

**Question for written answer E-015538/2015
to the Commission**
Rule 130
Claudia Tapardel (S&D)

Subject: Potential for matching tourism and cultural and creative industries

It is estimated that cultural and creative industries (CCIs) contribute just over 3 % to the EU's gross domestic product and jobs. Despite their potential, they remain highly unrecognised.

CCIs need support to enable them to properly represent their interests and to create cross-border networks and platforms to help structure and strengthen the sector.

CCIs are often located in, or originate from, less-known regions or cities in the EU. When exported to third countries, their rich local and regional diversity is often associated with the EU as a whole rather than with a specific region.

This matches one of the objectives for the development of the EU tourism sector, which is to develop a platform to jointly promote the EU to third countries.

Given the above:

1. Does the Commission envisage matching tourism policy with its priorities in promoting cultural and creative industries (CCIs)?
2. If so, what measures does the Commission believe are appropriate to achieve this goal?