

Act no. 73

24 May 2005

Tourism Administration Act

SECTION I

Objective and Ultimate Authority

Article 1

The purpose of this Act is to promote the development of tourism as an economic sector and an important facet of Icelandic economic and societal activity. The guiding principles shall be economic efficiency, Icelandic culture, environmental protection, professionalism, and the safeguarding of consumer interests.

Article 2

The Minister of Industry shall have the ultimate authority over matters covered by this Act unless otherwise stipulated by law.

Article 3

The Icelandic Tourist Board shall handle the implementation of tourism affairs pursuant to this Act, as has been stipulated in other legislation.

The Minister of Industry shall appoint the Director of the Icelandic Tourist Board for a term of five years. The Director shall function as the presiding officer of the Icelandic Tourist Board. The Director of the Icelandic Tourist Board shall hire other Board employees.

Article 4

The chief duties of the Icelandic Tourist Board are the following:

1. Issuance of licences, registration of operations, and monitoring in order to ensure that requirements for operations are met.
2. Development, quality control, and organisational issues related to tourism; that is, the implementation of a defined tourism strategy, the co-ordination of environmental and educational affairs, the dissemination of information,

regional and local development,
and international collaboration.

3. Marketing and promotion of tourism services in
accordance with the Minister's
decision as current at any given time.

The Minister may, in a regulation, stipulate further
concerning the role and functions of
the Icelandic Tourist Board and concerning individual
projects under the Board's
auspices.

The Icelandic Tourist Board is authorised, upon obtaining
the approval of the Minister, to
assign to others the task of handling specific projects and
acting as parties to
collaborative projects, including acquiring ownership shares
in companies operating in
specific sectors.

Article 5

The Minister shall appoint the Icelandic Tourism Council,
which shall comprise ten

representatives. The chairman and vice-chairman shall be appointed by the Minister without nomination, and other representatives shall be appointed by the Minister upon receipt of nominations from the following parties: The Icelandic Travel Industry Association, which shall nominate three representatives; the Association of Local Authorities in Iceland, which shall nominate two representatives; the Iceland Tourism Association, which shall nominate two representatives, and the Trade Council of Iceland, which shall nominate one representative. The term of appointment for members of the Icelandic Tourism Council shall be four years; however, the terms of appointment for the chairman and vice-chairman shall be limited to the appointing Minister's tenure in office. The Director of the Icelandic Tourist Board and a representative of the Ministry shall

attend Tourism Council meetings and shall have the right both to address the meetings and to present proposals.

Article 6

At least once a year, the Icelandic Tourism Council shall make recommendations to the Minister concerning the marketing and promotion of tourist services. In addition, the Icelandic Tourism Council shall act as the Minister's advisor on matters involving tourist affairs planning. The Tourism Council shall provide commentary on amendments to tourism-related legislation and regulations and on other matters assigned to it by the Minister; the Council shall also provide commentary on matters that it deems it appropriate to address in the interests of the tourism industry.

The Minister is authorised to issue a regulation on the activities of the Icelandic Tourism