

# CALLING THE EU TOURISM SECTOR FOR A BEHAVIOURAL CHANGE TOWARDS SUSTAINABILITY

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Network of European Regions for  
a Sustainable and Competitive Tourism

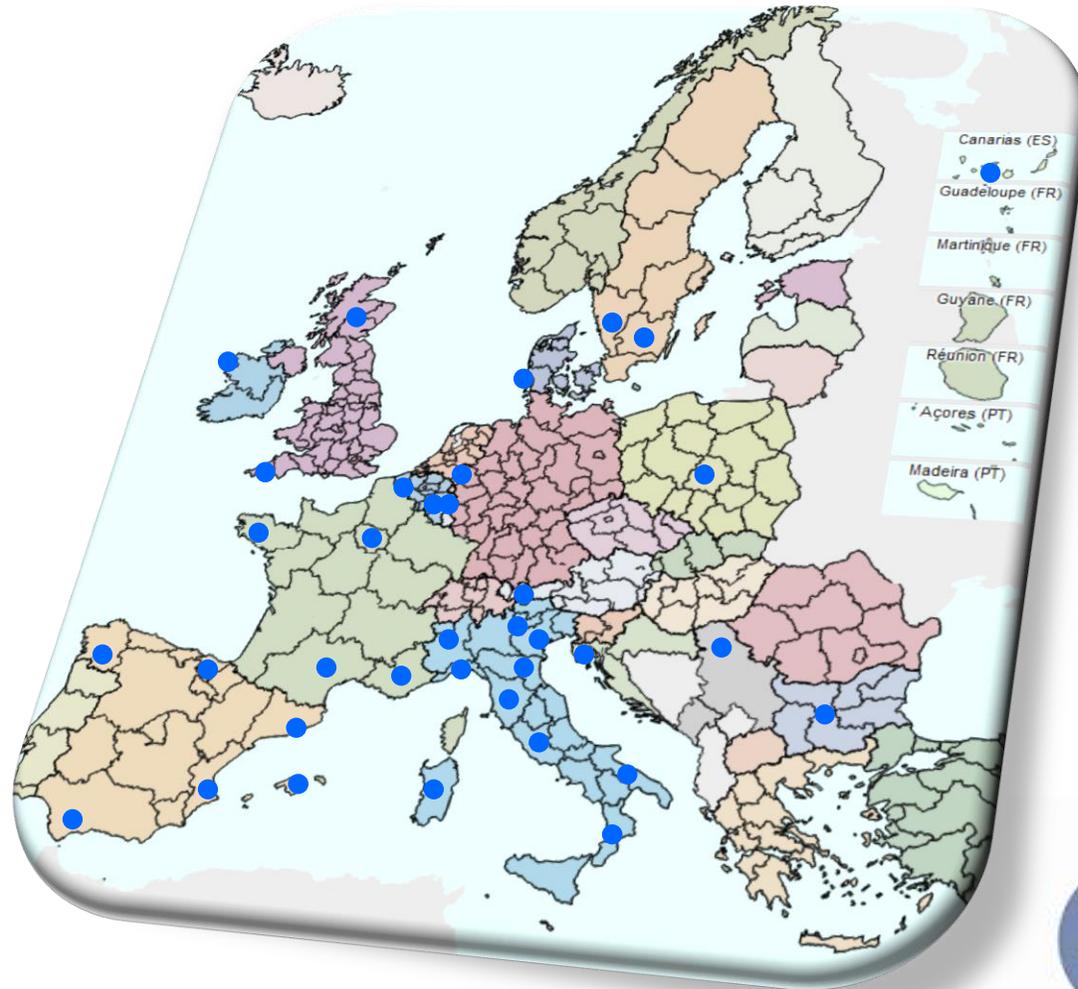
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# NETWORK OF EUROPEAN REGIONS FOR A COMPETITIVE AND SUSTAINABLE TOURISM

**35 REGIONAL  
AUTHORITIES**

(NUTS I, II and III)

**21 COUNTRIES**



**11 ASSOCIATED**

Tourism businesses,  
associations and networks

**19 ACADEMICS**

Universities and research



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# THE NECSTOUR 5 S



Climate Change  
Digital transformation



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# NECSTOUR CALLS THE EUROPEAN TOURISM SECTOR FOR A BEHAVIOURAL CHANGE TOWARDS SUSTAINABILITY

1. A European Agenda for a Sustainable “Visitor Economy”
2. Common Principles to build Europe a Better place to be
3. A European Statistical Governance of the Visitor Economy
4. Smart funding for Tourism
5. A Pan-European dialogue to support destinations delivering the European agenda towards a sustainable Visitor economy



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# SUSTAINABLE TOURISM HORIZONTAL PROJECT



## Three main objectives

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



### ALTER ECO



Alternative tourist strategies to enhance the local sustainable development of tourism by promoting Mediterranean identity

### CO-EVOLVE



Promoting the co-evolution of human activities and natural systems for the development of sustainable coastal and maritime tourism

### MEDCYCLETOUR



Mediterranean cycle route for sustainable coastal tourism

### BLUEISLANDS



Seasonal variation of waste as effect of tourism

### MEDFEST



MED culinary heritage experiences: how to create sustainable tourist destinations

### CONSUME-LESS



Consume less in Mediterranean tourism communities

### MITOMED+



Models of integrated tourism in the Mediterranean plus

### BLUEMED



Plan/test/coordinate Underwater Museums, Diving Parks and Knowledge Awareness Centres in order to support sustainable and responsible tourism development and promote Blue growth in coastal areas and islands of the Mediterranean

### DestiMED



Mediterranean ecotourism destination: main components (joint planning, monitoring, management and promotion) for a governance system in Mediterranean protected areas

### ShapeTourism



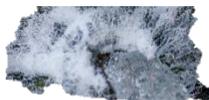
New shape and drives for the tourism sector: supporting decision, integrating plans, and ensuring sustainability

### EMbleMatiC



Emblematic mountains as coastal destinations of excellence

### CASTWATER



Coastal areas sustainable tourism water management in the Mediterranean

### SIROCCO



Sustainable InterRegional cOastal & Cruise maritime tourism through COoperation and joint planning

### HERIT-DATA



Sustainable Heritage Management towards Mass Tourism Impact thanks to a holistic use of Big and Open Data

### COASTING



Coastal INtegrated Governance for Sustainable Tourism

### TOURISMED



Fishing Tourism for a Sustainable tourism development in the Mediterranean area

### INHERIT



Sustainable tourism strategies to conserve and valorise the Mediterranean coastal and maritime natural heritage



# NECSTOUR ROLE: CAPITALISATION OBJECTIVES

Identification of key stakeholders & outputs to be mainstreamed

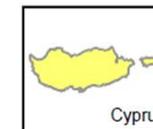
Participation in national & regional debates with territorial antennas

Participation in key events at European and Mediterranean level

Updating policy factsheets and policy recommendations



Coordinate system: GCS WGS 1984  
Datum: WGS 1984  
Units: Degree



1:15.500.000



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# NECSTOUR'S RESPONSE TO THE COVID-19 CRISIS

Establish a dialogue on tourism between the EU and the territories

- The impact of EU emergency measures on the territorial reality of tourism
- Positioning the transformation of tourism ecosystems in the long-term budget

Building a Knowledge Hub of Regional measures

Build together the European roadmap for sustainable tourism



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