



**Magiczny
Kraków**

European Tourism Forum

2011-10-07

The European Tourism Forum (ETF) was first launched in December 2002 in Brussels with the aim of providing an operational framework and correct measures to strengthen European tourism, to improve the interface between European tourism stakeholders and to act as a platform for the exchange of good practices.

The European Tourism Forums normally bring together leading representatives from the tourism industry, civil society, European Institutions, national and regional authorities dealing with tourism, and international organizations to discuss the challenges of the sector. Every year the Forum focuses on specific themes of interest, such as quality, sustainability and competition.

The organizers of this year – 10 European Tourism Forum are: Polish Presidency, Ministry of Sport and Tourism in cooperation with the European Commission and the Municipality of Krakow. European Tourism Forum will be held on 5th – 7th October 2011 in Krakow.

The Theme for discussion

The main theme of 10th European Tourism Forum is: *“Stimulating competitiveness in the European Tourism sector”*. This topic is a continuation of discussion started at 9th European Tourism Forum in Melliecha (Malta) on actions foreseen in Commission Communicate COM(2010)352 – *Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe*.

Program of the Forum includes introducing session, two discussion panels and closing session.

Themes of the panels:

Panel nr 1: Consolidating the socio-economic knowledge base for tourism

Panel nr 2: Developing innovation and ICT in tourism

After the Forum will be held the Informal Meeting of Tourism Ministers of EU Member States on topic *“Promotion of Europe in the third countries”*

Participants

The participants will be: representatives of European Institutions, specially European Commission and European Parliament, International organizations, national and regional authorities dealing with tourism and other stakeholders.

For further infoemation visit website: www.etf2011.gov.pl