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Actions planned:
Stimulate competitiveness in the European tourism sector
1. Development of a coherent strategy for the promotion of tourist services in Europe and capitalisation on Europe's common heritage by creating a European heritage label
2. Promotion of the integration of 'natural' heritage into tourism strategies by labelling initiatives
3. Launch of the 'ICT and tourism' platform for stakeholders to facilitate the adaptation of the tourism sector and its businesses to market developments in new information technologies and improve their competitiveness by making the maximum use of possible synergies between the two sectors
4. Examination of the possibilities for further integrating the tourism sector into the electronic commerce in the internal market during the Commission's assessment of the implementation of the electronic commerce Directive
5. Promotion of the opportunities offered by various EU programmes (Leonardo, Competitiveness and Innovation Framework Programme (CIP)) to support training in the tourism sector
6. Provision of a voluntary tourism exchange mechanism between Member States, enabling key groups such as young or elderly people, people with reduced mobility and low-income families to travel, particularly during the low season
7. Development of a voluntary online information exchange mechanism for the coordination of school holidays in the Member States, without prejudice to their cultural traditions
8. Market monitoring of the European consumer satisfaction with various tourism services (e.g. transport, hire, accommodation, travel, package tours) in the Commission's annual communication, 'Consumer Markets Scoreboard'
9. Development of a pilot project aimed at networking research institutes, universities, public and private monitoring units, regional and national authorities and national tourism offices
10. Implementation of a 'virtual tourism observatory' aimed at networking research activities by the various national research institutes and provide socioeconomic data on tourism at European level

Promote the development of sustainable, responsible and high-quality tourism
11. Development of a system of indicators, on the basis of NECSTouR or EDEN, for the sustainable management of destinations to develop a label for promoting tourist destinations
12. Organisation of awareness-raising campaigns for European tourists concerning the choice of destinations and means of transport, relationships with the local population in the destinations visited, and combating the exploitation of woman and children
13. Development of a European 'Qualité Tourisme' brand to increase consumer security and confidence in tourism products and reward rigorous efforts by tourism professionals
14. Facilitate identification by the European tourism industry of risks linked to climate change to avoid loss-making investments, and to develop alternative tourism services
15. Propose a charter for sustainable and responsible tourism and award a European prize for tourism businesses and destinations respecting the values of the charter
16. Propose a strategy for sustainable coastal and marine tourism
17. Establish or strengthen cooperation between the EU and the main emerging countries (China, Russia, India, Brazil) and Mediterranean countries to promote sustainable and responsible tourism development models and to exchange best practices
Consolidate the image and profile of Europe as a collection of sustainable and high-quality tourist destinations
18. Creation of a true 'Europe brand' in cooperation with the Member States to complement promotional efforts at national and regional level and enable European destinations to distinguish themselves from other international destinations
19. Promotion of the visiteurope.com website to increase the attractiveness of Europe as a collection of sustainable and high-quality tourist destinations
20. Joint promotional actions at major international events or large-scale tourism fairs and exhibitions
21. European Union participation in international bodies (World Tourism Organisation, the OECD, T20 and Euro-Med.