

- to improve public transport, including more through-ticketing, better information and facilities at interchanges, which will boost tourism;
- to work to regenerate coastal resorts and improve bathing water quality;
- to improve inland waterways and exploit their potential for leisure and tourism-related use.

### Recruiting and retaining staff

- to work closely with the hospitality industry to match New Deal provision to the needs of the industry, challenge labour market perceptions about the industry and address skill shortages, and provide practical support for the second Hospitality Careers Festival in October 2000;
- to ensure that, in setting up the Learning and Skills Council next year, there is greater coherence in delivering post-16 learning and training opportunities for the tourism industry;
- to continue to support National Training Organisations in hospitality and tourism, including the Hospitality Training Foundation's training initiative for micro-businesses.



labour market perceptions about the industry and address skill shortages, and provide practical support for the second Hospitality Careers Festival in October 2000;

### Welcoming visitors to Britain and enhancing Britain's image abroad

- to make overseas visa sections as welcoming and user-friendly as possible;
- to work with the British Tourist Authority and other bodies to provide a single channel of information about the UK to visitors from abroad;
- to consider the need for 'welcome' training for immigration officials.



### Improving quality and consumer choice

- to implement proposals which have been recommended by an industry/government working party (the Tourism Consumer Group) to improve price transparency, particularly on telephone charges, to consult on proposals to improve the availability of information on prices in hotels and other accommodation through amendments to the Tourism (Sleeping Accommodation Price Display) Order 1977;
- to support the English Tourism Council, the AA and the RAC in bringing more properties within the accommodation inspection schemes to improve overall accommodation quality;



- to develop a new benchmarking project to exchange information on good practice in the tourism and hospitality industry.

### Further information

The full report of the Summit can be found on the DCMS website at <http://www.culture.gov.uk> (or write to Tourism Division, DCMS, 2-4 Cockspur Street, London SW1Y 5DH). You will also find there the texts of 'Tomorrow's Tourism' and of the reports made to the Summit by the Government, the English Tourism Council, the British Tourist Authority and the Tourism Consumer Group.



Department for Culture, Media and Sport  
2-4 Cockspur Street  
London SW1Y 5DH

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Department for Culture, Media and Sport  
Tourism Division



### The Tourism Summit 2000

Government Action for Tourism



## Aims of the Tourism Summit

This leaflet explains the aims and decisions of the Government's first Tourism Summit, held on 1 March 2000.

The Tourism Summit is a meeting of Government Ministers. Its first meeting, chaired by Chris Smith, Secretary of State for Culture, Media and Sport, reviewed progress on the tourism strategy, 'Tomorrow's Tourism', published in February 1999. The strategy sets a challenging target for the tourism industry - to match the global rate of tourism growth by 2010. The purpose of the Summit is to ensure that all Government Departments play their full part.

Tourism is worth over £60 billion a year to the UK economy. It employs around 1.8 million people. The industry's ability to compete is affected by the policies of a wide range of Government Departments - employment, training, transport, planning, taxation among others. These policies must be developed and applied in a joined-up way, taking full account of their effects on tourism.



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## Decisions of the Summit

Summit 2000 demonstrated that the whole Government is committed to the future success of the tourism industry. At the Summit the Government agreed to -

- set up a network of contacts between Government Departments, led by the DCMS, to ensure close working on policies affecting tourism; and
- hold a further Summit in a year's time to monitor progress and decide further action.

The Summit also endorsed policy actions for the coming year planned by a number of Government Departments in the following areas -

### Achieving 'better' regulation affecting tourism and hospitality

- to consider the report of the Better Regulation Task Force, to be published early in the summer, on current regulation and enforcement in the hotel and restaurant sector and, in the light of this report's findings, to improve co-ordination in this area;
- to publish proposals to modernise liquor and public entertainment licensing law, allowing more consumer choice and increasing attractiveness to visitors;

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- to consider the outcome of consultations to deregulate Sunday Dancing and restaurant opening;
- to review gambling law, taking account of the desirability of maximising the economic benefits to the UK; and meanwhile consider any scope for interim deregulation;
- to consider streamlining and improving fire legislation affecting hotels and restaurants.

### Helping small tourism businesses

- to ensure the new Small Business Service is truly customer focused and attuned to the needs of small tourism businesses, including micro-businesses;
- to encourage the tourism industry to make full use of the Government's 'Information Society Initiative' to promote uptake of e-commerce amongst small firms;
- to launch a pilot project to help small tourism businesses to use new technology to communicate more effectively with central and local government and with each other.



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## Helping rural tourism

- to provide support under the Rural Enterprise Scheme to tourism projects with a knowledge of the regional tourism market;
- to encourage better links between local food producers and the tourism industry.



## Improving transport and sustainability

- to launch a pilot internet site in Cumbria offering visitors public transport information linked to local attractions and consider the lessons for possible extension nationwide;
- to review the 1995 guidance to local authorities and the Highways Agency on signing for tourist attractions and facilities in England;
- to publish research on planning for leisure and tourism and to invite debate on its findings;
- to launch a pilot project on car-free leisure and prepare a good practice guide;
- to include tourism opportunities in the forthcoming Rural and Urban White Papers;



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