

EN
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Answer given by Mr Tzitzikostas
on behalf of the European Commission
(3.1.2025)

The Commission is committed to enhancing Europe's profile as a cultural tourism destination, in line with the Transition pathway for tourism¹ and European Agenda for Tourism 2030².

1. Strengthening Partnerships: The Commission values its longstanding collaboration with the Council of Europe. Through programmes and initiatives such as Creative Europe³, the European Heritage Days⁴ and the European Heritage Label⁵, the Commission gives financial support to the Cultural Routes of the Council of Europe⁶. This paves the way for more inclusive tourism, bringing visibility to Europe's territories and lesser-known destinations and making cultural heritage more accessible to all. Within the remits of its competences⁷, Creative Europe can encourage cooperation between Member States and support and supplement their action in the conservation and safeguarding of cultural heritage.

2. Raising Awareness: The Commission uses digital tools such as the EU Tourism Platform⁸ and EU Tourism Dashboard⁹ to highlight Europe's cultural assets. Furthermore, initiatives such as the European Tourism Day (organised every two years) and other outreach events¹⁰ bring together a variety of stakeholders and help raise awareness of Europe's cultural heritage and traditions. The EU, through its European External Action Service, also stands ready to promote the Cultural Routes in the framework of its public and cultural diplomacy efforts, for example during EXPO 2025 in Osaka.

By collaborating with stakeholders and Member States, the Commission seeks to keep Europe a top tourism destination while preserving its rich heritage for future generations.

¹ <https://op.europa.eu/s/vNbN>

² <https://data.consilium.europa.eu/doc/document/ST-15441-2022-INIT/en/pdf>

³ <https://culture.ec.europa.eu/creative-europe>

⁴ <https://www.europeanheritagedays.com/>

⁵ <https://culture.ec.europa.eu/cultural-heritage/initiatives-and-success-stories/european-heritage-label>

⁶ <https://www.coe.int/en/web/cultural-routes>

⁷ Article 167 of the Treaty on the Functioning of the European Union.

⁸ <https://transition-pathways.europa.eu/tourism>

⁹ <https://tourism-dashboard.ec.europa.eu/?lng=en&ctx=tourism>

¹⁰ https://single-market-economy.ec.europa.eu/sectors/tourism/event-recordings-and-presentations_en