

## NECSTouR ROADMAP 2019-2021:

### THE 5 “S” OF THE TOURISM OF TOMORROW

#### *Smart, Socio cultural, Skills, Safety, Statistics*

NECSTouR’s membership regions represent account among the top 20 most tourist Regions of the EU in terms of overnights spent in official accommodation establishments. For over ten years, the network has promoted interregional cooperation in the in the field of sustainable and competitive tourism. The 2019-2021 strategy sets out five key priorities to address the challenges facing destinations today and support regions deliver the tourism of tomorrow. This is supported by a set of principles and tools to help position NECSTouR and its member regions, while enabling the network to accomplish its renewed mission.

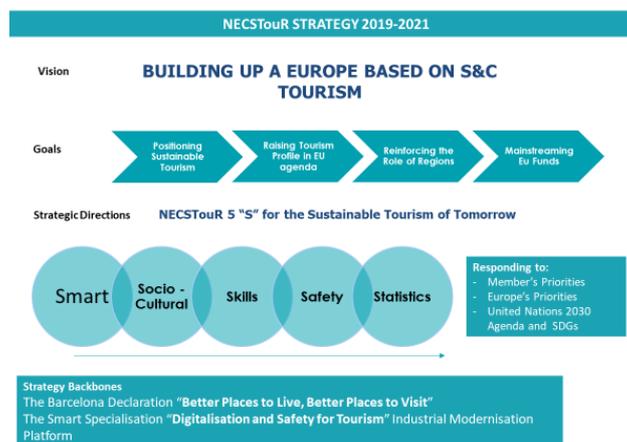
### CHALLENGES

The key challenges facing NECSTouR regions as they work to deliver the sustainable and competitive tourism of tomorrow are:

- 1) **Achieving smart, sustainable growth**  
Including: seasonality; management of visitor flows; diversification and identification of sustainable product; employment and demographic challenges.
- 2) **Addressing climate change and improving resource efficiency**  
Climate change mitigation, adaptation, prevention: including, carbon/waste/footprint management; the circular economy; energy performance, sustainable connectivity and smart mobility.
- 3) **Embracing digitalisation and access to new technologies**  
Applied technology in tourism destinations; the business and customer journey; interconnectivity; interoperability, internet of things, artificial intelligence, ICTs, innovation ecosystems.
- 4) **Boosting business, market and skills intelligence**  
Anticipation of future industry needs and the skills needed to meet changing market demands and deliver smart growth; identifying future visitor trends; delivering transformative experiences; product development; fostering innovation and an entrepreneurial mindset.
- 5) **Increasing access, analysis and usability of Information**  
Including: informed, data-driven decision making; monitoring policies and measuring success; access to and use of big data; reliable data; benchmarking - common tourism statistics system.
- 6) **Balancing People, place and business**  
Quality of life for residents; better community participation in tourism development; carrying capacity; safety; security, accessibility and social inclusion



## THE NECSTouR RESPONSE



## NECSTouR's 5 PRIORITIES

### SMART DESTINATIONS

To support NECSTouR regions in their efforts to build sustainable tourism destinations and deliver the tourism of tomorrow by providing best practice and calling for EU support in the following fields: overcoming seasonality; smart destination management and promotion, including managing visitor flows, sustainable mobility and accessibility. facilitating business intelligence and SME innovations; mitigating any negative impacts of tourism on climate and the natural environment.

### SOCIO CULTURAL BALANCE

To inspire NECSTouR Regions through policies and good practices which contribute to better partnership with and the empowerment of local communities; improved quality of life for residents; and better promotion and preservation of cultural heritage, through stronger alignment with the principles of The Barcelona Declaration, "Better Places to Live Better Places to Visit."

### SKILLS AND TALENT

To identify, capture and share best practices that address challenges relating to: improving skills and capability in the tourism sector; retaining talent in the tourism workforce; successful regional examples on how work conditions can be improved; and making tourism a more desirable and valued career. Also, to contribute to innovative and entrepreneurial thinking within the private sector by sharing case studies through the NECSTouR regions.

### SAFETY AND RESILIENCE

To foster regional learning and develop joint solutions so that NECSTouR regions can improve the safety and resilience of their destinations by: anticipating and managing crises; identifying the best ways of engaging and communicating with stakeholders during unexpected events (such as natural disasters and terrorist attacks); identifying which factors support a stable business environment (including regulation) and help bring security for visitors and residents.

### STATISTICS AND MEASURABILITY

On one hand, to improve statistical governance for the tourism sector, reaching the same level of development as other sectors (and reflecting the economic importance of tourism). On the other hand, to improve statistical governance of tourism at sub-national level in order to have official, comparable data between regional authorities competent in tourism, while fostering benchmarking between regions.

## THE NECSTouR STRATEGIC INITIATIVES

### THE BARCELONA DECLARATION: “BETTER PLACES TO LIVE, BETTER PLACES TO VISIT”

The Barcelona Declaration Better Places to Live, Better Places to Visit<sup>1</sup>, is the NECSTouR response to support Regions in addressing the regional challenges related to balancing people, place and business. The Barcelona Declaration principles and objectives streamline the NECSTouR work in connection to the 5 priorities of the sustainable tourism of tomorrow.



### SMART SPECIALISATION PLATFORM DIGITALISATION AND SAFETY FOR TOURISM

The Digitalisation and Safety for Tourism is a partnership of regions created in the framework of the the European Commission Smart Specialisation Platform for Industrial Modernisation. It aims at reinforcing the regions innovation capacity by increasing the investments tourism through interregional and cross-sectoral collaboration.

NECSTouR runs the partnership secretariat and ensures that the connection between the relevant 5 priorities of the sustainable tourism of tomorrow and the partnership work is made. Through the S3P Tourism NECSTouR aims also at developing an interregional innovation ecosystem involving regional authorities next to businesses associations and clusters. To this end, NECSTouR will cooperate with the European Commission Digital Tourism Network and ensure synergies between the above and other initiatives with the S3P Tourism.

Industrial Modernisation



## THE NECSTouR PRINCIPLES

**Principle 1: SMART AND INCLUSIVE GOVERNANCE** “What is good for residents is good for visitors”

**Principle 2: ADDING VALUE TO THE SENSE OF PLACE** “Residents are part of the cultural / tourism experience and the best ambassadors of their territory and identity”

**Principle 3: USING A HOLISTIC VISION FOR MARKETING AND PRESERVATION** “Promote hidden cultural heritage while being prudent in promoting overexposed ones”

**Principle 4: BALANCING PLACE, PEOPLE AND BUSINESS** “Better measure to better manage “

**Principle 5: CONNECTING PEOPLE TO PEOPLE** “Citizens’ and visitors’ search for new and transformative experiences”

<sup>1</sup> <http://www.necstour.eu/better-places-to-live-better-places-to-visit>

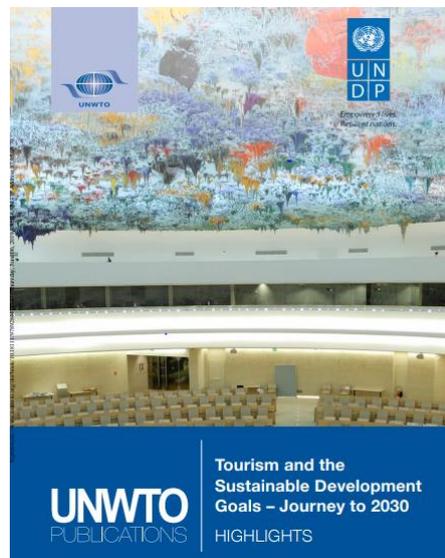
## THE NECSTouR APPROACH

NECSTouR addresses the challenge of “Climate change and resource efficiency” with a horizontal approach – connected to each of the priorities

NECSTouR addresses the challenge of applied technology to the visitor’s economy and broader innovation through the S3P Tourism, among other topics.

NECSTouR priorities are linked to the global 2030 Agenda for Sustainable Development Goals adopted by the United Nations General Assembly and will enable regions to support and implement the relevant SDGs, as part of our cooperation with the UNWTO.

NECSTouR priorities 2019 – 2021 are aligned to the Council Conclusions on the competitiveness of the tourism sector as a driver for sustainable growth, jobs and social cohesion in the EU for the next decade<sup>2</sup>.



NECSTouR has been cooperating with the European Commission’s DG Grow Tourism unit, identifying synergies with their work and where European tourism-related policies have an impact on the five NECSTouR priorities, namely:



1. To stimulate competitiveness in the European tourism sector
2. To promote the development of sustainable, responsible, and high-quality tourism
3. To consolidate Europe's image as a collection of sustainable, high-quality destinations
4. To maximise the potential of EU financial policies for developing tourism.

For this, the communication on “Europe, the world’s N° 1 tourist destinations-a new political framework for tourism in Europe” of June 2010”, where NECSTouR is mentioned as a reference for measuring sustainable tourism and the Council conclusions of October 2010 on this communication, remain the reference for NECSTouR as the European tourism policy.

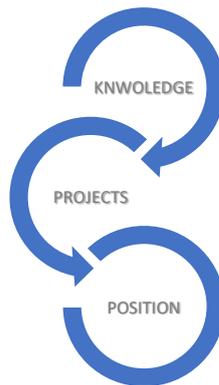
NECSTouR acknowledges and supports the Opinion of the European Committee of the Regions 2016 “Tourism as a driving force for regional cooperation across the EU”, where NECSTouR is mentioned as a good example of regional platform exchanging “good practices and know-how about the use of EU financial instruments”.

<sup>2</sup> TOUR 10 IND 186 COMPET 434. Council conclusions adopted on 27 May 2019 <https://www.consilium.europa.eu/media/39512/st09707-en19.pdf>

## THE NECSTouR SERVICES

NECSTouR offers to its members:

- ✓ **A project engineering hub** for sustainable tourism interregional projects.
- ✓ **A knowledge hub of sustainable and competitive tourism solutions**, enabling regions to deliver and manage smarter destinations.
- ✓ **A one stop shop of information on European policies** that impact the 5 S priorities
- ✓ **A pool of experts in the field of sustainable and competitive tourism**
- ✓ **Positioning at European level** and advocacy for European solutions



## THE NECSTouR ALLIANCES

- UNWTO UN Statistical Division
- Global Sustainable Tourism Council – GREEN
- European Commission
- European Parliament
- The Committee of the Regions
- Eurostat
- OECD
- Partners and alliances of the Smart Specialisation Platform Digitalisation and Safety for Tourism
- ISTO (International Social Tourism Organisation)
- European Institute for Cultural Routes
- European Heritage Alliance 3.3
- Europa Nostra
- European Cultural Tourism Network
- CPMR
- The Manifesto EU tourism for growth and jobs
- ETOA
- European Travel Commission
- One Planet Network
- Big data providers

## WHY NECSTouR AND WHY NOW?

### About NECSTouR

Regions need a tourism-related presence within European Institutions, in terms of destination management, planning, delivering sustainability and promotion.

NECSTouR provides an integrated approach to Tourism Governance and the necessary link between the Regional Level of Government and the European Level.

NECSTouR regions are committed to sustainability – economic, social and environmental - as a crucial driver of destination competitiveness.

As the network for 6 regions in Europe, we proactively, and in partnership, work to address challenges by identifying, capturing and sharing best practice solutions with our members and our key partners and alliances across Europe. In this way we help destinations achieve a smarter, more sustainable approach to tourism development.

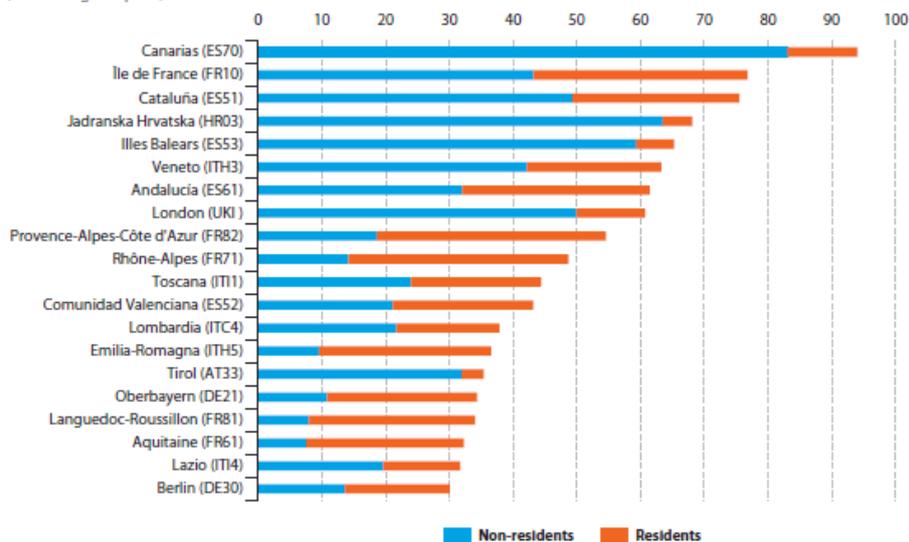
For over ten years, NECSTouR and its regions have delivered innovative, partnership-focused insight and experience aimed to boosting the responsible development of our destinations and the value that this brings. In addition, the long list of experts from different backgrounds and Regions is a real strength of this network.

### NECSTouR Facts and Figures

NECSTouR Regions welcomed in 2017 the 27% of the total of tourism arrivals recorded in official accommodation establishments in the 28 Member States of the Union

- **Total tourism arrivals in EU 28** **997.604.370 arrivals**
- **Total tourism arrivals in NECSTouR Regions** **271.092.012 arrivals**

**Figure 10.4:** Number of nights spent in tourist accommodation establishments in the top 20 EU-28 tourist regions, NUTS 2 regions, 2015 (million nights spent)



Note: London (UK): NUTS level 1. Mayotte (FRAS): not available. The United Kingdom: 2012. Ireland and Greece: estimates.  
Source: Eurostat (online data code: tour\_occ\_nin2)

From the **Top 20 EU regions** in terms of number of nights spent in tourist accommodation **the 80% of those Regions are NECSTouR.**

**The TOP 7 are all NECSTouR** (note that Jadranska Hrvatska is a broader territory from Croatia covering several regions but that include NECSTouR Member ISTRIA)