



Network of European Regions for
a Sustainable and Competitive Tourism

NECSTouR



PARLAMENTO EUROPEO EVROPSKÝ PARLAMENT EUROPA-PARLAMENTET
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PARLAMENT EUROPEJSKI PARLAMENTO EUROPEU EURÓPSKY PARLAMENT
EVROPSKI PARLAMENT EUROOPAN PARLAMENTTI EUROAPARLAMENTET

Committee on Transport and Tourism Tourism Task Force

Exchange of views

ACCESS TO EU FUNDING FOR INVESTMNET IN TOURISM

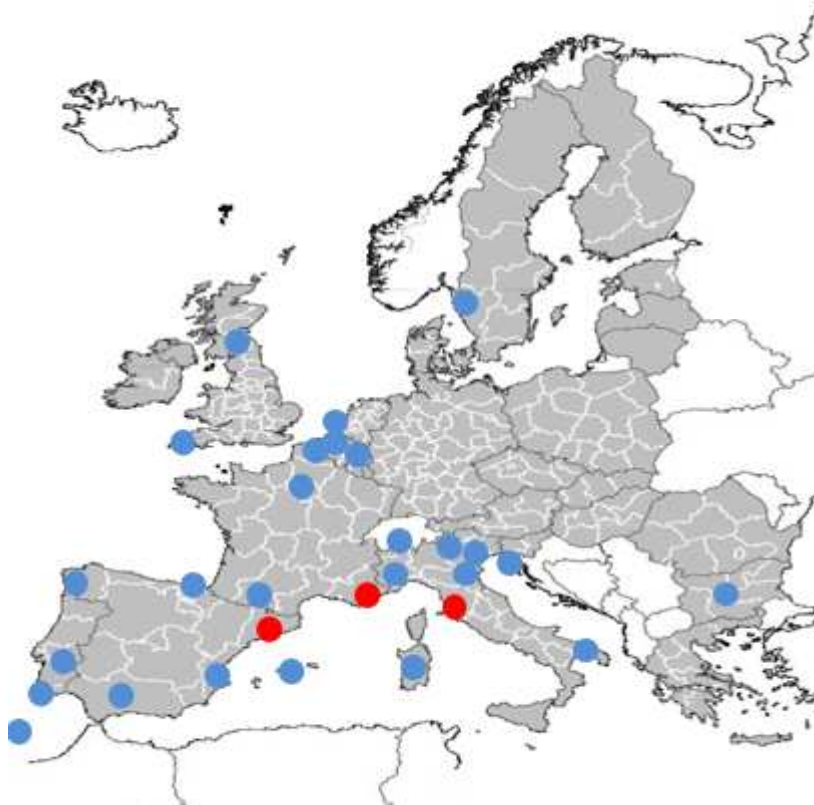
Funding from the perspective of Regions: Lessons Learned

Cristina Núñez, NECSTouR Coordinator

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Who we are:



Network of European Regions for
a Sustainable and Competitive Tourism

Our work in EU Funds for tourism:



- Exchange good practices for 2014-2020
- Thematic and cross sectorial approach
- Understanding, awareness raising, mobilising, inspiring...



Regions as Donors...

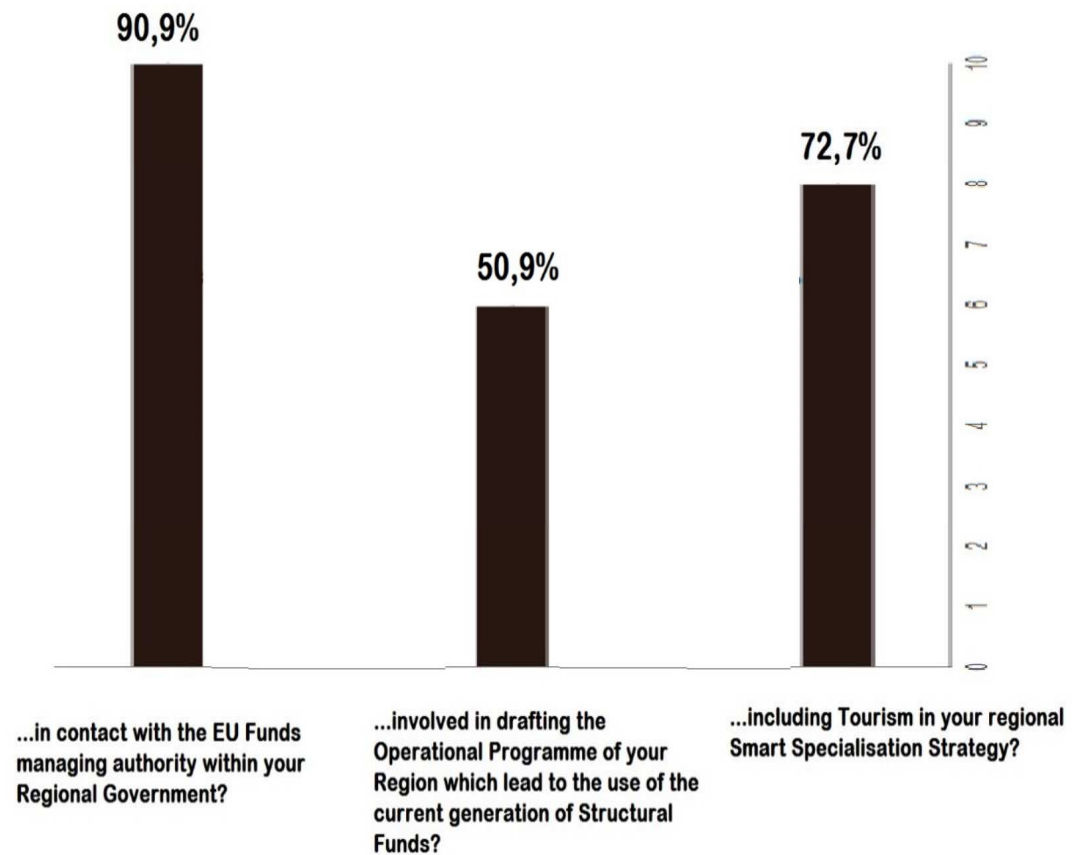
S3 Tools: Tourism Restaurants and Recreation: 49 Regions



...Regions as beneficiaries

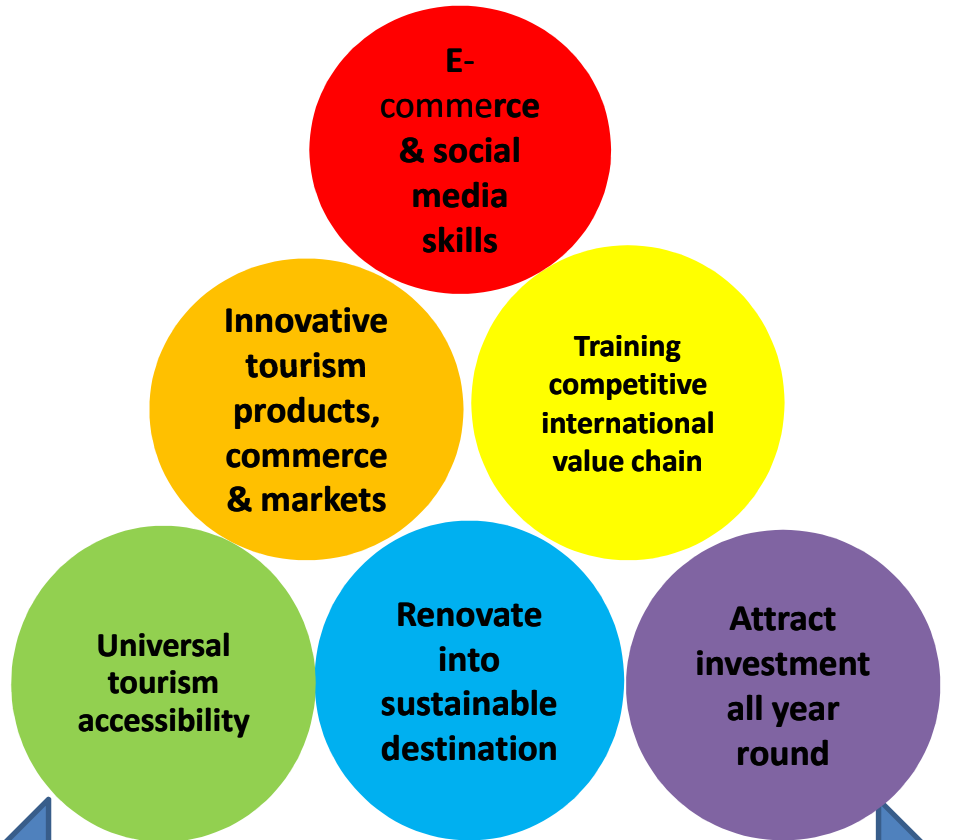
Survey among our Regions

Is Your Tourism Department...



ESIF = 120 billion € Opportunities

**Regional Tourism initiatives to boost European Economy and Jobs:
Research & Innovation/support to small businesses/digital technologies**



Tourism = Horizontal MEAN

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**REGIONAL OPERATIONAL PROGRAMMES
2014-2020**

**EFSD:
Additional
315 Billion €**

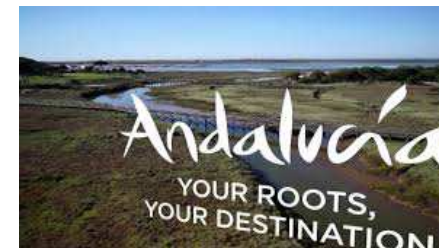




VisitScotland's Internationalisation Programme Aug 2015 – Dec 2018 → ERDF grant	
Aim	Support Scottish SMEs attracting more visitors & income from overseas markets
Who	VisitScotland in partnership with Scottish Development International, Highlands and Islands Enterprise and Scottish Enterprise Tourism SMEs at the core: DMOs
How	<ul style="list-style-type: none"> ➤ Industry support: Capacity increase, capability and ambition to internationalise. ➤ New consumer marketing and digital channels. ➤ Travel trade engagement and international events: More extensive, accessible and receptive international consumer base for SMEs to engage with.
Targets	<ul style="list-style-type: none"> • 450 new SMEs in visitscotland.com web listing • 260 unique SMEs taking part in VisitScotland expo, Golf, International and Business Events and trade mission

Scottish Visitor Economy in S3
Is transversal:

- Creative industries
- Energy
- Food and Drink
- Life & Sciences



General Plan for Sustainable Tourism of Andalusia Horizon 2020
co-financed by ERDF & EARDF

Andalusian Tourism in S3:
Priority 4. Strengthening Andalucía as a tourism destination, culture and leisure.”

Innovative products;
accessibility; CCI; Synergies
other priorities

Aim	Consolidate sustainability and competitiveness of tourism in Andalusia as a strategic sector of the regional economy for job creation and economic development
Who	Tourism & Sport Regional Ministry, Tourism Enterprises, Tourism Professionals and Local Entities
How	<ul style="list-style-type: none"> ➤ Business support ➤ Revitalisation of Andalusian Tourism Sector ➤ Andalusia “Tourism destination of excellence” ➤ Promote innovation and tourism competitiveness
Targets	Get a competitive tourism industry that generates sustainable income and employment while increasing our tourist demand



ERDF: Sustainable equipment; Invatur; support tourism SMES digitalisation, reduce seasonality

ESF: LLL training programmes to tourism workforce, turning youngsters unemployed to tourism professionals



ERDF:

- Tourism research & innovation: innovation services voucher
- Internationalisation of Micro and SMEs through destination of excellence cluster
- Financial instruments for SMEs working on sustainable destinations: NECSTouR Model
- Product development in synergy with culture, sports, creative industries



ERDF: Support employment and to promote destinations; Digitalisation of tourism information

EARDF: Attract new investments; Complete revision of hiking trails network and signing



ERDF: Growth for business: Tourism business support; caron management and energy efficiency

EARDF: Employment through food & drink including rural tourism accommodation

EMFF: Supporting coastal communities, tourism, and economic development

Under the Regional Perspective, EU's rules should ensure:

- 1. More Visibility and Accessibility**
- 2. Change of mind-set: The visitor economy as driver to competitiveness**
- 3. Avoid complexity and enable flexibility**
- 4. A more accountable approach: Sound figures illustrating the impact**
- 5. Complementarity of EFSI and between programmes**
- 6. A Bottom up approach: Projects supporting market needs**
- 7. More Communication: More exchange of good practices is needed!**





High Level Joint Event

“Making the Best use of EU Funds for Regional Growth and Jobs Through Tourism”

27 September 2016, BRUSSELS

Thank you!

More info:

info@necstour.eu



www.necstour.eu

