

DRAFT 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)

The Department of Transport, Tourism and Sport is responsible for the formulation, development and evaluation of policy for the tourism sector as regards training, HR policy, tourism marketing, tourism product development and North/South co-operation on tourism matters. Implementation of these policies is undertaken by the tourism agencies - Tourism Ireland Ltd and Fáilte Ireland.

Tourism Ireland Ltd is responsible for marketing the island of Ireland overseas as a tourism destination and delivery abroad of regional and product marketing and promotion activity on behalf of Fáilte Ireland and the Northern Ireland Tourist Board.

Fáilte Ireland, the National Tourism Development Authority, provides strategic and practical support to develop and sustain Ireland as a high-quality and competitive tourist destination. It works in strategic partnership with tourism interests to support the industry in its efforts to be more competitive and profitable and to help individual enterprises to enhance their performance.

Five **Regional Tourism Fora** operate under the aegis of Fáilte Ireland to provide a regional framework for tourism development. (Dublin Tourism and Shannon Development manage attractions).

Dublin Tourism is the official tourism board for Dublin with responsibility for marketing and promoting the Dublin region.

Shannon Development is responsible for the development and promotion of tourism in Ireland's Mid-West region.

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)

Fáilte Ireland is responsible for the network of Tourism Information Offices around the country. In addition, it provides a broad range of supports to tourism enterprises to help improve competitiveness in the industry. It has recently shifted its focus from training for individuals to training and capability for businesses (mainly SME's) to ensure that businesses become more profitable, more efficient and more competitive. Fáilte Ireland provides businesses with interactive e-based facilities with which to assess their own enterprises' strengths and benchmark their performance against industry norms in key business areas such as energy management performance, guidance and self-audit tests on key environmental topics.

Tourism Ireland promotes the island of Ireland as a holiday destination in 23 markets overseas - through Tourism Ireland offices in 13 markets. It also maintains a suite of 42 websites in 14 different languages, which showcases the island of Ireland as a holiday destination. Tourism Ireland also helps to influence product development on the island of Ireland, by sharing their insight on global tourism trends and the changing need of overseas consumers with Fáilte Ireland, the Northern Ireland Tourist Board and with industry partners.

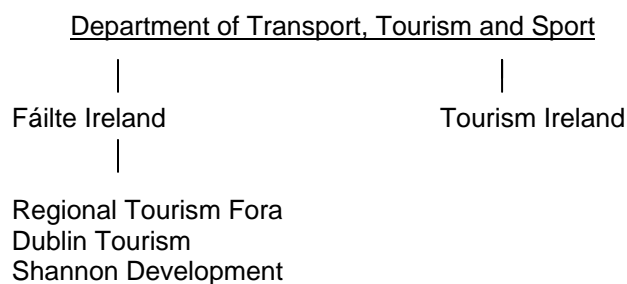
2.3 Please, describe which other bodies and organisations are involved at the national level and the process for involving them. (maximum 800 characters)

The Irish Tourist Industry Confederation (ITIC) is the national representative organisation for the tourism sector encompassing membership from both the public and private sectors. The purpose of the Confederation is to act as a single voice for tourism, to address strategic issues essential to the success of the sector, to influence the regulatory/legislative environment and to influence Government and EU Tourism policies. The Department of Transport, Tourism and Sport engages closely with ITIC and other relevant industry groups in relation to the development of tourism policy. Industry groups have been represented on the various groups

established to implement Ireland's tourism 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)

Organisational Structure:



See 2.1 above for responsibilities of the Department and Tourism Agencies.

The Regional Tourism Fora operate under the aegis of Fáilte Ireland to provide a regional framework for tourism development. Certain functions have been delegated to the Boards, including directing the formulation and regular review of a comprehensive tourism development strategy for each region, and drafting and overseeing the implementation of work plans for each region to support the implementation of the region's development strategy for tourism.

Dublin Tourism is the official tourism board for Dublin with responsibility for marketing and promoting the Dublin region

Shannon Development is responsible for the development and promotion of Tourism in Ireland's Mid-West region.

In relation to links, the Department of Transport, Tourism and Sport engages with other Government Departments in relation to issues which have an impact on tourism and is represented on relevant interdepartmental committees. A number of fora have been organised by the Department in recent years to share information and hear the views of stakeholders on various tourism related topics. Most recently a consultation on 6 September with industry representatives on the crucial issues facing the Irish tourist industry and on the tourism policy priorities and actions required to help restore growth. The outcome of this forum fed into the preparation of the Department's Statement of Strategy for the period 2011 – 2013. In September 2009, the Report of the Tourism Renewal Group was launched. The Group consulted with tourism industry groups and other relevant stakeholders to present their views on the key strategic issues facing Irish tourism in the medium term, and on what appropriate responses might be.

The Department of Transport, Tourism and Sport also consults widely and maintains a close working relationship with the tourist industry and other key stakeholders regarding the formulation and implementation of tourism policy. The Tourism Renewal Group, charged with reviewing and renewing the national tourism strategy "*New Horizons for Irish Tourism: an Agenda for Action 2003-2012*", conducted a broad-ranging consultation as part of the research and analysis leading up to its Report (September 2009). In August 2010, the Minister for Tourism, Culture and Sport announced the establishment of a new high level group – the Tourism Renewal Implementation Group – to oversee and drive action on measures to support the competitiveness and sustainability of tourism in Ireland,

based on the Tourism Renewal Group's Framework for Action. This Group was chaired by the Minister and includes tourism agency representatives, Departmental officials and representatives of a range of interests within the tourist industry.

Minimum rates of pay and other conditions of work for workers in the hotel and catering sectors are determined by Joint Labour Committees (JLCs). Each JLC is composed of representatives of workers and employers in the sector concerned. JLCs are independent bodies established by means of a statutory order made by the Labour Court in Ireland. The pay and conditions agreed by the JLCs are given the force of law in Employment Regulation Orders made by the Labour Court on foot of proposals made to the Court by the JLCs.

Local Tourism Bodies outside of the main State Organisation (e.g. West Cork Tourism, Wicklow Tourism) also play an important role in tourism promotion. Local Authorities and "Local Action Groups" have involvement in Tourism promotion at a local level. Local Action Groups use public funding (including funding under the EU Rural Development Programme) to implement multi-sectoral business plans for the development of their own areas. Although the priority areas vary from area to area, all LAGs have a tourism element in their business plan and other non-tourism actions may also have an impact on tourism.

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 SME's and Destinations. (500 characters)

The overall budget for tourism in 2010 was €140 million. Of this, €44.25m was allocated for overseas marketing.

Funding of €21m was allocated in 2010 for the continued rollout of Tourism Product Development investment support in 2010 and beyond, which will lead to the development of improved tourism infrastructure and new and upgraded tourist attractions and activities.

The Special EU Programmes Body (SEUPB) launched a call for suitable projects under INTERREG IVA during 2008. It is expected that about €30m (including match funding) will be available for tourism projects during the period to 2013 under INTERREG IVA.

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)

Ireland's tourism strategy "*New Horizons for Irish Tourism: an Agenda for Action 2003-2012*" was reviewed and renewed in 2009/2010 by the high-level Tourism Renewal Group.

The "*New Horizons*" Report recommends a number of actions across nine key drivers:

1. Business Environment
2. Competitiveness & Value for Money
3. Access Transport (External)
4. Information and Communication Technologies
5. Product Development and Innovation
6. Marketing and Promotion
7. The People in Tourism

8. The Government Sector
9. Information, Intelligence and Research

The *Tourism Renewal Group Report* sets out tourism's contribution to Ireland's economic, social and cultural development and the prospects for Irish tourism in a changed world, as well as a Framework for Action (see Appendix II) for tourism's survival, recovery and growth over the period to 2013 – broken down into five Survival Actions over 2009-2010 and nine Recovery Actions for 2010-2013. The wide-ranging set of measures recommended in the Tourism Renewal Group's Framework for Action formed the strategic basis for responding to the difficulties experienced by Ireland's tourism sector.

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

The Minister with responsibility for tourism established the groups charged with making recommendations for Ireland's tourism strategy, as contained in both the "*New Horizons*" Report (2003) and the *Tourism Renewal Group Report* (2009). In both cases, implementation of specific recommended measures fall variously to the Department for Tourism, Culture and Sport, the tourism agencies, and other Government Departments and State Agencies. To oversee and drive the implementation of the strategy, the Minister appointed a series of groups.

In January 2004, the Tourism Action Plan Implementation Group (TAPIG) was appointed to monitor implementation of the recommendations contained in the New Horizons report and to assess and report on progress.

In May 2006, the Tourism Strategy Implementation Group (TSIG) was appointed for a two-year period and its remit was to advise the Minister on implementation of the outstanding recommendations of the New Horizons report and to work with the tourism industry and other Government Departments and Agencies to address a number of key areas.

A Tourism Renewal Group was established in 2008 to review and, where appropriate, renew Ireland's tourism policy. This Group reported in September 2009 with a recommended Framework for Action.

In August 2010, the Minister announced the establishment of a new high level group – the Tourism Renewal Implementation Group – to oversee and drive action on measures to support the competitiveness and sustainability of tourism in Ireland, based on the Tourism Renewal Group's Framework for Action.

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

The overall *New Horizons* tourism strategy (2003 - 2012) was monitored initially by the Tourism Action Plan Implementation Group, which reviewed implementation of the recommendations between 2004 and 2006. This Group was succeeded by the Tourism Strategy Implementation Group which, from 2006 to 2008, advised on the implementation of the outstanding *New Horizons* recommendations and responded to evolving issues in the course of the development of the tourism industry in a dynamic international context.

In December 2008, the Minister established a high-level Tourism Renewal Group, to review and, where appropriate, renew Ireland's tourism strategy as set out in "*New Horizons for Irish Tourism: an Agenda for Action 2003-2012*". The *Report of the Tourism Renewal Group* and accompanying recommendations, in the form of a Framework for Action, was launched in October 2009. In August 2010, the Minister for Tourism, Culture and Sport announced the establishment of a Tourism Renewal Implementation Group to oversee and drive actions on measures to support tourism in Ireland. This Group was chaired by the Minister and includes tourism agency representatives, Departmental officials and representatives of a range of interests within the tourist industry.

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

The Tourism Acts 1939 – 2003 provide for the establishment and corporate governance of the National Tourism Development Authority (Fáilte Ireland) as well as setting out the statutory framework

for the promotion of tourism and the development of tourism facilities and services.

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)

The tourism agencies have been working with industry for a number of years to encourage tourism in the non-peak season, in particular by offering good value packages at these times. A new National Conference Centre (known as Convention Centre Dublin) opened in September 2010. Strategies are being implemented to grow this business in the years ahead. A new Cultural Tourism Initiative should also encourage visitors outside of the peak season.

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

The Government policy framework for transport, "Smarter Travel", was drafted in consultation with key stakeholders. It recognises the need for greater accessibility and efficiency in transport and contains actions to support economic competitiveness. This impacts positively on tourism, since improving access to all parts of Ireland is of clear benefit to the industry. The Tourism Renewal Group recognised that "Smarter Travel" measures in public transport, cycling and walking have the scope to provide a better tourist experience and also to enhance Ireland's credentials as a sustainable destination.

As highlighted by the Tourism Renewal Group, transport infrastructure must be used as efficiently as possible. The ongoing programme of reforms in public transport will help to deliver the levels of service which are needed to deliver a quality experience for tourists – whether from home or overseas.

An example of how Ireland has been able to exploit our significantly improved public transport infrastructure was the "Golden Trekker" reduced price rail travel scheme for senior citizens visiting Ireland from abroad. This pilot scheme ran in 2010 and was intended to boost overseas visitor numbers amongst a strong market segment for Irish tourism, provides for free mainline, commuter and DART rail tickets to all tourists to Ireland aged 66 and over, with no restriction on nationality or country of residence. It was extended to Northern Ireland in July 2010.

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

Fáilte Ireland provides on-site training to tourism employees as well as accreditation for prior learning (APL) thus improving the service these tourism workers provide in tandem with the quality of their jobs. Tourism has also been identified as a key sector in Government strategies for economic renewal and for jobs.

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

As recognised in the *Report of the Tourism Renewal Group*, tourism makes an important contribution not just to Ireland's economic development, but also to our social and cultural development – nationally and regionally. In addition to generating employment, economic activity and exports, tourism contributes by encouraging social inclusion and access to the labour market. Tourism has also played a vital role in reshaping the relationship between the North and South of Ireland through the joint marketing and promotion internationally of the island of Ireland.

Fáilte Ireland and the EPA are joint funding a three year project which was initiated in March 2009, to be implemented in Killarney, Co. Kerry and Carlingford, Co. Louth, which will test a set of sustainable tourism indicators across the following headings: Administration; Community; Heritage; Infrastructure; Visitor and Economics.

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

It is vital that good environmental practice is incorporated into the day to day management of tourism businesses. For this reason, Fáilte Ireland actively supports the drive towards best practice in environmental management by establishing and/or supporting the establishment of environmental standards (followed by awards/certification – e.g. the Green Hospitality Award and the EU Flower eco-label) for the various sectors of the tourism industry. Many businesses have already taken steps towards improving environmental performance, ranging from simple steps such as reducing energy consumption to becoming fully accredited eco-tourism businesses.

In 2009, Fáilte Ireland published a guide for tourism businesses on the range of available environmental advice, training and accreditation to assist them to reduce their consumption of energy, water and waste, thus reducing their overheads. During 2009, Fáilte Ireland also developed an environmental audit service as part of its Business Coaching and Mentoring Programme. It also published an *Ecotourism Handbook* in association with the Greenbox Ecotourism Destination.

Fáilte Ireland's Environment Unit has also been working on environmental good practice guidelines for various tourism segments. To date, it has developed environmental good practice guidelines for cruising, festivals and events, business tourism, equestrian centres, and caravan and camping sites, in association with relevant industry groups.

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

Ireland's landscape and environment are key attractors of overseas visitors and visitors from the domestic market. Fáilte Ireland, in association with the Greenbox Ecotourism Destination, published in

March 2009, a Handbook on Ecotourism for tourism businesses. Fáilte Ireland produced a report entitled "*Determination of Waters of National Tourism Significance and Associated Water Quality Status*" in September 2009. This Report will contribute in an informed way to River Basin Management Plans under the Water Framework Directive.

The report "*Climate Change, Heritage and Tourism – Implications for Ireland's Coast and Inland Waterways*" (April 2009), prepared jointly by Fáilte Ireland and the Heritage Council, examines the potential climate change impacts on Ireland natural and built heritage along Ireland's coast and inland waterways and makes recommendations under the headings of policy development, research, adaptation, awareness raising, training, and resource management.

Fáilte Ireland recently developed a new Natural Heritage Strategy, which addresses *inter alia* the development of nature-based tourism. Given the strategic re-orientation towards destination development, the findings have fed into overall work on destinations.

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

Ireland is developing its knowledge in this area through Ireland's participation in the EU Calypso Social Tourism Research Project and the National Tourism Development Authority (Fáilte Ireland) will pursue the issue further in the years ahead.

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

The quality of sightseeing in Ireland, coupled with our reputation for a clean and unspoilt environment, have always been major draws for international visitors. Ireland's tourism industry has long traded on the country's reputation for a clean and unspoilt environment - protecting the credibility of this image is important to ensure the sustainable development of the sector. The tourism sector depends heavily on a natural and cultural heritage that underpins a wide range of tourist and amenity activities. For this reason, Climate Change has the potential to negatively impact already vulnerable ecosystems and to alter the traditional character of Ireland's habitats and biodiversity and presents serious challenges in terms of protecting our heritage and associated tourism and amenity value. Fáilte Ireland's strategy document, *Facing the Challenges of Climate Change - Fáilte Ireland's Carbon Strategy Document*, identifies 7 key actions to be taken to address the issues of climate change. These key actions will be taken in an attempt to minimise (a) the impact on climate change on the tourism industry in Ireland, and (b) the impact of the tourism sector on the factors influencing climate change.

Volcanic Ash Cloud Disruption – This occurred in April & May 2010, and caused flight cancellations all across Europe. Fáilte Ireland produced a customer care charter, which helped to reassure and improve confidence for both tourism enterprises and potential tourists. This charter addressed issues such as cancellations policy, pricing for delayed tourists, provision of timely information, internet accessibility and quality of services for all tourists affected by delayed travel plans due to volcanic ash.

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)

A free rail travel scheme aimed at senior citizens visiting Ireland from abroad was piloted in 2010. Fáilte Ireland, in conjunction with Iarnród Éireann (Irish Rail), developed this free rail travel scheme – the "Golden Trekker" – to boost overseas visitor numbers amongst a strong market segment for Irish tourism. The scheme provides for free mainline, commuter and DART rail tickets to all tourists to Ireland aged 66 and over and there is no restriction on nationality or country of residence. The scheme was extended to Northern Ireland for Summer 2010.

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)

Regional Tourism Development Plans (2008-2010), drawn up by the Regional Tourism Boards set out plans to provide the necessary tourism infrastructure and service in each region to sustain tourism revenue into the local economy; help businesses and employment in the hospitality sector to grow; project a better appeal and deliver a better visitor experience.

Fáilte Ireland's new Statement of Strategy (from 2010 on) will take a destination management approach.

The Tourism Infrastructure Fund, from which local authorities and other public bodies were eligible for support within Fáilte Ireland's Product Development Programme, emphasises the provision of environmentally sustainable and enhancing infrastructure, so that an ecologically friendly offering is developed.

During 2009, Fáilte Ireland liaised with the National Parks and Wildlife Service of the Department of the Environment, Heritage and Local Government in undertaking a review of its grant aid procedures insofar as they affect Natura 2000 sites to ensure that any grant applications which may involve a Natura 2000 are adequately and appropriately assessed.

Ecotourism was one of the themes for the new Tourism Learning Networks, which was run on behalf of Fáilte Ireland in 2009.

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 Fáilte Ireland portfolio of enterprise and people development, including Optimus, Performance Plus, Continuing Professional Development and Tourism Learning Networks is promoted and supported locally. The key strategic objectives is to build the concept of quality and excellence into all business and people development activities; identify and develop industry training and business development programmes to support regional tourism product development strategies; encourage industry support for skills enhancement programmes in line with regional and national objectives; liaise with third level colleges in terms of innovation and networking initiatives; provide an expert enterprise support service in co-operation with Local Action Group companies and others as appropriate.

Fáilte Ireland also funded the preparation and publication of an "Ecotourism Handbook" which is a practical guide to both existing tourism businesses and those who wish to start new businesses. This handbook was published jointly by the Greenbox and Fáilte Ireland in January 2009.

Fáilte Ireland's Environment Unit has also been working on environmental good practice guidelines for various tourism segments. To date, it has developed environmental good practice

guidelines for cruising, festivals and events, business tourism, equestrian centres, and caravan and camping sites, in association with relevant industry groups.

Other supports include guidance available from and programmes administered by the Sustainable Energy Authority of Ireland (SEAI) and by the Environmental Protection Agency (EPA), under the Departments (Ministries) of Communications, Energy and Natural Resources and the Environment, Heritage and Local Government respectively.

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)

Fáilte Ireland has included a 'Green Tourism' section on the Discover Ireland website, which provides visitors with green options in their holiday choices in Ireland. Fáilte Ireland promotes the EU Flower eco-label and the Green Hospitality Award to tourism businesses. Fáilte Ireland is a funder and supporter of the Leave No Trace code of outdoor ethics in Ireland.

In addition to offering a sustainable product and experience that minimises negative impacts on the environment, eco-tourism tries to offer tourists an insight into the impact of human beings on the environment and to foster a greater appreciation of our natural habitats, thus educating the tourist about their environmental responsibilities (e.g. recycling, energy efficiency and water conservation).

There are various **eco-labels/accreditation/certification programmes** available to sustainable and eco-tourism businesses that wish to attain formal classification and associated marketing benefits. These include the **Green Hospitality Award** (international sustainable tourism eco-label – originally for hotels, but broader now), the **Green Tourism Business Scheme** (international sustainable tourism eco-label for tourism businesses generally), the **EU Flower** (EU eco-label for tourist accommodation providers) and the **Greenbox Eco-tourism Certification Programme** (national programme for eco-tourism businesses generally), the only eco-tourism certification programme currently operating in Ireland.

In Autumn 2010, Fáilte Ireland conducted a validation scheme for both eco-labels and ecotourism certification. Validation of these independent labels and certification programmes will allow Fáilte Ireland to assess the quality of each before agreeing to profile them, and the businesses certified under them, on the Discover Ireland website.

In 2009, following a review of all tourism and hospitality education and training courses delivered throughout Ireland in order to ascertain the current level of sustainability content, Fáilte Ireland published a comprehensive guideline document recommending improved sustainability content in each course.

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'.

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

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)

Fáilte Ireland and the EPA are joint funding a three year project which was initiated in March 2009, to be implemented in Killarney, Co. Kerry and Carlingford, Co. Louth, which will test a set of sustainable tourism indicators across the following headings: Administration; Community; Heritage; Infrastructure; Visitor and Economics.

7. COMPLEMENTARY ADDITIONAL INFORMATION

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

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.

APPENDIX II

Framework for Survival 2009-2010 - Urgent Actions

	Action	Measures	Lead Role	Support Role
Survival Action 1	Keep Ireland in the Market – Invest in Marketing	<i>Maintain the overall level and value of investment in International and Domestic tourism marketing in real terms, to ensure continued impact and sustained returns</i>	Government (D/Finance, DAST), Tourism Agencies, marketing partners	-----
Survival Action 2	Keep Ireland in the Market – Cut Access Costs	<i>Abolish the Air Travel Tax</i>	Government (D/Finance)	-----
Survival Action 3	Make the Most of what we have - Sweat the Assets	<i>Strengthen Ireland's Tourism Product by:</i> <ul style="list-style-type: none"> • <i>Owners/operators of heritage and culture assets working more closely with the tourism sector</i> • <i>Stronger linkages between tourism attractions in terms of information and marketing</i> • <i>Using technology better to deliver interpretation more efficiently and easily</i> • <i>Keeping people at work in the tourism sector while enhancing their skills</i> 	OPW, DEHLG/NPWS, Fáilte Ireland, National Council of Cultural Institutions, tourism enterprises	Government (DEHLG, DAST), local authorities, FAS
Survival Action 4	Prioritise spending	<i>Coordinate public spending on tourism-related investment</i>	Government (DAST, DCRGA, DEHLG, DETE), Tourism Agencies	LEADER groups, Enterprise Ireland, local authorities, cultural institutions, Arts Council
Survival Action 5	Support Sustainable Enterprises and Employment	<i>Keep enterprises in business by minimising costs – including wages, utility costs and local authority rates – and by ensuring access to working capital</i>	Government (DETE, DAST, D/Finance, DEHLG), local authorities, regulators, Fáilte Ireland, credit institutions	National Employment Rights Authority (NERA), social partners, JLCs

Framework for Recovery and Growth – Building for the Future 2010-2013

	Action	Measures	Lead Role	Support Role
Recovery Action 1	Reaffirm the value and importance of tourism	<i>Government, industry and others should acknowledge and make the case for tourism and put tourism at the heart of decision-making</i> <i>Strengthen the innovative and knowledge content of tourism</i>	Government (DAST, D/Finance, D/Taoiseach, DETE), tourism representative bodies, tourism enterprises	Social Partners, local government, State agencies, academic and research institutions
Recovery Action 2	Sustain Investment in Tourism's Assets – the Brand	<i>Maintain the overall level and value of investment in International and Domestic tourism marketing in real terms, to ensure continued impact and sustained returns</i>	Government (D/Finance, DAST), Tourism Agencies, marketing partners, tourism enterprises	-----
Recovery Action 3	Sustain Investment in Tourism's Assets – People	<i>Help tourism enterprises to retain staff</i> <i>Help workers to renew and strengthen their skills</i> <i>Use tourism's potential to keep people in the labour market</i> <i>Ensure diversity of skills and labour are available</i> <i>Make tourism more attractive as a career for life</i>	Fáilte Ireland, tourism enterprises	Institutes of Technology, FÁS, social partners
Recovery Action 4	Sustain Investment in Tourism's Assets – Product	<i>Renew investment in priority projects, including funds for public attractions and infrastructure and incentives for refurbishment of accommodation</i> <i>Improve management of sites through staff training and Service Level Agreements</i> <i>Secure more World Heritage Site designations</i>	Government (D/Finance, DAST, DEHLG, OPW), Fáilte Ireland	Local authorities, other attraction owners/operators, accommodation operators

	Action	Measures	Lead Role	Support Role
Recovery Action 5	Make Ireland a world leader in tourism e-business	<p><i>Ensure Ireland's tourism agencies and tourism enterprises maximise their exploitation of new technologies – particularly the web – by</i></p> <ul style="list-style-type: none"> • <i>Enabling enterprises to have an effective web presence by rolling out broadband nationwide and enhancing enterprise supports for eCapability</i> • <i>Ensuring that e-marketing of the island of Ireland is world-class by sustained investment, increased use of Customer Relations Management/ Engagement and facilitating booking and buying over the internet</i> • <i>Structuring our web presence around the customer experience</i> 	Tourism enterprises, Tourism Agencies	Government (DCENR), internet service providers, IT sector
Recovery Action 6	Prioritise Market Segments where Ireland can gain competitive advantage	<p><i>Select, Invest in, and Develop key market segments based on Ireland's strengths, for example by</i></p> <ul style="list-style-type: none"> • <i>Improved packaging and marketing of leisure segments where we have developed critical mass</i> • <i>Public/Private Cooperation to develop additional niches with potential</i> • <i>Maximising the opportunity to grow business tourism nationwide, arising from the opening of the Convention Centre Dublin, by targeted promotion and securing additional gala venues for functions</i> 	<p>OPW, NPWS, National Council of Cultural Institutions, individual cultural institutions, tourism enterprises, Tourism Agencies, DAST</p> <p>Tourism Agencies, Business Tourism Forum, Convention Centre Dublin</p>	<p>Local authorities, Arts Council, arts bodies, sports bodies, Irish Film Board</p> <p>Dublin, Cork, Kerry, Limerick convention bureaux, hotel operators, OPW and other owners of potential gala venues, local authorities</p>

	Action	Measures	Lead Role	Support Role
Recovery Action 7	Make Access into Ireland easier	<i>Tourism agencies should identify and follow up opportunities to maximise the level of air and sea access as they arise, in cooperation with carriers or other State agencies where possible</i> <i>Make immigration procedures for tourists cheaper, easier and friendlier</i>	Government (D/Finance, D/Transport, DAST), Tourism and other State agencies Government (DJELR/INIS)	Airlines, Commission for Aviation Regulation, Dublin Airport Authority and other airports, ports, sea carriers Garda Síochána, Tourism Agencies, DFA
Recovery Action 8	Make Getting around Ireland easier	<i>Invest in key transport links and nodes</i> <i>Improve signposting and information</i> <i>Make public transport, cycling and walking more attractive</i> <i>Support tourism-specific transport services (e.g. coach tours and car hire)</i>	Government (D/Transport, DEHLG, DSFA), local authorities	Transport regulators, transport operators, NRA, RPA, Fáilte Ireland, industry sectors
Recovery Action 9	Maintain Supports for Enterprises and Employment	<i>Keep costs as low as possible for tourism enterprises and ease the burden of regulation</i>	Government (DETE, DEHLG, D/Finance), regulators, local authorities	Government (DJELR)