The Transformative Role of DMOs for the Tourism Recovery, Regeneration and Resilience

Patrick Torrent, President of NECSTouR

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GO FAR...
GO TOGETHER!
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
RECOVERING WHILE TRANSFORMING

INTERREGIONAL COOPERATION + INDUSTRY + RESIDENTS

TERRITORIAL APPROACH

ENGAGING AND EMPOWERING PUBLIC – PRIVATE ALLIANCES

CROSS-CUTTING TOURISM IN REGIONAL/EU POLICIES

CROSS-SECTORIAL FOCUS, MULTIPLIER EFFECT
NECSTOUR METHODOLOGY AND ACTIONS TO SUPPORT MEMBERS AGAINST COVID-19 PANDEMIC

KNOWLEDGE

EU DIALOGUE
NECSTOUR MEMBER: ÎLE-DE-FRANCE STRATEGY FOR SUSTAINABLE TOURISM MOBILITY

Sustainable mobility in the tourism recovery strategy:

- "Rehumanize" tourism/transport information
- Thinking of public transport for all needs
- New mobility at the core of tourism experience

Action levers to succeed:

- The LAST MILE products
- New governance: mobility and tourism experts
NECSTOUR MEMBER: VISIT SCOTLAND

Becomes the first National Tourist Board to Declare a Climate Emergency
NECSTOUR MEMBER: CATALONIA RESTART TOURISM

Catalunya reStart Turisme

El turisme que volem
Transformem plegats el turisme

coLAB
Construïm entre tots, col·laborem per créixer
1. 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
The Vision of European Regions for the Tourism of Tomorrow 2050

Regions drive tourism ecosystem recovery

NecStour: A network of regions, universities, businesses, associations, research centres

1. Embrace smart, socio-cultural, skills, safety and statistics
2. Responsible COVID recovery
3. Better places to live and visit
4. European deal, digital age for tourism
5. Digitalise tourism ecosystem, customer journey

Four proposals to the EU Commission:

1. Task Force: Streamline tourism across EU strategies
2. Tourism one-stop shop platform: Front runners, products, financing
3. Technical assistance: Support business models and product re-orientation
4. Tourism-friendly financial framework: Directly target tourism, enable combination of sources

NecStour’s commitments:

- Policies, products, and projects to rescue while transforming
- What is good for our residents is good for our visitor
- Support financing the tourism of tomorrow ecosystem
- Drive behavioural change for sustainable tourism destinations

Visual summary: Giulia David - g.david.morabito@gmail.com

Sustainable Development Goals