



FLASH INFO

22 July 2009 - N°2

EVENTS .

Plymouth Conference

The 4th NECSTouR Conference took place in Plymouth on 17-19 June in South West England in UK. All information and presentations are available on the website <http://www.necstour.eu/necstour/events.page?eventId=122>.

For the occasion, NECSTouR website was officially launched: www.necstour.eu!

► **Progress in the Working Groups**

NECSTouR Working groups met during the Conference in Plymouth. Their action plans have been discussed and updated on the basis of the common methodology proposed (Cf. Flash info n°1). Priority actions have been decided for each of them as well as a timetable. A revised version of the action plans will be circulated to the members after the Summer break.

► **Work done on Indicators**

A discussion on indicators took place during the conference and the working groups' sessions. This work is being done in the framework of the EC Tourism Sustainability Group which will establish a core set of indicators on sustainable tourism. In addition to the core indicators there will be a vast array of optional additional indicators that a destination can use to meet destination specific issues. The indicators are being developed using mostly the UNWTO indicators plus some additional ones proposed by the TSG. NECSTouR will continue to be closely associated with this work.

Florence Conference

The Conference "European Universities for a sustainable and competitive tourism" took place in Florence on 30th June and 1st July. It discussed the need for a Network of Universities which, within the scope of the social dialogue with all stakeholders, prompts the sharing of local "good practices" and the implementation of common education and research programmes on sustainable tourism.

Euromeeting 2009

The 7th edition of the Euromeeting will take place in Florence on the 5 and 6th November 2009. This will focus on the issue of Tourism and Structural Funds.

LATEST NEWS.

► **NECSTouR is now a legal association**

On 17/6/09 NECSTouR was officially registered as a legal association under Belgian law (ASBL). A General Assembly took place in Plymouth where pre-membership applications were taken on board. In this respect Regions and others stakeholders who have already signed the pre-adhesion form will be contacted soon by NECSTouR' secretariat concerning the membership procedure and the fees' payment.

► **SMART PROJECT**

The SMART (Sustainable Management Arguments for a Responsible Tourism) project proposal was submitted under the Call for Proposals "Networks for the competitiveness and sustainability of European Tourism". Led by Provence-Alpes-Côte d'Azur Region, in partnership with the University of Economics of Prague, the Austrian Federal Economic Chamber, PIMEC Barcelona, Legambiente Turismo, COAST UK, the Latvian Country tourism association and NECSTouR, SMART aims at concretely demonstrating and making businesses aware that sustainability is a key element for their competitiveness. Key arguments will be developed through direct market research and compilation as well as the design of an effective SMART communication tool kit allowing tourism enterprises networks to persuade their members and businesses to adopt green certification schemes and sustainable tourism practices.