



Network of European Regions for
a Sustainable and Competitive Tourism

NECSTouR

European network of regions for sustainable and competitive tourism

NECSTouR's general presentation





Network of European Regions for
a Sustainable and Competitive Tourism

NECS TouR

Context and historic

Agenda for a Sustainable and Competitive European Tourism

Euromeeting Toscana – November 2007

Memorandum Of Understanding

MOU approved and signed by
36 stakeholders, including 15 Regions





Network of European Regions for
a Sustainable and Competitive Tourism

NECSTouR

Objective

NECSTouR aims to develop and strengthen a coherent framework for the coordination of regional development programmes and research on sustainable and competitive tourism following the communication published by the European Commission, entitled "Agenda for European sustainable and competitive tourism" (COM (2007 - 0621 - 19-10-2007)).





Methodology and content

Memorandum
of understanding

2 pillars



One additional pillar

10 priority themes



Regrouped in 5
broader themes



Cross-matching
Pillar / themes





MOU's Pillars

2 pillars

Social Dialogue

Measurability

A third Priority

Competitiveness





Priority themes

<p>Social and Environmental Responsibility</p>	<ul style="list-style-type: none">■ Reduction and optimisation of use of natural resources with particular reference to water■ Reduction and optimisation of energy consumption■ Reduction of waste and better waste management
<p>Life quality of residents</p>	<ul style="list-style-type: none">■ Quality of life of residents and tourists■ Quality of work
<p>Active conservation of heritage and identities</p>	<ul style="list-style-type: none">■ Active conservation of cultural heritage■ Active conservation of environmental heritage■ Active conservation of distinctive identities of destinations





Priority themes

Overcoming seasonality	Widening the relations between demand/offer (geographical and seasonal)
Transport and mobility	Transport and mobility



**10 themes regrouped in
5 Themes broader**





Cross matching pillars and themes

**Social and Environmental
Responsibility**

Life quality of residents

Overcoming seasonality

**Active conservation of
heritage and identities**

Transport and mobility

Social Dialogue

Measurability

Competitiveness





Transversal Approach

Coordinated developments and experimentation of applicative models

- Models for social dialogue at three levels:
 - National, regional and local.
 - These models will be different but interlinked
- Models for evaluation and monitoring
- Models for competitiveness of sustainable tourism

Links between models with thematic approach





Transversal Approach

■ Collection and evaluation of good practices

⇒ Activities on each network's themes:

Targeted surveys (research and analysis) on territorial realities, sector based / integrated programming instruments, development of integrated projects and programmes, territorial and tourist destination marketing, training, European interregional cooperation initiatives;

⇒ Good practices collected through:

Open calls, presentations at network conferences, working group activity, collaboration with the European Commission.





Transversal Approach

- **Construction of innovative projects** (developed in a second stage, after the network structure is agreed and consolidated).
 - **Structural funds (ERDF, EARDF, and ESF)** for regional cooperation within the Regional Operational Programs
 - **Territorial Cooperation programmes: INTERREG IVC** to facilitate the network activities, exchange experiences, know how and best practices transfer, **Transnational programmes** (such as MED program) and **Cross Border Cooperation programs**.
 - **ERNEST / ERANET project:** Research program on sustainable tourism (launched in September 2008 and led by Toscana)
 - **URBACT** for development of urban tourist destination;
 - **Other EU Thematic programs : Intelligent Energy for Europe, Life plus, Life Long Learning, etc.**





Transversal Approach

- Dissemination of results through:
 - Network's website
 - Project's publications
 - Conferences and all other relevant channels





Network's governance

General Assembly of Member Regions
GAMR

Affiliated
Partners

Executive Committee

Academic
Group

Steering Committee

Secretary of the Network

Working
group

Working
group

Working
group

Working
group

Working
group





NECSTouR's governance

- **The General Assembly of Member Regions** validate the strategic directions of the network proposed by the Executive Committee.
- **The Executive Committee** takes charge of short-term decision-making and has the management and administration authority, in agreement with the strategic direction of the GAMR .
- **The Steering Committee**, composed of executive committee members, will work to ensure the more efficient daily operations.

Executive and Steering Committee members will be elected by the GAMR and will rotate every 3 years.





NECSTouR's governance

- Two advisory committees will also be created :
 - **The Committee of associated members** composed of networks, federations and other organisations involved in sustainable tourism development and working on a national, European and / or international level.
 - **The Academic Committee** composed of universities, research institutes and tourism organisations that provide engineering analysis and expertise.





NECSTouR Member Statutes

- **Founding Members:** Catalonia, Tuscany and PACA
- **Full right members:** Regions or Regions equivalent belonging to NUTS 2 (common classification of territorial units for statistics in Europe).
- **Associated members:** institutions, networks, federation, universities or associations with a national, European and/or international dimension. The academic and associated partners committee will be considered as associated members.

Only Full right members have the right to vote





NECSTouR in Regions

- Regional and infra regional structures working on the territories of members Regions will have the possibility to be affiliated to the network
- Each Region will be encourage to set up its own regional network in order to assure constant relations between Local - Regional and European level.
- Affiliation conditions will have to be set up





NECSTOUR Executive Committee

Executive Committee (9 Regions)

3 Southern Regions	3 Northern Regions	3 Eastern Regions
Tuscany Cataluna PACA		

Steering Committee (3 Regions) Tuscany , Catalonia, PACA

Secretary of the Network
Based in Brussels





NECSTouR's Legal organisation

- Formalized network under a AISBL -
Association Internationale Sans But Lucratif -
International non profit organisation
- AISBL matriculated in Belgium in the coming
months
- Pre adhesion through a commitment of principle
subject to endorsement by regional assemblies





NECSTouR's conditions of adhesion

- NECSTouR's members will have to
 - sign the MOU and get it approved politically by their legal assembly.
 - pay a membership fee of 2,000 € for full right members and 500 € for associated members
 - participate in the network working group and general assembly



NECSTouR's name & logo

ACRONYM

European network of regions
for sustainable and competitive tourism



Network of European Regions for
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NECSTouR

NEXT TOUR – The tourism of the Future





Network of European Regions for
a Sustainable and Competitive Tourism

NECSTouR

NECSTouR's website

<http://www.necstour.eu>





Pre adhesion to NECSTouR

Pre adhesion through a
commitment of principle
subject to endorsement
by regional assemblies

