

Turismo Sostenibile: potenzialità e fonti di finanziamento



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- Concetti e parole chiave
- Gli strumenti europei di finanziamento
 - Quadro Finanziario Pluriennale 2014–2020



I

Concetti introduttivi e parole chiave

Turismo e Istituzioni Comunitarie

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 **IMPRESE E INDUSTRIA**

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Il commissario

Vice-Presidente della Commissione
Antonio Tajani

Sportello elettronico per i ritardi di pagamento

Si prega di **comunicare le eventuali informazioni** riguardanti l'applicazione della direttiva 2011/7/UE sui ritardi di pagamento nel vostro paese.

Video

Questa parte della pagina richiede i cookie. **Accetto / Rifiuto tutti i cookie dal sito.**

Rapporti e consultazioni

Consultazioni pubbliche

- The European Commission's strategy on Corporate Social Responsibility (CSR) 2011-2014: achievements, shortcomings and future challenges
- Stakeholder consultation meetings on post-2020 carbon leakage provisions

Rapporti

- Industrial Policy Communication 2014
- New version of the 'Blue Guide' on the implementation of EU product rules
- The 'Advancing Manufacturing - Advancing Europe' report

Notizie ed eventi

Distribution of Digital Enterprises: 10+ employees, Total EU

4% 2% 20% 41% 32%

Non digital
Digital beginners
Digital followers
Digital Mature
Fully digital

The main challenge entrepreneurs are facing in Europe is not the lack of great ideas but the fear of turning ideas into reality.
Source: IDC 2013

1,5 million more jobs through digital entrepreneurship in Europe are possible, if ...

EU CSR policy: The Commission seeks stakeholders' views on achievements and future challenges

First radar vision for Copernicus

European Parliament approves new provisions for the return of national treasures

Opportunità di finanziamento

Gare d'appalto [Inviti a presentare proposte](#)

- Le nostre sovvenzioni
- La tua Europa, la tua opportunità
- Erasmus for entrepreneurs
- Fighting late payments
- Finanziamento UE per paese

Legislazione

- La marcatura CE
- REACH
- Standard europei:
- Prodotti
- Organismi di valutazione della conformità (Nando):
- Paesi
- Altri atti legislativi:

Turismo e Istituzioni Comunitarie

The screenshot shows the 'IMPRESE E INDUSTRIA' section of the European Commission website. A red arrow points to the 'Politica dell'UE per il turismo' section. The website layout includes a header with the European Commission logo and navigation links. The main content area is divided into several sections: 'In primo piano' (New 2014 Eurobarometer survey: Preferences of Europeans towards tourism), 'Sostegno alle aziende' (Initiative ICT e turismo, Professional skills, Turismo accessibile), 'Promuovere il turismo nell'UE' (Calypto, Turismo per la terza età, 50 000 turisti, Turismo culturale), 'Politica dell'UE per il turismo' (Politiche dell'UE - contesto, Turismo sostenibile, Conferenze), 'Base di conoscenza' (Osservatorio virtuale del turismo, Portatori d'interessi), 'Tutte le notizie' (29/04/2014 - EU CSR policy, 23/04/2014 - Six partnerships to develop sustainable transnational tourism in Europe, 16/04/2014 - Indicators for Sustainable Tourism), 'Eventi' (17/06/2014 > 20/06/2014 - 'Identity, Industry and Culture', 11/09/2014 > 12/09/2014 - Tourism and culture: European Tourism Forum 2014, 01/05/2015 > 31/10/2015 - EU signs in for EXPO MILANO 2015), 'Finanziamento di progetti' (Termine: 30/06/2014 - Economist Visitors Programme to support the work of the Competitiveness Report (2011-2014)), and 'Altre risorse utili' (Documenti). The footer includes a banner for 'Discovering Europe's hidden treasures' and a navigation bar with links like 'Ultimo aggiornamento: 14/02/2014', 'Inizio pagina', 'Mappa del sito', 'Ricerca', 'Informazioni su questo sito', 'Per contattarci', and 'Avviso legale importante'.

Commissione europea

IMPRESE E INDUSTRIA

Commissione europea > Imprese e Industria > Tutti i temi > Turismo

In primo piano

New 2014 Eurobarometer survey:
Preferences of Europeans towards tourism

Sostegno alle aziende

- Iniziativa ICT e turismo
- Professional skills
- Turismo accessibile

Promuovere il turismo nell'UE

- Calypso
- Turismo per la terza età
- 50 000 turisti
- Turismo culturale

Politica dell'UE per il turismo

- Politiche dell'UE - contesto
- Turismo sostenibile
- Conferenze

Base di conoscenza

- Osservatorio virtuale del turismo
- Portatori d'interessi

Tutte le notizie

- 29/04/2014 - EU CSR policy: The Commission seeks stakeholders' views on achievements and future challenges
- 23/04/2014 - Six partnerships to develop sustainable transnational tourism in Europe
- 16/04/2014 - Indicators for Sustainable Tourism

Eventi

- 17/06/2014 > 20/06/2014 - 'Identity, Industry and Culture'
- 11/09/2014 > 12/09/2014 - Tourism and culture: European Tourism Forum 2014
- 01/05/2015 > 31/10/2015 - EU signs in for EXPO MILANO 2015

Finanziamento di progetti

- Termine: 30/06/2014 - Economist Visitors Programme to support the work of the Competitiveness Report (2011-2014)

Altre risorse utili

- Documenti

Discovering Europe's hidden treasures

Ultimo aggiornamento: 14/02/2014 | Inizio pagina | Mappa del sito | Ricerca | Informazioni su questo sito | Per contattarci | Avviso legale importante

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IMPRESE E INDUSTRIA

Commissione europea > Imprese e industria > Tutti i temi > Turismo > Sustainable tourism



Imprese e industria

Turismo

- Politiche dell'UE - contesto
- Turismo sostenibile**
 - Charter
 - Indicators
 - Preparatory actions 2011
- Calypto
- Turismo per la terza età
- 50 000 turisti
- Itinerari ciclistici
- EDEN - destinazioni d'eccellenza
- Principi europei della qualità del turismo
- Promuovere l'Europa a livello internazionale
- Conferenze
- Turismo culturale
- Iniziativa ICT e turismo
- skills
- Turismo accessibile
- Enterprise Europe Network: turismo e patrimonio culturale
- Osservatorio virtuale del turismo
- Portatori d'interessi
- Documenti
- Link utili
- Glossario
- Per contattarci
- Ultime novità
- Contratti & sovvenzioni

Ricerca



Turismo sostenibile

La competitività dell'industria turistica europea è strettamente legata alla sua sostenibilità, poiché la qualità delle destinazioni turistiche dipende in misura considerevole dal loro ambiente naturale e culturale e dalla loro integrazione nella comunità locale.

La sostenibilità nel lungo termine richiede un equilibrio tra la dimensione economica, socioculturale e ambientale. Il bisogno di conciliare crescita economica e sviluppo sostenibile implica anche una dimensione etica.

Principali sfide per un turismo sostenibile:

- preservare le risorse naturali e culturali
- limitare l'impatto negativo sulle destinazioni turistiche, anche in termini di sfruttamento delle risorse naturali e di produzione di rifiuti
- promuovere il benessere della comunità locale
- ridurre il carattere stagionale della domanda
- limitare l'impatto ambientale dei trasporti legati al turismo
- rendere il turismo accessibile a tutti
- migliorare la qualità del lavoro nel turismo.

L'agenda per un turismo europeo sostenibile e competitivo

La comunicazione (COM(2007)621 def.) stabilisce i principi per far fronte a queste sfide:

- adottare un approccio olistico e integrato
- pianificare in un'ottica di lungo termine
- adottare un ritmo di sviluppo adeguato
- coinvolgere tutte le parti interessate
- utilizzare le migliori conoscenze disponibili
- minimizzare e gestire il rischio
- riflettere l'impatto delle attività nei costi
- fissare dei limiti e rispettarli
- esercitare un monitoraggio costante.

Un approccio sostenibile al turismo porterà allo sviluppo di prodotti e servizi turistici innovativi e di qualità, rendendo ancora più attrattive le destinazioni europee.

Progetti cofinanziati dall'UE per prodotti transnazionali di turismo tematico che contribuiscono a rendere il turismo più sostenibile

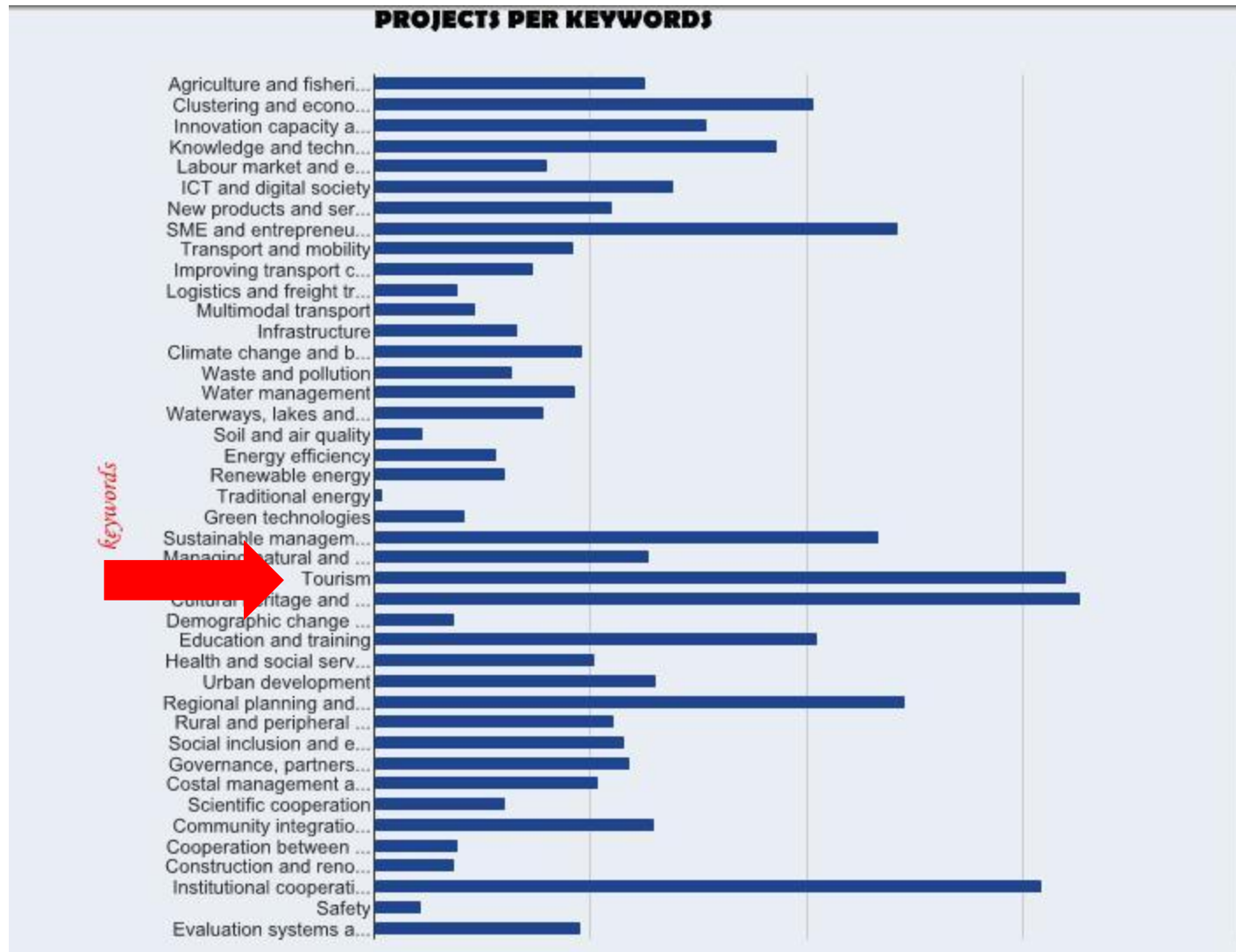


6

Il turismo in cifre (Eurostat e WTO)

- L'Europa prima destinazione al mondo, la più alta densità e varietà di attrazioni (trattato di Lisbona) [COM(2010) 352 def. – Non pubblicata nella Gazzetta ufficiale]
- 4% PIL (indirettamente = 10%) 2 Milioni di imprese (piccole e medie)
- 8 milioni di occupati = 4% della forza lavoro (indirettamente 12%) e 100.000 nuovi posti di lavoro ogni anno
- Nel 2011 **in Italia** turismo ~870.000 posti di lav. / 8,6% del PIL Naz.
- Previsto oltre un milione di posti entro 2022

QFP (2000-2006)+(2007-2013): I temi progettuali più richiesti...



Il turismo nel Quadro politico Europeo 2020

“L'Europa, prima destinazione turistica mondiale” un nuovo quadro politico per il turismo europeo

COM(2010) 352/3 final 30.06.2010

Quadro d'Azione: 4 Assi – 21 azioni

- Stimolare la competitività del settore turistico in Europa;
- Promuovere lo sviluppo di un turismo **sostenibile**, responsabile e di qualità; ← **COM(2007) 621 final -19.10.2007** (Agenda per un turismo europeo sostenibile e competitivo)
- Consolidare l'immagine e la visibilità dell'Europa come insieme di destinazioni sostenibili e di qualità;
- Massimizzare il potenziale delle politiche e degli strumenti finanziari dell'UE per lo sviluppo del turismo.

Europa N° 1 Destinazione turistica nel mondo [COM(2010) 352 def.]

Grazie a:

- Patrimonio storico e artistico
- Attrattori naturali
- Diversità di paesaggi
- Qualità di servizi
- Buone infrastrutture
- ...



Promuovere lo sviluppo di un turismo sostenibile, responsabile e di qualità:

[COM(2010) 352 def.]

- sviluppare un **sistema di indicatori** per la gestione sostenibile delle destinazioni, che potrebbe contribuire a creare un marchio per promuovere destinazioni turistiche sostenibili;
- organizzare **campagne di sensibilizzazione per i turisti europei** sulle destinazioni, comprendenti informazioni sulle modalità di trasporto e sui rapporti con la popolazione locale;
- sviluppare **un marchio europeo per il turismo di qualità**, basato sulle esperienze nazionali esistenti, inteso ad aumentare la sicurezza e la fiducia dei consumatori;
- facilitare l'**identificazione dei rischi legati ai cambiamenti climatici** per proteggere l'industria turistica europea da investimenti in perdita ed esplorare le possibilità di sviluppo di offerte turistiche alternative;
- proporre una **carta del turismo sostenibile e responsabile**;
- proporre una **strategia per un turismo costiero e marino sostenibile**;
- stabilire o rafforzare la **cooperazione tra l'UE, i principali paesi emergenti e i paesi del Mediterraneo** per la promozione di modelli di sviluppo turistico sostenibile e responsabile e lo scambio di pratiche ottimali

Il turismo nel Quadro strategico Europa 2020

«Competitività» del settore come fattore chiave alla realizzazione delle 3 priorità 2020 → promuovere una crescita:

- **intelligente** (smart): economia basata su conoscenza e innovazione
- **sostenibile**: economia più efficiente sotto il profilo di uso delle risorse (quantità/qualità), più verde e più competitiva
- **inclusiva**: economia con alto tasso di occupazione per favorire la coesione sociale e territoriale

MA COME ...?

- ... quali sono le potenzialità del Turismo Sostenibile?
- ... come metterle a sistema per la filiera della costruzioni?
- e le fonti di finanziamento? Quali sono? e Quale è il giro d'affari stimato?
- ...ma soprattutto...

**Cosa è il Turismo
Sostenibile?**

Cosa è il Turismo «Sostenibile» per il resto del mondo?



Cosa è «Sostenibilità» per l' UE e la Commissione?

Sustainable Development Indicators, SDI (misurano la sostenibilità nel Medio/Lungo periodo)

raggruppati in 10 categorie

- socioeconomic development;
- sustainable consumption and production;
- social inclusion;
- demographic changes;
- public health;
- climate change and energy;
- sustainable transport;
- natural resources;
- global partnership;
- good governance.

http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Glossary:Sustainable_development_indicator

Principi UE per il Turismo Sostenibile

COM(2007) 621 definitivo 19.10.2007 (Agenda per un turismo europeo sostenibile e competitivo)

- adottare una strategia globale ed integrata per giungere a un turismo equilibrato e **rispettoso** della società e dell'ambiente;
- programmare a lungo termine, tenendo conto delle esigenze delle **generazioni future** e della nostra;
- raggiungere un ritmo di sviluppo appropriato, che rispetti cioè le **caratteristiche** delle destinazioni turistiche;
- coinvolgere tutte le parti in causa;
- utilizzare le migliori **conoscenze** disponibili e condividerle a livello europeo;
- ridurre al minimo e gestire i rischi (principio di precauzione), cioè evitare in modo preventivo (**ex-ante**) ogni effetto nocivo sull'ambiente o sulla società;
- riflettere gli impatti sui costi (l'utente e l'inquinatore devono pagare) - i prezzi dovrebbero riflettere maggiormente i costi reali delle attività di consumo e di produzione per la società;
- ove opportuno, fissare e rispettare i limiti al livello di sviluppo turistico;
- effettuare un **monitoraggio continuo** - la sostenibilità richiede una vigilanza permanente.

Sfide UE per il Turismo Sostenibile

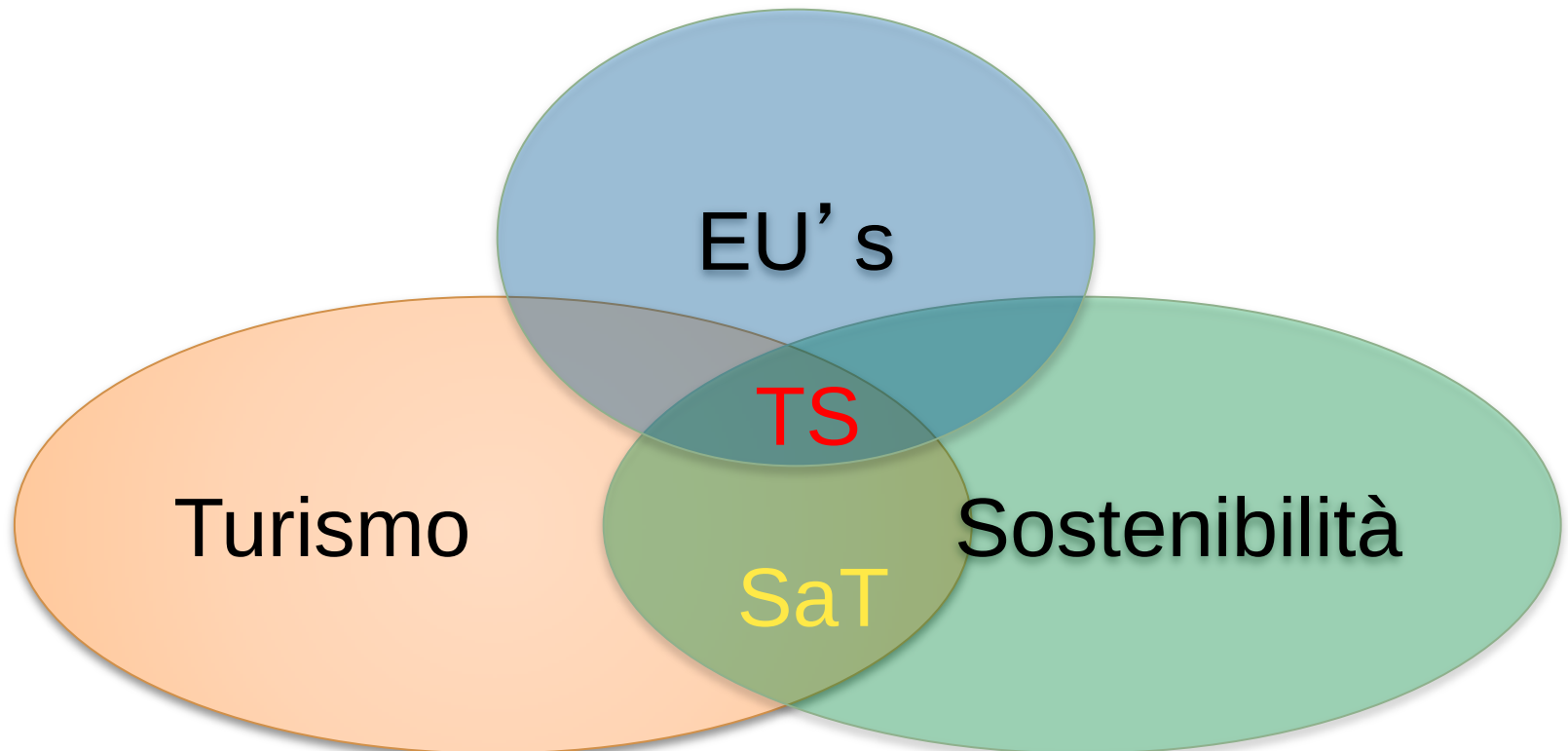
COM(2007) 621 definitivo 19.10.2007 (Agenda per un turismo europeo sostenibile e competitivo)

- garantire la sicurezza dei turisti e delle **comunità locali**;
- proteggere le risorse **naturali** e **culturali** delle destinazioni turistiche;
- diminuire l'utilizzo delle **risorse** e l'**inquinamento** dei luoghi turistici;
- gestire il cambiamento nell'interesse del **benessere** della comunità;
- ridurre il carattere **stagionale** della domanda;
- tener conto dell'**impatto ambientale** dei trasporti legati al turismo;
- rendere il turismo **accessibile** a tutti, senza discriminazione;
- migliorare la qualità degli **impieghi** nel settore del turismo.

Concetto chiave:

la proposta progettuale deve efficacemente rispondere alle istanze Comunitarie, adottando un linguaggio conforme agli enunciati, ai principi, alle sfide le sfide, e agli obiettivi che l'Unione si prefigge

Turismo Sostenibile $\neq$ Sostenibilità dell'att. Turistica



Definizioni di TURISMO

- accezione «moderna» non appartiene alla cultura «Latina»
 - [latino *tornare* cit. *Tehobald* '94 - meaning a lathe or circle] vs. [*Peregrinus Forestiero* – *devoto che si reca*]
- «movimento generato da **persone** verso un **paese straniero** (almeno **24 ore**) e trasferendovi **denaro** altrove guadagnato» (NORVAL 1937)
- insieme di rapporti e di fenomeni che risultano dal viaggio, purché **non dia luogo a insediamento** (HUNZIKER E KRAPP 1942)



Spostamento + Tempo + Soldi

Cosa è «Turismo» per l' UE e la Commissione?

Una Decisione de Consiglio del 17 Dicembre 1990 definisce il Turismo come “attività di persone che si spostano al di fuori dei luoghi di origine e ivi risiedono per non più di un anno consecutivo, per: svago, affari, o altro”

“activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”

Concetto chiave:

Fiere e mercatini locali sono azioni strategiche per il turismo (sostenibile)??

ma allora perchè le bandierine blu sui manifesti... ??

Perchè risorse strategicamente allocate (direttamente o indirettamente) dall'UE al settore sono state male utilizzate a livello regionale: non spese, finanziando qualcosa che non era turismo, tantomeno sostenibile

II

Strumenti europei di finanziamento

Scenario MFF 2014 – 2020

Confronto con passato MFF 2007 - 2013



Brussels, 13 May 2013

**trilogo sul Schema Multiannuale di
Finanziamento (MFF) 2014-2020:**

**"Final agreement reachable by end of
June"**

Budget agreement December 2013

Integrazione e concorrenzialità nelle politiche della Commissione

Varie politiche comunitarie possono influire sul turismo e sulla sua sostenibilità:

- **Ambiente,**
- **Trasporti,**
- **Occupazione,**
- **Ricerca.**

Tali politiche possono avere impatti diversi in funzione dei territori (spazi costieri e marittimi, di zone di montagna, di zone rurali o anche di zone urbane).

Programmi e fondi comunitari di interesse per il settore Turistico

INDIRETTI

European Structural Investment Fund - ESIF
European Territorial Cohesion Fund - ETC
European Rural Development Fund - ERDF
European Maritime and Fisheries
European Social Fund - ESF

PART. DIRETTI

Horizon 2020
Erasmus+
Cosme

Life Programme
Creative Europe

Cosa finanzia «Direttamente» l' UE in ambito di Turismo

I progetti turistici possono beneficiare di altri fondi comunitari diretti, tra cui:

- il programma quadro comunitario per la **ricerca** (Horizon 2020);
- il programma quadro per la **competitività e l'innovazione** (e.g. Cosme)
- i programmi di mobilità e formazione eg. Erasmus+;
- ...

Alcune azioni

- **Sistema europeo degli indicatori del turismo** per la gestione sostenibile delle destinazioni, attualmente nella fase pilota di sperimentazione presso 100 destinazioni turistiche in tutta Europa
- **Piattaforma europea TourismLink**, che sarà operativa a partire da giugno 2014, come piattaforma on line open source, al fine di facilitare il flusso di informazioni tra i servizi dell'offerta del turismo (come i tour operator e le agenzie di viaggio) e le imprese turistiche presso le destinazioni (come gli hotel, i trasporti e i servizi correlati)
- **Abilità professionali/mestieri**: nell'ambito del portale europeo EURES, a partire da giugno 2014 sarà fruibile una sezione dedicata ai sotto settori dell'industria turistica, in particolare a nuove competenze professionali legate al turismo d'avventura, acquatico e culturale

EDEN

Avviato nel 2006 come azione preparatoria, attualmente annovera 119 destinazioni in tutta Europa e non solo

La procedura di selezione delle destinazioni europee di eccellenza, che adottano modelli di sviluppo sostenibile del turismo, avviene attraverso i Ministeri nazionali competenti, sulla base di criteri generali stabiliti dalla Commissione europea

Tematiche:

- 2007 – turismo rurale
- 2008 – patrimonio culturale immateriale
- 2009 – aree protette
- 2010 – turismo acquatico
- 2011 – turismo e restauro dei siti storici
- 2013 – turismo accessibile
- 2015 – Enogastronomia

119 destinazioni EDEN

26 paesi coinvolti: Austria, Belgio, Bulgaria,

Croatia, Cipro, Repubblica Ceca,

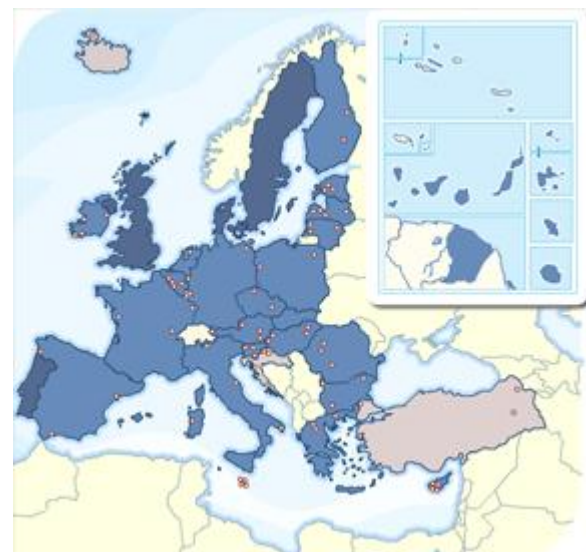
Estonia, Finlandia, Francia

Germania, Grecia, Ungheria,

Islanda, Irlanda, Italia, Lettonia

Lituania, Lussemburgo, Malta, Olanda, Polonia,

Portogallo, Romania, Slovenia, Spagna e Turchia.



COSME 2014-2020

di che programma si tratta?

- Rafforzare la competitività e la sostenibilità delle imprese europee
- Incoraggiare l'imprenditoria e promuovere le piccole e medie imprese
- Principali destinatari: Piccole e medie imprese, Imprenditori, organizzazioni di categoria, amministrazioni pubbliche
- Il totale budget disponibile dal 2014 al 2020: circa € 3 miliardi

Obiettivo macro:

Rendere il turismo europeo più competitivo e sostenibile, in particolare per le piccole e medie imprese del settore

Obiettivi specifici COSME (art.4)

- Partecipare a progetti di cooperazione transnazionale;
- Numero di destinazioni che adottano modelli di sviluppo del turismo sostenibile, promosse dalle destinazioni EDEN;
- Nuovi concetti di business
- Numero di nuovi prodotti/servizi nel mercato



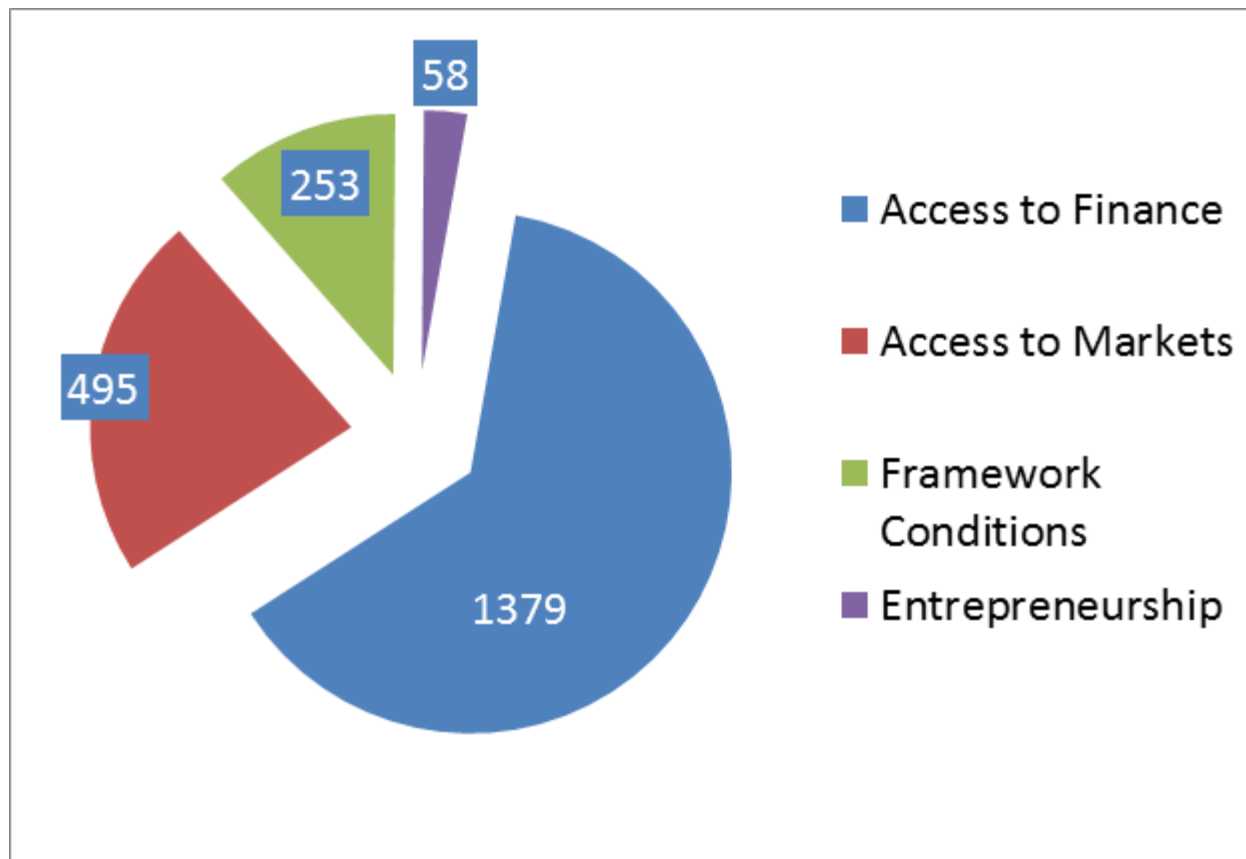
Finanziamenti al turismo nell'ambito del programma Quadro COSME

- Budget: €109.9 milioni per 7 anni da dedicare ad attività legate al turismo.
- Cinque obiettivi principali:
 1. Aumentare la domanda per i servizi turistici nell'Unione Europea, in particolare durante la bassa stagione;
 2. Diversificare l'offerta turistica e i prodotti nell'UE;
 3. Valorizzare la qualità del turismo, la sostenibilità, l'accessibilità, le competenze e l'innovazione
 4. Migliorare la conoscenza socio-economica del settore
 5. Promuovere l'Europa come un set unico, sostenibile e di alta qualità delle destinazioni, all'interno dell'Europa e nei mercati terzi.

COSME budget profile



Allocation of the COSME Budget



TOURISM WORK PROGRAMME 2014

Description: The actions will contribute to the implementation of the 2010 Tourism Communication „Europe, the world's No 1 tourist destination“ and ensure a sustainable continuation to initiatives already undertaken under COSME 2014 as well as under EIP.

Objectives:

(1) increasing tourism demand, (2) diversifying tourism offer, (3) enhancing tourism quality, sustainability, accessibility, skills, information and innovation, (4) Improving socio-economic knowledge of the sector and (5) increasing Europe's visibility as a tourist destination as well as of its diverse destinations

Implementation Mode: Calls for Proposals (4), Call for Tender and Framework Contracts (6), Ad-hoc Grants (2)

Inviti a presentare proposte 2014

1. *Aumentare i flussi turistici in media
E bassa stagione – (target anziani e giovani)*
€ 1.650.000

2. *Diversificare l'offerta Europea dei prodotti turistici
transnazionali sostenibili*
€ 1.000.000

3. *Diversificare l'offerta turistica attraverso sinergie
con l'industria creativa e di alta produzione*
€ 400.000

4. *Diversificare l'offerta turistica Europea e dei
prodotti- EDEN*
€ 750.000



COSME regole di finanziamento e criteri di selezione

- **Financing:** prefinancing, interim payment, final payment (possible exception set in the call specifications)
- **Selection criteria:**
 - Financial capacity
 - technical and management) capacity
 - Adequate professional qualifications and experience
- **Award criteria:**
 - Relevance of the actions proposed in view of the objectives established in the call;
 - Quality of the proposed actions;
 - Impact on target audience;
 - Budget and cost-effectiveness

Bandi Cosme in uscita 2014 (calls e Azion preparatorie)

"Diversifying the EU tourism offer and products – Sustainable transnational tourism products"

Overall Objective:

to support the enhancement and promotion of sustainable transnational thematic tourism products - by improving their visibility and market uptake - so as to contribute to the development and promotion of sustainable tourism in Europe

Key elements of the proposals:

promotion of a concrete transnational thematic tourism product based on a certain type of tourism (theme)

- **SUSTAINABILITY**
- **BE TRANSNATIONAL (5 countries + cooperation between SMEs & local public authorities)**
- **BE THEMATIC**
- **HAVE HIGH POTENTIAL FOR SUSTAINABLE TOURISM DEVELOPMENT**
- **HAVE A ROBUST BUSINESS PLAN**

"Diversifying the EU tourism offer and products – Sustainable transnational tourism products (2)"

Budget: 1.000.000€ - co-financement of up to 75%

around 250.000€/project => 4/5 projects granted

Calendar:
(tentative)

- publication in May**
- submission by August**
- start of the projects end of the year /early 2015**
- duration: 18 months**

"Increasing tourism flows in low/medium seasons"

Overall Objective:

to facilitate the increase of tourism flows during the low and medium seasons between Member States and from third countries targeting two specific age groups (seniors and youth)

What we expect from the proposals:

- To foster transnational public and private partnerships
- To contribute to the creation of a European domestic market for seniors and youths
- To extend the tourism season and spread the economic and social benefits
- To capitalize on other European and national initiatives and on the exchange of good practices
- To foster European identity and combat social exclusion

Key elements of the proposals:

- EXTEND THE TOURISM SEASON
- BE TRANSNATIONAL
- BE TARGETED TO SENIORS AND YOUTHS
- HAVE HIGH POTENTIAL FOR SUSTAINABLE TOURISM DEVELOPMENT
- HAVE A ROBUST BUSINESS PLAN/IDEA

Budget: 1.650.000€ (2 strands) co-financement of up to 75%
around 150-200.000€/project => 8/10 projects
granted

Calendar:
(tentative)

- publication in June
- submission by September
- start of the projects early in 2015
- duration: 12-24 months

"European Destination of Excellence – Selection 2014"

Overall Objective:

to co-finance the National Administrations in charge of tourism which will be organising the national selections of the EDEN winning destinations

Theme of excellence: "Tourism and local gastronomy"

Participating countries will select destinations which have developed a specific tourism offer based on their local gastronomy and for example organise gastronomic festivals, awards, contests, or promote traditional food markets and traditional food industry or show case local know-how, traditional culinary practices and methods of cooking that have survived industrial/technological advancement (this list of possible award criteria is not exhaustive).



Budget: 750.000€ co-financement of up to 75%
max. 50.000€/project => 22-25 national selections

Calendar:
(tentative)

- publication in April
- submission by June
- start of the national selections in November
- duration: 10 months
- European Award Ceremony: Autumn 2015



“Synergies between tourism, high-end and creative industries”

Overall Objective:

to launch a pilot exercise to increase tourist flows around niche products exploiting synergies between tourism and creative industries at European level supporting the development and promotion of a new European Route around a high-end product.

Test phase:

high-end products selected on the basis of their economic potential and capacity to diversify European offer during the low season (will be defined in the specifications).

Key elements of the proposals:

- DIVERSIFICATION OF THE EUROPEAN OFFER
- BE TRANSNATIONAL (at least 5 countries)
- PUBLIC – PRIVATE PARTNERSHIP (minimum 2 SMEs and 1 public Authority)

Budget: 400.000€ co-financement of up to 75%
total budget of the project = 533.333€

Calendar:
(tentative)

- publication in April
- submission by early July
- selection of the project by end of the year
- duration: 18 months



PREPARATORY ACTION - “Promotion of European and transnational tourism products with special emphasis on cultural and industrial products”

"Development and/or promotion of European Routes based on European cultural and industrial heritage"

Overall Objective:

To support the development and/or promotion of “routes” (physical or virtual) which have transnational or European

Key elements of the proposals:

These Routes must represent a “tourism product” , be transnational – so offered in the territories of several countries– and thematic (conceived, structured and developed around a common theme).

- 4-5 countries
- Minimum 2 SMEs + public authority
-

Budget: 1.000.000€ co-financement of up to 75%

5 projects will be selected

Calendar:
(tentative)

- publication in April
- submission by July
- grants to the projects by end of the year
- duration: 18 months



PREPARATORY ACTION - “TOURISM ACCESSIBILITY FOR ALL”

"Fostering Accessible Tourism entrepreneurship and management (title TBC)"

Overall Objective:

To test the implementation of capacity building schemes whereby managers, destination managers, entrepreneurs, can learn from experienced and successful “accessible” operators, create new synergies with other operators along the supply chain, explore new market opportunities and discover a new way to make business

Key elements of the proposals:

- **Public-private partnerships (SMEs and public authorities), Chambers of Commerce, other entrepreneurs, business federations**
- **Civil society, disability groups**
- **Business schools, universities**
- **Cross-border or national level (tbd)**

Budget: 650.000€ co-financement of up to 75%
3 – 4 projects will be selected

Calendar:
(tentative)

- **publication in June**
- **submission by early September**
- **grants to the projects by end of the year**
- **duration: 18 months**

Horizon 2020 - Chi può partecipare?

- Any natural or legal persons: (e.g. any company, big or small, research organisations, universities, non-governmental organisations, etc.)
- **regardless of** their place of establishment or residence.
- must possess the **operational** and **financial capacity** to carry out the research tasks that they propose.

Topiche inerenti il Turismo in Horizon 2020: Cultural Heritage

- Challenge 6: Europe in a changing world – Inclusive, Innovative and Reflective Societies
- Reflective Societies Topics on:
 - Emergence and transmission of European CH and Europeanization (REFLECTIVE 2, 2015, min. EUR 1.5 – 2.5 mio)
 - The CH of war in contemporary Europe (REFLECTIVE 5, 2015, min. EUR 1.5 – 2.5 mio)
 - Innovation ecosystems of digital cultural assets (REFLECTIVE 6, 2015, EUR 10 mio)
 - Advanced 3D modelling for accessing and



Joint Programming Initiative on Cultural Heritage – new call for proposals

- Heritage Plus joint national call Topics:
 1. Safeguarding tangible cultural heritage and its associated intangible expressions
 2. Sustainable strategies for protecting and managing cultural heritage
 3. Use and re-use of all kinds of cultural heritage

Vedere: <http://www.jpi-culturalheritage.eu/2014/03/call-heritage-plus/>

Criticità di approccio ai fondi diretti in materia di turismo

- Il Consiglio (cioè gli stati membri) con la Risoluzione relativa al futuro del turismo europeo, in *GUCE* del 6 giugno 2002, C 135, p. 1 ss., ha evidenziato come gli interventi comunitari sul tema del turismo fossero caratterizzati da **difetto di coordinamento**

Turismo, Sostenibilità e Trattati

- ...l'approvazione ed entrata in vigore del **Trattato di Lisbona** potrà avere un'ulteriore significativa valenza per il turismo europeo ...procedere finalmente ad un'efficace ed effettiva **riorganizzazione delle modalità di azione** relativamente al sistema dei finanziamenti comunitari che trova nei fondi strutturali la sua più importante manifestazione
- ...auspicabile l'individuazione di un **unico strumento finanziario** specifico per il settore in esame, di modo che l'accesso e l'utilizzo di tali risorse risulti più facile e rapido.

Chi paga cosa e perché ? ...

accedere **direttamente** alle risorse è molto difficile per imprenditori e stakeholders **esterni** ai centri decisionali del Industria Turistica

...

the tourism product must:

- **1. BE TRANSNATIONAL** - A thematic tourism product (e.g. a route/itinerary/trail/tourism offer) **has to cover/be developed in at least 4 countries**, more than 4 countries will be considered as an added value for the proposal.
- **2. BE THEMATIC** - A transnational tourism product must be conceived, structured and developed around a common theme.
- **3. BE ALREADY DEVELOPED:** -The aim is to support the market uptake of the products that have already achieved a certain development stage



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2. [H2020-MSCA-NIGHT-2014](#)
3. H2020-SPIRE-2014-2015
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 4. [H2020-SMEINST-2-2014](#)
5. [H2020-ERC-2014-2015](#)
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36. [H2020-ERC-2045-2046](#)
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39. [H2020-ERC-2048-2049](#)
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41. [H2020-ERC-2050-2051](#)
42. [H2020-ERC-2051-2052](#)
43. [H2020-ERC-2052-2053](#)
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 2. [H2020-LEIT-BIO-2015-1](#)
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66. H2020-WIDESPREAD-2014-2015
 1. [H2020-WIDESPREAD-2014-3](#)
 2. [H2020-WIDESPREAD-2014-2](#)
 3. [H2020-WIDESPREAD-2014-1](#)



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WASTE: A RESOURCE TO RECYCLE, REUSE AND RECOVER RAW MATERIALS

H2020-WASTE-2014-one-stage

Sub call of: [H2020-WASTE-2014-2015](#)

Publication date	2013-12-11	Deadline Date	2014-04-08 +17:00:00 (Brussels local time)
Budget	€20,000,000	Main Pillar	Societal Challenges
Status	Open	OJ reference	OJ C361/9 of 11 December 2013

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- [WASTE-4a-2014: An EU near-zero waste stakeholder platform](#)
- [WASTE-5-2014: Preparing and promoting innovation procurement for resource efficiency](#)
- [WASTE-4b-2014: Global waste dimension](#)
- [WASTE-4c-2014: Secondary raw materials inventory](#)
- [WASTE-3-2014: Recycling of raw materials from products and buildings](#)

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Keyword Search:

If you don't find your topic, you can also use the [free text search](#).

Status

☒ Open
☐ Closed
☐ Forthcoming

Sort by

☒ Title
☐ Call Id
☐ Publication Date
☐ Deadline Date

In addition, [see all the open calls](#) of Marie Skłodowska-Curie actions (MSCA) and [European Research Council \(ERC\)](#) grants for individual researchers of any nationality and research teams. The MSCA grants include opportunities for companies and SMEs. **The MSCA and ERC grants are not restricted to specific topics.**

Quick finder for topics linked to H2020 cross-cutting priorities:

Cross-cutting Key-Enabling Technologies (KETs)	International cooperation
ERA-NET	SME Instrument
Gender	Socio-economic sciences and humanities
Contractual Public-Private Partnerships (cPPPs)	

Topic: [The cultural heritage of war in contemporary Europe:REFLECTIVE-5-2015](#)
Specific challenge: European nations and societies have had ambiguous relation to war since the

Call title:	Reflective Societies: Cultural Heritage and European Identities	Status:	Open
Call identifier:	H2020-REFLECTIVE-SOCIETY-2015	Deadline:	07-01-2015

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Keyword Search: Tourism

SEARCH

If you don't find your topic, you can also use the [free text search](#).

Status

- ☐ Open
- ☐ Closed
- ☒ Forthcoming

Sort by

- ☒ Title
- ☐ Call Id
- ☐ Publication Date
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In addition, [see all the open calls](#) of [Marie Skłodowska-Curie actions \(MSCA\)](#) and [European Research Council \(ERC\)](#) grants for individual researchers of any nationality and research teams. The MSCA grants include opportunities for companies and SMEs. **The MCSA and ERC grants are not restricted to specific topics.**

Quick finder for topics linked to H2020 cross-cutting priorities:

[Cross-cutting Key-Enabling Technologies \(KETs\)](#)[ERA-NET](#)[Gender](#)[Contractual Public-Private Partnerships \(cPPPs\)](#)[International cooperation](#)[SME Instrument](#)[Socio-economic sciences and humanities](#)

The search did not give any results.

Cosa finanzia «indirettamente» l' UE in ambito di Turismo

I progetti turistici possono beneficiare di numerosi fondi INDIRETTI, tra cui:

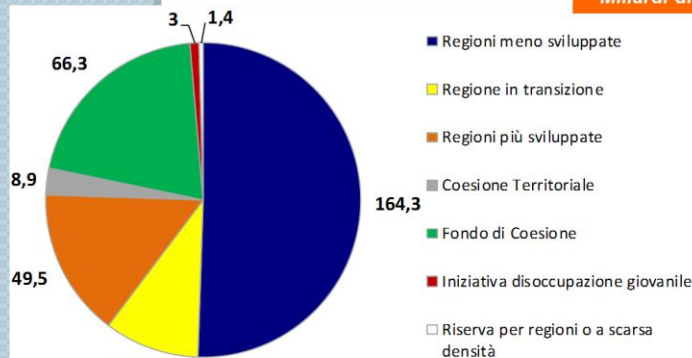
- Fondo Europeo di Sviluppo Regionale (ERDF – FESR);
- Fondo di Coesione (CF – FC)
- Fondo Sociale Europeo (ESF – FSE)
- Fondo Europeo di Coesione Territoriale
- Fondo Europeo Agricolo per lo Sviluppo Rurale (FEASR EARDP);
- il Fondo Europeo per la Pesca (FEP - EMFF);

325 miliardi (di cui 29 garantiti all'Italia) sono molti di più di 80 da conquistare cent su cent in competizione tra tutti gli stati membri

Ripartizione delle risorse della Politica di Coesione 2014-2020

Dotazione finanziaria per tipologia di Regione

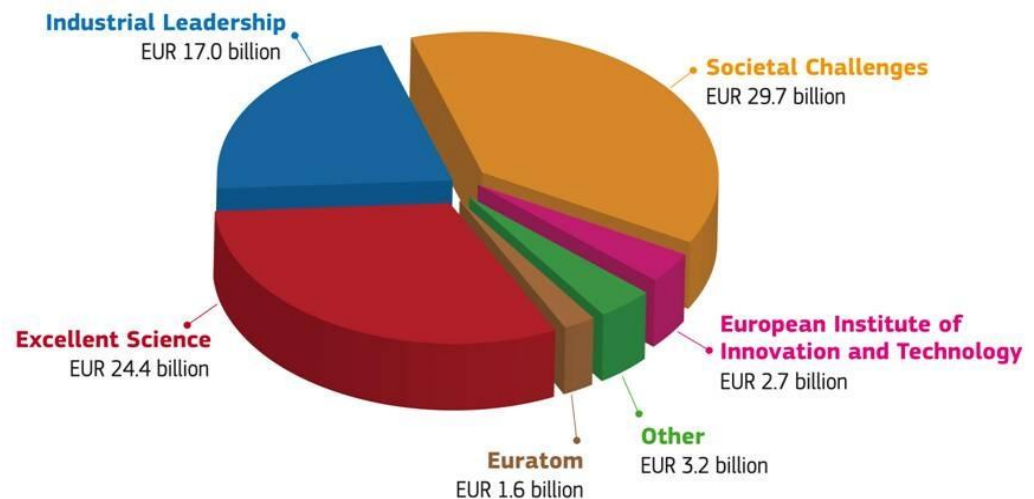
Miliardi di euro 2011



TOTALE = 325,1 MILIARDI DI EURO

Elaborazione Ance su documenti ufficiali

HORIZON 2020 BUDGET (EUR 78.6 billion, current prices)



L'Italia è il secondo Paese per importo di risorse disponibili (29 mld)

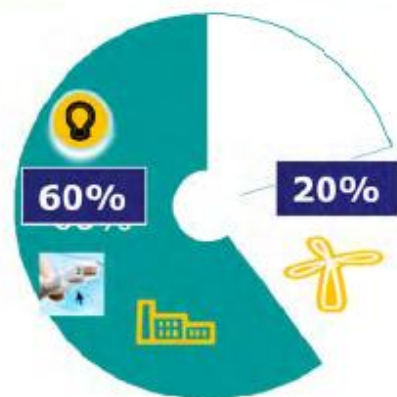
Concentrazione Tematica

Commission

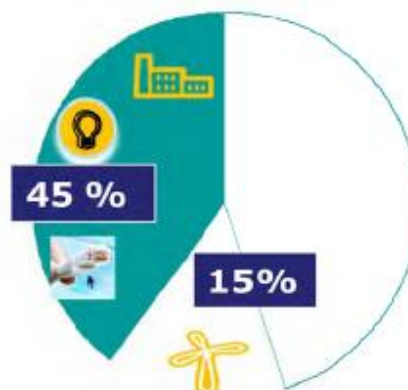
ERDF thematic concentration

-  Research and Innovation
-  ICT
-  SMEs competitiveness
-  Low-carbon economy (energy efficiency and renewable energy)

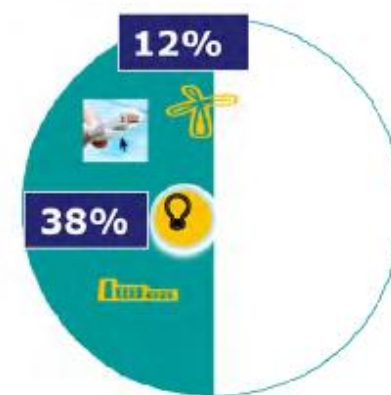
More developed regions



Transition regions



Less developed regions



FESR 2014 – 2020 istruzioni per l'uso!

- il FESR 2014-2020 supporta **Obiettivi Tematici (OT)** non più Settori
- quindi, il Turismo non è più specificatamente menzionato quale **investimento prioritario (IP)** nei Regolamenti FESR (che le regioni tradurranno nello strumento Programma Operativo POR)
- al contrario il Turismo diventa il **“mezzo” prioritario** per raggiungere gli obiettivi prefissati per ogni singolo OT
- quindi, non più “alcune specifiche attività” ma tutte le attività collegabili al turismo possono essere ammesse a contributo e finanziate da fondi strutturali: **dipende dal focus specifico della attività proposta**

Un menu di 11 Obiettivi Tematici (TO) da tradurre in Priorità (IP) di investimento Fondo Specifiche

Thematic objectives/investment priorities

Europe 2020

smart

sustainable

inclusive

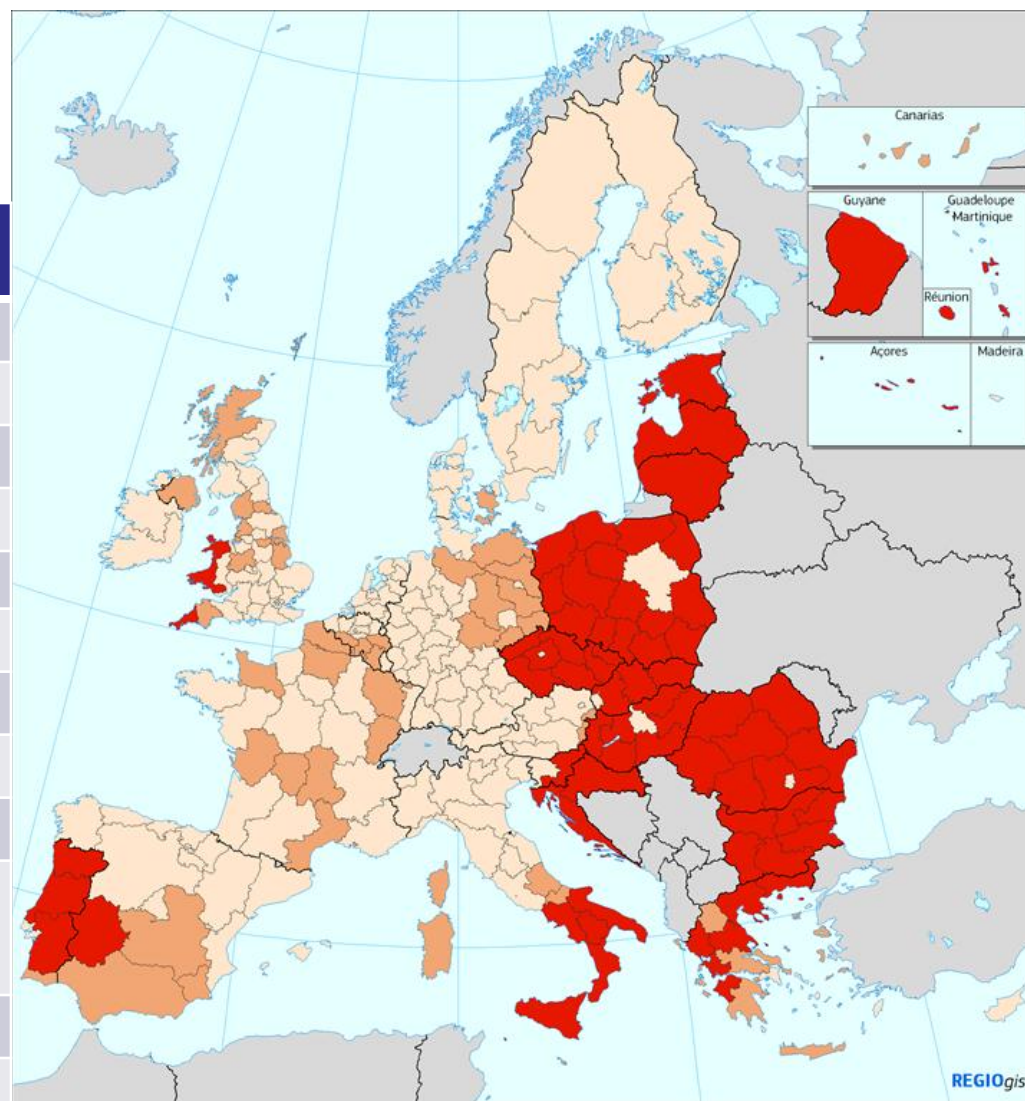
- 1. Research and innovation**
- 2. Information and Communication Technologies**
- 3. Competitiveness of Small and Medium-Sized Enterprises (SME)**
- 4. Shift to a low-carbon economy**
5. Climate change adaptation and risk management and prevention
- 6. Environmental protection and resource efficiency**
7. Sustainable transport and disposal of congestion on major network infrastructure
- 8. Employment and support for labour mobility**
9. Social inclusion and poverty reduction
- 10. Education, skills and lifelong learning**
11. Increased institutional capacity and effectiveness of public administration

Ear-marking of 80/50% of funds for these TOs

Eligibility map 2014-20



	Billion EUR
Less developed regions	164.3
Transition regions	31.7
More developed regions	49.5
Cohesion Fund	66.4
European territorial cooperation	8.9
<i>Of which</i>	
<i>Cross border cooperation</i>	6.6
<i>Transnational cooperation</i>	1.8
<i>Interregional cooperation</i>	0.5
Outermost regions and northern sparsely populated regions	1.4
Youth Employment initiative	3.0
TOTAL	325.1



Key principles for tourism investments

- **Tourism has not been included among the eleven investment priorities** for the future Cohesion Policy, as it constitutes a means or a sector (rather than an objective).
- However, **the new policy provides considerable scope for smart and sustainable tourism investments with a sound economic rationale.**
- These **must be consistent with the SWOT and the relevant ERDF investment priorities.**
- The overall emphasis in the new programmes should be on a **clear intervention logic and result orientation** for creating entrepreneurial dynamics.
- This means that we want to see **clear ideas on the change to be achieved, the concrete measures** that are able to bring that change and **the indicators** to measure this change in relation to the relevant thematic objective chosen for the proposed intervention.

Legal base

ERDF

- Recital 11: **activities supporting sustainable tourism, culture and natural heritage** (under TO8)
- Article 3 (scope of support), in particular Article 3 (e): investment in the **development of endogenous potential** through, among others, **small-scale cultural and sustainable tourism infrastructure**
- Article 5 (investment priorities): (1): **research and innovation**, (2) (b) and (c): **ICT**, (3): **SME competitiveness**, (6c): **cultural heritage**, (8b): support to **employment-friendly growth**, (9): **social inclusion**, (10) **education and training** (infrastructure)
- Article 7 (**Sustainable + integrated urban development**)

TOs relevant to tourism-related investments

(1) Research and innovation

- *Business investment into R&I, links between enterprise & science, clusters, networks, living labs, competence centres, technology transfer, pilots & demonstrators*
- *e.g. tourism service incubators, demonstrator projects for new services, etc. strategy)*

(2) ICT investments

- *ICT products and services, e-commerce*
- *e.g. e-content relevant to tourism (apps, etc.), living labs, data mining, etc.*

TO1+2: Investments need to be consistent with smart specialisation strategy !

Smart Specialisation Conditionality

CPR, Article 2 (3): *'smart specialisation strategy' means the **national or regional innovation strategies** which **set priorities in order to build competitive advantage by developing and matching research and innovation own strengths to business needs** in order to address emerging opportunities and market developments in a coherent manner, while **avoiding duplication and fragmentation of efforts**; ...*

CPR, Article 4.3. (2): ***Member States shall develop national and/or regional 'smart specialisation' strategies** in line with the National Reform Programme, where appropriate'... Smart specialisation strategies **shall be developed through involving national or regional managing authorities and stakeholders such as universities and other higher education institutions, industry and social partners in an entrepreneurial discovery process.***

TOs relevant to tourism-related investments

(3) SME competitiveness

- Entrepreneurship, creation of new firms, new business models, exploitation of new ideas, internationalisation, supporting SME capacity to grow (in regional, national and international markets) and innovate
- E.g. direct business support and SME support services for upgrading SME capacity for excellence, internationalisation and innovation, promotion of service innovation, clusters, incubators, pilots and demonstrators, cross-clustering, productive investments in tourism SMEs, market intelligence, access to finance, etc.

Please note with regard to TO3/SME COMP.

- **Aid has to focus on SMEs. Investment into public infrastructure under TO3 can only be ancillary in nature** (i.e. limited in scope and intrinsically linked to the intervention logic of the operation). In any case, **only 'small-scale cultural and sustainable tourism infrastructure'** is eligible.
- These are more likely to be successful where they are conceived from the outset **as part of an integrated, place-based development effort** and with the ambition of achieving financial self-sustainability.
- Commission Recommendation 2003/361/EC concerning the definition of SMEs **excludes publicly-owned enterprises**: “‘SME’ means a micro, small or medium sized enterprise (...) an enterprise cannot be considered an SME if 25 % or more of the capital or voting rights are directly or indirectly controlled, jointly or individually, by one or more public bodies” .

TOs: possible relevance for tourism

(4) Shift to low-carbon economy

- *Energy efficiency measures in tourism SMEs*

(6) Environment and resource efficiency

- *Conserving, protecting, promoting and developing natural and cultural tourism assets and related services*

(8) Employment and labour mobility

- *Employment friendly growth through the development of endogenous potential as part of a territorial strategy for specific areas*
- *Business incubators and investment support for self-employment and business creation*

(9) Education, skills and lifelong learning

- *Vocational training, skills upgrading, etc.*

Pl. note with regard to TO8:

Investments under TO8 supporting employment-friendly growth are **subject to the following requirements** (set out in recital 11 of Regulation (EU) 1301/2013 on the ERDF):

- The activities planned **should be part of a territorial strategy for specific areas;**
- The activities should also **contribute to at least one of these objectives:** strengthening **innovation** and the use of **ICT, SMEs, environment and resource efficiency**, and the promotion of **social inclusion**.

Tip: Beware of one-off or isolated projects where realising the full benefits would have required other coordinated measures!!!

Of particular relevance are:

Upgrading the **capacity for excellence and internationalisation of tourism SMEs** and clusters through support services, grants and, where appropriate, access to FI instruments

Driving product, process and service innovation and diversification (e.g. ICT, niche specialisations, higher added value activities).

Fostering **cross-sectoral links and synergies as well as emerging sectors linked to tourism demand** (e.g. agro-food, ICT, health and life sciences, maritime sector, culture, creative industries, etc.).

Better valorising local cultural and tourism assets, not only through upgrading of infrastructure but complementary measures to enhance service quality, visitor experience and stimulate tourism demand

- in particular in less favoured and peripheral regions with underdeveloped industrial structures and which are strongly dependent on tourism

Nota bene: tourism infrastructure

- **Some SF investments into tourism and/or culture have in the past failed to achieve significant impact** in terms of socio-economic impacts and sustainable jobs and growth.
- Examples provided are large-scale cultural venues and sports facilities, tourism infrastructures, one-off support to cultural events, but also smaller scale culture and tourism infrastructure (e.g. local museums, renovation of historic buildings) **not embedded in entrepreneurial strategies and/or comprehensive support actions.**
- Cf. **Court of Auditors Special Report No 6/2011** – Were ERDF co-financed tourism projects effective?
<http://eca.europa.eu/portal/pls/portal/docs/1/8746728.PDF>

Nota bene: tourism campaigns

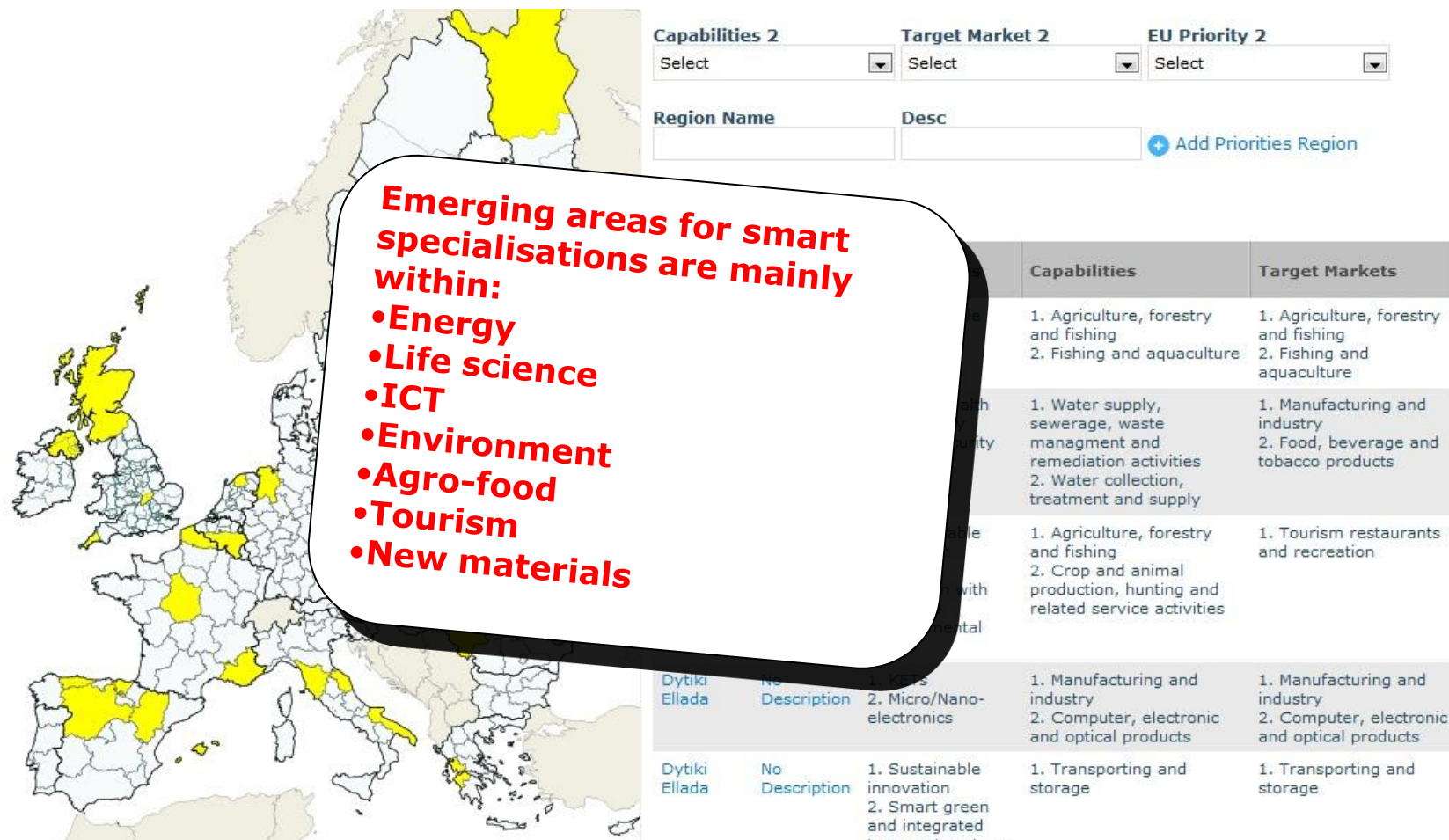
Evaluators criticise these are an expensive way of creating not very many jobs, **impacts are at best indirect and difficult to measure and not sustainable** in the long run.

Focussed more on what the destinations want than on consumer needs, they have led to the criticism that 'marketing' is a poor use of ERDF money.

Unless the campaigns are part of a thoroughly researched market strategy, which is addressing proven market demand/potential, **and are flanked by other support actions** (e.g. comprehensive SME support, service innovation, upgrading of facilities), **the added value of such campaigns is questionable** and should, thus, not be funded by ESIF funds.

Emerging fields of Smart Specialisation

Mapping of regions' and MS intentions in terms of smart specialisation fields has started:



See: <http://s3platform.jrc.ec.europa.eu/map>

Links and documents

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? What is regional policy?

EU regional policy is an investment policy. It supports job creation, competitiveness, economic growth, improved quality of life and sustainable development. These investments support the delivery of the Europe 2020 strategy.

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- ▶ [How does it work?](#)
- ▶ [Is my region covered?](#)
- ▶ [What funding is available?](#)
- ▶ [How can I apply?](#)
- ▶ [Fields of activity](#)
- ▶ [Evaluation](#)
- ▶ [Cooperation](#)
- ▶ [Cohesion policy 2014-2020](#)

★ Events

RegioStars Award Ceremony 2014
31 March 2014



Regional policy

Click on a country to find out more about the funding priorities, cooperation between regions and countries, the organisations responsible for managing the programmes and the activities that receive funding.

Publications
Analysis
Images
Legal texts
Info centre

Thematic guidance on tourism investments to be published online by the end of this week.

Sustainable and Responsible Tourism – experience with ETC partners

Challenges

- ✓ Seasonality
- ✓ Sustainable and Responsible Tourism model is not well understood;
- ✓ Business – centred approach in the overall innovation system is not well developed;
- ✓ Lack of harmonised tourism management: rules, standards, certification, and use of common statistics and indicators;
- ✓ Labour market participation and skills;
- ✓ The private sector mainly in the south of Europe is hit by the financial crisis;
- ✓ Need for better access to finance

Opportunities through ETC

- ✓ Increase of Financial resources;
- ✓ Thematic Concentration;
- ✓ Result orientation;
- ✓ Simplified programme management (merger of managing and certifying authorities);
- ✓ Easier creation of European Groupings of Territorial Cooperation (EGTC);
- ✓ More MRSs and SBSs;
- ✓ More harmonised eligibility rules
- ✓ Experience:

Investing in Culture, Creative projects and Cultural Tourism
2007-2013, ETC spent 11% of its total budget

= EUR 1.019 Millions

Inspiring Creativity, Culture and Tourism in ETC

Average creative industries project:	Average cultural heritage project:	Average cultural tourism project:
ERDF budget: <i>EUR 1 329 300</i>	ERDF budget: <i>EUR 803 300</i>	ERDF budget: <i>EUR 940 000</i>
Total budget: <i>EUR 1 812 800</i>	Total budget: <i>EUR 1 156 900</i>	Total budget: <i>EUR 1 298 000</i>
No. of project partners: <i>6.5</i>	No. of project partners: <i>4.4</i>	No. of project partners: <i>4.6</i>
Duration: <i>33 months</i>	Duration: <i>30 months</i>	Duration: <i>28 months</i>
Main activity: preserving cultural heritage landmarks, such as monuments, archaeological sites or historic buildings (tangible heritage).	Main activity: Cultural educational exchanges.	Main activity: development and implementation of promotion activities.

How ETC adds value

➤ CREATIVE INDUSTRIES:

- ❑ *Conquering new markets*
- ❑ *Sharing know-how*
- ❑ *Boosting the economy of cross-border regions*

➤ CULTURAL HERITAGE:

- ❑ Promoting and Preserving cultural heritage across borders
- ❑ Benefiting the regional economy

➤ CULTURAL TOURISM:

- ❑ Giving border regions greater visibility
- ❑ Paying tribute to Europe's cultural heritage
- ❑ Promoting commercialisation of local products

The ESF and tourism

- The ESF regulation does not mention specific interventions in the tourism sector. The focus is on people and systems.
- The ESF can provide indirect support to this sector by co-financing employment and training interventions which have an impact on the employment situation and the level of professional qualifications.
- Previously, tourism projects have resulted from measures for active labour market policies, adaptability of workers and enterprises.

Commission Position Papers - 2012

The purpose: to set out the framework for dialogue between the Commission and MS on the preparation of the Partnership Agreement and Operational Programmes.

ESF thematic objectives where tourism is mentioned:

- Promoting sustainable and quality employment and supporting labour mobility: CY, ES, HU, IT, PT
- Promoting social inclusion, combating poverty and any discrimination: MT
- Investing in education, training, skills and lifelong learning: ES

The funding

- The final amounts are not known at the moment.
- They will be determined in Operational Programmes which are to be negotiated with all MS.
- The Commission has just started receiving OPs from MS.

Who can apply?

- ESF funding is available through the Member States and regions.
- To find out whether you are eligible for ESF support in MS – please contact the responsible ESF Managing Authority.
- National and regional ESF websites as well as local employment services are also a good source of information on opportunities proposed by the ESF.

Examples of ESF funding from 2007-2014

- MT: training programme 'Advance: Training Tourism Leaders'.
- ES: training for tourism experts, aimed at job-seekers.
- RO: a transnational ESF project was carried out to train people in the tourism sector.
- PL: the ESF has supported work placements for vocational students in the fields of tourism, construction, IT, electronics, transport and gastronomy.
- CY: ESF funding has helped increase skills in the tourism sector by offering training.

Examples of ESF funding from 2007-2014

- SI: The Bosnian Cultural Association of Slovenia has received ESF funding for a project to include 'alternative sights' into Ljubljana.
- IT: training for tour operators that covers local knowledge, foreign languages and marketing techniques.
- EL: training programme for jobseekers: courses in economics and management, tourism, technical professions, and logistics and transport.
- PT: a project to get new skills and improve chances of finding a job in the rural tourism.

What is the EMFF?

Instrument to support implementation of the CFP and IMP (2014-2020)

The "**Union priorities**" of the EMFF:

- Promote ...sustainable, resource efficient, innovative, competitive and knowledge-based fisheries & aquaculture
-
- Increase employment and territorial cohesion **in coastal and inland communities** depending on fishing and aquaculture
- Foster implementation of Integrated Maritime Policy

What will it do?

The new fund will:

- help fishermen / sector in transition to sustainable fishing
- support coastal communities in diversifying their economies
- finance projects to create new jobs, improve quality of life along European coasts
- make it easier to access financing.

Purpose:

To make best use of knowledge and experience of fishermen and use this potential in Blue Growth areas such as tourism

...more concretely? relevance for tourism?

Local actors from public, private / civil society sector draw up local development strategies (CLLD - FLAGs):

- To enhance and capitalise on environmental assets;
- To develop tourism-related project, such as eco-tourism, pesca-tourism, accommodation, tourist trails, diving, etc.
- To address "diversification" – either to replace fishing or to provide complementary activities & income for fishermen
- To develop professional trainings, life-long learning and acquisition of new professional skills.

...more concretely?

For example...

- Add value to local products and activities – gastronomy, food fairs / festivals etc.
- Promote cultural and maritime heritage of fisheries, aquaculture – refitting vessels to museum, educational fishing trips, presentations to schools, tourist groups...
- 'guardians of the sea' activities – monitoring of protected areas, guided tours in protected areas, environmental education, collection of marine litter, wildlife watching etc.
- Pesca-tourism...

Pesca-tourism

- Funding for vessel adaptation for activities other than commercial fishing
 - Professional fishermen taking tourists on board
 - to fish – help with the normal fishing
 - To fish – recreational fishing
 - to watch / experience fishing activity
- Can be connected with products / gastronomy / heritage activities
- win-win: fishermen diversify source of income, visibility & knowledge of their product, raise profile, role in local community, contribute to development

Coastal tourism

- Challenges (COM(2014)86):
 - Seasonality, competitiveness, attractiveness, accessibility, sustainability, skills and qualifications...
- These actions are a good response to some of these:
 - Seasonality
 - Add value and diversify offer
 - New services add to attractiveness / accessibility
 - Use of local asset – knowledge of fishing community

Dans les textes...

Considérant 17, 18 et 19 de la proposition de Règlement du Parlement Européen et du Conseil relatif au soutien au développement rural par le FEADER

(17) Pour le développement des zones rurales, la création et le développement de nouvelles activités économiques, sous la forme de nouvelles exploitations, la diversification vers des activités non agricoles, y compris la fourniture de services à l'agriculture et à la foresterie, les activités liées aux soins de santé, l'intégration sociale et les activités touristiques sont essentiels.

(18) (...) Il y a lieu d'encourager les projets rassemblant l'agriculture et le tourisme rural – par la promotion d'un tourisme durable et responsable en milieu rural, et le patrimoine naturel et culturel, de même que les investissements dans les énergies renouvelables.

(19) Le développement d'infrastructures locales et de services de base au niveau local dans les zones rurales, y compris les services culturels et récréatifs, la rénovation de villages et les activités visant à la restauration et à l'amélioration du patrimoine culturel et naturel des villages et des paysages ruraux constituent un élément essentiel de tout effort destiné à valoriser le potentiel de croissance et à promouvoir le développement durable des zones rurales. Il y a donc lieu d'accorder un soutien aux opérations ayant cet objectif, notamment l'accès aux technologies de l'information et de la communication et le développement des connexions à haut débit rapides et ultrarapides.

Dans les textes...

Articles 14+15 du Règlement (UE) 1305/2013 du Parlement Européen et du Conseil du 17 décembre 2013 relatif au soutien au développement rural par le FEADER

Transfert de connaissances et actions d'informations

1. L'aide au titre de la présente mesure couvre les actions portant sur :

- (a) la formation professionnelle
- (b) l'acquisition de compétences
- (c) les activités de démonstration
- (d) les actions d'information

Services de conseil

1. Le soutien au titre de la présente mesure est accordé pour :

- (a) aider (...) les PME dans les zones rurales à tirer parti de l'utilisation de services de conseil pour améliorer les performances économiques et environnementales de leur entreprise et/ou de leurs investissements

Dans les textes...

Article 19 du Règlement (UE) 1305/2013 du Parlement Européen et du Conseil du 17 décembre 2013 relatif au soutien au développement rural par le FEADER

Développement des exploitations agricoles et des entreprises

1. L'aide au titre de la présente mesure couvre :

(a) l'aide au démarrage d'entreprises pour :

i. Les activités non-agricoles dans les zones rurales

Ex.: activités de tourisme rural ou activités liées au développement économique du territoire, incluant l'hébergement rural, la fourniture de services touristiques, les magasins, restaurants, cafés, etc.

(b) les investissements dans la création et le développement d'activités non agricoles

Ex.: activités de tourisme rural ou activités liées au développement économique du territoire, incluant l'hébergement rural, la fourniture de services touristiques, les magasins, restaurants, cafés, etc.

Dans les textes...

Article 20 du Règlement (UE) 1305/2013 du Parlement Européen et du Conseil du 17 décembre 2013 relatif au soutien au développement rural par le FEADER

Services de base et rénovation des villages dans les zones rurales

1. L'aide au titre de la présente mesure couvre en particulier:

(a) l'établissement et la mise à jour des plans de développement des communes et des villages dans les zones rurales et de leurs services de base ainsi que des plans de protection et de gestion liés aux sites Natura 2000 et à d'autres zones à haute valeur naturelle;

(b) les investissements dans la création, l'amélioration ou le développement de tout type d'infrastructure à petite échelle, notamment les investissements dans les énergies renouvelables et les économies d'énergie;

(c) une infrastructure à haut débit, y compris sa mise en place, son amélioration et son développement, une infrastructure passive à haut débit et la fourniture de l'accès au haut débit et des solutions d'administration en ligne;

Dans les textes...

(d) les investissements dans la mise en place, l'amélioration ou le développement des services de base au niveau local pour la population rurale, y compris les activités culturelles et récréatives, et des infrastructures qui y sont liées;

(e) les investissements à l'usage du public dans les infrastructures récréatives, les informations touristiques et les infrastructures touristiques à petite échelle;

(f) les études et les investissements liés à l'entretien, à la restauration et à la réhabilitation du patrimoine culturel et naturel des villages et des paysages ruraux et des sites à haute valeur naturelle, y compris les aspects socio-économiques, ainsi que les actions de sensibilisation environnementale;

(g) les investissements en faveur de la délocalisation d'activités et la reconversion des bâtiments ou d'autres installations situées à proximité des communautés rurales, en vue d'améliorer la qualité de la vie ou d'augmenter la performance environnementale de la communauté.

Dans les textes...

Article 35 du Règlement (UE) 1305/2013 du Parlement Européen et du Conseil du 17 décembre 2013 relatif au soutien au développement rural par le FEADER

Coopération

1. L'aide au titre de la présente mesure est accordée en vue d'encourager les formes de coopération associant au moins deux entités

2. La coopération porte notamment sur les éléments suivants

(c) la coopération entre petits opérateurs pour l'organisation de processus de travail commun et le partage d'installations et de ressources, ainsi que pour le développement et/ou la commercialisation de services touristiques liés au tourisme rural

A nighttime photograph of a city, likely Valencia, Spain, with its lights reflecting on the water and the surrounding mountains. The city is illuminated with warm yellow and orange lights, while the mountains in the background are dark and silhouetted against the night sky. A blue banner in the top right corner contains the text "2014-2020".

2014-2020

EUROPEAN CAPITALS OF CULTURE

Each year, 2 to 3 cities bear the title of European Capital of Culture.

EU usually makes a financial contribution of €1.5 million to each Capital of Culture, to help fund events (Melina Mercouri prize)

Two ornate trophies are displayed on red pedestals. The trophy on the left is larger, made of silver with a gold base and a diamond-encrusted finial. The trophy on the right is smaller, made of gold. Both have ornate handles. The background is dark and out of focus.

2014-2020

EUROPEAN PRIZES

Prizes awarded that celebrate:

- The excellence of European architecture
- Outstanding examples of cultural heritage care

(symbolical or no funding)



2014-2020

EUROPEAN HERITAGE LABEL

European Heritage Label awarded to sites that have symbolic historical value for the European integration process
(no funding)



Support to activities in relation to tourism (I)

- If the activity focuses on innovation (TO 1):

IP 1 (b) "promoting business investment in innovation and research"

- If the activity focuses on ICT (TO 2):

IP 2 (b) developing ICT products and services, e-commerce and enhancing demand for ICT

- If the activity focuses on SME competitiveness (TO 3):

IP 3 (a) promoting entrepreneurship, in particular by facilitating the economic exploitation of new ideas and fostering the creation of new firms, including through business incubators



Support to activities in relation to tourism (II)

- If the activity focuses on natural / cultural heritage (TO 6):

IP 6 (c) conserving, protecting, promoting and developing natural and cultural heritage

- **If the activity focuses on employment (TO 8):**

IP 8 (b) supporting employment friendly growth through the development of endogenous potential as part of a territorial strategy for specific areas, including the conversion of declining industrial regions and enhancement of accessibility to and development of specific natural and cultural resources

Strategia di successo

I fondi Diretti non sono un modo scaltro di by-passare la Regione...

- La chiave di successo sta nell'innescare opportuni **Partenariati e Quadri di Intesa** con la Pubblica Amministrazione e il Governo del Territorio per un uso «sinergico» delle risorse che l'UE mette a disposizione nel quadro finanziario 2014 – 2020
→ **Identificabilità, Misurabilità, Replicabilità**
- Un progetto di successo -quindi finanziato- implica partecipazione ampia e condivisa – il Paesaggio (European Landscape Convention 2000)
→ **Turismo Sostenibile è un Progetto Culturale «Genius Loci»**

Grazie della vostra attenzione a disposizione per ogni quesito

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➤ Bibliografia

➤ Sitografia

➤ Allegati

Bibliografia (Regolamenti)

A Guide to EU Funding Programmes for Tourism Stakeholders

Risk & Policy Analysts Limited,

Farthing Green House, 1 Beccles Road, Loddon, Norfolk, NR14 6LT, United Kingdom

Link Utili

- http://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/indicators/index_en.htm
- http://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/charter/index_en.htm
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