ANNUAL TOURISM REPORTING TEMPLATE
2011/2012

1. INTRODUCTION

Council Decision 86/664/EEC of 22 December 1986[1] establishing a consultation and cooperation procedure in the field of tourism foresees that "*each Member State shall send the Commission, once a year, a report on the most significant measures it has taken and, as far as possible, on measures it is considering taking in the provision of services for tourists which could have consequences for travellers from the other Member States*".

With the publication of the 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.

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

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).

Ministry of Industry, Energy and Tourism

The Ministry of Industry, Energy and Tourism is the department within the Spanish general administration responsible for proposing and carrying out government policy in the areas of industrial development and innovation, trade policy, small and medium sized enterprises, energy and mining, tourism, telecommunications, audiovisual media and the development of the Information Society.

Additionally, the Ministry of Industry, Energy and Tourism is also responsible for submitting to the government the proposal for Spain's positioning on issues that fall within the scope of the department.

http://www.mityc.es/en-US/Paginas/index.aspx

State Secretariat for Tourism

In matters of tourism, the relevant functions and actions are handled by the Ministry of Industry, Energy and Tourism acting through the offices of the State Secretariat for Tourism, whose remit extends to the taking of whatever actions are required for the definition, development and implementation of tourist policy, along with any related promotional activities that fall within the sphere of the Central Government Administration.

The State Secretariat for Tourism is set by Spanish Royal Decree (RD) 1823/2011, December 21 2011 and RD 1877/2011 December 30 2011, which approves the primary organizational structure of the departments. This body replaces the former General Secretariat for Tourism and Domestic Trade but remain the same functions.

According to the RD 561/2009, April 8th 2009 (Official State Gazette -B.O.E.-April 22 2009) the State Secretariat for Tourism is charged with:

- Defining, proposing, lending impetus to, and coordinating government tourist policy.
- Drawing up general plans that serve to foster tourist products and go to improve the quality and technological innovation in tourist firms and co-operation with the private sector. Its duties likewise include identifying new tourist resources, diagnosing and assessing factors that affect the supply side of tourism, and designing strategies aimed at developing and enhancing tourist products and destinations.
- Liaising with Autonomous Regions, Local Authorities, Ministries and the tourist sector in general, to draw up the bases for and general planning of tourist sector policy.
- Undertaking research into factors that exert influence on tourism, as well as gathering, compiling and assessing statistics, information and data relating to same.
- Defining the Spanish Tourism Institute's strategies.
- Handling institutional tourist relations between the Central Government Administration and international organisations -public and private- as well as international tourist co-operation, in co-ordination with the Ministry of Foreign Affairs.

http://www.mityc.es/turismo/en-US/SecretariaDeEstado/Paginas/SecretariaEstado.aspx

Spanish Tourism Institute

The Spanish Tourism Office (TURESPAÑA) was approved by Royal Decree 561/2009 of 8 April 2009 (BOE of 22 April 2009 is the Administrative unit of the Central Government in charge of promoting Spain abroad as a tourism destination. In order to do so, TURESPAÑA carries out activities in the following areas:
- Planning, development and execution of activities aimed at promoting Spain as a tourism destination in the international markets.
- Support of the marketing of Spanish tourism products abroad in cooperation with the regional and local authorities and the private sector.
- Establishing the strategy, plan of action and investments for new establishments of "Paradores de Turismo de España"
In order to effectively achieve its goals, in promotion and marketing TURESPAÑA carries out its activities abroad through a network of 33 Tourist Offices of Spain, which are part of Spain's Embassies and Consulates.

http://tourspain/en/HOME/ListadoMenu.htm?Language=en

Paradores de Turismo de España

This entity is a state company, coming under the control of the Spanish Tourism Institute, whose principal

function is the management and running of State owned properties, mostly historic buildings that have been purpose-adapted for hotel use. It constitutes an enormously successful experience of recovery of Spain's historical heritage. Nowadays there is a network of 93 "Paradores" functioning.

http://www.parador.es/en/portal.do
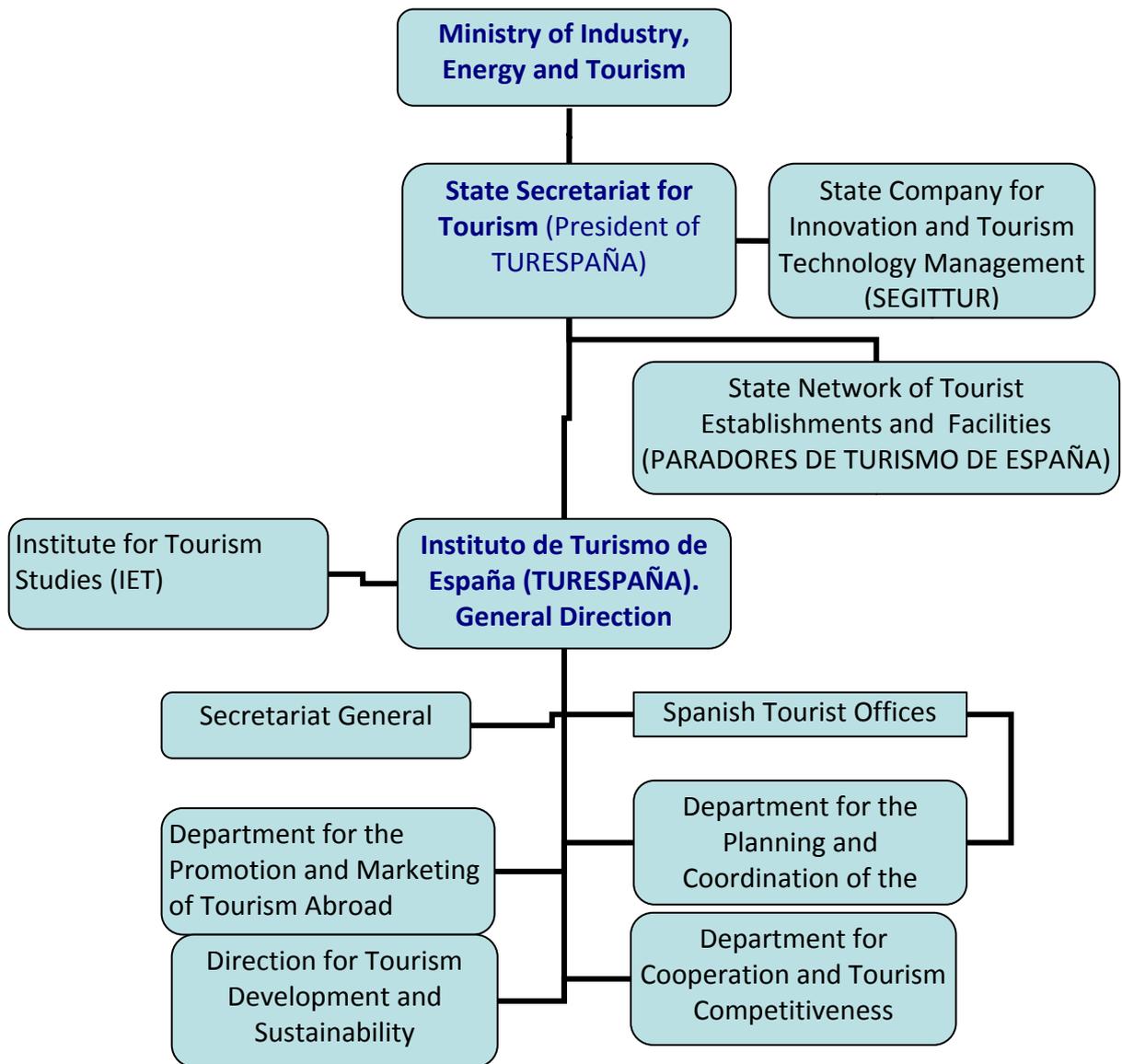
Institute for Tourism Studies

The Instituto de Estudios Turísticos (IET) (Institute for Tourism Studies) was created in 1962 and is, as established by Royal Decree 561/2009 of 8 April 2009 (BOE of 22 April 2009), by approving the Statute of the Institute Tourism Spain (Turespaña), a public body with the rank of Assistant Director General, directly under the presidency of Turespaña, whose functions include investigating the factors that impact on tourism and the development, assessment and collection of statistics information and data relating to tourism. He also attributed the said Royal Decree, the creation and dissemination of knowledge and intelligence and coordination of tourism information on tourism generated by the various administrative units under the Ministry of Tourism and his Turespaña.

The IET as a producer of information, is in charge of statistical operations tourism at borders (Frontur), Tourism Expenditure Survey (Egatur) and tourism of the Spanish (Familitur), generating data on arrivals of foreign visitors to our country its peculiarities, and travel expenses engaged by the Spaniards and their characteristics. The IET is also in charge of the Tourist occupancy survey (Ocupatur), the Touristic habits survey (Habitur) as well as the Tourist competitive tendency index.

http://www.iet.tourspain.es/en-EN/Paginas/default.aspx

2.2 Please provide a ***diagram/organigram 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)

This is the current ***diagram/organigram of the organisational structure for tourism:***

Organisational Chart

Ministry of Industry, Energy and Tourism

State Secretariat for Tourism (President of TURESPAÑA)

State Company for Innovation and Tourism Technology Management (SEGITTUR)

State Network of Tourist Establishments and Facilities (PARADORES DE TURISMO DE ESPAÑA)

Institute for Tourism Studies (IET)

Instituto de Turismo de España (TURESPAÑA). General Direction

Secretariat General

Spanish Tourist Offices

Department for the Promotion and Marketing of Tourism Abroad

Department for the Planning and Coordination of the

Direction for Tourism Development and Sustainability

Department for Cooperation and Tourism Competitiveness

TERRITORIAL ORGANISATION

According to the Spanish Constitution (art. 148.1.18), Autonomous Regions enjoy competence in the promotion and regulation of tourism within the confines of their respective territories. Yet, in no way does this act as a bar to intervention on the part of the State, which develops and undertakes international relationship; promotion and marketing of tourism abroad, design and development of tourist policy and overall co-ordination of regulation of tourist activity, in addition to its role in planning the national economy, in which, in the context of Spain, tourism is a basic key ingredient.

The Autonomous Regions have the competence for tourism promotion and organisation, urbanism, public works and infrastructures and historic heritage management in their own territories under the observance of the Constitution with regard to the rules conferring their powers.

The Local Entities (Provinces and Municipalities) enjoy their competence according to the Constitution rules for the distribution of powers taking into account their autonomy for managing their own interests. Their powers develop mainly in tourism promotion and information. Thus one important organ is the "Patronato de Turismo" (mostly in the main cities) and the "Congress Offices" depending on the "Patronato" to carry out an integral management of the city tourism promotion and supporting the private sector on their commercial strategy to gain the venue for Congress and Fairs.

ORGANISATION AND LINKS BETWEEN THE NATIONAL TOURISM AUTHORITY AND THE PROVINCES/REGIONS; AND INDUSTRY ASSOCIATIONS, STAKEHOLDERS AND CUSTOMERS.

This distribution of powers creates a network of inter-administrative relations and various instruments of co-operation, whose functions are to bring coherence to the actions of public authorities in tourism matters. Co-operation is the key, since there are common interests that have to be appropriately matched and combined in order to ensure maximum possible operational effectiveness.

There are three examples of co-operation among administrations:

- One example of that co-operation is the **Inter-Ministry Committee for Tourism** (**Comisión Interministerial de Turismo):** was created in 1994 by Royal Decree 6/1994 of 14 January, as a basic instrument to execute the Competitiveness Spanish Tourism Plan. The Committee is a collegiate, advisory and executive coordination organ whose members represent the different ministries of the national administration with competences related to tourism matters

- **The Sectoral Tourism Conference (Conferencia Sectorial de Turismo)** was created by is the collegiate, advisory and executive coordination organ which gathers state representatives from the national administration and those responsible for tourism in the Autonomous Regions government. That organ is multilateral and achieves sectoral issues. The organization and operational rules come from the institutionalization agreement and the internal regulation. The agreement was set in 1994.

- **Spanish Tourism Board (Consejo Español de Turismo –CONESTUR-)** was approved by Royal Decree 719/2005, 20 June and is an advisory organ which gathers all the territorial tourism administrations (State, Regions and Provinces-Cities) and is represented also by the tourism private sector: Trade Chambers, the National Employer's Association (CEOE), Professional Associations, Trade Unions and wide renowned tourism professionals. It has an executive organ called **Executive Committee (CECET)** presided by the General Secretary for Tourism and Domestic Trade.

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)

Year	National Budget	State Secretariat for Tourism	TURESPAÑA	PROMOTION
2012	129.325.932,54 €	420.997,43 €	97.878,51 €	30.505,91 €
2011	362.788.050,93 €	607.154,61 €	153.763,06 €	66.412,01 €
2010	386.767.999,02 €	722.591,04 €	201.503,25 €	83.800,00 €
2009	372.089.591,99 €	718.073,55 €	224.729,08 €	83.418,00 €
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 €

Data: Ministry for Treasury and Public Administration

Under the Constitution, the Autonomous Regions are responsible for the co-ordination of tourism in their regions, and do not directly affect the State budget or national taxation. They operate autonomously and rely on their own budgets.

TURESPAÑA enjoy the following ad hoc tourism funds:
In the General Sate Budget there is an Item Expenditure which includes the main expenses of the Institute:
1. The Item 434 A based on <u>Investments</u> :
- Statistics: 4.000.000 €

- Publicity Campaign: 17.780.000 €
- Real State. Construction, enlargement, equipping and acquisition; Improvement, modernisation and preservation of *Paradores de Turismo de España*: 10.400.000€ (2012) / 10.400.000€ (2011) / 24.400.000 (2010)

2. The Item 467 C based on Investments in I+D+I:
- INTELITUR, SEGITTUR (State Company for Innovation and Tourism Technology Management) , Innovation Entreprises Associations: 1.400.000 €

3. POLICIES AND STRATEGIES

3.1 Is there a current ***National Strategy for tourism***?   Yes   X☐   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)

Spain remained in 2011 and so far in 2012 (May) the same National Strategy for Tourism: The Tourism Plan Horizon 2020. Hence we refer to the last Annual Tourism Reporting Template 2010-2011.

The last decade involved a strong change in the international tourism industry. The new global environment enforces companies and destinations to give a boost to the pace of their agendas in order to attend the requirements of a new offer and tourism demand. We have shifted standards and basic products in traditional markets to specialised products directed to the new global competition and consumer satisfaction.

In this context new technologies become a key issue for current potential clients as well as the environmental sustainability emerges as a relevant factor to gain competitiveness due to the social and institutional support in the war against climate change, the ecological footprint reduction and natural and cultural heritage protection.

Attending that dynamic background, the Spanish government proposes many plans to advance towards an improvement of the key factors for the destinations success. Thus there are three strategic areas:

1. Knowledge and I+D+I.

2. A new marketing strategy

3. Environmental sustainability for both companies and destinations

Belonging to this strategic areas, there are four axes defining the priorities of the tourism state policy as mentioned in the last Report 2010-2011:
- **Promotion**, in 2011 the investment consolidates a 66.4 million €, regardless the difficulties of the economy. This budget is been reduced to 30.5. The main actions are again aimed at the publicity campaign abroad and marketing support.
- **Infrastructures**: it is important to remark the success of the Plan RENOVE and FUTURE again. In 2011 the budget of this Plan FUTURE, was 300 million € and in line with former years, the objective was to finance projects aimed at the improvement of energy efficiency and new technologies to modernize the tourism infrastructures.
- **Seasonality**: Senior Tourism Program (we will come back to this issue in point 4.1.1); Requalification of Mature Destinations (point 4.2)
- **Cultural Tourism and Gastronomy**: Under the International Promotion Plan 2010-2012 for Cultural Tourism, together with the Ministry of Culture (now Education, Culture and Sport), and the Ministry of Foreign Affairs, the objective is to increase the number of visitors coming to Spain for cultural reasons. Under this Plan there are 1.100 promotional actions planned achieving a number of 30 million final consumers. On the other hand there is a huge importance in the Spanish gastronomy as a diversifier component of the tourism offer. The State supports (with aids – 180.000 € in 2010 and 150.000 € in

2012) the Association "*Saborea España* (Taste Spain) to manage the gastronomy product Club. The idea is to join tourism and gastronomy, two topics in which Spain is a worldwide reference.

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

The **State Secretariat for Tourism** is de High Responsible Unit who lead the Plan Horizon 2020 for the Spanish Tourism. The Spanish Tourism Office, TURESPAÑA is the State Institution in charge coping with the development of the Project.

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

Among these action axes, we search a permanent communication relationship with the sector, social agents and Tourism Offices in different territorial levels by fostering the role of the units inside the Spanish Tourism Board. This attribution allows participating and coping with the current tourism top issues and providing a better achievement of common opinions in the tourism sector.

For that propose, the **Executive Commission of the Spanish Tourism Board (Spanish CECET)**, recently assumed new competences to follow the Plan 2020 and relevant issues. These important subjects approved in the CECET meetings will be transferred to the Council of Ministers or the Plenary of the Inter-ministerial Commission. It is planned to hold this CECET meetings each three months and six monthly the CONESTUR plenary meetings.

The CONESTUR approved by end 2008 the strategic review taking as a reference the horizon 2020. For the first 4 years (2008 to 2012) and in order to enforce the strategic objectives of the Tourism Plan 2020, TURESPAÑA is working on different strategies depending on the axis of the Plan. Some of the activities are:

- The design of a system of qualitative and quantitative indicators for every axis of the Plan, what is reflected on every item on the Budget

- Adapt the design and contents of the Web Site www.turismo2020.es developing a consultation and debate "Tourism 2020" system to gather suggestions, opinions and proposals periodically.

- Create a digital journal about news on Tourism 2020 available every three months.

- System of indicators for public-private cooperation in the observance of the requirements

The indicators are located in point number 4 of the following document from the General Budget for 2011 (the text is in Spanish):

http://www.sgpg.pap.meh.es/Presup/PGE2011Ley/MaestroDocumentos/PGE-ROM/doc/1/3/17/3/2/14/N_11_E_R_31_120_1_2_3_1432A_C_1.PDF

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

The legislative powers in tourism are vested mainly in the **Autonomous Regions**. Its difficulty lies in the horizontal character of the tourism sector, which affected other related regulations as consume, transport, public health, home policy, environment…. The European Directive brings into effect the regional law directly (*The Law 42/1998 of 15th September regarding the right for the use of real state and tax regulations*, is one of the few national laws into force in tourism matters).

In 2010 4th February it was published the Regulation (http://www.boe.es/diario_boe/txt.php?id=BOE-A-2010-

<u>1704</u>). This rule revokes a series of national tourism regulations in order to allow its development by the Autonomous Regions increasing the legislative autonomy: travel agencies, cafeterias, restaurants, tourism accommodations, bungalows, camping… are the fields involved in this derogation.

In recent years the NTO has been trying to coordinate every actor to eliminate barriers and burdens for the provision of tourism services, especially intermediary activities, accommodation and tourism guides. That job is in line with the *European Directive 2006/123/CE of the European Parliament and Council, of December 12th, regarding services in the home market (DOUE L376, December 27 2006)* integrated to the Spanish Legal System by *Law 17/2009 of November 23 for free access ad implementation of service activities*.

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)

> 🔵 **Europe Senior Tourism Program**
>
> The new edition of the Europe Senior Tourism Program was in 2011. That is the third edition programmed from 2011 to 2012.
>
> **Travel Execution Period**: October 2011- april 2012.
> The requirement is for Euro-seniors and could be extended until May 31 depending on the neccesity and fulfillment of the grant, for Bulgary, Romania, Czech Republic, Poland, Italy and France.
>
> **Destinations:** Costa del Sol, Almería and Granada (Andalusía); Mallorca, Menorca e Ibiza (Balearic Islands) and Castellón, Valencia Terra i Mar, Benidorm-Costa Blanca (Comunidad Valenciana)
> **Vacancies:** 46.875, bonus by TURESPAÑA.
>
> This season the number of vacancies is been reduced in a half since Autonomous Regions could not finance jointly the project as done in former years (last two seasons was up to a 50%). The reason lies in the non fulfillment of the financial criteria, targets established by the Ministry for Economy blocking the Regions from investment agreements.
>
> **Vacancies distribution:**
> Andalusia: 28.275; Balearic Islands: 9.300; Comunidad Valenciana: 9.300.
>
> **Origin Markets:** Austria, Cyprus, Denmark, Slovenia, Estonia, France, Greece, Italy, Latvia, Lithuania, Luxemburg, Malta, Portugal, Bulgary, Slovakia, Hungary, Poland, Czech Republic and Romania.
>
> **Bonus:** 130 € for residents in Poland, Czech Republic, Slovakia and Hungary; 90€ for the rest.
>
> **Travel Trade and Service Provider:** Euroseniors, Temporary Consortium "Iberia Travel", Viajés Barceló and Viajes Halcón.
>
> **Package**: the price includes return travel, transfers from the airport and hotel, accommodation in 4-star hotels, half-board, drinks included (water and wine), daily entertainment programme, an excursion in the area, a destination tourist guide in the group language, healthcare and travel insurance.
>
> **Booking forecast:**
>
> - BOOKINGS: So far, they are **31.341 bookings** from October 1st 2011 until May 31 2012. Up to **4.205** reserves were executed in October, November, December, January and February. As in former years, the main amount of bookings are made in March and April.
> - PREDOMINANT NATIONALITIES: Bulgary, France, Poland, Czech Republic and Romania.
>
> **Link:**
>
> http://www.europeseniortourism.eu/en/index.html

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

> 🔵 There are no changes in this field relating to last report 2010-2011. Following the Plan Tourism Horizon 2020, one of the execution axis is the accesibility program, inside the sustainability turism model, to easy the access, movility and comunication among customers, reassesing transport, technology and tourism service infraestructures. Among this lines there are planned actions for tourism transport and movility: cooperation between different Ministries in the **Annual Plans for**

Interministerial Action (**Planes Anuales de acción Interministerial (PAIT)** with the aim of including the tourism sector priorities in the **Infraestructures and Transports Strategic Plan (Plan Estratégico de Infrestructuras y Transportes (PEIT)**. This Plan describes the basic guideline for the mid-term state powers in those fields.

🔵 As mentioned in Tourism Annual Report 2010-2011 there is another important problem in the Spanish tourism industry: the revaluation of mature destinations. The idea is to rethink the position of the tourism coastal offer due to the huge former coastal destinations impact in the national economy: a lose of competitiveness in some mature destinations because of the territorial saturation, the environmental impact, infrastructure and equipment ageing, etc…..The State Secretariat for Tourism is making big efforts to change the Spanish tourism model since the creation of the Tourism Plan 2020 enhancing specific activities as the **Program for the Integral Requalification of Mature Tourism Destinations** in four pilot destinations: Beach of Palma in the Balearic Islands; Costa del Sol in Andalusia; San Bartolomé de Tirajana and Puerto de la Cruz in the Canary Islands. The modernisation of the transport infrastructures is a main part of the restructuring.

🔵 In public infrastructures sector, the **Tourism Infrastructures Modernisation Fund (FOMIT**, in Spanish**)** is at Municipalities disposal with an amount of 492 billion € loans to modernize infrastructures and tourism accommodations (from 2005 till 2011, excepting 2009). In 2012, there are 128 million € to grant this loans (38 million addressed to Consortiums and 90 million to Local Entities). The objective of the FOMIT is to finance an integral renovation, modernisation and reconversion projects in mature destinations through eligible lending. This projects are developed by local public authorities, public bodies belonging to them, or consortiums with the participation of the national public administration.

🔵 **Environmental awareness-raising** is another relevant issue in relation to tourism transport and it is a necessary pillar for a wide and diverse transport development. The objetive of the Plan 2020 is to achieve a high level on competitiveness and sustainability and the destinations attractive is linked to the quality of the accessibility in all different means (airports, roads, highways, train rails, ports…). This fact has a notorious environmental impact and one of the main axes of the Plan is to protect this impact.

🔵 The **National Institute of Statistics** made in 2008 a research of this environmental impact in the whole territory and its regions by creating a general system of indicators for *sustainable development*. One of the items is the *sustainable transport*. This research is included as mandatory in the **EU Strategy for Sustainable Development** (**EU SDS**) created in 2006 and revised in 2009 (http://ec.europa.eu/environment/eussd/). Eurostat coordinates the actions of a working group, in which the INE participates, in charge of the compilation of a system of indicators that serves as a support to regularly evaluate the implementation of the EU SDS. This is a list of indicators aimed at policies, structurally organised in a hierarchical and pyramidal way into topics and subtopics, adapted to the priorities established by the EU SDS, as well as to the international commitments made by the EU in the area of sustainable development. The indicators are obtained for each Member State as the synthesis of national statistics supplied to the European Statistical System.

Spain has published its first national report on implementing the EU SDS in July 2007.The Spanish system of indicators was made in 2008 and there is not any other update since then.

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

🔵 The **Tourism Plan Horizon 2020 recognises Human Resources** as one of the key pillars of the

future sustainability of the tourism model and it is necessary that they become a differentiation source in the destination Spain. Hence, this is a Program lead to attract, develop and retain tourism professionals, giving a value to the tourism professional career and spreading professional opportunities in the tourism sector inside the society, mainly youth. The link is in Spanish language:

http://www.minetur.gob.es/turismo/es-ES/Economia/Talento/Paginas/atrayendotalento.aspx

- As expressed in the last Report 2010-2011, the Ministry conceded in 2011 aids aimed to projects and professional training for companies and professionals in the e-commerce and e-business tourism field. The objective is to disseminate new business models and the on-line relationship with the customer. The Program is called ***Avanza Formación Turismo***, the link is only in Spanish:

(Avanza Formación Turismo, http://www.minetur.gob.es/PLAN_IDI/AvanzaFormacion/Paginas/Index.aspx)

- As expressed in the last Report 2010-2011, there was another call in 2011 to give a **grant for Tourism Entrepreneurship Organisations** (AEI in Spanish) in order to provide public financial support to those efforts on innovation and competitiveness in tourism companies. These organisations come into the form of a group of companies, training and research centres, or any other agents, either public or private, working in a similar product or territorial sector to cooperate and take advantage from joining innovation projects and assuring a competitive and international visibility. The link is also in Spanish:

http://www.minetur.gob.es/Plan_IDI/AgrupacionesEmpresarialesTurismo/Paginas/Index.aspx

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

- **Perceived Quality Programs**

The Tourism Plan Horizon 2020 in its axis "value-customer" is directed to the improvement of the customer value due to tourism experiences that differ and foster the position of Spain as a tourism destination. In this axis there is a Program: *Perceived Quality Program (Progama Calidad Percibida)* to improve the quality of tourism enterprises and destinations in order to satisfy expectations and requirements of customers encouraging a "culture of detail", before during and after the trip, improving therefore the "perceived quality".

In 2012, there are 21 sectors with quality regulations and there is a Program called "**Programa Anfitriones**" born to improve the companies and tourism destination's quality so as to satisfy correctly most demanding tourist expectations.

The objective is to prepare the adaptation of enterprises and tourism destination's services to the new market trends path and enhance several strategies and activities in order to establish the figure of the customer as centre of all attention and perspective in the improvement of the national competitiveness. The idea is to stimulate the culture of detail and customer services to improve the perceived quality of Spain as a destination organising on-line training courses for professionals in the tourism sector. A course catalogue is been distributed among them in two different trainings:

- To boost the "culture of detail" through awareness programs and training professionals in customer-oriented tourism services.

- Easy the beautification of tourism destinations as a main factor to gain a positive opinion from customers. Best practices for tourism destinations.

🔵 **SICTED**

One line of action is the <u>evolution of the **Integral System for the Tourism Quality in Destinations (SICTED)** model towards a experience quality</u> This project works with companies/services of 28 different sectors aiming at the improvement of the tourist experience and satisfaction. This Program uses a specific methodology using an integral and permanent system for quality management.

This System is a project aimed at the improvement of the destination's quality and is promoted by the State Secretariat for Tourism. The objective is to achieve a uniform quality level in the tourism services offered in each destination. The Spanish Federation of Municipalities and Provinces participates in this project.

The idea is based on a horizontal cooperation and involves tourism services (hotels, restaurants, travel agencies, etc…) and either others contributing to the tourists experience (citizens security or city cleaning). There are a total of 137 destinations. There are 2.374 joined companies and 4.213 distinguished companies.

The model is projected in 4 stages: joining, distinction, monitoring and renovation, where the implementation of a manual for good practices, technical advice, training and improvement monitoring are the principal axes of the system.

In 2011 the State Secretary for Tourism organised the II Edition of the Price Awards SICTED. The prices go to the best destination, the best management and the best business association.

That evolution acts as a guarantee of constant adaptation. The model brings severity and reliability to the Spanish commitment with quality. These are the actions:

- o Constant increase of the companies certification

- o Strengthen a SICTED Network with public and private institutions and promoting and efficient and equal participation of tourism actors.

- o Promoting the social participation, specially directed to consumers association in coordination with ICTE and other actors.

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

🔵 One of the ways to analyse the information supplied by the statistics and environmental accounts is to present a battery of **indicators** that synthetically express the Environment situation. The indicators are parameters that supply information and/or trends on the environmental conditions and phenomena. The importance of having indicators available is based on the need to supply political officials with an instrument by means of which the information is presented in a concise and representative manner in such a way that it can be easily understood and used.

The indicators presented here describe the most relevant aspects of the Sixth Community Action Program on the Environment and refer to greenhouse effect gases, to water as a renewable natural resource and the management of waste. It has to be noted that the construction of a system of sustainable development indicators that facilitates jointly integrating the economic, social and environmental aspects is beginning.

[Eurostat's website](#) is the information source for European data where further information can be found through the theme *Environment and energy*

The **National Institute of Statistics** has published two **studies for indicators of water and waste** updated in June 2011 and October 2011 and can be consulted in the following Web site:

http://www.ine.es/jaxi/menu.do;jsessionid=A6C5F96FC22A8CC32B45931E38E158B6.jaxi04?type=pcaxis&path=%2Ft26%2Fp067%2Fp02&file=inebase&L=1

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

European Charter for Sustainable Tourism in Natural Protected Areas

There are no changes in this field relating to the last report 2010-2011. The European Charter for Sustainable Tourism relies on the support of the EUROPARC Federation, a European Institution gathering all the Administrations in charge of the management of the protected areas around Europe. Above all, the Charter is a voluntary working method that compromises the managers with the commitment of a local strategy implementation in favour of a sustainable tourism.

Nature tourism development

Spain is the third largest country worldwide in the scale of its initiatives for the protection of nature according to the Yearbook "EUROPARC-Spain 2009-2010" on Natural Protected Areas. The Spanish Ministry for Agriculture, Food and Environment remarks that Spain contributes with a big amount of biosphere reserves in the UNESCO´s MaB Program and is the first EU country with more protected areas contributing to the *Natura 2000*, with 14 million hectares (28% of the total territory). There are also 157 Natural Parks comprising 3.7 million hectares (58% of the total protected areas). Spain has 28 Parks identified on the European Chart of Sustainable Tourism (75 in all Europe), and 25 protected areas are certified with the "Q" Tourism Quality label.

http://ec.europa.eu/environment/nature/natura2000/index_en.htm

Product Eco-tourism in Natural Protected Areas (ENP in Spanish)

Product Eco-tourism in Natural Protected Areas (ENP in Spanish) with the European Sustainability Tourism Chart certification. With this program all tourist could benefit from a singular and sustainable experience choosing from different facilities with that certificate. This is a safety option for businesses that bet on sustainable tourism development for their protecting areas, getting to know specifically the means to begin the process towards sustainability. Consumers ensure to waste their expenses on firms that contribute to the sustainable development.
TURESPAÑA creates this product based on a common tourism management for parks and firms associated to the European Charter, which improves the possibility for the product to get the consumers approval at a European level.
There were 178 companies adhered to the Chart in a total of 13 Natural Protected Areas in 2010. It was foreseen to have 260 companies in 20 areas by the end of March 2011.

Strategic Plan 2009-2012 for "Paradores de Turismo"

This entity is a state company, coming under the control of the Spanish Tourism Institute, whose main function is the management and running of state owned properties, mostly historic buildings that have been purpose-adapted for hotel use. It serves as an enormously successful experience of recovery for Spanish historical heritage. Nowadays there is a network of 93 Hotel Accommodation functioning with 10.000 beds.

Innovation and Modernisation of the Network is the leitmotiv underlining the strategy. Sited in natural reserves like castles, palaces, convents and monasteries, this strategy wants to give value to our national heritage (historic and monumental buildings), providing them with the last technologies and advances towards a better comfort. The idea is to remain the main values: history, nature and gastronomy with a maximum quality service adding the best technology and comfort of a modern XXI century hotel.

It is foreseen a four year investment plan of 168,9 million € to modernize 19 *Paradores* and the *Hostería de Alcala de Henares*

🔵 **Promotion Plan for Cultural Tourism 2009-2012**

As expressed in the last Annual Tourism Reporting Template 2010-2011, the Ministries for Industry, Energy and Tourism (former Industry, Trade and Tourism); Foreign Affairs (former Foreign Affairs and Cooperation) and Education, Culture and Sport (former Culture), decided to set up a Promotion Plan for Cultural Tourism 2009-2012 aimed to promote the Cultural Spain as a destination. The three Ministries have a common interest in the promotion of the cultural industries; the national or international diffusion of the national patrimony and tourism-cultural activities; and the national culture strengthening abroad.

There is one line of action related to tourism: *Idiomatic Tourism with the main objective in increasing the foreign students visits to Spanish training/educational centres.*

Under the International Promotion Plan 2010-2012 for Cultural Tourism, together with the Ministry of Culture (now Education, Culture and Sport), and the Ministry of Foreign Affairs, the objective is to increase the number of visitors coming to Spain for cultural reasons. Under this Plan there are 1.100 promotional actions planned achieving a number of 30 million final consumers.

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

There are no changes regarding the last report 2010-2011 so we suggest following the Accessibility Plan. The reference is on the following Web Site but the content is only in Spanish:

🔵 **Tourism Accessibility for All:** http://www.planaccesibilidadturistica.es/

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

🔵 **Mature Tourism Destinations**

The CONESTUR approved on recent 31st July their support to one of the main challenges of the tourism in 30 years: **Plan de Turismo Litorial siglo XXI**. This Plan tries to rethink the position of the tourism coastal offer due to the traditional coastal destinations importance in the national economy: 52,6 million tourists, more than 164 million domestic trips and around 49 billion €.
Only the coastal and archipelago receive 84% of the inbound arrivals. That means: 44 million tourists, 84% of the expenses and 50% of the Spanish resident trips.
There is, nevertheless, lose of competitiveness in some mature destinations due to different reasons: the territorial saturation, the environmental impact, infrastructure and equipment ageing, etc…and the enterprise organisations representing the private sector expressed concerns.
The State Secretariat for Tourism has made huge efforts to change the Spanish tourism model since the creation of the Tourism Plan 2020 and specific activities as the Program for the Integral **Requalification of Mature Tourism Destinations** in four pilot destinations (the first destinations in the implementation of the tourism model): Beach of Palma in the Balearic Islands; Costa del Sol in Andalusia; San Bartolomé de Tirajana and Puerto de la Cruz in the Canary Islands.
The objective is an integral reconstruction and modernization of those destinations with an international

perspective and a big demonstration effect, developed, financed and enhanced by all administrations and the participation of the private sector aiming at a durable tourism model establishment for the next 50 years. The 95, 5% of the co-partnership investment has been made in the last 2 years (69,49 millions invested in 2008-2010). By 2011 the budget is 4 million € (one for each). Moreover, to easy their access to finance the consortium they have a 40% of the total 200 million € in the FOMIT item.

The National Budget 2008 modified the basic regulation of the FOMIT, including the Consortiums as beneficiaries keeping up to 25 million € loans for their Plans development. This initiative has allowed the Municipalities since 2005 to receive grants for updating tourism infrastructure and equipment investments up to 492 million € with more than 200 actions.

In this fiscal year there is a disposal of 128 million € for FOMIT grants: 38 to Consortiums and 90 for Local Entities.

On July 6th 2010 the CONESTUR set up a working group to draw a "Roadmap" observed by all the mature destinations to design and execute their requalification plans. The objective is to enhance and achieve the biggest agreement and political will, among territorial administrations, governments and private sector (businesses organisations an trade unions) to allow the functioning of the *Plan Turismo del Litoral Siglo-XXI*. This Plan was approved unanimously in the CONESTUR meeting recent July 31st giving a green light for its operational start.

The establishment of a Working Group for Mature Destinations is aimed at the study and research of all interventions in each destination and how to get used to the administrations to improve results. In 2011 is approved a 2 million € budget item to support these initiatives.

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)

🌐 The Use of New Technologies

On April 2011 we launch two new ideas.

On the one hand is a call for proposals to design the logo "**Keep Sharing**". Last year TURESPAÑA launched the campaign "*Spain, a Country to Share*" and currently we will use "*I need Spain. Keep Sharing*" to maintain an image identity for all the actions developed.

On the other hand the tourists enjoy an application to upload pictures from Spain. The communication campaign was based on a slight publicity campaign in Facebook. The first day joined 28.000 new fans and the second more than 12.000.

In this line, in June 2011 there were launched a **global marketing strategy,** principally intended to reposition the tourism brand and to make it a leading destination, one that is unique, aspirational, experiential, global and premium.

This was the reason behind the "I need Spain" press and TV campaign which was followed up by an **on-line communication** plan around two principle tactics:

1. The first is an online display campaign that gives depth to the concept "**I need Spain**". Starting with the offline pieces, creativities that were developed were conceived to surprise users and adapt in real-time to the needs of each country, with performances allowing greater segmentation of products and target audiences.

   250 tactical campaigns were also carried out based on agreements with tour operators, airlines and other public administrations, in order to promote specific offers and to **enhance** the Spain trademark online.

2. The second focuses on making the "I need Spain message tangible by using claims that few

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countries can use:

According to the WTTO (Barometer March 2012), Spain is in the fourth place in the number of tourism visits and second in tourism expenditure, but it is the leading destination worldwide for repeating visits**.** "I need Spain" is more than an advertising promise: visitors who travel to Spain feel the need to come back. **Spain hooks**.

It is enough to look at the social networks and read the comments that are written or the photos and videos that are posted. **They love Spain** and many of them love giving advice about our country. These are **Spain addicts.**

Why not channel your energy and make use of **Web 2.0** potential to become Spanish ambassadors?

This is the birth of **ineedspain.com**, a participative platform conceived to disseminate Spain through the recommendations of the travellers themselves, where Spain Addicts will share their reasons for being hooked to Spain in the form of photos, videos and messages, making their reasons an inspiration for other travellers.

Every day editorial teams and community managers deal with selecting the most relevant contributions. Those are complemented by specific themed content in the form of inspiring, and original experiences.

Furthermore, support has been received from some luxury ambassadors who share their passion for Spain with the world. These accounts will form part of a powerful campaign designed to recruit Spain Addicts online. The main **social networks** will be studied to search for the most active Spain Addicts to invite them in person, one by one, to take part in the project.

The aim is that the site should rapidly increase its number of users and begin to feed itself with the participation of the new travellers coming to Spain.

In a clear stake on innovation in social networks and new digital supports, a channel has been created on **YouTube**; profiles on **Facebook** and **Twitter** which will give access to the segmented audience from around the world; branding in **videogames** and even surprising applications for **iPhone, iPad** and **Android** devices.

These platforms and the IneedSpain.com site are interconnected so that the content provided by users can be shared between them.

Thanks to this strategy of integral communication, the destination Spain hopes to achieve something to which few countries can aspire: to make the tourists by themselves carry out its advertising campaign.

Spain.info: The official Spain Tourism website, owned by *Tourspain*, was created in 2002 with the intention of becoming a pioneer tool to be used by tourists when planning their trip to Spain.

During its nine years of life, new designs and content have been implemented in the portal to adapt it to the changing needs of the users. In this time, the portal has transformed from an information and database portal to an inspirational site where images and user's experience are more relevant than mere information. There are 24 versions, each with specific content according to the needs of each market and also four international versions in English, French, German and Spanish. This website contains 400 000 pages and 18 000 images

In 2009, *Tourspain* modified the Web portal architecture and its data models. A new design was made and the style of the contents was changed to ensure the achievement of the main goal the portal has: to promote Spain as a tourism destination facilitating the knowledge of the country and its resources to the tourists as well as acting as an inspirational, motivational and organizing tool.

Regarding Social Media, the goal is to increase the notoriety and the desire to come to Spain. All actions are targeted to final consumers and consist in sharing ideas about trips, routes or events that can take place in Spain. Since 2009, Spain has achieved more than 740.00 fans in Facebook and almost 35.000 followers in Twitter.

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)

🔵 **Coordination**

As mentioned in the last Report 2010-2011 the tourism is a multidisciplinary topic transferring the competences from the Central Government to the Regions. **Coordination** between regional/central government is managed through the **Inter-Ministry Committee for Tourism (Comisión Interministerial de Turismo); The Sectoral Tourism Conference (Conferencia Sectorial de Turismo); and the Spanish Tourism Board (Consejo Español de Turismo –CONESTUR-).**

🔵 **Statistics**

The main development in domestic and inbound tourism to strengthen destination management is done in the field of **statistics through the Institute for Tourism Studies (IET)** which not only produces statistics to know the quantity, character and inbound tourist profile but other interviews as explained above:

The IET as a producer of information, is in charge of statistical operations tourism at borders (*Frontur*), Tourism Expenditure Survey (*Egatur*) and tourism of the Spanish citizens (*Familitur*), generating data on arrivals of foreign visitors to our country its peculiarities, and travel expenses engaged by the Spaniards and their characteristics. The IET is also in charge of the Tourist occupancy survey (*Ocupatur*), the Touristic habits survey (*Habitur*) as well as the Tourist competitive tendency index.

Habitur, the inbound touristic habit survey, allows the knowledge of the fidelity and satisfaction rate with respect to Spain. In 2010 the tourism resources satisfaction ratio was 8,5 of 10. From that research, we can extract that 6 of 10 inbound tourist in 2010 will come back to visit Spain in 2011; the 80% have visited before our country and the 40% in 10 or more times.

Ocupatur is another example to know in advance the hotel and tourism accommodation occupancy in brief holiday seasons, special ferias or before holiday periods. This expectative information allows to making better decisions in order to improve the tourism services and is completed with a post monitoring to observe the tourism occupancy objectives

It is important to mention the IET function of exploiting other statistical sources to obtain information about tourism employment, competitiveness, transports in low-cost companies, and advanced indicators in relation to tourism competitiveness and GDP impact (in experimental treatment).

The Institute executes a **Yearly Balance** and uses other official sources (National Institute of Statistics –IET-, Bank of Spain, Ministry of Labour) to elaborate the Quarterly Tourism Situational Report (COYUNTUR) analysing the tourism offer and demand, the balance of payments, passengers transports, and tourism employment in line with the national and international economy and the next quarters forecast.

Another attractive research is the study of the tourism family company to get knowledge of the characteristics and competitiveness of the tourism enterprises.

Moreover, the IET collaborates on the one hand with **International Organisations** to improve a constant communication quality research (participation in WTO Forums, Eurostat Surveys, ECLAC…) and on the other hand it cooperates with National Organisations such as Technologic Hotel Institute or Google Travel Spain for

the information exchange. Those practices are carried out also with **Regional Research Centres.**

Finally, there is an intense activity of diffusion complemented with the works of the *Spanish Tourism Document Centre*, which attended last year around 24.000 worldwide consultations

In the research field we can not conclude without mentioning the role of the **Spanish Tourism Offices** abroad, producing yearly more than 50 Market Researches, Product/Market Researches and Six Monthly Situational Analysis (Summer-Winter).

III Latin American Conference on Sustainable Tourism

In coherence with the Spanish Tourism Plan Horizon 2020 and the Spanish Cooperation Plan, TURESPAÑA, along with the Spanish Office for International Cooperation and Development has organised the II Conference on Sustainable Tourism in Antigua (Guatemala) from 12 to 15 April 2011. The idea is the promotion of the destinations tourism development through the teachings of managers and planning experts responsible for the tourism product setting up either in the public or private sector. The management of the tourism development is in accordance with the environment following social and economic viability. Managers should have expertise in sustainable tourism development and environmental commitments. Indeed they need practical tools above all driving to efficient solutions making the tourism products and destinations more sustainable. Managers need also to monitor these instruments. The main idea of the course is to allow the governments participating in the meeting to obtain practical tools to develop and plan their destinations in a sustainable line, and later monitor its results.

EDEN

According to the commitment acquired with the European Commission to jointly promote tourism models based on a long-term vision of sustainable development, Turespaña is promoting through its website www.Spain.info, Youtube site and Facebook social network not only places that have been awarded at national level but also former runners up.

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)

Connected Accommodation

Connected Accomodation is a program of the Ministry of Industry, Energy and Tourism, launched through Red.es[2], to support the incorporation of Information and Communication technologies in hotels and rural tourism. It is part of a major Business Network Program, developed in collaboration with the Regional Governments receiving ERDF funds.

The program envisages the implementation of the following actions:

> 1. Call for aid in kind: development of a Multi-regional and technological solving tool for Hotels and Rural Tourism destinations: introducing technology solutions and services geared to the use of ICT in hotels and lodgings.

> 2. Organizing and holding training workshops.

> 3. Development of a supporting website.

Accommodation Online also has the support of the The State Society for the Management of Innovation and Technology Tourism (SEGITTUR), a public company dependent on the Spanish Ministry of Industry, Energy

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[2] Red.es is an agency of the Ministry of Industry, Energy and Tourism working through the Secretary of State for Telecommunications and Information Society. It fosters the widespread use of new e-technologies in Spain

and Tourism, which has worked with Red.es in defining the program. The program also has the support of the Spanish Confederation of Hotels and Tourist Accommodation (CEHAT) representing 64 hotel associations of local or provincial spread throughout the Spanish geography.

The activities carried out under this initiative are co-financed by European funds from the European Regional Development Fund (ERDF) under the Operational Program Knowledge-Based Economy (POEC) programming period 2007-2013 and also from the Regional Operational Program that are eligibles. The call is aimed at helping autonomous, micro SMEs in the hotel industry and rural tourism sector, all of these being located in the Autonomous Communities beneficiaries of the European Development Fund (ERDF): Andalusia, Aragon, Asturias, Castilla-La Mancha, Castilla y Leon, Comunidad Valenciana, Extremadura, Galicia, Canary Islands, Ceuta, Melilla, Murcia and Navarra.

🔵 **Intelitur**

We are also submerged in the starting up of **Intelitur** (The Knowledge, Intelligence and Tourism Innovation Centre). It is a common project driven by the State Secretariat for Tourism and the High Council of Chambers of Commerce with three objectives:

- o Gather and transfer all the knowledge in the tourism sector.

- o Strengthen innovation and technological transfers bringing new means for companies to reach a better position in markets and gain competitiveness.

- o Promote and encourage the technological development and the spreading of best tourism practices in order to adapt the offer to the new challenges and opportunities.

http://www.camaras.org/publicado/intelitur.html

🔵 **Plan FuturE**

This Plan focuses on grants and subsidies aimed at tourism sector reforms related to improvements in energy saving and environmental conservation. This Program is a partnership between the State Secretary for Tourism and the ICO (Official Credit Institute) to easy and cover the credit access for tourism company's project investments aimed to increase sustainability in tourism facilities; energy savings and efficiency; environmental management systems; implementation of quality systems; accessibility; reforms to increase innovation and new technologies; specialise and differentiate the tourism offer.

This Program in 2011 comes to the third edition and allows a 100% financing for enterprises investment projects, including taxes with a maximum 20 year amortization. The top limit is 10 million Euros (in the last editions was up to 2 millions). The beneficiaries are companies owning or running hotel accommodations, apartments, camping, rural accommodations, catering business, travel agencies and complementary tourism offer business. The amount approved for 2011 was 300 million €.

Both Plans put EUR 1.9 billion at the disposal of the tourism sector. To date EUR 3.6 billion has been invested in 3 380 projects, with EUR 1.9 having been invested for every EUR 1 of the budget credit. Over two years the plans together have created 77 000 jobs and the programmes' success has led to an additional EUR 300 million for 2011 being made available.

- With this third edition there is a total amount of 2.billion € available for the sector.
- With the first two programs there are 6830 projects financed generating 3.6 billion € in investment.

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)

- **Sustainable Tourism Course with the Platform CEDDET (Distance-learning Foundation Centre for Economic and Technologic Research)**

The on-line course VI Edition for sustainable tourism was held in April 2011 aimed at technicians from the Latin American countries. There is a virtual expert network on sustainable tourism, created to give continuity to the information and knowledge exchange process through this on-line course, offered by CEDDET in cooperation with the sponsoring companies.

- **EcoTURAL Project**

EcoTURAL means sustainable development in the rural, natural and cultural tourism sector. This project operates in four regions of the Mediterranean area: Catalonia, Valencia, Murcia and the Balearic Islands, and will last for 12 months, from November 2011 to November 2012.

EcoTURAL aims to promote green jobs and improve the competitiveness of the tourism sector through advisory and training help, both pursuing to integrate responsible practices and sustainable economic activities in both existing and new initiatives in rural areas. EcoTURAL offers free online courses on rural, natural, cultural and ecological tourism, organizes workshops and provides free counseling services to private agents of rural tourism.

Key actions under the framework ecoTURAL:

Improving competitiveness and consolidation of ongoing activities:

• Distance learning course on environmental education and ecotourism

• Distance learning course on economics of biodiversity and tourism

Incentives for entrepreneurship and development of new green business lines:

• Distance learning course of green and eco-entrepreneurship

• Distance learning course of sustainable tourism management

• Distance learning course of ecotourism, rural tourism and active tourism. Synergies and partnerships

• Advice blended to private tourism sector

Creating dialogue and networking activities:

• Workshop "Coffee entrepreneur and sustainable rural tourism" - Barcelona and Palma de Mallorca

• Workshop "Creating, marketing and product management for ecotourism and sustainable rural tourism" - Barcelona and Palma de Mallorca

• virtual professional network on sustainable tourism

Awareness and dissemination:

• Web portal to disseminate the project objectives 2.0

• Virtual TV Channel on Sustainable Tourism: ecoTURAL.tv

- **Product Eco-tourism in Natural Protected Areas (ENP in Spanish) with the European Sustainability Tourism Chart certification**.

With this program all tourist could benefit from a singular and sustainable experience choosing from different facilities with that certificate. This is a safety option for businesses that bet on sustainable tourism development for their protecting areas, getting to know specifically the means to begin the process towards sustainability.

Consumers ensure to waste their expenses on firms that contribute to the sustainable development.

TURESPAÑA creates this product based on a common tourism management for parks and firms associated to the European Charter, which improves the possibility for the product to get the consumer's approval at a European level.

There were 178 companies adhered to the Chart in a total of 13 Natural Protected Areas in 2010. It was foreseen to have 260 companies in 20 areas by the end of March 2011.

- **Tourism Product Club "Biosphere Reserves":**

Currently exist 7 Reserves adhered to the Club in Spain. This program expects to teach a professional and personalised training to those entrepreneurs who express the desire to join that Club. The objective is to improve competitiveness and sustainability informing their customers that the expenses are aimed at the sustainable development of the biosphere reserves. Therefore, the customer chose one brand and is address to companies contributing to the nature heritage conservancy with a differentiated tourism product due to its particular location among a selection of diverse territories, the Biosphere Spanish Reserves Network, where is possible to know and enjoy the nature heritage model by human activities and the singular samples of the ethnographic heritage.

- **Tourism Product Club the "Jamón Ibérico" Route:**

They are more than 150 firms adhered to this Club, introducing territories with a guarantee of origin and quality of emblematic products. There is a joining mechanism based on the observance of some common requirements for the tourism product (farms and pastures, drying places, accommodations…).

- **The Blue Flag Program**:

This initiative includes simultaneous elements of the environmental award (best practices in the beach cleaning), information and security, environmental management of beaches and sport ports (environmental audit, external certification, public recognition, monitoring of results, tourist and local tourism managers awareness).

Spain obtained a total of 607 **blue flags** in 2010 (523 in beaches and 84 in Ports), 43 more than 2009. We are on the top of the 33 list of applicants in the northern hemisphere: one of six of the total flags 3.558 are in Spain.

http://www.blueflag.org/

6. DATA AND INDICATORS

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

Same as point 4.1.5. One of the ways to analyse the information supplied by the statistics and environmental accounts is to present a battery of indicators that synthetically express the Environment situation. The indicators are parameters that supply information and/or trends on the environmental conditions and phenomena. The importance of having indicators available is based on the need to supply political officials with an instrument by

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[3] 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.

means of which the information is presented in a concise and representative manner in such a way that it can be easily understood and used.

The indicators presented here describe the most relevant aspects of the Sixth Community Action Program on the Environment and refer to greenhouse effect gases, to water as a renewable natural resource and the management of waste. It has to be noted that the construction of a system of sustainable development indicators that facilitates jointly integrating the economic, social and environmental aspects is beginning.

The **National Institute of Statistics** has published two Studies for Indicators of water and waste updated in June 2011 and October 2011 and can be consulted in the following Web site:

http://www.ine.es/jaxi/menu.do;jsessionid=A6C5F96FC22A8CC32B45931E38E158B6.jaxi04?type=pcaxis&path=%2Ft26%2Fp067%2Fp02&file=inebase&L=1

7. COMPLEMENTARY ADDITIONAL INFORMATION

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

Abril 2011

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.

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 monhtly 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

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, lenght 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

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)