations etc.

We see a great potential to include DG CLIMATE and DG ENERGY to address climate change and energy issues and to link the Intelligent Energy Europe programme for tourism issues.

We would very much welcome a significant EU support, strengthening and involving intermediaries (Energy Agencies), capacity building and training institutes (universities, public authorities, SMEs) and learning from existing good practice to encourage the creativity and flexibility offered by eco-innovative and sustainable actors.

Our commitment:

EUFED and NFI are closely working together with DG EAG on the Youth on the Move flagship initiative and in the scope of the Youth in Action and LifeLongLearning programmes, with the DG EMPL on Diversity, Demographic issues⁸ and social inclusion and the European Cohesion Funds, with DG ENTR about “SME’s and the Environment”, with DG ENVI about the European Ecolabel, with DG Relex on the Euromed partnership, with DG COMP on Services of General interests, with DG TAXUD on VAT issues.

We would welcome the opportunity in taking part in periodic conferences, consultations, working groups etc.

7. MAXIMISING THE POTENTIAL OF EU POLICIES AND EXISTING FINANCIAL INSTRUMENTS FOR DEVELOPING TOURISM

Knowing that the forth axe of the European Commissions Communication (COM(2010) 352) is not included in the draft implementation plan, we nevertheless would like to underline that finance is key to commercialising eco-innovative and sustainable tourism products.

Main aims:

Create an inclusive, sustainable and long-term financial framework for the European Tourism Strategy.

Our position:

We would like to express the need to strengthen the role and resources of the Commission’s Tourism policy to match ambitions with resources and to guarantee that tourism concerns and interests are taken into account properly in other policy areas.

Therefore, EUFED and NFI want to underline the importance of the forthcoming budget review and subsequent proposals for the next financial perspective. We call the European Commission to make the case for people and planet to be placed at the heart of the EU’s tourism strategy and welcome the necessary creation of an own budget line for European tourism. Not only does the budget play a central role in delivering EU policy aims, but it is a powerful political signal to the women and men travelling in Europe and working in tourism as to the EU’s real priorities. We therefore reiterate EUFED’s proposals and call on you to ensure that the EU budget is invested in people, eco-efficient innovation, destinations, quality jobs, local community development and environment.

⁸ EUFED will play an active role in the EU year 2012 on intergenerational solidarity.

We trust that the forthcoming Budget Review Communication will set a blueprint for the future of the EU tourism policy. This means, it must be better aligned with the related portfolios and we need a system that ensures the delivery of common objectives, having all relevant partners on board. Our system of multilevel governance should help to mobilise local and regional actors who have a key role to play.

Risks of the Financial Perspective 2014-2020

If there is no ambition to present an innovative budget with an own budget line for sustainable tourism, taking into account people and planet, the European Union has no added value: Member States can do business as usual themselves; they don't need Europe for that.

On the other hand, the new tourism policy framework with its economic importance for the European economy has got a strong opportunity to support the green and sustainable economy to be developed within the EU 2020 strategy.

However, we are worried about the strictly traditional growth-oriented discourse of the EU: this is sometimes based on short-term benefits and not on social investment. Here again occurs the question: What kind of tourism is it that we do want to have by 2020 and beyond?

Our proposals:

We call for measures should not be judged in a light of their short-term costs but also of their long-term benefits. The cost of inaction must be fully taken into account.

We suggest that the necessary transformation of the energy and transport systems should be based on decoupling energy demand from economic growth and on a shift towards environmentally friendly transport modes.

The Structural funds should be better used for tourism development investment and Erasmus of Young Entrepreneurs should be open for micro-tourism organisations.

The European Regional Development Fund should be used to help SME's in the tourism sector to meet the EU 2020 targets for energy efficiency and renewable energies, taking into account that residential buildings consume approximately two third of energy and represent the most cost-effective sector for energy reduction with estimated savings up to 30% and 36% of EU CO² emissions by 2020.⁹

EUFED's commitment:

EUFED would like to go ahead and become a beacon organisation in Europe for energy efficiency and renewable energies. In addition to the CO2 neutral and the multi-certified Eco Youth Hostels already existing, EUFED has the vision to refurbish 20% of it's nearly 2.000 Youth Hostels energy-positive by 2020.

⁹ Amendment ERDF art. 7 adopted 6 May 2009 to extend eligibility for Renewable Energies and Energy Efficiency investments up to 4%, thus almost 8 billion Euros over the period 2007-2013 in existing housing. We invite the European Commission to invite Member States to define categories of eligible housing in national rules with objective of supporting social cohesion.

Overall Recommendations

NFI and EUFED see a massive opportunity of delivering ambitious results of the proposed implementation plan of the European Commissions' Tourism Communication.

The new policy framework should be about “being better – not bigger”, transforming Europe into the **most sustainable tourism destination** in the world, generating **substantive long-term sustainable, smart and inclusive growth and competitiveness**, securing **high-quality** and **green** jobs, helping European destinations to use their “local wisdom”, performing more resilient for a stronger European economy, **protecting and improving** public goods such as **climate, biodiversity and social inclusion**.

It should be about the reduction of social disparities and **improvement of cohesion**, about **visitors harmonising with locals**, a **lighter footprint** for the destinations and thus responding to **new lifestyle patterns** without forgetting those who need **special services and access** to responsible and sustainable travel. Thus, we call for a “wise growth” which means **living within limits** and looking for an **optimum** not the maximum.

We call for a **tourism budget** line as there is the risk that as the EU translates the EU 2020 strategy¹⁰ into practice, internal and external EU policies will undermine tourism objectives, i.e. we want to ensure policy coherence for tourism policies as articulated in the Treaty.

We also call for a **clear definition** how the European tourism framework would define “smart, sustainable and inclusive” as a character of growth.

We call for a reform of Cohesion policy to eliminate harmful subsidies - aviation support notably - for more support for **energy savings**, the promotion of **renewable energies** in the tourism sector, and for **sustainable tourism infrastructures** and services.

Conclusion

IF the EU tourism strategy mainstreams and anticipate future challenges in the above mentioned key issues: sustainability, climate protection, biodiversity, energy, resource consumption, cultural and natural diversity fostering social cohesion and well-being of all actors involved, we see a clear EU added value, delivering more and better results, thus improving EU reputation inside and outside Europe.

NFI and EUFED – within their limited resources - will play their role in developing pro-active proposals and mobilising civil society engagement in the forthcoming debate and would welcome the European Commissions concrete proposals on how we could be involved at each stage.

EUFED and NFI would welcome the opportunity to meet the Tourism Unit to discuss the opportunities in more detail. We would like to propose the 19th January or 2nd February 2011.

Brussels / Vienna, 2010-12-20

¹⁰ COM(2010) 2020

Contact:

**European Union Federation of Youth
Hostel Associations (EUFED)**

Operating Director Constanze Adolf

constanze.adolf@eufed.org

fon: +32 2 502 80 66

Naturefriends International

Secretary General Christian Baumgartner

christian.baumgartner@nf-int.org

fon: +43 1 89 23 87 711