



**Sustainable  
Tourism** IN THE  
MED  
AREA



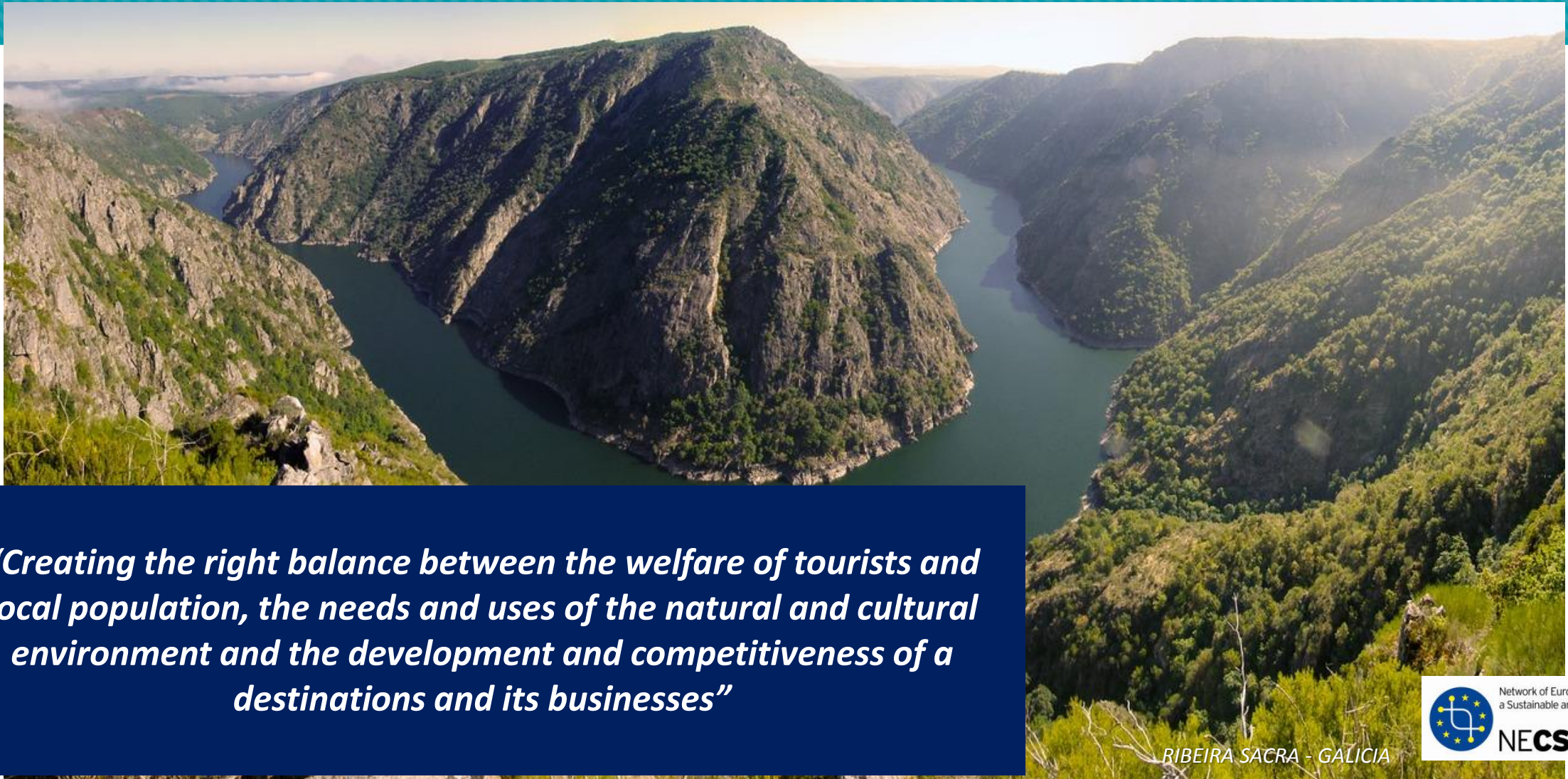
# WORKSHOP WITH DECISION MAKERS ON DEVELOPING CYCLING TOURISM IN THE MEDITERRANEAN AREA

19<sup>th</sup> February 2020



Network of European Regions for  
a Sustainable and Competitive Tourism  
**Sandra de Puig**  
NECSTOUR  
Permanent Secretariat

# NECSTouR : The NEXT TOURISM The TOURISM OF TOMORROW



*“Creating the right balance between the welfare of tourists and local population, the needs and uses of the natural and cultural environment and the development and competitiveness of a destinations and its businesses”*

RIBEIRA SACRA - GALICIA

# Interregional Cooperation & Behavioural Change: Overcoming common Challenges

**NECSTouR CHALLENGES**

**Tourism Tomorrow**



# NECSTouR 5 “S” for the SUSTAINABLE Tourism Tomorrow

Smart destinations

Sociocultural balance

Skills and talent

Safety and resilience

Statistics and measurability



# Smart and Sustainable Mobility: Mapping Member's priorities

## Governance

- Smart management
- Holistic approach of policies and measures
- Quality of life of residents and tourists

## Customer Journey

- Improve accessibility and connectivity
- Product development
- Seamless travel
- Branding and Positioning

## Environmental Sustainability

- Reduce CO2 emissions
- Boost energy efficiency
- Foster behavioral change

**NECSTouR Member's  
identified priorities**

# NECSTouR Participation to the CIVITAS DESTINATIONS EU Project



FUNCHAL - LAS PALMAS DE GRAN CANARIA – ELBA – VALLETTA – RETHYMNO – LIMASSOL

## CIVITAS DESTINATIONS OBJECTIVES

- **CIVITAS DESTINATIONS** implements a set of mutually reinforcing innovative mobility solutions in **six touristic urban/regional sites**
- The project gathers **28 partners from 12 European countries, plus China**
- From 1<sup>st</sup> September 2016 to 31<sup>st</sup> August 2020 (**48 months duration**)
- Total budget of 19.9 M€ of which **17.8 M€ in EC Contribution**



The project builds up an integrated approach to address mobility and tourism, testing balanced strategies to face the rising challenges of these two growing sectors and to achieve sustainable development and a better quality of life in Funchal, Limassol, Rethymno, Elba, Las Palmas de Gran Canaria and Valletta.



CIVITAS-DESTINATIONS. NECSTouR GENERAL ASSEMBLY 10 October 2018 – Brussels



# Learnings from CIVITAS DESTINATIONS EU Project



THE CIVITAS INITIATIVE  
IS CO-FINANCED BY THE  
EUROPEAN UNION



**Public E-Bike System**

LAS PALMAS DE  
GRAN CANARIAS

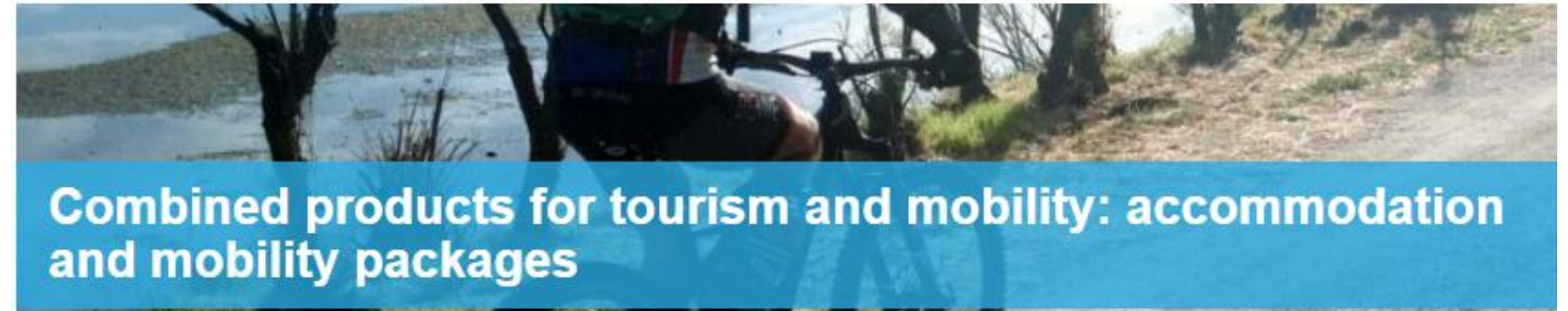
RETHYMNO



**Active healthy and inclusive mobility for all**

*rethymno is increasing urban accessibility and safety for people with disabilities by implementing new syste*

ELBA



**Combined products for tourism and mobility: accommodation and mobility packages**



**Bicycle challenge: competition between employees of companies**

LIMASSOL



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**NECS**TouR

# Next steps CIVITAS DESTINATIONS and NECSTouR

"Smart Mobility in Tourism: Balancing Place, People and Businesses across the European landscapes"

*Addressing the complexity of the territorial diversities in Coastal, Insular, Mountain, Rural and Urban Destinations*

26 MARCH 2020, CAGLIARI



NECStour  
AGM2020  
SARDINIA



## CIVITAS DESTINATIONS

Practical guidance to implement sustainable mobility solutions in high touristic destinations



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# NECSTouR & the MED: SUSTAINABLE TOURISM

## Objectives of the Project

1. To enhance and enlarge the MED Sustainable Tourism Community
2. To generate a capitalisation responsive environment
3. To mainstream the results of the Community into national and regional policies

Interreg  
Mediterranean



SUSTAINABLE  
TOURISM

Length of the project: 32 months

# THE SUSTAINABLE TOURISM COMMUNITY

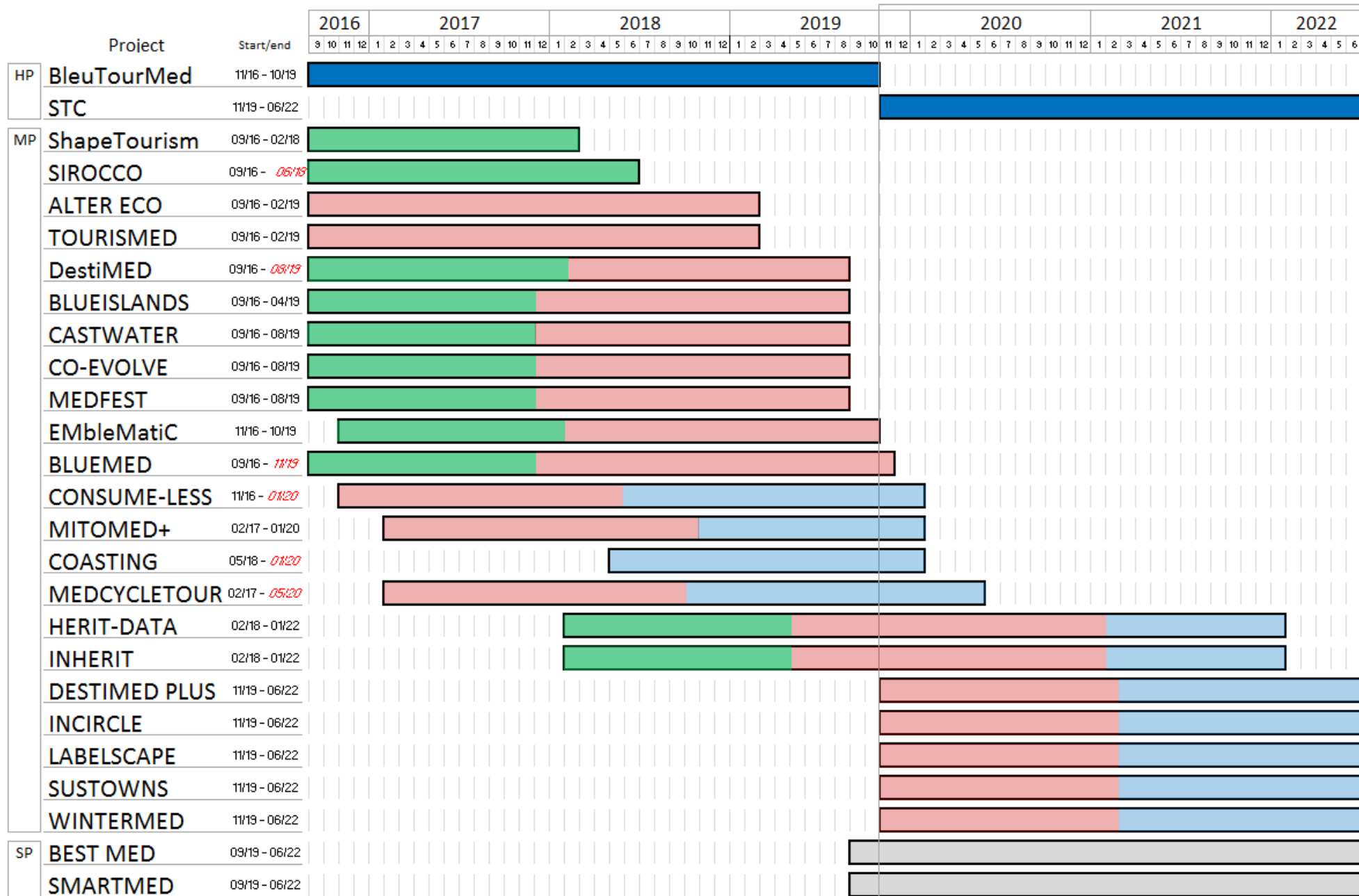


## The consortium

- Barcelona Provincial Council (Spain)
- UNIMED - Mediterranean Universities Union (Italy)
- University of Thessaly (Greece)
- NECSTouR (Belgium)
- Latin Arc (Spain)
- Adriatic Ionian Euroregion (Croatia)
- Plan Blue (France)
- Regional Development Agency Green Karst (Slovenia)

## NECSTouR ROLE

- Work Package Leader on Capitalisation
- Horizontal Angel for 3 projects
- Territorial Antenna for European Institution
- Organizer for the capitalisation event in March 2021
- Gathering good practices from the network

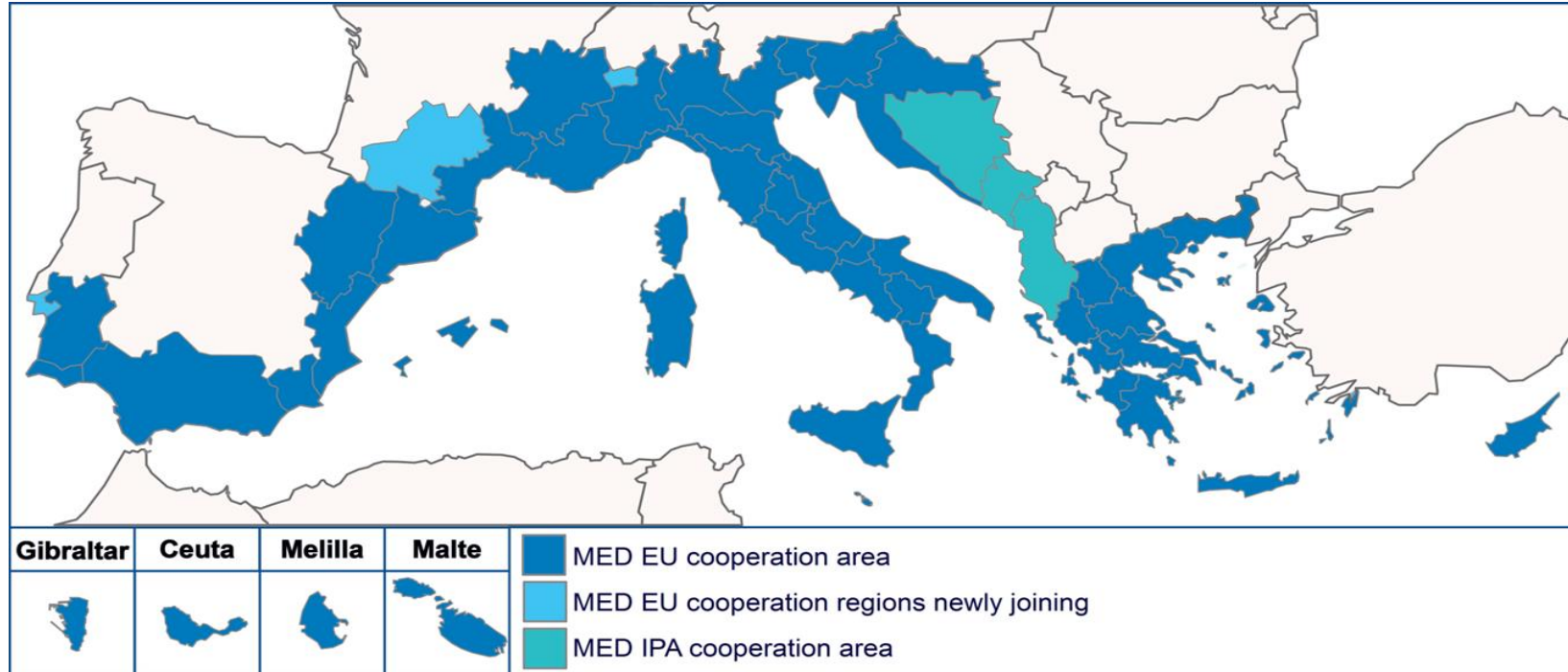


Type of WP:  
■ Studying  
■ Testing  
■ Capitalising

# SUSTAINABLE TOURISM HORIZONTAL ANGELS

Plan Bleu  
HERITDATA  
CO-EVOLVE  
EMBLEMATIC  
NECSTouR  
DESTIMED+  
WINTERMED  
MITOMED+

AIE  
SHAPETOURISM  
SIROCCO  
TOURISMED  
SUSTOWNS



Arco Latino  
CONSUMELESS  
INCIRCLE  
COASTING  
MEDCYCLETOUR

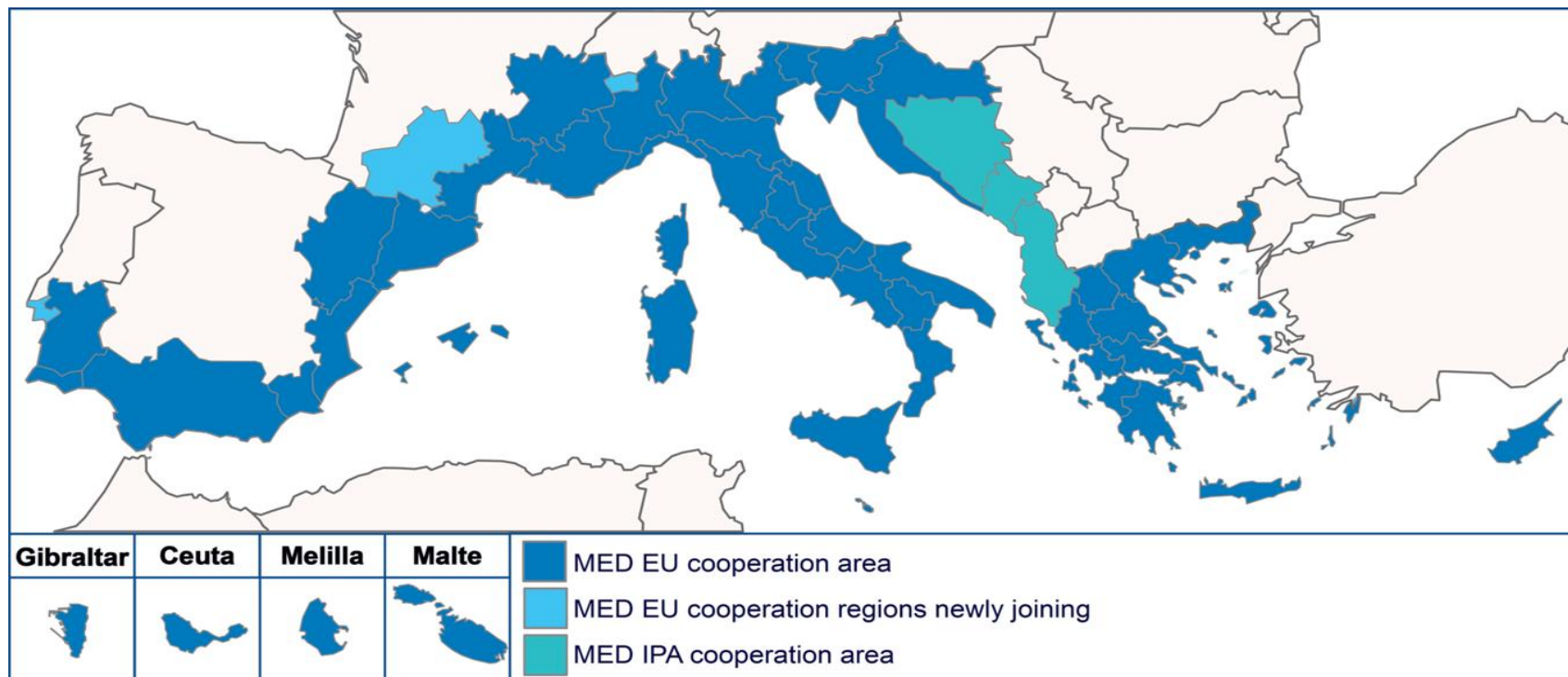
UTH  
BLUEISLANDS  
BLUEMED  
CASTWATER  
INHERIT

Green Karst  
MEDFEST  
LABELSCAPE  
ALTERECO<sup>15</sup>

DIBA  
SMARTMED  
BEST MED

# SUSTAINABLE TOURISM TERRITORIAL ANTENNAS

Antennas
Spain & Portugal
Italy & Malta
Croatia, IPA countries, Italy
Greece & Cyprus
France
Slovenia
MENA countries
Brussels



Green Karst  
Slovenia *New!*

NECSTouR *New!*  
European Institutions

UTH  
Greece  
&  
Cyprus

Plan Bleu  
France



**JOIN US!**

**Kick Off Meeting**

**3-4 March, Salou (Catalonia)**

**Interreg** 

Mediterranean



**SUSTAINABLE  
TOURISM**

[Click here to the website](#)

**Support to  
MEDCYCLETOUR**

- Scale up: Share the policy recommendations EU/regional/local level
- Transfer the outcomes and results beyond the MED area
- Brussels antenna: liaison with EU institutions/stakeholders



Network of European Regions for  
a Sustainable and Competitive Tourism

**NECSTouR**

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