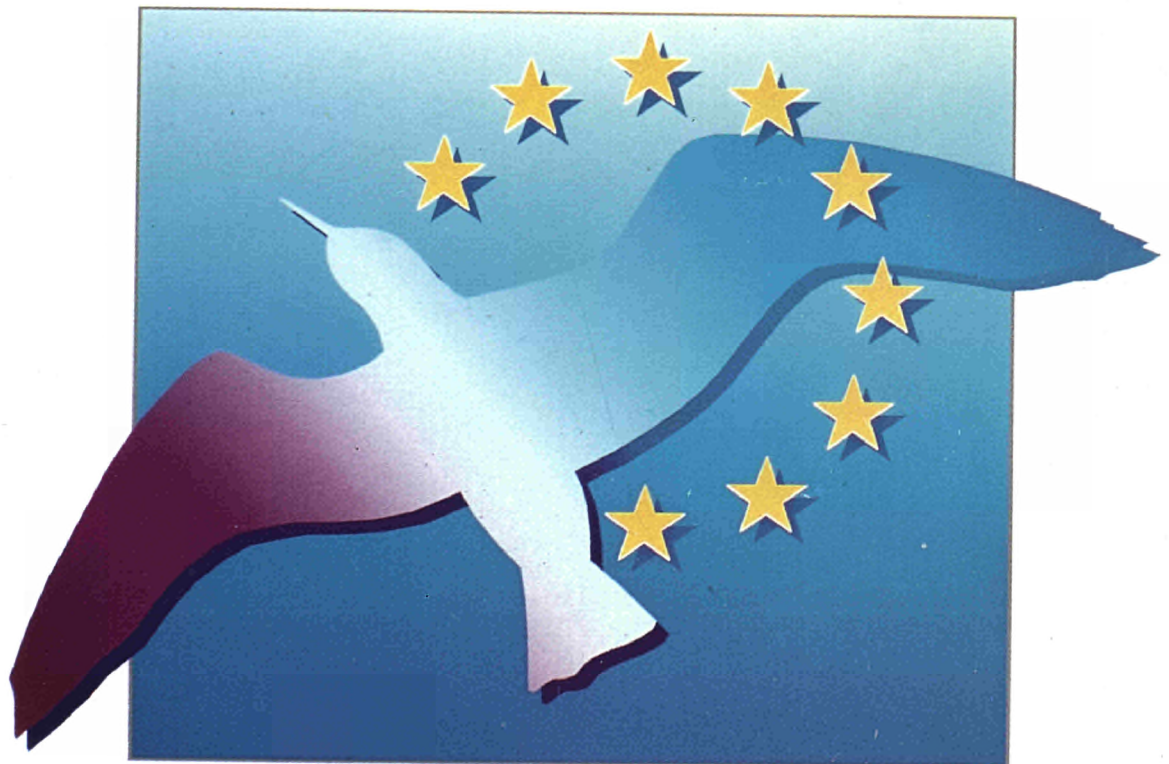


Tourism and the European Union: A practical guide

EU funding
Other support
EU policy and tourism



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EU policy and tourism

Edited by

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Although the text has been carefully compiled, the European Commission cannot be held responsible for
any incorrect information, as funds and programmes over time are apt to change

Cataloguing data can be found at the end of this publication

A great deal of additional information on the European Union is available on the Internet.
It can be accessed through the Europa server (<http://europa.eu.int>)

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EU aid to investment in tourism	①
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EU-sponsored business support schemes	④
EU actions promoting cooperation between firms	⑤
Support for cooperation between regions	⑥
Inter-university cooperation	⑦
Cultural events promoting tourism	⑧
Environmental protection programmes	⑨
Qualitative improvements for tourism	⑩
EU-sponsored R&D programmes applicable to tourism	R&D
EU support programmes for third countries	☼
Available for private sector	✓
Available for public sector	✗
Transnational cooperation encouraged or required	T
Programmes especially for women	♀
Source of funding	ecu

Foreword



Tourism is becoming one of the most important industries worldwide. One of the significant factors in the future success of the tourism industry will be the establishment of closer public-private sector partnerships, at national and European level. The Union, therefore, could play a role in identifying the potential for such partnerships, and initiating them. A full public-private sector cooperation and consultation must constitute the basis of any European tourism initiative.

Furthermore, according to and following the subsidiarity principle, the European Union should act in the areas of tourism where the targets can be better achieved at Community level. DG XXIII has been assigned within the European Commission to build up actions to strengthen and implement the tourism policy. Consequently, it is working together with other Directorates-General in order to emphasize and stress the tourism aspect in different fields of Community activity.

The practical guide shows that the Community contribution to this subject is already significant. European tourism faces medium and long-term challenges. In order to take them up and to succeed, it has to improve the quality and the competitiveness of its services, to coordinate its activities and to implement mutual exchanges of information. This guide is intended to inform and update people involved in the sector about support available and the Community policies in this field.

I do sincerely hope that it will meet the needs of its readers and that the information given will highlight the European Union's role and its initiatives in supporting tourism.



Christos Papoutsis
Member of the European Commission

i How to use the guide

i How to use the guide

■ Why this guide?

The aim of the guide is to provide the user with the essential information to judge whether a particular funding source or other form of support from the EU is likely to be worth pursuing for projects in the tourism sector. It also indicates how to go about getting more detailed information where the reader feels that this is appropriate and useful. More information may be required regarding the specifics of different projects. In many cases, the management of grant schemes supported by EU funds is carried out within Member States with considerable variation in the authorities involved and the methods used. This guide provides a valuable service in identifying precise contact points where the reader can get information.

One of the responsibilities of Directorate-General XXIII of the European Commission in Brussels is to add a European dimension to tourism. One of the objectives of this guide is to explain what Directorate General XXIII is doing to support the tourism sector both directly and through its various other activities more generally aimed at enterprise, particularly small and medium-sized companies.

However, while the work of Directorate-General XXIII has certain importance to the tourism sector,

there are activities in all sorts of other areas of the EU which concern the sector either directly or indirectly. This publication also aims to guide the user around these — providing answers to questions such as how to find out if Community funding may be available for a planned project, where to get grants for training, what are the potential future policy developments that will impact tourism activities, what services exist to help find an international partner and many others.

■ Financial support from the European Union

Many users of this guide will be mainly interested in whether there are funds available through the European Union's various activities to support a project, programme, initiative or investment which they are planning or which is already under way. The tourism sector can, indeed, benefit to a considerable extent from European Union support.

There is no single centralized source of financial support available through the European Union. In fact, there are many different schemes running which provide funding of one sort or another. These different schemes typically have different objectives. Projects or programmes which most closely match

the objectives of the scheme offering support have the greatest chance of receiving aid. In all cases, obviously, only worthy proposals will be considered and these will be scrutinized carefully before support is given. This publication signposts fund sources made available through various channels such as:

- the major funds for promoting regional, economic and social development in the Union (the Structural Funds) — these provide what this guide calls ‘**mainstream funding**;
- programmes and actions specifically aimed at **qualitative improvements of tourism** administered by Directorate-General XXIII of the European Commission, the department responsible for tourism;
- **programmes and actions** in other fields of policy — these often require cooperative efforts between organization in two or more Member States (e.g. research and development, promotion of cultural heritage);
- **loans** made available through the European Investment Bank.

There are no untied grants (sometimes referred to as ‘free money’) available from the European Union. Grants are given only for activities which fulfil strictly the conditions of the programmes to which they relate.

How to use the guide

■ Important background information on funding

The following general points should be kept in mind:

❖ *Scope of the guide*

Tourism is obviously helped by a great deal of economic and social development activity which improves, for example, the environment or the transport infrastructure. This guide, however, concentrates on measures which are directly related to the tourism sector. Development aids for improving infrastructure are included here only where tourism development is the direct objective as is the case, for example, in the restoration of cultural heritage.

❖ *Structural Funds*

The single largest source of European Union funding for tourism is the Structural Funds. The three funds and how they work are described in the chapter of this guide entitled, ‘Mainstream funding.’ The support available is essentially aimed at economic and social development goals particularly in the less-developed regions of the Union. Therefore, economic and social criteria are at a premium in deciding where and how resources are allocated. For the most part, the use of the funds is targeted locally.

As tourism is recognized as a growth area with a considerable contribution to make to economic development and growth in employment, it is receiv-

ing an increasing amount of attention from the Structural Funds. The following points are worth noting:

- The European Commission is not the authority which decides the allocation of Structural Fund resources to specific projects. The Commission agrees the main lines of aid strategy with the Member States.
- Fund allocation is managed by national, regional and local authorities in the Member States: the focal point for detailed information and applications for funding is thus in the Member States, and frequently the regions, rather than Brussels.
- To be eligible, tourism-related projects must meet the objectives and priority criteria of the programmes implemented in the Member States with Structural Fund aid: in most cases these include specific provision for tourism development.

In addition to the mainstream funding available under the Structural Funds, support may also be available for the tourism sector through some special 'programmes and initiatives', as they are called, which are financed by the Structural Funds. A general description is given in the chapter entitled 'Mainstream funding'. Because they are programmes in their own right, profiles of each have been included in the alphabetical listing included in the chapter entitled, 'Support from other sources: Fact sheets'.

If a project is not eligible under the Structural Fund mainstream aid programmes, other programmes pro-

filed in this document offer many alternative opportunities. Indeed, in some cases, there may be support available from another EU source which is more appropriate to the needs of the project in question than what is available through the Structural Funds.

❖ *Other EU programmes*

Many local activities around the Union can benefit from financial aid through Community actions in diverse fields such as research and technology development, environmental protection, improvement of the competitiveness of SMEs, restoration of cultural heritage, etc. As a general rule, this support is made available to actions that contribute to furthering the process of cooperation between organizations in different Member States at the same time as they deal with the substance of the overall programme. For example, the European Union's R&D programmes intend to advance R&D in Europe through cooperative projects involving bodies in several Member States.

In other words, a tourism project could be eligible for support under a particular funding programme if it involves partners from other Member States and contributes to the specific objectives of that programme. In practical terms, this usually means working in international partnerships, coalitions, associations or consortia involving participants from two or more Member States. This sort of cooperation, of course, is nothing new to the tourism sector whose vocation is to bring different peoples together through travel and leisure. Remember, with flexibility and innovation it may be possible to adapt a

project to meet the special eligibility criteria of these programmes and actions.

With the exception of the Structural Funds, it is usually the Commission which selects the projects or actions to be supported. Overviews of relevant programmes, initiatives, actions and loan facilities can be found in the chapter entitled 'Support from other sources: Fact sheets'.

❖ *Funding conditions*

Although there are exceptions to the rule, European Union aid is usually made available on the basis of 'cofinancing'. In other words, the Union contributes funds to actions financed in part by resources from national, regional and local sources, both public and private. In practice, the Union very rarely provides a 100% subsidy for an activity.

In many cases, the European Union provides support for new initiatives rather than established activities. The general aim of Community involvement in the case of many schemes is to add new value rather than make good past shortfalls. The more innovative the project, the better.

The authorities involved in granting financial support will take into account whether a candidate project or programme is likely to generate revenues or profit directly. In practice, this usually means that the total proportion of aid made available will be lower than in the case of actions which are not intended to generate revenues. Grants are calculated

as a percentage of net cost, i.e. after deduction of revenue.

Naturally, beneficiaries are expected to account carefully for resources made available. All actions granted support may be audited by the Commission's auditors and the Court of Auditors of the EU; proper records must be kept of all relevant transactions, etc. in this regard.

❖ *Big budgets versus little budgets*

The budgets from one fund source to another vary greatly. Some are relatively modest while others are much larger in absolute terms. This guide covers all the sources including the small ones because, in particular cases, the programmes with relatively small budgets can often be a more appropriate and more easily accessible source of support to a project initiator than, say, the Structural Funds which are much larger.

❖ *Who may benefit/participate and what are the requirements?*

In practice, the category of European Union support — whether financial or otherwise — varies from action to action, from Member State to Member State, and from case to case. Sometimes an individual may benefit, sometimes a company. In other cases, it will be a local authority, a group of companies or a coalition from both public and private sectors. Different formulas abound and the user of this guide will need to check this aspect in detail in the eligibility criteria for each action.

❖ *How to submit a request or proposal*

There are different processes and procedures involved depending on the action concerned. Sometimes an application for participation in a European Union action must be made on a prescribed form; in other cases, the applicant is given guidelines for the preparation of the application. In some cases, there will be a public call for tender involved and in others, a restricted tendering procedure is followed. Once again, there is no standard reply to this question and the reader should check this detail under the individual entries in this guide. Where the application should be sent is another variable and should be checked carefully.

❖ *When and how often submissions can be made*

Do not forget also that a vital point may be timing. Some of the European Union's actions envisage project selection at specific moments whereas others operate on a 'rolling' basis. Where financing is involved, it is worth remembering that the European Union, typically, sets budgets which must be allocated over specific time periods. This aspect is covered in the guide.

❖ *Obligations and responsibilities, auditing*

As mentioned above, those who benefit from European Union support, whether financial or not, may be required to fulfil certain obligations and undertake certain responsibilities over and above carrying out the project or action as defined. These can include:

- publicizing the fact that European Union support has been made available;
- providing regular reports and audits;
- ceding certain rights and privileges on the results of the project or action to the European Union: or.
- making the results of the project available for dissemination throughout the European Union.

❖ *Where to get information and/or assistance*

The entries throughout this guide give a clear indication of where to apply for Community programmes. It provides contact addresses and telephone numbers in both the Member States and their regions and in Brussels where further details or follow-up may be needed. The user should now read the immediately following sections for information on how to make best use of this guide.

■ **Using the guide effectively**

❖ *How the guide is organized*

The section further on in this chapter entitled, 'Sourcing the specific support for tourism by category of action', takes the reader through the various activities in the tourism sector which may receive support of one sort or another from the European

Union. That section will alert the user to precisely what is going on in the areas that may be relevant to him/her but without going into depth; the text refers to more detailed entries of the guide where more specific information on the issues of particular interest to the user may be found. Thus, it is not necessary to read this publication from cover to cover to identify the areas of key importance. On occasion, this approach does involve a certain degree of repetition of information in different parts of the guide.

The chapters entitled 'Mainstream funding', 'Quality improvements in European tourism' and 'Support from other sources: Fact sheets' contain the reference material on the full range of EU funds, programmes and other actions which provide direct support (financial and other) to the tourism sector.

The final chapter entitled, '**EU policy which impacts tourism**', paints a picture of the way in which the broad policy trends at EU level can influence the general environment in which the tourism sector operates, topics such as liberalization of transport policy, consumer protection rules or completion of the single market, for example.

❖ *Identifying potential funding*

To make a start on identifying the extent and nature of support which may be available, the fund-seeker is recommended to use this guide in the following manner:

How to use the guide

FIRST

Read the section below entitled, 'Sourcing the specific support available for tourism by category of action' which gives a succinct overview of the various activities and what support may be available from both the Structural Funds and other sources. This section refers the user to the specific entries elsewhere in the publication which contain the more detailed information on the opportunities most appropriate to his/her needs or interests.

SECOND

If the reader is specifically interested in support from the Structural Funds he/she should then proceed as follows.

- Consult the country maps in the chapter 'Mainstream funding' to find out whether the region in which your project is located is classified as one of the eligible Objective 1, 2, 5b or 6 regions. Details of the grants for tourism in the Objective 1 regions are detailed in the same chapter, country by country.
- Where the maps are not sufficiently detailed (many eligible zones are very small) consult the nearest Euro-Info Centre for assistance (see listing in the Annexes).
- As information on the Objective 2, 5b and 6 regions was not available as this guide was drafted.

the user should contact the nearest Euro-Info Centre which will put him/her in touch with the appropriate national or regional authorities managing these programmes. A full list of Euro-Info Centres is contained in the Annexes.

THIRD

If the reader needs more information and/or wishes to apply for support then he/she should contact the authority referenced in the text, or available through the Euro-Info Centres (see Annexes).

❖ *Identifying non-financial support*

If the reader is not seeking financial support, as such, but is interested to know what other, non-financial support services and activities are available at European level, then, once again, he/she should first review the section below entitled. 'Sourcing the specific support for tourism by category of action', and follow the leads found there into other sections of this guide, particularly entries in the chapters, 'Support from other sources: Fact sheets' and 'Quality improvements in European tourism'.

The latter chapter reviews the scope and philosophy of the European Union's policy and action plan for tourism. This is specifically aimed at tourism and, broadly speaking, can be said to focus on qualitative aspects.

❖ *Understanding the effects of EU policies in general*

If the reader is consulting this publication to better understand the way in which the various policies of the European Union impact tourism — whether these are directly targeted at the tourism sector or of a more general nature — it is recommended that he/she read the final chapter, 'EU policy which impacts tourism'.

This chapter reviews the global policies pursued by the EU which impact all sectors — for example, the single market programme, economic and monetary union leading to a single currency, competition policy and others. In general, it can be said that these policies will set the broad context in which the tourism sector must operate and on which future strategy must, to some extent, be based.

However, some of these policies also have some very specific impacts and implications for the tourism sector. These policies range, for example, from environmental policy to air transport, from culture to consumer protection. The guide highlights some of the direct impacts of these but leaves the reader, obviously, to assess the strategic and/or operational consequences such policies and measures have for his or her own activities.

■ Sourcing the specific support available for tourism by category of action

As noted in the first part of this guide, Community schemes specifically and exclusively for tourism are limited in resources and confined to precisely targeted objectives which develop, test and validate new policy measures of general application to the industry, especially in the context of evolving Community policies.

The bulk of the EU funding of benefit to tourism comes from a range of different programmes which are not confined to any particular sector. Despite some notable exceptions such as agriculture and coal and steel, EU policies providing financial supports and incentives are not geared directly to particular sectors or industries. Rather they are targeted on broader objectives such as promoting economic and social development in the Community; helping regions which are relatively underdeveloped or hit by industrial decline; supporting human resources development through training and employment promotion schemes; fostering R&D; environmental protection; safeguarding cultural heritage; supporting the special needs of small and medium-sized enterprises and so on.

Therefore, the extent to which a particular sector or industry benefits from these EU schemes depends entirely on the extent to which its characteristics fit the policy objectives of the various programmes (for details of the objectives of individual schemes, etc. see Chapters 2, 3 and 4). In the case of tourism, there is increasing recognition that the sector has great

potential for economic growth and employment. As a result, the range of aid schemes available to operators in this industry is very extensive. The core of this guide summarizes all the EU schemes and facilities of potential use to operators in the tourism industry, indicating the basic conditions attaching to each and how applications for grants should be pursued.

The purpose of this section is to signpost the reader to the categories of schemes which may be of individual interest. The information has been classified according to the main areas of user needs like, for example, aid for investment, support for human resources development, etc. As many schemes have more than one objective, some overlap, and therefore repetition, is inevitable.

A quick review of the following pages will help the reader to identify the areas which he/she should read in more depth elsewhere in the guide. Thereafter, if more information is needed, the guide indicates how to follow up.

■ Aid to investment

❖ *The developing regions*

The European Regional Development Fund (ERDF) is the most substantial source of Community aid for projects involving productive investments which maintain or create jobs, improve infrastructures related to regional development or support local development and SMEs.

This aid can be in the form of grants or soft loans. It reaches the user through national or regional schemes which are part of national or regional development strategies drawn up by the Member States and agreed with the Commission in Brussels. These national strategic plans are known as Community support frameworks (CSFs) or single programming documents (SPDs). Most CSFs and SPDs have special schemes for the tourism industry. The types of schemes provided vary according to the different plans (see Chapter 2).

EU aid to investment in tourism

See pages marked: **1**

- *Architectural heritage programme*
 - *Asia, Latin America and Mediterranean countries*
 - *ECIP*
 - *Euroleaders*
 - *European Investment Bank*
 - *European Regional Development Fund*
 - *Interreg*
 - *JOPP*
 - *Konver*
 - *Leader*
 - *LEI*
 - *MED-Invest*
 - *Rechar*
 - *REGIS*
 - *Resider*
 - *RETEX*
 - *SMEs*
-

Some examples from the range of projects assisted include improvement of hotels; development of infrastructure for tourism promotion (e.g. golf courses, conference centres, etc.); restoration of cultural heritage; promotion of rural tourism; and support for both setting up and upgrading SMEs in the tourism sector. Investment aids are also available for improving the competitiveness of firms through the modernization of organization and equipment.

If a project is situated in what the Community classifies as an Objective 1, 2, 5b or 6 region, the first source to be considered for investment aid is the authority managing the programmes defined in the Community support framework or single programming document covering that region. Chapter 2 provides an explanation of the way the European Regional Development Fund works, overviews of the Community support frameworks or single programming documents in the different Member States and gives contact addresses for more detailed information.

A Community initiative (REGIS) for the very remote regions can be a source of aid to investment complementing the mainstream Structural Fund support in Guadeloupe, French Guiana, Martinique, Réunion, the Canary Islands, the Azores and Madeira.

If the project is not located in the regions assisted by the European Regional Development Fund, the other schemes mentioned below should be considered.

❖ *Outside the less-developed regions*

The most important of these in terms of size are the Community initiatives. These are not limited to the above regions. A general description of the Community initiatives is contained in Chapter 2. Detailed profiles of each initiative are to be found in the fact sheets contained in Chapter 3. The range of projects aided is similar to that of the Community support frameworks and single programming documents. Several of the Community initiatives which relate to areas hit by the decline of traditional sectors such as defence, coal, steel and textiles include specific provisions for tourism development (Konver, Rechar, Resider and RETEX). Tourism development is also included in special initiatives for cross-border projects (Interreg) and rural development (Leader).

A new Community initiative (SMEs) provides grants to small and medium-sized enterprises for a wide range of measures to improve competitiveness. These measures include consultancy in drawing up business plans, networking of common services, management training and facilitating access to financing.

Investment aid schemes apart from those financed by the Structural Funds are funded on a much smaller scale and are generally for very specific targets. They have the attraction of not being limited to particular regions.

An area of activity that is frequently linked closely to the tourism sector is the conservation or restoration of architectural and other heritage. For example,

the conversion of historic buildings into practical and usable facilities is often the only economic way of conserving them (e.g. for use as a hotel, youth hostel or conference centre). Investment in certain categories of architectural heritage projects, for example, is eligible under the Structural Funds including support for visitor centres and access facilities. Additionally, there are also opportunities for financing under the architectural heritage programme.

For companies started and run by women, the LEI programme should be examined as a source of start-up and consultancy support.

The Euroleaders programme is primarily a human resources programme but contributes also to investments to the extent that an important output for participants is a business plan for submission to venture capital companies.

Organizations wishing to pursue enterprise creation plans in Eastern Europe should look at the opportunities offered by the JOPP scheme. This applies to joint ventures between small or medium-sized companies in the EU and partners in the PHARE countries (Eastern Europe). A similar scheme, known as ECIP, assists similar ventures involving Community firms and partners in Asia, Latin America or the Mediterranean countries. For the last mentioned category, there is also the possibility of accessing the EIB risk capital scheme.

The MED-Invest programme assists pilot projects in business creation by EU firms in partnership with

local firms in third countries of the Mediterranean region.

Loans for tourism developments are available from the European Investment Bank.

■ Human resources

❖ *The developing regions*

The European Social Fund (ESF) which is the Structural Fund assisting human resources development in the EU, is the most substantial source of support for training and employment schemes. Aid reaches the user through national or regional schemes which are part of national or regional development strategies put together by the different Member States and agreed with the Commission in Brussels. These national strategic plans are known as Community support frameworks or single programming documents. The types of schemes provided vary according to the different plans (see Chapter 2). The bulk of the remaining funding available comes through the Community initiatives. A general description of the Community initiatives is contained in Chapter 2. Detailed profiles of each initiative are to be found in the fact sheets contained in Chapter 3.

A substantial part of European Social Fund aid is used in conjunction with investment aids provided by the European Regional Development Fund (ERDF) and, sometimes, the European Agricultural Guarantee and

Guidance Fund (EAGGF) towards common development objectives. This aid is, therefore, confined to the Objective 1, 2, 5b and 6 regions.

EU vocational training and employment creation schemes applicable to tourism

See pages marked:

2

- *ADAPT*
- *Employment — Horizon*
- *Employment — NOW*
- *Employment — Youthstart*
- *ERGO 2*
- *EURES*
- *Euroleaders*
- *Executive training programme in Japan*
- *IRIS II*
- *LEDA*
- *Leonardo da Vinci*
- *Socrates*
- *SPEC*
- *Youth for Europe*

If the activity which requires support is located in an Objective 1, 2, 5b or 6 region, the funding prospects under the Community support frameworks and single programming documents should be explored if any of the following activities are planned:

- preparatory, initial or continual training;
- training of instructors;
- temporary job premium schemes.

How to use the guide

As mentioned earlier, such activities must fit into the development plans set out in the Community support framework for a region to be eligible. For detailed information, contact the authority managing the programmes established in the Community support framework or single programming document covering the region in question. Chapter 2 provides an explanation of the way the European Social Fund works, a geographical guide to the regions, overviews of the Community support framework or single programming document in the different Member States and contact addresses for information and follow-up. Provision for investment aid in tourism is in fact usually accompanied by corresponding human resources development.

❖ Outside the less-developed regions

Outside these regions, training and employment schemes are eligible under the Community support frameworks where the trainees are the long-term unemployed, young unemployed people, women seeking equal opportunities, persons at risk of exclusion from the world of work (e.g. the disabled), or workers adapting to industrial change. These provisions apply throughout the Community, without geographical limitation; the European Social Fund is the only Structural Fund substantially accessible in all regions of the Community.

Those planning an innovatory training or employment project and interested in working with partners in other Member States, should explore the possibilities offered by the Community initiatives — particularly the human resources initiatives (Employment

— Now, Employment — Horizon, Employment — Youthstart, and ADAPT). These are not always confined to particular regions.

Another possibility for this kind of project is the Leonardo da Vinci programme. This is a substantial source of funding without regional limitation. It puts an emphasis on improving training systems and methodologies and promoting or enhancing a 'Community' dimension to the activities in question. Projects relating to distance-learning and new technology have a prominent place in this scheme.

Innovatory transnational projects involving the participation of schools or universities, which consist of exchanges of experience for pupils and teachers can be financed under the Socrates programme. The programme may also be able to help if a transnational project consists of language tuition or distance-learning. There are no geographical limitations imposed by the Socrates programme.

Entrepreneurs wishing to avail of expert help to develop business ideas should look at the Euroleaders programme.

Some EU schemes do not directly finance the ongoing costs of training projects but concentrate on supporting networking activities which promote the spread of best practice throughout the Union. If the user is involved in a project for the long-term unemployed, for example, he/she may be interested in the ERGO network which supports exchanges of experience and dissemination of knowledge and best practice. And in addition, local employment projects are helped under the LEDA programme.

Small pilot projects for employment creation are financed under SPEC.

Firms interested in the Japanese market may find that the executive training programme in Japan could be helpful as it sponsors language and management training in Japan.

The Youth for Europe programme is an alternative source for projects which are specifically geared towards young people. It concentrates on training youth workers and on youth exchanges with non-EU countries.

The EURES database gives information on job vacancies in all sectors, including, of course, tourism.

■ Marketing

Assistance for investment in marketing is available in many of the national and regional schemes assisted through the Structural Funds. This is also within the scope of the Community initiatives, notably Interreg (cross-border projects) Leader (rural development areas) and in the range of initiatives for the improvement of regions affected by the decline of traditional economic activity such as PESCA (fisheries), Konver (defence), Rechar (coal), Resider (steel) or RETEX (textiles). The new initiative SMEs also provides for grants for intangible investments in the launch of new products by small and medium-sized enterprises.

Mention should also be made, in this context, of the *Euromarketing guide*, which contains case studies and guidelines on opportunities related to the search for new markets generally by firms in the EU.

Sources of support for marketing activities in the tourism sector

See pages marked:

3

- *Euromarketing guide*
- *Executive training programme in Japan*
- *Interreg*
- *Konver*
- *Leader*
- *PESCA*
- *Rechar*
- *Resider*
- *RETEX*
- *SMEs*

Also of interest, in the context of market development, is the executive training programme in Japan which offers opportunities for young business people from the EU to learn the language and business culture of Japan largely to enable European companies to market their products more effectively in Japan.

■ Support services

Community schemes in which support is more of a service than of a financial nature and which could be of assistance in marketing development include:

How to use the guide

- BC-Net — a computerized system for helping EU firms to identify partners for business cooperation activities. This could include, for example, marketing agreements with firms elsewhere in the EU and in third countries

EU-sponsored business support schemes applicable to tourism

See pages marked:

4

- *BC-Net*
- *BRE*
- *EBN/BIC*
- *Euro-Info Centres*
- *Europartenariat*
- *Interprise*
- *Medinterprise*
- *Medpartenariat*

-
- BRE — a scheme for publicizing cooperation opportunities offered or sought by firms in other Member States and third countries which can lead to marketing agreements.
 - Europartenariat and Medpartenariat — Commission schemes for encouraging business cooperation relationships between firms in specific less-developed areas of the Community and in non-member Mediterranean countries respectively.
 - Interprise and Med-interprise — fund the organization of schemes by interested parties for

encouraging business cooperation relationships between firms in specific less-developed areas of the Community and in non-member Mediterranean countries respectively.

- The business information centres (BICs), profiled under the EBN/BIC network in this guide support the creation of innovative enterprises mainly through information activities, publications, seminars and networking.
- General information on developments in the European Union which might impact business is available from the Commission offices and the Euro-Info Centres.

■ Cooperation between firms

The promotion of cooperation between firms, especially SMEs, in areas such as marketing, joint purchasing and other services is an essential part of improving the competitiveness of EU firms. This is a major theme in the new Community initiative for SMEs. Such objectives are also frequently included in the CSFs and SPDs and this source should be checked too. Similarly, this kind of action is usually included in the Community initiatives for areas which have suffered from overdependence on sectors which are no longer viable — Konver (defence); PESCA (fisheries); Rechar (coal); Resider (steel); and RETEX (textiles).

❖ *Cross-border*

The abovementioned initiatives relate principally to cooperation between firms in the same region.

How to use the guide

Cooperation extending beyond regional and national frontiers is envisaged in the Interreg initiative for cross-border cooperation between firms in the most remote regions of the Community.

The Community initiatives generally encourage transnational cooperation and this is in fact a condition of eligibility in the case of the human resources initiatives.

The action plan for cooperation associations, foundations and mutual societies, fosters transnational cooperation between the types of organizations for which it is intended.

EU actions promoting cooperation between firms

See pages marked:

5

- *Action plan for cooperatives, associations, foundations and mutual societies*
 - *Asia, Latin America, Mediterranean countries*
 - *BC-Net*
 - *BRE*
 - *ECIP*
 - *European Investment Bank*
 - *Europartenariat*
 - *Interprise*
 - *Interreg*
 - *JOPP*
 - *Konver*
 - *Medinterprise*
 - *Medinvest*
 - *Medpartenariat*
 - *PESCA*
 - *Rechar*
 - *REGIS*
 - *Resider*
 - *RETEX*
-

Looking beyond the EU, the JOPP scheme assists joint ventures with firms in the countries of Eastern Europe while ECIP plays a similar role with firms in Asia, Latin America and Mediterranean countries. Joint ventures between firms from the EU and non-member Mediterranean countries also benefit from the EIB risk capital scheme and Medinvest.

Community schemes in which support is more of a service than of a financial nature and which could be of assistance in promotion of cooperation between firms include:

- *BC-Net* — a computerized system for helping EU firms to identify partners elsewhere in the EU and in third countries for business cooperation activities.
- *BRE* — a scheme for publicizing cooperation opportunities offered or sought by firms in other Member States and third countries.
- *Europartenariat* and *Medpartenariat* — Commission schemes for encouraging business cooperation relationships between firms in specific less-developed areas of the Community and in non-member Mediterranean countries respectively.
- *Interprise* and *Medinterprise* — fund the organization of schemes by interested parties for encouraging business cooperation relationships between firms in specific less-developed areas of the Community and in non-member Mediterranean countries respectively.

How to use the guide

■ Cooperation between regions

The accent in the preceding paragraph is on EU supported schemes for fostering cooperation between individual organizations or firms. There is a scheme — *Recite* — which promotes cooperation between European local and regional authorities. The scheme does not apply to private organizations. A similar scheme — *PACTE* — is available to the same bodies for exchanges of know-how and experience.

The Interreg scheme for cross-border cooperation, moreover, provides an incentive for the creation of interregional bodies. The range of assistance available includes measures to cope with differences in language or legal or administrative systems. This is also a feature of the *REGIS* programme for the most remote regions of the Community. Private and voluntary organizations are eligible as well as public authorities.

Support for cooperation between regions in the EU benefiting tourism

See pages marked:

6

- *Interreg*
 - *MED-URBS*
 - *Overture/ECOS*
 - *PACTE*
 - *Recite*
 - *REGIS*
-

Cooperation between EU local authorities and those in third countries of the Mediterranean in tackling urban problems is fostered by the *MED-URBS* programme.

Cooperation with the countries of Central and Eastern Europe is assisted by the *Overture/ECOS* programme.

■ Inter-university cooperation

Exchanges between third-level educational establishments, relating to course material or exchanges of staff or students are assisted under the *Socrates* programme. Where these concern the countries of Eastern Europe, *Tempus* is the appropriate programme. A corresponding programme *MED-Campus* relates to non-member Mediterranean countries while the new *ALFA* scheme fulfils a similar function in relation to exchanges with institutes in the Latin American States. In all these cases, exchanges may relate to tourism studies.

Training and education for tourism: Inter-university cooperation

See pages marked:

7

- *ALFA*
 - *MED-Campus*
 - *Socrates*
 - *Tempus*
-

■ Cultural events promoting tourism

The most significant schemes in this field are the European City of Culture and the European Cultural Month.

Schemes and support which promote culture and benefit tourism

See pages marked: **8**

- *Action plan for tourism*
- *European City of Culture*
- *European Cultural Month*
- *Kaleidoscope*

Both events involve the designation of particular cities in rotation for a special display of their cultural values and achievements. The European City of Culture nomination lasts for one year while the cultural month, as its name suggests, lasts just one month. In addition to the financial and moral support offered by the Community both programmes usually attract considerable additional support from the national and local government and the private sector. These events clearly have considerable tourism potential. The designation of the cities is decided collectively by the ministers for cultural affairs on the basis of applications presented by individual Member States for specific cities.

Some countries provide for support for innovatory cultural events in the context of the Community support frameworks and single planning documents (Chapter 2); a check should be made in this regard with the authority managing the CSF in that region.

In 1995, the action plan to assist tourism supported some pilot projects related to visitor management strategies.

The Kaleidoscope programme provides an opportunity for funding for cultural events with a European dimension — including theatre, dance and music festivals. Application for these grants may be made by organizers of cultural events. Partnership with similar organizations in two other Member States is required.

■ Environment

Environmental protection programmes applicable to tourism

See pages marked: **9**

- *Action plan for tourism*
- *Altener*
- *LIFE*
- *Thermie*

The link between environmental protection and tourism is growing in recent years, as, indeed is the conviction that tourism cannot flourish in a polluted environment. Community action in the field of the environment impacts significantly on tourism.

There are also grant schemes for environmental projects, some of which are relevant to players in the tourism sector. A tourism facility (a camping site, for

example) planned to use innovative systems of energy saving, or the use of renewable energy sources, might well benefit from the Thermie programme. Altener finances studies and pilot projects related to the use of alternative energy, like biofuels.

For projects concerning the preservation of the natural habitat threatened by pollution or other natural causes, consult the LIFE programme. This programme supports demonstration projects of various types in relation to the environment and is worth checking in detail.

In 1995, the action plan to assist tourism supported some demonstration projects which assisted in the development of tourism-related traffic management policies.

■ Qualitative improvements for tourism

See pages marked: ⑩.

Model projects aimed at contributing to improving the industry through, for example, fostering new forms of tourism, diversification of activities or counteracting the problems of seasonality, were financed under the **Community action plan for tourism**. The emphasis was placed on the qualitative aspect.

■ Research, development and technology

The European Union supports research and technical development projects under a wide range of head-

ings such as, for example, information and communications technologies, development of new materials and biological research. These grants are available to industry as well as research institutes. Partnerships involving organizations from several Member States are usually required.

The sectors to which the results of R&D aided by the EU may be applied are of course open-ended; there is, therefore, scope for benefits to tourism.

EU-sponsored R&D programmes applicable to tourism

See pages marked: R&D

- **ACTS**
 - **Altener**
 - **Impact**
 - **MEDIA**
 - **Telematics**
 - **Thermie**
-

New applications of telematics are supported under the Telematics programme. There are sub-programmes for the development and application of information and communications technologies for:

- distance-learning training;
- supporting economic activity in urban or rural areas (assistance for telematic systems promoting tourism, for example information and booking services);

- facilitating the integration of disabled or aged persons into normal living, of which going on holidays is one aspect.

For projects involving a new application of multimedia technology, the Impact programme should be considered. A network of tourism operators in different Member States has already been assisted for a project consisting of a network for the exchange of tourist information.

The MEDIA programme provides scope for projects which could well concern tourism, contributing to new developments in the audiovisual industry.

Projects relating to alternative energy study, training, information or pilot projects, may be eligible under the Alterner programme.

Thermie can be useful for innovatory projects in the field of energy conservation.

■ Projects in third countries

There are a number of schemes which provide opportunities for operators from the EU Member States to take part in projects in third countries — see TACIS (former Soviet Union), PHARE (East European countries), the European Development Fund and tourist projects for Asia, Latin America and Mediterranean countries.

Such projects, in the tourist sector, normally relate to assisting the recipient countries with planning and organizing vocational training.

Although there are significant differences in the ways in which these schemes operate, some general principles, common to all, need to be underlined for the benefit of prospective new entrants to this kind of work:

- The objective of these schemes is to assist the economic development of the recipient countries. European organizations may benefit to the extent that they can provide expertise not available in these countries to carry out projects.

EU support programmes for third countries benefiting tourism

See pages marked:



- *Asia, Latin America and Mediterranean countries*
 - *ECIP*
 - *European Development Fund*
 - *European Investment Bank*
 - *PHARE*
 - *TACIS*
-

- The fact that an organization has a high level of competence in the EU does not automatically mean that this is directly transferable to third countries. The Commission attaches considerable importance to the capacity to operate successfully in the different cultural and business conditions of the third country.
- The recipient countries have a substantial say in the selection of organizations required for pro-

How to use the guide

jects. It is important to have a first-hand knowledge of the situation in those countries; it could be useful also to establish the applicant's suitability for the work sought not only with the Commission, but with the authorities of the third countries concerned.

The European Investment Bank operates a risk capital financing scheme for Mediterranean countries.

ECIP is a programme to promote creation and development of joint ventures between EU firms and their counterparts in Asia, Latin America and the Mediterranean countries, thereby contributing to the economic and social development of these countries.

* * *

For a full list of the symbols used for easy reference, see tabulation at the start of this guide.

I Quality improvements in European tourism

I Quality improvements in European tourism

■ Policy specifically for tourism

8 9 10

As a general rule, fully developed policy and supporting legislation at EU level is based upon specific provisions in the Community's founding treaties. The common agricultural policy, the common external trade policy, Community competition policy and the common transport policy are examples. There are no specific provisions for a tourism policy, however.

There is a growing body of opinion that tourism policy deserves to be given a place in the Treaty of European Union when it is revised in 1996. Despite the fact that there is no 'common tourism policy', this guide shows that the Community contribution to tourism, today, is already significant, notably through other policy areas which directly impact the tourism sector.

In July 1992, the Council of Ministers formally declared that it was appropriate to take actions on tourism at Community level. The aim should be to strengthen the horizontal approach to tourism in Community and national policies and develop specific measures for promoting cross-border coopera-

tion between all the players, both public and private, in the various sectors affected by tourism.

In April 1994, the Commission started working on the preparation of a Green Paper (discussion document) on the role of the European Union in the field of tourism. This was published in April 1995.

■ The importance of tourism

It is not the intention of this guide to provide a profile of the tourism sector in the European Union. However, the following facts explain why the Community has taken various actions in support of tourism in the recent past.

The precise extent of the economic importance of tourism is difficult to assess. But various studies and research indicate that tourism is of great importance not only in Europe but worldwide.

- Annual growth rates remain steady at around 3-4% per annum — even during the recent recession.
- Tourism contributes positively to the balance of payments in Europe.
- It is estimated that 5.5% of GNP in Europe can be attributed to tourism.
- The employment impact is difficult to assess but the contribution is substantial. It has been estimated that nine million are employed directly in the sector. When jobs directly dependent on tourism activities and products are added to the equation the total is thought to account for around 6% of total employment in Europe;
- Tourism generates major investment not only in itself but also in other areas of the economy. The dynamic and diversifying effect of tourism activity acts as a boost for other sectors of the economy.

It is perhaps not surprising that, in the light of all this, tourism is regarded as a major factor of economic development and often considered as an alternative to industries in decline. Less-developed regions see it as a potential source of significant employment and a means in some cases of preserving rural life.

■ From the 'European Year of Tourism' to an action plan

1990 was declared European Year of Tourism. This initiative proved to be the main inspiration behind

the increased levels of Community activity which have been undertaken in support of tourism ever since.

In the early 1990s, the following emerged as the core challenges to be addressed by any Community action for tourism:

- the need to take better account of the needs of the tourism industry at the appropriate levels to improve its operation and performance and the quality of its services;
- the need to increase the industry's competitiveness by promoting growth in the medium term while respecting the environment and local populations affected;
- the need to take account of the tourism industry's requirements in other fields of policy directly affecting the sector, particularly those tackled at EU level.

The consensus that has emerged is that the Community's role within an overall framework to assist tourism must not take the form of heavy intervention. Rather it should be primarily aimed at:

- developing tourism by promoting information and mutual exchanges between the different parts of the industry;
- coordinating tourism activities within the Commission and with the Member States;

Quality improvements in European tourism

- encouraging and, in certain specific fields, supporting innovative demonstration projects.

And indeed these challenges and objectives are addressed in a three-year action plan to assist tourism which was adopted by the Community's Council of Ministers in 1992. The action plan ran from January 1993 until the end of 1995. It provides for two broad types of action:

- horizontal measures to provide information and promote exchanges and coordination;
- specific measures which will allow the Community to act as a catalyst in certain fields of tourism activity.

Though simply summarized, this is the most significant measure launched at Community level purely aimed at promoting both quality improvements and the European dimension in the tourism sector, albeit with relatively modest financial investment. In other fields — such as the Community's Structural Funds or transport liberalization — the total contribution to tourism is much greater. But in these cases, tourism is an indirect beneficiary of a broader policy objective. The action plan sought to assist tourism first and foremost.

Within the European Commission, a special unit has also been set up to deal specifically with tourism issues, including the conception and implementation of the action plan. It is located within Directorate-General XXIII for Enterprise Policy, Distributive Trades, Tourism and Cooperatives.

■ Initial actions

Before the action plan was actually implemented in 1993, funds were already made available in 1992 for various actions. These were intended to address the objectives later addressed by the three-year action plan. The aim was to:

- improve knowledge of the area of tourism, its components and trends and the dissemination of the results of analysis;
- develop cross-border cooperation between the various bodies involved in tourism (businesses, national and local public authorities, associations, etc.) in order to encourage the diversification of tourist activities and their development in harmony with the environment;
- promote Europe as a tourist destination in the most promising distant third countries.

A total of ECU 4 892 000 was made available for the first two measures with ECU 750 000 for promotion of tourism, a grand total of ECU 5 642 000. More than 70% was in the form of subsidies thereby enabling additional public and private funds to be released in all the Member States for the implementation of projects with a high demonstration effect (pilot projects). While the total budget was modest, without the assistance from the Community it is doubtful if many of these projects would have been launched.

■ The Community action plan to assist tourism

In July 1992, the Community agreed a first action plan to assist tourism over three years (January 1993 to December 1995). A budget of ECU 18 million was foreseen for the associated measures.

This action plan is now finished. It covered all aspects of tourism. It set out primarily to encourage a joint approach to the medium and long-term challenges faced by European tourism. Additional goals were to improve the quality and competitiveness of the tourism services on offer in the Community and to increase awareness of both the level and type of demand for tourism and the extent to which it is satisfied.

❖ *Main components*

The action plan was based on the following main components:

(i) Efforts to take better account of tourism in both Community and Member State policies. This was to be achieved through better coordination of initiatives:

- between the different departments of the Commission pursuing policies or taking measures which might have an influence on tourism;

- with the Member States in order to strengthen their action in certain areas of tourist activity, to develop measures which allow the most harmonious development of policy across the Community, to make available information on tourism so that their action can be better focused and to encourage all forms of international exchanges on tourism.

(ii) Cooperation with representatives of the industry and various professional groups, essentially on the basis of dialogue and coordination in order to:

- make the most of the industry's economic and social importance;
- ensure that its interests are better represented;
- improve the information within the industry itself on the various Community guidelines and measures with direct consequences on the way the industry functions.

(iii) Support for the development of specific guidance measures which:

- ensure that tourists and professionals are better informed;
- support projects that can be used as examples and can be emulated in various regions of the Community;

Quality improvements in European tourism

- generally improve the quality of tourism services.

Tourism promotion is the subject of special pilot measures involving the large-scale exploration and testing of distant markets and the expansion of tourist visits from such countries on the basis of a global image of tourism in the Community and Europe.

A number of actions were undertaken under the 1993 programme. A series of publications have been developed which are intended to provide better information to both consumers and professionals in the tourism sector. One example is the present guide. In addition, there is a manual for tourism professionals on how to make Europe more accessible to handicapped tourists.

A 'European tourism and the environment prize' aimed to raise awareness about environmental issues in the sector. Harmonized statistics are being developed. A pilot project to promote Europe as a tourist destination on distant markets was launched.

Under the 1994 programme, a guide for tourists was prepared, pilot actions for youth tourism and cultural tourism subsidized and various studies carried out.

The measures which were given support varied from year to year and were generally announced in a call for proposals and invitation to tender published in the *Official Journal of the European Communities* each year.

■ Action plan for 1995

1995 was the last year of the current action plan and as a result it should be viewed as concluding a programme which has been implemented progressively over a three-year period. The emphasis and priorities have varied from year to year. During 1995, the Commission presented a Green Paper (discussion document) on tourism policy for submission to the Council of Ministers.

Improving knowledge of the tourist industry and ensuring that Community measures are more consistent

The general knowledge of the tourist sector's characteristics, component elements and ongoing development needs to be improved in order to be able to ensure that the various measures taken by the Community are consistent with each other. The following measures are envisaged to this end:

- Development of Community statistics on tourism.

Collection and dissemination of harmonized statistics on tourism. A provision of was envisaged to finance the directive on the collection and dissemination of harmonized statistics.

- Detailed studies, analyses, strategies and other actions.

The Commission financed the following:

- a study on 'youth cards';
- a conference on social tourism;
- a conference to present the results of technology projects;
- attendance at international tourism trade fairs to present the results of work done;
- publication of the work of the tourism unit of the European Commission.

Consultation of tourism professionals within the Community

Formal consultations with providers of tourism services and representatives of tourists, were carried out partly on a sector-by-sector basis, to extend the exchange of information relevant to the development of Community tourism policies. In practice, this resulted in a focusing of the European Commission's Consultative Committee for Tourism on specific subjects.

Transnational measures

The Community aimed to develop tourist cooperation with Central and East European countries and with Maghreb countries through transfer of know-how on training and implementation of strategies for promotion, marketing and creation of small and medium-sized tourist enterprises. With these aims in mind, the Commission selected from amongst pro-

jects submitted in 1995 by the tourism sector via the Consultative Committee or via an open competition advertised in the *Official Journal of the European Communities*.

Tourists as consumers

The Community supports initiatives which will improve both the information available to tourists and the protection afforded to them. Areas such as classification systems, signposting symbols, time-share arrangements, overbooking and procedures for redress. In 1995, a consultant was selected by open competition advertised in the *Official Journal of the European Communities* to examine the problem of overbooking of hotels and similar establishments, collective accommodation and package holidays.

Cultural tourism

Visitor management strategies are important in popular or congested destinations or sites. Their objective is to maintain or enhance the mobility of the experience for the visitor while at the same time ensuring that the ambience and environmental qualities of the place are protected. The Commission is supporting a limited number of pilot projects which will develop the current state of the art in this area.

Tourism and the environment

- Innovative pilot projects

Innovative pilot projects to reconcile tourism and nature protection at local or regional level were supported by the tourism action plan. In particular,

Quality improvements in European tourism

coastal and mountain areas, nature parks and reserves (e.g. by measures for the guidance of visitors) were targeted. In 1995, the Commission proposed to support a number of demonstration projects which assisted in the development of tourist-related traffic management policies. These schemes primarily served to reduce traffic volume and/or improve traffic management within the destination areas.

- Initiatives to encourage environmentally friendly tourism

The Commission is establishing a pan-European network which will draw together the main interests from the environment and tourism fields and assist in the dissemination of information and guidance to the tourism industry, the public sector and other sectors.

Promotion in third countries

In general, the Community action in this field aims at making Europe a more attractive destination for tourists from distant countries. In 1995, a pilot promotion action in the USA was carried out.

Evaluation of the action plan

In addition to these activities which fall under the various items categorized in the action plan an evaluation of the plan was carried out. The Decision of the Council of Ministers which launched the action plan also required that the Commission carry out an

evaluation of the results of the action plan and present its findings in a report to the Council of Ministers and to the European Parliament. A consultant was selected through a restricted call for tender to carry out the evaluation with particular attention to the efficiency and the political impact of the action plan.

Non-budgetary items

The following items of work, having no budgetary cost, were carried out in 1995:

- Follow-up to the Green Paper on tourism policy.
- Preparation of a second annual report on Community action affecting tourism.

2 Mainstream funding: the Structural Funds



The objectives of the Structural Funds

The Structural Funds share the following objectives:

Objective 1: promoting the development of the less-developed regions (see also individual Member State maps elsewhere in the guide);

Objective 2: regenerating the regions, or parts of regions, seriously affected by industrial decline (to obtain a precise and an up-to-date list of the Objective 2 regions, contact your nearest Euro-Info Centre);

Objective 3: helping young people and persons at risk of social exclusion enter the labour market (there is no geographical limitation, as such, for this objective);

Objective 4: facilitating the adaptation of workers to industrial change (there is no geographical limitation, as such, for this objective);

Objective 5: adjusting agriculture, forestry and fishing (5a); and developing rural areas (5b) (to obtain a precise and a up-to-date list of the Objective 5b regions, contact your nearest Euro-Info Centre);

Objective 6: a new provision has been agreed giving Objective 1 treatment to certain underpopulated areas in Sweden and Finland (to obtain a precise and up-to-date list of the Objective 6 regions, contact your nearest Euro-Info Centre).



- Objective 1
- Objective 2
- Objective 5(b)

The lists of regions eligible for the Structural Funds are published in the *Official Journal of the European Communities*. This map has no legal status.

2 Mainstream funding: the Structural Funds

■ Introduction to the Structural Funds

The Community has three Structural Funds, these are:

(i) **European Regional Development Fund (ERDF)** — finances investment and infrastructure for regional development;

(ii) **European Social Fund (ESF)** — finances human resources development;

(iii) **European Agricultural Guidance and Guarantee Fund (EAGGF)** — supports rural development.

■ Importance for the tourism sector

The Structural Funds provide the main financial support in the EU for development of the less prosperous regions and the training and employment of people at risk of exclusion from the labour market. No specific sectors are targeted in these aims. But tourism figures prominently in practice because of its potential for economic growth and employment.

Tourism development is one of the means selected for advancing the objectives of the Structural Funds in virtually all EU regions. Therefore, the most substantial EU financial aid made available for tourism comes through the Structural Funds. Those seeking Community support for projects or programmes in the tourism sector are recommended to investigate fully the possibilities available from this source.

■ Scope of the financing

This guide gives information on financial support allocated specifically to the tourism sector, including activities in the field of arts, culture and heritage designed to promote cultural tourism.

Clearly, a great deal of general infrastructure development financed under the Structural Funds (such as, for example, roads, airports, water systems) is helpful, if not essential, to the development of tourism. But this is outside the scope of this guide. As this guide only deals with specific programmes for tourism, many general human resources programmes including training for people working in

tourism are not detailed. Nor does the guide deal with general programmes for the SME sector from which tourism firms may well benefit.

The guide deals with Structural Fund support which is available for the following:

- infrastructure directly concerning tourism;
- assistance to firms or organizations in the tourism sector;
- development of human resources for the tourism sector;
- research and technology development facilities for tourism;
- improving competitiveness and providing support systems for organizations in the sector; and,
- financial assistance for tourism projects.

■ The objectives of the Structural Funds

The Structural Funds share the following objectives:

Objective 1: promoting the development of the less-developed regions (see map of the EU elsewhere in this chapter and individual Member State maps);

Objective 2: regenerating the regions, or parts of regions, seriously affected by industrial decline (see map of the EU elsewhere in this chapter — to obtain a precise and an up-to-date list of the Objective 2 regions contact your nearest Euro-Info Centre, see Annexes);

Objective 3: helping young people and persons at risk of social exclusion enter the labour market (there is no geographical limitation, as such, for this objective);

Objective 4: facilitating the adaptation of workers to industrial change (there is no geographical limitation, as such, for this objective);

Objective 5: adjusting agriculture, forestry and fishing¹ (5a); and developing rural areas (5b) (see map of the EU elsewhere in this chapter — to obtain a precise and an up-to-date list of the Objective 5b regions, contact the nearest Euro-Info Centre).

Objective 6: a new provision has been agreed giving Objective 1 treatment to certain underpopulated areas in Sweden and Finland. Contact the nearest Euro-Info Centre for a list of these regions (see Annexes).

■ Community support frameworks — single programming documents

About 90% of the Structural Funds is allocated through agreements drawn up between the

¹ The Financial Instrument of Fisheries Guidance (FIFG) assists restructuring of fisheries industry.

Mainstream funding: the Structural Funds

Commission and each Member State. These agreements cover the programmes for which Structural Fund aid is granted, how much is allocated and the main conditions upon which the aid is made available. There are two formulas for doing this.

The first is a two phase approach. The general agreement is prepared and set down in a document called the Community support framework (CSF). The more detailed plans for implementing each CSF are contained in specific operational programmes (OPs) which are usually prepared and agreed subsequently. In other cases, the second formula may be more appropriate. This combines the two phases into one. What results is known as the single programming document (SPD) which combines the Community support framework and the operational programmes.

The operational programmes are managed by the Member States. The selection of individual projects is made by bodies responsible for the management of the various schemes in each Member State under the broad supervision of a joint monitoring committee in which the European Commission is represented.

Aid provided by the Structural Funds, therefore, usually reaches the user in the form of national, multi-regional or regional schemes managed by Member State authorities. This guide gives information about the aid for which the tourism sector is eligible. It also indicates the appropriate bodies in each Member State from which information can be obtained about how funding can be accessed.

■ Aid for tourism

Some 70% of all Structural Funds appropriations goes to the Objective 1 regions, representing aid totalling ECU 96 346 million in the period 1994-99. In the funding period 1989-93, the amount of Objective 1 aid for the tourism sector is estimated at a minimum of 5.6%.

Details of the tourism-related provisions in the schemes for the Objective 1 regions can be found in the following pages. The amount of information presented varies between the different Member States owing to the fact that the operational programmes had not been agreed for all Member States at the time of drafting this guide. This publication gives the relevant information which was available. Furthermore the degree of detail included in the operational programmes varies from country to country.

Tourism development also figured prominently in the Community support frameworks for the 1989-93 period of the Structural Funds under Objectives 2 and 5b which support economic regeneration and rural development respectively. This trend seems likely to continue in the plans for the 1994-99 funding period. The range of aid available in Objective 2 and 5b regions is broadly similar to that available under Objective 1 although the volume is less. However, under Objective 5b the emphasis is on rural tourism as a means of providing alternative sources of income for farmers. The map of the EU elsewhere in this part of the guide indicates the location of the Objective 2 and 5b regions across the Community. The precise definition of these areas,

however, (as they are very numerous) is difficult to discern from the map. To obtain a detailed listing of the zones, please contact your nearest Euro-Info Centre or Commission office (see Annexes).

The plans for the implementation of aid under Objectives 2 and 5b had not been determined as this guide was drafted. Readers in such regions should therefore consult regional and national authorities for details of programmes and conditions of eligibility.

■ Community initiatives

About 9% of the budget for the Structural Funds (or ECU 13.45 billion) is allocated for a series of special Community initiatives aimed at finding innovatory solutions, in some cases through transnational partnerships, to common problems affecting economic development and provision for human resources. While the Community support frameworks and single programming documents are based on plans initiated in the Member States, the initiatives are for solving issues identified by the Commission as being of broader, general concern. Operational programmes are also drawn up by Member States to implement the initiatives. Details of the tourism-related content of the Community initiatives are profiled in this guide.

■ Innovatory actions and technical assistance

A very small part of the Structural Funds is reserved for innovatory actions, technical assistance, evalua-

tions and studies — a sort of contingency fund. There are no strict priorities covering the use of these resources. Queries regarding their possible use in particular cases for a tourism project should be addressed to the bodies responsible for the management of the tourism OPs for each Member State as indicated in the individual country entries of this chapter.

■ New Member States

The accession of Austria, Finland, Sweden took place in January 1995. The Accession Treaty for Austria provided for the addition of Burgenland as an Objective 1 region.

In the case of Sweden and Finland, the Accession Treaty classifies certain areas of low population density as qualifying for the same treatment as the Objective 1 regions. These are classified as Objective 6 regions. A list of these can be obtained through the nearest Euro-Info Centre or Commission Office (see Annexes).

In all three cases, the lists of Objective 2 and 5b regions have been designated. Readers in those countries, should contact their regional authorities for information on support available.

2 Mainstream funding: EU Member States

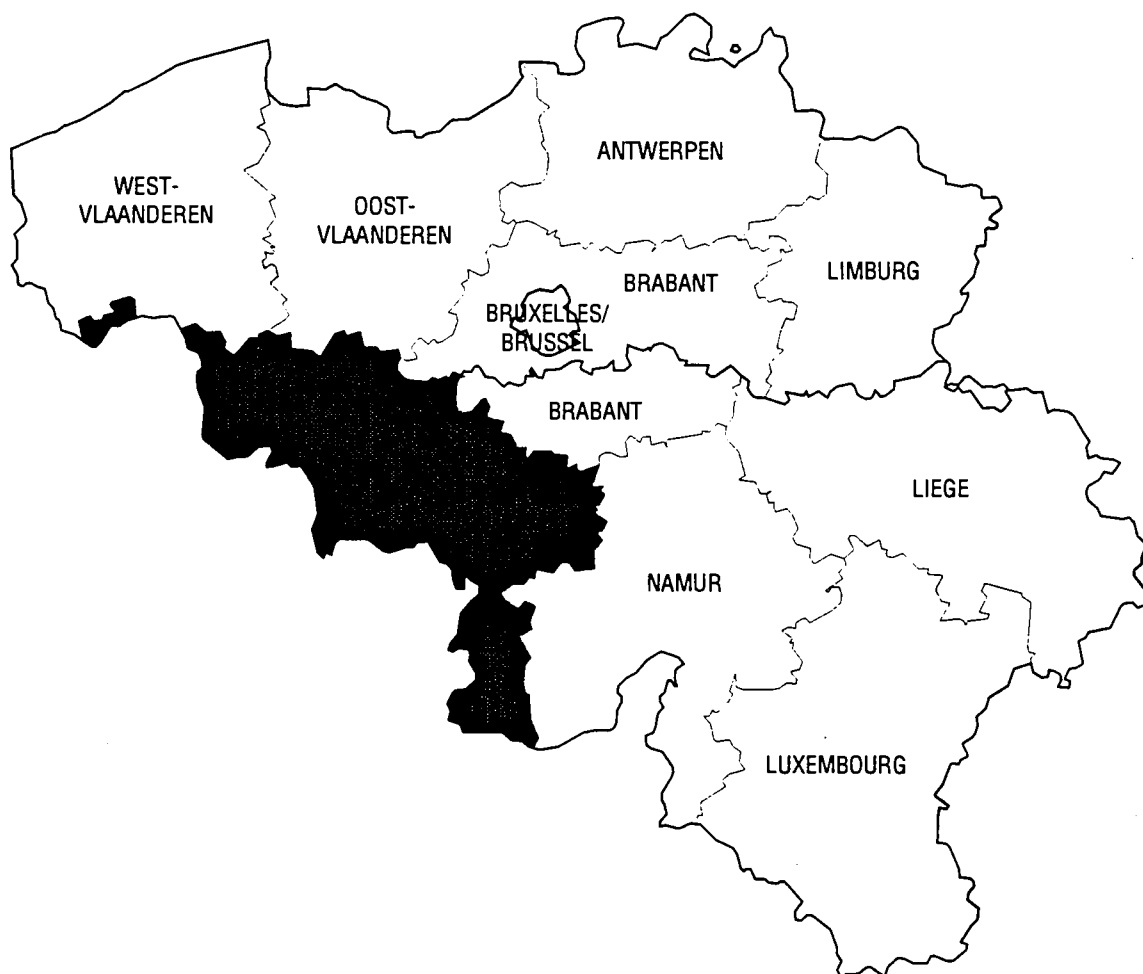
For an explanation of how the Structural Funds, which provide mainstream funding, are organized and managed, see the previous section entitled 'An introduction to the Structural Funds'.

The following pages profile the mainstream funding available for tourism in 10 of the 15 EU Member States: Belgium, Germany, Spain, France, Greece, Ireland, Italy, the Netherlands, Portugal and the United Kingdom. The regions covered here are Objective 1 regions.

At the time when this guide was prepared, full information about the availability of Structural Funds in Austria, Finland and Sweden and as regards Objectives 2 and 5b were not available. For information about these matters, contact the regional or national authorities concerned, the offices of the European Commission in the countries concerned or the nearest Euro-Info Centre (see Annexes).

Belgium

(dark shading indicates newly classified Objective 1 region: Hainaut)



Belgium



One province of Belgium has been classified as an Objective 1 region¹ — the province of Hainaut. Accordingly, there is no national programme of Community support in Belgium for Objective 1, simply a regional programme for Hainaut. The programme has been prepared in the form of a single programming document (SPD) which contains provisions for tourism which are outlined below.

Duration: All measures are for the period 1994-99.

■ REGIONAL PROGRAMME

❖ PROVINCE OF HAINAUT

Upgrading of heritage and tourist facilities (Measure 2.1.1):

The objective is to enhance natural heritage, places of historical interest, industrial heritage and waterways with grants for the following:

- measures to improve the appearance and general appeal of the region.
- promotion.
- vocational training.
- improvement of tourist accommodation and reception facilities.
- smaller projects to enhance museums.
- development of green belts for the improvement of habitat and leisure facilities in the least attractive urban areas.
- creation of nature parks, including those of historic interest, and welcome services for tourists.
- creation of a network of ecology centres.

Targets:

- Development of a tourist information service to promote unique regional features (lakes, ponds, marshes, etc.) and provide educational programmes about these amenities.
- Establishment of a network of ecological centres to encourage local protection of nature spots.
- The creation of five nature parks covering a total area of 70 000 hectares is planned.

Beneficiaries:

Local authorities, tourist agencies and offices, non-profit-making organizations, firms and service-providers in the tourism sector and the Regional Authority of Wallonia.

¹For an explanation of the Community Structural Funds and the basic terminology used, please review the introduction to Chapter 2.

Rural development (Measure 2.1.2)

The objective is to provide farmers with a means for compensating falling agricultural income through new activities such as farm tourism and the development of horse-breeding for sport and leisure purposes.

Grants are available for the following categories of project:

- In the private sector:***
- Tourist accommodation on farms, including camp sites, facilities for horses and educational facilities for classes on the environment, rural life and agriculture.
 - Establishing an equestrian industry including:
horse-breeding;
the promotion of equestrian activities (for example horse riding, pony trekking);
services and vocational training in the equestrian field.

- For public authorities:***
- Reallocation of land; ecological improvement of the landscape (e.g. by plantation), and other infrastructural development such as improving roads and drainage systems.

- Targets:***
- 170 projects for tourist accommodation are envisaged.
 - To increase turnover figures in the agro-tourism sector.

- Beneficiaries:***
- Farmers and horse breeders, communes and *comités de remembrement*.

- Selection criteria:***
- Projects will be considered in relation to their cost, visual impact, architectural merit, conformity with the general tourism plan for the region and synergy with other parts of the programme.

Cross-border projects are welcomed.

(Apart from this measure, there are other rural development measures indirectly benefiting tourism such as the improvement of infrastructure, appearance, etc.)

Human resource development (Measure 2.2.1)

This measure aims at improving the attractiveness of the region by training in tourism (languages, promotional skills, etc.) and by training in the environmental field. The two should be combined where possible.

- Activities supported:***
- Setting-up and managing businesses.
 - Training of employees in the tourism and hotel sector.
 - Vocational training of the unemployed, especially in languages, promotion and marketing of hotels and restaurants and in tourist information services.
 - Vocational training in the restoration and construction of buildings.
 - Training in the field of environmental protection.
 - Training of the unemployed in the restoration of local heritage and protection/improvement of natural amenities.
 - Aid for recruitment and geographical mobility.

Mainstream funding: Belgium

Selection criteria:

- Training should be based on a recognized identifiable need, preferably in an existing or planned project.
- Where possible, training in tourism and environmental protection should be combined.
- Projects should cover language training, management, promotion and tourism information services.
- Projects should be potentially profitable for the tourism sector.

Priority is given to projects:

- Involving partnerships between public and private bodies (local agencies for the promotion of heritage or tourism, intercommune bodies in economic development, public and private training bodies, enterprises, etc.).
- Involving unemployed women or women wishing to re-enter working life.
- Supporting other measures of the single programming document.

Funding:

Structural Fund aid for the above measures is as follows:

Upgrading of heritage and tourist facilities	ECU	33.70 million
Rural development	ECU	1.70 million
Human resource development	ECU	2.97 million
Total	ECU	38.37 million

Selection criteria:

- Relevance to overall tourism strategy, quality and general appeal of the project.
- Networking potential and the existence of partnerships between tourism authorities, communes and the private sector.
- Availability of vocational training in the case of information centres.

How to apply:

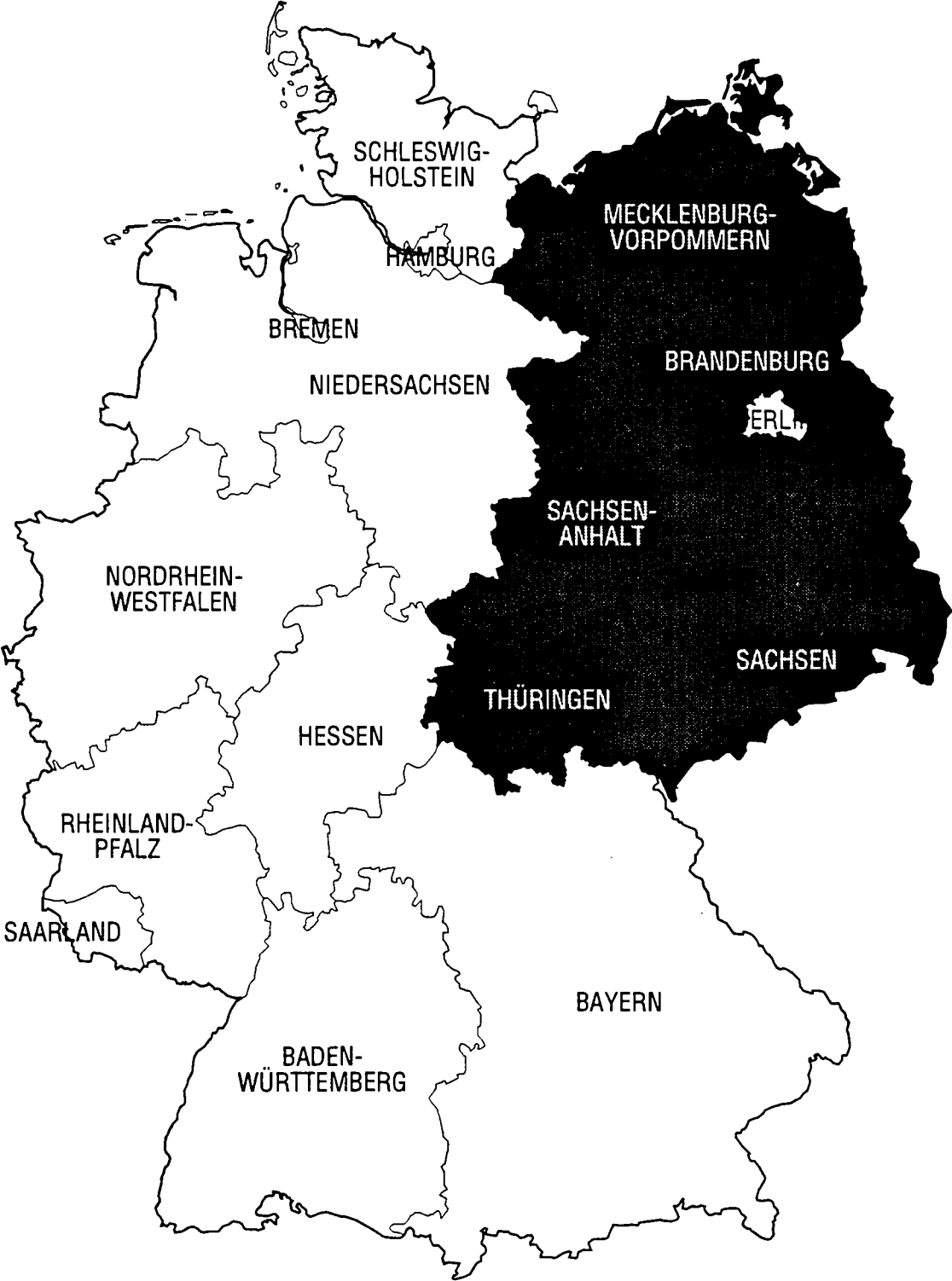
Further information on how to apply for assistance provided for under these measures can be obtained from the following:

Ministère de la Région wallonne
 Direction générale de l'économie et de l'emploi
 Direction de la politique économique
 Avenue Prince de Liège 7
 B-5100 Namur

Tel. (32-81) 32 12 11
 Fax (32-81) 30 64 34

Germany

(dark shading indicates newly classified Objective 1 region)



Germany



The general regional development scheme in Germany, the 'Joint task for the improvement of the regional economic structure', is co-financed by the federal government and by the different Länder concerned. All funds are directly managed by the Länder. With the classification of the so-called 'new' Länder (Brandenburg, Mecklenburg-Vorpommern, Sachsen, Sachsen-Anhalt and Thüringen) and East Berlin as Objective 1 regions, the Structural Funds now supply additional resources to the joint task scheme.

The two main priorities of the joint task are developing productive infrastructures (the beneficiaries being public authorities) and providing aid to investment (the beneficiaries being the private sector). The infrastructural priority does not cover general actions such as major road building and similar civil projects. It seeks rather to support specific productive activities (in the case of tourism, an example would be grants for improvements to a camping site operated by a local authority).

Two of the Länder, Brandenburg and Mecklenburg-Vorpommern, have opted to supplement the existing joint task programmes on their territory with support from the EU. In addition, along with the three other Länder and East Berlin under Objective 1 they have developed new operational programmes which are co-financed by the EU. With the addition of Community support, more funding is now available (notably for SMEs) for actions to support economic and business development such as technical assistance, consultancy, research and technology development and environmental protection.

Tourism is not identified as a specific priority under the joint task or under the OPs. However, tourism activities are, generally speaking, fully eligible under the broader development categories explained above to the extent that they contribute to social and economic development in these Länder. Indeed, in most cases there are sub-measures targeted at the tourism sector. These are summarized below.

Duration: All operational programmes are for the period 1994-99.

■ REGIONAL PROGRAMMES

❖ East Berlin (operational programme)

Investment in tourist infrastructure (Measure 6.1.1 — ERDF)

Grants are available for the establishment, expansion, alteration and restructuring of tourist accommodation:

- Hotels and guest houses with at least 30% of turnover coming from tourism.
- Camping sites mainly used for tourist purposes.
- Guest houses in rural tourism areas.
- Hotels, guest houses or camping sites extending accommodation by at least 20%.

Beneficiaries: Organizations in the public or private sector.

¹ For an explanation of the Community Structural Funds and the basic terminology used, please review the introduction to Chapter 2.

Grant rate: A maximum of 23%. In exceptional cases, the rate can be up to 35% with the possibility of still higher rates in the districts of Köpenick, Marzahn and Treptow.

Creation of a business-friendly infrastructure (Measure 6.1.2 — ERDF)

Activities supported:

- Establishing tourism.
- Improving access to sites.

Beneficiaries:

- Public institutions.
- Local authorities.
- Non-profit organizations.

Grant rate: Up to 75% of public expenditure. Grants for costs of acquiring land are excluded.

Productive investments in SMEs (Measure 6.2.1 — ERDF)

Activities supported: The establishment, alteration and restructuring of SMEs in the tourism sector.

Beneficiaries: Organizations in the public or private sector.

Grant rate: Up to 23%.

How to apply: Please contact the following for details on how to benefit from Measures 6.1.1, 6.1.2 or 6.2.1:

Senatsverwaltung für Wirtschaft und Technologie des Landes Berlin
Referat VI C
Martin-Luther-Str. 105
D-10820 Berlin

Tel. (49-30) 7831

Fax (49-30) 8281

Rural development: rural tourism (Measure 2.2.1 — EAGGF)

Activities supported:

- Creation of a nature park (a park of 1 000 hectares is envisaged).
- Creation of paths for hiking, biking and horse-riding.

Beneficiaries:

- Private agricultural undertakings.
- Public bodies.

Grant rate:

- Up to 75% of public expenditure.

Mainstream funding: Germany

How to apply: Please contact the following for details on how to benefit from this measure:

Senatsverwaltung für Wirtschaft und Technologie
Referat IV E
Martin-Luther-Str. 105
D-10820 Berlin

Tel. (49-30) 7831
Fax (49-30) 8281

❖ **Brandenburg** (joint task programme for Brandenburg)

Improvement of the regional economic structure (Measure 4.1):

Activities supported: Improvement of tourism infrastructure except in some zones in the vicinity of Berlin.

Grant rate: Up to 90%.

Support of tourist accommodation and restaurants (Measure 4.5)

Activities supported:

- New tourist accommodation and restaurants.
- The extension and modernization of existing facilities (including bathrooms, toilets and kitchens).

Beneficiaries:

- Owners of bed and breakfast accommodation.
- Private-sector companies.
- Approved youth hostels.

Grant rate: 25%, with a maximum of ECU 5 000 for modernization of sanitary or kitchen facilities, and a maximum of ECU 6 000 for the installation of shower facilities. These limits do not, however, apply to youth hostels.

Pilot projects in environmental protection (Measure 4.19)

Activities supported:

- Pilot projects promoting environment-friendly tourism.

Beneficiaries:

- Private and public-sector organizations.

Funding:

- To be determined case by case.

Mainstream funding: Germany

❖ *Brandenburg (operational programme)*

Investment in tourist infrastructure (Measure 1a-e)

- Activities supported :**
- Hotels and guest houses with at least 30% of turnover coming from tourism.
 - Camping sites mainly used for tourist purposes.
 - Guest houses in rural tourism areas.
 - Hotels, guest houses or camping sites extending accommodation by at least 20%.
- Grant rate:**
- Usually subject to a maximum of 15%, but up to 23% in exceptional cases.

Creation of a business-friendly infrastructure (Measure 1b)

- Activities supported:**
- Improving access to tourist sites.
 - Health and cure centres operated by public authorities.
 - Research for tourism purposes.
 - Public services for tourism.
 - Investments in cultural tourism.
- Priorities:**
- Projects involving cooperation with Eastern Europe.
 - Projects for certain cities (Frankfurt/Oder, Eisenhüttenstadt, Guben, Spremberg, Senftenberg, Finsterwalde, Brandenburg, Premnitz, Wittenberg, Schwedt, Neuruppin, Eberswalde, Luckenwalde).

Measures for environmental protection and for the improvement of the environment (Measure 4)

- Activities supported:**
- Environment-friendly tourism.

Rural areas (Measure 6):

- Activities supported:**
- Investments in tourism.
- Priorities:**
- Projects in the border region with Poland.
 - Former coal-mining areas.
 - Other less-developed areas.

How to apply: Please contact the following for details on how to benefit from these measures:
Ministerium für Wirtschaft, Mittelstand und Technologie des Landes Brandenburg
Heinrich-Mann-Allee 107
D-14473 Potsdam
Tel. (49-331) 866 15 74
Fax (49-331) 866 17 29

Mainstream funding: Germany

❖ *Mecklenburg-Vorpommern*

(joint task programme for Mecklenburg-Vorpommern (1994-97))

Improvement of public infrastructure facilities for tourism (Measure 1.1):

- Activities supported:**
- Signposting tourist facilities and attractions.
 - Purchase of equipment for the cleaning of beaches.
 - Modernization of health and cure centres.
 - Improving access to rural tourism locations.
 - Infrastructural improvements for large festivals and other cultural activities.
 - Cycle paths.
 - Improvements of outdoor tourist facilities (zoos, open air museums and nature parks).
 - Signposting workshops, shops, restaurants and tourist accommodation.

- Beneficiaries:**
- Local authorities.
 - Tourist boards.
 - Health cure establishments.

Grant rate: Up to 70% of costs.

Grants for investments (Measure 2.1.1)

- Activities supported:**
- Establishment of new SMEs or acquisition of existing firms.
 - Adjustment or restructuring of SMEs.

Eligibility condition: The investment must involve the creation of at least one training place or job, preferably for women.

Grant rate: 12-20%, with a maximum of ECU 50 000 per project.

Vocational training for the tourism sector (Measure 5.1)

- Type of training supported:**
- Marketing.
 - Law.
 - Accounting.
 - Marketing and distribution.
 - Design of road signs.
 - Consultancy on public finance and funding support.
 - Statistics and market research.
 - Information technology.
 - Improving relations between staff and guests.
 - Tourist accommodation and tourism development in rural areas.

Mainstream funding: Germany

- Health and cure centres and spas.
- Educational and youth tourism.
- Tourism qualifications recognized officially in Germany ('Deutscher Wirtebrief').

Beneficiaries: Approved training institutes in the tourism sector.

Funding: ECU 600 per project per day.

Marketing for tourism (Measure 7.2)

Activities supported:

- Information services (maps, signposts, etc.).
- Brochures.
- Development of scenic routes.
- Pilot project on tourism and marketing of typical, regional products.
- Grading of hotels.

Beneficiaries:

- Tourist boards.
- Health cure establishments.

Grant rate: Up to 100%.

Studies on tourism (Measure 7.3)

Activities supported:

- Development of regional and local ideas for tourism development.
- Tourism related to nature and culture.
- Development of rural areas.

Beneficiaries:

- Local authorities.
- Tourist boards.

Grant rate: Up to 30% (in exceptional cases up to 50%).

How to apply: Please contact the following for further details on how to benefit from these measures:

Wirtschaftsministerium Mecklenburg-Vorpommern
Abt. Wirtschaftsförderung
J.-Stelling Str. 14
D-19053 Schwerin

Tel. (49-385) 588 52 40
Fax (49-385) 588 58 61/4
Landesförderinstitut Mecklenburg-Vorpommern
Einrichtung der Nord L/B
Werkstr. 213
Postfach 040255
D-19061 Schwerin

Tel. (49-385) 636 30
Fax (49-385) 636 312 12

Mainstream funding: Germany

❖ *Mecklenburg-Vorpommern (operational programme)*

Investments in tourism (Measure 6.1.1 and 6.1.2)

Activities supported: Investments in tourist businesses.

Beneficiaries:

- Private sector.
- Investments in infrastructure for tourism.
- Local authorities.
- Non-profit organizations.

Grant rate: 12-35% of project costs.

Protection and improvement of the environment (Measure 6.4.1)

Activities supported:

- New tourist businesses.
- Extension, alteration and restructuring of existing businesses clearly linked to environmental issues.

Beneficiaries: Private-sector organizations.

Grant rate: 12-35% of project costs.

Investments in rural tourism (Measure 6.6.1) (limited to the regions of Müritz and Pomerania)

Activities supported:

- Tourist accommodation and restaurants.
- Leisure facilities.

Beneficiaries: Private sector.

Grant rate: Up to 35% of project costs.

How to apply: Please contact the following for details on how to benefit from these measures:

Wirtschaftsministerium Mecklenburg-Vorpommern
 Abt. Wirtschaftsförderung
 J.-Stelling Str. 14
 D-19053 Schwerin
 Tel. (49-385) 588 52 40
 Fax (49-385) 588 58 61
 (49-385) 688 58 64

Landesförderinstitut Mecklenburg-Vorpommern
 Einrichtung der Nord L/B
 Werkstraße 213
 Postfach 040255
 D-19061 Schwerin
 Tel. (49-385) 340 50
 Fax (49-385) 340 51 04

❖ *Sachsen (operational programme)*

Investments in tourism (Measure 4.1.1.1)

- Beneficiaries:** Private-sector firms.
- Grant rate:** Up to 23% of project costs.
- How to apply:** Please contact the following for details on how to benefit from this measure:
- Sächsische Aufbaubank
Blüherstraße 5
D-01054 Dresden
- Tel. (49-351) 49 100
Fax (49-351) 49 10 40 00

Infrastructure for tourism (Measure 4.1.1.2)

- Activities supported:**
- Improving access to tourist sites.
 - Establishing public tourist services.
- Grant rate:** Up to 90% of project costs.
- Beneficiaries:**
- Local authorities.
 - Private and public-sector organizations.
- How to apply:** Please contact the following for details on how to benefit from this measure:
- Regierungspräsidium Chemnitz
Abt. Wirtschaft und Arbeit
Brückenstr. 10
D-09105 Chemnitz
- Tel. (49-371) 45 70
- Regierungspräsidium Dresden
Abt. Wirtschaft und Arbeit
Budapester Straße 5
D-01069 Dresden
- Tel. (49-351) 56 40
(49-351) 564 80 046
Fax (49-351) 564 48 189
- Regierungspräsidium Leipzig
Abt. Wirtschaft und Arbeit
Karl-Liebknecht-Str.145
D-04277 Leipzig
- Tel. (49-341) 39 90
Fax (49-341) 399 44 44

Rural development (Measure 4.1.6)

- Activities supported:**
- Establishment of new businesses.
 - Improvement of tourist infrastructure (especially in the regions of Lausitz, Sächsische Schweiz and the Erzgebirge).

How to apply: Please contact the following for details on how to benefit from this measure:

Regierungspräsidium Chemnitz
Abt. Wirtschaft und Arbeit
Brückenstr. 10
D-09105 Chemnitz

Tel. (49-371) 45 70

Regierungspräsidium Dresden
Abt. Wirtschaft und Arbeit
August-Bebel-Str. 19
D-01194 Dresden

Tel. (49-351) 469 50

Regierungspräsidium Leipzig
Abt. Wirtschaft und Arbeit
Karl-Liebknecht-Str. 145
D-04277 Leipzig

Tel. (49-341) 39 90

❖ Sachsen-Anhalt (operational programme)

Investments in tourism (Measure 5.1.1)

- Activities supported:**
- Hotels and guest houses with at least 30% of turnover coming from tourism.
 - Camping sites mainly used for tourist purposes.
 - Guest houses in rural tourism areas.
 - Hotels, guest houses or camping sites extending accommodation by at least 20%.

Grant rate: Up to 15%.

Infrastructure for tourism (Measure 5.1.2)

- Beneficiaries:**
- Local authorities.
 - Non-profit organizations.

Projects may be sub-contracted to private-sector firms.

Grant rate: An average of 60%.

Mainstream funding: Germany

Rural development (Measure 5.6):

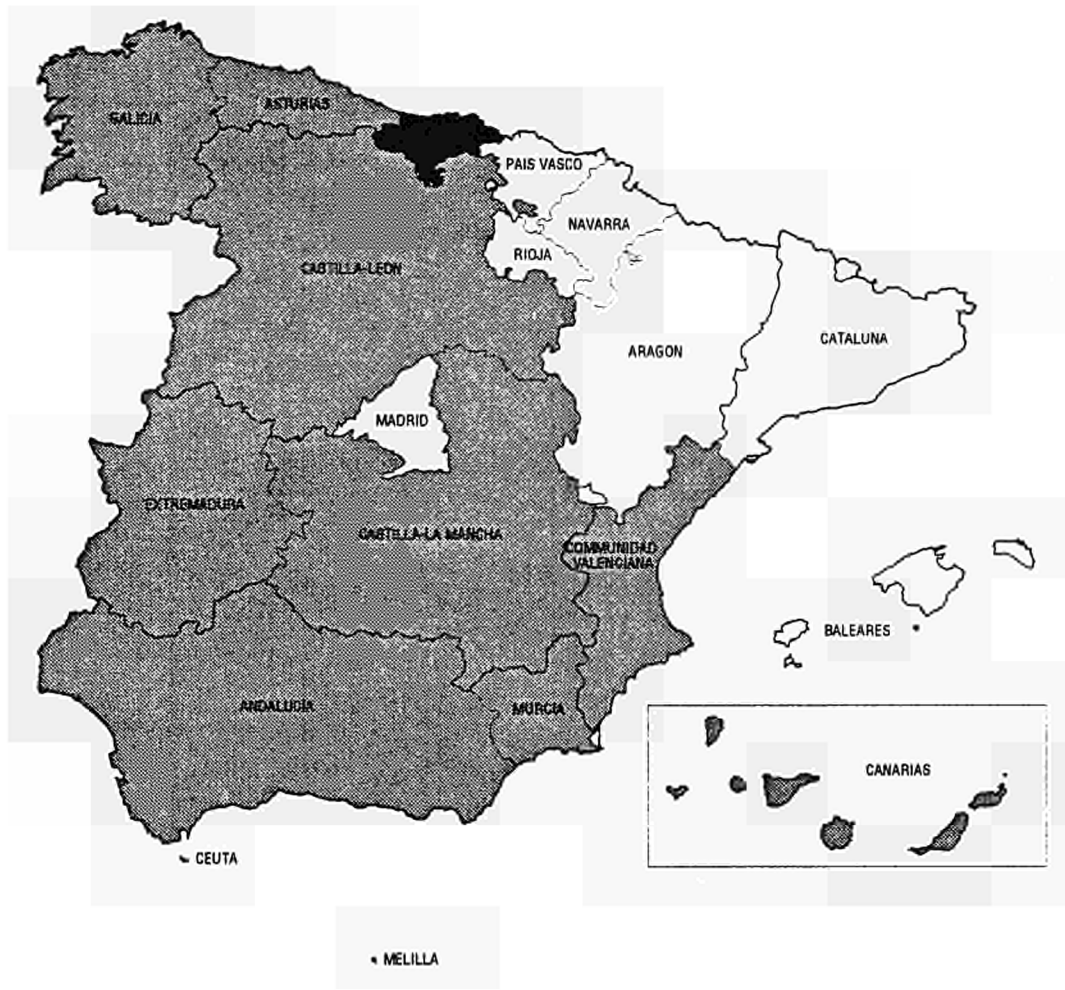
- Activities supported:** Aid is available for projects in the regions of Altmark, Harz/Harzorland, Dübener Heide/Fläming and Saale-Unstrut for:
- Investments in tourism.
 - Infrastructure and public services for tourism.
- Beneficiaries:**
- Local authorities.
 - Non-profit organizations.
- Projects may be subcontracted to private-sector firms.
- Grant rate:** Up to 15%.
- How to apply:** Please contact the following for details on how to benefit from these measures:
- Ministerium für Wirtschaft, Technologie und Verkehr des Landes
Sachsen-Anhalt
Wilhelm-Höpfner-Ring 4 - 39116 Magdeburg
- Tel. (49-391) 567 43 34
(49-391) 567 44 06
(49-391) 567 43 45

❖ Thüringen

- Activities supported:**
- Modernization of tourist facilities, including accommodation.
 - Restructuring of health and cure facilities.
 - Creation of leisure amenities.
 - Development of environment-friendly tourism.
 - Development of rural tourism.
 - Human resources.
 - Consultancy for SMEs.
- Grant rate:** Up to 70%
- How to apply:** Please contact the following for details on how to benefit from the abovementioned measures:
- Thüringer Ministerium für Wirtschaft und Verkehr
Max-Reger-Str. 4-8
D-99069 Erfurt
Tel. (49-361) 3420 or (49-361) 3421040
(49-361) 3422199

Spain

(Dark shading indicates newly classified Objective 1 region: Cantabria)



Spain

1 2

There is a multi-regional operational programme for the Spanish Objective 1 regions¹ as well as individual operational programmes (OPs) for each of the Objective 1 regions concerned (i.e. Andalusia, Asturias, Islas Canarias, Cantabria, Castilla la Mancha, Castilla-León, Ceuta, Valencia, Extremadura, Galicia, Melilla and Murcia).

As this guide was being drafted, the content of these OPs as well as the global grants schemes had not been determined. The general framework for the programmes (the Community support frameworks) was, however, available and may be summarized as follows:

Duration: All the programmes are for the period 1994-99.

■ Multi-regional programme

Improvement of the competitiveness of the traditional tourism sector, including:

- measures to enable firms to enhance quality and efficiency through the modernization of tourism establishments and facilities and upgrading technology;
- vocational training for workers in the sector;
- upgrading the quality of tourism resources, with due regard to the environmental aspect;
- promotional and marketing schemes to improve existing systems, facilitate new opportunities and identified market trends.

Product development, including:

- attractive products with high development potential, i.e. rural and green tourism;
- integrated promotion of products such as golf, hunting, skiing and fishing;
- marketing, including joint marketing.

¹ For an explanation of the Community Structural Funds and the basic terminology used, please see the introduction to Chapter 2.

Conservation of cultural resources of tourism interest including:

- restoration and development of cultural traditions and heritage related to tourism activity;
- conservation of built heritage (monuments, traditional buildings) of potential tourism interest.

Funding for the above measures:

ECU 223 million.

How to apply:

Please contact the following for further details on how to benefit from the abovementioned measures:

Director General de Planificación
Ministerio de Economía y Hacienda
Paseo de la Castellana 162
E-28046 Madrid

Tel. (34-1) 583 73 03
Fax (34-1) 455 54 84

■ Regional programmes

❖ *Andalusia*

Activities supported:

- Creating and improving support facilities for tourism, both in traditional and new sectors, bolstering complementary services, modernizing hotels, restoring historical and cultural heritage sites.
- Promotional activity (including attendance at travel fairs) and campaigns especially those related to product diversification.
- Strengthening marketing systems, e.g. by setting up central booking schemes.
- Collaboration schemes to improve coordination with local corporations, especially for the improvement and conservation of basic infrastructure, such as the restoration and maintenance of beaches and landscapes
- Training for both management and workers in the tourism sector.

Funding:

ECU 105 million.

How to apply:

Please contact the following for further details on how to benefit from the above-mentioned measures:

Director General de Planificación
 Consejería de Economía y Hacienda
 Avda. República Argentina 25
 E-41011 Seville
 Tel. (34-5) 427 97 11
 Fax (34-5) 455 54 84

❖ *Asturias*

Activities supported:

- Promotion actions to consolidate coastal tourism and extend the season, and to foster investment in inland tourism related to cultural tourism.
- Investments related to cultural tourism.
- Development of human resources in the sector, especially in SMEs.

Funding:

ECU 12 million.

How to apply:

Please contact the following for further details on how to benefit from the above-mentioned measures:

Director General de Economía y Planificación
 Calle Coronel Aranda 2
 E-33005 Oviedo
 Tel. (34-85) 10 54 58
 Fax (34-85) 10 56 56

Mainstream funding: Spain

❖ *Canary Islands*

Activities supported:

- Enhancement and diversification of supply of tourism products and services; raising accommodation standards; drawing up reliable statistics to allow adequate planning of the sector; expansion schemes for the development of complementary activities and increasing and modernizing hotels and country house accommodation.
- Modernization of tourism facilities and support for investments in tourist information, management and product marketing.
- Improvements in promotion and marketing.
- Infrastructure improvements to support tourism: this includes improving the coastline and carrying out investments in tourism areas.
- Human resources development, supporting training structures as well as training courses.

Funding:

ECU 31 million.

How to apply:

Please contact the following for further details on how to benefit from the above-mentioned measures:

Director General de Planificación
Calle Tomás Miller 38
E-35007 Las Palmas de Gran Canaria
Tel. (34-28) 22 35 50
Fax (34-28) 22 42 26

❖ *Cantabria*

Activities supported:

- Restoration of artistic and cultural heritage.
- Promotion of natural heritage including restoration of rural centres.
- Increasing supply of harbours for watersports.
- Rural tourism development.

Funding:

ECU 5.5 million.

How to apply:

Please contact the following for further details on how to benefit from the above-mentioned measures:

Director General de Economía
Calle Santos Gandarilas 2
E-39004 Santander

Tel./Fax (34-42) 31 48 12

Mainstream funding: Spain

❖ *Castilla-la Mancha*

Activities supported:

- Promotional activities.
- Development of new tourism products and rural tourism.
- Enhancement of traditional tourism.
- Restoration of built heritage.
- Restoration of historical buildings for productive use.
- Human resources development in the sector.

Funding:

ECU 19 million.

How to apply:

Please contact the following for further details on how to benefit from the above-mentioned measures:

Director General de Presupuestos, Programación Económica y Patrimonio
Junta de Comunidades de Castilla la Mancha
Calle Real 14
Edificio El Nuncio
E-45002 Toledo

Tel. (34-25) 26 65 00

Fax (34-25) 26 65 31

❖ *Castilla-León*

Activities supported:

- Promotional campaigns and participation in trade fairs.
- Promoting existing tourist routes (e.g. the Santiago Trail).
- Enhancing tourist information offices.
- Improving the tourist infrastructure.
- Training, marketing and promotion of rural tourism.
- Conservation and equipping of built heritage.
- Restoration and maintenance of State hotels ('Paradores').

Funding:

ECU 63 million.

How to apply:

Please contact the following for further details on how to benefit from the above-mentioned measures:

Mainstream funding: Spain

Consejería de Economía y Hacienda
Director General de Asuntos Comunitarios
Jose-Camtalapedra
Junta de Castilla y León
E-47001 Valladolid

Tel. (34-83) 41 40 16
Fax (34-83) 41 40 35

❖ Ceuta

Activities supported:

- Completion of schemes already in progress designed to promote a supply of attractive, high quality tourist services, including support for the establishment of suitable facilities to accomplish this.
- Promotional campaigns.
- Restoration of the town's architectural, historical and cultural heritage.

How to apply:

Please contact the following for further details on how to benefit from the abovementioned measures:

Delegado del Gobierno
Calle Beatriz Silva 4
E-11071 Ceuta

Tel. (34-56) 51 26 16
Fax (34-56) 51 36 71

❖ Valenciana

Activities supported:

- Modernization of existing tourist services and actions to make firms more competitive, through development of the infrastructure and supporting facilities.
- Initiatives to develop inland tourism through information facilities for tourists, setting up tourist and cultural itineraries and restoring cultural heritage.

Funding:

ECU 29 million.

How to apply:

Please contact the following for further details on how to benefit from the abovementioned measures:

Director General de Política Económica
Consejería de Economía y Hacienda
Calle Palau 14
E-46002 Valencia

Tel. (34-6) 351 01 00
Fax (34-6) 351 40 64

❖ *Extremadura***Activities supported:**

- Development of quality tourist services.
- Promotional activities.
- Development of rural and environmental areas with tourist potential, hunting and fishing and restoration of monuments.
- Restoration of natural and built heritage including State hotels ('Paradores')
- Human resources development.

Funding:

ECU 33 million.

How to apply:

Please contact the following for further details on how to benefit from the abovementioned measures:

Consejería de Economía, Industria y Hacienda
 Director General de Planificación
 Auda. del Guadiana,
 s/n. Puertas CyD
 Junta de Extremadura
 E-06800 Mérida

Tel. (34-24) 38 51 61

Fax (34-24) 38 51 71

❖ *Galicia***Activities supported:**

- Restoration and signposting of monuments.
- Expansion of rural and spa tourism.
- Raising quality in the hotel and catering sector, and the launching of new products and complementary services.
- Encouragement of green tourism: outdoor sports and folk museums.
- Creation of a degree-level hotel and catering school.
- Equipping areas of outstanding natural beauty for tourism.
- Promotion and marketing.
- Creation and promotion of tours.
- Assistance for companies setting up or improving services.

Funding:

ECU 15 million.

Mainstream funding: Spain

How to apply:

Please contact the following for further details on how to benefit from the above-mentioned measures:

Director General de Planificación y de Relaciones con la CE
Consellería de Economía y Facenda
Edificio Administrativo San Caetano, s/n.
E-15704 Santiago de Compostela

Tel. (34-81) 54 51 32

Fax (34-81) 54 51 33

❖ ***Melilla***

Activities supported:

- Increasing quality and improving capacity of hotel structures.
- Promotion.
- Development by the port authority of the small craft moorings scheme and enhancing beach access and facilities.

Funding:

ECU 10.5 million.

How to apply:

Please contact the following for further details on how to benefit from the abovementioned measures:

Delegado del Gobierno
Plaza de España, s/n.
E-52001 Melilla

Tel. (34-52) 67 45 34

Fax (34-52) 67 26 57

❖ ***Murcia***

Activities supported:

- Improvement in the quality and diversification of tourist services in order to extend the season.
- Enhancement of cultural attraction.

Funding:

ECU 3 million.

How to apply:

Please contact the following for further details on how to benefit from the abovementioned measures:

Directora General de Economía y Planificación
Consejería de Fomento y Trabajo
Calle Alejandro Seiquer 11
E-30001 Murcia

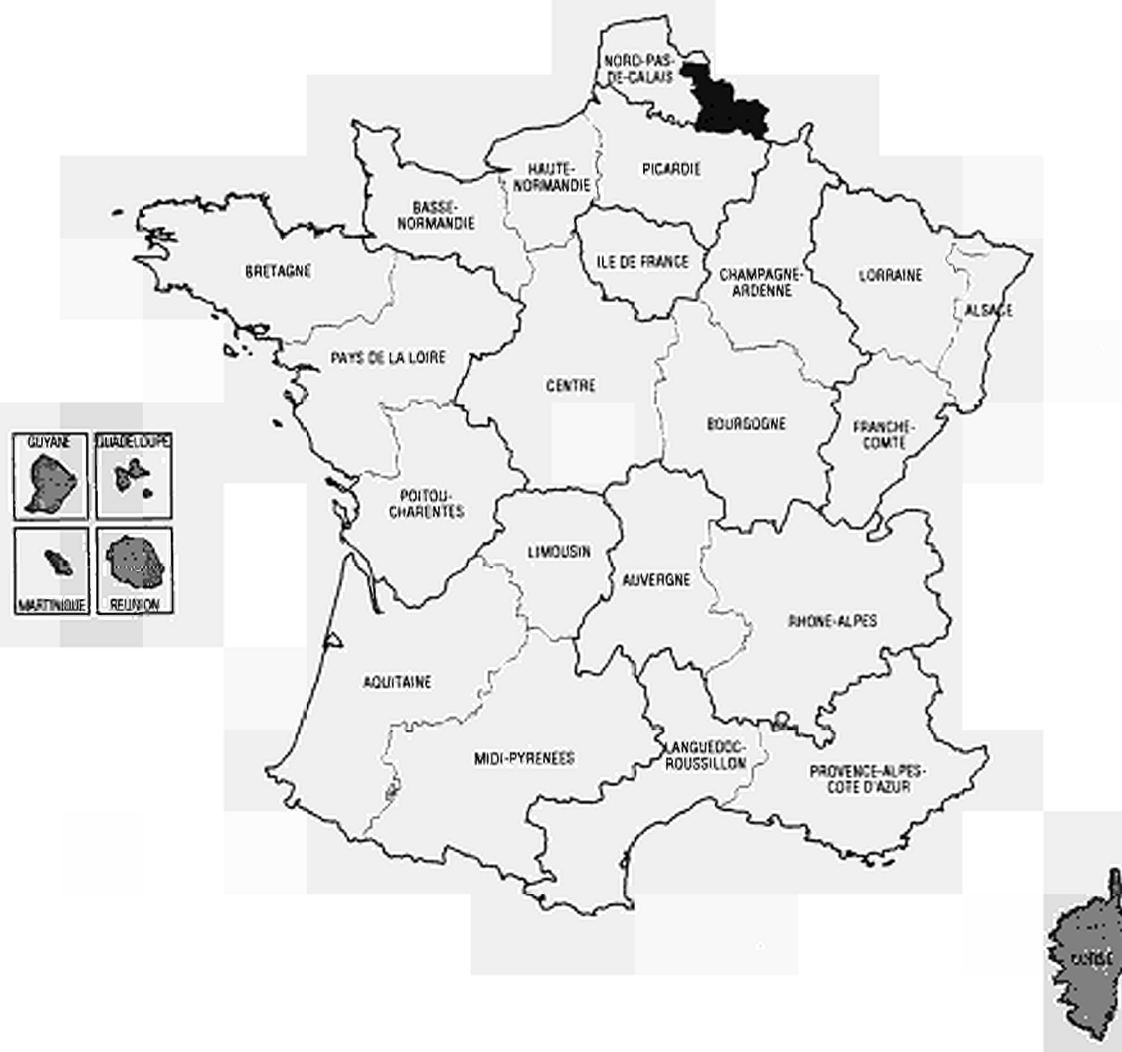
Tel. (34-68) 36 20 50

Fax (34-68) 36 20 52

Mainstream funding: Spain

France

(Dark shading indicates newly classified Objective 1 region:
Valenciennes — Douai — Avesnes)



France

1 2

There are six Objective 1 regions¹ of France — Corsica, Guadeloupe, Guyane, Martinique, Réunion and the zone Valenciennes — Douai — Avesnes There are no national programmes of Community support for tourism. Separate single programming documents contain the details for each the six regions and provisions for tourism feature prominently.

Duration: All the programmes are for the period 1994-99.

■ Regional programmes

❖ *Corsica (applies to Corse du Sud and Haute-Corse)*

Development of cultural heritage (Measure 4.1)

Activities supported:

- Development of cultural tourism, by establishing a regional network of museums and galleries.
- Extension of the museums in Sartène and Levie and renovation of the museums in Corte and Bastia
- Renovation of sites and monuments of architectural interest.
- Restoration and development of archeological sites, such as the citadels in Corte and St. Florent, the castle Punta à Alata and the convents and sites of Lucciana, d'Aleria, de I Calanchi à Sollacaro and Cuaria à Sartène.
- Establishment of cultural centres in urban areas (Ajaccio and Ville-di-Pietrabugno) and a regional network for live shows.

Beneficiaries:

Local authorities.

¹ For an explanation of the Community Structural Funds and the basic terminology used, please review the introduction to Chapter 2.

Tourism (Measure 4.2)

- Applies to the entire island.

Activities supported:

- Development of certain areas for tourism purposes (nature areas, rural areas, marinas and other tourist locations).
- Promotion of Corsica as an island of natural and protected beauty.
- Protection of the environment, particularly in scenic tourist locations.
- Programmes to improve tourism management, information services and the quality of specific tourist products.
- Promotion of inland tourism, focusing on areas of natural beauty, cultural and sports activities (hiking, pony trekking and mountaineering).
- Modernization of existing tourist accommodation incentives for the development of hotels with local character and extension of stopover farmhouse accommodation.
- Promotion of the island as a location for conferences and seminars.

Targets:

The programme aims to achieve the following by 1999:

- Construct four to five new hotels.
- Modernize 20% of existing hotels.
- Increase the amount of farmhouse accommodation by 15%.
- Increase employment in tourism by 6%.
- Increase the number of beds in hotels with four stars and upwards by 500.
- Increase conference capacity by 1 000.
- Increase the number of visits to tourist locations by 70 000.

Beneficiaries:

- Local authorities.
- Professionals in tourism (individually and groups).
- *Assemblées consulaires.*

Funding:

In the case of the private sector, the grant rate is limited to 30% as a general rule.

Mainstream funding: France

Protection of natural and built heritage (Measure 5.2)

- Applies to the entire island.

Initiatives consisting of information, stocktaking, raising public awareness and training are required to ensure the success of the measures.

Activities supported:

- Improvements in the quality of protection, management, restoration and development of the countryside and buildings of cultural interest.
- Management of nature reserves, biotopes, protected areas and locations with dense tourist traffic.
- Upgrading of rivers, beaches, lakes and marinas.
- Renovation of important tourist locations and locations classified as natural heritage by Unesco.
- Protection of flora and fauna of the region.
- Restoration of buildings of cultural interest (facades and roofs) using traditional materials and of the centres of inland villages.

Targets:

- Restore 10 additional buildings of cultural interest.
- Reclaim and protect 10 000 additional hectares in the countryside.

Funding:

The EU contribution to the various measures described above is as follows:

Measure 4.1	ECU 5 million
Measure 4.2	ECU 10 million
Measure 5.2	ECU 4.9 million

Grant rates (for all tourism measures):

- Investment in tourism development — 22%
- Development of cultural resources and other features of tourist interest — 30%.

How to apply:

For information on how to benefit from these measures please contact:

Secrétaire général pour les affaires régionales (SGAR)
 parc de Belevédère 9,
 BP 229
 F-20179 Ajaccio Cedex
 Tel. (33) 95 29 99 29 - 29 99 02
 Fax (33) 95 21 32 70

❖ Guadeloupe

Development and expansion of the tourism industry (Measure 210)

Activities supported:

- Promotion of Guadeloupe as a holiday destination in new and existing markets.
- Diversification in the range of products and services on offer to tourists and facilitating access to these products.

Mainstream funding: France

- Modernization of hotels, particularly those on the Riviera.
- Development of cruising and yachting facilities (international nautical centre for large yachts, marinas, etc.).
- Creation of a body to monitor the economic effects of tourism, the impact of the various tourist activities on the economy and to analyse the direct and indirect results of actions to assist these activities.

Beneficiaries:

- Tourism offices.
- Regional authorities.
- Municipal authorities, individually and associations.
- Private sector enterprises.

Development of maritime infrastructure (Measure 305)

Activities supported:

- Expanding the market for goods and services, including transport for tourism.
- Encouraging the development and promotion of new activities to make the region more attractive.
- Facilitating shipping, cruising and yachting in the archipelago.

Establishing a balanced development between tourism and the economy

in particular zones in which tourism is relatively less developed (Measure 309)

This measure relates to the following zones with the most urgent needs in the field of tourism: Côte Sous-le-Vent, Sud Basse-Terre and Nord Grande-Terre.

Grand Sud Basse-Terre:

Activities supported:

- Provision of tourist accommodation (hotels and farmhouses).
- Agri-tourism (helping farmers to supplement their incomes).
- Promoting the cultural and architectural heritage of the area (rooted in slavery, emancipation and colonial wars).
- Developing and promoting the Soufrière volcano for thermalism and balneotherapy.
- Cruising and yachting:
promoting and developing the Rivière-sens and Vieux-Habitants yachting marinas;
restructuring and adapting the sea front and the surrounding hinterland;
creating new infrastructures in the port of Basse-Terre to attract cruise ships.

Mainstream funding: France

Nord Grande-Terre:

- Activities supported:**
- Establishing an integrated tourism office in Anse-Bertrand to provide information on the area and on the various sports activities available.
 - Promoting local heritage through the development of health spas, unique features and attractive sites, canals and heritage linked to the history of rum and sugar cane production.

Development of rural areas (Measure 310)

- Activities supported:**
- Training of public authority members and staff in the policy aspects of rural development and preservation of cultural heritage.
 - Development of tourist accommodation, particularly those with local characteristics in areas with a shortage of accommodation.
 - Improvement of the rural habitat and the quality of tourist attractions.
 - Promotion of quality traditional agricultural products and crafts including specific tourist products and services (equestrian centres, fishing trips, food promotions, theme trips and information services).
 - Renovation and adaptation of rural infrastructures for tourist purposes (paths, lanes, etc.).
 - Rehabilitation of tourist sites, including forests, beaches and rivers.

Development of the islands: Marie Galante, La Desirade, les Saintes, les Iles du Nord/General tourism (Measure 311)

- Activities supported:**
- Development of small businesses in tourism (restaurants, tour guide agencies, etc.).
 - Information and leisure services (rest areas, picnic facilities, etc.).
 - Promotion of local crafts and other products.
 - Development of tourism locations.
 - Product development and promotion.

Human resource development (Measure 312)

- Activities supported:**
- Continuing training for people employed in tourism.
 - Creation of vocational schools offering courses on environmental protection, renovation of buildings, adaptations for tourism (play areas, etc.).

Mainstream funding: France

- Organizing specific training programmes for special needs including, for example, training for cultural guides and nature guides.

Rural development (Measure 313)

- Activities supported:**
- Development and promotion of agri-tourism, especially farmhouse accommodation.
 - Renovation of rural villages.

Support and adaptation of employment, promotion of competition (Measure 201)

- Activities supported:**
- This measure is multi-sectoral in scope. There are, however, specific provisions for tourism namely:
- improvement of qualifications and existing organizational structures within companies, particularly in hotels and restaurants;
 - support for companies with structural difficulties;
 - training of executives, researchers, technicians and professionals in the tourism and environmental sectors.

Funding: The EU contribution to the various measures described above is as follows:

Measure 210	ECU 20 million
Measure 305	ECU 9 million
Measure 309	ECU 5 million
Measure 310	ECU 3.6 million
Measure 311	ECU 7 million
Measure 312	ECU 1.8 million
Measure 313	ECU 1.2 million

How to apply: For further information on how to benefit from these measures please contact:

Cellule de suivi des fonds structurels
 Impasse Majoute
 F-97100 Basse-Terre

Tel. (590) 99 28 28
 Fax (590) 81 17 22

Conseil régional de la Guadeloupe
 Hôtel des Régions
 Av. Paul Lacavé
 Petit-Paris
 F-97100 Basse-Terre

Tel. (590) 80 40 40
 Fax (590) 81 34 19

Mainstream funding: France

❖ *French Guiana***Promotion of tourism resources (Measure 3-2)**

- Activities supported:**
- Promotion of a positive image of French Guiana.
 - Carrying out feasibility studies and developing a charter of quality to promote the 'Guyane label' as a connotation of quality.
 - Encouraging the establishment of nature and wildlife reserves.
 - Improving access to and information on these locations.
 - Supporting and developing built heritage, promoting folklore and traditional cultural activities.
 - Promoting the Space Centre as a tourist attraction.
 - Developing new infrastructures to enhance the attractiveness of the region for tourism.
- Beneficiaries:**
- Local authorities.
 - Public and private sectors.
- Funding:**
- EU contribution is ECU 300 000 for infrastructural development.
 - EU contribution is ECU 400 000 for cultural heritage.

Training for the tourism sector (Measures 7-1, 7-2, 7-3)

Training for tourism is included as part of a general human resource development programme carried out by the national and regional authorities.

- How to apply:**
- For further information on how to benefit from these measures please contact:
- Préfecture de la Guyane
 Secrétaire général pour les affaires régionales (SRAG)
 Rue Felmond
 F-97307 Cayenne Cedex
- Tel. (594) 39 45 00
 Fax (594) 30 02 77

❖ *Martinique***The development and protection of tourism locations and structures (Measure 1-1)**

- Activities supported:**
- Developing and protecting paths, parks, tropical forests and other tourist locations.
 - Renovation of cultural heritage, such as ruins, old distilleries, etc.
 - Creating yachting marinas.

Mainstream funding: France

- Targets:**
- Development and creation of 13 new tourist locations.
 - Ten projects consisting of the maintenance and promotion of cultural heritage.
 - Creation of 400 new berths in yachting marinas.
 - Increase the number of yachting tourists in the region by 1 000 per annum.

Adaptation, creation and diversification of tourism products (Measure 1-2)

Grants are available for creating new tourism products, such as:

- Nautical centres.
- Health centres.
- Sea water treatments (thermalism and thalassotherapy).

Targets: To develop 37 new tourism services and products.

The promotion, modernization and improvement of tourism information services (Measure 1-3)

Activities supported : Grants are available for promoting Martinique as a holiday destination.

- Targets:**
- Promote Martinique, on the international market, in six additional trade fairs and shows.
 - Hold three additional events marketing Martinique as a holiday destination.

Funding: The EU contribution to the various measures described above is as follows:

Measure 1-1	ECU 10 million
Measure 1-2	ECU 7.3 million
Measure 1-3	ECU 3 million

- Grant rates:**
- 60% for tourism development and 65% for infrastructural development.
 - 65% to 75% for human resource development, rural development, fisheries and port improvements.

Subsidies for enterprises (Measure 2-1)

Activities supported: Subsidies for enterprises in the tourism sector is included in a more general programme of support for small and medium-sized enterprises. Grants are available to assist SMEs to modernize and restructure.

- Targets:**
- Assist 57 more enterprises.
 - Employ 300 extra people.
 - Increase the amount invested in SMEs by ECU 21 million.

Mainstream funding: France

Budget: A budget of ECU 22.51 million is provided for this measure. The allocation to SMEs in the tourism sector is not identifiable separately.

Training for the tourism sector

Activites supported: Training for tourism is included as part of the general human resource development programme of the Conseil Régional. The total budget allocated to human resources out of the EU Structural Funds is ECU 104.6 million.

How to apply: For information on how to benefit from the above measures please contact:

Unité de Gestion de Fonds Européens (UGFE)
 Prefecture
 Rue V. Seyere
 B.P. 647
 97262 Fort-de-France

Tel. (596) 70 17 12
 Fax (596) 70 13 37

❖ Réunion

Modernization, investment in enterprises and support for industry (Measure 1.1)

This measure, provides assistance to firms in general.

- **Enterprise creation:**
 Grants up to a maximum of FF 1 million are available, subject to a maximum of 50% of total investment.
- **Modernization of enterprises:**
 Maximum of FF 5 million may be made available;
 Maximum grant rates are:
 75% for firms with less than 250 employees;
 50% for firms with less than 500 employees;
 FF 0.5 million is allocated for the modernization of craft firms.
- **Research and development:**
 For investment linked to research and development, a maximum of FF 8 million is allocated.
- **Risk capital fund:**
 Participation is limited to a maximum of FF 250 000, as a general rule. Joint applications for grants and support for industry must observe specific rules.

Mainstream funding: France

Beneficiaries: Private sector.

- **Strengthening the financial resources of firms:**

Firms in the tourism sector (excluding hotels and restaurants) are eligible for the following:

interest subsidies equivalent to a 3% reduction on interest rates for medium and long-term loans for capital investment (the level of capital investment should be between FF 500 000 and FF 20 million);

guaranteed loans (for a period of 8 years and for an amount up to 50% of the costs (up to 70% in exceptional cases) subject to a maximum of FF 2 million);

participation in capital (up to 30% of the capital subject to a maximum of FF 3 million);

Beneficiaries:

Industrial manufacturers (except the sugar industry).

Services to firms, tourism (except hotels and restaurants) and exporters.

Firms with less than 150 employees and a turnover not exceeding FF 100 million.

Modernization of craft and cottage industries (Measure 1.3)

Activities supported:

- Renovation, reconstruction and redecoration of buildings and tourist locations by assisting construction and redecoration.
- Promotion of leisure activities, such as mountain-biking and pony trekking.

Beneficiaries:

- Craft firms.
- Firms in the tourism sector.

Grant rates:

- From 40% for renovation work subject to a maximum of FF 150 000.
- From 40% for development subject to a maximum of FF 150 000.

Expansion and improvement of tourism products and services (Measure 1.6)

Activities supported:

- **Improving the supply of tourist accommodation, specifically:**
Creation of new medium and superior class accommodation;
Renovation and/or expansion of capacity in existing facilities.

Beneficiaries:

- * Coastal area of Saint-Denis-Saint-Pierre.
- * Category three units containing at least 30 rooms.
- * Rural areas and the east.
- * Category two units and above.

Selection criteria:

The following are the main factors taken into account in awarding grants for hotel construction:

Observance of the standards laid down in the official hotel classification system.

Architectural aspects of the project.

The facilities, products and leisure activities proposed.

The marketing strategy proposed.

For extension of tourist accommodation, along the coastline in particular, the capacity of the unit must be increased by 25% or at least by 10 rooms. In rural areas applications are considered on a case-by-case basis.

Subsidies for renovation are allocated on the basis of whether the proposed project improves comfort levels in the establishment or enables it to be reclassified in a higher category.

- **Tourism products and services:**

Diversification of tourism products and services, especially the creation of facilities linked to accommodation (for example, cultural, sporting or other 'theme-oriented' initiatives).

Updating the objectives and tasks of bodies involved in the tourism sector (Committee for Tourism, tourism offices, tourism information centres, rural farmhouses, etc.).

Qualitative improvement of the supply of tourism products and services especially through the following:

1. Creation of a body to monitor the economic effects of tourism, the impact of the various tourist activities on the economy and to analyse the direct and indirect results of actions to assist these activities.

Beneficiary:

Comité du Tourisme de la Réunion (research and development unit).

2. Improvement of tourism products through support given to actions encouraging innovation and qualitative improvement.

Beneficiaries:

Private sector;

La Maison de la Montagne;

Comité du Tourisme de la Réunion (CTR) (production unit).

3. Networking and promotion actions covering computerized reservation systems, sale of package products, creation of informal sales networks, etc.

Beneficiaries:

Private sector;

La Maison de la Montagne;

Relais départementaux des gîtes ruraux.

4. Information and tourist reception services.

Beneficiary:

Office de Tourisme et Syndicats d'Initiative (OTSI).

Targets:

- Create approximately 1 000 additional hotel rooms and thereby generate 300 new jobs.
- Increase the numbers of tourists visiting the island to 500 000 by the year 2000.

Funding:

The EU contribution is ECU 10 million. Grant rates are up to 60% of project costs.

Mainstream funding: France

Improvement of tourist facilities (Measure 3.5)

Activities supported:

- Improving coastal areas, especially seafronts (Saint-Pierre and Saint-Rose in particular), beaches in the west, creation of a coastal footpath on the south-east and improvements at the principal tourist locations on the east coast.
- Development and expansion of ports (for both professional and leisure fishing), marinas (St-Pierre, Ste Rose) and breakwaters (St-Leu).
- Developing natural features as tourist attractions (Salazie, Hauts de L'Ouest, Hauts de Sud-Est).
- Promoting sporting facilities for tourists including:
mountain-biking;
air and water sports;
climbing and hiking;
pony trekking.
- Developing tourism information centres.
- Building a forest house on the site of Bebour Belouve.

Funding:

The EU contribution is ECU 17.5 million. Grant rates are up to 60% of project costs for infrastructure and tourism development.

Forestry development (Measure 6.1)

Activities supported:

This measure, though primarily concerned with forestry development, contains specific provisions of direct benefit to the tourism sector. The following activities are supported:

- Facilitation of access to forests by improving roads and paths (beneficial to both tourism and industry).
- Protection of the natural beauty and heritage of the island.

Target:

Extension of tourist and forest paths by 340 km.

Promotion of employment and competition: support or training and recruitment (Measure 8.6)

Activities supported:

This measure is multi-sectoral in scope and supports training in management and communications skills. There are, however, specific provisions for the tourism sector.

How to apply:

For information on how to benefit from these measures please contact the body managing use of Structural Funds on Réunion:

Agile
17, rue Amiral Lacaze
F-97400 Saint-Denis
Tel. (262) 41 00 12
Fax (262) 21 90 72

Mainstream funding: France

❖ *Valenciennes-Douai-Avesnes*

Tourism and culture infrastructure (Sub-measure 1.2.7.1)

Activities supported:

- Tourism installations and equipment.
- Museums and other culture related infrastructures.
- Restoration of architectural, industrial and rural heritage.
- Tourist attraction events.

Beneficiaries:

Public and private sector.

Selection criteria:

- Consistency with national and regional plans for tourism development.
- Whether backed by local consensus.
- Provision of support for indigenous development.
- Complementarity and harmony with other local tourism projects.
- Potential to increase physical and commercial flows in the region.
- Demonstrable project viability.
- Availability of detailed financial plans including contributions from all sources.
- Potential to reach a wide number of beneficiaries, without neglecting the most disadvantaged.

Tourist accommodation (Sub-measure 1.2.7.2)

Activities supported:

- Hotels.
- Open-air accommodation.
- Group accommodation.

Beneficiaries:

- Private sector.
- Public sector (camping sites and group accommodation).

Selection criteria:

Projects should have a minimum bed-capacity of 30, except in the case of extensions to existing facilities. Priority is given to projects consistent with the regional plans for Nord/Pas-de-Calais.

Additional projects requirements:

- Must be integrated into the global plan for tourism development in the zone.
- Must be architecturally consistent with the surroundings.
- Must meet legal quality requirements.

Mainstream funding: France

- Must be managed by a person with hotel and business training.
- Must provide services which respond to customer needs.

Grant rates:

The grant rates (national and Community grants combined) are as follows:

- 50% for hotels;
- 60% for open-air accommodation;
- 60% for group accommodation.

In the case of private sector projects a maximum of 30% applies.

Local organization and promotion of tourism (Sub-measure 1.2.7.3)

Activities supported:

Helping professionals in tourism and culture to network, to coordinate action and devise original, attractive, high quality tourism products at a reasonable price. This implies coordination between operators, tourist offices and local authorities.

Target:

5% increase in turnover in both volume of tourism and the number of repeat visits generated.

Beneficiaries:

- Regional and local groups.
- Professionals in the tourism sector and related fields.

Selection criteria:

- Projects must have the potential to expand local tourist bodies by providing additional staff.
- Project feasibility, professionalism and quality (must be high quality).
- Potential to enhance the appeal of the region.

Grant rates:

The support available averages 50% of costs over the programme period. This could start at 80% and diminish yearly to reach 20% in 1998.

Funding for Measure 1.2.7

The EU contribution to Measure 1.2.7 (including all sub-measures) is ECU 22.5 million.

Training and employment aids (Measure 1.2.8)

Activities supported:

This is a multisectoral programme with specific provisions for training for the tourism sector in language, management, business and knowledge of tourism development.

Grant rates:

The support available amounts to 50% of the public contribution to the project.

Beneficiaries:

- Training organizations.
- Bodies of training consultants.
- Associations.
- Firms.
- Local authorities.

Mainstream funding: France

Development of rural areas (Measure 1.2.8)

- Activities supported:**
- Improving access to forests
 - Developing tourist infrastructures.

- Beneficiaries:**
- Local authorities.
 - Forestry developers.
 - Forestry cooperatives.

Grant rates: The support available amounts to 50% of total costs.

Funding for Measure 1.2.8

The EU contribution to Measure 1.2.8 is ECU 4.9 million but not all of this is available for the tourism sector.

Renovation of villages and rural areas (Measure 4.3.11)

- Activities supported:**
- Improving the appeal of rural areas.
 - Restoration of architectural heritage.

- Beneficiaries:**
- Local authorities.
 - Other promoters, mainly from the private sector.

Funding: The EU contribution is ECU 3.7 million. The grant rate is between 40% and 67% of project cost.

How to apply: For further information on how to benefit from these measures please contact:

Délégation régionale au tourisme
75, rue Léon Gambetta
F-59000 Lille

Tel. (33) 20 54 77 66
Fax (33) 20 54 36 40

Direction des programmes urbains et ruraux
Conseil régional du Nord/Pas-de-Calais
16, rue de Tournai
F-59000 Lille

Tel. (33) 20 60 66 48
Fax (33) 20 60 66 53

Mail address:
7, Sg. Morisson
BP 2035
F-59014 Lille Cedex

Greece



Greece

1

2

The main provisions for tourism development in Greece, all of which is an Objective 1 region¹, are contained in the national tourism operational programme. There is also complementary support for the industry in the regional operational programmes for the regions of Crete, Peloponnese, Central Macedonia, the South Aegean Islands and the Ionian Islands. These programmes had not been finalized at the time that this guide was drafted. The Community support framework gives a general indication of the kinds of activities being assisted. These are summarized below.

■ National programme

Activities supported:

Modernization of enterprises (public or private) based on viable business plans aiming to improve competitiveness by developing wider-ranging high quality facilities. The emphasis is on raising standards rather than increasing capacity. Grants are available for the full range of actions required to achieve this including:

- investments in physical hotel improvements;
 - market studies;
 - vocational training;
 - leisure facilities;
 - innovatory services;
 - networking between different enterprises.
- Provision of common infrastructures, like marinas, golf courses and conference centres, where satisfactory accommodation is already in place. These will be based on feasibility studies which include the participation of the private sector.
 - Creation of a small number of new and high quality tourist zones through an integrated package of services ranging from hotel development to transport, training and leisure facilities.
 - Extending the range of tourist attractions, such as thermalism and ecological, cultural and mountain tourism.
 - Vocational training, in the context of the enterprise's development plans, conforming with national certification norms.
 - Restoration and preservation of cultural heritage (historical centres, monuments, museums) of tourist potential, including private as well as public sector.

Funding:

The EU contribution to this programme is ECU 692.6 million.

¹ For an explanation of the Community Structural Funds and the basic terminology used, please review the introduction to Chapter 2.

How to apply:

For information on the conditions for the award of grants, please contact:

Ministry of National Economy
Department for attracting investments
Syntagma Sq.
GR-101 80 Athens

Tel. 30-1/3332329 or 30-1/3332311
Fax 30-1/3332315

Ministry of National Economy
Private investment policy division
Syntagma Sq.
GR-10180 Athens

Tel. 30-1/333 22 62
Fax 30-1/3332 2 64

■ **Regional programmes**

The tourism content of the regional programmes is similar in scope to the national programme, except for smaller scale financing and an emphasis on projects of special local interest.

How to apply:

For detailed information on grant conditions, please contact the regional authorities listed below:

Regional Development Division of Pelopennese
End of Erythrou Stavrou St.
GR-221 00 Tripolis

Tel. 30-71/23 34 27/23 85 03/23 79 52
Fax 30-71/23 98 31

Regional Development Division of Ionian Islands
Palaia Araktora
GR-491 00 Corfu

Tel. 30-661/461 93/455 55
Fax 30-661/469 11

Regional Development Division of South Aegean
Tsiropina Sq.
GR-841 00 Hermoupolis - Syros

Tel. 30-281/873 92
Fax 30-281/888 96

Ireland



Ireland



The whole of Ireland is classified as an Objective 1 region.¹ The Community support framework for Ireland contains an operational programme for tourism which is summarized below:

Duration: All measures are for the period 1994-99.

Assistance to the public sector for natural and cultural tourism developments

(Subprogramme 1)

Activities supported:

- Presentation and visitor facilities at major national and regional cultural institutions.
- Facilities for accommodating drama, music, exhibitions and community events such as art centres, theatres and galleries.
- Programmes/activities which seek to enhance the attractions of the region.
- Improved visitor facilities at key national monuments and historic houses designed to enhance their appeal to tourists.
- Protection and restoration of the natural environment through the following activities:
 - improving mooring facilities along major inland waterways,
 - restoring and improving facilities on the Shannon,
 - reinstatement works extensions and other improvements to the Grand and Royal canals and the Barrow Navigation,
 - development/improvement of national parks and nature reserves.
- Support to the public and private sectors for market research (for both new and existing products) in conjunction with Bord Fáilte and industry partners.

Selection criteria:

Proposed projects should:

- Demonstrate that the investment will lead to increased numbers of overseas tourists, resulting in higher revenue yield and employment creation;
- Enhance the quality of presentation to overseas tourists of significant national monuments, and historic properties;
- Include some proposals for overseas marketing;
- Be consistent with national tourism development strategy and priorities;
- Be in harmony with the local environment;

¹ For an explanation of the Community Structural Funds and the basic terminology used, please review the introduction to Chapter 2.

- Where the proposed work(s) require planning and other statutory approvals, such permission(s) must be obtained prior to commencement of any works. Evidence of this should be available to the administration agencies.

Targets:

- Increase the spaces available for cultural activities from 100 000 square metres to 174 000 square metres.
- Increase the number of national monuments and historic properties from 46 to 82.*
- Increase natural environment waterways by 115 km.*
- Increase the number of national parks from five to eight.*
- Increase the number of nature reserves from 85 to 86.*
- Improve 12 landscape and environmental areas.

* Includes both new and improved areas.

Beneficiaries:

- The national cultural institutions:
 - the National Museum;
 - the National Gallery of Ireland;
 - the National Library;
 - the National Concert Hall;
 - the Chester Beatty Library;
 - the Irish Museum of Modern Art.
- The Office of Public Works (OPW).
- Local authorities and Vocational Educational Committees (VEC).
- Public and private sectors.

How to apply:

For information on how to benefit from this measure please contact:

The Department of Arts, Culture and the Gaeltacht
Dún Aímhírgin
43-49 Mespil Road
Dublin 4

Tel. 353-1/667 07 88
Fax 353-1/667 08 27

or

The Office of Public Works (OPW)
51 St Stephen's Green
Dublin 2

Tel. 353-1/661 31 11
Fax 353-1/661 07 47

Assistance for public and private sector development (Subprogramme 2)

Activities supported:

- **Large-scale tourism projects whose total cost is typically in excess of IRL 12 million:**
 - an integrated, dedicated holiday park for family visitors;
 - a health tourism centre;
 - a large-scale integrated holiday complex featuring high quality accommodation, conference facilities and a mix of features;
 - other major tourism facilities.
- **Medium-size regional projects:**
 - weather-independent, stand-alone facilities costing in excess of IRL 2 million (ECU 2.53 million approximately);
 - improvements and extension of existing projects.
- **National convention centre:**
 - capable of accommodating between 1 000-2 000 delegates.
- **Tourism information and heritage products:**
 - new and improved tourist information offices;
 - provision of automated self service units at the main tourist offices;
 - improvements to 'amenity signposting';
 - development of national touring routes for car, coach, cycling and pedestrian traffic.
- **Heritage:**
 - towns designated 'heritage' status by Bord Fáilte. Priority to be given to towns yet to receive support;
 - other public and private sector heritage projects capable of generating a minimum of 75 000 visitors in the third year of operation;
 - improvement of tourist facilities at great houses and stately homes open to the public.
- **Tourism — angling:**
 - physical instream and bank development, including predevelopment and surveys, and the provision of additional angling spaces, stands and styles, where appropriate;
 - removal of physical obstructions to the passage or migration of fish;
 - stock management to include stocking out and predator/competitor control;
 - provision of improved systems for monitoring and protecting water quality in the fisheries context;
 - establishment of new stocked coarse and game fisheries;
 - rehabilitation of depleted sea trout fisheries;
 - establishment of title to certain fisheries, where necessary to ensure access for tourist anglers;

- acquisition of certain strategic sport fisheries to enable their development and use by tourist anglers;
- measures to ensure the rational use and management of sport fish stocks, including the curtailment or phasing out of certain identified commercial fisheries to increase potential spawning stocks and access for anglers;
- the provision of signposts and other educational and informational material for visitors.

- **Special-interest holiday facilities**

- Adventure holiday centres:

- improvement of facilities at adventure holiday centres.

- Cycling/walking:

- development of 'theme' cycling routes;
- the provision of cycle hire and associated equipment;
- upgrading the existing range of walking routes;

- Equestrian:

- upgrading existing facilities including operational linkages and trial development;
- the development of one major equestrian centre capable of holding international events.

- Golf:

- the development of a limited number of new championship courses in remote areas where they could become the catalyst for further tourism development;
- the provision or improvement of visitor and learner facilities at Bord Fáilte branded courses.

- Boats:

- improving facilities in a small number of coves and inlets with the appropriate onshore facilities;
- marina developments on the east and south-east coasts;
- the development of yacht chartering operations, sail training and other marine tourism facilities;
- yachts for charter;
- provision of lake and sea angling boats;
- the development of bait rooms, tackle rooms, visitor changing facilities and access to branded angling waters;
- the conversion and upgrading of suitable sea angling boats.

- Cruising:

- the purchase of waterbuses or passenger ferries suitable for use on inland waterways, coastal areas or access to offshore islands;
- the development of a number of new cruising bases in selected areas;
- the refurbishment of cruisers of less than 10 years old.
- purchase of cruisers.

- Gardens:

- the restoration of 18th and 19th century gardens attached to great houses.

-
- English language learning:
 - the development of product range for existing markets and for new markets especially in the Pacific rim countries.
 - Genealogy:
 - investment in project development in important niche markets for Irish tourism.
 - **Other special interests:**
 - Craft learning/ecology/other activity and special interest holiday facilities.
 - **Specialist accommodation–related developments**
 - Upgrading conference and leisure facilities:
 - linked to accommodation establishments offering a minimum of 20 bedrooms (leisure) and 30 bedrooms (conference);
 - minimum overall investment of 100 000 in leisure facilities and IRL 1 million (ECU 1.26 million approximately) in conference facilities;
 - the provision of modern simultaneous translation and audiovisual equipment (minimum investment IRL 50 000 (ECU 63 000)).
 - **Specialist visitor accommodation:**
 - Caravan and camping:
 - caravan and camping parks providing a mixture of standing units and pitches for hire at suitable locations including Dublin, Rosslare and Cork;
 - upgrading of existing facilities to international standards.
 - Horse-drawn caravans and motorhomes:
 - specialist touring products.
 - Outdoor pursuit centres:
 - provision of new and improved facilities including accommodation linked to outdoor centres in remote areas where no other convenient alternative accommodation is available;
 - centres must cooperate to develop trail holidays and engage in international marketing on a cooperative basis.
 - Hostel accommodation:
 - upgrading and improvement of existing facilities on branded walking routes.
 - Equestrian accommodation:
 - improvement of existing on-site accommodation at approved residential equestrian centres which are engaged in overseas marketing.
 - Accommodation for the disabled
 - provision of suitable access-friendly accommodation for the disabled in existing hotel premises;
 - provision of access facilities, ramps, etc.

— Selective hotel accommodation:

- improvements to existing small and medium-sized hotels with a current capacity of up to 100 bedrooms grade up to 3-star level;
- confined to hotels who propose to enter into the genuine international tourism business;
- confined to new or developing tourist areas outside the main metropolitan areas and excluding any works eligible for tax incentives in all special designated areas;
- investment in eligible works must be a minimum of IRL 250 000 (ECU 320 000 approximately);
- excludes expenditure on bars and retail areas but includes foyer, reception, bedroom, restaurant and kitchen improvements.

Selection criteria:

Proposals must satisfy the following requirements:

- demonstrate potential for attracting additional foreign visitors, for increasing foreign tourism earnings and stimulating employment creation in the local economy;
- be consistent with national tourism development strategy including product priorities;
- demonstrate that operational arrangements and accessibility cater for overseas tourists;
- satisfy product quality requirements;
- be in harmony with the preservation of the local environment;
- where the proposed work(s) require planning and other statutory approvals, such permission(s) must be obtained prior to commencement of any works. Evidence of this should be available to the administering agencies.

Beneficiaries:

- Local authorities.
- Regional tourism organizations (RTOs).
- Shannon development and its subsidiaries which own important tourism properties in the Mid-West.
- Central and regional fisheries boards.
- Public sector.
- Private sector.

How to apply:

For further information on how to benefit from this measure please contact:

Mainstream funding: Ireland

(for projects in the Mid-West)

Shannon Free Airport Development Company Ltd
Town Centre
Shannon
Co. Clare
Tel. 353-61/36 15 55
Fax 353-61/36 19 03

(for tourism angling projects)

Irish Sea Fisheries Board (BIM)
Crofton Road
Dún Laoghaire
Co. Dublin
Tel. 353-1/284 15 44
Fax 353-1/284 11 23

(for all other projects)

Bord Fáilte Eireann (Irish Tourist Board)
Baggot Street Bridge
Dublin 2
Tel. 353-1/602 40 00
Fax 353-1/602 41 00

Assistance to the public and private sector for marketing proposals (Subprogramme 3)

Activities supported:

- **Expanding sea and air access:**
 - marketing campaigns of air and sea carriers;
 - tour operators involved in the promotion of Ireland as a tourism destination.
- **New markets:**
 - promotion and marketing of Ireland in new markets in Europe and further afield.
- **New products and niche markets:**
 - suppliers of new and enhanced products to participate in trade and consumer promotion, brochure production and other marketing activity;
 - marketing of new product development companies.
- **Improving seasonality:**
 - development of suitable events of international interest outside the peak holiday period;
 - marketing of tourist products suitable for year-round business.

Mainstream funding: Ireland

- **Attracting high-yield business:**
 - programmes aimed at high-yield markets, e.g. conference and incentive business and other quality niche and activity markets.
- **Complementary marketing activity:**
 - public sector marketing proposals to complement the industry's initiatives;
 - umbrella cooperative programmes organized by Bord Fáilte in conjunction with industry partners.
- **Market research:**
 - support to the public and private sectors for market research including new markets and new projects.

Selection criteria:

- Expenditure must stimulate activity which would not otherwise take place and/or extend planned promotional campaigns.
- Proposals must be consistent with the themes described in Subprogramme 3 and specified under eligible works.
- Proposal must incorporate appropriate delivery mechanisms, including advertising, publicity and public relations, trade and consumer promotions and direct consumer servicing.

How to apply:

For information on how to benefit from this measure please contact:

Bord Fáilte (Irish Tourist Board)
Baggot Street Bridge
Dublin 2
Tel. 353-1/602 40 00
Fax 353-1/602 41 00

Department of Tourism, Transport and Communications
Kildare Street
Dublin 2
Tel. 353-1/662 14 44
Fax 353-1/662 15 83

Public and private sector training proposals (Subprogramme 4)

This measure is multi-sectoral in scope. There are, however, specific provisions for the tourism sector.

Activities supported:

- Programmes for the unemployed, early school leavers and first time job seekers;
- Initial training;
- Continuing training for those already working in the sector.

Mainstream funding: Ireland

How to apply:

For information on how to benefit from this measure please contact:

CERT
 CERT House
 Amiens Street
 Dublin 1
 Tel. 353-1/874 25 55
 Fax 353-1/874 28 21

Department of Education
 Marlborough Street
 Dublin 1
 Tel. 353-1/873 47 00
 Fax 353-1/872 95 53

Funding:

The Community contribution to the financing of the above programmes is as follows:

Subprogramme 1	ECU 116 million
Subprogramme 2	ECU 171 million
Subprogramme 3	ECU 63 million

Grant rates:

Public sector projects	75%
Private sector projects for Subprogramme 2	25 to 50%
Private sector projects for Subprogramme 3	50%

Targets:

Measure/product	1993 estimated	1999 final
1994-99		
1. Large tourism projects		
• National (new)	0	4
• Regional (new)	9	19
• (improved)	-	6
2. Tourist information/heritage projects		
• Tourist offices (number)	93	107
• (improved)	-	50
• Touring routes (number)	36	56
• (improved)	-	20
• Heritage towns (number)	15	23
• (improved)	0	12
• Other heritage projects (number)	180	205
• (improved)	-	60
3. Tourism—angling		
• Branded coarse angling centres (number)	80	80
• (improved and /or extended)	-	35

Mainstream funding: Ireland

• branded game fisheries (number)	108	134
(Improved and/or extended)	-	33
4. Special interest holiday facilities		
• Approved adventure centres (number)	18	24
(improved)	-	12
• Branded cycling routes (kms)	750	1 000
(improved)	-	300
• Equestrian trails (kms)	12	20
(improved facilities number)	-	20
• Branded golf courses (number)	60	90
(improved facilities)	-	30
• Coastal marinas (number)	7	14
(improved)	-	8
• Lake angling boats	n.a.	70
• Sea angling boats	34	50
(improved)	-	25
• Cruisers (number)	403	500
(improved)	-	50
• Branded gardens	34	64
(improved)	-	20
• Approved language learning centres	12	20
(improved)	-	12
• Genealogy centres (number)	34	40
(records)(000s)	10 500	14 000
• Other improved facilities (number)	-	25
5. Special accommodation-related developments		
• Hotels with leisure facilities	78	100
leisure improvements	0	25
• Hotels with conference facilities (number)	108	135
conference improvements	0	28
• Approved touring parks (number)	100	114
park (improvements)	0	25
• Horse-drawn caravan centres	3	10
• Motorhome centres	1	6
• Accommodation improvements		
Adventure centres	0	10
• Walking route centres	0	12
• Equestrian centres	0	8
• Up to three hotels	0	16
• Disabled	0	10
• Disabled access	0	25

Italy



Italy



There is a multiregional operational programme¹ for the Italian Objective 1 regions as well as individual operational programmes for each of the Objective 1 regions (i.e. Abruzzi, Basilicata, Calabria, Campania, Molise, Apulia, Sardinia and Sicily).

At the time of completing this guide, the content of these OPs as well as the global grants schemes had not been determined. The general framework for the programmes (Community support framework) was, however, available and may be summarized as follows:

Duration: All measures are for the period 1994-99, except Abruzzi (1994 -96).

■ Multiregional programme

Aims, among others:

- Development of tourism services and facilities in protected areas, tourist ports and small islands.
- Establishment or improvement of museums and archeological parks along cultural tourism routes.
- Network activities for tourism development.
- Conservation of architectural and natural heritage.
- Improving tourist promotion and services.
- Improvement of rural villages and heritage, environmental and forestry development important for tourism.
- Human resource development in skills required for the above as well as to strengthen the ability of firms in the sector to identify training needs.

Funding:

ECU 150 million

How to apply:

Please contact the following for further details on how to benefit from the above measures:

Presidenza del Consiglio dei ministri
Dipartimento del Turismo
Via della Ferratella in Laterano, 51
I-00184 Rome

Tel. (39-6) 773 22 79

Fax (39-6) 773 23 47

¹ For an explanation of the Community Structural Funds and the basic terminology used, please review the introduction to Chapter 2.

■ Regional programmes

The Community support framework for Italy indicates that the following objectives will be pursued in the regions.

❖ *Abruzzo*

Activities supported:

- Development of urban zones including infrastructure investments for cultural tourism.
- Establishment of four new nature parks, featuring architectural and natural heritage, small-scale accommodation and leisure facilities.
- Agri-tourism, rural tourism and restoration of villages.
- Human resources development for the foregoing.

Funding:

ECU 40 million

How to apply:

Please contact the following for further details on how to benefit from the above measures:

Regione Abruzzo
Settore Affari del la Presidenza
Ufficio Politiche Comunitarie
Via S. Giusta, 10
I-67100 L'Aquila

Tel. (39-862) 272 70
Fax (39-862) 41 43 40

❖ *Basilicata*

Activities supported:

- Promoting tourism activities with high job creation potential.
- Developing tourism services.
- Diversification of the range of tourist attractions.
- Actions aimed at extending the tourist season.
- Enhancing the environmental features of protected, attractive regions such as Pollino National Park.
- Agri-tourism including farmhouse accommodation.

Funding:

ECU 70.7 million

Mainstream funding: Italy

How to apply:

Please contact the following for further details on how to benefit from the above measures:

Regione Basilicata
 Ufficio coordinamento
 Via Anzio
 I-85100 Potenza
 Tel. (39-971) 44 81 11
 Fax (39-971) 44 83 36

❖ **Calabria****Activities supported:**

- Some large-scale projects including the provision of tourist hotels.
- Agri-tourism and other forms of rural tourism.

Funding:

ECU 150 million

How to apply:

Please contact the following for further details on how to benefit from the above measures:

Regione Calabria
 Ufficio coordinamento
 Via Massara, 2
 I-88100 Catanzaro
 Tel. (39-961) 85 62 44
 Fax (39-961) 77 32 43

❖ **Campania****Activities supported:**

- Restoration of architectural and archeological heritage and other natural resources.
- Sport and cultural facilities in order to diversify the tourism product offered and extend the tourist season.
- Rural tourism including tourist routes.
- Extension of hotel accommodation.
- Improving access of firms in the tourism sector to financial and other services.
- Promoting the tourism attractions of the region.

Funding:

ECU 137.3 million

Mainstream funding: Italy

How to apply:

Please contact the following for further details on how to benefit from the above measures:

Regione Campania
Settore coordinamento
Via Generale Orsini
I-80132 Naples

Tel. (39-81) 764 05 69
Fax (39-81) 764 09 48

❖ *Molise*

Activities supported:

- Creating a network of centres for social tourism.
- Small hotels close to cultural or natural heritage sites.
- Thermal baths close to tourist facilities.
- Restoration of archeological, architectural, artistic and historical heritage.

Funding:

ECU 20.9 million

How to apply:

Please contact the following for further details on how to benefit from the above measures:

Regione Molise
Settore coordinamento
Via XXIV Maggio, 130
I-86100 Campobasso

Tel. (39-874) 42 96 24
Fax (39-874) 42 96 09

❖ *Puglia*

Activities supported:

- Modernization of existing hotels and improvement of the quality of services.
- Development of tourist attractions and tourist ports.
- Tourism promotion.
- Rural tourism including tourist routes.
- Initially the focus will be on investment in the infrastructure for culture tourism.

Funding: ECU 102.8 million

How to apply: Please contact the following for further details on how to benefit from the above measures:

Regione Puglia
Settore coordinamento
Via Capruzzi, 212
I-70124 Bari

Tel. (39-80) 540 23 21
Fax (39-80) 540 23 76

❖ *Sardinia*

- Activities supported:**
- Increasing the supply of tourist accommodation.
 - Improving natural and environmental attractions.
 - Enhancing and promoting tourist attractions which could extend the tourist season.
 - Development of inland tourism, based on ecology and equestrian sports.
 - Rural tourism involving setting up organizations to improve managerial capacity of firms in the sector.

Funding: ECU 30 million

How to apply: Please contact the following for further details on how to benefit from the above measures:

Regione Sardegna
Settore coordinamento
Corso Vitt. Emmanuele, 437
I-09100 Cagliari

Tel. (39-70) 66 92 19
Fax (39-70) 606 45 01

❖ *Sicily*

- Activities supported:**
- Improving the tourist infrastructure, providing tourist ports and sports facilities.
 - Providing new and upgraded hotel accommodation.
 - Restoration of historical and cultural heritage especially 'Sicilian Baroque' architecture and development of an archeological park.

Mainstream funding: Italy

- Developing alternative forms of tourist attractions including traditional farmhouses ('Masserie').
- Expanding networks of services for reservations and promotion.
- Rural tourism including expansion of accommodation.

Funding:

ECU 161.4 million

How to apply:

Please contact the following for further details on how to benefit from the above measures:

Regione Sicilia
Settore coordinamento
Piazza Sturzo, 36
I-90139 Palermo

Tel. (39-91) 696 00 28
Fax (39-91) 696 00 78

The Netherlands

(Dark shading indicates newly classified Objective 1 region: Flevoland)



The Netherlands

1 2

One area of the Netherlands has been classified as an Objective 1 region¹ — the region of Flevoland. Accordingly, there is no national programme of Community support in the Netherlands Objective 1, simply a regional programme for Flevoland. The programme has been prepared in the form of single programming document (SPD) which contains provisions for tourism which are outlined below.

Duration: All measures are for the period 1994-99.

■ Regional programme

❖ Flevoland

Upgrading existing amenities and provision of new tourism facilities (Measure II.B.2.1)

Activities supported:

Improvement/creation of the following:

- paths for biking, hiking and horseback riding;
- golf courses;
- all-weather facilities;
- beaches;
- yachting harbours and waterways;
- new tourist attractions reflecting the maritime character of the region (e.g. maritime museums, historic shipbuilding);
- tourist accommodation.

¹ For an explanation of the Community Structural Funds and the basic terminology used, please see the introduction to Chapter 2.

Development of festivals (Measure II.B.2.2)

Activities supported: Organization of festivals and other cultural events.

**Targets for measures
II.B.2.1 and II.B.2.2:**

- Create 400 new jobs.
- Increase the number of tourists in the region to one million per annum.
- Increase the occupation rate of tourists accommodation to 70%.
- Establish five new attractions or upgrade existing attractions.
- Create temporary employment equivalent to 250 person/years.

Funding for measures

II.B.2.1 and II.B.2.2:

ECU 4.3 million. Grant rates are up to 40% of the total cost of a project. Community aid may only be used for new or existing plans which otherwise would could not be carried out.

How to apply for measures

II.B.2.1 and II.B.2.2:

Please contact the following for details on how to benefit from the above mentioned measures:

The Province of Flevoland
Postbus 55
NL-8200 AB Lelystad
Tel. (31-32) 320 27 24 11
Fax (31-32) 320 27 25 90

Training for tourism (Measure II.B.2.3)

Activities supported :

Vocational training for jobs in the tourism sector, including the upgrading of skills, in the fields of:

- hotels and catering;
- information and interpretative services;
- promotion.

Target:

Provide vocational training for 250 people including 200 young or long-term unemployed.

Beneficiaries:

- Training organizations.
- Local authorities.
- Private companies.

Mainstream funding: The Netherlands

Funding: ECU 880 000. On average, grant rates cover 50% of total training costs. In the case of continuing training, private companies contribute 33% of the costs.

How to apply: Please contact the following for details on how to benefit from this measure:

RBA Flevoland
Projectbureau ESF
Botter 11-33
Postbus 505
NL-8200 AM Lelystad

Tel./Fax (31 32) 25 68 73

Strengthening the structure for rural tourism (Measure II.B.3.8.A)

The objectives are to help supplement farm incomes, encourage tourism as a means of supplementing farmers' incomes, protect the natural environment and improve the rural infrastructure.

Activities supported:

- Improvement of cycling and horse-riding paths.
- Small moorings at attractive sites.
- All-weather facilities.
- Creation of conditions for private recreational investments (e.g. small infrastructures for bed and breakfasts and small-scale attractions for day-trippers).

Targets:

- 30 km of paths for biking and horseback riding.
- Four small moorings places.
- One all-weather facility.

Final beneficiaries: Private companies.

Funding: ECU 1.2 million. Grant rates are up to 50% of costs.

How to apply: For further information on how to apply for financing, please contact the following:

The Province of Flevoland
Postbus 55
NL-8200 AB Lelystad
Tel. (31-32) 27 24 11
Fax (31-32) 27 25 90

Development of tourism accommodation (Measure II.B.3.8.B)

Activities supported:

- Improvement/creation of access to accommodation.
- Improvement/creation of accommodation (bed and breakfast, hiking huts, camping sites).

Targets:

Creation of 70 jobs.

- An increase in the number of overnight visitors in the countryside to 100 000 per annum.
- Aid for 10 projects providing accommodation.
- Temporary employment equivalent to 60 person years.

Beneficiaries:

Private companies.

Funding:

30% of the total costs are covered by Community aid, with a maximum amount of HFL 50 500 per investment.

How to apply:

Please contact the following for details on how to benefit from this measure:

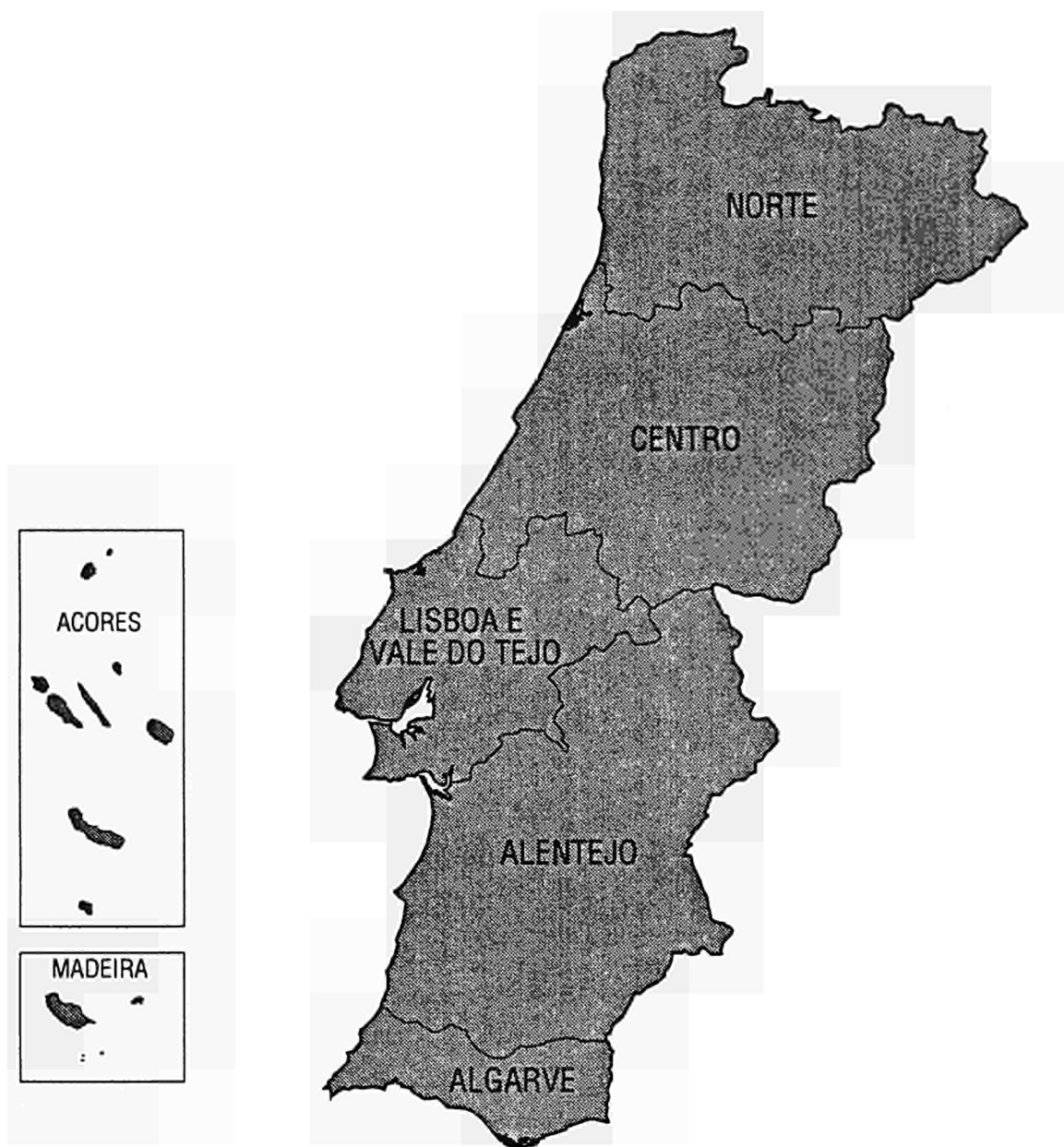
The Province of Flevoland
Postbus 55
NL-8200 AB Lelystad
Tel. (31-32) 027 24 11
Fax (31-32) 027 95 90

Selection criteria (for the above measures):

Projects should have the following characteristics:

- offer 'value for money';
- have the potential to attract new visitors and encourage them to come back;
- be unique to the region;
- create jobs;
- attract investment from other sectors.

Portugal



Portugal



The Community support framework for Portugal, all of which is an Objective 1 region,¹ includes a national programme of aid (grants and loans) which covers the development of the tourism sector. This includes not only investment in physical structures such as hotels and cultural heritage but also human resources activity and investment to improve the competitiveness of firms.

The autonomous regions of Madeira and the Azores are not included in this national programme except for the provisions regarding human resources development, but there are specific development programmes for these two regions. In addition to being covered by the national programme, the remaining regions of Portugal also have complementary regional programmes for smaller-scale projects.

Total Structural Fund aid for tourism operational programmes in Portugal for the period 1994-99 (not including the aids given to the regions directly) is ECU 390 million.

Duration: All programmes are for the period 1994-99

■ National programme

❖ Public authorities

Cultural tourism

The national programme is made up of a series of measures of which the following are of relevance to the tourism sector:

- restoration of historic buildings for tourism (Measure 2), including the restoration of *pousadas*;
- restoration of cultural heritage (national monuments; Measure 4), including improving access facilities for tourists;
- museums and other cultural buildings (Measure 5), including promoting new quality investments for culture tourism.

Targets:

The purpose of the above measures 2, 4 and 5 is to:

- restore eight museums, eight historic buildings and a theatre;
- create 12 new *pousadas* and renovate 11 existing ones;
- improve infrastructures to encourage tourism and make the buildings more attractive.

¹ For an explanation of the Community Structural Funds and the basic terminology used, please see the introduction to Chapter 2.

Beneficiaries:

- Enatur — Empresa Nacional de Turismo SA.
- Instituto Português do Património Arquitectónico e Arqueológico (IPPAR)
- Instituto Português de Museus (IPM)
- Fundação das Descobertas
- Fundação de Serralves

Tourism for young people

Movijovem, a public cooperative, and the Instituto da Juventude are the beneficiaries of a measure (Tourism for young people, Measure 6) which aids the development of youth-*pousadas*. The purpose here is to increase tourism among young visitors so as to raise the current volume of tourism and to lay the foundations for future increases in adult tourism.

❖ Private sector**Modernization and diversification of tourism**

The national programme also provides for aid to firms, individuals or groups in the private sector under modernization and diversification of tourism (Measure 1). This measure covers:

- hotel improvements;
- investments in structures for tourism events;
- restoration of architectural, historical or cultural heritage of tourist potential;
- rural tourism projects.

Examples of activities aided include:

- innovatory tourism events;
- cooperation between firms;
- services to firms in the tourism sector;
- improvement of financial engineering systems;
- recuperation of tourism structures not completed for more than five years;
- modernization of traditional tourist restaurants;
- technical modernization of travel agencies.

Targets:

This measure is expected to assist:

- 250 hotels to modernize and raise productivity;
- creation of 120 structures for tourism activity (e.g. golf courses, nautical facilities, hunting grounds, congress halls);
- restoration of 30 heritage buildings for tourism use.

How to apply:

Please contact the following for further information on how to benefit from this measure:

For loans: Fundo de Turismo
Av. António Augusto Aguiar 122-10/11
P-1000 Lisbon

Tel. 351 - 1/352 62 34

Training for the tourism sector

For training in the tourism sector (Measure 3), grants are available for young people looking for employment in the sector and employees already in tourism who wish to improve their qualifications.

Targets:

The numbers of people expected to be trained under this measure are as follows:

INFT	12 000
Continuing training in schools	5 500
Brigadas moveis	16 500
Short (three month) seminars	2 000
SMEs	350

Total	36 350

Funding

Activities which are grant-aided are:

- basic and higher-level training for young people for jobs in the tourism industry;
- training of middle and higher management for new tasks in the sector;
- continuing training to update the skills of people active in the sector.

How to apply:

For further information, including how to participate in the training courses, contact the following:

Instituto Nacional de Formação Turística
Av. Eng. Arantes de Oliveira
P-1900 Lisbon

Tel. 351 - 1/847 30 71/2/3/4/5

Fax 351 - 1/89 88 79

Mainstream funding: Portugal

■ Regional programmes (autonomous regions)

The autonomous regions of the Azores and Madeira are not covered by the national programme — except for assistance to human resources development. But they do have their own regional operational programmes.

❖ Azores

Construction and modernization of hotels, investments in tourist infrastructure (golf courses, conference halls, etc.)

Restoration of cultural heritage and development of new tourism products, marketing and promotion (Subprogramme A — Local development)

Beneficiaries: Public sector bodies and groups of firms are eligible.

How to apply: Please consult the following for further details and application procedures:

DREPA
Direcção Regional de Estudos e Planeamento dos Açores
Caminho do Meio 58 - S. Carlos
P-9700 Angra do Heroísmo

Tel. 351 - 95/31 192
Fax 351 - 95/32 774

Human resources development (Subprogramme B)

Beneficiaries: Public sector bodies and groups of firms are eligible.

How to apply: Please consult the following for further details and application procedures.

DREPA
Direcção Regional de Estudos e Planeamento dos Açores
Caminho do Meio 58 - S. Carlos
P-9700 Angra do Heroísmo

Tel. 351 - 95/31 192
Fax 351 - 95/32 774

SRJECIE
Secretaria Regional da Juventude, Emprego, Comércio, Indústria e Energia
Rua de S. João 47
P-9700 Angra do Heroísmo

Tel. 351 - 95/23 335

Mainstream funding: Portugal

❖ *Madeira*

The following measures offer support for tourism:

Creating tourist infrastructure, restoring cultural heritage, organizing culture/tourism events (Measure 2.3 — Subprogramme 2)

Beneficiaries: Public and private sector bodies are eligible.

How to apply: Please contact the following for further details and application procedures:

Secretaria Regional do Turismo e Cultura
Av. Arriaga
P-9000 Funchal

Tel. 351 - 91/22 90 57
Fax 351 - 91/23 21 51

Financing new and innovatory firms through loans, investment funds and financial guarantee systems for start-up (Measure 2.6 — Subprogramme 2)

Beneficiaries: Public and private sector bodies are eligible.

How to apply: Please contact the following for further details and application procedures:

Sociedade de Desenvolvimento da Madeira
Rua Imperatriz D. Amélia
PO Box 4164
P-9000 Funchal

Tel. 351 - 91/22 54 66
Fax 351 - 91/22 89 50

Restoration of historical centres, urban areas and natural heritage (Measures 3.4 — Subprogramme 3)

Beneficiaries: The regional government.

How to apply: Please contact the following for further details and application procedures:

Secretaria Regional do Equipamento Social e Ambiente
Av. Zarco
P-9000 Funchal

Tel. 351 - 91/23 31 31
Fax 351 - 91/22 51 12

Vocational training (Measure 1.2 — Subprogramme 1)

Beneficiaries: Public and private sector bodies are eligible.

How to apply: Please contact the following for further details and application procedures:

Direcção Regional de Emprego e Formação Profissional
Estrada Comandante Camacho de Freitas
Sto. Amaro
P-9000 Funchal

Tel. 351 - 91/76 43 57/76 64 11
Fax 351 - 91/62 891

■ Regional programmes (mainland regions)

Apart from the national programmes, there are complementary operational programmes for the regions Lisboa e Vale do Tejo, Centro, Algarve, Norte and Alentejo. The activities aided are very similar to those in the national programme, but with more emphasis on projects for local development (local investments, development of regional structures).

Allocations for the regional operational programmes are as follows:

Lisboa e Vale do Tejo	ECU	382 million
Centro	ECU	362 million
Algarve	ECU	76 million
Norte	ECU	537 million
Alentejo	ECU	182 million
Azores	ECU	616 million
Madeira	ECU	369 million

Total	ECU	2 524 million

How to apply: For details of applications for grants or loans, please consult your Comissão de Coordenação:

Comissão de Coordenação da Região de Lisboa e Vale do Tejo
Rua José Estêvão, 135-5
P-1000 Lisbon.

Tel. 351 - 1/65 55 41
Fax 351 - 1/69 12 92

Comissão de Coordenação da Região Centro
Rua Bernardim Ribeiro, 80
P-3000 Coimbra

Tel. 351 - 39/71 14 36
Fax 351 - 39/70 16 57

Comissão de Coordenação da Região do Algarve
Praça da Liberdade, 2
P-8000 Faro

Tel. 351 - 89/80 34 36/7/8/9
Fax 351 - 89/80 35 91

Comissão de Coordenação da Região Norte
Rua Rainha D. Estefânia, 251
P-4100 Porto

Tel. 351 - 2/69 52 36
Fax 351 - 2/60 20 40

Comissão de Coordenação da Região do Alentejo
Rua da Misericórdia, 9
P-7000 Évora

Tel. 351 - 66/240 94
Fax 351 - 66/265 62

Região Autónoma dos Açores
Caminho do Meio, 58
P-9700 Angra do Heroísmo

Tel. 351 - 95/311 92
Fax 351 - 95/327 74

Região Autónoma da Madeira
Calçada de Sta Clara
P-9000 Funchal

Tel. 351 - 91/341 33
Fax 351 - 91/74 14 20

United Kingdom

*(Dark shading indicates newly classified Objective 1 regions:
The Highlands and Islands of Scotland; Merseyside)*



United Kingdom



There are three Objective 1 regions¹ in the UK. These are Northern Ireland, the Highlands and Islands of Scotland and Merseyside. The programmes for these regions include special subprogrammes for tourism. The information about these is contained in the single programming documents (SPDs) for each of the three regions.

Duration: In all three cases, programmes are for the period 1994-99.

■ Regional programmes

❖ Northern Ireland

Marketing and promotion of Northern Ireland (Measure 1.2.1)

Activities supported:

- Larger subregional consortiums involving the private and public sectors to increase the awareness and the use of a subregion's tourism infrastructure, particularly by out-of-State visitors.
- Organizations capable of attracting and delivering significant international standard events and conferences to attract significant numbers of new visitors.
- Approved tourism operators to participate in selected Northern Ireland Tourist Board promotions outside Northern Ireland.
- The tourism industry in general to develop a more professional, targeted and strategic approach to marketing.

Targets:

- Increase the percentage awareness of Northern Ireland as a holiday destination from 33% (1993) to 50% (1999).
- Increase the number of holiday visitors from 250 000 (1993) to 386 000 (1999).

Beneficiaries:

- Private, public and voluntary sector tourism businesses.
- Industry representative bodies.
- Local authority/private sector partnerships.
- Northern Ireland Tourist Board.

¹ For an explanation of the Community Structural Funds and the basic terminology used, please see the introduction to Chapter 2.

Funding: The EU allocation for this measure is ECU 18.4 million. The grant rate for co-financing of public sector projects may be up to 75%. When cofinancing investments in private enterprises the aid rate may be up to 50%.

Development and enhancement of tourist amenities (Measure 1.2.2)

Activities supported:

- Land acquisition (limited to 10% of total grant).
- Feasibility studies.
- Activity related infrastructure.
- Conference centres.
- Language schools.
- Waterway infrastructure and navigation.
- Development of rivers for angling and water sports.
- Visitor information and interpretation.
- Improvement of access to countryside.

Targets:

- Increase visitor numbers from 7.2 million (1993) to 9 million (1999).
- Increase of revenue generated from amenities from UKL 4 million (1993) to UKL 6 million (1999).

Beneficiaries:

- District councils.
- Voluntary/charitable/community-based bodies.
- Private sector.

Funding: The EU allocation for this measure is ECU 19.5 million. The grant rate for cofinancing of public sector projects may be up to 75%. When cofinancing investments in private enterprises the aid rate may be up to 50%.

Provision of tourist accommodation (Measure 1.2.3)

Activities supported:

- Land acquisition (limited to 10% of grant).
- Development of new hotels.
- Self-catering establishments and guesthouses.
- Provision of additional bedrooms and en suite bathroom facilities in hotels and guesthouses.
- Associated amenities at guesthouses and providing full accessibility for visitors with disabilities.

Targets:

An increase in the following:

- Number of hotels operated by international hotel groups from 1 (1993) to 2 (1999).

Mainstream funding: United Kingdom

- Total bed stock from 21 600 (1993) to 23 100 (1999).
- Number of hotels achieving higher classification by 10%.
- Number of guesthouses and 'bed and breakfasts' having en suite bathroom facilities from 15% (1993) to 25% (1999).

Beneficiaries:

- District councils.
- Private sector.
- Voluntary and charitable organizations, community-based groups.

Funding:

The EU allocation for this measure is ECU 12.3 million. The grant rate for cofinancing of public sector projects may be up to 75%. When cofinancing investments in private enterprises the aid rate may be up to 50%.

Project selection criteria (Measures 1.2.1, 1.2.2 and 1.2.3)

- Commitment to product improvement and significant strategic marketing.
- Potential to attract out-of-State visitors and give additional benefit to the region.
- Consistency of the project with the Northern Ireland Tourist Board's sustainable tourism policies, promotions and strategy.
- Potential of the product to extend the season and/or be marketed in an all-Ireland context.
- Extent of cooperation of tourism industry participants in terms of joint marketing and industry partnership.
- Potential to undertake future marketing activity on a self-sustained basis (i.e. without grant aid).
- Quality of the project and its need for assistance.
- Ability to create jobs.

The applicant's location, in terms of regional spread, avoidance of duplication and the need to target social deprivation, also plays an important role.

Mainstream funding: United Kingdom

Conservation of the natural and built environment (Measure 1.2.4)

Activities supported:

- One further interpretative centre.
- A number of small access schemes such as picnic areas.
- Restoration and repair of listed buildings.
- A range of historic monuments.

Targets:

- Provision of an additional 10 access/amenity schemes.
- Provision of one additional interpretative centre.
- Increase in the number of grants to listed building owners from 445 (1993) to 495 (1999).
- Provision of improved facilities and interpretative material at 20 historic monuments in State ownership.

Beneficiaries:

- District councils.
- Conservation organizations.
- Owners of listed buildings.
- Department of Environment of Northern Ireland.

Project selection criteria:

- Contribution to the safeguarding and enhancement of the natural environment, the protection and conservation of rare wildlife habitats.
- Contribution to the promotion of access to, enjoyment and understanding of the countryside by the provision of appropriate facilities.
- Contribution to the development of tourism.
- Conservation and maintenance of the built heritage of Northern Ireland and enhance the tourism potential of the area.

Projects will be selected according to the priorities and programmes established by the Department of the Environment for Northern Ireland so as to contribute to the implementation of a coordinated programme of improvements to a range of monuments of various grades of importance throughout Northern Ireland and the development of the tourism and educational potential of individual monuments.

Funding:

The EU allocation for this measure is ECU 8.1 million. The actual grant rate varies depending on the recipient body and the nature of the project and is subject to a maximum of 75% for public sector projects and 50% for private investment.

Mainstream funding: United Kingdom

Training for the tourism sector (Measure 1.2.5)

- Activities supported:** Under this measure, grants will be available for a range of courses designed to improve the skills and qualifications of those working in tourism-related occupations. These will include hotel and leisure activity management, reception, food preparation and service and specialized leisure activities.
- Targets:**
- Increase the numbers of people successfully completing training from 540 (1993) to 2 500 (1999).
 - Increase the numbers of people securing employment in tourism and hospitality to 75% of trainees.
- Beneficiaries:**
- Managers and employees in the tourism sector (mainly in SMEs).
 - Self-employed people running their own businesses within the tourism sector.
 - Organizations involved in the tourism sector.
 - Providers of training and of further and higher education.
 - Local authorities.
 - Voluntary and community bodies.
- Project selection criteria:**
- Projects must aim to ensure the highest level of appropriate skills and qualifications amongst people working in the tourism and hospitality industries.
 - Projects must be demonstrably linked to the needs of the hospitality and tourism industries.
 - Training should lead to recognized qualifications.
- Funding:** The EU allocation for this measure is ECU 17 million. The EU contributes 65% of total cost.
- How to apply:** Please contact the following for further details on how to benefit from the above-mentioned measures:
- Northern Ireland Tourist Board
 St. Anne's Court
 59 North Street
 Belfast BT1 1NB
- Tel. 44 - 1232/23 12 21
 Fax 44 - 1232/24 09 60

❖ *The Highlands and Islands of Scotland*

Development of new and enhancement of existing attractions and year-round facilities (Measure 1)

Activities supported:

- To develop new, and improve existing visitor attractions (especially all-weather facilities).
- To public, private or voluntary sectors for eligible sites and premises infrastructure works or business support services.
- For heritage-based enterprises which involve the development of marketed facilities such as environment-related centres, cultural activities and wildlife holidays.
- For eligible works, which should form part of an overall site or premises development package, such as:
 - feasibility studies;
 - land acquisition (limited to 10% of the total grant awarded to any scheme);
 - reclamation;
 - improvement and provision of on-site services;
 - transport infrastructure;
 - environmental works;
 - security systems;
 - general refurbishment;
 - for projects which demonstrate that support will lead to increased visitor numbers and spending (especially those which encourage overnight stays and create new jobs);
 - for research and development in tourism leading to innovative approaches and greater competitiveness and added value within the tourism sector.

Targets:

- 500 new or improved facilities.
- Leverage of investment of UKL 35 million from the private sector.
- 1 000 jobs to be created or safeguarded.

Beneficiaries:

- Local authorities.
- Highlands and Islands Enterprise.
- Small and medium-sized enterprises.
- Private operators.
- Charitable trusts.

Funding:

The EU allocation for this measure is ECU 9.9 million. Average grant rate is 50%.

Mainstream funding: United Kingdom

Improve the quality and range of tourist accommodation (Measure 2)

- Activities supported:**
- Grants or loans for schemes which upgrade tourist accommodation to officially recognized standards.
 - Costs of providing loans for new investment schemes (interest rate rebates, repayment holidays, other costs of providing 'soft' elements of loans); this support must be for new schemes, or provide additional benefits in the form of enhancements to existing schemes.
- Targets:**
- Upgrading of 300 units of accommodation.
 - An increase of 1 000 overnight spaces.
 - An increase of 200 000 tourist nights.
 - An increase in spending of UKL 10 per tourist per year.
- Beneficiaries:**
- Hotel owners and proprietors of other accommodation, people establishing new accommodation.
 - Small and medium-sized enterprises.
 - Local authorities.
 - Highlands and Islands Enterprise.
 - Voluntary sector.
 - Community groups.
- Funding:** The EU allocation for this measure is ECU 4.8 million. Average grant rate is 50%.

Specific training to improve the quality of specialist tourism skills (Measure 3)

- Activities supported:**
- Analysis of tourism training needs.
 - Programme to make management and employees aware of the importance of training.
 - Providing management and business skills training for existing and new entrants to the tourist industry.
 - Providing training for crofters, farmers, community groups and other countryside and village residents, in tourism management and local interpretation.
 - Training of employees in culture, arts and heritage-based enterprises.
 - Training in customer care for those involved in the tourism sector.
 - Developing further the links between schools and the tourism industry.

Mainstream funding: United Kingdom

- Targets:**
- 500 year-round jobs created or protected through training.
 - 300 training audits.
 - 500 persons receiving Scottish Vocational Qualifications or Tourism Training Scotland Qualifications.

- Beneficiaries:**
- Highlands and Islands Enterprise.
 - Local authorities.
 - Further education colleges.
 - Industrial training organizations.
 - Private sector.
 - Voluntary sector.
 - Communities.
 - SMEs in the tourist industry.

Funding: The EU allocation for this measure is ECU 2.2 million. Average grant rate is 55%.

Develop enterprises and initiatives related to heritage, culture and the environment (Measure 4)

- Activities supported:**
- Interpretative centres and other interpretative facilities, heritage maintenance and access provision.
 - Access and interpretation planning and consultancy services especially for small-scale facilities and local networks of attractions.
 - Acquisition, improvement and maintenance of sites and buildings; to improve and manage access; to increase the quality of visits and to increase understanding of the site or landscape through good interpretation.
 - Public, private or voluntary sector projects for eligible sites and premises, infrastructure works or support services.
 - Development of tourism projects including interpretative centres which capitalize on, or encourage the development of local heritage, culture and environment.
 - Development of environmental management in tourism, especially at key sites and the encouragement of tourists to visit a wider range of sites.

- Targets:**
- Increase number of visitors by 100 000.
 - 200 sites and buildings to be brought back into productive or tourist use.

Mainstream funding: United Kingdom

- Leverage an extra UKL 5 million of investment from the private sector.
- Increase visitor expenditure by UKL 1 million.
- 80 local interpretative plans.

Beneficiaries:

- Local authorities.
- Highlands and Islands Enterprise.
- Trusts and voluntary bodies.
- SMEs in the tourist industry.

Funding:

The budget for this measure is ECU 5 million. Average grant rate is 50%.

Develop better marketing and the use of information technology (Measure 5)**Activities supported:**

- Public, private or voluntary sector projects for marketing to encourage more visitors and a wider range of type of visitor (development of generic and niche advertising or marketing initiatives, promotion of the region for conferences/specialist courses, festivals and events).
- Development and installation of new technology to improve accessibility, booking facilities, advance and local information systems.

Target:

Increase numbers of visitors to outlying areas of the region by 5%.

Beneficiaries:

- SMEs in the tourist industry.
- Scottish Tourist Board.
- Highlands and Islands Enterprise.
- Local authorities.
- Voluntary bodies.

Funding:

The budget for this measure is ECU 2.3 million. Average grant rate is 50%.

Project selection criteria (for Measures 1, 2, 3, 4 and 5)***To receive funding, projects must demonstrate the following:***

- The additional benefits for the Highlands and Islands that will result from Structural Fund support.
- The need for Structural Fund support.

Mainstream funding: United Kingdom

The selection process will include consideration of:

- Level of disadvantage in the geographic area of the project.
- Job creation or the attainment of other relevant specified outputs.
- Leverage of extra investment, especially from the private sector.
- Synergy with other schemes and measures.
- The extent to which the project involves support from a range of partners.
- Collaborative or partnership joint ventures, particularly those involving the private sector.
- The innovatory character of the project.
- Value for money, including the cost per unit output.
- The strategic nature of the scheme in the context of the Highlands and Islands.

How to apply:

Please contact the following for further details on how to benefit from these measures:

The Director
Highlands and Islands Partnership Programme
Bridge House
20 Bridge Street
Inverness IV1 1QR

Tel. 44 - 1463/71 54 00
Fax 44 - 1463/71 56 00

❖ ***Merseyside***

The Merseyside Image Campaign (Measure 1.3)

Activities supported:

Under this measure, grants will be available for regionally coordinated, business-led action to improve the image of Merseyside among potential investors, including:

- support for regionally coordinated local promotion campaigns, where these are shown to have specific added value and do not lead to duplication;
- back-up support in the case of follow-up on specific inward investment enquiries;
- aftercare support of foreign inward investors who have located in Merseyside;

Mainstream funding: United Kingdom

- facilities to improve the handling of enquiries (e.g. database development, research and local information provision).

Beneficiaries: Public or private sector organizations or other bodies on Merseyside with a capability to deliver an effective campaign.

Funding: The EU allocation for this measure is ECU 4 million.

Access to key sites for industrial and commercial development (Measure 1.5)

Activities supported: Under this measure, grants are available for the local authorities and/or the private sector to undertake key local road and public transport infrastructure projects providing access to industrial, commercial or tourism sites. Support should lead directly to increased investment in the region and encourage job creation, as well as relieving a constraint on development at the sites concerned.

Targets:

- 32 km of access routes.
- five new or upgraded railway stations.
- 20 km of new or improved railway lines.

Beneficiaries:

- Private sector.
- Merseyside Passenger Transport Authority and Executive.
- British Rail.
- English partnerships.
- Local authorities.
- Merseyside Development Corporation.

Funding: The EU allocation for this measure is ECU 26 million.

Incentives for local business investment (Measure 2.2)

Activities supported: Under this measure, a range of measures for SME support is proposed (Merseyside Special Investment Fund). The fund targets identified growth sectors, it is not confined to manufacturing industry and might also embrace for example the tourism industry. Measures include:

- support for the costs of providing loans for new investment schemes;
- support for equity participation in new and existing ventures;
- grants for new investment schemes;
- support for Business Angel schemes;

- diagnostic and consultancy services;
- marketing assistance;
- developing supplier and business networks;
- industrial quality and design;
- telecommunications links for SMEs;
- energy efficiency and environmental best practice for business.

Targets: 141 000 cases of business advice or assistance.

Beneficiaries: Companies on Merseyside, with priority for SMEs.

Funding: EU allocation for this measure is ECU 76 million.

The cultural and media industries of Merseyside: development of facilities for investors (Measure 4.1) and better quality in the cultural and media industries (Measure 4.2)

Activities supported: Under these two measures grants will be available for the general strengthening of the cultural and media industries through improved premises and equipment as well as support for training the workforce. A strong cultural sector, of course, always encourages tourist activities.

Funding: The EU allocation for Measure 4.1 and 4.2 is ECU 10 million and ECU 6 million respectively. The level of assistance will always be the minimum required to ensure that the measure is carried out.

Attracting visitors to Merseyside: help for investment in festivals, events and tourist attractions (Measure 4.3)

Activities supported:

- Improving existing tourism or conference facilities.
- Providing new attractions and visitor facilities.
- Promoting and supporting these facilities, as well as Merseyside as a tourist destination.
- Festivals and events.
- Upgrading the standard of tourist accommodation.

Targets:

- Establishment of 34 tourist attractions.
- Increase the numbers of tourists, visitor spend and duration of stay.

Beneficiaries:

- Merseyside SMEs.
- Voluntary sector.

Mainstream funding: United Kingdom

- Merseytravel.
- Local authorities.
- Other public bodies.

Funding: The EU allocation for this measure is ECU 13 million.

Improving quality: upgrading skills in the tourist industry (Measure 4.4)

- Activities supported:**
- Support for employers to get their own structures right and to network effectively (e.g. to draw up training plans, exchange information, etc.).
 - Support for employers to help young people achieve National Vocational Qualifications including through apprenticeship schemes.
 - Recruitment and training packages — schemes that meet business needs as well as the needs of the long-term unemployed and other priority groups are given priority.
 - Support for training linked to projects set up with European Regional Development Fund support.
 - Direct training where it improves an employer's capacity to train own employees (e.g. through training of trainers or upskilling supervisors and managers).
 - Pump-priming for companies to start employee development programmes.
 - Graduate recruitment and retention measures.
 - Vocational training in a number of clearly-defined circumstances carried out by or paid for by companies for their employees to obtain qualifications in skills in shortage on the local labour market including access to new training techniques.

Beneficiaries: Merseyside SMEs in the tourist industry.

Funding: The EU allocation for this measure is ECU 10 million.

Protecting and developing the natural and historic built environment (Measure 4.5)

- Activities supported:**
- Acquisition, improvement and maintenance of sites and buildings of architectural or historical importance (European Regional Development Fund support for acquisition must be limited to a maximum of 10% of the total grant awarded to any scheme).
 - Improving and managing access.
 - Raising the quality of visit.
 - Increasing the understanding of the site or landscape.

Mainstream funding: United Kingdom

- Beneficiaries:**
- Merseyside SMEs.
 - Local authorities.
 - Private and voluntary sectors.
 - Other public bodies.

Funding: The EU allocation for this measure is ECU 15 million.

Project selection criteria (for the above measures)

To receive funding, projects must either be schemes that would not be undertaken without grant aid, or would be implemented only in a reduced form and/or at a slower pace than can be achieved with grant aid. Measures which apply directly to the tourism sector must be able to demonstrate that support would lead to increased visitor numbers and spend. Priority will be given to those projects which encourage overnight stays and create new jobs.

Core selection criteria are:

- demonstrated additional benefits for Merseyside as a result of Structural Fund support;
- demonstrated need for Structural Fund support.

Priority considerations include:

- job creation, or attainment of other specified relevant output;
- value-for-money, including cost per unit output;
- leverage of extra investment, especially from the private sector;
- the strategic nature of the scheme in its Merseyside context;
- synergy with other schemes and measures;
- for measures for which this is appropriate, environmental impact.

How to apply: Please contact the following for further details on how to benefit from this measure:

The Government Office for Merseyside
Graeme House
Derby Square
Liverpool L2 7SU

Tel. 44 151/224 64 44
Fax 44 151/224 64 72

3 Support from other sources: Fact sheets

The following pages profile the various programmes and actions of the European Union other than the mainstream funding available through the Structural Funds as described in Chapter 2. These schemes may also provide financial support to the tourism sector. In many cases, these programmes and actions do not target the tourism sector. Projects in the tourism sector may benefit, however, to the extent that they satisfy the core objectives of the programme or action providing funds.

Action plan for cooperatives, associations, foundations, mutual societies

This programme aims to help the above categories to access fully the advantages of the single market. The specific aims of the programme are to promote, coordinate and strengthen actions for these organizations through studies, and fostering of new transnational activities especially those leading to participation in other Community programmes. Grants are available for pilot actions, or other activity aimed at sustaining the overall objectives of the programme.

- **Application to tourism:** This programme is open to the tourism sector.

- **Who may apply?** Cooperatives, associations, foundations, mutual societies, social partners, public authorities and representative bodies of these entities.

- **Requirements:** The action concerned must be innovative, and involve organizations in different Member States.

- **Grant rates:** In the range of 15-50%.

- **Total funding allocation:** ECU 5.6 million for the period 1994-96.

- **Programme duration:** The programme runs until 31 December 1996.

- **How to apply:** Applicants for grants must submit a project description and a completed application form, obtainable from the address below. There are no fixed deadlines for the submission of applications. These may be made at any time.

- **Contact:**

European Commission
 Directorate General-XXIII
 AN80 3/32
 Rue de la Loi 200
 B-1049 Brussels

Tel. (32-2) 295 17 72
 Fax (32-2) 296 58 57
 E-mail: ARIES-DG XXIII PR @ MCRL.GEONET.2E

ACTS

The programme for advanced communications technologies and services (ACTS) represents the European Commission's major effort to support precompetitive research and technological development in the context of trials in the field of telecommunications. It focuses on unlocking the potential of advanced communications in Europe in a practical, user-friendly way. Specifically, its objectives are to develop advanced communication systems and services for economic and social development in Europe, taking account of the rapid evolution in technologies, the changing regulatory situation and opportunities for advanced trans-European networks and services.

- **Application to tourism:** This programme is not primarily directed towards tourist projects, but projects applicable to the tourism sector could be supported. The areas covered by the ACTS programme are interactive digital multimedia services; photonic technologies; high-speed networking; mobility and personal communication networks; intelligence in networks and services engineering; quality, security and safety of communication services and systems; and horizontal actions.
- **Who may apply?** Firms, research centres, universities.
- **Requirements:** The projects submitted must usually involve organizations from more than one Member State. Broader geographical coverage is an advantage.
- **Grant rates:** Up to 50% of the costs of the project.
- **Total funding allocation:** The total budget available for this programme is ECU 630 million for the period 1994-98.
- **Programme duration:** The programme runs until the end of 1998.
- **How to apply:** Calls for tender are published periodically in the *Official Journal of the European Communities*.
- **Contact:**
European Commission
Directorate General-XIII
BU-9 4/82
Avenue de Beaulieu 9
B-1049 Brussels

Tel. (32-2) 296 34 15
Fax (32-2) 295 06 54
E-mail via Internet: ACO @ postman.dg 13.cec.be

ADAPT

A Community initiative providing financial assistance to:

Assist the workforce to cope with industrial change by helping workers, especially those threatened with unemployment, adapt to changes in the organization and structure of work.

Improve the competitive capacity of firms through organizational changes.

Promote the development of new jobs and forms of employment.

■ **Application to tourism:** The focus of this initiative is on aiding sectors which are undergoing major industrial change. Tourism is a viable option where part of the solution is retraining for growth sectors.

A broad range of measures is listed as eligible. Each Member State selects from this list in formulating its programme to implement ADAPT. The following are the most relevant for tourism:

- ❖ training in new fields of economic activity offering job prospects. Local employment development initiatives;
- ❖ vocational training and guidance for workers faced with change in, for example, management and organization; communication and information systems and marketing.

Training and counselling:

- assistance for groupings of firms to identify the implications of change, draw up business plans and carry out training.

Training for new skills:

- counselling for workers affected by industrial change especially in SMEs;
- management training to include adaptation to change and the drawing up of business plans.

New employment opportunities:

- sectoral and regional networks to anticipate trends in labour market and skill requirements.

Support structures:

- training of instructors;
- training in operations promoting cooperation (including transnational) such as training on how to run shared services.

■ **Who may apply?**

Private and public organizations, voluntary organizations.

- **Grant rates:** Up to 75% of total costs in the less-developed regions; up to 50% of total costs in other regions. Up to 80% may be granted in very exceptional cases in Spain, Greece, Ireland and Portugal with provision for 85% in the regions covered by the REGIS initiative (see separate entry in this guide).

- **Total funding allocation:** The total 1994-99 EU budget for ADAPT is ECU 1.4 billion. The allocation for developing (Objective 1) regions¹ is ECU 400 million.

- **How to apply:** ADAPT is implemented by Member States. At the time of drafting this guide the procedures for the implementation of the new programme had not been decided. Please therefore contact your nearest Euro-Info Centre for details of programme content and application procedures. A list of Euro-Info Centres is contained in the annexes to this Guide.

¹ For an explanation of the Community Structural Funds and the basic terminology used, please see the introduction to Chapter 2.

ALFA

ALFA (Amérique Latine Formation Académique) is a programme designed to stimulate the exchange of students and researchers, as well as general cooperation between Latin American institutes of higher education and their equivalents in the EU. Grants are available for cooperation between institutions of higher education and for the exchange of undergraduate and postgraduate researchers with a strong interest in pursuing an academic career. Cooperation between universities and enterprises is also grant-aided.

- **Application to tourism:** There are no explicit provisions for the tourism sector in the ALFA programme. As the programme deals with extending the level of education of highly qualified personnel, ALFA contributes to improvements in the fields of economic and social science. The tourism sector can benefit where it is linked to these fields.
- **Who may apply?** Recognized institutes of higher education in the EU and Latin America. Interested students should apply through participating institutes. About 1 900 postgraduate and 350 graduate students benefit from the programme every year.
- **Grant rate:** ALFA grants can cover up to 80% of the total costs of project. Participating institutions will have to contribute a minimum of 20% themselves.
- **Total funding allocation:** ECU 32 million for the period 1994-98.
- **How to apply:** Invitations to submit project proposals are published in newspaper advertisements. In addition, within the EU information is provided by both national ministries of education and the Commission offices in the Member States.
- **Contact:**

European Commission
 Directorate-General I
 SC14 4/70
 Rue de la Loi 200
 B-1049 Brussels

Tel. (32-2) 295 14 63
 Fax (32-2) 299 10 10

Altener

Altener supports a series of actions to promote renewable energy sources. Examples of the categories of action financed under the programme are:

- *Studies and technical evaluations*
- *Training and information activities*
- *Pilot actions relating to vehicle fleets aimed at introducing the use of biofuel products in the transport sector*
- *Establishment of local plans for the development of renewable energy sources.*

■ **Application to tourism:** The scheme can be used to promote actions which aim to improve environmental protection in areas in which tourism constitutes an important economic activity and source of employment. The Commission is also prepared to finance studies on the subject.

■ **Who may apply?** Public authorities, research centres, firms.

■ **Grant rates:** Normally to 50% of the costs of pilot projects (in exceptional cases, up to 60%). Studies which are carried out on the initiative of the Commission are fully financed.

■ **Total funding allocation:** Total allocation for the programme in the period 1993-97 is ECU 40 million.

■ **Programme duration:** The current phase of Altener ends on 31 December 1997.

■ **How to apply:** Consultancy contracts for studies and technical evaluations are awarded by the Commission following open or, more often, restricted tender procedures.

Those who have a specific need for a study or evaluation in relation to alternative energy should consult the Commission to see whether it is prepared to support it. Enquiries about short-listing for restricted tendering should also be addressed to the Commission (see contact below).

Grant applications for pilot projects and information activities are made through the national ministries (see 'National contacts' below).

■ **Contact:** European Commission
Directorate-General XVII
TERV 0/11
Rue de la Loi 200
B-1049 Brussels

Tel. (32-2) 295 22 81
Fax (32-2) 296 62 83

■ National contacts:

Belgium

Administration de l'énergie
Blvd. E. Jacqmain 154
Local 3005
B-1040 Brussels

Denmark

Danish Energy Agency
Landemærket 11
DK-1119 Copenhagen

France

Ministère de l'Industrie et du Commerce extérieur
100, rue de Grenelle
F-75007 Paris

Germany

Bundesministerium für Wirtschaft
Villemombler Str. 76
D-53107 Bonn

Greece

CRES
19th klm Athion
Marathonos Av.
GR-190 09 Pikermi Attikis

Ministry of Industry, Energy
and Technology
80 Michalakopoulo Street
GR-10192 Athens

Ireland

Department of Transport,
Energy and Communications
25 Clare Street
Dublin 2

Italy

Ministero dell'Industria
Via Molise, 2
I-00100 Rome

Luxembourg

Ministère de l'énergie
19, Boulevard Royal
L-21917 Luxembourg

Netherlands

Ministerie van Economische Zaken
P.O. Box 20101
NL-EC 's Gravenhage

Portugal

DGE
Av. 5 de Outubro 87
P-1000 Lisbon

Spain

MICYT
Paseo de la Castellana 160
E-28071 Madrid

IDAE

Castellana 95 Planta 21
E-28046 Madrid

United Kingdom

UK Department of Trade and Industry
1 Palace Street
London SW1E 5ME

Austria

Bundesministerium für Wirtschaftl.
Angelegenheiten
Abteilung Energie
Schwarzenberg Platz 1
A-1015 Vienna

Finland

Ministry of Trade and Industry
Energy Department
Aleksanterinkatu 4
SF-00170 Helsinki

Norway

Ministry of Industry and Energy
Department of Energy
P.O. Box 8148 Dep
N-0033 Oslo

Sweden

Ministry of Industry and Commerce
S-103 33 Stockholm

Architectural heritage

A programme which aims to safeguard architectural heritage in the EU. The programme is implemented through grants for pilot restoration operations conserving European architectural heritage. Different themes are allocated to each year.

Religious monuments have been designated as the theme for 1995.

- **Application to tourism:** While the primary aim is cultural heritage, this programme has economic benefits such as the development of cultural tourism.

- **Who may apply?** Public authorities, firms and institutions.

- **Requirements:** Usually the Commission requires that the monuments and sites concerned are open to the public, and that the restoration techniques used are worthy of support.

- **Grants rates:** Grants may cover up to 25% of the cost of the project, subject to a maximum of ECU 150 000.

- **Total funding allocation:** This is decided annually in the Community budget. In recent years the budget for this programme has been around ECU 3.5 million.

- **Programme duration:** The programme is renewed annually.

- **How to apply:** The Commission invites applications annually through the *Official Journal of the European Communities*. Proposals should be submitted on a prescribed form, provided by the Commission.

- **Contact:**

European Commission
 Directorate-General X
 Loi-102, 3/16
 Rue de la Loi 200
 B-1049 Brussels

Tel. (32-2) 299 92 34
 Fax (32-2) 296 69 74

Asia, Latin America and Mediterranean countries

The EU has cooperation, association and other agreements with third countries — the Mediterranean countries, Latin America and Asia.

Of the countries involved, the following are those most likely to provide opportunities for projects in the tourism sector:

❖ *Mediterranean countries*

— *Jordan, Lebanon, Syria, Egypt, Algeria, Morocco, Tunisia, Israel, Cyprus, Malta and Turkey.*

❖ *Asia*

— *West Asia: Yemen.*

— *South Asia: India, Pakistan, Bangladesh, Sri Lanka, Nepal.*

— *ASEAN countries: Brunei, Indonesia, Malaysia, Philippines, Singapore, Thailand.*

❖ *Latin America*

— *Argentina, Brazil, Chile, Columbia, Bolivia, Paraguay, Peru, Uruguay, Venezuela.*

■ **Application to tourism:** Cooperation agreements between the EU and the abovementioned Mediterranean countries have provided the opportunity for tourism projects, especially in Tunisia, Jordan, Malta, and Syria.

The guidelines for cooperation between the EU and the ALA (Asia and Latin America) focus in the case of tourism on the development of mutually beneficial business between private sector operators on both sides. The commitment of the private sector is therefore an essential pre-requisite.

The preservation of local environments, culture and the observance of gender issues regarding the unemployment of women are essential conditions of assisted tourism programmes.

Tourism projects approved in recent years include;

- review of manpower, training and future needs,
- upgrading of institutions in the industry,
- developing instructor training,
- marketing.

■ **Budget:**

In 1993, more than 25% of the EU-Latin America budget was allocated to tourism projects.

❖ In 1989, a three-year tourism marketing strategy for ASEAN countries worth ECU 2.4 million was established.

❖ In cooperation with the Philippines Department of Tourism the EU, in 1992, initiated a programme, allocating ECU 1 655 000 to improve Philippine tourism.

■ **How to apply:**

Information on forthcoming service tenders is not published and should be sought from the Commission departments concerned.

Interested EU organizations should request the Commission, by sending a letter of intent, to be considered for restricted tendering procedures and should demonstrate their competence in the field as well as their capacity to work in the recipient country.

For detailed information, please contact the following in the Commission of the EU:

❖ **Mediterranean countries:**

Directorate-General I
European Commission
SC14 8/60
Rue de la Loi 200
B-1049 Brussels

Tel. (32-2) 299 23 25
Fax (32-2) 296 66 12

❖ **Asian countries:**

Directorate-General I
European Commission
SC14 3/26
Rue de la Loi 200
B-1049 Brussels

Tel. (32-2) 299 23 02
Fax (32-2) 299 08 72

❖ **Latin American countries:**

Directorate-General I
European Commission
SC14 4/63
Rue de la Loi 200
B-1049 Brussels

Tel. (32-2) 299 23 31
Fax (32-2) 299 10 10

BC-Net

BC-Net is an acronym for Business Cooperation Network which is a network of business consultants and intermediaries launched by the European Union. It assists SMEs in finding partners at regional, national, Community and international level. The BC-Net network provides for rapid identification of potential partners in response to a specific request for cooperation in any sector of activity and for any type of cooperation.

■ **Application to tourism:** This partner search tool can be used by companies in the tourism sector who wish to benefit from the advice and support of an expert in cross-border cooperation and then, using the BC-Net system, to try and identify potential partners. BC-Net does not offer financial support.

■ **How the system works:** The system is based on a network of over 400 business advisers and intermediaries who help those interested in cross-border cooperation. The business advisers assess the cooperation opportunities proposed by the applicant and prepare a cooperation profile (cooperation type, business activity, geographical search area). The BC-Net central unit in Brussels is then consulted and will identify the complementary requests for partners in its database (matching process). The business adviser can also transmit a request in a very targeted manner using a 'flash profile'. The flash profile is sent directly to the BC-Net advisers operating in the targeted geographical area. A database which will centralize the authorized cooperation profiles and only accessible to BC-Net members is in the process becoming operational.

The results of the matching process are returned to the business adviser who has initiated the search on behalf of the applicant. Business advisers who have been 'matched' consult each other to see if cooperation negotiations between the applicant firms can be taken forward. The advisers may also be involved in negotiations right up to a cooperation agreement. The cost of the services of BC-Net advisers is borne by applicants (in some cases these expenses may be eligible under aid schemes).

The network covers:

- all EU countries;
- the EFTA countries;
- non-member countries (Algeria, Argentina, Brazil, Canada, Chile, Cyprus, Hungary, Israel, Malta, Mexico, Morocco, the Philippines, Poland, the Czech Republic, the Slovak Republic, Tunisia, Turkey and Uruguay)
(N.B. this list is expanding steadily, new countries may have been added since the publication of the guide. Consult the BC-Net Central Unit in Brussels for the latest listing — see 'Contacts' below).

■ **Who may apply?** BC-Net is open to European businesses interested in transnational cooperation.

■ **Programme duration:** BC-Net is an ongoing service without a specified expiring date.

■ **How to apply:**

To access BC-Net, applicants must contact one of the BC-Net business advisers. Direct access is not possible. The identity of applicants is kept confidential until the consultant considers it in his client's interest to disclose it and this is agreed by the client.

■ **Contact:**

Information on the nearest BC-Net business adviser can be obtained from the following:

Euro-Info Centres (see Annex)

or

Offices and delegations of the European Commission (see Annex)

or

BC-Net Central Unit
European Commission
Directorate-General XXIII
AN80 6/24
Rue de la Loi 200
B-1049 Brussels

Tel. (32-2) 295 94 21
Fax (32-2) 296 25 72

BRE

BRE is an acronym for the French title Bureau de Rapprochement des Entreprises (sometimes referred to as the business cooperation centre but not to be confused with BC-Net). It was the first scheme created by the European Commission to help small and medium-sized enterprises (SMEs) to find partners for business cooperation beyond their national frontiers. BRE publicizes non-confidential cooperation opportunities through a network of correspondents located in all EU Member States and non-member countries. Technical, financial and commercial cooperation are covered.

■ **Application to tourism:** This partner search tool can be used by companies in the tourism sector. In 1993 several hundred cooperation requests from companies in the tourism sector were dealt with through the system (including financial, commercial, technical and general cooperation). BRE does not offer direct financial support. It is not available for direct commercial actions where there is no real cooperation involved (e.g. direct real estate sales — such as holiday condominiums).

■ **How the system works:** Interested SMEs submit a cooperation profile to one of the recognized BRE correspondents or direct to the BRE Central Unit on an official application form. The form can be filled out independently or with the assistance of the BRE correspondent and may offer or request cooperation abroad. This is then forwarded to the BRE office in Brussels which adds it to the database and prepares an advertisement for dissemination to correspondents in the appropriate locations. Local correspondents receiving such information then publicise the opportunity to interested parties in their region. At this stage the cooperation request remains anonymous. Interested parties responding to the advertisement are then sent the full company profile and, if interested, may take the matter further.

There is no charge for the use of the system and no restriction on the number of cooperation opportunities that may be proposed by a company.

The network covers:

- all EU countries;
- non-member countries (Algeria, Argentina, Australia, Bangladesh, Brazil, Bulgaria, Canada, Chile, China, Colombia, Costa Rica, Cyprus, Czech Republic, Finland, Hungary, India, Israel, Jamaica, Japan, Lebanon, Malta, Mexico, Morocco, Norway, the Palestinian Territories, Pakistan, Peru, Philippines, Poland, Romania, Slovakia, Slovenia, South Korea, Sri Lanka, Sweden, Switzerland, Thailand, Tunisia, Turkey, Uruguay, USA, Venezuela).

(NB. this list is expanding steadily. New countries may have been added since the publication of the guide. Consult the BRE Office in Brussels for the latest listing — see 'Contacts' below).

■ **Who may apply?** Small and medium-sized enterprises established in EU Member States or in non-member countries.

- **Programme duration:** BRE is an ongoing service without a specific expiry date.
- **How to apply:** Must be made on the official form via a recognized BRE correspondent or direct to the BRE Central Unit.
- **Contact:** Information on the nearest BRE correspondent can be obtained from the following:
- Euro-Info Centres (see Annex)
- or
- Offices and delegations of the European Commission (see Annex)
- or
- BRE Central Unit
European Commission
Directorate-General XXIII
AN80 6/18
Rue de la Loi 200
B-1049 Brussels
- Tel. 32-2/29 65 003 or 29 65 004
Fax 32-2/29 62 904

EBN/BIC Network

The European Business and Innovation Centre Network (EBN) (association of European business and innovation centres — BICs) was set up to assist in the creation of innovative industrial activities through a methodical and highly professional analysis and preparation of business ventures. The aim is to reduce the high failure rate common to such risk enterprises.

In 1994 around 100 BICs were operating throughout the EU and in other European countries.

- **Application to tourism:** Members of the tourism sector may access the EBN and its services.
- **How the system works:** Full membership of the network is open to BICs but other organizations wishing to support regional development through the creation of innovative enterprises may join as associates. Individuals or organizations wishing to receive regular information concerning the network, or wanting to use EBN services (information services, publications, seminars, etc.) can become 'correspondents'. The following information is available:

 - a newsletter, 'Network and Capitals', published three times a year in EN, FR, IT or ES (ECU 25 p.a. or ECU 9 per issue);
 - monthly bulletin (members only) in EN, FR, IT or ES;
 - 'calls for proposals', a digest of EC calls for tenders published in the *Official Journal*, bimonthly, available in English or French;
 - monthly newsletter available in English or French;
 - directory profiling members;
 - a set of nine technical guides on different aspects of setting up an innovative company. The guides are available only to members and correspondents and cost ECU 200 each.
- **Who may apply?** Small and medium-sized enterprises established in EU Member States or in non-member countries.
- **Programme duration:** EBN/BIC is an ongoing service without a specific expiry date.
- **How to apply:** Contact the nearest BIC or EBN headquarters.
- **Contact:** Information on the nearest BIC can be obtained from the following:

Euro-Info Centres (see Annex),
or

Offices and delegations of the European Commission (see Annex)
or

EBN
Avenue de Tervuren 188A
B-1150 Brussels

Tel. (32-2) 772 89 00
Fax (32-2) 772 95 74

ECIP

ECIP is an acronym for European Community Investment Partners. It is a programme to promote the creation and the development of joint ventures between European Union firms and their counterparts in Asia, Latin America or the Mediterranean countries. The primary aim of the programme is to contribute to the economic and social development of these countries through joint economic activities. The ECIP scheme is not limited to particular sectors.

■ **Application to tourism:** Projects in the tourism sector are supported by this programme. Joint ventures already assisted included, for example, hotel developments, pleasure craft construction and beach resort improvement.

■ **Who may apply?** Priority is given to SMEs requiring assistance for joint ventures. Larger companies may also benefit from the programme; only multinationals are excluded. Chambers of commerce and trade organizations may apply for grants for identification and feasibility studies.

■ **Requirements:** The joint venture should include at least one firm from the Community and one from a beneficiary country. There are no fixed rates of contribution by the partners, but the Commission expects the partnership to be substantial and not just nominal. For facilities 3 and 4 (see below) the financial intermediary involved in the application must also cofinance the project.

■ **Financial support:** ECIP offers four facilities:

Facility 1: for identification of potential joint venture projects and partners (limited to organizations mentioned above): grants of up to 50% of the costs subject to a maximum of ECU 100 000.

Facility 2: for analysis and other preparatory operations prior to launching a joint venture (local or European companies, jointly or individually, are eligible): an interest-free advance to be converted later either into a grant, a loan or equity. Covers up to 50% of the cost of the preparatory action subject to a maximum of ECU 250 000.

A further loan for the remainder of the costs within the same ceiling may also be available on similar conditions at a later stage.

Facility 3: for financing of capital requirements if the joint venture goes ahead (the joint ventures are eligible): up to 20% of the investment can be provided by the EU, subject to a maximum of ECU 1 million, in the form of equity holding or equity loans.

Facility 4: for human resource development once set up (training and management assistance) (the joint ventures are eligible): up to 50% of costs in the form of an interest-free loan up to a maximum of ECU 250 000. The loan is reimbursable in one instalment after a five-year period.

Total ECIP support per joint venture may not exceed ECU 1 million.

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- **Programme duration:** The programme is renewed periodically.
- **How to apply:** Organizations representing groups of companies may apply for facility 1 direct to the Commission or through one of the designated financial intermediaries, a list of which is available from the Commission.
- Firms wishing to apply for facilities 2, 3 and 4 must go through one of the financial intermediaries.
- There are no deadlines; applications may be submitted at any time.
- **Contact:** European Commission
Directorate-General I
SC14 4/06
Rue de la Loi 200
B-1049 Brussels
- Tel. (32-2) 29 90 662
Fax (32-2) 29 91 034

Employment — Horizon

A Community initiative providing financial support to improve the employment prospects of people who are excluded from the labour market or at risk of so becoming. The scope of this initiative is very wide, covering, as well as people with disabilities and other disadvantages, drug addicts, immigrants, refugees, itinerants, single-parent families, the homeless, prisoners and ex-prisoners.

■ Priority themes:

Raising standards of training with the emphasis on skills for new jobs.

Job creation schemes involving new forms of work organization and related to either sheltered or open employment.

Projects must be transnational and innovatory, involving partners from several Member States and particularly the developing (Objective 1) regions.¹

■ Application to tourism:

This initiative is not limited to any particular sector. Projects for training and employment in tourism are eligible where they fulfil the necessary conditions.

A broad range of measures is listed as eligible. Each Member State selects from this list in formulating its programme to implement Horizon. Of these measures projects relating to the following are the most relevant for tourism:

Training, guidance and employment:

- specialized advisory services and local development agencies (limited to the Objective 1, 2 and 5b regions);
- flexible training systems including distance learning;
- Community information, advisory and development services in urban areas (limited to Objective 1, 2 and 5b regions).

Training courses:

- skills in the use of technology in work and training by people with disabilities;
- new skills for persons with disabilities and disadvantages especially in R&DT and in other areas where job prospects are good;
- training of experts and human resources staff in work organization and the adaptation of the workplace;
- training to improve understanding of questions relating to the integration of persons with disabilities and disadvantages.

Job premiums:

- for new types of employment based on innovative work organization;
- local employment initiatives.

¹ For an explanation of the Community Structural Funds and the basic terminology used, please see the introduction to Chapter 2.

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- **Who may apply?** Public and private sector organizations; voluntary bodies.

 - **Grant rates:** Up to 75% of total costs in the less-developed regions; up to 50% of total costs in other regions. Up to 80% may be granted in very exceptional cases in Spain, Greece, Ireland and Portugal with provision for 85% in the regions covered by the REGIS initiative (see separate entry in this guide).

 - **Total funding allocation:** EU finance via the ESF and ERDF, for Horizon in the period 1994-99 is ECU 730 million. Priority will be given to Objective 1 areas though the initiative applies throughout the Union.

 - **How to apply:** Funding for Horizon is implemented by Member States. At the time of drafting this guide, the procedures for the implementation of the new programme had not been decided. Please therefore contact your nearest Euro-Info Centre for details of programme content and application procedures. A list of Euro-Info Centres is contained in the annexes to this guide.

Employment — NOW

A Community initiative providing financial assistance to promote equality of employment for women by improving the situation of those already in employment and reducing unemployment.

- **Priority themes:**
- Development of innovative strategies to promote the foregoing aim in the context of changes in work organization and job requirements.
 - Improvement of training structures and methodologies including; training of instructors.
 - Transnational partnerships and involvement of a wide range of actors including the social partners.

- **Application to tourism:** This initiative is not limited to any particular sector. Projects for training and employment in tourism are eligible where they fulfil the conditions of eligibility.

A broad range of measures is listed as eligible. Each Member State selects from this list in formulating its programme to implement NOW. Of these measures projects relating to training and counselling are the most relevant for tourism, such as:

- improving access of women to developing sectors, new jobs and managerial responsibilities;
- development of innovatory educational material;
- advisory services for start up of SMEs and cooperatives;
- flexible training systems and support measures (e.g. job search, business traineeships, personal development) especially for new skills and jobs in research and technology;
- adapting women workers to change and improving career development;
- local employment initiatives and start up of SMEs and cooperatives (including recruitment aids);
- setting up of financial instruments supporting enterprise creation.

Note: Costs of care services for children and other dependents necessary for the above actions are eligible for EC aid.

- **Who may apply?** Public and private sector organizations; voluntary bodies.

¹ For an explanation of the Community Structural Funds and the basic terminology used, please see the introduction to Chapter 2.

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- **Grant rates:** Up to 75% of total costs in the less-developed regions; up to 50% of total costs in other regions. Up to 80% may be granted in very exceptional cases in Spain, Greece, Ireland and Portugal with provision for 85% in the regions covered by the REGIS initiative (see separate entry in this guide).
- **Total funding allocation:** EU finance for NOW in the period 1994-99 is ECU 370 million. Priority will be given to Objective 1 regions¹ though the initiative applies throughout the Union.
- **How to apply:** Implementation of NOW is carried out by Member States. At the time of drafting this guide, the procedures for the implementation of the new programme had not been decided. Please therefore contact your nearest Euro-Info Centre for details of programme content and application procedures. A list of Euro-Info Centres is contained in the annexes to this guide.

¹ For an explanation of the Community Structural Funds and the basic terminology used, please see the introduction to Chapter 2.

Employment — Youthstart

A Community initiative to stimulate innovative and transnational actions by Member States leading to the provision of a youth guarantee scheme throughout the EU whereby all citizens under the age of 20 will eventually be guaranteed access to either full-time employment or a recognized form of education or training (including apprenticeship or other forms of work training).

■ **Application to tourism:** This initiative is not limited to any particular sector. Projects for training and employment in tourism are eligible where they fulfil the conditions of eligibility.

A broad range of measures is listed as eligible. Each Member State selects from this list in formulating its programme to implement Youthstart. Of these measures projects relating to the following are the most relevant for tourism:

Development of appropriate training, guidance, counselling and employment systems in either the public or private sectors:

- standards and targets for career guidance, pre-training, vocational training, apprenticeships, placement activity.

Provision of traineeships and placements through pilot schemes:

- enhancing and reinforcing vocational, personal, entrepreneurial and linguistic skills coordinated with local training and placements;
- vocational training and placements in the arts, cultural heritage and environmental protection;
- Innovative models to support and improve local activity.

Job creation, especially through transnational cooperation:

- local employment initiatives particularly in the arts, cultural heritage and environmental protection.

■ **Who may apply?** Public and private sector organizations; voluntary bodies.

■ **Grant rates:** Up to 75% of total costs in the less-developed regions; up to 50% of total costs in other regions. Up to 80% may be granted in very exceptional cases in Spain, Greece, Ireland and Portugal with provision for 85% in the regions covered by the REGIS initiative (see separate entry in this guide).

■ **Total funding allocation:** EU finance for Youthstart in the period 1994-99 is ECU 300 million. Priority will be given to Objective 1 regions¹ though the initiative applies throughout the Union.

¹ For an explanation of the Community Structural Funds and the basic terminology used, please see the introduction to Chapter 2.

■ How to apply:

Youthstart is implemented by Member States. At the time of drafting this guide, the procedures for the implementation of the new programme had not been decided. Please therefore contact your nearest Euro-Info Centre for details of programme content and application procedures. A list of Euro-Info Centres is contained in the annexes to this guide.

ERGO 2

ERGO 2 is the second phase of a Community programme for action, research and communication on long-term unemployment. The practical know-how developed and collected in this field is made available to policy-makers dealing with the problem. In practice, ERGO 2 evaluates existing projects in the Community in order to understand their positive effects; runs a network enabling an exchange of ideas between the different actors concerned, and provides support to projects which transfer methods of labour market reintegration at a local level, thereby expanding the overall level of know-how in Europe.

■ **Application to tourism:** Support for the tourism sector through ERGO 2 is possible for local projects which have a positive influence on long-term unemployment and which involve:

- production of materials intended to facilitate the transfer of know-how and experience to other parts of the Union;
- networking in local areas (including the involvement of external actors such as national and regional authorities).

For example one of the projects supported by ERGO provides training for nature guides/conservationists in combination with reestablishment of local nature zones.

■ **Who may apply?** Participation is open to central and local government associations, private companies, trade unions and local development agencies.

■ **Requirements:** Minimum 30% own or third party (public/private) funding.

- A clear demonstration of the direct transnational transfer of experience or the development, and effective packaging, of materials which can inform a Community wide audience.
- A clear picture of how the project will enhance labour market prospects for long-term unemployed and those otherwise excluded from the labour market.

Funding does not cover capital or investment costs or direct delivery actions for target groups. The funding will only cover the development and/or transfer component.

■ **Grant rates:** The maximum level of support from the European Commission is normally ECU 50 000.

■ **Total funding allocation:** The total budget available for local projects is ECU 1 million.

■ **Programme duration:** ERGO 2 runs from 1993-96.

■ How to apply:

There is no prescribed application form. Applicants should send their project proposals (including a covering letter addressed to the European Commission) to the ERGO 2 secretariat (see 'Contact' below):

Applications must include:

- breakdown of the full cost of the activity (including estimates of any in-kind resources);
- amount of the subsidy requested from the ERGO programme;
- proposed timetable for undertaking the activity;
- full bank details;
- VAT number or confirmation of VAT exemption.

There are no set deadlines. Proposals for projects can be submitted at any time.

■ Contact:

ERGO 2
Rue van Campenhout 37
B-1040 Brussels

Tel. (32-2) 736 79 22

Fax (32-2) 736 11 47

EURES

EURES is an acronym for European employment services. Its objective is to facilitate employment mobility within the European Economic Area through dissemination of information about job opportunities. EURES is a cooperation network which brings together national public employment services along with other bodies at regional, national and international level dealing with employment issues such as trade unions and employers organizations. The core of the network is 400 specially trained Euroadvisers who give advice and guidance to jobseekers and employers with their eye on the European labour and job markets. Euroadvisers are appointed by the public employment service or other partners of the EURES network in each Member State.

- Application to tourism:** EURES covers all sectors including tourism. Employment opportunities in all sectors are included in the EURES database. The EURES information services are particularly relevant to the tourism sector where worker mobility has traditionally been important. The services offered are as follows:

 - a database through which employers may publicize job vacancies in 16 countries and consult personal profiles of job seekers while job seekers may use the facility to find out about job opportunities or signal their interest in working abroad;
 - a database of general information on living and working conditions abroad (including useful addresses).

- How to benefit:** Access to the services is not direct but via the Euroadvisers who are linked together by a telecommunications network. To identify your nearest Euroadviser please contact your national employment service headquarters.

- Who may benefit?** Employers and jobseekers.

- Contacts:**

European Commission
 Directorate-General V
 J37 1/20
 Rue de la Loi 200
 B-1049 Brussels

Tel. (32-2) 295 50 90
 Fax (32-2) 299 05 08

- National contacts:** See list on following page.

■ National contacts for EURES

Belgium

VDAB Brussels
Keizerslaan 11
B-1000 Brussels
Tel. (32-2) 506 15 11
Fax (32-2) 511 29 60

FOREM - Relations Internationales
Boulevard Tirou, 104
B-6000 Charleroi
Tel. (32-71) 20 61 11
Fax (32-71) 20 61 98

Office régional bruxellois d'emploi
Boulevard Anspach 65
B-1000 Brussels
Tel. (32-2) 505 14 11
Fax (32-2) 511 30 52

Germany

Bundesverwaltungsamt
Marzellenstraße 50-56
D-50728 Cologne
Tel. (49-221) 758 27 42
Fax (49-221) 758 27 68

Bundesanstalt für Arbeit
Regensburger Straße 104
D-90478 Nuernberg
Tel. (49-911) 179 20 76
Fax (49-911) 179 33 44

Denmark

Arbejdsmarkesstyrelsen
Blegdamsvej 56
DK-2100 Copenhagen
Tel. (45-35) 28 81 00
Fax (45-35) 36 24 11

Greece

OAED
8 Rue Ethnikis Antistatis
GR-16610 Glyfada - Athens
Tel. (30-1) 994 24 66
Fax (30-1) 993 70 84

Spain

Instituto Nacional de Empleo - INEM
Condesa De Venadito 9
E-28027 Madrid
Tel. (34-1) 595 98 25
Fax (34-1) 408 00 17

France

Agence nationale pour l'emploi
494, La Closerie
F-93194 Noisy-Le-Grand Cedex
Tel. (33-1) 43 03 68 45
Fax (33-1) 43 05 82 98

Office des Migrations Internationales - Paris
44 Rue Bague
F-75732 Paris Cedex 15
Tel. (33-1) 53 69 53 70
Fax (33-1) 53 69 53 69

Association pour l'emploi des Cadres
51 Boulevard Brune
F-75014 Paris Cedex 14
Tel. (33-1) 40 52 22 03
Fax (33-1) 45 39 88 85

Ireland

FAS - Training and Employment Authority
27-33 Upper Baggot Street
Dublin 4
Tel. (353-1) 668 57 77
Fax (353-1) 660 90 93

Italy

Ministero del Lavoro e della Previdenza sociale
Via Castelfidardo 43
I-00185 Rome
Tel. (39-6) 46 83 25 24
Fax (39-6) 47 88 71 74

Luxembourg

Administration de l'Emploi de Luxembourg (ADEM)
rue Philippe II 38A
L-2340 Luxembourg
Tel. (352) 478 53 00
Fax (352) 46 45 19

Netherlands

Arbeidsvoorziening
P.O. Box 415, Visseringlaan 26
NL-2280 AK Rijswijk
Tel. (31-70) 313 07 24
Fax (31-70) 313 06 30

Portugal

Instituto do Emprego e da Formação Profissional
Rua das Picoas 14
P-1094 Codex Lisbon
Tel. (351-1) 356 38 01
Fax (351-1) 315 81 59

United Kingdom

Employment Service
Rockingham House 123 West Street
Sheffield S1 4ER
Tel. (44-1142) 59 63 06
Fax (44-1142) 59 57 24

EMDS Consulting Limited
Kentys House, 1 Batts Hill
Redhill RH1 1DS
Tel. (44-1737) 77 00 13
Fax (44-1737) 77 36 50

Central Services Unit
Armstrong House, Oxford Road
Manchester M1 7E
Tel. (44-161) 236 85 47
Fax (44-161) 236 85 41

Austria

Bundesministerium für Arbeit — Wien
Stubenring 1
A-1010 Vienna
Tel. (43-222) 711 64 21
Fax (43-222) 715 38 91

Finland

Ministry of Labour
Fabianinkatu 32, P.O. Box 30
SF-00101 Helsinki
Tel. (358-0) 185 62 55
Fax (358-0) 185 62 19

Norway

Arbeidsdirektoratet - Oslo
Mariboegate 8
N-0183 Oslo
Tel. (47-22) 34 68 09
Fax (47-22) 34 95 45

Sweden

Arbetsmarknadsstyrelsen
Sundbybergsvägen 9
S-171 99 Solna
Tel. (46-8) 730 60 00
Fax (46-8) 27 83 68

Euro-Info Centres

The Euro-Info Centres provide reliable and up-to-date information about Community matters to small and medium-sized enterprises, particularly in relation to the single market. They provide businesses with tailored information, advice and other direct services relating to the EU. They are responsible for disseminating Community information at regional level, providing feedback to the Commission about their region and developing cooperation with other Euro-Info Centres.

■ **Application to tourism:** Euro-Info Centres provide information and advice to all sectors, including the tourism sector, regarding EU policy and programmes.

■ **How they work:** Established by the European Commission in 1987, the network now comprises more than 200 Euro-Info Centres distributed throughout the territory of the Community. A full list of these as of September 1994 follows this profile.

The Euro-Info Centres are ideal sources of information for enterprises wishing to take fullest advantage of the new opportunities opened up by the single market. Euro-Info Centres have at their disposal constantly updated Community documentation, access to the Commission's principal databases and full research and advisory support from the Commission's Directorate-General XXIII (Enterprise Policy, Distributive Trades, Tourism and Cooperatives). Priority is given to providing assistance to small and medium-sized firms.

Through the Euro-Info Centres enterprises can obtain high quality information and tailor-made advice regarding Community legislation, standards, programmes and financing. In addition, they can take advantage of the BRE or BC-Net systems (see separate entry) if they wish to find a partner elsewhere in the Community. Euro-Info Centres can also supply data of a more specifically national character. This is facilitated by the fact that the network of Euro-Info Centres are in direct communication with their counterparts in every EU country.

Euro-Info Centres are each staffed by at least three persons with the appropriate professional expertise. The centres operate independently through host organizations which have established close relations with local firms (e.g. local chamber of commerce, local development authority, etc.).

Correspondence centres to the Euro-Info Centre network have been established in a number of third countries in central and eastern Europe, as well as in the Mediterranean area.

■ **Obtaining information:** Firms which have questions on EU measures or in relation to the application of EU rules, etc. in other Member States may contact the Euro-Info Centres directly by mail, telefax or telephone. Or they may make an appointment. The Euro-Info Centre staff will respond rapidly. All enquiries are treated in complete confidence. If the Euro-Info Centre staff is unable to answer requests directly, it will contact the support staff in Brussels or an Euro-Info Centre in another Member State as appropriate, for more information.

■ **Contact:**

A list of Euro-Info Centres is contained in the annexes to this guide.

Euro-Info Centres — Central Administration
European Commission
Directorate-General XXIII
AN80 4/68
Rue de la Loi 200
B-1049 Brussels

Tel. (32-2) 296 13 50 or 287 15 11
Fax (32-2) 295 73 35 or 230 05 20

Euroleaders

Euroleaders offers training to a selected number of entrepreneurs in developing their own innovative business ideas with the help of business and academic experts. The aim is to help them tackle the single European market or even the world market. Euroleaders is run on behalf of the Commission by the European business network (EBN) which is the network of business and innovation centres (BICs). The EBN was created with the assistance of EU funding to promote business opportunities for SMEs throughout the Union.

The scheme comprises four phases. Over a period of approximately 6-9 months candidates take part in two group training sessions (held in different Member States of the European Union, a consultancy period to prepare a business plan (with the support of the resources of the BICs, a firm of management consultants and a group of investors) and a final session in Brussels where business plans are presented to an international jury.

- Application to tourism:** This facility is open to all economic sectors; innovative tourism products or services with growth potential in the single market may be eligible.

 - It should be noted that only the best projects are selected and that only 15 to 25 successful candidates are selected each year.

- Who may apply?** This programme is available for young entrepreneurs and potential entrepreneurs with viable and innovative business ideas and business plans.

 - Entrepreneurs from the EU. Each year one non-member country is invited to nominate two participants.

- Requirements:** Proficient command of the English and/or French languages.

 - Candidates will have developed a business concept, will have created a company or will be managing a young enterprise. They must be ambitious and highly motivated and will be assessed principally by their managerial capabilities and should be totally committed to taking full part in the scheme.
 - Sufficient own resources or a sponsor to cover the contribution to costs.

- Financial support:** Each candidate must contribute ECU 5 000 towards the costs, either directly or through a sponsor. All the remaining costs are covered by EBN.

 - Participation in the Euroleaders scheme does not automatically imply access to European Commission subsidies or aid for business activities.

- Total funding allocation:** ECU 445 000 shared between the Commission and private sponsors.

- Programme duration:** The scheme is renewed annually.

■ **How to apply:**

Interested candidates should apply directly to the Euroleaders secretariat who will provide application forms and explanatory documentation.

There is one deadline per year, not normally advertised, the timing of which can vary. This deadline usually falls around the end of March or the beginning of April. Please contact the Euroleaders secretariat for the precise date.

■ **Contact:**

Euroleaders Secretariat
EBN
Avenue de Tervuren 188 A
B-1150 Brussels

Tel. (32-2) 772 89 00

Fax (32-2) 772 95 74

Europartenariat

Europartenariat is a business collaboration initiative organized and managed by the Commission to stimulate the development of selected less-favoured regions by encouraging small and medium-sized businesses from all over the Community to establish business relationships with their counterparts in these regions. The programme revolves around two Europartenariat events each year in a different target location each time. About 40% of the SMEs participating in past Europartenariat events signed business cooperation agreements.

■ **Application to tourism:** The tourism sector may be one of the sectors targeted by a Europartenariat event. Priorities can be ascertained through the contacts listed below.

■ **How the scheme works:** The Europartenariat event takes place twice a year in a different location each time. The region targeted to host the Europartenariat event on each occasion is selected from one of the less-developed regions of the Union or the regions in industrial decline (the Objective 1 and 2 regions as defined by the EU regional policy, see elsewhere in this guide for more information) or a Central or Eastern European country. Europartenariat encourages contact and cooperation between firms in the region hosting the Europartenariat event and firms from other Member States or from non-Union countries.

Twice a year, representatives from companies throughout Europe are invited to attend a two-day partnering event, Europartenariat, during which they have the opportunity to meet potential partners from a host region selected by the European Commission. The organizer in the host region (usually a local development agency) selects companies from the region to be present at the event (current average is around 400 firms). At the same time they seek the participation of visiting firms from all over Europe. Details of the companies and cooperation sought is listed in a catalogue which is disseminated through a network of Europartenariat counsellors throughout Europe. The counsellors also look for companies to visit the event and assist them in setting up meetings with companies in the host region during the partnership event (including interpretation services where needed). Meetings are planned and scheduled by computer to optimize the time available over the two days of a Europartenariat event.

The Medinvest programme has extended the Europartenariat concept to the Mediterranean non-member countries of the EU (see separate fact sheet).

■ **Who may apply?** Small and medium-sized enterprises established in EU Member States or in non-member countries.

■ **Programme duration:** Europartenariat is an ongoing service without a specified expiry date.

■ **How to apply:** Applications must be made on the of official form via a Europartenariat national counsellor. An up-to-date list of these can be obtained from the Euro-Info Centres

(see Annex), the Commission offices in the Member States (see Annex) or from the Europartenariat office in Brussels.

■ **Contact:**

Europartenariat
European Commission
Directorate-General XXIII - B/2
AN 80
Rue de la Loi 200
B-1049 Brussels

Tel. (32-2) 296 86 10
Fax (32-2) 295 17 40

European City of Culture

Each year, since 1985, one EU city is honoured with the designation of European City of Culture. Cultural relations between Member States would, it was felt, be improved if the rotating title could be used as a platform by the honoured city to showcase its own cultural values and achievements to the rest of Europe, while at the same time hosting some of the finest cultural offerings from other Member States.

- **Application to tourism:** The designation as City of Culture can be of direct benefit to tourism for the city concerned as the chosen city usually experiences an increase in visitors.
- **Financial support:** The funding for the European City of Culture is conceived as a contribution to the overall events which take place during the year. EU contribution is symbolic, about ECU 300 000 per year.
- **Application procedures:** The choice of the city is made collectively by the ministers responsible for cultural affairs on proposals made by the Member States. The Member State designates the cultural organization which will assume responsibility for financing the event.

The following cities have been designated for future years:

Year	City
1995	Luxembourg
1996	Copenhagen
1997	Salonika
1998	Stockholm
1999	Weimar

- **Contact:** European Commission
Directorate-General X
T120
Rue de la Loi 200
B-1049 Brussels

Tel. (32-2) 296 96 63
Fax (32-2) 299 92 83

European Cultural Month

The scheme was initiated in May 1990 in order to provide greater opportunities for cities not chosen as European City of Culture to participate in an alternative programme. Every year, a different city is designated to host the European Cultural Month.

This initiative is open to Member States of the European Union as well as to other European countries which follow the principles of democracy, pluralism and the rule of law.

■ **Application to tourism:** The designation as 'European Cultural Month' can be of direct benefit to tourism for the city concerned as the chosen city usually experiences an increase in visitors.

■ **Financial support:** This is decided annually, and constitutes a symbolic contribution for the city. In recent years it has averaged around ECU 100 000.

■ **Application procedures:** The choice is made collectively by the ministers responsible for cultural affairs from proposals made by the Member States. The Member State designates the cultural organization which will assume responsibility for financing the event. The Month of Culture in 1995 was in Nicosia.

■ **Contact:**
European Commission
Directorate-General X
T120
Rue de la Loi 200
B-1049 Brussels

Tel. (32-2) 296 96 63
Fax (32-2) 299 92 83



European Development Fund

This is the fund (EDF) providing financing for the development cooperation agreement between the EU and the African, Caribbean and Pacific countries (ACP) under the Lomé IV Convention. The budget for the current decade amounts to ECU 10.8 billion.

Indicative aid programmes are agreed between the Commission and the benefiting States to set out the broad parameters and priorities of the Community's financial and technical cooperation. Individual projects are similarly agreed on, within this framework.

■ **Application to tourism:** Many of the projects in the ACP countries relate to tourism development.

■ **How to apply:** EU organizations wishing to take part in EDF projects must register with the Commission. Tender documents are drawn up by the recipient countries and agreed with the Commission. As most contracts are awarded through restricted tendering, firms wishing to be considered should establish their capability with the Commission and request short-listing. Advanced information on forthcoming tenders is published in the Commission's bi-monthly magazine 'The Courier — EEC/ACP'. Some ACP countries and regional bodies also maintain registers of companies.

■ **Contact:** For further information regarding the Courier, indicative programmes, etc., contact:

European Commission
 Directorate-General VIII
 G12 7/57
 Rue de la Loi 200
 B -1049 Brussels

Tel. (32-2) 299 25 28 or (32-2) 2969 93 21
 Fax (32-2) 299 28 97

European Investment Bank

The European Investment Bank (EIB) provides loan finance at market rates. Its main objective is to promote balanced regional development in Europe through the provision of loans for appropriate investments. Accordingly, most of its lending is directed towards the less-favoured regions of the Union and those regions which are experiencing difficulties resulting from industrial decline. Loans are provided in two forms:

- *Global allocations to regional financing institutions which effectively constitute the local arm of the EIB by awarding loans to small projects;*
- *Loans on larger projects around ECU 25 million agreed directly with EIB headquarters.*

In particular, the global allocations enable regional financing institutions to provide greater long-term loan finance than would be available without EIB resources. The EIB also finances projects in third countries, mainly in Mediterranean countries and in Central and Eastern Europe.

- Application to tourism:** A significant share of the funds lent by the EIB has been directed towards development of tourism-related activities. In the past, loans have mainly concerned small and medium-sized hotel facilities. Other activities which may be eligible for loans include a wide variety of facilities to make regions more attractive to tourists: camping sites, ski-lifts and leisure areas and places of cultural or architectural interest with tourism potential, for example.
- Who may apply?** Organizations in the private and public sector.
- Requirements for fund applications:** Projects must be financially and economically viable. In addition to the loan conditions, projects seeking EIB support must be consistent with Community policy, notably regional development priorities and environmental protection requirements. The environmental impact of the project must be assessed, for example.
- Levels of loan finance:** Long-term loans up to 50% of project cost; loans can be used in combination with national or Community grant aid.
- How to apply:** SMEs should contact the financial intermediary in their own area. For larger projects which may be eligible for direct loans the EIB should be contacted directly.
- Contact:**

EIB Headquarters
100, boulevard Konrad Adenauer
L-2950 Luxembourg

Tel. (352) 437 91
Fax (352) 43 77 04

A list of EIB financial intermediaries in the Member States can be obtained from EIB headquarters.



European Investment Bank:

Risk capital financing for Mediterranean countries

The European Investment Bank (EIB) provides loan finance for projects in third countries. In the case of the Mediterranean countries (Tunisia, Morocco, Algeria, Egypt, Jordan, Cyprus, Malta) risk capital financing as well as conventional loans are provided under favourable conditions in order to encourage the development of private and public enterprises in these countries and partnerships between them and European companies. Risk capital financing can be used to set up new companies, to finance investment in existing enterprises, to conduct feasibility studies or carry out other research related to the establishment of new businesses.

Risk capital is provided in two forms:

- *Global allocations to regional financing institutions which effectively constitute the local arm of the EIB by awarding loans to small projects;*
- *Loans on larger projects around ECU 25 million agreed directly with EIB headquarters.*

In particular, the global allocations enable regional financing institutions to provide greater long-term loan finance than would be available without EIB resources.

- Application to tourism:** A significant share of the loan finance and risk capital available through the EIB is used for projects in the tourism sector.
- Who may apply?** Private and public sector organizations from Mediterranean countries. Preference will be given to enterprises in joint ventures with EU enterprises. European partners in joint ventures with Mediterranean companies may also be eligible for risk capital assistance to a certain extent.
- Levels of risk capital and loan finance:** Up to 50% of capital investment may be made available.
- Budget:** About ECU 105 million for the period 1992-97, of which ECU 80 million is intended for local enterprises or local cooperative partnerships between Mediterranean and EU companies. The balance of ECU 25 million is destined for European partners.
- How to apply:** Interested organizations should contact the EIB financial intermediary in the country concerned. For larger projects which may be eligible for direct loans and risk capital the EIB should be contacted directly.
- Contacts:**

 - ❖ Morocco: Banque commerciale du Maroc (BCM), Casablanca
Banque marocaine du commerce extérieur (BMCE), Casablanca
Banque nationale de développement économique (BNDE), Rabat

Banque centrale populaire (BCP), Casablanca
 Caisse nationale de crédit Agricole (CNCA), Rabat
 Société générale marocaine de banques (SGMB), Casablanca
 Société marocaine de dépôt et crédit (SMDC), Casablanca
 Banque marocaine pour le commerce et l'industrie (BMCI), Casablanca
 Wafa Bank, Casablanca
 Citibank, Casablanca
 ABM Bank, Casablanca
 Arab Bank, Casablanca
 Crédit du Maroc, Casablanca
 Union Bancaria Hispano-Marocain
 Algemene Bank Marokko

For single investments:

Moussahama, Société de Prise de Participation et de Partenariat, Casablanca
 Maghreb Développement Investissement
 Fonds du Capital au Développement de Wafa Bank

- ❖ Tunisia: Banque de Développement Economique de la Tunisie (BDET), Tunis
 Banque Nationale de Développement Touristique de la Tunisie (BNDT), Tunis
- ❖ Algeria: Société Financière et Européenne de Participation (FINALEP), Alger
- ❖ Egypt: Commercial International Bank S.A.E., Cairo
- ❖ Israel: Industrial Development Bank of Israel Ltd., Tel Aviv
- ❖ Jordan: Industrial Development Bank, Amman
- ❖ Cyprus: Cyprus Development Bank, Nicosia
 Laiki Investment, Nicosia
 Cyprus Investment and Securities Corporation Ltd (CISCO), Nicosia
 Hellenic Bank, Nicosia
- ❖ Malta: Investment Finance Bank (IFB), Valletta
 Central Bank of Malta, Valletta
 Valletta Investment Bank (VIB), Valletta

❖ EIB Headquarters
 100, boulevard Konrad Adenauer
 L-2950 Luxembourg

Tel. (352) 437 91
 Fax (352) 43 77 04

Euromarketing guide

The Euromarketing programme was launched because the increased competition stimulated by the competition of the single market requires a redefinition of commercial strategies for many companies. Most companies will also benefit from seeking new market opportunities both within and outside the Community. This applies equally to SMEs and to large companies. The Euromarketing programme is now over and a guide has been published.

■ **Application to tourism:** The Euromarketing guide is not sector specific and may be of use to SMEs active in the tourism sector. It provides case studies (both successes and failures) and guidelines on existing opportunities. It will help executives and managers of small and medium-sized enterprises to diagnose their own company situation *vis-à-vis* the single market.

■ **How to obtain the guide:** The guide may be obtained from:

Office for Official Publications of the European Communities
2, rue Mercier
L-2985 Luxembourg

Tel. (352) 29 29-1
Fax (352) 49 57 19

Executive training programme in Japan

A training programme to promote closer cooperation between Japanese and European business.

The ETP programme is an 18-month course of Japanese studies and training for young business people from the EU which takes places in Japan. The first 12 months of the ETP are spent on an intensive Japanese language course, supplemented by a parallel series of seminars and company visits. In the final six months, participants receive in-house training and work experience in Japanese companies.

- **Application to tourism:** The programme is open to all sectors: tourism firms may well be interested in view of the importance of the Japanese market.
- **Who may apply?** Applications must be submitted by companies for their executives.
- **Requirements:** Companies submitting applications must have a marketing strategy for the Japanese market which requires the training of a front-line executive. The individuals themselves must, as a general rule, be between 27 and 35, have a university degree, at least two years' business experience and a good command of the English language.
- **Financial support:** The European Commission finances all the costs except travel and provides a monthly stipend (currently yen 400 000) towards living expenses. The company is also expected to contribute financially.
- **Total funding allocation:** ECU 110 000 per participant. Approximately 50 participants are financed per year.
- **Programme duration:** The scheme which, was initiated in 1979, is renewed annually.
- **How to apply:** Applications must be submitted on the prescribed application. Final selection involves interviews. There is one selection round per year. To check the timing you should contact the following:
- **Contact:**

European Commission
 Directorate-General I
 B-28 6/114
 Rue de la Loi 200
 B-1049 Brussels

Tel. (32-2) 299 00 62
 Fax (32-2) 299 05 99

Interprise

Interprise stands for 'initiative to encourage partnerships among industries or services in Europe'. The programme is a separate and autonomous programme based on the successful formula of the Europartenariat programme. The objective is to support independent local, regional and national actions; to encourage contacts among entrepreneurs and to create partnerships among small and medium-sized enterprises.

■ **Application to tourism:** Companies or other organizations in the tourism sector can benefit under the Interprise programme.

■ **How the scheme works:** The Interprise programme provides support to business partnership promotion projects which include at least the following phases:

- identification and selection of companies in at least three regions of three different Member States which are interested in setting up a cooperation agreement with an enterprise in the other participating regions;
- an active search for interested enterprises in the regions concerned;
- a final meeting during which direct contacts between interested enterprises from the participating regions can be established.

Although the focus is on interregional cooperation, the projects can also target a particular sector of the economy (e.g. textiles, tourism, etc.) or a particular topic (e.g. technology, environment, etc.)

■ **Who may apply?**

The following types of organization (or joint ventures of such organizations) may apply for support in setting up and running a project: chambers of commerce and industry; local, regional or national development agencies; employers' federations; business and innovation centres; Euro-Info Centres; export promotion institutes; research, innovation and technology centres; consultants.

■ **Requirements:**

- ❖ The programme should concentrate on cooperation between businesses (purely export promotion programmes do not qualify).
- ❖ The programme should be organized by at least one organization from each participating region or country.
- ❖ Organizations involved should participate financially in the programme, either directly or through another organization from the participating regions and/or countries.
- ❖ The programme should include at least 15 enterprises from each participating region.
- ❖ The support of the European Commission and the Interprise programme must be mentioned in every official publication.

- **Financial support:**
- ❖ Subsidy of up to 50% of the total budget subject to a maximum of ECU 50 000.
 - ❖ Organizational support drawing on the Commission's experience of cooperation programmes.
 - ❖ Use of the Commission's name as an endorsement (e.g. 'in cooperation with', 'approved by', etc.).
 - ❖ Presence, if possible, of Commission representatives during the contact meetings.

■ **Total funding allocation:** This is decided annually.

■ **Programme duration:** Interprise is an ongoing programme.

- **How to apply:**
- A proposal must be sent to the Interprise office at the European Commission at least nine months before the business contact meeting is scheduled. It should contain the following information:
- a detailed description of the project, including the different phases and the sectors covered;
 - a time schedule;
 - a declaration by the partner organizations stating that they will participate actively in the project and indicating the name of the main coordinating organization;
 - information on the partner organizations and curriculum vitae of the persons in charge of the project;
 - a budget with income and expenditure expressed in ecu.

■ **Contact:**

Interprise Office
European Commission
Directorate General XXIII
AN80 4/11
Rue de la Loi 200
B-1049 Brussels

Tel. (32-2) 296 86 10
Fax (32-2) 295 17 40

Interreg

A Community initiative providing financial assistance, Interreg II has two strands:

(A) To continue to promote the development of the border regions as in Interreg I with a new emphasis on maritime and external frontiers with third countries.

(B) To continue support formerly offered under the REGEN initiative for trans-national energy networks.

■ Priority themes:

Three types of action are envisaged:

- cross-border programmes;
- information flows;
- setting up of joint institutions to promote cooperation and, where possible, to implement projects.

■ Application to tourism:

Strand A of this initiative is not limited to any particular sector. Projects for training and employment in tourism are eligible where they fulfil the conditions of eligibility. Strand B is not directly applicable to tourism.

A broad range of measures is listed as eligible under Strand A. Each Member State selects from this list in formulating its programme to implement Interreg. The measures include aid for tourism development.

Of the remaining, more general measures, the following are the most relevant for tourism:

- cooperation in training, higher education and research training for those threatened with unemployment following the abolition of internal tariffs;
- studies;
- aids to investment, services and facilities for SMEs and craft industries and cross-border economic networks;
- rural development;
- establishing cross-border groups;
- measures to cope with problems arising from different languages or legal or administration systems;
- joint regional planning.

- **Areas which qualify:** A map of eligible border regions appears on the following pages.

- **Who may apply?** Private and public organizations; voluntary bodies.

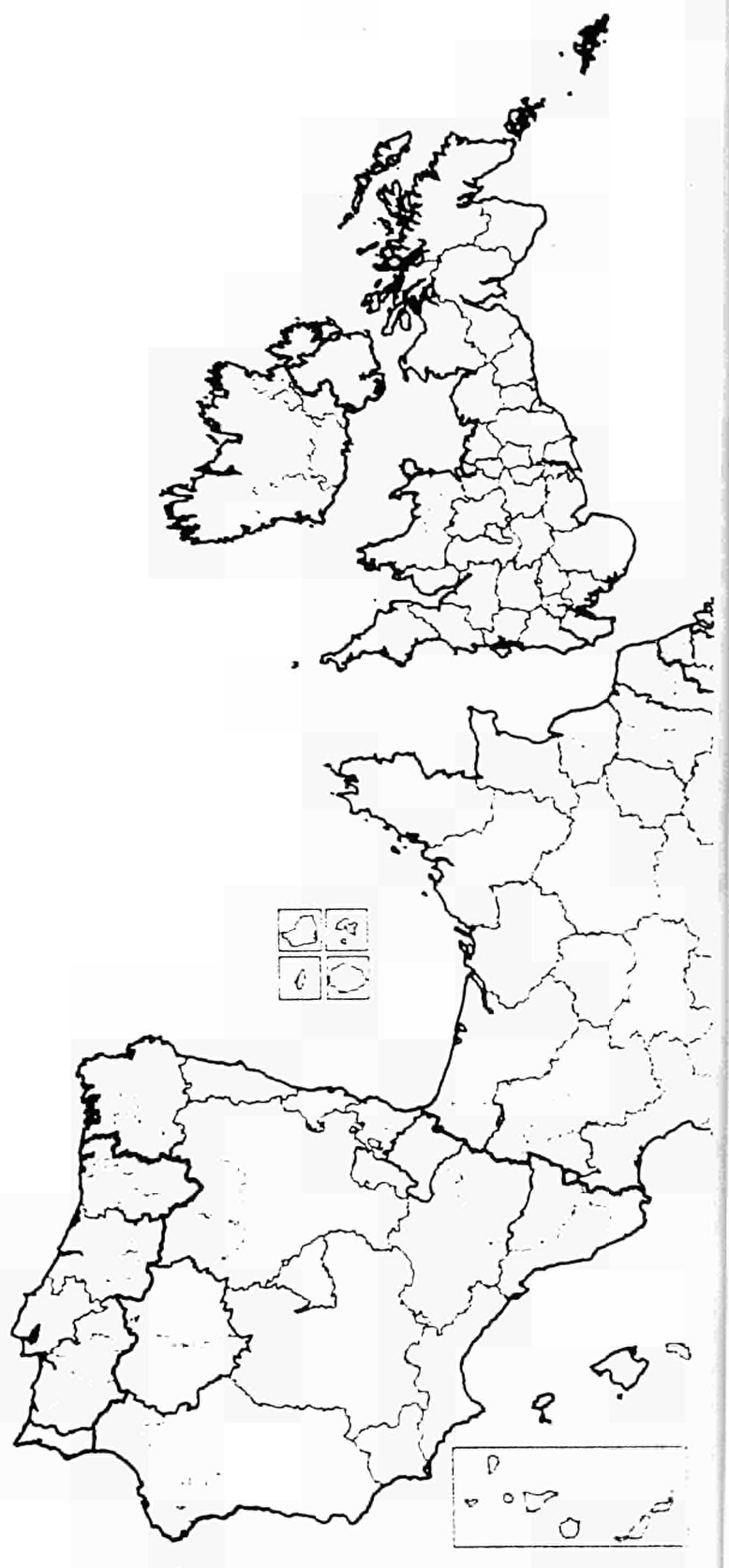
- **Grant rates:** Up to 75% of total costs in the less-developed regions; up to 50% of total costs in other regions. Up to 80% may be granted in very exceptional cases in Spain, Greece, Ireland and Portugal with provision for 85% in the regions covered by the REGIS initiative (see separate entry in this guide).

- **Total funding allocation:** The total Interreg budget for 1994-99 is ECU 2 900 billion: ECU 2 407 billion (83%) for Strand A (cross-border cooperation) and ECU 493 million for Strand B (energy networks). Three-quarters of all resources will be for Objective 1 regions¹ but up to 10% of the budget can be used for regions which do not normally qualify for Structural Funds assistance.

Where third countries are involved PHARE will be the source of funding. (EU fund for countries of Eastern Europe).

- **How to apply:** Interreg is implemented by the Member States. At the time of drafting this guide, the procedures for the implementation of the new programme had not been decided. Please therefore contact your nearest Euro-Info Centre for details of programme content and application procedures. A list of Euro-Info Centres is contained in the annexes to this guide.

¹ For an explanation of the Community Structural Funds and the basic terminology used, please see the introduction to Chapter 2.



JOPP

Joint venture PHARE programme is a scheme to promote the creation and the development of joint ventures between firms in the European Union and their counterparts in the following countries: Albania, Bulgaria, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Slovakia and Slovenia. The primary aim of the programme is to contribute to the economic and social development of Central and East European countries through the creation of local economic activities in collaboration with Western firms.

■ **Application to tourism:** JOPP finances joint ventures in a wide range of economic sectors including tourism. Projects already financed have included:

- joint ventures developing and improving hotel infrastructures;
- establishment of holiday villages, camping sites and joint ventures between tour operators.

■ **Who may apply?** Priority is accorded to small and medium-sized enterprises.

■ **Requirements:** To qualify, the joint venture must include at least one firm from an EU country and one from a beneficiary country. There are no fixed rates of contribution by the different partners, but the Commission expects that the partnership be substantial and not just nominal.

■ **Financial support:** JOPP can help in four phases of the creation and the development of the joint venture:

- *pre-feasibility studies:* grants up to ECU 2 500;
- *feasibility studies and pilot projects:* grants up to 50% of costs, subject to a limit of ECU 75 000. If the joint venture is created, the remaining 50% is paid. If the joint venture does not go ahead, the study becomes the property of the Commission;
- if the joint venture goes ahead, up to 20% of the investment can be provided by the EU, subject to a maximum of ECU 1 million, in the form of equity or equity loans;
- JOPP can contribute up to 50% of costs (maximum: ECU 150 000) for the human resources development or technical assistance required for the carrying out of the joint venture. This takes the form of an interest-free loan, repayable after four years;
- total JOPP support per joint venture may not exceed ECU 1 million.

■ **Total funding allocation:** This is decided annually by the Commission and the Member States in the PHARE committee. It amounted to ECU 27.5 million in 1994.

Fact sheets

■ **Programme duration:** The programme is renewed annually.

■ **How to apply:** Firms wishing to apply, must submit their projects to any of the financial intermediaries designated by the Commission. A list of these is available from the JOPP Assistance Unit. There are no deadlines; applications may be submitted at any time.

■ **Contact:** JOPP Assistance Unit
Rue Jean Monnet, 6
L-2180 Luxembourg

Tel. (352) 46 70 96 or 22 36 80
Fax (352) 46 70 97

Kaleidoscope

Kaleidoscope is a grant scheme to promote knowledge of the various cultures in the EU and the common cultural heritage. Funding support is given for the realization of one of the following activities:

- *Cultural events with a European dimension;*
- *Mobility and training of artists and people active in the field of culture;*
- *Networks for cooperation in cultural fields.*

- **Application to tourism:** The cultural events financed under this programme — including theatre, dance and music festivals — have a clear potential to promote tourism.
- **Who may apply?** Organizers of cultural events — institutes, associations, foundations, colleges, and academics.
- **Requirements:** Projected activities have to involve partners of at least three different countries of the European Union. Events should be of high quality and innovatory or exemplary in nature.
- **Grant rates:** Grants for cultural events may be up to ECU 30 000 but not exceed 25% of the total costs. For exchanges and training, financing is up to ECU 4 500 per participant;

Up to ECU 10 000 may be given towards costs covering the organization of the project; but the total contribution may not exceed ECU 50 000. For developing network activities, the EU contribution is up to 30% of the full cost of the planned activity with a ceiling of ECU 50 000.
- **Total funding allocation:** This is decided annually in the Community budget. In recent years it has amounted to about ECU 3 million.
- **Programme duration:** The scheme was launched in 1990, and is renewed annually.
- **How to apply:** The Commission invites applications annually through the *Official Journal of the European Communities*. Participants have to submit proposals filling in an official application form, provided by the Commission.
- **Contact:** European Commission
Directorate General X/D-1
Rue de la Loi 200
B-1049 Brussels

Tel. (32-2) 299 92 78
Fax (32-2) 299 92 83

Konver

A Community initiative¹ providing financial assistance to continue support for alternative investment and employment in areas hit by the decline of the defence sector.

■ **Application to tourism:** A broad range of measures is listed as eligible. Each Member State selects from this list in formulating its programme to implement Konver. The measures include aids for investment and the development of human resources for tourism.

Of the remaining, more general measures, the following are the most relevant for tourism:

Teams providing advice for these activities and to sectors with large numbers of SMEs. The service would cover:

- internal audits for firms planning change;
- advice on the changing business environment;
- consultancy in drawing up modernization plans;
- vocational training;
- improved access to venture capital and loans;
- feasibility studies;
- renovation of social and economic infrastructures.

■ **Areas which qualify:** Areas with at least 1 000 job losses in the defence sector since 1 January 1990. The list of regions was being finalized as the guide went to press. Consult your nearest Euro-Info Centre for details. A list of Euro-Info Centres is contained in the annexes to this guide.

■ **Who may apply?** Public and private organizations, voluntary bodies.

■ **Grant rates:** Up to 75% of total costs in the less developed regions; up to 50% of total costs in other regions. Up to 80% may be granted in very exceptional cases in Spain, Greece, Ireland and Portugal with provision for 85% in the regions covered by the REGIS initiative (see separate entry in this guide).

■ **Total funding allocation:** The EU budget for Konver for the period 1994-97 is ECU 500 million.

¹ For an explanation of the Community Structural Funds and the basic terminology used, please see the introduction to Chapter 2.

■ **How to apply:**

Konver is implemented by the Member States. At the time of drafting this guide, the procedures for the implementation of the new programme had not been decided. Please therefore contact your nearest Euro-Info Centre for details of programme content and application procedures. A list of Euro-Info Centres is contained in the annexes to this guide.

Leader

A Community initiative providing financial assistance to stimulate innovatory local public and private sector action to promote rural development. Transnational action is encouraged.

Applications to tourism:

- ❖ Tourism plays a major part in the Leader programme; more than half the activities in the first Leader programme, which ended in 1993, were predominantly tourism projects. The following measures in Leader II are directly related to tourism.

Rural tourism:

- innovatory small-scale investment;
- minor adaptation of public structures to meet new tourist demand;
- restoration of rural sites and buildings for tourist purposes;
- promotion, market study and reservation systems;
- development of new rural tourism products, including cultural tourism.

Environment and quality of life:

- development of villages and architectural heritage;
- promotion of rural culture;
- protection and restoration of natural resources and landscapes.

Developing local culture to strengthen local identity and tourist attraction.

- ❖ Leader also provides for the development of the human resources necessary for the above measures such as:

Vocational training and job premiums:

- training of project planners and leaders;
- training in development;
- linking training and educational systems to development process;
- innovatory methods of job placement for vulnerable groups.

- ❖ The following supporting actions are also eligible:

- technical assistance, including feasibility studies for enterprise creation and strengthening new and existing SMEs;
- guidance and support centres advising on the start-up of businesses for young people.

- ❖ Eligible measures fall into two broad categories:

Acquisition of skills:

- technical assistance, preparing for investment, covering assessment of needs and capacities, availability of local skills, strategy building and raising finance.

Rural innovation measures:

- model innovation carried out by local groups for rural development. These should be capable of being imitated in other areas. Projects by groups consisting of public and private sector partners should be multi-sectoral. Local projects can concern just one type of action.

Innovation:

The notion 'innovatory' is interpreted in relation to previous activity in the area concerned as distinct from routine, ongoing activity. In most Objective 1 regions a multi-sectoral approach is considered in itself innovatory.

For other regions, the following are given as examples of innovatory actions:

- applying new information technology to rural areas;
- providing services to thinly-spread populations;
- developing and marketing new products;
- providing employment, especially for persons in difficulty, and involving educational and training structures in development;
- raising the awareness of development issues among the local population.

Transnational cooperation:

These projects should normally be developed gradually, linked through a European network, and concern at least two Member States. The international aspect, in itself, constitutes an acceptable innovatory feature.

■ Areas which qualify:

Objective 1 and 5b regions and, to a limited extent (10% of budget), zones adjoining the Objective 1 and 5b regions.¹

■ Who may apply?

Local action groups, for the development of rural areas (up to 100 000 inhabitants) drawn from the public and private sectors. These become part of the European Leader network. Other public or private sector local bodies such as local authorities, chambers of commerce, etc., can also apply.

■ Grant rates:

Up to 75% of total costs in the less-developed regions; up to 50% of total costs in other regions. Up to 80% may be granted in very exceptional cases in Spain, Greece, Ireland and Portugal with provision for 85% in the regions covered by the REGIS initiative (see separate entry in this guide).

■ Total funding allocation:

The EU budget allocated to the Leader programme for the period 1994-99 is ECU 1 400 million. The grant rates applicable generally in the Structural Funds apply to Leader. Higher grant rates are envisaged for certain types of action (e.g. transnational) but these are yet to be defined. Some 3% of the budget is to be used for networking activities.

■ How to apply:

Funding for Leader is implemented by Member States. At the time of drafting this guide, the procedures for the implementation of the new programme had not been decided. Please therefore contact your nearest Euro-Info Centre for application procedures. A list of Euro-Info Centres is contained in the annexes to this guide.

¹ For an explanation of the Community Structural Funds and the basic terminology used, please see the introduction to Chapter 2.



LEDA

LEDA is the acronym for local employment development action. LEDA aims to generate local development know-how and to disseminate this to local actors and to policy makers. It addresses employment creation in 42 pilot areas in declining industrial areas, less-developed rural areas and mixed rural/urban areas. By encouraging practical programmes and exchanging information, LEDA hopes to develop more effective policy strategies for local employment development.

■ **Application to tourism:** Tourism related activities frequently figure in local actions given the local employment development potential. For example, a number of LEDA pilot areas have set up training schemes for tourist guides as part of local skills enhancement activities while others have initiated projects to promote rural tourism.

LEDA does not fund projects but it does bear the cost of background reports and strategy documents, meetings and exchange visits which may be required in mobilizing people, agencies, businesses and institutions around a local employment development initiative. Information on existing sources of local support for projects in pilot areas — financial or otherwise — is available through LEDA.

■ **How to benefit:** The two ways of benefiting from LEDA are as follows:

- by obtaining information on the experience and know-how developed in the different pilot regions to support your own local employment action;
- by getting involved in an ongoing employment action in one of the LEDA pilot areas.

Note: For a list of the 42 LEDA pilot regions see next page.

■ **Who may benefit:** LEDA is essentially a networking and information sharing exercise. Anyone interested in obtaining information can have access to it. Local actors of all types can participate in a local action in the pilot areas including local authorities, local development agencies, chambers of commerce, private companies, training establishments, etc.

■ **Programme duration:** This is an ongoing programme.

■ **Contacts:** For fuller information contact the LEDA secretariat which is managed by local and regional planning (LRDP) at one of the following addresses:

LRDP
Rue Franklin 106
B-1040 Brussels

Tel. (32-2) 732 42 50
Fax (32-2) 732 49 73

LRDP
Grosvenor Gardens, 10
London SW1 W 0DH
United Kingdom
Tel. (44) 171/411 43 00
Fax (44) 171/411 43 01

■ The 42 LEDA pilot regions are:

Belgium	Genk, Limburg Liège Hainaut
Denmark	Aalborg Lolland, Storstrøm
Germany	Hamburg Rostock Leer, Niedersachsen Jena Oberhausen
Spain	Estepa, Andalucía Alcoy Barcelona Granada Gran Canaria
Greece	Kilkis Voria Evia Arcadia Sitia, Kriti
France	Le Bruaysis, Nord-Pas-de-Calais Saint-Nazaire Saint-Étienne, Gier Les Baronnie, Drôme Roubaix, Tourcoing
Ireland	Connemara Shannon Cork
Italy	Ravenna Basilicata sud-occidentale Val di Susa Oristano
The Netherlands	Oost Groningen Tilburg
Portugal	Alto-Tâmega Covilhã Amadora, Lisbon Norte Alentejo
United Kingdom	Nottingham Dundee Fermanagh/Armagh Merseyside

Leonardo da Vinci

This programme integrates and replaces the former FORCE, PETRA, Comett, Eurotecnec, Lingua (action III). The programme is aimed at promoting the development of both initial and continuing vocational training in Europe. Of the range of activities for which grants will be available, the following are of greatest potential interest to tourism:

- *placement abroad for young people undergoing initial training and for young workers;*
- *transnational exchange programmes for national or regional public decision-makers designed to foster mutual understanding of how vocational training systems work;*
- *transnational pilot projects to foster innovation in training and promote transfer of technological innovation;*
- *programmes of transnational exchanges of trainers and instructors between firms;*
- *transnational projects aimed at drawing up large-scale linguistic audits for firms or for socio-economic groups.*

■ **Application to tourism:** As the programme is not limited by sector, activities in tourism which fulfil the necessary conditions are eligible. A network relating to continuing training in the tourism industry was launched under the former FORCE programme. Thirty projects relating to tourism were financed by FORCE following the 1991/92 tender call. Three tourism projects examining the impact of technological change on employment, skills and working methods.

■ **Who may apply?** Firms, social partners, universities, training bodies, public authorities.

■ **Requirements:** Schemes and projects supported by the Leonardo programme must have a European transnational character. In some cases organizations from at least two different Member States is sufficient, but a broader geographic coverage is an advantage.

■ **Financial support:** Up to ECU 5 000 per beneficiary for placement of young persons or young workers undergoing initial training and for exchange between firms.

Up to 75% of expenditure, with a ceiling of ECU 100 000 per year for transnational projects.

■ **Total funding allocation:** ECU 620 million for the period 1995-99.

■ **Programme duration:** The programme runs for the period 1995-99.

■ **How to apply:** Application procedures had not been fixed at the time of drafting this guide. For further information see contact below.

■ **Contact:** European Commission
 DG XXII for Education, Training and Youth
 Rue de la Loi 200
 B-1049 Brussels

Tel. (32-2) 296 58 92
 Fax (32-2) 295 56 99

LIFE

LIFE is a grant scheme for the improvement of the environment including the preservation of the natural habitat threatened by pollution or other natural causes.

■ **Application to tourism:** LIFE covers projects for the promotion of Community environment policy in various sectors including tourism which was specifically named as a priority area for 1994. These include:

- demonstration projects for sustainable tourism like the protection of natural, cultural or traditional resources in regions or localities economically dependent on these activities;
- tourism projects containing new concepts in environmental protection.

■ **Who may apply?** Firms, public authorities, universities and environmental organizations.

■ **Requirements:** The projects proposed must be in line with the priorities decided and published annually by the Commission in the Official Journal. The projects should be innovative, as regards the technology or methodology used or the approach and implementation. Actions for the dissemination of the results must be included.

■ **Grant rates:** The grants can cover up to 30% of the costs of investments which generate income; the operator must contribute at least the same amount as the EU.

Grants up to 50% can be awarded for other actions.

■ **Total funding allocation:** ECU 400 million for the period 1992-95.

■ **Programme duration:** The current phase of LIFE was due to end on 31 December 1995.

■ **How to apply:** As a general rule, applications should be made to the national authority (see list on following pages).

The Commission may also decide to issue a direct call for tender. These are published in the Official Journal.

Deadlines are decided on annually. There is no fixed pattern. For information on this, you should contact your national authority.

Addresses of Member States authorities to whom proposals should be sent
Member State

Belgium
(B)

Ministère des Affaires sociales, de la Santé publique et de l'Environnement
Service des affaires environnementales
Service d'études et de coordination
Cité administrative de l'État, quartier Vésale 720
Boulevard Pachéco 19 BT 7
B-1010 Brussels

Ministerie van Sociale Zaken, Volksgezondheid en Leefmilieu
Diensten voor het Leefmilieu
Dienst Studie en Coördinatie
Rijksadministratie Centrum, Vesaliusgebouw 720
Pachecolaan 19 BT 7
B-1010 Brussels

À l'attention de M./Tav de heer. Jan Goris
Fax (2) 210 48 52

Germany
(D)

Umweltministerium
Baden-Württemberg
z.Hd. Herrn Walafried Schrott
Kernerplatz 9
D-70182 Stuttgart
Fax (0711) 126-2881

Bayerisches Staatsministerium für
Landesentwicklung und Umweltfragen
z.Hd. Herrn Herbert Franz
Rosenkavalierplatz 2
D-81295 Munich
Fax (089) 9214-3486

(Für das Land Berlin)
Beratungs- und Service-
Gesellschaft Umwelt mbH
z.Hd. Frau Annette Schneegans
Alt-Moabit 105
D-10559 Berlin
Fax (030) 3907-0631

Ministerium für Umwelt, Naturschutz und
Raumordnung des Landes Brandenburg
z.Hd. Frau Dr. Heike Richter
Albert-Einstein-Straße 42-46
D-14473 Postdam
Fax (0331) 866-7185
Der Senator für Umweltschutz und Stadtentwicklung
der Freien Hansestadt Bremen
z.Hd. Frau Susanne Paas
Hanseatenhof 5

D-28195 Bremen
Fax (0421) 361-9253

Umweltbehörde der
Freien und Hansestadt Hamburg
z. Hd. Herrn Klaus Michael de Buhr
Billstraße 84
D-20539 Hamburg
Fax (040) 7880-3874

Hessisches Ministerium für Umwelt,
Energie, Jugend, Familie und Gesundheit
z.Hd.Herrn Konrad Herkenrath
Schloßstraße 6-8
D-19053 Schwerin
Fax (0385) 588-8717

Niedersächsisches Umweltministerium
z.Hd. Herrn Goldbach
Archivstraße 2
D-30169 Hannover
Fax (0511) 104-3499

Ministerium für Umwelt, Raumordnung und
Landwirtschaft des Landes Nordrhein-Westfalen
z.Hd. Herrn Dr. Wolfgang Thiel
Schwannstraße 3
D-40190 Düsseldorf
Fax (0211) 4566-673/388

Ministerium für Umwelt und Forsten des
Landes Rheinland-Pfalz
z.Hd. Herrn Gundolf Schrenk
Kaiser-Friedrich-Straße 7
D-55113 Mainz
Fax (06131) 16-4643

Ministerium für Umwelt des Saarlandes
z.Hd. Herrn Franz-Josef Warken
Hardenbergstraße 8
D-66119 Saarbrücken
Fax (0681) 501-4728

Sächsisches Staatsministerium für
Umwelt und Landesentwicklung
z.Hd. Frau Kunellis
Ostra-Allee 23
D-01067 Dresden
Fax (0351) 564-2209

Ministerium für Umwelt, Naturschutz und
Raumordnung des Landes Sachsen-Anhalt
z.Hd. Herrn Metzker
Pfälze Straße

	D-39012 Magdeburg Fax (0391) 567-3368
	Ministerium für Natur und Umwelt des Landes Schleswig-Holstein z.Hd. Herrn Horst-Ekkehart Höhne Grenzstraße 1-5 D-24149 Kiel Fax (0431) 219-239
	Thüringer Ministerium für Umwelt und Landesplanung z.Hd. Herrn Jörg Orth Rudolfstr. 47 D-99092 Erfurt Fax (0361) 2144-750
Denmark (DK)	Miljøstyrelsen (LIFE) Ejvind Nygaard Strandgade 29 DK-1401 København Fax 32 66 04 79
Spain (S)	Secretaría de Estado de Medio Ambiente y Vivienda (LIFE) Ministerio de Obras Públicas, Transportes y Medio Ambiente María Jesús Rodríguez de Sancho Pza. San Juan de la Cruz s/n E-28071 Madrid Fax 1 597 5991
	Ministry of the Environment (LIFE) Att-. Mr Pasi Tarula PO Box 399, FIN-00121 Helsinki Ratakatu 3, FIN-00120 Helsinki Fax (90) 199 9717
France (F)	Ministère de l'Environnement (LIFE) 20, avenue de Ségur F-75032 Paris 07 SP Répondeur: (33-1) 42 19 17 77 Fax (33-1) 42 17 72
	Pour les actions en faveur de l'industrie, les propositions doivent être adressées auprès des DRIRE (directions régionales de l'industrie, de la recherche et de l'environnement). Pour les actions en faveur des collectivités locales, les propositions doivent être adressées auprès des DIREN (directions régionales de l'environnement). Enfin, pour les actions préparatoires, les propositions doivent être adressées auprès du ministère de l'Environnement.
Greece (GR)	Ministry of Environment, Physical Planning and Public Works (LIFE) Mr Tsotsos Patisson, 147 GR-11251 Athens Fax 1 86 47 420

Ireland (IRL)	Environment Awareness Section (LIFE) Department of the Environment Mr Donal Enright Custom House Dublin 1 Ireland Fax 1 874 24 23
Italy (I)	Ministerio dell' Ambiente - Gabinetto del ministro (LIFE) Attenzione dott. Vincenzo La presa Piazza Venezia 11 I-00187 Roma Fax 6 67 83 331
Luxembourg (L)	Ministère de l'Environnement (LIFE) À l'attention de M. Jean-Paul FELTGEN 18, montée de la Pétrusse L-2918 Luxembourg Fax (352) 478-6835
Netherlands (NL)	Ministerie van Volkshuisvesting, Ruimtelijke Ordening en Milieubeheer Directie Strategische Planning/IPC 675 Afdeling milieutechnologie (LIFE) d.h. Just van LIDTH de JEUDE Rijnstraat, 8 - Postbus 309045 NL-2500 GX Den Haag Fax 70 33 91 291
Austria (AT)	Bundesministerium für Umwelt (LIFE) z.Hd. Herrn Mag. Josef Behofsics Stubenbastei, 5 A - 1010 Wien Fax 1 51522-7301
Portugal (P)	Ministério do Ambiente Direcção-Geral do Ambiente (LIFE) R. da Murgueira-Zambujal Apartado 7585-Alfragide P-2720 Amadora Fax 1 4719074
Sweden (SE)	Naturvårdsverket Internationella Sekretariatet (LIFE) Anders Risberg Blekholtsterrassen 36 S-106 48 Stockholm Fax 8 698 1504
United Kingdom (UK)	EPSED Division Department of Environment A107 Romney House Mr Jonathan Sharrock 43 Marsham Street London SW1P 3PY Fax 171 276-8877

MED-Campus

A programme intended to create and develop links between universities in the EU and non-EU Mediterranean countries (MED countries). The following countries are eligible: Algeria, Cyprus, Egypt, Israel, Jordan, Lebanon, Malta, Morocco, Syria, Palestinian Territories, Tunisia, Turkey. Grants are provided for networks of universities which collaborate in one or more of the following subjects:

- training for social and economic development in MED countries;
- management training of public and private companies;
- environmental management;
- training aimed at mutual understanding of different cultures.

- **Application to tourism:** Priority economic sectors include tourism and SMEs.
- **Who may apply?** The programme is open to universities and other public or private organizations.
- **Requirements:** MED-Campus is open to networks of universities; the participation of at least two EU universities and two MED countries universities is required.
- **Financial support:** Up to a maximum of 80% of project costs. Financing is limited to projects with a budget under ECU 200 000.
- **Total funding allocation:** Decided annually in the Community budget.
- **Programme duration:** Up to and including the academic year 1996-97.
- **How to apply:** Call for proposals are published annually in the *Official Journal of the European Communities*.
- **Contact:**

Technical Assistance Bureau
 Ismeri Europa
 Via G. G. Belli, 39
 I-00139 Rome

Tel. (39-6) 32 12 246
 Fax (39-6) 36 12 249

European Commission
 Directorate General I
 SC14 6/76
 Rue de la Loi 200
 B-1049 Brussels

Tel. (32-2) 295 62 43
 Fax (32-2) 299 02 04

MEDIA

MEDIA is a programme supporting the development of the European audiovisual industry.

- **Application to tourism:** Although this programme aims to promote the European audiovisual industry, generally there is scope for audiovisual projects which have an application in the tourism sector. The most likely source of support is one of the 19 MEDIA sub-programmes known as the MEDIA investment club. One part of this sub-programme, CD-MEDIA, supports the production of interactive multimedia programmes. One such project aided by CD-MEDIA is 'Museo Italia' which is a tourist guide to Italy's artistic heritage (including a suggested itinerary) on CD-ROM.
- **Who may apply?** CD-MEDIA is meant for:
- publishers of books, games and records who want to diversify their activities in order to position themselves on the multimedia market;
 - audiovisual producers or television companies associated with a publisher;
 - financing partners;
 - authors associated with a publisher.
- **Requirements:** The main requirement is that products developed can be sold internationally to a large audience; they can deal with informative, educative or entertainment material. Projects should also have an interactive audiovisual aspect and a novel approach to the level of questioning, control and manipulation open to the user.
- **Financial support:** The MEDIA programme does not give subsidies but supports projects by providing seed capital. This support cannot exceed 50% of the initial budget of the project.
- The amount of the support is negotiated on a case-by-case basis. In the case of the interactive multimedia programmes the support may amount to a majority share in the programme's pre-production phase.
- In 1993 the club supported 29 projects with a total of ECU 2.25 million.
- **Total funding allocation:** The total budget envisaged for MEDIA for 1991-95 was ECU 200 million.
- **Programme duration:** The MEDIA programme ran from 1991 to 1995.
- **How to apply:** There is no prescribed application form. Written applications should be submitted to:
- MEDIA investment club
Avenue de l'Europe 4
F -94366 Bry-sur-Marne Cédex
- Tel. (33-1) 49 83 28 63
Fax (33-1) 49 83 26 26

Project applications must include the following:

- a detailed project summary including an organization chart and description of the structure of the programme;
- information and references on those responsible for the project and those actually working on it;
- all references, curriculum vitae and other information regarding the capability of the promoter to undertake the project;
- global financial budget and the exact budget for every phase of the project;
- financial plan, ways of financing, partners if any;
- workplan;
- provisional plan for distribution of the finished product.

■ **Contact:**

Ortech
11, rue Bergère
F-75432 Paris Cedex 09

Tel. (33-1) 45 23 08 16
Fax (33-1) 48 24 01 81

Med-Interprise

The objective is to help intermediary bodies in Europe and the Mediterranean non-member countries (MNC's) to organize business meetings (based on the formula developed in the Europartenariat programme) with the aim of encouraging contacts among entrepreneurs and to creating partnerships among small and medium-sized enterprises.

■ **Application to tourism:** Companies or other organizations in the tourism sector can benefit under the Interprise programme.

■ **How the scheme works:** The Med-Interprise programme provides support to business partnership promotion projects which include at least the following phases:

- identification and selection of companies in EU Member States interested in setting up a cooperation agreement with an enterprise in the participating MNCs;
- publication of information about these enterprises in a multi-lingual catalogue;
- an active search for interested enterprises in the countries concerned;
- a final meeting during which direct contacts between interested enterprises from the participating regions can be established;
- follow-up.

When the event is held in an MNC, there must be at least 15 enterprises participating per country from at least two EU Member States. If the event is held in the Community, at least three EU Member States must be represented.

■ **Who may apply?**

The following types of organization (or joint ventures of such organizations) may apply for support in setting up and running a project: chambers of commerce and industry; local, regional or national development agencies; employers federations; business and innovation centres; Euro-Info Centres; export promotion institutes; research, innovation and technology centres; consultants.

■ **Requirements:**

- ❖ The programme should concentrate on cooperation between businesses (purely export promotion programmes do not qualify).
- ❖ The programme should be organized by at least one organization from the participating country.
- ❖ Organizations involved should participate financially in the programme, either directly or through another organization from the participating countries.
- ❖ The programme should include at least 15 enterprises from each participating country.
- ❖ The support of the European Commission and the Med-Interprise programme must be mentioned in every official publication.

- **Financial support:**
- ❖ Subsidy of up to ECU 40 000 if the event is held in an MNC. If held in one of the EU countries the event is deemed to be a normal Interprise event and may receive aid under the terms of that programme (see page 181). However, an additional ECU 10 000 is available under Med-Interprise to cover the extension to the MNCs.
 - ❖ Organizational support drawing on the Commission's experience of cooperation programmes.
 - ❖ Use of the Commission's name as an endorsement (e.g. 'in cooperation with', 'approved by', etc.).
 - ❖ Presence, if possible, of Commission representatives during the contact meetings.
- **Total funding allocation:** This is decided annually.
- **Programme duration:** Med-Interprise is an ongoing programme.
- **How to apply:**
- A proposal must be sent to the Med-Interprise office at the European Commission at least six months before the business contact meeting is scheduled. It should contain the following information:
- ❖ a detailed description of the project, including the different phases and the sectors covered;
 - ❖ a time schedule;
 - ❖ a declaration by the partner organizations stating that they will participate actively in the project and indicating the name of the main coordinating organization (with whom the Commission may sign a contract);
 - ❖ information on the partner organizations and *curriculum vitae* of the persons in charge of the project;
 - ❖ a budget with income and expenditure expressed in ecu.
- **Contact:**
- Med-Interprise office
 European Commission
 Directorate-General XXIII
 AN 80 4/11
 Rue de la Loi 200
 B-1049 Brussels
- Tel. (32-2) 29 68 610
 Fax (32-2) 295 17 40

Med-Invest pilot projects

Med-Invest is the name given to an umbrella programme which aims to support business cooperation between small and medium-sized enterprises in Europe and their counterparts in certain Mediterranean non-member countries (MNCs). In practice Med-Invest extends some of the Commission's existing business cooperation activities for EU enterprises (such as Europartenariat, Interprise, BRE and BC-NET) to the MNCs.

In addition, Med-Invest supports a series of pilot projects taking instruments that have already proved successful in promoting development and the creation of small and medium-sized enterprises in the Community and applying them in the MNCs.

- **Application to tourism:** Pilot projects may be of indirect benefit to the tourism sector; these are profiled in this entry. The tourism sector may also be eligible under the Medpartenariat, Med-Interprise, BRE and BC-NET schemes profiled in detail in separate entries.
- **How the scheme works:** Med-Invest covers the Mediterranean countries of Morocco, Algeria, Tunisia, Egypt, Israel, Jordan, Lebanon, Syria, the Palestinian Territories, Turkey, Cyprus and Malta.

On the one hand, it integrates MNCs into existing EC networks (BRE, BC-Net) and programmes (Europartenariat, Interprise) aiming to stimulate cooperation between enterprises.

On the other, it supports the implementation of seven pilot projects, taking instruments that have already proved successful in Europe for the development and creation of enterprises. Pilot projects that may have an indirect application to tourism concern: creation of development agencies (Turkey, Morocco and Egypt), and support for new business (Algeria, Malta, Israel, Morocco and Turkey).
- **Who may apply?** Business associations; professional bodies and organizations; local and regional development bodies; institutions or other bodies with practical experience in business information and cooperation and economic development support.
- **Requirements:** See separate entries on Medpartenariat, Med-Interprise, BC-Net, BRE.

Pilot projects must mobilize the know-how, experience, human and financial resources of one EU partner in the MNCs.
- **Total funding allocation:** About ECU 10 million for the two year period 1994-95.
- **Programme duration:** The programme has been extended until the end of 1995. Many of the initiatives are expected to be continued in the future.

Fact sheets

■ How to apply:

For applications for Med-Interprise, Medpartenariat, BRE and BC-Net see separate entries for these programmes. For other actions contact the Med-Invest office (see 'Contacts' below).

■ Contacts:

Med-Invest offices:
European Commission
Directorate-General I
SC14 6/76
Rue de la Loi 200
B-1040 Brussels

Tel. (32-2) 295 62 43
Fax (32-2)295 10 45

European Commission
Directorate-General XXIII
AN80
Rue de la Loi 200
B-1040 Brussels

Tel. (32-2) 296 80 10
Fax (32-2) 295 17 40

Medpartenariat

A series of business collaboration initiatives organized and managed by the Commission. Based on the Europartenariat model to stimulate the development of the Mediterranean non-member countries (MNCs) by encouraging small and medium-sized businesses from these countries and from the Community to establish business relationships with their counterparts. This pilot project under the Med-Invest programme is likely to be extended after 1995.

■ **Application to tourism:** The tourism sector may be one of the sectors targeted by a Medpartenariat event. Priorities can be ascertained through the contacts listed below.

■ **How the scheme works:** Medpartenariat encourages contact and cooperation between firms in the MNCs (Morocco, Algeria, Tunisia, Egypt, Israel, Jordan, Lebanon, Syria, the Palestinian Territories, Turkey, Cyprus and Malta) and firms in the EU. Like Europartenariat, the scheme targets a host region and runs an event at which the local companies can meet potential partners from the EU. Two events are organized each year.

Representatives from companies throughout Europe are invited to attend a two-day partnering event, Medpartenariat, during which they have the opportunity to meet potential partners from a host region in the non-member Mediterranean regions selected by the European Commission. The organizer in the host region selects companies from the region to be present at the event. Details of the companies and cooperation sought is listed in a catalogue which is disseminated through a network of Medpartenariat counsellors throughout Europe. The counsellors identify and select European companies to visit the event. They also assist them in setting up meetings with companies in the host region during the partnership event (including interpretation services where needed). Meetings are planned and scheduled by computer to optimize the time available over the period of a Medpartenariat event.

■ **Who may apply?** Small and medium-sized enterprises established in EU Member States or in the Mediterranean non-member countries can participate. However, not all MNCs are eligible for each event. (For information on how to check this point, see 'How to apply' and 'Contacts' below.)

■ **Programme duration:** Medpartenariat was run on a pilot basis from 1993-95 and may be continued in the future.

■ **How to apply:** Applications must be made on the official form via a Medpartenariat national counsellor. An up-to-date list of these can be obtained from any Euro-Info Centre (see Annex), from the Commission's information offices (see Annex) or from the Medpartenariat office in Brussels. These information points will also be able to indicate the dates and locations of future Medpartenariat events.

■ Contact:

Medpartenariat
European Commission
Directorate-General XXIII
AN80 4/B
Rue de la Loi 200
B-1049 Brussels

Tel. (32-2) 296 86 10
Fax (32-2) 295 17 40

MED-URBS

The MED-URBS programme was launched in 1992 to foster trans-Mediterranean cooperation in favour of urban development in third Mediterranean countries (TMCs). The aim is to enable local authorities in the TMCs to make the most of experience and know-how made available to them by their counterparts in the EU. Support is given to tackle urban problems at grass-roots level.

- **Application to tourism:** The MED-URBS cooperation activities include tourism development.

- **How the scheme works:** MED-URBS covers the EU Member States and the following TMCs: Algeria, Cyprus, Egypt, Israel, Jordan, Lebanon, Malta, Morocco, Syria, the Palestinian Territories, Tunisia, Turkey. It brings together local authorities in cooperation networks to transfer knowledge in the fields of administration and municipal development.

Local authorities cooperate on selected areas of joint interest such as tourism development, socio-economic urban development, training for management teams, public health, security, urban transport, local resources, the environment, culture and others. The networks put forward cooperation projects for co-financing in these fields.

Cooperation projects can include training of municipal management teams; consultancy; audits; exchange of experience, transfer of know-how, dialogue; involvement of the population in the life of their community; seminars and symposia.

- **Who may apply?** Local authorities in the Community and the TMC elected by direct or indirect universal suffrage.

 - Umbrella associations for these authorities.
 - At present the list of networks receiving support is full. However, there is a waiting list should any of the selected networks opt out. The list may be enlarged in the future. Consult the Commission (see 'Contacts', below). Local authorities may join existing networks where appropriate.

- **Requirements:** To be eligible local authorities must already be in a network or have made concrete plans to join one. Any network must include at least two partners from the TMC and at least two from EU Member States. For technical reasons the number of partners is limited to eight per network.

- **Grant rates:** Grant aid up to a maximum of 80% of the project costs. On average the networks in the pilot phase of MED-URBS received over 70% support for the projects aided.

■ **Total funding allocation:** ECU 9 million for the period 1994-95. Of this, the tourism development cooperation projects are expected to receive a total of around ECU 750 000.

■ **Programme duration:** The current consolidated phase will continue until 1996.

■ **How to apply:** Calls for proposals are issued annually in the Official Journal. Applications are then submitted to the Commission which will review them with the MED Committee before agreeing on the networks which will be supported. Projects put forward for financing are chosen on the basis of an evaluation by a panel of independent experts made up largely of representatives from EU and TMC local authorities. For information on the next call for proposals contact the MED-URBS Office in Brussels.

■ **Contact:** MED-URBS Office
European Commission
Directorate General I
SC14 8/40
Rue de la Loi 200
B-1049 Brussels

Tel: (32-2) 295 53 72
Fax (32-2) 299 10 45

Overture/ECOS

A European Union programme of cooperation between regions and cities in Western and Eastern Europe (Albania, Armenia, Azerbaïdjan, Belarus, Bulgaria, Czech Republic, Estonia, Georgia, Hungary, Kazakhstan, Kyrgystan, Latvia, Lithuania, Moldova, Uzbekistan, Poland, Romania, Russian Federation, Slovakia, Slovenia, Tajikistan, Turkmenistan, Ukraine).

The programme seeks to enhance the economic and social cohesion of the European Union by focusing on less-favoured and peripheral areas, and to assist the transition to democracy in Central and Eastern Europe. It is, in effect, an extension of the Recite programme to Eastern Europe. Activities supported include training, trade fairs, seminars, staff exchanges, feasibility studies.

- **Application to tourism:** The themes of the projects are extremely wide-ranging covering, among others, local economy action plans, support for SMEs and tourism development.

- **Who may apply:** The programme is open to local and regional authorities in the European Union and in Central and Eastern Europe and the CIS (former Soviet Union).

- **Requirements:** Projects must involve at least two local or regional authorities from different EU countries and one from the other countries. Projects should not normally exceed 12 months duration.

- **Grant rates:** EU local and regional authority partners receive a grant of up to 60% (75% if in an Objective 1 area), subject to a maximum of ECU 150 000. The East European partners, being outside the scope of Structural Funds, are not eligible for grants.

- **Total funding allocation:** This is decided annually.

- **Programme duration:** Up to 31 December 1999.

- **How to apply:** Projects must be submitted by the coordinating local or regional authority on the appropriate application form, to the local offices of Overture and ECOS listed below. There is one selection round per year. These offices will give details of deadlines.

■ Contact points:

ITALY

Council of European Municipalities
and Regions
Secretary General:
Gianfranco Martini
Consiglio dei Comuni e delle Regioni
d'Europa
Piazza di Trevi 86
I-00187 Rome
Tel. (39 6) 699 404 61
Fax (39 6) 679 32 75
Telex 043000-43623300 RM PPB.I

LUXEMBOURG

Association of Luxembourg Towns and
Municipalities
Secretary General:
Jean-Pierre Klein
Association des Villes et Communes
Luxembourgeoises — SYVICOL
11 bd Grande Duchesse Charlotte
L-1331 Luxembourg
Tel. (35 2) 44 36 58
Fax (35 2) 45 30 15

MALTA

Maltese Association of Local Councils
Executive Secretary:
Oreste Alessandro
Assocjazzjoni Tal-Kunsilli Lokali
153 Main Street
Balzan
Tel. (356) 446 428
Fax (356) 446 427

NETHERLANDS

Council of European Municipalities
and Regions
Secretary General:
Drs Jan H. Mans
Raad der Europese Gemeenten en Regio's
Batterijstraat 36a
NL-6211 SJ Maastricht
Tel. (31 43) 325 02 45
Fax (31 43) 321 77 42

Association of Netherlands Municipalities
Director: Klaas G. de Vries
Vereniging van Nederlandse Gemeenten
Nassaulaan 12 — Postbus 30435
NL-2500 GK — The Hague
Tel. (31 70) 373 83 93
Fax (31 70) 363 56 82
Telex 34381 VNG NL

Association of Provinces of
the Netherlands
Director: Dr Ton Rombouts
Interprovinciaal Overleg (IPO)
Wassenaarseweg 80
NL-2596 C2 The Hague
Tel. (31 70) 314 34 14
Fax (31 70) 324 31 34
Telex 34381 VNG

NORWAY

Norwegian Association of Local
and Regional Authorities
Director: Tom Veierød
Kommunenenes Sentralforbund
Haakon VII's gt. 9, Postboks 1378 Vika
N-0114 Oslo 1
Tel. (47 22) 94 77 00
Fax (47 22) 83 62 04

POLAND

Association of Polish Cities
Director: Andrzej Porawski
Stary Rynek 80/82
PL-61-772 Poznan
Tel. (48 61) 53 08 13
Fax (48 61) 53 08 42

National Assembly of Local Authorities
Director: Józef Szymanowski
Aleja Niepodleglosci 18
PL-60-967 Poznan
Tel. (48 61) 52 60 07
Fax (48 61) 52 26 29

Polish Small Towns Association
Board Manager: Leszek Chwat
ul. Lopuszanska 53
PL-02-232 Warsaw
Tel. (48 22) 46 08 10
Fax (48 22) 46 08 10

PORTUGAL

National Association of Portuguese
Municipalities
Secretary General: Artur Trindade
Associação Nacional de Municípios
Portugueses
Av. Marnoco e Sousa, 52
P-3000 Coimbra
Tel. (351 39) 404 434
Fax (351 39) 701 862
Telex 040400-52418 ANM.P

RUSSIA

Union of Russian Cities
(Associate Member)
Director-General: Konstantin Nikulin
Union of Russian Cities
13 Tverskaya str.
Moscow 103032
Tel. (7 095) 284 36 40
Fax (7 095) 200 22 65

SLOVAKIA

Association of Towns and Communities of Slovakia
Director-General: Stanislav Konecny
Zdruzenie Niest A Obci Slovenska
Bezrucova 9
SK-811 09 Bratislava
Tel. (42 7) 364 263
Fax (42 7) 364 965

SLOVENIA

Association of Municipalities
and Towns of Slovenia
Secretary General:
Magdalena Tovornik
Partizanska 47
62000 Maribor
Tel. (386 62) 226 715
Fax (386 62) 226 715

SPAIN

Spanish Federation of Municipalities
and Provinces/Spanish Section of CEMR

Secretary General:
Antonio Luis Hernandez Hernandez
Federacion Espanola de Municipios
y Provincias
Calle del Muncio. 8
E-28005 Madrid
Tel. (34 1) 365 94 01/366 72 07
Fax (34 1) 365 54 82

SWEDEN

The Swedish Association of
Local Authorities
Director: Evert Lindholm
Svenska Kommunförbundet
Hornsgaten 15
S-11647 Stockholm
Tel. (46 8) 77 24 100
Fax (46 8) 64 11 535
Telex 2401-810 52 64

Federation of Swedish County Councils
Director: Monica Sundström
Landstingsförbundet
Box 70491
S-10726 Stockholm
Tel. (46 8) 702 43 00
Fax (46 8) 702 45 47

SWITZERLAND

Council of European Municipalities
and Regions/Swiss Section
Secretary General: Jean Meylan
Section Suisse du CCRE
Hôtel de ville
CH-1003 Lausanne
Tel. (41 21) 315 22 28
Fax (41 21) 323 47 63
Telex 045000-455757-MUNL.CH

Union of Swiss Towns
Director: Dr Urs Geissmann
Schweizerischer Städteverband
Florastraße 13
CH-3000 Bern 6
Tel. (41 31) 351 64 44
Fax (41 31) 351 64 50

UNITED KINGDOM

Local Government International
Bureau
Secretary General: Jeremy Smith
Local Government International Bureau
35 Great Smith Street
London SW1P 3BJ
Tel. (44 171) 222 16 36
Fax (44 171) 233 21 79

EUAS

(Associate Member)
Union Syndicale Européenne de la Fonction Publique
Locale et Régionale
Secretary General: Carlo Becker
BP 438
L-2014 Luxembourg
Tel. (35 2) 47 96 28 72
Fax (35 2) 46 07 28

OVERTURE CONTACT SHEET**Asturias local office**

1. Vice-President of Asturias: Ramon Garcia Canal
2. Director of External Affairs: Fernando Mendez NAVIA
(Steering group rep.)
3. Executive officer: Adela Barrero
4. Manager: Natalio Grueso

Address (1 & 2)

Edificio Administrativo del Principado de Asturias
D.R. de Relaciones con las Administraciones
Publicas
c/o Coronel Aranda s/n, planta 6
33071 Oviedo
Asturias
Spain

Tel. 00 34 8 510 53 22
Fax 00 34 8 510 54 67

Address (3)

Principado de Asturias
Gil de Jaz 10-4
33004 Oviedo
Spain

Tel. 00 34 85 23 7111
Fax 00 34 85 25 3350

Asturias Representative Office in Brussels

Avenue des Arts, 3-4-5
10e étage
B-1040 Brussels
Belgium
Contact: Ignacio Alvargonzalez

Tel. 00 32 2 223 02 14
Fax 00 32 2 223 04 94

Saarland local office

1. Minister for Finance and Economic Affairs:
Cristiane Krajewski
(Steering group rep.)
2. (Secretary of State for Economics): Reinhard Störmer
3. Manager: Carine Messerschmidt
4. Executive Officer: Doron Frischmann
5. Executive Officer: Sonja Reichert
6. Secretary/Assistant: STefanie Kolb
7. Secretary 1/2 day: Conny Engel
8. Trainee: Barbara Owskiak

Address: (1 & 2)

Ministerium für Wirtschaft
und Finanzen des Saarlandes
Amt Stadt Graben 6-8
D-66111
Saarbrücken
Germany

(Störmer) Tel. (00) 49 681 501 1627

Fax (00) 49 681 501 1590

(Krajewski) Tel. (00) 49 681 501 1601

Fax (00) 49 681 501 1590

Address: (3 & 4)

Ouverture Programm
Ministerium für Wirtschaft und Finanzen
des Saarlandes
Hardenbergstr. 8
66119 Saarbrücken
Germany

Carine Messerschmidt - Tel. 00 49 681 501 34 17
 Doron Frischmann - Tel. 00 49 681 501 33 30
 Sonja Riechert - Tel. 00 49 681 501 35 03
 Stefanie Kolb - Tel. 00 49 681 501 33 26
 Conny Engel - Tel. 00 49 681 501 34 10

Fax 00 49 681 501 4279

Piemonte local office

1. Vice-President: Enzo Ghigo (STG GRP REP)
2. Adviser to Senora Vetrino: Doina Amprimo (Institutional supervisor)
3. Assistant to Doina Amprimo: Lilli Chiariglione
4. Supervisor: Maria Rosa Thea
5. Manager: Silvia Beglio
6. Ouverture Executive Officer: Elena Mattioli
7. Ouverture Executive Assistant: Alessandro Raffone

Addresses (1 & 2)

Presidenza Giunta	Tel. (00) 3911 432 2500
Regione Piemonte	Fax (00) 3911 432 3292
Piazza Castello 165	(00) 3911 432 3142
10122 Turin	(00) 3911 533 7252
Italy	

Lilli Chariglione: Assistant to D. Amprimo:
 Tel. 00 39 1 432 3508

Address (3 & 4) (mailing address)

Centero Estero Camere
 Commercio Piemontesi
 Via Ventimiglia 165
 10127 Turin
 Italy
 Tel. (00) 3911 670 0511
 3911 696 5456

Address (5)

Teseo
 Corso Re Umberto, 88
 Turin
 Italy

Tel. (00) 3911 568 3124 Silvia (Direct 3107)
 Fax (00) 3911 568 3117

Midi-Pyrénées local office

1. (a) Michel Valdiguie - Vice-President (Steering Group Representative)
 (b) Pierre Montastruc: Conseiller regional de Midi-Pyrénées
2. Michael Auzie: Supervisor
3. Corinne Lamarque: Manager
4. Gloria Turi: Administrative Executive
5. Claire Olivier: Administrative Assistant
6. Hugo Petermann: Trainee

Address (1) (a) (M. Valdiguie)

Vice Président
 Conseil Régional Midi-Pyrénées
 Hôtel de Région
 22 Avenue du Maréchal Juin
 31077 Toulouse Cedex
 France

Address 1 (b) (P. Montestruc)

Conseiller Régional de Midi-Pyrénées
 Boulogne sur-Gesse
 31350 Midi Pyrénées
 France

Address 2 (Michael Auzie)

Chef de la Coopération Décentralisée
 Direction des Affaires économiques et internationales
 Conseil Régional Midi-Pyrénées
 Hôtel de Région
 22 Avenue du Maréchal Juin
 31077 Toulouse Cedex
 France

(1) (a) P. Montestruc

Tel. (00) 33 61 88 20 38
 Fax (00) 33 61 88 16 60

(1) (b) Michel Valdiguie

Tel. (00) 33 61 33 50 50
 Fax (00) 33 61 33 52 66

(2) Michel Auzie

Tel. (00) 33 61 33 50 50 or (00) 33 62 72 76 00
 Fax (00) 33 61 33 53 41

Address (3-6)

Programme Ecos-Ouverture
 61 Rue Pierre Cazeneuve
 31200 Toulouse
 France

Tel. (00) 33 62 72 79 00
 Fax (00) 33 61 13 08 88

HEADQUARTERS

Robert Brown — Director
 Simon Watkins — Assistant Director
 Eleanor McFadden — Executive Officer
 Alison Spearman — Executive Officer
 Eilidh Mackay — Finance Manager
 George McDermid — Database Officer
 Kate Still — Operations Manager

Secretariat

Marion Hill — Resource Assistant/(Head of secretariat)
 Vacant — Administrative Assistant
 Victoria McRobert — Clerical Assistant

Mailing address:
 20 India Street
 Glasgow
 G2 4PF
 United Kingdom

Calling address
 Strathclyde House 11
 314 St Vincent Street
 Glasgow
 G3 8XA
 United Kingdom

Tel. (00) 44 141 248 7949
 (00) 44 141 227 3610

Fax (00) 44 141 248 8727

Danish office

1. Supervisor — John Storm Pedersen (Director of Center)
2. Manager — Soren Adamsen (Vice Director)
3. Asst. Manager — Anders Klocker
4. Finance Manager — Torsten Tyndeskov
5. Politician — Soren Eriksen
6. Baltics Officer — Aeva Kalnina

Address: (1, 2 & 3)

VEC, Vestsjaellands Amtsråd
 West Zealand Business Development Centre
 Alleen 15
 DK-4180 Soro
 Denmark

Tel. 00 45 57 87 23 15
 Fax 00 45 57 87 23 25

John Storm Pedersen (direct line)
 00 45 57 87 23 01

Address: (4)

Soren Eriksen
 Mayor
 County of West Zealand
 Tel. 00 45 57 87 25 33
 Fax 00 45 57 87 20 25

PACTE

PACTE is a programme to promote transnational cooperation between regional and local authorities in different countries in the Union.

Activities supported include, for example, exchanges of staff, experience and know-how; joint studies, publications and projects.

- Application to tourism:** The PACTE programme supports a broad range of cooperation projects. Up to now, about 15% of projects were specifically focused on tourism.
- Who may apply?** The programme is open to any local or regional authority. Individual firms are not eligible.
- Requirements:** Projects have to involve regional or local authorities of at least three Member States of which at least one must be an Objective 1 region. Project duration must not exceed 18 months.
- Financial support:** Grants can cover up to 75% of total costs in the developing regions (Objective 1) and up to 60% in other regions. The average grant for each project is between ECU 50 000 and 90 000.
- Total funding allocation:** About ECU 6 million per year.
- Programme duration:** The programme will run until 31 December 1999.
- How to apply:** Please contact either of the two organizations listed below, who will supply an application form which should be returned by 15 June in any year.
- Contact:**

PACTE Office
 Assemblée des Régions d'Europe (ARE)
 Europe building
 20, place des Halles
 F-67000 Strasbourg
 Tel. (33) 88 22 38 83
 Fax (33) 88 22 64 32

Council of the European Municipalities and Regions (CEMR)
 41, Quai d'Orsay
 F-75007 Paris
 Tel. 33-1/45 51 40 01
 Fax 33-1/47 05 97 43

PESCA

A new Community initiative providing financial assistance to cope with problems arising from the restructuring of the fisheries industry that results in a reduction in fishing activity.

■ **Application to tourism:** ❖ To encourage diversification of economic activity in eligible areas, this initiative envisages grants and loans for other sectors. The eligible measures of direct application to tourism are:

- diversification and restructuring of firms especially towards maritime tourism;
- adaptation of fishing ports to new activities, e.g. tourism.

❖ Of the remaining, more general measures, the following are the most relevant to tourism:

Productive investments:

- adaptation of firms in the sector to market needs;
- aids to improve productivity and work organization.

Diversification of activity:

- studies of local potential for economic development.

Services for firms:

- advice on management and organization; management of restructuring of enterprises and in technology transfer;
- training in marketing, management and new technology.

Job maintenance and creation:

- retraining of fishermen;
- training of instructors;
- recruitment aids to new types of work.

Financial engineering:

- improved access of SMEs to capital through the provision of guarantees and equity loans.

- **Areas which qualify:** Areas in which dependency on fishing is such that the restructuring of the sector seriously impacts on employment and economic activity. The list of regions was being finalized as the guide went to press. Consult your nearest Euro-Info Centre for details. A list of Euro-Info Centres is contained in the annexes to this guide.

A small proportion of the budget may be allocated to areas outside the scope of the Structural Funds, Objective 1, 2 and 5b areas.¹
- **Who may apply?** Private and public sector organizations; voluntary bodies.
- **Grant rates:** Up to 75% of total costs in the less-developed regions; up to 50% of total costs in other regions. Up to 80% may be granted in very exceptional cases in Spain, Greece, Ireland and Portugal with provision for 85% in the regions covered by the REGIS initiative (see separate entry in this guide).
- **Total funding allocation:** The budget for this initiative for the period 1994-99 is ECU 250 million.
- **How to apply:** PESCA is implemented by the Member States. At the time of drafting this guide, the procedures for the implementation of the new programme had not been decided. Please therefore contact your nearest Euro-Info Centre for details of programme content and application procedures.
A list of Euro-Info Centres is contained in the annexes to this guide.

¹ For an explanation of the Community Structural Funds and the basic terminology used, please see the introduction to Chapter 2.



PHARE

This is an EU economic aid programme for the process of economic and social reform in Central and Eastern Europe: Albania, Bulgaria, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Slovakia and Slovenia.

The EU provides grants for programmes in key fields such as privatization, agriculture, education and training, R&D and the environment.

- Application to tourism:** PHARE finances government reform programmes in the recipient States in the form of studies, action plans, policy advice, technical expertise and training. Tourism activity is being grant-aided under PHARE in several countries, usually by way of assistance for national planning, institutional creation and strengthening the privatization of SMEs and vocational training. Programmes for the tourism sector have been approved for Poland, Romania, Slovenia, Estonia, Latvia and Lithuania.
- Who may apply?** Firms and institutions in EU Member States and the beneficiary States.
- Total funding allocation:** The EU contribution is decided annually in the Community budget. In recent years it has been around ECU 1 billion.
- Programme duration:** PHARE is a continuous programme.
- How to apply:** Implementation is carried out by programme implementation or management units (PIU/PMU) in the recipient States, under the supervision of the Commission. Service contracts are awarded through restricted tender procedures, except for small amounts of less than ECU 50 000 which can be awarded through direct agreement. Organizations wishing to be considered for projects in the tourism field should establish their capabilities with the PIU or PMU in the recipient state and with the Commission (PHARE unit) at the address below.

Further information useful for organizations in determining their specific interests and capabilities including programme summaries, country reports, list of PMUs and country reports may be obtained from the PHARE information office at the same address.
- Contact:**

The PHARE advisory unit
 European Commission
 MO 34 3/80
 Rue de la Loi 200
 B-1049 Brussels

Tel. (32-2) 299 13 56
 Fax (32-2) 299 17 77
 e-mail: phare.info@dg1A.cec.be

Rechar

A Community initiative¹ providing financial assistance to continue support for the economic conversion of coal-mining areas. This initiative aims to accelerate economic conversion, concentrating on areas most in need of help.

- **Application to tourism:**
- ❖ A broad range of measures is listed as eligible. Each Member State selects from this list in formulating its programme to implement Rechar. The measures include aids for the promotion of tourism, especially in the area of industrial heritage.
 - ❖ Of the remaining, more general measures, the following are the most relevant to tourism:

Environmental improvement in areas damaged by mining. This includes modernizing coal-mining premises for SMEs.

Promotion of new economic activity including the creation of SMEs through:

- assistance with access to investment;
- easing access to risk capital;
- set-up and development of new services;
- implementation of market research and studies;
- start-up and operation of business networks.

Vocational training, especially for the unemployed and staff of SMEs.

- **Areas which qualify:** Areas with at least 1 000 job losses in the coal sector since 1 January 1990. The list of regions was being finalized as the guide went to press. Consult your nearest Euro-Info Centre for details.
- **Who may apply?** Public and private sector organizations; voluntary bodies.
- **Grant rates:** Up to 75% of total costs in the less-developed regions; up to 50% of total costs in other regions. Up to 80% may be granted in very exceptional cases in Spain, Greece, Ireland and Portugal with provision for 85% in the regions covered by the REGIS initiative (see separate entry in this guide).

¹ For an explanation of the Community Structural Funds and the basic terminology used, please see the introduction to Chapter 2.

■ **Total funding allocation:** EU financing for Rechar in the period 1994-97 is ECU 400 million. Further EIB and EUSC loans and interest rebates may also be made available.

■ **How to apply:**

Rechar is implemented by Member States. At the time of drafting this guide, the procedures for the implementation of the new programme had not been decided. Contact your nearest Euro-Info Centre for details of programme content and application procedures. A list of Euro-Info Centres is contained in the annexes to this guide.

Recite

Recite — Regions and cities for Europe is a programme to promote transnational cooperation between European cities and regions.

The scheme provides grants for projects by networks involving two or more regions or cities of different EU Member States.

- Application to tourism:** The Recite programme supports a broad range of interregional cooperation projects, including a number in the tourism sector. Up to now, 20% of projects specifically focused on the tourism sector.

- Who may apply?** The programme is open to any local or regional authority with a population of more than 50 000. In practice, applications may also be submitted by organizations representing cities or regions and by groups of local authorities. Individual companies cannot apply.

- Requirements:** Projects have to be of a transnational nature.

Requests for funding to the European Commission have to demonstrate that national or regional funds are available to match EU grants.

- Grant rates:** Grants can cover up to 75% of total costs in the developing regions (Objective 1) and up to 50% in the other regions.

- Total funding allocation:** This is decided annually.

- Programme duration:** The programme will run until 31 December 1999.

- How to apply:** The Commission invites applications through the *Official Journal of the European Communities*.

- Contact:**

European Commission
 Directorate-General XVI
 CSM 3/68-3/79
 Rue de la Loi 200
 B-1049 Brussels

Tel. (32-2) 295 37 62
 Fax (32-2) 296 24 73

REGIS

A Community initiative¹ providing financial assistance to complement mainstream aid from the Structural Funds. The aim is to promote the balanced development of the economies of the very remote regions so as to strengthen their integration with the rest of the EU. These regions are: Guadeloupe, French Guiana, Martinique, Réunion, the Canary Islands, the Azores and Madeira.

■ **Application to tourism:** ❖ Measures eligible under REGIS of direct application to the tourist industry are:

Investment aids for tourist development which is 'off the beaten track', blends with local life and traditions and is sensitive to ecological balance (e.g.: family accommodation, farm-house holidays, nature parks, forest and river walks and nature trekking).

Aid for service and purchase of equipment for joint action in tourism.

Management of coastal tourist areas so as to conserve their natural beauty.

Training for tourism including language training.

❖ Of the remaining, more general measures, the following are the most relevant for tourism.

Improving links with the rest of the EU:

- transport services and telecommunications infrastructures;
- transfer of know-how including study trips, seminars, training programmes, creation and support of networks and the promotion of products.

Cooperation with ACP and other neighbouring countries:

- actions, including the start-up of organizations to promote economic links with neighbouring countries. This includes assistance for inter-regional transport infrastructures.
- aid schemes for SMEs (usually of general application and not limited to one sector) are also eligible.

Human resources:

- vocational training and job premiums, including for self-employment, to support the foregoing actions are also eligible.

¹ For an explanation of the Community Structural Funds and the basic terminology used, please see the introduction to Chapter 2.

- **Who may apply?** Public and private sector organizations, voluntary bodies.

- **Financial support:** Up to 85% of total costs.

- **Total funding allocation:** The EU budget for REGIS II in the period 1994-97 is ECU 600 million. EIB loans may also be available.

- **How to apply:** REGIS is implemented by the Member States. At the time of drafting this guide, the procedures for the implementation of the new programme had not been decided. Please, therefore, contact your nearest Euro-Info Centre for details of programme content and application procedures. A list of Euro-Info Centres is contained in the annexes to this guide.

Resider

A Community initiative¹ providing grants and loans for investment and human resource development to promote the economic conversion of areas hit by the decline of the steel sector.

- **Application to tourism:**
- ❖ A broad range of measures is listed as eligible. Each Member State selects from this list in formulating its programme to implement Resider. The measures specifically include aids for investment and the development of promotion of tourism especially in the field of industrial heritage.
 - ❖ Of the remaining, more general measures, the following are the most relevant for tourism:

Renovation and updating social and economic infrastructures vital to the economic regeneration of the area.

Promotion of alternative economic activity including the creation of SMEs by:

- assistance for productive investment;
- easing access to risk capital;
- implementation of market research and studies;
- marketing and product diversification;
- networks to promote the foregoing.

Temporary assistance for the employment of experts recruited to help in implementing the plans.

Vocational training and employment measures especially for the unemployed and the staff of SMEs.

New vocational training structures.

- **Areas which qualify:** Areas with at least 1 000 job losses in the steel sector since 1 January 1990. The list of regions was being finalized as the guide was being drafted. Consult your nearest Euro-Info Centre for details. A list of Euro-Info Centres is contained in the annexes to this guide.

- **Who may apply?** Public and private organizations; voluntary bodies.

¹ For an explanation of the Community Structural Funds and the basic terminology used, please see the introduction to Chapter 2.

- **Grant rates:** Up to 75% of total costs in the less-developed regions; up to 50% of total costs in other regions. Up to 80% may be granted in very exceptional cases in Spain, Greece, Ireland and Portugal with provision for 85% in the regions covered by the REGIS initiative (see separate entry in this guide).
- **Total funding allocation:** The EU budget for Resider in the period 1994-97 is ECU 500 million. Further EIB and EUSC loans and interest rebates may also be available.
- **How to apply:** Resider is implemented by the Member States. At the time of drafting this guide the procedures for the implementation of the new programme had not been decided. Please therefore contact your nearest Euro-Info Centre for details of programme content and application procedures. A list of Euro-Info Centres is contained in the annexes to this guide.

RETEX

A Community initiative¹ providing financial assistance to speed the diversification activity in areas hit by the decline of the clothing and textiles sector. Alternative investment, employment loans and grants are offered for measures in clothing and textiles areas throughout the EU faced by problems related to industrial restructuring and adjustment to a greatly changing economic climate.

- **Application to tourism:** The focus of this initiative is on the clothing and textiles sector. Where part of the restructuring is retraining for growth sectors, tourism could be an option.

A broad range of measures is listed as eligible. Each Member State selects from this list in formulating its programme to implement RETEX. Of these measures projects relating to the following are the most relevant to tourism:

Vocational training and employment measures especially for the unemployed staff of textile and clothing firms or those faced with redundancy.

Renovation and updating social and economic infrastructures vital to the economic regeneration of the area.
- **Areas which qualify:** Areas must have Objective 1, 2 or 5b status under the Structural Funds classification and have at least 2 000 jobs in the clothing and textiles sector or more than 10% of total industrial jobs in that sector. The list of regions was being finalized as the guide went to press.
- **Who may apply?** Public and private organizations; voluntary bodies.
- **Grant rates:** Up to 75% of total costs in the less-developed regions; up to 50% of total costs in other regions. Up to 80% may be granted in very exceptional cases in Spain, Greece, Ireland and Portugal with provision for 85% in the regions covered by the REGIS initiative (see separate entry in this guide).
- **Total funding allocation:** The EU budget for RETEX in the period 1994-97 is ECU 400 million. 80% of assistance under RETEX will be allocated to the Objective 1 areas with the remaining 20% going to areas designated Objective 2 and 5b under the Structural Funds. Further EIB loans and interest rebates may also be available.
- **How to apply:** RETEX is implemented by the Member States. At the time of drafting this guide, the procedures for the implementation of the new programme had not been decided. Please therefore contact your nearest Euro-Info Centre for details of programme content and application procedures. A list of Euro-Info Centres is contained in the annexes to this guide.

¹ For an explanation of the Community Structural Funds and the basic terminology used, please see the introduction to Chapter 2.

SMEs

SMEs is a new Community initiative¹ for small and medium-sized enterprises providing financial assistance to help such firms improve their capacity to compete in international markets within the EU and beyond. Some 80% of the budget is allocated to the less-developed regions.

■ **Application to tourism:** A broad range of measures is listed as eligible. Each Member State selects from this list in formulating its programme to implement this initiative. Of these measures, projects relating to the following are the most relevant for tourism:

Grants to SMEs for:

- external consultancy in drawing up business plans and making intangible investments for launching new products;
- regional transnational cooperation between SMEs for common services;
- costs in public procurement, management training and other continuing training;
- facilitating access to venture capital and other financial instruments.

Grants to improve the business environment through:

- promotion of cooperation between SMEs, public sector and research bodies;
- action to make SMEs more aware of change;
- developing service suppliers (e.g. testing laboratories, research centres) specializing in audit and advice on change;
- training in public procurement; technical, legal and linguistic assistance as well as promoting networking between SMEs from different regions to respond to public contracts.

■ **Who may apply?** Private and public organizations; voluntary bodies.

■ **Grant rates:** Up to 75% of total costs in the less developed regions; up to 50% of total costs in other regions. Up to 80% may be granted in very exceptional cases in Spain, Greece, Ireland and Portugal with provision for 85% in the regions covered by the REGIS initiative (see separate entry in this guide).

¹ For an explanation of the Community Structural Funds and the basic terminology used, please see the introduction to Chapter 2.

■ **Total funding allocation:** The EU budget for this programme in the period 1994-99 is ECU 1 billion.

■ **How to apply:**

Funding for the SMEs initiative is carried out by Member States. At the time of drafting this guide, the procedures for the implementation of the new programme had not been decided. Please therefore contact your nearest Euro-Info Centre for details of programme content and application procedures. A list of Euro-Info Centres is contained in the annexes to this guide.

Socrates

This programme integrates the former Lingua, Eurydice, Erasmus and ARION. It is a programme intended to promote the European dimension at all levels of education. Grants will be awarded for:

- *cooperation between universities;*
- *mobility of university students and teachers;*
- *cooperation between nursery, primary and secondary schools;*
- *promotion of schooling of children of migrant workers and gypsies;*
- *updating the skills of educational staff in schools;*
- *promotion of language skills in the European Union;*
- *promotion of information and communication technologies and open and distance education and learning*

- **Application to tourism:** As the programme covers all educational institutions, schools and universities offering education for the tourism sector can benefit. In 1993/94, for example, the Erasmus programme included 1 231 students and 98 institutions in 18 approved programmes relating to tourism studies.
- **Who may apply?** Schools and universities.
- **Requirements:** In most cases, projects are required to have a European transnational dimension. Active partners have to be located in different countries of the European Union and EFTA countries; for certain activities partnerships which involve educational establishments in just two countries are acceptable but, usually, a greater number is an advantage.
- **Grant rate:** Grants are accorded for activities aimed at promoting the European dimension in universities and schools. Mobility grants are limited to a maximum of ECU 5 000 per student for a maximum of 12 months abroad.
- **Total funding allocation:** ECU 850 million for the period 1995-99.
- **Programme duration:** The programme is valid for the period 1995-99.
- **How to apply:** Application procedures had not been fixed at the time of publication. For further information see contact below.
- **Contact:** European Commission
Socrates & Youth Technical Assistance Office
Rue Montoyer, 70
B-1040 Brussels
Tel. 32-2/233 01 11
Fax 32-2/233 01 50
Internet: <http://www.cec.lu/en/comm/dg22/socrates.html>



TACIS

This is an EU programme which provides technical assistance to the new independent States emerging from the former Soviet Union. Its aim is to help the former Soviet States deal with the economic and social problems of moving to a market economy and a democratic society. Recipient States are: Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Mongolia, Russia, Ukraine and Uzbekistan. The EU provides grants for technical assistance, know-how and advice in key fields such as training, energy and nuclear safety, transport, support for enterprises, food production and distribution.

- Application to tourism:** The tourism sector, as such, is not in the front line of priorities, but tourism firms can be involved in programmes relating to privatization of enterprises, assistance to SMEs and training.
- Who may apply?** The programme is open to all firms and institutions in the EU Member States and the recipient third countries.
- Requirements:** Most technical assistance contracts under TACIS are awarded following restricted tender procedures. Firms with the required capability request the Commission to register them as possible contractors for the areas in which they can demonstrate their suitability. The Commission has established an indicative national programme with each of the recipient States. This provides the framework for the drawing up of action programmes which contain the individual projects to be financed. EU firms wishing to be considered for the implementation of projects should register with the Commission, at the address below, indicating their capabilities in the chosen field. If interested in this kind of activity they should also indicate their capability in project design. It would be advisable to provide similar information to the TACIS coordination unit in the recipient State.
- Total funding allocation:** The EU contribution is decided annually in the Community budget. In 1994, it is about ECU 500 million.
- Programme duration:** TACIS is a continuous programme.
- How to apply:** Although service contracts are sometimes awarded following an open tender call published in the Official Journal, most contracts are awarded through restricted tenders from registered firms invited to submit proposals. Full background information, including country programmes and projects and addresses of coordinating units may be obtained from the TACIS information office under the address mentioned below.
- Contact:**

TACIS information office
 European Commission
 MO 34 3/68
 Rue de la Loi 200
 B-1049 Brussels

Tel. (32-2) 296 64 94 - 296 60 65
 Fax (32-2) 299 17 77/231 049

Telematics applications programme

The telematics applications programme aims to stimulate and promote activities in research and development relating to information and communication technologies. Such activities could contribute to the needs, for example, of the health, transport or training sector.

■ **Application to tourism:** Telematics covers several areas of which the following are the most relevant for the tourism sector:

Education and training

The aim of the programme is to support the design and implementation of new telematic systems and services that will improve education and training provision in Europe by making them more efficient, more widely available and able to meet the needs of individuals and industry. Education and training initiatives in the tourism sector could benefit from this programme.

Urban and rural areas

The aim of this action is to enable new economic activities to be established, traditional activities to be strengthened and living conditions to be improved in rural and urban areas with inadequate socio-economic and cultural infrastructures. This is to be achieved through the use of new information and communications technologies. Tourism and the provision of recreation and leisure facilities are important to rural areas. The programme can assist in financing research and development in new applications for tourism, thus permitting the offer of better organized and coordinated rural tourism products.

Elderly and disabled people

The aim here is to use information and communication technologies in order to improve the autonomy and quality of life of disabled and elderly people and to facilitate their integration in society.

■ **Who may apply?** Application is open to consortia of firms, universities and public authorities.

■ **Requirements:** The basic requirements are as follows:

- a consortium of at least two organizations based in different Member States;
- one of the participants must show a 'learning interest', i.e. they must intend to experiment the use of new information and communications technologies.

■ **Grant rates:** The maximum support amounts to 50% of the total costs except in the case of universities and research institutes; these can opt either for 50% support of the total costs or for 100% support of additional marginal costs.

■ **Total funding allocation:** The total budget available for Telematics is ECU 843 million for the period 1994-98.

■ **Programme duration:** 1994-98.

■ **How to apply:** Applications are invited by the Commission through public calls for proposals as part of quarterly tender calls covering R&TD generally.

■ **Contact:** European Commission
Directorate-General XIII
BU29/3/20
Rue de la Loi 200
B-1049 Brussels

Tel. (32-2) 299 02 32

Fax (32-2) 299 02 48

Tempus

A programme intended to contribute to the development of cooperation between European Union countries and those of Central and Eastern Europe in the field of higher education. The following countries are eligible: (PHARE countries): Albania, Bulgaria, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Slovakia, Slovenia, (TACIS countries): Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Mongolia, Russia, Ukraine and Uzbekistan. The following are eligible for support:

- *'joint European projects' which are carried out by partnerships including at least one university from the countries listed above, one university from an EU country, another partner (university or enterprise) from another EU Member State;*
- *the promotion of mobility among university teachers to and from the above listed countries;*
- *periods of study and specialization for university students from the above listed countries in EU universities and enterprises.*

■ **Application to tourism:** Tempus concentrates on priority subject areas which are of particular importance to the eligible countries. Some of the eligible countries consider tourism and cultural or artistic heritage as a priority area; others have prioritized the related fields of environmental protection.

■ **Who may apply?** The programme is open to universities, firms and the social partners.

■ **Requirements:** Tempus funds may only be used for partnerships between EU Member States and the eligible countries. The activities must be consistent with the priorities expressed by the beneficiary countries.

■ **Financial support:** The arrangements vary considerably, for detailed information on level of support please contact the Tempus office to obtain the guide for applicants (n.b. separate guides are available for both the PHARE and the TACIS countries).

■ **Total funding allocation:** This is decided annually in the Community budget.

■ **Programme duration:** Up to 30 June 1998.

■ **How to apply:** The following should be submitted to the Tempus office:

- two complete copies of the application on the official forms (including endorsement letters from each of the partners);
- plus one complete additional copy for each eligible country involved in the joint European project.



Deadline for submissions is 31 January each year, for activities taking place between 1 September of the same year and 31 August of the following year.

Contact:

Tempus Task Force
European Commission — DG XXII
B7 8/49
Rue de la Loi 200
B-1049 Brussels

Tel. (32-2) 29 50 746
Fax (32-2) 29 55 719

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Thermie

Thermie was adopted by the European Union to promote more widespread use of European energy technologies. Thermie's objectives are as follows:

- *to improve energy efficiency;*
- *to promote wider utilization of renewable energy sources;*
- *to encourage cleaner use of coal and other solid fuels.*

Thermie provides grants for:

- *innovatory projects, designed to advance or implement innovatory techniques;*
- *dissemination projects, designed to promote broader utilization of innovatory techniques, processes or products which have been proven, but which have not yet penetrated the market.*

- **Application to tourism:** Support is available for innovative systems for the use of renewables and for innovations in the rational use of energy which could be of relevance to certain activities in the tourism sector.
- **Who may apply?** The programme is open to any public or private body. As this guide goes to press the closing date for the present scheme has expired. The criteria for the next round were still under consideration.
- **Requirements:** The projects should be innovative; ongoing, routine operations are not financed. There should be some element of technical or financial risk.
- **Grant rates:** Grants can cover up to 40% of the costs for innovatory projects and 35% of the costs of dissemination projects.
- **Total funding allocation:** Awaiting a decision from the EU Council of Ministers as the Guide was drafted.
- **Programme duration:** It is anticipated that, if the programme is agreed by the Council of Ministers, the second Thermie programme will run until 31 December 1998.
- **How to apply:** The Commission invites application through the *Official Journal of the European Communities*.
- **Contact:**

European Commission
 Directorate-General XVII
 Rue de la Loi 200
 B-1049 Brussels

Tel. (32-2) 295 74 71
 Fax (32-2) 295 05 77

Youth for Europe

The programme is intended for young people aged between 15 and 25 and the organizations in which such people are involved. The aim is to promote the international activities of these groups, in this way adding a European dimension to the education of the young people concerned. Under the Youth for Europe scheme the following actions are eligible for grants:

- *intra-Community activities directly involving young people;*
- *training for youth leaders;*
- *cooperation between organizations for young people in the EU Member States;*
- *exchanges with third countries;*
- *youth information and studies in matters relating to young people.*

■ **Application to tourism:** The programme is essentially intended to improve the quality of education of young people by developing youth exchanges and other activities in the youth field.

■ **Who may apply?** This programme is open to young people, the organizations in which they are involved and public and private structures at local, regional or national level active in the youth field.

■ **Requirements:** A transnational dimension is usually essential.

■ **Grant rates:** Financial support is generally limited to a maximum grant of 50%. Projects likely to foster participation by disadvantaged young people may be granted financial assistance exceeding 50%.

■ **Total funding allocation:** Likely to be between ECU 100 and 150 million.

■ **Programme duration:** The current phase of the programme runs for the period 1995-99.

■ **How to apply:** Application procedures had not been fixed at the time of drafting. For further information see 'Contact' below.

■ **Contact:** European Commission
Task Force Human Resources, Education, Training and Youth
B7 7/24
Rue de la Loi 200
B-1049 Brussels

Tel. (32-2) 295 99 81
Fax (32-2) 299 41 58

4 EU policy which impacts tourism

■ Introduction

One of today's realities is that policy and legislation developed at European level is one of the most important factors influencing the world in which we live. European policy and regulation has a fundamental impact on the environment in which businesses operate or, indeed, the way in which local affairs are run. Many of the important economic decisions that affect all EU citizens are now taken collectively by the Member States of the European Union and are no longer the independent competence of national governments. Many of the rules and regulations implemented by national governments are thus of Community origin even if they appear as national legislation.

This section sets out to provide an overview of the broad range of policy measures initiated at EU level which have direct or indirect impacts upon the tourism sector.

❖ *Require more information?*

If you would like more information about any of the policy measures explained here you should contact

your local Euro-Info Centre. A list of these can be found in the annexes to the guide.

■ Community policies that impact the tourism sector

There are a number of general trends and initiatives taken at EU level which actors in the tourism sector should consider when setting future strategy. These are not aimed at the tourism sector *per se* but rather at the European economy more generally.

It is worth noting at the outset that the EU has based itself on the principles of free trade. In practice this means ensuring that businesses in different Member States compete equally under the same conditions. The most obvious manifestation is the programme to complete the single market in Europe.

But the EU also recognizes the principle that such actions must not be at the expense of consumers or working people. Hence the need to guarantee a social dimension to the single market and develop

a more comprehensive transnational consumer protection policy.

In the case of the social dimension the aim is to ensure that a competitive advantage is not achieved in one region over others at the expense of treating workers unfairly. In a labour-intensive sector like tourism this is an important consideration.

In the case of consumer protection, an important aim of Community action is to ensure that the rights of the consumer (and access to redress) are not compromised by the fact that the service provider is in a different Member State, for example.

An important goal of the EU's enterprise policy is to create a favourable environment for firms by simplifying legislation where possible and reducing the constraints imposed, particularly in relation to small and medium-sized enterprises. Another important aim is to foster greater cooperation between businesses in different Member States. To this end the EU has put in place a number of business cooperation initiatives. These are profiled in detail elsewhere in this guide.

■ Completion of the single market in Europe

The completion of the single market should mean lower costs, greater choice and flexibility and enhanced international competitiveness for the tourism sector in the EU. This section reviews some general aspects of the single market. Subsequent

sections look in more detail at measures which have a more clearly identifiable impact for the sector.

In the mid-1980s the Community embarked upon a programme to complete the single market in Europe by the end of 1992. In fact, this was one of the goals of the Community's founding treaty which had not been truly brought to conclusion because technical, physical and fiscal barriers to trade persisted. Such barriers directly affected the tourism sector in one way or another.

The renewed political will to finish the task resulted in a programme of 300 measures. This programme has been initiated and most of the barriers referred to above have been removed or will disappear in the foreseeable future. The vital thing for the business community to grasp, however, is that the single market programme in Europe is a 'process' not a finite number of actions tied to a deadline. The deadline has passed but the process goes on.

New flaws in the single market appear regularly. Even though the main legislative efforts of the original programme have been completed there will be a continuing need for the EU to take action to preserve what has been achieved. In addition, there will always be scope for measures to enhance and stimulate this market.

A result of creating the single market is that European industrial and service businesses can exploit the economies of scale that are taken for granted in some of the EU's competitor countries like the USA and Japan. Such economies of scale

also benefit the tourism sector reducing costs and increasing world competitiveness. By definition much tourism is local. However, the scale economies argument is relevant because local tourism depends on efficient services and infrastructure (for example, transport and communications) being available on a continental basis.

There are microeconomic effects too. In some fields, there will be developments which will allow Europe-wide actions which were not possible in the past. For example, liberalization of the telecommunications sector generates cheaper, higher performing, more flexible services. This in turn enables new services to be offered in the tourism sector such as computerized link-ups for reservations and marketing purposes which were not possible before for technical and cost reasons.

While this process offers opportunities and benefits for those ready to exploit them it also presents a challenge for those who may not have had to face as much competition in the past. Firms or other actors in this category will need to take account of stronger competition in the future.

■ Economic and monetary union: a single currency

A key element of the Treaty of European Union, the Maastricht Treaty, was the decision to work towards economic and monetary union among the EU Member States. Successful economic and monetary union would certainly have important macroeco-

nomie effects benefiting all sectors. But the most tangible advantage for transnational business will be the introduction of a single currency which is scheduled to take place at the latest in 1999.

The substantial international dimension of the tourism industry would be greatly facilitated by a single currency. Exchange-rate fluctuations and associated risks would be eliminated. Pricing policy would be simplified and even production of price lists, brochures, etc. made more straightforward. The elimination of the costs of changing money within the Union should boost tourism. Those involved in commercial currency exchange activities as part of their business will, however, see these curtailed to some considerable degree.

■ Transport policy

Greater cooperation and coordination in transport policy is under way. Although this is not aimed specifically at the tourism sector, the improved situation increases the options open to tourism firms

The Commission's White Paper on the future development of the common transport policy of December 1992 aims at reducing the disparities which continue to exist between the different modes of transport, notably through a more equitable sharing of the costs and through other measures which will ensure healthy competition, better respect for the environment and greater complementarity between modes of transport.

EU policy which impacts tourism

The emphasis is on developing sustainable transport services because of environmental concerns. Reducing noise, water and air pollution caused by the means of transport will continue to be a priority. Stricter performance standards will be applied over time.

As far as infrastructures are concerned, the Union has recognized the need to ensure that all parts of the territory are well-served, notably outlying and less-developed regions. Union-funded investment programmes are under way to help achieve this. Proposals on the creation of a trans-European road network, a trans-European combined transport network and a trans-European inland waterway network have been accepted and the principles outlined in them are being implemented.

Plans for similar sets of guidelines for trans-European networks for airports, ports and conventional railways are being discussed. The overall aim of these initiatives is to ensure that capacity can meet future demand, that development continues to be compatible with environmental protection priorities and that interoperability and interconnection between networks is guaranteed.

Two items are worth a specific mention as they are tangible examples of how these policies produce results which are of key interest to the tourism sector. Firstly, proposals have been put forward by the Commission to improve the air traffic control situation, often the cause of flight delays. The second example is the high-speed train network which will link many Member States. This has been developed in a transnational way to ensure interoperability and to

take account of the social and economic benefits that such a network can bring for the Union in general.

At the Corfu Summit in June 1994 the Member States agreed upon a list of high-priority transport projects which should be pursued as quickly as possible (see annex). The result of such actions will be enhanced transport options in the Union in the future.

■ Liberalization of transport services

A vital element in ensuring that a large single market works in practice is transport. The EU policy in this field is to liberalize the provision of services by deregulation. This should lead to lower costs for the tourism sector where transportation is a significant cost factor.

Road transport: the EU policy covers transport of both goods and passengers by road. Formerly, coach operators could only provide services in other Member States provided they were located in border regions and the conditions of special bilateral agreements were observed.

In 1992 common rules were set governing the international carriage of passengers by coach and bus. This provides the EU framework to allow unrestricted provision of road passenger transport services on intra-Community journeys and improved road safety provisions.

Now occasional services, including shuttle services for groups of passengers with accommodation, need

no authorization. This means less red tape for the small and medium-sized enterprises concerned.

Inland water transport: since 1993 carriers may transport passengers in any Member State.

Maritime transport: restrictions of freedom to provide maritime transport services in other EU countries have been removed for all Community shipowners operating vessels registered in an EU Member State and satisfying the conditions of that Member State.

Air transport: perhaps the highest profile and most controversial aspect of the EU efforts to liberalize transport in Europe is the air transport sector. The aim has been to dismantle the restrictive practices impeding competition in Member States. Such practices have resulted in substantially higher prices than in other parts of the world (e.g. USA).

The final stage of liberalization is now under way and includes:

- introduction of a single air transport licence covering all Member States;
- establishing Union-wide conditions for access to air routes for air carriers;
- passenger fares (including the power of the Commission to intervene to halt unfair practices).

A number of other initiatives have been taken to ensure that the core liberalization is not impeded by marginal factors. Such measures cover reservation systems, allocation of slots at airports, denied boarding compensation schemes, standards for aircraft air worthiness and mutual recognition between the Member States of licenses of cockpit personnel.

Since 1993 all bilateral capacity sharing rules or agreements have disappeared completely. Pricing rules have been relaxed progressively and already there is wider availability of cheaper fares. The onus has been switched to carriers to set prices away from compulsory agreements established between two Member State administrations.

New services have been and continue to be introduced as greater access has been provided. The so-called 'fifth freedom' rights were first granted in a limited way in 1990. These rights enable a carrier to transport passengers or goods between Member States other than the one which issued their licence. For example, flights from country A could stop off in country B, deposit and collect passengers, and continue on to country C.

Since 1993, however, fifth freedom rights are applied fully enabling free access to all intra-Community routes. Restrictions on full cabotage, the right for a carrier licensed in one Member State to operate services in another State or between two other Member States will be lifted in 1997.

The result of all this should be greater choice, increased flexibility and lower fares to the benefit of the tourist sector.

EU policy which impacts tourism

■ Company law

At present there is no such thing as a 'European company' in Community law, only companies under national law.

The intention is to fill this gap and create truly European company law which will function in parallel to national law. Meanwhile, the EU has put in place a number of measures to create the conditions which will allow enterprises from different Member States to cooperate. Initial efforts were towards approximating the laws of the different Member States. Today the emphasis is more on developing the kind of company law structures which are appropriate for firms operating on a European (as opposed to a national) scale.

An example is the European Economic Interest Grouping (EEIG). This is a relatively new legal structure enabling separate businesses from different Member States to organize themselves to undertake joint activities without having to merge or set up a joint subsidiary. Using an EEIG avoids the considerable additional administrative burdens and fiscal complications of the other options mentioned. By May 1993, seven of the 400 or so EEIGs set up were in the tourism sector.

The proposed European company statute goes further down the road of creating a structure for a truly European company. However, there are difficulties over the social and tax aspects. Finalization has been delayed.

EU policy which impacts tourism

In order to facilitate transnational activity by cooperatives, mutual societies and associations, the Commission has proposed regulations to create a European statute for each of these. The measures are in discussion. Once agreed, these may be particularly useful for tourism bodies set up in one of these ways.

■ Direct taxation

In the absence of an EU-wide direct tax regime, many enterprises in the tourism field find that they are subject to the different fiscal policies in force in the different Member States in which they operate. Community rules aim to abolish all forms of double taxation in the EU and a convention on the elimination of certain double taxation has been signed by Member States. At the time of writing, the convention had not yet been ratified by all Member States thereby delaying the entry into force of the legislative measures taken to remove double taxation.

■ External relations and development policy

The European Union's external relations policy impacts tourism. It includes fostering cooperation with third countries. The basic premise is that appropriate development of the tourism sector in these countries can be an excellent generator of economic growth. The impact on the tourism sector in the EU is indirect. These policies will lead over time to the emergence of new and/or improved destinations for European tourists carried by EU operators. But it

may also lead to increased competition from these non-EU destinations.

In the Uruguay Round of multilateral trade negotiations in the General Agreement on Tariffs and Trade, the EU entered into agreements in relation to services. As part of these, the Community, subject to certain requirements, guarantees foreign investors non-discriminatory access to the following markets in tourism services:

- hotels, restaurants and catering (with the exception of catering services in transport undertakings);
- travel agencies and tour operators (including tour managers);
- tourist guides.

In exchange third countries have made similar concessions in the tourism sector. The result will be greater liberalization of the tourism sector throughout the world and, thereby, increased trade in this field.

■ Regional and social development

There are varied levels of economic and social development between the Member States of the EU and, indeed, within many Member States there are significant disparities. The European Union's regional and social policies aim to reduce those disparities in order to promote equal opportunities throughout the territory. The Community Structural Funds provide grant aid to this end.

In order to stimulate economic development in the less-developed regions, the EU encourages actions and activities which are economic generators, preferably with multiplier effects. Tourism is recognized as a sector with great potential to generate both economic development and employment. Accordingly, the sector benefits from considerable support from the Structural Funds. This policy field is reviewed in detail in Chapter 2 of this guide.

■ Employment and social policy

Community measures already implemented or being developed in the field of employment or social policy have a bearing on the nine million or more working in the tourism sector. The principles are set out in the Community charter of fundamental social rights of workers, adapted by all Member States except the UK. Through the charter the EU sets the guidelines for measures to deal, notably, with the labour market and improvement of living and working conditions.

In view of the challenge of unemployment in Europe, EU Member States agreed a short and medium-term action plan in December 1993 to reverse and reduce the trend of unemployment in the Union. This was based on the White Paper on growth, competitiveness and employment prepared by the Commission in mid-1993.

The Council stressed the need for Member States to draw on suggestions from the White Paper. These include the following which are of particular relevance to the tourism industry:

EU policy which impacts tourism

- improving education;
- improving flexibility within enterprises and on the labour market;
- specific measures concerning young people who leave the education system without adequate training;
- developing employment in connection with meeting new requirements linked to the quality of life and protection of the environment.

Leisure and culture is identified in the White Paper as one of the areas of greatest potential for job creation, including tourism. Accordingly, many of the employment initiatives profiled in Chapters 2 and 3 of this guide have and will continue to accord increased priority to promoting employment in the tourism sector.

In this context, the Member States also agreed at the Corfu Summit in June 1994 that the employment situation would be improved by pushing ahead rapidly with high-priority trans-European transport and energy projects. The transport projects also have a more direct interest for the tourism sector and these are reviewed under transport policy.

A number of EU legislative measures in the social field are of direct interest to the tourism sector because of its seasonal character and the unusual working hours/conditions that are often the norm in the sector.

Atypical work: legislation has been passed on health and safety at the workplace for temporary workers.

Two more directives are being prepared covering atypical work practices and on working conditions for part-time and temporary workers.

Improvement of living and working conditions: organization of working time and protection of young people at work are also being addressed in proposals for directives. The first of these will set minimum rules on rest periods, conditions for the use of shift work and the protection of health and safety. Overall it establishes a 48-hour maximum working week but allows for derogations where the sector of activity is characterized by surges in activity. In such cases, the reference period over which the 48-hour average should be assessed is six months (or one year if there is a collective agreement between employers and workers representatives).

The second proposal seeks to ensure that the specific development needs of young workers, their vocational requirements and their access to employment needs are met. It does not however apply to young people who work for their families on a limited or occasional basis. In general children under 15 years old are banned from working altogether. Young people up to the age of 18 may not engage in night work. Children under 15 and adolescents under 18 still in full-time education may not work more than 15 hours per week or three hours per day. Young people not in full-time education or on school holidays are limited to working no more than 40 hours per week and no more than eight hours per day.

Consultation between employers and employees: legislation has been agreed which puts in place

Community mechanisms for informing and consulting employees in undertakings having at least 1 000 employees with 100 employees in each of at least two Member States. With the rise of merger activity as the single market develops, an increasing number of firms in the tourism sector will be covered by these provisions. (Please note: the UK is not included in this proposal following its decision to opt out of the social chapter of the Maastricht Treaty.)

In addition to the company specific activities, there is sectoral social dialogue at EU level. The confederation of national associations of hotels, restaurants and cafes in Europe (30 associations in 17 countries), Hotrec, meet the workers representative organization, ECF-IUF. Within this formal social dialogue structure a steering group has been set up to identify and evaluate initiatives. On the basis of two studies financed by the Community, working groups are currently looking at the issues of mobility for workers and protection of the environment. It is expected that the recommendations of such dialogue will be implemented in practice in the sector.

■ Research and development

The key aspect of R&D policy in the Union for the development of the tourism sector is the encouragement given to telecommunications and information technology. A truly operational information services market in Europe would greatly benefit the tourism sector by enabling it to make tourism facilities and products more accessible to both tour operators, travel agents and consumers.

There are still technical problems to overcome and obstacles to the development of telecommunications in the Community. A significant proportion of the EU's efforts in the research and development field go towards developing the existing technology or promoting the research stage of potentially commercial applications. In this regard, tourism related projects have found their place such as those to provide information to the tourist through the use of new technological means.

■ Free movement: making life easier for tourists

Internal frontiers: EU citizens have the right to visit any Member State without restriction. A key element in the single market programme was the elimination of border controls between Member States in order to encourage greater mobility of people within Europe for professional, educational and leisure reasons. Not having to show a passport or an identity card at national borders within the Union underlines the fact that individual citizens have the freedom to travel the full Community territory without hindrance.

As checks are done away with at internal frontiers, measures are also being taken to eliminate the reasons for them. This includes bringing in an effective system of controls at the EU's external frontiers.

For tourists from third countries the latter measures will do much to strengthen their perception of Europe as a single tourism destination. In practice, a Member State would not be able to refuse entry to a

third country national holding a short-stay visa issued by another Member State on the sole ground that such person did not hold a visa issued by its own authorities. Residence papers for one Member State will also be recognized as equivalent to a visa.

The idea of freedom of movement is also being enhanced to ensure that people of any age can travel from one part of the Union to another perhaps for very long periods. This is particularly relevant for older people who have retired and who may wish to spend many months in parts of the Union other than their original home (because the weather is better or the cost of living lower, for example). In effect, this amounts to protracted periods as a tourist.

The EU is working to ensure that the single market will guarantee that such long-stay tourists can live abroad under the same conditions that they do at home. That is to say, they must be able to continue drawing their pensions, benefiting from health-care cover and enjoying other usual benefits and concessions such as reduced rate travel, for example.

The consequence for the tourist sector will be a whole new class of tourists. Indeed, this market is set to grow in size as the population of Europe ages. Without the EU efforts to ensure this is possible for the individual person from these practical points of view, this market would not emerge strongly.

Free movement also applies to visitors to the European Union from third countries. Once they have passed immigration control in one of the Member States, foreign visitors may travel from one Member State to another without frontier formalities.

Free movement of goods is a pillar of the single market programme. Although this is not of direct concern to the tourism industry, it is of indirect significance because there is no longer any need for the control of goods crossing frontiers — notably in the luggage of tourists. Controls and formalities on passenger baggage taken on intra-Community flights and sea crossings have been abolished, thereby reducing delays in real journey times. Security checks may still be made, however.

■ Free movement: the operational impact for tourism

While markets may expand as a result of these policies, the most significant consequence for many tourist operators and travel companies will be on operations. For example:

- removal of border controls will reduce journey times and save money;
- students, workers or self-employed people in the tourism sector are guaranteed right of entry and residence in any Member State. This is a vital element for the tourism sector because it is so often a mobile activity requiring people working in the industry to relocate to another country;
- EU directives are currently being implemented which will guarantee that a citizen's qualifications will be recognized throughout the EU. For people in the tourism sector this means that they will be able to pursue their profession

without hindrance whether for supplying services across borders or establishing themselves in other Member States.

■ Competition policy

In the field of tourism, competition policy helps to create a genuine frontier-free Europe. It also contributes to the balanced economic and social development of the Union. It does this by opening up markets protected by cartels, eliminating restrictive agreements or abuses of dominant positions in the market and ensuring that unfair State aid is not made available.

The European Union has conferred substantial powers on the European Commission to ensure that fair competition is maintained within the Community. Indeed, the Treaty of European Union contains important competition law provisions guaranteeing this. Such powers have been an important factor in the programme to liberalize air transport, for example, where free competition has not been the rule in the past.

Certain agreements or types of aid may be authorized where they make it possible, for example, to speed up the structural adjustment of the tourist industry or contribute to the development of less-developed regions. Member States have to notify aid programmes to the Commission. In this regard, State aid to small and medium-sized enterprises is generally looked upon favourably by the Commission including tourism promotion programmes. Such programmes are generally unlikely to distort competi-

tion in the tourism sector in the Community in a way which goes against the common interest.

The existing guidelines aimed at small and medium-sized enterprises apply also to tourism. The aim of the policy is to ensure that Member State aid schemes do not distort the market.

On larger activities where there may be an impact upon competition at a Community level, the Commission is vigilant. For example, monopolies granted for organizing and selling package tours for major international sports events (e.g. the Olympic Games or the soccer World Cup — when hosted in a Member State) are not allowed. Large-scale mergers or take-overs likely to give the company(ies) concerned a dominant position on the European market are closely scrutinized to ensure that they do not threaten free competition. There have been cases in the tourism sector where the Commission imposed specific conditions before approving a merger or a takeover of major European significance. In some cases such conditions included divestiture of certain activities by the newly merged company to ensure it did not achieve a monopoly position on certain segments of the market.

In summary, EU competition rules can be a significant factor to take directly into account for large concerns in the tourism sector. On the other hand, they provide a guarantee to a free market in the Union for smaller operators.

■ Value-added tax (VAT)

There are no precise EU-wide VAT rates, as such. Variations persist between Member States and these impact, for example, hotels, restaurants and caterers. Tables showing the different rates applied in the Member States are contained in annexes to this guide.

Since January 1993 two common minimum rates for VAT and excise duties were introduced in all Member States — a standard rate of not less than 15% and a reduced rate of not less than 5%. In practice, rates higher than the minimum are often charged. It is expected that, over time, market forces will bring VAT rates ever closer to the minimum rates. This is because tax frontiers have also been abolished. As there are no checks at internal borders, European citizens are free to purchase goods in other Member States where VAT rates are lower. This provides a positive incentive for Member States to keep their rates closely aligned.

Removal of the tax frontiers also means that VAT must be paid by businesses (and others subject to the tax) in the country of destination of the goods. However, where the goods or services are consumed in the Member State in which they are generated the VAT must be paid there even when the purchaser is in another Member State. This situation applies particularly to tourism where, for example, a tour operator in one Member State buys hotel room nights in another. The invoice may cross national frontiers but the services are actually 'consumed' *in situ* — in this case by a third party, the tourist. VAT is thus due.

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The standard 15% minimum rate of VAT covers restaurant services. In Member States where a reduced rate was applied to restaurants (as of 1 January 1991), transitional arrangements allow that such rates may apply until 31 December 1996. Thereafter the standard rate must be applied. See annexes for tabulation. This could affect the cost of holidays in certain locations in future.

Member States can introduce one or two rates of at least 5% to cover products or services of social or cultural character. In the tourism sector the following are included:

- passenger transport;
- tourist accommodation provided by hotels and similar including camping sites and caravan parks;
- thermal spa services;
- use of sporting facilities;
- admission to amusement parks, sporting events, shows, theatres, cinemas, fairs, circuses, museums, zoos, concerts and exhibitions.

■ VAT on passenger transport

Border controls have been used up to now as a means of levying VAT on passenger transport by coach and bus.

Passenger transport is subject to different tax regimes in different Member States (see annex). Various criteria are used to determine the rates applied such as the means of transport, whether it is domestic, national or international, etc. Usually, VAT has been levied on national transport services but not on international. Sea and air transport is zero-rated in all Member States and this will remain the case. Some Member States also zero rate or exempt road and rail transport services. However, by the end of the transitional period, 31 December 1996, VAT must be levied on the latter at the lower minimum rate.

Where VAT is levied on international journeys, it is paid in the different Member States relative to the distances covered and the rate of VAT applied. The Commission has put forward that VAT should be levied only in the country of departure. This would simplify the situation significantly (at time of writing this guide the proposal was still in negotiation).

Transport of passengers to and from non-Member countries continues to be free of VAT.

■ VAT, travel agents and tour operators

A 'margin scheme' is in operation specifically for travel agents and tour operators. All services provided by travel agencies are regarded as a single service by the tax authorities and taxed in the Member State where the agent has established his business or has a fixed establishment.

VAT is payable on the 'margin', or difference, between the price paid by the customer — exclusive

of VAT — and the total actual cost of the services and supplies, inclusive of VAT provided by other taxable persons or entities. Only transactions for the direct benefit of the traveller can be counted for the margin scheme.

Travel out of the Community is exempt from margin tax at present. But where a trip involves travel both within and outside the EU, only the external travel part is exempt from margin tax.

■ Rights of tourists and consumer protection

There are a whole series of ways in which EU policy impacts the tourist as consumer. Freedom of movement is a basic right of the Union. As already mentioned, removal of physical frontiers enhances the right of EU citizens to visit and stay in any Member State. However, to ensure that individual consumers can fully take up this right with confidence, a range of support measures has been put in place and others will be introduced. Many of these affect the tourism sector.

The nature of many tourism products and the way in which they are offered to the consumer can bring into play various aspects of the Commission's policy on consumer protection. For example, the contractual agreement when a purchase is made, the consumer information provided, the guarantees of protection concerning the consumers well-being and economic and legal interests.

Many tourism products, holidays, travel services, tours or even timeshare properties are located at a distance

from the point of purchase, very often in another country. Generally, however, these are goods and services which have to be paid for long in advance. Thus, the consumer relies heavily on sales information provided about the product and on the tourism operator supplying the tourism product.

Similarly, once at a tourism destination, tourists may be unfamiliar with the language, local selling practices or be unaware of any rights they may have. This leaves scope for the consumer to be misled about the product on offer or for the operator to impose surcharges or unannounced cancellations without too much come-back.

Community rules address such matters directly. In addition, the Commission plays an important role in helping and encouraging consumers and, in particular, tourism consumers, to be informed of their economic and legal rights and where and how they can access representation and consumer protection.

Consumer information and education: the Commission conducted an awareness campaign about the legislation to protect consumers and the rights of travellers and tourists. It focused on the package travel directive and a number of the issues covered immediately below. A separate consumer guide published by the Commission will also contribute to this awareness-raising. Operators in the tourism sector may see this reflected in consumer demands in the future.

European consumer information centres: 10 consumer information/advisory centres were set up in border regions as part of a pilot project. These help consumers in understanding the problems and oppor-

tunities of making cross-border purchases of, among others, tourism services, providing price comparisons and rules on warranties.

Standardized information in existing hotels: a standardized information system based on a set of easily recognizable symbols was recommended by the Council of Ministers in 1986. The idea was to enable consumers across the Community to assess the range of facilities in the hotel. This has not been fully realized and the Commission is considering what scope there is for further development of the existing system.

Fire safety in hotels: the provision does exist for a minimum standard of fire safety in hotels across the EU. A directive on construction products provides for safety requirements in the event of fire.

Non-negotiated unfair terms in contracts: this directive aims to cancel unfair terms that appear in contracts between a trader and a consumer. It provides a general list of criteria for assessing whether a term is unfair or not. It also gives a list of likely unfair clauses which could easily figure in contracts relating to tourism services.

Package travel directive: this sets minimum standards to approximate laws relating to package holidays and package tours. It enables operators established in one Member State to offer services in another and consumers to benefit from comparable conditions when buying a package in a Member State. It is required that:

- detailed and comprehensive information must be supplied before departure;

- the holiday-maker should be protected by a contract which may not be changed unless this eventuality is spelled out prior to signing;
- the operator guarantees not to leave tourists stranded at the holiday destination even in the event of bankruptcy;
- compensation must be made available in certain circumstances where the package has not matched the operators claims.

Where passengers are denied a seat on a plane due to the carrier over-booking a scheduled air flight, compensation made by the carrier is passed to the travel agent or tour operator who is obliged to pass this on to the consumer.

Distance selling: a proposal for a directive which would lay down minimum standards of protection for consumers when negotiating contracts with suppliers of goods and services at a distance by media such as the telephone, fax or TV shopping. Transport, accommodation, catering and entertainment services have been brought into the scope although originally excluded.

The proposal sets requirements for the consumer information provided, delivery periods, and the consumer's access to justice. A non-reply to sendings of unsolicited goods and services is not to be interpreted as consent. Consumers may cancel their purchase within seven days if they wish. However, in the case of the services mentioned in the previous paragraph which require reservations, this seven-day return rule will not apply. It is proposed that consumers may also

opt to pay only at the time of delivery. At time of writing this guide the proposal was still in discussion. In addition the Commission has issued a recommendation calling on professionals to establish codes of practice concerning the privacy of consumers, the dissemination and presentation of solicitations for custom, the fairness of sales promotions and the financial security of consumers who make advance payments. The Commission has not yet been notified of any such codes drawn up as a result of this recommendation.

Timeshare: national legislation on this activity is sparse given the relative newness of the timeshare concept — purchase of a right to utilize one or several immovable properties on a timeshare basis. Accordingly, this proposal for a directive aims to ensure harmonized European rules from the outset. The rules would protect the purchaser of timeshares from the potential abuse of power and the aggressive sales techniques employed by some timeshare vendors.

Consumers must be provided with the necessary information before signing a contract and be allowed a set period of reflection and withdrawal from the contract and any associated credit agreements. During this so-called 'cooling off' period no advance payments may be made. Contracts must be made available in the language of the Member State where the purchaser lives or is a national. In addition, the salesperson must give the purchaser an official translation of the contract in the language of the Member State where the property is located.

The directive does not cover long-term maintenance and management of timeshare properties or the resale of timeshares in the more developed markets. It is expected to be implemented by Member States in 1997.

Consumer access to justice: the Commission is actively looking at what action can be taken to ensure that consumer's theoretical access to justice takes full consideration of transnational factors in the single market. Specific actions are likely to be taken in the light of the Commission's November 1993 discussion document on this topic.

Given the transnational nature of much tourism, access to justice by the tourism consumer when a contract has been breached or his/her physical safety or economic interests have been endangered presents serious problems. In most cases the period of time available to a holidaymaker is not sufficient to resolve problems in the country where they took place. There is no choice but to pursue the matter from the country of residence once returned. The differences in language and legal systems, not to mention the physical distance, often mean that the legal guarantees that exist do not translate into practical reality.

Crossborder payment facilities: the long-term goal is to create an internal market where there are no differences between national and transnational payment systems. The facilities for transborder payments available to both tourists and tourism operators are often more complex than national payment systems and far more costly.

In the longer term the use of the single European currency will eliminate many of the existing charges associated with exchanges and cross-border payments. In the interim it is likely that measures will be taken to ensure that full information is available to consumers to permit easier understanding of the costs involved.

■ Excise duty and 'duty free'

As a general rule, since January 1993 private individuals have been permitted to buy whatever they like, tax and duty paid, in another Member State without being liable to pay additional VAT or excise duty when returning with their purchases to their country of residence.

However, certain special rules apply in the case of goods subject to excise duty. Certain limits have been set on the amounts of alcoholic drink, tobacco products and mineral oil which may be purchased in this way. These limits are set on the basis of quantities which might reasonably be purchased for personal or family use. Details of the quantities which will normally be assumed to be held solely for personal use can be found in the annexes to this guide. A private individual transporting quantities in excess of these limits may need to demonstrate, if asked, that the products are for his personal or family use. Provided that this is the case, there will be no additional excise duty chargeable.

In the long-term, duty-free allowances are incompatible with the aims of the single market. But in order to allow the transport industry to adjust to the loss of this significant source of income duty-free sales may continue until June 1999 at airports and on board aircraft and ferries as well as to persons using the Channel Tunnel. Specific limits are applied and these can also be found in the annexes at the end of this publication. The same limits apply for travel to and from third countries but the tax-free goods limit is higher.

The continuation of tax and duty-free sales operates without customs checks. Since January 1993, the

vendor is responsible for limiting sales per traveller per journey to the above limits.

■ Environmental protection and tourism

On the one hand, a healthy environment in Europe is vital to the future health of the tourism sector in the EU. Community environment policy has a general relevance to the tourism sector and ranges from measures to ensure the quality of bathing water, to reduce polluting emissions to the air or to improve the urban environment.

On the other hand, the European Union's fifth environmental action programme identified the tourism sector as one which presented important potential threats to the environment. The related transport sector was also highlighted. The action programme laid down clear lines of action to be followed in these sectors. Overall the EU aims is to ensure that environmental considerations are fully taken into account in all policy areas in the future.

In general, the concept of the 'polluter pays' is developed in the fifth action programme along with the notion of subsidiarity, that is, that action should be taken at the lowest appropriate level in the EU which may mean at EU, Member State, regional or even local level in practice.

There are three main lines of action for EU policy regarding tourism which encourage:

- better planning, development and management of mass tourism especially in coastal and alpine areas;
- sustainable tourism development and the development of different types of activities and products in other areas;
- changes in tourist behaviour and raising visitor awareness of environmental concerns and responsibilities.

In practice, one way in which the European Commission has been able to ensure environmental concerns are given proper attention has been to insist that they are fully addressed in any projects which receive EU funding under the Structural Funds. Anyone in the tourist sector seeking such support must take the best environmental options into account when developing a project.

In addition, existing EU legislation requiring that environmental impact assessments are carried out for certain private or public sector projects (and, in the future, policy and planning) directly affects tourism development projects. The results of such assessments can have a direct bearing on the whole project.

The Community has also provided funding in support of environmental action. In particular, the LIFE programme co-finances demonstration projects which help to develop and help implement EU environment policy. Support available can position firms or other organizations for the market, for example. The programme is profiled in detail elsewhere in Chapter 3 of this guide.

EU policy which impacts tourism

■ Architectural and cultural heritage

One of the key factors that the European tourism sector can exploit is the cultural heritage which is available in abundance in Europe. Indeed, along with the tourism sector, the culture sector is increasingly seen as an area of potential future employment and growth. In the policy field, therefore, the interests of both sectors often coincide.

Tourism operational programmes under the Structural Funds in the Member States often include significant support for architectural, industrial or rural heritage, for example. Actions range from support for museums to conversion of historic buildings into hotels or other accommodation.

Elsewhere Structural Fund support often covers aid for culture centres such as concert halls, theatres, libraries and others. Urban regeneration programmes which are funded often feature conservation of historic town centres. The most direct beneficiary of all such support is the tourism sector.

In addition to this activity, the Community also supports a number of actions which put the emphasis primarily on qualitative aspects. Such action includes pilot projects to conserve architectural heritage, restoration of European monuments and sites of exceptional historic interest, the European City of Culture, the European Cultural Month, and the Kaleidoscope scheme to encourage cultural events or activities with a European dimension involving participants in at least three Member States.

EU policy which impacts tourism

■ Agricultural policy

Although the common agriculture policy has no direct effects on tourism, the changes that are taking place in the Community agriculture sector do have an indirect consequence for the tourism sector. The phenomenon of increased agricultural productivity coupled with the need to control agricultural production is leading to a reduction in the amount of agricultural land cultivated and in the number of people employed in the sector. As a result average incomes have fallen in many rural areas.

Increased efforts are being made to find alternative sources of income. Tourism has been identified as one potential source of new income for some of these rural communities. 'Rural' or 'agri-' tourism is being encouraged and is receiving support through various EU programmes, notably through the Structural Funds and the Leader initiative, more specifically the Guidance Section of the European Agriculture Guarantee and Guidance Fund.

■ Require more information?

If you would like more information about any of the policy measures explained here you should contact your local Euro-Info Centre (a list of these can be found in the annexes at the end of this guide) or European Commission — DG XXIII Tourism Unit, Rue d'Arlon, 80, B-1040 Brussels, Fax (32-2) 296 13 77.

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Euro-Info Centre de Basse-Normandie
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Chambre de Commerce et d'Industrie
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Euro-Info Centre (EOMMEX)
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Euro-Info Centre — Federpiemonte
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Euro-Info Centre — CEFCE - Division CCIAA
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Euro-Info Centre — Europortello Veneto
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Euro-Info Centre Mondimpresa/Unione
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Intra-Community allowances for personal use

The following quantities purchased in one Member State and exported to another (tax and duty paid in the country of purchase) will normally be assumed to be held solely for personal use:

800	cigarettes
400	cigarillos
200	cigars
1 kilo	smoking tobacco
10 litres	spirits
20 litres	intermediate products (such as port and sherry)
90 litres	wine (with a sub-limit of 60 litres of sparkling wine)
110 litres	beer

Interim arrangements are set for Ireland for wine and beer (50% lower than above) and the Danish restrictions on tobacco and spirits.

A private individual transporting quantities in excess of these limits may need to demonstrate, if asked, that the products are for his personal or family use. Provided that this is the case, there will be no additional excise duty chargeable.

Intra-Community duty-free allowances

The following limits are applied for goods purchased in duty-free shops (until June 1999) at airports and on board aircraft and ferries as well as to persons using the Channel Tunnel for travelling within the Community:

200	cigarettes, or
100	cigarillos, or
50	cigars, or
50 grams	smoking tobacco

and

1 litre	spirits, or
2 litres	intermediate products (such as port and sherry) and sparkling wines
2 litres	still wine

and

50 grams	perfumes
1/4 litre	toilet waters

In addition, passengers will be allowed to buy per head per journey not more than ECU 90 worth of other tax-free goods.

The same limits apply for travel to and from third countries but the tax-free goods limit is ECU 175. Germany will be authorized to defer this new limit until 1998 for persons entering Germany by a land frontier linking Germany to countries other than the Member States and the EFTA countries or by a coastal navigation route from the aforementioned countries. Spain may apply until 31 December 2000 a value allowance of ECU 600 for travellers coming from the Canary Islands, Ceuta and Melilla who enter the territory of Spain.

Duty-free goods purchased on an outward journey may be brought back by the purchaser on the return trip in addition to any duty-free authorized for the return trip.

High-priority transport projects in the EU

At the Corfu Summit in June 1994, the Member States agreed upon a list of high priority transport projects which should be pursued as quickly as possible:

- North-South high-speed rail/combined transport link:
Brenner — Verona — Munich — Nuremberg — Erfurt — Halle/Leipzig — Berlin
- Sections of the Paris — Brussels — Cologne — Amsterdam — London high-speed rail link:
 - * Franco-Belgian border — Brussels — Liege — Belgo-German border
 - * Brussels — Belgo-Dutch border
 - * London — Channel Tunnel
 - * Belgo-Dutch border — Rotterdam — Amsterdam
 - * Aachen — Cologne — Rhine/Main
- High-speed rail link - TGV South:
 - * Madrid — Barcelona — Perpignan — Montpellier
 - * Madrid — Vittoria — Dax
- The Paris — Metz — Strasbourg — Appenweier — Karlsruhe section of the high-speed rail link, TGV East:
 - * Metz — Saarbrücken — Mannheim
 - * Metz — Luxembourg
- Combined transport/conventional rail - the Betuwe line:
 - * Rotterdam — Dutch-German border — Rhine — Ruhr
- High-speed rail (TGV)/combined transport France-Italy:
 - * Lyon — Turin
- Motorway from Patras to the Greek-Bulgarian border along with the East-West motorway corridor project via Egnatia - Igoumenitsa - Thessalonika - Alexandroupolis - Ormenio/Kipi
- Lisbon — Valladolid motorway
- Cork — Dublin — Belfast — Larne — Stranraer rail and ferry link
- Malpensa airport (Milan)
- Road/rail link between Denmark and Sweden (Oresund) including access routes.

Rates of VAT applied to principal tourism services

As of October 1994

SERVICES	B	DK	D	E	F	GR	IRL	I	L	NL	P	UK
Hotels, etc.	6%	25%	15%	6% 15%	5.5% 18.6%	8%	12.5%	9% 13%	3%	6%	5%	17.5%
Restaurants	20.5%	25%	15%	6% 15%	5.5% 18.6%	8% 18%	12.5%	9% 19%	3%	6%	16%	17.5%
International passengers transport	Exon. 6%	Exon.	Exon. 15% 7%	Exon. 6%	Exon.	Exon.	Exon.	Exon.	3% Exon.	6% Exon.	Exon.	Exon.
Entry to sporting events	6%	* 25%	15% 7%	6% 15%	18.6%	8%	Exon.	9%	3%	17.5	5%	17.5%
Entry to cinemas theatres, etc.	Exon. 6%	(Exon. 25%	Exon. 7%	Exon. 6%	cinemas 5.5% theatres 2.1% 5.5%	theatres 4% others Exon.8%	Exon. 12.5%	9%	3%	17.5%	Exon. 5%	17.5%
Use of sport facilities	6%	Exon.	15%	Exon. 15%	18.6%	8%	12.5%	19%	3%	17.5%	5%	17.5%
Travel agencies	20.5%	Exon.	15%	15%	18.6%	18%	Exon.	19%	12%	Exon.	16%	17.5% 0%

* Some activities are exonerated.

VAT rates in the Horeca sector

As of October 1994

(%)

	Accommodation in hotels		Restaurant services					Bar and café services				Food and beverages bought in a shop		
	Normal	Luxury	Normal	Luxury	Take- away	Delivery at home	Alcoholic beverages	Normal	Luxury	Night clubs	Alcoholic beverages	Food	Non- alcoholic beverages	Alcoholic beverages
B	6		20.5				20.5	20.5			20.5	6/12/20.5	20.5	20.5
DK	25	25	25	25	25	25	25	25	25	25	25	25	25	25
F	5.5	5.5	18.6	18.6	5.5	5.5	18.6	18.6	18.6	18.6	18.6	5.5	5.5	18.6
D	15		15		7	7	15	15	15	15	15	7	15	15
GR	8	8	8	18	8	8	18	8	8	8	18	8	8	18
IRL	12.5		12.5		12.5	12.5	21	12.5		21	21	0/12.5/19	21	21
												21		
I	9	13	9	19			9	9	19	9	9	4/9/ 19	9/19	9/13/19
L	3		3				12/15				12/15	3	3/15	12/15
NL	6		6		6	6	17.5	6			17.5	6		17.5
P	5		16				16				16		16	5/16
ES	6	15	6	15			15	6		15	15	3/6	6/15	15
UK	17.5		17.5		17.5	17.5	17.5	17.5	17.5	17.5	17.5	0	17.5	17.5

Source: Hotrec.

* Cold take-away food for consumption off premises is free of VAT if sold as individual items.

General note: Blank spaces indicate that the general rate for the category of goods or services concerned applies.

VAT rates for passenger transport

As of October 1994

(%)

Member State	Domestic transport					International transport (taxation of domestic journey)				
	Air	Sea	Waterway*	Rail	Road	Air	Sea	Waterway*	Rail	Road
B	6	6	6	6	6	0	0	6	6	6 flat rate amounts ¹
DK	exempt	exempt	exempt	exempt	exempt ²	0	0		exempt	exempt 25 flat rate amounts ¹
D	15	7	15/7 ³	15/7 ³	15/7 ³	0	0	7/exempt ⁴	15/7 ³	15/7 flat rate amounts ¹
F	5.5	5.5	5.5	5.5	5.5	0	0	5.5	0	5.5 exempt ⁵
IRL	exempt	exempt	exempt	exempt	exempt	0	0	-	0	0
I	13	9	13	9/exempt ⁶	9/exempt ⁶	0	0	0	0	0
L	6	-	exempt	3	3	0	-	exempt	0	0
NL	6	6/exempt ⁷	6/exempt ⁷	6	6	0	0	6	6	6/0 ⁸
UK	0 ⁹	0 ⁹	0 ⁹	0 ⁹	0 ⁹	0	0	-	0	8
P	5	5	5	5	5	0	0	0	0	0
ES	15	15	15	6	6	0	0	15	6	6

* Inland waterway.

¹ A flat rate amount is generally imposed when a vehicle registered abroad is brought into the country. A VAT rate is applied to domestic vehicles. The current exemption in Denmark applies to all scheduled traffic, whether domestic or foreign. In Germany, a rate of 7% is applied to short journeys.

² Unscheduled traffic: 25%.

³ Long distance: 15%; short distance: 7%.

⁴ Exemption for ferries on the Rhine, Danube, Oder and Neisse.

⁵ Transit is exempt. Other: 5.5%.

⁶ Urban transport: exempt.

⁷ Ferries opting for taxation and scheduled vessels: 6%.

⁸ No VAT in practice.

⁹ Means of transport carrying less than 12 persons: 17.5%.

¹⁰ 6% for transport operations on and between certain islands.

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This publication presents various Community instruments and actions of interest for tourism. On the one hand it describes how Directorate-General XXIII is supporting the tourism sector, and on the other it details many other activities of the European Union which concern the sector either directly or indirectly. The aim is to provide the user with essential information on the main Community facilities available and how to obtain more detailed information about them.

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