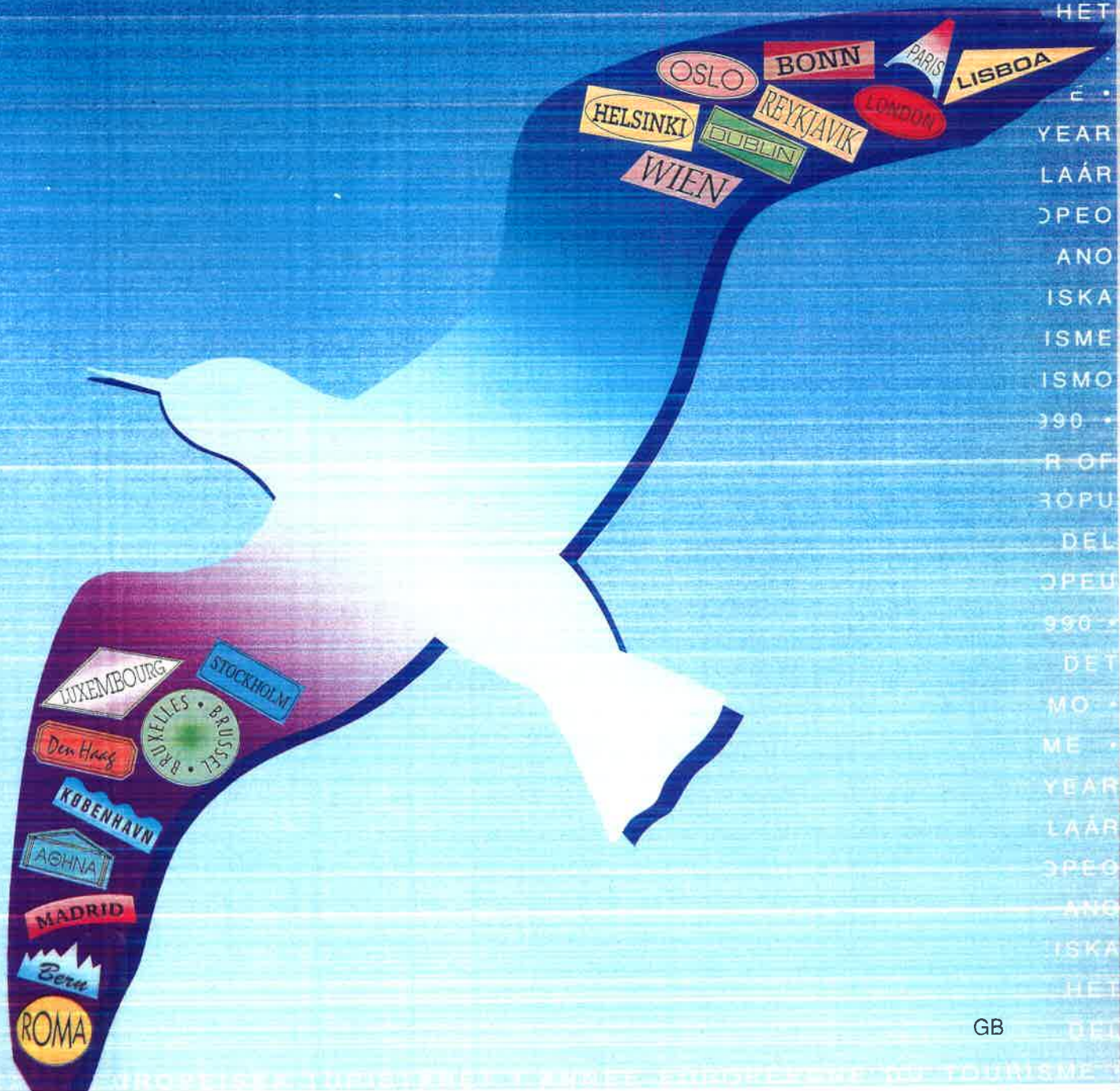


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REPORT

BY THE COMMISSION

TO THE COUNCIL

AND THE EUROPEAN

PARLIAMENT

ON THE EUROPEAN YEAR

OF TOURISM

MARCH 1991





ACKNOWLEDGMENTS

The Commission of the European Communities would like to thank all persons far and wide who have made a contribution to the European Year of Tourism. We would also like to extend our particular thanks to the National Committees, the organisations representing the tourism industry, to the tourism professionals, and to the EYT Correspondents who have contributed towards this final report.



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SUMMARY OF REPORT

1. Introduction

In its resolution on the "facilitation, promotion and funding of tourism" of 22 January 1988, the European Parliament drew attention to the overall importance of tourism to the European economy and to the need for a more active Community involvement. In point 7 of this resolution, the European Parliament proposed that 1990 be designated "European Year of the Traveller".

This suggestion was taken up by the Commission which presented it to the Council. On 21 December 1988, the Council decided inter alia to declare 1990 "European Year of Tourism" and to set up a Steering Committee.

The EFTA countries were invited to participate in EYT.

The ministers subsequently defined the following objectives:

- to prepare for the establishment of a large area without frontiers, turning the integrating role of tourism to account in the creation of a people's Europe;*
- to stress the economic and social importance of the tourism sector, inter alia in regional policy and job creation.*

To this end, the Council decided to launch or support co-ordinated actions of the Community, the Member States and private organisations from the tourism sector which aim to:

- promote greater knowledge among the citizens of the Member States, particularly young people, of the cultures and life-styles of the other Member States;*
- promote a better distribution of tourism over time and location while respecting the quality of the environment, particularly by encouraging the staggering of holidays and the development of alternatives to mass tourism, and of new destinations and new forms of tourism;*
- promote intra-Community tourism, particularly by facilitating the movement of travellers and tourism from third countries to Europe.*

2. Organisation and budget

To organise and co-ordinate the Year, a Management Unit, comprising national experts from the Member States and consultants was formed within the Tourism Unit of Directorate General XXIII of the Commission. A network of EYT correspondents working



part-time in the European Commission offices of 11 Member States assisted the Management Unit in this task. The management of the Year was undertaken, on the one hand, by the National Committees and on the other hand, by the Steering Committee, composed of those in charge of the National Committees in each of the 18 participating countries and European organisations representing the tourism sector.

The Council decision indentified three types of actions:

- actions without any financial implications for the Community budget: logo promotion, price reductions in transport and accommodation during the low season;*
- actions co-financed by the Community budget: co-financing of national and pan-European pilot projects aimed at promoting off-season tourism, youth tourism, rural tourism, cultural, social and other forms of tourism. The Commission approved 269 projects out of more than 600 received, representing a sum of ECU 3,599,870;*
- actions financed solely by the Community budget: competitions, information and public relations campaigns, administrative expenses and promotional material bearing the EYT logo, official ceremonies and the "Eurotourism" bulletin.*

3. Promotion of the year

Promotion of the Year formed a fundamental part of EYT. These promotional activities included: the distribution of promotional material, public relations and contacts with the press, sponsorship, competitions, thematic monthly activities, tourism trade fairs and the EYT Grand Balloon Tour.

At the beginning of the Year, large quantities of promotional material with the EYT logo were distributed in the 13 languages of the 18 participating countries.

Press and media activities consisted of supplying the European tourism press and journalists accredited to the EC with press releases on the main activities of the Year as well as the "Eurotourism" information bulletin, prepared by the Management Unit.

In the field of sponsorship, the American Express organisation lent its support on three levels: research, publicity and conferences.

Ten European competitions were organised by the National Committees to award: the best poster, the best essay, the best research project, the best kept village, the tidiest town, the best photo, the best facilities for disabled people, the best wine, the best meal, and the best initiative for senior citizens. These competitions helped to stimulate European cooperation by including the 18 participating countries and, in particular, young people.

Thematic monthly activities were also organised in each participating country, with the objective of highlighting a specific outdoor activity such as: horseriding, fishing, cycling and rural tourism.



A programme of participation at tourism trade fairs was established in order to provide an information service for the Year and to build up contacts with the tourism professionals. Consequently, an EYT stand was present at 15 tourism trade fairs.

Finally, the Commission organised a spectacular EYT Ballon Grand Tour with two hot air balloons bearing the EYT logo attending more than 30 different events. The tour, which lasted 4 months and covered the 18 participating countries, was carried out in order to promote the Year to the media, the general public and VIPs.

4. Priority activities and development of alternative forms of tourism

The Council decision highlighted the need for the Member States and private organisations to undertake coordinated actions in order to encourage a greater awareness by the citizens of the Member States, and especially young people, of the cultures and life-styles of other Member States. It also emphasised the need to promote the development of alternative forms of tourism and intra-community tourism as well as tourism from third countries.

These areas were largely encouraged through the co-financing of projects which formed the basis of the Year and which were grouped according to the following themes: social tourism, youth tourism, cultural tourism, rural tourism and tourism and the environment. Where possible, the analysis of these projects and initiatives helped to differentiate between promotional actions, pilot actions and actions with more long-term repercussions.

*In the field of **youth tourism**, the 40 projects selected demonstrate the interest generated by this sector of the population, which is more oriented towards increasing their knowledge of the different cultures and life-styles in Europe and towards activity holidays. The Eurotrain project was the most successful youth exchange programme during the Year. A train, bringing together more than 100 students from 27 countries, travelled through 10 Eastern and Western European cities.*

***Cultural tourism** has also been the object of great activity, notably in the development and promotion of European cultural itineraries such as the Route of St. James of Compostella and the Baroque or Celtic routes in Europe.*

***Social Tourism** attracted limited interest, due partly to a problem of definition. However, some interesting initiatives were carried out to help single-parent families, disabled persons and senior citizens. The conference "Tourism for All in Europe" constituted a first step towards European cooperation to improve accessibility to tourism facilities for disabled persons.*

*In the field of **Rural Tourism**, great activity by the organisations in charge of its development was observed during the course of the Year, at the level of national and pan-European projects, as well as organised conferences. The operators in this sector showed willingness to improve their professionalism and to give a new dimension to rural tourism in Europe.*



*The **consideration of environmental issues** in the development of tourism has constituted an important part of the Year. Numerous pilot projects have contributed to the development and promotion of "soft" and ecologically-friendly forms of tourism, and increased awareness of the necessity for the preservation of the environment in the development of tourism infrastructure and services. Information networks were supported in order to facilitate the exchange of experience in this field, which is fast becoming a priority for many of the Member States.*

5. Cooperation between European Community and EFTA countries during EYT

During EYT the EFTA countries co-operated with the 12 Community countries. This co-operation proved to be extremely fruitful and its continuation is envisaged within the framework of negotiations to be held soon.

6. Conclusions

The European Year of Tourism has been, without doubt, a year of numerous and varied initiatives.

Certain difficulties were encountered at the time the Year was launched due to too short preparation period, insufficient staff taking up their posts too late, and a limited budget. The numerous activities which took place in perhaps too diverse areas of activity meant that it was difficult to exercise control over the smooth operation of all of them and to ensure their promotion to the general public. The Year was promoted unequally in the participating countries due to the sometimes limited human resources of the National Committees.

Despite these set-backs in the organisation of the Year, as far as its content and consequences are concerned, it has undeniably provoked the interest and mobilisation of institutional as well as private partners in the field of tourism. Indeed, the Year mirrored the whole tourism sector in its diversity and complexity, and the Commission was able to carry out an enormous variety of activities using as a basis concrete projects, especially those favouring the development of new alternative forms to mass tourism.

Furthermore, the Year allowed the Commission and operators to establish and maintain a large number of contacts with professionals in the field of tourism, not only in the European Community and EFTA countries but also with Central and Eastern European countries, which will provide an excellent basis for new cooperation which is indispensable for the progress of future action in the field of tourism.

PRELIMINARY REMARKS

The designation of 1990 as the European Year of Tourism⁽¹⁾ was made by the Council in response to a suggestion of the European Parliament, supported by the Commission. A number of interim reports have been presented to the Council and the members of the European Parliament during the course of the Year.

In accordance with Article 7 of the decision 46/89/EEC, coinciding with the end of EYT, the Commission presents the current report on the majority of activities undertaken, which is sufficiently representative to formulate an evaluation of the Year.

After a brief reminder of the origins of the European Year of Tourism and its objectives, the reader will find a description of the organizational structures set up to manage EYT as well as information on the budgetary resources put at the Commission's disposal for this purpose.

The bulk of the report, however, is devoted to the activities which have taken place during the Year. Obviously, not all activities could be included in the report and a choice therefore had to be made to select the projects which are most representative of the global picture.

In presenting these activities, the Commission has striven to comply with the Council Decision and to distinguish as far as possible between one-off actions, pilot actions and actions with longer-term repercussions.

The Commission is continuing to monitor the initiatives launched during the EYT, to remain in contact with the bodies which have taken part in the Year.

⁽¹⁾ E.Y.T. : European Year of Tourism.



1. INTRODUCTION

1.1 Origins

On 22 January 1988 the European Parliament adopted a Resolution on the “facilitation, promotion and funding of tourism”.

In this Resolution, Parliament put forward a series of specific proposals and drew attention to the overall importance of tourism to the European economy and to the need for a more active Community involvement. In Point 7 of its Resolution, Parliament proposed that 1990 be designated “European Year of the Traveller”.

This suggestion was taken up by the Commission, which, at the end of 1988, presented it to the Council in the form of a formal proposal for a Decision. However, the name was slightly amended to “European Year of Tourism” in order to make it clear that it was not solely directed at the individual traveller, but to an entire sector vital to Europe, and to fully involve those employed in that sector. Following positive opinions from Parliament and the Economic and Social Committee, the Council decided on 21 December 1988:

- “to declare 1990 “European Year of Tourism”
- to allocate a specific budget of 5 MECUs to fund the Year, and
- to set up a Steering Committee”.

In addition it was subsequently agreed to invite the EFTA countries to participate fully in the European Year of Tourism. The Council of Europe also supported EYT.

It should be noted that the timing of the Council Decision thus left the Commission with only twelve months to prepare the Year, which was extremely short.

1.2 Objectives

The action programme adopted on 14 December 1988 stressed the integrating role of tourism to prepare for the establishment of the Single Market by the end of 1992 and for the creation of a genuine People’s Europe.

The Council Decision was based on a number of considerations:

- a) Intra-European tourism enables people, and in particular youth, to increase their knowledge of the cultures and life-styles of Member States of the Community, and consequently to become more aware of European realities.

- b) Tourism represents an economic sector of major importance for the Community and its Member States: it accounts for some 5.5% of the Community's GDP, 8% of final private consumption and 4.5% of total foreign exchange receipts and payments. The industry employs 7.5 million Europeans, a number which is increasing, or 6% of total employment.
- c) Tourism suffers from an over-concentration in the high season, with congestion of transport and accommodation services, under-utilization of capital and human resources in the low season and the risk of deterioration of the natural environment. It is therefore important to promote a better utilization of the tourism infrastructure and equipment.
- d) European tourism has lost market share: in relative terms it has lost 10% of the world market in ten years. It is therefore time to examine the future of this sector and to consider alternatives to mass tourism.

The Ministers therefore defined the major objectives of the Year as follows:

- a) to prepare for the establishment of the large area without frontiers, turning the integrating role of tourism to account in the creation of a people's Europe.
- b) to stress the economic and social importance of the tourism sector, inter alia in regional policy and job creation.

To this end, the Council decided to launch or support coordinated actions of the Community, the Member States and private organisations involved in tourism. These actions should in particular aim to:

- promote greater knowledge among the citizens of the Member States, particularly young people, of the cultures and life styles of the other Member States,
- promote intra-Community tourism, particularly by facilitating the movement of travellers and tourism from third countries to Europe, and
- promote a better distribution of tourism over time and location while respecting the quality of the environment, particularly by encouraging the staggering of holidays and the development of alternatives to mass tourism, and of new destinations and new forms of tourism.



2. ORGANISATION AND BUDGET

2.1 Organisation

Conscious of the importance and organisational complexity of the European Year of Tourism, the European Commission formed a special Management Unit to organise the activities and co-ordination of the Year. This Unit, based within the Tourism Division of DG XXIII, was comprised of officials of the Commission, experts seconded from the National Tourist Offices of seven Member States and two EFTA countries, and executives from Euro Conseil, the management consultancy contracted by the Commission to support the activities of EYT. The experts seconded from National Tourist Offices were assigned to their tasks according to their arrival dates, the last of them in the early months of 1990.

From February 1990, the Management Unit was supported by a network of correspondents comprising individuals who were hired to work part-time in the European Commission offices in 11 Member States (excepting Luxembourg). These correspondents generally participated in EYT national committee meetings, promoted the pan-European objectives of EYT in their countries, assisted in the promotion of national events, organised press conferences and national publicity and responded to the numerous enquiries for information and promotional material directed to the EC offices.

Had the network of correspondents and national experts been operational during 1989, one year before the launch of EYT, this would most certainly have increased the impact of the Year in the Member States and facilitated the organisation of the events and their results.

The EYT was managed by:

- STEERING COMMITTEE

composed of the executives of the national committees of all 18 countries participating in EYT, i.e. Member States and EFTA countries, and European tourism organisations representing all aspects of the tourism industry. The Management Unit reported to and consulted with the Steering Committee, which met twice in 1989 and four times in 1990. Meetings continue in 1991.

- NATIONAL COMMITTEES

In each country, national committees were formed to represent the national government, tourism industry and promotional bodies as appropriate.

These committees met on a regular basis to discuss and decide how EYT would be promoted in each country; to assess national projects and recommend their financing to the Management Unit; to propose, with the national committees of other countries, pan-European projects which were forwarded to the Management Unit for assessment; to publicise and co-ordinate the organisation of EYT competitions and events on a national level, and to promote EYT in their countries.

2.2 Budget

A sum of ECU 4,600,000 was allocated to finance EYT. To this must be added the budgetary contribution of ECU 566,374 from the EFTA countries, as well as ECU 594,086 from the budget line "Tourism" (B 5870). Besides this, in 1989 part of the budget line "Tourism" was spent in order to ensure the preparation of the year. The total budget allocated to EYT for 1989 and 1990 was thus increased to ECU 8,142,457 and the expenditure to ECU 8,050,735.

SUMMARY OF RESOURCES AND EXPENDITURE OF THE EUROPEAN YEAR OF TOURISM					
	1989 B 5870	1990 B 5870	1990 A 3052	1990 HB A3052	TOTAL
Available Resources	2,381,997	594,086	4,600,000	566,374	8,142,457
Expenditure					
Management	239,400	—	406,650	41,900	687,950
Consultancy services	295,833	—	352,718	—	648,551
Promotion	882,142	594,086	948,936	339,200	2,764,364
Competitions	—	—	246,157	103,843	350,000
Projects	964,622	—	2,635,248	—	3,599,870
TOTAL	2,381,997	594,086	4,589,709*	484,943**	8,050,735

* The difference between the available resources and the expenditure (Ecu 10,291) was not used. Consequently, this sum was rendered invalid.

** The remaining sum from the EFTA contribution (Ecu 81,431) can be used in 1991.

It is clear that with such a budget the Council could not possibly have aimed at a Community-wide popular impact. Public relations' experts suggest that to achieve a valuable impact, a new campaign should be allocated a budget of between 4-5 ECU per head of the target population. Although it may be debatable which target population was aimed at by the Council Decision, this gives an indication of the budgetary limitations.

The Council Decision identified three kinds of actions within the Year of Tourism:

- actions which would not have financial implications for the Community budget;
- actions to be co-financed by the Community budget;
- actions which would be financed solely by the Community budget.

2.2.1 Actions without financial implications for the Community budget

These actions concerned the promotion of the EYT logo in the 18 participating countries as well as by tourism agencies, hotels, airlines, car hire and railway companies, etc. The logo was widely used on national brochures, tour operators' programmes, posters, etc. across Europe and in the USA and Japan. Further information on the logo is dealt with in Chapter 3.2 under "Promotional Material".

The Council Decision suggested that the mass media could also be used in this context. This latter area is covered in Chapter 3.3 under the heading "Press and Public Relations".

The Council Decision also called for actions to be undertaken by the industry through price reductions in transport and accommodation during the low season of EYT. The only achievement in this area, due to the delays in preparation and too short run-in time, was the Euro Domino Rail Pass.

This was a train pass which gave reduced priced tickets on European rail networks. It was well publicised and successful in some countries and less so in others: many railway companies who already have a complexity of reduced rates were reluctant to promote yet another "special ticket".

Strenuous efforts were made by the Management Unit to introduce a special Air Pass for EYT. Aimed at travellers to Europe from third countries it caused problems of competition both within the industry and with regard to EC policy.

Regrettably, the idea therefore had to be abandoned. Problems of competition in price reductions also affected other areas of the industry. These could probably have been overcome had there been a longer lead time.

2.2.2 Actions co-financed by the Community budget

These actions represent the most significant budgetary expenses during EYT.

In the Council decision of 21 December 1988 a budget of 2.5 MECU was earmarked for the co-financing of pilot actions by public and private organisations to promote off season tourism, cultural, rural, social, youth tourism, and other forms of tourism.

In July 1989 the Steering Committee agreed that 20% of the 2.5 MECU (500,000 ECU) be set aside for co-financing pan-European projects (i.e. projects organised by two or more countries or by a pan-European or international organisation) and that the remainder be divided amongst the Member States in agreed quotas (i.e. the total amount each country could expect to receive if it submitted a sufficient number of eligible projects).

Three deadlines for the submission of projects were fixed for 1 October 1989, 1 February and 1 May 1990. In fact the 1 May deadline was agreed in the Steering Committee in March 1990 in response to several requests at the meeting to allow an extension to the deadline in order to organise projects with East European countries. An additional sum was allocated to the financing of certain pan-European projects so that the total for the projects reached the sum of ECU 3,599,870.

National projects first had to be submitted to the respective national committee. Those which received national approval were then submitted to the Commission for evaluation. In most cases the Commission followed the guidelines of the national committees and approved the projects which had been submitted by them.

Pan European projects were submitted to the Commission directly by the bodies responsible for their organisation. A project evaluation team was set up in DG XXIII to assess the projects according to a number of criteria which reflected the aims of the Council decision. These included:

- pan-European character of the project - the scope of the project and its likely impact, number of countries involved etc.;
- contribution to the Single Market - to what extent the project would fulfil the aims of the single market in the field of tourism;
- off season employment - whether the project would provide jobs during the low season or extend the length of temporary high season employment;
- new destination - whether the project contributed to the development of a new

ORGANISATION AND BUDGET

product, new market or new destination with the objective of combating the problems of mass tourism;

- innovative character - to what extent the project was innovative, a new product or a pilot action;
- exemplary character - whether the project set a good example for other potential actions in other regions of Europe;
- environmental consideration - whether the project was "environment-friendly" i.e. sensitive to the natural, social and architectural environment;
- additionality - to what extent the project depended on EYT support or whether it could go ahead without EYT financing.

Other factors were also taken into consideration, such as the general interest of the project and whether it was a "one-off" action or a long term action.

Each project was assessed on its own merits and funding allocated on the basis of the overall way in which it fulfilled the above criteria and contributed to the objectives of EYT. The pan European projects were finally approved by written procedure, including a descriptive fiche of each project, between the Commission and the Steering Committee.

Each project could receive a maximum of 40% of its total cost from EYT, according to the Council decision of 21.12.88.

In many cases a subsidy of less than 40% was allocated, partly because of the scale of some of the projects and also to enable the Commission to finance as many projects as possible and thereby to promote the Year as widely as possible and generate a large amount of interest.

There was an overwhelming response from national and pan European organisations in presenting project proposals for EYT. Well over 600 proposals were received of which around 250 were pan-European and over 350 national. The Commission approved a total of 269 projects for a total sum of ECU 3,599,870 - 85 pan European and 184 national.

These covered a wide range of subjects from environment to cultural trails, youth tourism to heritage and involved the production of brochures, maps and guidebooks, the organisation of seminars, sports events, setting up of partnership operations between regions and countries and a host of other innovative and exciting projects involving the whole of Europe.



The following breakdown shows the broad percentage of the total budget allocated to national and pan-European projects. In many cases projects could be classified under more than one heading, but for the purposes of this summary seven general categories have been chosen.

TABLE I NATIONAL PROJECTS - BREAKDOWN				
	No. of Projects	% of all National Projects	Total Funding (ECU)	% of all National Projects
Cultural	47	25.5 %	598,479	30.1 %
Social	8	4.3 %	72,187	3.6 %
Rural	15	8.2 %	108,552	5.5 %
Youth	34	18.5 %	461,337	23.2 %
Environment	9	4.9 %	96,066	4.8 %
Single Market/ Peoples' Europe	10	5.4 %	75,095	3.8 %
Promotion/Media	61	33.2 %	577,784	29.0 %
TOTAL	184	100.0 %	1,989,500	100.0 %

TABLE I NATIONAL PROJECTS - BREAKDOWN				
	No. of Projects	% of all National Projects	Total Funding (ECU)	% of all National Projects
Cultural	18	21.2 %	246,000	15.3 %
Social	7	8.2 %	172,000	10.7 %
Rural	5	5.9 %	89,620	5.6 %
Youth	10	11.8 %	382,000	23.7 %
Environment	15	17.6 %	193,000	12.0 %
Single Market/ Peoples' Europe	6	7.1 %	117,750	7.3 %
Promotion/Media	24	28.2 %	410,000	25.4 %
TOTAL	85	100.0 %	1,610,370	100.0 %

The evaluation of projects proved to be a difficult task, not least because of the wide variations in presentation, quality and scale of the projects concerned. Some projects were clearly presented and demonstrated careful planning. Others were not so clear which made proper assessment difficult. The lack of preparation time for the Year in general was certainly a contributory factor to the difficulties experienced in the projects field.

One of the main problems, once projects had been selected for financial support, was the procedure required in order for project organisers to receive their money. In many cases this was extremely slow. It was further complicated by the fact that some national committees changed their allocations several times before a final decision was made. Although there were delays in the preparation of contracts it must also be stated that in many cases project organizers were also late in sending back contracts and the necessary documentation required to effect payment, which also further delayed the procedures. It must be concluded that the payment procedures used by the Commission were not properly geared to supporting a large number of relatively small-scale projects which depended on Commission finance for their viability. With a longer preparation phase and greater staff resources at the earlier stages some of these problems could have been overcome.

2.2.3 Actions financed solely by the Community budget

The Council Decision identified three areas which should be financed solely by the Community Budget:

- a) Competitions and prizes
 - b) Information and Publicity campaigns
 - c) Administration Expenses and EYT logo
-
- a) A budget was allocated for competitions which covered prizes at national and pan-European level and travel and accommodation for judges and organizers of the pan-European finals. Competitions are dealt with in Chapter 3.
 - b) The budget for the public relations' programme was used to produce a quarterly newsletter which had a final print run of 20,000 and was widely distributed; for the sponsorship of international TV events; the organisation of the EYT Balloon Grand Tour; for specific publicity-generating events such as the launch ceremony in Strasbourg in December 1989, the inauguration of EYT in Dublin in January 1990 and the conference on tourism in Eastern and Western Europe in Assisi in December 1990.

Specific activities for 1991 have also been identified, for example a Round Table at ITB Berlin and the closing ceremony of EYT in Luxembourg.



Round Table at ITB Berlin 1991

The Public Relations programme is evaluated in Chapter 3.3.

c) Administration and logo. As was suggested by the Council Decision, temporary staff were engaged to promote EYT. A logo was commissioned and flags, stickers, brochures, posters and other promotional material prepared and widely distributed in the 18 participating countries and in the USA.

Some problems were experienced in the distribution of the promotional material. Most of these were caused by customs, insufficient information regarding delivery addresses, and great delay in some cases in sending in requests for supplies. The majority were finally overcome. The Commission acknowledges that there were certain delays in re-ordering supplies of promotional material. When it was realised that an extra supply was needed, an inordinate amount of time was required to get an extension of the budget. As a result some supplementary requests were inadequately fulfilled and often some time later than anticipated.

3. PROMOTION OF THE YEAR

This chapter reviews all the promotional activities which highlight the “raison d’être” of EYT: to draw attention to tourism, its growth, and the need to give tourism a higher profile at the local, national and pan-European level. Monthly activities and competitions are also included as examples of concrete ways in which the scope of tourism can be extended.

3.1 Use of the EYT logo

The use of the logo as a European tourism label met with considerable success.

The EYT logo, distributed in 13 languages, was presented in colour slide and paper (bromide) form. A video clip with musical accompaniment was also produced.

In 1990, it was printed on many tourist publications and brochures in the 18 participating countries, and hence published in thousands of copies.

This use persuaded the Commission to retain the EYT logo as the logo for European tourism. Application to register the logo has accordingly been made to prevent abusive or unwarranted use.

The use of the logo on a wide scale contributed substantially to public awareness of European Tourism Year.

3.2 Promotional material

Since the start of the year, the following material has been produced:

- flags (2 x 3 m and 2 x 1.5 m) with EYT logo;
- stickers (0.5 x 0.5 m) with EYT logo;
- posters (0.70 x 1.00 m) with EYT logo;
- leaflets with EYT logo.

This material, printed in 13 languages, was largely distributed through the offices of the 18 national committees, each of which received a quantity in their national language(s) for distribution throughout the country, plus a certain quantity in requested foreign languages.

Altogether, more than

- 2,000,000 leaflets,
- 2,250,000 stickers,
- 3,500 flags,
- 15,000 press brochures and
- 5,000 posters

were printed. This material was widely distributed not only to the national committees, but also at tourism fairs in Europe, during various public events such as the EYT Balloon Grand Tour sporting and cultural events, and in the course of pan-European and national projects.

The Commission also produced:

- 1,000,000 biodegradable plastic bags with EYT logo,
- 15,000 T-shirts with EYT logo,
- 1,200 watches with EYT logo and
- 15,000 luggage labels with EYT Logo and European flag.

Apart from the plastic bags, which were widely distributed, as was the above material, these items were used for specific operations so as to produce a greater impact.

An additional range of promotional material was also produced by the national committees. This included the printing of special EYT stamps in Ireland, Iceland and in Greece, the printing of postcards in France and Spain, the production of badges in the Netherlands and the printing of T-shirts in Ireland.



3.3 Press and public relations

In order to inform the media and the general public about EYT and the activities during the Year, two members of the Management Unit were given special responsibility for press and public relations. In addition, one of the main functions of the correspondents for EYT in the Member States was to satisfy requests for information.

The first tasks of the “Media Team” were to establish contacts with the National Committees and to compile a mailing list of journalists specialised in tourism.

Every National Committee was asked to name a "Media coordinator", through whom information from the Management Unit could be channelled to national media, and who could also provide the Commission with news about EYT in their respective countries for further dissemination. In the main, this network failed to materialise, probably because national committees did not have sufficient or relatively qualified personnel. As a result, publicity for EYT, as far as the Management Unit is aware, was good in some countries and less so in others.

The mailing list initially comprised the most important trade publications in Europe and some third countries. It was constantly revised to include journalists and other parties who showed an interest in EYT, and finally comprised about 700 names. Through close contact and collaboration with the Commission's central Spokesman's Group it was also possible to reach about 400 journalists accredited with the EC institutions.

The main work of the Media Team was in the fulfilment of the numerous information requests from journalists, associations and the general public. In addition, 22 press releases were distributed via the above-mentioned channels and a special newsletter - "Eurotourism 1990" - was designed. This publication proved popular; the print run had to be increased from the initial 5,000 for the first issue to a peak of 20,000. The possibility of continuing this publication is under review.

Although the press coverage of EYT - as far as the Management Unit is aware - was consistent throughout the Year, with peaks after well-publicised events such as the inauguration ceremony, the Eurotrain project or the balloon tour, the impact on the public at large has been less than satisfactory. This was due to insufficient time for preparation and a limited budget within the Management Unit which forced the Media team to be reactive rather than proactive.

The network of EYT correspondents in the EC offices greatly assisted the work. Nevertheless, greater contact with the Media Team would have probably improved circulation of information. It was noticeable that in the last quarter of 1990, following the second meeting of the correspondents in Brussels, better co-ordination between countries was achieved.

It is also important to stress that the Commission cannot react with the speed required for media work. Press releases, translation, and photographs should have been issued across Europe within 24 hours of events, which proved to be impossible. A good example of effective publicity for EYT was Holland where a Public Relations agency, with all the necessary professional back-up, was appointed. Information and photographs were distributed in a constant stream to the media and to the Management Unit, and a fully co-ordinated programme effected.

Despite these criticisms, extensive books of cuttings on EYT events have been gathered. Some countries and some projects compiled their own books, others forwarded cuttings to the Management Unit for compilation, where all are available for review. A selection of the most important articles will be compiled in April.

Radio and TV also reported on EYT, including a number of interviews given by the Commissioner or civil servants, and many more by national personalities.

In addition a number of special activities were either organised by the Management Unit's Media Team itself or used as a platform to generate publicity for EYT across Europe and further afield.



Mr. Seamus Brennan TD, Irish Minister for Transport and Tourism at the Inauguration of EYT, January 1990

- LAUNCH AND INAUGURATION OF EYT

In December 1989, the European Year of Tourism was launched in Strasbourg by Commissioner Cardoso e Cunha in the presence of the Ministers of Tourism from the 18 participating countries. In January 1990, an inauguration ceremony was held in Dublin.

PROMOTION OF THE YEAR

Both these ceremonies were attended by journalists from all over Europe as well as from the United States and widespread publicity was gained to launch the Year.

- ASSISI SEMINAR

In December 1990, a Seminar in Assisi was organised by the Italian Presidency to mark the results of the Year so far, and to evaluate the role of tourism in the “greater Europe” after the recent developments in Eastern Europe. The press was present at this event.

- EUROVISION SONG CONTEST

EYT achieved a high profile in the 1990 Eurovision Song Contest, broadcast on 5 May to a world-wide audience of up to 1 billion viewers including all European countries, Japan, Australia and several American States. This annual European gala proved to be an ideal opportunity to promote EYT. Each song was preceded by a video showing European tourist destinations



Eurovision Song Contest 1990, Zagreb

and ending with the EYT logo. In addition, the objectives of EYT were explained by the commentator, against the backdrop of a giant Video-Wall showing the animated EYT logo.

- EYT VIDEO KIT

A special “EYT Video Kit” was prepared at the beginning of the Year and distributed to numerous television stations in Europe and overseas. This kit contained the animated EYT logo, general pictures of Europe’s tourist destinations and an interview with the Commissioner for Tourism Cardoso e Cunha.

In co-operation with Bayerische Rundfunk, a German TV station, a programme on EYT is being prepared for transmission on that channel, and for promotional purposes by individual national committees.

It will be translated and distributed through the CIRCUM network to stations across Europe. The plan is to encourage transmission on 31 March, the final day of EYT, or on Europe Day in May.

- **“EUROPUZZLE”**

A televised competition - “Europuzzle” - has been screened in several countries since September. Viewers are invited to identify famous European landmarks presented in a puzzle, while questions are asked about the locations shown. Prizes consist of 200 trips to European destinations and include the “Euro Domino Rail Pass”, a special ticket designed for EYT by the Association of European Railways. The programmes, which are co-financed by EYT and carry its logo, will continue until August 1991. The first prizegiving ceremony will be televised in April 1991.

- **“DUO DE L'ÉTÉ”**

This was a similar televised competition which was transmitted over the summer months on RTL - Luxembourg/Belgium/East of France - to an audience of some 40 million. The EYT logo was shown at the beginning and end of each broadcast.

- **CIRCOM REGIONAL**

CIRCOM, (Coopérative Internationale de Recherche et d'Action en Matière de Communication) is an organisation representing virtually all European TV regional stations (approx 250). In June, EYT was represented at the annual CIRCOM TV Conference where several European co-production proposals on tourism were discussed.

During the Conference the annual CIRCOM Award Ceremony honouring the best regional TV production was broadcast, live or relayed, to 22 European countries. During the broadcast the EYT logo was omnipresent and the importance of the EYT and the mass media in bringing Europeans closer together was emphasised.

CIRCOM has started production on a series of programmes on European tourism. About 20 different programmes will be produced in co-operation with EYT, each 26 minutes in length. Each programme will contain an overview of the originating country or area with practical information and images of the tourist attractions.

There will be a common design, trailer, graphic use and title music incorporating the EYT logo. The programmes will be shown as a series on all participating stations. The aim is to produce at least 15 programmes by March, for transmission before June 1991.

- **TOUR DE FRANCE**

EYT co-operated with the “Tour de France” by awarding “le prix du meilleur jeune” each day of the three week race. Every morning, prior to the start of the day's racing, a hostess representing EYT presented the “fanion” (pennant) and a huge bouquet to the winner of

PROMOTION OF THE YEAR

the previous day's lap. A press conference to launch EYT participation was held in Poitiers before the launch of the event. Over the three weeks various interviews were given by EYT representatives to the press and Antenne 2, the official TV channel covering the Tour.

- "THE WALL"

Significant publicity was gained for EYT through its participation in "The Wall", the rock concert performed in the Potsdamer Platz in Berlin at the end of July 1990. EYT flags and posters were displayed around the concert arena, the EYT Balloon was tethered in the



"The Wall", Berlin 1990

grounds, and the EYT logo was used in the closing credits by ZDF Television. A newly edited version of the concert, which incorporated the EYT logo on a number of occasions and a message of support from the President of the Commission, was broadcast in France and Belgium on 9 November to celebrate the first anniversary of the removal of the Berlin Wall. The concert has still to be shown in Japan, Australia and the United States.

- LIST OF EVENTS

A list of EYT events, which also included other tourist events in each country, was produced at the beginning of the Year and updated five times. This was distributed to travel journalists across Europe, to MEPs, Commission Offices, national committee members and the Steering Committee.

Although significant publicity was achieved and is yet to come through these activities, the Management Unit is conscious that more exposure for the Year could have been gained through a specific campaign aimed at existing programmes on television. Again, this would have required more planning time, and a substantial budget to meet media coordinators, establish national targets and assist with contacts. Some of the high exposure



programmes co-sponsored by EYT required a disproportionate amount of time, effort and energy, although the results were relatively good. The Eurovision Song Contest was certainly an unqualified success in terms of EYT exposure and should be used by the Commission as appropriate on future occasions. Major sporting/popular events, where a huge organising operation is in place for months or even years, and where there are already existing main sponsors, should be approached with caution.

3.4 Sponsorship

Whether the degree of awareness reached through Public Relations and sponsorship can be judged as matching up to expectations, needs to be assessed in the light of our earlier remark on the budgetary requirements of a consistent Public Relations campaign. It follows from this that it should have been possible to reach a large proportion of the profession itself, on the basis of a budget of 5.6 MECU. Whether this was in fact the case can only be said with certainty after a "tracking" (evaluation) enquiry has been conducted. Such an enquiry could be launched by the Commission, if the European Parliament and the Council of Ministers so wish and if the necessary funds are allocated.

Several national committees succeeded in securing the sponsorship of private sector companies for EYT activities in their respective countries.

This sponsorship - in many cases by airlines, banks or other companies involved in services for tourists - has helped to enhance the message of the Year and to give additional publicity to numerous events.

American Express, a leading representative of the travel industry, was the principal sponsor of the European Year of Tourism. The sponsorship centred on three areas: research, publicity and conferences.

Research: American Express has commissioned a major research study by the European Institute of Education and Social Policy. The study focuses on issues related to education and training in the travel and tourism industry and examines the potential of education systems to address those issues. The study will also examine the contributions of the travel and tourism industry in improving the effectiveness of human resource development. Results of the study will be announced in March.

Publicity: at over 300 travel offices throughout Europe, a European Year of Tourism consumer awareness campaign was initiated.

This took the form of window displays, racks of leaflets and posters. The campaign was complemented by further advertising of EYT in American Express travel offices world-



American Express window display in Zurich

wide and in newspaper supplements to coincide with ITB Berlin 1990 and by the distribution of information to 200 chosen travel journalists.

In "Expression", the American Express card holders' magazine, distributed to 3 million Europeans, EYT was promoted through commissioned features, news stories and interviews. Information highlighting the importance of the European Year of Tourism was distributed to over 250 chief executives of Europe's leading travel and tourism companies.

A three minute news video of the inauguration ceremony in Dublin together with interviews by Commissioner Cardoso e Cunha and Mr J. Aumueller, president of American Express Travel Services Europe was used by TV stations across the United States of America.

Conferences: American Express contributed to the EYT conferences in Dublin, January 1990 and in Assisi, December 1990, as well as to the Eurochambres conference in Rhodes in October.

The American Express sponsorship was significant and successful. However, greater effort should have been made to bring in other sectors of the industry - airlines, railway and car hire companies, other credit cards, international banks, publications. As mentioned above, individual countries did succeed on a national level. It is well known that companies allocate sponsorship monies at least a year in advance. New international co-operative campaigns require massive lead time, great determination, high level contact and a budget.

3.5 Competitions

The aim of the competitions was firstly, to draw the attention of both professionals and students of tourism and, where possible, the general public. Secondly, the European finals brought together all winners and presented a good opportunity for those involved to exchange views and to get to know each other. The finals also provided an opportunity for publicity and for contacts between authorities, the public and MEPs invited to the event.

It was decided by the Steering Committee that the European finals should take place in different countries, and that their organisation be the responsibility of national EYT committees.

The countries participating in the various competitions were:

- Poster competition: DK, I, IRL, UK, NL, SF
- Essay competition: DK, I, IRL, UK, E, SF, NL
- Research competition: DK, IRL, NL, E, CH, I
- Young at Heart competition: I, NL, SF, S, IS
- Best Kept Village competition: B, DK, IRL, UK, NL, N, SF, CH
- Tidiest City competition: B, DK, IRL, UK, NL, F, N, CH, SF
- Photography competition: B, UK, NL, E, GR, N, S, IS
- Best Facilities for Handicapped: DK, I, IRL, UK, NL, S
- Vineyard competition: E, F, NL, P, A
- Gastronomy competition: A, D, GR, E, F, IRL, I, N, NL, P, UK, CH, S, SF, B



"Gastronomy Competition with butter sculpture of EYT logo"

The Gastronomy competition was organised by the French Committee. National competitions were held in various categories - pâtisserie, restaurant service, sommellerie (wine waiting) and bar work. Finalists from each category gathered in Beaune to

compete in the Grand Finale at a special dinner, when European winners of each category received their awards.

The Tidiest City competition had its European final in Bruges, Belgium in December. The European winner was Aalborg, Denmark, with Bruges in second place and Bergen, Norway in third. All participants were highly commended, but the decisive factor in favour of the winner was the active participation of the inhabitants of Aalborg in the project of “tidying up” their city with great enthusiasm and concern.

The European final of the Research competition took place in The Hague in January. This competition, aimed at third level (post-secondary) institutions throughout Europe - consisted in writing a paper on the theme “The evolving role of tourism in Europe”. The objective of the competition was to identify key trends in the tourism industry. The European winners were two Swiss students whose entry on incentive travel was felt by the international jury to be a professional study of this comparatively new form of tourism. An Irish student won second place and a Dane third.

In addition to these competitions, the Austrian National Tourism Office organised the “World Tourism Games” which took place in the province of Burgenland during Summer 1990. This was a meeting of sports enthusiasts from the tourism sector around the world. This sporting competition, which took place in a spirit of fraternity, will be repeated every 2 years.



Norway's advertisement for the "Tourism through Photography" Competition



World Tourism Games, Austria

The First European Fish Cook competition was also organised this year in Denmark.

The remaining European finals are taking place at the present moment.

Criticisms have been made regarding the organisation of some of the finals, but these misunderstandings and “last minute” problems were constructively dealt with and will eventually contribute to a better understanding and cooperation amongst the authorities involved.

Conclusions:

- Overall the response of the National Committees to the idea of competitions was quite positive and most participated in some of them. The Netherlands participated in all competitions. Nevertheless the national authorities and the Commission attached more importance to the elaboration of policy and to projects of a general scope than to the realisation of promotional actions such as the competitions and monthly activities.
- The idea of the competitions proved successful. A number of the national and pan-European projects also involved the organisation of competitions.
- In future more prompt and careful organisation of competitions is necessary in order to exploit the full potential of such activities. The more the organizers manage to involve the participation of schools, public and local authorities, the better will be the results.

3.6. Monthly activities

To emphasise the different aspects of tourism, it was suggested that a different activity be highlighted each month in as many EYT participating countries as was feasible. As vastly different weather conditions prevail throughout the 18 participating countries, the Management Unit drew up a guideline of activities with the recommendation that, when possible, national committees should emphasise this area and its relationship to tourism. The schedule of activities was as follows:

January - WALKING, February - WINTER SPORTS, March - HERITAGE, April - ANGLING, May - RURAL TOURISM, June - CYCLING, July - CAMPING/CARAVANNING, August - PHOTOGRAPHY, September - WATER SPORTS, October - GOLF, November - EQUESTRIANISM, December - THE ARTS.

Most countries decided to focus attention on two or three monthly activities rather than to try to cover the whole spectrum. A wide variety of special events were organised, ranging from walks, bicycle tours and golf tournaments to open days at museums, special equestrian events and yachting days.

EVENEMENTEN
JULI / AUGUSTUS / SEPTEMBER

Midzomerfeesten
De zeldzaamste van alle zeldzaamheden...
17 tot en met 18 augustus
Vrijdag - zaterdag

Rijwielvierdaagse
De grootste wielervedstrijd van Nederland...
17 tot en met 20 augustus
Vrijdag - zondag

Wereldkampioenschappen Ploegen
Een van de meest prestigieuze...
17 tot en met 19 juli
Aankomst 18 juli om 10.00 uur
Vertrek 19 juli om 10.00 uur

Visserijdagen
Alomd. de meest van...
17 tot en met 18 augustus
Vrijdag - zaterdag

Haidereek
De grootste...
17 tot en met 18 augustus
Vrijdag - zaterdag

Open Moestuintendag
De grootste...
17 tot en met 18 augustus
Vrijdag - zaterdag

Proevenemint
De grootste...
17 tot en met 18 augustus
Vrijdag - zaterdag

Zuidervredagen
De grootste...
17 tot en met 18 augustus
Vrijdag - zaterdag

Konetijl Zoelle-Eman
De grootste...
17 tot en met 18 augustus
Vrijdag - zaterdag

Kastelenocht Oeven
De grootste...
17 tot en met 18 augustus
Vrijdag - zaterdag

Derdt Monumentaal
De grootste...
17 tot en met 18 augustus
Vrijdag - zaterdag

Harmonisatiefeesten
De grootste...
17 tot en met 18 augustus
Vrijdag - zaterdag

EVENEMENTEN-INFO
Het meest uitgebreide...
020-505 910 31
020-505 910 40

ANWB
De grootste...
020-505 910 31

De grootste...
020-505 910 31

Netherlands Events Calendar

The following gives a flavour of some of the activities:

In April the Scandinavian countries arranged several activities for Angling Month: a World Ice-fishing Championship was arranged in Inari, Finnish Lapland; in Denmark, the Danish Anglers' Federation organised fishing trips, especially for children, teenagers and for families. An "Angling Day" took place in Sweden when fishing events were held throughout the country. In Norway Angling Month activities were arranged during the Finmark Winter Festival; various competitions designed around fishing in the fjords, ice-fishing and deep sea fishing were held, with EYT prizegiving ceremonies. Belgium organised two fishing competitions, one in the French-speaking area of the country and the other in the Dutch-speaking area. In Iceland the Minister for Tourism inaugurated a day of freshwater fishing and sea fishing.

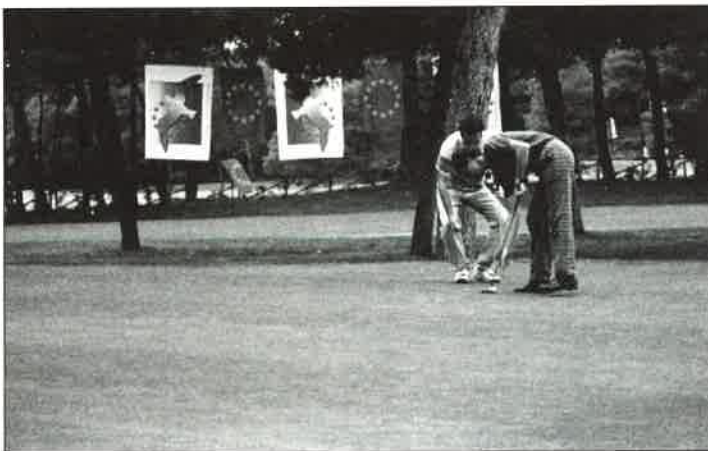
Rural Tourism month in May was particularly successful. Open farmhouse days were held in Italy, Belgium and Denmark; special weekend and day events were celebrated in the countryside in Iceland, France and Belgium. Greece mounted an exhibition on traditional buildings and their restoration, and numerous conferences and seminars were held on rural tourism in many of the participating countries.

In June, Cycling Month, EYT was promoted at large bicycle rallies all over Europe. There were bicycle tours around lakes, bicycle tours to archaeological sites and biking trips for families.

Camping and Caravanning Month in July was widely celebrated in Sweden, Spain, Ireland, Greece, Germany and Britain, involving caravan sites throughout each country. In Norway special one-week mountain walking tours to mountain lodges were organised.

Norway and many other countries organised events in September to celebrate Water Sports Month. In Spain, the Gijon Tourist Office mounted a water sports exhibition. In Stockholm, 1200 participants swam 11 courses to highlight their water sports and 3 September was designated "Yachting Day". In Spetses, Greece, the annual festival was dedicated to EYT with water-polo matches, swimming and sailing competitions. In Kent, UK, "Free Dips and Trips" were offered to overseas visitors at a number of the leisure and sports centres and reduced admission was given to an orchestral concert on the water. Denmark chose 9 September to celebrate Water Sports Day; harbours, yacht-clubs, wind-surfing clubs and water-skiing clubs invited the general public to come, watch or participate in their activities.

October was Golf Month. A special EYT Golf Tournament was held in Evia, Greece, and Denmark organised Open House Days in various club houses. Special golf tournaments were also held in the Algarve, Portugal. Italy chose 14 October as Golf Day; of Italy's 101



Golf Day in Italy

golf courses, 66 celebrated EYT with open events. And, in co-operation with the European Commission, a golf club in Taranto organised the "Targa dell'Europa 1990" (1990 Europe Trophy). Belgium held golf competitions in Liège, as well as in Knokke-Heist in Flanders.

November was Equestrian Month. In Britain an exhibition of paintings and sculpture on the theme of horses was on display and many of the race

meetings and horse sales carried the EYT logo. A "Foire du Cheval" was held in the towns of Golega and Elvas in Portugal, again under the banner of EYT. Norway nominated 11 November as Equestrian Day. A trotting race entitled "Olympia" in Norway's national trotting arena, Bjerkebanen, was dedicated to EYT, and the logo had a strong visual presence.

To celebrate Equestrian Month in Greece EYT flags decorated the stadium at the Horse Shows in Thessaloniki and Athens. In addition, a European Year of Tourism trophy was presented to the winner of a special EYT event in Thessaloniki and in Athens by the head of the EC office in Greece. Belgium participated in an international jumping competition organised by young people at Zwijnaarde.

It has been suggested that no great expansion of the tourism industry was achieved through the monthly activities programme; that fishing in Scandinavia or equestrian events in the UK are already well publicised tourist attractions and that some monthly activities were totally ignored - for example December - Arts Month. It is worth pointing out that some activities may not be well identified with a particular country in other countries. For example, is fishing identified with Scandinavia in southern Europe? By linking events with EYT, the activity reached a wider audience. Furthermore, some countries chose to focus on an activity for which it is not well-known, for example Italy strongly promoted golf and Sweden promoted watersports.

Finally, the purpose of promoting monthly activities was simply to make people aware, both in the industry and among the general public, of the diversity of leisure activities on offer throughout Europe.

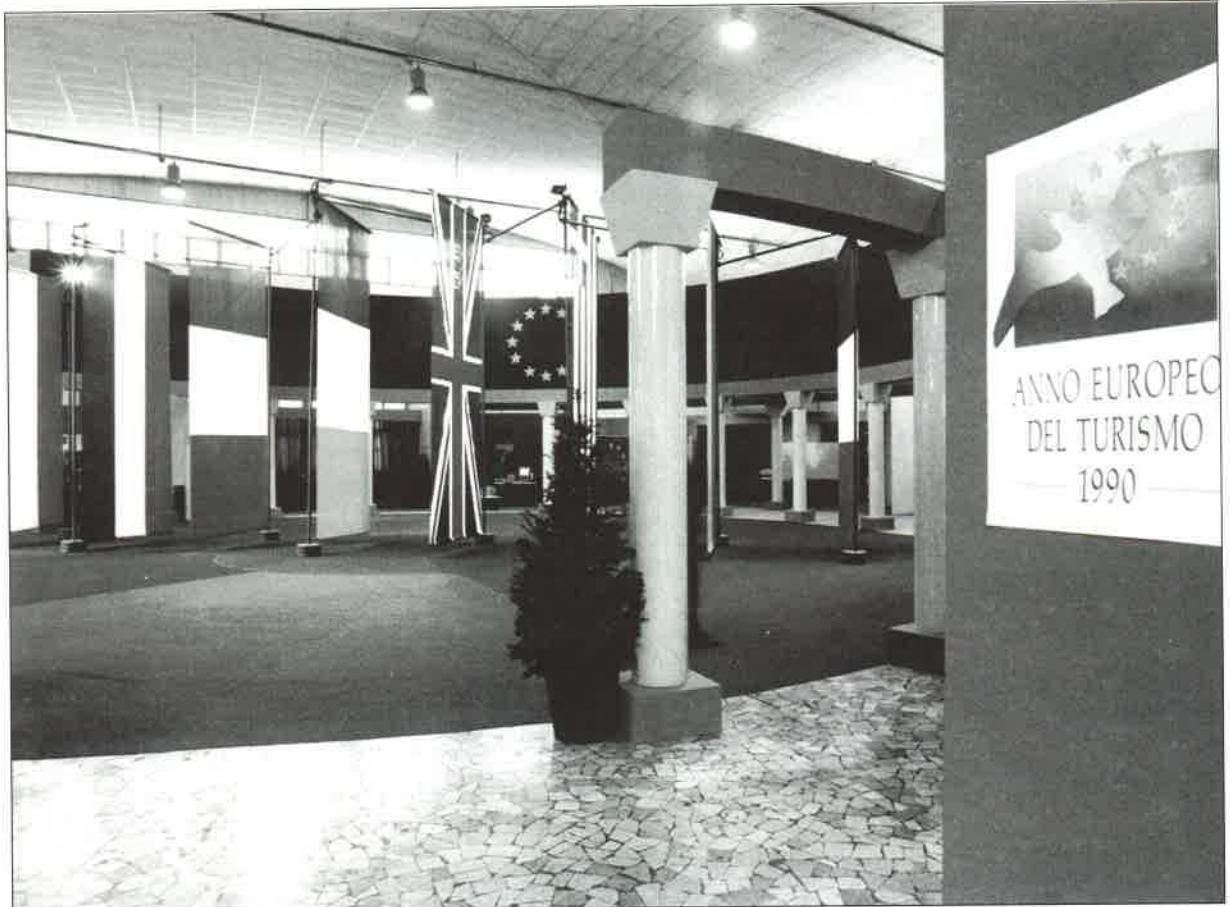
A pertinent example - although it participated little in the monthly activities, Ireland chose to spend all its national project budget allocation on the production of a brochure to promote activity holidays.

3.7 Fairs

The principal objective of the EYT fairs programme was to utilise tourist fairs, in their privileged position as disseminators of information as a vehicle to reach the tourist industry, the specialist press in each country and the general public.

This objective was achieved through a special programme drawn up in collaboration with the organizers of each fair in which the Commission has taken part.





Stand at BIT, Milan

Fairs and shows were selected in accordance with clearly defined criteria:

1. according to the importance of the fair in each country.

The main tourist trade fair in each Member State was selected as well as one in the United States and one in an EFTA country.

In chronological order, therefore the unit took part in the following events:

- Vakantiebeurs, Utrecht	(Netherlands)	January 90
- BTL, Lisbon	(Portugal)	"
- Holiday World, Dublin	(Ireland)	"
- FITUR, Madrid	(Spain)	"
- SMTV, Paris	(France)	February
- BIT, Milan	(Italy)	"
- Ferie, Copenhagen	(Denmark)	March
- TUR, Goteborg	(Sweden)	"
- ITIX, Chicago	(USA)	"
- Filoxenia, Thessaloniki	(Greece)	November
- BTF, Brussels	(Belgium)	"
- WTM, London	(UK)	"



2. with reference to the innovative or very specialized nature of a particular show: hence the Salon des Festivals in Paris (culture) and the SITT in Tarbes (technology).

To round off the fairs programme and, at the same time to mark the end of EYT, the Commission was represented at ITB Berlin in March 1991.

3.7.1 Stands

An EYT stand was organized at each of the aforementioned events. For the first part of the programme, the initial objectives of EYT were highlighted by a mobile stand created at the end of 1989. A second stand was designed for the autumn of 1990 drawing attention to the main achievements of EYT and in particular to the pan-European projects co-financed by the Commission.

The stand also made it possible:

- to widely disseminate printed and verbal information on EYT and the activities of the European Community in general;
- to provide further details about EYT and the Community's role in promoting tourism in and to Europe;
- to distribute EYT promotional material to the general public (stickers, posters, leaflets, flags, etc.);
- to promote contact with the various tourist industry associations who are keen to work with the Community on EYT and other matters relating to tourism.

3.7.2 Additional activities

As a result of the financial assistance granted under EYT, several fairs were able to launch new initiatives or strengthen their activities with regard to the tourist industry, such as:

- specially prepared EYT mailings to all exhibitors;
- encouraging journalists from outside the Community to promote European tourist destinations in their own countries.

3.7.3 Press contacts

At each event, press releases were published both before and during the fairs and specially prepared briefs were available in the press room.

A number of official press conferences were organized, attended by VIPs from the Commission (Lisbon, Milan, Goteborg, Thessaloniki and Berlin).

3.7.4 Conferences at fairs and shows

One of the main objectives of the fairs programme was to promote the organization of seminars, conferences and round tables on various subjects, bringing together public organisations involved in tourism and representatives of the industry.

Amongst the many initiatives sponsored by EYT, two major events stand out: the two day European seminar in Milan on the subject of "Les Entreprises du Grand Tour d'Europe" and the one-day conference in London on "1992: the Single European Market and Worldwide Tourism".

* **"LES ENTREPRISES DU GRAND TOUR D'EUROPE", MILAN, 21-22 FEBRUARY 1990**



Swiss National Tourist Office display, Basle

Arranged at the initiative of Confcommercio and in close association with the EYT organizers, this two-day conference, consisting of various working groups, broke new ground for the industry.

The purpose was to provide, for the first time, a platform for the exchange of ideas between European and national public organisations involved in tourism and the tourist industry, in order to evaluate the industry's requirements, determine priorities for action and discuss future opportunities for cooperation and consultation.

A communiqué was published at the end of the seminar and it was decided to hold a forum every year.

- * **1992: "THE SINGLE EUROPEAN MARKET AND WORLDWIDE TOURISM",
LONDON, 26 NOVEMBER 1990**

Similarly, the conference, held in London prior to the World Travel Market, brought together all the main trade associations for a discussion between their representatives and the Community institutions, in particular the Commission, on the subject of the Single Market, the removal of borders after 1992 and the impact on tourism.

3.7.5 Evaluation

Fairs are an essential trade vehicle for the promotion of Community tourism. They are, by definition, a special place for the exchange of ideas between Community tourism professionals and their opposite numbers from around the world.

A fair is a place where business is done, new products discovered, contacts made and trends revealed. They are a sphere of activity, therefore, which merits much more attention than hitherto received .

Tourism fairs can be exploited in various ways:

- a) As a special place for disseminating information, fairs provide the Commission with a unique opportunity of communicating information to operators in the tourism industry

either by:

- distribution of promotional material, press briefs or other general or specific Community information, depending on the requirements expressed;
- periodic contributions by high-ranking Commission officials at debates, seminars and conferences organized at fairs.

- b) As a special means of promoting tourism, fairs provide an ideal vehicle for:

- effectively supporting the promotion of European tourism by means of specific actions aimed at tour operators and other tourism professionals from countries outside the Community and outside Europe, who are attending European fairs.
- encouraging fairs organizers to capitalise on the presence of professionals at fairs and exhibitions by means of preparatory seminars for exhibitors.

3.7.6 European perspectives



Fairs logo

One of the major results obtained through the EYT fairs programme has been the launch of a scheme for cooperation at European level between a number of professionals in tourism. Contacts with the various fairs organisers during EYT have acted as a catalyst in bringing to fruition plans for cooperation which some organisers were already pursuing.

Following a series of meetings and symposia on the prospects for collaboration, a plan has been developed for a European Economic Interest Grouping (EEIG) between five of the main Community fairs. Such an EEIG, once set up, will become one of the main European actors in the tourist industry. It will accordingly be one of the Commission's main partners in promoting European tourism.

3.8 The EYT Grand Balloon Tour

The Commission organized a four-month EYT Grand Balloon Tour of Europe to all eighteen participating countries, with two hot air balloons bearing the logo of the European Year of Tourism.

The purpose of the tour was to promote the European Year of Tourism amongst the general public as well as to the press and VIPs in each participating country.

The tour was organized by professionals (the Airship and Balloon Company), working in close cooperation with the Tourism Unit.

The balloons were specially manufactured for the European Year of Tourism and bore its logo in three languages (French, English and German) and the flags of the eighteen countries. The height of each balloon, when inflated, is 35 metres and its volume 1,950 m³. The balloons were piloted by a crew of five, including two women.

The tour was launched in Brussels on 27 May 1990 in the Parc du Cinquanteenaire during the "20 km de Bruxelles" Marathon (20,000 runners), by Commissioner Cardoso e Cunha together with Commissioner K. van Miert. The opening address pointed to the importance of tourism in bringing peoples closer together and improving knowledge of cultures and ways of life in other European countries, thus helping to create a "People's Europe".

The balloons then toured Europe from North to South and from East to West. From May to September the tour itinerary was: Koblenz (Germany) at the Deutsches Eck; Geneva and the balloon meets at Neuchâtel (Switzerland), Salzburg and Vienna (Austria) including a

flight over UNESCO; Athens and Patras (Greece); Piemonte and its castles and the "Piemonte Balloon Fiesta" (Italy); la Rochette (Luxembourg); the Reichstag, Berlin (Germany); the Nordic countries (Sweden, Finland, Iceland and Norway); the prizegiving ceremony for the Best-Kept Village and the balloon meeting at Joure (Netherlands); Silkeborg (Denmark) at the "Fireworks Regatta"; London and the



EC Commissioner for Tourism, Mr. Cardoso e Cunha, at the inauguration of the EYT Balloon Grand Tour in Brussels

"Bristol International Meet" (United Kingdom); Metz (France); Kemmel, Cassel, Bailleul and Sint Niklaas (Belgium); Madrid at the Plaza Colon, the European Championships at Lerida (Spain); the Belem Tower, on the occasion of the inauguration of the Festival of Tourism in Lisbon (Portugal) and, for the final leg, the Royal Hospital Kilmainham, Dublin, and the Irish Championships at Boyle (Ireland).

The balloons participated in ten balloon meets and some twenty specially organized events at strategic locations in selected capital cities, giving a total of thirty events and more than seventy flights (tethered or free).

In general each visit was supplemented by the organization of a specific event, such as at Madrid or Brussels where stands were organised for the distribution of promotional material, an official speech and a press conference, or combined with previously planned events to give added impact, as in the case of the Festival of Tourism in Lisbon.

Press releases for each event were distributed to the media. Well-known personalities including ministers and Members of Parliament together with a good turn-out by the public attended each visit.

Media coverage of the tour was excellent, both on television, radio, and in the press. A collection of press cuttings is available. The video of EYT incorporates extracts from the television coverage of the balloons.

The tour was generally successful in all the countries participating in the European Year of Tourism and the objective of promoting EYT throughout Europe was achieved. The pilots of the balloons functioned as ambassadors for the EYT during the tour.

It should be noted that the initial plan for a balloon race was shelved because there was insufficient time to organise it and find the necessary sponsors for such a large scale operation (two years would be a reasonable lead-in time for such an operation). The preparation time even for this tour was extremely short, given that the feasibility study was only begun in December, that at least two months are needed to manufacture a balloon with the logo, and that the best months for flying are from May to September.



The tour met with certain difficulties due to the geographic situation of the 18 countries, national administrative problems, climatic constraints and the often difficult coordination between 18 countries at the same time. These difficulties were greatest at the beginning of the events schedule, but were gradually overcome as the tour progressed.

The cooperation by the various EYT correspondents in the Community's offices, who were responsible for coordinating each event in their country, was particularly appreciated in connection with this operation, notably with regard to media coverage. The National Committees also consistently contributed as required to ensure the success of the campaign, particularly in the EFTA countries.

The balloon tour is the event which received greatest media coverage during the EYT.



4. PRIORITY ACTIVITIES AND DEVELOPMENT OF ALTERNATIVE FORMS OF TOURISM

4.1 Social Tourism

Social tourism can be interpreted as tourism for all groups of people who, for different reasons, cannot participate in the accepted holiday pattern i.e. disabled people, single-parent families and families with young children, retired and elderly people and young people without sufficient financial resources.

National measures and private initiatives are encouraged in order to create, where they do not exist and develop where they do, tourism opportunities and facilities for these disadvantaged groups of citizens.

These groups can be categorised as follows according to their common needs:

- Young people, who do not yet have a disposable income or the financial means for travel and vacation to help improve their knowledge and understanding of the world, and satisfy their need for experience, adventure and contact with people of their own age.
- Families with young children who, in general, experience some degree of difficulty in travelling, and who often require additional financial assistance or other facilities so that they can enjoy the benefits of vacations.
- Retired elderly people with low incomes who merit particular attention.
- Working people with lower incomes. The trade unions in most European countries, especially during the post-war years, have pressed for measures to facilitate vacations and have succeeded in obtaining considerable advantages for their members compared with previously.
- Lastly, disabled persons who, even if they are in a financial position to afford tourism, have special needs which must be met by the tourism products on offer, which include special equipment and facilities, programmes, dietary requirements etc.

Within the context of EYT, the above-mentioned categories of “social tourists” have been the focus of competitions, projects and conferences, both at the national and European level.

Youth tourism is already well-developed at the European level, with numerous youth and travel organisations representing their interests. This evaluation therefore does not include this group since this is dealt with in the section on youth tourism (4.2).

4.1.1 Projects

Of a total of 184 national projects approved by the Commission for co-financing, only 8 refer in the strict sense to social tourism. Of this total, 4 projects are French, with one each from the UK, Greece, Italy and Germany. Also, of 84 pan-European projects, only 7 deal with social tourism (excluding the category "youth").

One of these EYT projects aims to create a European network to provide information on existing accommodation, transport, educational and cultural programmes for women and children through a survey of partner organisations throughout Europe. The aim of this project is not only to provide and organise a product to supply the existing demand, but equally to encourage women with children to become professionally involved in the travel industry to help develop and manage the sector.

A pilot tourism programme for elderly people illustrates a specially organised product or offer to meet the needs of elderly people for travel and constructive recreation. This consists of 6 themed trips in the low season. The themes include artistic creativity, culture, European history, health, the Arts and European traditions, spread among weekly vacations in comfortable resorts in France, Spain, Greece and Italy from June until November 1990. The evaluation of this project will create the basis for an extension of such an offer on a long-term basis.

A pan-European project on tourism for disabled persons, organised by "CIAO Europe", also received Commission support.

The "Premier Carrefour Européen du Nouveau Tourisme", to take place during 1991, will give a group of 100 disabled adults and children an opportunity for cultural exchanges in Europe.

This pilot action is intended to stimulate similar initiatives in coming years at the European level, as part of a longer-term campaign to draw increased public attention to the legitimate rights of disabled persons to go on holiday.

In the field of holidays for working people, the Commission supported an international symposium on social tourism, organised by the French National Union of Tourism Associations (UNAT). The following main topics were debated:

- the importance and future of social tourism in Europe
- special issues such as the spreading of vacations throughout the year, accommodation for "social tourists", renovation and improvement of facilities required in the field etc.

The conclusions of the symposium will be analysed and evaluated within the framework of Community measures for social tourism.

Under the auspices of EYT the Commission also co-financed a pan European Conference entitled "Tourism for All in Europe", held in the UK in March 1991.

The Conference, jointly organised by the English, Swedish, Norwegian and Finnish Tourist Boards and Holiday Care Service UK, included a presentation on each of the winning national entries in the EYT Competition to find the "Best Tourism Facilities for the Disabled". It also examined these and other examples of best practice throughout Europe in four key areas relating to accessibility for disabled tourists:


- Transport in Europe for disabled tourists
- Accommodation in Europe
- Access to visitor attractions
- Activity holidays.

A series of Recommendations will be made to the European Commission and to the Governments of all European countries, based on the conclusions of the Conference.

Amongst the most successful projects conducted this year was a project for single-parent families, organised by Switzerland, France, Austria and Belgium in cooperation with 4 social tourism organisations partners of REKA (Schweizer Reisekasse), allowing free holidays to be offered to 80 single-parent families in the 4 participating countries. 20 single-parent families from each country with at least 2 children and with limited financial resources were able to spend 14 days holiday in one of the 4 participating countries of their choice.

TOURISM FOR ALL

In Europe




EUROPEAN YEAR OF TOURISM

There are 50 million people with disabilities in Europe. To unlock this vast potential market, this conference will investigate best practice and new developments in provision for disabled people by hotels and other accommodation providers, governments and local authorities, architects and designers.

TOURISM FOR ALL IN EUROPE
14 & 15 MARCH 1991
GATWICK STERLING HOTEL
GATWICK, ENGLAND

HOSTED BY



4.1.2 Competitions

In terms of the EYT competitions, social tourism was evidently not a top priority. Little support was forthcoming either from most national committees or from the industry.

Nevertheless two important competitions were organised, one at the national level and the other at the pan-European level. The Young at Heart Award, concerning facilities for the elderly tourist, attracted a disappointing participation by only 5 of the 18 EYT countries (Italy, Netherlands, Finland, Sweden, Iceland).

In the second EYT social tourism competition, Best Facilities for the Disabled, 6 countries participated (Denmark, UK, Sweden, Ireland, Italy, Netherlands) and the final winner announced during the aforementioned pan-European Conference on Tourism for disabled persons.

Despite the rather disappointing response of the member states to these competitions, the latter conference has at least succeeded in providing a valuable stimulus for future pan-European co-operation and exchange of best practice in this field.

4.1.3 Conclusions and recommendations

The aforementioned figures showing the response by Member States in submitting social tourism projects is clear evidence that there is a need for more motivation and actions in all fields of social tourism.

The European Parliament's Draft Report on "Tourism and the Consumer" states that "more importance should be given to initiatives concerning social tourism, particularly to provision of travel possibilities for the disabled (specially adapted transport facilities, suitable places to stay, appropriate town planning)" and concludes that Community measures must be taken to stimulate tourism for disadvantaged people.

A further European Parliament Draft Report (Committee on Social Affairs, Employment and the Working Environment) regarding the social aspects of tourism, stresses the necessity to tackle the European dimension of the problem with the appropriate policies to guarantee the least advantaged sections of the population the right to take holidays.

The ECOSOC Opinion on Tourism and Regional Development also expresses a wish to see the dialogue between the social partners in the tourism sector developed at Community level and outlines the need for further development of social tourism.

At the European level there is a greater degree of specialisation in different forms of social tourism between member states. To generalise, "third age" or tourism for the elderly is particularly well developed in Italy. France, on the other hand, has a strong movement of tourism for working people whereas the Northern countries of both EC and EFTA are better organised in the field of tourism for disabled people.

1993, which has been designated "European Year of the Elderly" will provide the much needed opportunity for new measures and initiatives to be taken in this field. Tourism must also be among the main fields of action. However, little is being done to aid low income families by national authorities in Member States.

Some of the activities during EYT have helped lay a foundation for future action and developments at the European level, particularly to improve accessibility to tourism facilities, not only for disabled persons but also for all sectors of the population who experience mobility problems. This driving philosophy is reflected in the title of the Conference "Tourism for All in Europe".

Some activities have not only enabled improved co-operation at the European level, but will also give rise to a series of positive recommendations, as well as generating media coverage to bring these issues to the broader attention of the general public and the tourist industry, particularly providers of accommodation and transport services.

Broadly speaking, the following main conclusions can be drawn from the experiences of EYT regarding all forms of social tourism:

1. There is an obvious need for motivation and actions in all fields of social tourism.
2. Special priority should be given to:
 - low income families with young dependent children
(for example, a study could be proposed to raise awareness among national and European authorities about the real extent of problems faced by this group with regard to leisure possibilities).
 - elderly retired persons living alone
 - disabled persons.
3. A study into the problems and potentialities of the different categories of social tourism needs to be undertaken, identifying practical measures which could be taken at the European level.

The experience of the relevant countries (France for working people, Italy for the elderly, UK, NL and Germany and the EFTA countries for disabled persons and deprived families) should be taken into consideration in the development of the action programme in the field of social tourism.

4. Co-operation with the EFTA countries needs to be further developed through the exchange of expertise and information and the promotion of joint projects.

4.2 Youth Tourism

One of the declared objectives of the European Year of Tourism, as set out in the Council Decision, was the promotion of a greater awareness among young people of the cultures and lifestyles of other Member States.

Projects at both national and pan-European level were co-financed by EYT with this priority in mind. Apart from these initiatives, various actions which encourage alternative holidays (social, rural, cultural tourism) have directly and indirectly contributed to the development of youth travel. For example the cultural route "On the trail of the Celts" is specifically geared to young people.

Statistics indicate that young people constitute by far the greatest proportion of tourists, and therefore the Commission's efforts during EYT were geared towards expanding the existing product base for the young tourist.

Young people are very demanding in their quest for tourism products, and it is in this context that the Commission has been promoting the concept of activity holidays: regions will not attract the young traveller unless they can offer a varied range of activities and pursuits.

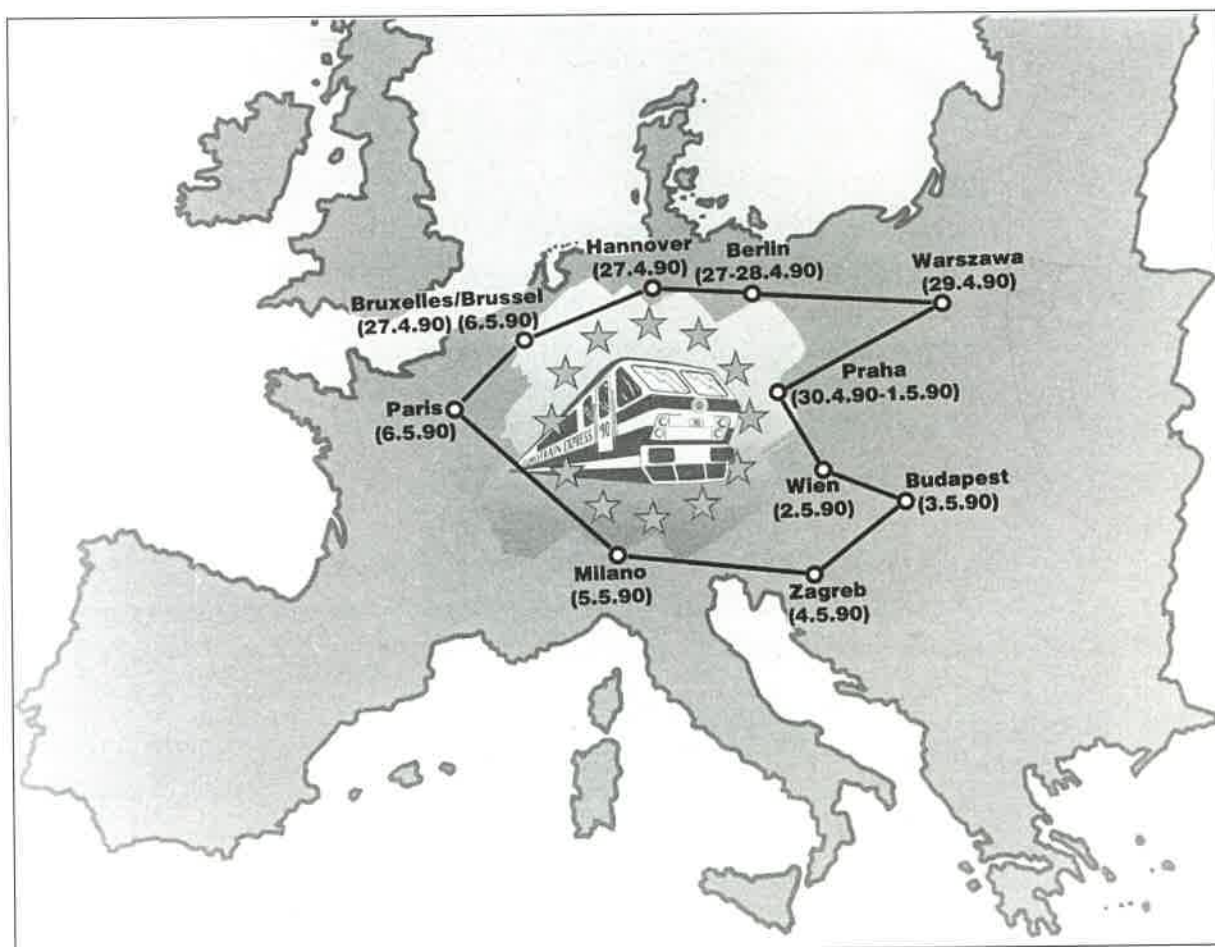
The travel industry may not always favour the "poor student" but he and she are the more affluent travellers of the future and need to be encouraged.

4.2.1 Projects

Over 40 projects dealing with the promotion of youth travel were selected for co-financing under the EYT budget, all of which were educational, cultural and promoting alternative forms of tourism. Many, although classified as "national", also involved other countries. Some were intended as "one-off" projects but have proven so successful that it would be our recommendation that, if possible, they be continued.

A few examples of the more successful projects are described below. For the sake of simplicity, we have divided them into two broad classifications: youth exchange and educational/activity oriented.

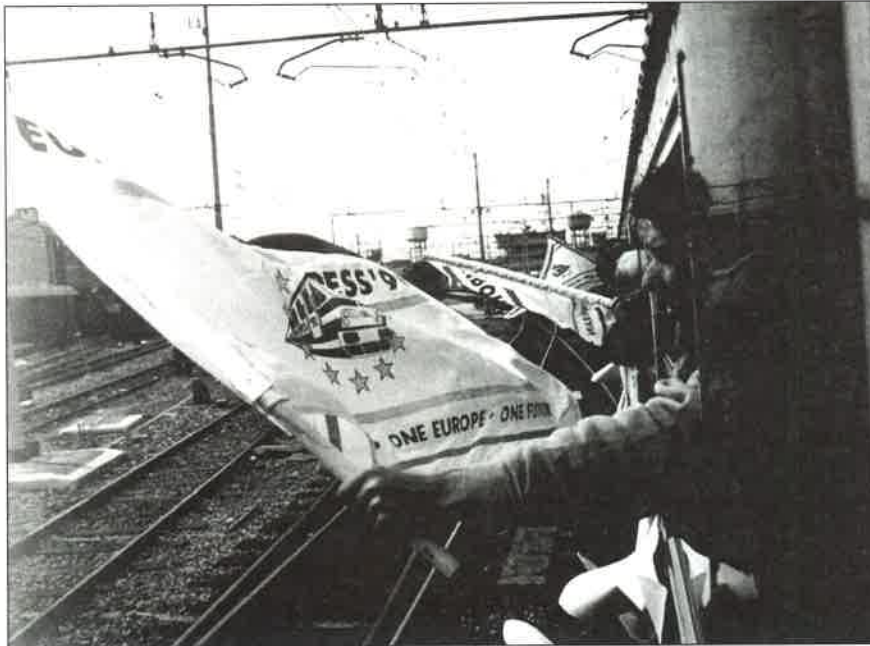
YOUTH EXCHANGE



* **Eurotrain Express'90.** This very successful project involved a train carrying over 100 students from 27 European countries on a 10 day tour of 10 European cities, East and West. The success of this project which fulfilled all the objectives of EYT is best summed up by one participant who later wrote that "much was learned about everyday life in the many European countries which we visited.

Discussions highlighted European problems which many of us would not previously have thought existed, and we all learned to view topics from more than our own personal perspective. Eurotrain Express has and will continue to have a great bearing on our future lives in which we will develop one united Europe".

* **Youth Hostels.** A number of projects were submitted by youth hostels on both a national and pan-European basis. The International Youth Hostel Federation established a programme of information for young people from the East coming to the West for the



"Eurotrain Express '90"

first time; they organised exchanges of staff between youth hostels in the East and West, and set up a programme entitled "Schools Go Europe" - specific packages to promote international school party travel in 5 countries (England, France, Belgium, Germany and the Netherlands). The Benelux countries also initiated an exchange programme between young opinion leaders East and West. These

programmes should be encouraged to continue. The German Youth Hostel organisation initiated Environmental Euro-Scholarships and a Euro-Study-Tour; both projects are likely to be continued in the future.



"Euraqua" participants, Gotthard Pass, Switzerland

* **Euraqua.** At the invitation of the Swiss Tourist Board, 48 young people from the 12 Member States, the EFTA countries and four Eastern European countries spent a weekend on an Alpine pasture. Having filled bottles of water from the source of four great European rivers, they travelled by bicycle to Strasbourg and on to Brussels.

* **Theatrical Competition.** Nine European countries sent troupes of young actors to Delphi to participate in a theatrical competition organised by the Greek National Tourist Organisation.

Each company performed a classical Greek comedy or tragedy and a series of workshops, seminars and debates were organised to coincide with the event. The competition was so successful that the organisers are now trying to make this an annual event.



Performance of "Bacchae of Euripides" by the Netherlands - Theatrical Competition, Delphi

* **Rassemblement des Jeunes.** At the invitation of the French National Committee, 350 young people from 25 countries

were invited to France to participate in a 3 day colloquium. All the participants were currently taking courses or already working in the tourism industry. The objective of the conference was to accentuate the movement of youth and the repercussions on the European tourism market.

EDUCATIONAL/ACTIVITY

* **Flottiglia Magna Grecia.** A fleet of eight yachts were commandeered to take 50 young Europeans on a sailing trip which retraced the itinerary of the Greek settlers in the south of Italy. Also on board were archaeologists, travel agents and journalists who, with the young people, visited archaeological sites and cultural centres en route. Flottiglia Magna Grecia was a pilot project to check the feasibility of establishing this as a tourism programme. This has now been accomplished and the tours will be launched at travel trade fairs in the Spring.

* **Youth Train.** The Portuguese Youth hostels, railways and regional authorities took 400 Portuguese-speaking young people from the Mediterranean North African countries and Portugal on a journey through eight European capital cities. The objective was to introduce these youngsters to the different political, cultural and social realities of Europe. Such organised trips which create bonds, expand horizons and introduce young people to new lifestyles should be encouraged.

* **Tourism by Satellite.** A secondary school in Devon, Britain achieved an ambitious project for EYT by bringing 10 hours of tourism programmes to the pan-European educational

satellite, Olympus. A class of 14-15 year olds identified their subject area, conducted interviews and learnt about TV technology, programme production and language. Millions of people witnessed their work. This was a one-off project but may act as a pilot or an inspiration to other schools.



"Hello Europe - this is Holland"

* **"Hello Europe - this is Holland"** - the Dutch Youth Ambassador Scheme. Children from elementary schools in Holland were asked to present aspects of tourism in their region in an original way. Two thousand schools responded, and in the first months of 1990 winning schools, one from each province, presented their projects on television. One child from each school was selected to form the Dutch Youth Ambassadors scheme. In May this team travelled to European capitals to meet personalities and visit cultural sites. Their adventures were shown on national prime time television in June. This excellent project achieved all the objectives of EYT and its repercussions continue. An extremely high degree of media coverage contributed towards high public awareness of this project.

4.2.2 Conclusion

There are many other good examples of projects which expanded horizons for young people and developed ideas for alternative types of travel. As a result of these projects a number of individuals and organisations have expressed the need or indeed are already developing programmes for information, exchanges, reduced travel and welcome bureaux for young people. Programmes to develop this area are already in progress.

The French National Committee has proposed the foundation of a "Forum de Jeunesse" at Community level. This could function as a coordinating body for all existing youth organisations, which would meet on an annual basis. The objective would be to assist in the facilitation of youth travel.

4.3 Cultural Tourism

Under EYT the Commission has co-financed a total of 83 cultural tourism projects, pan-European and national, with a contribution amounting to more than ECU 1,000,000.

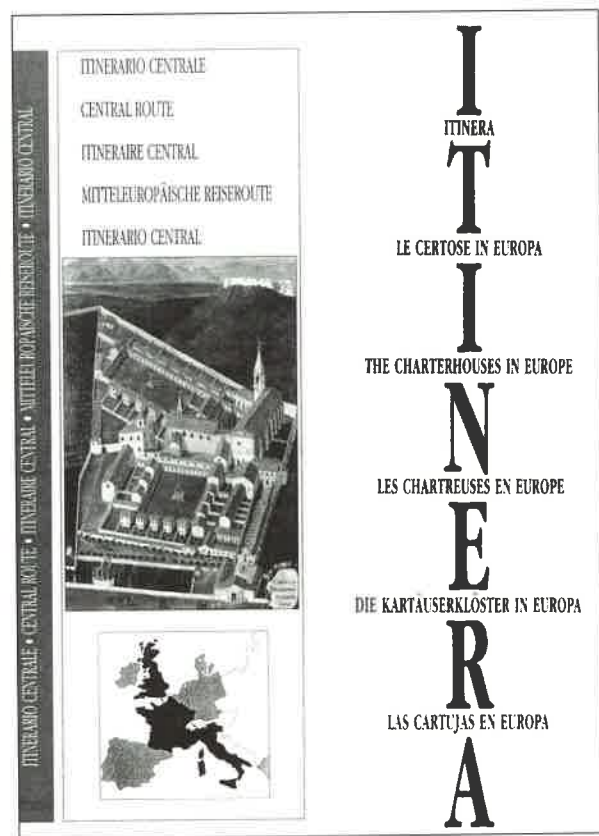
Many initiatives have been undertaken, some with the assistance of EC-funds, others in cooperation with the national committees of the 18 participating countries.

These projects include festivals, guides on cultural tourism, exhibitions, workshops, cultural itineraries and heritage routes, seminars and conferences on tourism, culture and restoration (including marketing strategies, tourism and protection of the environment, and the preservation of ancient monuments), anniversaries of historic towns, Euro-twinning projects, museum competitions, etc. Several projects also include cooperation with Central and Eastern European countries.

The above-mentioned projects have paved the way for the development of specific measures to assist the member states in promoting cultural tourism in the Community.

4.3.1 The role of cultural tourism

Considering the side effects of traditional mass tourism, particularly in the southern European countries, the promotion of alternative forms of tourism such as cultural, social, rural tourism i.e. forms of tourism that are friendly to the environment - both natural, built and social - is considered to be increasingly important.



The large number of cultural tourism projects submitted to EYT by the national Tourist Boards, tourist organisations and local, regional and national authorities in the member states proves that cultural tourism activities have become increasingly important for the European economies. Expenditure on cultural tourism is increasing, both on the private and on the public side. Investment in the conservation of the cultural and architectural heritage is likewise increasing, both in the southern and northern European countries.

4.3.2 Short-term projects

Short term cultural projects co-financed during EYT include youth, cultural events and competitions, festivals along cultural routes, carnivals and gourmet events throughout Europe, conferences and seminars for the exchange of expertise and promotion of new tourist destinations, the publication of cultural tourism guides, exhibitions and workshops. The following represent some examples: European Museums Competition for better marketing and promotion, Villes sans Frontières, Touring Street Festival 1990, Dance Project Glasgow '90, (International Festival of Music and Dance), Paisley International Organ Festival, Amsterdam and Venice Festival, "Discover Lisbon '90" Exhibition, Theatre Competition in Delphi.

4.3.3 Conferences

The Commission co-financed a range of conferences and seminars on architectural heritage and cultural/urban tourism and the environment.

Examples include:

- the ICOMOS (International Council of Monuments and Sites) European Conference on Cultural Heritage and Tourism, held in the UK, produced a series of resolutions on the conservation of architectural heritage and cultural tourism, and an appeal to national ICOMOS committees to propose revisions to the ICOMOS Charter on Cultural Tourism.
- III. International Symposium "Denkmalpflege und Tourismus (Conservation of Ancient Monuments and Tourism) in Trier, Germany gave rise to the "Trierer Appel" (Trier Appeal) on the conservation of ancient monuments in Germany's five new federal states and a resolution on the Rhine Valley and its significance for tourism in Germany.
- First European Conference on Urban Tourism in Rennes, France.

The above conferences show that the Member States are increasingly aware of the close relationship between tourism and protection of the natural environment, architectural and cultural heritage.

The results and resolutions of these conferences might help form a basis for new policies on tourism and the environment with particular reference to the built heritage.

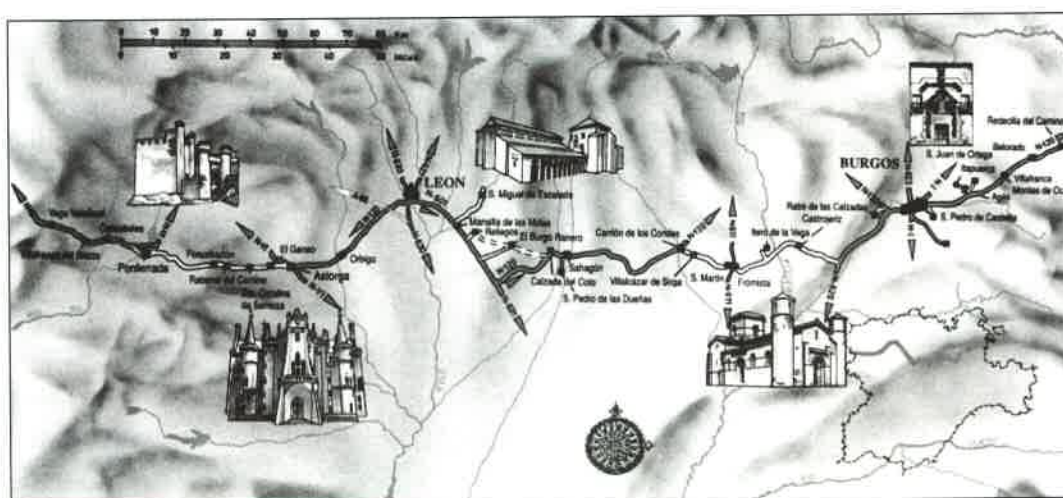
The conferences have also shown that there is a need for an intensified dialogue between the travel industry and conservation bodies as well as scope for improving the management of cultural resources. Concrete measures have to be identified to rectify some of these ills.

4.3.4 European cultural itineraries and heritage routes

A wide range of national and pan-European itineraries and heritage routes have been co-financed under EYT. The majority of these aim to develop and extend national and cross border cultural tourism routes, to improve the image of regions that are less well known for tourism, and to make Europeans aware of their common roots and cultural background and thus promote European cooperation in this field.

These projects include for example:

- "The Route of St. James of Compostella", designated as a European cultural itinerary by the Council of Europe, co-financed by the Commission. Between May and October this project included:



Castilla y Leon, Spanish section of the Route of St. James of Compostella.

- a mobile exhibition of photographs, a bibliography, and pictures linked to the path's cultural tradition;
 - a conference of experts from Spain, France, Belgium, Italy and Germany;
 - theatrical and musical events on the theme of St. James;
 - typical local cuisine along the route.
-
- The "Via de la Plata" (Silver Route) - a Spanish project to rehabilitate the ancient Roman route used for commerce, extending from north to south Spain between Gijon and Seville. The realisation of this itinerary by 1992 includes the improvement of the necessary infrastructure, the production of a map and promotion through travel agencies.
 - "On the Trail of the Celts" - a project aimed particularly at the youth market. A map/poster displaying sites of Celtic interest in various European countries and giving useful information on youth hostels and railways associated with the sites.
 - "On Goethe's Trail" - information points, signposting and a trilingual brochure covering sites visited by Goethe in the 18th century.
 - "On the Trail of Vincent Van Gogh" - a cycle route following the travels of the painter in the Netherlands and Belgium.
 - "The Viking Route" - a cultural route designed by the Council of Europe and co-financed under EYT, which might be considered as a pilot project since it is the first itinerary to be marketed commercially by a travel agency.
 - Seven Medieval Itineraries entitled "What remains of Medieval Portugal" - a cross-border project including Spain.
 - "St. Bernard Cistercian Trail" - a brochure illustrating the Cistercian abbeys in Europe.
 - "Baroque Routes in Europe" - one of the most interesting trans-border European Routes, including large parts of Central and Eastern Europe. The project also shows that in traditional sun and sea tourism countries there is a recent trend to promote alternative forms of tourism. The project "Italian Artists and Baroque in Bavaria", successfully carried out in Germany and Italy, will highlight how cultural similarities between European countries can be exploited as tourist attractions.

Some of these itineraries co-financed under EYT were developed by the national organizations and Tourist Boards in the Member States, others by the Council of Europe.

This European cooperation on cultural itineraries should be increased in close cooperation with the Council of Europe, with a view to extending the itineraries to include the countries of Central and Eastern Europe.

4.3.5 Conclusion

Projects financed under EYT were intended to contribute to a greater awareness of common European roots, of both ancient cultures and European ways of life. They have also contributed towards increased understanding and sensitivity towards the problems caused by mass tourism and encouraged greater respect for natural and social surroundings.

In addition, the need for a more efficient information policy, cooperation and networking and exchange of expertise at the European level has become evident. The need for the Member States and the European Community to invest in its human resources by extending existing Community training programmes or by creating a special training programme for cultural tourism and arts management at European level is also evident.

Regarding future selection of projects to be co-financed by Community funds, the Commission needs to set stricter and more concrete criteria. Small-scale projects which may be important at a local/regional level, but have little long-term impact on tourism development (for example local festivals, concerts, small scale competitions, etc.) should be examined critically for their development possibilities. Preference should be given to projects with a pan-European scope. Also, if the number of projects is limited, evaluation and control are greatly facilitated.



GUIDE OF THE CULTURAL ITINERARIES OF THE EUROPEAN REGIONS

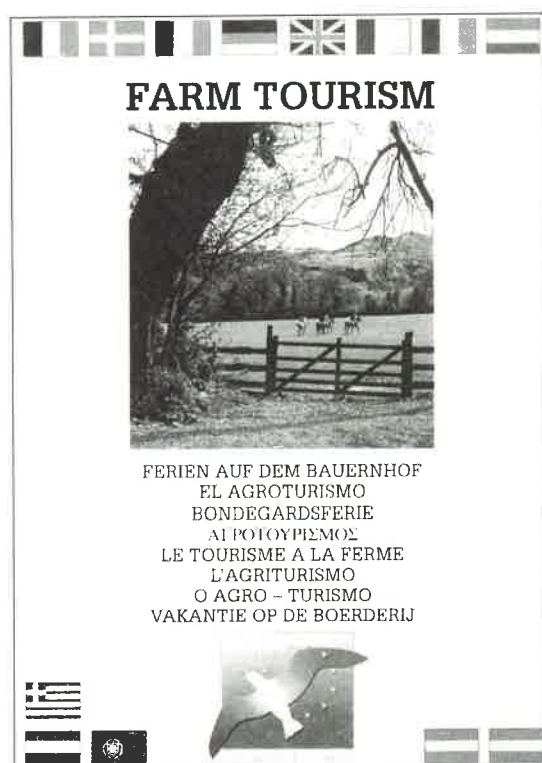
Cooperation with the EFTA countries - and to a certain extent also with Central and Eastern European countries - should be continued and further expanded. European culture is not limited to the 12 Member States of the Community. This is particularly true for transnational cultural itineraries and heritage trails. However, concrete fields of action need to be defined.

4.4 Rural tourism

The Council Decision on the European Year of Tourism expressly designates rural tourism as an alternative form of tourism which should be developed and encouraged. Rural tourism can also help facilitate the staggering of holidays.

During the European Year of Tourism, various initiatives have been supported with the aim of encouraging the development of this form of tourism, which, although still relatively unknown and unequally developed within the Community, is generating more and more interest. On the one hand there is a growing demand from the tourists for a range of quality products and, on the other, suppliers who are keen to improve their products and their marketing.

4.4.1 Promotion



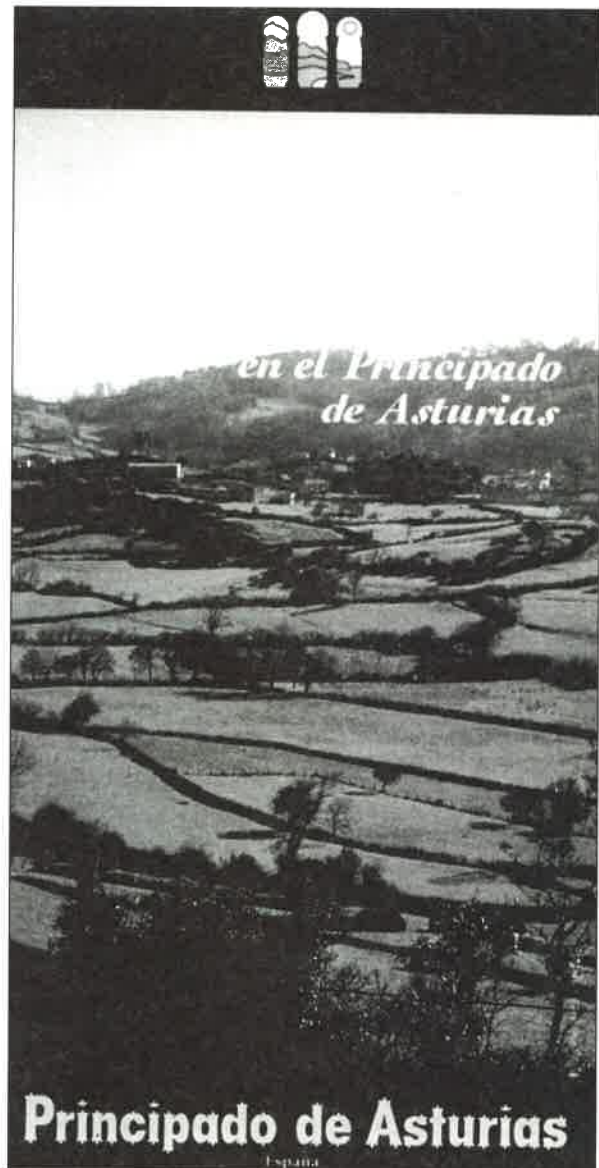
Numerous initiatives have focused on the promotion of rural tourism. These include: the publication of brochures, the organization of conferences and open days (particularly during May, which was designated the Rural Tourism month).

COPA-COGECA is to publish 200,000 copies of a brochure in three languages to promote Agri-tourism (tourism on the farm) within the Community. This interesting initiative will be a first in terms of information and promotion since, at a European level, no such guide currently exists.

Two projects have concentrated on equestrian tourism: the French Equestrian Federation launched a pan-European project with a view to promoting several European trekking routes. In Italy, the Grosseto region is seeking to promote horse breeding in Maremma.

In Spain, several projects have been given approval, for example: the publication by the Asturias region of a Spanish brochure on mountain routes which will be available in travel agencies and tourist offices and a bilingual brochure (English, Spanish) on accommodation in rural areas, with a view to promoting the infrastructure already developed by the Asturias government.

Numerous conferences have been held. In France, for example, the Permanent Assembly of Chambers of Agriculture organized a national day on rural tourism in Paris the theme "Farmers: Partners of Rural Tourism". This event consisted of a debate on the potential of rural tourism, the awarding of prizes in the first farmhouse cookery competition and the presentation of two guide books: the first edition of a book of farmhouse recipes and the 1990 edition of rural tourism products "Bienvenue à La Ferme" (Welcome to the Farm). The Lozère Chamber of Commerce organized a conference on rural tourism, where the opportunities for development were studied within this region which suffers from depopulation. Other projects, such as an itinerary "In the Footsteps of R.L. Stevenson", are currently being studied.



4.4.2 Pilot Actions

Some initiatives, due to their innovative nature, have become pilot actions which can serve as a model for other countries. These pilot actions concern the development of new products (new packages), the bringing together of operators at a European level, setting up of regional development plans, the formation of working parties and signposting.

The "Village I Love" competition, organized by EUROTER (Tourism in Rural Europe Association), will give awards to the best initiatives and projects from local communities.

This competition has already attracted 300 entries from some 20 countries, and the judging will take place in early 1991. It is intended to publish the results, which will serve as an example to local communities and provide a valuable pool of information.

An association of rural communities within the European Community has been formed, and has prepared a charter aimed at developing rural tourism.

Several holiday packages have been suggested, such as a 320 kilometre cycle ride to discover Flanders (an initiative of Westtoerisme in Flanders), or a green cross-frontier route linking some 200 kilometres of three different European regions; the Vosges, Alsace, and the Black Forest. The Government of the Canary Islands has proposed the development of several tourist trails, with signposts, information boards, and brochures to ensure their widespread promotion.



Val Festival

The VAL association, the leading tour operator in the Massif Central and COPTOUR, organized a "Festival Europe 90". This was a major gathering at Super Liorant in Cantal, together with a seminar on the theme of "Tourisme d'Espace" (rural tourism). Festival Europe '90 gave the suppliers of services and facilities from the Auvergne the opportunity to meet European travel agencies and to initiate business cooperation. Following these exchanges, COP-TOUR launched a project with a view to creating a European network for the promotion of tourism in areas "far from the crowds, close to people".

An examination of Spanish co-financed projects indicate that Spain is showing a growing interest in new forms of tourism, in particular rural tourism. The aim is to develop alternatives to traditional seaside tourism which is suffering signs of a slowdown. Some initiatives have been developed by the Spanish regions such as:

- signposting of new mountain routes in Asturias;
- renovation of local rural dwellings and the promotion of rural tourism in the mountains of the Canary Islands;

- creation in Aragon of two regional offices for rural tourism whose aim is to inform local operators of the grants available for farm-based accommodation and to create and market rural tourism through a central reservation system. This is part of a four year plan which will focus on these two regions with a target of 150 dwellings (called “viviendas de turismo rural”) and 600 rooms;
- the Navarre community has concentrated on natural parks in the Pyrenees with a view to creating a public body with responsibility for organising tourist amenities in the national parks.

4.4.3 Long-term Actions

The numerous conferences on rural tourism held during the Year show an increasing interest in the subject. Several of these conferences have adopted resolutions calling for support from the European Community, or have initiated long term-projects, particularly with regard to cooperation amongst operators at European level.

A European conference on rural tourism in Europe took place in Hungary in Kaposvar.

The conference was organized by EUROTER, ECOVAST (European Council for the Village and Small Town), Telecottages and the Hungarian Association for Rural Tourism. It was supported by the Council of Europe and co-financed by the Commission of the European Communities.



Delegates in Kaposvar, Hungary

The objectives were firstly, to highlight the common marketing activities at a European level and secondly, to underline the opportunities for cooperation with the countries of central and eastern Europe. As a result of the conference, the Hungarian Association and the “Fédération Nationale des Gîtes de France” signed a cooperation agreement which provides for exchanges of experts and experience and the setting up of a central reservation system.



In March 1990, at Saint Vincent in Italy, a European conference took place on "Agriturismo, Turismo e Mondo Rurale verso l'Europa del '93".

The aim of the conference was to define, in conjunction with European organizations, a common strategy to present to the Community institutions.

Furthermore, several co-financed projects devoted particular attention to the need to improve professionalism within rural tourism and to intensify cooperation between operators on a European level.

The "Fédération Nationale des Gîtes de France" proposed a three year programme to define, with its European partners, a European concept for rural accommodation, to study common symbols, and to facilitate marketing of these products. This initiative, presented during the conference organized by EUROTER and the Council of Europe in Strasbourg in January 1990, has already led to the creation of the "European Federation of Farm and Village Tourism".

The "Fédération Nationale des Pays d'Accueil" (National Federation for Rural Destinations) has put forward a scheme for tourism in rural areas divided into the following categories: horse riding, fishing, rambling, hotels and gîtes packages, and its promotion through the distribution of brochures. These proposals were put forward during the national meeting of the Federation and demonstrate: firstly, the necessary conditions for giving a new dimension to rural tourism, producing services of standard quality at competitive prices which will attract the major networks of tour operators; and secondly, to consider, with the European delegates, the implementation of the promotion of rural tourism and common tourist strategies.

TER (Tourisme en Espace Rural) intends to promote the supply of tourist amenities of a cultural nature in rural areas. The aim is to make tour operators aware of the need to safeguard and promote the cultural heritage, to create greater local cooperation in the supply of tourist services based on thematic geographical links and to stimulate cross-border cooperation in the offer of cultural products. Finally it will encourage tourists and make them aware of European cultural values.