

# NECSTouR: European Regions for the Tourism of Tomorrow

**TOURISM 365 – SUSTAINABILITY AND THE NEW FUTURE**  
Friday, October, 8th 2021, Terme Tuhelj /live & on-line



**NECSTouR**

European Regions for  
Competitive and Sustainable Tourism

**Patrick Torrent**  
**Former NECSTouR President**  
**Executive Director Catalan Tourist Board**

**10 YEARS OF EXPERIENCE**

*Launch 2007, Creation 2009*

**39 REGIONAL AUTHORITIES**

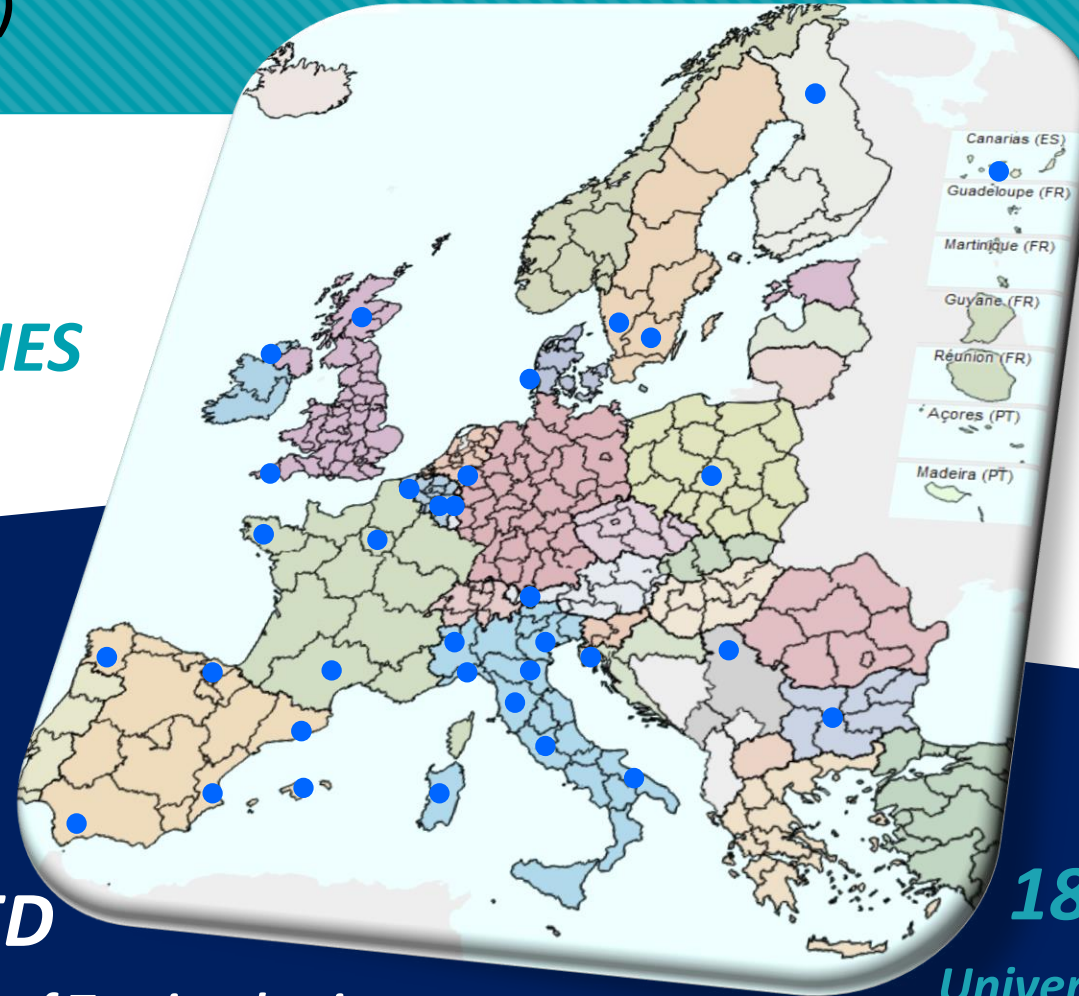
*(NUTS I, II and III)*

**22 COUNTRIES**

**8**

**ASSOCIATED**

*Representatives of Tourism business  
associations and networks*



**1 SINGLE  
STRONG  
VOICE**

**18 ACADEMICS**

*Universities and Research*



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# DRIVING BEHAVIOURAL CHANGE FOR TOURISM RECOVERY THROUGH THE TWIN TRANSITION

## 5 “S” FOR THE SUSTAINABLE TOURISM TOMORROW



SMART DESTINATIONS

SOCIOCULTURAL BALANCE

SKILLS AND TALENT

SAFETY AND RESILIENCE

STATISTICS AND MEASURABILITY



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# TOURISM RESPONSES AGAINST COVID-19 AND THE ROLE OF INTERREGIONAL COOPERATION



## **Goal:**

To building a EU recovery plan for tourism through interregional cooperation and in partnership with the industry fostering the NECSTouR sustainability values where safety and resilience become the top priority

## **3 phases:**

1. Emergency measures and rescue plans
2. Preparing the day after
3. Towards the tourism of tomorrow: sustainable, innovative, resilient



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# 3 FLAGSHIPS: GREEN, DIGITAL, RESIDENT



# DECLARING A TOURISM CLIMATE EMERGENCY AND DEVELOPING A TOURISM CLIMATE ACTION PLAN



**TOURISM DECLARES  
CLIMATE EMERGENCY**



# BOOSTING DATA DRIVEN DECISION MAKING FOR POLICY AND BUSINESS

TO  
OF TO  
Lab

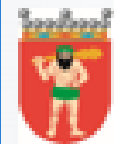


## Mission & Vision



**Vision:**  
Support  
transformation  
through  
collaboration:  
DMOs & private  
partners.

**Mission:**  
Help transform  
Destinations and  
SMEs into Data  
oriented  
organizations.



REGIONAL COUNCIL  
OF LAPLAND



NECSTouR  
European Regions for  
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amadeus



# BRINGING RESIDENTS NEEDS AT THE CENTRE OF TOURISM POLICY AND BUSINESS



Smart and Inclusive Governance



2. Adding Value to the Sense of Place



3. Using a Holistic Vision for Marketing and Preservation



4. Balancing Place, People and Business



5. Connecting People to People

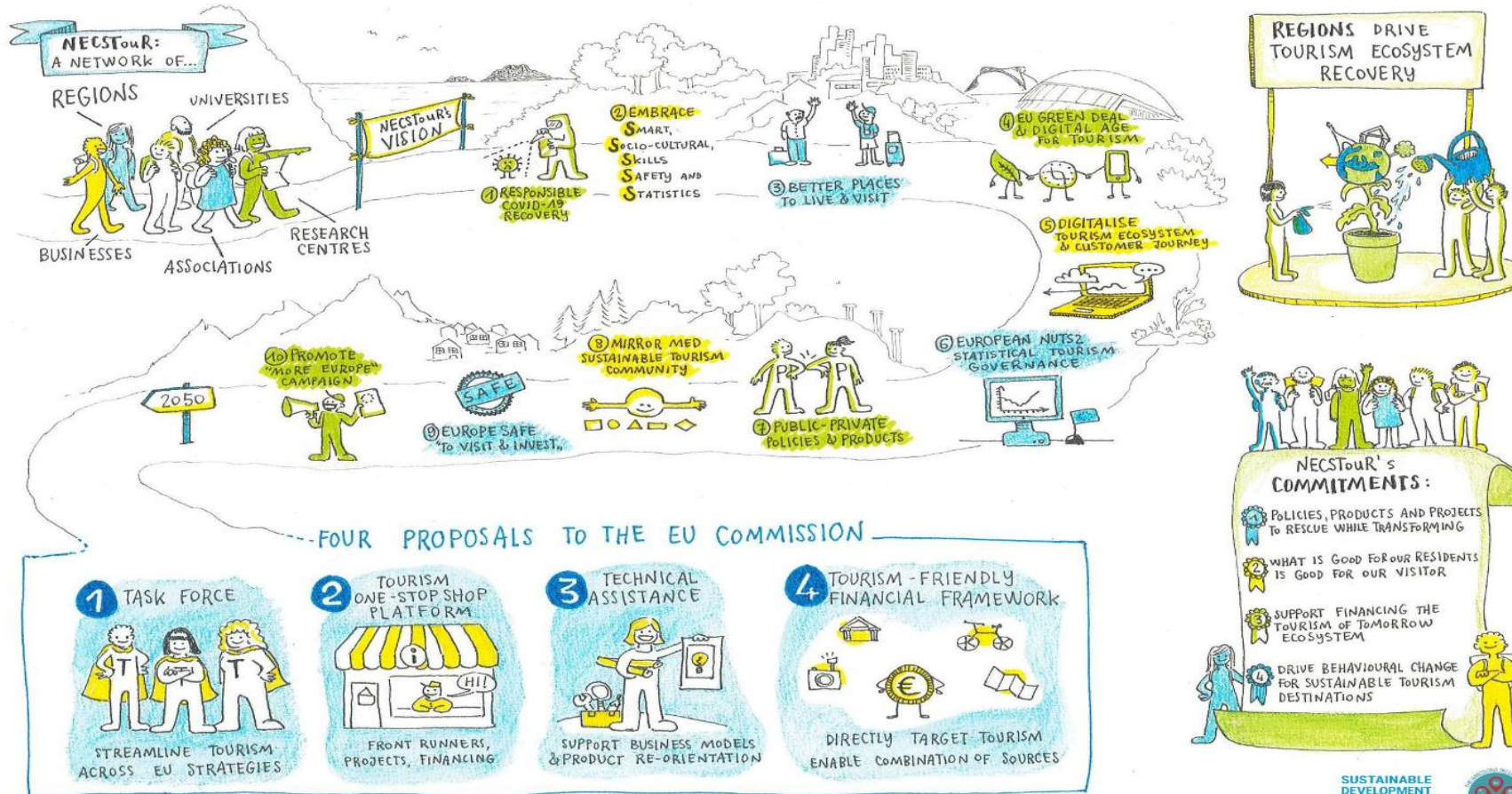




# TOWARDS 2050



## The VISION of EUROPEAN REGIONS for the TOURISM of TOMORROW 2050



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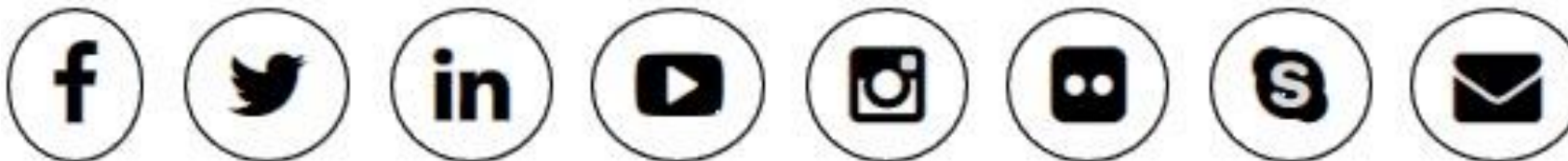


Network of European Regions for a Sustainable and Competitive Tourism  
**NECSTour**

# MORE INFO:



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