COMMISSION OF THE EUROPEAN COMMUNITIES
DIRECTORATE-GENERAL XXIII — TOURISM UNIT

STUDIES

THE EVOLUTION IN HOLIDAY TRAVEL FACILITIES AND IN THE FLOW OF TOURISM INSIDE AND OUTSIDE THE EUROPEAN COMMUNITY

Part I: MAIN FINDINGS

DOCUMENT 1993

This document has been prepared for use within the Commission. It does not necessarily represent the Commission's official position.

Cataloguing data can be found at the end of this publication.

Luxembourg: Office for Official Publications of the European Communities, 1994

Part I: ISBN 92-826-6561-5
Part I and II: ISBN 92-826-6560-7

Printed in Belgium

Commission of the European Communities

D.G. XXIII - Tourism Unit

THE EVOLUTION IN HOLIDAY TRAVEL FACILITIES AND IN THE FLOW OF TOURISM INSIDE AND OUTSIDE THE EUROPEAN COMMUNITY

Part I: Main Findings

1993

TOURCONSULT International
TOURCONSULT Italia
EUROPEAN TRAVEL DATA CENTRE

CONTENTS

PART I - MAIN FINDINGS

Page

EXECUTIVE SUMMARY

1. INTRODUCTION

The objective of this study "is to provide a prospective view of the situation regarding European Community and Non-Community tourism demand and to evaluate the impact of this evolution on the supply market". This information is intended to make it possible to assess the opportuneness of implementing specific forms of aid.

2. EVOLUTION OF EUROPEAN TRAVEL DEMAND

In the last four decades international tourism has grown dramatically, largely in response to

- economic growth and prosperity
- the development of air travel
- the widespread ownership of motor cars.

World tourism arrivals have grown from 25 million in 1950 to 429 million in 1990, and are expected to reach 637 million by the end of the century, a 48% increase in one decade. International arrivals in Europe are expected to increase from 276 million in 1990 to 338 million by 2000, an increase of 22% in one decade.

The European Travel Monitor is the only source of information on Europeans travelling abroad that is comparable across the various markets. In 1990, the ETM estimated that nearly 100 million Europeans took 230 million trips abroad, of which nearly 200 million were leisure trips:

The European Travel Markets can be broadly divided into

- *Northern Europe* (primarily Britain and Scandinavia)
- *Central Europe* (Germany and others without a Mediterranean coastline)
- *Mediterranean Europe* (the countries touching the Mediterranean)
- *Eastern Europe* (the countries in the former Communist Bloc)

The Northern Europeans have emerged as major air travellers and with a high use of the travel trade. The Central Europeans can travel abroad easily by car and are often the independent travellers, but Germany is so prominent a market that it has a substantial air market and tour operating industry. The Mediterraneans are now emerging as major international travellers, though traditionally they have taken holidays on their own Mediterranean shores. The Eastern European markets are less prosperous and in a period of momentous change which makes it difficult to be sure of future attitudes and tastes.

European travel abroad has been characterised by a number of key trends, of which the more significant are:

- the growth in second holidays and short trips. Whilst these trips have been encouraged by the tourism industry to help with occupancy and with seasonal imbalances, such growth has thrown greater burdens upon the tourism transport industry;

- the continuing shift towards air travel which has accentuated problems in air traffic control and airport congestion;

- the continuing rise in long haul travel which brings some highly effective competition to European resorts.

3. EUROPE AS A TOURIST DESTINATION

Some 11.5 million tourists came to Europe (virtually all by long-haul and air) in 1989. Two thirds of visitors came from the USA which accounts also for 75% of spending. Canada, Japan, Latin America and the Middle East represent other major source markets. Inbound tourists from outside Europe tend to focus upon a number of leading entry point cities, and also tend to heavily use hotels.

Europe is expected to continue as a major magnet for inbound tourists, but there is little doubt that formidable competition is arising in

- North America (Mega-attractions, leisure facilities)
- Far East (exceptionally good value personal services)

North America is driven by excess capacity in its own hospitality industry, whilst the far East is driven by the need for economic development.

4. MARKET TRENDS AND PRODUCT IMPLICATIONS

Market trends illustrate

- the considerable growth in the industry which requires more and more development

- the emergence of more and more behavioural and psychographic segments which demand their own particular product attributes

- the shift towards air travel and towards more frequent trips which bring greater environmental and congestion pressures.

Allied to the above is the fact that tourism is a major industry in Europe with a large number of people dependent upon it for jobs and incomes, consequently there is a pressure to ensure that the industry remains prosperous and is able to fend off the dramatic competition which will emerge in the 1990s.

Critical problem areas in Europe can be categorised in eight categories:

1) Transport, as more and more burdens are put upon it
2) Managing tourist flows
3) Competition
4) Shift in the market mix
5) Development of Mega-attraction
6) Emerging Market Segments
7) Sun Problems
8) Development Problems

The product implications of the market trends are being covered by the private sector with a wide range of innovative products. Areas which are difficult for the private sector concern

- infrastructure, notably airports, air traffic control, high speed rail

- mega-attractions because of the difficulties of putting together sites

- the potentially special problem on parts of the Mediterranean coast which were opened up by air charter inclusive tours in the 1960s and 1970s.

The above are the areas in which public sector involvement at a community-wide level could be considered.

5. POSSIBLE FRAMEWORK FOR ASSISTANCE

The critical fields where potential intervention is likely to occur are in

- development of international airport entry points in Southern Europe;
- development of regional airports and air services;
- help with mature products in some of the Mediterranean resorts;
- planning, research and statistics for the Community's tourism industry;
- promotion of the Community's tourism industry in the overseas markets - North American, Far East, etc.

The broad aims of intervention can be described as:

- easing congestion problems that would detract from the product;
- encouraging development and trying to overcome the problems that are often a hindrance to development in Europe, namely high land prices, complex planning controls and vested commercial interests;
- assisting resort areas that are in a mature and potentially declining phase of their product life-cycle.

It is difficult to know whether or not some of these problem areas are better handled at a national level or at a community-wide level. At present, insufficient information is available to make this kind of judgement.

The best approach appears to be to make highly specific studies of the particular issues in order to see where such intervention is necessary and feasible by the Community, and what type of intervention is most likely to be effective.

The specific issues which appear most suited to Community intervention are as follows:

1) a study of the air transport and airport situation looking at the needs and potential for

   - more major intercontinental air entry points in Southern Europe, particularly on the Mediterranean near major resort areas
   - the expansion and development of regional airports and regional air services in Europe

   It has to be recognised that air transport in Europe is highly constrained, and whilst liberalisation has been pushed by the Community for many years, air transport development will remain a highly complex issue for many years.

2) A study of Mediterranean tourism, particularly in areas that were opened up by charter inclusive tours in the 1960s and 1970s. It is some of these areas which are likely to be seen as maturing products, thus requiring significant re-development. The way forward is to identify those resorts where a substantial physical planning exercise would be suitable. Thus a two-stage approach is proposed

   Stage I is an overview of the Mediterranean identifying those resorts which need to be subjected to more detailed examination

   Stage II would involve, for the selected resorts, a detailed planning exercise involving the identification of redevelopment initiatives, their financing and feasibility.

3) Planning, research and statistics for tourism at the Community level is just essential. There needs to be a study to establish a community tourist authority. This should cover aspects such as precise status of the authority, fields of work and funding. Added to this exercise should be the whole issue of potential promotion in overseas markets taking into account the current role of the European Travel Commission.

<u>Opportuneness of specific forms of aid</u>

The argument for the opportuneness for some form of aid at the community level largely relies upon the interdependence of tourism is so small an area as Europe, especially with the development of air travel, the development of mega-attractions which now far outscale individual resorts, markets and countries. Opportuneness also relates to the growing perception of problems of congestion, problems of potentially declining products and problems of achieving product excellence in an increasingly competitive market.

The approach suggested above indicates that the framework for Community intervention is largely aimed at major problem areas that cannot easily be handled at a national or local authority level. It appears best for Community involvement to be geared to these major problem areas.

FOREWORD

This report has been prepared for Tourconsult/International as a synthesis of their preliminary report which is now presented as a series of Appendices in a second volume. This has been done partly to protect confidential information from the European Travel Monitor presented in Volume II (which is not to be published, but is for client use only) and partly to present a shorter report focused upon key findings, conclusions and recommendations arising from the extensive research undertaken in the course of the study.

1. INTRODUCTION

1.1 Terms of Reference

This study is undertaken within the framework of the Action Plan to assist tourism which the Commission of the European Communities is pursuing for the realisation of studies in certain defined sectors of tourism activity.

The objective of the study, stated in the Terms of Reference,

"is to provide a prospective view of the situation regarding European Community and non-Community tourism demand and to evaluate the impact of this evolution on the supply market".

This information is intended to make it possible to assess the opportuneness of implementing specific forms of aid.

The programme of work for the Consultants should include surveys of tourism professionals in the various branches and management in the business, in order to furnish a report on the evolution of the various types of demand in the European Community. Special attention should be paid to a variety of different market segments (e.g age categories). The report is also to include a comparative analysis of the probable evolution in tourism demand behaviour of non-EEC countries.

Finally the aim of the study is to:

" - Identify the unsuitable products, the necessary modifications to existing products to respond to this evolution, and the new tourism products which need to be created.

- Define the framework and the modalities of specific aids".

1.2 Approach to the Work

Interview Surveys

The analysis of current demand was conducted both through desk research and interviews with selected tour operators, travel agents, and other experts and opinion leaders involved in the travel industry. The interviews were designed to fulfil two functions. The first was to substantiate statistical trends and patterns in travel and tourism, as identified by the national travel surveys and surveys carried out across Europe by the private sector. The second was to determine trends in the organised/partly organised travel market and the extent to which the travel trade and other sectors of the industry are meeting current demands. Discussions focused on existing and new products being developed to meet the demand according to a variety of criteria (e.g. age categories). A list of interviewees is shown in Annex B in Volume II.

Desk Research

This report draws on a wide range of different sources. Where possible, official statistics have been used as the primary source. Major sources have included WTO, OECD, EUROSTAT and major surveys of outbound travel from the major markets (e.g. USA, Germany, UK, Japan etc.). However these data sources have their short comings. They are frequently not comparable from destination to destination and market to market, since different methodologies are used for different data collection. For this reason, it was considered necessary to acquire data from a private sector source, the Luxembourg based European Travel Data Center (ETDC). Details of this European Travel Monitor are given in Appendix One in Volume II. The key aspect of this source is that it represents the only source of information on travel by Europeans which is comparable across the different European markets (e.g. UK, Germany, France etc).

Comparative Analysis

The combination of interview surveys, desk research and the acquisition of the data from the European Travel Monitor has enabled the Consultants to create a comparative analysis of the evolution in the tourism demand behaviour for the EEC and non-EEC countries. This has allowed the Consultants to review the impact upon the supply of tourism products, and to comment upon the suitability of products in the context of the evolution in demand, thus pinpointing modifications or new products that need to be developed in response to this evolution. Against this demand and supply background, the Consultants are able to put forward proposals for possible aid in bringing about required changes. The specific of the methodology for the analysis is given in Annex C of Volume II.

Reporting Format

The Consultants have presented the findings of this study in two volumes. The first volume is a short report which focuses upon the key findings, conclusions and recommendations arising from the extensive research undertaken in the course of the study. Volume II gives the details of this research. This manner of reporting protects some of the detailed commercially confidential information which has been presented in Volume II gives the details of this research. This manner of reporting protects some of the detailed commercially confidential information which has been presented in Volume II and is for the use of the client only. Volume I is available for widespread distribution if this is so desired.

2. EVOLUTION OF EUROPEAN TRAVEL DEMAND

2.1 World Overview

In the last four decades tourism has grown dramatically largely in response to

- the economic growth and prosperity that has occurred in the leading tourist markets since the Second World War;
- the development of air travel which has opened up travel opportunities that were not feasible in time or cost in the days of passenger liner travel by sea;
- the widespread ownership of motor cars which has made the populations in the leading tourist markets highly mobile, but perhaps more importantly, independently mobile.

Statistics on international travel indicate what an extraordinary phenomenon tourism has been. To some extent these statistics overstate the situation because often international travel is merely replacing domestic travel. However it has to be realised that prior to World War II International tourism was confined to a very small segment of the world population. It was largely limited to wealthy Americans, and the top cadre of the leading empire builders such as Britain and France. In the last four decades the emergence of international tourists amongst the mass of the population in the lading industrialised countries and indeed the newly industrialising countries (e.g. Singapore, Hong Kong) is a totally new happening.

International tourism arrivals have grown in the following manner:

WORLD TOURISM ARRIVAL		
Year	*Arrivals in Millions*	*Growth per Decade*
1950	25.3	+ 174 %
1960	69.3	+ 130 %
1970	159.7	+ 78 %
1980	284.8	+ 51 %
1990	429.3	+ 51 %
Forecast		
2000	637.0	+ 48 %

When it is emphasised that the above figures represent growth at a global level, then the magnitude of a 50% uplift in just one decade can be appreciated (see Appendix 5) (for forecasts, see Appendix 7).

2.2 European Overview

Growth in international tourism in Europe has been at a similar rate as in the world as a whole, and such growth has been for similar reasons as stated above. International tourism arrivals in Europe has been as below:

INTERNATIONAL TOURISM ARRIVALS IN EUROPE		
Year	*Arrivals in Millions*	*Growth per Decade*
1950	16.8	
1960	50.4	+ 200 %
1970	113.0	+ 124 %
1980	196.0	+ 73 %
1990	276.0	+ 41 %
Forecast		
2000	338.0	+ 22 %

(see Appendix 5)

Forecasts for the decade of the 1990s indicate an uplift of approximately one quarter of the present level. Growth in Europe is expected to be at a more modest level than the world picture.

France, Spain and Italy have been the major recipients of European tourists, mainly as Northern Europeans have sought the sun in the south of the continent on the Mediterranean.

2.3 Europeans travelling abroad

The European Travel Monitor (ETM) is the only source of information on Europeans travelling abroad that is comparable across the various markets (see Appendix One). In 1990 the ETM estimated that nearly 100 million Europeans took around 230 million trips abroad. Of these nearly 200 million were trips for leisure purposes. These trips were made both to Europe and outside Europe.

The ETM covers some 24 countries in Europe which the Consultants have divided into four categories: (see Table 2.1)

1) Northern Europe

These are basically countries from Scandinavia and the British Isles. They are countries in the north whose inhabitants mostly need to cross water to reach the Mediterranean. The exception is Denmark but this country is included in this group because of its Scandinavian connections.

Table 2.1

THE EUROPEAN COUNTRIES

NORTHERN EUROPE
Iceland
Finland
Sweden
Norway
Denmark
GB
Ireland
CENTRAL EUROPE
Netherlands
Belgium
Luxembourg
Germany
Switzerland
Austria
MEDITERRANEAN EUROPE
Portugal
Spain
France
Italy
Greece
EASTERN EUROPE
Poland
Czechoslovakia
Hungary
Romania
Bulgaria
Yugoslavia

Table 2.2

EUROPEAN TRAVEL ABROAD

	Source Market			
	Northern Europe	Central Europe	Medit. Europe	Eastern Europe
(15+ age group) Propensity to Travel % Domestic & Abroad	69.5	68.0	62.5	36.4
Propensity to Travel Abroad %	33.0	41.7	16.4	14.7
Travellers Abroad - Millions	22	39	22	13
Trips Abroad - Millions	53	113	38	33
Nights Abroad - Millions	472	1078	409	224
Trips by mode of transport - Millions - Car	14	61	11	16
- Plane	30	30	20	3
- Coach	7	23	6	10
- Train	3	12	3	6

Source: European Travel Monitor

(See Appendix One)

2) Central Europe

These are the more northerly of the countries on the continental European mainland. For inhabitants of these countries, crossing borders is exceptionally easy and can often be done using their own personal cars.

3) Mediterranean Europe

These are the countries whose inhabitants are able to access the Mediterranean within their own countries. Historically this has profoundly influenced their own travel patterns. The unusual country in this group is France, which on the one hand is in Central Europe when taking Paris into account but on the other hand is indisputably Mediterranean in its outlook on travel.

4) Eastern Europe

This group includes the six countries that were within what has been termed the Communist Block, and all of which are undergoing profound change from a command-led economy to a market orientated economy.

The Northern Europeans have a high propensity to travel but because of their distance from the Mediterranean and their need to make sea crossings their propensity to take trips abroad is lower than that of their neighbours in Central Europe (see Table 2.2). However, Northern Europe has emerged as a major market for air travel and for the involvement of the travel trade in people's travel plans, much more so than in the other three areas. This largely explains the tremendous development of the tour operating industry in both Britain and Scandinavia. In both these markets consumers have been able to enjoy a highly innovative and competitive supply of tour packages since the 1960s. Mostly these packages have been by air to Mediterranean destinations, but increasingly in the last decade the trend has been towards longer-haul travel.

Central Europeans have the highest propensity to travel abroad (42%) largely because of the ease with which they can cross frontiers in their own cars. Thus the totally independent travellers tend often to come from these markets. However Germany is such a large and wealthy market that it has an exceptionally powerful tour operating industry. The attitude in the German, and Central European tour operating industry tends to be different to that in the Northern European tour operating industry. Mainly this is because the large tour operators are wont to exercise their marketing strength, and consequently margins tend to be higher. On the one hand this can lead to better financial performance by companies but on the other hand the consumer enjoys less of a bargain.

The travel patterns of Mediterranean Europeans are greatly influenced by their traditions of travelling to the Mediterranean within their own countries for their summer holidays. To some extent this has changed in the last decade as the Mediterranean Europeans have started to visit Northern Europe and to travel long-haul. Some of the Mediterranean countries are relatively less wealthy and relatively more distant from the hub of Europe and consequently travel costs to other European destinations can be a burden. In the less mature European markets the cost of travel is an important deterrent to foreign holidays. This is especially true for markets located at great distances from the popular holiday destinations, like Greece and Portugal, or for which surface transport is not possible without crossing water, like Ireland. This adds significantly to the overall cost of a trip.

Eastern Europeans are just emerging from a completely different political and economic situation from the rest of Europe and consequently travel patterns are at a highly uncertain stage. Trips by Eastern Europeans tend to be short and tend to focus on less expensive means of travel, largely reflecting the poor economic situation of the markets.

2.4 Propensity to Holiday

The overall propensity of Europeans to take a holiday has tended to reach a plateau in the European countries (see Appendix 2 for an overview and Appendix 3 for the level of trip - taking). In any one year there is always a significant proportion of people who do not take a holiday for a variety of reasons - age, illness, lack of money, lack of time, other things to do, work, prefer to stay at home, etc. (see Appendix Six). The main reason is lack of money. Largely this accounts for the fact that the propensity to take a holiday tends to be lower in those countries which have a lower average income per head.
Although the overall propensity to holiday has tended tor each a plateau, there is an increasing propensity for people to take more than one holiday

per year. Usually the second holiday tends to be shorter in length than the first with the result that the average holiday length declines. A similar pattern occurs with the third and fourth holidays in a year. Factors which have encouraged holiday taking have been

- increasing prosperity
- growing holiday entitlements
- lower real transport costs
- changing tastes and expectations
- greater urbanisation

There has been a great interplay between these forces. For example, the propensity to take a holiday declines with age; but with increasing prosperity and more pensions, the propensity in the older age groups has risen dramatically in recent years. However, partly this represents a shift in tastes and expectations. The 60 year old of 20 years ago expected much less than the 60 year old of today, who, of course was only 40 years of age then.

PROSPERITY

In looking forward a decade, it appears reasonable to suggest that Europe could be somewhere between a fifth and a quarter better off than it is now, i.e. people will have 20-25% as much again to spend. But the relative impact on holiday expenditure is even greater because spending increasingly goes on non-essentials rather than essentials. However, the holiday industry should not underestimate the appeal of other leisure industries.

HOLIDAY ENTITLEMENTS

In general holiday entitlements are now regarded as relatively generous. Further gains in non-working time tend to be associated with flexible working hours and longer weekends/short breaks rather than with more weeks of holiday entitlement. The concept of long term sabbaticals does not seem to have found favour in Europe as it has in countries such as the USA and Australia.

REAL TRANSPORT COSTS

Transport costs continue to decline in real terms. Transport vehicles continue to become more efficient, and reduce the passenger mile costs. Despite the flurries int he fuel prices, it seems likely that real costs will continue to decline.

TASTES AND EXPECTATION

There has been a massive shift in expectations and tastes in Europe in the last fifteen years. It seems likely that a similar shift will occur in the next decade. Many of these shifts will be associated with changes in standards expected in holiday destinations. These can be briefly summarised as

- a shift in the need to better facilities and improved standards of accommodation - bathrooms, TV's, recreational facilities, quality fittings, better public facilities, etc.

- a shift in the need for cleanliness, as people become more disturbed by the threats of illness and disease;

- a shift away from activities that will be perceived as potentially unhealthy, i.e. casual sex, excessive drinking, excessive eating, etc.;

- a shift away from destinations that are perceived as being high in crime and disorder;

- a shift away from environmentally unattractive areas, e.g. those with pollution, with excessive traffic, overcrowding, etc.

Table 2.3 - EEC HOLIDAYS ABROAD

Question : Where did you go ?

- On holiday in your country
- In another country in the European Community
- Somewhere else in Europe (Switzerland, Austria, Scandinavia, Russia etc...)
- Outside Europe

	Total abroad	WHERE ABROAD			
		Another E.C. country	Somewhere else Europe	Outside Europe	TOTAL
BELGIQUE	56	47	6	3	(1)
DANMARK	44	25	20	3	(1)
DEUTSCHLAND	60	34	24	3	(1)
ELLAS	7	4	3	2	(1)
ESPANA	8	7	1	1	(1)
FRANCE	16	11	2	4	(1)
IRELAND	51	38	8	5	(1)
ITALIA	13	8	5	1	(1)
LUXEMBOURG	94	69	18	9	(1)
NEDERLAND	64	46	17	3	(1)
PORTUGAL	8	7	1	1	(1)
UNITED KINGDOM	35	21	10	5	(1)
CE 12	32	20	10	3	(1)

(1) Total way exceed proportion shown in the first column because some respondents have visited E.C. countries.

Source: European Travel Commission

URBANISATION

The propensity to take holidays is much higher in urban areas than in rural areas, and generally the larger the conurbation the higher the propensity. However, Northern and Central Europe is already highly urbanised, and most of the further shift to urbanised areas will come in Mediterranean Europe. Urbanisation is of great importance because when a destination sells to a particular country, it in fact sells to a particular conurbation, plus its catchment area within that country, rather than to the country itself.

2.5 Shift to Foreign Holiday

Because of geographical location, it is much easier to the residents of some European countries to travel abroad on holiday than for others, and in addition it can be much cheaper for some to reach and cross a frontier. consequently a holiday abroad is far from a homogeneous quantitative unit.

Bearing in mind this caveat there has been a general shift towards foreign holidays. Reductions in the real costs of transport, improved communications and infrastructure, and changing tastes and expectations have all played a part in encouraging this shift from domestic holidays to foreign holidays. As a result of this shift, occasionally the domestic tourist industry in parts of Europe has suffered economically, notably the traditional seaside resorts in Northern and Central Europe.

In 1985, nearly one third of EEC adult holiday makers went abroad (see Table 2.3). These figures do not include the non-EEC countries, notably Sweden and Switzerland.

A comparable figure for 1990 from the European Travel Monitor indicates foreign leisure trips of around 140 million in 1990. Assuming leisure trips are broadly similar to holiday trips, then there has been a substantial growth in foreign holiday trips in the late 1980s, even though the overall propensities to travel have not risen appreciably.

2.6 Transport and Accommodation

Transport

There has been a general shift towards the plane and away fro the train and the motor car as the means of transport for the main holiday. In 1985, of EEC adult holiday-makers, some 13% used the plane. In 1990, the European Travel Monitor estimated that 35% of European trips (leisure and business, by travellers 15+) involved plane travel.

Accommodation

There has been a general shift away from serviced accommodation into self-catering accommodation. The latter is cheaper and more flexible and tends to be used by holiday-makers as they become more confident about their destination.

Some markets tend to have a strong tradition of using hotels, e.g. UK and Germany, whilst others have a strong tradition in camping and caravaning, e.g. Netherlands and France.

The use of air travel by European holiday-makers tends to be strongly linked with the use of hotels. In part this reflects the strength of the tour operating industry.

2.7 Key Trends

European travel abroad continues to grow dynamically (despite economic recession). There are a number of trends which are shaping the tourism industry and which are having, and will have, a strong impact on the supply side in Europe. Foremost amongst these are:

1) Second holidays and short breaks of one-three nights are increasing at a much faster rate than main holiday trips.

This trend has far-reaching ramifications for transport and of marketing in tourism. Partly this trend has been brought about by the tourism industry itself, which has set up many exciting and innovative packages to fill off-peak capacity and to compensate for unexpected down-turns. This last aspect has become a feature of the tourism industry in recent years as political and economic volatility becomes endemic. The Gulf War, economic recession, wild currency fluctuations, which of course dramatically affects the perceived prices of different products to different markets, all put responsive marketing management action at a premium. However the key point is that more trips puts greater burdens upon the European tourist transport industry.

2) Long-haul travel continues to gain at the expense of holidays to short & medium-haul destinations.

To some extent there is a problem with definitions here. Short-haul was broadly seen as Europe or the Mediterranean. Long-haul was broadly seen as beyond Europe. Medium haul could perhaps be described as destinations such as Egypt or Jordan. However increasingly destinations such as East Africa and America tend to offer themselves as medium-haul. However the implications of the trend to long-haul (and medium-haul) could not be more serious for the European tourist industry. It takes important business away from Europe and it widens the horizons of European travellers, to some extent changing their tastes. It greatly adds to the competitive forces facing the European tourist industry. It is some what analogous to the initial entry of Japanese electronics goods into the European markets back in the 1960s.

3) Whilst car-based travel still dominates the European outbound leisure travel market, it continues to lose ground, mainly in favour of air travel.

The rise of air travel has been one of the features of the last two decades, much of that being associated with wide-bodied jets. This trend has opened up the Mediterranean coast and islands, often some distance from major population concentrations. The trend has also taken Europeans further afield but equally it has brought Non-Europeans to visit Europe. Of course increased air travel throws more and more burdens upon air traffic control and upon a limited number of airports. Extraordinarily, there are often occasions when airlines are able to exercise their marketing strength through the slot which they occupy at a crowded airport rather than through any excellence in their actual service.

4) Growth to non-sun short & medium-haul destinations has begun to out-pace that to the traditional Mediterranean "sun, sand and sea" resorts.

Again this is an exceptionally serious trend for the those Mediterranean resorts developed since the 1960s. Primarily this affects Spain, Portugal Greece where charter inclusive tours opened up new coastlines often far from population centres. This had two impacts

- firstly, the resorts were a long way from their markets
- secondly, the resorts were highly dependent upon tourism

This leaves an exceptional dependence upon tourism linked with an exceptional distance from market sources even for other types of tourism.

5) Summer holiday travel has been growing more slowly than winter travel in the 1980s.

The significance of this trend is that the traditional summer holiday in a Mediterranean destination has reached the mature phase of its growth, indeed may even be into a declining product phase. This means that new investment, new product packaging and redevelopment is going to be needed in the near future.

6) Growth in Mediterranean European Outbound Travel

Whilst the level of trip taking is much lower in Southern Europe because the Mediterranean countries are popular holiday destinations in their own right, offering plenty of sunshine and opportunities for beach holidays - which are still the favourite choice of holidays for the majority of Europeans traditions are changing as witnessed by the growth from a number of the Southern European markets. In part this reflects

- economic growth
- a shift in fashion and tastes as Southern Europeans come to see Northern and Central Europe, and
- the general growth in long-haul travel which tends to be focused on the up-market segments and where potential exists primarily in the big cities. This has important implications for marketing.

To some extent the growth in outbound travel is a misfortune for their own tourism industries.

7) There has been a lowering in the average length of stay especially with the development of second and shorter-break holidays.

8) Demand for activity holidays has been growing, as has sporting and health consciousness.

9) Quality is becoming a higher priority - even if it means spending more for a holiday.

10) Rail travels expected to register much higher growth as a result of the expansion of high-speed networks and the opening of the Channel Tunnel.

11) Shifts in tastes, attitudes and purchasing power has led to a whole range of emerging distinctive market segments. These include:
- 55K+ Age Group
- Eco-tourism as a response to environmental issues
- Special Interest Segments

- A variety of Psychographic segments

These market segments have come to expect particular attributes to their products. The proliferation in market segments has a profound impact upon supply.

12) Changing demographics will also have an impact on travel demand. In the 1980s, there were fewer marriages and couples had fewer children. In larger cities now, single person households account for as much as 50% of all households. More wives are working now, too, so that younger couples can afford to travel more than they used to. The rising level of education is also of significance. Around 60% of school-leavers have completed their college entrance examinations and the number of students attending institutes of higher education has tripled since the 1970s.

    But perhaps the greatest changes in the market are not so much demographic as psychological in nature. Personal values, such as having relaxation and self-fulfilment, are becoming more important according to the travel trade. These and other trends identified by the experts were discussed in Chapter 4.

    With increasing leisure time - a shorter working week, more part-time employment and more flexible working hours - the average European consumer of tomorrow and therefore, the average European holiday-maker, will have very little in common with his counter part of 20 or even ten years ago.

(For qualitative assessment of trends, see Appendix Four).

3. EUROPE AS A TOURIST DESTINATION

3.1 Overview

Europe as a destination for tourists from outside of Europe continues to grow year by year. In 1989 the total number of visitors to Europe from outside the region was 11.5 million spending in Europe nearly $ 16 billion. It is a big business for Europe made more significant because of its concentration in a number of locations and sectors of the industry. These locations and sectors are introduced below.

Firstly, inbound travel to Europe is nearly all long-distance and it is nearly all undertaken by air travel. This means that it tends to be focused upon a number of leading cities in Europe which also have major international airports e.g. London, Paris, Frankfurt, Rome etc. Whilst air travel is the only practicable method of travel for long-haul destinations, it does mean that this business is highly competitive, because it is as easy for a Los Angeles tourist to fly across the Pacific to Asia/Oceania as it is for him to fly across the Atlantic to Europe. Consequently it is potentially open to widespread penetration by competitors. Also, despite the efforts of airport operators, airport congestion is becoming a significant detractor from the enjoyment of the travel experience. In addition, the concentration upon relatively few entry points means that city congestion (in hotels, in restaurants, in shops, in attractions) for tourists is also becoming a detractor, particularly when this is allied with substantial price rises as smart operators see an imbalance between supply and demand.

Secondly, this inbound tourist business is highly linked to the use of hotel accommodation, even though there are significant segments visiting and staying with friends and relatives (VFR segment). Because of the concentration in relatively few locations and in hotels, when linked with the difficulties in developing new hotels in crowded and high property-cost locations, this has meant that accommodation costs have tended to rise relative to the other components of the travel package. By general contrast, air transport costs have reduced in real terms, shopping items have reduced in relative & real terms as have entertainment costs.

Thirdly, the inbound business is not highly seasonal which makes it exceptionally attractive to the suppliers of tourism services (i.e. airlines, hotels etc.).

3.2 Source Markets

Inbound tourism to Europe is intimately linked with the main source market of the USA. Two thirds of inbound tourists come from the USA (7.5 million in 1990) and 75% of spending. US visitors are spending $ 1750 per person per trip. Canada, Japan, Latin America, Australia and the Middle East represent other major source markets.

North America and Australia are markets with long family ties to Europe, notably the UK. As a result some of the travel involves visiting friends and relatives. But most significant for these markets are the heritage aspects of Europe.

The Japanese are visiting Europe also to see the heritage but equally to see Europe which is perceived as the leader unsophisticated entertainment and shopping.

Perhaps most importantly, none of the source markets is visiting Europe for a sea & sun experience.

3.3 Competitors

Europe has been able to take advantage of its comparative lead in heritage and make a substantial penetration in these various source markets.

However it has to be recognised that there is potentially formidable competition arising in at least two areas of the worked, namely The Far East (particularly in China, Japan and South East Asia) and North America.

North America has emerged as a market leader in Mega-attractions e.g. Disney-World. The market for visiting these attractions is indeed a world-wide market. Of course, the USA has been able to build upon its highly advanced domestic market and its very high quality tourism and leisure facilities. Added to this it has many of the world's leading airlines all of which are anxious to increase passenger numbers and revenues. Competition is driving the industry in North America where there is substantial over-capacity in the hotel industry. One answer to these problems of under-occupancy is to attract the overseas markets, notably Europe and Japan. The USA is also perfectly able to embark upon this and it has highly capable and sophisticated marketing expertise and all the latest technology. The emergence of North America, particularly the USA, as a major international tourist destination actively seeking overseas tourists, is going to be one of the dominant features of international tourism through the 1990s.

This will have a significant impact upon the European market which is thinking of taking a long-haul holiday. It will also have a significant impact upon other major source markets for Europe as a destination (e.g. Japan).

Interestingly, the USA is truing to identify itself as a medium-haul product in the European market in order to induce a product differentiation between itself and destinations which could genuinely be described as long-haul (e.g. Australia).

The second big competitor for Europe will be the emerging Far Eastern destinations. Unlike America, which is not really a heritage destination despite the excellence of the presentation of the heritage which it has, the Far East is a notable heritage destination with many cultural and ancestral themes which have been important to shaping the present worked. Again, unlike America, the Far East is highly densely populated and lacks easily developable land sites but it does have a large amount of inexpensive labour which allows it to offer quality personal services at a modest price. Personal services are particularly important in the tourism, leisure and hotel businesses. The Far East is likely to become highly competitive to Europe. In addition, in the Far East there is a willingness to invest in the massive attractions and facilities that are needed for international tourism. Notable examples are investments such as Changi Airport in Singapore, the magnificent hotels developed in places such as Tokyo. Again the 1990s will not only see North America emerge as a "big player" in the tourist markets but also it will see several countries in the Far East offering tremendous value and quality products.

The competitive environment for the European tourist industry is going to be much fiercer in the next two decades than it has been in the past two decades for these two reasons

- America is going to be a much more active player in the European market and other source markets than in the past largely driven by its own high level of capacity;
- the Far East is going to emerge as a formidable competitor with a powerful heritage combined with a very good quality and value product notably in realms such as hotels, shopping and general leisure services. Tourism will be driven by the need for economic development in several Far Eastern countries.

3.4 Key Trends

Larger and larger numbers are visiting Europe, in accord with overall trends in world tourism. Key trends in the in bound market to Europe are:

1) The shift in source markets. There will be a clear shift towards a greater number from the non-traditional market for Europe. The USA, Whilst still important, perhaps even dominant, will concede share more and more to others such as Japan, Korea, etc.

2) Whilst Americans can be encouraged to travel around Europe and to leave the key centres of attraction, the new emerging source markets will tend to travel in larger numbers together, to want a high level of activity, to want to shop at previously un paralleled levels. The need for more organisation and management at key centres of attraction will be at a premium.

3) Competition in these source markets will be fierce. The demands of the markets will be for the high quality standards - accommodation, catering, entertainment and shopping. These markets are able to select other destinations easily.

In this context Europe will have to worry about a number of potential product problem areas, as follows:

- Airport Congestion
- The impossibility of flying inexpensively around Europe concentration on a number of locations
- High prices which are tending to arise because of the concentration on a number of locations
- Difficulties in developing hotels in some city centres
- Management of heritage locations in some congested ares

Maintaining quality will be essential.

4. MARKET TRENDS & PRODUCT IMPLICATION

4.1 General

There are at least eight major trends in the market place which are going to dramatically affect the European tourism industry at a community-wide level. These are trends to which it is going to be essential for the industry and the authorities to respond unless they are prepared to lose the opportunities which a thriving tourist industry can bring.

Tourism is an activity with substantial and pervasive economic and social consequences and for this reason it cannot just be ignored.

The eight major trends are as follows:

1) growth is expected to come through more frequent trips rather than through longer lengths of stay. The consequence is that a much greater emphasis comes to be placed upon TRANSPORT and the handling of tourists at terminals than in the past;

2) more and more emphasis is going to be put upon air terminals as the shift continues to larger aircraft, and similar trends towards congestion will occur at specific tourist points. The consequence is that more than ever there is going to have to be an understanding of how to MANAGE TOURIST FLOWS, perhaps even by using pricing incentives more skilfully than in the past;

3) COMPETITION from USA and from the Far East as tourist destinations not only for Europeans but for tourists from source markets all over the world is going to intensify at a dramatic rate. The need for excellence in the European product will be as never before;

4) as more Europeans go long-haul in larger numbers and as inbound tourists come in greater numbers so the balance between European tourists and NON-EUROPEANS in many areas will start to shift. The consequence is that the industry has to gear its efforts more and more

towards visitors from countries much less familiar with European ways than say the Americans;

5) there is a substantial trend towards bigger and bigger attractions that are now described as MEGA-ATTRACTIONS, e.g. Euro-Desney. These attractions are being set up with a potential customer profile from tourist markets all around the world, from Sydney, to Tokyo, to Los Angeles, to London, to Bahrain etc. Clearly, such attractions have profound implications fro the planning authorities;

6) there are several EMERGING MARKET SEGMENTS which are already deeply affecting the European tourist industry. The most obvious example is the retired or semi-retired market, often called the over 55s. Other emerging segments are the various behavioural segments, often called psychographic segmentation. Much of this segmentation is associated with the tremendous shifts in tastes, attitudes and acceptable behavioural norms, much of which has been fuelled by the great changes in communications e.g. television.

7) there is occurring a significant shift in attitude towards excessive SUN-TANNING. This will greatly affect the Mediterranean tourism product which will have to organise facilities to allow customers to undertake other activities in their extra hours no longer in the sun;

8) and finally, despite the threats of competition, it looks likely that the European industry will continue to grow at a substantial rate through the next decade and this growth will bring about a substantial need for NEW DEVELOPMENT AND REDEVELOPMENT. Again this will have profound implications for the planning authorities.

Each of these trends and their implications for product development are explored further in the following sub-sections. Each of the trends has been elaborated as critical problem areas and the associated development needs to alleviate the problem in Table 4.1. A product strategy is described in Appendix 8.

4.2 Transport

An integrated High Speed Road network is clearly a priority.

The extensive rail network is an unusual feature of Europe unmatched in the extent of its network by any where else except perhaps for Japan, and even then many of the early Japanese railway development was by Europeans. This apparent comparative advantage has been little developed for tourism purposes. With the notable exception of products such as the Orient Express, the Scotsman and the many steam enthusiasts lines, the main railway authorities have shown a minimal interest in tourism. Many other authorities have been much more interested even if the benefits are more in good publicity rather than vast revenues from tourists (e.g. Blue Train, Johannesburg-Cape Town).

On the air travel side, alleviation of airport congestion and air traffic control are obvious priorities. From a strategic viewpoint it appears essential.

a) to try to develop regional airports and regional air services in Europe.

b) to try to open up Mediterranean Europe as an access point for international tourist visitors by air.

4.3 Management

Management of tourism in Europe is going to have to maintain its high standards in the face of the great competition coming in the 1990s. Key challenges will concern

- managing tourist flows at key attractions
- managing tourist flows at terminals
- heritage and conservation management
- maintaining standards and product excellence

Management training will remain a key priority.

4.4 Development

Development is a key need for Europe. Development will have to embrace

- Mega-attractions and Theme Parks
- Shopping Centres
- Activity and Sports Centres
- Facilities for emerging market segments, e.g. 55+, eco-tourism, special interests, activity groups, etc.

Some of the larger attractions will have to be developed with a world market in view. Often development is difficult in Europe because of high land prices, strong planning controls, and problems of integration between countries and between different modes of transport or other services.

4.5 The Mediterranean Coast

The combination of trends of

- more long haul travel by Europeans
- more foreign travel by Mediterranean Europeans
- the shift in attitude towards sun-tanning

suggest that the traditional *"sea, sun and sand"* holiday on the Mediterranean has reached a mature phase in its product lifecycle. Whilst for many Mediterranean destinations this will not present any problems because they will be able to redevelop and diversify without difficulty, some resorts, particularly those a long way from source markets, are likely to run into some difficulties. To some extent, there is an analogy with the difficulties that affected traditional Northern European resorts when there was a shift to Mediterranean sun destinations. But in some ways this will be more difficult for some Mediterranean resorts where dependence on tourism is very high.

TABLE 4.1
CRITICAL PROBLEM AREAS AND STRATEGIC NEEDS TO HANDLE EVOLVING DEMAND

CRITICAL PROBLEM AREAS	STRATEGIC NEEDS IN PRODUCT DEVELOPMENT
1) TRANSPORT	
Airport Congestion	Development of regional airports in Europe and regional air services
Air Traffic Control	Development of integrated air traffic control systems to eliminate continual delays
Air Services & air fares	Development of round Europe air tickets at competitive prices
Air Entry Points	Development of Southern European air entry airports for long-haul travel into Europe
High speed rail	Widespread development of intra-European services
2) MANAGING TOURIST FLOWS	
Tourist Attractions	Heritage Conservation & Management
3) COMPETITION	
Competition from USA FAR EAST	Development of excellence in products
4) SHIFT IN MARKET MIX	
Increase in Non-Europeans in European resorts	Need for services to cater for less European orientated visitors Signs, guides
5) MEGA-ATTRACTIONS	
Theme Parks Shopping Centres Sports facilities	Development of such attractions often with a world-wide market in mind
6) EMERGING MARKET SEGMENTS	
55+ Activity & Sports Centres Health Consciousness Eco-Tourism	Development of suitable facilities
7) SUN PROBLEMS	
Maturing/Declining Products in parts of Mediterranean	Need to establish new airport entry points in Southern Europe for long-haul source markets Need for new facilities in most resort areas
8) DEVELOPMENT	
Land costs Planning delays	Need to handle this with proper forward planning

4.6 Innovative Products

Contrary to popular opinion, there has been a wide range of new products and programmes introduced on the market over that last few years in Europe. These have both helped to stimulate travel and tourism to less developed regions and to encourage a better off-season utilisation of facilities.

However, most of these new products have been targeted at people who already travel at least once a year away from home for holidays or other leisure purposes. Few have addressed the issue of people not travelling at all.

The result has been an increase in number of trips per person travelling and notably, an increase in trips abroad. But the share of Europe's population that does not travel has changed very little.

Examples of some of the innovative products are listed in Table 4.2. The tourism industry is one of the most innovative and imaginative in the world. The leading tourism industry firms are continually introducing innovative products.

A critical problem for Europe is that, unlike the USA, it is not yet impracticality a single market. In the USA it is easy for a business to think in terms of an American market and indeed a global market. Leading Japanese firms (not in tourism) have thought in terms of a global market place since the 1960s. For European firms there are still many difficulties in putting together tourism products that can be marketed throughout the European Community. The impact of this is more seriously felt in the development of mega-attractions, which have to consider a wide geographic profile of customers.

The big push towards greater and greater segmentation along behavioural and psychographic lines as compared with straightforward economic and social groupings, is going to lead to more and more specialised products. However, such products have to be developed within the private sector. For example, it is only the imaginative private entrepreneur that can conceive of a country mansion where special weekend packages enable visitors to play out a murder theme by Agatha Christie, or whatever. Not only has the product to be designed, but then it has to be marketed into those specialist segments who want that type of tourist experience.

4.7 Potential Product Developments

Some of the main products which can be developed to further enhance the departure of European citizens both in the main tourism season and off-season are described below:

Accommodation

The trends in the future seem to indicate that there will be a need to

- more one star hotels
- less average products
- more five star hotels

There is a very strong trend towards minimum standard hotels covering the whole of Europe. These hotels of which an example already exists as the ACCOR/IBIS/MERCURE chain would have minimum standards but have one bed of good quality (queen or double size), excellent hygienic conditions, and a shower with hot and col water; but no phone or television. In a word, high productivity and low service products. It can be envisaged a need of 1000 new Euro-lodges.

At the extreme opposite, following the trend of polarization in consumption, there is a need for new top class five star hotels with a large number of facilities inside and outside the main premise.

In between the one star and five star hotels, there should be accommodation facilities to cater to more and more individual groups with a specialization or destination, e.g. forest hotels, fishery hotels, motorcycling hotels, biking hotels.

In summary, there should be more hotels for more target groups (sailor, fishermen, etc.) as every consumer has more segments to fulfil in one year. The European hotels which had five main segments at the beginning of this century and have may be one hundred segments today, will arrive to one thousand segments int he future. The number of segments are consequently ever fanning out.

These trends will in the long run possibly reduce the present three star and middle class hotels. Family hotels will possibly decline in the cities and individual hotels risk decline unless they enter into a chain and reservation system. All hotels will need a special appear and it is likely that we will assist in the creation of e.g. the European Forest hotel chain, the European Romantic hotel chain, the European Fisherman hotel chain. As said family hotels follow the trend in transportation and will be on a network. As for health resort hotels the trend will go from the medical (tecnopractic) accommodation facilities to health holidays with a fun and recreational scope.

Resorts

A further trend is toward fun parks with good entertainment during the day. This will also change the professional role of tour guides who will no more be the classic guide of the past, reading Bedeker, but who will be a modern fairyteller, not only giving facts but also making the visit to monuments and historical sites an event.

Resorts in the future will be developed like a film. That is, an event which co-involves those who are part of the tour with the surrounding site.

The resorts will also create a hotel atmosphere and what is much more important will be to create not only good superstructures but also and mainly a good leisure time organisation.
A further trend will be towards artificial resorts, i.e. resorts which are independent from the type of nature and environment surrounding it. In the past of course tourism was dependent on the nature and type of physical

surrounding. In the future we may well go towards an artificial leisure world with tropical atmospheres, vegetation, climate and exotic plants.

Already some examples of this exist such as the Tropical Pyramid in Vienna, a glass pyramid higher than 40 metres which has a tropical climate constantly 25c°, with exotic plants, a 3000 square metre swimming pool and a variety of sports activities as in open air.

So with this new artificial leisure world the competition of traditional resorts will be tougher and tougher mainly where sea pollution and excessive pressure will drive tourists away.

4.8 Conclusions on Products

The research has thrown up a whole series of potential product problem areas, which have been categorised in Table 4.1. Much of the product development in Europe has to be linked to improvements in transport, notably airports, air traffic control and high speed rail networks. In essence there needs to be European networks rather than individual country networks. In bound tourists from outside Europe need easy communications. Many existing developments are helping to bring this about (e.g. Channel Tunnel).

Several of the product developments have to be geared to maintaining quality, indeed ensuring excellence in the products. Here, both private sector and public sector are involved. It is clear that in Europe there are a number of comparative disadvantages which will have to be overcome.

These disadvantages concern:

- difficulties in putting together Mega-attractions
- high land prices and land shortages
- high labour costs
- severe congestion

Whilst the private sector can do its best to overcome some of these disadvantages, it is incumbent up one the public sector to play its part in preparing infrastructure and in implementing appropriate planning controls.

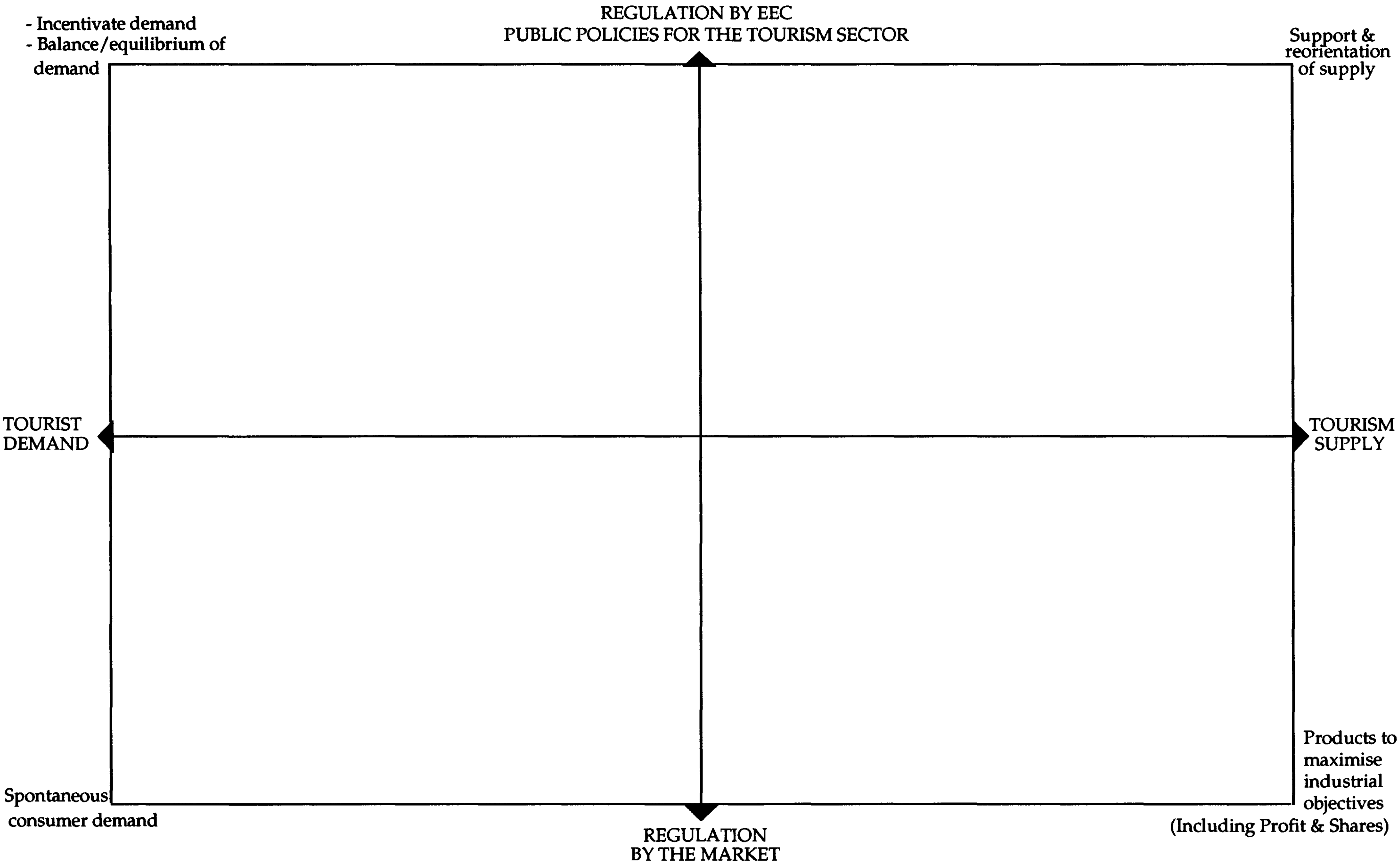
Emerging market segments, identified by the private sector, will continue to shape product development and the packaging of the products. These more specialised market segments need to be reached in a greater and greater variety of geographic locations. In the USA, it is much easier for a hotel in Las Vegas to market a weekend package for a leading entertainer/performer to Seattle, new York and Miami, and find customers in these niches, than a comparable operation in Europe. Differences in language and culture in Europe make it all a much more subtle procedure.

In one area of Europe, namely that part of the Mediterranean which was opened up with air charter inclusive tourist in the 1960s, there is likely to be a problem of product maturity, which will require redevelopment of old facilities, and new development of additional facilities. Current market trends will make it difficult for some of the resorts to cope with securing capital to achieve a transition to new roles. It is here that there seems to be a case for public sector involvement at a community level.

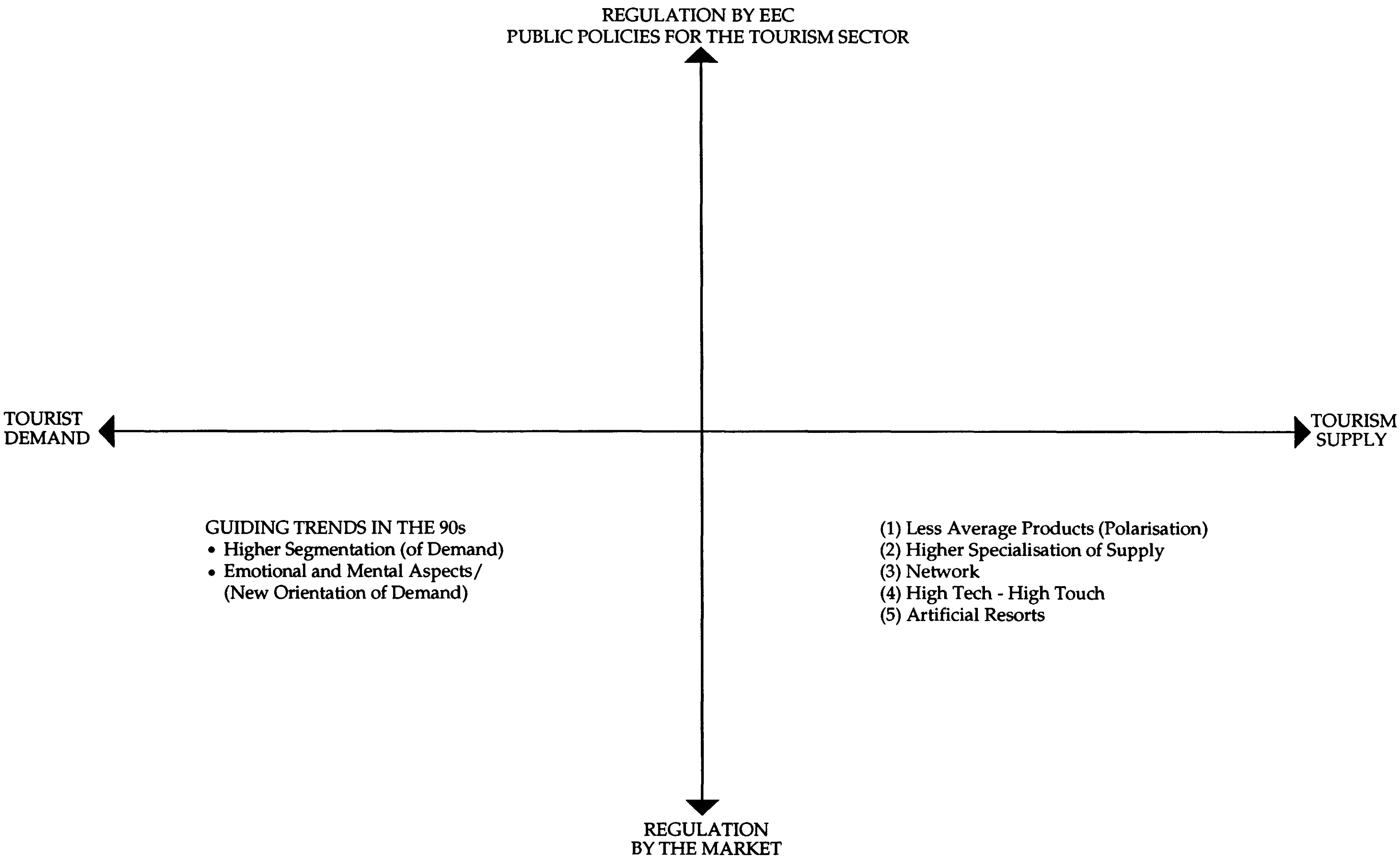
Table 4.2 - EXAMPLES OF INNOVATIVE TOURISM PRODUCTS

Packages Special Interest Packages (rural, health, cultural, eco-tourism, sports, urban and heritage tourism) Retired Packages Youth Educational Packages (language) Special Theme Weekend Packages Low Income and Disabled Travellers Packages Social Tourism
Sales Brochure - shifting to Video-text Systems
Resorts All Weather Centres All Season - Mountain Resorts Rural Tourism
Facilities Outdoor Sports Facilities
Transport Special Tickets New High Quality Coaches TGV Trains
Tourist Attractions Living Heritage and Visitor Interpretation Heritage Conservation Animation - Living Museums Mega-attractions (Euro Disney) Speciality Shopping Centres Theme Parks Craft/Ethnic Product Displays Mini Countries
Events Themes and Anniversaries Cultural Presentation Sporting Events

OUTLINE OF MEGATRENDS OF TOURISM IN EUROPE: TOWARDS A NEW EQUILIBRIUM?



OUTLINE OF MEGATRENDS OF TOURISM IN EUROPE: TOWARDS A NEW EQUILIBRIUM?



OUTLINE OF MEGATRENDS OF TOURISM IN EUROPE: TOWARDS A NEW EQUILIBRIUM?

REGULATION BY EEC
PUBLIC POLICIES FOR THE TOURISM SECTOR

Social and Cultural Perspectives
- Incentives (monetary, fiscal, etc.) to individuals & organisations
- Information and reorientation policy
- Policies of incentivation of holiday consumer's representative bodies
- Promotional body to work closely with EEC as umbrella organisation for both the private and public sector

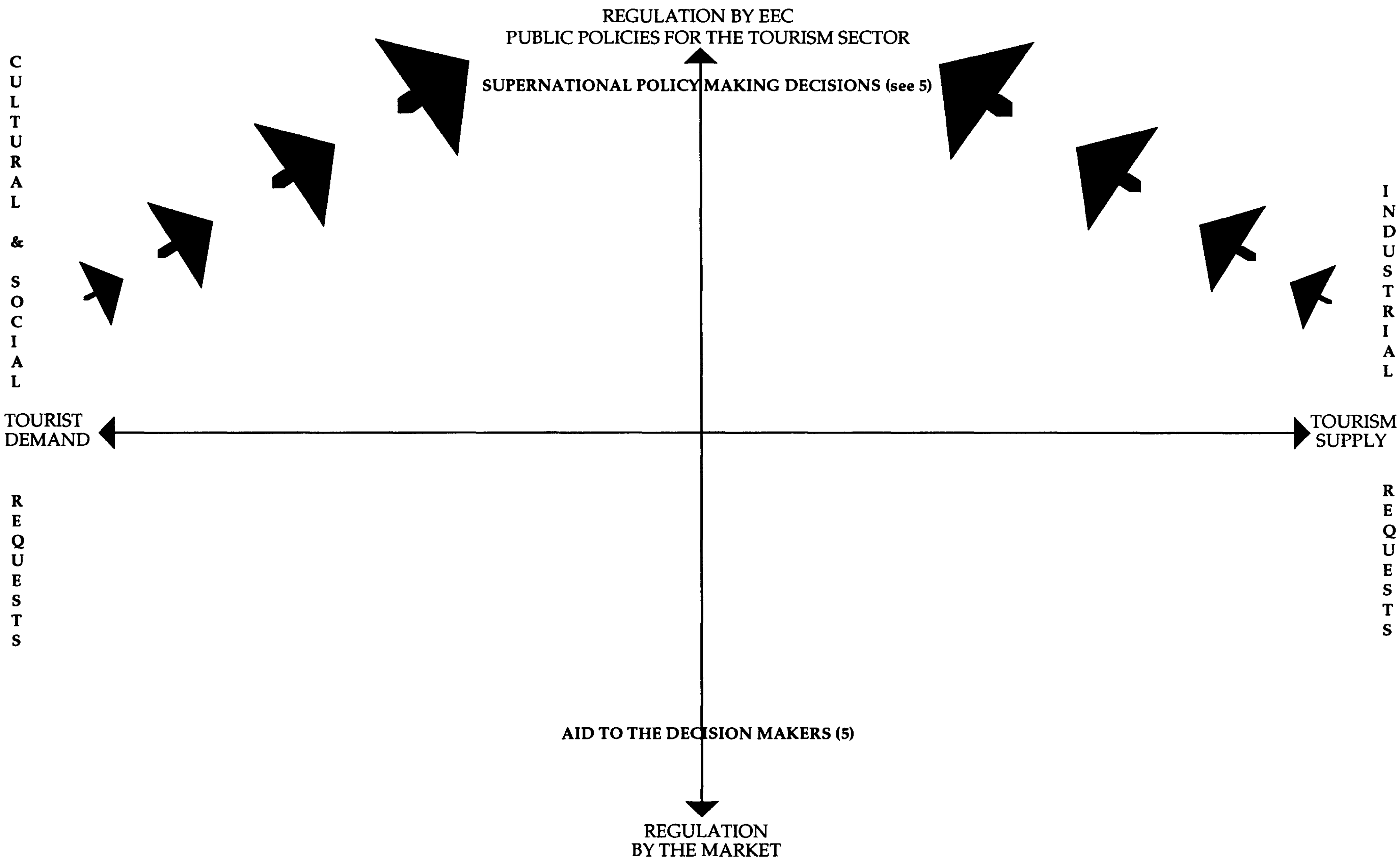
Environmental & Industrial Democracy Perspectives
- Incentives/disincentives for tourism industry
- Policies to incentivate for products strictly adapted to the new social and cultural demand
- Anti-trust policies
- Policies of information and reorientation

TOURIST DEMAND

TOURISM SUPPLY

REGULATION BY THE MARKET

OUTLINE OF MEGATRENDS OF TOURISM IN EUROPE: TOWARDS A NEW EQUILIBRIUM?



5. POSSIBLE FRAMEWORK FOR ASSISTANCE

5.1 Introduction

In the previous sections a number of critical problem areas have been highlighted which need to be tackled in a cooperative manner by the different countries within the European Community. Tourism is a particularly international business. Somewhere such as Europe, where borders are easily driven over and even more easily flown over in a matter of 2-3 hours at the most, now has to think in terms of cooperative international solutions rather then national solutions in an industry such as tourism. For this reason the Consultants have focused their recommendations regarding potential assistance upon problems which need to be solved at a community-wide level rather than at a national level. In this way the recommendations fall into line with the concept of subsidiarity whereby community authorities embark upon only those activities which cannot best be carried out by national authorities but are rather best carried out by community authorities.

Before embarking upon the recommendations with respect to potential assistance, the Consultants set out the key findings from the research with the travel trade. The actual recommendations have been drawn up based upon the research carried out with the European travel trade but also they are based upon the Consultants' long experience with international tourism all around the world (at least 70 countries). To draw upon this long experience has beer necessary because the travel trade often refrain from highlighting problems which they perceive as potentially demanding to future business.

5.2 Findings of the Travel Research

The findings of the study research with respect to aid to the tourism industry are summarised in Appendix Nine. Essentially these observations reflect the views of the travel trade.
Key points are that any aid should be focused upon

- promotion of the European Community outside of the Community
- assistance to the less developed and poorer regions of the Community
- encouraging quality standards in the tourism industry in the Community
- supporting the staggering of school holidays in the Community
- bringing about Community-wide schemes to improve tourism, such as the Euro-rail pass, Eurocheques
- developing technology especially in the area of computer reservation systems
- assistance to disadvantaged groups and developing social tourism

TABLE 5.1 - STRATEGIC NEEDS AND POTENTIAL INTERVENTION

STRATEGIC NEEDS IN PRODUCT DEVELOPMENT	SCOPE FOR POTENTIAL INTERVENTION
Regional Airports and Services	There is a need for intervention because of the resistance of airlines and existing main entry/hub airport operators
Air Traffic Control	This is a highly specialised area already coordinated at a European level
Development of entry points in Southern Europe	There is a need for intervention because of the resistance of airlines and existing main entry/hub airport operators
High Speed Rail	This is a highly specialised area already coordinated at a European level
Heritage, Conservation & Management of Traffic Flows	The encouragement of a Europe-wide approach is needed
Development of excellence in tourism products	Standards
Services to cater for Non-Europeans	Encouragement
Development of Mega-Attractions	Encouragement perhaps with sites and planning
Development of facilities for segments	Encouragement perhaps with sites and planning
Maturing/Declining Products	Large need for intervention in Southern Europe
Development	Encouragement perhaps with sites and planning

ADDITIONAL NEEDS	
Planning	More studies of specific issues
Research	Research into specific issues
Statistics	Need Annual Report setting out key Statistics
Promotion	Further encouragement depending on role of European Travel Commission - Special Events - Cultural Events - Themes

Assistance would need to take into account the extensive aid already available from national sources which includes

- capital grants
- soft loans
- interest rate holidays
- exemptions on duties
- tax holidays
- fiscal concessions
- rental concessions

Various national schemes are described in Appendix Nine.

5.3 Strategic Needs and Potential Intervention Fields

The key strategic need and the broad need for intervention is summarised in Table 5.1. The broad aims of intervention can be described as:

- easing congestion problems that would detract from the product

- encouraging development and trying to overcome the problem that are often a hindrance to development in Europe, namely high land prices, complex planning controls and vested commercial interests

- assisting resort areas that are in a mature and potentially declining phase of their product lifecycle

It is difficult to know whether or not some of these problem areas are better handled at a national level or at a community-wide level.

At present, insufficient information is available to make this kind of judgement.

The best approach appears to be to make highly specific studies of the particular issues in order to see where such intervention is necessary and feasible by the Community, and what type of intervention is most likely to be effective.

The specific issues which appear most suited to community intervention are as follows:

1) a study of the air transport and airport situation looking at the needs and potential for
   - more major intercontinental air entry points in Southern Europe, particularly on the Mediterranean near major resort areas
   - the expansion and development of regional airports and regional air services in Europe

   It has to be recognised that air transport in Europe is highly constrained, and whilst liberation has been pushed by the Community for many years, air transport development will remain a highly complex issue for many years.

2) a study of Mediterranean tourism, particularly in areas that were opened up by charter inclusive tours in the 1960s and 1970s. It is some of these areas which are likely to be seen as maturing products, thus requiring significant redevelopment. The way forward is to identify those resorts where a substantial physical planning exercise would be suitable. Thus a two-stage approach is proposed.

   Stage I is an overview of the Mediterranean identifying those resorts which need to be subjected to more detailed examination.

   Stage II would involve, for the selected resorts, a detailed planning exercise involving the identification of redevelopment initiatives, their financing and feasibility.

3) planning, research and statistics for tourism the community level is just essential. There needs to be a study to establish a community tourist authority. This should cover aspects such as precise status of the authority, fields of work and funding. Added to this exercise should be

the whole issue of potential promotion in overseas markets taking into account the current role of the European Travel Commission.

5.4 Opportuneness of specific form of aid

The argument for the opportuneness for some form of aid at the community level largely relies upon the interdependence of tourism in so small an area as Europe, especially with the development of air travel, the development of mega-attractions which now far out-scale individual resorts, markets and countries. Opportuneness also relates to the growing perception of problems of congestion, problems of potentially declining products and problems of achieving product excellence in an increasingly competitive market.

The framework for such assistance is something which has to be worked out over time. There is a lot of assistance already available in different guises which impinges upon the tourism industry, for example, the regional assistance. Distinctive sectoral assistance would have to be tailored to specific elements of the tourism industry, e.g. tourist accommodation. But it is difficult to see how this can be executed at a community level. The approach suggest above indicates that the framework for community intervention is largely aimed at major problem areas that cannot easily be handled at a national or local authority level. It appears best for community involvement to be geared to these major problem areas.

The actual means of assistance has to be designed to meet the problem entailed. Whilst most of the proposals above lead to a relatively modest expenditure of resources (e. g. on planning, research, promotion etc.) new developments or redevelopment in the area of airports or resorts is likely to lead to large calls upon capital and thus upon interventions which would reduce the cost of capital.

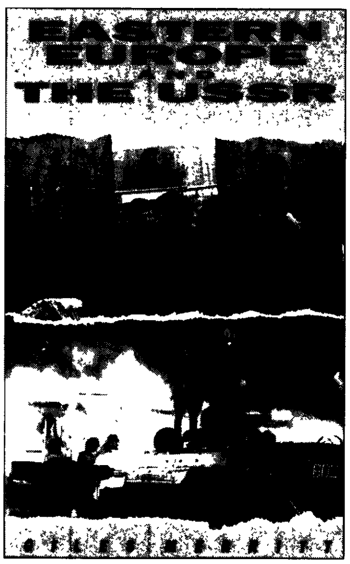
TOURCONSULT/INTERNATIONAL S.A.
MAIN OFFICE IN ITALY:
VIA CIRCO MASSIMO 7,
00153 ROMA, ITALY

TEL: 39 6 574 6397
FAX: 39 6 574 0742

Eastern Europe and the USSR

THE CHALLENGE OF FREEDOM

GILES MERRITT



The sparks of unrest that leapt from Berlin in November 1989 to Moscow's Red Square in August 1991 are firing an explosion of political and economic change. Out of the ashes of Communism is emerging the shape of a vast new European market-place stretching from the Atlantic to the Pacific.

In his fascinating account of Europe's fast-changing East-West relationships, Giles Merritt argues that a massive rescue operation must be mounted to ensure the success of these changes. The upheaval of Communism's collapse is 'The challenge of freedom'.

Written with the cooperation and support of the European Commission, this book sets out to identify the key policy areas where a new partnership is being forged between the countries of Eastern and Western Europe. It offers a privileged insight into the current thinking of European Community officials, politicians and industrial leaders, and analyses the factors that will determine whether the emerging market economies of Eastern Europe can truly be absorbed into a single European economy.

Immensely readable and often disturbing, this important book contains much up-to-date and hitherto unpublished information on such major East-West problem areas as energy, environmental control, immigration, trade relations, agriculture and investment. It also examines the arguments surrounding a 'Marshall Plan' for Eastern Europe that would emulate the famous US aid programme that helped relaunch the economies of Western Europe in the aftermath of World War II.

For anyone concerned about the future of Eastern Europe and the USSR, whether from a political, social or economic standpoint, this book is essential reading.

---

256 pp. — Price: ECU 14.30 *(excluding VAT)*
CM-71-91-655-EN-C

28/05/93

Bulletin
of the European Communities

The *Bulletin of the European Communities*, which is issued 10 times a year (monthly, except for the January/February and July/August double issues), is an official reference publication covering all spheres of Community activity.

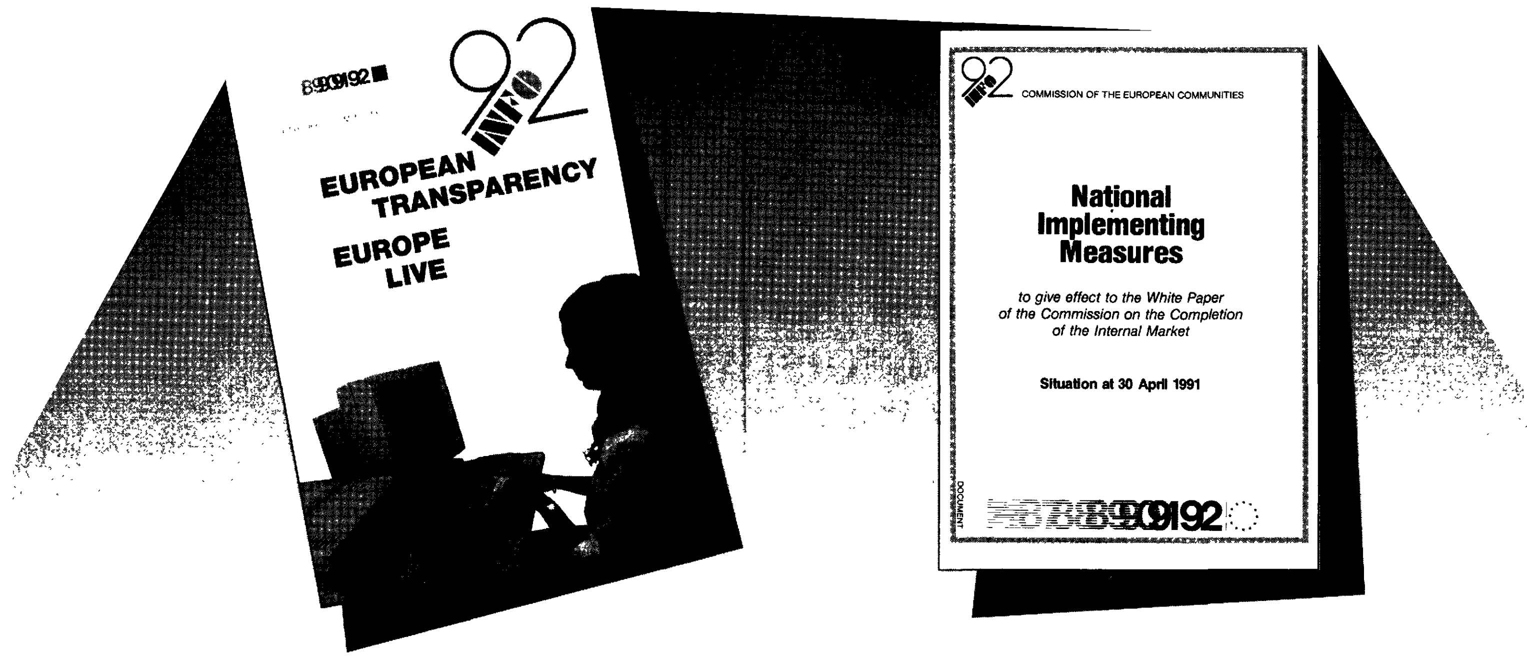
It is compact, easy to consult (with an index and copious references to the Official Journal and to previous issues), logically structured (to reflect the main fields of Community policy) and wholly reliable. The Bulletin is an essential reference tool, describing the passage of Community legislation through all its stages from presentation of a proposal by the Commission to final enactment by the Council.

Thanks to its topical commentaries on the month's major events, it provides the student of European integration and other interested readers with up-to-date and accurate information about the most recent developments in Community policy — the creation of a single market, economic and social integration, the Community's role in international affairs, etc.

Supplements to the Bulletin are published from time to time, containing important background material on significant issues of the day. Recent Supplements have covered German unification, the Commission's programme for 1992 and European industrial policy for the 1990s.

The Bulletin and its Supplements are produced by the Secretariat-General of the Commission, 200 rue de la Loi, B-1049 Brussels, in the nine official languages of the Community, and can be ordered from the Community sales agents.

28-05-93



INFO92

The Community database focusing on the objectives and the social dimension of the single market

As a practical guide to the single market, INFO92 contains vital information for all those determined to be ready for 1992.

INFO92 is really a simple market scoreboard, recording the state of play on the stage-by-stage progress of Commission proposals up to their adoption by the Council, summarizing each notable development and placing it in context, and keeping track of the transposition of directives into Member States' national legislation.

Using INFO92 is simplicity itself. It can be consulted on-screen by means of a wide range of everyday equipment connected to specialized data-relay networks. Fast transmission, the virtually instant updating facility (several times a day, if necessary) and dialogue procedures requiring no prior training make INFO92 ideal for the general public as well as for business circles and the professions.

The system offers easy access to information thanks to the choice of menus available and to the logical presentation modelled on the structure of the *White Paper*, the *Social Charter* and the decision-making process within the institutions.

Enquiries may also be made to the Commission Offices in the Member States or – for small businesses – the Euro-Info Centres now open in all regions of the Community.

Eurobases Helpdesk Tel. : (32-2) 295 00 03
Fax : (32-2) 296 06 24

Official Journal of the European Communities

DIRECTORY

OF COMMUNITY LEGISLATION IN FORCE and other acts of the Community institutions

The Community's legal system is of direct concern to the individual citizen as much as to the Member States themselves.

Both lawyers and non-lawyers, then, need to be familiar not just with national law, but also with Community legislation, which is implemented, applied or interpreted by national law and in some cases takes precedence over it.

To make Community legislation more accessible to the public, the Commission of the European Communities publishes a Directory, updated twice a year, covering:

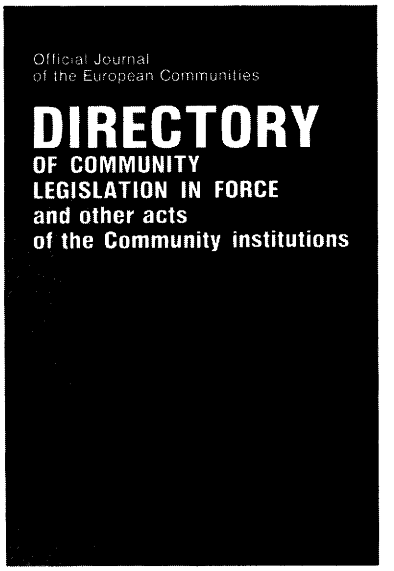
- binding instruments of secondary legislation arising out of the Treaties establishing the three Communities (regulations, decisions, directives, etc.);
- other legislation (internal agreements, etc.);
- agreements between the Communities and non-member countries.

Each entry in the Directory gives the number and title of the instrument, together with a reference to the Official Journal in which it is to be found. Any amending instruments are also indicated, with the appropriate references in each case.

The legislation is classified by subject matter. Instruments classifiable in more than one subject area appear under each of the headings concerned.

The Directory proper (Vol. I) is accompanied by two indexes (Vol. II), one chronological by document number and the other alphabetical by keyword.

The Directory is available in the nine official languages of the Community.



1 064 pp. – ECU 83
ISBN 92-77-77093-7 (Volume I)
ISBN 92-77-77094-5 (Volume II)
ISBN 92-77-77095-3 (Volume I and II)
FX-86-91-001-EN-C
FX-86-91-002-EN-C

EUROPEAN ECONOMY

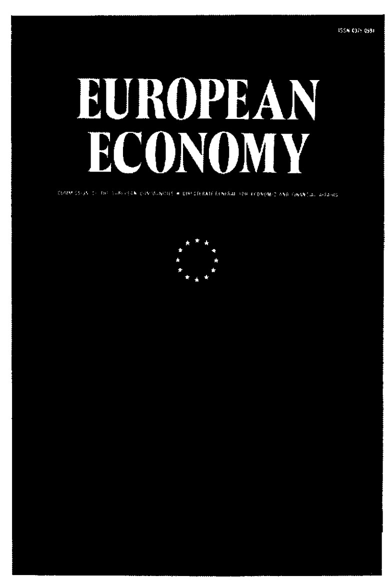
European Economy appears four times a year, in March, May, July and November. It contains important reports and communications from the Commission to the Council and to Parliament on the economic situation and developments, as well as on the borrowing and lending activities of the Community. In addition, *European Economy* presents reports and studies on problems concerning economic policy.

Two supplements accompany the main periodical:

- Series A – 'Economic trends' appears monthly except in August and describes with the aid of tables and graphs the most recent trends of industrial production, consumer prices, unemployment, the balance of trade, exchange rates, and other indicators. This supplement also presents the Commission staff's macroeconomic forecasts and Commission communications to the Council on economic policy.
- Series B – 'Business and consumer survey results' gives the main results of opinion surveys of industrial chief executives (orders, stocks, production outlook, etc.) and of consumers (economic and financial situation and outlook, etc.) in the Community, and other business cycle indicators. It also appears monthly, with the exception of August.

Unless otherwise indicated, the texts are published under the responsibility of the Directorate-General for Economic and Financial Affairs of the Commission of the European Communities, 200 rue de la Loi, B-1049 Brussels, to which enquiries other than those related to sales and subscriptions should be addressed.

Subscription terms are shown on the back cover and the addresses of the sales offices are shown on the third page of the cover.



28/05/93

Success in business

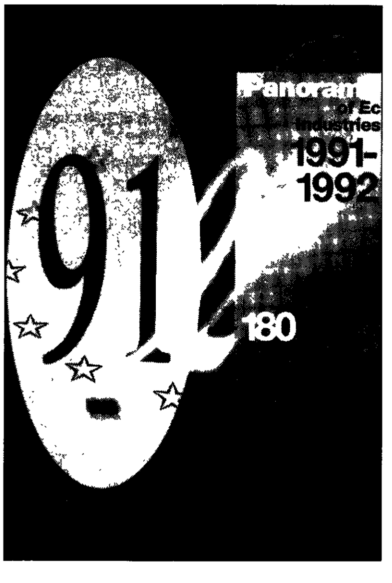
depends on the decisions you make ...
which depend on the information you receive

Make sure that your decisions are based on information that is accurate and complete!

In a period of rapid adjustment, with national economies merging into a single European economy under the impetus of 1992, reliable information on the performance of specialized industry sectors is essential to suppliers, customers, bankers and policymakers.

Small and medium-sized enterprises, in particular, need easy access to information.

The market must be defined, measured and recorded. Information is needed on production capacities, bottlenecks, future developments, etc.



Panorama of EC industry 1991-1992

Current situation and outlook for 180 sectors of manufacturing and service industries in the European Community

1 400 pp.* ECU 110 * ISBN 92-826-3103-6 * CO-60-90-321-EN-C

28/05/93

ENERGY

A CHALLENGE FOR EUROPE AND THE WORLD

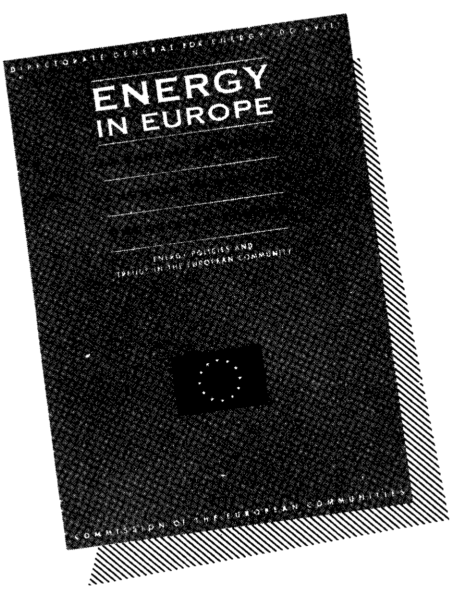
Since it first appeared in 1985 **Energy in Europe** has become recognized as an invaluable source of information on both the policy-making and the operational aspects of European Community energy policy. Subscribers include leaders of energy-consuming and energy-producing industries and other decision-makers in the private and public sectors, as well as major consultancies and research institutes in and outside the Community.

In the present situation within the Community, itself at the eve of the single market, and *vis-à-vis* the huge energy problems, as well as the potential, of our neighbours in Central and Eastern Europe and in the Commonwealth of Independent States, the energy sector is of the greatest strategic importance. An understanding of it is indispensable in many areas of economic activity. It also constitutes a crucial factor within a debate of truly global importance, namely the protection of the environment, including the global warming issue.

Energy in Europe continues to keep its readers abreast of the ongoing situation as regards overall policy, markets, energy planning, and the constant quest for cleaner and more efficient energy technology.

Market trends and perspectives are covered in **two regular issues** each year, and also in a **Short-term energy outlook** appearing in the first half of the year and an **Annual energy review** at the end of the year which includes the world energy situation by region including EC Member States, the short-term energy outlook for the Community, and a review of trends in main indicators over 10 years. Further **Special Issues** are also produced in connection with major developments or events, including international conferences on or relevant to the energy sector.

Energy in Europe appears in English but each issue also contains translations into French, German or Spanish of articles from the preceding issue.



28/05/93

Also available:

Treaty on European Union

253 pp. * ECU 9 * ISBN 92-824-0959-7 * RX-73-92-796-EN-C — 1992

Conradh ar an Aontas Eorpach

253 pp. * ECU 9 * ISBN 92-824-0964-3 * RX-73-92-796-GA-C — 1992

National implementing measures to give effect to the White Paper of the Commission on the completion of the internal market
Situation at 31 October 1992

448 pp. * ECU 47 * ISBN 92-826-4973-3 * CM-76-92-875-EN-C — 1992

Reports of Commission Decisions relating to competition – 1989/1990

247 pp. * ECU 12 * ISBN 92-826-3868-5 * CV-73-92-772-EN-C — 1992

Harmonization of company law in the European Community – Measures adopted and proposed – *Situation as at 1 March 1992*

518 pp. * ECU 54 * ISBN 92-826-4314-X * C1-74-92-831-EN-C — 1992

Green Paper on the development of the single market for postal services (Communication from the Commission) – COM(91) 476 final

371 pp. * ISBN 92-77-45007-X * CB-CO-92-263-EN-C — 1992

The European Community and human rights

61 pp. * ECU 8 * ISBN 92-826-5083-9 * CM-76-92-407-EN-C — 1993

The opening-up of public procurement

46 pp. * ECU 6 * ISBN 92-826-5130-4 * CO-77-92-085-EN-C — 1993

Farm take-over and farm entrance within the EEC

148 pp. * ECU 15 * ISBN 92-826-3667-4 * CM-73-91-376-EN-C — 1992

Copyright and information limits to the protection of literary and pseudo-literary works in the Member States of the EC

262 pp. * ECU 27 * ISBN 92-826-3666-6 * CM-75-92-049-EN-C — 1992

Social security for persons moving within the Community –
Social Europe 3/92

154 pp. * ECU 19 * ISSN 0255-0776 * CE-AA-92-003-EN-C — 1992

Urban social development – *Social Europe – Supplement 1/92*

125 pp. * ECU 9 * ISBN 92-826-4013-2 * CE-NC-92-001-EN-C — 1992

Enterprise and people aspects in the information technology sector to the year 2000 – *Social Europe – Supplement 2/92*

111 pp. * ECU 9 * ISBN 92-826-4537-1 * CE-NC-92-002-EN-C — 1992

Towards a Europe of solidarity: housing – *Social Europe – Supplement 3/92*

142 pp. * ECU 9 * ISBN 92-826-4567-3 * CE-NC-92-003-EN-C — 1992

The regulation of working conditions in the Member States of the European Community – Volume 1 – *Social Europe – Supplement 4/92*

114 pp. * ECU 9 * ISBN 92-826-4996-2 * CE-NC-92-004-EN-C — 1992

XXVIth General Report on the Activities of the European Communities – 1992

420 pp. * ECU 20 * ISBN 92-826-5340-4 * CM-76-92-681-EN-C — 1993

EUR 13914 – European cooperation in the field of scientific and technical research,
COST secretariat with the assistance of J. L. Roland

93 pp. * ECU 16.50 * ISBN 92-826-4371-9 * CG-NA-13914-EN-C — 1992

EUR 14006 – Thesaurus guide – *Second edition, prepared by EUROBrokerS*

1033 pp. * ECU 78 * ISBN 92-826-4956-3 * CD-NA-14006-EN-C — 1993

EUR 14197 – Evaluation of economic effects: relevance and impacts of EC programmes promoting industrial R&D with special emphasis on small and medium-sized enterprises (pilot methodological study)
K. HORNSCHILD, F. MEYER-KRAHMER

129 pp. * ECU 13.50 * ISBN 92-826-3817-0 * CD-NA-14197-EN-C — 1992

EUR 14198 – Evaluation of the impact of European Community research programmes upon the competitiveness of European industry – concepts and approaches
J.S. METCALFE, L. GEORGHIOU, P. CUNNINGHAM, H.M. CAMERON

44 pp. * ECU 6.00 * ISBN 92-826-3818-9 * CD-NA-14198-EN-C — 1992

EUR 14326 – The European market for value analysis

139 pp. * ECU 15 * ISBN 92-826-4130-9 * CD-NA-14326-EN-C — 1992

Employment in Europe – 1992

206 pp. * ECU 11.25 * ISBN 92-826-4559-2 * CE-75-92-106-EN-C — 1992

Focus on the East – *Energy in Europe*

157 pp. * ECU 19 * ISSN 1017-6705 * CS-BI-92-001-4H-C — 1992

A view to the future – *Energy in Europe*

176 pp. * ECU 19 * ISBN 92-826-3665-8 * CS-75-92-841-EN-C — 1992

The finances of Europe, Daniel STRASSER

439 pp. * ECU 18.50 * ISBN 92-826-2306-8 * CM-60-90-280-EN-C — 1992

XXIst Report on Competition Policy – 1991

446 pp. * ECU 29 * ISBN 92-826-3850-2 * CM-73-92-247-EN-C — 1992

Europe in figures – *Third edition*

256 pp. * ECU 16.50 * ISBN 92-826-3371-1 * CA-70-91-895-EN-C — 1992

Inventory of taxes levied in the Member States of the European Communities – *14th edition*

726 pp. * ECU 80 * ISBN 92-826-0417-9 * CM-59-90-855-EN-C — 1992

A common market for services – *Current status 1 january 1993*
Banking • Insurance • Transactions in securities • Transport services • New technologies and services • Capital movements • Free movement of labour and the professions
(Internal market – Volume 1)

184 pp. * ECU 19 * ISBN 92-826-5257-2 * CO-10-93-001-EN-C — 1993

The elimination of frontier controls – *Current status 1 january 1993*
Control of goods • Control of individuals • Value-added tax • Excise duties
(Internal market – Volume 2)

128 pp. * ECU 19 * ISBN 92-826-5268-8 * CO-10-93-002-EN-C — 1993

Conditions for business cooperation – *Current status 1 january 1993*
Company law • Intellectual property • Company taxation – **Public procurement**
Internal market for energy
(Internal market – Volume 3)

104 pp. * ECU 19 * ISBN 92-826-5277-7 * CO-10-93-003-EN-C — 1993

Community social policy – *Labour market • Employment and pay • Improved living and working conditions • Free movement of workers • Social protection • Freedom of association and collective bargaining • Information, consultation and participation of employees • Equal treatment for men and women • Vocational training • Health and safety at work • Rights and protection of children and adolescents • The elderly • The disabled* (Completing the internal market – Volume 6)

308 pp. * ECU 34 * ISBN 92-826-3609-7 * CO-62-91-006-EN-C — 1992

The current situation, evolution and future prospects for agriculture in Yugoslavia

128 pp. * ECU 12 * ISBN 92-826-3485-X * CM-72-91-899-EN-C — 1992

A practical guide to cross-border cooperation

112 pp. * ECU 10 * ISBN 92-826-3143-5 * CT-70-91-992-EN-C — 1992

1992: a pivotal year (address by Jacques Delors, President of the Commission, to the European Parliament) – **From the Single Act to Maastricht and beyond: the means to match our ambitions – The Commission's programme for 1992** – *Supplement 1/92 – Bull. EC*

45 pp. * ECU 5 * ISBN 92-826-3841-3 * CM-NF-92-001-EN-C — 1992

Research after Maastricht: an assessment, a strategy – *Supplement 2/92 – Bull. EC*

49 pp. * ECU 5 * ISBN 92-826-4307-7 * CM-NF-92-002-EN-C — 1992

Europe and the challenge of enlargement – *Supplement 3/92 – Bull. EC*

24 pp. * ECU 5 * ISBN 92-826-4524-X * CM-NF-92-003-EN-C — 1992

The creation of the internal market in insurance, Bill POOL

126 pp. * ECU 10.50 * ISBN 92-826-0246-X * CB-58-90-336-EN-C — 1992

European Economy – No 44 – **One market, one money – An evaluation of the potential benefits and costs of forming an economic and monetary union**

351 pp. * ECU 18 * ISSN 0379-0991 * CB-AR-90-044-EN-C — 1992

European Economy – The economics of EMU – Background studies for European Economy No 44 'One market, one money'
Special edition No 1 – 1991

248 pp. * ECU 18 * ISBN 92-826-1996-6 * CM-60-90-208-EN-C — 1992

European Economy – No 51 – The climate challenge – Economic aspects of the Community's strategy for limiting CO_2 emissions

253 pp. * ECU 23.50 * ISSN 0379-0991 * CM-AR-92-051-EN-C — 1992

Practical guide to legal aspects of industrial subcontracting within the European Community – Volume I – The subcontract

118 pp. * ECU 11.25 * ISBN 92-825-9593-5 * CB-27-89-001-EN-C — 1992

Practical guide to legal aspects of industrial subcontracting in the European Community – Volume II – The legal framework of subcontracting in the twelve Member States

70 pp. * ECU 9 * ISBN 92-826-4651-3 * CB-27-89-002-EN-C — 1992

The rules governing medicinal products in the European Community – Volume I – The rules governing medicinal products for human use in the European Community – *Revised edition / September 1991*

228 pp. * ECU 20 * ISBN 92-826-3166-4 * CO-71-91-631-EN-C — 1992

The rules governing medicinal products in the European Community – Volume II – Notice to applicants for marketing authorizations for medicinal products for human use in the Member States of the European Community

186 pp. * ECU 16.50 * ISBN 92-825-9503-X * CB-55-89-293-EN-C — 1992

The rules governing medicinal products in the European Community – Volume III – *Addendum No 2 – May 1992* – **Guidelines on the quality, safety and efficacy of medicinal products for human use**

206 pp. * ECU 23 * ISBN 92-826-4550-9 * CO-75-92-558-EN-C — 1992

The rules governing medicinal products in the European Community – Volume IV – Good manufacturing practice for medicinal products

177 pp. * ECU 19.50 * ISBN 92-826-3180-X * CO-71-91-760-EN-C — 1992

The rules governing medicinal products in the European Community – Volume V – Veterinary medicinal products

158 pp. * ECU 14.25 * ISBN 92-825-9643-5 * CB-55-89-972-EN-C — 1992

The rules governing medicinal products in the European Community – Volume VI – Establishment by the European Community of maximum residue limits (MRLs) for residues of veterinary medicinal products in foodstuffs of animal origin

127 pp. * ECU 13.50 * ISBN 92-826-3173-7 * CO-71-91-768-EN-C — 1992

Credit Institutions – Community measures adopted or proposed – *Situation as at August 1992*

356 pp. * ECU 37 * ISBN 92-826-4842-7 * C1-76-92-293-EN-C — 1992

New information technology in education – France

110 pp. * ECU 13 * ISBN 92-826-4771-4 * CY-03-92-007-EN-C — 1992

New information technology in education – Germany

124 pp. * ECU 13 * ISBN 92-826-4683-1 * CY-03-92-004-EN-C — 1992

New information technology in education – Denmark

138 pp. * ECU 14 * ISBN 92-826-4681-5 * CY-03-92-003-EN-C — 1992

New information technology in education – The Netherlands

108 pp. * ECU 12 * ISBN 92-826-4779-X * CY-03-92-011-EN-C — 1992

New information technology in education – Luxembourg

122 pp. * ECU 13 * ISBN 92-826-4777-3 * CY-03-92-010-EN-C — 1992

Removal of tax obstacles to the cross-frontier activities of companies – *Supplement 4/91 – Bull. EC*
67 pp. * ECU 4.25 * ISBN 92-826-3025-0 * CM-NF-91-004-EN-C — 1992

Agriculture in Europe
97 pp. * ECU 7 * ISBN 92-826-0476-4 * CM-60-90-418-EN-C — 1992

Telecommunications in Europe, Herbert UNGERER with the collaboration of Nicholas P. COSTELLO
Revised edition, 1990
257 pp. * ECU 10 * ISBN 92-826-1640-1 * CM-59-90-346-EN-C — 1992

European Economy – No 35 – **The economics of 1992**
222 pp. * ECU 16 * ISSN 0379-0991 * CB-AR-88-035-EN-C — 1992

European Economy – No 40 – **Horizontal mergers and competition policy in the European Community**
98 pp. * ECU 16 * ISSN 0379-0991 * CB-AR-89-040-EN-C — 1992

European Economy – No 45 – **Stabilization, liberalization and devolution – Assessment of the economic situation and reform process in the Soviet Union**
191 pp. * ECU 18 * ISSN 0379-0991 * CB-AR-90-045-EN-C — 1992

European Economy – No 50 – **Annual Economic Report 1991-92 – Strengthening growth and improving convergence**
285 pp. * ECU 20 * ISSN 0379-0991 * CM-AR-91-050-EN-C — 1992

European Economy – Social Europe – **The impact of the internal market by industrial sector: the challenge for the Member States** – *Special edition – 1990*
340 pp. * ECU 18 * ISBN 92-826-1818-8 * CM-59-90-887-EN-C — 1992

Social Europe 3/91 – **Equal opportunities for women and men**
202 pp. * ECU 18 * ISSN 0255-0776 * CE-AA-91-003-EN-C — 1992

Guide to the reform of the Community's structural Funds
104 pp. * ECU 11.25 * ISBN 92-826-0029-7 * CB-56-89-223-EN-C — 1992

The rights of working women in the European Community, Eve C. LANDAU
244 pp. * ECU 5.25 * ISBN 92-825-5341-8 * CB-43-85-741-EN-C — 1992

European Economy – No 36 – **Creation of a European financial area – Liberalization of capital movements and financial integration in the Community**
212 pp. * ECU 16 * ISSN 0379-0991 * CB-AR-88-036-EN-C — 1992

1992: the European social dimension, Patrick VENTURINI
119 pp. * ECU 9.75 * ISBN 92-825-8703-7 * CB-PP-88-B05-EN-C — 1992

Research on the 'cost of non-Europe' – Basic findings

Volume 1 – **Basic studies: Executive summaries**
578 pp. * ECU 53.25 * ISBN 92-825-8605-7 * CB-PP-88-B14-EN-C — 1992

Volume 2 – **Studies on the economics of integration**
652 pp. * ECU 57 * ISBN 92-825-8616-2 * CB-PP-88-C14-EN-C — 1992

Volume 3 – **The completion of the internal market: A survey of European industry's perception of the likely effects**
309 pp. * ECU 25.50 * ISBN 92-825-8610-3 * CB-PP-88-D14-EN-C — 1992

Volume 4 – **The 'cost of non-Europe': Border-related controls and administrative formalities – An illustration in the road haulage sector**
280 pp. * ECU 22.50 * ISBN 92-825-8618-9 * CB-PP-88-E14-EN-C — 1992

Volume 5 (Parts A + B)
The 'cost of non-Europe' in public-sector procurement
Part A: 552 pp. * ISBN 92-825-8646-4 * CB-P1-88-F14-EN-C — 1992
Part B: 278 pp. * ISBN 92-825-8647-2 * CB-P2-88-F14-EN-C — 1992
Parts A + B: ECU 120 * ISBN 92-825-8648-0

Volume 6 – **Technical barriers in the EC: An illustration by six industries**
The 'cost of non-Europe': Some case studies on technical barriers
242 pp. * ECU 21 * ISBN 92-825-8649-9 * CB-PP-88-G14-EN-C — 1992

Volume 7 – **The 'cost of non-Europe': Obstacles to transborder business activity**
154 pp. * ECU 12.75 * ISBN 92-825-8638-3 * CB-PP-88-H14-EN-C — 1992

Volume 8 – **The 'cost of non-Europe' for business services**
140 pp. * ECU 13.50 * ISBN 92-825-8637-5 * CB-PP-88-I14-EN-C — 1992

Volume 9 – **The 'cost of non-Europe' in financial services**
494 pp. * ECU 120 * ISBN 92-825-8636-7 * CB-PP-88-J14-EN-C — 1992

Volume 10 – **The benefits of completing the internal market for telecommunication services equipment in the Community**
197 pp. * ECU 17.25 * ISBN 92-825-8650-2 * CB-PP-88-K14-EN-C — 1992

Volume 11 – **The EC 92 automobile sector**
350 pp. * ECU 27.75 * ISBN 92-825-8619-7 * CB-PP-88-L14-EN-C — 1992

Volume 12 (Parts A + B)
The 'cost of non-Europe' in the foodstuffs industry
Part A: 424 pp. * ISBN 92-825-8642-1 * CB-P1-88-M14-EN-C — 1992
Part B: 328 pp. * ISBN 92-825-8643-X * CB-P2-88-M14-EN-C — 1992
Parts A + B: ECU 120 * ISBN 92-825-8644-8

Volume 13 – **«Le coût de la non-Europe» des produits de construction**
168 pp. * ECU 14.25 * ISBN 92-825-8631-6 * CB-PP-88-N14-FR-C — 1992

Volume 14 – **'The cost of non-Europe' in the textile-clothing industry**
256 pp. * ECU 21.75 * ISBN 92-825-8641-3 * CB-PP-88-O14-EN-C — 1992

Volume 15 – **'The cost of non-Europe' in the pharmaceutical industry**
182 pp. * ECU 13.50 * ISBN 92-825-8632-4 * CB-PP-88-P14-EN-C — 1992

Volume 16 – **The internal markets of North America – Fragmentation and integration in the USA and Canada**
176 pp. * ECU 13.50 * ISBN 92-825-8630-8 * CB-PP-88-Q14-EN-C — 1992

Special price for the complete series: **ECU 360**

Commission of the European Communities
OFFICES

EIRE — IRELAND

Dublin

Commission of the European Communities
Office in Ireland

Jean Monnet Centre
39 Molesworth Street
Dublin 2
Tel. (353-1) 71 22 44
Fax (353-1) 71 26 57
Telex (0500) 93827 EUCO EI

UNITED KINGDOM

London

Commission of the European Communities
Office in the United Kingdom

Jean Monnet House
8 Storey's Gate
London SW1P 3AT
Tel. (44-71) 973 19 92
Fax (44-71) 973 19 00/19 10
Telex (051) 23208 EURUK G

Belfast

Commission of the European Communities
Office in Northern Ireland

Windsor House
9/15 Bedford Street
Belfast BT2 7EG
Tel. (44-232) 24 07 08
Fax (44-232) 24 82 41
Telex (051) 74117 CECBEL G

Cardiff

Commission of the European Communities
Office in Wales

4 Cathedral Road
Cardiff CF1 9SG
Tel. (44-222) 37 16 31
Fax (44-222) 39 54 89
Telex (051) 497727 EUROPA G

Edinburgh

Commission of the European Communities
Office in Scotland

9 Alva Street
Edinburgh EH2 4PH
Tel. (44-31) 225 20 58
Fax (44-31) 226 41 05
Telex (051) 727420 EUEDING

UNITED STATES OF AMERICA

Washington

Commission of the European Communities
External Delegation

2100 M Street, NW (Suite 707)
Washington DC 20037
Tel. (1-202) 862 95 00
Fax (1-202) 429 17 66
Telex (023) 64215 EURCOM NW

New York

Commission of the European Communities
External Delegation

3 Dag Hammarskjöld Plaza
305 East 47th Street
New York NY 10017
Tel. (1-212) 371 38 04
Fax (1-212) 758 27 18
Telex (023) 012396 EURCOM NY

JAPAN

Tokyo

Commission of the European Communities
External Delegation

Europa House
9-15 Sanbancho
Chiyoda-Ku
Tokyo 102
Tel. (81-3) 239 04 41
Fax (81-3) 239 93 37
Telex (072) 28567 COMEUTOK J

BELGIQUE/BELGIË
Bruxelles/Brussel
Commission des Communautés européennes
Commissie van de Europese Gemeenschappen
Bureau en Belgique/Bureau in België
Rue Archimèdestraat 73
B-1040 Bruxelles/Brussel
Tél.: (32-2) 295 38 44
Fax: (32-2) 295 01 66
Télex: 26657 COMINF B

DANMARK
København
Kommissionen for De Europæiske Fællesskaber
Kontor i Danmark
Højbrohus
Østergade 61
Postbox 144
DK-1004 København K
Tlf.: (45-33) 14 41 40
Telefax: (45-33) 11 12 03/14 13 92
Telex: (055) 16402 COMEUR DK

FRANCE
Paris
Commission des Communautés européennes
Bureau de représentation en France
288, boulevard Saint-Germain
F-75007 Paris
Tél.: (33-1) 40 63 38 00
Fax: (33-1) 45 56 94 17/18/19
Télex: (042) 202271F

Marseille
Commission des Communautés européennes
Bureau à Marseille
2, rue Henri-Barbusse
F-13241 Marseille Cedex 01
Tél.: (33) 91 91 46 00
Fax: (33) 91 90 98 07
Télex: (042) 402538 EURMA

LUXEMBOURG
Commission des Communautés européennes
Bureau au Luxembourg
Bâtiment Jean Monnet
Rue Alcide De Gasperi
L-2920 Luxembourg
Tél.: (352) 43 01
Fax: (352) 43 01 44 33
Télex: 3423/3446/3476 COMEUR LU

SUISSE/SCHWEIZ/SVIZZERA
Genève
Commission des Communautés européennes
Bureau de presse et d'information
Kommission der Europäischen Gemeinschaften
Presse- und Informationsbüro
Commissione delle Comunità europee
Ufficio stampa e informazione
Case postale 195
37-39, rue de Vermont
CH-1211 Genève 20 CIC
Tél.: (41-22) 734 97 50
Fax: (41-22) 734 22 36
Télex: (045) 414 165 ECOM CH

BR DEUTSCHLAND
Bonn
Kommission der Europäischen Gemeinschaften
Vertretung in der Bundesrepublik Deutschland
Zitelmannstraße 22
D-53113 Bonn 1
Tel.: (49-228) 53 00 90
Fax: (49-228) 530 09 50/12
Telex: (041) 886648 EUROP D

Berlin
Kommission der Europäischen Gemeinschaften
Vertretung in der Bundesrepublik Deutschland
Außenstelle Berlin
Kurfürstendamm 102
D-W-10711 Berlin 31
Tel.: (49-30) 896 09 30
Fax: (49-30) 892 20 59
Telex: (041) 184015 EUROP D

München
Kommission der Europäischen Gemeinschaften
Vertretung in der Bundesrepublik Deutschland
Vertretung in München
Erhardtstraße 27
D-80331 München 2
Tel.: (49-89) 202 10 11
Fax: (49-89) 202 10 15
Telex: (041) 5218135

ESPAÑA
Madrid
Comisión de las Comunidades Europeas
Oficina en España
Calle de Serrano, 41, 5ª planta
E-28001 Madrid
Tel.: (34-1) 435 17 00
Telecopia: (34-1) 576 03 87/577 29 23
Télex: (052) 46818 OIPE E

Barcelona
Comisión de las Comunidades Europeas
Oficina en España
Avenida Diagonal, 407 bis, 18ª planta
E-08008 Barcelona
Tel.: (34-3) 415 81 77
Telecopia: (34-3) 415 63 11
Télex: (052) 97524 BDC E

VENEZUELA
Caracas
Comisión de las Comunidades Europeas
Delegación
Calle Orinoco, Las Mercedes
Apartado 67 076,
Las Américas 1061A
Caracas
Tel.: (58-2) 91 51 33
Telecopia: (58-2) 91 88 76
Télex: (031) 27298 COMEU VC

ΕΛΛΑΔΑ
Αθήνα
Επιτροπή των Ευρωπαϊκών Κοινοτήτων
Γραφείο στην Ελλάδα
Βασιλίσσης Σοφίας 2
TΘ 30284
GR-10674 Αθήνα
Τηλ.: (30-1) 724 39 82/83/84
Τέλεφαξ: (30-1) 724 46 20
Τέλεξ: (0601) 219324 ECAT GR

ITALIA
Roma
Commissione delle Comunità europee
Ufficio in Italia
Via Poli, 29
I-00187 Roma
Tel.: (39-6) 699 11 60
Telecopia: (39-6) 679 16 58 / 679 36 52
Telex: (043) 610184 EUROMA I

Milano
Commissione delle Comunità europee
Ufficio a Milano
Corso Magenta, 59
I-20123 Milano
Tel.: (39-2) 48 01 25 05
Telecopia: (39-2) 481 85 43
Telex: (043) 316200 EURMIL I

NEDERLAND
Den Haag
Commissie van de Europese Gemeenschappen
Bureau in Nederland
Korte Vijverberg 5
2513 AB Den Haag
Nederland
Tel.: (31-70) 346 93 26
Telecopie: (31-70) 364 66 19
Telex: (044) 31094 EURCO NL

PORTUGAL
Lisboa
Comissão das Comunidades Europeias
Gabinete em Portugal
Centro Europeu Jean Monnet
Largo Jean Monnet, 1-10.°
P-1200 Lisboa
Tel.: (351-1) 350 98 00
Telecopiador: (351-1) 350 98 01/2/3
Telex: (0404) 18810 COMEUR P

European Communities — Commission

The evolution in holiday travel facilities and in the flow of tourism inside and outside the European Community
Part I: Main findings

Document

Luxembourg: Office for Official Publications of the European Communities

1994 — IV, 60 pp. — 21.0 x 29.7 cm

Part I: ISBN 92-826-6561-5
Part I and II: ISBN 92-826-6560-7

Price (excluding VAT) in Luxembourg: Part I: ECU 8.50
Part I and II: ECU 34.50

Venta y suscripciones • Salg og abonnement • Verkauf und Abonnement • Πωλήσεις και συνδρομές • Sales and subscriptions • Vente et abonnements • Vendita e abbonamenti • Verkoop en abonnementen • Venda e assinaturas

BELGIQUE / BELGIË

Moniteur belge / Belgisch Staatsblad
Rue de Louvain 42 / Leuvenseweg 42
B-1000 Bruxelles / B-1000 Brussel
Tél. (02) 512 00 26
Fax (02) 511 01 84

Autres distributeurs / Overige verkooppunten

Librairie européenne/ Europese boekhandel
Rue de la Loi 244/Wetstraat 244
B-1040 Bruxelles / B-1040 Brussel
Tél (02) 231 04 35
Fax (02) 735 08 60

Jean De Lannoy
Avenue du Roi 202 /Koningslaan 202
B-1060 Bruxelles / B-1060 Brussel
Tél (02) 538 51 69
Télex 63220 UNBOOK B
Fax (02) 538 08 41

Document delivery:

Credoc
Rue de la Montagne 34 / Bergstraat 34
Bte 11 / Bus 11
B-1000 Bruxelles / B-1000 Brussel
Tél. (02) 511 69 41
Fax (02) 513 31 95

DANMARK

J. H. Schultz Information A/S
Herstedvang 10-12
DK-2620 Albertslund
Tlf 43 63 23 00
Fax (Sales) 43 63 19 69
Fax (Management) 43 63 19 49

DEUTSCHLAND

Bundesanzeiger Verlag
Breite Straße 78-80
Postfach 10 05 34
D-50445 Koln
Tel (02 21) 20 29-0
Telex ANZEIGER BONN 8 882 595
Fax 2 02 92 78

GREECE/ΕΛΛΑΔΑ

G.C. Eleftheroudakis SA
International Bookstore
Nikis Street 4
GR-10563 Athens
Tel. (01) 322 63 23
Telex 219410 ELEF
Fax 323 98 21

ESPAÑA

Boletín Oficial del Estado
Trafalgar, 29
E-28071 Madrid
Tel. (91) 538 22 95
Fax (91) 538 23 49

Mundi-Prensa Libros, SA
Castelló, 37
E-28001 Madrid
Tel. (91) 431 33 99 (Libros)
431 32 22 (Suscripciones)
435 36 37 (Dirección)
Télex 49370-MPLI-E
Fax (91) 575 39 98

Sucursal:

Librería Internacional AEDOS
Consejo de Ciento, 391
E-08009 Barcelona
Tel. (93) 488 34 92
Fax (93) 487 76 59

Llibreria de la Generalitat de Catalunya
Rambla dels Estudis, 118 (Palau Moja)
E-08002 Barcelona
Tel. (93) 302 68 35
302 64 62
Fax (93) 302 12 99

FRANCE

Journal officiel
Service des publications des Communautés européennes
26, rue Desaix
F-75727 Paris Cedex 15
Tél (1) 40 58 75 00
Fax (1) 40 58 77 00

IRELAND

Government Supplies Agency
4-5 Harcourt Road
Dublin 2
Tel (1) 66 13 111
Fax (1) 47 80 645

ITALIA

Licosa SpA
Via Duca di Calabria 1/1
Casella postale 552
I-50125 Firenze
Tel (055) 64 54 15
Fax 64 12 57
Telex 570466 LICOSA I

GRAND-DUCHÉ DE LUXEMBOURG

Messageries du livre
5, rue Raiffeisen
L-2411 Luxembourg
Tél 40 10 20
Fax 40 10 24 01

NEDERLAND

SDU Overheidsinformatie
Externe Fondsen
Postbus 20014
2500 EA 's-Gravenhage
Tel. (070) 37 89 880
Fax (070) 34 75 778

PORTUGAL

Imprensa Nacional
Casa da Moeda, EP
Rua D Francisco Manuel de Melo, 5
P-1092 Lisboa Codex
Tel. (01) 69 34 14

Distribuidora de Livros Bertrand, Ld.ª

Grupo Bertrand, SA
Rua das Terras dos Vales, 4-A
Apartado 37
P-2700 Amadora Codex
Tel (01) 49 59 050
Telex 15798 BERDIS
Fax 49 60 255

UNITED KINGDOM

HMSO Books (Agency section)
HMSO Publications Centre
51 Nine Elms Lane
London SW8 5DR
Tel. (071) 873 9090
Fax 873 8463
Telex 29 71 138

ÖSTERREICH

Manz'sche Verlags- und Universitätsbuchhandlung
Kohlmarkt 16
A-1014 Wien
Tel. (0222) 531 61-0
Telex 112 500 BOX A
Fax (0222) 531 61-339

SUOMI/FINLAND

Akateeminen Kirjakauppa
Keskuskatu 1
PO Box 128
SF-00101 Helsinki
Tel. (0) 121 41
Fax (0) 121 44 41

NORGE

Narvesen Info Center
Bertrand Narvesens vei 2
PO Box 6125 Etterstad
N-0602 Oslo 6
Tel. (22) 57 33 00
Telex 79668 NIC N
Fax (22) 68 19 01

SVERIGE

BTJ AB
Traktorvagen 13
S-22100 Lund
Tel (046) 18 00 00
Fax (046) 18 01 25
30 79 47

SCHWEIZ / SUISSE / SVIZZERA

OSEC
Stampfenbachstraße 85
CH-8035 Zurich
Tel. (01) 365 54 49
Fax (01) 365 54 11

ČESKA REPUBLIKA

NIS ČR
Havelkova 22
130 00 Praha 3
Tel. (2) 24 23 09 07
Fax (2) 242 21 484

MAGYARORSZAG

Euro-Info-Service
Club Sziget
Margitsziget
1138 Budapest
Tel /Fax 1 111 60 61
1 111 62 16

POLSKA

Business Foundation
ul. Krucza 38/42
00-512 Warszawa
Tel. (22) 21 99 93, 628-28-82
International Fax&Phone
(0-39) 12-00-77

ROMÂNIA

Euromedia
65, Strada Dionisie Lupu
70184 Bucuresti
Tel./Fax 0 12 96 46

BÅLGARIJA

Europress Klassica BK Ltd
66, bd Vitosha
1463 Sofia
Tel /Fax 2 52 74 75

RUSSIA

CCEC
9,60-letiya Oktyabrya Avenue
117312 Moscow
Tel./Fax (095) 135 52 27

CYPRUS

Cyprus Chamber of Commerce and Industry
Chamber Building
38 Grivas Dhigenis Ave
3 Deligiorgis Street
PO Box 1455
Nicosia
Tel. (2) 449500/462312
Fax (2) 458630

MALTA

Miller distributors Ltd
Scots House, M.A Vassalli street
PO Box 272
Valletta
Tel 24 73 01/22 29 95
Fax 23 49 14

TURKIYE

Pres Gazete Kitap Dergi Pazarlama Dağitim Ticaret ve sanayi AŞ
Narlibahçe Sokak N. 15
Istanbul-Cağaloğlu
Tel. (1) 520 92 96 - 528 55 66
Fax (1) 251 91 97
Telex 23822 DSVO-TR

ISRAEL

ROY International
PO Box 13056
41 Mishmar Hayarden Street
Tel Aviv 61130
Tel 3 648 60 39
Fax 3 544 60 39

UNITED STATES OF AMERICA / CANADA

UNIPUB
4611-F Assembly Drive
Lanham, MD 20706-4391
Tel Toll Free (800) 274 4888
Fax (301) 459 0056

CANADA

Subscriptions only
Uniquement abonnements

Renouf Publishing Co. Ltd
1294 Algoma Road
Ottawa, Ontario K1B 3W8
Tel (613) 741 43 33
Fax (613) 741 54 39
Telex 0534783

AUSTRALIA

Hunter Publications
58A Gipps Street
Collingwood
Victoria 3066
Tel. (3) 417 5361
Fax (3) 419 7154

JAPAN

Kinokuniya Company Ltd
17-7 Shinjuku 3-Chome
Shinjuku-ku
Tokyo 160-91
Tel. (03) 3439-0121

Journal Department
PO Box 55 Chitose
Tokyo 156
Tel. (03) 3439-0124

SOUTH-EAST ASIA

Legal Library Services Ltd
STK Agency
Robinson Road
PO Box 1817
Singapore 9036

SOUTH AFRICA

Safto
5th Floor, Export House
Cnr Maude & West Streets
Sandton 2146
Tel. (011) 883-3737
Fax (011) 883-6569

AUTRES PAYS
OTHER COUNTRIES
ANDERE LANDER

Office des publications officielles des Communautés européennes
2, rue Mercier
L-2985 Luxembourg
Tél 499 28-1
Télex PUBOF LU 1324 b
Fax 48 85 73/48 68 17

11/93

Price (excluding VAT) in Luxembourg: Part I: ECU 8.50
Part I and II: ECU 34.50

ISBN 92-826-6561-5

9 789282 665619

OFFICE FOR OFFICIAL PUBLICATIONS
OF THE EUROPEAN COMMUNITIES

L-2985 Luxembourg