

Hampshire County Council

## Tourism Questions

- Is there added value to UK tourism in EU activity to co-operate with non-EU countries' tourism sectors?

Yes, in terms of simplifying Visas, access to markets, transport access etc

- How does competition for tourists across Member States impact on the effectiveness of EU action in this area?

It complicates matters substantially when exploring opportunities for developing tourism projects under co-operation funding programmes. For international tourism to work it requires flows of people from one country to another, so there will be winners and losers. Therefore most marketing focused projects under a co-operation funding programme will require one region to acknowledge that it will potentially lose spend in its economy as a result of a 'project' for a neighbouring region to benefit.

## General Questions

- What evidence is there that EU action in the areas of Tourism benefits or disadvantages the UK?

We aren't aware of any evidence that the actions under the EU 2010 Communication on Tourism four priorities have made a significant difference to the UK's tourism economy. The actions struggle to address the priorities in a substantial way.

- Do you think the EU should do more, or less in relation to Tourism and why?

It should do things differently and focus on reducing barriers to trade and promoting competition between destinations. It should also probably continue to help fund tourism infrastructure in poorer areas as tourism is often a key means of generating economic growth

- What are the benefits or disadvantages of directing funding through the EU rather than national arrangements?

The benefits are that poorer regions that could miss out on national funding may qualify for EU funding. The disadvantages are some of the restrictions on what funding can be used for and the bureaucracy

- Have you noticed any change in EU activity or emphasis since the 2009 Treaty of Lisbon and is this welcome?

Not really

- What other areas of EU competence or activity impact on your sector and how?

Transport, Asylum and Immigration

- What international bodies or arrangements are important to your sector beyond the EU?

World Tourism Organisation, International Air Transport Association

- How could the EU co-ordinate its activity in these areas of competence to greater effect?

By reducing barriers to trade, better harmonising of visa regulations (including the UK)