

# NECSTouR



Network of European Regions for  
a Sustainable and Competitive Tourism

# NECSTouR

**Palma de Mallorca(Spain ), 10 - 11 June 2010**

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# Historical Background

- European Commission – October 2007:

*Agenda for a Sustainable and Competitive  
European Tourism*

- Euromeeting Toscana – November 2007

Memorandum  
of Understanding

38 stakeholders –  
including  
20 Regions

- **Full Members:** Regional Authorities
- **Associated Members:**  
National/European/International  
Tourism  
Authorities/organisations/networks
- **Affiliated Members:** Sub-regional authorities,  
organisations, networks

## Full Members: LIST OF NECSTOUR REGIONS

- Alentejo
- Algarve
- Aquitaine
- Bretagne
- Calabria
- Catalunya
- Cornwall
- Emilia Romagna
- German-speaking Community of Belgium
- Islas Baleares

## Full Members: LIST OF NECSTOUR REGIONS

- La Rioja
- Midi- Pyrénées
- Pais Vasco
- Provence-Alpes-Côte d'Azur
- South West England
- Tuscany
- Valais
- Vastra Goteland
- Veneto
- Vlaanderen

## Associated Members: Universities and research centres

- Centre for Cooperative Research in Tourism (CICtourGUNE)
- City of Culture and of Sustainable Tourism (CCTD)
- Fondazione Campus Studi del Mediterraneo
- School of Business in Prague (VSO)
- University of Economics in Prague (VSE)
- University of Florence
- University of Pisa

## Associated Members: Stakeholders

- Austrian Federal Economic Chamber (WKÖ)
- Croatian Chamber of Economy (HGK)
- European Institute of Cultural Itineraries
- Forum of the Adriatic and Ionian Chambers of Commerce (FAIC)
- French Chambers of Commerce and Industry Assembly (ACFCI)
- Italian Association Responsible Tourism & Legacoop Tourism
- LE MAT Development agency for social entrepreneurs in the tourism sector
- Legambiente Turismo
- National Tourism Research Institute (ISNART)
- Sustainable Tourism Working Group – National Association Coordination Italian Agenda 21 (TSG IT21)

# ACTIVITIES

- **2008: Conference in Marseille (France)**
  - Name of the Network “NECSTouR”
  - Objectives of the Network
  - A strategy according to the European Agenda for sustainable tourism
  - **Launch of WORKING GROUPS on the five themes**
- **2009: Conference in Plymouth (UK)**
  - Elaboration of action plans with concrete actions
  - Launching the work on indicators
- **2009: Euromeeting in Florence (Italy)**
  - First General Assembly of NECSTouR

# Methodology: Cross matching pillars and themes

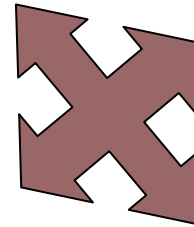
Environnemental Management

Life quality of residents  
And workers

Active conservation of  
heritage and identities

Dessaisonalisation

Transport and mobility

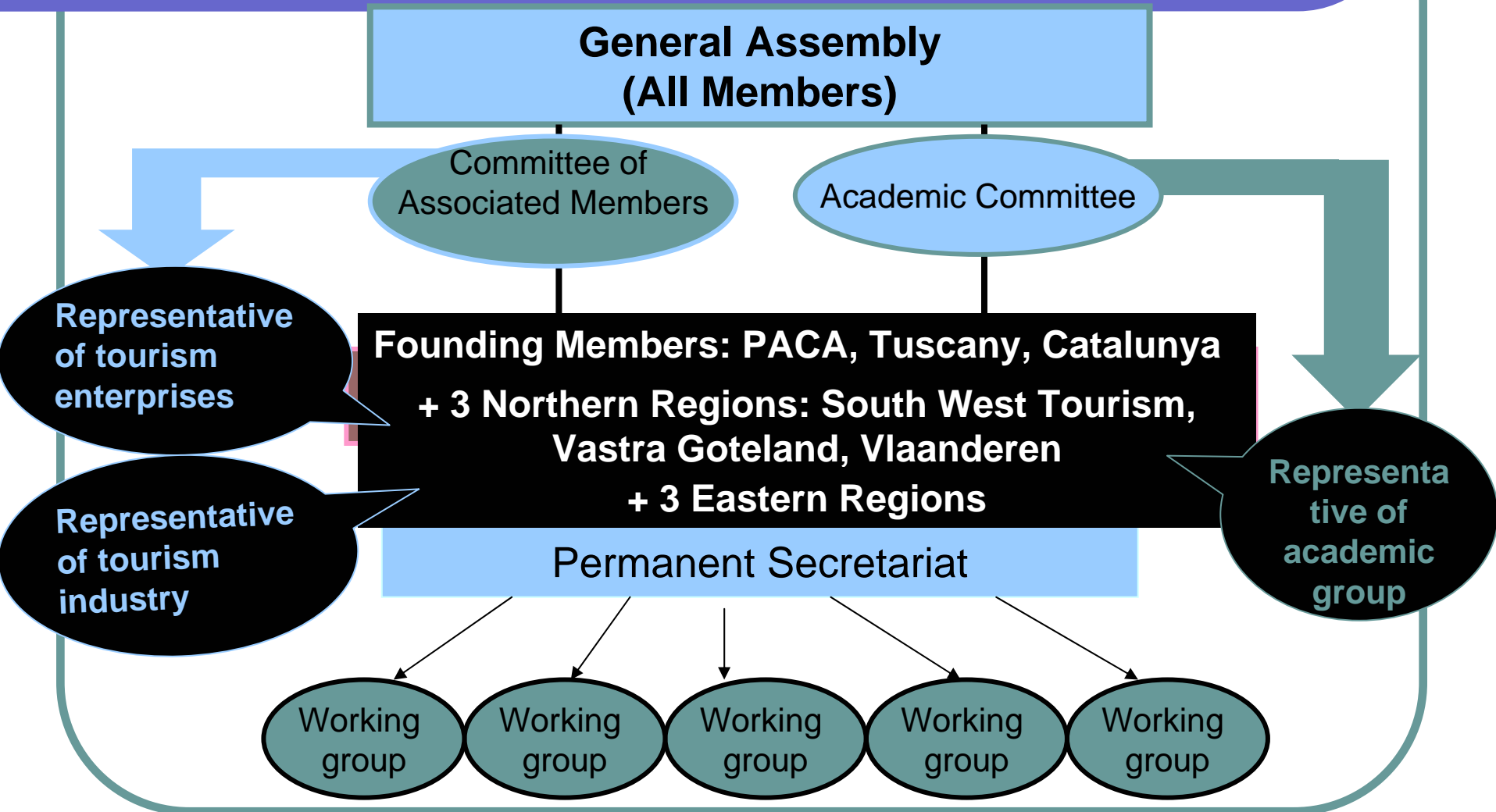


**Social Dialogue**

**Measurability**

**Competitiveness**

# Governance



# Working Group n°1

## Social and Environmental Responsibility

Coordinator: Alexandre Noel (PACA)

- Objectives:

- Better use of natural resources
- Optimisation of energy use
- Better waste Management

# Working Group n°2

## Quality of Life of Residents

Coordinator: Francesc Iglesias (Cataluña)

### ● Objectives:

- Promoting the inclusion of Quality of Life of Residents as an objective itself
- Developing strategies for a better comprehension and awareness of tourism activity from the Residents point of view

### ● Action Plan:

- Identification and measurement of the economic, social, cultural and environmental impacts of tourism on the Quality of Life of Residents

# Working Group n°3

## Overcoming Seasonality

Coordinator: Malcolm Bell (Cornwall)

- Objectives:

- Widening the relations between demand/offer (geographical and seasonal)

- Action Plan:

- Identifying relevant Indicators to measure the impact of Seasonality
- Building projects creating good practices

# Working Group n°4

## Active Conservation of Heritage and Identity

Coordinator: Paolo Bongini (Toscana)

- Objectives:

- Integration of the conservation of Heritage in Tourism Policies
- Promote single destinations

- Action Plan:

- Building a integrated planning model through compilation of good practices and analysis

# Working Group n°5

## Transport and Mobility

Coordinator: Eric Nanchen (Canton du Valais)

- Objectives:

- Reduce CO2 emissions of tourist travel
- Improve the management of tourism flows

- Action Plan:

- Map the good practices and projects using a common template available on NECSTouR portal

## Development of applicative models within the Network...

- Social dialogue at three levels:  
National / Regional / Local
- Evaluation and monitoring:  
Development of indicators and surveys
- Competitiveness of Sustainable Tourism:  
Result analysis and implementation

## **...Linked with thematic approach of the working groups**

- Targeted surveys (research and analysis) on territorial realities
- Sector based integrated programming instruments
- Development of integrated projects and programmes
- Territorial and tourist destination marketing
- Collection of good practices

# Dissemination of results

- Network's website: [www.necstour.eu](http://www.necstour.eu)
- NEWSTouR (monthly newsletter)
- Participation to Regional, National and European events
- Cooperation with the Tourism Unit of DG Enterprise & Industry
- NECSTouR Secretariat
- Communication through the Members

# Construction of innovative Projects

1/2

## **Financial Instruments:**

Structural funds (ERDF, EARDF, and ESF)

Regional Operational Programs

Transnational programs (such as MED program)

## **Projects:**

- 7th PCRD: ERNEST

Research program on sustainable tourism

(launched in September 2008 and led by Toscana)

### **Projects under construction:**

- INTERREG IVC
  - Regional cooperation on Foto Tourism
    - Leader: Southwest England
- European Catalogue on Quality of life of residents
  - Leader: Catalunya

# Added values of NECSTouR

- European Network covering EU27 geographic area
- Network including public and private actors ensuring an real expertise on tourism
- Structured and practical network using bottom-up approach
- Formalised network under legal status (ASBL)

# Added values of NECSTouR

- **Integrated network which finds to generate synergy with other networks (CPRM, EDEN, ...)**
- **Cooperation with the European Commission:**
  - Creation following the Communication of the EC
  - Regular invitation from the EC in order to:
    - Obtain information from our regional expertise
    - Encourage similar initiatives
  - Contribution to the public consultation for a new framework of the European tourism policy as a network

## Calypso TOPICS

- Enhances **employment** (more and better jobs)
- Extends the tourism seasonality spread
- Strengthens European citizenship
- Generates Economic Activity and Growth Across Europe
- **Improves regional/local economies through the development of social tourism**

## TARGET GROUPS

- Seniors: over 65 years or Pensioners / Early Retired Citizens that Receive Pension Benefits
- Youths: aged 18-30 years
- Disabled adult citizens, together with one accompanying person (if needed)
- Families (children, parents and/or grandparents) certified by their country's coordinating authority as facing difficult social (financial, personal and/or disability) circumstances.

# Regional policies for tourism

*Policies for innovation & sustainability of  
tourism supply*

*Regional project:  
Sustainable & competitive Tuscany for  
tourism*

# Objectives

To implement the EU Agenda on sustainable & competitive tourism (COM 621/2007)

To create the regional network of tourist destinations in the field of sustainable & competitive tourism

To test NECSTouR's model, namely its 10 topics, in order to plan and monitor local policies and action on tourist destinations **An operative instrument:**

**Tourist Destination Observatories  
(OTD)**

# Project scope

- Project title “**Sustainable & competitive Tuscany for tourism**”, towards an integrated network of tourist destination observatories
- The project involves 50 municipalities (60% of Tuscany’s tourist flow)

**Fiesole**  
**Tavarnelle V. d. P.**

**Forte dei Marmi**  
**S. Vincenzo**

**Montecatini T.**  
**Chianciano T.**

**Abetone**

**Barberino M.**

**Siena**  
**S. Gimignano**

**Anghiari**  
**Barga**  
**Borgo a M**  
**Calenzano**  
**Capannori**  
**Castiglion d.P.**  
**Cortona**  
**Greve C.**  
**Isola Giglio**  
**Massa M.ma**

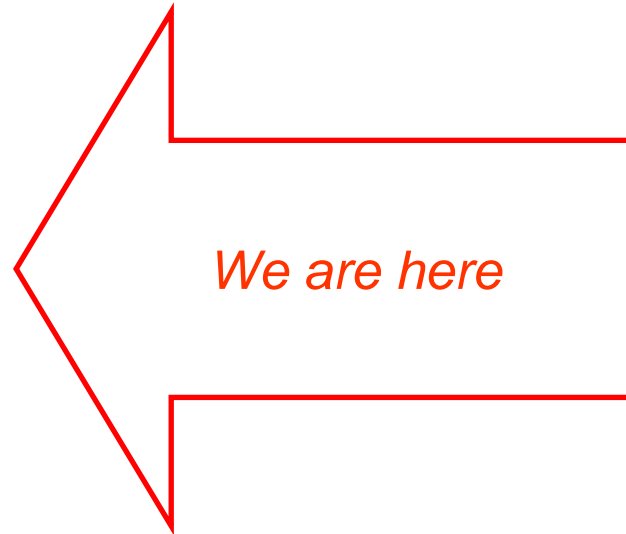
**Monsummano T.**  
**Montaione**  
**Monterotondo M.**  
**Montignoso**  
**Pontedera**  
**Portoferraio**  
**Roccastrada**  
**S. Fiora**  
**Scarperia**  
**Vinci**

**Arezzo**  
**Campi B.**  
**Carrara**  
**Cascina**  
**Colle V.E.**  
**Firenze**  
**Follonica**  
**Grosseto**  
**Livorno**  
**Lucca**  
**Massa**  
**Montevarchi**  
**Piombino**  
**Pisa**  
**Pistoia**  
**Prato**  
**Poggibonsi**  
**Quarrata**  
**Scandicci**  
**Viareggio**

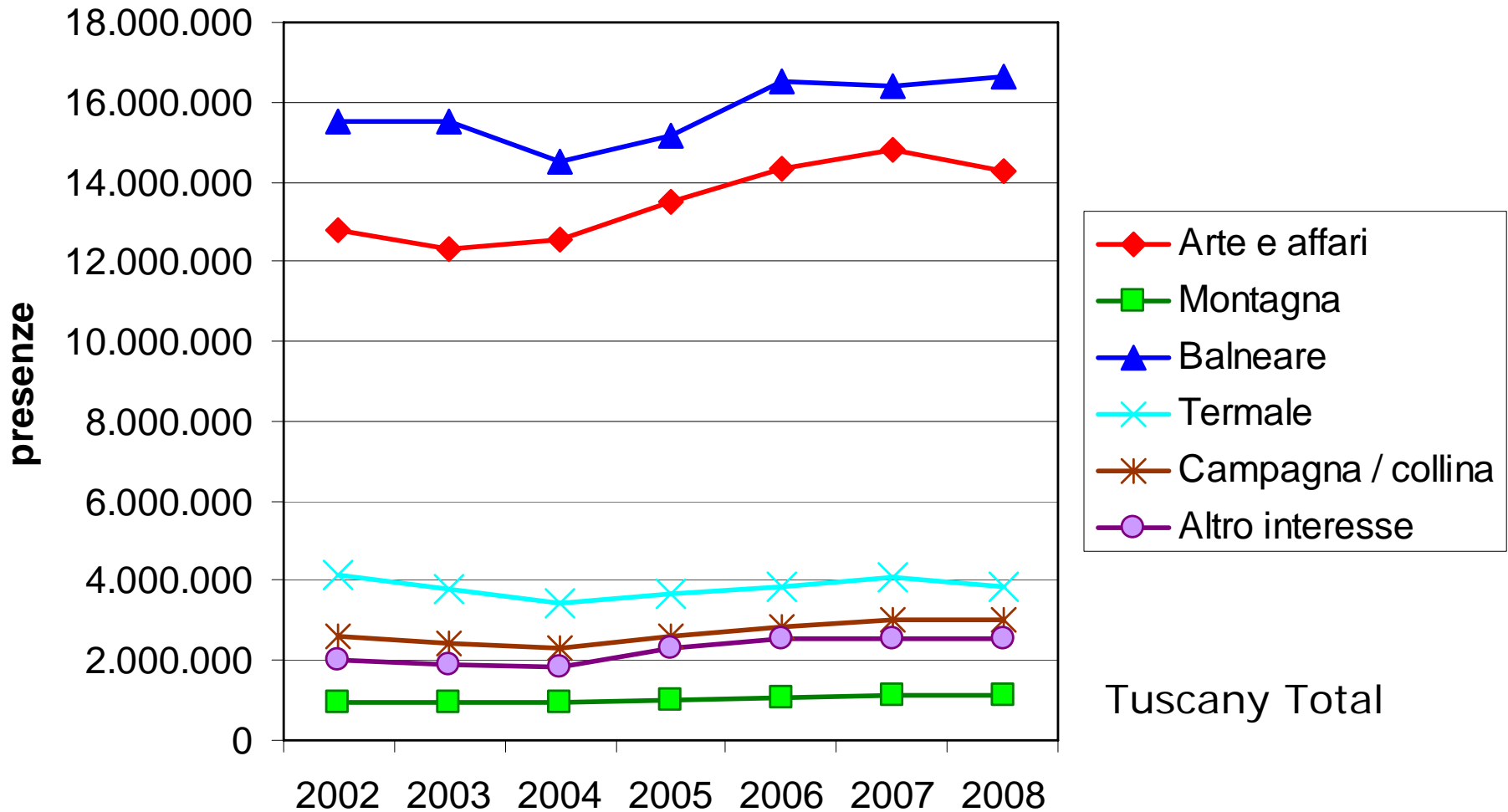
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# Project work

- ✓ **Planning**
- ✓ **Design**”
- ✓ **Development**
- ✓ **Integration**
- ✓ **Deployment**
- ✓ **Post-deployment**



# Tourist flow by resource



Tuscany Total

# Added values of NECSTouR

- Contribution to the creation of a European tourism policy
- Enhance NECSTouR activities

# Thank you for your attention!

## Further information and updates:



Network of European Regions for  
a Sustainable and Competitive Tourism

# NECSTouR

<http://www.necstour.eu>

Contact: [necstour.paca@bruxeurope.be](mailto:necstour.paca@bruxeurope.be)