



Network of European Regions for  
a Sustainable and Competitive Tourism

**NECSTouR**



# “The Tourism of Tomorrow: European Regions as drivers of Sustainable Change”

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## ...The Next Tourism !

Launch 2007 – Creation: 2009

- A network of European Regions, associated with representatives of the tourism enterprises, tourism associations and universities/ research institutes aiming at:
  - Develop a strong framework for regional cooperation at European level;
  - Develop research & development model of Sustainable tourism management;
  - Strengthening the Role of Regions in the European Tourism Policy
- A network launched during Euromeeting 2007 in Florence
- A self financed network

### EUROSTAT DATA 2010

Overnight stays in accommodation structures for tourist for NUTS2 Regions  
NECSTouR = <600 million of overnight stays per year

# Why Regions?

**Regions' crucial role:**

**Sustainable tourism policy designing, implementing and fund rising**



**Regions' strategic position:**

- **Gather the key local tourism stakeholders**
- **Support tourism destinations and monitor their performance**
- **Make the bridge between supranational and local level**
- **Lead to public private partnerships**
- **International benchmark and cooperate with other regions**
- **Manage EU Structural Funds**



## 2007 EC COM “AGENDA FOR A SUSTAINABLE AND COMPETITIVE TOURISM

### “3.2.1. Mobilising actors to produce and share knowledge

*The European Commission will support the strengthening or the creation of platforms – by also using new technologies – where lessons drawn by good and bad practices can be exchanged and where collaboration between tourism and other related sectors can be improved. The promotion of best practices exchange towards sustainable destination management (e.g. addressing the issue of seasonality and the prolongation of the tourism season) can contribute in a significant way to the competitiveness of the tourist destinations. These platforms could allow a more specific approach reflecting the territorial and economic characteristics of destinations”*

→ Catalunya (ES) Provence-Âlpes-Côte d’Azur (FR) Toscana (IT)

## 2009 ADOPTION LISBON TREATY Official Creation of NECSTouR asbl

## 2010 EC COM “EUROPE, THE WORLD’S N°1 TOURIST DESTINATION-A NEW POLITICAL FRAMEWORK FOR TOURISM IN EUROPE”

*Action XI “The Commission will be supported by the initiative implemented in cooperation with the Network of European Regions for a sustainable and competitive European tourism (NECS TouR) and the EDEN destinations network with a view to developing a system of indicators for the sustainable management of destinations”*



# FULL MEMBERS

## 27 Regional authorities (NUTS 2)

**Portugal:** Alentejo, Algarve

**France:** Provence-Alpes-Côte d'Azur, Aquitaine, Midi- Pyrénées, Bretagne, Bourgogne, Ile-de-France

**Italy:** Emilia Romagna, Puglia, Tuscany, Umbria, Veneto, Piemont, Trento

**Spain:** Catalunya, Islas Baleares, País Vasco

**United Kingdom:** Cornwall, Scotland

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

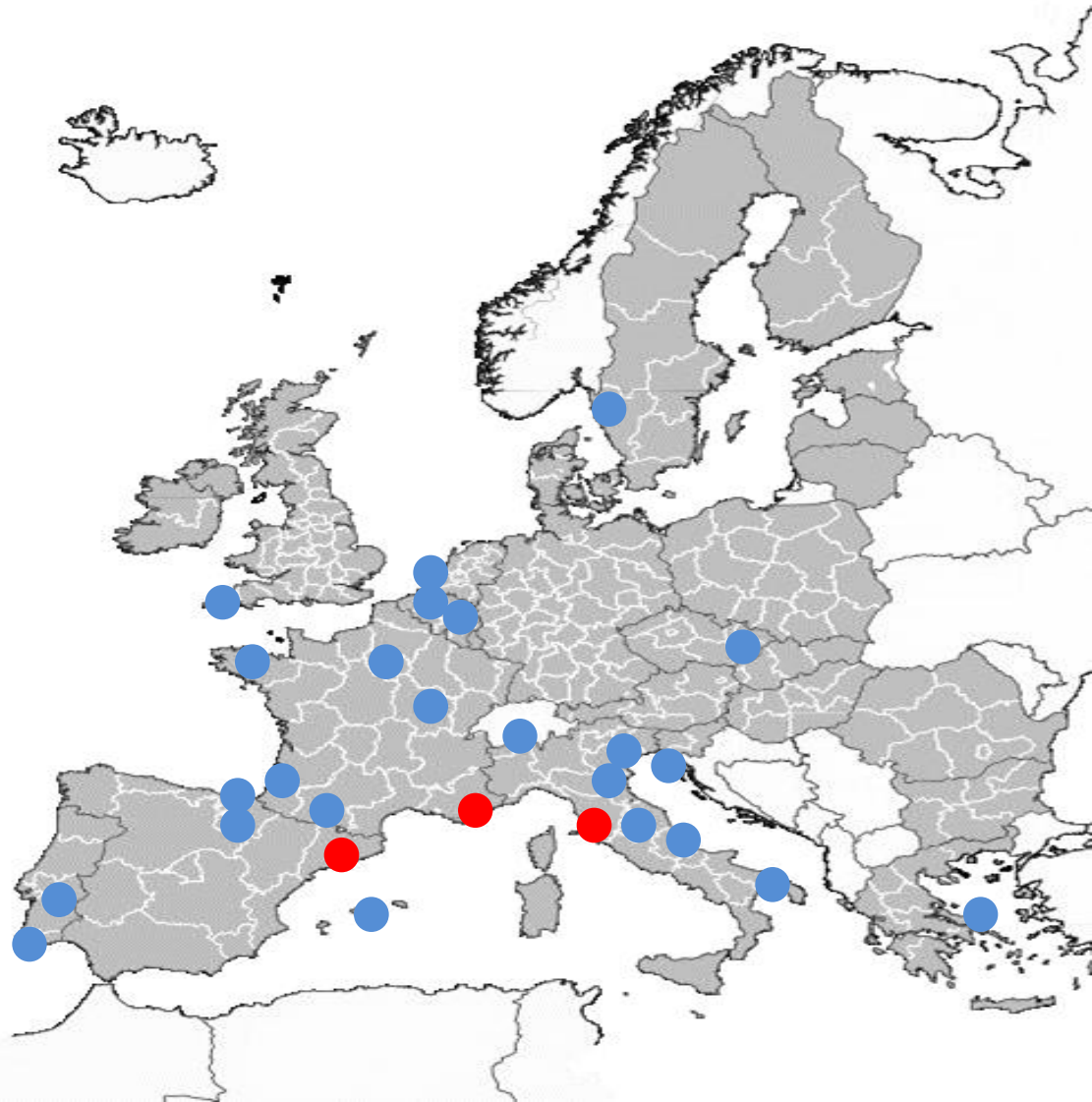
**Switzerland:** Valais Region

**Sweden:** Västra Goteland Region

**Czech Republic:** Zlín Region

**Greece:** South Aegean Islands

**Croatia:** Istria



# Associated Members

## ***32 National, European, International public/Private Organisation working in the Sustainable Tourism Sector***

### ➤ 7 REPRESENTATIVES OF THE TOURISM ENTERPRISES

1. Austrian Federal Economic Chamber (WKÖ)
2. Croatian Chamber of Economy (HGK)
3. Forum of the Adriatic and Ionian Chambers of Commerce (FAICC)
4. French Chambers of Commerce and Industry Assembly (ACFCI)
5. CCI-ALPMED
6. Italian Association Responsible Tourism & Legacoop Tourism
7. National Tourism Research Institute (ISNART)

### ➤ 8 REPRESENTATIVES OF THE SUSTAINABLE TOURISM ASSOCIATIONS

1. Sustainable Tourism Working Group – National Association Coordination Italian Agenda 21
2. European Institute of Cultural Itineraries
3. Legambiente
4. Federcultura
5. Coastal and Marine Union
6. Statistic Institute for Northern Europe (NIT)
7. European Federation of Nautical stations
1. Odyssea

### ➤ 17 REPRESENTATIVES OF THE ACADEMIC SECTOR

1. Centre for Cooperative Research in Tourism (CICtourGUNE)
2. City of Culture and of Sustainable Tourism (CCTD)
3. European University for Tourism in Albania
4. University of Girona
5. Fondazione Campus Studi del Mediterraneo
6. Centro Nazionale di Ricerca (CNR)
7. Luspia University of Rome- Faculty of Economics
8. School of Business in Prague (VSO)
9. University of Malta
10. SiTI- High Institute for Innovative Territorial Systems
11. The Politechnical Institute of Leiria
12. University of Economics in Prague (VSE)
13. University of Florence
14. University of Pisa
15. INTOUR- University of Luton
16. University of Pannonia
  - Observatory of Tourism Islands in Europe (OTIE)

**GENERAL ASSEMBLY**

**REGIONAL AUTHORITIES**

**Academic Committee**

**Associated Committee**

**EXECUTIVE COMMITTEE (3 Years)**

**President: Tuscany**  
**General Secretary: Provence-Alpes-Côte d'Azur**  
**Treasurer: Catalonia**

**North: Flanders, Vastra Gotaland,  
Cornwall**  
**East: Zlin & Istria**  
**South: Alentejo, Midi-Pyrénées**

**PERMANENT SECRETARIAT (Brussels)**

- Increase **KNOWLEDGE**:

Collection, exchange and evaluation of good practices of sustainable and competitive tourism policies;

- Increase **JOINT ACTIVITIES**:

Development of projects, facilitate partner search, dissemination of project ideas and progresses;

- Increase **EXPERTISE**:

Cooperation with European and International organisations;

- Increase **VISIBILITY**:

Promote the strategies and activities of the members within the network, towards stakeholders and the Institutions

- Ensure the **POSITION**:

Monitor, contribute and influence the European Tourism Policy developments;





## 3 Pillars

Social Dialogue, Competitiveness, Measurability

## Transversal Approach

Projects, Studies, Events, Policy, Communication...

## Thematic Approach

### Priorities of the Agenda 2007

1. Reduction and optimisation of use of natural resources with particular reference to water
2. Reduction and optimisation of energy consumption
3. Reduction of waste and better waste management
4. Quality of life of residents and tourists
5. Quality of work
6. Active conservation of cultural heritage
7. Active conservation of environmental heritage
8. Active conservation of distinctive identities of destinations
9. Widening the relations between demand/offer (geographical and seasonal)
10. Transport and mobility

### Taskforces

1. Indicators
2. Blue Growth
3. Landscape
4. Governance of Cultural Routes
5. Accessible Tourism



## 2005 – 2009 DEVELOPMENT OF EU INDICATORS

### 2005: DG Enterprise set up the TSG : « Tourism Sustainability Group »

- Composition: European experts from civil society and public authorities
- Mission: Produce an agenda for sustainable tourism and set of indicators to measure this agenda.

### 2007: TSG Report

### 2007: EC Communication on Agenda for a Sustainable and Competitive Tourism (Annex of the 90 indicators to measure the implementation of the Agenda)

### 2007: Launch of NECSTouR

### 2008: Creation of EDEN network by EC

### 2009: TSG Revision

- 90 indicators into 20 core indicators with subindicators → The TSG Indicators
- EC supported NECSTouR creation and asked the network to test the TSG indicators feasibility.
- Creation of 2 working groups:
  - A. European Charter for Sustainable Tourism
  - B. Indicators

## 2009-2012 -Test of Indicators

### European Commission

**2009:** Call for tender for a Feasibility Study to test feasibility of indicators in EDEN Destinations

→ University of Barcelona

**June 2010:** Publication of EC Communication 2010-352 « Keeping Europe the first destination in the World » Action 11. NECSTouR will support the EC in the implementation of a system of indicators for the sustainable management of destinations.

**September 2010:** EDEN REPORT

**April 2011:** Based on EDEN + NECSTouR report, decision to launch a call to test the system

**June 2011:** Call for tender to test the feasibility of EU system of Indicators on Destinataions (including NECSTouR and EDEN destinations)

→ University of Surrey (october 2011-october 2012)

### NECSTouR

**June 2010:** Creation of NIT to test Feasibility of Indicators in NECSTouR Destinations

**October 2010:** 1st NIT meeting

→ Analysis of all the indicators with 10 Regions to assess the existence of such indicators in their own regions

**February 2011:** NECSTouR Report of Feasibility of Indicators

**May 2011:** 2<sup>nd</sup> NIT meeting

→ Proposal to improve the list of indicators

**2012:** Surrey ask for NECSTouR help to select NECStouR pilot destinations

→ Internal call for interest: Tuscany, Alentejo, Puglia

## 1. NECSTouR Indicators Taskforce:

**Coordinator:** Alentejo

**Objective:** To Test and implement the European Tourism Indicators System

**Actions:**

- ✓ Position paper including NECSTouR's reflections on the policy paper "Measuring and Analysing Regional Tourism: towards a set of general guidelines"
- ✓ Participation of NECSTouR Members in ETIS expert group
- ✓ Monitoring the implementation of NECSTouR' regions, which have applied to the ETIS pilot phases launched by the European Commission

## 2. Territorial planning and Tourism: Cornwall + Valais

**Coordinators:** Cornwall and Valais

### **Actions:**

- ✓ Development of Questionnaire on Landscape and Tourism Participation on “Gothenburg Guidelines”
- ✓ Cooperation with RECEP-ENELC, importance of Landscape in the Tourism Roadmap of the European Commission

\*Thematic of this task force currently reoriented towards Tourism and climate change

## NECSTouR Project methodology

1. INFORMING AND BEING INFORMED
2. FACILITATE PARTNER SEARCH
3. SUPPORT BUILDING CONSORTIUM
4. FACILITATE THE REDACTION/ADMINISTRATIVE PROJECT MANAGEMENT
5. QUALITY CHECK OF THE PROPOSAL
6. MANAGEMENT OF THE PROJECT
7. COMMUNICATION / DISSEMINATION OF THE PROJECT

## NECSTouR role in selected project

MEMBERS COORDINATION – EXPERTISE – NETWORK CREATION – EVENTS –  
COMMUNICATION & DISSEMINATION



## T4EST Tourism for European Sustainable Tourism

**Programme:** *Life Long Learning*

**Duration:** Sep 2012 – Oct 2013

**Objective:** To achieve a unified level of competence in sustainable project management for the tourism sector by following the PM4SD<sup>®</sup> Methodology.

## ODYSSEA Itinéraire Culturel des Ports & Cultures de la Méditerranée

**Programme:** *Competitiveness & Innovation Programme*

**Duration:** Sep 2012 – Dec 2013

**Objective:** To create an international network of transnational Port-Villages in rural areas and to support the economic benefits of the development of maritime and river tourism.

## NEZEH Nearly Zero Energy Hotels

**Programme:** Intelligent Energy Europe

**Duration:** May 2013 – May 2015

**Objective** To accelerate the rate of refurbishment of existing buildings into Nearly Zero Energy Buildings (NZEB), supporting the private sector and promoting the front runners.



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**NECS**TouR

# Knowledge

LOGIN

User:  
Alice Jude

logout

add good practice

edit your profile

find good practice

back

## good practices

name

keywords

cultural route

organization

- choose -

show categories

ery of the

o enhance tourist  
eritage of

Mediterranean marinas and fishing spots.

## 8. Restoration and promotion of the Great war museum of Innsbruck

### Veneto Region

Regione del Veneto is working with Land of Tirol (Austria) at a special project in the field of the promotion of cultural and natural heritage. The Interreg IV B project is about the restoration and promotion of the Great War Museum of Innsbruck and of the









## 5 Reasons to join us!

### **Subsidiarity principle: Together we are stronger**

- ✓ **PARTICIPATE** and influence EU Tourism Policy - Consultations, Access to European Funds, developing project ideas and finding quality partners
- ✓ **BE PART** of an Open and Dynamic network of experts at regional, national, European and international level
- ✓ **HAVE DIRECT ACCESS** to targeted knowledge, information and contacts of sustainable tourism
- ✓ **PROMOTE** your Region/Organisation within the experts and towards the European/International Audience



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**NECSTouR**

# Thank You

**More info:**

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