

TOURISM LEGACY PAPER

The European Tourism Manifesto for Growth and Jobs and the World Travel & Tourism Council (WTTC) are calling on the new European Parliament and European Commission to advance a strategic European tourism policy, which capitalizes on the potential of this sector as a key driver for economic growth and job creation.

Travel & Tourism is an important driver of economic and social development. The sector stimulates economic growth by generating income, employment and investment in Europe. It enables the European continent to sustain its cultural and natural heritage, provides revenue to fund facilities and infrastructure enjoyed by visitors and residents alike, and promotes an awareness of a common European identity and citizenship distinguished by its diversity.

The Travel & Tourism sector generates (directly and indirectly) 10.3% of total EU-28 GDP¹. With over 538 million international arrivals to the EU-28 countries in 2017, the Travel & Tourism sector supports 27.3 million people, with visitor exports generating 400 billion EUR. In fact, the Travel & Tourism sector supported the creation of 1 in 5 new jobs in the last five years.

Evidence suggests that the Travel & Tourism sector remains one of the leading job creators both in Europe and at the global level. In this context, the sector will become increasingly important to the European economy given that it is labour-intensive and primarily composed of SMEs, with a high female and youth employment ratios. According to WTTC research, 5.95 million Travel & Tourism jobs will be created in Europe by 2028, assuming it is enabled by a supportive environment.

Travel & Tourism is not only a business. In effect, the visitor economy brings a plethora of social benefits to Europe, often providing the first job opportunity for youngsters, helping to fight racism and regional disparities, connecting people and their cultures while contributing to increased demand for local agricultural products, handicrafts and gastronomy.

To formulate effective Travel & Tourism policies, a holistic European approach is needed; one which not only considers the extensive nature of the sector and its stakeholders, but also enables the sharing of best practices among member nations and their implementation at the regional level for long-term competitiveness. This approach is aligned with the Treaty of Lisbon, which through article 195 of the TFEU gives 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 & Tourism sector.

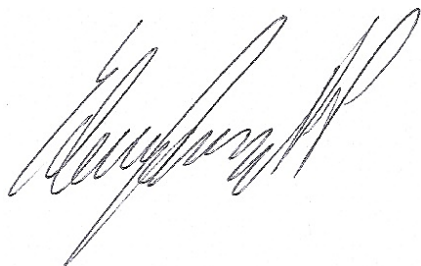
¹ World Travel & Tourism Council (2018), *Travel & Tourism Economic Impact 2018 European Union*, WTTC, London and World Tourism Organization (2018) *European Union Short-Term Tourism Trends*, Volume 2, UNWTO, Madrid

The inaction and absence of support in Europe, conversely, hinders the sector's growth and impedes European tourism initiatives from flourishing. While Europe remains the largest Travel & Tourism market in terms of international arrival to date, its lower comparative growth has led to decreasing market share of Europe in global Travel & Tourism (50.6% in 2017)². To avoid continued deceleration and capitalise on the potential of Travel & Tourism to create jobs and facilitate the industry growth there is a need for coordinated, cross-sectoral regulatory interventions and increased financial support from the European Union. There is a need to empower the Travel & Tourism sector to carry out the initiatives needed to maximize the growth opportunity ahead.

Consequently, the European Parliament proposed to introduce a specific allocation of 300 million Euro for sustainable tourism as part of the Single Market budget under the Multiannual Financial Framework (MFF) for the years 2021 to 2027.

The European Tourism Manifesto for Growth and Jobs³ and the World Travel & Tourism Council⁴ are declaring the urgent need for a recognition of the strategic role of Travel & Tourism and appeal to the new Parliament and Commission to advance an integrated European tourism policy and strategic funding at the EU level.

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² World Tourism Organization (2018), *World Tourism Barometer*, Volume 16, Issue 4, November 2018, UNWTO, Madrid

³ Representing 45 European private and public tourism actors and stakeholders with an interest in tourism: ACI EUROPE, A4E, Amadeus, CLIA, Confturismo Confcommercio, EAAM, EARTH, ECF, ECTAA, ECTN, EDEN, EFA, EFCO & HPA, EFFAT, EGWA, ENAT, ERF, ESPA, ETC, ETF, ETLIC, ETOA, ETTSA, EUFED, Eurail Group, Euro Disney S.C.A., EuroGites, Europa Nostra, European Boating Industry, Federturismo Confindustria, FEG, FEST, Global Blue, HOTREC, IAAPA, IRU, ISTO, Mirabilia Network, NECSTouR, OTIE, Pearle*, Startup Turismo, Tourism Society Europa, Travelport, UNI Europa. More information at <https://www.tourismmanifesto.eu/>

⁴ The World Travel & Tourism Council (WTTC) represents the Travel & Tourism private sector globally. WTTC members include over 170 CEOs, Chairmans and Presidents of the world's leading Travel & Tourism companies from all geographies covering all industries.