

**PRESS RELEASE**

*13<sup>th</sup> December 2013, Committee of the Regions, Brussels*

## **XI edition EuroMeeting**

*Tourism 2014-2020 for a sustainable growth:  
The role of the Regions in the programming of the European Funds*

Since 2001, the Region of Tuscany -NECSTouR Presidency- has been holding the international seminar EuroMeeting, dedicated to debate on European regional policies related to sustainable and competitive tourism.

The XI EuroMeeting edition was organized in partnership with the Committee of the Regions and focused on the possible tourism investments within the European Multiannual Financial Framework 2014-2020. The seminar gathered Regional Authorities competent in tourism, representatives of the European Institutions and tourism stakeholders in Brussels.

Tuscany, Provence-Alpes-Côte d'Azur, Catalonia, Veneto, Istria and Valencia, presented how they mainstream the European tourism policy and integrate it in the new programming period, while the European Commission services illustrated the possible tourism investments within the ERDF, EARDF, ESF.



### ***Cohesion Policy identifies tourism as a mean for achieving the Europe 2020 goals and not an objective itself***

A new challenge for our regions is to innovate in the way they invest in tourism. Recommendations to apply to the above mentioned funds are encouraging tourism business to turn more innovative and ensuring the connectivity with other economic sectors.

Besides the Structural Funds, the highest expectations lay in **COSME**<sup>1</sup> including a specific budget for tourism actions in the scope of the objective “improving framework conditions for the competitiveness and sustainability of EU enterprises”. Furthermore, DG Enterprise will continue to support the ongoing measures undertaken by the Tourism Unit for the last years.

Another recurrent topic was the need to reinforce the European identity. Hence, the essential role that tourism and culture play as an engine to boost territorial revalorization, must be better integrated in the different territorial policies for the benefit of both inhabitants and visitors.

Mr. Paolo Bongini, head of Directorate for the Tourism Sector in Tuscany Region and NECSTouR Presidency, concluded the session by inviting all stakeholders to cooperate with NECSTouR for a smart use of the EU Funds for tourism as a mean to strengthening the European identity and the sustainability and competitiveness of our destinations.

<sup>1</sup> COSME is the new EU programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises running from 2014 to 2020 with a planned budget of €2.3bn