

ANNUAL TOURISM REPORTING TEMPLATE

1. INTRODUCTION

Council Decision 86/664/EEC of 22 December 1986¹ 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.

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, Agriculture and Innovation: Responsible for Tourism and Recreation
Ministry of Education, Culture and Science: Responsible for Culture
Netherlands Bureau of Tourism and Conventions (NBTC): Responsible for international marketing of the Netherlands as a tourist destination and acquisition of international conventions. NBTC is an independent foundation, which is about 60% financed by the government and about 40% by third parties.
Statistics Netherlands: Tourism Statistics

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)

National level: See 2.1
Local / regional governments: Responsible for local / regional tourism policy
Local / regional tourism boards: Responsible for marketing of local / regional tourist destinations. The boards are largely financed by local / regional governments.
VVV Nederland: Umbrella organisation of the Dutch local / 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)

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)

See 2.1 and 2.2

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)

In 2010, the Ministry of Economic Affairs, Agriculture and Innovation had a budget of about 17 million euros specifically for tourism. About 16,5 million euros was used to finance NBTC. The remaining budget was spent on a variety of smaller activities (amongst others the implementation of the EDEN Award in the Netherlands).

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 (para 2.3 p5) and given in the appendix. (maximum 1.000 characters)

The Netherlands launched a 3 year tourism strategy in 2008 ('de Toerismebrief'). The government identified 3 main priorities in this strategy:

a. Stimulating Inbound Tourism

The ministry of Economic Affairs, Agriculture and Innovation signed a 3 year contract with NBTC for the years 2008 – 2010. NBTC received a budget of 50 million euros. The contract was based on 3 targets:

- 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 international conventions in West-Europe

NBTC developed a 3 year marketing strategy along the lines of these targets.

b. Competitive Business Environment

The ministry of Economic Affairs cooperated in the period 2008 – 2010 with the tourism industry to improve the business environment, for instance by reducing administrative burdens. An action plan was made.

c. Innovation and Sustainability

The tourism industry could make use of generic instruments for innovation, sustainability and regional development in the period 2008 – 2010.

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

The Ministry of Economic Affairs, Agriculture and Innovation. NBTC was responsible for the implementation of A, stimulation of inbound tourism.

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

On a regular basis

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

No 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 measures.

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

No specific measures. (Part of generic transport policy.)

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

No specific measures. (Part of generic education policy.)

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

No specific measures.

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

No specific measures. (Part of generic environmental / energy efficiency policy.)

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

No specific measures. (Part of culture policy.)

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

No specific measures.

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)

No specific action, the national government considers this is the responsibility of local / regional governments.

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)

The tourism industry can make use of generic instruments of the government for innovation, sustainability and regional development.

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)

Awarenessraising, e.g. through website www.milieucentraal.nl.

6. DATA AND INDICATORS

Eurostat will provide, as an annex, the key statistical data required to support the reporting process covering around 20 indicators². These are mainly related to the aim of 'economic prosperity'.

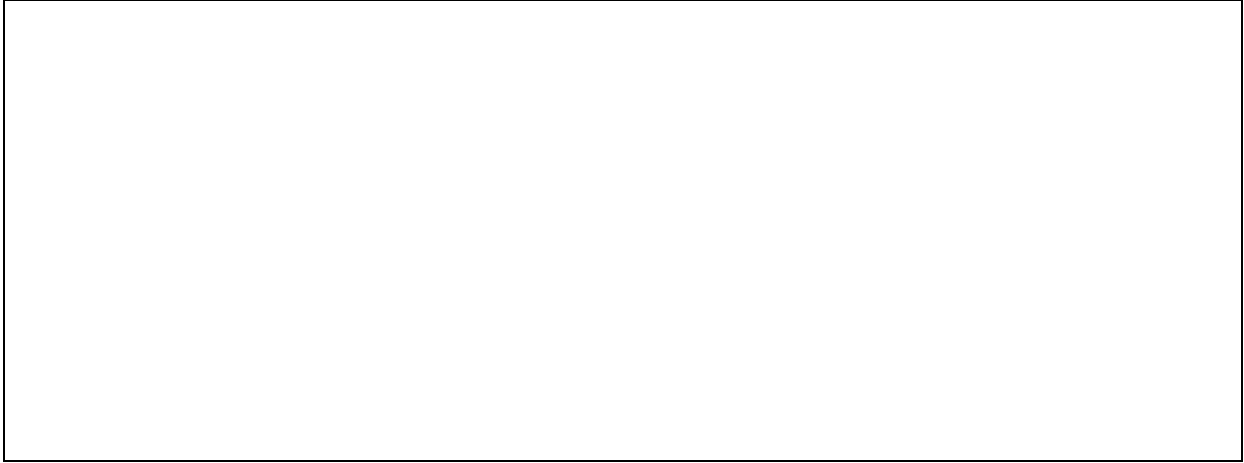
Please, identify indicators that are being used or developed which could add to the range of information being provided by Eurostat, particularly in relation to social and environmental issues (other indicators from the TSG report, visitors/ residents satisfaction, etc.). (maximum 500 characters)

7. COMPLEMENTARY ADDITIONAL INFORMATION

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

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

Country: The Netherlands
Last update:.....



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.