

## MEMBER STATES' ANNUAL TOURISM REPORTING TEMPLATE

*Article 3 of Council Decision 86/664/EEC<sup>1</sup> 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**

---

<sup>1</sup> <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=>

- 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 of 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.

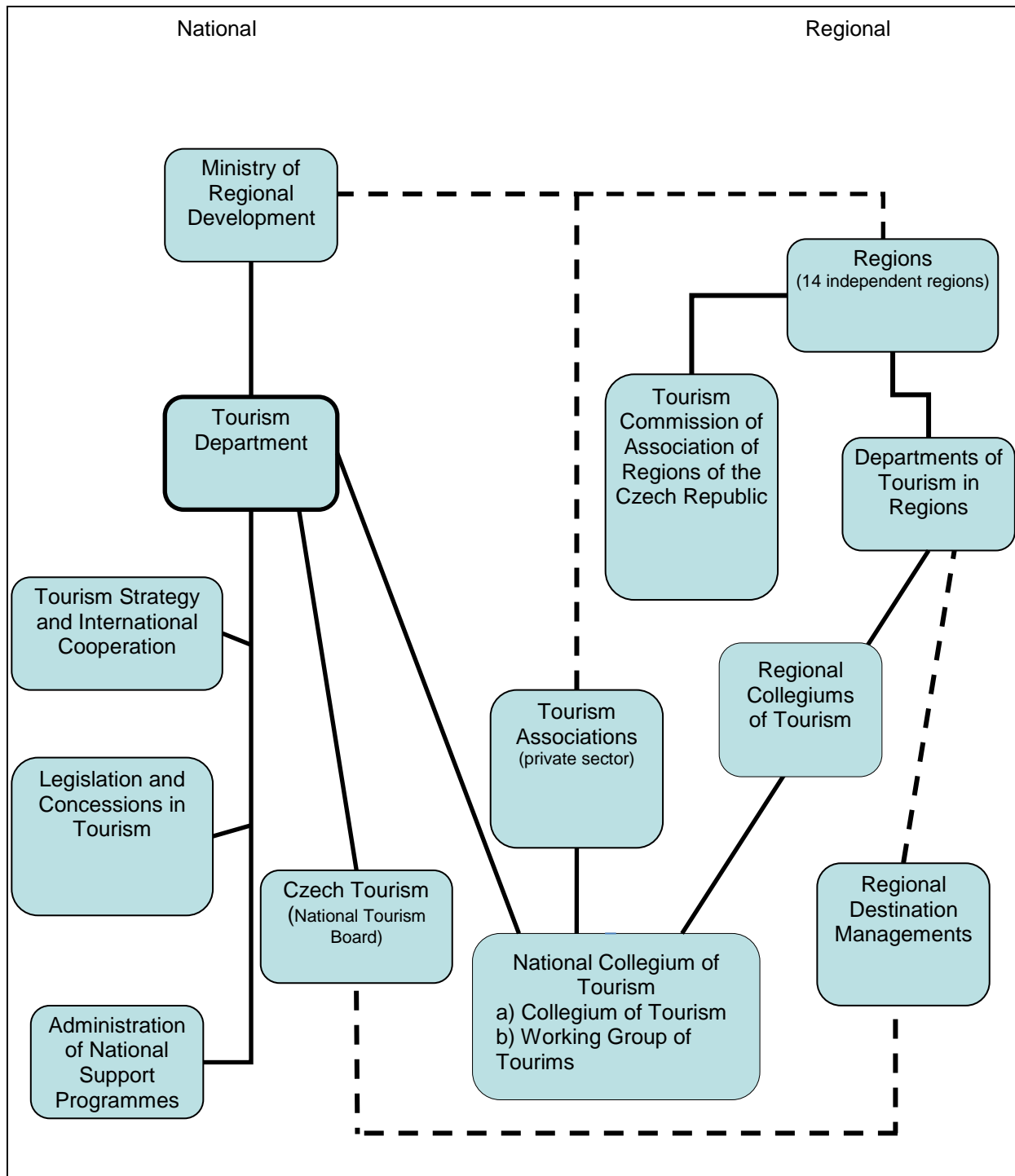
The Czech National Tourism Board, CzechTourism, is a grant-aided organisation supported by the Ministry of Regional Development. Its principal mission is to generate awareness of the Czech Republic as a tourism destination. Its main partners are the regional tourism organisations, municipalities and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

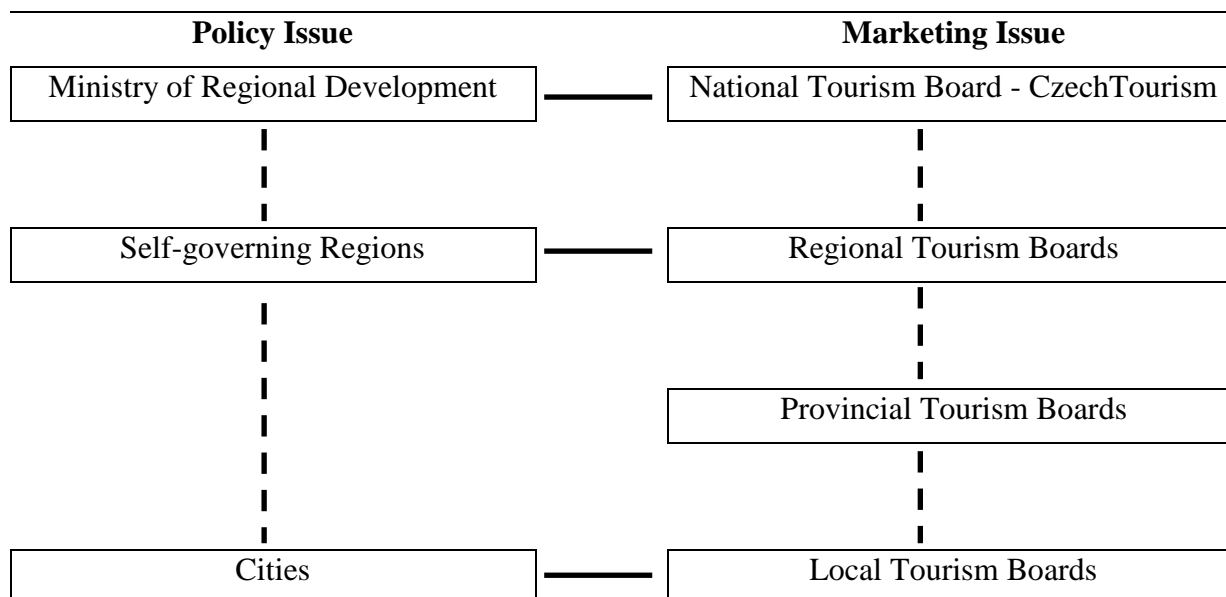
Coordination of tourism development on the national level:

Due to the fragmented nature of tourism activities related to tourism development fall within the competences of other central government bodies (Ministries). It is necessary to ensure coordination of tourism development and integration of issues related to tourism areas to other national strategic documents. For this reason has been set up inter-ministerial coordination committee.

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



### Regional Tourism Development Coordination



**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
  - In 2016 was the National Collegium of Tourism transferred in two cooperative bodies:
  - A) Collegium of Tourism of the Minister – narrow Consultative and advisory body of the Ministry
  - B) Working group of Tourism of the Deputy Minister - Cooperation between state administration bodies, self-administrative bodies, professional associations, academic sector, independent expert public, unions and other stakeholders, representatives of regional collegiums of tourism.
- Regional Collegium of Tourism (14 x)
  - Communication and coordination body established on the regional level.
  - Activities: expertise of the tourism strategies, defining priorities in tourism development, consultation of important projects carried out in the region, cooperation in setting national strategies and implementation tools, supporting

<ul style="list-style-type: none"><li>absorption capacity, etc.</li><li>○ Regional bodies and tourism stakeholders</li><li>▪ Strategic board<ul style="list-style-type: none"><li>○ Consultative and advisory body of Czech National Tourism Board, CzechTourism</li><li>○ Consists of representatives of Ministry of regional development, major business partners, academic sector and professional associations or unions.</li></ul></li><li>▪ Ad hoc working groups<ul style="list-style-type: none"><li>○ 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.</li></ul></li></ul>
--

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

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

On December 2015 EU Directive no. 2302/2015 on package and linked travel arrangements was published in the Official Journal of the EU. Ministry of Regional Development is the authority in charge of the transposition. The directive is being transposed by draft act amending Act no. 159/1999 Coll. on Certain Conditions of Business Activities in the Field of Tourism and Act. no. 455/1991 Coll., Trade Act, Act. no. 89/2012 Coll., Civil Code, Act. no. 211/2000 Coll., on the Fund of State Housing Development. Transposition laws will be effective from July 1<sup>st</sup>, 2018. .

In general – tourism can be affected by other laws and regulations in the field of environmental protection, mobility, consumer protection etc.

## 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 2016 and, **if available**, 2017.

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.**



## 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**

- Improving the quality of the tourism supply
- Tourism management
- Destination marketing
- Tourism policy and economic development

**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 – reports are processed every two years.

**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		X	
Improving accessibility of tourism		X	
Improving socio-economic data in tourism	X		
Economic crisis and recovery		X	
Improving the sustainability of tourism offer	X		
Combatting climate change		X	
Improving the quality of tourism offer	X		
Developing responsible tourism practices		X	
Competition against other destinations	X		
Administrative / regulatory burden, bureaucracy		X	
Impact of current refugee and migration situation		X	

**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 Czech Tourism Authority – CzechTourism took over the implementation of the project Czech Service Quality System in 2016. The project was implemented by the Ministry of Regional Development until 2015 and was co-financed by the EU Structural Funds. The CzechTourism agency ensures complete realization of the project including education, certification processes and marketing activities. The Ministry of Regional Development executes the function of professional guarantee and the project administrator.

CzechTourism continued for 2017 with an annual survey focused on incoming tourism and Tourism Satellite Account (demand side). In 2017 the Ministry of Regional Development implemented an inbound tourism survey by way of GSM BIG data (from 2017 and retrospectively for the period of 2016 as well). These data will be combined with the qualitative survey of CzechTourism (expenditures of foreign visitors included) to provide a common source of information for the demand side of the TSA of the Czech Republic.

**National Support Programme for Tourism in the Regions 2017 – 2020**

In 2016 the Ministry started new National Support Programme for Tourism in the Regions which aims to improve competitiveness of the regions as tourist destinations, help spreading tourism flow in the regions, prolonging the season as well as prolonging the length of stay of tourist in the destinations.

The Programme consists of two sub-programmes.

- Developing basic and supporting tourism infrastructure to support the implementation of investment activities. Supported activities are aimed at: monitoring of visitors, navigation and information systems for visitors, additional services and amenities on tourist routes including marking of tourism routes, support of the maintenance of cross country ski trails, ecologically friendly transport of visitors in the destinations. (Beneficiaries: entrepreneurs, local governments, organizations established by local authorities, micro regions, NGOs providing services in tourism, etc.).
- Marketing activities in tourism to promote the creation of tourism products, communication activities and management of destinations. Supported activities are aimed at: managing of the destination, marketing surveys, product creation and innovation, destination branding, product distribution, communication activities, marketing partnership. (Beneficiaries: registered / certified destination management companies).

The total allocation for the programme ranges from 250 to 300 mil. CZK annually. The maximum possible subsidy is 50 % of the total eligible costs. Projects can be realized within two years (n + 1).

The first call was announced at the end of 2016. 128 applications were registered with total requested subsidy of 115,466 mil. CZK. The first sub-programme „Developing basic and supporting tourism infrastructure” provided 67,172 mil. CZK to 62 projects and the second sub-programme „Marketing activities in tourism” provided 13,12 mil. CZK to 13 projects. Projects were realized in 2017 and 2018.

The next call for the first sub-programme „Developing basic and supporting tourism infrastructure” was announced at the start of 2018 with total allocation of 150 mil. CZK. 95 applications were registered with requested subsidy of 100,145 mil. CZK. The first sub-programme aims to support new or develop and improve existing supporting tourism

infrastructure in the regions. It focuses on projects aimed at visitors to the given destination or place. The next call for second sub-programme „Marketing activities in tourism” should be announced in the first half of 2018. The second sub-programme aims to support destination management, realization of marketing research, innovation and new products in tourism, destination branding and marketing communication. Projects will be realized in 2018 and 2019.

**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)**

**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. Integrated marketing campaigns of CzechTourism have a clear goal, the most effective communication with defined KPIs. Inspirational content based on attractive videos and photos supports positioning of the destination as the land of the stories and is distributed throughout the world; from headquarter in Prague and also through foreign representative offices worldwide.

CzechTourism uses the full range of marketing tools – PR, online and offline campaigns, B2B marketing, etc. Integrated marketing campaigns of CzechTourism have a clear goal, the most effective communication with defined KPIs. Inspirational content based on attractive videos and photos supports positioning of the destination as the land of stories and is distributed throughout the world; from headquarters in Prague and also through foreign representative offices worldwide.

The joint activities of the National Tourist Centers of the Visegrad Four (V4) took place from July 1, 2017, under the presidency of Hungary, which followed the year-long presidency of Poland. Promotion of the Visegrad countries was realized both in the traditional source markets of the USA, Russia, China, and in new source territories with good access potential - in South East Asia, Latin America, South Korea and the CIS region.

In total, Visegrad countries in 2017, in addition to year-round online promotion, also realized four road shows, four study tours for tour operators and travel agencies and some destination presentations for the general public. Member State profiles, overview of V4 project activities and destination statistics from target markets are available in the Discover Central Europe Facts & Figures 2016 brochure published by CzechTourism in December 2017.

The product is a common V4 marketing campaign focused on traditional themes - Central European cities, culture and history, UNESCO sites, spa tourism, health tourism, gastronomy, adventure and luxury holidays. The V4 countries are also strengthening the promotion of their offer in the segment of congress and incentive tourism.

In total, the Central European countries invested almost 200,000 Euros in a joint campaign in 2017.

**Czech – China cooperation:**

For the Czech Republic, **Chinese tourists represent a very important clientele**. Recent years have seen a **significant increase in their number** – in 2017 there were a total of nearly 490 thousand tourists staying in the collective accommodation establishments, which was 4,8 % of all the foreigners. The year-on-year increase between 2016 and 2017 was 37,7 %. Chinese tourists were the 6th most frequent nationality of all the accommodated foreign tourists in the Czech Republic in 2017.

The main reasons for this development are the direct flights between Prague and the Chinese cities of Beijing, Shanghai, Chengdu, and Xi'an, reputation of the Czech Republic as a safe destination, and the deteriorating safety situation in some of the traditional European tourist destinations.

Apart from bilateral cooperation with China, the Ministry of Regional Development is actively involved in the “16+1” initiative as well as the “Silk Road Economic Belt and 21st-Century Maritime Silk Road”.

In China CzechTourism operates 3 foreign offices – in Beijing, Shanghai and Hong Kong. In October 2017, China Eastern launched direct flight from Xi'an to Prague. On this occasion, foreign representation in Beijing prepared a destination presentation of the Czech Republic and the press trip with the theme of Czech crystal glass.

All CzechTourism branches also realized several festivals for the professional and non-professional public. Czech Days in the Chinese Region Shaanxi, a successful concept that the Czech Republic had already introduced in previous years, promoted not only the potential of tourism, but also gastronomy and services.

Successful festivals also took place in Shanghai (May Czech May Beer & Love Mayfest promoted not only gourmet, but also cosmetic and textile products of the Czech Republic) and in Hong Kong (ANTOR Carnival held in their shopping centers).

CzechTourism also contributed to TV show “Keep Running”, which has been filmed on attractive locations in the Czech Republic, thus promoting these places of interest to the Chinese audience.

New directors of foreign offices in Shanghai and Beijing were appointed, which has lead to a new policy towards Chinese market with focus on sustainability of the tourism sector. The goal for the next years is to promote more regions of Czech Republic for Chinese tourists and prolong their overnight stay.

**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 and the World Heritage Journeys of Europe (WHJoE) project. 2017 was a competition year, the main theme was "Cultural tourism". The national call for applications in EDEN competition ran in the second quarter of 2017 with 11 projects submitted at the end of the call. Based on quality assessment 5 finalists were chosen. Inspection trips were organized to the finalists' destinations. The final evaluation, which followed, was carried out by the representatives of CzechTourism, the Ministry of Regional Development, Association of Museums and Galleries, and National Heritage Institute). The winner "Orlické hory a Podorlicko" with tourism product "Chateaux on the Orlice River" from region of the Orlické Mountains, was announced at the gala evening during the tourism conference Tourism Forum.

**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.

Ministry of regional development cooperates with other ministries through the inter-ministerial coordination committee or on bilateral cooperation. Examples of cooperation:

- 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.
- CzechTourism is cooperating with the Ministry of Culture (National Heritage Institute) in the matter of cultural tourism and heritage sites protection and sustainable tourism.
- CzechTourism is cooperating with the Ministry of the Environment (Nature Conservation Agency of the Czech Republic) in the matter of active and cultural tourism and nature conservation regarding sustainable tourism. Ministry of Regional Development is cooperating with the Ministry of Agriculture on the elaboration of agro-tourism strategy within the strategic framework document "ČR 2030".
- Ministry of Regional Development is cooperating with the Ministry of Environment on development of sustainable tourism, monitoring the impacts of tourism and monitoring the attractiveness of spatial area for residents, investors and visitors.

Tourism is perceived as a tool of the regional development with link to promotion of infrastructure, employment, availability of services, quality of life, public budget revenues, etc. Ministry of regional development is promoting tourism as an important tool and the importance of tourism sustainable development to the local governments.

**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](http://www.strukturalni-fondy.cz), operation program web pages, marketing campaigns – On-line, TV, Radio, Print, Outdoor, events).
- Cooperation between intermediate bodies and recipients (public tenders, maintaining project outcomes and indicators, closing projects, elaboration of monitoring / concluding reports, 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 2015 new Operational programs were eventually approved. The implementation of new Programming period 2014 + in the Czech republic was delayed. New Operational programs were approved in 2015 and first calls were announced at the turn of the year 2015 – 2016. In the new programming period occurred to the limitation of the scope of supported activities in tourism development and limitation of the allocation of financial resources designated to tourism development. Nevertheless several activities connected to tourism can be financed from new Operational programmes.

Operational programme (OP)	Activity
<b>Integrated regional OP</b>	<ul style="list-style-type: none"> <li>▪ construction and modernization of cycling paths and routes</li> <li>▪ revitalization of selected landmarks</li> <li>▪ protection and use of collections and library collections and improving their availability</li> </ul>
<b>OP Entrepreneurship and Innovation for Competitiveness</b>	<ul style="list-style-type: none"> <li>▪ promoting SMEs in tourism (financial instruments)</li> </ul>
<b>Rural development OP</b>	<ul style="list-style-type: none"> <li>▪ promoting of Agro tourism</li> </ul>
<b>Cross Boarder Cooperation OP</b>	<ul style="list-style-type: none"> <li>▪ promotion of the natural and cultural wealth</li> <li>▪ marketing activities</li> <li>▪ strategic documents</li> <li>▪ accessibility of territory - marked trails, nature trails</li> </ul>
<b>OP Employment</b>	<ul style="list-style-type: none"> <li>▪ increase employment of supported persons</li> <li>▪ increase quality of further education</li> <li>▪ increase the professional level of knowledge, skills and competences of the workforce</li> </ul>
<b>OP Environment</b>	<ul style="list-style-type: none"> <li>▪ protection and care of protected areas – promoting visitor infrastructure - regulate the recreational use of protected areas and ensure the necessary public awareness of the importance of the protection of the territory</li> </ul>
<b>OP Fishery</b>	<ul style="list-style-type: none"> <li>▪ diversification of aquaculture – promoting fishing tourism and infrastructure for fishing tourism</li> </ul>

In the above mentioned OP's there is not determined a fixed allocations to support tourism activities, there will take place a competition among projects from different sectors. It would be very difficult to determine the amount of subsidy granted to activities connected to tourism and the amount of subsidy allocated to support of other sectors.

Several tourism activities are also financed through the EU Initiatives such as COSME, CE 2020, etc.

*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<sup>2</sup> 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 4 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 over 157 million CZK for the activities of non-government and non-profit organizations (NGO) – in the field of tourism we can name for example following recipients: Mountain Rescue, renewal of marking of tourist trails (Czech Tourist Club), coordination of EuroVelo cycling paths in the CZ, certification system “Cyclists are welcome” (Partnership Foundation), support of the classification of tourist information centres, promotion of MTB trails in the CZ, support of the classification of accommodation facilities, support of classification of tourist guides, promotion of national geoparks in the CZ, etc.

Activities of CzechTourism

- Organization and support of the project EDEN (in 2017 cultural tourism) by financial grant of the Ministry of Regional Development in the amount nearly 0,5 million CZK.
- In 2017, the main topic of the annual CzechTourism conference Tourism Forum, was Sustainable tourism. More than 150 participants had the opportunity to discuss the most crucial topics such as impact of tourism on the environment and local communities etc.
- CzechTourism in cooperation with the Ministry of Regional Development drafted the classification for the DMOs; it sets the guiding principles of the DMOs activity and operation. Emphasis is put on cooperation in the destination, participative management of tourism, monitoring the impact of tourism on the destination and sustainability issues. The classification is accompanied by several methodical documents such as “how to create tourism strategy”, “how to create tourism product”, “monitoring of the satisfaction with activities of the DMO”, or “monitoring tourism performance

<sup>2</sup> [http://ec.europa.eu/enterprise/sectors/tourism/documents/communications/commission-communication-2007/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/documents/communications/commission-communication-2007/index_en.htm)

indicators in the destination". The certification of the DMOs has started in February 2018.

**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
- Number of certified subjects for the year 2017 is totally 83. 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)

The sustainability of tourism activities is incorporated in the national tourism strategy. The issue of sustainable tourism has been consulted with the Ministry of Environment during the elaboration of the strategy. There is a close collaboration of Ministry of regional development and Ministry of Environment on several issues such as geoparks, sustainability indicators, etc.

Through the national support programmes the ministry supports the development of sustainable and environmentally friendly tourism supply (e.g. marking of tourist paths and their amenities, creation of sustainable tourism products, as well as marketing of sustainable tourism). Promotion of sustainable tourism products is also carried out by the activities of CzechTourism.

Czech republic takes part in EDEN competition and other EU events aimed at promotion of sustainable tourism as Tourism day, European geoparks day, etc.

Monitoring and managing flows of visitors belongs to the competence of the DMO in the regions. The aim should be to channel the flow in order to minimize negative impact in the highly protected parts as well as spreading the visitors flow to other / less protected parts.

Issue of sustainability is also carried out by the activities of Ministry of environment and its grant-aided organizations such as Czech Environmental Information Agency, Nature Conservation Agency of the Czech Republic, Protected landscape areas; during education at schools and leisure activities of NGOs.

- 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)**

Implementation of the Czech Service Quality System.

The Czech Service Quality System is a voluntary innovative system aimed to improve quality of tourism services in the Czech Republic. All organizations operating in tourism and related services may involve and receive the international quality mark after certification. The Czech Service Quality System is based on the licence of the „Service Qualität Deutschland”, which has been working for more than 10 years. 753 organisations have been certified and 2758 quality coaches have been trained until 31. 12. 2017.

Support of sustainable tourism products (marking of tourist trails, visitors' safety in the mountains, program subsidies, joining the Geopark network, etc.).

- 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)**

Unify the interpretation of state aid in the tourism sector; especially the issue financing destination management companies (DMO) and financing marketing and promotional activities implemented by DMO's. In the EU there is no consensus on the process and the method of financing DMO (somewhere financing of the DMO from public budgets is found in line with state aid rules and somewhere it can be carried out only under the de Minimis rule) and the extent of the communications referred to in the outputs of promotion (in some cases there are given information and contacts to service providers and in some cases are given only general information on the beauty of country side and on cultural and historical heritage – there cannot be given the information concerning tourism attractions let alone service providers). Strict interpretation of the state aid rule has very negative impact on the effectivity of marketing campaigns, effectivity of public funds granted to support of tourism as well as competitiveness of the regions and the whole EU. DMO's shall be seen as organizations helping sustainable development of the regions.

Define the European Tourism Policy 2021+ as a base line for drawing tourism policies of the member states.

**THANK YOU**