ANNUAL TOURISM REPORTING TEMPLATE

1. INTRODUCTION

Council Decision 86/664/EEC of 22 December 1986[1] 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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[1] 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)

Ministry of Economic Affairs: Responsible for Tourism Policy

Netherlands Bureau for Tourism and Conventions (NBTC): Dutch NTO. NBTC is responsible for the promotion of inbound tourism.

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)

Local / regional governments: Responsible for local / regional tourism policy

Local / regional tourism boards: Responsible for the promotion of local / regional tourist destinations (domestically and internationally)

VVV Nederland: Umbrella organisation of local and regional tourism boards

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

Although tourism policy is the prime responsibility of the Ministry of Economic Affairs, there are several ministries covering fields related to tourism:

Statistics Netherlands (agency of the Ministry of Economic Affairs): responsible for Tourism Statistics

Ministry of Agriculture, Nature and Food Quality: Responsible for Nature Management and Recreation Policy

Ministry of Education, Culture and Science: Responsible for Culture Policy

Ministry of Finance: The Ministry of Finance is, in cooperation with the Ministry of Economic Affairs, responsible for reducing the regulatory burden for SMEs

Ministry of Health, Welfare and Sports: Responsible for Sports Policy

Ministry of Housing, Spatial Planning and the Environment: Responsible for Spatial Planning Policy

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)

The Ministry of Economic Affairs is responsible for Tourism Policy. The Ministry of Economic Affairs involves other national or regional bodies / organisations and the industry to implement its policy.

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)

The 2009 budget of the Ministry of Economic Affairs for Tourism Policy ws 17,5 million Euros.

The Ministry of Economic Affairs made 16,7 million Euros available for NBTC. The NBTC used this budget for the promotion of inbound tourism.

The Ministry of Economic Affairs spent 0,8 million Euros on other policy measures, such as the improvement of the ICT infrastructure of local and regional tourism boards and the implementation of the European EDEN Award in the Netherlands.

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3. POLICIES AND STRATEGIES

3.1 Is there a current National Strategy for tourism?   Yes

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)

The Tourism Letter (2008) is the current policy plan on tourism of the Ministry of Economic Affairs. The Tourism Letter describes three lines of policy:

A. Holland Promotion

The Ministry of Economic Affairs has commissioned NBTC for the touristic promotion of the Netherlands abroad. The Ministry has made 50 million euros available for a period of three years (2008 – 2010). The Ministry and NBTC have agreed on three targets for this period:

- An average growth of inbound tourism of 2% a year
- An average growth of inbound city breaks of 4% a year
- A 19% share of the market of international conventions in West-Europa.

Dutch promotion policy focuses specifically on city breaks and conventions, as these markets represent the better spending tourists.[2]

B. A Competitive Business Environment

The ministry of Economic Affairs works on the improvement of the business environment of the tourism industry, by reducing regulatory burdens and encouraging entrepreneurship.

C. Innovation and Sustainability

The ministry of Economic Affairs seeks to stimulate innovation and sustainability in the tourism sector. Various measures, e.g.

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[2] Due to the economic crisis, the NBTC will not meet its targets. The Ministry of Economic Affairs will possibly revise the targets.

- Implementation of the European EDEN Award in the Netherlands
- Stimulating the use of the Green Key certificate in the HORECA sector
- Improving use of ICT tourism sector

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

See 3.1

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

The Ministry of Economic Affairs sent the first progress report of the Tourism Letter to the Parliament in September last year.

A new report will follow in the fall of 2010.

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

The Ministry of Economic Affairs has no tourism specific legislation.

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

2 Social equity and cohesion
   a. To enhance the quality of life of local communities through tourism, and engage them in its planning and management
   b. 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
   a. To minimise pollution and degradation of the global and local environment and the use of scarce resources by tourism activities.
   b. 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)

No specific line of policy in Tourism Letter.

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

No specific line of policy in Tourism Letter. Is part of generic transport policy.

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

No specific line of policy in Tourism Letter. Is part of generic education / labour policy.

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

No specific line of policy in Tourism Letter.

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

See 3.1, goal C.

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

No specific line of policy in Tourism Letter. Is part of generic natural and cultural policy.

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

No specific line of policy in Tourism Letter. Is part of generic welfare policy.

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

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)

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)

See Tourism Policy Ministry of Economic Affairs: paragraph 3.1

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)

See Tourism Policy Ministry of Economic Affairs: paragraph 3.1

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)

See Tourism Policy Ministry of Economic Affairs: paragraph 3.1

6. DATA AND INDICATORS

Eurostat will provide, as an annex, the key statistical data required to support the reporting process covering around 20 indicators[3]. 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)

7. COMPLEMENTARY ADDITIONAL INFORMATION

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

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[3] 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.