

BECOMING A MEMBER OF NECSTOUR MEANS...

.. **BECOMING** PART OF A EUROPEAN PLATFORM TO SHARE KNOWLEDGE AND IDEAS, AND DEVELOP INNOVATIVE SOLUTIONS

.. **ADHERING** TO THE ONLY NETWORK REPRESENTING THE REGIONAL DECISION MAKING LEVEL IN THE TOURISM FIELD.

.. **HAVING** DIRECT ACCESS TO EUROPEAN DECISION MAKERS, AND TO A WIDE RANGE OF REGIONAL ACTORS, ACADEMIC AND RESEARCH INSTITUTIONS, REPRESENTATIVES OF THE TOURISM ENTERPRISES AND THE TOURISM INDUSTRY.

.. **RECEIVING** REGULAR INFORMATION ON:

- **Knowledge and expertise** available in other Regions and through associated members;
- **European sustainable tourism policy activities** from the European Institutions, meetings, reports and out coming projects;
- **High-level events**, related to sustainable and competitive tourism throughout Europe.



MEMBERSHIP

As a regional authority or a public authority with full competences regarding the tourism policy within your territory, you can become a **Full member**.

As a national, European or international organisation working on the field of sustainable and competitive tourism, you can become an **Associated Member**.

As a sub-regional stakeholder, you can be **Affiliated** to the network through your Region.

CONTACT

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SUSTAINABLE TOURISM IS A MATTER OF REGIONS



Network of European Regions for
a Sustainable and Competitive Tourism

NECSTouR



WHAT IS NECSTOUR

NECSTouR is a Network of European tourism Regions for a competitive and sustainable tourism, officially created in July 2009 as a non-profit association under Belgian law (asbl).

MAIN GOAL:

Improve, through the cooperation of Regional policies, the competitiveness and sustainability of tourism in Europe.

COMPOSITION:

European Regional authorities and public and private stakeholders involved in the tourism sector.

OBJECTIVES

DEVELOP AND STRENGTHEN A FRAMEWORK

for the coordination of national and regional development and research programmes in the field of sustainable tourism.

SHARE AND PROMOTE

various forms of coordinated projects and of implemented joint activities at regional level.

BECOME A MAIN INTERLOCUTOR OF THE EU

to shape the new tourism policy, in the framework of the Lisbon Treaty.

WORKING THEMES

SOCIAL AND ENVIRONMENTAL RESPONSIBILITY (SER)

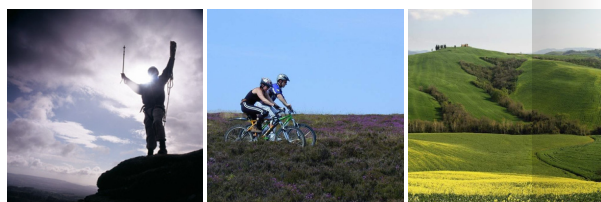
Challenge: Convince tourism SME of the benefits of implementing SER and harmonising regional policies on Ecolabels in Europe

ACTIVE CONSERVATION OF HERITAGE AND IDENTITY

Challenge: Experiment new planning model for the tourist development of specific local destinations and promote regional identities.

TRANSPORT AND TOURISM

Challenge: Build a common vision of "decarbonisation of travel and transport" and improve the management of tourism flows.



NECSTOUR BELIEVES IN A BOTTOM-UP APPROACH, enabling territorial stakeholders to pull together experiences in the field of tourism and input the European decision makers in order to shape the future European Tourism Policy



DESEASONALISATION

Challenge: Combine different existing approaches and share experiences to improve the balance of tourism activity in time and space.

QUALITY OF LIFE OF RESIDENTS (QLR)

Challenge: Analyse the economic, social, cultural and environmental impacts of tourism from the resident perspective and promote the inclusion of QLR in tourism policy.

SOCIAL DIMENSION OF SUSTAINABLE TOURISM

Challenge: Ensure the emergence or the maintenance of a tourist offer of quality and economically and physically accessible within sustainable tourism offers.

WHY REGIONS?

European tourism is characterised by the diversity of the regional identities;

Regions represent the most strategic institutional level for programming, steering and implementing tourism policies;

Regions are able to orient national governments, to support local authorities and to manage European Funds within their territory.

ACTIVITIES

- Collection, exchange and evaluation of good practices implemented in Member Regions through workshops, peer reviews and thematic conferences;
- Territorial experimentation of research driven and innovative planning concepts and indicators;
- Active participation to European policy-making process through consultation, implementation of communication, bilateral dialog with the European institutions;
- Construction and development of innovative trans-national projects;
- Constant contact and cooperation with other European and International organisations related to tourism.

METHODOLOGY FOCUS

- Social dialogue
- Monitoring/evaluation
- Competitiveness