Tourism: first multiannual programme 1997-2000, Philoxenia

1996/0127(CNS) - 03/06/1996 - Legislative proposal

OBJECTIVE: adoption of a First Multiannual Programme to assist European Tourism (1997-2000) designed to stimulate the quality and competitiveness of European tourism on the basis of a truly strategic approach geared towards growth and employment. SUBSTANCE: this programme, called Philoxenia (hospitality, in Greek), for which the Commission foresees an amount of ECU 25 m over a period of four years (1 January 1997 - 31 December 2000) in its financial statement, has the following four objectives: . to improve knowledge in the field of tourism by developing tourism-related information, by pooling tourism information from other sources, and by facilitating the assessment of Community measures affecting tourism; . to improve the legislative and financial environment for tourism by reinforcing cooperation with Member States , the industry and other stakeholders; . to raise the quality of European tourism by promoting sustainable tourism and removing the obstacles to tourism development; . to increase the number of tourists from third countries by promoting Europe as a tourist destination. An annex spells out all the actions eligible for financing under this programme. Through these focussed objectives and specific measures, the programme will provide both official authorities and the industry with a coherent framework enabling them to identify more accurately the weaknesses and problems of European tourism. The actions will be implemented through the reinforcement of cooperation with the national authorities and, if necessary, with the regional and local authorities, the industry and other interested parties. The programme is open to the associated countries of Central and Eastern Europe as well as Cyprus and Malta. The Commission will regularly evaluate the results of the programme and present each year to the Council, the European Parliament, the Economic and Social Committee and the Committee of the Regions a report on all Community measures affecting tourism carried out under other Community policies. It will be assisted by the Advisory Committee in the field of tourism set up by Decision 86/864/EEC (the Committee set up by Decision 92/421/EEC is abolished).