



COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 05.02.1996
COM(96) 29 final

REPORT FROM THE COMMISSION

TO THE COUNCIL, THE EUROPEAN PARLIAMENT,
THE ECONOMIC AND SOCIAL COMMITTEE
AND THE COMMITTEE OF THE REGIONS

ON

COMMUNITY MEASURES

AFFECTING TOURISM

(COUNCIL DECISION 92/421/EEC)

PREFACE.....	1
I INTRODUCTION.....	3
1. TOURISM IN THE COMMUNITY.....	3
2. THE PERFORMANCE OF EUROPEAN TOURISM IN 1994.....	3
3. COMMUNITY ACTION TO ASSIST TOURISM IN 1994.....	4
3.1. Background.....	4
3.2. Structure of the report.....	5
II DIRECT COMMUNITY MEASURES AFFECTING TOURISM.....	9
1. GAINING AND IMPROVING KNOWLEDGE - PROGRAMMES AND MEASURES AFFECTING TOURISM.....	10
1.1. Statistics.....	10
1.2. Studies.....	11
1.3. Case Studies.....	13
1.4. Conferences and Trade fairs.....	13
1.5. Brochures.....	15
2. SPECIFIC COMMUNITY ACTIONS TO ASSIST EUROPEAN TOURISM.....	15
2.1. Transnational Actions.....	16
2.2. Tourists as Consumers.....	18
2.3. Cultural Tourism.....	18
2.4. Tourism and the Environment.....	21
2.5. Rural Tourism.....	22
2.6. Social Tourism.....	23
2.7. Youth Tourism.....	23
2.8. Education and Training.....	24
2.9. Promotion in Third Countries.....	25

3.	CO-OPERATION AND CO-ORDINATION TO ENSURE GREATER CONSISTENCY OF COMMUNITY MEASURES	26
3.1.	The Tourism Management Committee	26
3.2.	The Tourism Advisory Committee and Industry Representatives.....	27
3.3.	Co-operation with the Presidency	27
3.4.	Inter-service Consultation and Co-operation between the Community Institutions.....	27
3.5.	Experts' Groups	29
III	OTHER COMMUNITY MEASURES AFFECTING TOURISM.....	31
1.	THE TOURIST	31
1.1.	Free movement of the Tourist	31
1.2.	Protection of the Tourist as a Consumer	33
1.3.	Other Measures Facilitating Access to Tourism	36
2.	THE TOURIST INDUSTRY	38
2.1.	The Single Market - A Dynamic Construction assisting Competitive Tourism Development.....	39
2.2.	A whole range of Specific Interventions contributing to Balanced Tourism Development.....	57
3.	TOURISM RESOURCES.....	78
3.1.	Architectural and Cultural Heritage	78
3.2.	Natural & Built Environment.....	81
	ANNEXES	87
Annex 1	Share of each region's international tourist arrivals and receipts world-wide, 1960 - 1994 (in %).....	89
Annex 2	Implementation of Council Decision 421/92/EEC Council Decision of 13.7.1992 on a Community Action Plan to assist Tourism - 1994 budget.....	91
Annex 3	Implementation of the Council Decision 421/92/EEC on a Community Action Plan to assist Tourism - Detailed sectorial presentation of studies, guides and projects, 1994	93

Annex 4	VAT rates in the HORECA sector.....	97
Annex 5	The Cohesion Fund	101
Annex 6	The Community Initiatives	103
Annex 7	ECSC loans Art. 56 (tourism sector)	107
Annex 8	European Community Investment Partner or ECIP	109
Annex 9	Grants to ACP countries and OCTS in the framework of development programmes and measures (1990-1994).....	111
Annex 10	Examples of incentive measures under the KALEIDOSCOPE programme	113
Annex 11	Research technologies for environmental protection and conservation of the European cultural heritage.....	115
Annex 12	Community action programme in the field of cultural heritage - The RAPHAEL Programme.....	117
Annex 13	LIFE 1994: Promotion of sustainable tourism, implementation.....	119
Annex 14	THERMIE & ALTENER 1994: Selected projects in the field of energy with relevance to tourism	121

PREFACE

The purpose of this report is to establish an overview of the Community's activities which affect tourism, focusing on the operational year 1994, in line with the Council's Decision n° 92/421/EEC of 13.7.1992¹, which confirms the appropriateness of undertaking actions on tourism at Community level.

During 1994, the Commission presented its first yearly report to the Council, the European Parliament and the Economic and Social Committee on "Community measures affecting tourism"², updated until the end of 1993. An attempt was also made to give an overview of the legislative and budgetary background prior to 1993, the year of reference of these measures.

This report is the second to be drawn up in compliance with Article 5 of the Decision. Following the same pattern, it sets out the measures taken by the Commission up to December 1994 in each area of Community activity concerned.

This report is divided in three parts:

- part I is a general introductory chapter on the impact of tourism on the European economy which gives a statistical analysis of Europe as a tourism destination and an overview of Community actions in the field of tourism;
- part II analyses the Community measures implemented under the Council Decision (92/421/EEC);
- and part III presents those Community measures affecting tourism which do not fall under this Council's Decision.

As the year of reference for the current report, 1994, is the second year of implementation of the action plan, it has been possible to provide more precise details on the direct measures realised under the tourism action plan than in the 1993 report. As regards the Community measures affecting tourism but which fall under Community policies and programmes outside the scope of Decision 92/421/EEC, an attempt has been made to present them using a more comprehensive approach.

1 Cf. Article 5: "Every year from the date of adoption of the action plan, the Commission, in a report to the European Parliament and the Council, shall evaluate the Community's activities which affect tourism." OJ L 231, 13.8.1992, p. 28.

2 COM(94) 74 final, of 6.4.1994.

I INTRODUCTION

1. *TOURISM IN THE COMMUNITY*

Tourism is an economic and social activity characterised by a multi-disciplinary and transversal nature, having inter linkages with various other activities. The tourism industry produces a wide variety of products and services affecting a wide range of industries, but intended for a particular type of consumer: the tourist.

In the European economy, tourism makes a key contribution to the Gross Domestic Product (5.5% on average), to employment, regional development and foreign trade. Not only is tourism a generator of valuable revenue for the trade balance of many European countries, but it is also an important creator of employment, providing 6% of the total number of jobs in the Union, directly related to tourism activities and products. This figure is higher when employment generated indirectly in other sectors which are influenced by tourism is included. Employment generated by tourism is often characterised by high seasonality and precariousness. These characteristics are potential obstacles to the long-term sustainable development of tourism employment based on quality and professionalism. This is a challenge for the different education and vocational training systems applied on a Community, national and regional level in Europe.

Tourism is a factor of economic development for less-favoured regions, rural areas, as well as those areas in industrial decline. Tourism revenue and tourism employment in these regions, make a valuable contribution to eliminating disparities and encouraging a convergence of regional and peripheral economies with the Community average rate of development. Moreover, tourism can help to achieve cultural as well as economic convergence, as tourism helps to spread awareness about the different European cultures, thus contributing to the development of respect for the different ways of life of Europeans. Tourism also contributes to developing the social dimension within the Community and to the fight against social exclusion in Europe. This is implemented mainly through the access to tourism of less-favoured groups, such as young people and people with disabilities, either as tourists or as tourism employees.

Tourism can be a vehicle for the application of sustainable development techniques aiming at preserving and respecting the environment in which the tourism industry operates. It is evident that tourism activity - and the benefits derived from it - cannot take place in a downgraded and/or polluted natural, rural, built or cultural environment. It is also evident that tourism development, if it is implemented in a sustainable way, provides long-term benefits to local economies.

2. *THE PERFORMANCE OF EUROPEAN TOURISM IN 1994*

In 1994, world-wide, the tourism industry experienced a rapid development as a result of the progressive end of the recession in most western economies and the beginning of an economic recovery³. In absolute terms, with 60% of all international tourist arrivals and

³ For a more detailed analysis, focused specifically on the European Economic Area, see "Tourism in

50% of all international tourist receipts, Europe still absorbs the largest proportion of these arrivals and receipts, as well as hotel overnight stays. Estimates show that, during 1994, tourist arrivals and receipts have increased in Europe, reversing the trend in the growth rate in tourism receipts, which went from a 5% decrease in 1993 to an increase of 4%, equal to the world average the following year. This was a key factor in the growth in international tourism receipts in 1994⁴.

Within Europe, France is still the world's leading tourist destination in terms of international tourist arrivals and receipts, followed by Spain, Italy, Hungary and the United Kingdom. The highest growth rate of tourist arrivals was registered in the Czech Republic, the most serious drop in Austria. The Mediterranean destinations, Spain, Italy and Greece, also registered an important growth in tourist arrivals, mainly because of the political unrest of competitor destinations and because their currencies offered good value for money.

Europe's market share world-wide, however, shows a steady downward trend which is threatening its lead position in the long-term (see Annex 1). Indeed, statistical comparisons with previous decades confirm that, while in 1970 Europe received 70% of international tourist arrivals and the 62% of international tourist receipts, these had dropped to only 60% and 50% respectively in 1994. During the same period East Asia and the Pacific regions registered the highest increase in both of these indicators.

Meanwhile, forecast indicators show, that if pertinent measures are not taken in time, this downward trend will continue still further, giving Europe an average annual growth rate of only 2.7% per year, while the average world-wide is 3.8% and 6.8% for the East Asia and Pacific rim region.

3. COMMUNITY ACTION TO ASSIST TOURISM IN 1994

3.1. BACKGROUND

The Commission, re-aligned with current trends within the Union and conscious of the key role that tourism plays in the European economy, has been working (with the active support of the European Parliament and the Economic and Social Committee) since the early eighties, towards giving tourism the place it deserves within the Community. This work has continued and intensified during 1994.

During 1994, important developments took place on a Community level which are expected to affect the development of European tourism for the years to come. In this respect, it should be noted that 1994 was the first full year of implementation of the Treaty on European Union, where Tourism is mentioned for the first time.

The White Paper on "Growth, Competitiveness and Employment" and its follow-up present new ideas and concepts for "the way forward", most of which are expected to influence tourism or to be influenced by tourism: new sources and fields of employment, trans-European networks of transport, telecommunications and energy, the "Information

Europe", EC Eurostat-DGXXXIII, OPOCE Luxembourg 1995.

4 "Tourism Market Trends Europe 1985-1994", World Tourism Organisation.

Society" and the importance of sustainable development.

1994 was also the second year of implementation of the "Community action plan to assist tourism" as decided by the Council on 13.7.1992⁵. This first tourism action plan provides the framework for all direct Community measures affecting tourism, based on eleven action priorities for a period of three years starting from 1.1.1993.

The informal meeting of the Council in Athens, on 15.4.1994, provided the Commission with the stimulus to start work on a Green Paper on the future role of the Union in the field of tourism, in view of the Inter Governmental Conference of 1996 for the revision of the Maastricht Treaty.

During 1994, the work of the Commission in the field of tourism was actively supported by other Community institutions such as the European Parliament with its resolutions "Tourism in the approach of the year 2000"⁶ and "Community measures affecting tourism"⁷ which concerned the Commission's yearly report for 1993, as well as the Economic and Social Committee with its opinion on "Tourism"⁸. Moreover, within newly formed Committee of the Regions, in recognition of the importance of tourism, Sub-Committee 2 "Tourism - rural areas" was created to deal with tourism issues in the rural context.

3.2. *STRUCTURE OF THE REPORT*

Since part of the Community measures affecting tourism fall under Community policies and programmes outside the scope of the Decision 92/421/EEC, these measures are presented in two parts: the direct Community measures, and the other Community measures affecting tourism⁹.

- In dealing with the implementation of the direct Community measures affecting tourism based on the Council's Decision, during 1994, as a result of improved expertise and planning, a greater degree of coherency has been being achieved. The actions that were developed responded more closely to the objectives of the three main axes of the "Community Action Plan to Assist Tourism":

- 1) Gaining and improving knowledge about the tourism industry. This includes the development of reliable tourist statistics at the European level in order to monitor tourist/visitor flows while relying on a "common language" of understanding and comparison, the publication of studies and brochures on subjects of interest to the European tourism industry and the public administrations, as well as the organisation of European conferences and the participation in trade fairs on topics of tourism interest according to the priorities of the "Community Action Plan to Assist Tourism".

- 2) Specific measures and actions aiming to promote transnational, cross-border co-operation between the public and the private sector in various fields. For 1994, these fields were: tourist information, actions in Central and Eastern Europe, the

5 Council Decision 92/421/EEC, OJ L 231 of 13.8.1992.

6 EP. 178.920/final, of 18.1.1994.

7 EP. 185.379/final, of 15.12.1994. OJ C 18 of 23.1.1995 p. 159.

8 ECS 453/94 final, of 4.8.1994.

9 At the end of this report a series of annexes indicate quantitative information of relevance to tourism development in the European Union.

consumers/tourists field, tourism and the environment, cultural, rural, social and youth tourism, tourism education and training and the promotion of European tourism in selected non-European countries. Most of the projects supported financially by the Commission are of a pilot nature and have a demonstratory character.

3) Development of better co-operation and co-ordination. This concerns measures taken to assure more effective co-operation and co-ordination between Community institutions, international organisations, public and private administrations and organisations and through them the national, regional, and local authorities of the Member States. Co-ordination between the Member States and the Commission is primarily through two established tourism committees, one to assist the implementation of the Council Decision 92/421/EEC and the other to provide advice to the Commission on tourism issues¹⁰. The Tourism Inter-Group co-ordinated by the European Parliament's Transport and Tourism Committee provides also valuable assistance to the co-ordination between the European Parliament, the Commission and the tourism sector in the Union. Within the Commission, co-operation is based on the work of the Tourism Inter-Service Group and on the mutual consultation of the relevant services concerning any new actions which are envisaged to be undertaken. Other Commission Inter-Service Groups have also addressed tourism issues during 1994. In addition, experts' groups have been established or supported by the Commission in different tourism fields such as social and rural tourism.

The development of better co-operation and co-ordination within the European institutions, with the Member States and with the Tourist industry continues to be an on-going process constantly evolving. Using the Council Decision as a basis there has been some intervention in other policies and measures in order to determine and take into account the impact of tourism within them or their impact on the development of tourism. However, if in the long term sustainable tourism actions are to be achieved, this approach has still to be developed in a more structured and systematic manner.

- The other Community measures affecting tourism include an overview of those measures which do not fall under Council Decision 92/421/EEC, but whose impact on tourism in the Union was or could be significant in the future. The measures are presented in this chapter together with an attempt to assess their impact on tourism. These measures can be divided in three areas:

1) The first area includes measures affecting the tourist as a person living and travelling within a geographical space without physical or fiscal barriers. This tourist is protected by specific consumer legislation on health and safety, on economic and legal aspects. Moreover, by strengthening the social dimension, Community measures support everyone's right to travel for tourism purposes: age, physical or mental disability or social status should not be a reason for exclusion from tourism.

2) The second area includes all those measures related to the economic and social environment which aim to provide common structures for economic and social activities, such as tourism, to develop within the Union. With reference to the internal aspect (i.e. within the European Union only) measures relate to various considerations such as the completion of the Internal Market, competition and enterprise policy, economic and social cohesion, regional policy, trans European networks, transport, research and

¹⁰ Council Decision of 22.12.1986 instituting a process of consultation and cooperation in the field of tourism. OJ L 384/52, 31.12.1986.

development, information and telecommunication technologies, employment, social policy and the field of education, training and youth. With reference to the external aspect (i.e. non European countries) Community measures and actions in the field of tourism are associated with the Union's global, economic and political relations with the rest of the world.

3) The third area includes measures in the field of culture and environment. These two aspects constitute the broader environment in which tourism activity develops and with which tourism has a relationship of connection and mutual influence. Community measures aim to develop a sustainable relationship between tourism and architectural and cultural heritage, natural and built environment in Europe.

A coherent and strategic approach to tourism development, based on co-operation and co-ordination within the European Institutions, with the Members States and the industry offers the greatest potential for producing a global tourism policy, based on a series of common or complementary objectives, that can be applied within the framework of all Union activities. Such an approach, when applied to specific actions that are intended to meet identified needs, could lead to more effective and sustainable results, complementary to the objectives of the direct Community measures affecting tourism.

II DIRECT COMMUNITY MEASURES AFFECTING TOURISM

Implementation of the three-year Community Action Plan To Assist Tourism, adopted by the Council Decision of 13.7.1992 and effective from 1.1.1993 entered the mid term stage of its duration. The priority measures begun in 1993 were developed and where possible, were completed in 1994 for the purpose of disseminating information about the achieved results. At the same time, in the context of this action plan, the Commission, in agreement with the Tourism Management Committee, put into operation further measures in order to achieve the three global objectives of the tourism action plan:

- gaining knowledge about the European tourism industry;
- developing of specific Community actions to assist the development of a diversity of quality tourism products and services;
- strengthening co-operation and co-ordination within the Commission, with other institutions (national and local public sector bodies, international or European professional organisations), with Member States and also with third countries to ensure harmonious and consistent tourism development.

To achieve the set objectives of the action plan, an annual budget of ECU 6 million of Community resources was made available by the budgetary authorities. In 1994, this was supplemented with a further contribution of ECU 566,000 from Austria, Finland, Sweden, Norway and Iceland, members of the European Economic Area. This contribution permitted them to participate in the development of the action plan, i.e., in all of the initiatives launched under the work programme and in the consultations held by the Commission on tourism from 1.1.1994. The major elements of expenditure were firstly, the support for the development of projects concerned with tourism training and the development of cultural tourism networks, secondly, preparation of a series of studies to provide decision makers with greater information, and thirdly, information dissemination exercises, preparation of brochures, conferences, technical workshops etc. A number of actions not specified in the work programme but valuable to the development of the action plan were also co-financed.

A budgetary breakdown of all expenditure in 1994 and tables of projects selected for co-financing are set out in Annex 2 of this report.

Forward planning was also undertaken in 1994, which included preparation of those actions to be initiated and launched in 1995 and reflection on subsequent future actions in the medium term. In preparing this work, a number of aspects were considered: the need to complete, as far as possible, the implementation of the areas of the actions listed in the 1992 Council Decision; follow up of results already achieved; further strengthening of co-operation; emphasis on quality; transparency; and the need to evaluate the work already carried out by various means¹¹.

During 1994, a series of measures were identified for financial support in 1995: Studies in the fields of consumers issues, youth tourism, and the contractual relationships between tourism intermediaries and providers of services; pilot actions in the fields of

¹¹ The current report on "Community measures affecting tourism" should also be considered in this context.

visitor and traffic management; and improved co-operation and the transfer of know-how with tourism partners from Central and Eastern Europe and the Maghreb countries. A further promotional campaign was also under consideration.

Community actions in the field of tourism in the medium term were also considered with a view to completing and following up the current Community Action Plan To Assist Tourism.

Preparation of a Green Paper on the role of the European Union in the field of tourism was initiated, as a means of opening the debate during 1995 in view of the forthcoming inter-governmental conference on the revision of the Treaty of Maastricht in 1996.

1. GAINING AND IMPROVING KNOWLEDGE - PROGRAMMES AND MEASURES AFFECTING TOURISM

Improving the knowledge of the tourist industry operators and their access to information about the market, its characteristics, components, and development is vital if they are to be able to devise strategies to exploit market opportunities as they occur. As many tourist operators are small or even micro-sized firms, by their very nature they have the least resources available to conduct costly market research and analysis. Thus, it is an area in which the Commission has taken various initiatives notably, in order to improve the availability of information for the tourist industry using various media: studies, conferences, trade fairs, brochures etc.

Research commissioned in 1994 should be taken forward during 1995, published and distributed if an added value is to be achieved. Continued attendance at major trade fairs will be co-ordinated and in addition, it is envisaged that brochures will be prepared compiling the results of the pilot projects currently in progress, notwithstanding the commissioning of further research on the current situation of tourism.

1.1. STATISTICS

Council Decision 92/421/EEC states as a priority measure: "Improving knowledge of the tourist industry... will be carried out by means of ... a) Development of Community statistics on tourism"

Under the 1994 work programme, results were achieved, in two main areas:

- completion of the necessary legal and technical instruments for setting up a European statistical system on tourism;
- improved information tools for disseminating data collected and results of work undertaken.

Legal and technical instruments:

A manual on statistical methodology has been prepared which will be the basis of a specific recommendation, and is intended to help providers of tourism statistics produce harmonised data and facilitate the comprehension of the users. New methodological topics were developed, mainly on congresses and conferences, which met with the general

approval of the professional associations and the Tourism Statistics Working Group. On the basis of consultations with the Member States, and relevant professional associations, a draft Directive concerning the collection of harmonised statistics at European level has also been prepared. These issues were also the subject of two meetings of the EU/EFTA working group on tourism statistics held in Luxembourg in February and November 1994.

Improved information tools:

Indicators produced annually and monthly have been published on a regular basis. An up to date, analytical report on recent trends on tourism in Europe has been completed and is due to be published in 1995. The database TOUR has also been improved and it is gradually being enlarged in order to include EFTA countries. A section on tourism has been included in the CD ROM produced by Eurostat and the Office of Publications, which contains all the relevant figures collected at the European level by the Commission.

An international seminar of experts, organised jointly with OECD and the Austrian authorities in Vienna in June 1994, analysed the methodological problems posed in implementing a European statistical system with the results published in 1995.

The work programme for 1995 in this field focuses on the adoption and implementation of both the proposed Council Directive mentioned above, as well as the continued improvement of the dissemination of the results of the work achieved so far. In order to implement this forthcoming Directive and Recommendation in the Member States over a three year period, ECU 1.5 million was carried over from 1994 and should be committed in the course of 1995 to this project.

1.2. STUDIES

The Council Decision 92/421/EEC states as an objective, "detailed studies aimed at improving knowledge of tourism as an activity, assessment of the impact of current Community policies to assist tourism, forward analysis of new types of tourism, and the preparation of strategies adapted to keep pace with demand".

The stimulus for specific topics within this body of research has come from various sources: the Community Action Plan To Assist Tourism, recommendations from the European Parliament, Member States and professional organisations' representatives.

Moreover, tourism has featured in other studies produced annually for the benefit of European industry in general. For example, recent developments in tourism and the main related branches of industry are presented in the 1994 edition of "Panorama of EC Industry". This publication gives a full analysis of the current situation and prospects for the industrial and service sectors of the European Union¹².

As regards studies concentrating on tourism, a number of them commissioned in 1993 were developed in the course of 1994 with a view to preparing publications.

¹² DG III-Eurostat, "Panorama of EC Industry - 1994", Office for Official Publications of the European Communities, Luxembourg, 1995.

"Who's who of tourism"

Intended for operators in the tourist trade, a compendium was commissioned providing comprehensive information about organisations, institutes, international bodies, trade associations etc., in tourism. The research has been completed and preparations for dissemination of the information are in progress.

A practical guide to Community measures affecting tourism

Following a complete analysis of the various Community policies, funds, programmes and measures which impinge on tourism development either directly or indirectly, a practical guide for the benefit of professional tourism operators has been drawn up to provide in a clear and straight-forward way information which should permit them to benefit from Community initiatives and actions affecting tourism. The final report was completed in 1994 for publication in 1995.

Study on Fiscal and Budgetary Policies affecting tourism

This study is essentially a comparative analysis of fiscal and budgetary policies which affect tourist activities within the Member States of the European Union and in countries which compete in the same tourist market outside of the EU. Moreover, what is of interest is the impact on tourism of fiscal and budgetary policies, where they exist. Given the scope of this subject it is envisaged that this study will be completed in 1995.

"Making Europe More Accessible"

Intended for main stream tourist operators who wish to cater for clients with disabilities, this manual will contain advice and examples of best practices and information on the key aspects of providing tourist services: planning a trip, transport, accommodation, tourist attractions, services provide by travel agents and tour operators. The research was completed in 1994 and the final publication is due for production in 1995.

On the basis of invitations to tender, studies were commissioned in 1994¹³, dealing with various issues of interest to those in the tourist industry.

Study on "Yield management in small and medium-sized enterprises in the tourist industry"

"Yield management" consists of optimising the computerised management of reservations in tourist services (mainly transport and accommodation). On the basis of detailed knowledge of consumer flows, and certain consumer groups, it is possible to adjust the price of services over very short periods of time in order to reduce the highly perishable nature of unused tourism services. The purpose of this study is to analyse the ways and means of adapting "yield management" techniques already used in some tourism service sectors to small and medium-sized enterprises (SMEs) in the tourist industry.

"Study on Business and Conference Tourism"

The purpose of this study is to provide a quantitative and qualitative evaluation of supply and demand for business and conference tourism (including incentive tourism). The evaluation must also investigate the problems associated with its development."

The final reports for the two studies commissioned in 1994 are due in the last quarter of 1995.

¹³ Call for Tenders 94/C 122/07 OJ C 122/07 of 8.5.1994.

Other research was also commissioned in 1994, to provide tourists with a source of practical consumer information covering the whole of the European Economic Area.

1.3. CASE STUDIES

Within the context and objectives of the Tourism action plan, Community action is designed to promote a better seasonal distribution of tourism.

In 1994, action was taken to support the setting-up of an international framework for the exchange of information and monitoring of the activities of governments and the tourism industry. Action was also taken to encourage better co-ordinated actions and strategies aimed at promoting the use of tourism infrastructure and facilities outside the peak season.

As a follow up to the conference on the staggering of holidays held in Noordwijk in 1991, a conference was organised in Düsseldorf on 6/7.12.1994. Representatives of the Commission, the European Parliament, 13 national governments and various tourism industry organisations attended.

The main objective was to identify possible techniques for staggering holiday-taking more evenly throughout the year, in order to relieve congestion at peak times. Member States were asked to exchange information about successful methods employed firstly, to promote off-peak tourism.

Legislation at the European level, it was generally agreed, was not the appropriate solution to achieve a staggering of holidays in Europe, but rather a voluntary system should be established. In recognition of the need for greater co-ordination of the information available on holiday periods among the Member States, the Commission presented a proposal for a new European wide initiative, HODEO.

The Holiday Dates Exchange Operation is intended to facilitate the exchange of information on school and employment holidays among the Member States. Information is collected in a standard format, on a voluntary basis, from the Member States and regions, at least once a year

On the offer side, the study on yield management commissioned in 1994 will also complement this work when it is completed.

The development of a survey for gathering information on tourist behaviour is under consideration as a useful tool for planning measures to adjust the offer with a view to a better staggering of holidays.

1.4. CONFERENCES AND TRADE FAIRS

In recent years, a body of work in the various fields of tourism has been developed: pilot projects dealing with rural, cultural and environmental tourism issues and a series of studies analysing the impact of a range of phenomena on the tourism industry. One of the principal objectives is to disseminate the results and the best practices developed. Conferences were organised in 1994 for the exchange of information and best practise and for the purposes of strengthening co-operation and co-ordination .

"Eurotourism-Research and Perspectives", Halkidiki, Greece, 15/16.5.1994

Organised jointly by the Commission and the Greek Ministry of Tourism during the Greek Presidency, the major objective of this conference was to discuss and evaluate the European Commission's Tourism Study Programme, 1990-1993, which was put in place to measure the effect of European policies and techniques on tourism flows, jobs and infrastructure whilst also monitoring the various forms of tourism and their promotion. Moreover, the conference attempted to determine directions for the implementation of the study programme's suggestions as well as for the need for future research. Some twenty papers were presented to an audience of 150 participants from both the public and private sectors, during five sessions. The sessions dealt with a "structural analysis of the tourism sectors", "the potential for development in the tourism sector", "Tourist flows to Europe and inside Europe", a brainstorming session on the "Future Tourism Research and European Tourism Actions" and a conclusion. The conference served to stress the importance of research as a necessary precursor to the development of effective tourism policies and the need for close co-operation between the European Tourism industry and the European Institutions.

"Eurotourism-Culture and Countryside", Athens, 27/28.5.1994

This conference on rural and cultural tourism was organised jointly by the Commission with the Greek Presidency. The aim of the conference was to present specific Community actions promoting rural and cultural tourism, encourage networking between the actors concerned and present some of the most outstanding rural and cultural projects that had been financed in the years prior to the implementation of the Action Plan. A brochure was produced containing information on the 48 rural and cultural projects supported by the Commission in English, French and German¹⁴. Each project is described briefly setting out its innovative or good practice characteristics with details of the partners involved.

Technical Meetings on Proposed Legislation

When considering the tourist as a consumer, a balance needs to be assured between ensuring the greatest availability of choice for the consumer, protection of his physical safety and his legal and economic rights and the creation of favourable conditions that permit continued development of the tourist industry. To this end, in 1994 several technical meetings were organised to better inform the tourist industry of the potential impact of some proposed and existing consumer legislation. In the case of the proposed Distance Selling Directive and the Package Travel Directive, many in the tourist industry were surprised to discover that their activities would be within the scope of the legislation and were concerned at the potential consequences on their activities.

With the co-operation of the Consumer Policy Service two technical workshops were organised.

A technical workshop on the progress of the proposed Directive concerning the purchase of contracts for the use of Timeshare properties¹⁵ was held in Brussels, 22.2.1994. The main objective was to bring together representatives of all the interested parties: the timeshare sector, the consumer organisations, national experts and the European institutions to discuss the progress of the Directive through the European institutions and to consider the potential impact of the adopted legislation on a tourist sector. It was

¹⁴ "Eurotourism : Culture and Countryside", ISBN 92-826-8836-4, OPOCE, Luxembourg, 1994.

¹⁵ COM(93) 487 final.

concluded that a speedy adoption of the Directive was needed and the professional sector agreed to consider possible voluntary codes of self-conduct to take account of the further rapid changes occurring in the sector not considered in the Directive.

On 29.4.1994, in Brussels, a second technical workshop was organised concerning the proposed Directive on contracts negotiated at a distance¹⁶ and on the impact of implementation or non-implementation of the Package Travel Directive¹⁷ in the Member States. Again, this meeting was attended by all the interested parties: European and national experts, industry professionals and consumer representatives. With regard to the implementation of the package travel directive, there was an exchange of information on the types of guarantee schemes that had been established under article 7, of the Directive in the various Member States that had already implemented legislation and the effects on the tourist industry. In the case of those that had not yet implemented it was an opportunity to indicate the types of difficulties being experienced.

"Staggering of Holidays" Conference, Düsseldorf, 6/7.12.1994 (see CASE STUDIES).

Trade fairs

Trade fairs offer the Commission a means of direct contact with all aspects and levels of the tourist industry and of presenting the results and best practices of projects that it has supported. The "Internationale Tourismus Börse" , held annually in Berlin ("ITB" is the largest annual tourism trade fair), was identified as an appropriate venue for participation by the Commission services responsible for tourism in the context of a "European Day" based on the theme of "Tourism and the Environment"¹⁸. To complement this action a brochure was also produced detailing the projects realised in the field of tourism and the environment¹⁹.

1.5. BROCHURES

The real added value of supporting innovative and demonstrative tourism projects rests in providing widespread information to all interested parties about them with a view to encouraging their transfer elsewhere in the European Union. To this end two brochures were produced in 1994, on European rural and cultural tourism projects and on projects concerned with tourism and the environment in Europe.

2. SPECIFIC COMMUNITY ACTIONS TO ASSIST EUROPEAN TOURISM

Building on the development of improved knowledge among tourism professionals and relying on better co-ordination and co-operation mechanisms between the relevant partners, this second objective of providing assistance for specific measures is intended to lead to the development of actions which are innovative, transferable and of an exemplary

¹⁶ (COM(93) 396 final SYN 411) OJ C 308 of 15.11.1993, p. 18.

¹⁷ Council Directive on package travel, package holidays and package tours of 13.6.1990 OJ L 158 of 23.6.1990 p. 59.

¹⁸ The objective was to present the results of the call for proposals 92/C 51/16, OJ of 26.2.1992 concerning tourism and the environment.

¹⁹ Tourism and the Environment in Europe, An introduction along with reports on some European projects in tourism. ISBN 92-826-9916-1.

nature which can be used for the purpose of disseminating information on best practice.

The specific Community actions to assist European tourism presented in this section follow the order of Annex 1 of the Council Decision 92/421/EEC. Nevertheless, it is noted that the presentation of these actions could in future follow a logic which better illustrates how they can serve, to develop a more competitive tourism offer relying on a diversified and sustainable development and contributing to the satisfaction of the tourists needs and expectations.

2.1. TRANSNATIONAL ACTIONS

The Council Decision 92/421/EEC states: Community action is designed to promote transnational tourist development initiatives covering different sectors of the industry.

Pilot projects selected under the Action programme 1993²⁰ (with a total Community contribution of ECU 808,778) were completed in 1994 with a view to realising several transnational objectives²¹, such as:

- improved co-operation structures between public, private and professional bodies and individuals in the tourism sector from the border regions or similar regions in different countries which are very often characterised by their decentralised nature, in order to permit full exploitation of the benefits of the Single Market;
- improved tourist information provision, in terms of the techniques used for transmitting information to tourism professionals and subsequently to the general public and also the development of direct tourist information tools using new technology.

Transnational Actions 93/94: Selection of projects in the field of tourist information provision using technology
--

Coordinator: Automobile Association (UK), ATIS
--

Project: CIRT-Cross-border Information for Road & Travel

The project, run within the ATIS consortium, involves the automobile and touring associations of 6 countries: UK, Holland, Germany, Spain, Italy and Switzerland as users. Its main objectives are to provide standardised general travel & regulatory information necessary for motor & general travel in European countries. The system runs under a graphical user interface in a Windows environment for storing and maintaining data. This data base system allows distributed electronic communication facilities to transmit information across many nodes across the EC. Information includes consulate addresses, national regulations on speed limits, alcohol levels for drivers, requirements for driving licenses, import and export requirements/restrictions; etc.

Coordinator: Regione Toscana (Italy)

Project: ETI-European Tourism Information & Booking
--

Implementation of a pilot project to define a single uniform system for supplying tourists with better and more complete information, so that they can take more advantage of the tourist attractions in the regions concerned in Spain, Italy and France. Interactive "information points" will be set up, where tourists can display and print out all the information they require on the regions covered by the network. Ways of connecting into reservation systems will also be examined. A methodology and a common logo will be devised.
--

²⁰ Community Action Plan to Assist Tourism, Invitation to tender and calls for proposals (OJ C 128 of 8.5.1993, p. 7).

²¹ See annexed table of projects launched under the Action programme 1993 and finalised in 1994.

Coordinator: TIRS (Germany),

Project: **Regionet Saar-Lor-Lux**

The concept and reason for implementation of "Regionet" is to enable smaller European regions to join forces together in order to create larger units with a greater supply of tourist offers promoted using a common information system which at the same time helps to diminish the costs. The project has four objectives:

- The improvement of Quality of the information provided on tourism and culture in the 3 co-operating regions;
- Development of synergy by connecting existing regional information systems;
- Implementation of a trans-border network based on international standards (EDI, etc.);
- Provision of the above to the general public and private and public organisations through the use of electronic information points.

Communication between the different partners is possible through the use of a central server installed in Luxembourg, used as a "Clearing centre". The information distributed by "Regionet" is related to sight seeing, accommodation, restaurants, events, leisure/sports, package arrangements, addresses and cure facilities.

In 1994, the programme of work identified measures for developing co-operation with Central and Eastern Europe countries (CEEC), as a means notably of complementing or preparing for actions to be developed under the PHARE programme:

- campaigns to promote general awareness about the problems of tourism in a market economy;
- training activities targeted at middle and senior management in the tourist sector;
- in-depth research designed to promote the development of specific branches of tourism or tourism products, in co-operation with Member States.

Central and Eastern European Countries projects 1993-94

"Bulgaria & Slovakia Tourism Training Programme"

On the basis of consultation only, the progress of the Bulgaria & Slovakia project was monitored during 1994 within the framework of the objectives of the Community Action Plan To Assist Tourism. The aims of the project include encouragement of the emergence of a tourism economy in Bulgaria and Slovakia which is in accordance with international norms and strengthened co-operation between these countries and the European Union with a view to accelerating their participation in an enlarged economic area encompassing Central and Eastern Europe.

"Tourism Co-operation with Belarus: Tourism - a vehicle for development"

The project in Belarus received assistance in order to help to establish a tourism industry in Belarus by creating tourism offices and transferring know-how within the framework of a training programme. The work can be viewed as preparation for the intended introduction of a "tourism-TACIS" programme in Belarus.

Central and Eastern European Countries projects 1994-95 :

"Conference on transferring Skills and know how to Central and Eastern Europe"

The objectives are to review the current state of tourism and training in Central and Eastern Europe, to examine the actual relationship between education and training provision and labour market needs in the industry in order to identify current gaps in provision, to draw up an action plans for Central and Eastern European countries which address the issues identified in the national reports and to establish a EU/Central and Eastern European support network to facilitate the implementation of the action plans.

"Promotion of Youth Travel in Central Europe"

The objective to promote youth tourist travel in Central Europe among under 21 year old through the provision of a special tourist information and guidance service. This is intended to create a common interest base of good co-operation between young people in Central and Eastern European and the EU. The development of this project will be backed with experienced Western tourism operational guidance, promotion and marketing.

In 1994, it was identified that strengthening co-operation with Central and Eastern European countries, the Maghreb, Cyprus and Malta required further attention regarding the transfer of know-how on training, the development of promotional strategies, marketing for certain tourism products and the creation of SMEs in tourism. These issues have been addressed in the programme drawn up for 1995.

2.2. TOURISTS AS CONSUMERS

The Council Decision 92/421/EEC states: Community action aims to support initiatives which improve the information of tourists and their protection, in areas such as existing classification systems, sign posting symbols, timeshare arrangements, overbooking and procedures for redress.

To complement the consumer awareness campaign launched by the Commission services responsible for consumer policy, in March 1993, the Call for Tenders (94/C 122/07) launched by the Commission on 4.5.1994 invited proposals for the preparation of a user-friendly handbook providing relevant consumer information about the Member countries of the EEA in order to help tourists protect their rights as consumers when travelling in Europe. The handbook will also be backed up with an information technology support tool. Once it is completed and in order to promote the work, it will be distributed on diskette to a network of 5,000 interested parties. The work was scheduled to be completed by the end of 1995.

The problem of overbooking in hotels and the inconvenience caused to consumers gave rise for concern in 1994. The President of the Committee for Transport and Tourism, in the European Parliament invited representatives of key organisations to discuss this issue. The Commission was also invited to participate and promised to examine the causes and extent of accommodation overbooking in the EEA.

Moreover, tourists as consumers, like to have access to a wide range of competitively priced shopping. There is a very close relationship between the tourism and commercial sectors; a village or an area without shops is less attractive for the tourist. This issue was raised at the seminar held in Brussels, 2.12.1994 on the subject of "Services in small villages - The future of retailing in rural areas". Tourists also like lively town centres with retail outlets, typical of the area, promoting local products: thus satisfying the tourist consumer also contributes to local development;

2.3. CULTURAL TOURISM

The Council Decision 92/421/EEC states: Community action is designed both to highlight the importance of the cultural heritage for tourism and to promote a greater knowledge of the cultures, traditions and ways of life of Europeans.

The promotion of cultural tourism is a key element in a strategy to co-ordinate, at Community level, measures aiming to diversify and upgrade the supply of tourism services in Europe. Growing interest in heritage, in regional and local cultures, an emphasis on cultural facilities as an engine for economic development (urban redevelopment, development of rural environments or degrading industrial areas) and growing awareness of the synergy between tourism, leisure and the arts have combined to focus attention on cultural tourism.

In an increasingly competitive global market place there is growing recognition of the need to create identities for European tourist destinations (product packaging of European tourist offers, like "Art Cities in Europe", "Routes to the Roots" etc.). Information technology developments are increasingly opening up possibilities for promoting cultural tourism through the use of marketing tools such as GDS (Global Distribution Systems).

Although it is widely acknowledged that for their mutual benefit, cultural and tourism policies should be complementary, with suitable structures for the exchange of information between tourism and culture professionals, these are lacking at a European level. It is becoming increasingly clear that there is a need for closer co-operation between the Commission and other main players in the field of cultural tourism, e.g. the Council of Europe and UNESCO, in order to obtain the maximum value and synergy from the pilot actions in the field of culture being developed by each of these bodies.

There are some difficulties still to be addressed such as a lack of comparative data on the demand for and the supply of cultural tourism products, training for students, practitioners and managers in the fields of culture and tourism. Effort has to be made to develop synergies within the relevant Community programmes.

As a result of the 1993 programme of work, 18 proposals submitted in response to a call for proposals²², were selected in 1994, in order to develop transnational cultural tourism products, namely new European cultural tourism itineraries, as set out in the annex of the Council decision. The Community contribution of approximately 1.2 MECU was about 50% of the overall budgetary cost.

With a view to stimulating the exchange of experience between tourist operators and cultural institutions, especially as regards highlighting the value of the cultural heritage, the Commission launched a Call for Proposals 94/C 122/07 on 4.5.1994. 11 projects, each establishing a cultural network, were selected out of a total of 156 submissions and are currently receiving Community finance worth about 1 MECU, accounting for 46% of a total budget of 2.124 MECU.

In the second half of 1995, the cultural networks selected in 1994 are due to be completed. It is envisaged that the most innovative projects will subsequently be presented during a major international tourism trade fair. The aim will be to stimulate effective networking and transfers of know-how.

Projects completed and initiated in 1994 in the field of cultural tourism and financed by the Tourism Unit are listed and described in the following table. A number of projects have produced or are producing exemplary results.

22 Community Action Plan To Assist Tourism, Invitation to tender and calls for proposals, 93/C 128/09, published in the Official Journal of 8.5.1993.

Cultural Tourism Projects initiated in 1993 (93/C 128/09) and continued in 1994 (94/C 122/07) for completion in 1995

Naturfreunde Saarland e.V.

Project: **(NEKTAR) Kulturerlebniswege-Saar-Lor-Al-Lux / Netzwerk Europäische Kultur**

Partners: D, F, L

The project aims to develop specific cultural tourism itineraries in the regions of Lotharingia, Alsace, Luxembourg and Saarland on the themes of history and changes in agriculture and industry. This is done through the establishment of a co-operation-network amongst the above regions leading to the development of tourism guides. Among several innovative features is the central roles attributed to the concepts of "work culture" and "agricultural change", as these major parts of the region's tradition and history are too often ignored by tourists.

It is foreseen that Eco-museums might be created and that there should be a growing community interest in industrial culture.

As a result of this work, the principles can now be transferred to other areas of Europe so as to enlarge the network and create an exchange of experience.

Forschungsstelle Niedersächsische Auswanderer in den USA, University of Oldenburg

Project: **Routes to the Roots**

Partners: IRL, DK, D, NL, UK, GR, N, FIN, S, IS

The project's objective is to develop and promote previously defined routes in D, UK, IRL, NL and DK which connect those regions with ports such as Liverpool, Bremerhaven, from where large numbers of emigrants left for a new life in North America. The idea is that American tourists who are interested in their ancestry will be offered the chance to travel along these routes, visiting minor cultural attractions that under normal conditions would not attract this target group. In addition to the enlargement of the existing network, the partners intend to produce jointly a product manual adapted to the requirements of the tourism industry (in Europe and the US), a video and also develop contacts with multipliers in the American travel trade.

Royal National Institute for the Blind

Project: **European Cities within Reach**

Partners: UK, F, I, S

This project aims to produce a series of publications in Braille and large print for tourists with visual impairments. The publications will present the cultural heritage of the cities involved to blind tourists when visiting art collections or discovering architecture and life styles through city walks. The concept of "taped touch tours/toccare l'arte" will be extended beyond the existing network whose partners are in the process of intensifying their co-operation.

FYN-TOUR

Project: **Cultural Historical Cruises in the Baltic Sea**

Partners: DK, D, S, N, PL, EST

The present project will extend the geographical range of an earlier project to the whole Baltic region offering cruises on three historical themes. By means of co-operation and exchange of experience between the partners, a new quality tourism product will be developed. Through the elaboration of a map and the definition of different financing models, the project will contribute to the development of an appreciation of the Baltic as a maritime tourism destination, thus, helping to preserve maritime traditions and occupations in the region. Following desk and field research, the project organisers will present their findings in a seminar followed by an international tourism conference in the Baltic region.

A Selection of Cultural tourism projects initiated in 1994 (94/C 122/07) for completion in 1995
<p>Fédération des Offices du Tourisme des Villes Européennes (FOTVE / FECTO) Project: Art Cities in Europe Partners: A, B, DK, F, D, UK, L, NL, P, E, CH, Malta</p> <p>The "Art Cities in Europe" programme will establish a European network of 31 art-cities located in 11 EEA countries. By means of effective co-operation between cultural institutions and tourism professionals in both the public and private sectors concerned with cultural tourism, the importance of the cultural heritage for tourism - and city tourism in particular - will be highlighted. It is envisaged to establish a forum for discussion and develop cultural tourism packages and effective marketing/distribution tools. This will include the storage of package information on computer reservation systems like Amadeus/START, BTX and Minitel. FECTO will organise a conference to disseminate information, exchange experience and evaluate the results of the project considering effective co-operation and good practices developed.</p>
<p>Baltic Tourism Co-operation Name of project: BTC Cultural Tourism Project Partners: S, DK, D, N, FIN</p> <p>The Baltic Tourism Co-operation, the promotional body of the Baltic tourism industry, has almost 100 members in the ten Baltic countries and on markets outside the area. All members are invited to participate in the project. Increased appreciation of the cultural heritage of the region is envisaged through ensuring that it is fully integrated and acknowledged in the promotional activities of the Baltic tourism industry. Hence, BTC proposes to organise a cultural tourism conference and workshop, develop a historical Hanseatic sailing route and create a specific cultural tourism network. The initial phase, co-financed by the Commission, is part of a medium term strategy that ultimately will market historical Baltic cruises in the second part of the decade. A first cruise will be organised for media and tour operators in summer 1995.</p>

2.4. *TOURISM AND THE ENVIRONMENT*

The Council Decision 92/421/EEC states: "The aim of Community action in the area of tourism and the environment is to ensure that the environment is more fully taken into account".

The Commission in co-operation with the Member States has developed a European Tourism & Environment Prize to help raise awareness throughout the tourism sector of the interactions between tourism and the environment. The Commission employed consultants to undertake the administration of the prize and assist the Member States in the national selection procedure and process.

The award seeks to identify and reward tourist regions or destinations which show outstanding practice in the planning, development and management of "sustainable tourism". The award is area-based and does not seek to duplicate existing awards which focus on particular products (e.g. hotels) or on particular themes (e.g. transport). The entrants (who are often local or regional authorities) have been required to submit bids in partnership with the tourism industry at the destination, tour operators, environmental groups and other relevant organisations. The prize, intended to be a prestigious award for the winning region, is to be given every two years, following an open competition organised at the regional, national levels, by competent tourist authorities.

Another project co-financed during 1994 in the field of tourism and the environment was the Earthwatch Network (covering D, NL, I, ES), designed to encourage greater conservation awareness amongst tourists and related businesses.

In addition, in order to support an initiative that encourages all forms of environmental-friendly tourism, the Commission intends to establish a pan-European network which will draw together the main interests from the environment and tourism fields and assist in the dissemination of information and guidance to the tourism industry, the public sector and other parties.

2.5. *RURAL TOURISM*

The Council Decision 92/421/EEC states: Community action in this field is designed to develop tourist activities in a rural environment.

Tourism needs to be part of a global concept of a rural development plan. While rural areas offer great potential for the development of European tourism, tourism, equally has had an important role to play in rural development. In regions where, because of their location, local communities are susceptible to disintegration, rural tourism can also have a role to play in maintaining these communities. Indeed, it is worth noting that under the LEADER I Initiative (concluded in 1994), intended to promote via local action groups, a bottom-up approach to rural development, tourism was identified as a priority (see Annex 6, "Community Initiatives" for further details on "Leader").

Support for improved information for rural tourism operators and better access to the various Community aid schemes available for rural tourism was provided inter alia through a number of Community measures. The launch and realisation of the "Practical guide: Community measures affecting tourism" provides a complete analysis of the various Community policies, funds, programmes and measures which impinge on tourism development, including those affecting rural tourism development.

Improvements in the quality of rural tourism and the implementation of best practices with regard to the products and services offered is heavily dependent on training. In 1994, the Commission's invitation to submit projects²³ concerned with the development of tourism training and means of attracting young people to take up careers in the various aspects of the tourism industry, was also pertinent to the development of rural tourism.

The definition and harmonisation of quality criteria and symbols on a voluntary basis within Europe for rural tourism products (e.g. rural tourism accommodation) and the development of a methodology for harmonised implementation is considered by experts to be essential for the definition and marketing of rural tourism products (e.g. criteria for computer reservation systems). The European Parliament²⁴ and the Committee of the Regions²⁵ also expressed the need for common quality criteria and symbols for European rural tourism. Work was developed in response to this by the Commission via a rural tourism expert group with a view to developing voluntary quality criteria for use by the industry.

The conference "Eurotourism - Culture and Countryside" served to promote rural tourism, networking, and exchange of best practices.

23 94/C 122/07 on 4.5.1994.

24 Opinion of the Transport and Tourism Committee, EP. 210.138 of 20.10.1994.

25 Resolution CDR 209/94 fin.

2.6. *SOCIAL TOURISM*

The Council Decision 92/421/EEC states: "Community activity in this field seeks to facilitate access to tourism by groups of people who for various reasons; but especially for social or health reasons, have difficulty in taking holidays".

To promote a better sharing of information concerning the various methods used in the Member States to encourage holiday taking by certain categories of tourists, research was commissioned²⁶ for the production of a guidebook for tourists with disabilities travelling in Europe; and for a manual of good practice for tourism professionals who may have to deal with travellers with disabilities.

Research for the guidebook "Accessible Europe" was completed in 1994, and it is planned to make the country guides and general advice booklet available in 1995. As a supplement to mainstream guides, this publication is intended to provide tourists with disabilities with useful information on choosing, planning and booking holidays, possible sources of funding, insurance and healthcare, travelling and details on the destination plus useful information on specialist contacts.

The "Group Independent living-Tourism for all" was established within the framework of the Community Action Plan to Assist Tourism and "Heliös II", the third Community action programme to assist disabled people²⁷ and convened on two occasions in 1994. This initiative represents a first step in realising the Commissions intention to provide support for the co-ordination between Member States of measures aimed at eliminating barriers to the development of tourism for the disabled and for the exchange of information in this field.

Senior citizens represent an increasingly important segment of the tourist market and as such require greater consideration to be given to their needs as tourists if they are to be encouraged to take holidays in greater numbers than they do already. As the most commonly used form of transport for departing on holidays is the private motor car, support (11,000 ECU) was given to the Alliance internationale de Tourisme/Fédération Internationale d' Automobile (AIT/FIA) to prepare a study looking at the mobility of elderly people with particular attention paid to the aspects of tourism and the use of the motor car. The report was completed in 1994.

2.7. *YOUTH TOURISM*

The Council Decision 92/421/EEC states: "Community action in this field is,... aimed at both promoting young people's knowledge of cultures and lifestyles in the various member states and at making it easier for young people to take holidays."

The frequency and variety of tourism experiences gained by young people will influence their travel and tourism habits in later life. The 1994 "Study and pilot actions in youth tourism" seeks to examine opportunities to improve tourism for young people and thereby promote their knowledge of cultures and lifestyles in the various Member States. In order to develop the concept of "European Classes", a four-phase research project was commissioned covering, research, group discussion in an expert workshop, the

²⁶ Calls for Proposals and for Tenders (93/C 128/09), OJ of 8.5.1993.

²⁷ OJ L 56/93 of 9.3.1993.

development of models, designed to implement a school exchange network, a practical project based on the model selected and a final report on findings with recommendations for possible future actions by the Commission.

The project selected at a cost of ECU 167.615 will try and establish two types of exchange model for each identified youth group, and will consider the outcome of exchanges organised in industrialised or rural areas. The model selected will be implemented in 4 countries using 100 young people as a sample.

Understanding the demand is essential if the appropriate tourism offers are to be made. Thus complementary to this work, support (ECU 50,000) was given in 1994 to the European Travel Commission, who prepared a study on the youth travel market, identifying the particular market segments, the flows of young tourists to and from Europe with a socio-economic break down analysis of young tourists.

2.8. EDUCATION AND TRAINING

Tourism is an important provider of employment in Europe and currently (for several regions) one of the very few net sources of job creation and income. Despite the fact that tourism is such a significant employer, sometimes an insufficient number of people are motivated to work in the sector. The reasons for this derive from the relatively unattractive image of employment in tourism. Education and training in tourism, aims to provide the managers and the human resources with the necessary qualifications that will lead to the establishment of high quality standards in tourism services.

On that basis, the Council Decision 92/421/EEC states that "Community action in this field is aimed, through support for existing policies, at making the tourist industry in the

Community more competitive through support for increased professionalism in Community tourism".

In 1994, among the five measures listed in this Decision, the Community supported and promoted transnational and cross-border pilot projects aiming to²⁸:

- familiarise young people with working in tourism, most notably by disseminating information on tourism activities, careers and skills;
- establish transnational and cross-border co-operation aiming to improve education and training in all areas of tourism and particularly in the field of training the trainers; and create contact networks, in order to improve the quality of the services offered.

The ten projects selected were representative of the above measures, examining different issues relevant to tourism education and training: in the Alpine regions; developing and transferring training methodologies for tourism SMEs, involving education/training for sustainable tourism²⁹. The EC financial contribution committed in 1994 for these projects was ECU 1,260,000. The monitoring of projects is to be continued during 1995.

²⁸ OJ C.122, of 4.5.1994.

²⁹ A table of the ten projects is provided in Annex 3.

<p>Selection of Tourism Education and Training Projects 1994</p>
<p>"European Education & Training Initiative in Sustainable Tourism Management" By developing pilot curriculum material which can be employed and adapted in a variety of cultural settings throughout the EEA, and by disseminating good practice through existing transnational networks, the project provides an influential and cost effective means of improving the quality of tourism education & training. This project trains managers in the management of sustainable tourism development in order to ensure that the European tourism industry will remain competitive, maintain its economic sustainability and conserve its cultural and environmental resources.</p>
<p>"Familiarisation of young people in Greece with careers in tourism: An Anglo-Greek comparison" The aim of this action developed in Athens and Nottingham, is to familiarise young people with working in tourism, most notably by disseminating information on tourism activities, careers and skills in Greece, in comparison with the UK. The actual target groups will be determined following the preliminary group discussions and surveys included in the project. School children aged between 15-16 are the main target group. This project, having a comparative character, gives an in-depth insight of measuring the impact of this familiarisation by conducting questionnaire surveys in schools and by analysing and presenting their results.</p>
<p>"Impact & Challenges of Future Labour markets for Systems of Education and Training in Tourism in the Alpine Regions of Austria, Italy & France" By focusing on the Alpine region, this project aims to examine the changing trends in tourism employment as a result of the strong secular changes in the structure, conduct and performance of the various sub-sectors of tourism. In particular, this projects examines the efficiencies in the functioning of labour and training/education markets in establishing an adequate long-term supply of manpower to meet the changing demands for labour in tourism and its sub-sectors.</p>

Meanwhile co-operation and co-ordination with other Commission services continued for 1994, mainly through the programmes FORCE and EUROTECNET.

2.9. PROMOTION IN THIRD COUNTRIES

The Council Decision 92/421/EEC states: "Community action in this field is directed at making Europe a more attractive destination for tourists from distant countries".

In the last decade, Europe's relative market share of world tourism has declined as competition from emerging destinations has increased. The objective of the Community action is to encourage more international visitors to come to Europe by raising awareness in target markets about Europe.

Attention has been focused on promoting Europe as a tourist destination both to major existing markets, specifically the United States, and those which show rapid growth, notably Japan. The campaign is intended primarily for leisure visitors and seeks to promote the concept of Europe as an experience rather than specifically promoting any one of the many tourist products which exist.

Campaign actions launched in 1994 concerned the USA market and included an advertorial in a major American magazine, use of a series of large illuminated display panels in seven US airports, the screening of 60-second video slots on 15,000 internal US flights and a total of 240 minutes divided into two-minute slots on an American cable television station. The overall intention is to influence in the long-term, potential clients who can be classed in the "young achievers" category. To monitor interest, a freephone number has also been established permitting direct responses from interested clients. In addition, an evaluation exercise (a "before and after" consumer survey on views of Europe) was included as a part of the overall campaign. The results are to be available in

1995.

A research project examining market trends relating to inbound tourists was started by the European Tour Operators Association (ETOA) during 1994. The objectives of this project are to monitor the trends of major European destinations; identify new products and markets; and offer background research of future promotion actions to be undertaken in the future.

3. CO-OPERATION AND CO-ORDINATION TO ENSURE GREATER CONSISTENCY OF COMMUNITY MEASURES

As a result of in-depth discussions, the institutional dialogue improved during 1994 and actions were taken to strengthen co-operation and co-ordination at all levels (European, national, local) in order to achieve a more consistent and systematic approach to tourism.

3.1. THE TOURISM MANAGEMENT COMMITTEE

The Tourism Management Committee³⁰, created to assist with the implementation of the tourism action plan and composed of representatives of the Member States and chaired by the Commission was convened on four occasions during 1994 (4.1.1994, 24.3.1994, 28.6.1994 and 14.11.1994) to assess the completion of the programme of work implemented in 1993, and for the purposes of consultation and approval of the 1994 work programme and its various elements. At the meeting of 14.11.1994, the Management Committee received an executive report of actions realised in 1994 to assist tourism and their budgets. Subsequently, the programme of work to be implemented under the Community Action Plan To Assist Tourism in 1995 was discussed and agreed with the Commission.

Participation in this Committee was expanded to include representatives, from Finland, Iceland, Norway, Sweden and Austria, as a result of their membership of the European Economic Area and their financial contribution to the 1994 budget of the Tourism action plan which permitted active participation in all initiatives launched by interested parties from these countries.

³⁰ Council Decision on a Community Action Plan to Assist Tourism, Article 3,2.

3.2. THE TOURISM ADVISORY COMMITTEE AND INDUSTRY REPRESENTATIVES

The Tourism Advisory Committee³¹ and Industry Representatives, were convened on four occasions (5.1.1994, 25.3.1994, 1.7.1994, and 15.11.1994), for more general discussions on issues having an impact on tourism and for the purpose of exchanges of information. Moreover, for the first time a meeting was held with the National Tourist Boards on the issue of promoting Europe as a tourist destination in third countries, particularly the USA, in concertation with the promotion measures being implemented under the action plan. Again participation in the Advisory Committee was expanded to include the EEA-EFTA countries.

3.3. CO-OPERATION WITH THE PRESIDENCY

Under the Greek presidency, an informal Council of tourism Ministers, held in Athens, on 15.4.1994, was presented with the "Report on Community Measures Affecting Tourism"³² and a final report on the implementation of a two-year tourism statistics programme³³. More significantly, the discussions held at this informal meeting of tourism Ministers provided the impetus for the Commission to open the debate on the role of the Union in the development of tourism in Europe, in the first instance by preparing a Green Paper on the subject.

3.4. INTER-SERVICE CONSULTATION AND CO-OPERATION BETWEEN THE COMMUNITY INSTITUTIONS

To ensure a consistent approach to tourism in Community measures and policies (both direct and indirect) which reflected the objectives of the Council Decision 92/421/EEC, inter-service consultation and co-operation between the European Institutions was an ongoing process during 1994, with efforts being made to establish a proactive advisory role in the co-ordination of European measures affecting tourism.

3.4.1 Inter-service Consultation

The Tourism Inter Service Group of the Commission was consulted on among other subjects, the first annual "Report on Community Measures Affecting Tourism", the implementation of the action plan as well as the development of a proposed Directive and Recommendation on gathering harmonised tourism statistics.

Tourism issues were also taken into consideration within the context and development of various policies initiated by other services. "The Local Employment Initiative" (a follow up action to the White Paper on Growth, Competition and Employment) has identified tourism as an important source of local job creation. Implementation of the "Information Society" in order to stimulate greater competitiveness in the Union and Growth is of

31 Council Decision of 22.12.1986 instituting a process of consultation and cooperation in the field of tourism. OJ L 384/52, 31.12.1986.

32 Report from the Commission to the Council, the European Parliament and the Economic and Social Committee on Community Measures affecting tourism, COM(94) 74 final, Brussels, 8.4.1994.

33 Final Report from the Commission to the Council, European Parliament and the Economic and Social Committee on the implementation of the Council Decision 90/665/EEC, 17.12.1990 concerning a two year programme 1991-1992 on the development of Community tourism statistics, COM(93) 345 final, 1.9.1993.

interest for the tourism sector which increasingly depends on telecommunications for the marketing and sale of tourist products. With regard to the development of a European code of conduct for CRS, efforts were made to ensure that consequences for the tourist operators were taken into account. With respect to the Structural Funds, agreement of the Community support frameworks, Single Programming Documents and Operational Programmes has also required that attention be given to the tourism elements. The impact of tourism has also been considered in some of the specific research programmes developed under the Fourth Framework Programme such as the Environment and Climate Programme which is concerned with research for the protection of cultural heritage. Within the framework of external affairs, consultations took place to promote consistency with Community measures in third countries. The Commission met various delegations from Cyprus and Poland in October 1994 in order to exchange information and opinions about Tourism Development. "Raphaël", the proposed programme of actions in the field of cultural heritage will complement actions realised in the field of cultural tourism. Within the framework of the development of "Sustainable Cities" a working group exists to consider specifically the impact of Tourism. Spatial planning of the Community territory is essential if sustainable development is to be achieved; in this context, tourism activities and their location, have been given serious consideration.

3.4.2. Co-operation between Community Institutions

The Resolutions of the European Parliament on "Tourism in the approach to the year 2000" (EP. 178.920 final of 18.1.1994) and the yearly report for 1993 on "Community measures affecting tourism (EP. 185.379 final of 15.12.1994) actively supported the work in tourism undertaken by the Commission. This support was further underlined by the additional 3 MECU allocated by the budgetary authority to the 1995 tourism budget for the development of Community Tourism statistics³⁴. The Commission was also able to participate in the informal consultations of the European Parliament with Tourism industry representatives in the Tourism Inter Group on a range of tourism issues during 1994.

The Economic and Social Committee's own initiative Opinion on "Tourism"³⁵ supported more attention being focused on the development of the tourist industry in the discussions concerning the revision of the European Treaties. It also recommended a follow-up to the current tourism action plan once the programmes comes to an end in 1995 and contributed to the debate on tourism development in the European Union.

Similarly, the preparation by Sub-committee 2 "Tourism and Rural Areas" of the Committee of the Regions, of an Opinion on the development of Rural Tourism also served the same purpose with the discussion in this instance being focused on the development of rural tourism policies in the regions of the European Union.

³⁴ Final adoption of the general budget of the European Union for the financial year 1995, JO L 369 of 31.12.1994, p. 1096.

³⁵ ESC 453/94 final of 4.8.1994.

3.5. EXPERTS' GROUPS

Rural Tourism

A working group of 10 experts (coming from the main European associations involved in rural tourism) has been set up to define and harmonise voluntary quality criteria for rural tourism-accommodation and establish a methodology in order to eventually achieve a Europeanwide Standard for the definition and marketing of the rural tourism products.

The work plan was to develop a first draft proposal of quality criteria for several rural tourism-offers and a list of symbols which could be agreed by the Member States.

The group met twice, 21/22.2.1994 and 18/19.7.1994, to elaborate proposals for quality criteria for several rural tourism offers and a list of symbols, concerning various types of rural tourism offers: "Holidays in the countryside", "Farm holidays", "Holiday flats and houses", "Country hotels and country guest houses" and "Country camp sites" as well as "Riding holidays". All are examples of theme holidays offered in the countryside.

As the Group includes representatives from three of the major European rural tourism networks with national and regional member organisations, the proposals were disseminated for general consultation in order to ensure that national and regional differences were taken into consideration, and that any quality criteria finally established will be easy to adopt by rural tourism operators on a voluntary basis.

Social Tourism-"Group Independent Living - Tourism for All"

In joint collaboration, the services of the Commission responsible for tourism and all aspects affecting the lives of people with disabilities, have stimulated the creation of a forum of experts in the fields of tourism, physical disability and mental disability. The participants were nominated by the tourism ministries of the Member States. The Group was convened for the first time on 8.3.1994. Under the title of "Group Independent living-Tourism for all" it is intended to bring these experts together at least twice per year and provide them with the necessary support to develop national networks of interested groups to share information and co-ordinate actions concerning the development and promotion of tourism in Europe for people with disabilities. The second meeting of this group in Brussels took place on 16.11.1994 and for the first time included representatives from all the Member countries of the EEA. In 1995, it is intended that sub-groups will be established to address specific issues of relevance to both the tourist industry and people with disabilities e.g. accessibility standards, information provision, quality etc. The group with its national networks of interested NGOs also represents a useful distribution tool for the dissemination of information at the national and local level on this particular aspect of tourism.

*

* *

As far as it is possible to evaluate these direct measures at this stage, it is obvious that there have been positive results in terms of their impact and efficacy on tourism development (notably, the deepening of knowledge about European tourism, the development of exchanges of best practices, the enhancement of transnational co-operation and the heightened awareness about the role of tourism in fulfilling the fundamental objectives of the European Union), though these appear to be variable.

This general analysis needs to be further qualified by taking into consideration, on the one hand, the number and diversity of interventions required under the Council Decision and the limited resources available to support them, and on the other hand, the slowly evolving interest of the different partners in supporting these actions. Moreover, it should not be forgotten that the different actors involved, due to the heterogeneous nature of the tourist industry, do not always, nor indeed necessarily, share the same objectives or the same level of expertise.

The second year of implementation of the Action Plan, however, does confirm for all concerned the need to keep on building on the common experience, though with a more focused approach, relying ever more heavily on co-ordination.

III OTHER COMMUNITY MEASURES AFFECTING TOURISM

Tourism has been identified as a recurring element within the framework of many of the other Community measures.

Indeed, the use of tourism as a tool to effect a policy is very much dependent on what the overall objective is of the particular measure in question and the degree of recognition given to the potential of tourism in the given context.

Despite the large range of these interventions, however, this report shows how many of them relate - though not always in the most co-ordinated way - to what from a tourism perspective are considered to be the main elements of any global strategy, namely the tourist, the tourist industry and the tourist resources.

1. *THE TOURIST*

Ensuring the satisfaction of the needs of the tourist and facilitating their access to tourist opportunities, within the framework of tourism development, represents one of the three major priorities of any tourism development. The tourist, in order to realise his tourist expectations, needs to be able to travel with the minimum of restrictions, requires sufficient consumer information in order to be able to take up the tourism opportunities that exist and also to protect his personal safety and his legal and economic rights while outside of his usual environment. During 1994, within the framework of Community measures, a wide range of issues have been addressed which ultimately will serve to benefit the tourist in terms of greater freedom of movement, protection of personal interests and improved access to tourism, albeit indirectly.

Some would go further and consider that European citizens have a right to tourism and leisure in the same way that they have a right to employment³⁶. In this context, measures within the European Union have been undertaken to help to remove those obstacles which were preventing some citizens from taking holidays.

1.1. *FREE MOVEMENT OF THE TOURIST*

In conformity with the jurisprudence of the Court of Justice, Community nationals as recipients of tourism services already enjoy rights of entry and of stay.

1.1.1 *The elimination of physical frontiers*

Article 7A of the Treaty calls for the establishment in stages of an internal market comprising "an area without internal frontiers".

There are difficulties in attaining this objective, which contributes to the freedom of movement of tourists and the development of tourism, and these have prompted, for example, the resolution of the European Parliament of 11.3.1994 on the incompatibility

³⁶ "Tourism in the approach of the year 2000" EP 178.920/final, of 18.1.1994.

of passport checks carried out by certain airlines with Article 7a of the EC Treaty³⁷.

1.1.1.1. Checks on persons

Under paragraph 3 of Article 100C of the EC Treaty, and following its proposal for a Regulation of December 1993 determining the third countries whose nationals must be in possession of a visa when crossing the external borders of the Member States³⁸ and its proposal for a Decision of December 1993 establishing the Convention on the crossing of the external frontiers of the Member States³⁹, on 4.8.1994 the Commission presented a proposal for a Council Regulation (EC) laying down a uniform format for visas⁴⁰.

The Commission proposed that this visa, which should be uniform and clearly identifiable, should be issued by the Member States, and produced in the form of a sticker to be glued in the holder's travel document, containing all the necessary information and meeting very high technical standards, notably as regards safeguards against counterfeiting and falsification.

In the same field, the Commission has also begun to draw up proposals for Directives on the right of nationals of non-Community countries to travel within the Community, and on the elimination of checks on persons at internal borders.

It is very clear that this set of measures is such as to encourage flows of tourists, as much from within the Community as from non-Community countries, and to give these tourists the feeling that Europe, as such, is a single tourist destination.

In view also of the progress made by the end of 1994 in the preparations for implementing the Schengen Agreement, the Schengen Executive Committee set 26.3.1995 as the date of entry into force of Schengen Agreement concluded among seven countries of the Union, i.e. Belgium, France, Germany, Luxembourg, the Netherlands, Portugal, and Spain.

1.1.1.2. Public Health

Protection of the tourist is a stated objective of the Community action plan to assist tourism⁴¹. With greater movement of tourists, a part of that protection involves public health. The scope of EU policies and measures that have a bearing on the protection of the health of tourists is broadening. In 1994 the Commission proposed four Community action programmes on health promotion, combating cancer; combating AIDS⁴² and other transmissible diseases and the prevention of drug addiction.

On 1.6.1994, the Commission adopted a communication accompanied by a proposal for a Parliament and Council Decision adopting a programme of Community action (1995-1999) on health promotion, information, education and training⁴³. This programme

37 OJ C 91, 28.3.1994, p. 316.

38 OJ C 11, 15.1.1994, p. 15.

39 OJ C 11, 15.1.1994, p. 6.

40 OJ C 238, 26.8.1994, p. 8.

41 Article 4, 2(f) (92/421/EEC) OJ L 13.8.1992.

42 A Common position was adopted 2.6.1994 on the Council and Parliament Decision to prolong the programme "Europe against Aids" -1991-1993- (4.6.1991, OJ L 175, of 4.7.1991) until 31.12.1995 with a budget of ECU 18 million. "Activity 3" of this programme is concerned with the problems associated with travel and tourism Council Decision.

43 COM(94) 202, Bull 6-94, point 1.2.201 of 1.6.1994, OJ C 252 of 9.9.1994 p. 3.

identifies priority areas for actions designed to influence behaviour in the field of health.

1.1.2. The elimination of fiscal barriers

Council Directive 94/4/EC of 14.2.1994⁴⁴ increases allowances for travellers from third countries and the limits on duty-free purchases in intra-Community travel.

1.1.2.1. Duty-free shops

Directive 94/4/EC raised from ECU 45 to ECU 90 the limit on duty-free purchases per passenger and per journey in the sales outlets permitted under Article 28k of Directive 77/388/EEC⁴⁵, as amended by Directive 91/680/EEC⁴⁶ and 92/12/EEC⁴⁷. The Member States were required to incorporate the new limit in their legislation by 1.4.1994 at the latest.

1.1.2.2. Travellers from non-Community countries

The limit of ECU 45 was raised to ECU 175 by the above-mentioned Directive 94/4/EEC. For travellers under 15 years of age, the limit was raised from ECU 23 to ECU 90. The Directive also contains transitional measures for Spain, as already mentioned in the 1993 Report⁴⁸.

The derogation for Germany was amended once again by Council Directive 94/75/EEC of 22.12.1994⁴⁹, amending Directive 94/4/EC and introducing a derogation measure applicable to Austria. Germany and Austria are authorised until 1.1.1998 at the latest, to apply a duty-free limit of not less than ECU 75 to goods imported by travellers entering German and Austrian territory across a land border linking them to countries other than the Member States and the EFTA member countries, or, where applicable, by coastal navigation from the said countries.

1.2. PROTECTION OF THE TOURIST AS A CONSUMER

The second year of the Second Action Programme for Consumer Policy (1993-1995)⁵⁰ continued to focus on the improvement of the main areas of consumer rights - consumer information, protecting consumers' physical health and safety, and representing and protecting the legal and economic interests of consumers.

44 OJ L 60, 3.3.1994, p. 14.

45 OJ L 145, 13.6.1977, p. 1.

46 OJ L 376, 31.12.1991, p. 1.

47 OJ L 76, 23.3.1992, p. 1.

48 Report on Community measures affecting tourism COM(94) 74 final, 1.3.1994, p. 26.

49 OJ L 365, 31.12.1994, p. 52.

50 COM(93) 378 final, 28.7.1993; Report on Community measures affecting tourism COM(94) 74 final 1.3.1994.

Consumer participation, information and education

Consumer Participation

Following the Commission's Decision⁵¹, the functioning and membership of the Consumers' Consultative Council were modified. The European Consumers Forum was also set up with the aim of bringing together once or twice a year, representatives of those concerned with consumer affairs, namely producers, consumers, industry, experts and social partners. The first meeting of the Forum took place on 4.10.1994⁵². The issues discussed were "guarantees and after sales services" and "access of consumers to justice" the latter being of special interest to tourists.

Consumer Information and Education

In "The European Consumer guide to the Single Market"⁵³ which provides useful information about consumer rights within the framework of European legislation in about twenty different areas, a whole section is devoted to tourism and travel. It covers the Package Travel Directive and the Council Regulation on the compensation system for denied boarding of scheduled flights, car hire across the Member States, the code of conduct relating to central reservation systems and health cover using the E111 within the European Union. In view of the growing interest in electronic publications in general and in the INTERNET in particular, the "European Consumer's Guide to the Single Market" has also been made available via the World Wide Web (WWW).

The "Co-line European Network" represents a pilot project to link a series of databases in Portugal, Spain, France, Luxembourg and Germany which provide information (references plus a summary) on applicable consumer legislation at the Community, national and regional level. It includes issues affecting tourism. The intention is to extend this network to Ireland, Italy, Greece, Belgium and Austria.

1.2.1. Health and physical safety

1.2.1.1. EHLASS - Accident Prevention

The Parliament and Council Decision (3092/94/EC)⁵⁴ adopted on 7.12.1994⁵⁵, established a Community system of information on home and leisure accidents many of which take place in a tourist context. Over a period of 4 years information will be collected from hospitals and households on such accidents in order to take preventative measures. In 1994, Member States received an 80% Community contribution to ensure the implementation of the system.

1.2.1.2. Fire Safety in Hotels

In response to the Resolution issued by the European Parliament of May 1994, the Commission has undertaken the initiative to produce a study on fire safety in hotels. The objectives are to analyse the application of existing EC and national regulations in this field across the Member States and formulate proposals, not necessarily of a regulatory nature, on how to improve fire safety in hotel accommodation.

1.2.1.3. Safety of Gas and Liquid Fuel Appliances

In the wake of an increasing number of reports of domestic accidents and deaths taking place either in the home or in tourist accommodation, caused by carbon monoxide poisoning resulting from either the faulty installation or maintenance of gas and liquid fuel appliances, the Commission launched a study on this subject⁵⁶. The study is intended

51 Decision 94/146/EC OJ L 64, 8.3.1994.

52 Bulletin EU 10-1994 I.2.124.

53 OPOCE, Luxembourg 1995.

54 OJ L 331 of 21.12.1994 p. 1.

55 A proposal for a Council and Parliament Decision to modify this decision was in progress during 1994.

56 'Safety of Gas and Liquid Appliances' Call for Tender OJ C 235/13 of 23.8.1994.

to look at the provisions made across the Member States concerning the safety aspects of the installation and the maintenance of such appliances and consider possible courses of action to reduce the number of accidents that are occurring. By focusing on a specific sector where a need for attention has been established this study is also in line with the provisions of the "Communication from the Commission on new directions on the liability of suppliers of services"⁵⁷. It is also complementary to the proposed amendments to the Directive on appliances burning gaseous fuels⁵⁸.

1.2.2. Economic and legal interests

Tourists, because of the nature of tourism activities, often find themselves in a vulnerable position with regard to their economic and legal interests. They buy tourism products and services, sight unseen, relying on the accuracy of information provided and while on holiday have to rely more heavily, on others to protect their interests. A number of consumer measures are of particular interest to the tourist sector.

1.2.2.1. The Package Travel Directive⁵⁹

This Directive aims by setting minimum standards to approximate laws relating to package holidays, package tours and package holidays and also establish common minimum standards of protect and thus offer the consumer comparable conditions in any of the Member States.

As yet, the Directive has not been transposed by all Member States into their national legislation even though the deadline for implementation was 31.12.1992 to take effect from 1.1.1993. By the end of 1994 nine countries had notified the Commission of transposition: Belgium, Germany, Luxembourg, the United Kingdom, Portugal, the Netherlands, Italy, France and Denmark. Ireland, Greece and Spain have still not done so to this date.

The biggest problem with implementation has been associated with the creation of guarantee schemes to protect consumers' interests following the purchase of a package, prior to departure and after departure in the holiday destination. The Commission intends to carry out a study concerning article 7 of the Directive and the problems it has given rise to in the Member State as regards creating guarantee schemes.

1.2.2.2. Timeshare

The Directive concerning protection for purchasers in respect of contracts relating to the purchase of the right to use immovable properties on timeshare basis was finally adopted on 26.10.1994⁶⁰. It seeks to regulate a growth sector of the tourist market that is evolving rapidly, particularly in the types of products on offer. The Directive lays down provisions concerning the prior information which purchasers must receive on the constituent parts of a 'timeshare' contract, the procedures for cancellation and withdrawal from the contract (consumers have a 10-day cooling period) and places a ban on advance payments during the 'cooling period'. This is a major step towards enabling consumers in any Member State to purchase rights in timeshare properties in any other Member States, confident that their legal and economic interests are protected. The Directive should be

57 COM(94) 260 final, 23.6.1994 Brussels.

58 Council Directive 90/396/EEC.

59 Council Directive 90/314/EEC, OJ L 158/59, 23.6.1990.

60 Council and Parliament Directive, 94/47/EC, OJ L 2802:83, 29.10.1994.

implemented by all Member States no later than 30 months after its publication in the Official Journal. The Directive does not make any provisions concerning the long-term management and maintenance of timeshare properties or the resale of timeshare rights as is occurring in the more developed markets.

1.2.2.3. Proposal for a Directive Concerning Contracts Negotiated at a Distance ("Distance Selling")⁶¹

This Commission proposal for a Directive sets out the minimum standards of protection for consumers when negotiating contracts with suppliers of goods and services at a distance by media such the telephone, fax, or TV shopping.

During 1994, the proposal was the subject of much discussion but was not adopted. The text of the proposal under discussion was revised twice with a view to adopting a Common Position in 1995.

The question of the extent to which all services including "services with reservation" (i.e. transport, accommodation, catering and entertainment services) will be covered in scope of the text has been an issue of discussion.

1.2.2.4. Communication on New Directions on the Liability of Suppliers of Services⁶²

Effectively the new approach taken in this Communication means withdrawing the proposed Directive covering suppliers of services liability for physical damage to persons or property⁶³ which if adopted would have had an impact on tourism services offered individually and not already covered by the Package Travel Directive. Instead, the Commission now intends to focus on improved information for consumers, the preparation of specific texts concerning sectors for which particular needs are established and support for initiatives relating to access to justice.

1.2.2.5. "Access of Consumers to Justice and the Settlement of Consumer Disputes in the Single Market"

This green paper (COM(93) 576)⁶⁴ which deals with the global issue of what is required in order to enable the European consumer to obtain redress wherever his physical safety or economic and legal interests have been endangered or breached-an issue of particular interest for tourists-received favourable responses from the Council, European Parliament, the Economic and Social Committee and the Committee of the Regions. All of these institutions stressed the importance of taking concrete initiatives at Community level in order to improve the settlement of consumer disputes.

1.3. OTHER MEASURES FACILITATING ACCESS TO TOURISM

Various measures associated with strengthening European citizenship or solidarity within the social dimension of the Community have had an impact indirectly on improving access to tourism for various categories of tourists: people with disabilities; older people; etc.

61 COM(92) 11 of 20.5.1992, OJ C 156 of 23.6.1992 p. 14.

62 COM(94) 260 final, 23.6.1994 Brussels.

63 COM(90) 482 OJ C 12, 18.1.1991.

64 COM(93) 576 of 16.11.1993.

Sport as a means of strengthening European Citizenship

Sport and tourism are very closely associated to the extent that often tourism products are heavily reliant on sports activities and also sports activities may have important built-in tourism components.

Within the European Commission, sport has been awarded an initial budget of 2 million ECU of which 1,3 million ECU has been allocated by the European Parliament to sport for the handicapped and 0,7 million ECU towards the EURATHLON programme⁶⁵.

EURATHLON, which is the first Community programme to assist sport for all, specifically targets aid for sport at the grass-roots level.

1.3.1. Initiatives to Assist Disabled People

The development of tourist products, facilities and services to cater for tourists with disabilities and those accompanying them is a market segment with potential that has still to be fully exploited. On 6.12.1994 the Council adopted a Decision (94/782/EC)⁶⁶ concerning the continued development until 31.12.1996 of the "Handynet" system within the framework of the HELIOS II (93/136/EEC)⁶⁷ the third Community action programme to assist people with disabilities. "Handynet" the multilingual computerised information system which offers a database, an electronic journal and a networking facility has been extended to improve the available information on technological aids intended to help people with disabilities in all aspects of their lives e.g. personal mobility, participation in leisure activities and thus tourist activities and general improvements to the normal living environment.

In response to the Council Resolution of 16.12.1991⁶⁸, the Commission drew up a Community action programme on the accessibility of means of transport to persons with reduced mobility⁶⁹. This programme lays down the actions which can be taken at Community, national, regional and local level for giving easier access to means of transport. At the request of the Council Working Party on Transport, at its meeting on 27.4.1994, the Commission drew up a list of priorities for measures to be taken⁷⁰. In this list, priority is given to drafting legislation laying down minimum standards, such as, for example, type-approval guidelines on the particular provisions to be laid down for road and rail coaches to give easier access to persons with reduced mobility on the basis of existing national specifications, and legislation on the various problems of access and movement in airports and aeroplanes.

This action programme also provides for the coordination of research and information programmes. The COST 322 action on research on low-floor buses is aimed at demonstrating the need for buses which are easier of access, collecting the points of view of passengers and carriers, evaluating efficiency compared with other methods, and lastly stipulating the specification criteria for buses and infrastructures. The new work plan TIDE (Technological Initiative for Handicapped and Aged Persons) encompasses personal control over safety of access to public transport, which monitors projects connected with transport in the current TIDE programme.

65 OJ C 297/06 of 25.10.1994.

66 OJ L 316 of 9.12.1994 p. 42.

67 OJ L 56 of 9.3.1993 p. 30.

68 OJ C 18, 24.1.1992.

69 COM(93) 433, 26.11.1993.

70 SEC(94) 1590, 10.10.1994.

Three pilot projects on information

The first, in Newcastle, is to design an information system for local transport. The objective is to draw up guidelines and recommendations enabling persons with reduced mobility to obtain the information they need for programming their local travel.

The second, in Barcelona, is to set up a database giving information on urban and inter-city transport for persons suffering from motor disabilities.

Lastly, a third pilot project in Wuppertal aims to design a combined system of information on requirements covering the whole transport chain.

1.3.2. Actions in favour of senior citizens

Within a tourism context, greater attention to the needs, interests and tastes of older tourists is required if such tourists are to be catered for satisfactorily.

The size of Europe's ageing population is increasing rapidly relative to other age groups and thus is requiring greater attention to ensure that this category of European citizens are not left on the margins of society but fully integrated into all aspects of life and that there is a continuing solidarity between older people and the younger generations.

The Parliament resolution of 24.2.1994⁷¹ welcomed the results of both the multi-annual action programme and the European Year of Older People.

As a follow up to these measures, a communication from the Commission has been prepared proposing a "Council Decision on Community Support for actions in favour of older people". This provides an evaluation report on the actions taken during the European Year of Older People and sets out the objectives of this measure with a proposed budget of 23 MECU to develop issues relevant to Europe's ageing population up to the year 2000.

2. *THE TOURIST INDUSTRY*

The development of the tourist industry is taking place in a context of competitiveness which depends to a great extent on the smooth operation of the market mechanisms, i.e. the Single Market in this case. However, this will not be possible without assistance in the form of measures to offset malfunctions that may appear in the market, and also, more generally, to provide the balance which is considered to be indispensable.

In both cases, the efficiency of the action is subjected to a reliable analysis, using high-performance observation tools, in which the statistical apparatus is a key factor.

⁷¹ OJ C 77 of 14.3.1994.

Community statistics: A key element in analysing the development of tourism.

By continuing the work on implementing the priority actions in the field of statistical information (Framework Programme 1993-1997)⁷² the means of analysing and investigating tourism can be improved by implementing the measures adopted to improve information on other Community policies. In particular, the Commission's proposal on passenger transport and the implementation of the four-year programme (1994-1997), which is aimed at providing regular statistics on the environment in cooperation with the European Environment Agency,⁷³ will produce a better assessment of the features of, and trends in, tourist flows and the state of the European ecosystem, which is one of the essential factors in the tourism industry.

The revision of the European System of Integrated Economic Accounts, which was completed in 1994, also affects tourism, in that national economic results can now be compared.

Particular attention was also paid to tourism as part of the qualitative and quantitative improvement of the dissemination of statistical information collected at Union level, since it was included in several horizontal publications by the Statistical Office⁷⁴.

2.1. THE SINGLE MARKET - A DYNAMIC CONSTRUCTION ASSISTING COMPETITIVE TOURISM DEVELOPMENT

For simplicity, we shall distinguish between three types of complementary concerns, depending on whether the emphasis is on tourism activity, tourism enterprises or the people and techniques employed in tourism.

2.1.1. Facilitating tourism activity in the framework of the completion of the Internal Market

As stated above, tourism can help to make Community citizens and enterprises fully aware of the possibilities offered by the internal market and the advantages it offers in terms of competitiveness, growth and employment.

Among the many actions relating to the operation of the internal market which have been undertaken on the basis of the strategic programme "Getting the best out of the Single Market"⁷⁵, some are more particularly concerned with tourism activity.

2.1.1.1. Eliminating technical and legal barriers

The idea of an area without internal borders for tourism implies notably free circulation, on the one hand of tourists as recipients of tourist services, on the other of tourist operators as suppliers of this type of economic activity. Two Court judgements in 1994 served once again to highlight this double impact on tourism.

Taking tourists first, it should be noted that for them freedom of movement implies, as a consequence, non-discriminatory treatment. This was ruled by the Court of Justice in a judgement of 15.3.1994 (Case C-45/93), which states that "by applying a system whereby Spanish citizens, foreigners resident in Spain and nationals of other Member States of the EEC under 21 years of age benefit from free admission to national museums, while nationals of other Member States more than 21 years of age are required to pay an entrance fee, the Kingdom of Spain has failed to fulfil its obligations under Articles 7 and 59 of the EEC Treaty".

⁷² Council Decision 93/464/EEC, OJ L 219, 28.8.1993.

⁷³ Council Decision 94/808/EEC, 15.12.1994.

⁷⁴ Eurostat catalogue, publication and electronic service, Publications Office, Luxembourg, 1995.

⁷⁵ See also the first Annual Report (1993) on the internal market (COM(94) 55), which the Commission adopted on 14.3.1994.

As regards persons professionally engaged in tourism, mention should be made of the judgement of the Court of Justice of 22.3.1994 (Case C-375/92) - in the sequel to the decisions of 26.2.1991 - concerning access to the profession of tourist guide and guide-interpreter, and engagement in these activities. Among the main defects noted by the Court in this case should be noted:

- the fact of restricting access to the profession of tourist guide and guide-interpreter to persons with Spanish nationality;
- the fact of failing to establish a procedure for examining qualifications acquired by a Community national who holds a diploma as tourist guide or guide-interpreter issued in another Member State and comparing them with those required by Spain;
- the fact of requiring possession of a licence as evidence of having acquired training confirmed by passing an examination as a condition for working as a tourist guide and guide-interpreter travelling with groups of tourists from another Member State, when that work consists of accompanying those tourists to places other than museums or historical monuments where a guide with special qualifications is required.

These decisions each constitute practical responses to particular problems regarding freedom of movement of tourists and persons professionally engaged in tourism.

It should be noted that tourism enterprises wishing to practice transnational activities, whether on a permanent basis (under the right of establishment) or only occasionally (under a less onerous regime of freedom to supply services), must not be subject to excessive national requirements and formalities. Moreover, tourism enterprises continue to benefit not only from the increasing harmonisation of the Member States' legislation on company law but also from the creation of appropriate structures (EEIGs), the aim of which is to make it easier to operate on the European scale.

2.1.1.2. Elimination of tax barriers

With regard to direct taxation, in connection with the White Paper on Growth, Competitiveness and Employment, the Commission adopted a Communication on the improvement of the fiscal environment of small and medium-sized enterprises⁷⁶, and a Recommendation concerning the taxation of SMEs⁷⁷. All these subjects are sensitive for the many SMEs engaged in tourism.

With regard to indirect taxation, the main work has been to improve and ensure the functioning of new common systems⁷⁸, in particular through new simplifying measures, and also to initiate work on a definitive VAT system. In this connection, on 24.10.1994 the Council adopted conclusions on the criteria which were essential for establishing a definitive VAT system, viz.:

- reducing the administrative obligations on enterprises and authorities and

⁷⁶ COM(94) 206 Final, 25.5.1994.

⁷⁷ OJ L 177, 9.7.1994, p. 1.

⁷⁸ On this point, see notably the Commission's reports on "The common system of VAT: arrangements for taxing transactions carried out by non-established taxable persons (COM(94) 471 final, 3.11.1994) and on "The functioning of the transitional VAT taxation system on intra-Community trade" (COM(94) 515 Final, 23.11.1994).

- substantially simplifying taxation;
- no reduction in the tax revenue of the Member States;
 - no increase in the risk of tax evasion;
 - maintenance of tax neutrality in terms of competitiveness.
 - Concerning more precisely the question of the approximation of VAT rates, a Commission report⁷⁹ examines particular VAT aspects of significant interest for the tourist and the industry:
 - the role that VAT rate approximation plays in the functioning of a single market in so far as its influence on the pattern of cross border purchasing behaviour of private individuals in that market is concerned;
 - the scope of the reduced rate and the coverage of supplies of goods and services laid down in Annex H to the sixth Directive;
 - the operation of certain transitional VAT rate provisions which may be applied by Member States during the transitional period referred to in Article 28 (1) of the Directive.

To this must be added the adoption of the special VAT arrangements applicable to second-hand goods, works of art, collectors' items and antiques, as specified in Council Directive 94/5/EC of 14.2.1994⁸⁰, supplementing the common system of value-added tax and amending Directive 77/388/EEC (Sixth VAT Directive).

This Directive, since it affects the development of cultural tourism, establishes a particular VAT system which consists of taxing at the point of sale the profit margin of taxable dealers instead of the total price of the goods in question. Sales between individuals are not liable to VAT and can be made throughout the Union without formalities.

In addition, a rate reduced by at least 5% is applied to imports of works of art, collectors' items and antiques from non-Community countries by the Member States.

Up to 30.6.1999 the United Kingdom can apply an effective rate of 2.5% to imports of works of art, collectors' items and antiques which were exempt in this country on 1 January 1993. Up to 30.6.1999 Germany can offer the choice between taxation on the profit margin or the application of the reduced rate of VAT on deliveries of works of art, collectors' items and antiques.

The Member States were required to take the necessary steps for the new system to enter into force by 1.1.1995 at the latest.

With more particular regard to tourism services⁸¹, the only change to the system described in the 1993 report concerns the VAT system applicable to passenger transport, and here - having consulted the European Parliament - the Commission has forwarded an amended proposal for a Council Directive⁸². Although three of the amendments proposed by the Parliament were accepted by the Commission, another - under which the principle of

79 COM(95)184 final, 13.12.1994.

80 OJ L 60, 3.3.1994, p. 16.

81 Cf. the three tables in Annex 4 for VAT rates applicable to the main tourism services.

82 COM(94) 378 Final, 7.9.1994, OJ C 266, 23.9.1994, p. 2.

taxation in the Member State of departure would be extended to all modes of transport as from 1.1.1997 - was rejected so as not to prejudice the Commission's future options regarding the taxation of passenger transport under a definitive system.

Still on tax matters, in a judgement of 5.5.1994 (Case C-38/93) the Court had occasion to rule that Article 11a, paragraph 1, (a) of the 6th VAT Directive should be interpreted as meaning that "the taxable amount in respect of gaming machines offering a chance of winning (slot machines) does not include the statutorily prescribed proportion of the total stakes inserted which corresponds to the winnings paid out to the players."

2.1.1.3. Simplifying transborder payments

The Commission has continued its policy of improving systems of cross-border payments. On 19.10.1994 it adopted a Communication comprising a proposal for a Directive on cross-border transfers and a draft Communication on the application of rules of competition in this sector⁸³.

With more specific reference to the proposal for a Directive, this would require banks to comply with contractual obligations concerning transfer periods, and make it illegal to double-charge fees or to require reimbursement of lost payments, and would increase transparency.

Pending a single currency

The start of the second phase of Economic and Monetary Union on 1.1.1994 and preparations for the third phase on the basis of studying the practical problems of introducing the ECU as a single currency, directly concern tourism enterprises and citizens travelling for leisure, professional or other purposes.

The advantages to tourism of changing over to a single currency include:

- the abolition of transaction costs and exchange risks, thus simplifying for enterprises the problems of accountancy and cash-flow management, and - for citizens - travel throughout the Union without having to change from one currency to another in the Union;
- easier comparisons of goods and services available in the various countries through greater transparency of official prices.

2.1.2. Strengthening tourist undertakings by means of enterprise and competition policies

Although competition, which is indisputably a regulating factor, produces broadly beneficial effects on the competitiveness of the tourism industry, the diversity of enterprises in this field, and more particularly the high number of SMEs, justifies a specific and tailored approach, in particular from the point of view of enterprise policy.

2.1.2.1. Enterprise policy

The new dimension of enterprise policy launched by the Integrated Programme in favour of SMEs and craft industries, adopted by the Commission in June 1994⁸⁴, enables tourism enterprises, in a global and cohesive context, on the one hand to benefit from measures to improve the administrative, legal and tax environment of their activities, and, on the other, to make better use of the specific instruments set up for helping and sustaining the development of SMEs.

⁸³ COM(94) 436 Final, 18.11.1994, OJ C 360, 17.12.1994, p. 13.

In view of the structural characteristics of tourism enterprises, which are often small and even family businesses, the Recommendations that the Commission presented to the Member States on 7.12.1994 on the transfer of SMEs⁸⁵ and later on the payment periods for commercial transactions⁸⁶ should put enterprises engaged in tourism activities in a better position to tackle the two major problems which often threaten their survival or the expansion of their entrepreneurial activity.

In order to gain a better understanding of the problems of access to finance and credit facing SMEs, to identify existing best practices in the Member States and to draw up practical proposals for improving access, the work of the Commission-inspired Round Table of leading representatives of the banking sector was completed in 1994 with the preparation of a final report with recommendations. The Commission expressed its views on this report in a communication adopted 28.10.1994⁸⁷.

The work of the information network for enterprises (Euro-Info Centres) and the transnational cooperation networks ("BRE" and "BC NET") is a factor in the continuation and improvement of the work of the correspondents in all the regions of the Union in assisting those tourism enterprises which are interested in knowing more about Community programmes and actions of interest to them, or in looking for a transnational partner.

Through the BRE, 116 partner-searches were carried out in the field of hotels, restaurants, travel agencies and tourism in general.

Most requests concerned the search for a partner to start cooperation of a commercial nature, while interest in financial or technical cooperation was much more limited.

The Business Cooperation Network (BC NET), the network for confidential partner-searches, handled some 20 applications for cooperation in 1994, half of which concerned hotel enterprises and holiday centres.

The adoption and implementation of the multi-annual programme of work for co-operatives, mutual societies, associations and foundations in the Community⁸⁸ enabled the social economy enterprises engaged in tourism activities to maintain their special areas of interest and to develop specific evaluation and production techniques particularly appropriate to the various segments of the tourism market.

2.1.2.2. Competition policy

In implementing competition policy the Commission took into consideration, on the one hand the effects of the economic slowdown in 1993 - which have also been felt this year in spite of indications of an economic upturn - and, on the other, the process of restructuring initiated in response to this situation in 1993 and carried over into 1994, as well as the actions of Member States to assist enterprises in economic difficulty.

84 COM(94) 207, 3.6.1994.

85 COM (94) 3312 of 7.12.1994 OJ L 385, 31.12.1994, p. 14 and Explanatory memorandum, OJ C 400, 31.12.1994, p. 1.

86 COM(94) 3283, 30.11.94, OJ 127, 10.6.1995 and Explanatory Memorandum, OJ C 144, 10.6.1995, p. 3.

87 COM(94) 435 Final, 28.10.1994.

88 COM(93) 650, 16.2.1994.

Against this background, the Commission continues to ensure that sanctions are applied against some enterprises' or Member States' practices which militate against competition and tend to distort the functioning of the tourism market.

As regards the latter, competition policy thus contributes to the completion of a true Single Market, and encourages the opening up of markets which are protected by agreements, abuse of dominant position or state aids.

- *Application of competition rules to enterprises*

On 21.12.1994, the Commission adopted a notice concerning the agreements of minor importance which do not fall under by Article 85 (1) of the EC Treaty⁸⁹. The purpose of this, which amends the 1986 communication, is to raise from ECU 200 million to ECU 300 million the turnover threshold below which undertakings may benefit from the advantages of the application of that notice.

On the same date the Commission adopted a new Regulation concerning the form, content and other details regarding applications and notifications submitted in implementation of Council Regulation n° 17, with a new form, with a view to speeding up considerably its procedures on agreements⁹⁰.

Two decisions in the transport field are of indirect interest to tourism. That of 23.9.1994, in which the Commission authorised an agreement concluded between British Rail, Deutsche Bahn, Nederlandse Spoorwegen, La Société Nationale des Chemins de Fer Français and the Société Nationale des Chemins de Fer Belges - for rail transport of passengers by night trains (operated by "European Night Services Limited", a joint subsidiary of the rail enterprises) between the United Kingdom and the Continent⁹¹, and that of 13.12.1994, in which the Commission approved the agreement between Eurotunnel, the Channel Tunnel concessionaire, and BR/SNCF, two of the rail enterprises in a position to use international trains⁹².

With more specific reference to the organisation of travel and stays, it should be noted that the Bundeskartellamt forced TUI and NUR to end the agreements restricting competition which the two enterprises had concluded with Spanish hoteliers for reserving beds during the 1994-95 winter season and all the following seasons. Under the terms of these contracts, the hoteliers had undertaken either to refuse to certain other German tourism enterprises the reservation of beds in the same hotels or to restrict or not to expand the number of other German organisers of travel which were admitted up till then, without the consent of their partner. The exclusivity clause described above had the purpose and effect of separating the establishments where TUI and NUR had reserved beds, in particular those of their competitors who offered their customers more advantageous prices. The Bundeskartellamt considered that such agreements led to a restriction of competition within the Common Market and were liable to affect trade between Member States. In this matter the parties concerned have appealed to the Berlin Kammergericht.

89 OJ C 368, 23.12.1994, p. 20.

90 OJ L 377, 31.12.1994, p. 28.

91 Decision 94/633/EEC, OJ L 259, 7.10.1994, p. 20.

92 Decision 94/894/EEC, OJ L 354, 31.12.1994, p. 66.

The Court of Justice had occasion to specify in more detail the concept of an enterprise. In its judgement of 19.1.1994 (Case C-364/92) it ruled that Eurocontrol, the European organisation for the safety of aerial navigation, did not constitute an enterprise within the meaning of Articles 86 and 90 of the EC Treaty. The Court considered that, taken as a whole, Eurocontrol's activities were connected with the exercise of powers relating to the control and supervision of air space which were typically those of a public authority. They were therefore not of an economic nature justifying the application of the Treaty's rules of competition. It is worth noting that the case behind this ruling - Eurocontrol vs. SAT, the airline company governed by German law - concerned the recovery of route charges payable by SAT to Eurocontrol.

Concerning checks on mergers, the Commission has made efforts to increase transparency and accelerate procedures in order to make them more efficient and not to constitute a brake on enterprises adjusting to their economic environment. During this year it also adopted several texts of a general nature on mergers.

Still on this subject, two judgements by the Court of First Instance should be noted. That of 24.3.1994 (Case T-3/93), in which the Community Judge rejected a first appeal by Air France against the Commission, which was accused of not having intervened in the resale of Dan Air by British Airway, and that of 19.5.1994 (Case T-2/93), concerning the acquisition by British Airways of 49.9% of the capital of TAT, which ended in the rejection of a second appeal by Air France.

- *Application of rules of competition to state aid*

In the context of implementing the competition policy on state aid, of the 440 schemes examined and to which the Commission decided not to raise objections, 18 specifically concerned tourism.

The favourable attitude adopted in general towards this aid was thus confirmed in 1994 by the fact that most of these cases of aid concerned small-scale tourism projects which were not liable to affect tourism activities in the Community to an extent which was contrary to the general interest.

In many cases these aid schemes contributed to developing less-favoured regions.

**STATE AID SCHEMES, BY COUNTRY, TO WHICH THE COMMISSION
DID NOT RAISE ANY OBJECTIONS**

Germany			
N/0242//94	27.7.94	Grant for farm holidays (Thüringen)	OJ C 267, 24.9.94
N/0659//94	21.12.94	Regional programmes in the tourism sector (Bavaria)	
N/0735//94	22.12.94	Grants in the tourist industry (Lower Saxony)	
N/0745/E/94	8.3.95	Land of Hesse programmes to assist public tourism infrastructures	
Denmark			
N/0012//94	17.2.94	Measures to support tourism activities	OJ C 111, 21.1.94
N/0714//94	3.2.95	Measures to support tourism	
Spain			
N/0135//94	30.3.94	Grants for tourism (Andalusia)	
N/0137//94	30.3.94	Grants for SMEs in the tourist industry (Madrid)	
N/0102//94	11.4.94	Grants for tourism (Basque Country)	
N/0103//94	11.4.94	Measures to support tourism countries (Basque Country)	
N/0256//94	20.5.94	Grants in the tourist industry for converting tourist accommodation	
N/0257//94	20.5.94	Grants in the tourist industry for setting up new hotel chains	
N/0311//94	27.7.94	Aid to improve tourist facilities in Navarre	OJ C 307, 1.11.94
N/0431//94	24.8.94	Grants for SMEs in the tourist industry (La Rioja)	OJ C 389, 31.12.94
N/0439//94	9.11.94	Aid to improve rural tourism structures (Castile-la-Mancha)	OJ C 389, 31.12.94
France			
N/0499//94	7.10.94	IOP, Objective I- Support for tourist facilities	OJ C 390, 31.12.94
Italy			
N/0203//94	22.6.94	Measures to assist tourism (Ombrie)	OJ C 259, 16.9.94
Portugal			
N/0005/94	4.3.94	Measures to promote investment in tourism	OJ C 153, 4.6.94

2.1.3. Improving tourist production and distribution processes through social, education and research policies

Since tourism is a service activity, it is essential that enterprises' human resources should be able to be mobilised around the objective of competitiveness, and this has already prompted several measures for improving both working conditions and training. At the same time, the rapid changes in techniques allows - and even imposes, in certain cases - changes to production and distribution systems.

2.1.3.1. Employment and social policy

• *Creation of Employment*

"*Employment in Europe*"⁹³ which covers current and future employment trends in Europe shows improved future prospects for employment. In Essen, in December 1994, the Commission presented an action plan for employment based on the 7 points identified at the Brussels Council, of 10/11.12.1993, and intended to follow-up the conclusions reached in the White Paper on Growth Competitiveness and Employment. In order to achieve a new model of sustainable development, a proactive job creation and employment policy was recognised as an essential priority.

The European Council in Essen was also presented with a working document which provided areas with a potential for job creation and local development⁹⁴. Tourism was one

⁹³ COM(94) 381.

⁹⁴ SEC(94) 2199, 19.12.1994.

of 17 fields identified in which there is scope for rapid employment creation based on initiatives taken at the local level which respond to new types of service needs that are currently in demand.

As a service sector, tourism can be included with those services which are meeting new needs and have been recognised as having the potential to create 5 times as many new jobs as the public administration sector and 10 times as many new jobs as would be created with a regeneration of the heavy industry sector.

• *Evolution of the Labour Market*

Following the Green and White Papers on Social policy, at the Social affairs Council on 6.12.1994, the Commission agreed to propose a new work programme in the social field, intended to identify some 75 specific actions to be taken in the medium-term on a rolling basis in the field of employment, consolidation and development of legislation, equal opportunities and the creation of a society for all. Within this framework a number of measures will have an impact on tourism.

In addition, there are a range of EU employment programmes that have been created to develop innovative ways of dealing with unemployment and job creation. Tourism is already being used as a means to achieve these goals or has the potential to do so.

LEDA

Within the framework of the Local Employment Development Action (LEDA), 42 mini-networks including a network on rural tourism development, have been created in areas of high unemployment in order to develop local employment and economic development strategies.

EURES

The database "EURES"⁹⁵ - European Employment Services - aims to facilitate employment mobility within the European Economic Area, taking advantage of the benefits already gained from the completion of the Internal Market and the continuing process of integration. Increased information has given employers and employees increased access to offering or taking up job opportunities in the European labour market. Data is collected on employment opportunities taken from public employment service computer systems and centralised in the EURES database according to various sectors and criteria. Tourism is included. Another database, "General Information" also exists to provide information on living and working conditions. By facilitating transnational recruitment and experience, EURES can serve to reduce existing structural labour market barriers. Persons seeking employment in various aspects of the tourist sector have already found employment using this tool

ERGO - Phase II (1993-1996)

This programme with an annual budget of 1 MECU takes a three-pronged approach to combating long-term unemployment: research and evaluation of projects in order to develop best practice; establishment of a permanent "partnership pool" permitting constant dialogue between key actors and the distribution of information to policy makers; and support for pilot actions aimed at developing good practices for reinserting long-term unemployed persons back into the world of work. Increasingly, cultural activities and tourism are being recognised for their job creation potential which is in line with this programme's aims which consider not only the aspect of job creation but also the quality of the job and the work. One of the projects supported by ERGO provides training for nature guides/conservationists in combination with re-establishment of local nature zones.

⁹⁵ Council Regulation EEC N° 2434/92 OJ L 245/1 of 26.8.1992.

- *Women in Employment*

44% of women aged between 25 and 49 are in active employment in the Community. Within the tourist sector, together with young persons they account for between 45 and 65% of the workforce.

Of the 16 million small and medium sized enterprises that exist in the European Union, some 20-30% are managed by women. Moreover, 25-30% of all new enterprises are created by women. These enterprises are mainly in the service sectors for various reasons, including the lower start up costs. It should be noted that enterprises being created by young women are giving rise to the development of new types of services in the fields of culture, leisure and tourism which contribute to the creation of new employment. However problems exist for women in gaining access to the assistance needed to start up enterprises.

The Social Affairs Council of 6.12.1994 adopted a *Resolution on Women and Employment*, whereby the Member States agreed to develop policies which incorporate equal opportunities in the fields of organisation of working time, the promotion of women's training especially in new technologies, keeping women employed and facilitating women returning to the workforce.

LEI

Local Employment Initiatives for Women is a programme with a 1.5 MECU budget annually which supports the creation of innovative companies, co-operatives and job creation initiatives by women concerning women and for women across the Member States. The priority of this programme is employment for women especially in the peripheral regions of the Community. Among the actions eligible for support in the context of job creation are activities in the fields of culture, leisure actions in rural areas particularly those that are a part of a local development plan and the development of transnational actions.

IRIS II (1994-1998)

With a budget of 1 MECU in 1994, this programme is a network bringing together a large number of women's training programmes from all over the Community. It links these programmes at national and European level by means of exchange visits, partnerships seminars and network publications. It also operates a database and electronic mail. A significant number of training programmes in the IRIS network carry out training activities for women in the tourism sector. A database of IRIS members is available on diskette.

- *Employment and Improved Living and Working Conditions*

Posting of Workers Abroad⁹⁶

The nature of the tourist industry means that employees in various activities will need to be posted abroad, away from their normal country of residence, e.g. holiday tour representatives, tour guides and managers etc. To ensure that such workers are provided with sufficient social security under such conditions by their employers the Commission proposed a Directive to address this issue.

This proposal for a Directive concerns the social regime to be applied to posted workers within the framework of providing services. The main aim is to ensure the legal security of workers posted wherever in the European Union. It seeks to facilitate the provision of

⁹⁶ COM(93) 225 OJ C 187/93.

services in the EU and prevent the creation of a exploitative labour market while at the same time not preventing secondments nor introducing measures that run counter to the principle of the free movement of workers.

The proposal is still under consideration by the Council, however a number of problems remain to be resolved concerning the definition of the threshold period for the application of local conditions in particular, with respect to minimum rates of pay, and annual paid leave (that is the moment when a worker from a Member State, posted by his employer to another Member State to work, is subject to the social regime of the country in which he is posted). The scope of the directive is also an issue of discussion. Article 3 contains a list of provisions concerning various matters such as working time, health and safety, equality between men and women etc. to which the host country regime must apply. Concern within the tourist industry has been expressed in particular about the possible application of the Directive to conditions of work not mentioned on the list.

A-Typical Work

The Commission made three proposals for Council Directives concerning a-typical employment relationships with a view to realising several objectives:

- removing elements of competitive distortion sometimes created by part time or temporary employment relationships as compared to open-ended full time employment relationships⁹⁷;
- the introduction of rules to improve working conditions for part-time and temporary workers with regard to vocational training, information and social security benefits⁹⁸ and;
- the treatment of temporary workers, in terms of health and safety at the work place⁹⁹.

Much of the employment in the tourist industry is categorised as being a-typical and thus the industry has continued to monitor closely the progress of the proposals still under consideration.

It is intended that these proposals will be revised. The Commission, with the Social Partners within the framework of the Social Protocol, will make fresh proposals for Community Instruments which will achieve similar objectives and apply to all Member States with the exception of the United Kingdom who will be entitled to opt out.

• *Improvement of Social Dialogue*

Employment in the HORECA sector (i.e. accommodation and catering) accounts for almost half of all the jobs in the tourist sector (approximately 4 million jobs). Among the 1.2 million enterprises operating in this sector, 95% are micro-enterprises (with less than 9 employees) which employ 60% of the work force. Another notable characteristic across the industry is the willingness to form groupings and associations on a voluntary basis in order to exploit strategies involving diversification of the supply through segmentation and the creation of niches which are often complementary. Thus although very large firms have evolved to take advantage of the economies of scale; small (often local) firms have

97 COM(90) 533/I final, OJ C 305/12, 5.12.1990.

98 COM(90) 228/I final, OJ C 224/4, 8.9.1990.

99 Council Directive 91/383/EEC, OJ L 206/19, 29.7.1991.

until now held their own as a group and continue to play an equal role in conditioning the future of the industry.

European Works Councils

The Directive on the establishment of a European Works Council or a procedure in Community scale undertakings and Community-scale groups of undertakings for the purposes of informing and consulting employees was adopted on 22.9.1994¹⁰⁰ for transposition by the Member states at the latest by 22.9.1996. With the presence of transnational undertakings and groupings in both the HORECA and transport sectors of the tourist industry, this measure should offer a means for creating a balanced two-way structure for consultation on developments such as mergers and take-overs.

Social Dialogue

The Communication from the Commission to the Council and the European Parliament concerning the implementation of the Social Protocol¹⁰¹ set out the new consultation procedures between the social partners and the types of collective agreements that could be concluded between them. With the support of the Commission, in the HORECA sector (i.e. accommodation, catering and restauration), HOTREC on behalf of the employers (independently from UNICE) and ECF-IUF (who belong to the European Trade Unions Confederation) on behalf of the employees are the sectorial representatives.

During 1994, the working group concerned with the mobility of workers conceived and implemented an ambitious project analysing the future development of professionals in the sector and qualifications in the sector. Other issues under consideration include flexibility at work and the development of rural tourism.

2.1.3.2. Education and vocational training

Measures implemented within the framework of education, vocational training and assistance for young people have had a significantly helped to upgrade and maintain higher levels of quality in the provision of tourism services. Community measures in this field produced concrete results during 1994. 1994 also saw the completion of most of the "old generation"¹⁰² programmes and implementation of proposals for the new global programmes for this sector.

• Higher Education

Under the *COMETT* (1986-94) programme¹⁰³ funding allocated to tourism projects has amounted to ECU 590,500 (1% of the overall *COMETT* budget). In total, *COMETT* II gave rise to 7,700 work placement measures for students, 228 staff exchange schemes and 500 joint training courses corresponding to 700 training sessions¹⁰⁴.

ERASMUS (1987-94)¹⁰⁵ provided, in total, mobility to 67,531 students and 8,060 teachers¹⁰⁶ in the academic year 1994/95. Since 1987 *ERASMUS* has provided mobility

100 Council Directive 94/45/EC, OJ L 254/64 of 30.9.1994.

101 COM(93) 600 final of 14.12.1993.

102 COMETT, ERASMUS, PETRA, EUROTECNET, FORCE, LINGUA, TEMPUS and Youth for Europe II.

103 COMETT (1986-89): OJ L 222, 8.8.1986.

COMETT II (1990-94): OJ L 13, 17.1.1989.

104 COM(94) 368, Report of the Commission on COMETT II.

105 OJ L 166, 25.6.1987; OJ L 395, 30.12.1989.

106 COM(94) 281, Report of the Commission on ERASMUS.

for 400,000 students and 50,000 teachers, and involved the participation of 1,700 higher education establishments and 20,000 departments.

The tourism/leisure sector has integrated successfully into the ERASMUS Programme. In the current 1994/95 period, approximately 2 350 students are making a recognised study visit in one or other Member State and 280 higher education establishments will be involved, at a budgetary cost of ECU 390 000 or, in other terms, 36 inter-university cooperation programmes have been approved in this discipline by the Commission.

The coordinators of these programmes have initiated some remarkable schemes for creating the European dimension by establishing European diplomas in tourism.

ERASMUS has contributed to the creation and development of ATLAS, a network of European universities and similar schools in the field of tourism and leisure studies, with 70 members from 13 European countries, co-ordinated by the University of Tilburg in the Netherlands. On 12 and 13.12.1994, the ATLAS network, organised jointly with the Commission a conference in Tilburg (Netherlands) to evaluate the inter-university cooperation established in the fields of tourism and leisure. Recommendations were produced affecting the discipline as a whole and which could be implemented notably within the thematic networks envisaged in the SOCRATES Decision.

ERASMUS: STUDENT EXCHANGES IN TOURISM AND LEISURE 1994

Host	B	D	DK	E	F	GR	I	IRL	LUX	NL	P	UK	A	CH	N	S	SF	Total
Home																		
B		3		20	2					17	2	16	2	2	2		3	69
D	25			29	79	9	16	28		22	6	92	5	2	2	10	6	331
DK	8				2			2				2		1				15
E	15	20	1		61	6	10	3		23	2	78		2		4	4	229
F	14	57	1	60		21	9	27		19	7	151	1	2	2	14	6	391
GR	9	12		7	24		2	8		7	3	30						102
I	1	5		6	17	3		2		2		11	3		4			54
IRL		29	2	5	20	4				6	1	23						90
NL	21	15	1	27	21	6	4	3			2	92				19	4	215
P	10	5		4	16	1		1		2		28				2		69
UK	16	76	2	80	211	22	5	15		95	27		12		3	14	23	601
A	2	9		3	2		5	4				14						39
CH	8	2	1		2		2					1						16
FL																		
IS																		
N	8	4										4						16
S		13		4	14					21	1	14						67
SF	8	6		2	4	2		1		6		17						46
Total	145	256	8	247	475	74	53	94		220	51	573	23	9	13	63	46	2350

Source: Erasmus Bureau

• Vocational Training

The *PETRA* programme¹⁰⁷ (1988-94) has been particularly effective in tackling the problems associated with the lack of suitable applicants for tourism-related jobs. Trainee exchange schemes in tourism and leisure enterprises have been supported under various *PETRA* projects. Some of them have been co-ordinated by established pan-European associations such as *HOTREC* (on behalf of the hotels) and *ECTAA* (on behalf of travel agents).

107 OJ L 346, 10.12.1987, OJ L 214, 2.8.1991.

- *Continuing Training*

Under *EUROTECNET*¹⁰⁸ (1990-94), three tourism projects are included in the network of innovative demonstration projects which permit the study of the impact of technological changes on employment, working procedures and qualifications. These projects are now acquiring a transnational dimension as part of the reinforcement of the programme under the Community's *EUROFORM* initiative.

Following calls for proposals issued in 1991 and 1992¹⁰⁹, 30 different projects relating to tourism activity were selected under *FORCE* (1991-1994) at a cost of 1,554,400 ECU. On the basis of the results of 33 *FORCE* and *EUROTECNET* projects in the field of tourism, a survey report called *Continuing vocational training in tourism enterprises* is being produced by a group of Member States experts and supported and co-ordinated by the Commission. Recommendations for future actions have been proposed in a six-point action plan and a report costing ECU 300,000 is being produced. Moreover, through the *FORCE* programme and in co-operation with *CEDEFOP*, a series of twelve national reports examining the Food and Beverages sector (which is very closely connected to the tourism industry), has been published in English.

- *New Programmes 1995-1999*

A new generation of programmes have been prepared during 1994 to replace existing Community programmes in the fields of education, training and youth.

*LEONARDO DA VINCI*¹¹⁰, with a budget of 620 million ECU will run for five years in the field of vocational training replacing *PETRA*, *FORCE*, *EUROTECNET*, *COMETT* and part of *LINGUA*. *LEONARDO* will be implemented through transnational projects and programmes of placement and exchange schemes. The programme is expected to offer the opportunity to tourism enterprises to develop programmes of vocational training for the human resources working in all the sectors of the tourism industry.

*SOCRATES*¹¹¹, is the first Community programme to apply to the whole field of education, incorporating once again and developing notably *ERASMUS* and *LINGUA*, but also adding totally new Community actions (particularly for schools and for open and distance learning). More than half of its agreed budget of ECU 850 million targets co-operation between higher education establishments. The part *Erasmus* (concerning university and higher education establishments) is addressed to 11,000,000 students, 18,000 educators and 5,000 higher education institutions. The part *Comenius* (concerning schools) is intended to assist 500 partnership actions involving 2,000 schools and 800 actions involving teacher exchanges.

*YOUTH FOR EUROPE III*¹¹², with a budget of 126 MECU, replaces the programme *Youth for Europe II*, part of *PETRA* (related to the topic: "youth") and the "youth activities" previously developed within *TEMPUS*. Among others, the programme includes measures concerning under-privileged young people, youth exchange schemes, trainee schemes on a voluntary basis, youth initiatives of local, regional, national or European character, co-operation with third countries and between state-run and non-governmental structures responsible for youth affairs in the Member States. It is estimated that about

108 OJ L 393, 30.12.1989.

109 OJ C 111 of 26.4.1991, C 1 of 4.1.1992 and C 92 of 2.4.1993.

110 Council Decision 94/819/CE of 6.12.1994, OJ L 340 of 29.12.1994.

111 Common Council position N° 29/94, of 16.6.1994, OJ C 244, 31.8.1994.

112 Common position.

trainee schemes on a voluntary basis, youth initiatives of local, regional, national or European character, co-operation with third countries and between state-run and non-governmental structures responsible for youth affairs in the Member States. It is estimated that about 70,000 young people will benefit from Youth for Europe III.

2.1.3.3. *Research, information & communications technologies*

- *Research & Technological Development*

All Community research & technological development is conducted under the Framework Programmes. 1994 marked the completion of the *Third Research and Technological Development (R & TD) Framework Programme (1990-1994)*⁽¹¹³⁾. The new *Fourth Research & Technological Development Framework Programme (1994-98)*⁽¹¹⁴⁾, with its twenty specific programmes, provides the possibility for further support to actions and projects in various fields of R&TD. It has a total budget is ECU 12.3 billion which is expected to increase in order to maintain the overall level of EU research following the accession of the three new Member States⁽¹¹⁵⁾.

Within this framework there are a range of various research programmes which contain elements that have implications (direct or indirect) for the improvement of tourism, e.g. "Environment and Climate", "Industrial and Materials Technologies", "Transport", "Training and mobility of researchers", Standards, measurements and testing" "Agriculture and Fisheries", "Non-nuclear Energy" "Target socio-economic research" "International cooperation" "International Cooperation". Actions developed under COST (in particular, the transport elements, see point 2.2.2.3) should also be considered within this context. The particular input of the specific programmes relating to communication technologies and telematics applications is dealt with in the section below under "Information and communication technologies".

Environment and Climate

Tourism frequently exerts stresses on cities and areas of environmental fragility such as coastal zones, alpine and other upland regions. Many of the Community programmes are based on scientific research in order to propose solutions in this field. The *Environment and Climate* programme has five priority objectives aiming at the protection or the restoration of the environment from which tourism could benefit. The link with tourism is even more evident in the case of R & TD activities aimed at the protection and the rehabilitation of European cultural heritage (see Annex 11); which are developed within this programme.

Transport

A number of research activities relevant to tourism have been developed within the specific programme *Industrial and Materials Technology* in relation to means of transport. Here tourism could indirectly benefit from results of R & TD activities through the development of safer, cleaner, cheaper, more comfortable and more rapid transport modes. The specific programme on *Transport* is developing actions which have the potential to indirectly influence tourism.

The specific research and technological development programme that includes the field of

113 Council Decision 90/221/Euratom, EEC, OJ L 117, 8.5.1990.

114 European Parliament & Council Decision of 26.4.1994, OJ L 126, of 18.5.1994.

115 Austria, Sweden and Finland.

transport (1994-1998) has been allocated a budget of 240 MECU.

The programme covers seven sectors: Strategic Research; Rail transport; Integrated transport chains; Air transport; Urban transport; Water transport and Road transport. The Programme is aiming to:

- develop an efficient, safe and more environmentally friendly transport system for both passengers and goods;
- improve the inter-connection and inter-operability of the various transport networks;
- increase the efficiency of each transport mode taken individually and improve the integration between these modes;
- promote the conception and management of infrastructure with a view to reducing the damage caused to the environment and improving the relationship between quality and price;
- to obtain for the industry, operators, transport users and the public authorities adequate means of making decisions based on a better knowledge and a greater understanding of mobility, traffic flows, how they interact and how they are interdependent on each other.

Although the effect of the research programme on tourism may not be directly quantifiable, the research conducted will have an important impact on the improvement of the transport systems which represent an essential element for the tourist industry. In the modal sectors for example, research is examining issues linked to the aspect of speed, safety, accessibility and the relationship between price and quality of transport in order to better respond to users' needs.

Human Capital and Mobility Programme and Training and Mobility of Researchers Programme

In the 3rd Framework programme, the specific programme "Human Capital and Mobility" (1992-1994), with a budget of 556 MECU, was aimed to boost the quantity and the quality of researchers in the EU enabling them to improve their training through research by increasing their mobility among research centres in the different Member States. The programme covered a broad variety of scientific areas.

In the Fourth Framework programme, "Human Capital and Mobility" has been replaced by the new specific programme "Training and Mobility of Researchers" (1995-1998) with similar aims and scientific areas covered by it. The budget of TMR is 744 MECU.

The Information Society Issue

The Commission has presented an action plan on the implementation of the Information Society¹¹⁶, focusing mainly on four aspects: 1) Creation of a legal framework, 2) Promotion of initiatives based on private-public partnership, 3) Comprehension and control of the Information Society in relation to its social and cultural aspects, and 4) Raising the citizens' awareness of the Information Society through promotion activities.

The Essen European Council broadly endorsed the report and wished that the work in progress continues. The same European Council stressed the importance for a liberalised European telecommunications infrastructures market by 1.1.1998 and welcomed the G7 ministerial conference on the global information society, to be held in Brussels in February 1995 (A projects presentation - including tourism projects - will take place within the framework of this conference).

In this respect, tourism is an interesting experimental ground for evaluating the impact of this Information Society. The work could focus on two types of considerations related on the one hand, to the new ways of living and working together which are being generated, and on the other hand, to the fact that this is a market-driven revolution.

For the tourism industry, that means that changes brought about need to be systematically evaluated in order to determine the way in which this new resource can be best exploited, without being detrimental to the interests tourism demand. On the offer side, it entails that tourism operators should be made aware of the need for a new regulatory environment allowing full competition, to ensure a rapid emergence of efficient European information infrastructures and services.

This approach raises questions about the future role of tourism intermediaries in the distribution process and, assuming co-operation of the private sector, the implications for public authorities whether national and/or European as to what could be done in a co-ordinated way to accompany this evolution.

Standardisation is a field where significant progress has been made during recent years. This work has also had an impact on the information and communication technologies used for tourism and leisure purposes. The Community programme *Trade Electronic Data Interchange Systems (TEDIS)*¹¹⁷ supported projects concerning the adoption of the UN/Edifact standards and the development of the Electronic Data Interchange (EDI). TEDIS has considered legal aspects for telecommunications, security of data and provision of information to the public.

Community support was also provided to the Western European Edifact Board¹¹⁸ on standardisation. Within this body, specific working groups were responsible for the development of structured standards for the electronic transmission of data for tourism and leisure purposes. Work in this field includes the following areas:

- specification of the general layout and content of tickets, vouchers and similar documents;
- definition of a standardised man-machine language and procedure, based on a vocabulary of understood terms within the industry, called the "Inter professional Vocabulary for Tourism & Leisure";
- creation of a data flow model for the tourism and leisure industry and the establishment of precise functions for messages to be developed within this model;

¹¹⁶ Communication of the Commission, "Towards an Information Society - An Action Plan" COM(94) 347, Brussels 19.7.1994.

¹¹⁷ OJ L 208, of 30.7.1991.

¹¹⁸ Directive 83/189/EEC, OJ L 109, of 26.4.1983.

- definition of data requirements of these functions;
- proposal of amendments or additions to ISO 7372 "Trade Data Elements Directory";
- development of tourism and leisure messages conforming to UN/Edifact recommendations.

Furthermore, during 1994, tourism information applications are expected to benefit in the future both from the Council's adoption of a common position¹¹⁹ on the proposed guidelines from the development of the Integrated Services Digital Network (ISDN) as a trans-European network, and from the Council's agreement¹²⁰ on the proposal concerning trans-European telematics networks for the interchange of data between administrations (IDA).

- *Specific programmes including actions with a relevance to tourism*

Communication Technologies

The programme "*Research and Development in Advanced Communications technologies in Europe*" (RACE), focused on advanced networks and advanced communications' technologies at a pre-commercial and pre-competitive stage. From 1995 onwards, RACE will be succeeded by a new programme *Advanced Communications Technologies and Services (ACTS)*¹²¹, with a budget of 630 MECU. The RACE priority "Advanced Communications Experiments"¹²² provided financial assistance worth ECU 5.2 million (50% of the total budget) to the project "Tourism Information & Marketing (TIM)" over a period of four years ending in 1994. This project, designed to support multimedia information services for direct marketing links between enterprises of tourism and leisure and their points of sales, has developed links with the major Computer Reservation Systems in order to promote the purchase of tourist packages and the booking of reservations. Another project, the "Multimedia Marketing via IBC networks (MNET)", a 1994/95 project of EC financial support of 180,000 ECU (total budget: 239,000 ECU), aimed to investigate - through test trials - those tourism marketing applications which might benefit from the use of advanced communication networks.

Telematics

The programme "*Telematic systems of general interest*" ended in 1994 to be replaced by the programme "*Telematics Applications of general interest*"¹²³ which has a total budget of 843 million ECU over five years. This programme focuses on specific application areas which are commercially feasible. Tourism should benefit from the development of projects within the specific topics of this programme: telematics for services of public interest (administrations and transport), telematics for knowledge (distance education and training, etc.), telematics for improving employment and the quality of life (urban and rural areas, environmental protection, disadvantaged social categories, etc.). Measures in favour of small and medium sized enterprises are also supported in this programme.

119 Council meeting of 22.12.1994.

120 Council meeting of 17.12.1994.

121 Council Decision 94/572/EEC of 27.7.1994, OJ L 222 of 26.8.1994 p. 35.

122 Including interpersonal communications, telemarketing, the distribution of entertainment and leisure services, multimedia interpersonal messaging and information assembly.

123 Council Decision 94/801/EC, OJ L 334, 22.12.1994.

The Opportunities for Rural Areas" sector of the programme focused on the application of telematics in rural areas and provided financial assistance for sixteen projects, two of which related to tourism. The "Distributed Inter-regional Agri-tourism Multimedia Management System" project (DIAMMS) addressed the need for a co-ordinated approach towards the development, marketing and promotion of agri/rural tourism in the Union. DIAMMS provides access to a multimedia database containing maps, site plans, photographic images and a holiday reservation system. It received 550 KECU over three years. The "Telematics Applications for Tourism and Leisure in Rural Areas" project (RUTOTEL) identified telematic services suitable to be implemented in rural areas to serve tourism and leisure activities. RUTOTEL developed a demonstration system on the application of telematics in tourism and leisure services. It received 920 KECU over three years.

Information Market

The programme *Information Market Policy Actions (IMPACT)*¹²⁴ is currently in its completion stage having supported four projects using tourism as their application (see table). IMPACT supported commercially feasible projects as part of its objective to establish an internal European information market. In 1995, the programme *INFO 2000* replaces IMPACT.

IMPACT-II PROJECTS (BUDGETARY COMMITMENTS 1994)

Project	Subject	Total (ECU)	EC Contribution
CAP 95	Self service terminals providing tourist information for the visitors to the city of Luxembourg. To be launched in 1995, as the City of Luxembourg is European Cultural Capital 1995	1,000,000	100,000
TITAN	Production and distribution of tourist information for personal computers	560,000	275,000
EXPLORER	Creation of an application generator for holding tourism information	763,000	300,000
VITAL	Information to the city traveller about possible itineraries	718,000	300,000

2.2 A WHOLE RANGE OF SPECIFIC INTERVENTIONS CONTRIBUTING TO BALANCED TOURISM DEVELOPMENT

The dynamic of the Single Market, in itself, is not always sufficient to ensure the balanced development of tourism. This is why assistance is required. This is obvious in the internal dimension, and can also be perceived with regard to the external dimension of trade.

2.2.1 The Internal Dimension

2.2.1.1. Economic and social cohesion

Strengthening the economic and social cohesion of the Member States within the European Union, continues to be an on-going commitment. This type of cohesion will

¹²⁴ Council Decision 88/524/EEC, OJ L 288, 21.10.1988, p. 39.

only be achieved where there is greater parity in the levels of development across the regions of Europe and furthermore development which is sustainable in the long term and which brings with it improved quality of life, favourable environmental conditions and economic prosperity. Tourism is a recognised factor of development in those regions generally lagging behind in development, experiencing industrial decline or are of a highly rural nature. It also has much potential for job creation and employment.

The main financial instruments for implementing the structural changes necessary to achieve sustainable development come in the form of either subsidies (European Funds) or loans (European Investment Bank).

- *European Funds*

Although the Cohesion Fund is not without its effect on tourism¹²⁵, the analysis will concentrate on the Structural Funds, which provide the main finance for expanding tourism.

The Council Regulations adopted on 31.7.1993, amending the regulations governing the framework, co-ordination¹²⁶ and implementation of the structural funds¹²⁷ have had the effect of extending the eligibility to Community structural resources to new regions and to new kinds of structural actions, initiatives and in the new period 1994-1999. There are also a number of new concepts being developed for addressing the problems of the regions particularly with regard to spatial planning and the urban environment.

Measures have also been put in place to simplify and speed up the programming processes (negotiated and agreed with the national and regional authorities) with better specified and more quantifiable objectives. Allocation of resources now requires greater involvement of the Commission, the national and regional authorities in the selection of projects and monitoring of the structural funds implementation and the application of the principle of additionality in the Member States.

Better specified and more quantifiable objectives

Regional policy and investment of the Structural Funds are intended to achieve a number of objectives, some regionally determined (i.e. Objectives 1, 2, 5b, 6) and others not (i.e. Objectives 3, 4, 5a). Objectives 3 (combating long-term unemployment and improving employment chances for the young) and 4 (adapting the workforce to industrial changes) have been modified to respond more effectively to the need to stimulate more employment and job creation. A new provision has also been agreed giving Objective 1 treatment to certain under populated areas in Sweden and Finland mainly in the region of the Arctic Circle which are very under populated.

Allocations of structural funds (the European Regional Development Fund, the European Social Fund, the European Agricultural Guidance and Guarantee Fund-Guidance and the Financial instrument of Fisheries Guidance) to tourism have been determined in the Community Support Frameworks (CSFs) or Single Programming Documents (SPDs) (drawn up in agreement between each of the Member States and the European

125 Cf. Annex 5 for a presentation.

126 Council Regulation EEC 2082/93 of 20.7.1993, OJ L 193/20.

127 Council Regulation EEC 2080/93 (FIFG) of 20.7.1993, OJ L 193/1, Council Regulation EEC 2083/93 (ERDF) of 20.7.1993, OJ L 193/34, Council Regulation EEC 2084/93. (ESF) of 20.7.1993, OJ L 193/39, Council Regulation EEC 2085/93 of 20.7.1993, OJ L 193/44, 31.7.1993.

Commission) to achieve a number of results:

- improving the supply of tourism accommodation and facilities ;
- improved organisation of tourism related businesses and increased professionalism among tourism operators;
- support for detailed tourism strategies based on the "indigenous potential in the regions"¹²⁸ concerned.

The contribution of Structural Funds to Objective 1 regions for expenditure on development for the period 1994-1999 will be 93,810 million ECU. Of this, the planned allocation to tourism under the heading of "productive environment" alone (i.e. industry aid schemes and sectoral investment, support of industries and services in particular SMEs and Tourism and support infrastructure) for the 12 Member States totals 3,313 million ECU or 3,5% of the total contribution. Similarly in Objective 2 regions, planned expenditure on tourism development (under productive environment) between 1994 and 1996 accounts for 6,8 % or 473 million ECU of the total Structural funds contribution to Objective 2 development expenditure.

Tourism has increasingly gained recognition as a means for regional development by the national and regional authorities. In the Objective 1 regions - including the recent additions under the new period, the new German Länder, East Berlin, Cantabria, Spain, Hainaut, Belgium, and Flevoland, Netherlands, Merseyside, United Kingdom and the Highlands and Islands, United Kingdom - tourism has been identified as a priority within the CSF of Italy and the Single Programming documents of Guadeloupe, France, and the Highlands and Islands. This does not take account of the tourism sub-programming documents or operational plans prepared by other Member States and regions within the framework of other priorities e.g. Greece, Ireland, Northern Ireland and Merseyside.

On 20.1.1994¹²⁹, the Commission adopted the list of areas affected by industrial decline eligible under Objective 2 for the period 1994-1996 and on 11.2.1994¹³⁰ it fixed the indicative allocation to the Member States of the commitment appropriations from the Structural funds for this Objective.

Objective 5(b) targets regions, with low socio-economic rural development with a high level of agricultural employment, low levels of agricultural income and or evidence of the demographic factor (low population density or significant depopulation). The list of areas approved as eligible under Objective 5(b) for 1994-1999¹³¹ have about 8.2% of the of the Community's populations. The SPDs for Objective 5(b) were approved on 5/15.10.1994, 16.11.1994 and 7.12.1994.

The Arctic regions identified as Objective areas for assistance may also see tourism as a means of development¹³².

128 Council Regulation EEC 2083/93 of 20.7.1993, OJ L 193/34, article 1c, 31.7.1993.

129 OJ L 81 24.3.1994.

130 OJ L 82, 25.3.1994.

131 Approved by the Commission on 26.1.1994 Bull 1/2-1994, point 1.2.112.

132 Tables and budgets do not show any allocation of resources for the new Member States, as these were still under negotiation in 1994 and the countries in question had still to join the Union.

Improving monitoring of the Structural Funds

The European Regional Development Fund is the major source of Structural funding for tourism development. Funding is allocated under 3 main headings:

- investment in production,
- investment in infrastructure and,
- the development of the indigenous potential of the regions.

Structural Funds contributions to tourism based on the Community Support Frameworks and the Single Programming Documents for Objectives 1 and 2 regions

Millions of ECUs at 1994 prices

	Objective 1 (1994-1999)	Objective 2 (1994-1996)
	ERDF	ERDF
Belgium	32	10
Denmark	not eligible	9
Germany	0	15
Greece	683	not eligible
Spain	538	0
France	99	147
Ireland	354	not eligible
Italy	775	66
Luxembourg	not eligible	0
Netherlands	4	34
Portugal	571	not eligible
United Kingdom	118	242
TOTAL	3174	523

Two periods of 3 years have been established for the allocation of funding to Objective 2 regions which offers scope for introducing adjustments to eligible areas and the CSFs at the end of the first 3 year period

Of the total ERDF allocation to Objective 1 regions (5.6 billion ECUs approximately) 5.6% can be clearly identified as contributing to tourism development. In Objective 2 regions (2.2 billion ECUs approximately for ERDF) 9.7% will contribute to tourism.

Article 10 of the ERDF Regulations provides for an ERDF contribution of up to 1% of the annual budget for the financing of studies, pilot and demonstration projects for the exchange of experience and good practice in matters relating to regional development which can also cover regional tourism development. Actions under Article 10 may be applied to the whole of the Community's territory, thus providing an articulation between eligible and non-eligible regions of the Community which is essential for the promotion of social and economic cohesion.

During the period 1989-1993, 326.5 MECU was allocated for projects and studies under main categories: spatial planning at Community level; cross-border cooperation (this was later developed as the initiative INTERREG I); cooperation between cities and regions

(RECITE) and urban issues.

During the period 1994-1999, four main priorities for support under article 10 by means of studies, pilot projects and cooperation networks have been identified which all are of potential relevance to the development of tourism activities.

Inter-regional cooperation

Support is available for inter-regional cooperation between local and regional authorities to participate within the European Union the exchange of experience programme PACTE, (6.3 MECU available in 1994) and the networks of cooperation (RECITE). Support is also available for inter-regional cooperation with partners from third countries under the OUVERTURE/ ECOS programme.

Spatial planning

There are several aims to this priority: a research programme leading to a better understanding of spatial planning; support for development plans or feasibility studies which contribute to better transnational spatial planning; and pilot projects which focus on spatial planning for specific types of areas.

Innovative actions in regional development

Within this priority the main theme of interest for tourism is the attention that will be given to the economic impact of the exploitation of regional cultural heritage, a major pole of all tourism in Europe.

The development of urban policies

Cities while being main sources of economic development and tourism, also suffer more acutely from the negative aspects of life, congestion, pollution, industrial decay and social exclusion. As a complement to the Urban Initiative, this priority will fund pilot projects that deal with urban city problems in both eligible and non-eligible regions.

The European Agricultural Guidance and Guarantee Fund-Guidance provides resources for Objective 1 and Objective 5b regions (rural areas in decline). Assistance for tourism development is mainly in the form of encouragement to invest in tourism development and the development of artisan crafts including improvement of the natural and cultural environment and development of agricultural products.

Community funding is allocated to rural tourism under the different Objectives, particularly 1,5(a) and 5(b). However, the EAGGF Guidance Section has been given a broader remit and certain measures with a direct or indirect bearing on rural tourism are mentioned explicitly in the new rules governing the Structural Funds¹³³:

Pilot projects¹³⁴ support the same terms as under the previous legislation, but the framework is defined in more general terms. Projects can concern the adjustment of agricultural and forestry structures and the promotion of rural development. This wording leaves enough leeway to promote a wide range of innovative projects in rural areas, including rural tourism.

133 EEC Regulation n° 2085/93 OJ L 193, 31.7.1993.

134 Article 8 of EEC Regulation n° 2085/93. 61

TABLE 1

**BUDGETARY RESOURCES ALLOCATED TO TOURISM¹³⁵ IN OBJECTIVE 1
REGIONS UNDER EAGGF FOR 1994-1999**

Member States	Structural Funds	EAGGF		Contribution to tourism	
		MECU	%	MECU	% of EAGGF
Germany	13,640.0	2,644.5	19.4	800.0(1)	30.25
Belgium	730.0	47.0	6.4	1.7	3.61
Spain	26,300.0	3,313.8	12.6	549.35	16.58
Greece	13,980.0	1,800.0	12.9	39.6 (1)	2.2
France	2,190.0	431.4	19.7	7.0(1)	1.62
Ireland	5,620.0	1,058.0	18.8	9.6	0.91
Italy	14,860.0	2,228.0	15.0	862.1 (2)	38.69
Netherlands	150.0	21.5	14.3	1.2	5.58
Portugal	13,980.0	1,894.2	13.5	38.9	2.05
United Kingdom	2,359.8	245.9	10.4	1.0(1)	0.41
European Union	93,809.8	13,684.3	14.6	2310.45	18.65

(1) Estimated value

(2) Taken from the CSF

TABLE 2

**SINGLE PROGRAMMING DOCUMENTS (SPDs) FOR OBJECTIVE 5B (1994-1999): Funding
for measures to assist the tourism sector.**

MECU (current prices)

Member State	Total Cost		Community Contribution				
	All SPDs	tourism measures	All SPDs	tourism measures	%. tourism measures	tourism measures	
						EAGGF	ERDF
	a	b	c	d=f+g	e=d/c	f	g
Belgium	266.24	30.90	78.09	10.23	13.1%	0.76	9.47
Denmark	201.52	57.47	54.00	14.71	27.2%	6.48	8.23
Germany	5205.29	382.89	1229.09	86.68	7.1%	42.45	44.24
Spain	1798.72	149.72	664.00	45.21	6.8%	7.67	37.54
France	7832.01	891.05	2229.30	258.43	11.6%	27.36	231.07
Italy	4728.42	914.42	903.70	168.61	18.7%	37.57	131.05
Luxembourg	25.51	4.45	6.00	0.98	16.4%	0.06	0.93
Netherlands	592.08	72.86	150.00	20.89	13.9%	1.38	19.50
United Kingdom	2012.33	418.96	820.47	174.89	21.3%	38.78	136.11
TOTAL	22662.12	2922.40	6134.59	780.64	12.7%	162.50	618.14

135 Tourism in this context is taken to include any action which could assist people making trips.

Objective 5b, Examples of Programmes Where Tourism Has Been Identified As A Priority

Country	Region	Identified Priority	ERDF	EAGGF	ESF
Belgium	Meetjesland	Tourism development	546.357	0	0
Belgium	Westhoek	Tourism development	1.241.752	0	0
Denmark	Denmark	Tourism	102.050.000	6.480.000	31.750.000
France	Auvergne	Tourism, open areas, environment	416.400.000	282.240.000	18.650.000
France	Bourgogne	Tourism Potential/ natural & cultural heritage	233.330.000	4.545.000	0
Italy	Friuli-Venezia Giulia	Tourism	7.601.577	1.842.105	0
Italy	Piemonte	Strengthening tourism activities	14.613.000	0	0
Italy	Valle d'Aosta	Rural Tourism & natural environment	1.966.500	0	0
Italy	Veneto	Valorisation of tourism resources	7.738.492	4.369.353	0
Luxembourg	Luxembourg	Tourism & quality of life	1.780.000	1.193.750	0
Netherlands	Friesland	Natural resources and countryside ,Tourism & recreation	7.080.000	18.290.000	0
Netherlands	Groningen/Drenthe	Tourism	4.975.000	1.383.000	0
Netherlands	Limburg	Tourism	3.295.000	0	0
Netherlands	Overijssel	Agricultural development, Tourism & nature	3.238.000	4.734.000	0
UK	Central Scotland/Tayside	Tourism	7.510.000	0	2.020.000
UK	East Anglia	Tourism development	12.200.000	0	405.000
UK	English Northern Uplands	Tourism	14.570.000	4.050.000	1.620.000
UK	Lincolnshire	Tourism	7.000.000	2.200.000	1.120.000
UK	SW England	Tourism	35.680.000	5.200.000	7.000.000
UK	The Marches	Tourism	5.200.000	0	1.400.000
UK	Wales	Tourism development	36.280.000	7.500.000	9.900.000

Of the 69 programmes adopted under Objective 5b, in the 9 Member States concerned, 21 of the regional programmes above have a priority axe explicitly concerned with tourism. Some aspects of the regional programmes particularly those concerning Objective 2 (Industrial regions in decline) and Objective 5b (rural areas in decline) are still under negotiation and have yet to be adopted. Work is currently in progress to classify by theme (tourism included) all credits made under Objective 5b, extracting details on expenditure (e.g. on tourism) even in those programmes where it is not a priority axe.

The potential of the tourist industry as a source of new employment, particularly for more vulnerable groups in society (e.g. women and young people), is being increasingly recognised and given increased attention.

The role of the European Social Fund¹³⁶ in the European Union is the twofold: development of human resources and improved efficiency of the labour market. Furthermore, three priorities have been identified for use of ESF:

- improving access to and the quality of education and initial training, and boosting human potential in research, science and technology
- increasing competitiveness and preventing unemployment by adapting the workforce to the challenge of change through a systematic approach to continuing training
- improving the employment opportunities of those exposed to long-term unemployment and exclusion through the development of a package of measures which form a pathway to integration.

The new Community Support Frameworks or Single programming documents for the period 1994-1999 do give some indication of the support that will be given to tourism. However, it is very difficult to identify precisely the exact allocation that will be spent on the tourism sector.

In Objective 1 regions resources will be used to strengthen tourism development within the framework of operational programmes comprising resources for capital investment from the European Regional Development Fund ERDF and ESF resources for developing the labour force in the tourism sector.

In Objective 2 regions (in industrial decline) ESF resources will be used to assist in the retraining and re-qualification of the workforce and aid for employment.

In the whole of the EU under Objectives 3 and 4, one of the priorities for ESF support is the development of leisure and cultural activities particularly where they are associated with local job creation initiatives.

Under the new regulation for ESF the amount of employment aids will no longer be determined by the Community but, as for training will depend on national aid arrangements.

¹³⁶ Council Regulation (EEC)N° 2084/93 of 20.6.1993, OJ L 193/39, 31.7.1993.

ESF RESOURCES TO ASSIST TOURISM IN OBJECTIVE 1 & 2 REGIONS

(1994 prices in MECU)

Member States	Objective 1	Objective 2	TOTAL
Belgium	3.00	-	3.00
Denmark	-	1.80	1.80
Spain	11.80	-	11.80
France	-	2.80	2.80
Italy	87.50	4.60	92.10
Netherlands	1.00	7.50	8.50
United Kingdom	35.00	46.00	81.00
Greece	10.00	-	10.00
Ireland	102.00	-	102.00
Portugal	47.00	-	47.00
Total	297.30	62.7	360.00

The allocations from the European Social Fund (ESF) correspond only to those actions specifically identified for tourism. It should be noted that many other training actions may indirectly be of benefit to tourism.

The Community Initiatives: Following approval of its proposed guidelines for 13 Community initiatives from the European Parliament, Economic and Social Committee and the Committee of the Regions, the Commission adopted the final version of the guidelines on 15.6.1994 and proceeded to issue notices to the Member States¹³⁷. A total of 11.9 billion ECU has been allocated to the 13 initiatives approved thus far, leaving a reserve of 1.6 billion ECU to be allocated over the period 1994-1999¹³⁸.

Indicative allocations were adopted for each of the initiatives on 13.7.1994, not including Rechar, Resider, Konver and Retex (new areas). The initiatives all have 3 particular features: support for the development of trans-national, crossborder and inter-regional co-operation; a "bottom-up" approach to implementation; and the high profile on the spot which they give to Community measures.

The Commission approved the financial allocations for the Member States and the list of eligible zones for the Initiatives concerned with industrial change on 12.10.1994 and officially invited the Member States to submit operational programmes by 15.11.1995.

The 13 initiatives¹³⁹ cover 7 subjects:

Cross-border, trans-national and inter-regional co-operation and networks	INTERREG II
Rural development	LEADER II
The most remote regions	REGIS

¹³⁷ Communication to the Member States setting out guidelines on the Community Initiatives for the period 1994-1999, OJ C 180/1, 1.7.1994.

¹³⁸ Article 12.5, Council Regulation EEC N° 2081/93 of 20.7.1994, OJ 193/16, 31.7.1993.

¹³⁹ For a detailed presentation see Annex 6.

Employment and the development of human resources -	EMPLOYMENT - NOW, HORIZON, YOUTHSTART
The management of industrial change -	ADAPT, RECHAR, RESIDER, KONVER, RETEX, TEXTILES, SMEs
The development of crisis-hit urban areas -	URBAN
Restructuring of the fishing industry -	PESCA

Within the majority of these initiatives (except RETEX) tourism related measures are identified as being eligible for support. Following publication of the Commission's guidelines (OJ C 180, 1.7.1994) the Member States were given till November 1994 to submit their programmes.

Operational programmes for a number of the Initiatives in a number of the Member States were already adopted by the end of 1994.

Spain:	INTERREG, REGEN/Portugal
Portugal:	INTERREG, and REGEN/Spain, Regis, Resider and Rechar
Greece:	INTERREG/external frontiers, a part of REGEN and URBAN
Northern Ireland:	URBAN, SME
Netherlands	RESIDER

A new initiative for Northern Ireland: following the start of the "peace process" in Northern Ireland in July 1994, the Essen European Council approved in principle a multi-annual programme for the period 1995-1999. A Community contribution of MECU 300 for the first 3 years will apply Northern Ireland and to the five bordering counties of the Irish Republic. The priorities of this programme will focus on urban and rural regeneration, employment creation, cross-border development, social inclusion and industrial development.

Investment of the structural funds in tourism as a means of implementing regional policy has a major role to play in achieving sustainable tourism development. The modifications made to the Structural Funds Regulations concerning improved monitoring committees for the various programmes during this new period offer greater scope for all partners concerned at the local, national and European level to examine effectively what has been planned, how actions are being implemented with the resources allocated, and with what effective results.

A detailed evaluation of the previous period 1988-1993 is in progress. As over 2 billion ECU was allocated to tourism development, analysis of the results of this investment will be an essential consideration for future co-ordination procedures for allocating resources in line with a more comprehensive strategy.

- *European Investment Bank*

As part of its task of providing long-term finance for investments contributing to the implementation of Community policies, the European Investment Bank (EIB) assists tourism in various ways.

Most of the EIB's activities are concerned with reducing regional disparities, a priority

confirmed by the Maastricht Treaty. Accordingly, action to strengthen tourism facilities is restricted almost exclusively to regions in receipt of Community Structural Funds: more than three-quarters of the finance granted between 1990 and 1994 fell under this heading, i.e. ECU 1 014 million, of which ECU 151 million were granted in 1994.

Finance provided by the EIB to assist the "tourism/leisure" sector 1990 to 1994 and in 1994 (ECU 000 000)						
Country	1990-1994			1994		
	Total	Loans	Funds via global loans	Total	Loans	Funds via global loans
Belgium	24.2		24.2	6.0		6.0
Denmark	0.4		0.4	0.0		
Spain	77.8		77.8	3.1		3.1
France	322.8	181.5	141.3	31.6		31.6
Greece	29.4		29.4	4.4		4.4
Ireland	29.5		29.5	15.7		15.7
Italy	342.2	32.8	309.4	79.2	6.2	73.0
Netherlands	14.0		14.0	4.5		4.5
Portugal	78.0	30.5	47.5	0.0		
Germany	62.3		62.3	0.6		0.6
United Kingdom	33.6	15.7	17.9	6.2		6.2
Total	1014.2	260.5	753.7	151.3	6.2	145.1

The assistance given to these regions is mainly to small or medium-sized hotels (nearly 1 200 projects received ECU 632 million between 1990 and 1994, cf. Table 2), and is financed by global loans concluded with banks and financial intermediaries which are in close touch with local conditions and with which the EIB works closely. The hotel projects are concerned to a great extent with business tourism, which throughout the year supports the economic expansion of regions less immediately attractive to tourists. A particularly large volume of investment has been made, since 1990, in the eastern regions of Germany, where such establishments were very rare. Furthermore, over the same period, some ECU 50 million in individual loans was granted for hotels and several motels in the United Kingdom and Portugal.

Most of the other investments covered very diverse establishments and served to reinforce the tourist appeal of the regions concerned: camp sites, ski lifts, leisure areas and also, particularly in Italy, buildings and sites of a cultural or architectural interest which warranted a visit by tourists.

In addition to the regions receiving regional development aid, the EIB financed an exceptionally large-scale project contributing to the Community's tourist appeal, i.e. the Euro Disney park in the Paris area.

Funds granted via global loans in the "tourism/leisure" sector 1990 to 1994 (ECU 000 000)			
Country	Number	Amount	of which hotels
Belgium	28	24.2	19.4
Denmark	7	0.4	0.3
Spain	82	77.8	75.6
France	345	141.3	102.3
Greece	29	29.4	27.5
Ireland	80	29.5	19.5
Italy	624	309.4	256.6
Netherlands	20	14	9.1
Portugal	41	47.5	47.3
Germany	236	62.3	58.4
United Kingdom	27	17.9	15.5
Total	1 519	753.7	631.5

In addition to these sources of finance, there are more specific mechanisms, such as loans under Article 56 of the ECSC Treaty (Annex 7).

2.2.1.2. Improved communications - "Trans European Networks"

Within the context in Title XII of the Treaty on European Union¹⁴⁰, and the White Paper on "Growth, Competitiveness, Employment"¹⁴¹, two expert groups were established by the Commission to take forward proposals on the trans-European networks: The "Christophersen Group", made up of representatives of the Heads of State or Government, on transport, energy and environmental infrastructure networks; and the "Bangemann Group", which comprised of leading figures from the telecommunications industry, to consider information infrastructure and the "information society"

The identification and financial support of priority projects and measures concerning European transport, telecommunications and environmental infrastructure is expected to be of large benefit to tourism. "Networks are the arteries of the Single Market"¹⁴² and tourism is an industry which depends heavily on road, rail and air transport, telecommunication infrastructures transmitting on-line tourist information and allowing reservation and marketing possibilities, as well as environmental infrastructures, a prerequisite for the sustainable development of tourism. Energy networks are expected to benefit tourism indirectly, mainly by reducing the costs for European economies of providing necessary energy supplies, and thus, allowing their smooth functioning on a long-term basis.

¹⁴⁰ OJ C 191, of 29.7.1992, p. 25.

¹⁴¹ White Paper on "Growth, Competitiveness, Employment. The challenges and ways forward into the 21st century", p. 75.

¹⁴² Idem.

2.2.1.3. Transport facilities

Transport is an essential factor for the tourist industry and the measures taken in this sector have a significant effect on the expansion of tourism.

The White Paper on the Future Development of the Common Transport Policy, adopted by the Commission on 2.12.1992, remains the frame of reference for Community activity in this matter, proposing a global approach based on the development, on the one hand, of integrated multi-modal systems of transport, environmentally friendly, taking account of the requirements of reliability, safety and comfort of European citizens and, on the other, of the development of trans-European networks offering a framework favourable to the mobility of all.

- *Actions and measures in the field of transport which affect tourism*

In accordance with the basic principles of the Common Transport Policy, i.e. mobility and freedom of choice of the individual under certain conditions and within the context of sustainable development, the Union continued its work in this field in 1994.

Trans-European Transport Network

On 7.4.1994 the Commission forwarded to the Council a proposal¹⁴³ aimed at establishing guidelines covering objectives, priorities and main lines of action for achieving a trans-European transport network. In addition, this proposal identifies projects of common interest which, when achieved, should contribute to developing the network. This multi-modal proposal is intended to replace and complete the three "modal" decisions adopted by the Council on 29.10.1993, which concerned only the development of road, inland waterway and combined transport networks. These guidelines include besides the aforementioned networks, railroads, ports, airports and information and management systems for the whole network. The proposal has already been discussed several times within the Community institutions.

Air transport

On 14.12.1994 the Commission adopted the proposal for the Directive to facilitate access to the ground handling market and to promote fair competition¹⁴⁴. Implementation of the third air transport package continues to open up new possibilities for tourism in the Union. Effective access to the market still poses a problem, and a study on the distribution of time slots is being carried out. The results of this study scheduled to be available during the second half of 1995. Work on improving the situation regarding the air navigation management system is also of some interest to tourism.

Computerised reservation systems

While ensuring implementation of the code of conduct on CRSs¹⁴⁵, and following several complaints regarding the non-compliance of the tariffs charged by the CRSs with the provisions of Article 10.1 of this code, the Commission has encouraged a wider discussion of pricing principles. A working group composed of the parties concerned (representatives of airlines, travel agencies and CRSs) has been formed and has met to examine the current situation and possible changes. To give a better picture of the impact

143 COM(94) 106 final - OJ C 220, p. 1, 8.8.1994.

144 COM(94) 590 Final.

145 Council Regulation (EEC) No 3089/93, 29.10.1993, amending Regulation (EEC) 2299/85.

of various pricing policies on the enterprises concerned, a study has also been initiated and its development followed directly by the members of the working group. The results of the study are expected in the second half of 1995.

Safety on board means of transport

- Articles 8.1 and 8.2 of Directive 94/58/EEC of 22.11.1994¹⁴⁶ concerning the minimum level of training for persons at sea lay down specific provisions regarding communications on board passenger vessels.
- Directive 94/56/EEC of 22.11.1994¹⁴⁷ lays down fundamental principles governing requests regarding accidents and incidents in civil aviation. The technical enquiry laid down in the Directive is not intended to establish faults or blame but to extract information which might prevent future accidents and technical incidents and consequently to produce safety recommendations.

- *Budgetary list of actions taken in the field of transport with an effect on tourism*

Transport infrastructure policy

During the period 1982-1994, a total of ECU 1 088 million was devoted to implementing the transport infrastructure policy, forming part of a total investment of ECU 15 000 million. Although the effect on tourism is not quantifiable, it is obvious that this policy has a substantial impact on promoting infrastructure of European interest.

During the period 1993-1994, the legal basis for the programme of action in the field of transport infrastructure (the trans-European networks budgetary heading) was Council Regulation (EEC) No 1738/93 of 25.6.1993 on the implementation of an action programme in the field of transport infrastructure with a view to the completion of an integrated transport market. This Regulation was an extension of the 1990 triennial Regulation of 1990 on following up the guidelines of the transport infrastructure programme at both political and budgetary level. The Regulation expired on 31.12.1994. It had a transitional role and ensured continuity between the Action Programme launched by Regulation No 3359/90 and the entry into force of a new Regulation, for which the proposal to the Council was approved by the Commission on 2.3.1994¹⁴⁸ for the transport, energy and communications sector. The purpose of this Regulation is to provide, on the basis of Article 129 of the Treaty on European Union, a legal basis for Community financial actions relating to the implementation of trans-European networks. The finance planned for the trans-European transport networks is ECU 1 868 million for the period 1994-1999.

COST Actions

Four actions are presently being implemented, for which the Commission provides the administrative and technical secretariat. The financial contribution for these is between ECU 400 000 and ECU 600 000 per year per action.

¹⁴⁶ OJ L 319, 12.12.1994, p. 28.

¹⁴⁷ OJ L 319/94, 12.12.1994.

¹⁴⁸ COM(94) 62.

These actions are:

- COST 317: *Socio-economic effects of the Channel Tunnel*
To devise a methodology for observing the socio-economic effects of a large-scale infrastructure.
- COST 318: *Interaction of air transport and high speed rail transport*
Analysis of interaction and complementary features, and identification of the advantages to users and the general public.
- COST 322: *Low-floor buses*
To draw up specifications for vehicles and boarding points, in particular for persons with reduced mobility.
- COST 328: *Strategies for integrating transport infrastructure networks in Europe*
To find methods for the socio-economic evaluation of European infrastructures, taking into account the degree to which the transport networks can be operated jointly and can be interconnected.

2.2.2. The External Perspective

Under the policy of economic, financial and technical cooperation pursued by the Community in non-Community countries, tourism has been able to benefit in particular from the instruments established to associate operators in the private sector with actions of mutual interest to both the Community and the partner countries.

Under the programme for setting up joint enterprises (European Community Investment Partner - ECIP) launched in 1988 to encourage European enterprises to invest directly in developing countries in Asia, Latin America and the Mediterranean regions, the Community gives appropriate financial support to the various phases of setting up a joint venture project. Over the period 1989-1994, 25 projects connected with tourism were selected, valued at approximately ECU 2.9 million (Annex 8).

The projects financed in 1994 concerned the search for partners for developing business tourism and congresses in Morocco and for promoting environmentally friendly tourism and adventure tourism in South Africa.

2.2.2.1. Establishment of networks in the Mediterranean region

Under the decentralised cooperation of the programmes MED URBS (a local communities labour network) and MED CAMPUS (a university network), a number of projects were initiated in the tourism sector to develop training, technical assistance or know-how-transfer projects between operators on the two coasts of the Mediterranean. Three projects involving Community finance totalling ECU 538 000 were launched in 1994 under MED URBS.

MED URBS

Project	Objectives	Partners	Amount	
			Total	Of which EC
Coast Map Development of the Economy and Tourism	Transfer of information and experiences, development of new ideas, implementation of practical projects and establishment of lasting relations in order to: <ul style="list-style-type: none"> . develop new markets; . establish an economic development strategy; . foster high-quality services in the tourism sector. 	Limassol CYPRUS Sivom Cap Corse FRANCE Regione Campania ITALY Mate-Asher Regional Council	300 000	200 000
Pharos Development of Tourism	<ul style="list-style-type: none"> . Foster new forms of cultural tourism . Consolidate the network of local communities with a lively interest in expanding cultural tourism. . Establish a procedure for devising and mounting tourist/cultural products. . Disseminate the results of the network and pilot projects. 	Dun Laoghaire IRELAND Lakatamia CYPRUS	200 000	160 000
Sealink Nepon Development of the Economy and Tourism	Improve relations between the port and the town and involve the local authorities in managing the port. Make one of the objectives of the network the transfer of know-how on the control of pollution generated by port activities and try to integrate ports into the economic and social development of the city.	Bremen GERMANY Patras GREECE Ashdod ISRAEL Haifa ISRAEL Brindisi ITALY	280 000	178 000

EUROMED

Under EUROMED, ECU 431 000 is available for tourism in 1994 to finance five cooperation projects between university institutes.

Project	Objectives	Partners	Amount	
			Total	Including EC
"Sustainable Tourism" in Egypt	<ul style="list-style-type: none"> . Draw up guidelines for supporting the development of San Sina, taking account of the proposed marina of Al Homayera and the Ras Naqab airport. . Use the guidelines for San Sina to draw up other guidelines for support and recommendations for the future development of tourist centres in the Red Sea region. . Devise mechanisms for monitoring the development of San Sina, the structuring and follow-up of operations, and ensure its long-term viability. . Communicate the methodologies used for drawing up and implementing guidelines as a model for developing tourist centres in other developing countries 	University of Alexandria EGYPT Centre hautes Etudes Touristiques FRANCE	150 000	60 000
Teacher Training	Revise the training programmes; Train instructors in the new concepts of quality management of services and their methodology; Produce data which can be used by teachers and people professionally engaged in tourism.	University of the Balearic Islands SPAIN Sheffield, Hallam University UNITED KINGDOM	105 520	79 140
Unimed	The main objectives are: <ul style="list-style-type: none"> . to increase the number of projects based on energy-saving in the MNCs concerned; . to increase the cost-benefit applications of new and renewable energy sources; . to increase the rational and efficient use of energy, taking account of the environmental aspects; . to encourage the movement towards the use of new and renewable energy sources in the existing energy system; . to increase the number of transnational projects and programmes based on involving the MNCs in research and innovation. 	University of Provence FRANCE University of Ancona ITALY Mohamedia School of Engineering MOROCCO Faculty of Science, Semailia MOROCCO Al. Baath University SYRIA	187 190	112 310

Project	Objectives	Partners	Amount	
			Total	Including EC
Unimed	The objective is to train 20 experts in the methodologies for the planning, reclamation and protection of the Mediterranean coastal areas. These experts will be able to assess the appropriateness of such measures.	Epau ALGERIA University of Tiziouzou ALGERIA Gent University BELGIUM Ecole Nation. Sup. du paysage FRANCE University of Rome ITALY University of Venice ITALY University of Malta MALTA Universidad Complutense de Madrid SPAIN	200 000	120 000
Euromed Tourism	The objective of the project is to create a cooperation network between higher education institutes in the EC and the MNCs to train businessmen, government officials, and university staff and students, educate them and make them aware of past experiences, problems and solutions regarding cultural and ecological tourism in the NMCs in the long term.	University of Cyprus CYPRUS University of Alexandria EGYPT Università di Bergamo ITALY University of Tunis TUNISIA University of Surrey UNITED KINGDOM University of Wales UNITED KINGDOM	150 000	60 000

2.2.2.2. *Tourism's contribution to the Peace Process in the Middle East*

Recognising the role of tourism as a factor of economic development for the Middle East and as a contribution to the peace process, the Working Group on regional economic development (REDWG) led by the Commission has implemented the "Copenhagen Action Plan", which outlines a number of different projects and includes tourism among nine sectors of activity.

To supervise all the activities of the Copenhagen Action Plan, a Monitoring Committee was created in May 1994 under the chairmanship of the REDWG gavel holders, with membership of the Egyptian, Israeli, Jordanian and Palestinian parties and all other regional parties and the participation of the co-sponsors and co-organisers. One of the four sub-committees set up is specially designated to tourism. The Tourism Committee, following the Casablanca Conference, reviewed proposals from the regional parties on the idea of establishing a tourism mechanism for the Middle East such as a regional tourism board or association including both the public and private sectors.

TOURISM ACTIONS IDENTIFIED UNDER THE "COPENHAGEN ACTION PLAN"

Sponsor	Subject	Status
Japan	Workshop on regional co-operation in tourism (number 1)	6/7.2.1994 - Cairo
Japan	Workshop on regional co-operation in tourism (number 2)	27/28.11.1994 - Cairo
Japan	Workshop on regional co-operation in tourism (number 3)	28/30.3.1995
Japan	Seminar on policies for promotion of small-medium enterprises, including those related to tourism	16/29.1.1995 - Cairo
Japan	Regional joint mission for marketing the Middle East	Spring 1995 - Japan
EC	Workshop of European tour operators and regional tourism officials	23/25.1.1995 - Aqaba
US	Workshop of American tour operators and regional tourism officials in Egypt	28/29.1.1994 - Cairo
Switzerland	Feasibility Study on regional training of hotel and tourism personnel	completed

2.2.2.3. Relations with Central and Eastern European Countries

During 1994, PHARE¹⁴⁹ continued with its programmes in Tourism Development in Albania, the Baltic States, Poland and Romania. These programmes, which had mostly been launched in 1992 and 1993 are aimed at addressing basic issues of institutional structures, developing a service mentality and, enhancing the quality of the service. This is followed up by promotional campaigns. The programmes vary by country, depending on local conditions and the priorities set by the governments of the partner countries.

The total PHARE budget for 1994 was 975 MECU, bringing the total aid package since it began in 1990 to 4,275 MECU. Of this, the global amount allocated to Tourism Development is around 29 MECU. Albania has received 1.2 MECU, the Baltic States 1.8 MECU, Bulgaria 4 MECU (1993 PHARE allocation not disbursed to-date due to no local consensus), Poland 12.5 MECU, and Romania 9,5 MECU.

¹⁴⁹ Council Reg. n° 3906/89, OJ L 375, p. 11, 1989.

In 1994 programmes continued in the following countries:

- *Albania*

Under the 1993 Private Sector Development Programme, PHARE initiated a project amounting to 1.2 MECU for the development of small-scale tourism in the southern region of Albania. The projects which are on-going include the establishment of a credit line for ECU 800,000 and the availability of technical assistance for entrepreneurs in order to prepare their loan applications.

- *Baltic States*

In 1992, an identification of tourism development needs was carried out. A 2-year programme followed at the beginning of 1993 (1.8 MECU) which focused specifically on 4 aspects:

- institutional strengthening in order to establish the appropriate institutional framework and organisational structures (the relevant Ministry is responsible for policy making and the national tourism administration is in charge of its operational implementation)
- manpower development to improve the quality of management and skills in the industry (training courses)
- product development to give direction for the development of the industry (control of quality with licensing and classification of hotels, restaurants and B&B; development of regional information systems)
- tourism promotion in the major source markets (production of promotional brochures, participation in trade fairs, studies on the European market demand, on the motivations and expenditures of travellers to help define a market strategy).

A second programme should be launched by the end of 1995 for the 3 countries (budget 1.5 MECU to be taken from 1995 PHARE funding).

- *Poland*

The 1992 Programme, TOURIN I, expires at the end of June 1995. The key elements of the technical aid were institutional strengthening, training of sector personnel, preparing a National Tourism Development Strategy, and running promotional campaigns.

All elements were basically successful but owing to delays in preparing the strategy, the promotional campaigns will not be run until later during 1995. In particular, the training of sector personnel (both public and private sector) and institutional development have been highly valued by the Polish authorities.

TOURIN II, which came out of 1993 PHARE funding, started activity with a very thorough needs analysis and programme design phase. TOURIN II has four main components: computer reservation systems, road user assistance, developing rural tourism and implementing the strategy prepared under TOURIN I.

The first two are highly technical subjects, involving deep knowledge of computer and telecoms systems application to tourism needs. Rural tourism is a "core" tourism activity which has several sub-components including rural accommodation, activity tourism, eco-tourism and identification of a wide range of related small infrastructure projects.

Implementation of the strategy includes a major institutional reorganisation at both central and local levels (with establishment of a Tourism Board being planned) and very practical action in several regions to develop a series of tourism products according to local conditions.

- *Romania*

The first Tourism Assistance Programme for Romania started in 1993 and will end mid-1995. Its budget of 4.5 MECU was targeted at four activities: Institutional Development (assistance to the Ministry of Tourism), Manpower Development (Training and Re-Training), Product Development (Identification and Positioning of Product) and Marketing (Promotion Material, Tourism Fairs, Advertising Campaigns).

A second programme, starting mid-1995 and ending in 1996 has been prepared (worth around 5 MECU on 1994 PHARE funding). It will continue to support the Ministry of Tourism, but also include a number of decentralised, regional activities such as the development of rural tourism or the strengthening private associations of entrepreneurs in the tourism industry. Links will be established with other PHARE Programmes addressed to SMEs and Regional Development.

- *Related Activity*

Tourism is also addressed through several PHARE Programmes, such as SME development, regional development and investment attraction. In Hungary, for example, investment has been attracted to hotel/commercial complex development schemes.

As a result of the communication process established between the Commission and the European Bank for Reconstruction and Development, the support strategy drawn up for Tourism in the Ukraine was able to draw on the general objectives set out in the Council Decision 92/421/EEC intended to achieve balanced, sustainable and high quality tourism development. Similar consultations were held with the Baltic States and Poland.

2.2.2.4. Development and co-operation

The current framework for ACP/EU development cooperation is the Forth Lomé Convention, an international trade and aid agreement covering the period 1990-2000. Cooperation activities under the Convention are financed through European Development Fund resources as opposed to the annual general budget of the EU. Cooperation with the Overseas Countries and Territories is covered by parallel provisions in the Council Decision of July 1991.

Tourism presents a considerable challenge within the framework of development because of the poor co-ordination of the industry, its fragmentary and disparate nature and a complex array of economic, social and cultural impacts.

The industry can contribute substantially to economic development but, if allowed to grow unchecked in developing regions, it also has the potential for causing lasting damage. In order to ensure that it acts as a positive factor in economic development, therefore, particular attention needs to be paid to the manner in which tourism is developed and promoted in these regions.

The fourth Lomé Convention recognises the importance of the sector by dedicating a separate chapter to tourism. Articles 121 and 122 encompass provisions relating to the four main areas of sector support: human resources and institutional development, product development, market development and tools to monitor and encourage sector development in the form of research and information.

Moreover tourism is covered by Article 138, which provides for operations of a regional character in trade and services, and is among the sectors qualifying for support from the EIB for productive programmes and projects. Lastly, a joint declaration calls for greater emphasis to be placed on the development of trade and services including tourism¹⁵⁰.

Though not a priority in all ACP States, for an increasing number, it has become one of the most important sources of foreign exchange and employment. For countries which have little or no industrial base, a bias towards primary commodity production and limited potential for diversification or development in other areas, but which enjoy comparative advantage due to location, climate, landscape, natural or man-made assets, and a relatively cheap labour force, there is usually a case to be made for some degree of tourism development.

Under Lomé IV, sector support led to the creation of fully integrated tourism programmes in the Caribbean, the Pacific and in the Indian Ocean where they also have a part to play in fostering regional co-operation and integration. They all aim to achieve a long-term sustainable growth in tourist arrivals from Europe and other markets. The provision of resources to pump-prime tour operator and other market-based activity is complemented by assistance with policy formulation, tourism education and training, research and statistics. Tourism fair participation, previously funded separately, are now an integral part of this latest generation of programmes. Activities in Africa are not yet of a comparable scale.

The measures undertaken in 1990-1994 are set out in Annex 9 and show that the combined commitment appropriation for this period totals 78.026 MECU.

3. *TOURISM RESOURCES*

3.1. *ARCHITECTURAL AND CULTURAL HERITAGE*

Cultural tourism in Europe is a significant aspect of the tourism product on offer. It demands that consideration be given to the various dimensions (social, economic, cultural and ecological) of its development. Increasing concern about the effects of visitor pressures on historical city centres which in turn has an impact on urban development, prompted increasing attention to be given to the need to implement measures concerned with visitor management.

Despite a growth in the development of cultural tourism policy and increasing recognition of its economic and social significance, there is currently no comprehensive treatment of the subject available. Previous work has to a large extent tended to emphasise either the tourism or the cultural aspects of the issue, but rarely are both treated together using an

¹⁵⁰ see Annex XX of the Lomé Convention.

integrated approach. However, some proposals currently being developed offer scope for at least greater complementarity in the development of the two issues (culture and tourism).

3.1.1. Cultural Actions

Following on from Antwerp in 1993, Lisbon was the nominated City of Culture in 1994. Thus making it the venue for cultural events and cultural interchanges between the peoples of Europe.

The 1994 programme 'Kaleidoscope Scheme' was launched on 17.8.1994¹⁵¹ to provide funding for projects concerning cultural actions and events in either the performing arts, visual arts, applied arts, multimedia arts, books and reading, architecture, movable and immovable heritage, and history. Of the 1000 projects submitted to this programme in 1993, 100 were selected in March 1994 by means of an independent jury for implementation in 1994 with co-funding limited to 25%.

The arts occupy a very unique place in European culture, not just in terms of heritage but also in term of live popular culture. They represent very often a major tourism attraction and also involve a heavy infrastructure to support them. Keeping this culture alive and preserved is important not only for the cultural well-being of the peoples of Europe but also as an important aspect of Europe's tourism infrastructure.

In the field of culture, two proposals for European Parliament and Council decisions were developed in 1994: Kaleidoscope 2000¹⁵², a support programme for artistic and cultural projects with a European dimension (Annex 10); and a proposal for a programme of support for the cultural heritage of Europe "Raphaël".

3.1.2. Safeguarding Architectural Heritage

Community action to protect the cultural and architectural heritage continued to be developed on the basis of the Council Resolution of 13.11.1986 on the protection of Europe's architectural heritage¹⁵³ enhanced by the provision of Article 128 on Culture in the Treaty on European Union¹⁵⁴.

Action supported in 1994 were as follows:

1	Pilot projects	ECU	4,095,000	
2	Symbolic Action	ECU	400,000	Acropolis
		ECU	300,000	Athos
		ECU	250,000	Chiado
3	Grants for Studies	ECU	400,000	
4	Awareness actions	ECU	1,500,000	
5	European Heritage Campuses	ECU	250,000	
Total for 1994		ECU	7,195,000	

151 OJ C 227/12, 17.8.1994.

152 COM(94) 356 final Brussels 27.7.1994 (94/0188(COD)).

153 OJ C 320/1, 13.12.1986.

154 Research technologies which are complementary to these actions have been developed within the framework of the Research and Technological Programmes (see Annex 11) for the environmental protection and conservation of European cultural heritage.

Pilot Projects

In providing support for pilot projects intended for the preservation of European Architectural Heritage, a different architectural theme is selected each year by the Cultural Affairs Committee. In 1994, financial support was provided for 61 pilot projects (from a total of 537 submissions) to preserve historic buildings and sites related to entertainment and the performing arts¹⁵⁵. The call for proposals published in the Official Journal sets out the selection criteria and selection is made by a jury of independent experts. The projects that receive support are required to submit to the Commission an activity report on the process and completion of the restoration and conservation works.

A report on the projects of 1993, whose theme was " Gardens of Historic Interest" is due to be ready by Spring 1995. The report should give a social and economic impact assessment of the results of the projects. In 1994, an employment survey conducted on the 66 pilot projects supported in 1993, revealed that 1074 jobs had been created as a result of these projects.

Symbolic Actions

Since 1983 the Community has been supporting restoration and conservation work on European monuments and sites of great historic importance, namely the Acropolis and the Monasteries on Mount Athos in Greece and the Chiado District of Lisbon, all of which are important tourist attractions. The managers of these projects report to the Commission on an annual basis on their activities.

Grants for Further Studies in Conservation and Restoration

Preservation and conservation of the architectural and cultural heritage requires specialist training in the field. Thus the EC has granted subsidies to seven conservation institutes in the form of grants for further training of architects, archaeologists, art historians, town planners and craftsmen.

Awareness Actions

In order to heighten awareness of the problems involved in the cultural heritage and the response to these problems being made by the Commission, support is given for a series of exhibitions, seminars and conferences. In addition, every two years a block grant is made for a European Architecture Prize - Mies Van Der Rohe - for outstanding contemporary architecture. The Mies Van Der Rohe Foundation manages the award and the prize winner is selected by an independent jury.

Raphaël

On the basis of a request from the Council, the Commission prepared a proposal for a Decision concerning a third Community cultural action, the Raphaël programme to promote and support the Member States' actions in favour of cultural heritage and the dissemination of knowledge of the culture of the peoples of Europe. With a proposed budget of 67 MECU, the 5 year action programme is intended to provide incentives and stimuli. While paying heed to the principle of subsidiarity, Raphaël will provide financial support for approximately 300 innovative cultural projects with a European Dimension

¹⁵⁵ OJ C 283/7, 11.10.1994.

covering all the heritage disciplines and based on genuine European co-operation. The five main areas identified for action in the programme are spreading the cultural heritage in Europe, development of networks and partnerships, access to heritage, research and specialist training for professionals in the sectors and co-operation with third countries and international organisations (Annex 12). Given that European tourism is largely dependent on both the natural and cultural heritage, it is expected that this programme if adopted will have a major complementary impact on the development of cultural tourism.

3.2. NATURAL & BUILT ENVIRONMENT

Article 2 of the Treaty on European Union refers to the promotion of a "harmonious and balanced development of economic activities, sustainable and non-inflationary growth respecting the environment". The preservation and strengthening of the quality of the natural and built environment is a prerequisite for all successful tourism development. Tourism is influenced by its environment and the environment is influenced by tourism. A concerted and co-ordinated Community action is, therefore, needed in order to obtain the benefits of sustainable tourism development in Europe. Setting sustainable tourism development as one of its targets, the Commission has developed action originated in environmental legislation, based on the Fifth Environmental Action Programme and supported through certain Community initiatives and financial instruments. More intensive action is, however, needed in many areas, especially in order to examine and analyse better the consequences of tourism upon the natural and built environment and to find the correct equilibrium between sustainability and tourism development.

3.2.1. Spatial Planning and Environment

The Council on Spatial Planning (Leipzig 21.9.1994) proposed that a *European Spatial Development Perspective (ESDP)* should be developed by the Commission. This perspective should be a "framework for reflection" for Member States, examining the interdependence between environment, land use and spatial planning and identifying the territorial implications for two basic objectives of the EU: economic & social cohesion and sustainable development. The ESDP concept is important for the future of tourism development and is related to the new mid- and long-term land-planning in Europe, setting the general framework for the balanced development of the Union's territory¹⁵⁶.

3.2.2. Towards Sustainability

Integration of environmental protection requirements into the definition and implementation of Community policies is the key principle of the *Fifth Community Action Programme on the Environment "Towards Sustainability"*¹⁵⁷. In particular, it permeates the activities of the Commission, which has drawn up a series of internal rules to ensure that the environment is taken into account at the earliest possible stage when legislative or other measures are being drawn up. An important aspect of the programme has been the introduction of "the polluter pays" principle aiming to establish a better balance between various activities and environmental protection. Tourism is one of the priority areas of this action programme¹⁵⁸. Chapter 16 of the Fifth Action Programme calls for a review during 1995 in the light of new scientific data and major reviews of EU

156 "Europe 2000 + - cooperation for spatial planning in Europe" ISBN 92-826-9098-9 OPCOE.

157 COM(92) 23 final, 27.3.1992, Vols. 1-3.

158 See also COM(94) 74 of 6.4.1994, Chapter III-10.

policies on industry, energy, transport, agriculture and structural funds. The reviewed programme will run during the period 1996-2000 with the aim to fully accomplish the targets set during the previous years. The products envisaged during the programme's review are:

- 1) The report *Updated State of the Environment*, to be presented to the European Parliament and the Council planned and published during the second semester of 1995 by the Environment Agency, now situated in Copenhagen.
- 2) The *Second Progress Report on the Implementation of the Fifth Action Programme* also to be available at the same period.
- 3) The *Mid-term review document*, highlighting the political message and presenting the conclusions to be drawn from the review process, the above mentioned documents and other relevant material.

3.2.3. Environmental Legislation

Current environmental legislation is comprehensively presented in the last year's report "on Community measures affecting tourism"¹⁵⁹. The more important 1994 developments are presented hereafter:

Bathing Water

Following the results of the Edinburgh European Council, the Commission proposed¹⁶⁰ the revision of the Bathing Water Directive¹⁶¹ of 1976 in order to better adapt it to the present technical and scientific knowledge and apply the principle of subsidiarity. The proposed revision to the Directive will not significantly change the impact of the existing Directive on small and medium sized enterprises. Like the existing measure, the revised Directive will also improve the environment in which they operate, assuring, thus, a long-term and sustainable development for them.

Coastal zones management

As is the case with urban environment and noise, the competence for the coastal zone issue in the first instance lies with local and regional authorities, in particular with regard to *land use planning* and policies to attract economic activity in these very fragile zones. However, the economic future and the environmental quality of coastal regions are inseparably linked. While environmental assessment for projects is becoming established through the application of national and European legislation; consideration of environmental impacts is often insufficient.

There is a need for more communication; exchange of information and coordination at local and regional level and the creation of fora that work across existing divisions of competence. The Commission is working on a Communication and a demonstration programme on how to ensure integrated management of coastal zones.

159 COM(94) 74 final of 6.4.1994.

160 COM(94) 36 final, of 16.2.1994.

161 OJ L 31, of 5.2.1976.

Environmental Impact Assessment (E.I.A.)

The E.I.A. directive¹⁶² strongly affects the development of infrastructure in many tourism areas, introducing a set of criteria for the assessment of the impact of various projects to the environment. In April 1994 the Commission put forward a "proposal for a Council Directive amending Directive 85/337/EEC on the assessment of the effects of certain public and private projects on the environment"¹⁶³. According to the proposal, tourism and leisure (point 11a of the proposal) have been considered as areas of application of the new directive, focusing on:

- "(a) Ski-runs, bob sleigh tracks and ski-lifts and artificial snow installations.
- (b) Golf courses and associated developments.
- (c) Marinas.
- (d) Holiday villages, hotel complexes and associated developments.
- (e) Camp sites and caravan sites.
- (f) Leisure centres"¹⁶⁴.

The Commission has arranged for the production of documents and reports concerning the EIA Directive. One of them; the "EIA Review Checklist" aims to provide practical assistance for reviewing environmental information submitted to the competent authorities. Two more documents addressing the screening and scoping stage of the EIA process will be published soon.

Moreover, work has started for the presentation of a proposal for a Council Directive on the "Strategic Environmental Assessment" which is expected to be ready by the end of 1995.

Ecolabels.

An ecolabel¹⁶⁵ is a label awarded to a product identifying its environmental characteristics. The eco-labelled product has a less harmful effect on the environment than other competing products in the same category, but is as good in terms of performance. The *Eco-label Award Scheme*¹⁶⁶ gives the opportunity to a variety of product manufacturers to apply for the use of a special logo to distinguish their products as less environmentally damaging products. The eco-label regulation covers products such as detergents and does not cover services such as tourism. An expert group, led by the Greek Eco-Labeling Competent Body in co-operation with their French counterpart, was set up under the 1994 Greek presidency of Council, with the support of the Commission, in order to examine the possibilities of establishing an ecolabel for tourist services. The Greek Eco-Labeling Competent Body will present the conclusions of the work in 1996 with any recommendations to adapt the Regulation in order to include services for eco-labels. A review of the Eco-label regulation is planned for 1997.

¹⁶² OJ L 175, of 5.7.1985.

¹⁶³ OJ C 130, of 12.5.1994.

¹⁶⁴ OJ C 130, of 12.5.1994.

¹⁶⁵ Council Regulation (EEC) N° 880/92 of 23.3.1992.

Commission Decision of 13.5.1993, establishing indicative guidelines for the fixing of costs and fees in connection with the Community eco-label.

¹⁶⁶ Council Regulation (EEC) N° 880/92 of 23.3.1992.

3.2.4. Urban Environment

The urban environment was examined in the Commission's Green Paper of 1990. As a follow up to the Green Paper on Urban Environment¹⁶⁷, the Commission is supporting a European Sustainable Cities Project, co-ordinated by a group of experts from the Member States and which will produce a report and recommendations at the end of 1995. A part of this report will examine the quality of the built environment, examining the relationship of activities related to tourism and leisure to cultural heritage and historic centres.

3.2.5. Financial Support to Environmental Projects

*Cohesion Fund*¹⁶⁸

This is a new fund established by the Maastricht Treaty on the European Union in order to complement the Structural Funds for the period 1994-1999 with a total budget of 13.6 billion ECU. The aim of the Cohesion Fund is to support large projects in Objective 1 regions of the Union in the fields of the environment and of transport infrastructure. Both fields are closely related to tourism.

LIFE¹⁶⁹

Through LIFE, a total of 400 million ECU should be allocated until the end of 1995 to projects following specific priorities. One of the selected socio-economic priority for 1994 was tourism focusing on demonstration actions relating to "the promotion of sustainable tourism as well as to the implementation of new concepts which draw particular attention to respecting of the natural environment"¹⁷⁰. Within this framework, LIFE '94 has provided financial support for eighteen projects from seven Member States (Annex 13).

A first LIFE progress report was presented to the Council and the European Parliament in 1994, including an evaluation of the impact of all past environmental financial instruments such as ACE, MEDSPA, NORSPA and ACNAT. A proposal for a new Council Regulation, modifying the LIFE Regulation, is expected to be adopted by the Commission during 1995.

167 Document EUR 12902, of 1990.

168 See also Chapter "Economic & Social Cohesion" of this report.

169 OJ L 206, of 22.7.1992.

170 OJ C 270, of 6.10.1993.

Environmental Awareness Raising

In relation to coastal zones and tourism, seven pilot demonstration projects were supported by the Commission during 1994, related to information provision and awareness raising. Financial support totalling 650,000 ECU has been committed for these projects, representing an average of 47% of the total projects' proposed budget (see table 1994 Projects on Environmental Awareness Raising).

1994 PROJECTS ON ENVIRONMENTAL AWARENESS RAISING

ORGANISATION	BENEFICIARY	TITLE AND DESCRIPTION OF PROJECT	AMOUNT COFINANCED (ECU)	% OF TOTAL COFINANCED
EURONATUR	Former Eastern bloc	"The environment in Europe" - CEEC campaign on the integration of the environment into agriculture and tourism (congresses-seminars-newsletters, brochures)	101 548	47.5
EURONATUR	D, I, E, GR, Former Eastern bloc	"Eco-Islands: sustainable & environmentally friendly development of islands regions, with an emphasis on soft tourism" (tourism pilot project)	102 235	51
EUROPEAN UNION FOR COASTAL CONSERVATION (EUCC)	NL, GR, P	"European regions for a safe and clean coast": network, workshops and conference to raise awareness of the problems of coastal and marine pollution (local and regional authorities, NGOs, industry)	92 421	47
EUROPEAN CENTRE FOR ECO AGRO TOURISM	Former Eastern bloc	"Sustainable tourism on ecological farms (STEF)" - creation of network of ecological farms open to tourists in the CEEC with F, P, GR. Training and awareness campaigns.	99 968	43
COASTWATCH EUROPE	IRL, I, GR, B, E, P, F, UK, DK.	"Environmental information and training pyramid" - production of documentation of a set of environmental information and training modules, especially in the tourism sector.	79 003	50.5
CRÊTES	F, P, E	"Karst Mediterranean meetings " - pilot project consisting of 3 awareness seminars for tour operators.	84 765	50
FRIENDS OF THE EARTH	MED	"Mediterranean concerted action plan with the tourism industry and local authorities"	90 000	40

3.2.6. Energy Policies that have an effect on the Tourist Environment

Within the framework of the Energy policy, specific programmes such as THERMIE¹⁷¹, SAVE¹⁷² and ALTENER¹⁷³, provide financial support to innovative projects aiming to develop alternative and/or renewable soft energy, reducing the consumption of traditional energy, producing "green" forms of energy and contributing, thus, to environmental protection.

Some of the projects supported by the Commission in 1994 have a direct benefit relationship to tourism and its relevant sectors. However, the extent of this benefit is not always possible to be clearly identified, since the relationship between tourism and energy is often an indirect one (Annex 13) Areas where energy policies may effect the tourist environment include,

- the indirect effects of energy prices, like electricity (air conditioning), heating or fuels (transport);
- the direct negative effects to the environment of the use of energy, which indirectly

171 OJ L 185, of 17.7.1990.

172 OJ L 307, of 8.11.1991.

173 OJ L 235, of 18.9.1993.

affect the promotion of tourism in certain areas;

- the direct effect of the construction of electricity cable and in general of all energy networks on the natural and historic landscape, which again indirectly also affects tourism;
- investment in new energy technologies; mainly to rationalise the use of energy, has direct beneficial effects on environment and so indirectly on tourism. Tourism could be a very good way to influence the increase and development of investments in new clean energy technologies.

*

* *

The way in which tourism intervenes either directly or as a tool for other Community policies is constantly under review. As already stated and demonstrated in this report, to achieve a global approach to tourism interventions, greater emphasis must be placed on co-operation and co-ordination.

Aside from the concrete results being achieved¹⁷⁴, the Council Decision on a Community Action Plan to Assist Tourism, if only in the short and medium term, has already served to highlight this need.

A long-term strategy is of major interest. Such a strategy, building on the current achievements and improved co-operation and co-ordination:

- offers a means to a more rational approach at the European Union level;
- would help to ensure that the conditions necessary for the competitiveness of the Community's tourist industry are fulfilled;
- could permit a more targeted use of the various Community measures by the Member States to improve their own tourism development.

¹⁷⁴ The preparatory work for the report on the evaluation of the results of the Action Plan (Article 6 of the Council Decision) started in 1994.

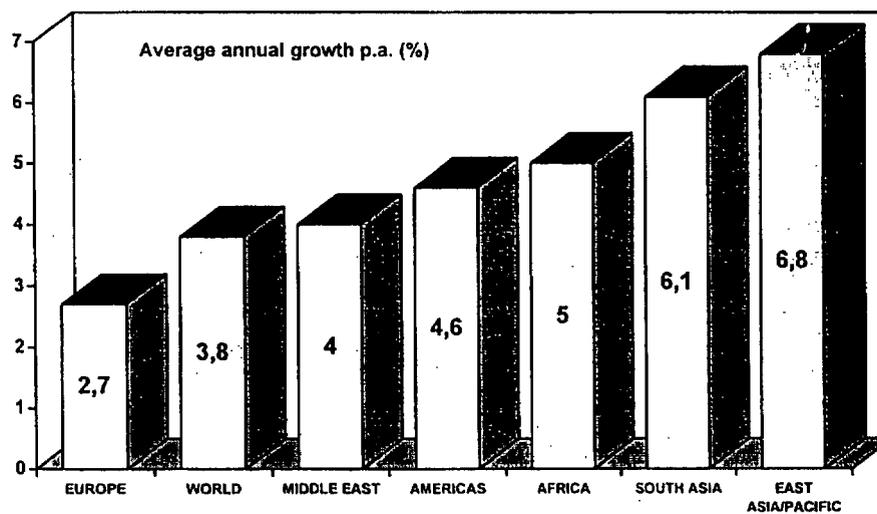
ANNEXES

ANNEX I SHARE OF EACH REGION'S INTERNATIONAL TOURIST ARRIVALS AND RECEIPTS WORLD-WIDE, 1960 - 1994 (IN %)

	1960	1970	1980	1990	1994
AFRICA					
Arrivals	1.1	1.5	2.6	3.3	3.4
Receipts	2.6	2.2	2.6	2.0	1.9
AMERICAS					
Arrivals	24.1	23.0	21.6	20.6	20.3
Receipts	35.7	26.8	24.6	26.6	18.8
EAST ASIA/PACIFIC					
Arrivals	1.0	3.0	7.4	11.6	14.0
Receipts	2.9	6.1	8.4	14.9	17.5
SOUTH ASIA					
Arrivals	0.3	0.6	0.8	0.7	0.7
Receipts	0.5	0.6	1.5	0.8	0.7
EUROPE					
Arrivals	72.5	70.5	65.6	62.1	60.1
Receipts	56.8	62.0	59.5	53.8	50.0
MIDDLE EAST					
Arrivals	1.0	1.4	2.1	1.7	1.5
Receipts	1.5	2.3	3.4	2.0	1.1

Source : "Tourism Market Trends Europe", World Tourism Organisation (WTO), 1985-1994

TOURIST ARRIVALS: REGIONAL GROWTH RATES 1990-2000



Source: "Tourism in 1994-Highlights", WTO

**ANNEX 2 IMPLEMENTATION OF COUNCIL DECISION 92/421/EEC OF 13.7.1992 ON
A COMMUNITY ACTION PLAN TO ASSIST TOURISM - 1994 BUDGET**

Unit: ECU

31.12.1994

RESOURCES 1994	
Appropriation 1994	6 000 000
EEA contribution 1994	566 400
Carried over from 1994	0
Total available in 1994	6 566 400

EXPENDITURE 1994 (COMMITMENT APPROPRIATIONS)	
Actions	Budget approved by the Management Committee for 1994
1. Information/cohesion:	
a) Development of Community statistics on tourism	416 233
b) Studies/Guides:	
- production	725 600
- dissemination	145 054
2. Staggering of holidays	122 257
3. Transnational actions:	
- European Union	129 000
- CEEC / Maghreb	61 100
4. Consumers	160 610
5. Cultural tourism	1 093 863
6. Tourism and environment	390 540
7. Rural tourism	43 200
8. Social tourism	0
9. Youth tourism	167 615
10. Training and education	1 258 813
11. Promotion in non-Community countries	0
Other	199 503
Uncommitted balance	153 012
Total expenditure 1994	5 066 400
Carried over to 1995 = Establishment of tourism statistics	1 500 000
Total expenditure (Commitment appropriations)	6 566 400

ANNEX 3 IMPLEMENTATION OF THE COUNCIL DECISION 92/421/EEC ON A COMMUNITY ACTION PLAN TO ASSIST TOURISM - DETAILED SECTORIAL PRESENTATION OF STUDIES, GUIDES AND PROJECTS, 1994

STUDIES/GUIDES

COUNTRY	ORGANISATION	TOPIC
Portugal	Arthur Andersen & Co., s.a.s.	<i>Yield Management in Small and Medium Sized Enterprises in the Tourism Industry.</i>
France	Horwath France S.A.	<i>Business and Conference Tourism in EEA.</i>
Italy	Movimento Consumatori (Associazione Autonoma Senza Fini di Lucro)	<i>Practical Guide for Tourists.</i>
Italy	Centro Turistico Studentesco e Giovanile (C.T.S.)	<i>Youth tourism(Ospitiamo l'Europa).</i>

CULTURAL TOURISM

Involved countries ¹⁷⁵	Name of lead partner	Title of Project
A, D, CZ	Gemeinnütziger Verein zur Förderung der Region Sandl - Unteres Mühlviertel	<i>Glas als kulturtouristische Attraktion:</i>
D, B, F, L	Naturfreunde Saarland e.V.	<i>Industriekulturwege in Saar-Lor-Al-Lux / Netzwerk Europäische Kultur der Arbeit (NEKTAR)</i>
N, UK, FIN	SYGNA A/S	<i>Potential of Using New Technology in Cultural Tourism</i>
A, B, DK, F, D, UK, L, NL, P, E, CH	Fédération des Offices du Tourisme des Villes Européennes (FOTVE / FECTO)	<i>Art Cities in Europe</i>
UK, F, I, S	Royal National Institute for the Blind	<i>European Cities within Reach</i>
D, NL, A	BC Brandenburg-Consult GmbH	<i>Minderheiten, Volksgruppen und Kulturtourismus</i>
D, UK, IR, GR, N, NL, DK, FIN, S, IS	Forschungsstelle Niedersächsische Auswanderer in den USA, Universität Oldenburg	<i>Routes to the Roots</i>
S, I, D, F, UK	Agence Européenne pour la Culture	<i>Alliance des Réseaux d'Information et d'Experiences en Europe</i>
S, DK, D, N, FIN	Baltic Tourism Co-operation	<i>BTC Cultural Tourism Project</i>
I, A, CR	Il Quartettone	<i>Itinerari mozartiani in Europa</i>
DK, D, S, N, PL, EST	Fonden FYN.TOUR	<i>Culture-Historical Cruises in the Baltic</i>

¹⁷⁵ Initials for European countries: A: Austria, B: Belgium, CH: Switzerland, CZ: Czech Republic, D: Germany, DK: Denmark, E: Spain, F: France, FIN: Finland, GR: Greece, I: Italy, IR: Ireland, IS: Island, L: Luxemburg, N: Norway, NL: Netherlands, PL: Poland, S: Sweden, UK: United Kingdom.

TOURISM EDUCATION & TRAINING

Involved countries	Name of lead partner	Title of Project
E, P, NL, I, D, GR, A	Fondo Iberico para la Conservacion de la Naturaleza (member of ECOTRANS)	<i>Sustainable Tourism in practice. Environmental protection in Tourism: Training programme for tourism employees</i>
F, GR, I	Association Réunionaise Interprofessionnelle pour l'Insertion et la Formation Continue (A.R.I.F.O.C.)	<i>L'agrotourisme de qualité dans les îles</i>
F, IRL, P	Greta du Golfe (membre: Arc Atlantique)	<i>Assistant Technique du Tourisme</i>
E, UK, NL	Universidad de Deusto-Bilbao (membre ATLAS)	<i>European Education & Training Initiative in Sustainable Tourism Management</i>
GR, UK, (USA)	Effective Management International (EMI)	<i>Familiarisation of young people in Greece with careers in tourism: An Anglo-Greek comparison</i>
GR, F, E, P	Centre méditerranéen de l'Environnement d'Athènes	<i>Création et développement d'un réseau de campus européens du tourisme</i>
A, I, F	Institute of tourism and service economics (ITD) University of Innsbruck	<i>Impact & challenges of Future Labour Markets for Systems of Education of Austria, Italy & France</i>
UK, GR, I, ES, D, F	Lancashire Enterprises (COAST network funded previously by RECITE)	<i>Development & Transfer of Training Methodologies for SMEs and Young People in the Tourism Sector</i>
I, ES, GR	Consorzio Civita	<i>Le nuove professionalità nel settore turistico</i>
DK, D, NL, UK	Hjoerring Business College/Training Center	<i>Development of a training strategy for employees and trainers within the tourism sector in the cold water regions around the North Sea</i>

TRANS-NATIONAL ACTIONS

Involved countries	Name of lead partner	Title of Project
NL, CEEC	ATLAS-Department Of Leisure Studies	<i>Conference on transferring Skills and know-how to Central and Eastern Europe</i>
IRL, CR	Concorde Travel	<i>Youth Travel in Central Europe</i>

TOURISM AND THE ENVIRONMENT

Involved countries	Name of lead partner	Title of Project
D, EEA	AFI-Alpenforschungsinstitut GmbH	<i>ITB Berlin 1995 - European Day "Tourism & Environment"</i>
	Earthwatch	
	Prix Tourisme et Environnement	

OTHER

Involved countries	Name of lead partner	Title of Project
UK, EU	European Tour Operators Association	<i>Market Research Study (Promotion of Europe in Third Markets)</i>
EU	European Travel Commission	<i>European Youth Travel Market Survey (Youth Tourism)</i>
F	Ministère de l'Équipement, des Transports et du Tourisme	<i>Conférence Européenne: Tourisme - Emploi - Formation (held in 1995 under the French Presidency)</i>

STATISTICS

Involved countries	Technical Assistance	Title of Project
EEA	Gruppo Clas Srl	<i>Tourism Statistics</i>

ANNEX 4 VAT RATES IN THE HORECA SECTOR

	Accommodation in a Hotel		Catering services					Bars et Cafés				Shop-purchased food and beverages		
	Standard	Luxury	Standard	Luxury	Takeaway	Delivered	Alcoholic beverages	Standard	Luxury	disco	Alcoholic beverages	Food	Non-alcoholic beverages	Alcoholic beverages
Belgium	6%		20,5%				20,5%	20,5%			20,5%		20,5%	20,5%
Denmark	25%		25%				25%	25%			25%	25%	25%	25%
France	5.5%		18.6%		5.5%		18.6%	18.6%			18.6%		5.5%	18.6%
Germany	15%		15%		7%	7%	15%	15%	15%	15%	15%	7%	7%	7%
Greece	8%		8%	18%			18%	8%		18%	18%		8%	18%
Ireland	12.5%		12.5%				21%	12.5%			21%		21%	21%
Italy	10%		10%	19%			10%	10%	19%	19%	10%	4-19%	4-19%	12-19%
Luxembourg	3%		3%				15%	3%			15-12%		3%	15-12%
Netherlands	6%		6%				17.5%	6%			17.5%		6%	17.5%
Portugal	5%		17%				17%	17%					17%	17-5%
Spain	7%		7%				16%	7%		16%			6-16%	16%
United Kingdom	17.5%		17.5%		*17.5%	17.5%	17.5%	17.5%	17.5%	17.5%	17.5%	0%	17,5%	17-5%
Austria	10%		10%	20%			20%	10%			20%		20%	20%
Finland	6%		22%				22%	22%			22%		22%	22%
Sweden	25%		21%				25%	21%			25%		25%	25%

* Cold food to be taken away for consumption outside the shop is exempt from VAT if sold individually.

General remark:

The blank spaces indicate that the general rate is applied for the category of goods and services concerned.

VAT RATES FOR PASSENGER TRANSPORT (%)

National Transport						International Transport (taxation of journey on national territory)				
M.S.	AIR	SEA	WATER (*)	RAIL	ROAD	AIR	SEA	WATER (*)	RAIL	ROAD
Belgium	6	6	6	6	6	0	0	6	6	6 lump-sum amounts (1)
Denmark	exo	exo	exo	exo	exo (2)	0	0		exo	exo 25 lump-sum amounts (1)
Germany	15	7	15/7 (3)	15/7 (3)	15/7 (3)	0	0	7 exo (4)	15/7 (3)	15/7 lump-sum amounts (1)
France	5.5	5.5	5.5	5.5	5.5	0	0	5.5	0	5,5 / exo (5)
Ireland	exo	exo	exo	exo	exo	0	0		0	0
Italy	10	10	19	10/exo (6)	10/exo (6)	0	0	0	0	0
Luxembourg	3	-	exo	3	3	0	-	exo	0	0
Netherlands	6	6/exo (7)	6/exo (7)	6	6	0	0	6	6	6 (8)
United Kingdom	0 (9)	0 (9)	0 (9)	0 (9)	0 (9)	0	0	-	0	0
Portugal	5	5	5	5	5	0	0	0	0	0
Spain	7	7	7	7	7	0	0	7	7	7
Greece	8 (10)	8 (10)	8	8	8	0	0	-	0	8
Austria	10	-	10	10	10	exo	-	exo	10	10
Finland	6	6	6	6	6	exo	exo	exo	exo	exo
Sweden	12	12	12	12	12	exo	exo	exo	exo	exo

(*) Inland waterways.

(1) Generally, lump-sum amounts are charged on entry into the country on vehicles registered abroad. A rate of VAT is applied to domestic vehicles.

The exemption in Denmark applies to all regular traffic, domestic and foreign. In Germany, a rate of 7% is applied for short distances.

(2) Non-scheduled traffic 25%.

(3) Long distance 15% -short distance 7%.

(4) Exemption for ferries on the Rhine, Danube, Oder and Neisse.

(5) Transit: exempt. Others: 5.5%.

(6) Urban transport: exempt.

(7) Ferries opting for taxation and scheduled boats: 6%.

(8) In practice no VAT.

(9) Means of transport < 12 persons: 17.5%.

(10) 6% for transport on and between certain islands.

VAT RATES APPLIED TO THE MAIN TOURIST SERVICES

Services	B	DK	D	E	F	GR	IRL	I	L	NL	AT	P	UK	FI	SE
Hotels, etc.	6 %	25 %	15 %	7 %	5,5 %	8 %	12,5 %	10 %	3 %	6 %	10 %	5 %	17,5 %	6 %	25 %
Restaurants	20,5 %	25 %	15 %	7 %	18,6 %	8 %	12,5 %	10 %	3 %	6 %	10 %	17 %	17,5 %	22 %	21 %
International passenger transport	Exon. 6 %	Exon.	Exon. 15 % 7 %	Exon. 7 %	Exon.	Exon.	Exon.	Exon.	Exon.	6 % Exon.	10 % Exon.	Exon.	Exon.	Exon.	Exon.
Admission to sporting events	6 %	*) 25 %	7 %	7 % 15 %	18,6 %	8 %	Exon.	10 %	3 %	17,5 %	20 %	5 %	17,5 %	6 %	Exon.
Admission to theatres, cinemas, etc.	*) 6 %	*) 25 %	*) 7 %	*) 7 %	cin. 5,5 % théât. 2,1 % 5,5 %	théât. 4 % autres 8 %	*) 12,5 %	10 %	3 %	17,5 %	*) 10 %	*) 5 %	17,5 %	6 %	Exon.
Use of sports facilities	6 %	Exon.	15 %	Exon. 16 %	18,6 %	8 %	12,5 %	19 %	3 %	17,5 %	*) 20 %	17 %	17,5 %	12 %	Exon.
Travel agencies	20,5 %	Exon.	15 %	16 %	18,6 %	18 %	Exon.	19 %	12 %	Exon.	20 %	17 %	17,5 %	22 %	25 %

*) Certain activities are exempt.

ANNEX 5 THE COHESION FUND

Following on from the temporary financial instrument established on 31.3.1993, the definitive Cohesion Fund, provided for in Article 130D of the EC Treaty was set up by Regulation (EC) N 1164/94 on 16.5.1994¹⁷⁶. Through providing resources for improving transport infrastructure and environmental protection in Ireland, Greece, Portugal and Spain (i.e. those Member States which have a per capita gross national product of less than 90% of the Community average) in line with a programme that will lead to fulfilment of the conditions of economic and social convergence, the Cohesion Fund will also be doing much to improve the tourism infrastructure base, particularly in terms of communications and preserving those elements that attract tourists to a location, in those Member States where tourism is already a key factor in the national GDP and employment.

Commitment appropriations 1993-1994 Cohesion Fund

	Environment		Transport		Total Breakdown	
	MECU	%	MECU	%	MECU	%
Greece	198.1	60	134	40	332.1	17.92
Spain	519.3	51	498.9	49	1018.2	54.95
Ireland	71.8	43	96	57	167.8	9.05
Portugal	134.1	40	200	60	334.3	18.05
Total	923.4		929		1852.587	99.97
Technical assistance	-		-		13.337	

Of the total Cohesion Fund allocation (ECU 15.15 billion), the commitment appropriations for the financial years 1993 and 1994 were set at ECU 1.565 billion and ECU 1.853 billion respectively. In 1994, the resources available shown above were used to fund 51 projects of which 20 were in Greece, 9 were in Spain, 9 were in Ireland and 13 were in Portugal.

¹⁷⁶ Council Regulation EEC 1164/94 of 16.5.1994, OJ L 130, 25.5.1994.

ANNEX 6 THE COMMUNITY INITIATIVES

INTERREG II, combining the functions of *INTERREG I* and *REGEN*, aims to promote crossborder cooperation between regions with common interests and help areas on the Union's internal and external frontiers (NUTS III areas on internal and external land borders and NUTS III areas on sea borders) to overcome specific problems arising from their comparatively isolated position in comparison to other national economies in the EU. Secondly the initiative aims to complete energy networks. The planned allocation for 1994-1999 for crossborder cooperation is ECU 2.4 billion of which ECU 1.8 billion will go to Objective 1 regions. Co-financing of the measures by the EU and the Member States will be up to 75%: 25% in Objective 1 regions and 50% in Objective 2 and 5b regions. Cross border measures to promote tourism generally and farm based tourism are among the eligible measures. Under *INTERREG I*, this resulted in support for measures such as the development and management of natural parks for tourism purposes straddling a frontier.

The LEADER Initiative concerns rural development and is based on development projects carried by groups working at the local level. The aim of this initiative is the development of innovative demonstration projects which have a "bottom-up" approach and can be easily transferred elsewhere in order to promote activities other than farming in these areas, within the framework of acquisition of skills, rural innovation programmes including rural tourism development, transnational cooperation and networking. Of the 217 groups, 71 have included development measures concerning rural tourism in their projects. In 25 of those projects, tourism has pride of place. Work programmes presented by the various groups in 1991 are near to ending in 1994.

This approach would appear to be based on the fact that mass tourism is seen as facing certain difficulties and that a proportion of tourists are turning away from heavily crowded spots in search of different types of countryside and contacts. This opens up opportunities for rural tourism, provided it can meet these needs.

An external body is in charge of co-ordinating the Community network aiming at the dissemination of know-how and good practices. During the period, 1991-1994, rural tourism has been a key component of the networks activities.

Building on *LEADER I*, (which had a budget of 400 million ECU for the period 1991-1994) *LEADER II*, (1995-1999) covering Objectives 1 and 5b regions, has a planned allocation of 1.4 billion ECU (drawn from ERDF, EAGGF and ESF). 900 MECU is intended for Objective 1 regions with a further 35 million ECU intended to support activities of the Community network and national networks created for the exchange of experience and know-how.

Financial assistance (up to 75% in Objective 1 regions and up to 50% in Objective 5b regions) will be made available to "local action groups" (as defined in *LEADER I*, i.e. groups of public and private partners jointly involved in devising innovative rural development measures) and also rural bodies, in the public and private sector (e.g. local authorities and Chambers of Commerce) provided that their more specialised work contributes to rural development in local areas.

Most of the LEADER II programmes have already been approved for the Objective 1 and 5b regions. The number of new local groups and their business plans are not yet known.

but all the programmes envisage the implementation of measures related to tourism. This means an enlargement of the focus on rural tourism based on development of local resources and potential cultural opportunities.

REGIS II (Poseidon, Poseima and Posican) with a planned allocation of 600 MECU for the period 1994-1999, this initiative seeks to foster closer integration into the Community of the most remote regions of French overseas departments, the Azores, Madeira and the Canary Islands. The measures identified for assistance come economic diversification, consolidating links with the rest of the Community, cooperation among the remote regions, precaution against natural disasters and vocational training. Tourism has been identified both as a means of economic diversification "development of "discovery" holidays/adventure tourism" and also as an area of vocational training.

RECHAR II, has a planned allocation of ECU 400 million (ERDF and ESF resources) with additional resources available under Community grants and loans from the European Investment Bank and under the ECSC Treaty, for the period 1994-1997 to support the economic conversion of those coal-mining areas in the EU hardest hit by industrial decline and unemployment identified under RECHAR I (i.e. 28 coal mining areas in six Member States). The shorter period is intended to permit a reassessment of the those coal mining areas in difficulty. Other criteria of eligibility include: at least 1,000 coal mining job losses since 1.1.1990, at least a further 1,000 job losses subsequently, further losses of coal mining jobs in the future. Apart from environmental improvements and restoration, promotions of tourist activities and in particular those associated with industrial heritage have been identified as eligible measures.

RESIDER II (1994-1999) With a planned allocation of ECU 500 million, this initiative aims support the economic and social development of regions suffering decline due to the collapse of the Steel industry. Priority is being given to support for the environment, new economic activities and human resources. Eligible regions are those located in Objective 1, 2 and 5b regions which have experiences at least 1,000 job losses in the steel industry, and are experience high unemployment, environmental degradation and isolation. Measures related indirectly or directly have been identified as eligible: rehabilitation of industrial buildings, support for job and enterprise creation as well as promotion of tourist activities particularly those based on industrial heritage.

KONVER (1993-1997) 500 million have been allocated for the period 1994-1997 (at least ECU 250 million is intended for Objective 1, 2 and 5b regions) to support the economic diversification of areas heavily dependent on the defence sector, in particular through the conversion of economic activities and the encouragement of commercially viable activities in all industrial sectors with the exception of activities that might have military applications. Again the promotion of tourism is eligible measures under this initiative. The list of eligible zones and the financial allocation were decided by 21.12.1994 with the intention that the programmes would be submitted by 1.3.1995.

PESCA with a budget of ECU 250 million for the period 1994-1999 is intended to assist the fishing industry to cope with and master the social and commercial consequences of the structural crisis (i.e. over-capacity of fishing fleets, high indebtedness of the industry as well as the fragile economies of many coastal regions) it currently faces. The available resources will be provided to regions dependent on fisheries in Objective areas 1, 2 and 5b. Two of the eligible measures identify tourism, as a means for the economic diversification such as the conversion of fishing ports to new activities such as tourism

e.g. based on sports or maritime heritage and investment in production within the industry with encouragement for diversification in tourism activities.

URBAN The objective of this initiative is to revitalise the social and economic fabric of depressed urban areas using a co-ordinated global approach. With a planned allocation of ECU 600 million of which ECU 400 million is intended for Objective 1 regions and the ECU 200 million intended for other areas. Some 70 major cities will be funded. The main objective is to support and create employment. Thus assistance is being given to establish new economic activities, create employment for local people and support for the infrastructure and environment linked to these aims. Though not mentioned specifically, tourism as an economic activity has a part in this initiative.

SME combines the former initiatives of Telematique, Prisma and Stride and it has a budget of ECU 1000 millions (with ECU 800 million is intended for Objective 1 regions) is specifically oriented to provide assistance to small and medium sized enterprises with 250 or less employees. The great majority of tourism enterprises fall within this category, very often being micro enterprises of 1-9 employees. Given the potential of SMEs to create employment and compete on international markets, in line with the White paper on Growth, Competitiveness and Employment, this Initiative provides assistance particularly in Objective 1 regions to help small firms adjust to the requirements of the Single Market and become competitive on international markets. The initiative identifies seven priority areas for support: production systems, access to new markets, cooperation with suppliers and customers, access to finance and credit, greater environmental awareness and cooperation with research centres.

Employment and the Development of Human Resources:

This initiative which incorporates EMPLOYMENT-NOW, EMPLOYMENT-HORIZON, EMPLOYMENT-YOUTH START draws heavily on the guidelines of the White Paper on "Growth, Competitiveness and Employment" seeks to develop human resources, improved working patterns, and the implementation of transnational measures to support a revival of employment, greater solidarity and equal opportunities for women on the labour market. By offering a Community wide approach, it is also intended complement Objective 3 of the structural funds through its transnational dimension and its promotion of public and private sector networking.

Each element of this initiative is intended to facilitate access to the employment market of those groups experiencing particular difficulties: NOW is intended to improve equal opportunities in employment for women, HORIZON targets those groups threatened with social exclusion, those with disabilities, drug addicts, the homeless, refugees and immigrants, travellers, convicts, YOUTHSTART seeks to integrate people under the age of 20 into the employment market.

Tourism has already been identified having great potential as a source of new job creation offering access, even at the local level, to the groups mentioned above and could be easily incorporated into the measures implemented under all of the volleys of this initiative. Each element of this initiative, will provide generally for measures leading to better organisation of training, guidance and placement systems, aid for training in counselling, support of the creation and establishment of firms, and information and communication for all concerned.

The planned allocation of ECU 1,400 million (ECU 370 million for. Employment-Now.

ECU 700 for Employment-Horizon and ECU 300 million for Employment -YOUTHSTART) will cover the whole Union but in particular Objective 1 regions (ECU 800 millions). The closing date for the submission of applications was set at the end of April 1995.

ADAPT, is a major initiative with a budget of ECU 1,400 million (400 million for Objective 1) for 1994-1999, intended to complement the new objective 4 of the Structural funds. It has four interrelated objectives: accelerating the adaptation of the workforce to industrial change; increasing the competitiveness of industry, services and commerce; improving qualifications, increasing flexibility and mobility to prevent unemployment; and anticipating and accelerating the creation of new jobs and new activities, especially amongst SMEs by means of education, training and employment programmes. ADAPT projects are expected to be innovative, with a transnational dimension and demonstrable transparency and efficiency. Those selected will be eligible for part funding (75% in Objective 1 regions and 50% in others).

ANNEX 7 ECSC LOANS ART. 56¹⁷⁷ (TOURISM SECTOR) (*)

Country	No of jobs anticipated	Amount Invested national currency (millions)	Amount Invested national currency (millions)	Amount Invested (ECU millions)	Amount Invested at subsidized interest rates (ECU millions)
Germany	431	DM 137.05	DM 13.41	7.21	0.97
Austria					
Belgium	394	FB 4062.78	FB 209.10	5.46	0.52
Denmark					
Spain	109	ESA 3057.33	ESA 450.00	2.77	0.28
France	158	FF 82.43	FF 15.83	2.43	0.31
Finland					
Greece					
Ireland					
Italy	153	LIT 29603.23	LIT 8772.00	4.01	0.29
Luxembourg					
Netherlands					
Portugal					
United Kingdom	1893	LST 124.25	LST 28.05	33.27	3.77
Sweden					
	3138			55.15	6.14

(*) Loans granted between 1985 and 1994

¹⁷⁷ It should be noted that ECSC Article 56.2 conversion loans are restricted to ECSC employment areas.

ANNEX 8 EUROPEAN COMMUNITY INVESTMENT PARTNER OR ECIP

The following tables give an overview of all the projects concerning tourism financed up to 1994.

Facility 1: Finance for identifying projects or partners

ECIP No	Country	Region concerned	Sector's project details	Selection	Amount approved (in ECU)
52	Mexico	Latin America	General tourism	8/11/89	18.270
53	Cyprus	Mediterranean	Health tourism	8/11/89	23.000
254	Vietnam	Asia	General tourism	5/12/91	87.671
274	Turkey	Mediterranean	General tourism	23/05/91	61.100
720	Brazil	Latin America	General tourism	11/02/93	100.000
962	Morocco	Mediterranean	Tourist activity related to fishing	8/10/93	43.205
1533	Morocco	Mediterranean	Business tourism	12/12/94	27.404
1583	South Africa	Africa	Promotion of eco-tourism and adventure tourism	25/11/94	18.675
Total	8				379.325

Facility 2: Finance for feasibility studies

ECIP No	Country	Region concerned	Sector's project details	Selection	Amount approved (in ECU)
987	Egypt	Mediterranean	Construction and management of a Tourist Village	1/07/93	29.167
162	Yugoslavia	Mediterranean	Development of tourism in Brioni Park	23/10/90	155.406
385	Turkey	Mediterranean	Tourism : residential development, international hotel and associated facilities	23/01/92	250.000
420	Mexico	Latin America	Integrated Tourist Centre	12/03/92	91.829
521	Turkey	Mediterranean	General tourism	17/07/92	9.000
557	Chile	Latin America		11/08/92	24.171
572	Mexico	Latin America		11/08/92	250.000
627	Cyprus	Mediterranean	Pilot project in agrotourism	13/11/92	131.750
645	Cyprus	Mediterranean	Yachts sailing along the Red sea	4/12/92	13.473
655	Philippines	Asia	Eco-tourism and marine sports in Nathem Palawan	4/12/92	97.000
685	Vietnam	Asia	Hotel project in Ho-Chi-Minh City	30/07/93	21.739
796	Honduras	Latin America		16/07/93	206.750
849	Tunisia	Mediterranean	National pleasure and leisure park	12/11/93	168.100
646A	Cyprus	Mediterranean	Retirement village with medical facilities	4/12/92	18.700
646B	Cyprus	Mediterranean	Retirement village with medical facilities	3/12/93	11.146
Total	15				1.478.231

Facility 3: Finance for the Commission's participation in the investment

ECIP No	Country	Region concerned	Sector's project details	Selection	Amount approved (in ECU)
38	Thailand	Asia	Creation of a holiday village	28/06/89	500.000
188	Egypt	Mediterranean	Tourism sector development fund	18/12/90	500.000
Total	2				1.000.000

Total projects financed 1989-1994.

Type of measure	Number of financial partners	Amount
Facility 1	8	379.325
Facility 2	15	1.478.231
Facility 3	2	1.000.000
TOTAL	25	2.857.556

ANNEX 9 GRANTS TO ACP COUNTRIES AND OCTS IN THE FRAMEWORK OF DEVELOPMENT PROGRAMMES AND MEASURES (1990-1994)

Country/Region		Project submitted (ECU thousand)					Total (ECU)
		1990	1991	1992	1993	1994	
AFRICA							
Botswana	A	-	-	60	40	56	100
Botswana	B	-	-	-	-	56	56
Burkina Faso	A	-	-	32	-	-	32
Ivory Coast	A	-	60	-	-	-	60
Djibouti	A	-	11	-	-	-	11
Gabon	B	-	-	-	60	-	60
Gabon	A	-	-	-	20	-	20
Gambia	B	-	-	55	-	-	55
Gambia	G	-	-	-	960	-	960
Guinea	B	-	-	-	-	60	60
Kenya	B	-	-	-	-	49	49
Namibia	A	-	-	-	16	-	16
Namibia	E	-	-	-	375	-	375
Niger	C	-	35	-	-	-	35
Senegal	D	-	-	1.960	-	-	1.960
Sierra Leone	E	160	-	-	-	-	160
Tanzania	B	-	-	36	-	-	36
Tanzania	A/B	-	-	-	-	420	420
Chad	B	-	-	-	46	-	46
Togo	A	-	-	16	-	-	16
Zambia	B	-	-	-	30	-	30
Zambia	E	-	-	-	-	193	193
Zimbabwe	E	-	-	-	-	322	322
<i>Regional</i>	F	-	-	180	-	-	180
<i>Regional</i>	B	-	-	-	-	115	115
Subtotal Africa							5.367

Country/Region		Project submitted (ECU thousand)					Total (ECU)
		1990	1991	1992	1993	1994	
INDIAN OCEAN							
Madagascar	E	-	-	-	443	710	1.153
Mayotte	A	-	-	36	-	-	36
Seychelles	B	-	-	20	-	-	20
Seychelles	E	-	-	-	-	150	150
<i>Regional</i>	B	-	-	60	-	-	60
<i>Regional</i>	G	-	-	-	6.239	-	6.239
Subtotal Indian Ocean							7.658

Country/Region		Project submitted (ECU thousand)					Total (ECU)
		1990	1991	1992	1993	1994	
PACIFIC							
Solomon Islands	B	-	28	1	-	-	29
<i>Regional</i>	G	-	-	11.530	-	-	11.530
Subtotal Pacific							11.559

Country/Region	Project submitted (ECU thousand)						
		1990	1991	1992	1993	1994	Total (ECU)
CARIBBEAN							
Anguilla	A	14	16	20	-	-	50
Antigua & B	A	-	12	32	-	-	44
Netherlands Antille	A	-	-	94	-	-	94
Netherlands Antille	B	3	-	-	-	-	3
Netherlands Antille	G*	19.150	-	-	-	-	*19.150
Netherlands Antille	D	5	-	-	-	-	5
Aruba	A	-	-	165	-	-	165
Aruba	B	57	-	-	-	-	57
Aruba	D	2	-	-	-	-	2
Aruba	I	-	-	-	-	96	96
Barbados	A	-	26	-	-	-	26
Belize	B	-	-	-	-	60	60
Dominica	A	30	-	-	-	-	30
Grenada	E	15	-	-	-	-	15
Grenada	G	979	308	812	-	-	2.099
St. Kitts & N	A	-	-	36	-	-	36
Trinidad & Tobago	G	-	1.000	-	-	-	1.000
<i>Regional</i>	B	60	-	-	-	-	60
<i>Regional</i>	G	12.000	-	-	-	-	12.000
<i>Regional</i>	D	-	-	624	-	-	624
<i>Regional</i>	F	-	-	-	-	32	32
<i>Regional</i>	B	-	-	-	-	54	54
<i>Regional</i>	I	-	-	-	-	80	80
Subtotal Caribbean							35.782

Country/Region	Project submitted (ECU thousand)						
		1990	1991	1992	1993	1994	Total (ECU)
Regional all ACP/OCTs							
<i>ACP</i>	I	2.381	2.911	3.011	3.106	3.204	14.613
<i>OCTs</i>	I	198	432	720	800	897	3.047
TOTAL		35.054	4.839	7.970	23.665	6.498	78.026

Legend

- A Participation in a fair
- B Study and planning
- C Publication of material
- D Promotion
- E Technical assistance and co-operation
- F Conference
- G Development programme
- H Training
- I Participation in tourist events under the regional integrated programme for the development of commerce and services (fairs, technical assistance, advertising, seminars)
- J Cross-border tourist circuit
- * of which 8.800 ECU loans

ANNEX 10 EXAMPLES OF INCENTIVE MEASURES UNDER THE KALEIDOSCOPE PROGRAMME

	Enhancement and extension to a wider audience	Networks and Partnerships	Access to culture	Research/training	Co-operation with third countries and international organisations
Kaleidoscope	<ul style="list-style-type: none"> - support for symbolic artistic events 	<ul style="list-style-type: none"> - support for artistic events organised in partnership - meetings and exchanges of experience between professionals and other partners involved in the field (including those regarding less privileged young people) 	<ul style="list-style-type: none"> - information - use of multimedia facilities - fight against social exclusion 	<ul style="list-style-type: none"> - raise profile of artistic training - further training for practising artists - travel grants for artists 	<ul style="list-style-type: none"> - support for co-operative activities in the artistic field - participation in networks and partnerships

ANNEX II RESEARCH TECHNOLOGIES FOR ENVIRONMENTAL PROTECTION AND CONSERVATION OF THE EUROPEAN CULTURAL HERITAGE

The protection and conservation of the European Cultural Heritage is an important common problem in all Member States of the European Union. At the same time, the threats to this heritage, and particularly the materials in which it is displayed, (be it stone, paper, wood, metal, painting or brick) are growing.

Atmospheric pollution, urbanisation, tourism or inappropriate conservation treatments all play a part.

Due to the effects of the environment, which have no frontiers, Europe has everything to gain by combining their efforts and resources to protect their cultural items.

To achieve this it is essential to understand the causes and mechanisms by which they are damaged, and to establish practices where we have a sound scientific and technical basis by collaborating international research on this issue.

Within the last three Environment Research Programmes (1986-90, 1989-92, 1991-94), about 130 of the leading laboratories in EC Member State countries (as well as in Sweden, Norway, Austria and Switzerland) have undertaken this kind of collaborative, international research. (A table of projects funded in 1994 is listed at Annex 13).

The objectives of the area of research funded under the ENVIRONMENT Programme that concerns the Protection and Conservation of the European Cultural Heritage are as follows:

GENERAL OBJECTIVES

- * to understand and quantify causes and mechanisms of environmental deterioration
- * to develop new methods of condition assessment, including the effect of mass tourism, by technologies of analyses and evaluation
- * to reinforce the scientific basis for treatment and interventions for conservation and/or restoration

**RESEARCH PROJECTS ON ENVIRONMENTAL PROTECTION AND
CONSERVATION OF THE EUROPEAN CULTURAL HERITAGE FUNDED IN 1994**

Coordinator	Partners	Title of the project	EC Contribution (ECU)	Duration (Months)
Syremont SpA, IT	GR, ESP, IT, FR	Micro-structural decay of lithoid monuments, caused by environmental factors, studied using a newly developed, radar-aided methodology	600,000	30
Institut für Instandhaltung GmbH, DE	UK, GR, NL	Soil archive classification at European excavations sites in terms of environmental impacts and conservability of Cultural Heritage	518,000	24
English Heritage, UK	UK, IE, UK	Wood care: understanding the relationship between death watch beetle wood decay fungi and timber ageing in European historic buildings in order to develop alternatives to current harmful and ineffective treatments	500,000	36
Gifford and Partners Ltd, UK	DE, PT, UK	Re-treatments of consolidated stone faces	164,000	24
Birkbeck College, UK	NL, IT	ERA: Environmental research for art conservation	580,000	36
Royal Danish Academy of Fine Arts, DK	FR, BE, UK	Deterioration and conservation of vegetable tanned leather	480,000	24
TNO, Bouw, NL	BE, IT	Performance of surface treatments for the conservation of brick masonry	410,000	24
Middlesex University, UK	PT, AT, UK	Particulate pollution and stone damage	471,000	24
University of Patras, GR	IT, ESP	Deposition of gases and particles and their corrosive effects on surfaces of cultural and artistic value inside museums	280,000	24
University of Manchester, UK	DK	Development of improved conservation for archaeological iron	300,000	24
Carl von Ossietzky Universität Oldenburg, DE	IT, ESP	Biological and mineralogical reactions of Mediterranean monuments	116,000	24

**ANNEX 12 COMMUNITY ACTION PROGRAMME IN THE FIELD OF CULTURAL
HERITAGE - THE RAPHAEL PROGRAMME**

I. Development and promotion of the cultural heritage in Europe	II. Networks and partnerships	III. Access to heritage	IV. Innovation, further training and professional mobility	V. Cooperation with third countries and international organisations
To encourage the development and pooling of optimal practices and to create an environment conducive to the preservation of the cultural heritage.	To help enhance transnational cooperation, exchanges and pooling of experience and the presentation of the European dimension of heritage.	To promote projects to raise awareness with a European dimension and to encourage the use of advanced information and communication technologies and services.	To promote the exchange of experience and encourage mobility and further training for professionals working on cultural heritage.	To develop projects with third countries and create synergies with activities undertaken by other international organisations, in particular the Council of Europe.

ANNEX 13 LIFE 1994: PROMOTION OF SUSTAINABLE TOURISM, IMPLEMENTATION

PROJECT REFERENCE	SUBJECT	BENEFICIARY
LIFE 94/E/A152/E/01465/ASJ	Recovery integrated and sustainable system for the pasture land in the Natural Parks of Somiedo	CONSEJERÍA DE MEDIO AMBIENTE Y URBANISMO Coronel Aranda s/n E - 33071 OVIEDO
LIFE94/E/A152/E/1524/AND	The Third Ring. REMEN proposal: Local Network of Natural Spaces	Mancomunidad de Municipios del Bajo Guadalquivir Camino de San Benito, Finca S. José s/n E - 41740 LEBRIJA
LIFE94/E/A152/E/01462/BAL	Feasibility study and sustainable development plan of the Minorca Island (biosphere reserve) ..	CONSELL INSULAR DE MENORCA Cami d'es Castell 28 E - 07702 MAHON (MENORCA)
LIFE94/F/A152/EU/00878	Natural and National Parks in Europe : a Charter for a sustainable tourism	Fédération des Parcs Naturels Régionaux de France 4, rue de Stockholm F - 75008 Paris
LIFE94/F/A152/F/00780/BRE	Environmental management for a sustainable tourism in Isles of Glénans	Commune de Fouesnant F - 29170 FOUESNANT
LIFE94/F/A152/F/00798/BRE	Management and improvement of Carnac megalithic site	Ministère de la Culture Hôtel de Blossac 6, rue du Châpitre F - 35044 RENNES Cedex
LIFE94/GR/A152/GR/01396/KEN	Promotion of tourism activities with regard to nature conservation in the mountain area of Paiko	Municipality of Giannitsa & Municipality of Goumenissa Gonou Giota 2 GR - 581 00 GIANNITSA
LIFE94/GR/A152/GR/01348/KEN	Complete environmental management of Agios Nicolas Park - Araptisa River	Municipality of Naoussa 30, Dimarchias Square GR - 592 00 NAOUSSA
LIFE94/GR/A152/GR/01263/PEL	Development of eco-tourism in the Riparian ecosystem of Evrotas, near Sparta	D.E.Y.A. SPARTA Kleomvrotou, 39 GR - 171 00 SPARTA
LIFE94/GR/A152/GR/0139/MLTRG	Feasibility model for integration of speleological ecosystems in the development of sustainable tourism activities	Greek Society of Caves Sina 32 GR - ATHENS
LIFE94/IRL/A152/0037/NWT	Management plan for the sustainable use of Lough Gill and environment	Sligo County Council Council Offices, Riverside Sligo, IRELAND
LIFE94/IRL/A152IRL/00399//WST	Tourism Eco-labelling	Udaras na Gaeltacht, Furbo Galway, IRELAND

PROJECT REFERENCE	SUBJECT	BENEFICIARY
LIFE94/IT/A152/IT/0029	Actions to promote sustainable tourism in marginalised rural areas	VILLA DELLA CUPA-FONTEMAGGIO s.r.l. Via Colle, 141 I - 06020 Gaifana (PG)
LIFE94/IT/A152/IT/00310	Accessibility framework of Veny and Ferret valley, for an ecologically sound use of land	REG. AUTONOMA DELLA VALLE D'AOSTA ASS.TO AMB.TE, TERRITORIO E TRASPORTI Via Cerise, 1 I - 11100 Aosta
LIFE94/P/A152/P/0122/ALT	Integrated approach to sustainable tourism	Câmara Municipal de Evora Praça do Sertorio P - 7000 EVORA
LIFE94/P/A152/P/01234/CEN	Ecological tourism initiatives from littoral coast towards inland	QUERCUS - Associação Nacional de Conservação da Natureza Av. Emidio Navarro, 81 - 4/G P - 3000 COIMBRA
LIFE94/P/A152/P/01156/LIS	Promotion of friendly tourism in Alto Nabão	QUERCUS - Associação Nacional de Conservação da Natureza Apartado 112 P - 2490 OUREM
LIFE94/UK/A152/UK/00736	Parrett Trail A combination of culture, art and sustainability in S. Somerset	South Somerset District Council Brympton Way YEOVIL Somerset BA20 2HT, England

ANNEX 14 THERMIE & ALTENER 1994: SELECTED PROJECTS IN THE FIELD OF ENERGY WITH RELEVANCE TO TOURISM

Programme	Sector	Field	Project Title & Description	Project Location	Proposers	EC Support (ECU)
THERMIE	Renewable Energy Sources	Solar Energy/ Thermal	<i>Optimised solar system for hotels in Algarve:</i> Installation of 304 m ² of solar vacuum tubes collectors and an absorption system which will work as a heat pump to produce heating and hot/cold water for ambient air conditioning. Modular solar systems will be integrated on the roofs of 3 hotels according to Algarve traditional architecture. Expected energy production: 237,000 kWh/year.	Lisboa/Sagres - Lisboa e Vale do Tejo Portugal	- João Nascimento - Ambiente E Energia Estudos E Projectos LDA	386,610
THERMIE	Renewable Energy Sources	Hydroelectric	<i>RINO mini-hydroelectric scheme in Adamello National Park:</i> The aim is to exploit a natural resource through the construction of a hydroelectric power station in a national park. The innovation lies within the measures taken to protect the environment in an area of high environmental sensitivity. Expected energy production: 12,800,000 kWh/year.	Adamello - Lombardia Italy	- Franzoni Filati	451,590
THERMIE	Renewable Energy Sources	Geothermal	<i>Les's geothermic resources integral exploitation for use in a health resort hotel:</i> Combined use of geothermal water for heating purposes and balneological uses. The well to be drilled at 300 m depth will produce 50 m ³ /h at 40_C. The full use of geothermal energy is achieved by a cascade with various swimming pools. Expected energy production: 103 toe/year.	Les - Cataluña Spain	- Balneario de Tredos SA - TRT SA - Universidad de Barcelona	153,841
THERMIE	Renewable Energy Sources	Geothermal	<i>Public buildings and thermal resorts heating using the hot mineral waters located on the side of the North Pyrenean diapiric zone:</i> To use geothermal energy to cover heating requirements of public buildings and balneological resort. The aim of this project is to install the production equipment and to build a district heating network. Expected energy production: 502 toe/year.	St Paul lès Dax - Aquitaine France	- Mairie de Saint Paul Dax - Geotherma SA	275,263
THERMIE	Rational Use of Energy	Buildings	<i>Bioclimatic design of a light take-down cover, with perfect characteristics for an existing large-sized swimming pool placed at a seaside:</i> To install a transparent cover which will be adjusted according to needs for solar gains and lighting. This cover (thermal blanket) is made of an air extension with reflecting and diffusing surfaces. Expected energy saving: 3,619,000 kWh/year.	Barcelona, Cataluña Perpignan, Languedoc- Roussillon Spain, France	- Centre Natacio Mataro - Tecsol SA	200,000
ALTENER			Actions de formation et de sensibilisation aux ENR dans le réseau des Espaces naturels	- France	- Fédération des parcs naturels régionaux	76,000