

ANNUAL TOURISM REPORTING TEMPLATE

Testing exercise (31 July – 30 Sept 2008)

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 Communication “*Agenda for a sustainable and competitive European tourism*”, thereafter referred to as “*Agenda*”, 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”. The Communication also recognised that sustainability and competitiveness are integral parts of a comprehensive approach towards tourism management and development.

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;
- provide an opportunity for Member States to make visible at European level the ideas and initiatives that they have developed or are developing regarding tourism issues;
- 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 can be moved to the end of April.

An update of tourism data will be provided by EUROSTAT in the month of September of year $n+1$ (before the European Tourism Forum).

In order to reduce the length of the report, it is recommended to provide links to relevant websites where further details can be found (so that those interested on a specific issue can find out more about i.e. the leading organisation, details of a scheme) and to introduce these links with a brief introduction summarising the most relevant info.

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

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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.

2.1 Please identify the national bodies responsible for tourism (Ministry and also any separate/related National Tourism Organisation), including their mission and spheres of competence, and their connection to other national bodies with direct or indirect influence in tourism. (maximum of 1.000 characters)

The State Secretariat for Tourism (the Ministry of Industry, Tourism and Trade) will take as many measures as necessary to define, develop, coordinate and implement Spain's tourism policies, without prejudice to the competences of the Interministerial Committee for Tourism. It will also be responsible for the institutional relationships regarding tourism of the General State Administration with international organisations, whether public or private, and international cooperation in the field of tourism, in conjunction with the Ministry of Foreign Affairs and Cooperation.

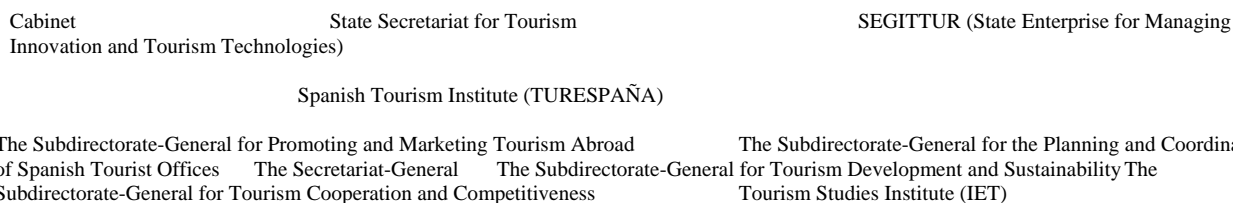
The presidency of the Spanish Tourism Institute is held by the State Secretariat for Tourism and, as such, the State Secretariat is responsible for its senior management and representation. It also holds the Vice-presidency of the Interministerial Committee for Tourism and is responsible for the Sectoral Conference on Tourism and the Spanish Tourism Council.

1. The President of the Spanish Tourism Institute is the State Secretary for Tourism, who is responsible for the following:

- a) Defining, developing, coordinating and implementing the body's tourism policies;
- b) The body's senior management and representation;
- c) Approving the body's general action plans, its draft budget and management report;
- d) Approving the strategic plan of the State enterprise *Paradores de Turismo de España, Sociedad Anónima*;
- e) Submitting the body's accounts to the Court of Audit in accordance with budget rules.

2.2 Please provide a **diagram/organogram of the organisational structure for tourism** identifying the connection 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 about mechanisms of decision making process and participation (e.g. forums, advisory committees, other existing coordination mechanisms) from outsider organisations (e.g. other departments, stakeholder organisations and unions). (maximum 2 pages)

Organisational chart of the Ministry with regard to tourism Ministry of Industry, Trade and Tourism.



The Directorate-General of the Spanish Tourism Institute is responsible for the following:

- a) Planning, defining objectives and evaluating the performance of the Institute's activities; developing the tools and measures needed to apply the Spanish Horizon 2020 Tourism Plan, driving implementation and monitoring of this plan forward, and communicating, disseminating, participating in and evaluating the plan.
- b) Carrying out tourism cooperation and coordination duties.
- c) Designing strategies aimed at developing and improving the planning and management of destinations based on joint

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public-private responsibility, social participation and sustainability.

d) Preparing strategies and general plans to facilitate the creation and promotion of high added-value products for customers, developing the Spain experience and encouraging new categories of product that can attract tourists out of season.

e) Conducting the international relations regarding tourism of the General State Administration, both on a bilateral level and within multilateral international organisations, and cooperating on international tourism matters in coordination with the Ministry of Foreign Affairs and Cooperation. The Directorate-General is likewise responsible for information, analysing opportunities and supporting the establishment of Spanish tourism businesses abroad, in coordination with the administrative services responsible for the issues affecting these companies.

f) Developing and implementing plans to promote and support the marketing of Spanish tourism products in foreign markets through the joint use of the various instruments and resources available for promoting tourism, and especially by exploiting information and communication networks and technologies.

g) Analysing markets and preparing plans to promote and support marketing in cooperation with the Autonomous Communities, local bodies and the tourism sector; conducting the immediate relationships with Spanish tourist offices and, in particular, coordinating and supervising the management of their activities; boosting and developing the use of information technologies to improve the efficiency of the Institute's management and service provision procedures.

h) Managing and controlling the Institute's human and financial resources and the actions needed to implement financial, contractual and administrative activities, as well as managing assets and investments.

i) Approving strategy and planning and controlling efficiency with regard to the State Company *Paradores de Turismo de España, Sociedad Anónima*.

The **General State Administration** sets the broad outlines for how to proceed with economic activity, since the State has sole responsibility for the bases and coordination of the general planning of economic activity. According to the case-law of the Constitutional Court, this has to be implemented through coordination and cooperation with the Autonomous Communities. The State is responsible for international relations, promoting and marketing tourism abroad, outlining general tourism policy (development, cooperation, etc.), coordinating the general organisation of tourism activity, and national economic planning, in which tourism plays a key role. **The Autonomous Communities** are responsible for promoting and organising tourism within their own territory, while respecting the system by which powers are allocated to them.

With regard to the **local bodies**, the allocation of powers to municipalities and provinces stems directly from the Constitutional recognition of their independence to manage their own interests. On the archipelagos, the islands' administrations are also organised in the form of island councils (*Cabildos*). Their relevant powers are essentially implemented in the field of information and promotion, which has led to the existence of different bodies, such as the Tourism Boards (*Patronatos de Turismo*) (under either the provincial or municipal authority, particularly in cities - and with Conference Offices usually reporting to them, responsible for promoting a city and its ability to host conferences and fairs, taking an integrated approach through support for the private sector in their marketing activities, with their own status and public and private funding) or Municipal Tourist Information Offices (*Oficinas Municipales de Información Turística*) attached to the Provincial Council, the Councillor responsible for tourism or even the Tourism Boards. Both in the former and the latter, there is significant private-sector participation with a certain degree of co-financing.

Other bodies

The **Interministerial Committee for Tourism** is the collegiate, consultative and executive coordination body made up of the State Ministries with responsibility for the tourism questions that are dealt with in accordance with the agenda set for each meeting of the Committee.

The **Sectoral Tourism Conference** is the collegiate, consultative and executive body that brings together the State bodies and the Ministries of the Autonomous Communities responsible for tourism.

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The **Spanish Tourism Council** (CONESTUR) is the consultative tourism body that brings together all the administrations (at State, Autonomous-Community and local level) of the tourism sector and which also represents the private sector through the chambers of trade, the Spanish Confederation of Employers' Organisations (CEOE), professional associations and trade unions. Its members also include professionals of recognised standing from the tourism sector.

2.3 Please provide information about **financial data**, including tourism budget as a percentage of overall government budget, the amount 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. (1000 characters)

(in EUR 1 000)	Years			
State Secretariat for Tourism	General State Budget		PROMOTION	
	TURESPAÑA			
2008	332 375 215.64 €	362 898.68 €	156 105.12 €	85 502.00 €
2007	308 145 808.72 €	321 448.15 €	148 000.00 €	76 800.00 €
2006	285 064 966.31 €	299 000.00 €	138 200.00 €	71 000.00 €

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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 the **formulation process of the tourism strategy**, briefly explain whether and how consideration has been given to the 9 principles set out in the Agenda (para2.3 p5) and given in the appendix. (maximum 2000 characters)

The 2020 Programme is based on the following four principles: value for customers, sustainability, a competitive environment and shared leadership. It is intended to develop, within the knowledge strategy, an intelligence system to serve as a reference for the Spanish tourism sector. In the new tourist economy, knowledge has become key in order to create added value, ensure the model's sustainability and adapt to the competitive environment.

The aim behind the principle of sustainability is to improve the sustainability of the Spanish tourism model, optimising the benefits per unit of sustainable load capacity and investment, guaranteeing the quality of the natural and cultural environment of each place, ensuring social integration and well-being and re-establishing a balance between social and land needs.

With regard to the 2008-2012 plan, the main aim of the TOURISM, ENVIRONMENT AND SOCIETY PROGRAMME is to make headway in securing commitments to sustainability and to developing strong, integrated prototypes to serve as a reference, with an international dimension, with regard to business activities and coastal, cultural, heritage and nature destinations. The operational objectives of the programme are as follows:

- 1) PROGRAMME TO UPGRADE MATURE TOURIST DESTINATIONS. GENERAL OBJECTIVE: Promote the transformation of mature tourist destinations, to adapt them to new demand requirements and to generate greater economic, social and environmental benefits.
- 2) PROGRAMME TO DESEASONALISE DEMAND AND RE-ESTABLISH A BALANCE BETWEEN SOCIAL AND LAND NEEDS. GENERAL OBJECTIVE: Upgrade those resources that help to deseasonalise demand and promote a balance between social and land needs in the tourism sector, creating new categories of products that can operate all year round, based on differentiation and specialisation of the tourist destination.
- 3) PROGRAMME TO PLAN AND MANAGE TOURIST DESTINATIONS. GENERAL OBJECTIVE: Promote the use of new methods and criteria for planning and managing tourist destinations, based on joint public-private responsibility, which can integrate and develop a strategic vision of the tourism model and, in terms of market orientation, take land development, the quality of the environment, the quality and professionalism provided by the tourism services and social well-being into account.

3.2 Who was the **initiator** and who is **responsible** for its implementation? (maximum 500 characters)

The State Secretariat for Tourism is the body that initiated the 2020 Spanish Tourism Plan. The Spanish Tourism Institute (TURESPAÑA) is the State body responsible for implementing this project.

3.3 How is the strategy **monitored** and how often? (maximum 1000 characters)

There is an initial implementation phase for the 2008-12 Plan, which has just begun. For this reason, it is not yet possible to evaluate the impact of this strategy and a decision has not yet been made regarding the frequency and format of this monitoring work.

3.4 What **national legislation** exists which is specific for tourism or which has a major impact on the sector? (maximum 2000 characters)

Responsibility for tourism legislation lies mainly with the Autonomous Communities. The difficulty lies in the horizontal nature of the tourism sector, which is affected by many other laws, such as those concerning consumer affairs, transport

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and public health and those passed by the Ministry of the Interior. Community Directives are transposed directly into Autonomous Community laws. **Law 42/1998 of 15 December 1998 on timeshare rights and tax rules is one of the few laws that exists at national level dealing with tourism.**

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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 referred to in the “*Agenda*” and which fall within the six main aims of the “*Agenda*” itself.

These initiatives could for instance fall into the following types of policy instruments: command and control instruments (legislation, regulation and licensing, land use planning and development control), voluntary instruments (guidelines and codes of conduct, reporting and auditing, certification, eco-labels, awards, voluntary contributions), economic instruments (taxes and charges, financial incentives and agreements), supporting instruments (infrastructure provision and management, capacity building, awareness raising, marketing and information services), measurement instruments (benchmarking, assessments on optimal use levels, carrying capacity).

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 1000 characters)

The model of action used in most tourist destinations has hitherto been marked by a two-pronged approach of standardisation and diversification. These concepts must be replaced by specialisation and differentiation in response to the new challenges facing the sector. This will inevitably have an impact not only on the setting of priorities for action but also on the content of the actions to be implemented.

Actions to support the design and planning of tourism products

The aim of developing the reference methods for designing and planning tourism products is to provide support to the tourist destinations that need it, so that actions can be appropriately defined and implemented in order for these destinations to be able to achieve the required level of specialisation and differentiation.

The most important actions that will be carried out or promoted relate to the following areas:

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- The planning, organisation and management of the specialist product.
 - A manual for the specialist tourism product.
 - The creation of a specialist product club and/or specialist tourism association at national level.
 - A tourism product observatory - scorecard.
 - Comparative analysis with the leading international specialist destinations.
 - Fostering innovation with regard to tourism products.
- Destination specialisation
 - A model signposting system – homogenisation.
- Marketing and commercialisation of the specialist tourism product.
 - Marketing and commercialisation model for the specialist tourism product.
 - Guidelines on the image and positioning of the specialist tourism product.
 - Customer service and information model for dealing with tourists in the destination.
 - Internet presence and online marketing.
 - Loyalty to the specialist demand.

EXAMPLES OF ACTION PLANS FOR PRIORITY PRODUCTS

Example 1: Priority actions for the Competitiveness Plan for wellness tourism

Example 2: Priority actions for the Competitiveness Plan for mountain tourism

Example 3: Priority actions for the Competitiveness Plan for MICE tourism

MICE tourism

4.1.2 Addressing the impact of tourism transport. (maximum 1000 characters)

Since 1998 there has been an Agreement in place between the State Secretariat for Tourism and the Ministry of the Environment to develop a national sustainable tourism plan. As tourism represents a vital economic sector and plays a key role in various national strategies (the Spanish Sustainable Development Strategy, the VI Community Action Environmental Programme (VI PACMA), the Environmental Integration Policy, the Strategic Environmental Assessment), this Plan included actions undertaken by both parties in recent years. The State Secretariat for Tourism has been working on the question of sustainable tourism since 2004. It takes a horizontal approach, with the aim of better integrating environmental concerns into tourism policies (applying new criteria for revitalisation plans, environmental criteria for regional incentives, awareness-raising and training activities). As part of the process to prepare the 2020 Horizon Plan, the Agreement has been revised and a new framework agreement has been outlined between the two institutions, with the intention of better reflecting the sustainability programmes of the model set out in the 2020 Horizon Plan.

There is a working group on sustainable mobility led by the Ministry of the Environment and Rural and Marine Affairs, but it does not have a specific focus on tourism.

4.1.3 Improving the quality of tourism jobs. (maximum 1000 characters)

The Interministerial Commission has an agreement to create a Training and Employment Fund for the tourism sector.

4.1.4 Maintaining and enhancing community prosperity and the quality of life, in the face of change. (maximum 1000 characters)

The State Secretariat for Tourism has designed a pilot project concerning the methods to be used for monitoring tourism

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sustainability in town and city destinations by carrying out a general review of tools and competences, with the aim of designing methods that take the real management capacity of local authorities into account.

To this end, a study has been launched to assess the municipalities using sustainable tourism tools (59 municipalities contacted), starting with an analysis of the situation in each municipality focusing on the following areas:

- 1) Municipal sustainable tourism programming;
- 2) Monitoring sustainability: A SYSTEM OF INDICATORS;
- 3) Consultation and participation in the planning process;
- 4) Evaluation of the satisfaction of tourists and that of the local population;
- 5) Communication with stakeholders;
- 6) Pilot project.

The methods that have been drawn up have already started to be implemented in 12 municipalities. The consultancy will help by participating in workshops to revise and adapt the proposed methods, so as to obtain the final version of the methods.

4.1.5 Minimising resource use and the production of waste. (maximum 1000 characters)

This issue is dealt with by the Town Councils and Autonomous Communities. The setting up of recycling systems differs enormously from one Autonomous Community or local body to another.

4.1.6 Conserving and giving value to natural and cultural heritage. (maximum 1000 characters)

The initiative under way to conserve and enhance natural heritage is the following: natural areas protected under the European Charter for Sustainable Tourism.

At present, there are 45 areas with ECST accreditation in Europe. Spain has 15 accredited areas in 3 Autonomous Communities (Catalonia, Andalusia and Asturias). In 2008, the number of accredited parks will increase to 21 with the incorporation of areas in Castile-Leon, Galicia, the Canary Islands and more in Andalusia. This figure is expected to increase to 28 in 2009 with the participation of Castile-La Mancha and Castile-Leon.

To help tourism companies to create products that fulfil the first role, a pilot procedure is under way to create ecotourism products in the 15 accredited areas and work is still being carried out in this respect.

The second phase of the ECST involves working with businessmen in the tourism industry. The ECST accredited areas must create a similar tourism offer specific to the Charter, which must be done with the voluntary participation of businessmen, who must be made aware of the importance of achieving sustainable tourism in the protected area and its surroundings. The environmental authorities need the help of the tourism authorities to meet these requirements. The aim of the system is that tourism businesses located in the ECST accredited natural parks will establish close links with the authorities managing these areas, so that the businesses joining the ECST will take steps to improve the sustainability of their businesses, making them more competitive in the process.

It is targeted at **businesses in the tourism sector, such as those providing accommodation, food and additional services** (active tourism, nature tourism, tourist transport companies such as taxis and minibuses), i.e. micro-SMEs operating in the relevant sector in the ECST accredited areas. However, the membership system that has been designed allows other types of tourism businesses to join in future, taking account of each accredited protected area on a case-by-case basis.

Block 1. Strengthen cooperation with the Protected Natural Area and bring the tourism products on offer more and more into line with the natural area.

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Block 2. Improve the sustainability of the business.

Block 3. Contribute to local development.

In return, the **Protected Natural Area** already in the ECST **will undertake to implement actions that will benefit member businesses** (training, provision of information material, promotional work, etc.). Therefore, tourism businesses signing up to the Charter will do so on the basis of a mutual agreement that can be renewed after three years.

4.1.7 Making holidays available to all. (maximum 1000 characters)

TOURISM ACCESSIBILITY PROGRAMME. GENERAL OBJECTIVE: Facilitate the access, mobility and communications of all customers, enhancing transport and communication infrastructures from a tourist perspective.

OPERATIONAL OBJECTIVES: Increase the quality and safety of the transport infrastructure and service network, which will boost intermodality, guaranteeing more balanced access to all destinations for all tourists and consolidating Spain's place as an international transport hub.

Programmes for the 2012 Spanish Tourism Plan

- 1) Encouraging the creation of infrastructures that allow the information society and new information and communication technologies to be fully and continually adapted to and developed for all tourist sectors and destinations in a uniform way.
- 2) Promoting regular and standardised access for disabled tourists and tourists with reduced mobility, with the ultimate aim of fully establishing tourism services in Spain that are accessible to all.
- 3) Modernising and adapting tourism road signs to the needs of the tourism industry.
- 4) Improving tourist visa procedures, accessibility and safety at international borders, to meet the demands of tourists and make it easier for them to reach their tourist destinations.

ACTION LINES

AL1 Inclusion of cooperation measures on transport and tourist mobility in the Annual Interministerial Action Plans (PAIT), with the aim of, *inter alia*, incorporating the needs of the tourism sector into the Strategic Transport and Infrastructure Plan (PEIT), which outlines the steps to be taken regarding infrastructure and transport at national level in the medium and long term.

AL2 Incorporation of the tourism sector into the initiatives of the Advanced Plan for the Development of the Information Society and Convergence with Europe, in conjunction with the State Secretariat for Telecommunications and Information Society of the Ministry of Industry, Trade and Tourism.

AL3 Drive the actions of the Secretariat-General for Tourism forward, in conjunction with the business sector and non-governmental organisations, to develop and improve accessibility for disabled tourists and tourists with reduced mobility at all Spanish tourist destinations and establishments, with the ultimate aim of ensuring that Spain can offer 'Accessible tourism – Tourism for all'.

4.2 As key challenges may change over time, please identify any other areas that are **becoming a new challenge**. (maximum 1000 characters)

On account of liquidity problems caused by the international financial crisis, and with the aim of combating the economic downturn, the Ministry of Industry, Tourism and Trade has prepared a Plan to Renovate Tourist Facilities (*Plan Renove Turismo*) to encourage the **renovation of tourism establishments**, which will improve the quality and sustainability of Spain's tourism facilities.

This Plan will be implemented through a new credit line from the Official Credit Institute (*Instituto de Crédito Oficial - ICO*) with **EUR 400 million** for the **2009** financial year, plus the amounts that will be approved for subsequent years. This amount has been increased by a **further EUR 600 million for 2009**, since all the funds have already been used up by this stage in the year.

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The Plan will contribute to the following two complementary goals:

- 1- The anti-cyclical effect.
- 2- Enhancing the tourist facilities available (sustainability, R&D, accessibility).

Duration of the Plan: from the signature of the Agreement between the ICO and the Ministry for Industry, Tourism and Trade and the release of budgetary funds to the ICO until 31 December 2009 - until the funding of the credit line runs out.

The **ICO** will be the **financial intermediary** through which the Ministry of Industry, Tourism and Trade – in accordance with the Agreement on Cooperation concluded for this purpose by the ICO and Ministry - channels funds to financial bodies in order to grant loans to beneficiaries.

ICO management costs: these will be financed from the budget of the State Secretariat for Tourism. Management costs will amount to 25 basic points each time funds are released (up to EUR 1 000 000 in 2009).

The following may be **beneficiaries**:

- a) Companies owning or running **hotels**, tourist apartments, camp sites or rural accommodation establishments.
- b) Companies owning or running **restaurants**.
- b) Companies owning or running **travel agencies**.
- b) Companies owning or running establishments offering **additional tourist services**.

Under the *Plan Renove Turismo*, it will be possible to finance **investment** in infrastructure and/or equipment for:

- Facilitating accessibility and removing architectural barriers.
- Raising the added value of a product and increasing the recognised category.
- Improving sustainability.
- Promoting the saving of energy and water.
- Preserving and improving the natural environment.
- Water treatment.
- Recycling.
- Reducing noise or light pollution.
- Reducing pollutant emissions.
- Improving fire safety for persons and food safety.
- Investment to introduce quality control systems (Q of Quality, ISO).
- Reforms to introduce new technologies.

Maximum amount to be financed/repayment:

Up to **90%** of the net investment to be financed (excluding taxes).

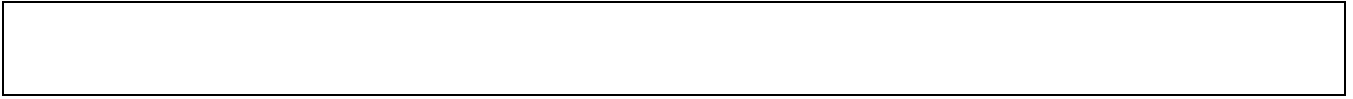
The maximum limit accumulated by the beneficiary will be the amount resulting from applying the selected repayment period. The beneficiary may opt for one of the following repayment periods:

- 5 years without a grace period, or with a grace period on the principal of 1 year.
- 7 years without a grace period, or with a grace period on the principal of 2 years.

These periods involve an accumulated maximum investment limit of EUR 1 000 000.

- 10 years without a grace period, or with a grace period on the principal of 3 years.
- 12 years without a grace period, or with a grace period on the principal of 4 years.

These periods involve an accumulated maximum investment limit of EUR 690 000.



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4.3 Please identify and describe one **SPECIFIC INITIATIVE** (i.e. how it worked, difficulties and problems encountered, solutions and success factors), 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 pages)

Two examples of specific initiatives, explained above, may be of interest to other Member States: i) the design of a pilot project concerning methods of monitoring tourism sustainability in town and city destinations, and ii) the natural areas protected under the European Charter for Sustainable Tourism.

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5. MECHANISMS FOR IMPLEMENTATION

The "Agenda" identified three mechanisms for its implementation: 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 1000 characters)

This is the responsibility of the Autonomous Communities and coordination between the Autonomous Communities and the national authorities takes place at the meeting of the Directors-General for Tourism.

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 1000 characters)

Benefits for tourism businesses provided by the system of Natural Areas protected under the ECST: they will benefit from having a tool that will help them make their businesses and activities more sustainable (environmentally, socially and financially), where both the businessman and environment will be winners. In so doing, they will also gain a distinction endorsing their commitment and work, which will be visible to their customers. Businessmen will be able to make their establishments and products stand out from other products and areas, as they will be guaranteed technical support and their services will be specifically promoted in future around the idea of a product club.

The implementation of the system will include the designing of the training materials needed to provide technical support to those managing the protected areas and to the businesses. The technical support to be provided by the State Secretariat for Tourism will involve attracting interested businessmen, training them, assisting them individually to help them design measures that they can put in place to improve their relationship with the environmental manager in their park, supply better quality information to visitors and make their businesses more sustainable through the application of good environmental and social practices.

The implementation work will be carried out directly in the field, with visits to each area and each tourism business that decides to join the system, so that technical support can be provided to these businesses, thus ensuring that they do finally join the system. The system will be implemented along similar lines to the Model for Achieving Tourism Quality (*Modelo de Aproximación a la Calidad Turística - MACT*).

There are three phases to the system:

1. Launch of the system: attracting and choosing businesses in each area and collective training on the system and its material.
2. Implementation of the system: individual visits to each business and assistance with the preparation of action programmes for each business.
3. Verification and membership: collective training, verification visits to each business to check that the measures have been taken and to check that the programmes are relevant. Awarding of quality labels to participants.

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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 1000 characters)

In the 2020 Plan, 'Social responsibility' in the tourism sector is understood to refer to the link between financial, social and environmental aims and the business strategy, with the aim of promoting transparent communication between the sector and society and a balance between the interests of the various parties involved in the tourist industry: customers, the host community, public institutions, the employees of tourism businesses and those of businesses linked to the sector. The current focus on social responsibility is a response to the change that has been taking place in recent years in the business environment, whereby it has become clear that the financial benefit (in the short term) is inseparable from the social and environmental benefit (in the medium and long term). The strategic processes of tourist destinations are being strengthened. In the current phase of the development of the tourism sector in Spain, the sustainability of the Spanish tourism model must be improved on two levels: by strengthening planning and management procedures, which must ensure that the mistakes of the past are not repeated in the future, and by adapting tourist destinations to the new requirements of the tourist demand.

In the project on national areas under the protection of the ECST, tourists will be able to enjoy a unique and sustainable experience by choosing member establishments, opting for the certainty that these businesses support the sustainable development of tourism in their protected area while being aware of the specific measures that have been taken to this end. In this way tourists can ensure that the money they spend goes to businesses that contribute to the sustainable development of the region that they are visiting.

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6. DATA AND INDICATORS

Eurostat will provide, as an annex, the key statistical data required to support the reporting process covering around 20 indicators² (see appendix for a provisional list). These are mainly related to the aim of 'economic prosperity'.

Please, identify indicators that are being used or developed at national / regional level which could add to the range of information being provided by Eurostat, particularly in relation to social and environmental issues (e.g. other indicators from the TSG report, visitors/ residents satisfaction). (maximum 1000 characters)

BASIC SYSTEM OF TOURISM SUSTAINABILITY INDICATORS FOR MUNICIPALITIES

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Energy management

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- 2 Electrical energy consumption attributable to tourism

Water availability and conservation

- 3 Drinking water consumption per capita
- 4 Water consumption attributable to tourism
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- 6 Consumption of re-used water

Waste water treatment

- 7 Treatment capacity
- 8 Volume of waste water generated

Solid Waste Management

- 9 Waste generation per capita
- 10 Waste generation attributable to tourism
- 11 Recycled waste

Air quality

- 12 People's perception of air quality

Environmental noise

- 13 Environmental noise

Tourism seasonality

- 14 Unemployment in low season

Control of tourism and urban development

- 15 Protected land area
- 16 Tourism anthropisation factor
- 17 Expected human pressure

Control of the intensity of tourist use

- 18 Tourist entry
- 19 Tourism pressure

Traffic and mobility management

- 20 Level of motorisation in the municipality

Tourist satisfaction

- 21 Tourists who would return to the destination
- 22 Establishments with quality systems and environmental certificates

Management of tourism events

- 23 Waste generated by the event

Residents' satisfaction with tourism and its effects on the community

- 24 Residents' satisfaction with the municipal authorities' tourism management

Economic benefits of tourism

- 25 Ownership of tourism businesses
- 26 Municipal expenditure on tourism
- 27 Seasonality of tourism employment

ADDITIONAL INDICATORS

INDEX

- 28 Public sector electrical energy consumption from renewable energy sources
- 29 Resident population not connected to the Internet
- 30 Untreated waste water
- 31 Tourist beds
- 32 Pedestrian areas in the urban centre
- 33 Urban green area
- 34 Tourist density
- 35 Perception of overcrowding at the destination

² These indicators have been selected from the 50 TSG indicators on the basis of the possibility to calculate them for the EU Member States via existing statistics.

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- 36 Public transport coverage
- 37 Tourist satisfaction level
- 38 Perception of the quality-price relationship
- 39 Tourists who would recommend the destination
- 40 Health and hygiene penalties for tourism establishments
- 41 Perception of the positive effects for the community
- 42 Preservation of the local culture
- 43 Change of occupation
- 44 Proportion of tourism employment
- INDICATORS FOR TOURISM ESTABLISHMENTS**
- 45 Overnight stays per month in tourism establishments
- 46 Occupancy level in tourism establishments
- 47 Average length of stay
- 48 Staff living in tourism establishments
- 49 Consumption of renewable energy in tourism establishments
- 50 Awareness of energy efficiency in tourism establishments
- 51 Water consumption in tourism establishments
- 52 Awareness of water issues in tourism establishments
- 53 Separate collection of waste by tourism establishments
- 54 Tourism establishments closed in low season
- 55 Adapted tourist beds

7. COMPLEMENTARY ADDITIONAL INFORMATION

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

July 31st 2008

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APPENDIX

PRINCIPLES FOR THE SUSTAINABILITY OF 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.

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LIST OF INDICATORS (these indicators will be calculated by EUROSTAT)

The following list of indicators was presented to the June 2008 TSG meeting by EUROSTAT. Please note that the list of indicators as presented below is not yet final (some indicators may still be dropped).

- 1a** Annual number of nights spent at collective accommodation establishments, broken down by region (NUTS2)
- 1b** Monthly number of nights spent at collective accommodation establishments
 - national level
- 3a** Number of collective accommodation establishments, broken down by region (NUTS3) and by type of establishment (Hotels and similar establishments ; Other collective accommodation establishments (total) ; Tourist campsites ; Holiday dwellings ; Other collective accommodation not elsewhere specified)
 - annual data
- 3b** Number of bedplaces in collective accommodation establishments, broken down by region (NUTS3) and by type of establishment (Hotels and similar establishments ; Other collective accommodation establishments (total) ; Tourist campsites ; Holiday dwellings ; Other collective accommodation not elsewhere specified)
 - annual data
- 4a** Monthly gross occupancy rate of bedplaces in hotels and similar establishments
 - national level
- 4b** Monthly net occupancy rate of bedplaces in hotels and similar establishments
 - national level
- 5a** Total turnover [or year-on-year growth rate] of selected tourism-related industries, broken down by industry (total horeca ; hotels, camping sites, other provision of short-stay accommodation) and by employment size class (1 employee ; between 2 and 9 ; between 10 and 19 ; between 20 and 49 ; between 50 and 249 ; 250 employees or more)
 - annual data, national level
- 5b** Total turnover [or year-on-year growth rate] of selected tourism-related industries, broken down by industry (Hotels and restaurants ; Hotels, camping sites, other provision of short-stay accommodation ; Restaurants, bars, canteens and catering ; Activities of travel agencies and tour operators, tourist assistance activities not elsewhere classified)
 - annual data, national level)
- 6a** Tourism receipts from inbound tourism ('travel item' from the Balance of Payments)
 - annual data, national level
- 6b** Ratio tourism receipts from inbound tourism in relation to tourism expenditure on outbound tourism
 - annual data, national level
- 6c** Tourist expenditure by residents on holiday trips with at least one overnight stay, broken down by destination (total ; domestic trips ; outbound trips within the EU ; outbound trips outside the EU)
 - annual data, national level
- 8a** Variation of the ratio monthly gross versus net occupancy rate of bedplaces in hotels and similar establishments
 - national level
- 9a** Ratio of net [or gross] occupancy rate of bedplaces in hotels and similar establishments between the busiest and the least busy month
 - national level

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- 10a** Number of bedplaces at collective accommodation establishments per 1000 (local) inhabitants, broken down by region (NUTS3)
– annual data
- 11a** Number of nights spent at collective accommodation establishments per 1000 (local) inhabitants [or in comparison to local inhabitants nights, i.e. number of inhabitants x 365], broken down by country of origin (residents ; non-residents) and by region (NUTS2)
– annual data
- 11b** Number of arrivals at collective accommodation establishments per 1000 (local) inhabitants, broken down by country of origin (residents ; non-residents) and by region (NUTS2)
– annual data
- 11c** Monthly number of nights spent at collective accommodation establishments per 1000 (local) inhabitants [or in comparison to local inhabitants nights, i.e. number of inhabitants x number of days in the month], broken down by country of origin (residents ; non-residents)
– national level
- 11d** Monthly number of arrivals at collective accommodation establishments per 1000 (local) inhabitants, broken down by country of origin (residents ; non-residents)
– national level
- 12a** Average length of stay at collective accommodation establishments, broken down by country of origin (residents ; non-residents) and by region (NUTS2)
– annual data
- 12b** Number of holiday trips of 4 nights or more by EU residents, broken down by length of stay (From 4 to 7 nights ; From 8 to 14 nights ; From 15 to 28 nights ; From 29 to 91 nights ; From 92 to 365 nights) and by destination (domestic ; outbound)
– annual data, national level (country of residence of the tourist)
- 12c** Number of tourism trips with overnight stays by EU residents, broken down by length of stay (1 to 3 nights ; 4 nights or more), by destination (domestic ; outbound) and by purpose of the trip (holidays ; business)
- quarterly data, national level (country of residence of the tourist)
- 14a** Number of tourism trips of 4 nights or more by EU residents, broken down by main means of accommodation used (air ; sea ; land (total) ; railway ; bus, coach ; private and hired vehicles ; other) and by destination (domestic ; outbound)
– annual data, national level (country of residence of the tourist)
- 16a** Number of persons employed in [or share in total employment of] the tourist accommodation sector, broken down by type of contract (fulltime ; parttime ; permanent ; temporary), by age group, by gender, by educational level, by average seniority of work with the same employer
- quarterly data, national level
- 17a** Ratio of the number of persons employed in the tourist accommodation sector in the peak season (quarter) compared to the lowest season (quarter)
- national level
- 18a** Ratio of the mean hourly earnings in the horeca sector compared to the total private sector (local units of enterprises with 10 or more employees), broken down by gender, age, employment contract, educational level, length of service with the enterprise
- 4-yearly data, national level
- 18b** Ratio of the mean hourly labour cost in the horeca sector compared to the total private sector (local units of enterprises with 10 or more employees), broken down by region (NUTS1)
- 4-yearly data

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- 45 a** Share of households that can't afford one week annual holiday away from home
- annual data, national level (country of residence of the household)

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AGREEMENT OF THE CABINET LAYING DOWN RULES GOVERNING THE LOANS PROVIDED FOR IN THE PLAN TO RENOVATE TOURIST FACILITIES (*PLAN RENOVE TURISMO*) OF THE MINISTRY OF INDUSTRY, TOURISM AND TRADE

Information Note

On 23 June 2008, the Prime Minister announced various measures to combat the economic downturn, including **increasing liquidity**, extending the funding lines of the ICO and launching a renovation plan to encourage the **renovation of tourism establishments**, which will improve the quality and sustainability of Spanish tourist facilities.

To this end, the Ministry of Industry, Tourism and Trade has prepared the Plan to Renovate Tourist Facilities (*Plan Renove Turismo*), which will be implemented through a new credit line from the ICO, with **EUR 400 million** for the **2009** financial year, plus the amounts that will be approved for subsequent years.

The Plan will contribute to the following two complementary goals:

- 1- The anti-cyclical effect.
- 2- Enhancing the tourist facilities available (sustainability, R&D, accessibility).

Duration of the Plan: from the signature of the Agreement between the ICO and the Ministry for Industry, Tourism and Trade and the release of budgetary funds to the ICO until 31 December 2009 - until the funding of the credit line runs out.

The Plan will make loans available to tourism businesses with a **fixed interest rate of 1.5%** to undertake investments declared eligible under the Plan.

The **ICO** will be the **financial intermediary** through which the Ministry of Industry, Tourism and Trade – in accordance with the Agreement on Cooperation concluded for this purpose by the ICO and Ministry - channels funds to financial bodies in order to grant loans to beneficiaries.

ICO management costs: these will be financed from the budget of the State Secretariat for Tourism. Management costs will amount to 25 basic points each time funds are released (up to EUR 1 000 000 in 2009).

The following may be **beneficiaries**:

- a) Companies owning or running **hotels**, tourist apartments, camp sites or rural accommodation establishments.
- b) Companies owning or running **restaurants**.
- b) Companies owning or running **travel agencies**.
- b) Companies owning or running establishments offering additional tourist services.

Under the *Plan Renove Turismo*, it will be possible to finance investment in infrastructure and/or equipment for:

- Facilitating accessibility and removing architectural barriers.
- Raising the added value of a product and increasing the recognised category.
- Improving sustainability.
- Promoting the saving of energy and water.
- Preserving and improving the natural environment.
- Water treatment.

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- Recycling.
- Reducing noise or light pollution.
- Reducing pollutant emissions.
- Improving fire safety for persons and food safety.
- Investment to introduce quality control systems (Q of Quality, ISO).
- Reforms to introduce new technologies.

Maximum amount to be financed/repayment:

Up to **90%** of the net investment to be financed (excluding taxes).

The maximum limit accumulated by the beneficiary will be the amount resulting from applying the selected repayment period. The beneficiary may opt for one of the following repayment periods:

5 years without a grace period, or with a grace period on the principal of 1 year.

7 years without a grace period, or with a grace period on the principal of 2 years.

These periods involve an accumulated maximum investment limit of EUR 1 000 000.

10 years without a grace period, or with a grace period on the principal of 3 years.

12 years without a grace period, or with a grace period on the principal of 4 years.

These periods involve accumulated maximum investment limit of EUR 690 000.