

REPORT ON THE IMPLEMENTATION OF THE ROADMAP FOR RECOVERY						
March 2010						
I RESILIENCE						
REGION	Country	1. Focus on Job Retention and Sector Support	2. Understand the Market and Respond Rapidly	3. Boost Partnerships and 'Coopetition'	4. Advance Innovation and Technology	5. Strengthen Regional and Interregional Support
AFRICA	South Africa	<ul style="list-style-type: none"> <li>• Sector skills audit completed; recommendations to be implemented.</li> <li>• Social Responsibility Implementation Programme focuses on job creation through the Expanded Public Works Programme.</li> <li>• Annual Career Fair aims at establishing tourism as a career of choice.</li> <li>• Human Resource Strategy, including a database of unemployed people in the tourism industry, currently being implemented.</li> </ul>	<ul style="list-style-type: none"> <li>• National Tourism Sector Strategy, which is currently being drafted, looks at the current situation in the tourism sector, identifies gaps, and recommends bold action plans to address these.</li> <li>• The review of the tourism legislation, which is done parallel to the drafting of the Sector Strategy, will ensure that relevant aspects are included in legislation.</li> <li>• Market research is continuously done by the public and private sector.</li> <li>• Completed survey on the status of South Africa's service excellence, through the Disney Institute.</li> </ul>	<ul style="list-style-type: none"> <li>• New stand-alone Department of Tourism established in 2009.</li> <li>• South Africa has strong public/private sector cooperation.</li> <li>• National Tourism Sector Strategy, which is currently being drafted, includes a focus on partnerships, including the role of the different partners.</li> </ul>	<ul style="list-style-type: none"> <li>• South Africa has updated its product and service database, which is available through various platforms, including the Internet. This includes a verified accommodation database.</li> <li>• An industry-driven accommodation booking portal will be linked to the contact centre.</li> <li>• A single information line was launched.</li> <li>• Spatial coordinates of the products and services are available online and via cellphone.</li> <li>• These initiatives will ensure easy access to information on "Destination South Africa".</li> </ul>	<ul style="list-style-type: none"> <li>• The third UNWTO capacity workshop (out of four) on tourism statistics and the tourism satellite account (TSA) for English speaking African countries successfully completed. 10 out of 12 RETOSA (Regional Tourism Organisation of South Africa) member countries participate in this programme.</li> <li>• RETOSA creates strong bonds with the region.</li> </ul>
AMERICAS	Argentina			<ul style="list-style-type: none"> <li>• A cooperation agreement has been established between SECTUR, the chamber of credit and debit cards and the business associations of the sector. Through this agreement 500 tourism business including hotels, travel agencies and restaurants, will accept credit card payments with between 3 and 6 instalments without interest. Simultaneously, SECTUR will promote the enterprises and products adhered to the agreement.</li> </ul>		
AMERICAS	Brazil					<ul style="list-style-type: none"> <li>• Promotional campaigns Brazil Now and Brazil Sensational!: Embratur (the Brazilian Tourism Organization) in coordination with the private sector, launched the promotional campaign Brazil Now in April 2009, entirely developed through internet, offering packages with special prices for South American tour operators. Embratur is preparing a second phase by reinforcing negotiations with tourism companies and organizations and including new destinations and markets.</li> </ul>

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AFRICA	South Africa	<ul style="list-style-type: none"> <li>Focus on developing and supporting tourism small enterprises.</li> <li>Social Responsibility Implementation Programme focuses on job creation through the Expanded Public Works Programme.</li> <li>For the first time in history, FIFA contracted small, medium and micro-sized accommodation establishments for the World Cup with a view to the 2010 tournament to be hosted in South Africa.</li> </ul>	<ul style="list-style-type: none"> <li>Development of tourism and general infrastructure.</li> <li>Tourism is a key component of the new Industrial Policy Action Plan.</li> </ul>	<ul style="list-style-type: none"> <li>Continuous lobbying of relevant role players to remove visa barriers.</li> <li>Opening new border posts inside transfrontier conservation areas (national parks).</li> <li>UniVisa agreed upon, challenge to decide on implementation date, and to ensure that security concerns are addressed.</li> <li>Special visa introduced for the 2010 FIFA World Cup™.</li> </ul>	<ul style="list-style-type: none"> <li>Focus on vigorous marketing to derive maximum benefit from the 2010 FIFA World Cup™, both during the event and beyond.</li> <li>Renewed focus on business tourism, convention hosting, and sports mega-events.</li> </ul>	<ul style="list-style-type: none"> <li>Tourism Support Programme through the Department of Trade and Industry (dti); investment grant for domestic and foreign investors in the tourism sector.</li> </ul>
AMERICAS	Argentina		<ul style="list-style-type: none"> <li>The National Bank has made available a soft credit line of 300 million pesos (US\$ 78 million) to encourage the refurbishment and extension works in the hotel sector.</li> </ul>	<ul style="list-style-type: none"> <li>Argentina has developed no-interest loans to boost domestic tourism, as part of its stimulus package to face the global economic downturn.</li> <li>In the framework of the programme Blanqueo de capitales those who earmark funds to all types of investments in tourism will benefit from a tax rate differential of 1%.</li> </ul>		
AMERICAS	Brazil			<ul style="list-style-type: none"> <li>Travel facilitation and decrease of minimum prices for international flights: The Brazilian government has decided not to create any kind of fee that may impose barriers for international tourism flow. Within this framework, the Tourism Minister of Brazil announced on June 2009, in his visit to Colombia, the suppression of passport, visa and vaccination requirement for Colombian nationals, as an initiative to incentive neighbouring tourism. The Civil Aviation National Agency (ANAC) has approved the gradual cut of the minimum prices, previously established for all international flights initiated from Brazil. This fare has not been applied to South American countries since 2008.</li> </ul>	<ul style="list-style-type: none"> <li>Brazil' strategy for international promotion is detailed in its International Tourism Marketing Plan (Plano Aquarela). Its main goal is to build a new image of Brazil as a tourism destination, a country and a market. One of the most relevant measures is the improvement of promotional actions in the neighbour countries of South America through a 20% increase in the amounts invested in promotion and marketing in those countries for 2009.</li> <li>Incentives to domestic tourism: The Ministry of Tourism has intensified advertising campaigns to encourage Brazilians to travel inside Brazil, particularly in those days before holidays. The Caixa Econômica Federal, one of the state Banks in Brazil, released a special line of credit to finance domestic trips with interests lower than those of the market, allowing a 10 months term.</li> </ul>	

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AFRICA	South Africa	<ul style="list-style-type: none"> <li>Tourism is an integral part of the 2010 FIFA World Cup™ greening programme, which includes skills training.</li> </ul>	<ul style="list-style-type: none"> <li>Partnerships established with key role players, both public and private, to develop a Climate Change Strategy for Tourism.</li> </ul>	<ul style="list-style-type: none"> <li>For the first time have a Responsible Tourism Directorate in the Department of Tourism.</li> </ul>	<ul style="list-style-type: none"> <li>Private sector is proactively repositioning; energy efficiency; waste management; sustainable transport; carbon off-setting.</li> <li>New investment in national parks and marine protected areas.</li> </ul>	<ul style="list-style-type: none"> <li>Developed minimum standards for responsible tourism, across the triple bottom line, together with an accreditation system for certification agencies. It is envisaged that these will be implemented in the next financial year.</li> </ul>
AMERICAS	Argentina					
AMERICAS	Brazil					

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AMERICAS	Canada			<ul style="list-style-type: none"> <li>According to the Canadian Tourism Commission (CTC), the money allocated (CAD\$ 40 million (US\$ 36 million) over two years to the Canadian Tourism Commission) will be targeted into partnered marketing programs that will effectively increase tourism revenues to the small- and medium-sized businesses- the backbone of Canada's tourism economy.</li> </ul>		
AMERICAS	Mexico			<ul style="list-style-type: none"> <li>The Secretary of Treasury and Public Credit will offer fiscal incentives to tourism companies, such as a 50% reduction of costs towards the use of air space and cruise ports, as well as a discount of 20% in management quotas paid to the Mexican Institute of Social Security (IMSS).</li> </ul>		
AMERICAS	United States of America (USA)			<ul style="list-style-type: none"> <li>On May 2009, the United States Senate Committee on Commerce, Science &amp; Transportation approved The Travel Promotion Act of 2009 was approved on May 2009. Through this legislation, a public-private partnership has been created with an annual budget of up to US\$ 200 million to attract international travelers to the USA by better communicating America's security policies and competing for visitors. The Travel Promotion Act specifies that promotion would be paid for by private sector contributions and a US\$ 10 fee on foreign travelers from countries that do not pay US\$ 131 for a visa to enter the country. The legislation requires no contributions from national taxpayers.</li> </ul>		

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AMERICAS	Canada		<p>The government has allocated a total CAD\$ 800 million (US\$ 726 million) in the federal budget to support the tourism and travel sector, provide stimulus to the industry and address several longstanding competitiveness issues:</p> <ul style="list-style-type: none"> <li>• CAD\$ 150 million (US\$ 136 million) for Canada's national parks system over two years: CAD\$ 75 million (US\$ 68 million) for visitor facilities and CAD\$ 75 million (US\$ 68 million) for national historic sites.</li> <li>• CAD\$ 25 million (US\$ 23 million) to create new hiking trails across the country.</li> <li>• CAD\$ 407 million (US\$ 370 million) for improvements to passenger rail service in the Montreal to Toronto corridor operated by VIA Rail.</li> <li>• CAD\$ 24 million (US\$ 22 million) over two years for cruise ship tourism.</li> <li>• CAD\$ 60 million (US\$ 54 million) over two years for local and community cultural and heritage institutions.</li> <li>• CAD\$ 140 million (US\$ 127 million) over five years for Northern Economic Development.</li> </ul>		<ul style="list-style-type: none"> <li>• CAD\$ 100 million (US\$ 91 million) for marquee festivals and events over two years.</li> <li>• CAD\$ 40 million (US\$ 36 million) over two years to the Canadian Tourism Commission (CTC): CAD\$ 20 million (US\$ 18 million) for domestic marketing and CAD\$ 20 million (US\$ 18 million) for emerging markets.</li> </ul>	
AMERICAS	Mexico				<ul style="list-style-type: none"> <li>• Mexico's government is implementing extraordinary fiscal and financial stimulus measures, totalling MXN\$ 17.4 billion (US\$ 1.3 billion) aiming at a fast reactivation of the tourism industry. A promotional campaign has been designed to win back the trust of international tourists.</li> </ul>	
AMERICAS	United States of America (USA)				<ul style="list-style-type: none"> <li>• The bill (Travel Promotion Act of 2009) also creates an Office of Travel Promotion in the Department of Commerce to coordinate the Department's efforts with the new corporation and expands the existing Office of Travel and Tourism Industries in the Department of Commerce to allow it to research ways to promote international travel to the country.</li> </ul>	

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AMERICAS	Canada					
AMERICAS	Mexico					
AMERICAS	United States of America (USA)					

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ASIA AND THE PACIFIC	Australia		<ul style="list-style-type: none"> <li>• Close market follow-up: the Global Market Monitor provided the industry and its stakeholders with a detailed monthly report on the conditions and performance of each of its key markets. The Monitor is based on visitor and visa data as well as reports from Tourism Australia's international offices, trade partners and industry colleagues.</li> </ul>			
ASIA AND THE PACIFIC	China			<ul style="list-style-type: none"> <li>• 1.8 billion RMB (US\$ 263 million) to refund the quality guarantee deposit for travel agencies: CNTA will refund the quality guarantee deposit submitted by travel agencies. According to this policy, travel agencies can claim a temporary refund of 70% of the deposit they pay to the CNTA when they set up their business. A period of two years from the 4th January 2009 to 31st December 2010 was granted for the application of this policy.</li> <li>• A total of 400 million RMB (US\$ 58 million) will be granted to subsidize 100 fly routes to remote and underdeveloped areas with market potential, newly developed fly routes operated by exclusive airline companies for three years, remote international fly routes supported by special policies and secondary fly routes. The Civil Aviation Administration of China (CAAC) refunded domestic airline companies through the civil aviation infrastructure development fund, paid in the second half of 2008 and exempted the fund for the first half of 2009.</li> </ul>		

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ASIA AND THE PACIFIC	Australia				<ul style="list-style-type: none"> <li>A special domestic tourism campaign encouraging Australian workers to take their leave holiday at home: the programme No Leave, No Life was launched by the Minister for Tourism in the end of May, to encourage Australian workers to use their stockpiled annual leaves for holidays in Australia. As a support to this campaign an information website has been created (<a href="http://www.noleavenolife.com">www.noleavenolife.com</a>).</li> </ul>	
ASIA AND THE PACIFIC	China		<ul style="list-style-type: none"> <li>One billion RMB (US\$ 146 million) was allocated by the Chinese Central Government to be invested in tourism infrastructure development projects. Major areas for investment are tourism infrastructure, public service facilities and rural tourism.</li> <li>The CAAC introduced 10 measures to promote stable development of the industry. These measures cover security monitoring, rectifying and standardizing market order, strictly controlling airplane capacity growth, providing political and financial support to fly routes to remote and underdeveloped areas, monetary policies for the benefit of national airlines, adjusting the pricing of fuel, promoting energy saving actions, enhancing the construction of infrastructure, expanding the scope of air services and facilitating the restructuring of enterprises.</li> <li>Another 400 billion RMB (US\$ 58 billion) will be invested in airport infrastructure. By 2010, there will be 140 airport projects implemented including 50 new airports, 12 remodeled airports, and 78 expanded airports.</li> </ul>	<ul style="list-style-type: none"> <li>Additional measures have been taken in collaboration with the airline industry, mainly towards tax cuts and promotion.</li> <li>The CAAC will continue to implement policies of investment to selected airlines: exemption of fuel surcharge tax, refund of value added tax to international, Hong Kong, and Macao airlines who consume domestic fuel, exemption from flight check fee for selected airports and to subsidize some small and median airports who exempt landing fees for airlines in 2009.</li> </ul>	<ul style="list-style-type: none"> <li>China will launch promotional campaigns to major international source markets: by organizing road shows and other promotional activities in China's major source markets like Russia, Japan, the USA, Australia and New Zealand.</li> <li>The China National Tourism Administration (CNTA) is following the direction of expanding domestic demand and promoting consumption stipulated by the Chinese Central Government. The CNTA is adjusting its development strategy and emphasizing the importance of domestic tourism development.</li> <li>The National Leisure Tourism Plan which intends to improve the quality of life, promote the leisure industry and contribute to increase the revenues from domestic tourism. Several provinces have initiated the distribution of 'tourism coupons', to stimulate Chinese nationals' travel decisions.</li> <li>A cooperation agreement has been signed between two cities, Tianjin and Shanghai, to jointly promote tourism brands.</li> </ul>	



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ASIA AND THE PACIFIC	Australia					
ASIA AND THE PACIFIC	China		<ul style="list-style-type: none"> <li>In addition, the CAAC has introduced a series of actions to save energy and reduce emission of greenhouse gas, such as optimizing the air space and the structure of flight routes, facilitating the use of direct flight routes to shorten the flight duration and improving the technical procedures for the arrival and departure of airplanes. By applying these measures, the CAAC aims to reduce flying and waiting time by 3 minutes for each flight and, as a result, reduce 200,000 hours every year for all flights, which means savings of 4.5 billion RMB (US\$ 658 million) on energy and fuel cost. More importantly, this reduction of flying and waiting time leads to significantly less emission of greenhouse gas from airline industry.</li> </ul>			<ul style="list-style-type: none"> <li>Regarding the Green Economy, 2009 was proclaimed as China's Ecological Tourism Year to meet actual tourism green trends and stimulate the industry's sustainable development.</li> <li>The CNTA declared 2009 China Year of Ecotourism with the aim of developing green tourism and raising awareness of environmentally-friendly travel and tourism concepts. More importantly, through the creation and promotion of ecotourism products, it fights the ongoing international crisis and offers new attractions for tourism consumption. This initiative will also expand domestic consumption in tourism by arousing ecological appreciation among Chinese people. All the provinces in China are actively participating in this campaign, promoting their own green tourism itineraries, and in turn, the industry's sustainable development. The campaign started in March 2009 and ends in February 2010.</li> </ul>

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ASIA AND THE PACIFIC	India			<ul style="list-style-type: none"> <li>• The Indian government, in collaboration and association with all the stakeholders in the tourism industry, has announced initiatives to reduce the impact of the economic slowdown, through its tourism offices overseas.</li> <li>• Adventure Tourism Road Shows are being organized in collaboration with the Adventure Tour Operators Association of India, for a targeted audience in Australia and New Zealand.</li> <li>• Frame of guidelines for the development and promotion of Caravan Tourism, as well as for a Tourism Heliport for destinations in hilly and remote areas with tourism potential but lack of connectivity.</li> </ul>		<ul style="list-style-type: none"> <li>• For promoting tourism in the Buddhist circuit, Indian Railways has launched a special tourist train – the 'Mahaparinirvana'. The train starts from Delhi and the eight day package covers important Buddhist sites.</li> <li>India and Singapore have signed a Joint Action Plan on Tourism Cooperation in August 2009 aimed at:</li> <li>• Strengthen joint marketing collaboration in third countries, ASEAN countries and China.</li> <li>• Promote reciprocal visits of media, travel agents and tourism operators.</li> <li>• Participate in tourism fairs in both countries.</li> <li>• Consider the organization of a Singapore and India week.</li> <li>• Promote and encourage human resource development in tourism industries by collaborating through exchange programmes for faculties and information on teaching modules and curriculum.</li> </ul>

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ASIA AND THE PACIFIC	India		<ul style="list-style-type: none"> <li>Expansion and liberalization of the Market Development Assistance (MDA) Scheme of the Ministry of Tourism to promote tourism in the overseas markets and provide increased assistance and financial support to tourism service providers, for the promotion of Medical Tourism and Convention and Conference Tourism.</li> <li>Liberalization of the conditions for availing External Commercial Borrowing (ECB), for hotels in the corporate segment.</li> <li>The Ministry will grant central financial assistance to State Governments / Union Territory Administrations for the construction of one Convention Centre in each Territory.</li> </ul>	<ul style="list-style-type: none"> <li>Rationalization of Aviation Turbo Fuel (ATF) charges, resulting in substantial reduction in air fares.</li> </ul>	<ul style="list-style-type: none"> <li>Familiarization tours to key destinations in India for overseas media and travel representatives.</li> <li>Visit India 2009 campaign to encourage foreign visits to India for April-December 2009, incentives are being offered by airlines, hotels, tour operators, wellness centres, resorts and others.</li> <li>Media and outdoor advertising campaigns in all important cities worldwide. A series of road shows organized in key source markets.</li> <li>The Ministry of Tourism set subsidies until March 2010, for the industry and State Governments in the India Portions, to participate at major international fairs.</li> <li>In August 2009, the Tourism Minister stressed the importance of reaching out to new and potential source markets. In this direction, the Ministry in collaboration with the PATA India Chapter, have been organizing a series of Road Shows in Scandinavia and Russia.</li> <li>Tourism Ministry is organizing a Medical Tourism Road Show in Dubai on October 2009 to provide greater exposure to the Wellness &amp; Medical Tourism segment.</li> <li>Showcase India during the Commonwealth Games, Delhi in 2010.</li> </ul>	

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ASIA AND THE PACIFIC	Indonesia	<ul style="list-style-type: none"> <li>• Human resource strategy</li> <li>- Capacity building for human resource development.</li> <li>- Mapping of human resources development on tourism.</li> <li>- Improvement of recruitment systems for obtaining qualified human resources</li> <li>- Policy of zero unemployment after one year of graduation from tourism schools, under the supervision of the Ministry of Culture and Tourism.</li> <li>- Capacity building and technical assistances for tourism industries in 15 priority destinations: Java and Bali, North and South Sulawesi, North, West and South Sumatera provinces, West Papua and East Kalimantan.</li> </ul>				<ul style="list-style-type: none"> <li>• The efforts taken by the Government of Indonesia in coping with the crisis aim to intensify the initiatives aimed at the short haul market, especially neighboring countries such as Malaysia, Singapore and Thailand, as well as medium haul markets which are connected by direct flights or have new flight connections including Australia, Japan, the Republic of Korea, China, Hong Kong (China) and Taiwan (Pr China).</li> <li>• On the other hand, Indonesian and Malaysian tourism authorities are working together to enhanced cooperation in the Asian market. Initiatives include joint promotion, increased flight services, incentives and travel discounts.</li> <li>• Co-marketing with airlines, hotels, travel agents, IT Companies and international tourism organizations.</li> </ul>
ASIA AND THE PACIFIC	Japan			<ul style="list-style-type: none"> <li>• The government is encouraging a two-way tourism between Japan and the world, through the auspices of the Tourism Nation Promotion Act, and the promotional campaigns that brings together the public and private stakeholders.</li> </ul>		

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ASIA AND THE PACIFIC	Indonesia				<ul style="list-style-type: none"> <li>• Policy on tourism development 2009: Re-launch of the Visit Indonesia Year 2009 focus on Marine tourism and meetings industry and launch of national programme to stimulate domestic tourism.</li> <li>• Marketing strategy:                             <ul style="list-style-type: none"> <li>- Enhance marketing and promotion for international and domestic tourism.</li> <li>- Establish 10 representatives of tourism promotion abroad.</li> <li>- Facilitation of direct promotion of qualified products for special niche market.</li> <li>- E-marketing and media promotion campaigns</li> <li>- Organization of events and festivals in cross-border areas.</li> <li>- Marketing task forces consisting of multi stakeholders based on market priorities.</li> </ul> </li> <li>• Destination development strategy                             <ul style="list-style-type: none"> <li>- Development of 15 destinations other than Bali.</li> <li>- Facilitation of the development of tourism at priority destinations (e.g. providing supporting funds for improve quality of tourism attractions).</li> <li>- Enhance competencies of tourism industries (e.g. developing tourism packages).</li> <li>- Developing tourism attractions with professional approach and sustainable tourism development.</li> </ul> </li> </ul>	
ASIA AND THE PACIFIC	Japan					

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ASIA AND THE PACIFIC	Republic of Korea			<ul style="list-style-type: none"> <li>VISA discount promotion: The Korea Tourism Organization (KTO) and Visa card are working together to present a huge discount promotion from April 2009 to March 2010. Visa users from all over the world are eligible for discounts on a range of merchandise, restaurants, leisure activities, and many more of Korea's attractions. During this period, Visa users can pick up a discount coupon booklet that lists all the discount offers available. Locations where visitors can save money include SK Telecom Roaming Centre's cellular phone rental service at Incheon International Airport, shopping centers throughout Seoul's downtown areas, cosmetics shops, amusement parks, restaurants, cafes, hotels and duty free shops. With at least 60 different offers available, visitors will be able to enjoy the benefits from the moment they arrive to Korea. Visitors who make purchases with a visa card, and present the discount coupon booklet, will receive discounts from 5% up to 50% at the participating stores and locations.</li> </ul>		
EUROPE	Flemish Community of Belgium	<ul style="list-style-type: none"> <li>Flemish minister for Tourism presented the policy paper tourism 2009-2014 with the most important measures to help Flemish tourism sector.</li> <li>Incentive programmes for Flemish destinations with tourism potential: through the development of one clear-cut financing programme to provide specific incentives to the Art Cities, the Coast and the "Centenary of the Great War 2014-2018" project.</li> <li>Sector-specific support for the outbound tourism sector: Identifying the best efforts to anchor the outbound sector – Travel agencies, tour operators, and associated services.</li> <li>Enabling every Flemish citizen to fully participate in tourism: The Support Centre Holiday Participation is working out a package of vacation choices at subsidized costs for Flemish. The Government intends to further expand the "Tourism for All" vacation choices so that Flanders may have quality and affordable packages for individuals with financial limitations, physically handicapped persons, seniors, youths, and families with children and to promote the offering on the domestic market and selected markets abroad.</li> </ul>	<ul style="list-style-type: none"> <li>Developing tourist knowledge and information: The Research Centre of the Flemish Government will undertake decisive steps to develop TSA-tables in Flanders. Tourism Flanders-Brussels will draw up a listing of the most important studies that have been conducted in Flanders, and also of the relevant foreign surveys. That overview will be regularly communicated to the public at large.</li> </ul>	<ul style="list-style-type: none"> <li>The tourist administration of Flanders is instructed to determine exactly what their needs are. Tourist interests will be advocated and Tourism will be manifestly put on the policy agendas of this support policy area.</li> <li>Joint efforts with other policy levels in Flanders (municipalities, cities, provinces) engaged to act within the tourism sector.</li> <li>The Flemish Tourism Policy will make also maximum use of European support measures. International organisations and cooperative partnerships will be used in the realisation of cross-policy projects.</li> <li>Restructuring of the Tourism Flanders-Brussels Agency.</li> <li>Strategic policy plan: A socio-economic strategic plan is being worked out for, and with, diverse players from the tourism sector and other relevant policy areas in Flanders. It will be accompanied by a Tourism Pact, whereby all actors are required to explicitly state what engagements they are prepared to undertake. The process is being guided along by external consultants that are to monitor it and to ensure that all actors' opinion will be taken into account.</li> </ul>	<ul style="list-style-type: none"> <li>Within Tourism Flanders-Brussels a working framework will be developed to unearth innovative projects (in the areas of infrastructure and accommodations). That working framework will be integrated into the full range of resources available to the agency.</li> <li>An active collaboration around innovation will be developed with the Institute for the Encouragement of Innovation by Science and Technology in Flanders (the IWT and the IBBT).</li> <li>The minister will look into the possibility to develop a new subsidy order for the accommodation sector.</li> </ul>	



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ASIA AND THE PACIFIC	Republic of Korea					
EUROPE	Flemish Community of Belgium	<ul style="list-style-type: none"> <li>The Flemish Community of Belgium has presented the Flemish Recovery Plan, which consists of general stimulus aiming to strength the granting of credit lines to businesses, activate labour market policy, as well as to strengthen and accelerate public and private investments.</li> </ul>	<ul style="list-style-type: none"> <li>PPP youth facilities infrastructure: PPP for a catch-up phase in youth facilities infrastructure. Selected possibilities for the PPP will be screened for their feasibility and projects where the land is the property of Tourism Flanders-Brussels will receive priority attention. In concrete terms, this pertains to Ostend, Bruges (both outdated infrastructures) and Brussels (insufficient capacity). If a PPP formula proves not feasible in these cases, alternatives towards the realisation of this catch-up movement will be considered.</li> <li>The Flemish Government intends to create a "Commemorative Park", to open up and valorise the war patrimony from a tourism point of view, and pursue the designation of the battlefields in the Westhoek as Unesco Heritage Sites.</li> <li>The minister will also invest in the war heritage sites, the tourist reception services, and the accommodations sector will be further developed to serve tourism.</li> </ul>	<ul style="list-style-type: none"> <li>The problems that often beset outbound tourism sector are hardly confined to the Flemish level, for instance, fuel tax, VAT, Travel Contract Act, the problem of noise nuisance around airports, etc. The minister wants to tackle these problems by consultations at the relevant administrative levels.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate and upgrade international strategic marketing plan in 2010: In close consultation with the public and private sectors, focusing on the Flemish tourist prime destinations or macro products: the Art Cities, the Coast, and the Green Regions.</li> <li>Tourism Flanders-Brussels will place strong emphasis on a modern, attractive, and dynamic image for Flanders in Flemish destinations campaigns. Image build-up and branding will be carried out in close consultation with the new image manager of Flemish authorities.</li> <li>Events policy: The Flemish Government intends to play a more active role in its tourist events policy, focusing on events with strong tourism potential and/or international projection and appeal. The subsidy line for events of tourist importance and/or international projection will be continued.</li> <li>For the coming years, a number of significant events are on the agenda.</li> <li>Focus on the special event "Centenary of the Great War (2014-2018)": This encompasses specific investment in the Westhoek (Flanders Field).</li> </ul>	

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ASIA AND THE PACIFIC	Republic of Korea			<ul style="list-style-type: none"> <li>The government is committed to the sustainable development of the tourism industry in the long run. For instance, the KTO made a lead to map the Green Growth Policy (GGP) for the industry with the support of the Korea Culture and Tourism Institute. Long term objectives of GGP are to unify tourism with green technology, transform the tourism industry structure and make an eco-friendly value chain of tourism.</li> </ul>	<ul style="list-style-type: none"> <li>Comprehensive leisure facilities will be located and constructed in connection with these attractions with the funding from the Korean government. In addition, new historical walking courses with the 'storytelling' concept will be developed.</li> <li>A series of short term plans have been proposed under the Green Growth Policy (GGP) framework including:                             <ul style="list-style-type: none"> <li>- Development of a low-carbon energy saving accommodation;</li> <li>- Establishment of an eco-system for green travel industry;</li> <li>- Application of green technology in the theme park industry.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Development and promotion of green tourism: Korea has been active in tackling its energy and environmental shortcomings under the programme Low-Carbon, Green Growth. In an initial effort to extend greenhouse gas reduction to the tourism sector and adopt environmentally friendly measures, the KTO launched a Green Tourism Team in December 2008 to oversee and enforce environmental protection and preservation, promote green tourism and prevent the degradation of the environmental resources through unsustainable tourism practices.</li> <li>KTO will promote existing green tourism attractions and will develop new environment friendly tourism products.</li> <li>Additional short term plans have been proposed under the Green Growth Policy (GGP):                             <ul style="list-style-type: none"> <li>- Support of zero energy green events;</li> <li>- Promotion of eco-friendly tourism projects;</li> <li>- Enhancement of the understanding of green tourism through PR activities and education.</li> </ul> </li> </ul>
EUROPE	Flemish Community of Belgium	<ul style="list-style-type: none"> <li>Tourism Flanders-Brussels will cooperate actively in the sector's professionalization by offering a varied range of training and schooling initiatives.</li> <li>The Flemish Government guarantees the continuation of high quality Tourism courses at the college and university levels. The course leading to the degree of Master in Tourism at the Catholic University of Louvain (KUL) has been supported by the tourism and educational sectors.</li> <li>In collaboration with the professional organisations, Tourism Flanders-Brussels will develop training and educational institutions and initiatives towards education, knowledge dissemination, and raising awareness.</li> <li>Tourism Flanders-Brussels has developed a quality framework for the education and accreditation of guides and tourist-travel group leaders.</li> </ul>			<ul style="list-style-type: none"> <li>A sustainable heritage policy: Tourism Flanders-Brussels will draw up a heritage plan with an inventory listing of the properties and an overview of their occupancy rate and/or profitability. On the basis of this patrimony plan, it can be determined which properties may be sold. The proceeds can be allocated to investments.</li> <li>Tourism Flanders-Brussels will invest in innovative model projects with respect to sustainability with special attention to energy savings. The Leadership in Energy and Environmental Design (LEED) model which sets an international standard for sustainable construction that strives for an integral approach to sustainability, will be implemented, with focus on the Flemish context, in the heritage of Tourism Flanders-Brussels.</li> </ul>	<ul style="list-style-type: none"> <li>The minister intends to set up initiatives to stimulate sustainable operations amongst tourist enterprises, promote the use of sustainable transportation means, and raise consumer awareness about the importance of sustainability.</li> <li>Tourism Flanders-Brussels will carry out a model function and be a showcase of sustainable business operations.</li> <li>The Green Key is an international inspection label granted to environmentally responsible tourist accommodations. In Flanders, the first Green keys were issued in 2007. The Green Key concept will be further promoted in the future.</li> </ul>

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EUROPE	France			<ul style="list-style-type: none"> <li>In the future, the VAT reduction (see point 8) will be returned to the sector and allocated to develop business and employment in catering according to a contract signed between the state and professional organization (contrat d'avenir pour la restauration). By this agreement, the savings generated by the tax cut will be entirely reflected on the sector.</li> <li>Professional organizations committed to: <ul style="list-style-type: none"> <li>lower prices in 10 menu categories, so the reduction will be visible to the customers;</li> <li>job creation through an enhancement of 40.000 supplementary places among temporal and training jobs;</li> <li>improvement of the employee's conditions, especially in terms of remuneration, professional training and social security issues; and</li> <li>keep the modernization of the sector.</li> </ul> </li> </ul>		
EUROPE	Germany	<ul style="list-style-type: none"> <li>The Länder have taken measures to secure growth and jobs. The credit and guarantee programmes operated by the promotional and guarantee banks of the Länder have been revised or re-launched in response to the current crisis. The Länder have increased the funding available for guarantees or are prepared to do so if necessary.</li> </ul>	<ul style="list-style-type: none"> <li>The Federal Government's tourism policy guidelines address the primary challenges of tourism sector in the future, particularly demographic shifts, climate change, and the increasing pressure of competition due to globalization processes. These guidelines aim to optimize the policy conditions for Germany's tourism sector. At the same time, they constitute an appeal to the tourism industry to tailor their offerings to a changing clientele by ensuring high quality, promoting relevant skills and qualifications, and developing new products and services.</li> </ul>	<ul style="list-style-type: none"> <li>The Federal Government's first stimulus package (Konjunkturpaket I) adopted on 5 November 2008 to secure financing and liquidity for companies to boost investment financing, supports investments and contracts targeting companies, private households and municipalities.</li> <li>The second stimulus package (Konjunkturpaket II) known as the Pact for Employment and Stability was adopted on 14 January 2009. Measures include promotion of investment to modernize the country; labour market policies that prevent layoffs; tax relief and support for families; support for the automotive industry and innovative companies; securing credit for businesses; and the introduction of limits on government borrowing. The Federal Government has earmarked a total of roughly €80 billion for the two stimulus packages.</li> <li>The Länder have decided to fast-track infrastructural investments and have adopted additional investment programmes.</li> </ul>		
EUROPE	Italy	<ul style="list-style-type: none"> <li>The Government has negotiated with five major Italian banks terms of access to credit facilities, up to a total amount of 1.6 billion Euros, for SMEs operating in the tourism sector.</li> </ul>				<ul style="list-style-type: none"> <li>Marketing partnership with France and Spain: this partnership involves co-marketing operations aimed at building common travel products and attracting, as a unique destination, tourists from emerging and long haul markets.</li> </ul>

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REGION	Country	6. Create New Jobs – particularly in SME's	7. Mainstream Tourism in Stimulus and Infrastructure	8. Review Tax and Visa Barriers to Growth	9. Improve Promotion and Capitalize on Events	10. Include Tourism in Aid for Trade & Dev.
EUROPE	France	<ul style="list-style-type: none"> <li>• According to the agreement among the government and professional organizations, the VAT reduction (see point 8) will be reflected on the sector also for:               <ul style="list-style-type: none"> <li>- job creation through an enhancement of 40.000 supplementary places among temporal and training jobs;</li> <li>- improvement of the employee's conditions, especially in terms of remuneration, professional training and social security issues.</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>• One of the main measures implemented in France has been to set VAT of restaurants down to 5.5% effective from the 1st July 2009. This initiative is the culmination of a work undertaken for several months which resulted in an agreement reached by France within the European Union, to allow member countries to apply reduced rates in certain sectors.</li> </ul>		
EUROPE	Germany			<ul style="list-style-type: none"> <li>• From the 1st of January 2010, the government of Germany will reduce the VAT for hotel guest rooms from 19% to 7%.</li> </ul>	<ul style="list-style-type: none"> <li>• The German National Tourist Board (DZT) has fine-tuned its tourism marketing by adopting the motto Affordable Hospitality – Great Deals, Easy Booking. The DZT aims to draw foreign tourists' attention to the inexpensive travel opportunities available in Germany. A special new marketing campaign for domestic and international travellers by the German National Tourist Board (GNTB) will focus on Germany's excellent value for money.</li> </ul>	
EUROPE	Italy				<ul style="list-style-type: none"> <li>• Social help to lower income families: this measure envisages special discounts for holidays in Italy during the low and mid season, so as to help families going on holidays and, at the same time, keep the hotel industry working in the off-peak season.</li> </ul>	

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EUROPE	France					
EUROPE	Germany					
EUROPE	Italy					

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EUROPE	Spain	<ul style="list-style-type: none"> <li>The pilot project SENIOR TOURISM EUROPE: In the period October 2009-April 2010 80,000 seats will be offered in Andalusia and the Balearic Islands, with the participation of 32 hotels (16 from each community) of 4 stars, marketed in more than 10,000 sell points in 14 countries of the European Union. The program is aimed to be extended for next season to the Autonomous Communities of Catalonia, Murcia, the Canary Islands and Valencia.</li> <li>In addition, a promotional action has been launched through social networks Facebook and Twitter.</li> <li>The vacation programme for seniors IMSERSO has been enlarged by 200,000 seats for the 2009-2010 season, an additional investment of € 20 million, reaching a total of 1.2 million seats.</li> <li>On September, Spain opened a new Tourism Office in Canton, the 5th Bureau of Tourism in Asia.</li> <li>The Ministry of Education has agreed, by royal decree, to establish two technical certificates in: Travel Agencies and Event Management, and Tourism Guide, Information and Assistance.</li> <li>The Ministry have also approved the Plan for structural educational measures for tourism that will include the development of a high level offer of university and professional education and the implementation of master degrees for tourism that will include the development of a high level offer of university and professional education and the implementation of master degrees.</li> <li>The Ministry of Labour has approved by Royal Decree the establishment of two professional certificates for the professional family of Hospitality and Tourism.</li> <li>The Ministry has prepared various measures regarding vocational training for employment in the tourism sector, most notably the progressive introduction of evaluation and accreditation of skills based on work experience.</li> </ul>	<ul style="list-style-type: none"> <li>In order to integrate the operations statistics Institute of Tourism Studies (IET) in the Red comprehensive knowledge and understanding of tourism, and to improve statistical reliability, they have introduced several improvements in the traditional statistical operations of the EIT.</li> <li>CRM and Contact Center TURESPAÑA: <ul style="list-style-type: none"> <li>The CRM is operational in 7 Spanish Tourist Office, located in Norway, Sweden, Germany, Austria, Ireland, United Kingdom and Italy.</li> <li>The Contact Center operates in Spanish, English, German and Italian.</li> <li>About 70,000 electronic and more than 55,000 printed brochures have been distributed through the CRM.</li> <li>Communication of more than 200,000 contacts with over 165 mass actions through CRM.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Forward on a copyright collecting system safeguarding the legitimate claims of authors' societies and its harmonization with the interests of tourism establishments: In response to one of the main demands of the hotel sector, the Ministry of Culture and the Ministry of Industry, Tourism and Trade (MITYC) have to establish mechanisms to facilitate the payment of intellectual property rights.</li> <li>A new Special Promotion Plan has been approved: Special International Promotion Plan for the Way of Saint James will drive the international recognition of the Way of Saint James as a cultural tourism product. This falls within the framework of the celebration of The Year of Saint James, an event of exceptional significance and touristic value.</li> <li>The Plan for the promotion of cultural tourism 2009-2012, in cooperation with the tourism administrations of the Autonomous Communities and municipalities, which will promote the Spanish culture among international tourists, to boost museums, music and dance festivals and thematic cultural.</li> <li>The State Secretariat for Tourism (SET) has joined 14 universities, which form the University Network of Graduate Studies in Tourism, to promote scientific and technological research in the tourism industry through the Internet. As part of this collaboration was born SICTUR, which will help improving scientific and technological competitiveness in the sector. A database on scientific and tourist production published by the 14 universities will be available to interested parties through a website. This instrument will also help to feed the comprehensive network for knowledge and understanding of tourism routes in Spain.</li> </ul>	<ul style="list-style-type: none"> <li>Give the tourism sector support and priority access to the National R&amp;D lines, supported by the Ministry of Science and Innovation in order to promote initiatives for R&amp;D in the field of tourism. This includes special support to launch the Centre for Research, Development and Innovation in Tourism and the Centre for Research and Innovation in Gastronomy.</li> <li>The development of a Tourism Intelligence and Innovation Network, a web platform specifically for tourism companies.</li> <li>The Support Programme for Innovating Companies in the Tourism Sector aims to encourage competitiveness through innovation in times of economic downturn. Through this programme, the State Secretariat for Tourism is offering companies that present plans for innovation intended to enhance competitiveness € 2 million in direct subsidies.</li> <li>In July 2009 Spain has issued the call for the aid program for the tourism sector within the National R&amp;D with a budget of € 2 million. 22 projects of the 17 Autonomous Communities have been approved, which</li> <li>Development of a sensitization project on innovation that helps improve the information on the subject, targeting 14,000 hotel companies and 198,000 professionals.</li> </ul>	<ul style="list-style-type: none"> <li>New tools for marketing support, with new online marketing channels: <ul style="list-style-type: none"> <li>Commercialization platform to manage multiproduct reservations with a single inventory on the Internet.</li> <li>The web page unsitioideal.com for stimulating the use of new technologies in the accommodation subsector by providing, among other options websites creation tools, domain maintaining, user support service or self-management of the website.</li> </ul> </li> <li>15 New competitiveness plans have been approved in January 2010, for modernization and restructuring of tourism products.</li> </ul>

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EUROPE	Spain	<ul style="list-style-type: none"> <li>• 15 New competitiveness plans have been approved in January 2010, for modernization and restructuring of tourism products.</li> <li>• New tools for marketing support, with new online marketing channels:                             <ul style="list-style-type: none"> <li>- Commercialization platform to manage multiproduct reservations with a single inventory on the Internet.</li> <li>- The web page unsitioideal.com for stimulating the use of new technologies in the accommodation subsector by providing, among other options websites creation tools, domain maintaining, user support service or self-management of the website.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• "Plan Renove", part of the Spanish stimulus programme for economic and employment recovery, known as Plan E, includes all the measures taken by the Government to sustain economic activity and to lay the foundations for sustainable growth in the future. Through "Plan Renove" the Spanish government aims to promote the rehabilitation and modernization of tourism facilities, adding value and therefore improving quality and sustainability of tourism infrastructure. The plan has placed € 1 billion in the capital market, and makes credit available to tourism accommodation units and travel agencies for the renovation and modernization of their infrastructure. The first leg of the plan, offering € 400 million, has already financed 1,000 projects.</li> <li>• € 11,000 millions have been injected by local authorities, through the State's Fund for Local Investment and Special Fund for the dynamic of the economy and employment, included in the • • The "FUTURE plan" offers € 500 million for companies, with 100 for the Canary Islands. These are loans for business investments in the tourism sector to improve energy efficiency of tourism facilities, involve energy and water savings and for the introduction of new technologies and quality systems, among others. The application deadline closes on 31 December.</li> </ul>	<ul style="list-style-type: none"> <li>• The reduction of airport charges to help the Spanish tourism sector implying a saving for Airlines estimated by more than € 25 million. For the Canary Islands, Balears and Melilla the bonus will be double for the connecting flights, going from 15% to 30% of the fees that should be paid by concepts of landing, passengers and security. Additional reduction will benefit those airlines that increase the number of passengers transported to the country for the second half of 2009, compared to the same period 2008. Airlines will receive a 100% subsidy of the airport tax for the increase in passengers.</li> <li>• The plan for consulates' reinforcement of the Ministry for Foreign Affairs will reduce the process time for obtaining a visa. Visa procedures and issuance will be streamlined to encourage the arrival of tourists from emerging countries. Spain Embassy staff in Kiev (Ukraine) and New Delhi (India) will be reinforced, as well as the Spain Consulates staff in Moscow, St. Petersburg, Beijing, Guangzhou, Shanghai and Bombay.</li> </ul>	<ul style="list-style-type: none"> <li>• Demand Stimulus: 13% increase in the volume of resources available to reinforce communication campaigns in international markets and to the execution of product campaigns.</li> <li>- TURESPAÑA's publicity campaign: reinforced with €42.5 M, present in 32 countries and 24 languages.</li> <li>- Agreements for joint campaigns with autonomous communities and the most important Spanish tourism brands.</li> <li>- Product campaigns with tour operators and airline companies: 153 agreements to date, with contributions from public and private partners reaching approximately € 21.5 M, for a total amount of € 64 M.</li> <li>- As of July 2009, 1,162 press articles published from press trips and other actions of Spanish Tourism Offices, whose publication value is equivalent to € 54.6 M.</li> <li>• Air Traffic and Tourism Promotion Plan: With the objective of boosting Spain's air connectivity, the Minister of Public Works and the MITYC have agreed to promote the collaboration between AENA and TURESPAÑA for both the promotion and establishment of new destinations in Spain consolidate existing connections.</li> <li>• TURESPAÑA has also agreed to collaborate with the Ministry of Science and Innovation to intensify the promotion of Spain as an international destination for meetings, conferences and scientific congresses, and to study and develop the use of high-value, high-interest science and technological facilities for tourism.</li> <li>• Additional projects: New products for Premium segments "PRIVILSPAIN"; repositioning the brand Spain; the Spanish tourism quality system (SICTE); Campaign Q for Tourism Quality; "Destino en Detalle" program aimed at to improving the quality perceived by the client from the standpoint of the tourism destination; and <a href="http://www.cultura-detalle.es">www.cultura-detalle.es</a> Website.</li> </ul>	

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EUROPE	Spain		<ul style="list-style-type: none"> <li>Measures taken by the Ministries of Defence and Development aimed at enhancing the flexible use of airspace and its restructuring, which will allow airlines to save € 11.5 million in fuel per year, reducing CO2 emissions by 27.5 million kilos and reducing flight distance by 1.17 million miles.</li> <li>Spain has implemented the System for Tourism Businesses to Access to the European Charter for Sustainable Tourism (CETS) in 56 Spanish protected areas. In 2009, the country has signed an agreement worth € 356,000 between TURESPAÑA (providing € 270,000) and Fernando Gonzalez Bernaldez University, to promote sustainability in tourism businesses and promoting their adhesion to the CETS.</li> </ul>	<ul style="list-style-type: none"> <li>Agreements for the promotion of sustainable tourism development in rural and marine environment have been ratified to advance in the development of sustainable tourism products in rural and marine areas, this includes an estimated investment of € 62.6 million, and is expected contribute to economic diversification in selected rural areas and coastlines.</li> <li>Centre for Tourism Sustainability and Environmental Technologies: he Government is leading the project to create an institution for the sustainability of tourist destinations and businesses. They have already received the feasibility study that identifies the steps for creating the Centre, which shall be an observatory on integrated tourism and sustainability, a training and research centre and a platform to articulate cooperation networking by establishing appropriate mechanisms for collaboration between public and private actors.</li> </ul>	<ul style="list-style-type: none"> <li>The "Plan FUTURe", a new € 500 million funding line from the official credit institute will allow businesses to improve their sustainability and eco-efficiency indexes. This plan was created to position Spanish tourism at the world's forefront of rational and renewable energy use, reduction of the water footprint and waste management reduction.</li> <li>Special projects for mature destinations:                             <ul style="list-style-type: none"> <li>€ 8 million for the deep conversion of 3 mature Spanish internationally recognized tourism destinations:                                     <ul style="list-style-type: none"> <li>Playa de Palma: Work is ongoing in the 7 strategic priorities for the upgrading of the Platja de Palma.</li> <li>Costa del Sol: Performances have been running in four main areas (coastal front, urban, green spaces and new tourism model).</li> <li>And San Bartolome de Tirajana: The implementation of the rehabilitation plan for 2009. 3 urban projects have been tendered for a total € 11.6 million. There are also 8 priority actions envisaged (in addition to those arising from the rehabilitation plan being drafted) for 2009-2012, for € 429.09 million.</li> </ul> </li> <li>Spanish Financial Fund for the Modernization of tourist facilities (FOMIT) deals with the rehabilitation of facilities and natural environments at the tourism destinations. In March 2009, loans valued at a total € 157 million were granted to 66 local institutions.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>The creation of a Centre for Sustainability and Environmental Tourism Technologies, as an initiative to move forward with the climate change challenges by adapting the development model for the Tourism sector.</li> <li>Project Network of Biosphere Reserves: For the definition of the Biosphere Reserves product requirements through the preparation of a draft product manual to be fulfil by Spanish reserves and tourism entrepreneurs who voluntarily adhere. A pilot test of the manual and requirements has been carried out with Asturian Biosphere Reserves.</li> </ul>



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I RESILIENCE						
REGION	Country	1. Focus on Job Retention and Sector Support	2. Understand the Market and Respond Rapidly	3. Boost Partnerships and 'Coopetition'	4. Advance Innovation and Technology	5. Strengthen Regional and Interregional Support
EUROPE	Turkey		<ul style="list-style-type: none"> <li>Turkey's Ministry of Culture and Tourism is analyzing a variety of stimulus to develop Turkish tourism sector as follows:                             <ul style="list-style-type: none"> <li>- Tax concession</li> <li>- Incentives renovation</li> <li>- Employment facilitation</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>The Ministry is collaborating with the private sector: Activities include co-advertising campaigns, on-line campaigns, familiarization tours, workshops and road shows in the country's main source markets.</li> <li>Measures such as holiday credits and discounts on early booking for domestic tourism.</li> <li>Focus on Turkey's experience on all inclusive products and its high quality-price ratio.</li> </ul>		<ul style="list-style-type: none"> <li>The government is taking measures for enhancing cooperation with neighbouring countries with common cultural tights, like for instance, the Balkans and Middle East countries on the Caucasus.</li> </ul>
MIDDLE EAST	Saudi Arabia					<ul style="list-style-type: none"> <li>In May 2009, the Arab Tourism Ministers attended a meeting in Yemen, where they discussed plans of action for promoting tourism among Arab countries. They also discussed a proposal to issue a unified visa for foreign tourists wishing to visit any of the Arab states, similar to the Schengen visa in Europe, to promote inter-Arab tourism and achieve tourism integration as a step toward the economic integration of Arab states.</li> </ul>

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II. STIMULUS						
REGION	Country	6. Create New Jobs – particularly in SME's	7. Mainstream Tourism in Stimulus and Infrastructure	8. Review Tax and Visa Barriers to Growth	9. Improve Promotion and Capitalize on Events	10. Include Tourism in Aid for Trade & Dev.
EUROPE	Turkey				<ul style="list-style-type: none"> <li>• Co-advertising campaigns, on-line campaigns, familiarization tours, workshops and road shows in the country's main source markets in collaboration with the private sector.</li> </ul>	
MIDDLE EAST	Saudi Arabia	<ul style="list-style-type: none"> <li>• The government has approved bank financing to process loans to fund heritage projects for small and medium size enterprises.</li> <li>• Measures have been proposed by the SCTA to boost jobs in the sector: First, the Commission is looking to establish tourism professional associations to take responsibility of developing human resources. Second, the creation of a committee for supervising the On-Job training programme, in collaboration with the Human Resources Development Fund and the Ministry of Labor, to hire qualified job seekers for a training period in order to alleviate the job market.</li> </ul>			<ul style="list-style-type: none"> <li>• The government has massively stepped up its role in supporting its hospitality and tourism sector, with a new national tourism plan set to be published in 2009. The Saudi Finance Ministry prioritized the promotion of tourism in the 2009 budget, boosting its allocation by 11% to SR385 million (US\$ 102 million), following a 56% raise to SR347 million (US\$ 93 million) in 2008.</li> <li>• The SCTA is focusing efforts towards domestic tourism: to provide domestic tourist with the same international standards of tourism services and prices consistent with such levels of service.</li> </ul>	

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REGION	Country	III. GREEN ECONOMY				
		11. Develop Green Jobs and Skills Training	12. Respond Effectively to Climate Change	13. Profile Tourism in Green Economy Strategies	14. Green Tourism Infrastructure Investment	15. Promote a Green Tourism Culture
EUROPE	Turkey					
MIDDLE EAST	Saudi Arabia					