



Network of European Regions for  
a Sustainable and Competitive Tourism

**NECS**TouR

GO FAR...

GO TOGETHER!



Network of European Regions for  
a Sustainable and Competitive Tourism

**NECSTouR**

# NECSTouR – the Network of Regions at the forefront of European Tourism Policy

## Bucharest, 28<sup>th</sup> of April 2017

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**“Creating the right balance between the welfare of tourists and local population, the needs and uses of the natural and cultural environment and the development and competitiveness of a destinations and its businesses”**

- **A network of European Regions, associated with representatives of tourism enterprises, tourism associations and universities/research institutes**
- **A network of regions at the forefront of European Tourism Policy since 2007 aiming to lobby and strengthen the cooperation of destinations in the European Area**



## FULL MEMBERS

**33 Regional authorities (NUTS I, II and III)**

**Belgium:** Flanders, German-speaking Community of Belgium Region, Wallonia

**Bulgaria:** Gabrovo

**Croatia:** Istria

**Denmark:** **Central Denmark**, Ringkøbing-Skjern

**France:** **Brittany**, Île-de-France, Occitanie, Provence-Alpes-Côte d'Azur

**Italy:** Emilia Romagna, **Lazio**, Piedmont, Puglia, Sardinia, Trentino, Tuscany, Veneto

**The Netherlands:** Limburg

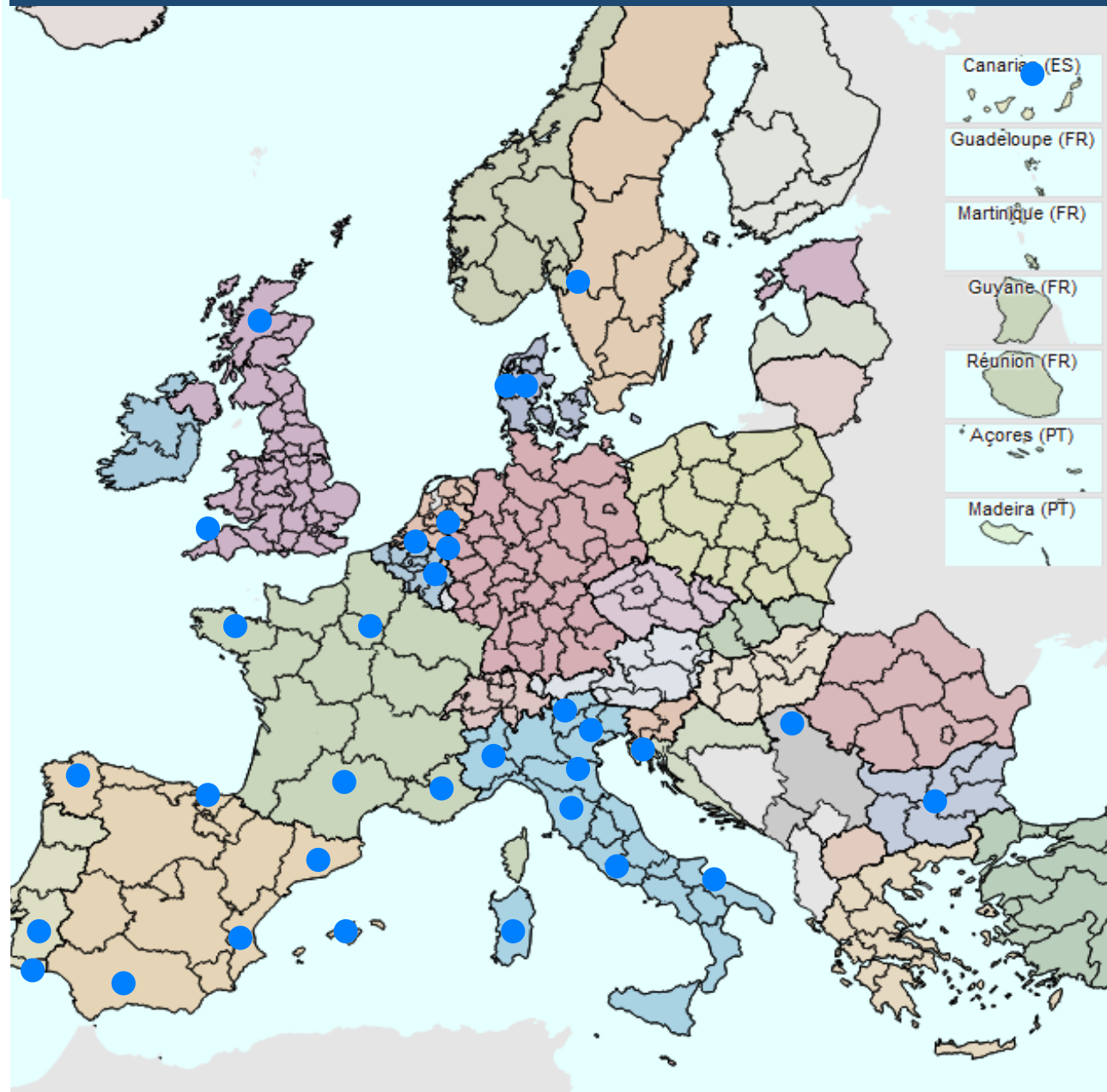
**Portugal:** Alentejo, Algarve

**Republic of Serbia:** **Vojvodina**

**Spain:** Andalusia, Balearic Islands, Basque Country, Canary Islands, Catalonia, Galicia, Valencian Community

**Sweden:** Västra Götland

**United Kingdom:** Cornwall, Scotland





### VISION

**Build up a Touristic Europe based on S&C Tourism**

### GOALS

*Positioning  
NECSTouR model of  
Sustainable &  
Competitive Tourism*

*Raise the profile of  
Tourism in the EU  
Agenda*

*Reinforce the role of  
Regions in the EU  
Tourism Policy*

*Mainstream of EU  
Funds for Tourism*

### STRATEGIES

**MEMBERSHIP**

**COMMUNICATION**

**EXPERTISE**

**STRATEGIC  
ALLIANCES**





## EU FUNDS

### EU Funds for Tourism

NECSTouR exchanges good practice about tourism in the Regional Operational Programs and helps Members **to maximize the investments on tourism**.



## ETIS

### Indicators and ETIS

**"We cannot manage what we cannot measure"**. Indicators to measure the sustainability performance of destinations are at the core of NECSTouR.



## DIGITAL PLATFORMS

### Digital Platforms

**Digital Platforms**, either online travel agents or those facilitating the so-called collaborative economy, **have a direct impact in the tourism sector**.



## SMART DESTINATIONS

### Smart Destinations

NECSTouR is engaged in **EU 2020 objectives for SMART, SUSTAINABLE and INCLUSIVE destinations**, both for citizens and for travellers.



## CULTURAL TOURISM & SUSTAINABILITY

### Cultural Tourism and Cultural Sustainability

**2018** has been declared the **European Year of Cultural Heritage** by the European Commission. NECSTouR believes that Cultural Heritage is strictly linked with Sustainable Tourism as Culture nourishes Tourism while Tourism is the mean to preserve, appraise and experience culture.



## INNOVATION, SKILLS & EDUCATION

### Innovation, Tourism Skills and Education

NECSTouR's Working Group on Innovation, Skills and Education aims at exchanging good practices on how to foster **wider innovation in tourism** mainly but not only by facilitating the digitalization of tourism SMEs.



# NECSTouR

- Best use of EU Funds to support the development of competitive and sustainable tourism in the EU
- Monitor and analyze the development process of NECSTouR regions
- Facilitate the exchange of expertise and good practices among regions
- Develop the right policies to stimulate and support the development of responsible and sustainable tourism
- The main highlights were discussed at the event “Towards a stronger Tourism Policy for European Growth and Jobs” on the 27<sup>th</sup> of September 2016, hosted at the European Committee of the Regions – the event will be continued this year on the same date

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- Support the development and implementation of sustainable tourism indicators to measure the destination's performance at sub-national levels
- The cooperation with official statistics bodies in order to gather the data by ensuring its accuracy, quality and comparability with similar destinations
- Transform data provided by the indicators into further policies that support the development of a sustainable and competitive tourism

The ETIS logo consists of the letters 'ETIS' in a bold, yellow, sans-serif font, centered within a white circle. This circle is superimposed on a background of green foliage with yellow flowers.

ETIS

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- Identify, analyze and propose a balanced approach to address sharing economy in the tourism industry through legislation
- Stimulate the cooperation among NECSTouR regions to discuss measures that aim at developing regulatory policies
- Evaluation of the impacts of the proposed measures in our member regions
- Organize further events in cooperation with EU Institutions in order to decide on the most appropriate policy tools to support the regions



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# NECSTouR

- Ensure that NECSTouR destinations are able to adapt and mitigate climate change effects by improving their sustainability practices
- Exchange of regional strategies and research outcomes on innovation adaptation actions for regions addressing governance, products, training, marketing and SMEs competitiveness approach
- Integration of the transversal economic/social/environmental nature of Tourism in EU policies, regulatory initiatives and financial instruments.
- NECSTouR Thematic Conference on “Smart Tourism Destination’s Contribution for the Planet and its People” was organized together with UNWTO in frame of ‘ 2017 International Year for Sustainable Tourism Development’
- An event on ‘Accessible Tourism’ will be held in June in Brussels together with Tuscany Region

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## SMART DESTINATIONS

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- Define a strategy to position tourism as a sector that supports the cultural identity of a community
- Network with culture and creative industries stakeholders in order to foster cooperation among regions
- Share experiences in measuring cultural pillar of sustainable tourism at sub-national level
- Support the development of a common policy that manages cultural resources in a sustainable way
- NECSTouR regions are contributing to the definition of the main assets in the frame of 'European Year of Cultural Heritage 2018'



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- Upgrade Tourism as a career of choice and to reduce the gaps between employees skills and enterprises needs
- Exchange good practices among regions that stimulate the digitalization of tourism SMEs, partnership with academic institutions and businesses, specific training programs
- Exchange good practices among regions on how destinations can innovate in order to follow market trends
- Collaboration with the academic members in the development of skills and training to support sustainable and competitive tourism practices in the regions



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## **Region's good practices in supporting the development of competitive and sustainable tourism**

- Collect the region's good practices on sustainable and responsible management of tourism (Ex. Andalusia's Sustainable Tourism Indicators; Scotland's Project on making tourism more inclusive; Catalonia's support for the sustainable tourism businesses in the region) – presented at the NECSTouR Annual General Assembly 2017 in Seville
- Good practices on managing EU Funds for Tourism Initiatives development and promotion were presented during the TRAN session at the European Parliament in July 2016 where the working practices database was improved
- Facilitate the exchange of information and good practices among regions through workshops in each of the working group
- Stimulate the formulation of the right policies among European Regions to foster the development of a sustainable and competitive tourism



## NECSTouR's Current Projects Towards a More Sustainable and Competitive European Tourism

- *"Spirit Youth"* – to promote European Spiritual Tourism among youngster (18-30 y.o.) as a way to support the community development and integration
- *"MITOMED+"* – to enhance the sustainable development policies for more efficient valorization of natural resources and cultural heritage in coastal and adjacent maritime areas of a sustainable and responsible coastal and maritime tourism in the Mediterranean area



# THANK YOU!



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