

AER NEWSLETTER ON TOURISM

Read the latest AER and European developments in the field of tourism!

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AER NEWS

Next working group meeting on sustainable tourism, 28 October 2008, Linz, Upper-Austria.

The next meeting of the group will take place on the occasion of AER Committee 1 "Economy and regional development" plenary meeting and will come back on the activities carried out in 2008 in the field of tourism. It will also be an opportunity to discuss a possible AER involvement in EU projects.

Information on this meeting will be soon available under the link below. Please note that you need to be logged-in to access the page:

<http://www.aer.eu/main-issues/tourism.html>

Cooperation between AER and BITS

The AER was involved in the BITS "Mediterranean Seminar on sustainable development and the implications of climate change on the tourism sector" held in Barcelona, on May 22-24. Thomas Carlsson,

Coordinator of AER's working group on sustainable and social tourism, took part as a speaker on the topic of tourism and climate change. The report of this conference will be presented in the next working group meeting in Linz on 28 October and is available under: <http://www.aer.eu/main-issues/tourism.html>

AER web portal on tourism: new developments

After the decision made to make the web portal free of charge till the end of 2008, the update of the web portal has been completed and is now available to the partners. Edition and creation of your regional data have been simplified and the design of the portal is currently being revised. All AER member regions are welcome to contact the AER secretariat to join this new version of the web portal! Please contact Estelle Delangle ([e.delangle@aer.eu](mailto:e.delangle@ aer.eu))

RECENT EUROPEAN DEVELOPMENTS

The European Environment Agency develops Internet site to allow tourists to spot polluted beaches (29/07/2008)

'Water Watch - Eye on the Earth' is the name of a new Internet website that will allow holidaymakers to freely verify the quality of beaches through a colour system displaying a red light for polluted waters, a green light for clean ones and a yellow light for areas not sufficiently monitored. The project, launched on 30 July, provides up-to-date information on the quality of bathing water of thousands of beaches in Europe. This constitutes the first step of a five-year operation that will also allow easy-to-access information to the general public about the quality of soil, air and ozone. The project is hoped to encourage citizens to change their personal behaviour and to trigger actions concerning environmental quality from their administrations.

Source: EurActiv

<http://www.euractiv.com/en/environment/tourists-offered-website-spot-polluted-beaches/article-174630EURACTIV>

Travel and Tourism: the sectors more reluctant to accept responsibility for climate change and to prepare for possible consequences (08/07/2008)

A study of Leeds Met for the Institute of Travel & Tourism (ITT), surveying comparatively the tourism sector against other industries, found it lagging behind in accepting its corporate responsibility for climate change. According to the report, 34% of businesses believe travel has a role to play in controlling global warming and 70% say to not understand the implications of climate change. The challenge for firms in the next five years is to understand how they need to change their product portfolio to look at climate change both from a risk management and a competitive advantage perspectives simultaneously.

Source: ICRTourism News

<http://www.theinternationalcentreforresponsibletourism.org/>

World Tourism Barometer, June 2008: International tourism grew at around 5% during the first four months of 2008 (02/07/2008)

According to the June edition of the UNWTO World Tourism Barometer, the first results for 2008 suggest the relative stability for international tourism despite growing uncertainties posed by the global economy. The barometer reports that international tourist arrivals grew at around 5% between January and April 2008, compared to the same period of 2007, which represents one percentage point above the long-term trend. Prospects for international tourism remain positive, although the overall economic climate has deteriorated since the last quarter of 2007, reducing consumer confidence and putting pressure on household spending and travel budgets.

Source: World Tourism Organization

http://www.unwto.org/media/news/en/press_detail.php?id=2532&idioma=E

Adventure Travel is the fastest growing segment of the tourism industry (06/2008)

According to a report put forward by the Centre for the Promotion of Imports from Developing Countries (CBI), outdoor tourism - largely adventure- makes up at least one-fifth of the global tourism industry. In 2000, the international adventure tourism market was

estimated to represent between 4 and 5 million trips, or about 7% of all international trips taken during that year. This would represent an average expenditure of €1410 per person. According to the 2001 Mintel Report on the European Adventure Travel Market, the adventure side of the package tourism business in Europe would account for approximately 25% of total package sales.

Source: CBI – Centre for the Promotion of Imports from Developing Countries

http://www.cbi.eu/download/mid_preview/4992.pdf

UNESCO World Heritage Sites must be included in a program of Sustainable Tourism

This was one of the key messages that emerged from the conference Sustainable Tourism Management at World Heritage Sites, jointly organized by UNWTO and the United Nations Educational, Scientific and Cultural Organization (UNESCO) last March. Within the necessary plan of action, special importance was granted to the need for effective public-private partnership to ensure the sustainable management of such diverse sites, which represent complex systems of cultural and natural heritage values. Europe has 417 World Heritage Sites, which highlights the importance of European countries becoming active partners in this initiative.

http://www.unwto.org/media/news/en/features_detail.php?id=2321

FORTHCOMING EVENTS

3rd International Conference on Sustainable Tourism, Malta, 3-5 Sept. 2008

Sustainable Tourism 2008 will be the 3rd meeting organised jointly by the Wessex Institute of Technology and the Complutense University of Madrid. This year edition will focus on new solutions, which would contribute to minimise the adverse effects of tourism, either on the environment, or outside its boundaries. This can be achieved through the development of new strategies for managing the environment, involving the active collaboration of society as a whole. To find more about the event:

<http://www.wessex.ac.uk/conferences/2008/tourism08/index.html>

7th European Tourism Forum – “European tourism: quality and sustainability in the face of changing demand”, Bordeaux, France, 18-19 September 2008

Under the French Presidency of the Council of the EU, France and the European Commission are hosting the 7th European Tourism Forum in Bordeaux on September 17-18. Speakers and pannelists include the UNWTO Secretary General, the President of the European Travel Commission or the

General Manager of Easy Jet France Benelux Italy. Topics such as the following will be explored: Europe's adaptability to world tourism demand trends; integrating competitiveness and sustainability criteria in the adaptation of the European tourism offer; and qualitative tourism employment in the EU. For more information, see <http://www.pfue2008.fr/formulaire.php?lg=en&code=tourisme-bordeaux&SiteWeb=daf1f6c6b433f0ec712f4dfbc84f7249>

ISTTE Ireland 2008 - "The Future Success of Tourism: New Directions, Challenges and Opportunities", September 30th – October 2nd, Dublin, Ireland

The organiser of this conference is the International Society of Tourism and Travel Educators. Its goal is to provide a forum for educators, scholars, researchers, industry executives, consultants, vendors, administrators and government officials to explore issues related to the teaching of travel and tourism at all levels-from high school/secondary school, proprietary institutions, community colleges/PLC colleges, Institutes of Technology and universities to graduate schools. The annual conference includes Educational Presentations, Tourism Research papers, and Workshops. The conference provides an excellent opportunity for networking for educators and industry professionals alike and offers the opportunity to develop collaborations with other members and institutions. For more information, see: <http://istte2008.com/template.php?page=conference>

World Congress of social tourism, Québec, 6-9 October 2008

This year, the International Bureau for Social Tourism (BITS) network chose the following conference theme: "Tourism for development: challenges and new practices". With this event, the BITS seeks to give room to the important initiatives which highlight the principles of social, sustainable and solidarity forms of tourism. AER members will benefit from a reduced registration fee by indicating "member or partner of BITS" in the registration form. All details are available on the BITS website: <http://www.bits-int.org/en/index.php?menu=62>

European Day of Tourism – "EU Funding and Networking opportunities for and in tourism", Brussels, 7 October 2008

During the European Day of Tourism that will be held on 7 October in Brussels, leader projects, policy officers, local and regional authorities will reveal some of their recipes and share their successes and difficulties in the tourism development.

The 2nd conference on "The Agenda for a sustainable and competitive European tourism and centralised EU financial instruments supporting tourism", to be held in the framework of this event, will focus on those funds which are managed by the EU in collaboration with Member States and Regions – European Social Fund, European Regional Development Fund, Agricultural Fund for Rural Development, etc.

An on-line registration form is available at: http://ec.europa.eu/regional_policy/conferences/od2008/index.cfm?nmenu=1

5th Innovation & Tourism International Seminar: "Tourism, Commitment Towards Climate Change. Opportunities and Challenges", 22-24 October 2008, Mallorca, Spain.

Organised by the Directorate General for Research, Technological Development and Innovation of the Government of the Balearic Islands, this event offers an international forum for debating research proposals and presenting good business practices. The aim is to analyse how the tourist sector can coexist with climate change and improve while also adapting to it. This coexistence is only viable through sustainable development and a shared sense of responsibility by all tourism stakeholders. The debate will revolve around the challenges that climate change poses for the tourist sector, analysing opportunities and strategies, and exploring how tourism products and destinations can adapt and innovate. For more information, see:

<http://www.visitinnovation.com/2008/dossier.php?pag=1>

Ecotourism and Sustainable Tourism Conference 2008, Vancouver, 27-29 October

This 3rd conference will provide opportunities for business leaders, travel and tourism professionals and community members to gain knowledge of the latest trends in ecotourism and sustainable tourism, learn

practical skills, and participate in invaluable networking and knowledge sharing.

<http://www.ecotourismconference.org/>

9th international forum on tourism statistics, Paris, 19-21 November 2008

The International Forum on Tourism Statistics is organised jointly by the Statistical Office of the European Communities, the French Ministry in charge of tourism, the National Institute for Statistics and Economics Studies (INSEE) and the Organisation for Economic Co-operation and Development. The aim is to discuss major technical issues concerning the

establishment of harmonised tourism statistics in an environment that strengthens co-operation between governments, the private sector, researchers, academics, OECD and EU member and non-member countries, and international organisations. Further information concerning the event may be obtained on the conference official webpage:

http://www.forumstat.tourisme.gouv.fr/KERNEL/?NODE_ID={F2D6FB52-B685-411C-BCE1-D93980CFBD61}&DB=CLT3&U={DC5AB262-634F-422B-9D27-B7BC29A08D03}

PUBLICATIONS & RESEARCH PROJECTS ON TOURISM

Partner Search for a project under the 2007/2013 Culture Programme

The Provincia di Perugia (Italy) is preparing a project proposal on Cultural Heritage in Europe under the 2007/2013 Culture Programme. The project «Tobacco workers: Female employment in Europe at the beginning of the 20th Century» aims at preserving and valorising the popular culture that was born and developed with the tobacco industry in Europe. The region is interested in identifying potential partners characterized by a specific local history related to the tobacco industry. The deadline for the identification of partners is August 27. For further information you can contact directly: Mrs. Silvia Calabresi at silvia.calabresi@provincia.perugia.it or Mrs. Rossana Cheri at r.cheri@upitecla.eu More information is available at the AER web portal: <http://www.aer.eu/en/main-issues/tourism.html>

Youth Travel Matters – Understanding the Global Phenomenon of Youth Travel; World Tourism Organization, May 2008

This work offers a global overview of the youth and student travel industry, by revealing the latest trends in youth travel destinations, products and innovations. The report, developed by the World Tourism Organization (UNWTO) and the World Youth Student & Educational Travel Confederation

(WYSE Travel Confederation), shows that the unique motivations of young travellers make this market extremely important to the key objectives of the global tourism agenda and that social and economic value of youth, student and educational travel is increasingly being recognised by educational institutions, employers, official tourism organisations and governments worldwide.

<http://www.e-unwto.org/content/I03003/?p=681d19479fcb4f3a9c31d118df0b9960&pi=2>

Climate Change and Tourism – Responding to Global Challenges; World Tourism Organization, July 2008

This publication contains the key proceedings and technical report of the 2nd International Conference on Climate Change and Tourism, held in Davos, Switzerland, 1-3 October 2007, including the Davos Declaration and the summary of the conference debates. It provides a synthesis of the state of knowledge about current and future likely impacts of climate change on tourism destinations around the world, possible implications for tourist demand, current levels and trends in GHG emissions from the tourism sector, and an overview of policy and management responses adopted by the key stakeholder groups with respect to adaptation to and mitigation of climate change.

<http://www.e-unwto.org/content/kk9027/>

This newsletter is proposed by the AER Committee 1 "Economy and Regional development" Secretariat. For any comment, suggestion or question, please contact: Justyna Podralska, j.podralska@ aer.eu, Tel: +33 (0)3 88 22 74 38 or Raquel Palomino Gonzalez, st.com11@ aer.eu, Tel: +33 (0)3 88 22 74 48