

# AER TOURISM NEWSLETTER

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

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## AER NEWS

### **PRESERVE project approved by the European Commission**

The AER Committee 1 is involved in the PRESERVE project: Peer Reviews for Sustainable Eco-Regions via Europe, within the framework of Interreg IVC. Its main focus is sustainable tourism, and AER is the Lead Partner. The PRESERVE Project has been approved by the European Commission in September 2008, and the developmental phase has already begun. For more information on the project, please contact

Céline Dawans at +32 (0)2 421 83 89 or [c.dawans@aer.eu](mailto:c.dawans@aer.eu)

### **AER working group on tourism met 28 October 2008 in Linz (A)**

The meeting of the working group on tourism took place on 28<sup>th</sup> October 2008 in Linz (Upper Austria), after the Committee 1 plenary meeting (27/10/2008) and the Conference on Innovation. The outcome of their work will be soon available under: <http://www.aer.eu/en/main-issues/agriculture-rural-development.html>

## RECENT EUROPEAN DEVELOPMENTS

### **The European Parliament endorses rules to better protect holiday-makers (22/10/2008)**

Consumers across the EU will benefit from greater holiday protection when they buy and resell timeshare holidays, or timeshare-like holidays on cruise boats, caravans, cruise boats and “discount holiday clubs” under the new rules endorsed by the European Parliament on October 22. The proposal will extend the scope of current rules to cover shorter term contracts, moveable property, long-term holiday products, resale of timeshare products and exchange of timeshare products. The lack of previous regulation on these areas meant that they were not covered by rules on cooling-off periods, deposits and consumer information, negatively affecting consumers who sign up under pressure and have little scope to change their mind. The new Directive will enhance consumer rights in the market for timeshare and long-term holiday products, and create a level playing field for the sellers of these products.

Source: Rapid

<http://europa.eu/rapid/pressReleasesAction.do?reference=IP/08/1572&format=HTML&aged=0&language=EN&guiLanguage=enRAPID>

### **EU funds granted to football teams as part of a region's tourism strategy (24/09/2008)**

The European Commission confirmed on September 24 that the Italian region of Calabria has earmarked EU funds worth €1.8 million for sponsoring the national football team in the run-up to the next World Cup, as part of a tourism promotion plan. The amount at stake is part of the Calabrian regional government's €6 million budget allocated for tourism promotion, of which €3 million is EU regional fund cash. The final decision on the eligibility of the region's football team sponsoring scheme lies with the Court of Auditors.

Source: EUObserver.com

<http://euobserver.com/9/26801>

### **Pluralizing the market offer for homosexual travellers (12/11/2008)**

Homosexual travellers have the same wide demographic segments as the straight travelling population, yet the traditional view about them within the travel industry has been that there is a single “gay market”. This group represents around 6% of the global population and around 10% of total travel expenditure, data which highlights the essential knowledge the industry needs to capitalise on this much homogenised, but financially lucrative segment of the international travel industry. This industry misperception will be explored and challenged at World Travel Market (WTM)

conference on Wednesday 12 November at ExCeL London.

Source: WTM

<http://www.wtmlondon.com/page.cfm/link=233>

### **Tourism industry weathers the global economic storm (03/2008)**

After one of the longest periods of expansion, the year 2008 has witnessed a slowdown of world economic growth. The spillover-effect of the crisis to consumer behaviour has made tourism demand more volatile. Long-term tourism growth does not seem to have been affected, and history has continuously shown the resilience and recovery capacity of the sector. However, the short-term outlook is gloomier: the trend reversal for the tourism sector has begun with the summer holidays in the Northern Hemisphere. The expectations of the UNWTO and other private actors are cooling down for the remainder of the 2008 and reaching into the first half of 2009.

Source: UNWTO News

<http://www.unwto.org/index.php>

### **Twenty European Destinations of Excellence help maintain Europe as the foremost tourism destination in the world (18/09/2008)**

European Commission Vice-President Gunter Verheugen awarded twenty localities with the title of "best local intangible heritage destination in Europe" on the occasion of the 7<sup>th</sup> European Tourism Forum in Bordeaux, on September 18.

The winners will benefit from further European Commission exposure with the aim of highlighting the destinations' traditions, customs, ideas, tastes, arts and crafts.

The improvement of the quality of tourism destinations and services requires of coherent action from private and public sectors. The EDEN forum will continue this work and focus on building on the strengths of Europe and to demonstrate that its tourism regions are excellent.

Source: DG Enterprise & Industry Newsroom, European Commission.

[http://ec.europa.eu/enterprise/newsroom/cf/itemplongdetail.cfm?item\\_id=1780](http://ec.europa.eu/enterprise/newsroom/cf/itemplongdetail.cfm?item_id=1780)

### **World Tourism Day 2008: Tourism needs to grow smartly (1/10/2008)**

Tourism growth must be pursued with increasing emphasis on ethics, local community involvement as well as reducing

carbon emissions systematically. This is the main conclusion of this year's World Tourism Day Think Tank held on the theme "Tourism Responding to the Challenge of Climate Change". A group of leading public and private tourism stakeholders, representatives of civil society and of the UN system highlighted the inter-relationship between climate response and global poverty reduction efforts. Simultaneous efforts on both fronts are key to effectively meet and promote sustainability goals by the tourism sector.

Source: UNWTO

<http://www.directorytourism.com/tourism-will-grow-smartly-world-tourism-day-2008-think-tank-n66.html>

### **Creation of the first-ever Global Sustainable Tourism criteria (10/10/2008)**

The Rainforest Alliance, the United Nations Environment Programme (UNEP) and UNWTO have announced the first-ever globally relevant sustainable tourism criteria at the IUCN World Conservation Congress. This criteria are a set of voluntary standards that will help travel suppliers around the world to meet increasing consumer demand for products and services that will have positive effects on communities and the environment. The new criteria, based on thousands of best practices culled from the existing standards currently in use around the world, were developed to offer a common framework to guide the emerging practice of sustainable tourism, guaranteeing that tourism helps, rather than harms, local communities and the environment.

Source: Terra Daily

[http://www.terradaily.com/reports/First\\_Ever\\_Global\\_Sustainable\\_Tourism\\_Criteria\\_999.html](http://www.terradaily.com/reports/First_Ever_Global_Sustainable_Tourism_Criteria_999.html)

### **Increases the trend for social tourism (21/08/2008)**

Alongside the growth in conventional tourism there is an increasing trend for tourism that focuses on groups in society such as the elderly, youths and persons with disabilities. Due to the advantages that this type of tourism brings to the economy and the travellers themselves, it is receiving increasing support from the European Union. The Tourism Unit of the European Commission's Enterprise and Industry DG is promoting the exchange of good practice on social tourism through a series of

conferences and workshops as part of the Commission's drive to promote tourism in the context of the Lisbon strategy. The most recent, in Brussels in April 2008, was on the topic "Facilitating the growth of the youth and senior citizen tourism markets".

Source: The Magazine of Enterprise Policy, European Commission, DG Enterprise & Industry.

[http://ec.europa.eu/enterprise/e\\_i/news/article\\_7041\\_en.htm](http://ec.europa.eu/enterprise/e_i/news/article_7041_en.htm)

## **FORTHCOMING EVENTS**

### **World Travel Market (10-13 November) London**

Staged annually in London, the World Travel Market is a must attend four day business to business event presenting a diverse range of destinations and industry sectors to UK and international travel professionals. It is a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business under one roof. For exhaustive information on the event, please see:

<http://www.wtmlondon.com/page.cfm/Link=8/t=m/goSection=1>

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

### **The Food and Drink Industry in the 21<sup>st</sup> Century – Generating Growth, Serving Consumers, Respecting the Environment, (27-28 November) Brussels, Belgium.**

This conference tackles issues that are 'top-of-mind' for the industry as well as day-to-day challenges faced by consumers. In the parallel sessions – Generating Growth, Serving Consumers and Respecting the Environment, attendees will be able to access the latest available information on these important topics and engage in interactive debates with our high-level speakers from the European Institutions, consumer organisations, science, press and industry. To access the latest available information on this event, please see the conference official webpage: <http://www.ciaacongess2008.eu/>

### **Planning for the Future – Learning from the Past: Contemporary Developments in Tourism, Travel & Hospitality (3-5/04/2009), Rhodes Island, Greece.**

The search for success through planning for the future and learning from the past is always with us, and its impacts are of critical importance for tourism, travel and hospitality management and education. Any stakeholder in tourism, travel & hospitality, and any industry practitioner, educator or researcher, is facing vital questions like: How to prepare for the future? How to manage change? How to survive in the future? How to sustain development and growth? How to research for the future? To know more about the conference, please see:

<http://www.chios.aegean.gr/tourism/config.htm>

### **Emotion in Motion: The Passion of Tourism, Travel and Movement, (4-7/07/2009) Leeds, United Kingdom.**

This conference will address what we broadly identify as the passions and emotions induced by, or associated with, tourism, travel and movement. This international and interdisciplinary conference is the 7th in an annual series initiated by the Centre for

Tourism and Cultural Change (CTCC) in 2003. It has become one of the leading international forums for critical tourism research and regularly attracts around 130 to 160 participants from different social sciences

and humanities backgrounds. For more information, please see: [http://www.tourism-culture.com/pop\\_up/forthcoming\\_conferences.html?PAGE=1](http://www.tourism-culture.com/pop_up/forthcoming_conferences.html?PAGE=1)

## **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](mailto:silvia.calabresi@provincia.perugia.it) or Mrs. Rossana Cheri at [r.cheri@upitecla.eu](mailto:r.cheri@upitecla.eu) More information is available at the AER web portal: <http://www.aer.eu/en/main-issues/tourism.html>

### **UNWTO/ILO – Sources and Methods: Labour Statistics – Employment in the Tourism Industries, Special Edition, 2008.**

Work in tourism and tourism's economic value in terms of employment, remain inadequately measured and insufficiently studied – says new UNWTO/ILO publication. Improving data collection is precisely one of the main points of the cooperation framework between UNWTO and the International Labour Organization (ILO), carried out within the context of the UN Tourism Satellite Account (TSA), established as a tool to measure tourism's impact in economic growth and job creation, and that has resulted in the publication of this study. The joint research effort provides practical tools which will also serve to support politically the increasing recognition of tourism as an economic

–employment and growth- driver in its own right.

Source: UNWTO News, Issue 3/2008

### **Eurostat – Tourism Statistics Pocketbook, September 2008.**

This Pocketbook introduces both the expert and non-expert reader with a wide range of statistics relating to tourism in Europe. The data covers the period 2000 to 2006, and it focuses on the supply of collective tourist accommodation in Europe. On the other hand, it illustrates the travel behaviour of Europeans, giving information on their domestic and outbound trips. The publication focuses in a first part on the tourism industry and the tourism market while a second part includes country profiles with more detailed facts and figures for the Member States of the European Union and EFTA as well as some candidate countries.

[http://epp.eurostat.ec.europa.eu/portal/page?\\_pageid=1073,46587259&\\_dad=portal&\\_schema=PORTAL&p\\_product\\_code=KS-DS-08-001](http://epp.eurostat.ec.europa.eu/portal/page?_pageid=1073,46587259&_dad=portal&_schema=PORTAL&p_product_code=KS-DS-08-001)

### **UNWTO – Tourism Highlights, 2008 Edition.**

Tourism Highlights is a publication from the World Organization (UNWTO), released annually on the occasion of World Tourism Day –on 27 September-. This report aims at providing a consolidated set of data and trends for international tourism in the year prior to its date of publication. The document presents a concise overview of international tourism in the world based on the results for the year 2007. The booklet offers statistics and analysis on international tourist arrivals, international tourism receipts, a summary analysis of results by region, major regional destinations by arrivals and receipts, outbound tourism, generating regions as well

as the ranking of top tourism destinations by arrivals and receipts, and the top spenders list.

<http://www.directorytourism.com/unwto-tourism-highlights-edition-2008-n69.html>

**Partner Search for a project on Second Homes as a means for local and regional development**

The region of Oppland (Norway) is preparing a project proposal on the topic "Second homes as a means for local and regional

development". This project aims at improving general knowledge of the implications of second homes development and at identifying the mechanisms politicians and administrators can use to maximize the benefits and minimize the negative consequences of second homes development, both at a local and regional level. The region is interested in identifying potential partners. For further information, you can contact the AER Committee 1 Secretariat at [e.delangle@aer.eu](mailto:e.delangle@aer.eu)

*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](mailto:j.podralska@aer.eu), Tel: +33 (0)3 88 22 74 38 or Raquel Palomino Gonzalez, [st.com11@aer.eu](mailto:st.com11@aer.eu), Tel: +33 (0)3 88 22 74 48*