

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.

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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 Enterprise, Energy and Communications, www.regeringen.se

Swedish Agency for Economic and Regional Growth, governmental agency, statistics on tourism. The agency has assignments from the government, and also initiates projects to promote and develop the tourism industry. www.tillvaxtverket.se

Visit Sweden, information and marketing on Sweden. Visit Sweden is owned 50/50 by the government and the Swedish tourism industry.

www.visitsweden.com

SCB, Statistics in Sweden. www.scb.se

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)

Swedish Agency for Economic and Regional Growth, Tillväxtverket, is responsible for the statistics on tourism in Sweden. Swedish Agency for Economic and Regional Growth runs project in the tourismsector, these projects can be development,of business and destinations, sharing good practise and knowledge. Swedish Agency for Economic and Regional Growth also have a regional structure (Nuts II level) handling issues related to structural funds only.

Visit Sweden, information and marketing on Sweden for tourists.

Visitsweden.com is Sweden´s official travel and tourist information web site. Search for holiday and hotel information, images of Sweden and its culture.

SCB, Statistics in Sweden

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

Swedish Travel and Tourist Industry Federation (RTS) is a business organisation that conducts business and development projects in partnership with players from the private and public sectors. These projects are carried out according to the RTS growth model within the framework of its travel, entrepreneurial and competence forums. www.rts.se

Trip, developmentcenter of RTS (above) guides and a matchmaker for entrepreneurs in the industry of tourism, finding other entrepreneurs, governmental agencies etc. www.trip.se

Visita – Swedish hospitality industry, represents about 5 600 workplaces, which combined represent the majority of the hotel- and restaurant trade's total turnover. Visita works to assure that laws, regulations and business conditions are designed to promote the industry's even greater possibilities in having a prominent position in Sweden. www.visita.se

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)

The budget for Visit Sweden is about SEK 110 million annually from the government, which is matched by a similar sum from industry stakeholders.

The budget for tourism is integrated in the general budget for Swedish Agency for Economic and Regional Growth, and has about SEK 20 million.

Skogsriket, which focus on forestry and also tourism have a budget of SEK 80 million during two years. Matlandet is the vision of Sweden as the new country of food. The budget is SEK 105 million spend over three years.

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There are no specific tourism funds, with the exception of a foundation with the purpose of promoting knowledge and development within the tourism sector.

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)

There is a national strategy for Swedish tourism sector, created by Swedish Travel and Tourist Industry Federation (RTS) 2010. The goal is to double the number of visitors in Sweden between 2010 to 2020 and to create 21 new destinations for the market of export.

There is no governmental national strategy for tourism.

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

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

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

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)

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

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

To increase job opportunities there are now lower employer contributions for persons below the age of 26, which is beneficial for the sector of tourism that employs many young persons during seasons. 2012 value-added tax in restaurants and services of catering was decreased from 25 percent to 12 percent.

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)

Skogsriket, "Land of forrest" is an actionplan launched 2011. Experiences, recreation, sustainability, innovation, and nature- and ecotourism have an important role in this actionplan.

Sweden - the new country of food, is a vision to create jobs and growth all over the country. The vision contains five areas of focus: public food, primary production, refined food, food tourism and restaurants. Food and experiences in combination will create 20 000 new jobs 2020.

Sami food is unique and is a part of the swedish cultural heritage. The Swedish Government is investing SEK 6 millions to strengthen the position of sami food.

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

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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)

Support of companies, agencies and organisations that works with destinationsdevelopment (Visit Sweden for example).

Counseling and support of finance for SME:s.

Burdenhunters, the tourism sector is one of seven sectors that is in focus of burdenhunting to ease administration for these companies.

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 question 5.1

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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)

Swedish organisation of Eco-tourism is offering guidelines and recommendations about eco-friendly destinations, hotels and services. The target group is tourists as well as companies that wants to join the organisation and be part of the work of sustainability.

Visit Sweden is working with a quality label for green and eco-friendly hotels and services.

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.

Many of the outpointed challenges in this questionnaire have been discussed during 2011 and outcome and initiatives from these dialogs has been implemented 2012. Development of destinations is one of these projects (Swedish Agency for Economic and Regional Growth and Visit Sweden) . "The power of attraction – Sweden" is a dialog between local, regional and national organisations with the purpose of strengthen the attraction for living in, and visit the regions (Ministry of Enterprise, Energy and Communications).

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

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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.