

- **ERNEST**
- # **Final Conference Conclusions**
- **NECSTouR**
 - **ERNECSTouR ?**

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Conference Conclusions

1. INTUITION
2. WILL

2007 A unique network NECSTouR
2008 A unique project ERNEST

CONVICTION!

Positive Experiences in a complicated field and complex programme and facing successfully unforeseen challenges

- Beyond classical borders:
→ 15 partners from 9 countries worked together
- Beyond regional cooperation → joint programming
- Beyond the capitalization and exchange of good practices
→ Virtual visits & Evaluation
- Beyond classical research → innovative support tools
- Beyond projects → Integration in the local/regional strategies
- Beyond dialogue → Social Dialogue



ernest
European Research Network
on Sustainable Tourism



KEY CONCEPTS

**SUSTAINABILITY, ACCESSIBILITY, ECOLOGY,
INNOVATION, GOVERNANCE, ECO TOURISM,
MEASUREMENT, SAFETY, DIALOGUE,
SEASONALITY, PUBLIC / PRIVATE,
INTEGRATION, TRANSPORT SYSTEM**

KEY PROJECTS



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**SUSTAINABLE COMPETITIVENESS
OF THE TERRITORY ?**



NECSTouR

...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:

COM 2010-352:

KEEPING EUROPE, THE WORLD N 1 TOURISM DESTINATION

(4 Axes – 21 Actions)

“Action 11: Develop, on the basis of NECSTouR or EDEN, a system of indicators for the sustainable management of destinations. Based on this system, the Commission will develop a label for promoting tourist destinations.”

26 Regional authorities (NUTS 2)

Portugal: Alentejo, Algarve

Netherlands : Zeeland

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

Italy: Emilia Romagna, Puglia,
Tuscany, Umbria, Veneto,

Spain: Catalunya, Islas Baleares, La
Rioja, País Vasco

United Kingdom: Cornwall Region

Belgium: German-speaking
Community of Belgium Region,
Flanders

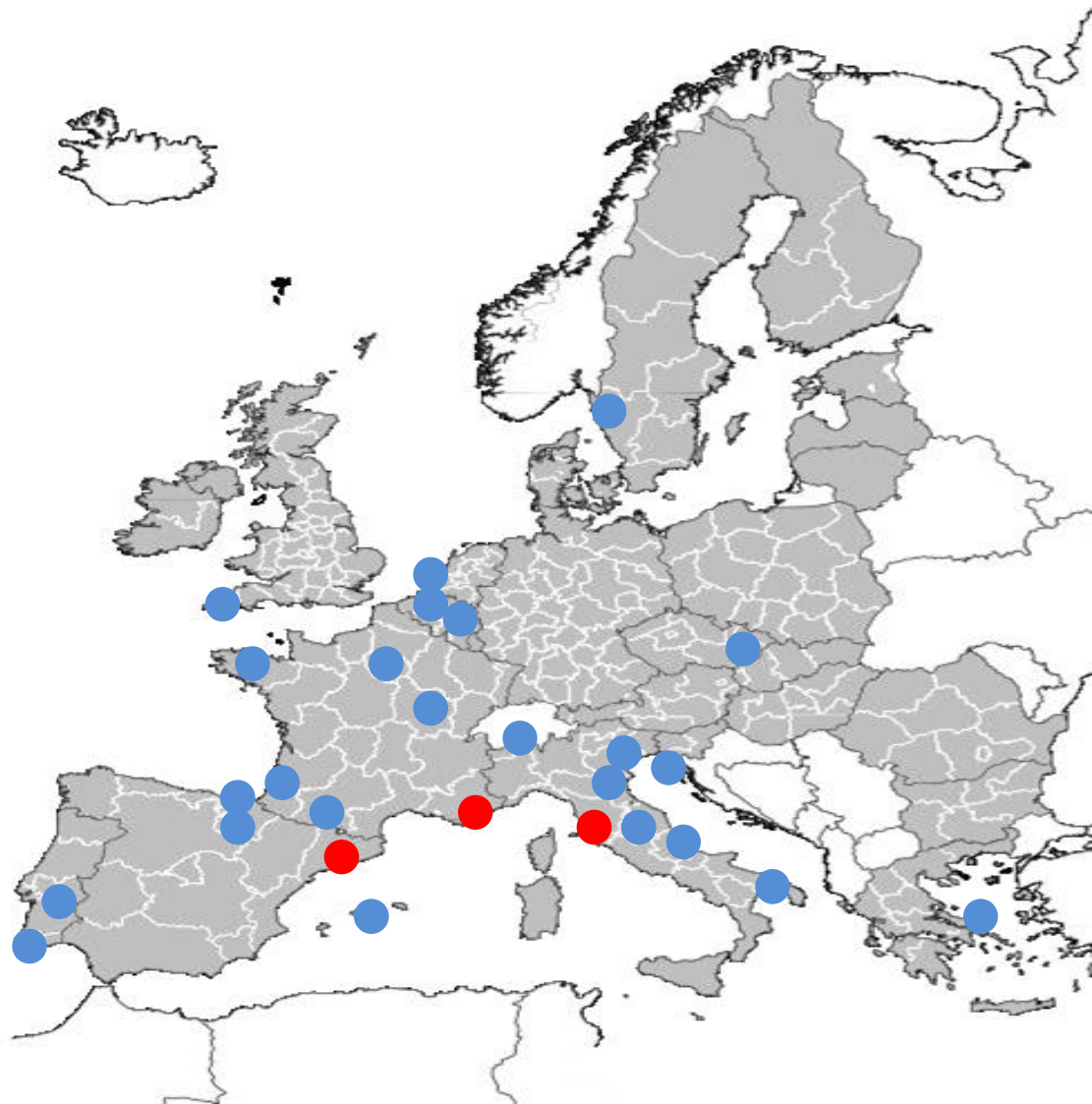
Switzerland: Valais Region

Sweden: Västra Goteland Region

Czech Republic: Zlín Region

Greece: South Aegean Islands

Croatia: Istria



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

➤ **Representatives of the Tourism Enterprises**

- Austrian Federal Economic Chamber (WKÖ)
- Croatian Chamber of Economy (HGK)
- Forum of the Adriatic and Ionian Chambers of Commerce (FAICC)
- French Chambers of Commerce and Industry Assembly (ACFCI)
- Italian Association Responsible Tourism & Legacoop Tourism
- National Tourism Research Institute (ISNART)

➤ **Representatives of the Sustainable Tourism Associations**

- Sustainable Tourism Working Group – National Association Coordination Italian Agenda 21 (1991-2015)
- European Institute of Cultural Itineraries
- Legambiente Turismo
- Federcultura
- Observatory of Tourism Islands in Europe (OTIE)
- Coastal and Marine Union
- Statistic Institute for Northern Europe (NIT)
- European Federation of Nautical Stations

➤ **Representatives of the Academic sector**

- Centre for Cooperative Research in Tourism (CICtourGUNE)
- City of Culture and of Sustainable Tourism (CCTD)
- Ciudad de la Energía (CIUDEN)
- European University for Tourism in Albania
- University of Girona
- Fondazione Campus Studi del Mediterraneo
- Centro Nazionale di Ricerca (CNR)
- Luiss University of Rome - Faculty of Economics
- School of Business in Prague (VSO)
- University of Malta
- SiTI- High Institute for Innovative Territorial Systems
- The Polytechnical Institute of Leiria
- University of Economics in Prague (VSE)
- University of Florence
- University of Pisa

- 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 a Bottom up **CONTRIBUTION**:
Monitor, contribute and influence the European Tourism Policy developments;

Thematic Approach - NECSTouR Priorities

- 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**

1. NECSTouR Indicators Taskforce: Alentejo

- Analysing the TSG Indicators through the regional statistical systems
- Exchange of innovative experiences of regional authorities for measuring sustainable tourism
- Cooperation with INRoute (UNWTO)

2. Governance of Cultural Routes: IECR + Bask Country

- Analysing the governance of the existing cultural routes in order to create a toolkit of good governance for the creation and development of cultural routes,
- Use of Regional indicators to measure the impact of cultural routes
- Cooperation with the Council of Europe – Joint Management Programme

3. Territorial planning and Tourism: Cornwall + Valais

- Analysing the links between landscape and Tourism
- Exchange of experiences of local conflicts between residents, public authorities and service providers concerning nature
- Cooperation with ENELC (Local and Regional Authorities for the Landscape Convention)

NEW 4. Blue Growth: Zeeland

- Analysis of the existing tools of sustainable tourism for coastal, nautical and marine destinations
- Exchange of experience in public-private governance models of the » sea »

NEW 5. Accessible Tourism: Veneto + Ile de France

- Collect the good practices of accessible tourism in regional strategies
- Promote accessible tourism as sustainable tourism
- Developing project within the EC Preparatory Action

NEW 6. Structural Funds: Istria + Tuscany

- Collect the experiences of NECSTouR Regions in financing tourism via the structural funds
- Develop a manual to integrate tourism in the next programming period of SF
- Lobby for the Regions to integrate tourism in their OP



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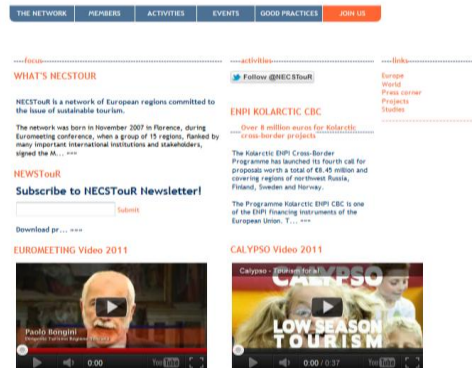
NECSTouR

Communication

NEWSLETTER



WEBSITE



TWITTER



EVENTS

EACH YEAR :

1. General Assembly
2. Regional Conference :
(2010 Landscape, 2011 Destination management model,
2012 Sustainable Regional Branding)

3. European Tourism Day
4. European Tourism Forum
5. Open Days

+EVENTS OF MEMBERS:

Euromeeting (cultural tourism), Regions 4 a Creative Europe,

Web sustainable tourism Day → 21 November

Internal newsletter HOP-ON

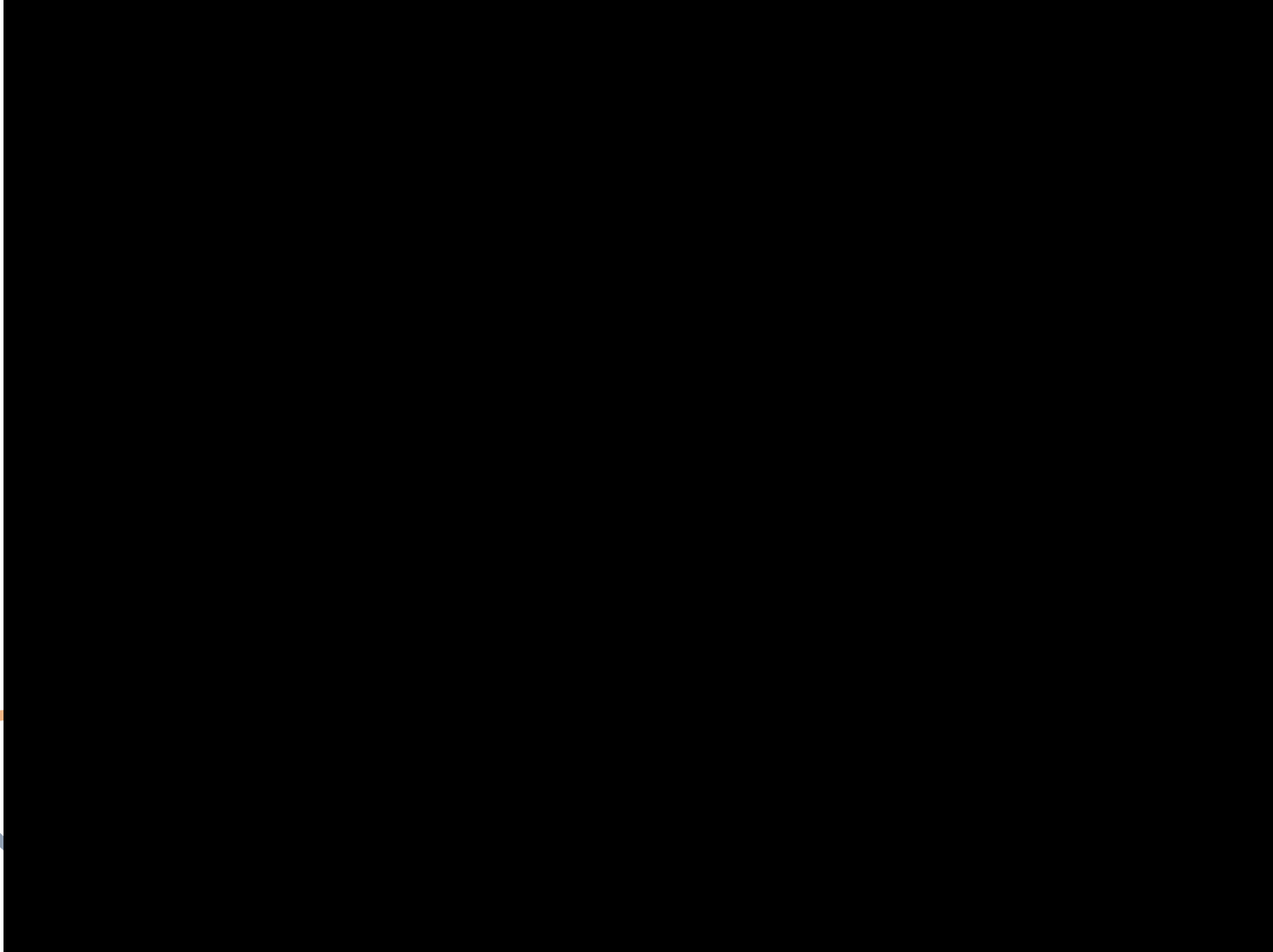




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GOOD PRACTICES

Integrate NECSTouR Good Practices with NETJAC tool

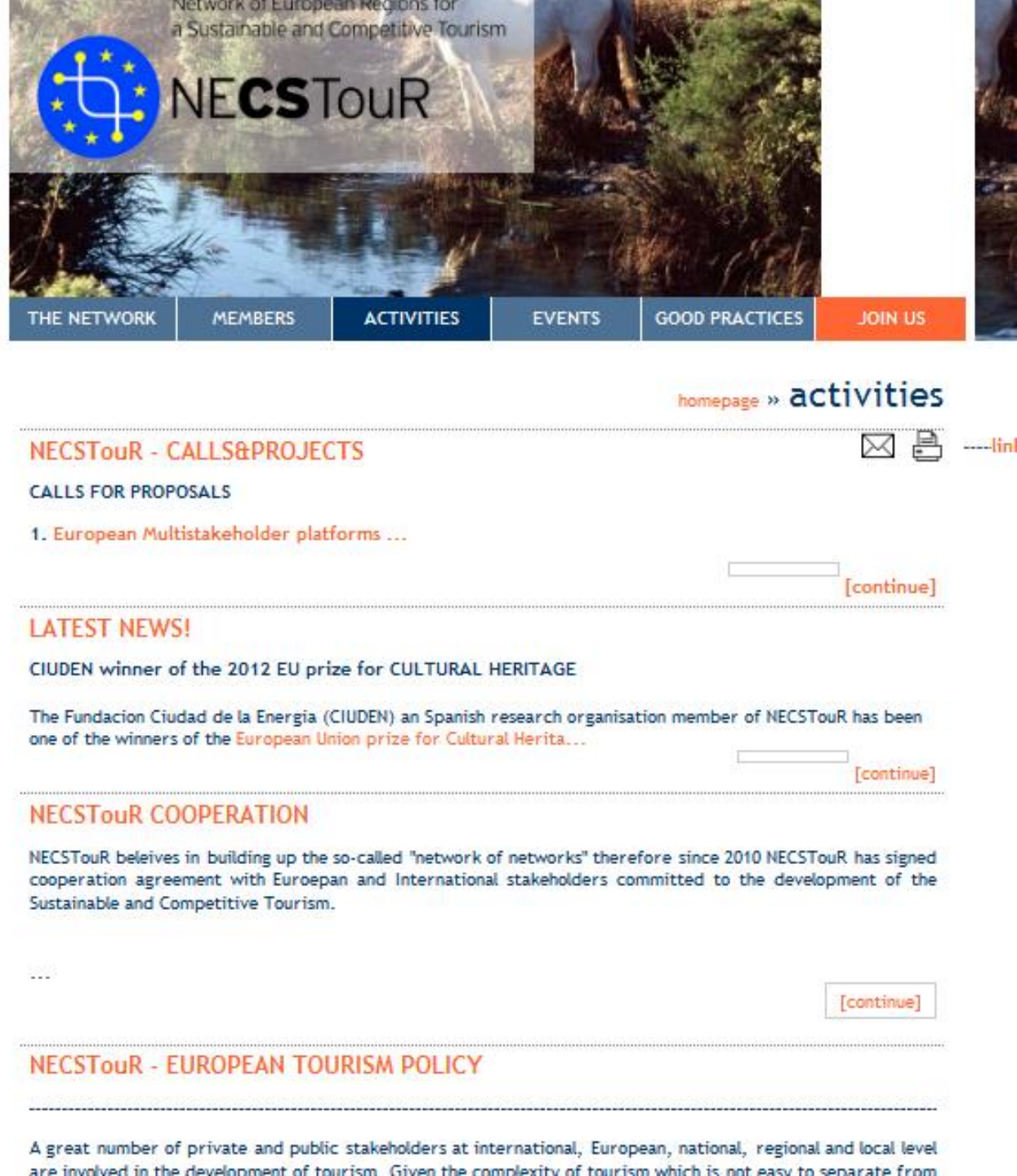


- By linking NECSTouR Good practices website with NETJAC
- By using NETJAC methodology for NECSTouR Good Practices

DISSEMINATION

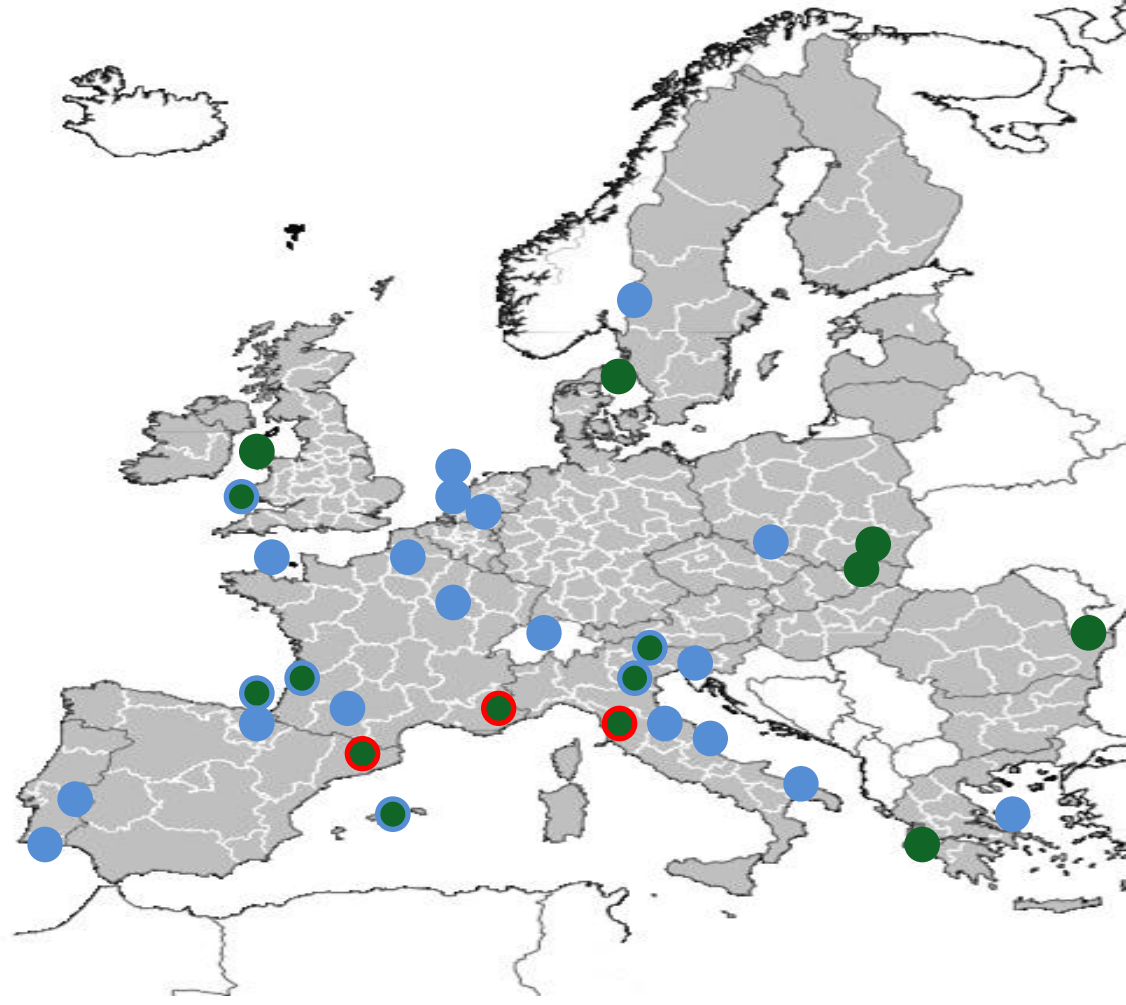
NECS Newsletters (a Twitter (Comm Website: Speci Activities Events:

- Use of ERNES
our intervetrn
 - Participation
- NECSTouR C



MEMBERSHIP

- NECSTouR/ERNEST Regions
- NECSTouR Regions
- ERNEST Regions



NETWORK ACTIVITIES

- **ERNEST Working Group/taskforce/ Reflection Group within NECSTouR**
 - Continue the projects disseminations/collection of good practices / evaluation
 - Implementation of the cooperation with ERRIN (European Regions Research and Innovation Network)
 - Prepare a New project for the upcoming H2020
- **« ERNEST MISSION » of the ACADEMIC COMMITTEE**



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