



Network of European Regions for
a Sustainable and Competitive Tourism

NECSTouR



Commissione
europea



2014 Presidenza Italiana
del Consiglio
dell'Unione Europea



Ministero
dei beni e delle
attività culturali
e del turismo

13th EUROPEAN TOURISM FORUM

***“Tourism and Culture in Europe: innovative actions for jobs and growth”
30-31 October 2014, Naples, National Museum Capodimonte***

The Tourism of Tomorrow: European Regions as Drivers of Sustainable Change

Panel 3: Training and Education in Tourism

**Paolo Bongini, Director of Tourism
Tuscany Region, Presidency of NECSTouR
Napoli, October 31st 2014**



Abstract of the presentation:

How Regions contribute to a more innovative and skilled European Tourism offer through the strategic management of the Structural Funds ?

NECSTouR good practices

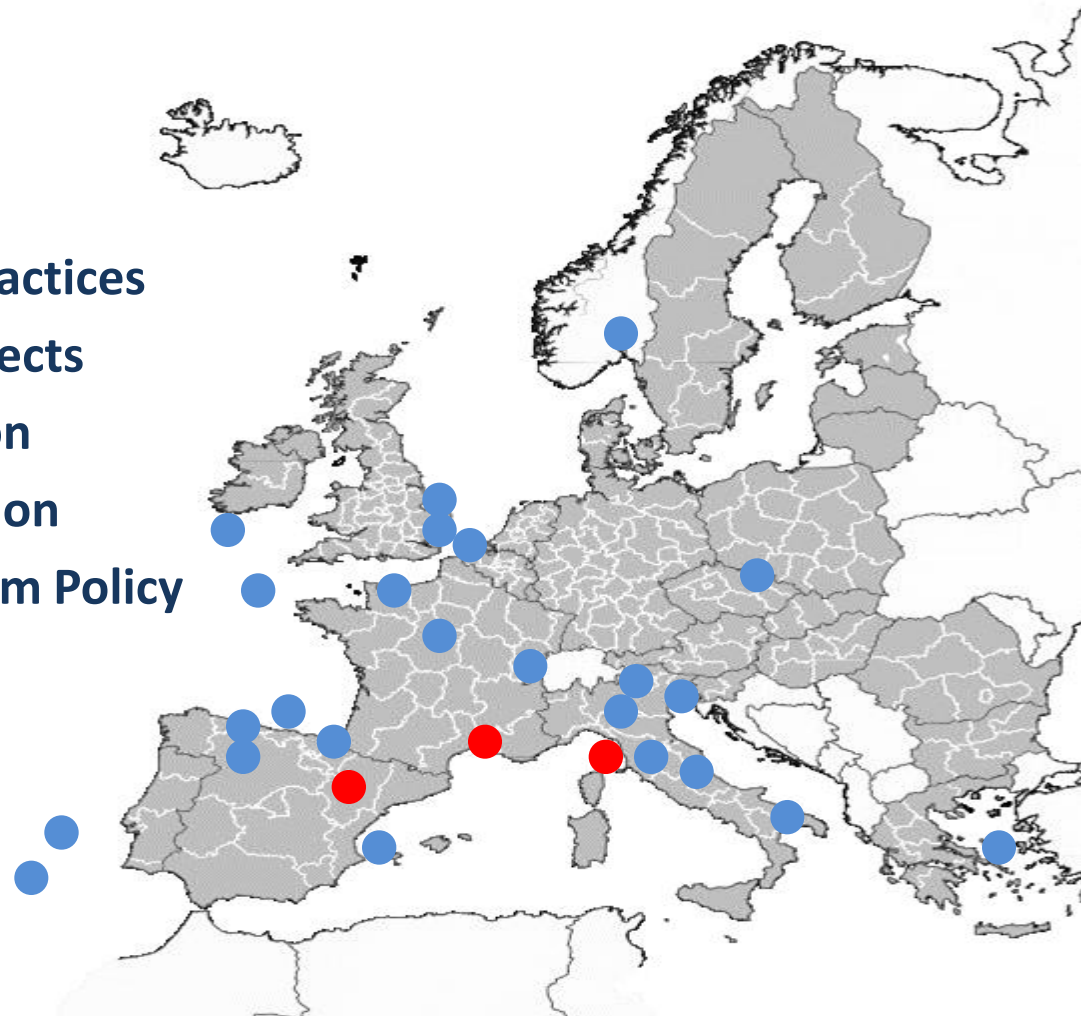
**Next steps: NECSTouR follow up actions and events
in this field**



36 National, European, International public/Private Organisation working in the Sustainable Tourism Sector

Leading Tourism Destinations

- Increase **KNOWLEDGE**: Good Practices
- Increase **JOINT ACTIVITIES**: Projects
- Increase **EXPERTISE**: Cooperation
- Increase **VISIBILITY**: Dissemination
- Ensure the **POSITION**: EU Tourism Policy



Regions' crucial role:

Sustainable tourism policy designing, implementing and fund rising

**Leading Tourism
Destinations**

Regional Competence

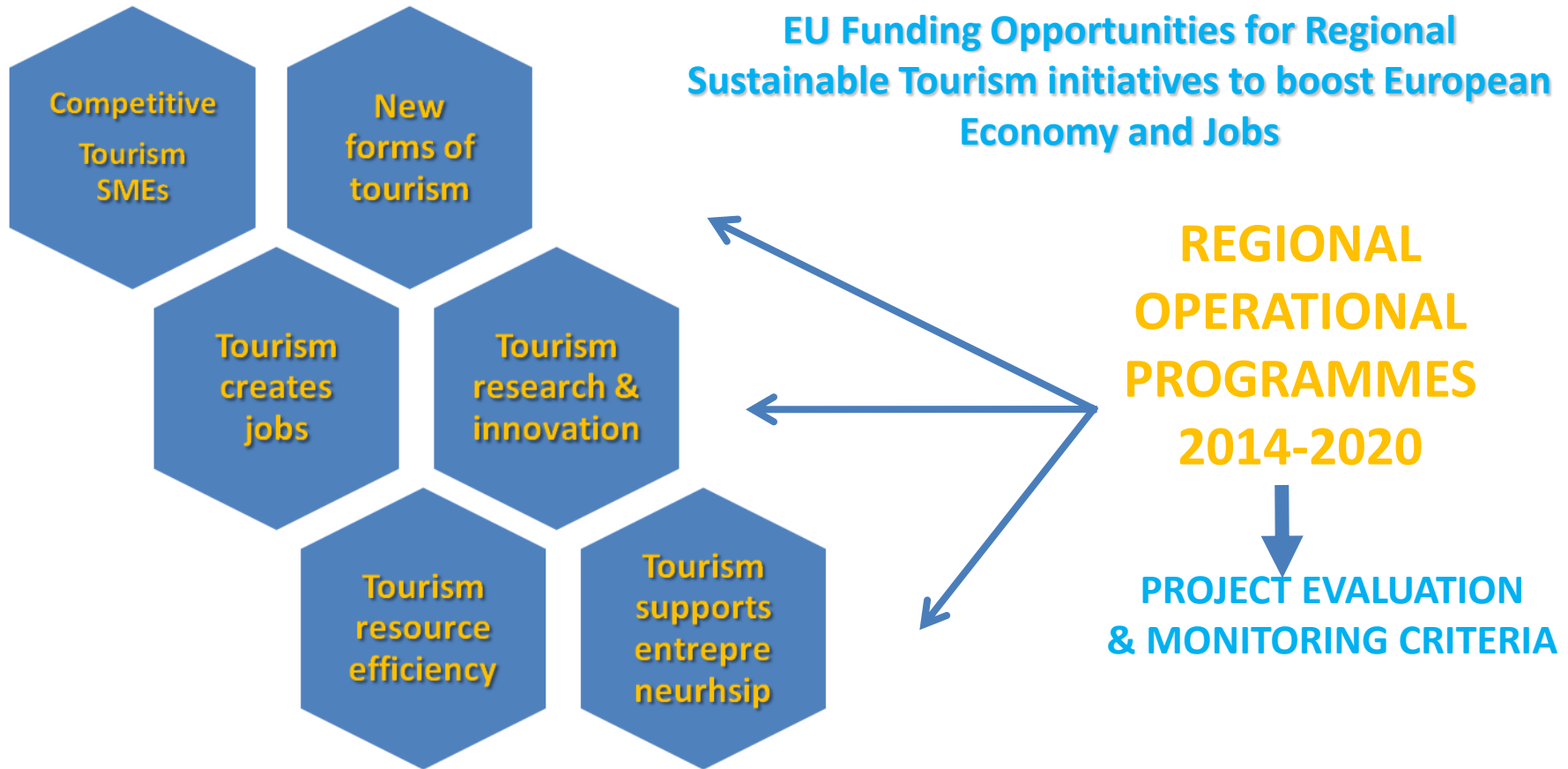
Regions' strategic position:

- Gather the key local tourism stakeholders
- Support tourism destinations and monitor their performance
- Make the bridge between supranational and local level
- Lead to public private partnerships
- International benchmark and cooperate with other regions
- Manage EU Structural Funds



How Regions contribute to a more INNOVATIVE and SKILLED European Tourism offer through the strategic management of the STRUCTURAL FUNDS?



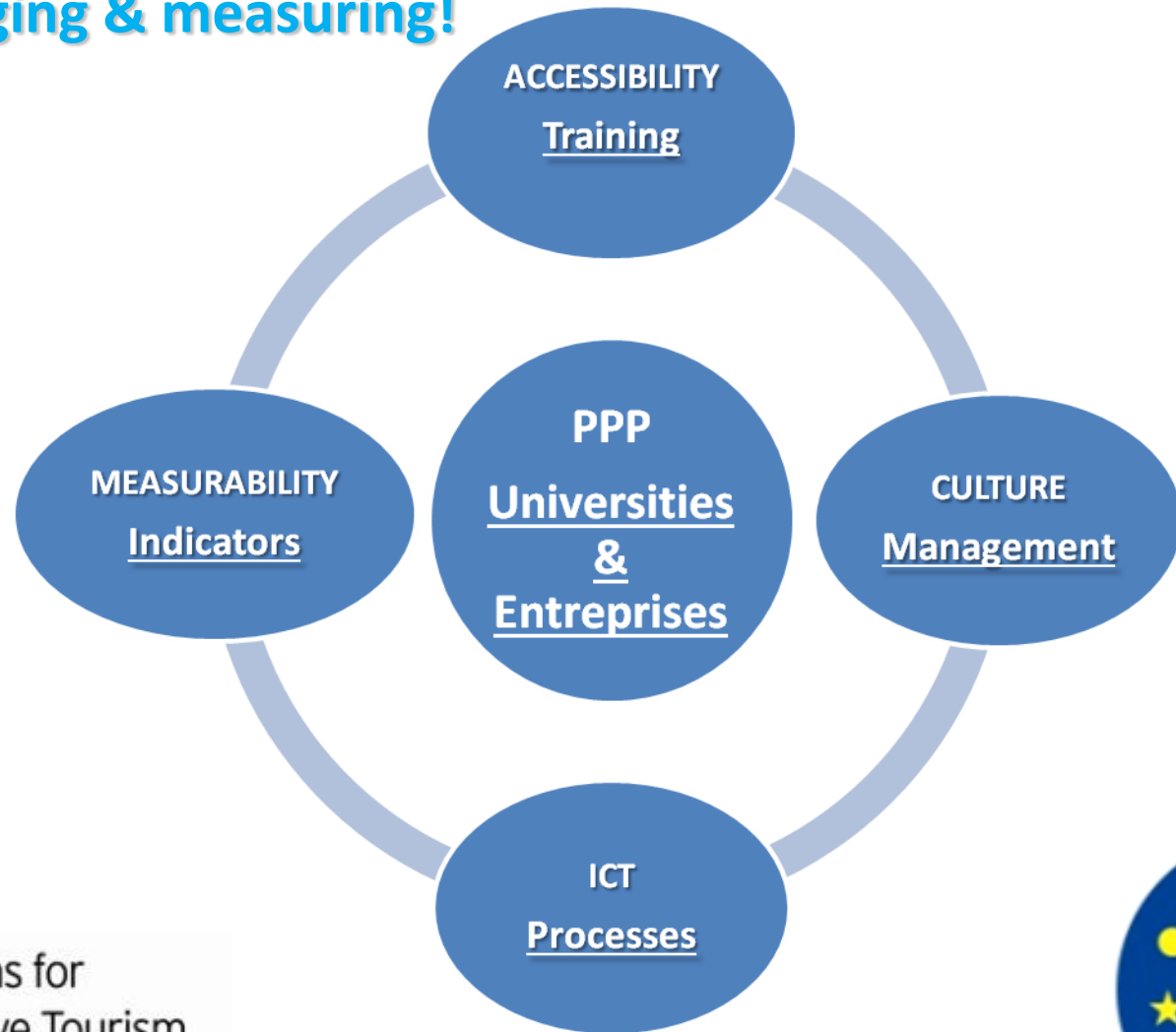


Euromeeting 2014, XII^e Edition
Regional Policies for Sustainable and
Competitive European Tourism

Florence, 26th - 27th November 2014



- ✓ Investing in Human Capital: What training?
 - Training in Tourism goes beyond welcoming:
Planning, managing & measuring!



NECSTouR GOOD PRACTICES



Main problems

- Students are afraid of not getting a job after finishing their degrees
- Tourism Companies are not eager to hire new workers thinking about costs and lack of experience

Side issues

- Internship is a good connection to initial experiences but often doesn't end in a formal contract
- Student's final projects are of real interest but often not linked to reality

Proposal

- Integrated Internship + Final project



Students Benefits

- Gaining working experience
- Develop a real and applied project
- Better immersion and insides of the company

Companies benefits

- Can know how the student is facing real challenges
- Can observe the level of proactivity of the student
- Can better decide if the student fits as a worker

Outputs

- 100% of finished internship – final project on time
- 100% of the students are working (nearly 60% on the initial companies)
- Our degrees have “loyal” companies to work with and an increasing interest of others.



Cornish Perspectives on Social Dimensions of Sustainability

Fifteen Cornwall – inspiring people through amazing food experiences
training great chefs, tackling unemployment, transforming local food economy

Apprentice programme - elements

- Cornwall College – full time VRQ and day release NVQ
- Kitchen Induction – basic skills and safety
- Kitchen Service – professional discipline
- Sourcing Trips and Work Placement – web of partners
- Kitchen completion - finessing
- Well-being and Personal Development – ongoing, targeted, responsive, tailored support, counselling, mentoring, coaching
- Job brokerage – placement led – 100% C6





- All trainees have had drug, crime or social breakdown backgrounds
- 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
- Continuous engagement with local people



Region: Provence Alpes Côte d'Azur, France

- **Tourism: an important economic challenge**
- **30 million tourists welcomed each year**
- **12% of regional GDP more than 7.5% of employment**
- **Tourism is for the territories of Provence-Alpes-Côte d'Azur, a major business sector with strong economic, social and environmental issues.**



Some specific actions

- **Promotion of the training offer in the trades of tourism** with the creation of a dedicated website : <http://mp.espace-competences.org/tourisme/>
- Implementation of a device **IRIS** (regional Intervention for the Social investment) **tourism**
- Creation of a center of expertise in training and research tourism (**PROTIS**: <http://protis.cectd.eu/>)
- Support of Chambers of Commerce and industry in their quality and confidence Charter approach and a group of employers «**hotels, restaurants, camping and caravanning**»



Scope:

- More than 4000 potential stakeholders (restaurants) in Galicia

Objectives:

- Improve overall quality and service operations levels
- Provide awareness regarding tourism resources through the Galician Gastronomy

In partnership with each Local Tourism Destination and wine routes



Description:

Information about each restaurant is collected through a series of auto-assessment questionnaires.

A custom made manual is prepared with best practices guidelines in service operations, quality procedures including tourism information about local resources, gastronomy and wine routes.

A follow up procedure will be set in order to monitor the implementation of the recommended guidance, that will include on- site training and consultancy.

On line info: www.cshg.es



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

- **ritzy*** is the training program for the hospitality industry in Valais (Switzerland) with the aim to professionalize the staff and to promote the entrepreneurial spirit of the management.
- This program is financed by a percentage of the annual fee each hospitality enterprise in the Canton of Valais has to pay to the regional government. This unique funding model allows free participation to the **ritzy*** seminars for the industry stakeholder.
- The offer includes one-day seminars in 12 different subjects at all levels (staff to management) with fixed dates in central locations, seminars "on request" in a destination or in-house as well as webinars and a virtual learning platform (ritzycampus).

Subjects

- Business organization & management
- Leadership
- Personal Development
- Marketing & Media
- Communication & Sales
- IT & Internet
- Security
- Cooking
- Service
- Enology
- Housekeeping & Decoration
- Language Studies

Annual catalogue



ritzy*



- More than **1,600** participants have used **ritzy*** which affects both the entrepreneurial and team spirit as well as the cooperation and competition strategies in an original and sustainable manner.
- Over **200** seminars with about 40 instructors are realized annually.
- The **ritzy*** program is unique in Switzerland. This applies to the organization, the financing model as well as the diversity, originality and quality of the content.
- Industry sectors of participants: hotels (75%), restaurants (12%), other hospitality enterprises (6%), tourism enterprises (75%)
- Profile of participants: CEO (36%), management level (12%), permanent staff (42%), seasonal employees (8%)
- Market shares of **ritzy*** products: on-demand seminars in destination (36%), seminars in central school location (23%), “Booking-Valais” regional distribution platform (13%), on-demand in-house seminars (11%), Webinars (8%), language course (7%), external seminars (2%)



Aim: Capacity building & vocational training.

Target group: staff and consultants of destinations, DMOs, DMCs.

Organised by: EUCC-QualityCoast , helping 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.

Format of the Seminars:

- duration: 17 weeks – 4 hours/week,
- online tools, flexible e-learning through the week
- 10 interactive webinars, and 2 on-site workshops in different regions.

2014: First seminar edition, in English,

- 30 participants, supporting 30 destinations,
incl in Ile-de-France, PACA, and Zeeland.

2015: editions in Spanish a.o. languages.

- opportunity to boost European destinations globally!

Within the framework of Odyssea program, network of engaged port cities and territories around a common sustainable development model, training sessions have been undertaken in each of the pillars of the program (Quality, Innovations, Culture and Heritage, Environment), in collaboration with *Cité de la Culture et du Tourisme Durable*, to create European Destinations of Excellence .

Targets : Managers, employees of ports, tourist offices

Objectives :

- Discovering the tourism economy, tourism hospitality and sustainable tourism management model,
- Innovation, organization and promotion of a 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, Heritage, Culture, Know-how...
- A protected natural and cultural environment.



The network of Odysseus cultural Route has for ambition :

- To propose school exchanges within the framework of a linguistic, cultural and patrimonial approach
- To create projects of restoration, protection and valorisation of heritage and maritime landscapes
- A teaching pack of visit adapted for appropriation of the history and the local culture
- To facilitate the use of NICT which developments are specifically granted to the popularization of Odysseus cultural route
- To make discover, through the Atlas, 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...



The first workshop for sharing good practices of coastal destination

The mayors of the coastal and lakes destination awarded with Vele of Legambiente and Touring Club will meet in an open discussion on good practices, and to share tools and objectives

- **Il Club delle Vele will be a training moment among mayors**
- **The workshop will present realities and local actors involved in the pathways of development and promotion of the territories**
- **In particular, it will shed light on the strong bond between the virtuous policies for the administration of territories with a high tourist and the construction of proposal for quality and sustainable tourism**
- **At the end of two days, the network between the mayors will be concluded with the signing of the Carta del Club delle Vele, as a commitment over time.**

OTD

Un ciclo virtuoso continuo

Le operazioni che gli OTD effettuano nella piattaforma definiscono un ciclo di attività continuo che, nel tempo, prevede un processo di progressivo e costante miglioramento della sostenibilità turistica.

Controlla i tuoi colori:

- Operazioni effettuabili o da completare
- Attività già completate e modificabili
- Operazioni non ancora eseguibili (prima devono essere completate quelle precedenti)



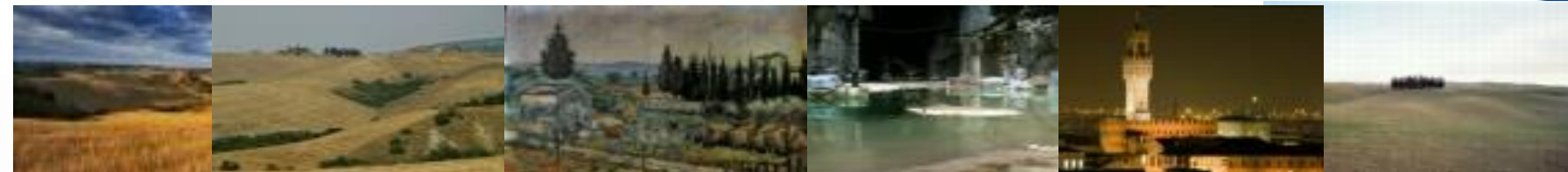
Cos'è la "Piattaforma turismo"?

La piattaforma turismo è la piattaforma telematica di interoperabilità degli OTD. Nasce nell'ambito del progetto "Toscana Turistica Sostenibile e Competitiva" (vedi sotto) e si sviluppa nell'ambito dei sistemi di rete e di profilazione utenti della Regione Toscana. Ha la finalità di mettere in rete gli Osservatori Turistici di Destinazione, e le persone che ci lavorano, creando un network di destinazioni toscane di qualità e di utenti, dedicati al turismo. *continua*



WEB BASED PLATFORM as sustainable management model, based on social dialog, assessment, evaluation, competitiveness, sustainability.

Actors: REGION, CITIES, UNIVERSITY, STUDENTS, ASSOCIATIONS



EVENTS:

- **30-31 OCT: European Tourism Forum (Naples, IT) EC & IT Presidency**
- **5 NOV: WTM World Responsible Tourism Day (London, UK) UNWTO**
- **26-27 Nov: EUROMEETING (Florence, IT) TUSCANY REGION**
 - Sustainable Tourism, Challenges and Opportunities in the 2014-2020 Planning Period
- **1 DEC (tbc): European Tourism Day (Brussels, BE) EC**

NEW European Commission Publications on Tourism:

- ✓ Recent outcomes and deliverables of some of the European Commission tourism initiatives 2014
- ✓ Guide on EU Funding Opportunities for Tourism
- ✓ Results of The Public Consultation "European Tourism Of The Future"
- ✓ Results of The Public consultation on the "Regulatory and administrative framework affecting tourism"
- ✓ International tourism trends in EU-28 member states and Current situation and forecasts for 2020-2025-2030, by UNWTO&DG ENTR

Available in
www.necstour.eu



5 Reasons to join us!

Subsidiarity principle: Together we are stronger

- ✓ **PARTICIPATE and influence EU Tourism Policy** - Consultations, Access to European Funds, developing project ideas and finding quality partners
- ✓ **BE PART of an Open and Dynamic network of experts** at regional, national, European and international level
- ✓ **HAVE DIRECT ACCESS to targeted knowledge**, information and contacts of sustainable tourism
- ✓ **PROMOTE your Region/Organisation** within the experts and towards the European/International Audience



Thank you!

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