

EUROPEAN COMMITTEE
OF THE REGIONS'
OWN-INITIATIVE OPINION



European Committee
of the Regions

TOURISM AS A DRIVING FORCE FOR REGIONAL COOPERATION ACROSS THE EU

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MAIN PROPOSALS:

PUSHING FOR CONCRETE INVESTMENT IN TOURISM-RELATED SMES

- **EU-wide and regional investment platforms for SMEs and micro-businesses in the tourism sector**
- **5 pilot projects and events** to raise awareness about the existing funding (EFSI etc.)
- **Annual EU Budget heading for promoting tourism** to finance innovative cross-border projects
- More consideration of tourism in **post-2020 EU regional policy and CAP**
- Mobilise regions and EGTCs to motivate banks to bring in **investment programmes facilitating cross-border investment and PPP models**
- Support cross-border, small and micro-projects as well as "people-to-people" projects

ENHANCE BUSINESS ENVIRONMENT THROUGH BETTER LAW-MAKING

Cutting unnecessary red tape for the SMEs by refitting

- excessive disclosure and information requirements under the **EU Consumer Rights Directive**;
- the **Package Travel Directive**,
- the information requirements under the **EU Food Information Regulation** (hospitality industry);
- and simplifying the applicable **rules relating to taking liquids onto flights**.

CREATING JOBS AND MOBILITY ACROSS THE EU

- Ensure **formal cross-border recognition of tourism qualifications**
- **European-wide placement of qualified workers** in tourism-intensive regions via EURES
- **Qualification partnerships** of regions, local authorities, employment agencies and the industry
- support **digital entrepreneurship**;

TOURISM: DRAWING BENEFITS FROM EUROPEAN CITIZENSHIP

- **Promote European tourism through digitalisation**
 - **European citizen's travel card** offering benefits for European citizens
 - Social-media friendly **European travel app "DiscoverYrope"**
- Set up a media prize ("**tourism Oscar**"), awarded by the EC, EP and CoR, to recognise print and audio-visual documentaries presenting European cultural and natural to a broader public.

