

Question for written answer E-001979/2024
to the Commission
Rule 144
Gabriela Firea (S&D)

Subject: Raising the profile of Europe as a cultural tourism destination

The Commission is working with the Council of Europe on joint programmes based on shared cultural, economic, social and environmental objectives, with a view to developing Europe. One of these is the Cultural routes programme, which supports Europe's cultural tourism strategy and raises awareness of a host of local and regional traditions, customs and sites that large tourism companies tend to overlook when promoting Europe as a tourist destination.

1. The European Union wants to enhance the profile of Europe as a tourist destination and the Council of Europe wants to improve the visibility of the cultural routes which it has already certified or are in the process of being certified, in response to a proposal from the Member States. What is the Commission's strategy for improving this partnership?
2. How does it plan to raise awareness among the public, both inside Europe and out, of all these routes, and of Europe's cultural heritage and centuries-old traditions as a whole, which are at risk of being lost?

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