

## ANNUAL TOURISM REPORTING TEMPLATE

### 1. INTRODUCTION

Council Decision 86/664/EEC of 22 December 1986<sup>1</sup> establishing a consultation and cooperation procedure in the field of tourism foresees that “each Member State shall send the Commission, once a year, a report on the most significant measures it has taken and, as far as possible, on measures it is considering taking in the provision of services for tourists which could have consequences for travellers from the other Member States”.

With the publication of the “Agenda for a sustainable and competitive European tourism”, the Commission announced that “in order to strengthen the collaboration with and among Member States, their current annual reporting through the Tourism Advisory Committee (TAC) will be used to facilitate the exchange and the dissemination of information about how their policies and actions safeguard the sustainability of tourism”.

This Communication was welcomed by the Competitiveness Council conclusions (22nd-23rd November 2007) and by the Presidency Conclusions of the Brussels European Council of 14th December 2007.

The main aims for the reporting process are:

- to be able to monitor the level of implementation of the “Agenda for a sustainable and competitive European tourism” by Member States;
- to facilitate the exchange of experiences among member States with regard to how they tackle issues which are important for the competitiveness and sustainability of European tourism.

MS reports referring to year  $n$  shall be sent to the European Commission by the end of February of year  $n+1$ .

If the reports are sent in English, the deadline is shifted to the end of April.

### 2. ORGANISATIONAL STRUCTURE

This section should provide an overview of the main organisational structure to illustrate how tourism is organised and managed, to identify linkages and to identify the engagement of other organisations/stakeholders.

The information required will only need to be prepared fully in year 1 as it will subsequently only be necessary to provide details of any changes.

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<sup>1</sup> Official Journal L 384, 31/12/1986 P. 0052 – 0053.

**2.1** Please identify the National Bodies responsible for tourism (Ministry and also any separate/related National Tourism Organisation), including key areas of responsibility, and their relationship to other national bodies. (maximum of 1.000 characters)

Tourism Policy Division of the Ministry of Economy of the Republic of Lithuania is responsible for:

- Tourism policy-making
- Tourism planning
- International cooperation

State Department of Tourism at the Ministry of Economy is responsible for:

- Targeted tourism marketing
- Tourism market supervision
- Implementation of EU projects.

**2.2** Please, describe what organisations/agencies are used to deliver services at the national and regional level and the services that they deliver. (maximum 800 characters)

The Lithuanian Tourism Association (LTA) was established in 1991. It unites the most experienced Lithuanian tour operators and agencies (60 members). LTA represent interests of it's members at the Governmental institutions, organizes fam tours to learn more about the Lithuanian tourism resources, organizes participation at selected tourism trade fairs and performs other activities to facilitate business of the Association members.

The Lithuanian Hotel and Restaurant Association is a union of the National Hotel and Restaurant Association and the Lithuanian Hotel Association formed in 2002. The Association unites and represents hospitality business in our country with more than 200 members. Role of Association: to protect the rights and lawful interests of the association members in governmental and management institutions of the Republic of Lithuania, to create the most favourable conditions for its members for the provision of their services in Lithuania and abroad, to unite and coordinate the activity of the association members and their mutual cooperation, to ensure immediate information exchange and the provision of every methodological help (seminars, training, internship, programmes of consultants, employees' data basis).

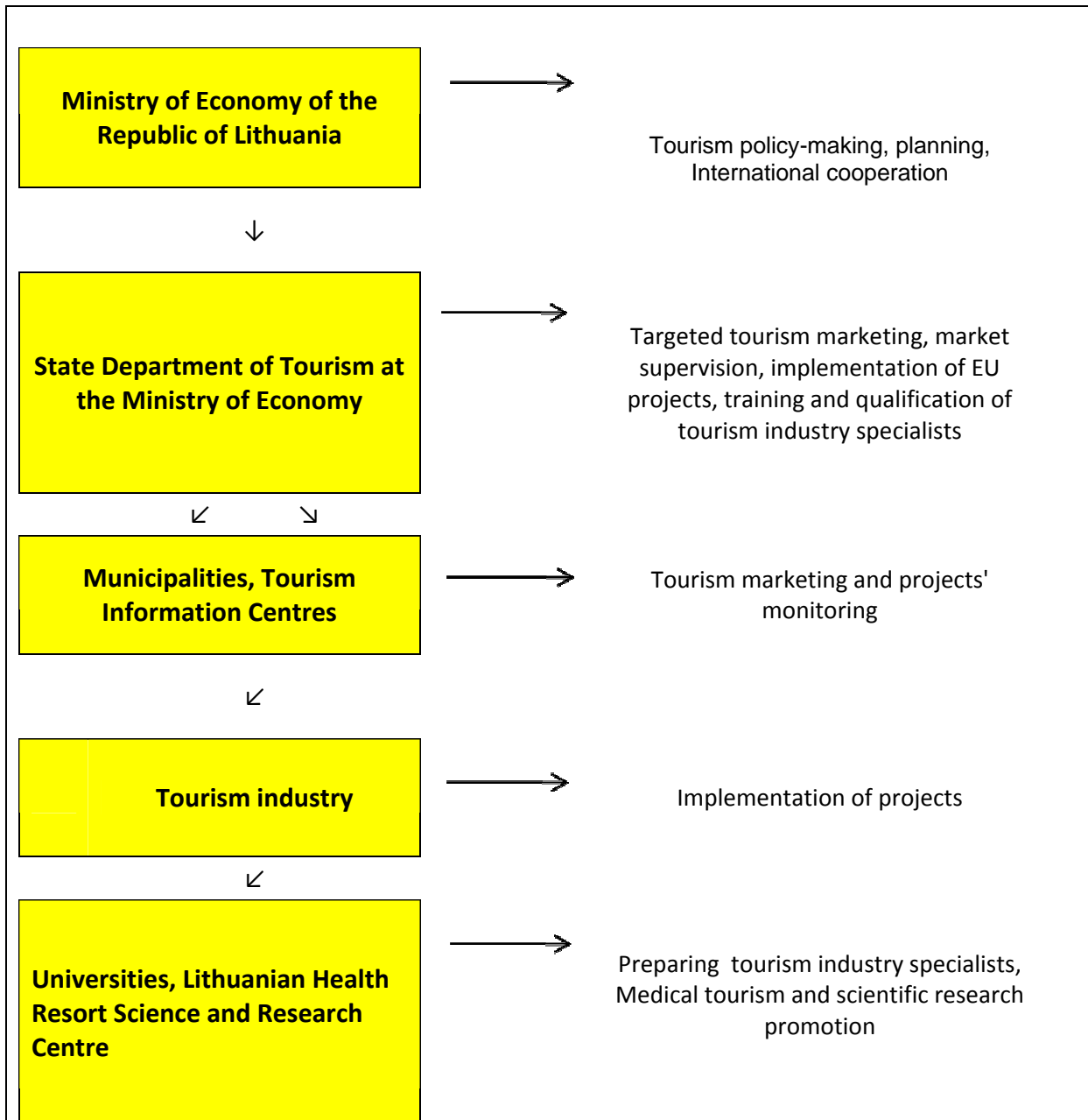
The Lithuanian Countryside Tourism Association was established in 1997. It unites 971 members and represents interests of the Association members against any and all institutions and organizations; coordinates activities of the Association members in development rural tourism in Lithuania; arranges workshops, conferences, fairs, methodical assistance, information booklets on the issue of operation of the Association and its members; improves the Association members' qualifications and arranges training sessions within the country and abroad.

**2.3** Please, describe which other bodies and organisations are involved at the national level and the process for involving them. (maximum 800 characters)

State Service for Protected Areas under the Ministry of Environment;

Lithuanian Health Resort Science and Research Centre.

2.4 Please provide a diagram/organogram of the organisational structure for tourism identifying the relationship between national, regional and local bodies. Provide also a short description of the core responsibilities and competencies of each of the organisations. Include also information regarding the direct and indirect links between other departments, stakeholder organisations and unions. Information about mechanisms of decision making process participation from outsider organisations, e.g. forums, advisory committees is also requested. (maximum of 2.000 characters)



2.5 Please provide information about financial data, including spend/budget on tourism as a percentage of overall government spend/budget, the level of national funding support for tourism

marketing, the amount of EU funding support made available for tourism and data concerning the support to SMEs and Destinations. (500 characters)

Tourism makes up to 10 % in the balance of export-import of Lithuania. According to the information of the Bank of Lithuania, in 2009, revenue from tourism made EUR 780 million. Export of tourism services makes 29 per cent in all services structure.  
2007-2013 Cohesion Promotion Action Programme – LTL 828 million for tourism development.  
National budget – LTL 0,512 million.

### 3. POLICIES AND STRATEGIES

3.1 Is there a current National Strategy for tourism? Yes  No

If yes, please, provide information in bullet point format about the key aims, objectives and priorities of the strategy highlighting those that are designed to address sustainability issues in economic, environmental and social terms in particular those related in the six aims included in the Agenda. In preparing the tourism strategy, explain how consideration has been given to the 9 principles set out in the Agenda (para2.3 p5) and given in the appendix. (maximum 1.000 characters)

Goals and objectives of the tourism policy

1. Create a favourable environment for competitive tourism product development.

Objectives:

- Develop public tourism infrastructure which stimulates the development of marketable tourism products;
- Increase the opportunities for resorts and resort areas and health tourism;
- Support the development of private tourism sector services;
- Improve the legal regulation and planning of the tourism sector;
- Develop professional skills in the tourism sector.

2. Ensure a stable growth of the tourists' flows.

Objectives:

- Promote domestic tourism;
- Promote incoming tourism;
- Pursue monitoring of the tourism sector.

The priority branches of tourism:

- Cultural tourism
- Medical tourism
- Active tourism
- Business tourism

3.2 Who was the initiator and who is responsible for its implementation? (maximum 200 characters)

Ministry of Economy of the Republic of Lithuania and State Department of Tourism at the Ministry of Economy.

3.3 How is the strategy monitored and how often? (maximum 500 characters)

Annually.

**3.4** What tourism specific legislation exists? (maximum 500 characters)

- Law on Tourism;
- National Tourism Development Programme 2010-2013.

**4. MEASURES AND INITIATIVES**

This section provides Member States with an opportunity to outline specific initiatives and policies that are or are going to be adopted to manage and develop tourism activity in ways which respond to the key challenges of the Agenda and which fall within the six main aims of the Agenda itself.

**1 Economic prosperity**

- To ensure the long term competitiveness, viability and prosperity of tourism enterprises and destinations.
- To provide quality employment opportunities, offering fair pay and conditions for all employees and avoiding all forms of discrimination.

**2 Social equity and cohesion**

- To enhance the quality of life of local communities through tourism, and engage them in its planning and management
- To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, religion, disability or in other ways.

**3 Environmental and cultural protection**

- To minimise pollution and degradation of the global and local environment and the use of scarce resources by tourism activities.
- To maintain and strengthen cultural richness and biodiversity and contribute to their appreciation and conservation.

**4.1** Please set out, briefly, the steps which have been or will be taken, if any, to address the 7 key challenges for the delivery of sustainable and competitive tourism, covered in the TSG report and referred to in the 'Agenda'.

**4.1.1** Reducing the seasonality of demand. (maximum 200 characters)

The most important tourism branches reducing the seasonality are:

- Wellness and medical tourism (non-medical SPA and beauty services, healthy diet and lifestyle training, natural factors (mineral water, mud, air), medical (tests and surgery), dental, care and rehabilitation services).

- Business (Conference) Tourism.

The National Tourism Development Programme 2010-2013 includes a measure „Support of cultural events in Resorts in order to reduce seasonality effect“.

**4.1.2 Addressing the impact of tourism transport. (maximum 200 characters)**

Ministry of Economy of the Republic of Lithuania co-operates with the Ministry of Transport and Communication of the Republic of Lithuania in implementing of the Flight Promotion Programme. There are 3 international airports in Lithuania (Vilnius, Kaunas, Palanga). Vilnius Airport is the biggest and the most important. 15 airlines operate scheduled flights from Vilnius Airport and a few more local and foreign airlines operate charter flights. As air traffic in Lithuania is rather seasonal, summer and winter schedules are compiled. Under the winter schedule, the airport operates around 570 regular flights a week, and under the summer schedule – around 685 regular flights a week with the rest being charter flights.

**4.1.3 Improving the quality of tourism jobs. (maximum 200 characters)**

Seminars, training and qualification of tourism industry specialists are organized annually by the State Department of Tourism at the Ministry of Economy.

**4.1.4 Maintaining and enhancing community prosperity and the quality of life, in the face of change. (maximum 200 characters)**

**4.1.5 Minimising resource use and the production of waste. (maximum 200 characters)**

**4.1.6 Conserving and giving value to natural and cultural heritage. (maximum 200 characters)**

There are 5 National Parks in Lithuania as well as 30 regional parks. The Lithuanian Forests Association has equipped more than 2000 objects for recreation such as: 1096 places of respite, 541 staging-posts, 143 different kinds of ways: educational, cognitive, recreational, and specialized, 79 review places. Lithuania has rich historical and cultural heritage with well preserved ancient traditions along with the modern lifestyle cultural tourism (including cultural heritage), which is one of the key tourism products Lithuania offers to foreign and domestic tourists. In the National Tourism Development Programme very important product development areas are cultural and active tourism, which include natural and cultural heritage conservation. Ministry of Economy closely co-operates with organizations responsible for the Lithuanian cultural heritage in order to achieve the objectives of conservation of cultural heritage and preservation of natural heritage as well as presenting it to a wide public.

**4.1.7 Making holidays available to all. (maximum 200 characters)**

Lithuania is participating in CALYPSO programme.

Lithuania has some regulations that make favourable conditions for disabled travellers. According to the special requirements all 4-5 stars hotels and other 4 stars accommodation establishments are obliged to have at least 1 room tailored to the needs of disabled people. For all new built restaurants and accommodation establishments it is obligatory to have special entrance (a ramp) for disabled people. All new constructed pavements are tailored to disabled people needs. Last year 6 stationary piers has been built and tailored to disabled people needs on the river Nemunas.

**4.2** As key challenges may change over time, please identify any other areas that are becoming a new challenge. (maximum 600 characters)

- Solving visa issues
- Creating e-marketing
- Creating new touristic routes
- Improving Lithuanian accessibility (charter flights/transfer)
- To establish National Conference Bureau
- Implementing active international cooperation and bilateral international tourism working groups activities
- Implementing innovations in tourism (MobiTour)

**4.3** Please identify and describe a specific initiative, which is related to the 7 key challenges, that is innovative/ successful and which would be of interest to or of help to other Member States. (maximum 2.000 characters)

Project of the three Baltic States –The Great March across the Baltic States. The project helps tourists to find a new untraditional object of tourism, invite guests from abroad in order to show how rich and beautiful Lithuania is, to learn history and traditions of the country. Members of the project are given 50 % and more discount in many touristic objects – museums, water routes and other.

Marathon of 600 Anniversary of Zalgiris Battle. Member of the Marathon are going to visit castles of Vilnius, Trakai, Medininkai, The Church of Vytautas the Great in Kaunas, mound in Birstonas, Merkinė, Veliuona, the Birute Hill in Palanga, the Battlefield in Pabaiskas, and Old Trakai.

## **5. MECHANISMS FOR IMPLEMENTATION**

Three mechanisms for implementing the Agenda were identified in the “Agenda”: sustainable destinations, sustainable businesses and responsible tourists.

**5.1 Sustainable destinations:** What support is given to strengthen destination management at the regional/ destination level (supportive policy environment, knowledge networks, training programmes, establishment of measures/indicators for benchmarking, etc.)? (maximum 600 characters)

**5.2 Sustainable businesses:** What support is given to strengthen the sustainability and competitiveness of businesses (supportive policy environment, orientation of business support services to sustainability, training, financial incentives, etc.)? (maximum 600 characters)

EU structural assistance for 2007-2013 is EUR 240 million provided in order to develop projects of tourism infrastructure:

- Establishment and development of eco, active, cognitive and wellness tourism infrastructure, EUR 45 million
- Preservation of cultural heritage and readjustment for tourism development, EUR 70 million
- Tourism projects of national interest, EUR 36 million
- Tourism information and marketing, EUR 7 million
- Regional public infrastructure, EUR 21 million
- Development of tourism services (products) and quality improvement of tourism services, EUR 61 million

Seminars and training of tourism industry businessmen are organized every year.

**5.3 Responsible tourists:** What support is given to promote responsible choices by tourists (e.g. sustainability in education, national marketing and media campaigns, promotion of certification schemes)? (maximum 600 characters)

Media Campaign (Morning TV programme, newspapers, specialized magazines and etc)

Promotion of sustainable and responsible tourism in co-operation with educational institutions.

## 6. DATA AND INDICATORS

Eurostat will provide, as an annex, the key statistical data required to support the reporting process covering around 20 indicators<sup>2</sup>. These are mainly related to the aim of 'economic prosperity'.

Please, identify indicators that are being used or developed which could add to the range of information being provided by Eurostat, particularly in relation to social and environmental issues (other indicators from the TSG report, visitors/ residents satisfaction, etc.). (maximum 500 characters)

The Statistic Department at the Government of the Republic of Lithuania collects and process the data on tourism in Lithuania.

## 7. COMPLEMENTARY ADDITIONAL INFORMATION

If necessary use the following box to provide additional complementary information that has not already been covered.

<sup>2</sup> These indicators have been selected from the 50 TSG indicators on the basis of the possibility to calculate them at the European level.





## APPENDIX

Principles of sustainable tourism:

- **Taking a holistic and integrated approach**

All the various impacts of tourism should be taken into account in its planning and development. Furthermore, tourism should be well balanced and integrated with a whole range of activities that affect society and the environment.

- **Planning for the long term**

Sustainable development is about taking care of the needs of future generations as well as our own. Long term planning requires the ability to sustain actions over time.

- **Achieving an appropriate pace and rhythm of development**

The level, pace and shape of development should reflect and respect the character, resources and needs of host communities and destinations.

- **Involving all stakeholders**

A sustainable approach requires widespread and committed participation in decision making and practical implementation by all those implicated in the outcome.

- **Using best available knowledge**

Policies and actions should be informed by the latest and best knowledge available. Information on tourism trends and impacts, and skills and experience, should be shared across Europe.

- **Minimising and managing risk – the precautionary principle**

Where there is uncertainty about outcomes, there should be full evaluation and preventative action should be taken to avoid damage to the environment or society.

- **Reflecting impacts in costs – user and polluter pays**

Prices should reflect the real costs to society of consumption and production activities. This has implications not simply for pollution but for charging for the use of facilities that have significant management costs attached to them.

- **Setting and respecting limits, where appropriate**

The carrying capacity of individual sites and wider areas should be recognised, with a readiness and ability to limit, where and when appropriate, the amount of tourism development and volume of tourist flows.

- **Undertaking continuous monitoring**

Sustainability is all about understanding impacts and being alert to them all the time, so that the necessary changes and improvements can be made.