



Module 1 Introduction to management

Lesson 4- Regulation of tourism in Europe

The European Union has always been aware of the importance of tourism industry in European countries, being the world's No. 1 tourist destination

Some of the main challenges countries and the institutions have to face are: security and safety; economic competitiveness; adapting to technological development; and market changes and global competition.

As we have seen in Lesson 4, the EU has taken action and implemented changes in the tourism industry.

In this Further Reading document, we will develop further on some **international programmes or actions that are established to improve tourism worldwide.**

1) EDEN (European Commission)

All the information is extracted from the EDEN webpage.

EDEN stands for European Destinations of Excellence and the main objective was to promote sustainable tourism and emerging destinations. This project was launched in 2006

The initiative is based on a national competition that takes place every other year. First of all, the Commission in collaboration with the national tourism bodies, select an annual theme. Then the competition starts. The result is the selection of a tourist 'destination of excellence' for each participating country.

This competition gives visibility to different European destinations, their culture, social diversity and good practices.

With all the participating countries, the EU has built a platform for the exchanging of good practices amongst the winners and participating countries. The original members were the 30 winning destinations from the first two editions of the EDEN competition. In 2008, they were invited to sign a memorandum of understanding and committed themselves to collaborating with each other and to guaranteeing constant exchanges of information and knowledge on sustainable tourism development.

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Nowadays, EDEN network offers more than 350 destinations in 27 European countries.

The EDEN network webpage will show the visitors the “European hidden treasures”. This network was established in 2012 by the EDEN members as a non profit organisation as a long term action plan. The EDEN network also offers and EDEN Innovation Prize to proposal that are also innovative.

How does it work? The European Commission and the national authorities choose a theme. The themes are chosen to showcase diversity, including its natural resources, historical heritage, traditional celebrations and local gastronomy. Per each participating country one destination is selected as a winner, alongside 4 runners-up.

Some of the themes during these last years were:

- Tourism and intangible heritage
- Aquatic tourism
- Accessible tourism
- Tourism and gastronomy
- Cultural tourism

For more information you can check EDEN webpage: https://ec.europa.eu/growth/sectors/tourism/eden/about_en

And EDEN network platform: <https://youredenexperience.com>

2) UNESCO World Heritage and Sustainable Tourism Programme

All the information is extracted from the website: <https://whc.unesco.org/en/tourism/>

This new programme based on dialogue and cooperation. All the parts involved in the programme share the responsibility to preserve the heritage and implement sustainable development through appropriate tourism management..

This programme will increase awareness and creates an international framework for cooperation across sectors in order to safeguard heritage and achieve sustainable economic development.

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The five Programme objectives:

- Integrate sustainable tourism principles into the mechanisms of the World Heritage Convention.
- Strengthen the enabling environment by advocating policies, strategies, frameworks and tools that support sustainable tourism as an important vehicle for protecting and managing cultural and natural heritage of Outstanding Universal Value.
- Promote broad stakeholder engagement in the planning, development and management of sustainable tourism that follows a destination approach to heritage conservation and focuses on empowering local communities.
- Provide World Heritage stakeholders with the capacity and the tools to manage tourism efficiently, responsibly and sustainably based on the local context and needs.
- Promote quality tourism products and services that encourage responsible behaviour among all stakeholders and foster understanding and appreciation of the concept of Outstanding Universal Value and protection of World Heritage.

The program also includes other strategies that will strengthen their actions and engage more communities and stakeholders.

There are various such as developing a Sustainable Tourism Strategy for the Silk Roads Heritage Corridors or policy orientations to define the relationship between world heritage and sustainable tourism.

But in this document I will focus on the “**World Heritage and Tourism in a Changing Climate**” report.

This report rises awareness on the increasing vulnerability of touristic enclaves to climate change, and examines the connection between climate change and poorly managed tourism.

The report supports the idea of a tourism strategy that will support the Sustainable Development Goals (SDGs) adopted in 2015 by the United Nations General Assembly (UNGA) in Transforming Our World: The 2030 Agenda for Sustainable Development, and promote the preservation of natural and cultural heritage.

Tourism is vulnerable to climate change and it's consequences (extreme weather events, safety...).

This report and its case studies demonstrate the urgent need to better understand, monitor and address climate change threats to World Heritage sites.



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You can check the whole report to see the case studies from the different regions of the world: <https://whc.unesco.org/document/139944>

The programme also includes **Sustainable Tourism Tools** to help manage tourism efficiently, responsibly and sustainably. First, the public exchange platform, **“People protecting places”** which provides education, information, encouraging support, engaging in social and community dialogue. The goal is to help these irreplaceable treasures from the UNESCO World Heritage to be preserved and continue to inspire future generations.

Another tools are the **“How-To guides”** will help managers and stakeholders to identify the most suitable solutions for circumstances in their local environments, helping them to make positive changes to the way they pro-actively manage tourism.

The programme also count with “Capacity Building Activities” in different regions of the world.

All of these actions have the goal to inspirit new managers and change makers, and at the same time make sure that we have access to all the necessary tools to preserve our heritage.

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