

# VIENNA DECLARATION ON THE FUTURE OF EUROPEAN TOURISM



*We the members of the European Travel Commission,*

**Drawing attention** to the erosion of Europe's share of the global tourism market and the need to secure the continent's share of a growing market;

**Committed** to advocating the interests of almost half a billion international guests annually;

**Recalling** the role of the ETC as a pioneer in European co-operation and as a knowledge-based tourism organisation;

**Emphasising** the emergence of new markets such as China, India, Russia and Brazil;

**Supporting** the sustainable development of European tourism;

**Drawing attention** to the implications of demographic, social and environmental changes;

**Supporting** policy statements on tourism adopted by the European Council, Parliament and Commission, and the Lisbon Strategy which aims to make the European Union the most dynamic and competitive economy by 2010;

**Convinced** that tourism can spearhead the Lisbon Strategy, and that the success of the tourism sector is a yardstick of the success of a service and knowledge-based economy;

**Acknowledging** the role of national governments and local authorities;

*Emphasise the importance of Europe's tourism industry which*

- Produces directly and indirectly about 10% of European GDP
- Employs 12% of Europe's workforce
- Is an engine of growth for employment
- Is a leader in innovation and application of information technology
- Is an industry that cannot be outsourced to other regions
- Is dominated by small and medium-sized enterprises
- Is a motor of economic development that promotes prosperity and social cohesion
- Can act as catalyst for the preservation of historic and natural sites and cultural heritage
- Is a bridge between different cultures and a factor for peace and stability;

*Underscore the vital role played by Europe's national tourist organisations and the ETC in*

- Promoting and marketing the continent's destinations and cities;
- Developing tourism strategies;
- Acting as interface between guests and hosts, as well as between governments, private enterprises and the academic world;

*And invite the European Union, national governments, local and regional authorities, as well as other organisations in both the private and public sectors,*

*To join together with us in an alliance for Europe's tourism to spearhead innovation and growth for Europe and enhance the sector's competitiveness through activities, including the establishment of centres of excellence, in the following areas:*

#### **Research and Development**

- Development and application of information technology, in particular to guard against dominance of the field by non-European competitors
- Development of the statistical framework and methods necessary to assess performance and to plan for the future
- Market and cultural intelligence; knowledge management
- Knowledge-based services and product development
- Quality standards
- Development of strategies to respond to long-term changes in demographic structure and working habits, as well as short-term fluctuations in demand caused by terrorism, armed conflict and natural catastrophes
- Promotion of the exchange of best practices and expertise

#### **Human Resources**

- Education and training, especially encouraging awareness of and sensitivity to customers' needs which is essential for a service-based economy
- Upgrading professional qualifications and improving the image of employment in tourism professions

#### **Sustainable Development**

- To preserve and promote the identity of Europe's regions
- To protect regions from the consequences of unbalanced tourism development
- To promote socio-cultural integration and environmental compatibility

The European Travel Commission has taken steps to address these issues by adopting a three-point strategy based on development of e-marketing, market intelligence and operational excellence, with the goal of boosting recognition of the indispensable role of national tourist organisations in Europe's economies.