



NECSTouR is a network of European Regions committed to the aim of delivering sustainable and competitive tourism. It was created on the back of the 2007 European Commission "[Agenda for a sustainable and competitive European tourism](#)". NECSTouR gathers regional authorities as well as local, national, European and international professional, associative, institutional, and academic or research structures and networks in order to facilitate the competitiveness of Europe as the most attractive tourism destination. It aims at coordinating sustainable tourism research and regional policies.

Projects Development

NECSTouR's Next Steps

► **SMART**

NECSTouR's Social and Environmental Responsibility Working Group submitted a project in September 2009, in the framework of the call for proposals ENT/CIP/09/B/N06S00 "Networks for the competitiveness and sustainability of European Tourism", aiming at encouraging business engagement in "sustainable tourism": SMART (Sustainable Management Arguments for Responsible Tourism).

Status: The official publication of the results is expected for January 2010

To obtain more information please contact the [secretariat](#).

► **ADRION**

NECSTouR has joined, as an associated partner with the Forum of Adriatic and Ionian Chambers of Commerce in the project proposal ADRION submitted in the IPA CBC Program call of October 2009. The project aims to contribute improving the competitiveness, in an international context, of Adriatic Regions as tourist destinations through a joint definition and implementation of an innovative and integrated cross border promotion strategy based on the rediscovery and update of a common cultural heritage.

Status: The official publication of the result is expected for the beginning of 2010.

To obtain more information please contact the [secretariat](#).

► **FOTO TOURISM**

NECSTouR's Deseasonalisation Working Group proposed a project on foto tourism in the framework of an INTERREG IVC. The objective of the proposal is to establish a European partnership in order to develop, implement, run, disseminate knowledge and market a common European Photo Tourism concept.

Status: Searching for partners

⚠ If you are interested to join the proposal, please contact the [secretariat](#).

► **CULTURAL HERITAGE ON A CLICK**

Within the South East Europe Program, the North West Romania Development Agency is proposing an INTERREG IV B project, "cultural heritage on a click". The objective is to elaborate strategies and regional capacity building with respect to joint conservation and the utilisation of cultural heritage for the regional development.

Status: Searching for partners

⚠ If you are interested to join the proposal, please contact the [secretariat](#).

After the official creation as a Belgian non profit association (asbl) in July 2009, NECSTouR held its first General Assembly on the 5th of November 2009 in Florence. During this meeting, 10 further full members and 12 associated members were approved and a general view of the network progress and future activity was provided. The minutes of the meeting are available to members only by contacting the [secretariat](#).

The Executive Committee will hold its next meeting on February the 11th, at the Provence-Alpes-Côte-d'Azur representation office in Brussels, which hosts the Secretariat.

Flemish & Swiss' Good Practices available!

NECSTouR's Transport and Mobility Working Group coordinated by Canton du Valais, Switzerland (Eric Nanchen) focuses its effort on two topics:

1. Reduce CO2 emissions of tourist travel
2. Improve the management of tourism flows

Tourism movements 'to and from' and 'within' destination are recognized as big factors of pollution. Furthermore, local authorities should provide tourists with sustainable and easy transport offers. The short term objective of the working Group (see [Action Plan](#)) is therefore to gather existing good practices on transport and mobility.

In cooperation with Vlaanderen, Belgium (Christel Leys) ten existing good practices through Belgium and Switzerland were gathered. Several topics are covered, e.g. transport rates for underprivileged, several days pass, urban mobility, car-free cities, promotion of energy efficient person transport for recreation and tourism, soft mobility...

The good practices are available to members only, please contact the [secretariat](#).



Preparatory actions of the European Parliament

A Preparatory or Pilot action is the creation of a budget line by the European Parliament to fund actions in a field not covered by the European Union approved budget. It can be initiated by a Member of the European Parliament only and is managed by the European Commission as any other thematic program.

The European Parliament has decided to launch in 2008 three preparatory actions in the field of European Tourism, as follows:

EDEN (Destination of Excellence)

Objective: to draw attention to the value, diversity and shared characteristics of European tourist destinations, and to promote destinations where the economic growth objective is pursued in such a way as to ensure the social, cultural and environmental sustainability of tourism.

Status: Ongoing.

[More information here](#)

Iron Curtain Trail (Sustainable Tourism)

Objective: Promote trans-border sustainable bicycle and train tourism networks through the elaboration of a promotional video for cycling tourism and three awareness-raising workshops for the Iron Curtain Cycling Trail as a future EuroVelo cycling route to be organised in Poland, Hungary and Bulgaria from November 2009 to March 2010.

Status: First actions started.

[More information here](#)

CALYPSO (Social Tourism)

Objective: Facilitate tourism access to European destinations for society groups for which going on holiday represents a difficult or even impossible undertaking.

Status: In preparation phase.

[More information here](#)

STUDIES

- [More than 9 million persons employed in the hotels and restaurant sector in the EU](#)
(Eurostat 22.12.2009)
- [E-travel Leisure](#)
(PricewaterhouseCoopers cabinet, December 2009)
- [European attitude toward tourism, vacation in 2009 and outlook for 2010](#)
(Eurobarometer, October 2009)
- Study on the Competitiveness of the EU tourism industry
[Executive summary](#) (138 Kb) [Complete study](#) (2,8 Mb)
[Annexes to the study](#) (503 Kb)
(European Commission, 6.10.2009)

EVENTS' TouR

NECSTouR was represented in several events:

LES ENTRETIENS DE GRÉOUX

26-27-28/11/2009 - GREOUX LES BAINS (FR)

The second edition of the annual event of the City of Culture and Sustainable Tourism gathered academics, researchers, institutional and private tourism actors on the topic of "Research and Development dedicated to sustainable tourism" in order to establish a state of the art of the developments in this area. The program, the interventions and the reports of this event are available [here](#).

ENHANCING EUROMED COOPERATION ON TOURISM

16/12/2009 - BRUSSELS (BE)

Organised by the Euro-Arab Chambers of Commerce with the cooperation of the European Commission, DG RELEX and DG Enterprise, the conference "The Relaunch of Euromed Cooperation in the Tourism sector" gave the opportunity for Ministers of Tourism of European and Arab countries, Directors of the European Commission, the European Investment Bank and Directors of Offices of Tourism to share their experiences and needs.

The program is available [here](#).

To obtain the presentations, please contact the [secretariat](#)

ERIS@ WORKSHOP ON E-TOURISM

17/12/2009 - BRUSSELS (BE)

Over the last few years, information and communication technologies (ICT) have had a growing impact on tourism promotion, marketing and sales. With the advent of new forms of ICT, a new type of tourism, e-tourism, has emerged that is radically transforming the international tourism industry. The Workshop organised by [ERIS@](#) brought together speakers from both the public and private sectors, at European and Regional level, to discuss and explore the actual and potential role of regions in this field.

To obtain more information about this event, please contact the [secretariat](#)

Interesting events for NECSTouR:

FITUR & FITUR GREEN - INTERNATIONAL TOURISM TRADE FAIR

20 - 24/01/2010-MADRID (SP)

For more information on FITUR click [here](#)

For more information on FITUR Green click [here](#)

@: fitur@ifema.es

REISEN HAMBURG - INTERNATIONAL EXHIBITION TOURISM

10-14/02/2010-HAMBURG (GER)

For more information, click [here](#)

@: info@hamburg-messe.de

EAST MEDITERRANEAN INTERNATIONAL TOURISM & TRAVEL

10-14/02/2010-ISTANBUL (TUR)

For more information, click [here](#)

@: emitt@emittistanbul.com