CALLING THE EU TOURISM SECTOR FOR A BEHAVIOURAL CHANGE TOWARDS SUSTAINABILITY

NECSTOUR
Cristina Nuñez
Director

Network of European Regions for a Sustainable and Competitive Tourism
NETWORK OF EUROPEAN REGIONS FOR A COMPETITIVE AND SUSTAINABLE TOURISM

35 REGIONAL AUTHORITIES
(NUTS I, II and III)

21 COUNTRIES

11 ASSOCIATED
Tourism businesses, associations and networks

19 ACADEMICS
Universities and research
THE NECSTOUR 5 S

- Statistics and Indicators
- Safety and Resilience
- Smart Destinations

Climate Change
Digital transformation

- Socio-Cultural Balance
- Skills and Talents

Network of European Regions for a Sustainable and Competitive Tourism

The Barcelona Declaration: Better Places to Live, Better Places to Visit
NECSTOUR CALLS THE EUROPEAN TOURISM SECTOR FOR A BEHAVIOURAL CHANGE TOWARDS SUSTAINABILITY

1. A European Agenda for a Sustainable “Visitor Economy”
2. Common Principles to build Europe a Better place to be
3. A European Statistical Governance of the Visitor Economy
4. Smart funding for Tourism
5. A Pan-European dialogue to support destinations delivering the European agenda towards a sustainable Visitor economy
SUSTAINABLE TOURISM HORIZONTAL PROJECT

Three main objectives

1. To enhance and enlarge the MED Sustainable Tourism Community
2. To generate a capitalisation responsive environment
3. To mainstream the results of the Community into national and regional policies
Alternative tourist strategies to enhance the local sustainable development of tourism by promoting Mediterranean identity.

Seasonal variation of waste as an effect of tourism.

Plan/test/coordinate Underwater Museums, Diving Parks and Knowledge Awareness Centres in order to support sustainable and responsible tourism development and promote Blue growth in coastal areas and islands of the Mediterranean.

Coastal areas sustainable tourism water management in the Mediterranean.

Coastal iIntegrated Governance for Sustainable Tourism.

Sustainable tourism strategies to conserve and valorise the Mediterranean coastal and maritime natural heritage.

Promoting the co-evolution of human activities and natural systems for the development of sustainable coastal and maritime tourism.

Consume less in Mediterranean tourism communities.

Mediterranean ecotourism destination: main components (joint planning, monitoring, management and promotion) for a governance system in Mediterranean protected areas.

Emblematic Mediterranean mountains as coastal destinations of excellence.

Sustainable Heritage Management towards Mass Tourism Impact thanks to a holistic use of Big and Open Data.

Sustainable InterRegional Coastal & Cruise maritime tourism through COoperation and joint planning.

Fishing Tourism for a Sustainable tourism development in the Mediterranean area.

Mediterranean cycle route for sustainable coastal tourism.

MED culinary heritage experiences: how to create sustainable tourist destinations.

Models of integrated tourism in the Mediterranean plus.

New shape and drives for the tourism sector: supporting decision, integrating plans, and ensuring sustainability.
NECSTOUR ROLE: CAPITALISATION OBJECTIVES

Identification of key stakeholders & outputs to be mainstreamed

Participation in national & regional debates with territorial antennas

Participation in key events at European and Mediterranean level

Updating policy factsheets and policy recommendations
NECSTOUR’S RESPONSE TO THE COVID-19 CRISIS

Establish a dialogue on tourism between the EU and the territories

- The impact of EU emergency measures on the territorial reality of tourism
- Positioning the transformation of tourism ecosystems in the long-term budget

Building a Knowledge Hub of Regional measures

Build together the European roadmap for sustainable tourism