

MEMBER STATES' ANNUAL TOURISM REPORTING TEMPLATE

Country: CZECH REPUBLIC

Article 3 of Council Decision 86/664/EEC¹ 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)

The Ministry for Regional Development is responsible for co-ordinating and setting guidelines in the field of tourism. The Tourism Department carries out activities related to the development and implementation of the tourism policy, implements measures arising from tourism related strategies, and undertakes activities to enhance awareness and recognition of tourism as an important industry of the national economy and to strengthen international co-operation. The Ministry is also responsible for preparing relevant legislation, as well as monitoring and collecting statistical information, developing tourism in the regions and supporting quality and structure of tourism services.

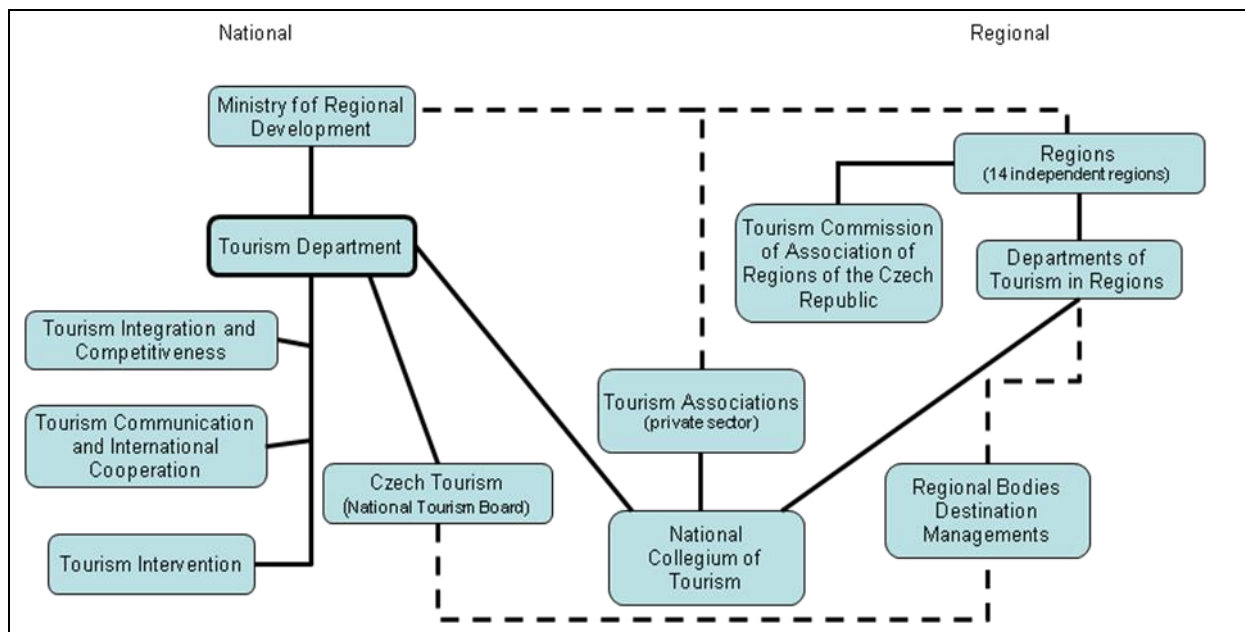
The Czech National Tourism Board, CzechTourism, is a grant-aided organisation supported by the Ministry for Regional Development. Its principal mission is to generate awareness of the Czech Republic as a tourism destination. Its main partners are the regional tourism organisations, municipalities and business enterprises. CzechTourism's objective is to promote tourism in co-operation with the private sector, and to review the medium-term

¹ <http://eur-lex.europa.eu/Notice.do?val=123070%3Acs&lang=en&list=123070%3Acs%2C&pos=1&page=1&nbl=1&pgs=10&hwords=>

strategy for the marketing of tourism products in the domestic and international markets.

The organisation of tourism in the Czech Republic is strongly influenced by the existence and respective administrative systems of the 14 self-governing regions in the country. Regions and individual communities are represented by different public institutions.

1.2. Please provide an **organisation chart** reflecting the above described administrative and territorial organisation.



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)

- Cooperation between national and regional tourism organisations
 - Is subject of the marketing strategy of CzechTourism and follows the BSC model which includes the perspective of stakeholders but also residents.
 - Department of regional and international relationship is responsible for the negotiation, informing and feedback from the regions regarding the marketing activities and product development.
 - In every tourist region was appointed the coordinator who is involved in the harmonization of marketing activities of all public tourism bodies in the region and CzechTourism, he/she should provide two-way communication of regional public tourism bodies with CzechTourism.
- National Collegium of Tourism
 - Consultative and advisory body of the Ministry
 - Cooperation between state administration bodies, self-administrative bodies, professional associations, academic sector, independent expert public, unions and other stakeholders
- Ad hoc working groups

- Set up in case of need as a support during elaboration of tourism policy, drafting of legislation in tourism, preparation and elaboration of tourism support programs, etc.

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

The basic Czech laws dealing with tourism issues are as follows:

Act no. 159/1999 Coll. on Certain Conditions of Business Activities in the Field of Tourism (hereinafter “Act No. 159/1999 Coll”) and on the Amendment to Act No. 40/1964 Coll., the Civil Code, as amended, and Act No. 455/1991 Coll. on Trades (the Trades Licensing Act), as subsequently amended,

Council Directive 90/314/EEC of 13 June 1990 on package holidays, package travel and package tours. Act No. 159/1999 Coll. is the implementation of Council Directive 90/314/EEC in the Czech Republic since 1999.

The European Commission submitted the first legislative draft of the amended directive of the European Parliament and of the Council on package travel and assisted arrangements, amending Regulation (EC) No 2006/2004, Directive 2011/83/EU and repealing Council Directive 90/314/EEC, on the 9 of July 2013. Then it followed the proper EU legislative procedure – the final wording of the amendment must be transposed into national legislation of EU member states. (Implementation to the Czech law approximately during period 2016/2017). The Czech Republic as most of other EU Member States appreciates the proposed Directive whose primary purpose is to enhance consumer rights of the EU citizens going on holidays by means of modernising the EU rules for organised travel packages. It is clear that the Directive will require extensive implementation measures in applicable Czech legal regulations. Our Ministry has regularly participated in meetings of the Consumer Protection Working Group on the Directive revision.

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 2013 and, **if available**, 2014.

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.



Czech
Republic-statistical da

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)

The Ministry of Regional Development has prepared a new National Tourism Policy 2014-2020, which was approved in March 2013 by the government and is connected with marketing strategy 2013-2020. This medium-term strategy for tourism will be implemented at the beginning of 2014.

Motto/Mission

“Destination Czech Republic – number one in the heart of Europe”

Global objective

- The global objective of the Tourism Policy is to increase the competitiveness of the tourism sector at the national and regional levels and maintain its economic performance as a result of achieving a balance between economic, socio-cultural, environmental and regional development.

Aims of the policy

- Enhancing the quality of the tourism supply, including cultivation of the business environment
- Building a structure of institutions to effectively implement the tourism policy
- Improving the quality of human resource
- Improving the access of service providers to tourism markets
- Strengthening the role of tourism in the economic and sectoral policies of the state

The priorities

- Competitiveness of national and regional tourism products;
- Enhancement of the quality of tourism infrastructure and services;
- Tourism marketing and human resources development; and the
- Creation of an appropriate organisational structure for tourism

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)

It is mentioned in point 3.1. The multi – annual tourism strategy is National Tourism Policy 2014-2020

Responsible for implementation

- Ministry of Regional Development of the Czech Republic in cooperation with different public authorities (ministries, state offices and regions)

Monitoring

- Regular reports approved by government

Context indicators

- Number of nights spent by domestic visitors in collective tourist accommodation establishments in the Czech Republic
- Number of nights spent by foreign visitors in collective tourist accommodation establishments in the Czech Republic
- Occupancy rate
- Index of competitiveness of tourism in the Czech Republic according to WEF
- Number of people employed in tourism in the Czech Republic (equivalent full-time)
- Gross domestic tourism product
- Inbound tourism consumption in the Czech Republic
- Domestic tourism consumption in the Czech Republic
- Foreign exchange earnings from tourism in the Czech Republic
- Share of foreign exchange earnings from tourism in GDP in %

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.

CHALLENGES	IMPORTANCE / PRIORITY		
	HIGH	MEDIUM	LOW
Diversification of the tourism offer	X		
Protection of the cultural heritage		X	
Protection of the natural heritage		X	
ICT and innovation		X	
Connectivity and transport		X	
Employment in tourism	X		
Improving education and skills in tourism	X		
Combatting seasonality	X		
Demographic changes			

Improving accessibility of tourism		X	
Improving socio-economic data in tourism	X		
Economic crisis and recovery			
Improving the sustainability of tourism offer		X	
Combatting climate change			
Improving the quality of tourism offer	X		
Developing responsible tourism practices		X	
Competition against other destinations			
Administrative / regulatory burden, bureaucracy			
Other, please specify			

4.2. Please describe briefly the main measures in your country aimed at tackling the key high-priority challenges indicated above. (Max. 2000 characters)

Service Quality

The Ministry for Regional Development, in co-operation with different tourism stakeholders, is implementing a project co-financed by the EU Structural funds on service quality, the Czech Service Quality System, which is based on the licence of the “Service Qualität Deutschland”. The Czech Service Quality System is an innovative system of certification aimed primarily at small and medium-sized enterprises (SMEs) active in tourism, which will enable SMEs to improve the quality of their services and to gain much-needed expertise.

Enhancing Quality of Data

The Ministry of Regional Development, in co-operation with the Czech Statistical Office, is currently implementing several projects on tourism statistics, aimed at improving and expanding statistical information on tourism. These projects include surveys of inbound tourism (TSA demand-side), collective and private accommodation establishments in tourism, tour operators and travel agencies, meetings, incentives, conferences and exhibition (MICE) sector (TSA supply-side) and, finally, a survey of food and beverage establishments. Projects relating to tourism statistics will provide comprehensive information about main tourism sectors that will, among other things, improve source data for the compilation of the TSA.

National Support Programme for Tourism 2010-2015

The Czech Republic is implementing the National Support Programme for Tourism, 2010–2015. Grants under this programme cover a maximum of 50% of project funding with the balance coming from the applicant’s own resources.

A sub-programme “Tourism for All” was announced in 2010, which, in addition to including the above-mentioned target groups in tourism activities, covers the development of new products aimed at reducing the seasonality of tourism, and the creation of conditions to provide jobs throughout the calendar year. The sub-programme focuses on creating new products for the domestic tourism sector including marketing support for, and the implementation of, newly-created products (e.g. wheelchair access, children’s playrooms, playgrounds, mobile swimming pools, and equipping classrooms for school camps).

From the year 2011 was announced a new sub – programme named “Tourism Accessible for All”. The target groups didn’t changed but the aim of this sub-programme was amended in some supported areas. The new areas that this sub-programme also targets now are for example reconstruction / building a rest places, sanitary facilities for tourists, cyclists or disabled traveller. Other supported field is an access/ disclosure to tourist attractions, which location is near attractiveness (for example to buy an ecological transport) and improvements/ introducing navigation and information systems for the hearing and visually disabled participants of tourism. In 2014 more than 50 mil. CZK was allocated from the state budget for 34 projects.

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

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)

The Ministry for Regional Development of the Czech Republic is taking part in solving the **tourism visa situation through the interdepartmental working group**. The purpose of the working group is to find the best solutions to problematic cases of issuing tourist visas to foreigners and accreditations to foreign tour operators.

Czech National Tourism Board, CzechTourism, is responsible for implementing marketing campaigns promoting the tourist destinations of the Czech Republic.

CzechTourism uses the full range of marketing tools – PR, online and offline campaigns, B2B marketing, etc. Concentrated marketing campaigns of CzechTourism have a clear goal, the most effective communication. Inspirational content based on attractive videos and photos supports positioning of the destination as the country of the stories and is distributed throughout the world, from CNN broadcasting network to local social network in China.

Joint activities of the national tourism organizations of the **Visegrad Four (V4)** took place from 1 July, 2014 under the chairmanship of Slovakia (until mid-2015, at which point the Czech Republic will take over the chairmanship). Promotion of the Visegrad countries was implemented at traditional source markets in the USA, Russia, Japan, India and China and also in new source territories with high incoming tourism potential – in Australia, Brazil, in the Middle East and in the CIS region countries. In 2014 a presentation of the V4 took place in the Republic of South Africa (RSA) for the second time.

Czech – China cooperation:

At the CITM Shanghai fair in November 2014, a **Memorandum of understanding about cooperation in tourism was signed between the Ministry for Regional Development and CNT**. The aim of the memorandum is to establish common procedures to further intensify cooperation in tourism with China, such as the development of marketing, product creation, joint presentation on the website, participation of each other in international trade fairs, conferences, seminars and other promotional, informational and scientific events with an international scope, concerning tourism.

In 2014 **CzechTourism agency has increased its foreign representation in China from one to three offices**. We now have offices in **Beijing, Shanghai and Hong Kong**, that is, in the most important areas for tourism.

Ministry for Regional Development is involved in the **Joint Action Plan for the CEE countries under the TCC** (Tourism Coordination Centre, established in May 2014), where the steps outlined in the joint 16+1 cooperation initiative completely or in some cases partially coincide with our objectives as expressed in the Memorandum signed in Shanghai. At this point the efforts of the CEE countries to establish a direct flight connection between Prague and Beijing with transportation links to these 16 states are at the top of our agenda. We also jointly addressed issues concerning visa policy and joint actions aimed at improving this policy.

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)

We take advantage of most of the promotional campaigns carried out by the Commission. We fully support the EDEN project.

Activities of CzechTourism:

- organizing press trips to all 13 finalists' destinations in last 4 years
- 6 "Eden" press conferences – 4 with the 4 winners in last 4 years, one general about EDEN and one special press conference on the accessible tourism
- publishing EDEN catalogue for B2B use
- providing the participants with online promotion
- cooperation closely with ETC on the mobile applications, online campaigns as "My passport 2 Europe"
- providing ETC with the promotional materials like photos, videos, etc.

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)

Czech Republic is promoting tourism as the important source of financial means for the national economy. On regular base we inform about the significance of the tourism, we interpret the data from the tourism satellite account and report the impact of tourism on GDP.

We are informing the Ministry of the Interior and the Ministry of Foreign Affairs about the visa issues in the third countries.

CzechTourism is cooperating with the Ministry of Health in the matter of medical tourism promotional measures.

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)

There are implemented several activities in aim to maximize the potential of EU Instruments:

- Publicity of EU Financial Instruments, operational programs, contribution of the EU Financial Instruments to the regional development and publicity of best practices and successful projects by the National Coordination Body and individual Managing Authorities of Operational programs (www.strukturalni-fondy.cz, operation program web pages, marketing campaigns – On-line, TV, Radio, Print, Outdoor, events).
- Seminars for applicants and beneficiaries
 - EU Financial Instruments
 - Individual Operation programs and opportunities to present individual projects
 - Managing the project, Implementing public tenders, Preserving the project outcomes, etc.

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)

In 2014 there were being concluded formerly submitted projects, announced closing calls and commenced the implementation of new projects implemented under the Operational programs falling under the Programming period 2007 – 2013 (Rule N+2). Simultaneously there were undertaking tasks on finalizing new Operational programs on programming period 2014 – 2020. However until 31. 12. 2014 neither of new Operational programs was approved. The implementation of new Programming period 2014 + has not started yet.

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 Communication² 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)

Activities of Ministry

- Methodological support
 - Drawing the 3 level organisational structure, setting up criteria for placing tourism organisations to each organisational level, setting up the competencies of tourism organisations in each level, setting up the system of cooperation between tourism organisations, etc.
 - Drawing up National tourism policy as fundamental basics for the implementation of regional and local tourism policies.
 - Setting up outlines for the implementation of regional and local tourism policies.
 - Support of sustainable tourism in the Czech Republic was implemented on the national level by financial grant in the amount nearly 110 million CZK for the activities of non-government and non-profit organizations (NGO) - Czech Tourist Club, Czech Environmental Partnership Foundation EuroVelo Cycle Route Network, Iron Curtain Trail, Greenways Programme, National Geoparks Network and other subjects involved in improving of the service quality and enhancing of tourism offer in the field of development of sustainable tourism

Activities of CzechTourism

- Promotion of the project EDEN which includes the local gastronomy in the Czech Republic. We support the EDEN project by financial grant of the Ministry for regional development in the amount nearly 0,5 million CZK. CzechTourism promotes the project Czech Specials which focuses on promoting the traditional as well as the modern Czech cuisine composed from the quality fresh and local ingredients.
- CzechTourism promotes the project Traditional Czech Republic. The purpose of the project is to develop a comprehensive tourism product and promote Czech as a living tradition of the country, where foreign and domestic visitors not only will our traditions, but also understand their context and story. The product covers, but also connects the existing attractiveness of intangible cultural heritage in combination with folk architecture inextricably linked with each place.
- The project focuses on the area defined by UNESCO as elements of intangible cultural heritage, traditional crafts and crafts, gastronomy and culinary practices, folklore and

² http://ec.europa.eu/enterprise/sectors/tourism/documents/communications/commission-communication-2007/index_en.htm

dialect and in parallel also to the folk architecture. The resulting comprehensive set of information about attractions intangible cultural heritage will then be used to promote various regions of the Czech territory.

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)

- Implementation of the Czech system of quality
 - The Czech Service Quality System is an innovative system of certification aimed primarily at small and medium-sized enterprises (SMEs) active in tourism, which will enable SMEs to improve the quality of their services and to gain much-needed expertise.
 - Further and practical training for SMEs engaged in the CSQ
 - Benefits for SMEs - Customer oriented services, costs reduction, employees motivation and training, loyal customers and improved competitiveness
- Enhancement of statistical system
 - Support of qualified decision making process, finding enterprise and investment opportunities, etc.

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)

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)

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)

An international conference on the implementation of the Carpathian Convention was held in Mikulov in September 2014 and focused on Strategy for the sustainable tourism development of the Carpathians for the new program period 2014 – 2020 for development of the Carpathian region.

Support of the geotourism development in the Czech Republic. In the 2014 Ministry of Environment and Council of National Geoparks of the Czech Republic presented two new geoparks based in Beskydy and Benešov. The Council of National Geoparks of the Czech Republic which judges the next nominations of the candidates „National Geopark“ – Ralsko, Broumovsko, Vysočina, Joachim Barranda and Giant Mountain (www.geopark.cz).

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)