NECSToUR

Network of European Regions for Competitive and Sustainable Tourism

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NECSTouR & Presidency of Andalusia

We are the network and voice of European Regions for Sustainable and Competitive Tourism

- 40+ Regional Authorities, and 30 associated members representing 20 European countries
- **Connects** regional tourism governance in **Europe**
  - with **regions, private sector academia, SDG values**
  - with **EU agenda** and **financial instruments**
  - with our own **governments, ecosystems** and **residents**

How can tourism become a catalyser for Better places to live and visit?

The perspective of NECSTouR Regions & Andalucia

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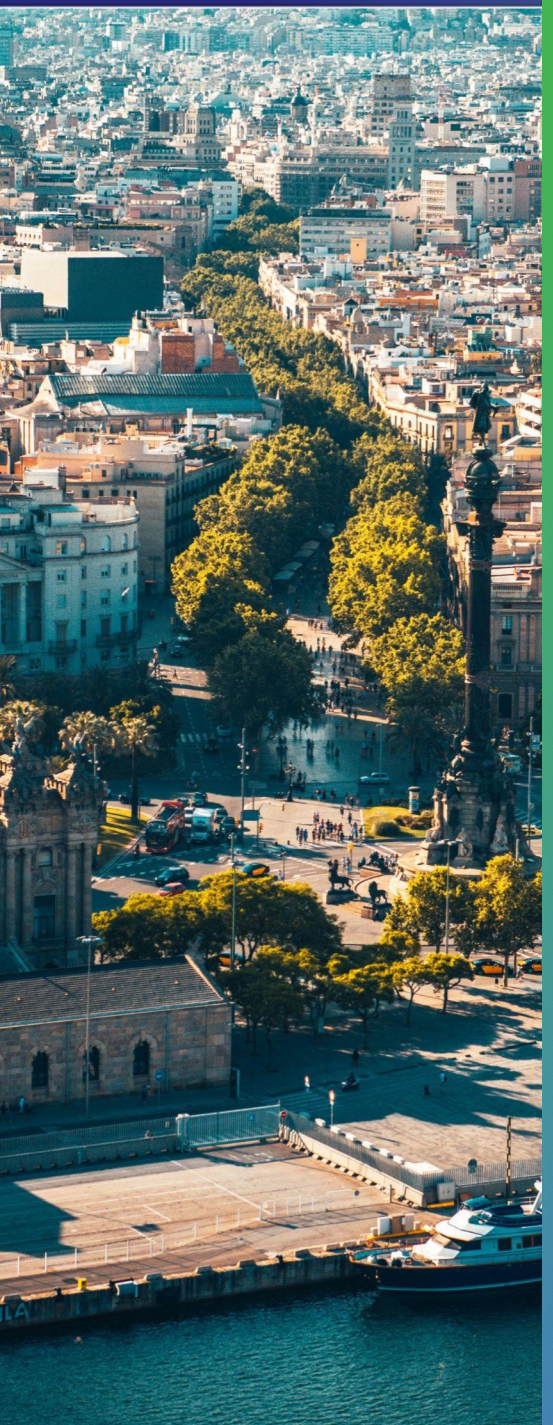

SMART regions

takes into account ***economic, social and environmental sustainability*** *in a way that it* ***maximizes*** *the* ***benefits of tourism*** *while mitigating any negative impacts. Smart destinations apply* ***innovation and solutions*** *to address challenges such as* ***seasonality, sustainable mobility*** *and* ***management of visitor flows*** *while enhancing the opportunity to improve the experience of both visitors and residents.*

- BCN Declaration "Better Places to live, Better places to Visit"
- Catalysers declaration:
  - Regenerative tourism
  - Climate Action Plans
  - Alternative Measurement Indicators

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Regenerative Tourism

A new paradigm for tourism management, marketing and measuring

1. **BCN Declaration "Better Places to Live, Better Places to Visit"**

- Intelligent-inclusive governance model
- Authentic and immersive experiences in local culture, bringing 2 communities together
- Balance & honest marketing
- New Indicator system
- Empowering young people to use technology to facilitate P2P connections.

1. Bringing **BCN declaration** to a **next level** through inspirational sources

1. **NECSTouR Members** taking actions to **transform governance models** in **regenerative ones**

1. **Andalucia** following **Regenerative Tourism** Legacy

- BCN Declaration
- Territorial Sustainable Tourism Plan
- First Eco Tourism Forum

1. **Measuring**

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Climate Action Plan (CAP)

We must protect our places through climate action plans when it comes to striving towards better places to live and visit.

1. NECSTouR CAP

- Glasgow Declaration, Tourism Declares, EU Transition Pathways for Tourism
- Support & accelerate climate action in EU regions

- Objectives:
  - Support members in delivering CAP
  - Raise awareness on TTP, provide info and guidance for implementation
  - Enable to measure, reduce, mitigate organisational emissions

1. Andalucia

- Mitigation for energy transition, Adaptation and Communication

Turning challenges into scalable opportunities

We must translate **commitment into action** by gathering a critical mass, empowering the community, attract talent, and deliver capacity building for more data-driven decisions

We must integrate **tourism** across **policies', climate action plans** and **budgets**

We must enable Europe to lead mechanisms to **transform tourism models** allowing **multilevel governance and cooperation**

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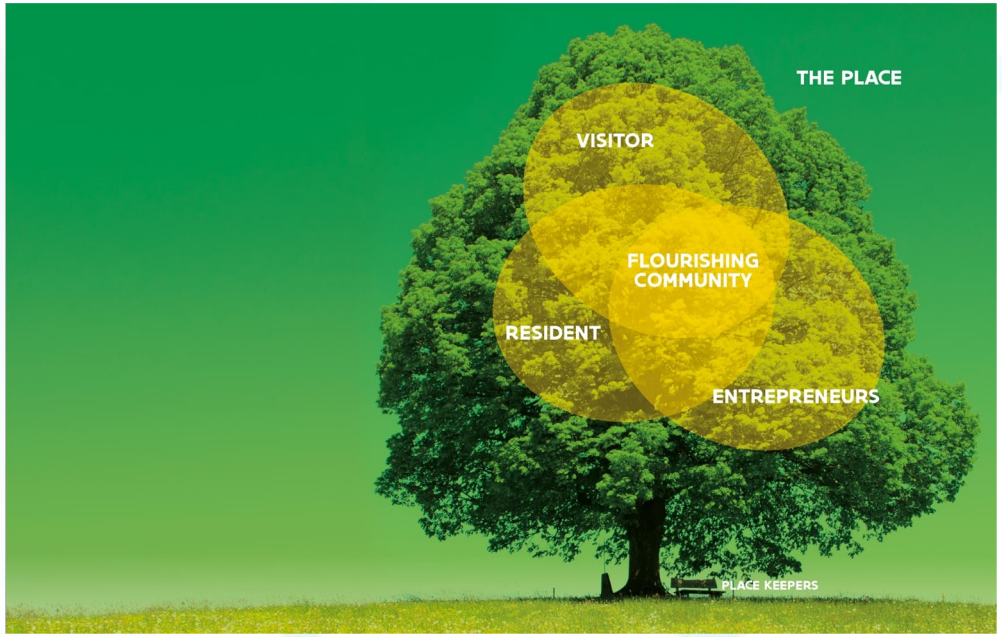
Regenerative Tourism Governance Models Cases



Visit Flanders

Visit Catalonia