

## 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**

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<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, supporting the development of tourism in the regions and supporting quality and structure of tourism services.

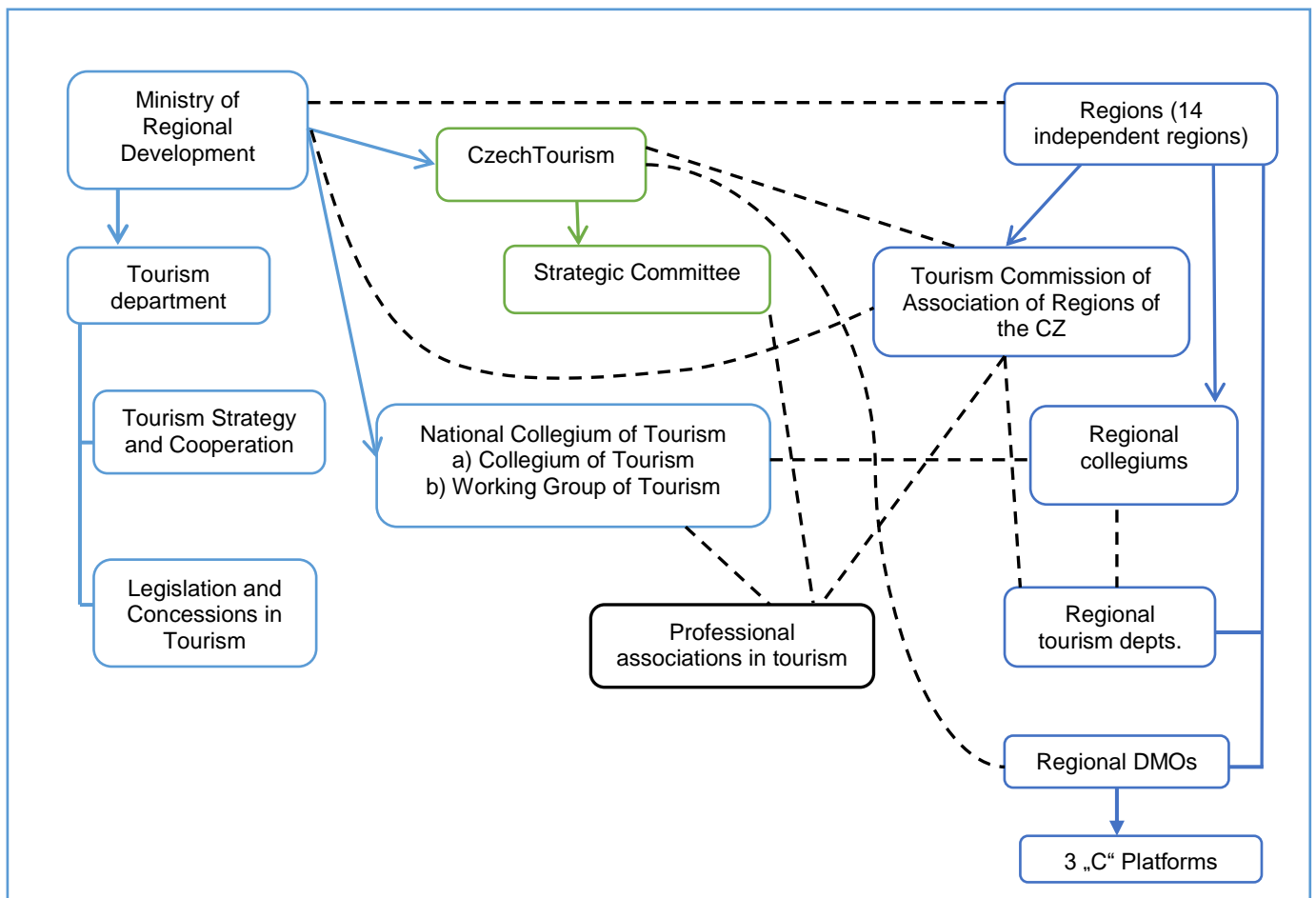
The Czech National Tourism Board, CzechTourism, is a grant-aided organisation supported by the Ministry of Regional Development. Its principal mission is to generate awareness of the Czech Republic as a tourism destination. Its main partners are the regional tourism organisations, municipalities and 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. CzechTourism also methodical supports the quality of the regional destination management and in cooperation with the professional associations the quality of tourism services generally.

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.

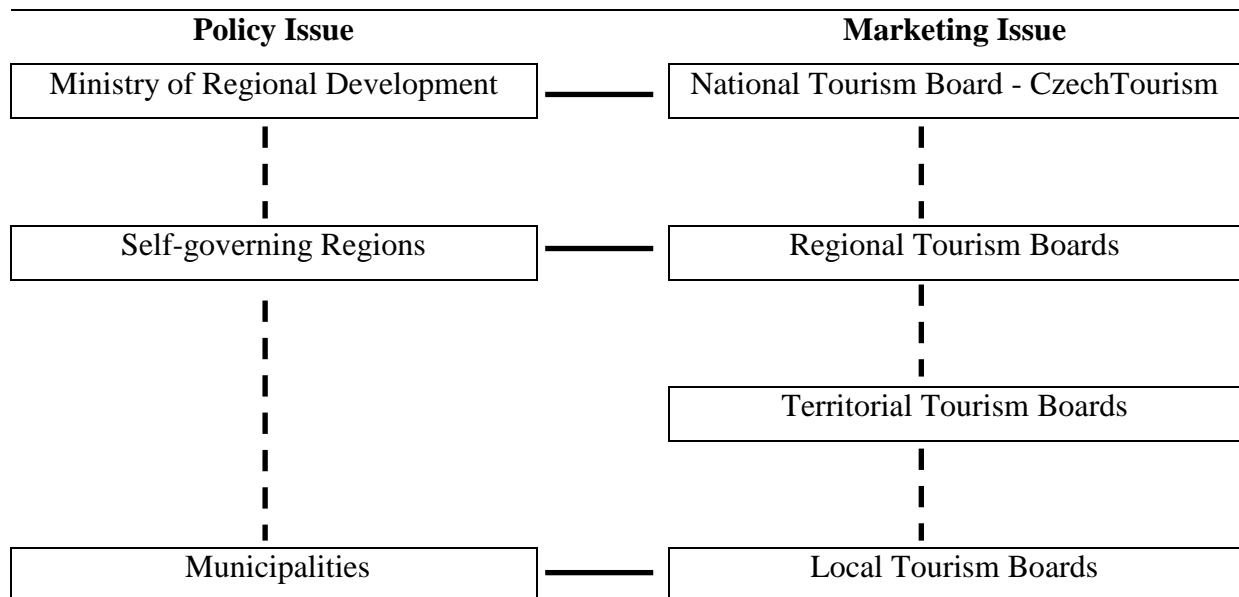
Coordination of tourism development on the national level:

Due to the fragmented nature of tourism, activities related to tourism development fall also 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. Eventually there are bilateral meetings if needed and the delegates of the ministries meet in thematic working groups.

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 strategy and marketing communication is responsible for the negotiation, informing and feedback from the regions regarding the marketing activities and product development.
  - In every region, the coordinator was appointed 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. Twice a year there is a meeting of these coordinators with the CzechTourism and the delegates of the Tourism Department of the Ministry. Once a year the territorial DMO's are also invited to share the knowledge, needs and information.
- 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 absorption capacity, etc.
  - Regional bodies and tourism stakeholders
- Strategic board
  - Consultative and advisory body of Czech National Tourism Board, CzechTourism
  - Consists of representatives of Ministry of regional development, major business partners, academic sector and professional associations or unions.
- 3 “C” Platform
  - Coordination, communication and cooperation platform – consultative and advisory body of DMO, formed by major stakeholders from public, private and NGO sector in the destination.
- 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 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 was the authority in charge of the transposition. The directive was transpose by Act no. 111/2018 Coll., which change Act no. 159/1999 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 have been 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.*

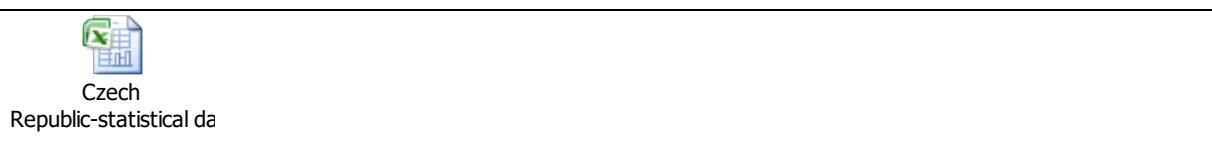
Data marked with **green** is also collected by Eurostat. Data marked with **orange** is equally collected by the OECD. The data categories match the templates of these two organisations, therefore data reported to the Commission can be transferred / used when reporting to Eurostat and OECD and vice-versa.

The statistical data provided in the tables below shall cover the year 2017 and, **if available**, 2018.

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 is responsible for preparation, implementation and evaluation of the National tourism strategy. Current National tourism strategy is valid for the period of time 2014 – 2020, it had been approved by the government in March 2013. Its implementation has been connected with the Tourism Marketing Strategy of the Czech republic 2013 – 2020, which in more details deals with the marketing and promotion of the Czech republic as the tourist destination.

### **Motto/Mission**

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

“Czech Republic Land of Stories”

### **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 to maintain its economic performance as the 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

In 2018 the preparation of a new tourism strategy for the period of 2021 – 2030 has started.

**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)

As mentioned in point 3.1. The multi – annual tourism strategy is National tourism strategy 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 (even years). Action plans for two years period serve for the implementation (odd 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 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.

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

In the present years the Ministry provides recurring financial support to tourism through National Support Programme for Tourism in the Regions which was created in 2016 and its main goals are: to improve competitiveness of the regions as tourist destinations, to help spreading tourism flow in the regions, to extend the season as well as 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 program 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 Programme's major conditions remain unchanged from previous year. The one important change is, that the second sub-programme subsidy can be spent within two years (2018 – 2019). In the previous year, subsidy had to be spend in the same year as was provided.

The first call of 2018 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 „Developing basic and supporting tourism infrastructure“ provided 51,898 mil. CZK to 55 projects. The second call for the second sub-programme „Marketing activities in tourism“ was announced in the second half of the year with total allocation of 100 mil. CZK. 32 applications were registered with requested subsidy of 31,673 mil. CZK. In 2018 the second sub-programme provided 2,688 mil. CZK and in 2019 will provide 14,652 mil. CZK. Overall the second sub-programme will provide 17,340 mil. CZK to 24 projects.

The call for National Support Programme for Tourism in the Regions 2019 was announced in November 2018 for both sub-programmes with total allocation of 250 mil. CZK. In the first sub-programme „Developing basic and supporting tourism infrastructure“ were registered 76 applications with requested subsidy of 117,923 mil. CZK and in the second sub-programme

„Marketing activities in tourism“ were registered 22 applications with requested subsidy of 29,060 mil. CZK. Overall were registered 98 applications with requested subsidy of 146,983 mil. CZK.

**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, influencer marketing, 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 the headquarters in Prague and through foreign representative offices worldwide.

The joint activities of the National Tourist Centers of the Visegrad Four (V4) took place from July 1, 2018, under the presidency of Slovak Republic, which followed the year-long presidency of Hungary. Promotion of the Visegrad countries under the common brand Discover Central Europe 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, South Korea, the CIS region and GCC.

In total in 2018, the Visegrad countries realized four road shows, three study tours for tour operators and travel agencies and some destination presentations for the public, in addition to year-round online promotion. Member State profiles, overview of V4 project activities and destination statistics from target markets are available in the Discover Central Europe Facts & Figures 2017 brochure published by CzechTourism in December 2018.

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 362,000 Euros in a joint campaign in 2018.

**Czech – China cooperation:**

For the Czech Republic, **Chinese tourists represent a very important clientele**. In the recent years there was a **significant growth in their numbers** – in 2018 there were a total of nearly 620 thousand tourists from the Mainland China/Peoples republic of China staying in the collective accommodation establishments, which was 5,8 % share of all the total foreigner visitors. The year-on-year increase between 2017 and 2018 decreased to 26,5 % compared to the 2017/2016 increase of 37,7 %. Chinese tourists were the 4th most frequent nationality of all the accommodated foreign tourists in the Czech Republic in 2018.

Although the numbers of the Chinese tourist to Czech Republic are steadily growing, the number of nights spent is following the opposite trend and decreasing. Therefore in 2018 the average overnights spent in the Czech Republic by the Chinese tourists were only 2,5 nights. The main cause of this decrease is the ADS groups.

As the Czech Republic is a popular European destination, there are presently 4 direct flights connecting the city of Prague with Chinese cities of Beijing, Shanghai, Chengdu, and Xi'an, with the fifth direct flight connecting the city of Shenzhen to be opened very soon (from July 2019).

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 the People's Republic of China – in Beijing, Shanghai and Hong Kong.

Based on the above-mentioned situation of the incoming tourists from the mainland China, the present strategy of these offices is to promote the Czech Republic in the People's Republic of China as a tourism destination in relation to the sustainable development of the tourism market by promoting all the regions and destinations of the Czech Republic and focusing more on the individual travelers, thus making the tourists visit more places and spend longer time in the Czech Republic. Besides the standard channels, such promotion is also done by paying more attention to the new media and cooperation with the KOLs who have a big impact on the millennials.

The CzechTourism branches also take part in regular festivals for the professional and non-professional public like Czech Days, not only to promote 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).

**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.

In 2018 we have promoted the winner from 2017, "Orlické hory a Podorlicko" with tourism product "Chateaux on the Orlice River" from the region of Orlické Mountains. We have organised fam trip/press trip for tour-operators and journalists, PR activities in local media and thus we have enhanced cooperation between members of the winner destination.

**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 an important source of financial means for the national economy. On a regular basis we inform about the significance of tourism, we

interpret data from the tourism satellite account and report the impact of tourism on GDP.

The 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 visa issues in 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 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 has been cooperating with the Ministry of Agriculture on the elaboration of agro-tourism strategy within the strategic framework document “ČR 2030”, but lately the Ministry of Agriculture shut down all the preparation works on this document.
- Ministry of Regional Development is cooperating with the Ministry of Environment on development of sustainable tourism, promotion of geoparks, monitoring the impacts of tourism and monitoring the attractiveness of spatial area for residents, investors and visitors.

Tourism is perceived as a tool of 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 for 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)

Several activities are implemented aimed at maximizing the potential of EU Instruments:

- Publicity of EU Financial Instruments, operational programmes, contribution of 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 programmes ([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 programmes 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, there is a limited scope of supported activities in tourism development and a limited 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 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 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 recreational use of protected areas and ensure the necessary public awareness of the importance of 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 allocation to support tourism activities, a competition among projects from different sectors takes place. 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 the Ministry

Methodological support

- Drawing the 4 level organisational structure (national, regional, territorial, local). In 2018, the DMO categorisation (voluntary technical standard of quality of the DMO) was launched. By the 31.12.2018 the certification committee met 4 times and in total, 23 DMOs have been certified (7 regional, 16 territorial DMOs). The categorisation of DMO is part of the Czech System of Quality in Tourism.
- 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 a financial grant in the amount over 13,8 million CZK for the activities of non-government and non-profit organizations (NGO) – in the field of tourism, we can name for example the following recipients: 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 rural tourism “Holidays in the countryside” (The Union of Rural Tourism and Agrotourism), promotion of MTB trails in the CZ, etc. Previously the support of Mountain Rescue was presented within this program, however since 2018 there was a new support program launched for the support of the Mountain Rescue.

Activities of CzechTourism

- Organization and support of the project EDEN by financial grant of the Ministry of Regional Development in the amount nearly 0,5 million CZK.
- CzechTourism in cooperation with the Ministry of Regional Development drafted the classification for the DMOs ((Destination Management Organization); 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 indicators in the destination”. The certification of the DMOs has started in February 2018. Number of certified organizations for the year 2018 is 23 in total.

<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)

**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
- 921 organisations have been certified and 2 846 quality coaches have been trained by 31. 12. 2018.
- Number of certified subjects for the year 2018 is 136 in total. Enhancement of statistical system
  - Support of a 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 such as Tourism day, European geoparks day, etc.

Monitoring and managing flows of visitors belongs to the competence of the DMOs 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.

The 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.

## 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 get involved 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.

Categorisation of the DMOs – a new system has been implemented since the beginning of 2018. The main aim of this system is to establish an official and sophisticated structure of coordination of tourism in the Czech Republic and to support development of professional DMOs in the regions. There are four categories of DMOs derived from particular criteria (e.g. accommodation capacity, number of overnight stays, size of the area, nr. of cooperating partners etc.), national DMOs (CzechTourism), regional DMOs (one for each region), territorial DMOs (number depends of the size of the region) and local DMOs. If the DMOs fulfill the particular criteria and conditions for one category they can apply for the official national certificate. The certification is voluntary, but only certified DMOs may apply for support through the National Tourism Support Programme in Regions. The certificate serves as “verification” of the professional services the DMOs provide. Till the end of 2018, a total of 23 DMOs (7 regional, 16 territorial DMOs) have been certified. The certification is part of the above-mentioned Czech Service Quality System.

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)

Unification of the interpretation of state aid in the tourism sector; especially the issue of financing Destination Management Companies (DMO) and financing marketing and promotional activities implemented by DMOs. In the EU, there is no consensus on the process and the method of financing DMOs - in some areas, financing of DMOs from public budgets is found in line with state aid rules and in some areas it can be carried out only under the de Minimis rule. Also the extent of information published about the marketing promotion in various regions is not unified - in some cases, information about and contacts for the service providers are provided and in some cases, only general information about the beauty of the country side and cultural and historical heritage is published. Strict interpretation of the state aid rule has a 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. It also doesn't help the development of cooperation between municipalities, NGOs and private sphere in any way, which is crucial for sustainable management of the destination. DMOs should be seen as organizations helping sustainable development of the regions. Defining the European Tourism Policy 2021+ as a base line for drawing the tourism policies of member states. Acknowledging tourism as one of the official tools for regional development and support the use of this tool in the new programming period.