

Public Consultation on EU Funds in the area of investment, research, innovation and the single market

European Cyclists' Federation

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5 March 2018

 ECF gratefully acknowledges financial support from the European Commission.

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Summary

The partners of the Manifesto European Tourism for Growth and Jobs are delighted to reply to this consultation EU Funds of investment, research & innovation, SMEs and single market, where greater targeted opportunities for Tourism would be required.

In order to formulate effective tourism policies, a holistic European approach is needed taking into account the multiple impacts of the sector as well as the wide spectrum of stakeholders involved or affected by tourism.

This was recognised by the Treaty of Lisbon, which by article 195 of the TFEU gives to the European Union the responsibility to promote the competitiveness of the European tourism sector by creating a favourable environment for its growth and development and by establishing an integrated approach to the travel and tourism sector.

To achieve the Treaty of Lisbon tourism premise, European investment is required to complete the action taken at National, Regional Local level, bringing a European dimension of action, in particular in the fields of the competitiveness of the tourism business in line with the European Single Market targets, as well and research and innovation policies.

The partners of the Manifesto European Tourism for Growth and Jobs would like to share the following recommendations with regard to the future programmes COSME and Framework Programme for Research and Innovation:



Recommendations with regard to the tourism priority within the future programmes COSME and Framework Programme for Research and Innovation

1. Design COSME calls for tourism proposals
 - specific to reply to the challenges of this industry
 - with a longer time frame
 - provide them with a more substantial monetary allocation
 - compatible with other programmes such as INTERREG and the overall European Structural and Investment Funds following a systematic approach. If this synergy would be made since the origin of the process the impact of those projects could be multiplied. Indeed, COSME is the only direct source of fund for interregional cooperation in tourism beyond INTERREG and ESIF to which Tourism SMEs can access to.
2. COSME and H2020 would embed calls for proposals targeting specifically the tourism industry: boosting its competitiveness and stimulating research and innovation. Indeed, by its horizontal nature, tourism can easily be considered as a cross-sectorial industry. However, this should not affect negatively the scope of those calls targeting European tourism actions;
3. More agility and flexibility should be granted through the whole process, especially in H202, to avoid that project ideas get obsolete from the application to the implementation phases. Tourism supply chain must reply to a constantly changing pattern's demand therefore the business environment must be dynamic and resilient and requires flexible mechanisms to finance what the market situation demands.
4. Grants should be rewarded according to proven beneficiaries' involvement and objectives reached out, rather than calculated on the bases of the percentage invested money. Premium reward should be allocated to those projects which succeed in meeting the targets. This entitles proper monitoring and impact measurement from the side of the grant donor and a more balanced monitoring approach: less monitoring on expenditure and more monitoring on impact.
5. Combination of COSME tourism calls with INTERREG and ESIF as described in answer 35 of the consultation.
Each programme which would target tourism should provide specific calls for the nature of tourism:

COSME to support European tourism product development, promotion, marketing
H2020 to support innovation and research in European tourism
6. Blending approach to support a long term vision and the different phases of the implementation, E.G:

The idea of a European tourism initiative gets launched through H2020, which entitles research and innovation. Then the COSME action would support its launch to the market, while its implementation phase would be supported by macro-regional strategies and instruments and the ESIF, to be completed by further public and private investments.
7. EU- financed tourism projects should be connected to each other in a systematic way. Once a tourism priority is defined within both the future COSME and Framework Programme for Research



and Innovation, a projects data base should be created to i) inform applicants before they develop applications which might duplicate existing initiatives ii) share results, knowledge in terms of experience and technology, without getting in conflict with IP rights.

Recommendations with regard to the eligible tourism actions which would tackle the following priorities of the European Tourism Manifesto (<https://www.tourismmanifesto.eu/>) within the future programmes COSME and Framework Programme for Research and Innovation

Digitalisation

8. To develop EU financial support for the digitalisation of the European tourism sector and the creation of expert forums in order to promote good practice.

Proposed funds for this action:

- Framework Programme for research and Innovation, Digital Europe Programme in the research, development and testing phase,
- Digital Europe Programme, COSME, ERDF in the phase of market uptake and upscaling.

Good Governance

9. Project funding should take into account the needs of European citizens, visitors, workers, enterprises and the European organisations.

Proposed funds for this action:

- All mentioned before or will be mentioned later in the relevant phases.

Joint Promotion

10. To support the development and ongoing promotion of the diversity of tourism offers in Europe, including pan-European thematic tourism products (e.g. cycle routes, gastronomy, culture, nature, performing arts, spa & wellness, etc.).
11. To provide funding for long-term joint promotion activities for destination Europe in origin markets, thereby adding value to the efforts of the National and Regional Tourism Organisations and other relevant organisations.
12. To facilitate private sector collaboration, promote public private initiatives (e.g. matching funding and marketing programmes) and support cross-sectoral partnerships.
13. To support and promote third-party European quality schemes where a general benefit is clear (e.g. accommodation, gastronomy, arts & heritage, destinations, thematic products etc.).

Proposed funds for these actions:

- Framework Programme for research and Innovation in the research, development and testing phase,
- Digital Europe Programme, COSME, ERDF, InvestEU Fund, European Agricultural Fund for Rural Development Fund in the phase of market uptake and upscaling.



Reduce Seasonality

14. To promote good practice in extending the season and capacity (e.g. better staggering of school holidays, increased opening hours) and diversification (e.g. developing visitor opportunities for more people, such as those on low incomes, and those not tied to school holidays.)
15. To encourage development of year-round tourism by diversifying the offer, especially in destinations traditionally better known for their seasonal appeal (e.g. winter walking holidays in southern Europe; cycling holidays in skiing resorts) or their year-long attraction based on natural resources such as countryside and active tourism.
16. To support the creative promotion of the available tourism offer throughout the year.

Proposed funds for these actions:

- Framework Programme for research and Innovation in the research, development and testing phase,
- COSME, ERDF, InvestEU Fund, European Agricultural Fund for Rural Development, European Social Fund in the phase of market uptake and upscaling.

Sustainability

17. Economic and operational sustainability: ensure EU financial support for long and mid-term tourism initiatives on the European level covering the whole value chain. Ensure fair benefit from tourism for businesses in origin and destination markets, including for local communities and those who work in the sector.
18. Identify and support good practice in capacity and destination management so that supply adapts successfully to demand, and ensure that the quality of the visitors' experience goes hand in hand with the quality of life of local communities.
19. Social and cultural sustainability: manage impact on local culture and communities in destinations; maintain long-term employment in the tourism sector with fair working conditions for all, especially in key sub-sectors where recruitment and retention remain a challenge (e.g. social protection, remuneration, equal opportunities, equal treatment etc.)

Proposed funds for these actions:

- Framework Programme for research and Innovation in the research, development and testing phase,
- COSME, ERDF, InvestEU Fund, European Agricultural Fund for Rural Development, European Social Fund in the phase of market uptake and upscaling.

Transport Connectivity

20. Promote consumer oriented public-private platform(s) for multi-modal mobility (through improved cooperation among DGs and service providers).
21. Improve tourism and transport infrastructure, including in remote, rural, mountain, insular and coastal areas.
22. Improve the quality and coordination of dedicated passenger transport corridors (e.g. railway, roads, cycle routes, maritime waterways, walking paths, Single European Sky, etc.) through EU-funding.
23. Ensure sufficient and predictable rail infrastructure funding to increase the attractiveness and quality of rail services, as a catalyst to unleash the potential of tourism development in line with EU's modal shift targets towards rail.



Proposed funds for these actions:

- Framework Programme for research and Innovation in the research, development and testing phase,
- Connecting Europe Facility, Cohesion Fund, ERDF, InvestEU Fund in the phase of implementation.

