

The 6 A's

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&

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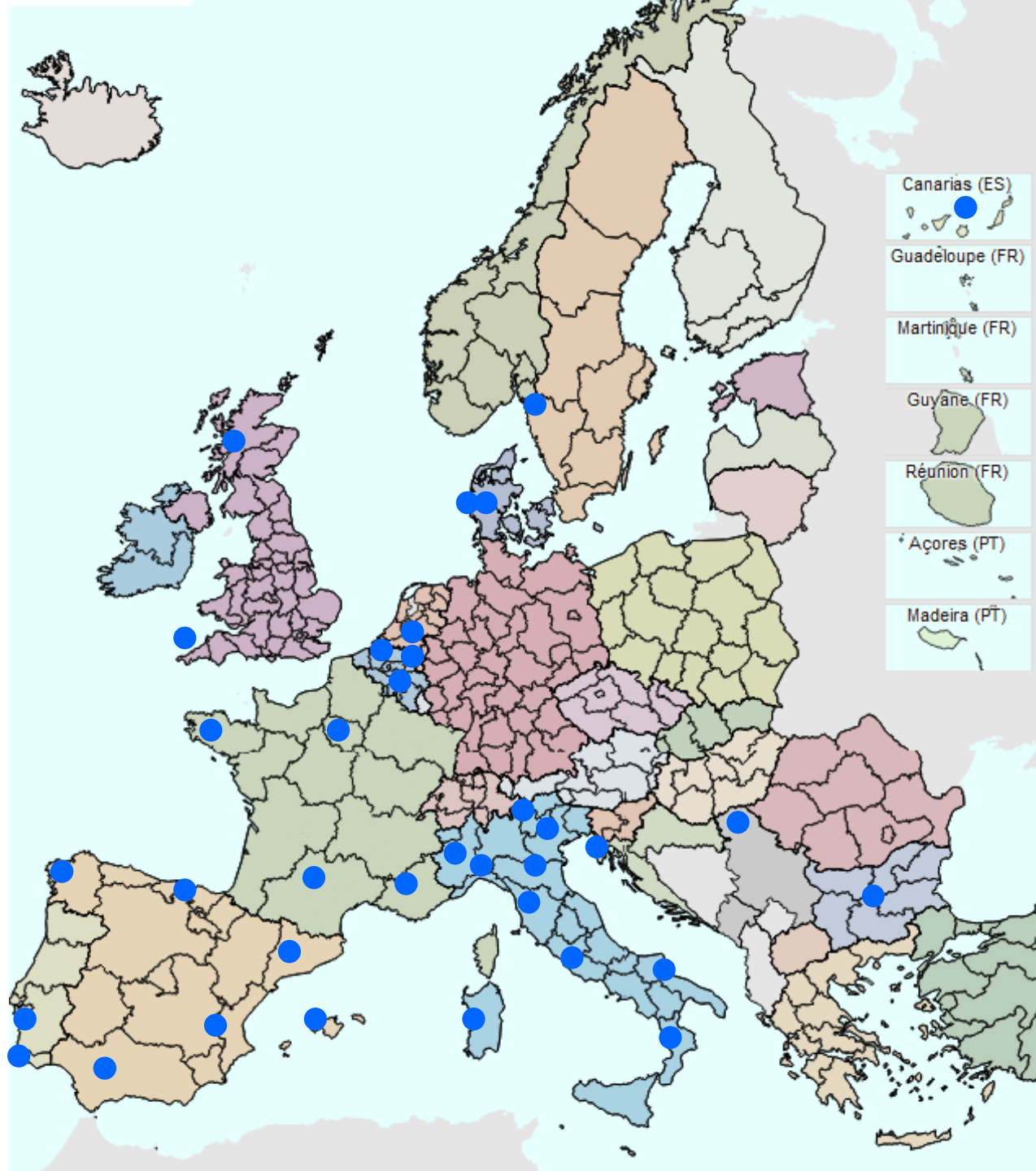
Network of European Regions for
a Sustainable and Competitive Tourism

NECSTouR

Who is NECSTouR?

**35 regions
representing
18 EU member
states**

**33 academic &
associated
members**



What is the NECSTouR strategy?



VISION

Building up a Touristic Europe based on sustainable and competitive 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*



The NECSTouR working groups

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.



Objectives NECSTouR working group **Smart Destinations**

1. To ensure NECSTouR destinations are able to adapt and mitigate to climate change effects while contributing to their sustainability
2. To participate in the 2017 International Year of Sustainable Tourism for Development



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

Examples of NECSTouR members and Limburg on:

- > Energy efficiency
- > Protection of natural resources
- > Environmentally friendly measures



Explained by the 6A's of the
Organization Chart of a Destination,
...as developed by the
Tourist Board of South Limburg



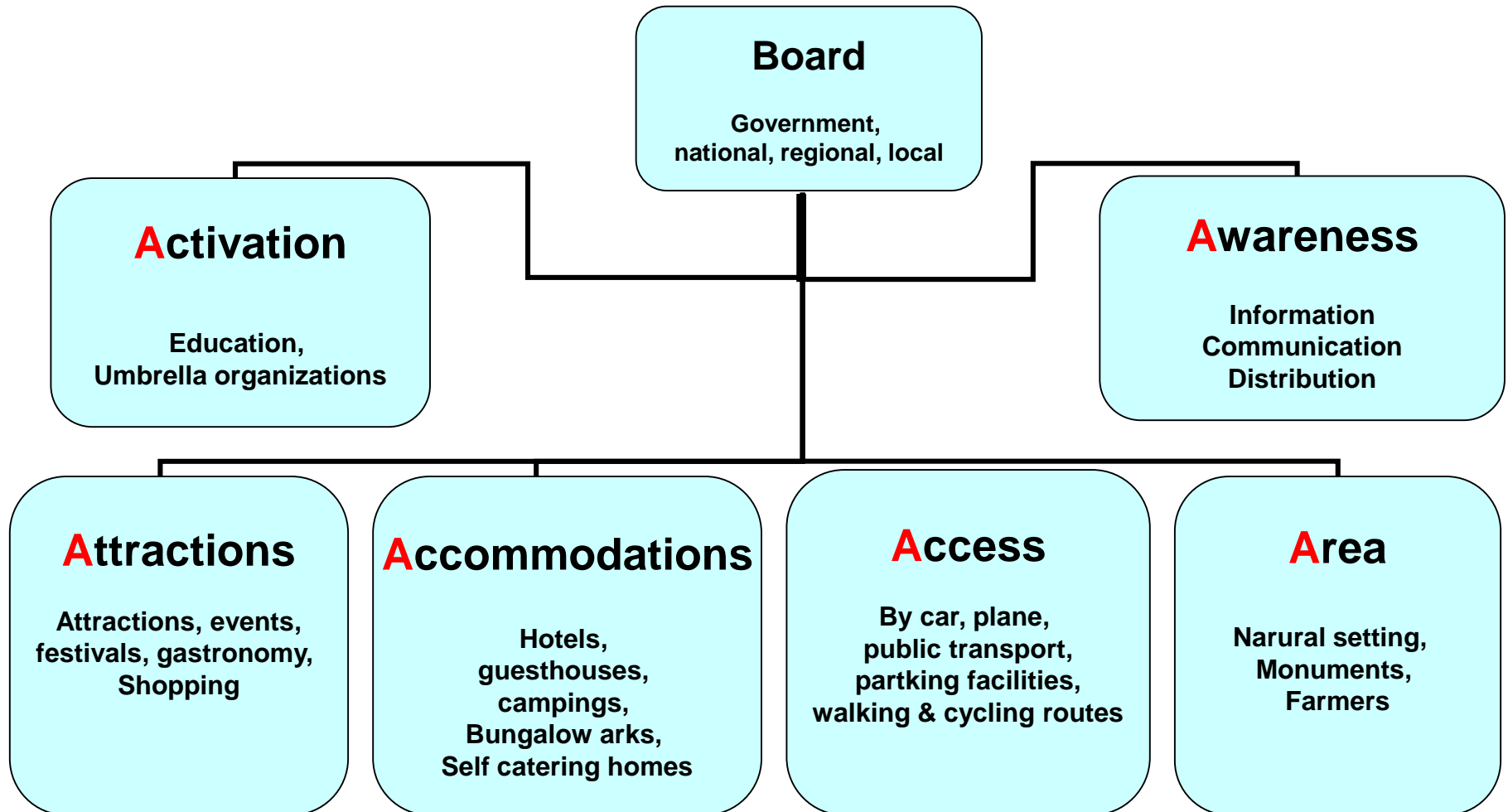
South-Limburg, most southern part of the Netherlands and the center of Europe



**South Limburg, 160 years of
flourishing tourism, due to our
investment in the 6 A's**



Organization Chart of a Destination, with the 6 A's

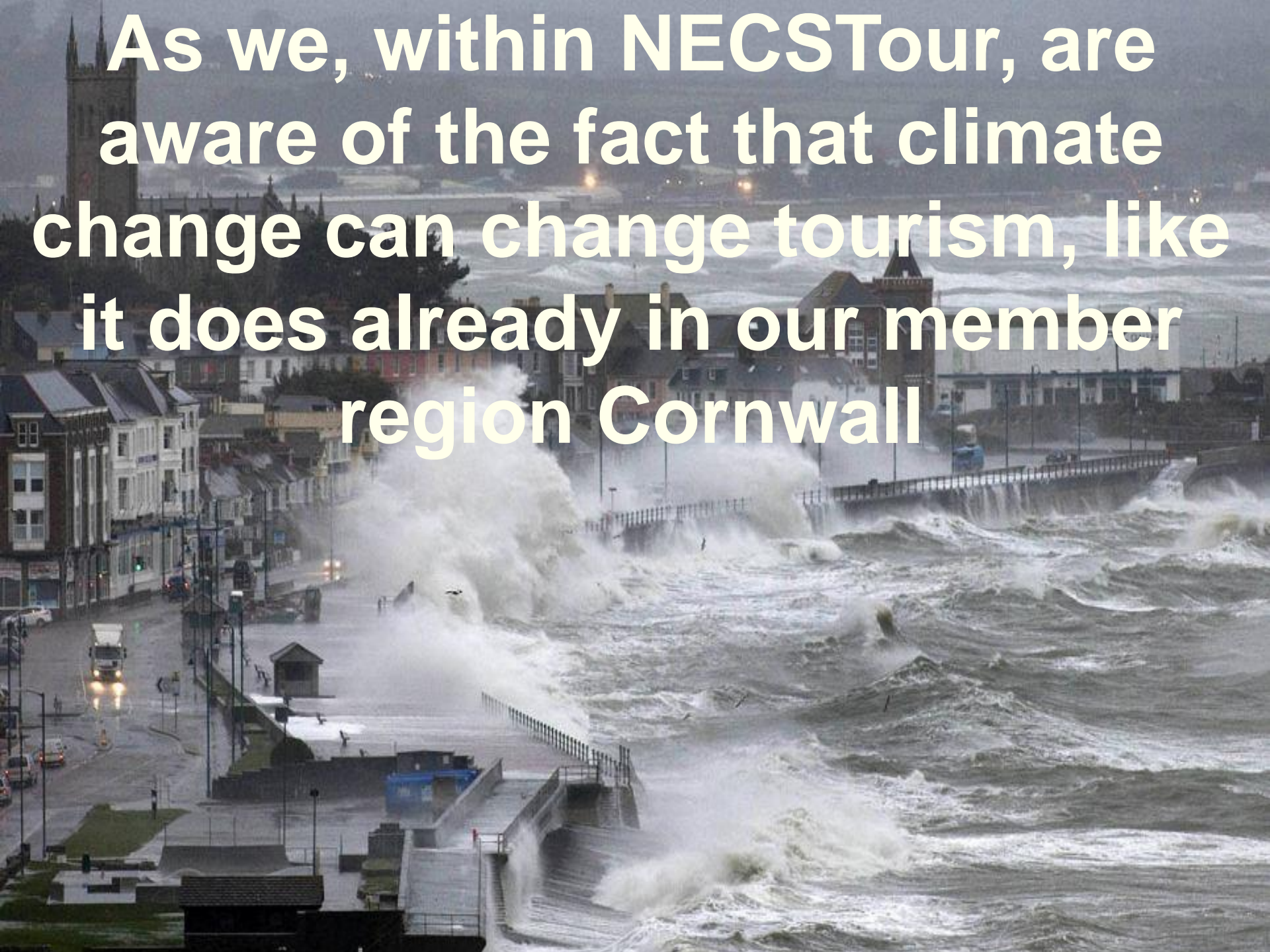


We start with the A of Area (scenery)

**With examples from NECSTouR
regions who invest in a wise way in
their natural settings and who try
to overcome climate change
effects.**



As we, within NECSTour, are aware of the fact that climate change can change tourism, like it does already in our member region Cornwall



Example NECSTouR: Mitomed+

Startpagina Over

Twitter doorzoeken



Tweets **49** Volgend **48** Volgers **104** Vind-ik-leuks **50**

Mitomed+

@MITOMEDplus_

Geregistreerd in maart 2017

11 foto's en video's



Tweets Tweets en antwoorden Media

Vastgemaakte Tweet



Mitomed+ @MITOMEDplus_ · 5 okt.

Training session on Community Building Database in order to create synergies and externalize the @MEDCommunity3_1



Mitomed+

Interreg Med Programme 2017- 2020

- **Objective: to set up a Mediterranean maritime and coastal tourism management model for the Mediterranean destinations.**
- **How:**
 - Establish a set of indicators to monitor and manage tourism in this area
 - Establish a green beach model for the Mediterranean tourism destinations



Example Limburg: building new attractions on former coal mine sites

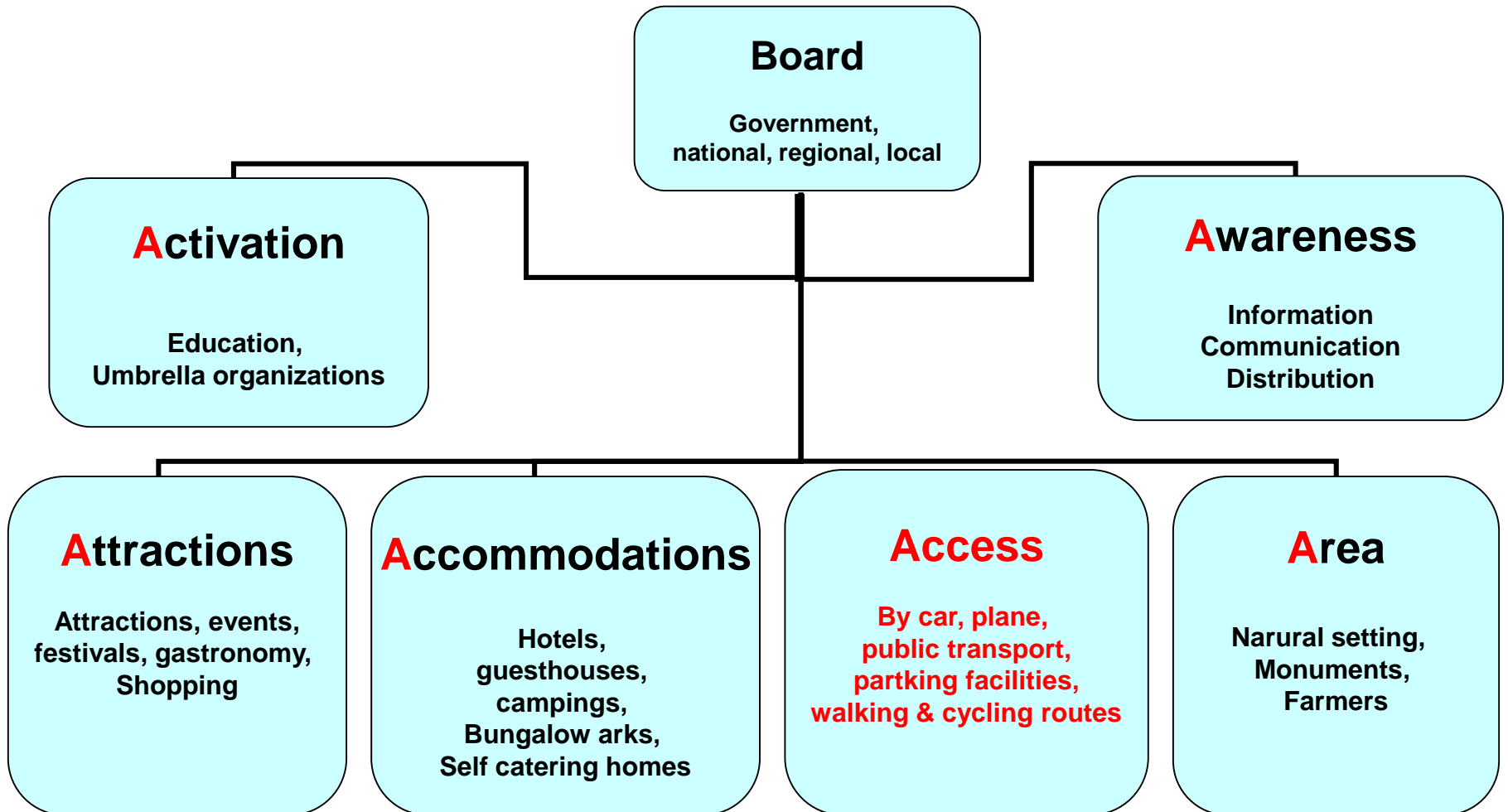


And not in or close to nature sites!

With this “from black to green” strategy we were the 1st WTTC Tourism for Tomorrow Award winner in the Netherlands (2016)



The A of Access



Example NECSTouR: Hiking Europe, walking and much more



CATALONIA ▾

DONEGAL ▾

DUBROVNIK-NERETVA ▾

EMILIA-ROMAGNA ▾



Island Mljet

📍 Dubrovnik-Neretva



Just off the Dubrovnik coast, Mljet is a magical island where Mother Nature has bestowed some magnificent gifts. The

INTEREST LINKS

- [📍 Island Mljet](#)
- [📍 National Park Mljet](#)



OV-ToerPas Zuid-Limburg

2 dagen reizen voor € 9,95

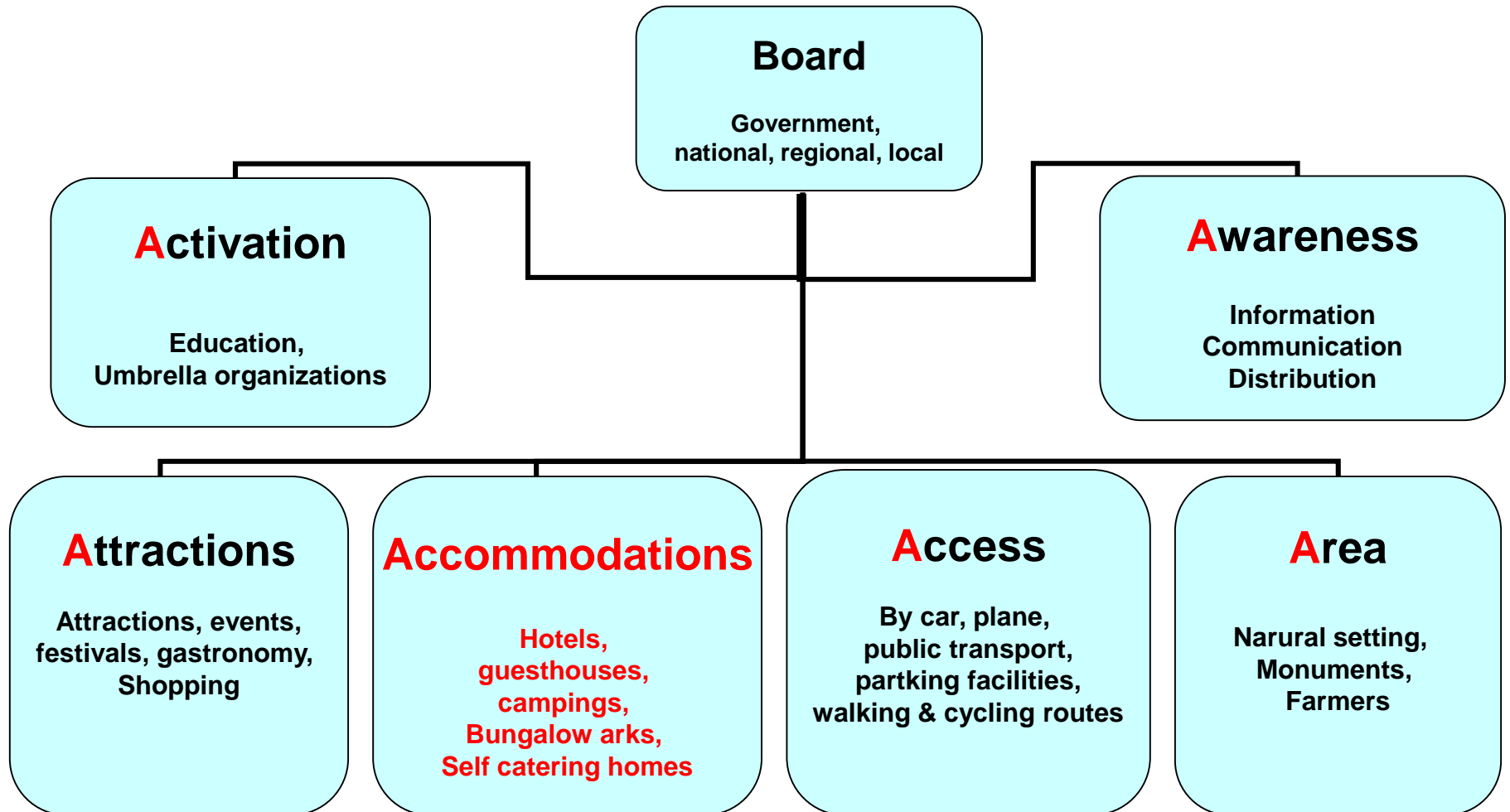
Na 09.00 uur geldig in alle Veolia-busser
in Zuid-Limburg & lijn 50 van/naar Aken
Voorwaarden zie www.veolia-transport.nl



5313094441600

Example Limburg: less car use by offering a Tourist Bus Ticket with reduction on the entrance to attractions

The A of Accommodations



Example NECSTouR: NeZEH, Nearly Zero Energy Hotels



Example Limburg:

A “side-effect” of
NeZEH,

Our Sustainability
manual



It helps our SME’s to
perform sustainable
within their ability.

DUURZAAMHEIDSHANDBOEK VOOR KLEINE ACCOMMODATIES IN ZUID- LIMBURG



Door VVV Zuid-Limburg

Begeleiders:

Prof. Dr. Dirk Reiser (Cologne Business School)

Henriette Stieger (COMPASS GmbH)

Uitgevoerd door:

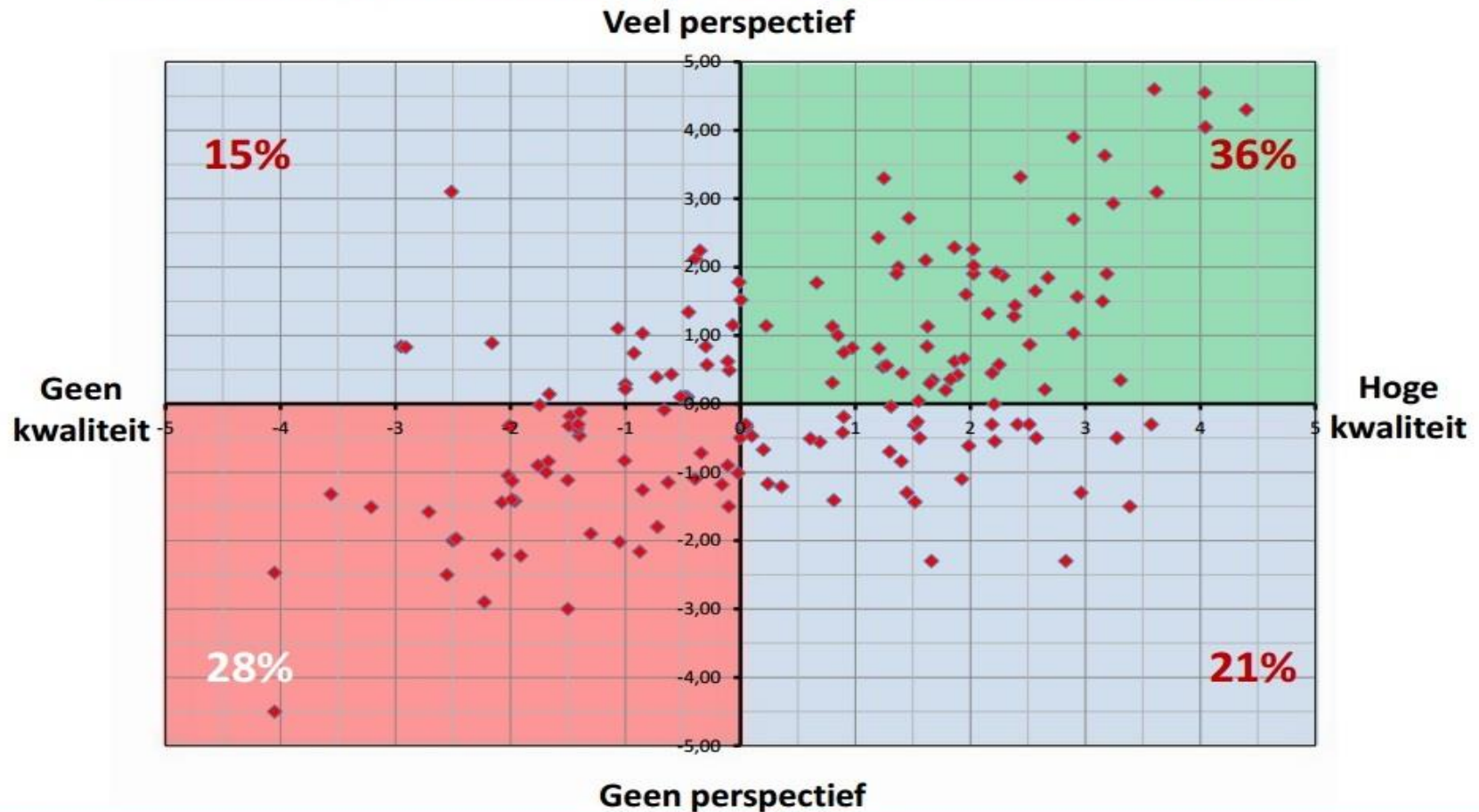
Studenten van de masteropleiding ‘Sustainable Tourism Management’ (Cologne Business School):

Nicole Bosquet, Benjamin Kapitel, Agshin Nematov en Isabell Wulfsberg

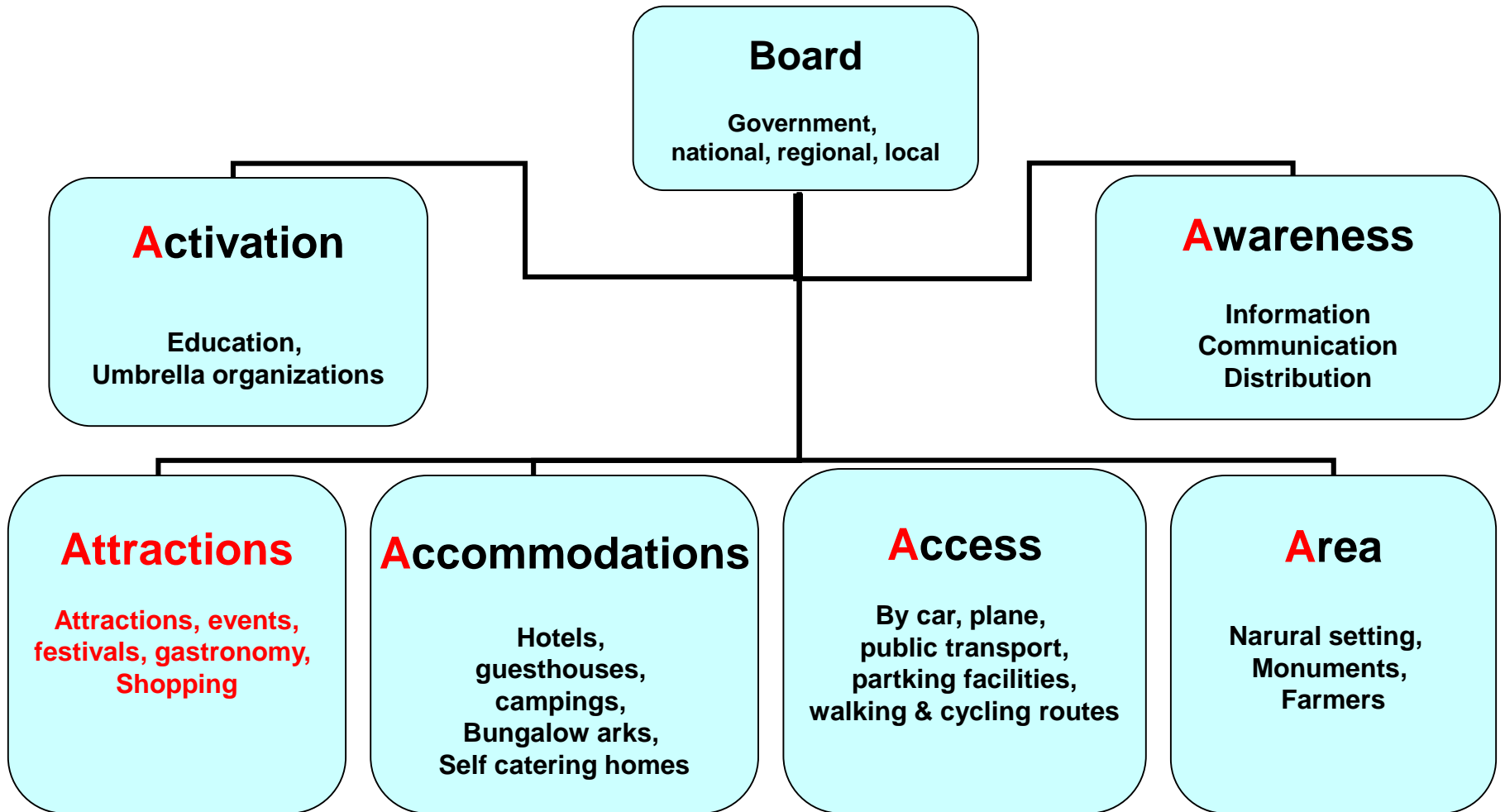
Example Limburg: vitality scan for hotels and bungalow parks with action plan

Diagnose

Positionering van Limburgse verblijfsrecreatiebedrijven




The A of Attractions


















NECSTouR Example:

“Welcome to the Farm”, Catalonia

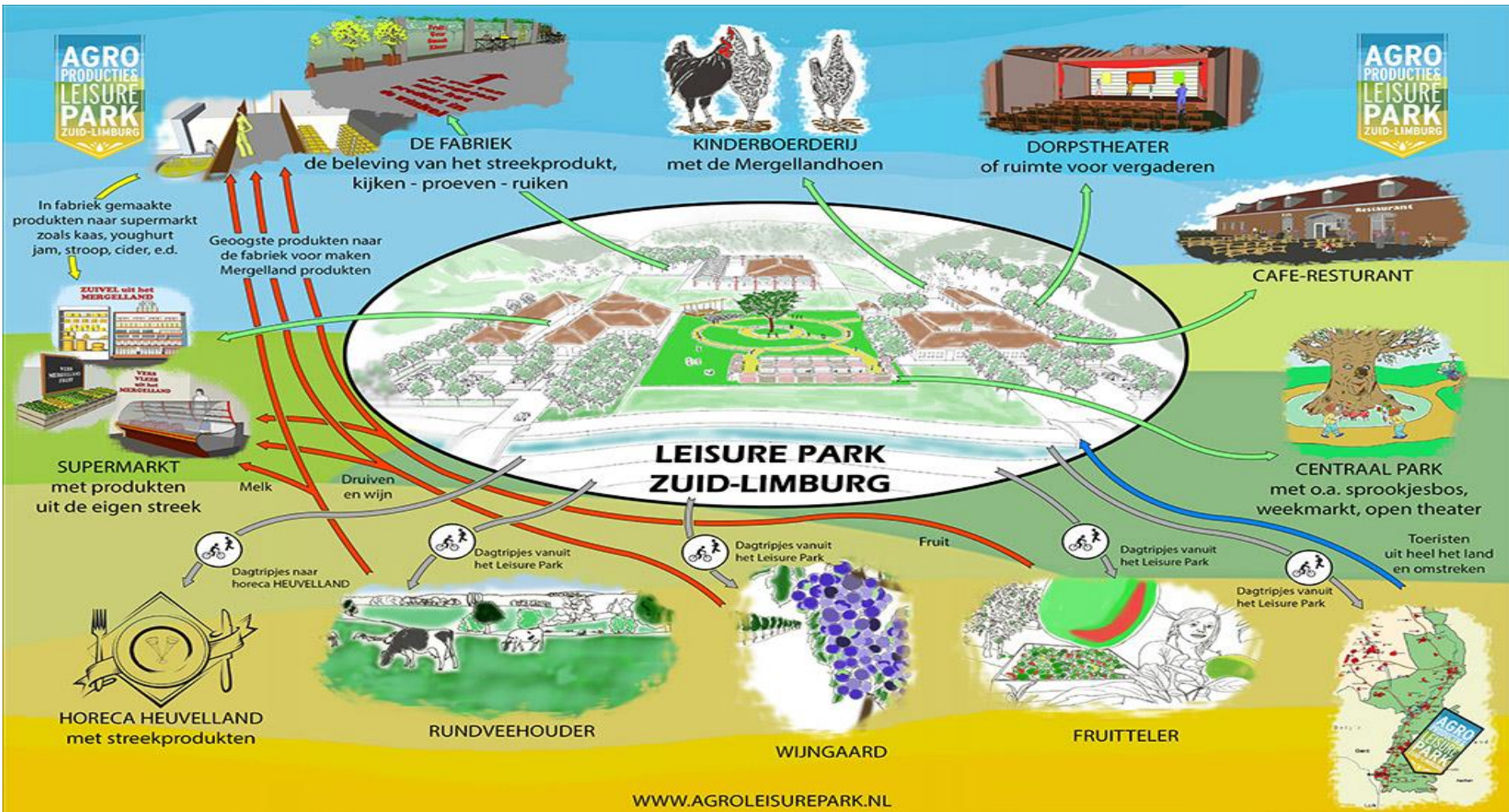
3, 4 and 5 June 2017
PLAN A COMPLETE WEEKEND



		
Meat and charcuterie	Cheese and milk products	Fresh fruit
		
Dried fruit and nuts	Aromatic herbs, honey and other sweet things	Legumes
		
Oil and olives	Fish, shellfish and derivatives	Greens, vegetables and fungi
		
RESTAURANTS	ACCOMMODATION	ACTIVITIES
		



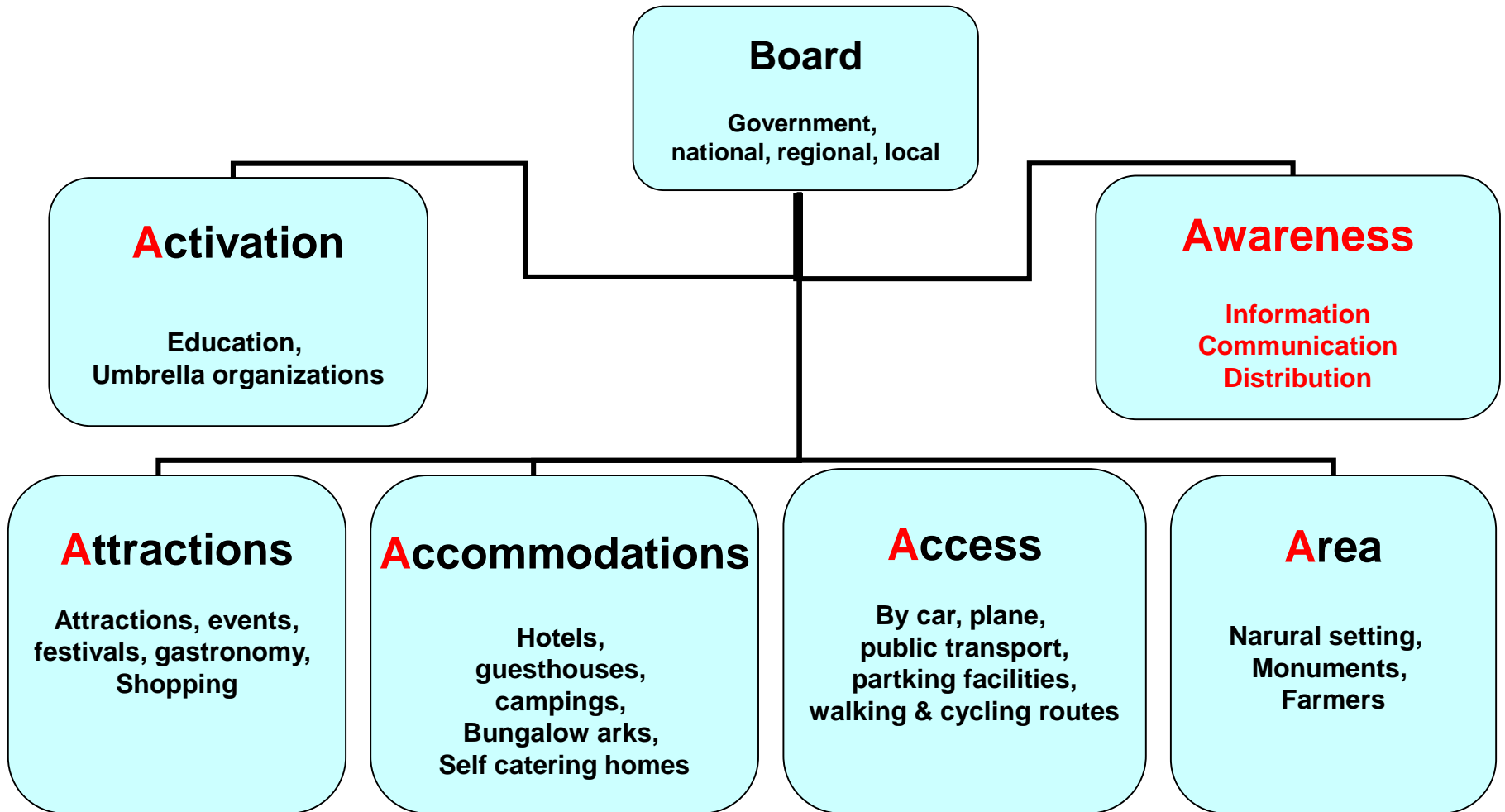
Example Limburg (in planning): retail & distribution of regional agricultural products





Example Limburg: we created a season of 12 months. Here our world famous Christmas markets in the caves of Vakenburg

The A of Awareness



Example NECSTouR: ECOLABEL, Communication is Power

Make your
holidays
greener
with **EU
Ecolabel**



Example Limburg: communicating sustainability in every phase of the decision making process of the guest



**Meaning we do not tell stories that
are not sustainable!**



Instead we link ourselves to initiatives that have sustainability in their DNA

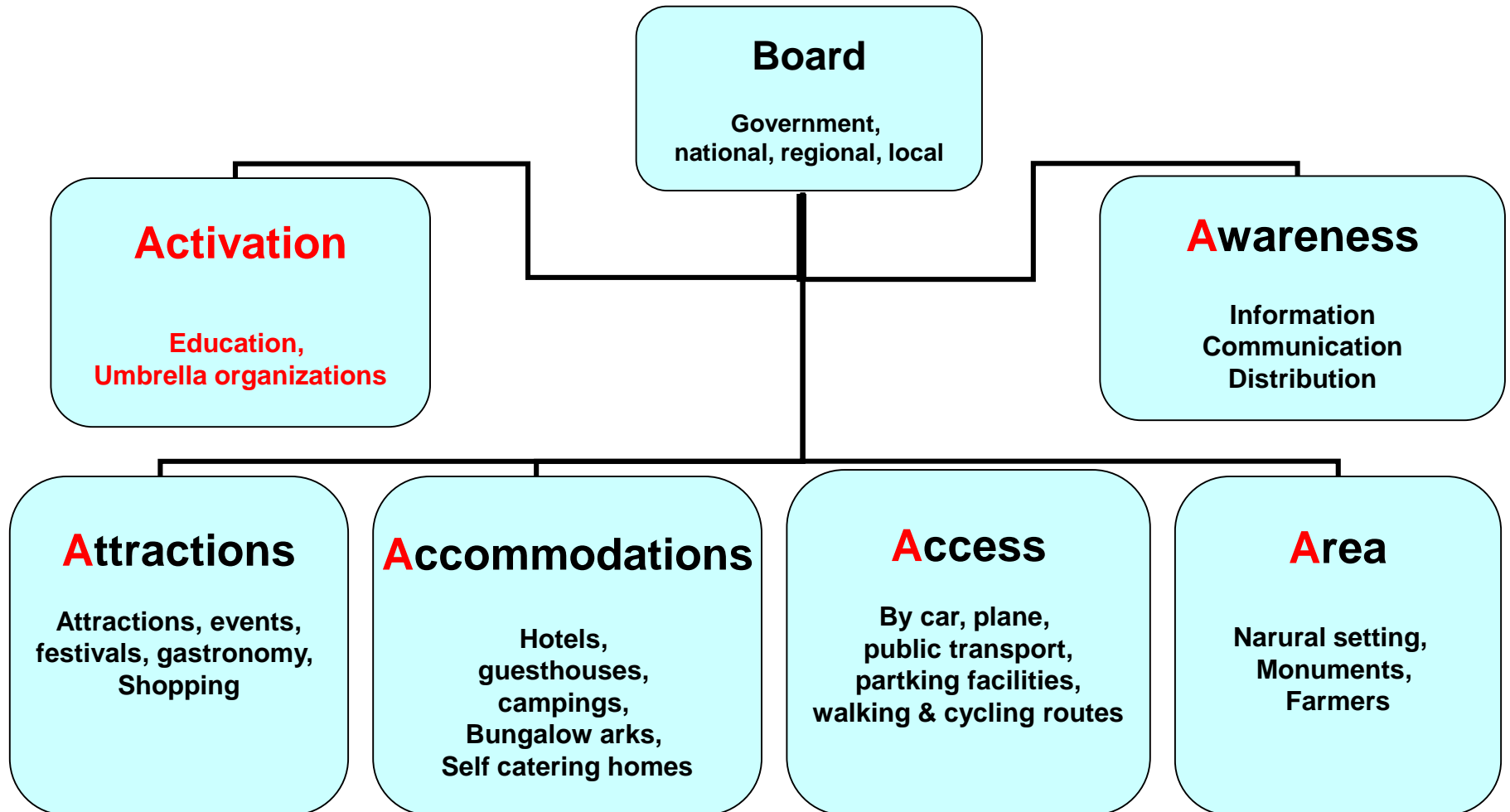


EDEN

Discover Europe's hidden treasures



The A of Activation



Example Limburg:

**Activating SME's
with a task force
“Zuid-Limburg
Duurzaam”**

**That started with a
a thematic year...**



**Duurzaam
toerisme
voor Limburg**

Task force “Zuid-Limburg Duurzaam”

- We developed our “**10 principles**” **storyline**
- We appointed **1 employee** who manages our road to sustainable tourism
- We organised a **theme year** with a fun kick off
- We organise(d) **workshops, meetings**, et cetera
- We have **account managers** who activate SME’s
- We created a **communication campaign**
- We started to collect ‘**labels**’ to make SME’s proud
- We offer **incentives** for front runner SME’s



**“Zuid-Limburg Duurzaam”,
our kick of...**



**PS: to activate our SME's, we speak
their language, meaning we don't
talk academic and meaning we
organise meetings that are fun**

We prefer telling stories of those SME's who perform sustainable



[Te doen](#)

[Omgeving](#)

[Overnachten](#)

[Eten & Drinken](#)

[Agenda](#)

[Blogs](#)

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Offering incentives to those that invest! Like funding for solar e-bike charging points.



Lessons learned in South Limburg

- To become sustainable as a tourist destination you have to be active in **all 6 A's**. Not just 1 or 2.
- **SME's are no academics**. So communicate in an understandable way and keep it simple to participate
- **If your political leaders have no green ambition**, green tourism is likely to fail, as non-ambitious politicians will not take the unpopular measures that often go with sustainable tourism.
- **The road is the goal**, but having a quick **1st success** is key to create pride and to get SME's to walk that green road



Thank you for your attention!

More info on:



www.necstour.eu



www.vvvzuidlimburg.nl