

# FORMACIÓN PARA LA CAPTACIÓN DE FONDOS EUROPEOS

Bloque 2. Programas de Financiación UE

Sesión 2.3. Cultura y turismo

Sección 2.3.1 Turismo



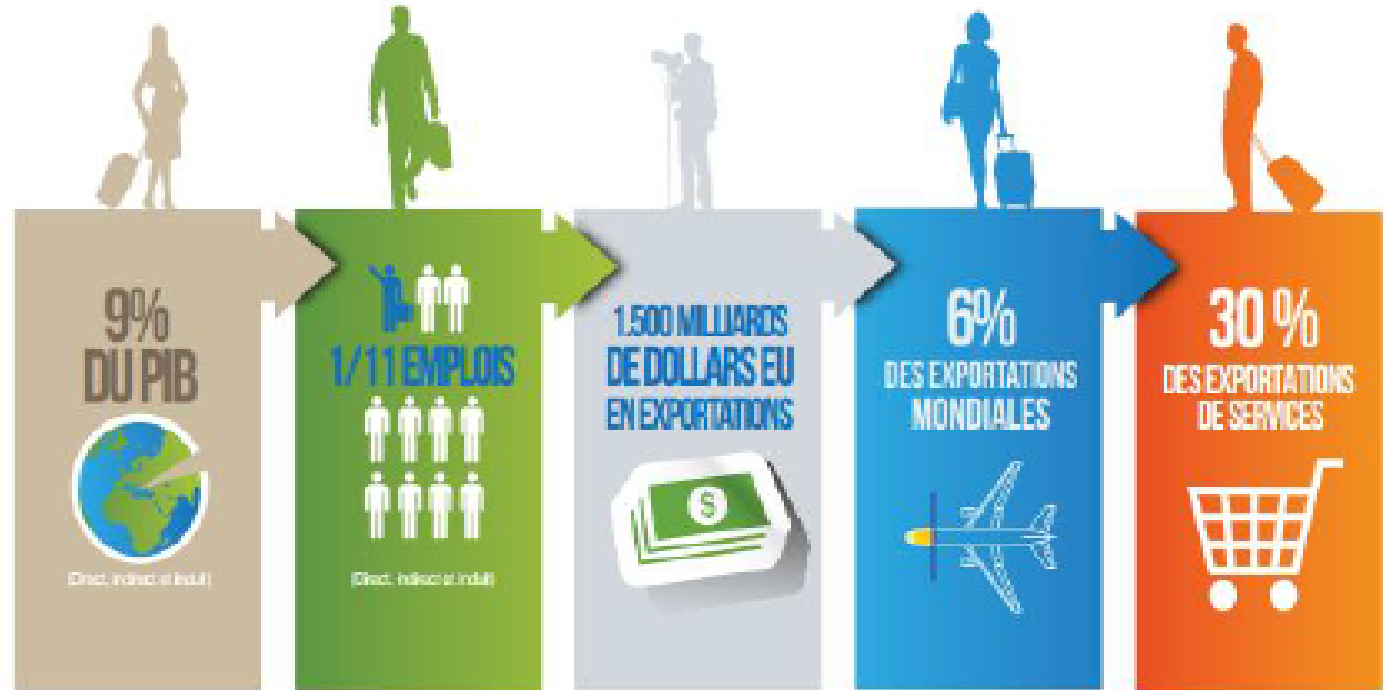
Alicante, 26 de abril de 2016

# EU Tourism in figures- Snapshot

From an "important" to a **"very important sector"** in Europe

- GDP Total: 9,9%
- Empl. Total: 11,4%
- Investment Total: 4,9%
- Export Total: 6%

Source: WTTC (THE Economic Impact of Travel & Tourism; March 2016)

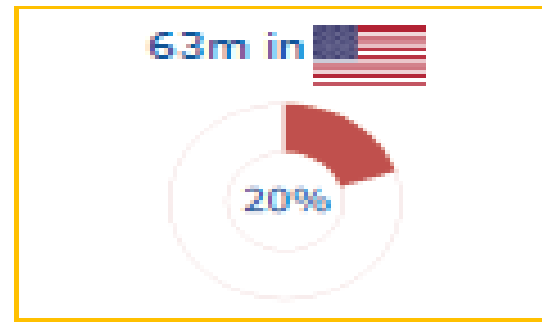
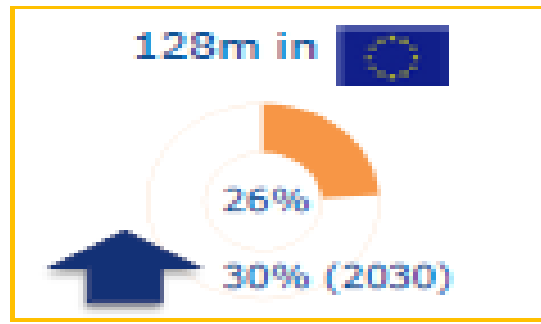


Source: OMT 2015

## Acciones prioritarias para la política turística EU en los próximos años: fortalecer la competitividad

1. Atraer la inversión y mejorar el entorno para el desarrollo empresarial
2. Promoción conjunta e internacionalización de las PyMEs
3. Explorar oportunidades de digitalización
4. Mejorar las habilidad y competencias de los profesionales

# Senior(55+) potential market.



Low participation share against other segments (41%=56%)

## BABY BOOM GENERATION

- **A sizeable market:** the fastest growing segment in Europe and in most advanced economies.
- **An unconventional generation:** a 'special' generation with travel propensity, different from their predecessors, financially secure and more spare time (important for seasonality); to them, travel is a means to seek status, self-betterment and to express their personality.
- An **extremely diverse** segment.



1940

1950

1960

1970

1980

1990

2000

2010

2020

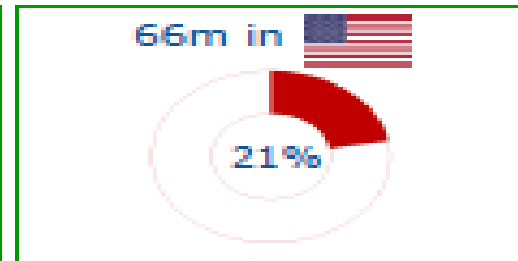
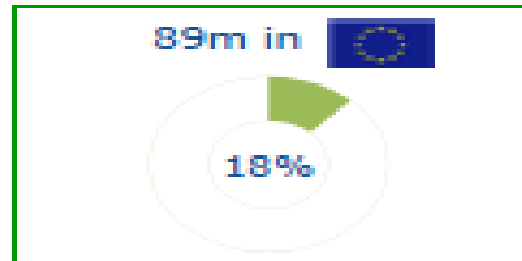
BORN

Enterprise and industry

RETIREMENT



# Youth (15-29)



## MILLENNIALS

- **Unlock future potential:** Youth travel is innovative, spreads tourism to new areas, and builds future tourism business.
- **The 'always connected' generation:** born with Internet, they are multilingual, mobile, multitaskers, live in the moment; they are well-travelled, and look at holidays as to an opportunity to collect experiences.
- **Co-creation** is key to engage them.





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# GROWTH – Internal Market, Industry, Entrepreneurship and SMEs

**GROWTH**  
Internal Market, Industry, Entrepreneurship and SMEs

European Commission > Growth

Single Market and Standards | Industry | Entrepreneurship and SMEs | Access to finance for SMEs | Sectors

**COSME**  
The EU programme for the Competitiveness of Enterprises and SMEs

Search this website

**Tools and support**

- [Your Europe for citizens](#)
- [Your Europe for businesses](#)
- [Enterprise Europe Network](#)
- [SOLVIT – your EU rights](#)
- [COSME – support and funding for SMEs](#)

## Tools and support

[Calls for tenders](#)

[Calls for proposals](#)

- [Your Europe for citizens](#)
- [Your Europe for businesses](#)
- [Enterprise Europe Network](#)
- [SOLVIT – your EU rights](#)
- [COSME – support and funding for SMEs](#)

[http://ec.europa.eu/growth/index\\_en.htm](http://ec.europa.eu/growth/index_en.htm)

# GROWTH – Internal Market, Industry, Entrepreneurship and SMEs

The screenshot shows the GROWTH website interface. At the top, there are navigation tabs: "Single Market and Standards", "Industry", "Entrepreneurship and SMEs", "Access to finance for SMEs", and "Sectors". Below the navigation is a large banner with the text "Working for GROWTH". To the right of the banner is a vertical list of sectors, with "Tourism" circled in red. Below the banner is a "News and events" section with several news items. At the bottom, there are sections for "Tools and support" and "Legislation and standards".

The screenshot shows the "Tourism" page on the GROWTH website. The page title is "Tourism". Below the title is a paragraph: "Tourism is a major economic activity in the European Union with wide-ranging impact on economic growth, employment, and social development. It can be a powerful tool in fighting economic decline and unemployment. Nevertheless the tourism sector faces a series of challenges. The European Commission works to address these with policies and actions." Below this is a section titled "Overview of EU tourism policy" with a paragraph: "EU policy aims to maintain Europe's standing as a leading tourist destination while maximising the industry's contribution to growth and employment. It also promotes cooperation between EU countries, particularly through the exchange of good practice. The EU's competence in the tourism sector is one of support and coordination the actions of member countries." Below this is a link "EU tourism policy". To the right is a "News" section with several news items. Below the "Overview of EU tourism policy" is a section titled "Enhancing what European tourism has to offer" with a paragraph: "The European Commission works on a number of initiatives to diversify and improve the range of tourism products and services available in areas such as sustainable tourism, accessible tourism, tourism for seniors, and low-season tourism." Below this is a link "Enhancing tourism in Europe".

Información sobre la política turística, apoyo a las PyMEs, eventos, etc.

Para la financiación remite a las licitaciones y propuestas generales de GROWTH.

[http://ec.europa.eu/growth/sectors/tourism/index\\_en.htm](http://ec.europa.eu/growth/sectors/tourism/index_en.htm)

# GROWTH – Internal Market, Industry, Entrepreneurship and SMEs

## Programa COSME – El programa de Europa para las PyMEs

Está en funcionamiento de **2014 a 2020** con un presupuesto de **2.300 millones de Euros**.

Su **objetivo** es apoyar a las PyMEs:

1. Facilitando el acceso a la financiación
2. Apoyando la internalización y el acceso a los mercados
3. Creando un entorno favorable a la competitividad
4. Fomentando una cultura de emprendimiento



[http://ec.europa.eu/growth/smes/cosme/index\\_es.htm](http://ec.europa.eu/growth/smes/cosme/index_es.htm)

# Programa COSME

La Agencia Ejecutiva para las PyMEs (**EASME**) es la encargada de la gestión del programa COSME en nombre de la CE: <https://ec.europa.eu/easme/en> y las instancias se presentan a través del *participant portal*

<http://ec.europa.eu/research/participants/portal/desktop/en/home.html>

## Tourism

- **COS-TOUR-2015-3-04: Supporting Competitive and Sustainable Growth in the Tourism Sector**  
Deadline **30 June 2015** at 17:00 (Brussels time)
- **COS-TEDEN-2015-3-05: European Destinations of Excellence – Promotion of EDEN destinations and awareness raising**  
Deadline **25 June 2015** at 17:00 (Brussels time)
- **COS-WP2014-3-15.01 – European Destinations of Excellence (EDEN) - selection 2014**  
Deadline **5 August 2014** at 17:00 (Brussels time)
- **COS-WP2014-3-15.02 – Maximising synergies between tourism, high-end and creative industries - Cooperation project to develop and/or promote a European cultural route around luxury goods (pilot phase)**  
Deadline **4 November 2014** at 17:00 (Brussels time)
- **COS-WP2014-3-15-03 : Diversifying the EU Tourism Offer and Products - Sustainable Transnational Tourism Products 2014**  
Deadline **7 October 2014** 17:00 (Brussels time)
- **COS-TFLOWS-2014-3-15: Facilitating EU transnational tourism flows for seniors and young people in the low and medium seasons**  
Deadline **15 January 2015** 17:00 (Brussels time)

# Programa COSME ¿también para entidades públicas?

**Calls for proposals**

Show **Tourism** Browse **2015**

**10/10/2014** Facilitating EU transnational tourism flows for seniors and young people in the low and medium seasons  
**Deadline:**  
**15/01/2015**

**28/04/2015** COS-TE DEN-2015-3-05: European Destinations of Excellence - Promotion of EDEN destinations and awareness raising  
**Deadline:**  
**25/06/2015**

**30/04/2015** Call for proposals: Supporting competitive and sustainable growth in the tourism sector  
**Deadline:**  
**30/06/2015**

The consortium must be composed of at least 1 **public governmental authority**, 1 partner representing a youth or senior organisation, and 1 tourism service provider.

The single applicant or Coordinator must correspond to the following definition: **National Administration in charge of tourism** in one of the countries which have selected at least one of the “European Destinations of Excellence” (EDEN) under the calls for proposals launched during the period in 2007-2014.

The consortium must gather at least:

Two SMEs – Small and Medium Sized enterprises - acting in the tourism sector

**A national or regional or local public governmental authority** and

An association, a federation or an organisation:

- Active in the fields of youths or seniors (THEME 1)
- Active in any of the following fields: sport, wellness, natural heritage, cultural heritage or industrial heritage (THEME 2)
- Active in the field of accessible tourism or representing people with special needs (THEME 3)

# \*EDEN – European Destinations of Excellence

EDEN es un proyecto que cuenta con el apoyo de la CE quien lanzó la iniciativa en el año 2006.

Su **objetivo** es fomentar modelos de gestión turística sostenible en la UE y funciona como una red de intercambios de buenas prácticas entre distintas regiones de Europa.

Se basa en **concursos nacionales** durante los cuales se elige un «destino de excelencia» turístico por cada país participante alrededor de un tema diferente cada año. La temática es elegida por la Comisión junto con las instituciones nacionales de turismo correspondientes. La convocatoria es **bianual** desde 2012.

El destino ganador y hasta 4 finalistas entran a formar parte de la Red EDEN.

[http://ec.europa.eu/growth/tools-databases/eden/index\\_en.htm](http://ec.europa.eu/growth/tools-databases/eden/index_en.htm)

2015: Tourism and local gastronomy



2013: Accessible tourism



2011: Tourism and regeneration of physical sites



2010: Aquatic tourism



2009: Tourism and protected areas



2008: Tourism and local intangible heritage



2007: Best emerging European rural destination of excellence



## COSME 2016

- No convocatorias específicas para el apoyo de productos turísticos transnacionales.
- Convocatoria **EDEN + Increasing Europe's visibility as a tourist destination and internalisation of SMEs**. Apoya a las empresas turísticas a encontrar socios internacionales en terceros países .
- **Campaña de comunicación** (Junio 2016) para animar a los europeos a disfrutar de sus vacaciones en Europa.

## COSME 2017 :

- Si el presupuesto para las acciones turísticas aumenta, existen posibilidad de convocatorias directas para co-financiar productos turísticos transnacionales

# Programa COSME – Ejemplo

**COS-TOUR-2015-3-04: Supporting Competitive and Sustainable Growth in the Tourism Sector**

<https://ec.europa.eu/easme/en/cos-tour-2015-3-04-supporting-competitive-and-sustainable-growth-tourism-sector-0>

**THEME 1** - Increasing tourism flows in low/medium seasons for seniors and youth target groups

**THEME 2** - Diversifying the EU tourism offer and products – Promoting transnational thematic tourism products

**THEME 3** - Enhancing tourism accessibility – improving facilities and services for tourists with special access needs

# Programa COSME – Ejemplo

## SUPUESTO

Queremos fomentar el sector turístico de nuestra localidad en temporada baja a trayendo el turista sénior y así contribuir al desarrollo de nuestra ciudad, fomentar el empleo turístico en temporada baja....

1. ¿Podemos participar con nuestro perfil (ayuntamiento y diputación? ¿somos elegibles?
2. ¿nos interesan las condiciones de financiación? ¿podemos desarrollar nuestra idea con el importe máximo por proyecto?
3. ¿Plazos?
4. ¿ Qué opción elegiríamos?
5. ¿Actividades a desarrollar? ¿plazo?
6. Documentos a preparar
7. ....

**IMPORTANTE REVISAR LA TABLA AWARD CRITERIA**

### Documents:

- [Call for Proposals](#)
- [FAQ - updated on 26/06/2015](#)
- [Guide for applicants](#)
- [Description of work for THEME 1](#)
- [Description of work for THEME 2](#)
- [Description of work for THEME 3](#)
- [Budget template](#)
- [Model grant agreement](#)
- [List of previous projects](#)
- [Declaration by consortium coordinator](#)

# Programa COSME – Ejemplo

En la misma página del EASME nos remiten a la bdd CORDIS para buscar socios:

Bloque III:  
Preparación de  
una propuesta  
de proyecto



The screenshot displays the CORDIS (Community Research and Development Information Service) website. At the top, there is a header with the European Commission logo and the text "CORDIS Community Research and Development Information Service". Below the header, a navigation bar shows the path: "European Commission > CORDIS > Partners Service > Guest > Home" and a "Sign in" link. The main content area is titled "Research Partners" and includes a search box with a "Search" button. Below the search box, there are several bullet points and links:

- You can:
  - Search for partners (with a search box and button)
  - Query more with an advanced search
  - Browse these active profiles and collaboration requests to build your network:
    - 10102 Partner profiles
    - 53 Open Calls for Proposals
    - 5198 Partnership requests
      - 1275 Proposing project
      - 3923 Offering collaboration
    - 374 Groups
  - Contact National Contact Point networks to get further support to find partners in your specific theme
  - View the help pages and video tutorials

On the right side of the page, there is a "Create or update your profile" section with input fields for "Username:" and "Password:", and links for "Forgot your username or password?" and "Not yet registered?". A "Log in" button is located at the bottom right of this section.

# GROWTH – Otras convocatorias



EUROPEAN COMMISSION

## CALL FOR PROPOSALS

**218-G-GRO-PPA-16-9245**

**Enhancing quality jobs, apprenticeships and traineeships in the tourism sector across Europe**

## GRANT PROGRAMME 2016

The present call for proposals is composed of a set of Grant Submission Documents, which form an integral part of this call:

The call for proposals,  
The Guide for Applicants  
The Submission Set

The terms set out in the call for proposals document shall take precedence over those in the other parts of the Grant Submission Documents.

- Plazo: 9 de Junio de 2016
- Se financia un proyecto
- 75% de financiación
- Presupuesto: 500.000€
- Informes:
  - Creación de una herramienta para la promoción de carreras turísticas y presentación las oportunidades y herramientas de la UE
  - 6 campañas de sensibilización para promocionar las carreras, las herramientas disponibles y las oportunidades de financiación

# Otros programas de financiación con temática afín



Fondo Europeo de Desarrollo Regional (FEDER) Fondo Social Europeo (FSE) Fondo Europeo Marítimo y de Pesca	Bloque III, Sesión 2.9
Fondo de Cohesión	Similar a los fondos FEDER
Erasmus +	Ejemplos prácticas en la sección de implementación
Europa Creativa	Lo vemos ahora
Empleo e innovación social (EASI)	Lo vemos ahora junto a DG Justice
LIFE	Bloque III, Sesión 2.5

[http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item\\_id=8496&](http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item_id=8496&)



[www.polibienestar.org](http://www.polibienestar.org)

[Mireia.ferri@uv.es](mailto:Mireia.ferri@uv.es)