EUROPE: NEW TOURISM STRATEGY IS IRRELEVANT TO ANY REAL PROBLEMS



The European Union prides itself on being able to get travelers across countries easily. However, many drivers renting cars have to pay extra to take their car abroad. Those who take the train also find they have problems abroad. Once they arrive in another country, they need to purchase tickets for the bus, download apps and wonder why their ticket won't work in the neighboring town. The new tourism strategy should solve these issues.

The European Commission introduced a new tourism strategy which includes some good ideas such as simplifying the process of using rental cars across borders. However, much of this document feels like rehashed ideas with new names. There is always the common "Brussels magic" that is mentioned. Do we really need another seal for tourism capitals? **Changing the name of things and creating catchy titles will not change the daily annoyances that people face.** More determination to tackle these issues would be better.

There's still no determination. The Commission is going to look into how to make ticket systems work better up until 2028. This is where the EU could prove that they can make life easier for the average person. We don't want a single tariff system from Tallinn to Lisbon but the tourists shouldn’t have to waste their precious holiday time trying to understand the different tariffs from each local transport association.

Whilst the single market is a huge achievement, the continent often feels very disjointed when travelling. Getting rid of these everyday barriers would make European tourism better than any new tourism strategy paper or title.

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