ANNUAL TOURISM REPORTING  
Country: BELGIUM

Article 3 of Council Decision 86/664/EEC of 22 December 1986 establishing a consultation and cooperation procedure in the field of tourism stipulates 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. The Commission shall inform the other Member States thereof".

The following reporting form aims at facilitating compliance with this Council Decision.

SECTION 1 TOURISM ORGANISATION AND GOVERNANCE

This section is aimed at reporting on the following:

- Administrative organisation
- Territorial organisation
- Organisation and links between the national tourism authority and the provinces / regions
- Organisation and links between the national tourism authority and industry associations, stakeholders and customers

1.1. Please provide a short description of the administrative and territorial organisation of public bodies responsible for tourism, indicating the relationship and cooperation between national, regional and local bodies of the core responsibilities and competences of each department (Max. 3000 characters)

WALLONIA

From 2015, tourism regionalization is planned. The actors are the “General tourism Commission”, “Wallonia-Brussels Tourism”, “the Centre for Tourism Engineering of Wallonia”

A. The General Tourism Commission - CGT

The CGT is the agency responsible for implementing the government of Wallonia’s overall tourism policy. Since 2008, when the CGT became an independent public body, it has taken a more proactive approach to management that has allowed it to respond more appropriately to changes in the industry.

Its missions are executing touristic policy, managing touristic equipment which belongs to Wallonia and organising and promoting tourism on the Wallonia’s territory. To do so, the CGT is in charge of classification and subsidy lines, promotion actions in Wallonia, conception and content of the image, official brochures, touristic data, products conception, fair participation as well as strategy developments.

http://cgt.tourismewallonie.be

**B. Wallonia-Brussels Tourism Bureau - WBT**
The second institutional player in Wallonia tourism, WBT, has the chief responsibility for promoting Wallonia and Brussels as tourism destinations in Flanders and abroad. WBT is a public-private structure. The WBT’s three Walloon promotion clubs, each of which is chaired by a private sector representative, engage in co-operative marketing to pool public and private investments in partnership with the principal tourism industry associations in Wallonia: Club Détente-Découverte Excursions, Club Détente-Découverte Séjours, and Club MICE Wallonie.

http://www.belgique-tourisme.be

**C. Wallonia Tourism Engineering Centre - CITW**
At last, with support from European funds, the CITW, a joint economic and tourism development undertaking of Walloon municipalities, has been organising and implementing "tourism engineering policies" in Wallonia, pooling responsibilities and co-ordinating actions at the Walloon territorial level with the CGT, as well as co-ordinating more generally the studies performed by specialised consultants.

http://strategie.tourismewallonie.be

**FLANDERS**
In Flanders, tourism is the responsibility of the Minister for Public Works, Mobility, the Vlaamse Rand, Tourism and Animal Protection. The tourism unit of the Flemish Department of Foreign Affairs is responsible for tourism policy, international tourism relations and the licensing of tourism accommodation in the Flanders region. VisitFlanders has the following objectives and functions:
- Investing in the sustainable development and promotion of Flanders and Brussels as a top tourist destination.
- Making specific investments and supplying support to make the Flanders tourism offer more attractive.
- Promoting Flanders as a tourist destination to attract more visitors.
- Making sure that everyone can enjoy and participate in a holiday, including people with disabilities or limited economic means, linking accessibility and quality.
- Stimulating professionalism in the tourist sector in order to guarantee all visitors with a quality offer and experience.

Local authorities invest in the domestic promotion of Flanders.

In 2016 the overall budget for VisitFlanders was EUR 67,5 million.

**GERMAN-SPEAKING COMMUNITY**
1) Government of the German-speaking Community of Belgium, Minister Isabelle Weykmans
2) Ministry of the German-speaking Community, Tourism Unit &
3) Tourism Agency for East Belgium (Tourismusagentur Ostbelgien, TAO)
Tourism Agency for East Belgium (TAO):
Marketing and promotion - development and implementation of new products - national and international cooperation projects with neighbouring regions in Wallonia and Flanders as well as in Germany, Luxembourg, France and the Netherlands - monitoring of market and trends – support to and coordination of private and public actors in tourism.
Main private and public actors in Tourism as well as the local authorities are part of the administration board. www.eastbelgium.com

Ministry of the German-speaking Community – Tourism Unit:
Policy support - preparation, monitoring and evaluation of regulations - monitoring the execution of the management agreement between the Government and the Tourism Agency – tourism statistics - follow-up of the implementation of the vision-mission-concept - follow-up of international organisations e.g. EU – quality programme for and quality control of the sector – granting subsidies to touristic associations and tourist information offices – coordinating training courses for the sector - touristic licences: granting and controlling licences for tourist accommodation facilities – preparing and monitoring touristic infrastructural investments by the Government. www.dglive.be/tourismus

1.2. Please provide an organisation chart reflecting the above described administrative and territorial organisation.
BELGIUM, WALLONIA

Minister of Tourism

Wallonia - Brussels Tourism (WBT) (Promotion)

General Tourism Commission (CGT) (Touristic policy and regulation)

Centre for Tourism Engineering of Wallonia (CTW)

General Services and coordination for European funds

Tourism Organisations Division

Tourist Attractions and Infrastructure Division

Tourism Accommodation Division

Tourism Products Division

Tourism Strategy Division

Source: CGT, 2015
1.3. Please list and describe briefly the relationship and main areas of cooperation between national/regional public tourism bodies and the most significant / active private organisations / stakeholders / industry associations /unions / consumer organisations. (Max. 1500 characters)

**WALLONIA**
The CGT and WBT are working hand in hand with the touristic professional associations at elaborating and implementing innovative and competitive policies which meet the demand of the sector: Gîtes de Wallonie, Accueil Champêtre en Wallonie, Walcamp, Vilvac, Auberges de Jeunesse, Attractions et Tourisme, Musées et Société en Wallonie, Horeca Wallonie, ...

**GERMAN-SPEAKING COMMUNITY**
Tourism Agency for East Belgium (TAO)
Member of administration board of the European Economic Interest Grouping (EEIG) "Marketing for Eifel and the Ardennes", e.g. the transnational Cycling trail “Vennbahn” (DE-BE-LU)
Made in Ostbelgien – joint venture of regional food producers, gastronomy and tourism

1.4. What is the existing national/regional specific legislation on tourism? (Max. 500 characters)

**WALLONIA**
A Walloon code for tourism has been elaborated. It gathers rules and regulations which are linked to the missions of the “General Tourism Commission”, the agency responsible for implementing the Walloon government’s overall tourism policy, i.e. strategy, accommodation, attractions, organisations, equipment, etc. It is being updated in order to meet the reality and needs of the sector.

**GERMAN-SPEAKING COMMUNITY**
Regional legislation:
- The decrees regulating the granting and classifying touristic accommodations
- The “Infrastructure” decree, regulating subsidies for touristic infrastructure
- The decree, regulating the co-financing of local touristic associations, the tourist information offices as well as innovative touristic initiatives

The German-speaking Community in Belgium is rewriting legislation in the field of tourism. The new legislation will become effective the 1. January 2017.

**SECTION 2 - MEMBER STATE ECONOMIC DATA AND TOURISM BUDGETS**

This section is intended to provide an overview of the key statistical information about the general tourism economic environment of the Member States.

Data marked with green is also collected by Eurostat. Data marked with orange is equally collected by the OECD. The data categories match the templates of these two organisations,
therefore data reported to the Commission can be transferred / used when reporting to Eurostat and OECD and vice-versa.

The statistical data provided in the tables below shall cover the year 2012 and, if available, 2013.

The data collected through these sections will also feed into the future Virtual Tourism Observatory.

Please use the Excel templates provided below in order to facilitate coherence and comparability of the data.

Please note that you are only requested to fill in data that is available in your country. Please insert "N/A" for those that you are not able to provide.

See – Document Excel in attachment

SECTION 3 NATIONAL TOURISM POLICY AND STRATEGIES

This section aims at collecting information on the Member States general strategic vision as well as the specific objectives of their tourism policies.

3.1. Please provide information in bullet points on the key mission, main medium and long-term objectives and the main targets of your national tourism policy. (Max. 1500 characters)

WALLONIA

The 2014-2019 Regional Policy Declaration, on which tourism policies will be based for 5 years, put the following themes forward:

1. Wallonia, touristic destination of excellence:
   - The assets of the region must be reinforced: natural areas and especially Walloon forests, world heritage sites, gastronomy. Different projects has been launched to sustain “Bikes Welcome” projects;
   - Continuous evaluation and adaptation of the strategy in partnership with the sector workers;
   - Creation of touristic packages for specific targets;
   - Expansion of the “Wallonia Quality Destination” label;
   - Better service offers in big attractions: multilingual reception, accessibility, opening hours,…

2. Upgrade skills and competences for a largest efficiency
   - Reinforcement of partnerships with professional associations;
   - Better trainings (languages, quality reception, sustainable tourism) more in accordance with the needs of the sector;
   - Provision of efficient financial, investment or innovation tools to help the development of tourism, especially in the “hotels” sector;
   - Proactive territorial planning according to tourism development necessities
   - Construction of 2 or 3 touristic resorts, designed considering the necessary development of state properties;
   - Improvement of statistic tools efficency;
   - Enhancement of administrative framework related to touristic structures and optimization of grants;
Streamlining of touristic institutions.

**FLANDERS**

Tourism policy in Flanders has three overall priorities:

- Increase the attractiveness and promote Flanders as a destination. The approach is to focus on distinctive features of Flanders, including treasures such as The Flemish Masters and local gastronomy. Individual destinations including the Brussels region are supported and investments made in promotion, events, infrastructure and accessibility.

- Support businesses and a vibrant tourism sector. Priorities include a streamlined quality policy, addressing competitiveness in the accommodation sector and implementing a hotel and catering industry policy plan; product development such as cycling, walking networks and family-friendly heritage destinations; and financial support provided by the Government. Since 2013, a specific attention is given to tourism as a main driver of economic growth for the province of Limburg, with public support provided for tourism projects such as the valorisation of coal mine heritage.

- Make tourism available to all Flemings. This includes work in three areas: making Flanders a leading family-friendly heritage destination; expanding the Holiday Participation Centre (Steunpunt Vakantieparticipatie) as a leading reference point for people with budgetary and care needs; and providing a range of high quality accommodation for a range of disadvantaged groups.

**GERMAN-SPEAKING COMMUNITY**

*On administrative level the German-speaking Community of Belgium is responsible for the tourism policy in the territory of the nine German-speaking municipalities. On the level of promotion and product development the Tourism Agency of Est Belgium is also responsible for the two French-speaking municipalities of Malmedy and Waimes.*

**Long-term objectives**

- Marketing: multilingualism in the centre of the brand, “East Belgium - a land that understands”
  - Enhancement of quality criteria for accommodations, hosts and local food producers
  - Arrange and stage-manage selected hiking-trails.
- Products: Concentration on high-quality cycling and hiking offers
  - Enlargement and equipment of the Vennbahn-Trail as well as connecting the Vennbahn-Trail to transnational cycle trails
  - Selection of high-quality hiking trails, telling the stories of nature (“O- Trails”)
  - Innovative equipment and accessible guidance system
  - Including local products in most various offers

Touristic branding linked to regional products and even regional branding: The touristic brand “East Belgium” marks the basis and the basic values in the actual process of regional branding

3.2. Do you have a multi-annual national tourism strategy specific / relevant for tourism in place? If yes, please describe in bullet points the main medium and long-term objectives of the strategy as well as who is responsible for its implementation. How is the implementation monitored and how often? (Max. 2000 characters)

**WALLONIA**

Before the implementation of the objectives exposed in the 2014-2020 Regional Policy Declaration (see 3.1), the newly elected Tourism Minister wanted to get an objective and extensive representation of the economic weight of tourism in the southern part of the...
country in order to adapt his policy priorities with full knowledge.

To that purpose, tourism administration, General Tourism Commission (CGT), is currently working at improving and updating the already existing socio-economic data with the regional Statistical Institute (IWEPS), WBT and professional associations on the one hand: Wallonia Tourism Observatory (OTW-CGT) statistics, Tourism Satellite Account,... and implementing new instruments on the other hand: subsector-specific diagnosis (accommodation and attractions), tourist surveys,...

Accommodation, especially hotel businesses, being the economic heavyweight of the sector, is paid a peculiar attention to in those works.

**GERMAN-SPEAKING COMMUNITY**

The tourism strategy paper (“Leitbild”) – published in January 2014 - includes shared values as well as targets and projects in the fields of

- branding
- concepts and offers enhancing the experiences of the guest
- product development
- organisation of the destination

Most important role in the implementation plays the Tourism Agency for East Belgium (TAO). Local authorities are involved as part of the administration board and clients of the Agency.

Implementation is monitored by the Tourism Unit in the Ministry of the German-speaking Community. The main targets make part of the management agreement with the Agency.

Concerning infrastructure and local offers meetings between local authorities, the Minister, the Ministry and the Agency are scheduled two times a year. A special long-term planning concept for touristic infrastructure has been set up by the Ministry in 2014 on the basis of the overall-concept.

### 4. TOURISM CHALLENGES, MEASURES AND INITIATIVES

*This section aims at collecting information on the challenges the Member states and the tourism industry has to deal with as well as the measures put in place to tackle them.*

#### 4.1. Please identify the key challenges for the tourism sector in your country and indicate their importance /priority in the table below.

<table>
<thead>
<tr>
<th>CHALLENGES - WALLONIA</th>
<th>IMPORTANCE / PRIORITY</th>
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<tbody>
<tr>
<td>Diversification of the tourism offer</td>
<td>x</td>
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<tr>
<td>Protection of the cultural heritage</td>
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<td>ICT and innovation</td>
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<td>Connectivity and transport</td>
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<td>Employment in tourism</td>
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<td>Challenge</td>
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<td>Improving education and skills in tourism</td>
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<td>Combatting seasonality</td>
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<td>Demographic changes</td>
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<td>Improving accessibility of tourism</td>
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<td>Competition against other destinations</td>
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<td>Administrative / regulatory burden, bureaucracy</td>
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<td>Other, please specify</td>
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</table>
4.2. Please describe briefly the main measures in your country aimed at tackling the key high-priority challenges indicated above. (Max. 2000 characters)

**WALLONIA**

**“Wallonia Quality Destination” label**

The “Wallonia Quality Destination” label is a quality management tool inspired by the Programme Qualité in Switzerland, that was launched in Wallonia in 2012. It is a simple and flexible tool which gathers all of Wallonia’s tourism professionals in a process to continually improve the quality of services on offer for tourists.

The procedure is open to all tourism professionals, whatever their size or area or expertise, and is a response to a desire for quality from customers.

After 3 years in operation:
- +500 people have been trained or coached and are capable of implementing the programme
- 220 partners have signed up to action plan
- 45 local authorities have committed to realize a local quality plan
- 3 Walloon teachers have been awarded the quality mark

Further details can be found at www.walloniedestinationqualite.be

**The document “La Wallonie touristique en chiffres”**

This document contains all the statistics on offer and demand in tourism. The study on the authorized and non authorized offer, but also second residencies, conducted for the first time by the OTW has been included there. This work was conducted jointly by the CGT and WBT.

**Touristic attractions working-group**

A Touristic attractions working group” has been set up comprising the CGT, “Attractions et tourisme” association and WBT. It’s now working on the economic-weight of the attractions/museums sector.

**Improvement of the socio-economic data**

Partnerships are being organised by the Wallonia Tourism Observatory (OTW-CGT) with the regional Statistical Institute (IWEPS), professional associations and different experts (academic and private) in order to strengthen statistics and data at disposal. A report on hotel businesses will be available at the end of September 2016. The work will continue on others sectors of accommodation types.

**Changing to a paperless system**

Hotels and attractions licenses and subsidies applications are now all digitized and the paperless system is being implemented.
Tourism Management Certificate

An intercollegiate Tourism Management Certificate was created in order to train tourism skilled workers to management tools. http://www.unamur.be/etudes/certificats/tourisme

GERMAN-SPEAKING COMMUNITY

Priorities are set within the competencies of the German-speaking Community. E.g.: economy, natural heritage, climate change or public transport are not within the competencies - therefore priority is low.

- Long term concept for public investment in sustainable and accessible touristic infrastructure (public and private projects)
- Focus on cycling and hiking trails (“Green Ways”) – E-bike-rental network
- Individual guidance during the project phase of a new accommodation offer
- Formation and label “Service Quality East Belgium” (© Switzerland Tourism Board), together with the CGT of Wallonia - www.servicequalitaet-ostbelgien.be
- Improving special products and services for elderly persons and guests with disabilities
- Protection of the cultural heritage is covered by a different decree of the German-speaking Community.

Rewriting the complete regional legislation in the field of accommodation, touristic information and initiatives.

4.3. Please identify if any of the above mentioned challenges relate to any legislative measures at EU level, and how. (Max. 1000 characters)

GERMAN-SPEAKING COMMUNITY

- Decree on licensing of travel agencies has been abolished (acc. to European Services Directive). There is no need for an additional regional consumer protection in this field.
- The new regional legislation in the field of accommodation is less restrictive in regard to the European Services Directive.

4.4. Please identify and describe any measures implemented in your country to increase tourism flows from other EU Member States and from third countries. (Max. 1000 characters)

WALLONIA

WBT has four principal objectives:

1. To focus investment on high-potential tourist origin markets, namely:
   - priority markets for Wallonia and selective actions for Brussels, aimed at Flanders;
   - priority markets for Wallonia and for Brussels, aimed at the Netherlands, France, Germany and the United Kingdom;
   - priority markets for Brussels and selective actions for Wallonia, aimed at Spain, Italy, and the United States; and
   - diversification markets: Poland, Japan, Québec, and China.

2. Boosting the image, reputation and visibility of Wallonia as a destination, by
forming partnerships with the Walloon Export and Foreign Investment Agency (AWEX), Bruxelles Export and Wallonie-Bruxelles International (WBI) to boost the visibility of Wallonia and via promotional activities in markets further afield, organised in collaboration with other European destinations.

3. Innovating and improving the balance of supply and demand, by market. For each market (e.g. golfers, gays etc.), Wallonia-Brussels Tourism (WBT) implements annual communication action plans (advertising and marketing), promotion (press and professional trade fairs) and direct marketing (prospecting and forging partnerships with tour operators and carriers), to promote both leisure and business tourism. Training courses are also improving knowledge of markets on the part of tourism service providers.

Partnering public and private investments to promote Wallonia as a destination and its tourism products. The WBT’s three Walloon promotion clubs, each of which is chaired by a private sector representative, engage in co-operative marketing to pool public and private investments in partnership with the principal tourism industry associations in Wallonia: Club Détente-Découverte Excursions, Club Détente-Découverte Séjours, and Club MICE Wallonie.

GERMAN-SPEAKING COMMUNITY
Connecting transnational hiking and bicycle trails - transnational promotion

4.5. Please describe how promotional measures implemented in your country make use of / capitalise on the promotional campaigns carried out by the Commission (i.e. Ready for Europe, EDEN, low-season tourism campaigns, etc.). (Max. 1000 characters)

WALLONIA
EDEN: Wallonia takes part of the Eden project aiming at enhancing touristic identity, putting the Region into a European prospective and applying the principles of sustainability

GERMAN-SPEAKING COMMUNITY
EDEN: Together with Wallonia the German-speaking Community of Belgium takes part in the project Eden.
CALYPSO: Together with Flanders the German-speaking Community takes part in the project Calypso.

4.6. Please identify and describe any measures /actions in your country which contribute to maximising the potential of national policies for developing tourism (e.g. ensuring that tourism interests are taken into account in the development of other policies which may have impact on tourism). (Max.1000 characters)

WALLONIA
The 2014-2019 Regional Policy Declaration mentions tourism as an important economic sector especially as it contributes to the image and fame of the region.

The government adopted Wallonia’s “Plan against Poverty” 2015-2019, in which “Tourism” is identified as a theme for action. The CGT is in charge of launching specific
4.7. Please identify and describe any measures/actions in your country which contribute to maximising the potential of EU Financial Instruments for developing tourism (e.g. information on main objectives, financing opportunities, training courses, etc.). (Max. 1000 characters)

**WALLONIA**
Tourism stakeholders in Wallonia are informed on European financing opportunities through newsletters and meetings organised by the “Département de la Coordination des Fonds structurés”. At a local level, the “intercommunales” also organise meetings to inform stakeholders of their zone and help them to submit competitive and attractive proposals.


**GERMAN-SPEAKING COMMUNITY**
The German-speaking Community is co-founder of the EEIG “Marketing for Eifel and the Ardennes”. In close cooperation with the partners cross-border products, services and marketing actions are realised, e.g. the transnational Cycling trail “Vennbahn” (DE - BE/Wallonia, BE/DG - LU).

Tourism is also one field of activity within the LEADER-Programme (EFRE) of the Walloon Region. Actually it is planned to build up registration and signposting a network of numbered hiking trails.

Tourism ensures additional value of co-financed projects mainly in the Interreg programme, as e.g. the enhancement of multilingual skills (central value in the touristic and regional branding), education and formation.

4.8 Please describe shortly which EU programmes are used the most frequently and for what purposes of tourism development in your country. (Max. 1000 characters)

**WALLONIA**
European structural funds – Interreg IV – Feader

EU programs support tourism development in Wallonia through the financing of various touristic and cultural projects (museum creation /transformation) but also through investment support in the attractiveness of the Region and its main touristic cities.

European funds also support the development of Wallonia “quality initiative” Wallonie Destination Qualité, as well as promotion and networking activities.

The EU funds (FEADER – PWDR) were one of the important levers for tourism development of Walloon forests. Complementary to these, funding for promotion, infrastructures and networking were granted by the Walloon Region to further strengthen this dynamic.


**GERMAN-SPEAKING COMMUNITY**
East-Belgium is a border region and part of
- the Meuse-Rhine Euregion
- the Greater Region (Saar-Lor-Lux)

In the framework of the European Cohesion policy, the Interreg programme as well as the ESF programme are the by far most important EU programmes in the region.

Current Interreg-project outlines are dealing with ICT and targeting information for tourists travelling through the Greater Region.

Within the ongoing EFRE programme, the region builds up a management system for maintenance and signposting of the hiking trails network. For the first time a second LEADER project is worked out. It deals with a concept of homogenous development and branding for the northern, more urban part of the destination East-Belgium.
Sustainable and responsible tourism, whether talking about economic, social or environmental sustainability, is a broad concept and may be interpreted in various ways depending on the attributes of a Member State or region.

The following questions focus on sustainability and responsibility in tourism as described in the 2007 Commission Communication on an agenda for sustainable and competitive European tourism.

4.9. Sustainable destination: What support is given to strengthen destination management at the national /regional/local level (e.g. supportive policy environment, knowledge networks, training programmes, technological support tools, financial support, promotional activities, etc.)? (Max. 1000 characters)

**WALLONIA**
The CGT action plan “Wallonia – a high quality destination” (see 4.2)
Changing to a paperless system (see 4.2)
The document “La Wallonie touristique en chiffres” (see 4.2)

**GERMAN-SPEAKING COMMUNITY**
The German-speaking Community is preparing a long term concept for public investment in sustainable and accessible touristic infrastructure (public and private projects).

4.10. Sustainable businesses: What support is given to strengthen the sustainability and competitiveness of tourism businesses (e.g. supportive policy environment, knowledge networks, orientation of business support services to sustainability, training, financial incentives, promotional activities, etc.)? (Max. 1000 characters)

**WALLONIA**
The competence centre for tourism within the FOREM (the Walloon employment institution) gives specific trainings in tourism e.g. accessibility, languages, creativity.

**GERMAN-SPEAKING COMMUNITY**
Formation and label “Service Quality East Belgium” (© Switzerland Tourism Board), together with the CGT of Wallonia - www.servicequalitaet-ostbelgien.be

The offer of the competence centre for tourism within the FOREM (the Walloon employment institution) is also open for the German-speaking sector. It gives specific trainings in tourism e.g. accessibility, languages, creativity.

4.11. Responsible tourism: What support is given to tourists and the tourism industry to promote their responsible practices and choices (e.g. awareness raising, sustainability in education, national marketing and media campaigns, promotion of certification schemes, etc.)? (Max. 1000 characters)

**WALLONIA**
The "Green Key“-Label for touristic accommodation is now being supported in Wallonia.
The CGT encourages the implementation of the Access-I label which works for good

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4.12. Please describe maximum three of the most significant planned / future tourism measures (legislative or non-legislative) which envisage to impact travellers visiting your country from other Member States or from outside Europe. (Max. 1000 characters)

**WALLONIA**

Tourism economic weight (see 4.2.)
"Wallonia Destination Quality" label – level 2 (see 4.2.)
Implementation of a large offer development and promotion program around the theme of cycle tourism.

**GERMAN-SPEAKING COMMUNITY**

Selection and equipment of high-quality cycle and hiking trails, completed by a unique storyboard for each trail (O-trails”).

Training courses esp. in the languages French, Dutch and English: Tourists communication consequently in the languages French, Dutch and English.

5. ADDITIONAL INFORMATION

5.1. Please describe maximum 3 best practices of tourism measures implemented at national, regional or local level (any type of activity). (Max. 2000 characters)

**WALLONIA**

Continuous improvement of statistics at hand in the Walloon Tourism Observatory. New partnerships are being developed for that purpose.

**Touristic attractions working-group**

A Touristic attractions working group” has been set up comprising the CGT, ”Attractions et tourisme” association and WBT. It’s now working on the economic-weight of the attractions/museums sector. “

5.2. Please describe, in a concise manner, in your view, what policy developments / actions / activities would you expect from the Commission’s tourism team that would serve better (than the current ones) the EU Member States and the industry. (Max. 2000 characters)