



WORKSHOP WITH DECISION MAKERS ON DEVELOPING CYCLING

TOURISM IN THE MEDITERRANEAN AREA

19th February 2020

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

ACHIEVING SMART & SUSTAINABLE GROWTH

ADDRESSING CLIMATE CHANGE AND IMPROVING RESOURCES EFFICIENCY

EMBRACING DIGITALISATION & ACCESS TO NEW TECHNOLOGIES

BOOSTING BUSINESS, MARKET & SKILLS INTELLIGENCE

INCREASING ACCESS, ANALYSIS AND USABILITY OF INFORMATION

BALANCING PEOPLE, PLACE AND BUSINESS

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 – RETHYMNIO – 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 1st September 2016 to 31st August 2020 (**48 months duration**)
- Total budget of 19.9 M€ of which **17.8 M€ in EC Contribution**



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



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.



Learnings from CIVITAS DESTINATIONS EU Project



Public E-Bike System

RETHYMNO



Active healthy and inclusive mobility for all

Adaptation to innovation urban accessibility and equity for people with disabilities and innovation and equity

LAS PALMAS DE
GRAN CANARIAS

ELBA



Combined products for tourism and mobility: accommodation and mobility packages



Bicycle challenge: competition between employees of companies

LIMASSOL

Next steps CIVITAS DESTINATIONS and NECSTOUR



CIVITAS DESTINATIONS

Practical guidance to implement sustainable mobility solutions in high touristic destinations



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION



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

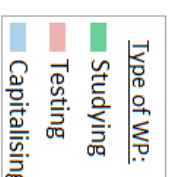
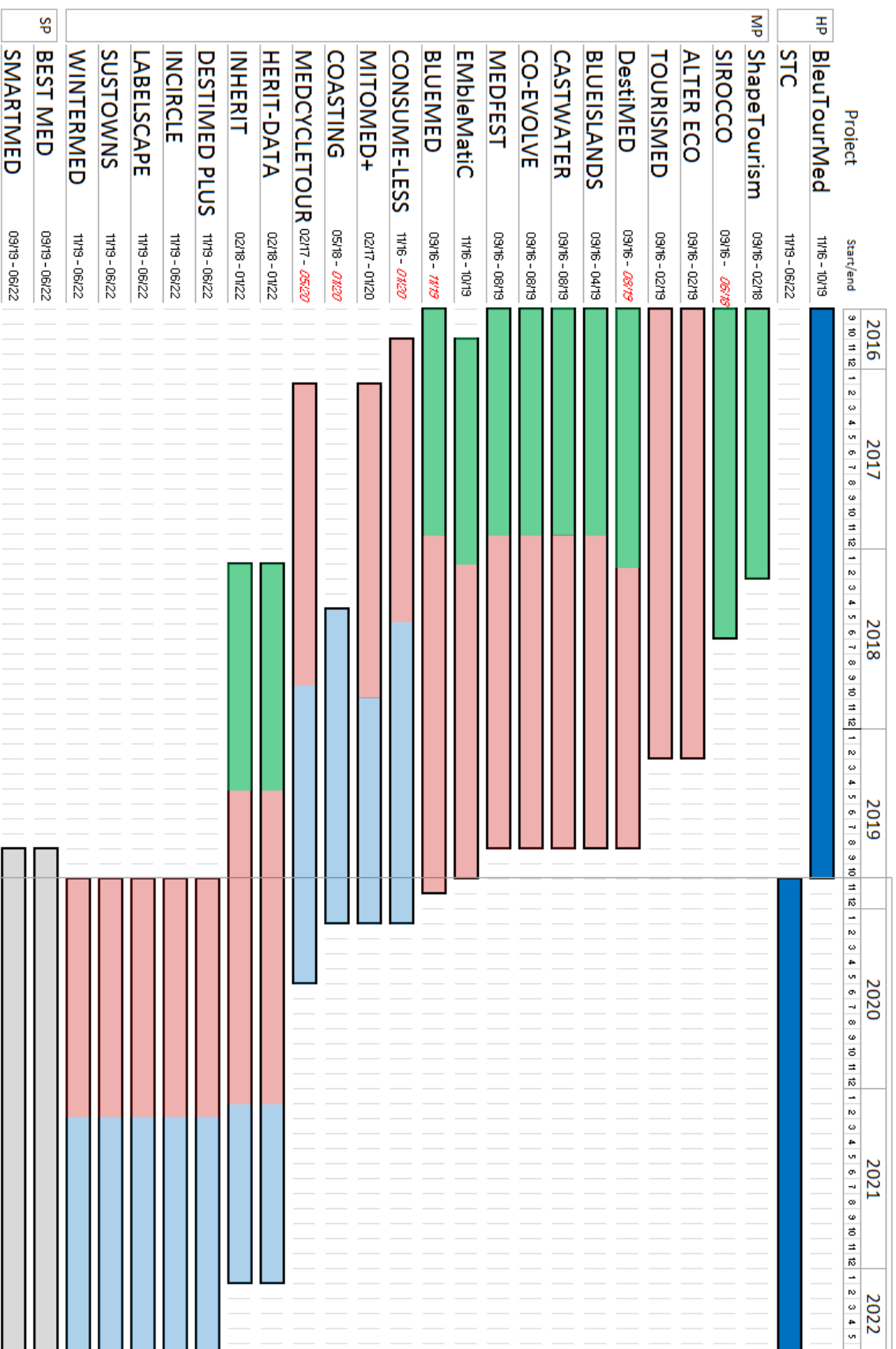


The consortium

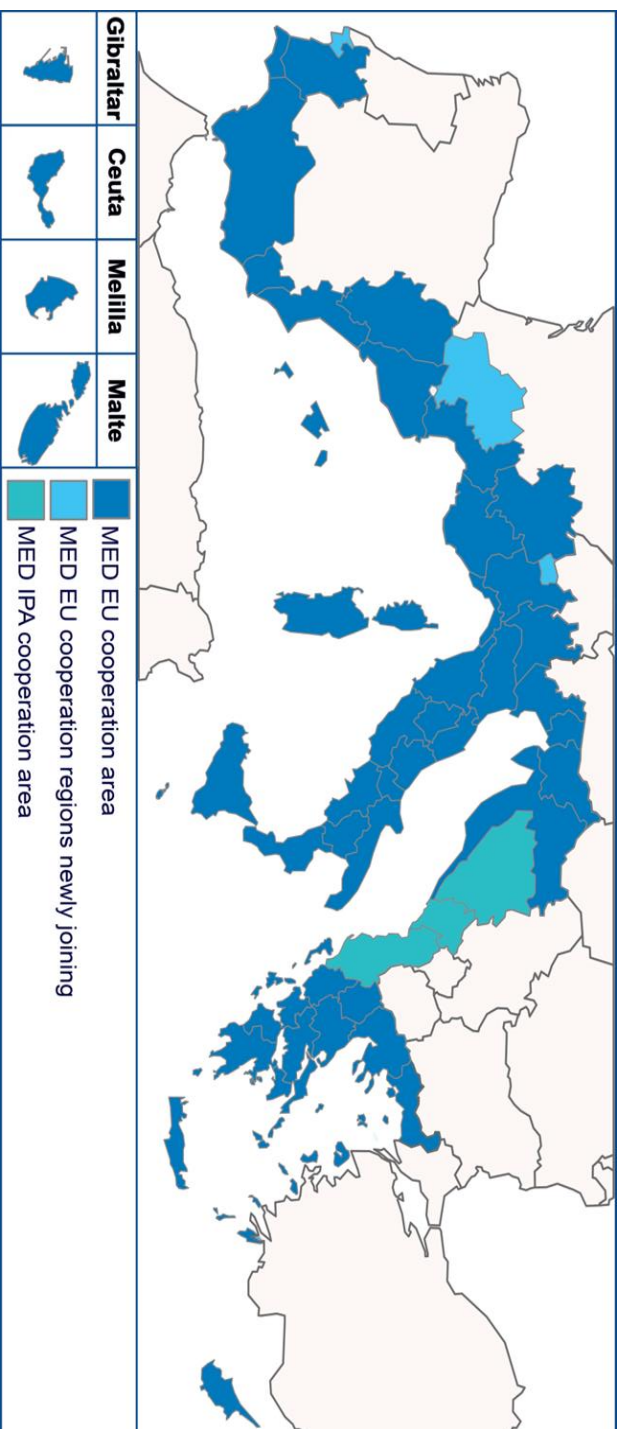
- Barcelona Provincial Council (Spain)
- UNIMED - Mediterranean Universities Union (Italy)
- University of Thessaly (Greece)
- NECSTour (Belgium)
- Latin Arc (Spain)
- Adriatic Ionian Euroregion (Croatia)
- Plan Blue (France)
- Regional Development Agency Green Karst (Slovenia)

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



SUSTAINABLE TOURISM HORIZONTAL ANGELS



Plan Bleu
 HERITDATA
 CO-EVOLVE
 EMBLEMATIC
 NECSTour
 DESTIMED+
 WINTERMED
 MITOMED+
 AIE
 SHAPETOURISM
 SIROCCO
 TOURISMED
 SUSTOWNS

DIBA
 SMARTMED
 BEST MED

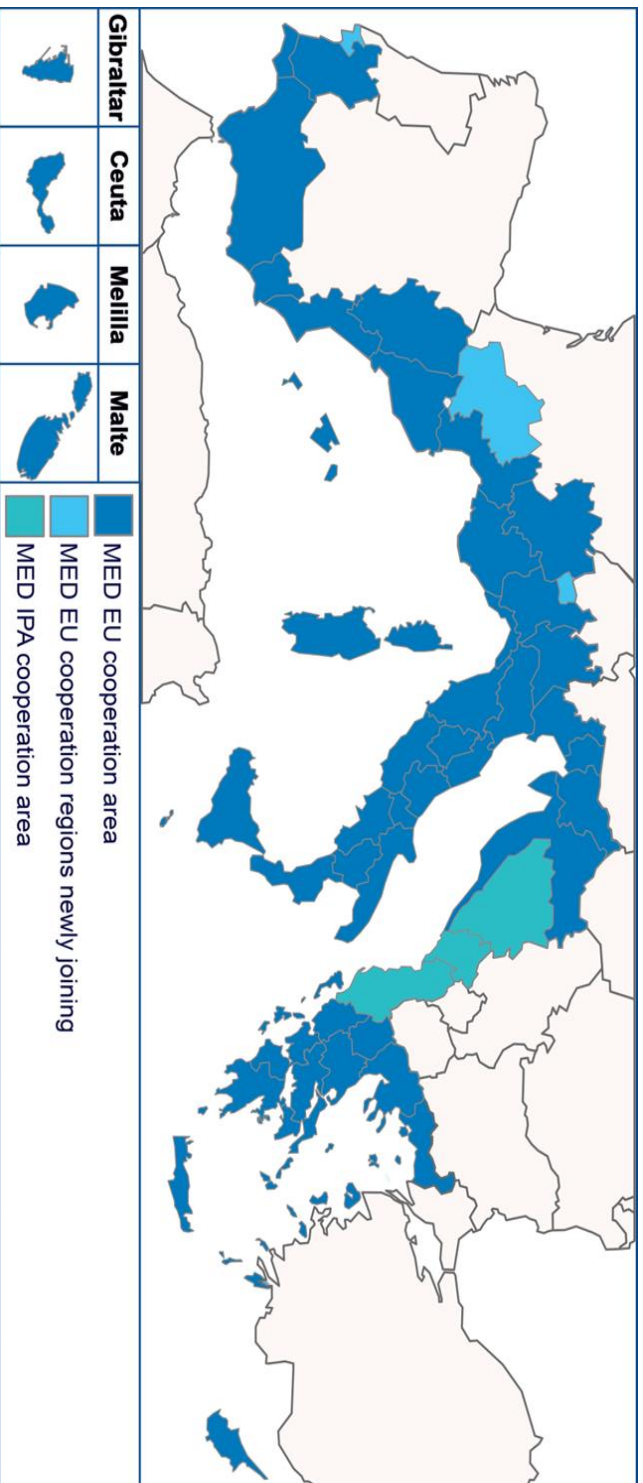
Arco Latino
 CONSUMELESS
 INCIRCLE
 COASTING
 MEDCYCLETOUR

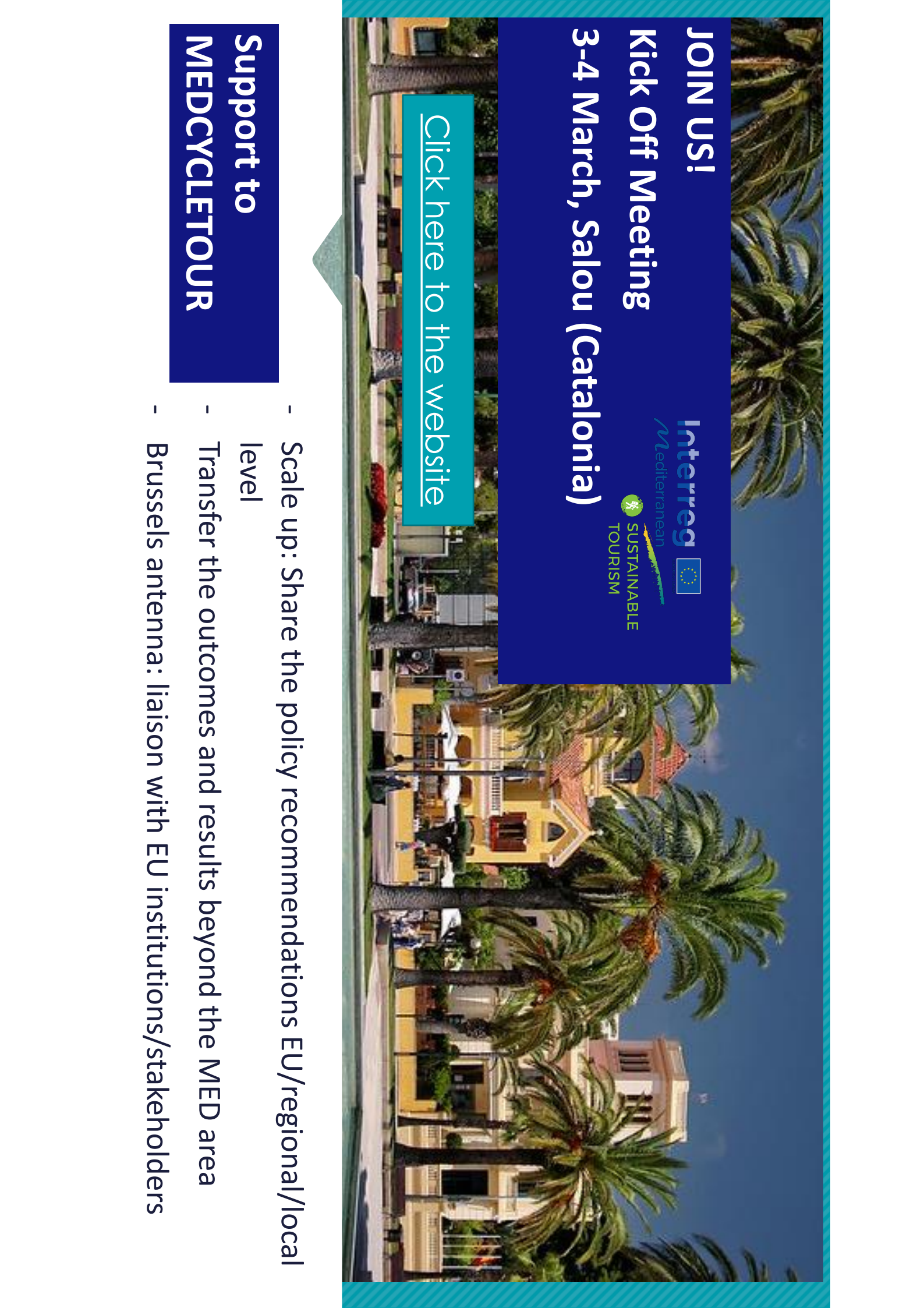
UTH
 BLUEISLANDS
 BLUEMED
 CASTWATER
 INHERIT

Green Karst
 MEDFEST
 LABELSCAPE
 ALTERECO¹⁵

SUSTAINABLE TOURISM TERRITORIAL ANTENNAS

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





JOIN US!
Kick Off Meeting
3-4 March, Salou (Catalonia)



[Click here to the website](#)

- 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

**Support to
MEDCYCLETOUR**



Network of European Regions for
a Sustainable and Competitive Tourism

NECSTOUR

Sandra de Puig, NECSTOUR Permanent Secretariat :

sandra.depuig@necstour.eu

