



Network of European Regions for  
a Sustainable and Competitive Tourism

**NECS**TouR



***INTERREG IVC project CHARTS Closing Conference  
10 – 13 September 2014, Valis Resort, Agria, Volos, Greece***

# **The Tourism of Tomorrow: European Regions as Drivers of Sustainable Change**

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CHARTS Session Nr. 6 Cultural Tourism in Europe  
Volos, September 12th 2014**



## The Next Tourism !

Launch 2007 – Creation: 2009

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

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





## From the European Commissions perspective

- **2007 EC COM “AGENDA FOR A SUSTAINABLE AND COMPETITIVE TOURISM”**  
The Commission will support the creation of platforms to exchange best practices towards a sustainable tourism destination management. These platforms could allow a more specific approach reflecting the territorial and economic characteristics of destinations
- **2009 ADOPTION LISBON TREATY (with a specific article about the supporting role of the EU on tourism)**  
Official Creation of the non profit organisation NECSTouR with Catalunya, Provence Alpes Côte d’ Azur and Tuscany as founding members.
- **2010 EC COM “EUROPE, THE WORLD’S N°1 TOURIST DESTINATION-A NEW POLITICAL FRAMEWORK FOR TOURISM IN EUROPE”**  
Under action XI the Commission underlines the value of the NECSTouR network as partner in the implementation of its initiatives.



**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**



**32 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, **Sardegna**

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

**United Kingdom:** Cornwall, Scotland

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

**Switzerland:** Valais Region

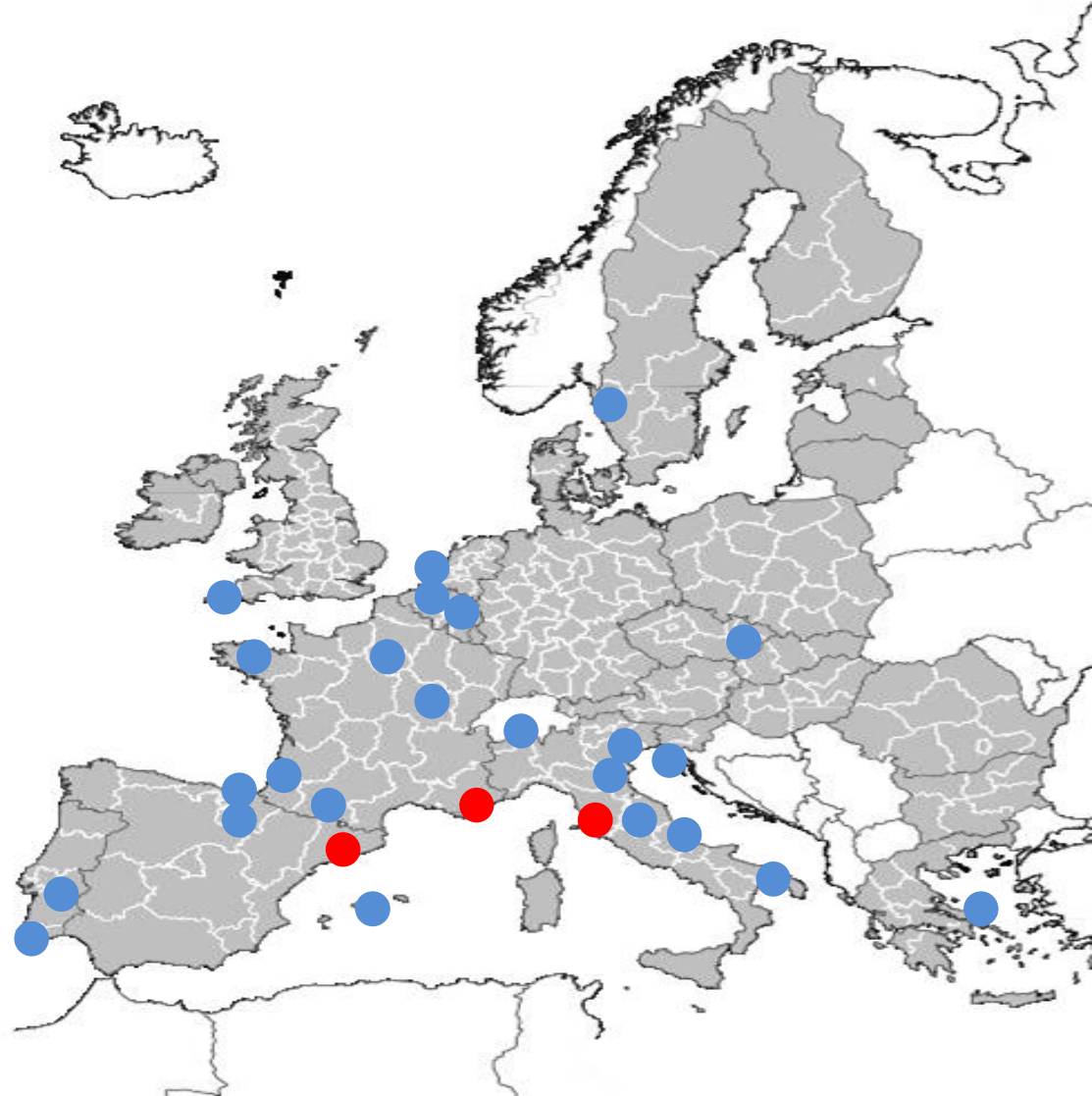
**Sweden:** Västra Goteland Region

**Czech Republic:** Zlín Region

**Greece:** South Aegean Islands

**Croatia:** Istria

**The Netherlands:** **Limbourg**



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

### ➤ 8 REPRESENTATIVES OF THE TOURISM ENTERPRISES

1. Croatian Chamber of Economy (HGK)
2. Forum of the Adriatic and Ionian Chambers of Commerce (FAICC)
3. French Chambers of Commerce and Industry Assembly (ACFCI)
4. CCI-ALPMED
5. Italian Association Responsible Tourism & Legacoop Tourism
6. National Tourism Research Institute (ISNART)
7. FederCultura Tourism Sport-Confcooperative
8. **Malta Hotels & Restaurants Association**

### ➤ 7 REPRESENTATIVES OF THE SUSTAINABLE TOURISM ASSOCIATIONS

1. Sustainable Tourism Working Group – National Association Coordination Italian Agenda 21
2. European Institute of Cultural Routes (EICR)
3. Legambiente onlus
4. European Coastal and Marine Union (EUCC)
5. European Federation of Nautical stations
6. Odyssea
7. **Ente Parco Nazionale della Sila**

### ➤ 21 REPRESENTATIVES OF THE ACADEMIC SECTOR

1. Centre for Cooperative Research in Tourism (CICtourGUNE)
2. European City of Culture and of Sustainable Tourism (CECTD)
3. Fondazioni Europa
4. University of Girona
5. Fondazione Campus Studi del Mediterraneo
6. Consiglio Nazionale delle Ricerche (CNR-IBIMET)
7. Luspio University of Rome - Faculty of Economics
8. School of Business in Prague (VSO)
9. Institute for Tourism, Travel & Culture - University of Malta-
10. SITI- High Insitute for Innovative Territorial Systems
11. The Politechnical Insitute of Leiria
12. University of Economics in Prague (VSE)
13. University of Florence
14. University of Pisa
15. INTOUR - University of Bedfordshire -
16. University of Pannonia/Presov
17. Observatory of Tourism Islands in Europe (OTIE)
18. Scuola EMAS Ecolabel Tosacana
19. Institute for Tourism Research in Northern Europe (NIT)
20. **Institute of Tourism from the University of Applied Sciences Western Switzerland Valais (HES-SO Valais).**
21. **ESCAET (École Supérieure De Commerce Spécialisée Tourisme)**



- **Increase KNOWLEDGE: Good Practices**
- **Increase JOINT ACTIVITIES: Projects**
  - **Increase EXPERTISE: Cooperation**
  - **Increase VISIBILITY: Dissemination**
- **Ensure the POSITION: EU Tourism Policy**



## 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





## Coordinators

Euskadi and European Institute of Cultural Routes

## Objective

- Creation and development of cultural routes
- Enhance the role of cultural routes in the European territory
- Collectively define the related challenges & opportunities for Regions
- Analyse the governance of existing cultural routes

## Activities

Good practices catalogue, exchange and identification of joint solutions/tools for sustainable management and creation of Cultural Routes, analysis of Indicators, funding opportunities  
Projects: *Odyssea*, *PERVIAM*, *Cyril and Methodius*

## Members

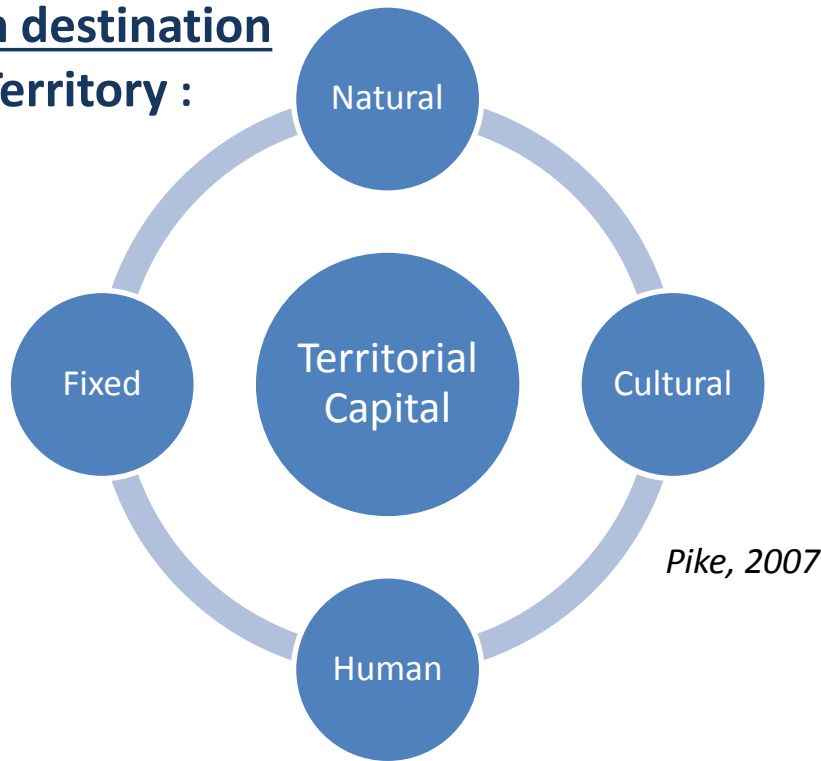
Euskadi, EICR, Tuscany, Cornwall, Zlin, Puglia, Balearic Islands, Bourgogne, Veneto, Catalonia, Canton Valais Midi Pyrénées

**Cooperation Agreement with CoE**  
*European Cultural Routes Programme*



### Tourism destination

→ Territory :



### Sustainability

Balanced integration and relation between Territorial Capital

- Transform potential resources into usable values → creating value without reducing TC
- Local diversification → capacity for innovation

*Pike, 2007*

### How to ensure the Sustainability?

Integrated Approach

Social Dialogue

Competitiveness

Monitoring

Sustainable Destination Management



## EVENTS:

- **30-31 OCT: European Tourism Forum** (Naples, IT) EC & IT Presidency
- **5 NOV: WTM World Responsible Tourism Day** (London, UK) UNWTO
- **26-27 Nov: EUROMEETING (Florence, IT) TUSCANY REGION**
- **1 DEC (tbc): European Tourism Day** (Brussels, BE) EC

## FUNDING OPPORTUNITIES

❖ COSME:

- Diversifying the EU Tourism Offer and Products - Sustainable Transnational Tourism Products 2014 (7/10/2014)
- Maximising synergies between tourism, high-end and creative industries (4/11/2014)

❖ PREPARATORY ACTIONS :

- Theme A: Cooperation projects to support transnational tourism based on European cultural and industrial heritage (21/10/2014)

❖ Creative Europe❖ Horizon 2020

## Reasons to join us! **Together we are stronger**

### **Subsidiarity principle**

- ✓ **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



**Thank you!**

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