Network of European Regions for a Sustainable and Competitive Tourism

NECSTouR

Committee on Statistics and the Tourism Satellite Account

Seventheenth meeting

UNWTO Headquarters, Madrid, Spain

24-25 January 2017

"European Regions measuring sustainable tourism for effective policy making"

NECSTouR PERMANENT SECRETARIAT

CRISTINA NÚÑEZ

32 Regional authorities

Portugal: Alentejo, Algarve

France: Provence-Alpes-Côte d'Azur, Région Occitanie, Ile-de-France

Italy: Emilia Romagna, Puglia, Tuscany, Veneto, Piemont, Trento, Sardegna

Spain: Catalunya, Islas Baleares, País Vasco, Andalucía, Galicia, Valencia, Canarias

United Kingdom: Cornwall, Scotland

Belgium: German-speaking Community of Belgium Region, Flanders, Limburg, Wallonia

Bulgaria: Gabrovo (Tryavna)

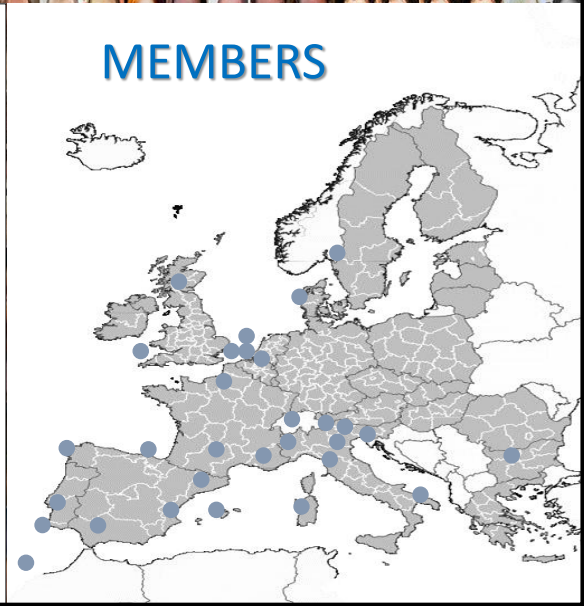
Switzerland: Valais Region

Sweden: Region Västra Götaland

Croatia: Istria

The Netherlands: Limburg

Denmark: Ringkøbing-Skjern Municipality



Network of European Regions for a Sustainable and Competitive Tourism
NECSTouR
WORKING GROUPS
EU FUNDS
ETIS
DIGITAL PLATFORMS
SMART DESTINATIONS
CULTURAL TOURISM & SUSTAINABILITY
INNOVATION, SKILLS & EDUCATION

Network of European Regions for a Sustainable and Competitive Tourism
NECSTouR
Indicators and ETIS
"We cannot manage what we cannot measure". Indicators to measure the sustainability performance of destinations are at the core of NECSTouR.
NECSTouR Model:
Social Dialogue – Competitiveness – Measurability
ETIS sustainability & fostering Tourism relevance

NECSTouR

Sound figures for EU Tourism Governance

Official statistics

Measure the investments impact

Solve information gaps

Cross-sectorial perspective

NECSTouR working groups

Regional policies and lobby EU agenda

NECSTouR Regions bottom up

NECSTouR

Strategic Alliances

Official statistic bodies –

UNWTO Network of Observatories

INROUTE

OECD

EUROSTAT

30TH - 31ST OF MARCH 2017 SEVILLE, ANDALUSIA

NECSTouR ANNUAL GENERAL MEETING 2017

Network of European Regions for a Sustainable and Competitive Tourism
NECSTouR

JUNTA DE ANDALUCIA

Andalucía

2017 INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT

PILOT TEST

Collecting data for feasible subnational indicators based on official statistics

Benchmark results

Comparable-homogeneous-coherent indicators

@NECSTOUR @TURISMODEPORAND @VIVEANDALUCIA

#AGM2017 #IY2017 #SUSTAINABLE #TOURISM

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JUNTA DE ANDALUCIA

Andalucía

2017 INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT

JOIN US!

Joint event on sustainable tourism development goals with measurability as a cross-cutting component

2017 INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT

ODEPORAND @VIVEANDALUCIA

STAINABLE #TOURISM

NECSTouR

Thank you!

More info:

info@necstour.eu

www.necstour.eu

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