Network of European Regions for
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NECSTouR

13th EUROPEAN TOURISM FORUM
"Tourism and Culture in Europe:
innovative actions for jobs and growth"
NECSTouR Good practices

Naples, National Museum Capodimonte
30-31 October 2014

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TRAINING AND EDUCATION IN TOURISM

NECSTouR Region: CORNWALL

Visit
Cornwall
The official tourist board

Training and Education in Regional Tourism strategy
It is vital; The Region has shortages of well trained staff especially chefs for its growing number of high quality restaurants.

Cooperation Tourism Department – Other Regional Departments
The Tourism Department cooperates with the Department of Education and Training, EU Convergence Funds both ERDF and ESF.

Cooperation Tourism Department – External stakeholders
The Region cooperates with the Cornwall College, the largest vocational training college in the region, 20+ local restaurants, 15+ local food and produce producers.

Training & Education for destination's sustainability & competitiveness
This solves two problems, firstly young people with very challenging backgrounds and the need for high quality entry level chefs to continue to drive up the quality of the food offer in Cornwall**.**

Measure for Tourism jobs and growth through Training & Education
   a. **Period and Funding:** 8 years of UK Government and EC ESF funding
   b. **Who pilots and who is involved:** The initiative was led by Cornwall Foundation of Promise, working with Cornwall College, local restaurants & hotels and the UK Govt Department of Work and Pensions
   c. **Type/level of training:** Level 2 to 3 chefing

   d. **Target audience:** Young socially disadvantaged – disengaged young people
   e. **Competences covered:** All aspects of cheffing
   f. **Results and monitoring**
      - 850 applications for programme in six years
      - 86/129 apprenticeships completed in six years
      - Over 90% still in work – over 70% as chefs
      - Served almost 500,000 meals
      - 75 year round FTE jobs + 12 seasonal
      - Over 30 local producers closely engaged
      - 75% local food
      - 100% local trainees
      - 100% local staff

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NECSTouR Region: PROVENCE ALPES COTE D'AZUR

Training and Education in Regional Tourism strategy
Responsible for the economic development of the territory and training, the Region is involved in the implementation of a regional training programme for young and adult job seekers.

Cooperation Tourism Department – Other Regional Departments
Cross sector, tourism cooperates with employment and training, culture, sport and the unit in charge of tourism in the mountain area.

Cooperation Tourism Department – External stakeholders
Our main Stakeholders in employment and training are the regional heads of the professions of tourism (employers and employees trade unions), the collecting agencies funds of professional training (OPCA), local authorities, consular Chambers, National Education, universities and research laboratories.

Training & Education for destination's sustainability & competitiveness
In a context of economic and social crisis, the Region is involved in an innovative approach of professionalization and qualification to mobilize the means of vocational training. Goal: to contribute to a better continuity of careers for tourism employees.

Measures for Tourism jobs and growth through Training & Education
    1 - Promotion of the training offer in the trades of tourism with the creation of a dedicated website: http://mp.espace-competences.org/tourisme/. It concerns all levels of training and may be consulted by the public at large.

2 - Implementation of a device **IRIS** (regional Intervention for the Social investment) **tourism** to provide a support to professionalization, to the qualification, the continuity and the securing of careers with all regional partners. This device is aimed at employees, job seekers and tourist business.
3 - Creation of a center of expertise in training and research tourism (PROTIS: http://protis.cectd.eu/) with universities, private schools and research laboratories. Bachelor, master and doctorate level.
4 - Support of Chambers of Commerce and industry in their quality and confidence Charter approach. A device aiming to improve the conditions of employment, qualification and management of human resources in the hotels, restaurants and campsites.
5 – Support to expansion of a group of employers «hotels, restaurants, camping and caravanning» throughout the regional territory created by the association RESO PACA.

Inter-Regional Cooperation on Training & Education in Tourism
PACA Region was a partner of a European programme (STRATTOUR) with the objective of developing a tourism model based on appropriation of tourism by the inhabitants, promoting a proximity off-season tourism and linking companies and their seasonal employees. Partnership with Rhône Alpes Region, and the Italian regions: Liguria, Valle d'Aosta and Piedmont.

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NECSTouR Region: GALICIA

Training and Education in Regional Tourism strategy
Is essential, because we realize the quality is our target and the training and education improve clearly the quality. We focus the project in the small companies because we think they have much more troubles providing education and professional skills to their staff.

Cooperation Tourism Department – Other Regional Departments
We collaborate with education, labor department, social welfare, culture and sustainability. For the present project (Escuela de turismo itinerante) we are developing alone.

Cooperation Tourism Department – External stakeholders
Cluster of Tourism in Galicia, local authorities.

Training & Education for destination's sustainability & competitiveness
The best companies rating by customers employ good education and professionals in their staff. We are determined that the benefits in any company are connected with the quality and the professional level of their staff.

Measure for Tourism jobs and growth through Training & Education
Tourism of Galicia runs the "Centro Superior de Hostelería de Galicia", which provides high education in Hospitality business management and Restaurant management and food preparation certificate.

Regional public administration pilot the center. We have strategic alliances with the big companies in tourism sector for training and consultancy.

More information is available at: **http://www.cshg.es/index.php/en/**

Cooperation agreements Region - Stakeholders for matching tourism education with skills requested by tourism employers
We collaborate with three universities in Galicia giving economic and professional aid to the three specialized Masters in tourism management.

We also collaborate with the private sector throughout the Cluster of Tourism in Galicia giving support in training and sharing knowledge.

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Manual de Boas Prácticas:
Atención ao Cliente e Xestión de Negocios de Restauración

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NECSTouR Member: EUCC-QualityCoast

Training and Education in Regional Tourism strategy
Very important, we have developed several vocational training tools including a Tourism module in our e-learning programme CoastLearn, and an online Green Destinations Seminar.

Cooperation Organisation – Other Regional Departments
With 30 destinations, including from NECSTouR Regions Ile-de-France, PACA, and Zeeland.

Cooperation Organisation – Other External stakeholders
International experts in sustainable tourism, from Green Destinations and GSTC.

Training & Education for destination's sustainability & competitiveness
Our Seminar helped the destinations to:
- become more sustainable and competitive,
- evaluate their quality and sustainability, as a basis for an improved destination strategy,
- consider financing & funding strategies,
- double their international "Green Destinations rating", and
- improve marketing & visibility in booking websites, OTAs.

Measures for Tourism jobs and growth through Training & Education
a. **Period and Funding:** 2013, national funding (NL)
b. **Who pilots and who is involved:** Five QualityCoast destination DMOs from one region (ZuidHolland, NL) were assisted to combine their joint marketing towards Germany.
c. **Type/level of training:** Professional.
d. **Target audience:** DMO staff.

e. **Competences covered:** Marketing, mainly online.
f. **Results and monitoring:** Considerable success (more accommodation bookings), monitoring done online (NBTC, Booking.com).

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NECSTouR Member: Odyssea

ODYSSEA
RÉSEAU EXEMPLAIRE VILLES PORTS & TERROIRS CULTURELS UNIS

Measures for Tourism jobs and growth through
Training & Education: *Odyssea Trainings for European destinations of*
excellence - Training sessions undertaken in each of the pillars of the
Odyssea program; Quality, Innovations, Culture and Heritage,
Environment. **www.odyssea.eu**

Target audience: Managers, employees of ports and tourist offices

Objectives/Competences covered:
- Discovering the tourism economy, tourism hospitality and sustainable tourism management model,
- Innovation, organization and promotion of quality tourism,
- Offers and services of excellence,
- Attractiveness of European port cities in the will to offer to our hosts, our travelers, the real face of our regions: sea, waterways, rural territories, mountain...
- A protected natural and cultural environment.

Type/level of training: In collaboration with *Cité de la Culture et du*
Tourisme Durable, The following courses are proposed to create European
Destinations of excellence:
- General: To Integrate Odyssea territorial project, 1 day
- Digital 1: ICT as a leverage of tourist mediation of Odyssea model, 1 day
- Digital 2: Technician of digital tourist reception Odyssea, 1 day
- Digital 3: Maintenance Technician of first level of Odyssea ICT, 1 day
- Territorial Marketing 1: Products Stopovers Odyssea, design, management, 1 day
- Territorial Marketing 2: To Value original local heritage, to advise visitors, 1 day
- Environment 1: Environmental management in Odyssea destinations, 1 day
- Environment 2: Popularization of environmental and safety recommendations in the communication media of Odyssea qualified offers, 1 day

Inter-Regional Cooperation on Training & Education in Tourism:
Education pillar of Odyssea model and its Odysseus cultural route
The network of Odysseus cultural route has for ambition to take support on local twinning associations to propose school exchanges within the framework of a linguistic, cultural and patrimonial approach. The objective is also projects for restoration, protection and valorisation of heritage and maritime landscapes. Also, a teaching pack of visit will be adapted allowing the appropriation of the history and the local culture in connection with Odysseus cultural route.

The use of new information and communication technologies is one of major axes of the strategy organized by GEC Odyssea within the framework of Odyssea model and which developments are specifically granted to the popularization of Odysseus cultural route. These technology solutions better adapted to the requirements of young people notably will be used as frame of experiment to the provision of thematic cultural contents for the cultural route.

From an Atlas, the public will have the possibility of discovering all the key stopovers of Odysseus cultural route, through a multidisciplinary reading: literary texts, scientific workshops, sharing of experiences, quiz of knowledge, video sequences, filmography…

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NECSTour Member: Legambiente ONLUS

Il Club delle Velle

Measure for Tourism jobs and growth through Training & Education

a. **Period and Funding:** days (28th and 29 October 2014) – no funding instruments.

b. **Who pilots and who is involved:** Legambiente and Vivilitalia (which is a touroperator and a consulting firm) pilot this events; Municipality Of Castiglione della Pascaia, Federparchi, Touring Club Italiano are involved in the organization.

c. **Type/level of training:** "teachers" are the mayors of virtuosos municipality who have achieved best practice management of their territories.

d. **Target audience:** Other mayors, managers of public bodies, accommodations' owners.

e. **Competences covered:** This workshop is a comparison between mayors to understand what actions they have done to achieve objectives of sustainability, so it covers many different competences, from environmental education, to sustainable mobility, from the use of tourist tax to enhancement of the local cuisine….

f. **Competences covered:** This workshop is a comparison between mayors to understand what actions they have done to achieve objectives of sustainability, so it covers many different competences, from environmental education, to sustainable mobility, from the use of tourist tax to enhancement of the local cuisine….

g. **Results and monitoring:** We hope to create a network between theses municipalities that can serve as a reference for others who want to take the same road - monitoring will be the increase in the number of coastal municipalities that get the 5 Vele of Legambiente and Touring (The Vele are a recognition of the commitment of Municipality in the environmental field)

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DIGITALISATION AND INNOVATION IN TOURISM

NECSTouR Region: BASQUE COUNTRY

ICT and Innovation in Regional Tourism strategy
One the objectives in the "2020 Basque Tourism Strategic Plan" is to increase the competitiveness of the Basque Tourism Sector and therefore there is an action line dedicated to the Innovation Strategy, which involves ICTs.

Cooperation Tourism Department – Other Regional Departments
Related to ICT and Innovation, with the whole Department of Territorial Development and Competitiveness (Basque Government).

ICTs and Innovation for destination's sustainability & competitiveness
Through the action line that boosts innovation and introduction of new ICTs oriented to foster sustainability.

Measure for Tourism jobs and growth through ICTs and Innovation
PROGRAME: Good Practices for using ICTs
   a. **Period and Funding:** 2009-2010: Study ; 2011: pilot; 2012-2014: implementation → Regional funding
   b. **Who pilots and who is involved:** Agents involved are:
      - BASQUETOUR
      - Public Tourism Managing Bodies
      - Private provider
      - Private Industry

2011 – PILOT (2 regional Destinations)
2012 – IMPLEMENTATION (10 regional Destinations)
2013 – IMPLEMENTATION (11 regional Destinations)
2014 – IMPLEMENTATION (13 regional Destinations)

   c. **Activities includes:** Diagnosis, Monitoring, Trainning, Evaluation, Accreditation
   d. **Cross-sectorial approach:** Yes. All tourism subsectors.
   e. **Results and monitoring:** Digital Madurement Improvement

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NECSTouR Region: ZUID LIMBURG

Importance of ICT and Innovation in Regional Tourism strategy

We strongly believe that the future of our destination will be shaped through ICT information exchange. Impacts of online information (social) portals like *tripadvisor* and *booking.com* are huge and will become bigger. If you do not innovate, you run the risk of becoming obsolete.

Cooperation Tourism Department – Other Regional Departments

We cooperate in this project with our neighboring Regions in Belgium, being Belgian Limburg (Flemish) and Liège (Walloon).

ICTs and Innovation for destination's sustainability & competitiveness

It allows us to inform visitors about certain hotspots, thereby slightly influencing their travel patterns. This is helpful on our most busy days.

Measure for Tourism jobs and growth through ICTs and Innovation

a. **Period and Funding:** 2011-2014, European funding through INTERREG IV-A project 'Euregion with taste'
b. **Who pilots and who is involved:** Tourist boards of the three regions in the Netherlands and Belgium, local food producers and restaurants who work with local foods.
c. **Activities includes:** The project was set up as a mobile website which guides and informs visitors (and locals) about locally produced foods, which they can visit. An example is a local brewery, which gives information through a short online film (<60 seconds) and gives information about when to visit and what to expect. The mobile app than makes a link with the restaurants which serve this local beer, where people can taste afterwards. This also goes for other specialties, like wine, bread, pastry, herbs, sirop, cheese, etc.
d. **Cross-sectorial approach:** The sectors of food and tourism.

e. **Results and monitoring:** Results have been very positive, with large media coverage in the Netherlands and Belgium and positive reviews by participating producers and restaurants. The mobile site results can be viewed by Analytics.

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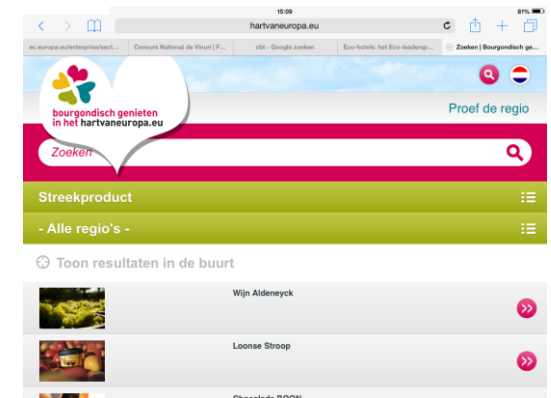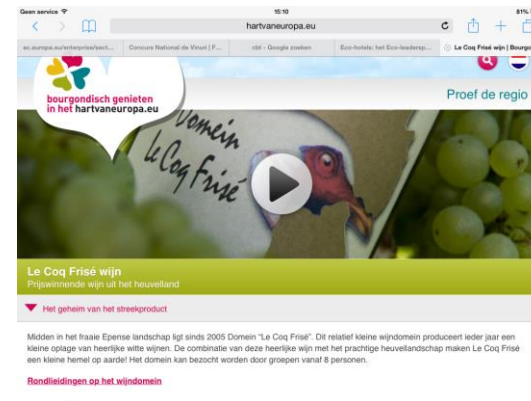
NECSTouR Region: ANDALUCIA

Sustainable Tourism Indicator System for Andalucía

Importance of ICT and Innovation in Regional Tourism strategy
The system allows the measurement towards sustainability by analysing 7 different key areas, for which the measurement of innovation is one of them.

Cooperation Tourism Department – Other Regional Departments
The other areas are governance, territory, vulnerability, profitability, diversification and quality. For the calculation of the indicators statistics from other departments they have to be integrated together with tourism statistics (Environment, Culture, business statistics, Economy, etc.).

ICTs and Innovation for destination's sustainability & competitiveness
This system contributes both to sustainability and competitiveness of tourism destination by providing the evolution towards sustainability of the destination incorporating the concept of integral sustainability, and by implementing a synthetic indicator methodology. This is done by means of adding up different partial indicators, and obtaining a comprehensive approach in such a way that can help policy makers to measure and monitor their policy decisions in terms of sustainability without any specific training.

Given the large amount of indicators and the certain complexity of the system for a non-expert, we have adapted some characteristics of the presentation of results in order to make it easier to construe by the general public and policy makers who are the end users of this tool.

Measure for Tourism jobs and growth through ICTs and Innovation
The analysis of the profitability area offers insights of the development of tourism as an economic sector with special emphasis on employment. It is also relevant the approach in terms of quality of the employment included both in the profitability area and in the quality area.

Inter-Regional Cooperation on ICTs and Innovation
The system is being compared with the ETIS project, as Andalucía region is now part of the second pilot phase testing ETIS.

The Regional Smart Specialization priority includes ICT for the benefit of tourism in Andalucía
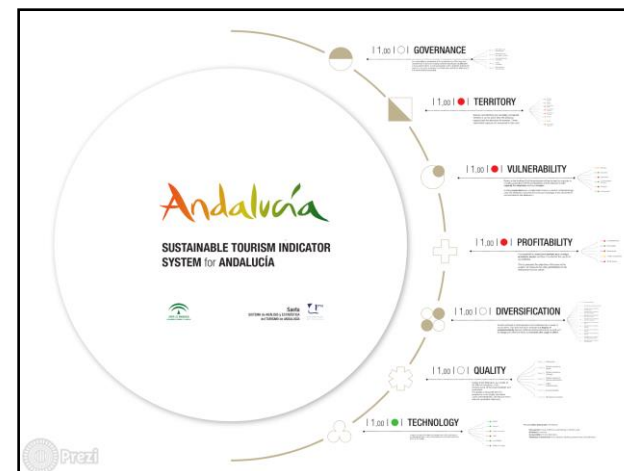
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NECSTouR Region: TOSCANA

Regione Toscana

Web platform for data centralization and quality assurance

Importance of ICT and Innovation in Regional Tourism strategy
The Regional Government has approved the Project Special of Regional Interest "Toscana Turistica Sostenibile e Competitiva", this means the "experimentation" of the Tourism Observatory of Destinations following the model proposed by NECSTouR.

ICTs and Innovation for destination's sustainability & competitiveness
The Observatory is designed in a circular process, which integrates the components "swot analysis", "social dialogue", "destination profile", "sustainability indicators" and "competiveness indicators" to be monitored on a yearly basis.

The key element is that ETIS[1] indicators are integrated in the phases "destination profile" sustainability indicators" and "competiveness indicators" of the cycle and are complemented by other indicators already tested in Tuscany plus some additional ones proper from this particular destinations.

Furthermore, the ETIS toolkit steps are included in the Tuscany Observatories Model, mainly in the "social dialogue component" where by going through the 14 steps of this process we find the 7 steps of the ETIS toolkit.

Measure for Tourism jobs and growth through ICTs and Innovation
Such a rigorous model required the design of specific software to guarantee the data collection ongoing process, its quality control and periodically review and update: The Toscana Piattaforma Turismo (platform).

This platform is designed in such a way as to collect and measure the data per each indicator at municipality level, enabling the users to benchmark each other at this level.

The Region is in the process of data collection and entering in the platform which is fully operational and the first results are expected by the end of the year. Following the Observatory cycle these will be analyzed, benchmarked and used for tourism policy making decision.

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[1] European Tourism Indicators System

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NECSTOUR MEMBER: ODYSSEA *ODYSSEA:*

Blue growth 2014-2020: Innovative investments and new technologies for "blue ways" port destinations development

ODYSSEA
RÉSEAU EXEMPLAIRE VILLES PORTS & TERROIRS CULTURELS UNIS

Period and Funding: Odyssea Blue Growth Strategy considers that innovation and new technologies are fundamental to promote the virtuous circle of sustainable development for Coastline Tourism and Yachting in Europe. The application of the ICT to various spaces of high and low density, connecting the territories of the maritime and river littoral to the back country, creates synergies, inducing an added-value for the project.

a. **Who pilots and who is involved:** It sensitises the actors and the consumers on the environmental aspects by approaching them in an innovating way thanks to a new model of integrated development.

b. **Cross-sectorial approach:** The innovative investments have to serve the perfect symbiosis between our ports, their waterways, our cities and rural territories in the service of a better competitiveness and an attractiveness of our offers. It is a question of combining practices, taking into account the identity and the history of places and working to facilitate circulations to reach more easily to the offer of Odyssea destination and re-connect the port to its town and its hinterland.

c. **Activities/Elements included:**
 • quality of public spaces,
 • quality of the built investments and landscapes,
 • soft transport (Odyssea Protect Eco-Station: electric car, bicycle, shuttle…),
 • treatment of waste,
 • investments connected to environment, as within the framework of "Clean Ports" label,
 • investments connected to nautical practices,
 • development of interpretation systems of heritage and landscapes (totems, contemporary art…),
 • Creation of maritime cultural counters.

ICTs and Innovation for destination's sustainability & competitiveness

Digital tools facilitate the maritime, river, land touring and discovery, and "the collection" of eco-touristic products of 4 seasons:

 • The Networking of an offer qualified "Blue tourism" of 4 seasons that connects cities with ports and rural territories,
 • The Integration of a rural territories dimension, lifestyle, value, ethical, in the collection of the eco-touristic 4 seasons offers,
 • The invitation to a wider discovery of coast territories for customers, notably at 1 hour of car from the port,
 • The display of digital tools for cultural mediation and information and communication technologies allowing to relieve, to value and to market qualified offers.

INNOVATING INTERPRETATION TOOLS
READING AND TOURISM INTERPRETATION OF THE LANDSCAPES, THE KNOW-HOW, THE ART TRADES.

Tools developed by Odyssea to value tourist offer, realize routes and incite visitors to ride on green and blue routes are:

 • Applications for mobile,
 • Odyssea Portal on line including the offer of four thematic stopovers and four seasons of port destinations,
 • European Odyssea Geoportal networking all the regional destinations,
 • Digitalization of Odyssea routes proposed via embarked technologies as GPS,
 • Digital beacons in sea allowing interpretation of maritime and coastal heritage,
 • Tourist information and cultural mediation totems and their QR codes,
 • Log books of promotion of routes by region with their QR codes to connect travelers,
 • Wines and museums that "speak",
 • Partnership created with NAVIONICS, world leader in terms of software of maritime cartography and which allows integration of Odyssea stopovers and offers to the navigation tools of the boaters.

Discover Wine that "speak" : http://terroirsduvertige.com/wines-list.php

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SUSTAINABLE MOBILITY AND ACCESS TO DESTINATIONS

NECSTOUR ROADMAP FOR ACCESSIBLE TOURISM DESTINATIONS

The NECSTouR Accessibility Task Force has developed a Roadmap for Accessible Tourism Destinations to provide with an overview of the existing Regional Tourism policies in the field of accessibility, capitalizing the lessons learnt to other Regions willing to engage in accessibility and contributing to the European Tourism Policy accessibility related measures in cooperation with the European Institutions.

The study has been undertaken by the regions of Veneto, Île-de-France, Catalonia, Flanders and Scotland. It contains the 'state of art' of Accessibility within Tourism, the Regional case studies evaluated during the peer review exercise and a crossed SWOT analysis positioning and reflecting the NECSTouR Region's state of play in relation with accessibility and tourism. In addition, it includes a roadmap for accessible tourism destinations based on the NECSTouR Regions experience focusing on the 5 axis that cover an accessibility destination value chain: Transport & Infrastructure, Facilities & Services, Information and Communication Technology, Training; and Governance.

A range of proposals for action at European level as potential solutions to tackle common challenges that accessible tourism destinations are facing is also embedded in this study.

The roadmap is available at NECSTouR website.

Accessible Tourism Destination: a Circular and Ongoing Process!

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NECSTouR Region: ÎLE-DE-FRANCE

PARIS REGION TOURIST BOARD

Regional strategy for accessible tourism: The Region's tourism priority regards the quality of welcoming visitors and the services offered. As such the accessibility process is integrated in the Île-de-France Regional Plan 2016 by being connected to the Quality of the tourism destination.

Law on accessibility: The French National Law states that all public places must be accessible for by 1st January 2015. This law was voted in 2005 and gave 10 years to public places to become accessible. Since the arrival of the deadline is approaching and, even if big improvements have been made, further improvements need to be undertaken. As such, public places will be asked to officially commit on their future accessibility and will be given more time for integrating it.

Accessible tourism Standard: There are no national standards on accessible tourism since the existing law gives the general frame for action. The role of the Regional Tourism Board is essential to transfer the law into action and keep accessibility real.
A national **Tourism & Handicap label** has been implemented since 2001. This label is managed by a national association and is implemented by the departments and regions. Criteria are established by the association and tourism stakeholders.

Regional Measures for Accessible Tourism Destinations

- **Transport & Infrastructure:**
  - Paris: New **Metro** stations accessible from line 14, mid 90^{ies} (not possible for old metro). **Buses**, **RER** (62 accessible stations on 65) and T**ramways** fully accessible

- From 274 **bus regional lines**, **120** are currently accessible: adapted pavements, low floor buses and access ramps, dedicated spaces, hearing and visual announcements of the stops
  - **EQUISENS project** has been launched in order to integrate accessible equipment in the Metro in Paris
  - **Taxis** G7 Company developed "Horizon" a taxi fleet dedicated to customers with special needs
- **Facilities & Services:**
  - Versailles Palace: information for all, accessible infrastructure and garden
  - Musée Rodin: accessible infrastructure and information for all
- **Information and Communication Technology:**
  - Handistrict.com: an integrated tool to map and promote accessible places within the region
  - Netvibes: intelligence software provides the region with updated information related to accessibility
- **Training:** 3 training courses (2 days organized with specialized trainers), for the tourism stakeholders:
  - Welcoming visitors with disabilities on touristic places
  - Improving accessibility of its tourism business
  - Promoting accessible offer

Twice per year the region organizes an awareness raising session for the tourism professionals.

- **Governance:** The region works with associations for people with disabilities, consultants, private touristic sites, architects and users associations.

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NECSTouR Region: VENETO

REGIONE DEL VENETO

Regional strategy for accessible tourism: The regional strategy is intrinsically related with the Regional Law on Tourism. The Region allocates funds to improve the physical accessibility through the involvement of experts in this field. Following the regional project of excellence on accessible tourism, the provisions are to improve the accessibility of accommodations, museums and restaurants that are part of the project, as well as the involvement of all tourism services within the Region.

Law on accessibility: Tourism Law Art. 11 Art. 43 of the Veneto Regional Law on Tourism states: "As a result of the implementation of Art 9 of the UN Convention on the right of people with disabilities, the policy of the Region in this context is to ensure that people with disability can freely have access to the tourism offer in an independent way."

Accessible tourism Standard: Village for all – V4A® is the International Quality Brand Hospitality for All which mission is to guarantee an "holiday for all": It is the official partner of the Project of Excellence "Accessible and social tourism" adopted by the Veneto Region in 2011. Also, the region approved the adoption of Village For all Methodology (V4AInside). It represents a technological and organizational innovation in the process of collecting and processing data related to accessibility, through the use of advanced technologies.

Regional Measures for Accessible Tourism Destinations
- **Transport & Infrastructure:**
  - **Mapping the Transport Services** (from the airport to the hotels) thanks to "TD (TillganglighetsDatabesen)"

- **Facilities & Services:**
  - Food/Menu for ALL: cooperation between Starwood and WESTIN Hotels, and between Starwood and Global Operators
  - Palazzo Grassi and Punta Della Dogana

- **Information and Communication Technology:**
  - Gitando.All: B2B event on Accessible Tourism products
  - International Meeting for Accessible Tourism (MITA EVENT): involves accessible tourism representatives either from European and non-European Countries and institutions.
  - INTERREG IVC project CHARTS: good practice exchange on accessibility to heritage

- **Training:** strong cooperation between the Regional Tourism Department and the Training Department to improve the knowledge of students, tour operators and tourist guides on Accessible Tourism. Universal Design Course for architects and designers (IUAV - University of Architecture in Venice): Veneto Region adopted the inclusive-design guidelines book from the New York City Major Office for Persons with disabilities.

- **Governance:** The Region works also with private organizations that are branding the accessible destinations. Moreover the region provides with advisor to the entrepreneurs to improve their facilities with an universal design approach. The Region is part of the Italian Accessibility National Committee.

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NECSTouR Region: CATALONIA

Generalitat de Catalunya
Government of Catalonia
Catalan Tourist Board

CATALUNYA

Regional strategy for accessible tourism: Yearly Action Plan for Accessibility, which is part of the Strategic Plan and Marketing Plan of the Catalan General Directorate for Tourism.
As regards of the development of specific accessibility services and offer, since 2007 the amount of accessible tourism equipment, resources and services has increased between a 10 and 15% per year.

Law on accessibility: In Spain, each Autonomous Community has complete responsibility for accessibility. As such, there is the Regional Law 20/1991 of 20 November on Promoting accessibility and removal of architectural barriers in Catalonia.

Accessible tourism Standard: Standards are based by general state and regional laws. The Catalan Tourist Board has taken the legal "must haves" and worked on its program of Tourism for All. This is based on the main standard of "what is a tourism destination" and moreover working on the concept of "additional facilities" that go beyond that established by law.

Regional Measures for Accessible Tourism Destinations

- **Transport & Infrastructure:**
  o 100% of buses in Barcelona are Accessible: access ramps, safety belts for anchoring wheelchairs, ticket validating machines issue sound and visual messages, Stop request buttons placed at lower height
  o 85% Barcelona Metro is Accessible (since 1992 new or refurbish
  o More than 80% of all Train Railways of the Generalitat de Catalonia (FGC) has stations are adapted to people with special needs.

- **Facilities & Services:**
  o **Confortel Hotels:** became the first to obtain the Universal Accessibility Certificate from the Asociación Española de Normalización y Certificación (AENOR)
  o **Ski Station La Molina:** promotes sport both winter and summer for people with special needs
  o **La Pedrera** (Gaudí): accessible website and building

- **Information and Communication Technology:**
  o www.tourismforallcatalonia.com: promotes and offers information about 25 accessible Catalan tourism destinations. The website has the highest levels of accessibility, it exhaustively complies with website accessibility guidelines
  o www.thewayofsaintjamesincataloniaforall.com: this initiative is a national and international reference in the implementation of solutions to assure accessibility for all on cultural routes of this kind, including people with disabilities or reduced mobility and particularly people with sensory disabilities

- **Training:** The Catalan Tourist Board collaborates with Universities and other organisations to develop educational programs for professionals or future professionals of the tourism sector.

- **Governance:** The Catalan Tourist Board takes into account the associations related to accessibility based in Catalonia, the Destinations interested in accessible tourism and other organisations or companies interested in develop, promote and commercialise an integrated approach of accessible tourism.

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NECSTouR Region: FLANDERS

Regional strategy for accessible tourism: The *Tourism Pact 2020* contains the strategic goal to build a sustainable, accessible Flanders for all. The region aims to become an over-all accessible travel destination, with a high international reputation.

Visit Flanders' *Accessibility Action Plan* consists of three parts: infrastructure, training and information. It has inspired a general building decree from the Flemish authorities for public infrastructure.

Law on accessibility: The most important legislation is the Belgian Antidiscrimination Law and the Flemish Building Regulation. Visit Flanders uses a set of label and funding criteria that corresponds with the legislation (but goes more into detail).

Accessible tourism Standard:

- Infrastructure*:* "Toegankelijk Vlaanderen" *(Accessible Flanders)* standard (www.toevla.be) to evaluate and label facilities.
- ICT: AnySurfer l*abel* (www.anysurfer.be) is considered a standard, as more and more websites by public authorities and organizations in Flanders are complying with it. The criteria equal level A of the Web Accessibility Guidelines of the World Wide Web Consortium.

Regional Measures for Accessible Tourism Destinations

- **Transport & Infrastructure:**
  - "The Great War Centenary - accessible to everyone": full accessibility of the activities commemorating WWI for the broadest possible public.

- **Facilities & Services:**
  - The Provincial Archaeological Museum (PAM): This museum throws light on the history of the Flemish Ardennes in the late middle ages

- **Information and Communication Technology:**
  - "All In" brochure which combines extensive accessibility information with a pleasant holiday style and a lay-out that follows the main readability standards. Nearly 300 enterprises (about 24% of the screened enterprises) have obtained an A or A+ accessibility label.

- **Training:** Visit Flanders organizes awareness raising training for hotel personnel, travel agents, tourism guides, information desk staff, architects, proprietors, and also for its own staff.
  - Training formula for tourist guides, reception desk staff and other tourism professionals.
  - Flanders has also started with inclusive trips for press and trade stakeholders.

- **Governance:** The region works together with other levels and domains of policy making. Visit Flanders has worked with two systems of funding. Experience has shown that the most efficient subsidy arrangements are those that are 'inclusive', where general work is planned but the accessibility criteria must be fulfilled to be eligible for the subsidy. Exclusive subsidies (to tackle specific accessibility issues) require a certain level of interest in, or knowledge of, accessibility on the part of the proprietor, in order to be successful.

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NECSTouR Region: SCOTLAND

Regional strategy for accessible tourism: The regional strategy is designed to highlight the disconnection between the market and the industry, access is enshrined as a compliance issue, not a market issue.

Law on accessibility: The Equality Act 2010 is an Act of Parliament of the United Kingdom. The primary purpose of the Act is to codify the array of Acts and Regulations, which formed the basis of anti-discrimination law in Great Britain. This was, primarily, the Equal Pay Act 1970, the Sex Discrimination Act 1975, the Race Relations Act 1976, the Disability Discrimination Act 1995 and three major statutory instruments protecting discrimination in employment on grounds of religion or belief, sexual orientation and age. In the case of disability, employers and service providers are under a duty to make reasonable adjustments to their workplaces and businesses to overcome barriers experienced by disabled people.

Accessible tourism Standard: The current **Accessible Scheme** which is incorporated into the region Quality Assurance. Visit Scotland intends to use the Access Statement as a basis for its new Accessible Tourism scheme, which is under development

Regional Measures for Accessible Tourism Destinations

- **Transport & Infrastructure:**
  - o **Bus and Coach Operators, Taxis and private hire vehicles** required by law to make their vehicles accessible for disabled people, including wheelchair users and those with assistance dogs.
  - o **Blue Badge Scheme** helps those with severe mobility problems who have difficulty using public transport to park close to where they need to go.

  - o **Built Environment**: Professional Education Project to make inclusive design an important part of education and training for all built environment professionals.

- **Facilities & Services:**
  - o "Access Statement" encouraging businesses to use this like a marketing tool, not just for disabled customers but ALL customers. The Access Statement will be the centre of the region information and service that will be provided by the industry and even the VisitScotland Visitor Information Centres. It has information related to transport, attractions, events, festivals, sports events; and others.

- **Information and Communication Technology:**
  - o The current **VisitScotland site** for tourists is currently under a re-development and is working on making it accessible. At the moment customers can look at accessible accommodation by region.

- **Training:** VisitScotland On line accessible training programme available for all the industry. Class room training provided by D&E manager on disability equality for NDPB's Industry etc. Conflict management training – breaking down the barriers the perception of disabled people requires change, how to deal with difficult situations. Diversity & Equality training – Stereotyping and Unconscious Bias

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SUSTAINABLE MOBILITY

NECSTouR Member: ODYSSEA

ODYSSEA
RÉSEAU EXEMPLAIRE VILLES PORTS & TERROIRS CULTURELS UNIS

Ecomobility, organization of the touring around the symbiosis City – Port - Hinterland : the concept of Odyssea Protect Eco-Station.

Concept/Strategy:
Odyssea Network's routes aim at facilitating tourist touring, eco-mobility along the blue routes and green routes along water. It organizes cultural and economic link between ports and their territories. In the strategy "Odyssea 2014-2020", it's central to allow an accessibility to routes and structured offer with a clear objective: Zero emission of Co2. Development of soft modes of transport is a major European stake.

Objectives:
The objective is to assure continuity and flow of the chain of movements from port office and along Odyssea blue and green ways.

The deployment of Odyssea Protect Eco-Stations is a strategic stake for environment, employment, which allows at the same time tourist clienteles to reach "cleanly" to an offer at 1 hour of port and port city, but also constitutes a real experience of travel.

Odyssea Protect Eco-station which we find in marinas is going to make discover the hinterland, its heritage, museums, traditions, know-hows, identities. It permits also wine tourism, gastronomic tourism... in a focus of discovery and economic cluster.

Activities:
All plans facilitating this touring from the port are favored, as for example:
- Development of eco-stations from the port: bicycle or electric cars hire
- Collective Shuttles
- Gyropodes
- Nautical modes: paddle, kayak
- Trains

Odyssea Eco-Station of Gruissan's video :
https://www.youtube.com/embed/NIkLthSP6kY

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SYNERGIES BETWEEN CULTURE AND TOURISM FOR JOBS AND GROWTH: CULTURAL ITINERARIES
CULTURAL ROUTES OF THE COUNCIL OF EUROPE

NECSTouR Region: TOSCANA

Topic of the practice: Governance of the cultural routes

Name of the cultural route: Via Francigena

Local involvement: Regione Toscana and 37 Municipalities are involved.

Promotion: Regione Toscana, Provinces and Municipalities are in charge of promoting Via Francigena towards pilgrims, hikers, families. Via Francigena in Regione Toscana is promoted via Tour Operators involved and two websites (www.turismointoscana.it, www.viafrancigena.eu)

Collaboration: Regione Toscana collaborated with 14 European Regions on the Via Francigena with the *Per Viam* project.

Project: *Per Viam,* CIP Support transnational thematic product project on the Via Francigena. Budget: 150.000 Duration: 12 months

Tool(s): Master plan 2009-2011, Piano operativo 2012-2014

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NECSTouR Region: EUSKADI

Topic of the practice: Governance of the cultural routes

Name of the cultural route: The Way of St. James in the Basque Country

Local involvement: The Department of Culture and Basquetour are managing the cultural route at the Regional level. Cultural Routes become strategic and intersectorial between different policies: culture, tourism, rural development, landscape, and environment. Integration of Cultural Tourism regional Plan presented in 2012.

Promotion: the Department of Culture, Basquetour and the Association of Friends of the Way of St. James from the Basque Country are responsible for the promotion towards Tourist Offices, pilgrims, summer courses of the University of the Basque Country, secondary education students, inmates, the general public and the civil society. The Way of St. James is promoted via national, regional and local media and by using creative industries and innovation that are mainly sponsored by the Basque government.

Collaboration: Euskadi region collaborates with European regions on the cultural route. The complete Way of St. James (6 regions of the north of Spain) has been presented to be UNESCO candidate.

Tool(s): Master plan 2008-2009 for the cultural and tourism development and the promotion of the Way of St. James passing through the Basque Country

Contact: Basque Government www.euskadi.net

CERTESS: EUROPEAN CULTURAL ROUTES - TRANSFER EXPERIENCES, SHARE SOLUTIONS
INTERREG IVC Project leaded by the European Institute of Cultural Routes

NECSTouR Region: BALEARIC ISLANDS

Topic of the practice: Route Implementation Plan (RIP) for New Routes

Name of the cultural route: Balearic Islands Archaeosites

Abstract: The RIP focuses on the development of an Archeological Cultural Route created with the purpose to generate new cultural tourism products in the Balearic Islands.
The route incorporates so far 10 archaeological sites: 3 in Ibiza, 4 in Mallorca and 3 in Menorca. It aims to show the archaeological richness of the Balearic Islands in relation to the contacts and the trade generated between the Phoenicians located in Ebusus (Ibiza) colony and the rest of the neighbour Balearic Islands.

The RIP analyses the archaeological and tourist context where the route is going to be implemented, develops a route design proposal and outlines the actions for execution. It also includes a protocol for monitoring the implementation of the route and strategies for funding, promotion and route consolidation.

Local involvement: different political and administrative levels: 4 municipalities, 2 island organizations (Insular Councils) and 3 Ministries of the Regional government.

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(Balearic Islands regional Government)

NECSTouR Region: ZLIN

Topic of the practice: Governance of the cultural routes

Name of the cultural route: European cultural route of Saint Cyril and Methodius

Abstract: The European Cultural Route of Saints Cyril and Methodius will be a European network of cities and regions focusing on the legacy of Europe's Christian roots in order to renew and utilize not only sacral monuments, but also Christian traditions and cultures of countries related to the brothers from Thessaloniki.

Local involvement: The cultural route will be managed by the East Moravian Tourist Authority, which is an allowance organization founded by the Zlín Region.

Promotion: On the occasion of the 1150th anniversary of the arrival of Saints Cyril and Methodius to Moravia, which will be commemorated in 2013, a number of events will take place, which emerged from the initiative of the Zlín Region.

Collaboration: The Region of Zlin collaborates with partners in the South Moravian Region and in Slovakia.

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CREATION OF EUROPEAN CULTURAL ITINERARIES

NECSTouR Region: EUSKADI

Name of the cultural route: Cultural itinerary - The Ignatian Way

Abstract: The Ignatian Way recreates the route that the gentleman ran Ignatius Loyola in 1522 from Loyola to the city of Manresa. Nowadays the road, begins in the birthplace of Ignatius Loyola (a tower – palace in Azpeitia, Gipuzkoa - Basque Country region) and ends at the " Cova de San Ignacio" in the city of Manresa (near the Monastery of Montserrat, in Catalonia region). A journey of 650 miles across 5 regions, which can be performed in approximately 30 days.

The route crosses Basque Country Region (Euskadi) in 6 steps, which allows to travel and meet two of the three Basque provinces, Gipuzkoa and Álava to 5 counties.

Local involvement: Currently it is in progress a master plan for 2015-2020 Ignatian Way in Euskadi, to lead the project with different public and private actors. The Plan is based on 7 pillars:

1. Institutional cooperation and management plan
2. Pilgrim and tourist care
3. Development and regulation for accommodation offer and other related services
4. Cultural torurism promotion and marketing for the jacobean routes in basque country
5. Susutainable and integral action on the environment
6. Recognition and revalorating the St. James Way in The Basque Country
7. Creating new products

Contact:
Basque Government www.euskadi.net

NECSTouR Region: FLANDERS

Name of the cultural route: Centenary of the Great War (2014-2018)

Abstract: "Centenary of the Great War" is, in the first place, a moment of remembrance and reflection of and on the Peace theme. As a commemorative project centered on the 'Centenary of the Great War', it offers us opportunities to project Flanders upon the eyes of the world with this Peace theme, and also to further develop the Peace Tourism theme and the war patrimony in the Westhoek (Flanders Field). This will be an exceptional and ideal opportunity to permanently anchor the memory of our war heritage into people's minds and preserve it for future generations.

The commemorative project encompasses a tourist segment with specific investment in the Westhoek, plus an events segment that encompasses the whole of Flanders.

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NECSTouR Member: GEC ODYSSEA

Name of the cultural route: Odysseus Cultural Route: Eco-touristic networking of blue and green ways, their cultural valorization and digital mediation, along a major European cultural route.

Topic of the practice: Odyssea development model was officially recognized as an example to follow of original maritime and coastal tourism in the Communication of the European Commission in February 2014 "A European strategy for more growth and jobs in coastal and maritime tourism" (COM (2014) 86 Final). Extract : "…The sector should develop new products promoting attractiveness and accessibility of coastal and marine archaeology, maritime heritage, underwater tourism, eno-gastronomic activities etc. A good example is the 'Odyssea project' which valorises the economic potential of coastal tourism, maritime cultural routes and innovative yachting activities through a network of innovative coastal facilities and ancient maritime routes."

Abstract: Odysseus route, aims to facilitate tourist touring, eco-mobility along the blue routes and green routes along water. It organizes cultural and economic link between ports and their territories. For port cities, river halts, it's a territorial model that brings a real added-value to their current offers facilitating creation of new exemplary services, offers and hospitality.

Odysseus route highlights the historic, tourist and economic link between ports and cultural territories. Odysseus Route is a new geography of the tourism around Odyssea port city "new destination of blue tourism". It proposes new services, around a quality label, that allow to distribute better the tourist flows in the space and in the time and the economic impacts. Odysseus route concretizes a territorial cooperation, a model of growth and employment for a network of maritime and river regions and harbor cities linked with their rural territories, with new offers and services of excellence, developed in the respect of the local identities, the safeguard and the valorization of the cultural landscapes, environmental and reasoned management. And Odysseus Atlas permits sharing, valorisation of memory, history, European heritage and mediation of European culture.

Local involvement: Odyssea model includes the port city as "European Heritage Stopover" in the major European Odysseus cultural route that reflects each involved regional port destinations, in the respect of unique and original nature of each.

Promotion: Success and experiments carried out in the framework of European, national and regional cooperation policies have led us to the drafting of the **White Book,** which is the collection of good practices undertaken by the partners over the period 2007-2013*, which allowed Odyssea to build a strategy for the future 20/20. Capitalizing on this first experimental phase, GEC Odyssea and its partners carry now, on Regions and Europe, the vision of "Odyssea Blue Growth 2014-2020".
This new strategy will allow us to give a new role to marinas, port cities and territories making them major actors of a new tourism: Blue tourism.

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NECSTouR Member: CROATIAN CHAMBER OF COMMERCE

Topic of the practice: Governance of the cultural routes

Name of the cultural route: Danube cultural routes: Roman Emperors Route and Danube wine Route

Abstract: Within the European Commission European Commission programme on transnational thematic product, The *Danube cultural routes: Roman Emperors Route and Danube wine Route* project is being implemented by the Croatian Chamber of Commerce.

Collaboration: The Croatian Chamber of Commerce collaborates with Danube Competence Center as leading partner, Romania and Bulgaria on the theme of cultural Routes with the *Danube cultural routes: Roman Emperors Route and Danube wine Route* project.

Project: *Danube cultural routes: Roman Emperors Route and Danube wine Route,* CIP Support transnational thematic product project.

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NECSTouR Region: MIDI- PYRÉNÉES

Name of the cultural route: Crossregional Management of rural heritage: Via Lactea

Abstract: The project VIA LACTEA (Interreg II C) envisages the promotion and valorisation of cultural and natural heritage of territories historically touched by the Way of St. James.

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NECSTouR Region: Provence-Alpes Côtes d'Azur

Name of the cultural route: Bassin Roya/Bevera

Abstract: A fishing route was created through a European project of tourist halieutic cooperation. The major objective is to protect the environment of the 2 regions having numerous biological, historical, cultural and tourist wealth. Especially the aquatic environment constitutes a unique heritage for fisher.

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NECSTouR Region: EMILIA ROMAGNA

Name of the cultural route: BLUe-Building River Landscape Across United Europe
Abstract: It aimed at developing a common river tourism promotion strategy at a transnational level in order to make the initiatives consistent and complementary. The ultimate objective was to define a tourism promotion policy based on the protection and enhancement of cultural resources and river landscape**.**

Name of the project related to cultural tourism: Marimed
Abstract: The project promoted the integration between the tourism and the fishery sectors and tested an innovative model to enhance tourist supply and sustainable tourism development, for the promotion and enhancement of the natural, cultural and social heritage of Mediterranean marinas and fishing sports.

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NECSTouR Region: VENETO

Name of the cultural route: Restoration and promotion of the Great war museum of Inssbruck
Abstract: The Veneto region is working with Land of Tirol (Austria) at a special project in the field of the promotion of cultural and natural heritage. The Interreg IV B project is about the restoration and promotion of the Great War Museum of Innsbruck and of the battlefields in Veneto, finally returned to be part of natural world.

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NECSTouR Member ISNART

Name of the cultural route: Ospitalità Italiana HOTSPOT
Abstract: The project aimed at developing a branded and interactive virtual environment that is an innovative web platform for engaging tourists in the cultural heritage of tourist destinations as well as in wine and food tourism.

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