



NECSTouR is a network of European Regions committed to the aim of delivering sustainable and competitive 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.

European Tourism framework

In order to produce a communication on a new framework for a renewed European tourism policy, the Commission has launched a public consultation to collect views from all interested parties and stakeholders, including regions. In fact, according to article 195 of the newly adopted Lisbon Treaty, the European Union is given competences “to carry out actions to support, coordinate or supplement the actions of the Member States”. NECSTouR has therefore responded to the consultation thanks to the input of its members. The document is available on www.necstour.eu

Projects Development

► Start of SMART

At the beginning of March the European Commission officially announced the selection of the project SMART. In response to the call for proposal of the European Commission 2009 «Knowledge network for the competitiveness and sustainability of tourism», some members of the NECSTouR Working Group Social and Environmental Responsibility (SER) and a consortium of university had submitted the SMART project. The main activities of the 18 months project are:

- Identify compelling arguments allowing tourism businesses' representatives to convince and persuade European currently understated “tourism enterprises” to become “green tourism businesses”.
- Provide these “networks and support agencies” with a toolkit of key findings to encourage business engagement in “sustainable tourism”, via ready-to-use information.
- Raise maximum awareness among the European tourism arena about sustainable tourism interests.

To obtain more information please contact the [secretariat](mailto:secretariat@necstour.eu).

► Guides of CAST

CAST is a network of European Chambers of Commerce (CCI) active in sustainable tourism, coordinated by the national associations of Chambers of commerce (ACFCI) and co-funded by the EU. The project produced one study on environmental initiatives by tourism SME's in six European regions among more than 140 SMEs, a tourism business guide with 10 easy-to-implement ecotips” and a methodology guide for CCI and intermediary organisations presenting the different steps of a project implementation in this field together with examples of existing CCI practices.



The Guides are available in English on [NECSTouR Website](http://www.necstour.eu). For the French, Spanish, Italian, Hungarian, Estonian and Greek versions, as well as more information about CAST, please click [here](#).

► Local sustainable & competitive tourist observatories

NECSTouR's Working Group on active conservation of heritage and identity is proposing to create regional and local observatories in order to monitor the sustainable elements of a local destination and to evaluate the impact of sustainable tourism measures.

For more information, please contact the [secretariat](mailto:secretariat@necstour.eu)

► Searching for partners: Company Visits as a tourism product

The French association of Chambers of Commerce (ACFCI) is looking for partners to develop a project for the next Competitiveness and Innovation Programme call for proposal “Knowledge Networks for the competitiveness and sustainability of European Tourism”.

For more information, please contact the [ACFCI](http://www.acfci.com)

Communication

► WEBSITE

The contact information section of NECSTouR's members is being updated. The secretariat will contact every member in order to check the accuracy of the information.

The intranet of NECSTouR Website is now up and running: each member will receive a personal Login and Password in order to have access to all NECSTouR documents and follow the latest activities of the network. The database on good practices will also be available via the intranet, and each member will have the possibility to add its own good practice directly.

NEXT Steps

NECSTouR Executive Committee held its first meeting for 2010 last 11th of February in Brussels. In this occasion, the members discussed, among other things, the short term activities of the working groups, the strategy of NECSTouR for 2010 and the upcoming NECSTouR's events. The secretariat will communicate more details about this in the coming weeks.

Calls for proposals

► Preparatory actions of the European Parliament

The last calls of the three preparatory actions launched in 2008 over a three years period have been published:

European tourist destinations of excellence (EDEN)

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.

Scheduled date of the call for proposal: March 2010

Indicative total budget: 1.000.000 €(max 52.000€per project)

Beneficiary: European destinations

Expected results: Encourage other destinations to adopt sustainable tourism development models

More information [here](#)

Sustainable tourism (Iron curtain trail)

Objective: Promote and support EU trans-border sustainable bicycle tourism networks as also good practices aiming to reduce Gaz Emission in the tourism sector

Scheduled date for the call for proposal: April 2010

Indicative total budget: 600.000 €(Max 200.000€per project)

Beneficiary: Local and national authorities responsible for tourism development, cyclist organisations and other tourism actors capable to add a value to the project

Expected results:

Increase awareness on the importance of cycle tourism, and on its economical impact at the regional and local level

More information [here](#)

Social Tourism in Europe (CALYPSO)

Objective: Promote the partnership between social organizations, public and private sectors with the main goal of enhancing deseasonalised exchanges of tourists belonging to the 4 target groups (low incomes family; elderly, young and disabled persons) between at least two member states/candidate countries

Scheduled date of the call for proposal: Mai-June 2010

Indicative total budget: 800.000 €(max. 200.000€per project)

Beneficiary: Private/Public and national/regional/local organisation, authority or enterprise responsible for tourism or solidarity policy

Expected results: Implement a real evaluation framework in order to verify the possible future development at European level of such outline. Through the development of social tourism, this action should facilitate sustainable employment, enhance the deseasonalisation of tourism activity as well as the national/regional/local economy and improve European citizenship.

More information [here](#)

► Competitiveness, industrial policy, innovation & entrepreneurship

ENT/CIP/10/B/N04S00

Knowledge Networks for the Competitiveness and Sustainability of European Tourism

Objectives Support for initiatives of public and/or private bodies, or their networks, to contribute to enhancing the sustainability and competitiveness of European tourism, especially for small and micro enterprises, while allowing for wider economic, social and environmental benefits

Scheduled date for the call for proposals 1st trimester 2010

Indicative total budget Up to 75% of eligible costs, subject to a maximum Community contribution of €1 000 000

Beneficiary Public and/or private organisations

Expected results Support networks which actively involve knowledge actors so as to create a favourable framework for tourism competitiveness and sustainability

More information [here](#)

STUDY

“Survey on the attitudes of Europeans towards tourism, Wave 2”

(8/03/2010) was conducted at the request of Directorate General Enterprise and Industry of the European Commission. The objectives of this survey were to study among other things:

- The majors motivations for going on holidays in 2009 (p.22)
- The choice of a destination in 2009 (p.32)

More information [here](#)

EVENTS' TouR

CALYPSO STUDY: PRELIMINARY FINDINGS AND THE WAY FORWARD

24/03/2010-BRUSSELS (BE)

The European Commission is hosting a Social Tourism stakeholders' workshop as a general consultation exercise more or less mid-way through the Calypso Study. The Calypso Expert Group (among them NECSTouR Members) and the national contact points of participating countries have been invited to participate, in order to ensure a healthy discussion and to shape their final recommendation.

More information [here](#)

SECOND FORUM OF DELPHI,

17-18/04/2010-DELPHI (GR)

Initiated by the minister of culture and tourism of both Luxemburg and Greek government, the forum will focus on: The European cultural Routes as tools for intercultural dialogue, rapprochement of cultures, sustainable development, cultural tourism and European integration.

For more information, please contact the [secretariat](#)