Network of European Regions for
a Sustainable and Competitive Tourism
NECSTouR

Commissione
europea

"Pan-European dialogue between Cruise operators, Ports and Coastal Tourism stakeholders" (5-6 March)

NECSTouR:
Regional Cooperation for a Smart Cruise Tourism

Session 4: A new impetus for Regional Cooperation in Cruise Tourism

Jan Korthoudt
NECSTouR Executive Committee Member and Tourism Director of Flanders International Department
Brussels, 6th March 2015

Network of European Regions for
a Sustainable and Competitive Tourism

Abstract of the presentation:

- Why a network of regions ?
- NECSTouR: Blue Growth Working Group
- NECSTouR good practices Regional Cooperation for a Smart Cruise Tourism
- NECSTouR Project: MITOMED

NECSTouR

NECSTouR Mission

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 32 European Regions, associated with 8 representatives of the tourism enterprises, 7 tourism associations and 21 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

Network of European Regions for
a Sustainable and Competitive Tourism

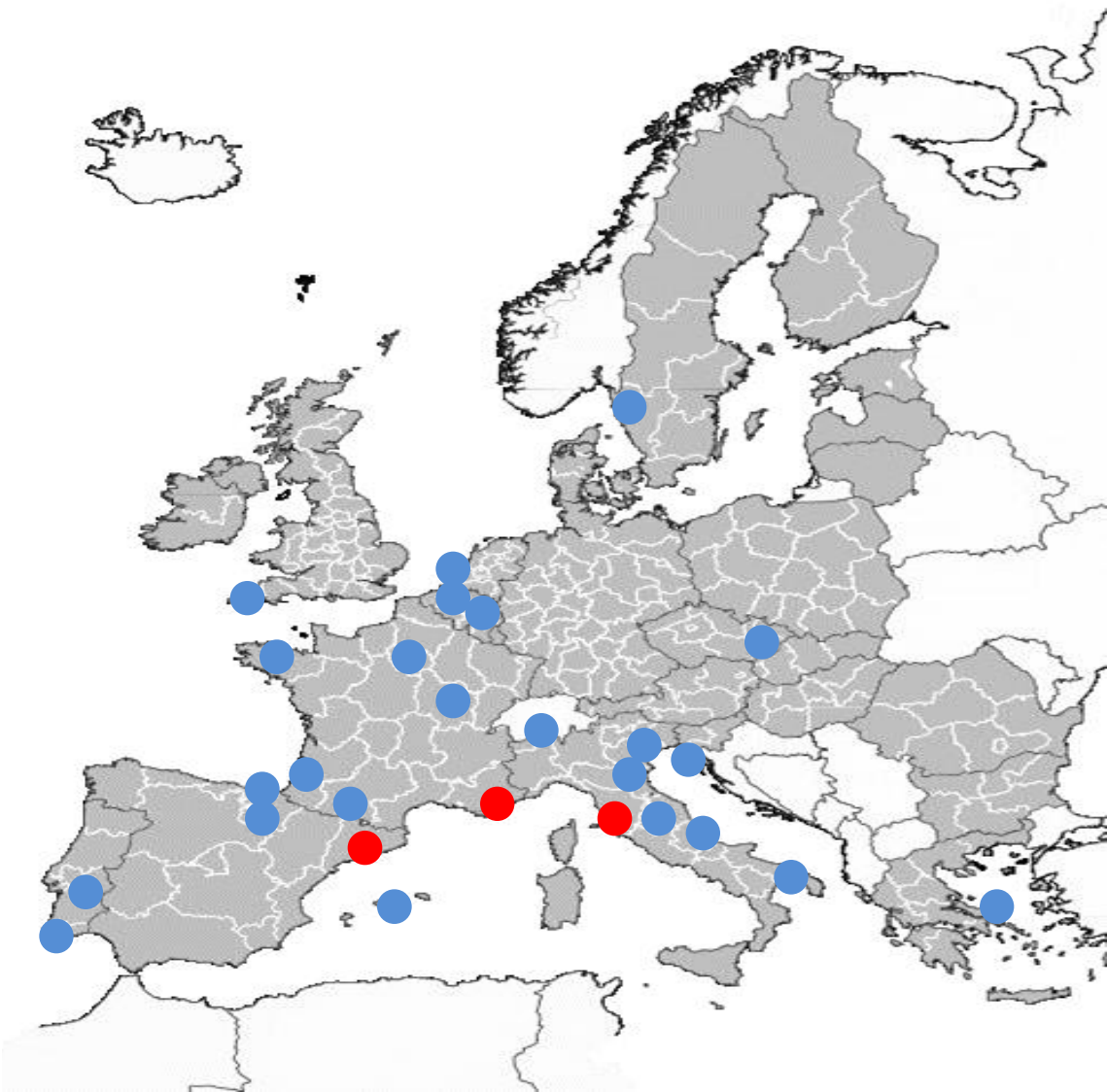
NECSTouR

Members

32 Regional authorities

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



NECSTouR

NECSTouR Activities

- 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

NECSTouR

NECSTouR C&M REGIONS

- **Portugal:** Algarve, Alentejo
- **France:** Provence-Alpes-Côte d'Azur, Aquitaine, Bretagne
- **Italy:** Emilia Romagna, Puglia, Tuscany, Veneto, Sardegna
- **Spain:** Catalunya, Islas Baleares, País Vasco, Andalucía, Galicia
- **United Kingdom:** Cornwall, Scotland
- **Belgium:** Flanders
- **Sweden:** Västra Götaland
- **Greece:** South Aegean Islands
- **Croatia:** Istria

Network of European Regions for a Sustainable and Competitive Tourism
NECSTouR

Total: 21/32 → 65% of the Network!

NECSTouR

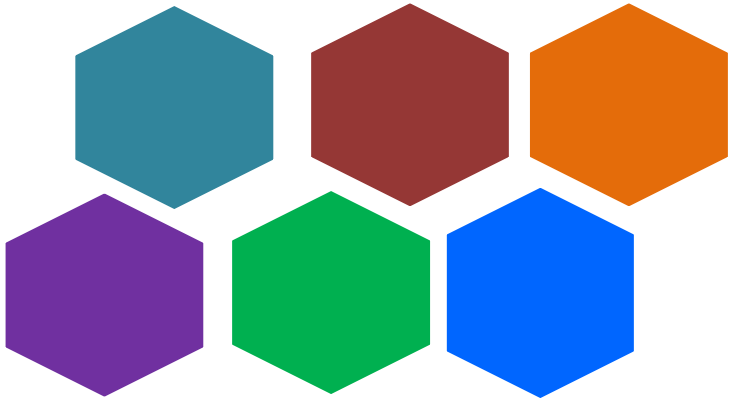
NECSTouR Blue Growth Working Group

NECSTouR models based on experience

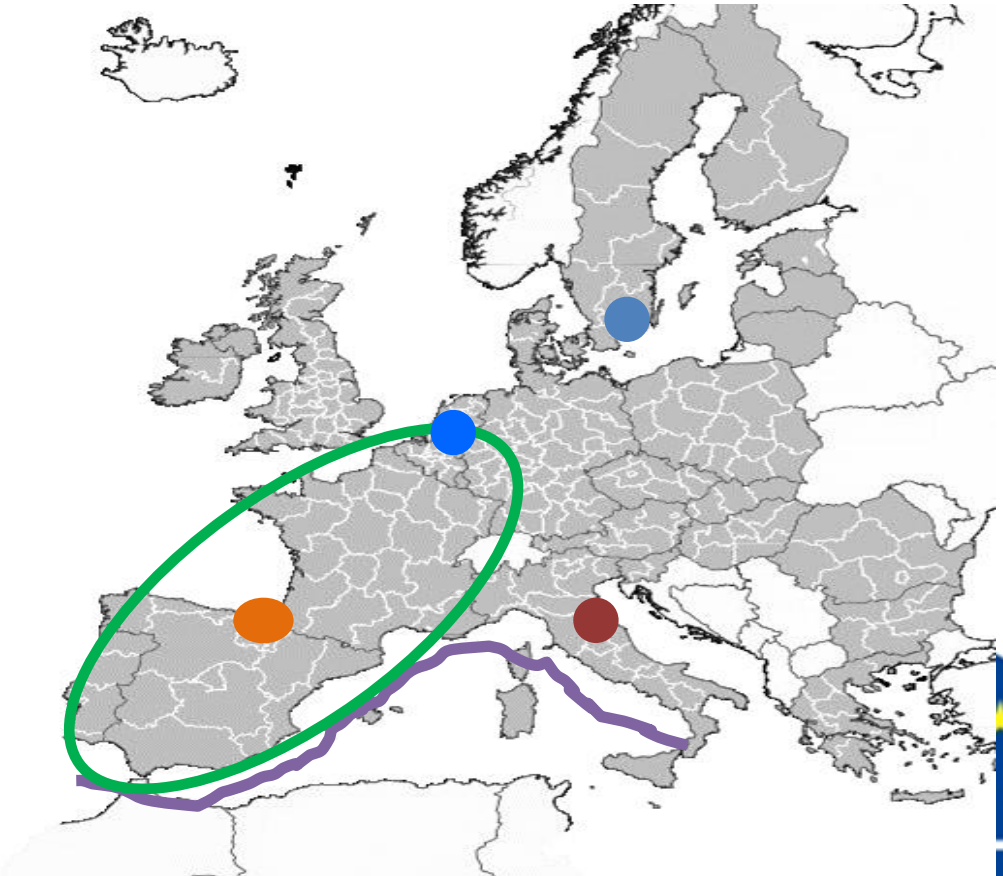
- → Flanders (BE)
- → Vastra Götaland (SE)
- → Emilia Romagna (IT)
- → Pays Basque (ES)
- → Odyssea
- → Fédération européenne des stations Nautiques (FEDETON)

→Ex Ante NECSTouR's Proposal to the European Commission for the COM 2014(86): « A European Strategy for more Growth and Jobs in Coastal and Maritime Tourism »

- **Odyssea and Fedeton** have been recognised as **Good Practices by the EC in the COM (2014) 86!**



Network of European Regions for a Sustainable and Competitive Tourism



Regional Cooperation for a Smart Cruise Tourism

ANDALUSIA: STRATEGIC PLAN FOR CRUISE TOURISM

Integration of Cruise Tourism in Regional Tourism strategy

Andalusian Government's Ministry for Tourism and Trade has presented the **Strategic Plan for Cruise Tourism** 2015-2016, which will allow the launching of **promotional and marketing** actions for this segment.

The strategic plan for the cruise tourism segment 2015-2016 includes the establishment of a **committee for the monitoring and evaluating the development of the plan.**

Stakeholders involved:

✓ **7 State Ports Authorities under the Ministry of Development of Spain in Andalusia:** Málaga, Seville, Huelva, Motril, Almería, Cádiz and Algeciras

✓ **Andalusian Government's Ministry for Tourism and Trade**

✓ **'Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía'** (piloting the strategy - affiliated entity to Andalusian Government)

✓ **'Suncruise Andalucía'** Association

Andalucía

JUNTA DE ANDALUCIA
CONSEJERÍA DE TURISMO Y COMERCIO

ANDALUSIA: STRATEGIC PLAN FOR CRUISE TOURISM

The action plan includes several Common Strategies:

- **Strategies related to the product image and collaboration with airports, major cruises associations**
- **Strategies related to the creation and development of cruise tourism products:** find complementarities with other related sectors, maximize number of excursions and products offered in each destination
- **Branding strategies**
- **Strategies related to a common tourism marketing, promotion and communication**
- **Strategies on line:** website, social media
- **Synergies with the trade sector:** adapting arrivals and time schedules of cruises
- **Analysis and measurement of Cruise Tourism in Andalusia**

"Bringing **Innovation + Research + Development** into cruise Tourism contributes to the development of a **diverse and sustainable tourism product** offer based on a better knowledge of the offer and demand.
This effort must focus on **endogenous tourism resources** contributing to its social and economic profitability, hence to its preservation"

Andalucía

JUNTA DE ANDALUCIA
CONSEJERÍA DE TURISMO Y COMERCIO

NECSTouR

BASQUE COUNTRY: Encouraging Cooperation in Cruise Tourism

BASQUE TOUR
agence basque de tourisme
basque tourism agency

Regional Initiatives encouraging cooperation between Cruises operators, Public Authorities and other Private Stakeholders

Who:

- **Municipality of Getxo** (where the Cruise Terminal of the Port of Bilbao is located)
- **Getxo Tourist Office**.
- **Private:** restaurants & bars, souvenirs-shop, taxi, monument – Bizkaia Bridge

Which activities includes:

- **Free shuttle-buses to the areas –around the beach and monument;**
- **Special offer for cruise passengers** <blue point> (DISCOVER the secret of the Basque cuisine & the best wines)

How to encourage sustainability and competitiveness of Cruise Tourism?

→ **Innerland experiences and product consumption**

- Providing **information to cruise passengers** before the trip or on the vessel about the ports/destinations they are going to visit, to inform about the resources and touristic potential of the region where they are going to disembark

"When the port of Pasaia hosts a cruise ship, **a tourist information point is installed on board** to inform passengers about tourism resources of Pasaia, Donostia-San Sebastian and the Basque Country in general with the goal of consuming local services"

PACA: Charter for Sailing and Fishing Ports

Région
Provence-Alpes-Côte d'Azur

Charter for Sailing and Fishing Ports in Provence-Alpes-Côte d'Azur

- Charter for the Sustainable Development of Sailing, Fishing and Marine Activities Ports, and for their Strategic Role in the Regional Territorial Planning -

Who:

- Piloted by **PACA region** -Maritime Department: who created the charter as facilitator and coordinator.
- Promoted by the **" Union de Ports de Plaisance":** in charge of dissemination of the charter toward the ports, the municipalities and the local actors

Goal:

- To **place the ports of PACA as a center of local development**, bringing benefits for all the territory regarding the social, economic, cultural local life.
- To **promote sustainable development of ports and harbors**.

NECSTouR

PACA: Charter for Sailing and Fishing Ports

Région
Provence-Alpes-Côte d'Azur

The Charter takes its roots from a real need coming from local actors willing to:

Overcome challenges:

- **Fisherman**: having difficulties to survive are trying to diversify their activity with other complementary activities such as Pescatourism
- **Nautical industries** experimented also great difficulties to sale their products and goods
- **Nautical heritage** is not very well enhanced
- **Accessibility** to persons with special needs.

Main benefits of the Chart are:

- The **port is included into the local life** as an entrance to the territory
- The **traditional activities** of the port such as the fishing are priorities but also are complementary to other such as tourism
- The local actors are "**federated**" under common guidelines
- **Framework for cooperation** between ports, public administrators, private and civil stakeholders

« The charter is **supported by all the actors of the territory** related to port's activities »

Network of European Regions for
a Sustainable and Competitive Tourism

ODYSSEA: Blue Tourism

Odyssea Blue Tourism (with its strategy "Odyssea Blue growth 2014-2020") integrates Cruise tourism

Offering to Cruise Operators:

- **Network and promotion of "Blue Ecotourism"** organized and structured along this **"Sea and Land" European cultural route**.
- **Reception of the cruise passengers** to permit them to discover what to do in the Port city but also in its regional destination, **for a better spread of tourism flows**
  - **Made by tourist offices in a place designed to promote Odyssea stopovers and to share the local specificities** (heritage, gastronomy, know-how…).
  - **Made on boat**, where videos are diffused about Odyssea routes and local specialties.

Odyssea Desk of information to discover a territory

Odyssea innovation : "Heritage wines", wines that tell a territory

- **Odyssea Ecomobility**: a bus with a guide and equipped with videos, takes cruise passengers to discover the coast and the hinterland (wineries or olive cooperative, museum…) in partnership with actors of sectors constituting the 4 themes of Odyssea stopovers: **Culture, Savors, Nature, Water and Sports**
- **Pass distributed to all cruise passengers** to have privileged reception and prices in local shops.

MITOMED

Projet cofinancé par le Fonds Européen de Développement Régional (FEDER)
Project cofinanced by the European Regional Development Fund (ERDF)

MITOMED – Project Outline

- **Programme:** *MED*
- **Duration:** July 2014 – June 2015
- **Partners:**

Tuscany Region – Tourism sector (IT) – Lead Partner	REGIONE TOSCANA
CNR-IBIMET (IT)	Consiglio Nazionale delle Ricerche Istituto di Biometeorologia
Girona University (ES)	Universitat de Girona e-MTA
Institute of Agriculture and Tourism - Poreč (HR)	Institut za poljoprivredu i turizam Poreč / Institute of Agriculture and Tourism Poreč
ANETEL - Larnaca (CY)	ΑΝΑΠΤΥΞΙΑΚΗ ΛΑΡΝΑΚΑΣ
NECSTouR - Bruxelles (EU)	Network of European Regions for a Sustainable and Competitive Tourism NECSTouR

Final Conference 13-14 May 2015 in Florence

Projet cofinancé par le Fonds de Développement Régional (FEDER)

Project co-financed by the European Regional Development Fund (ERDF)

L'Europe en Méditerranée
Europe in the Mediterranean

Objectives:

- to **promote an integrated management models of maritime and coastal (M&C) tourism in the Mediterranean**
- to **improve the governance of tourism** by providing orientations for future transnational actions and projects

Activities and Expected Results:

1. State of Art
2. List of Mitomed Indicators
3. Gap Analysis
4. Open consultation
5. **Action Plan for Maritime and Coastal Tourism in the Mediterranean**

NECSTouR

Conclusions for a SMART Cruise Tourism

Interregional and Transregional Cooperation is a must! Planning is needed to ensure a smooth cooperation and positive impacts:

- **Integrated Plan for Cruise Tourism in the Regional Tourism/Development Strategy**
- **Joint development strategy regarding cruise – inland tourism**

  →Involve **all representative actors** to develop effective measures and actions

  →Focus on **endogenous resources** contributing to territorial social and economic benefits and preservation

  →Bringing **Innovation + Research + Development** to the development of a diverse and **sustainable tourism product** offer based on a **better knowledge** of the **offer and demand**

  →Offer **Training** for cruise tourism stakeholders on the territorial offers
- **Develop a strategic action and marketing plan within the territory (inter regional cooperation) and with other neighbour ports (trans regional cooperation)**

❖ Cruise passengers are **Potential Future Tourists**

❖ Cruise tourism is not only a market of interest, but also an **interesting channel for international tourism projects within the territory**

JOIN US!

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**

NECSTouR

Thank you!

More info:

info@necstour.eu

@NECSTouR

www.necstour.eu

Network of European Regions for
a Sustainable and Competitive Tourism