



## ***Regional Tourism recovery through the twin transition***

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# “REGIONAL TOURISM RECOVERY THROUGH THE TWIN TRANSITION”





## Driving Behavioural Change For Tourism Recovery Through The Twin Transition

# NECSTouR: Facing together to COVID-19



**FACING CLIMATE CHANGE –  
ACCELERATING DIGITALISATION**



**[WWW.NECSTOUR.EU/CORONAVIRUS](http://WWW.NECSTOUR.EU/CORONAVIRUS)**

*NECSTouR  
members  
responses to  
protect TOURISM  
ECOSYSTEMS  
from COVID-19*



Network of European Regions for  
a Sustainable and Competitive Tourism

**NECSTouR**

- **KNOWLEDGE**
- **EU DIALOGUE**

# ***Upscaling Regional experiences at eu level: TO RECOVER AND TRANSFORM***



1. Mainstream tourism in the use of the EU Recovery instrument and the upcoming MFF 2021-2027
  - **NECSTouR PROPOSAL “TOWARDS THE EUROPEAN TOURISM MARSHALL PLAN” (July 2020)**



2. Scale up regional recovery plans at EU level ensuring bottom up approach
  - **NECSTouR “THE VISION OF EUROPEAN REGIONS FOR THE TOURISM OF TOMORROW 2050” (October 2020)**

# RESTART Programme and GRAND TOUR of Catalonia: Leading The Catalan Tourism Sector Recovery And Transformation



# Catalunya **reStart** Turisme



Generalitat de Catalunya  
**Agència Catalana  
de Turisme**



*El turisme que volem  
Transformem plegats el turisme*

## Calendari fases

**FASE 1:  
DEMANDA**  
07/10/2020



ACCEDIU

**FASE 2: REFLEXIÓ  
D'OBERTURA**  
Novembre 2020



[PROFERAMENT]

**FASE 3: PROPOSTES  
D'ACTUACIÓ**  
Desembre 2020



[PROFERAMENT]

# COLAB

Construïm entre tots, col·laborem per créixer



# GRAND TOUR

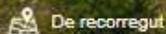
*Un viatge ple de viatges*



# Grand Tour, un viatge ple de viatges.

Per primera vegada una proposta, el Grand Tour, que s'inspira en els grans viatges que es van iniciar a mitjans del segle XIX, permet explorar tots el racons moltes vegades inèdits per la mateixa població catalana. Sortint de Barcelona i en el sentit de les agulles del rellotge, farem parada als principals indrets, imprescindibles en un viatge iniciàtic per conèixer a fons el país.

**2.119 km**



De recorregut

**13 dies**



De durada

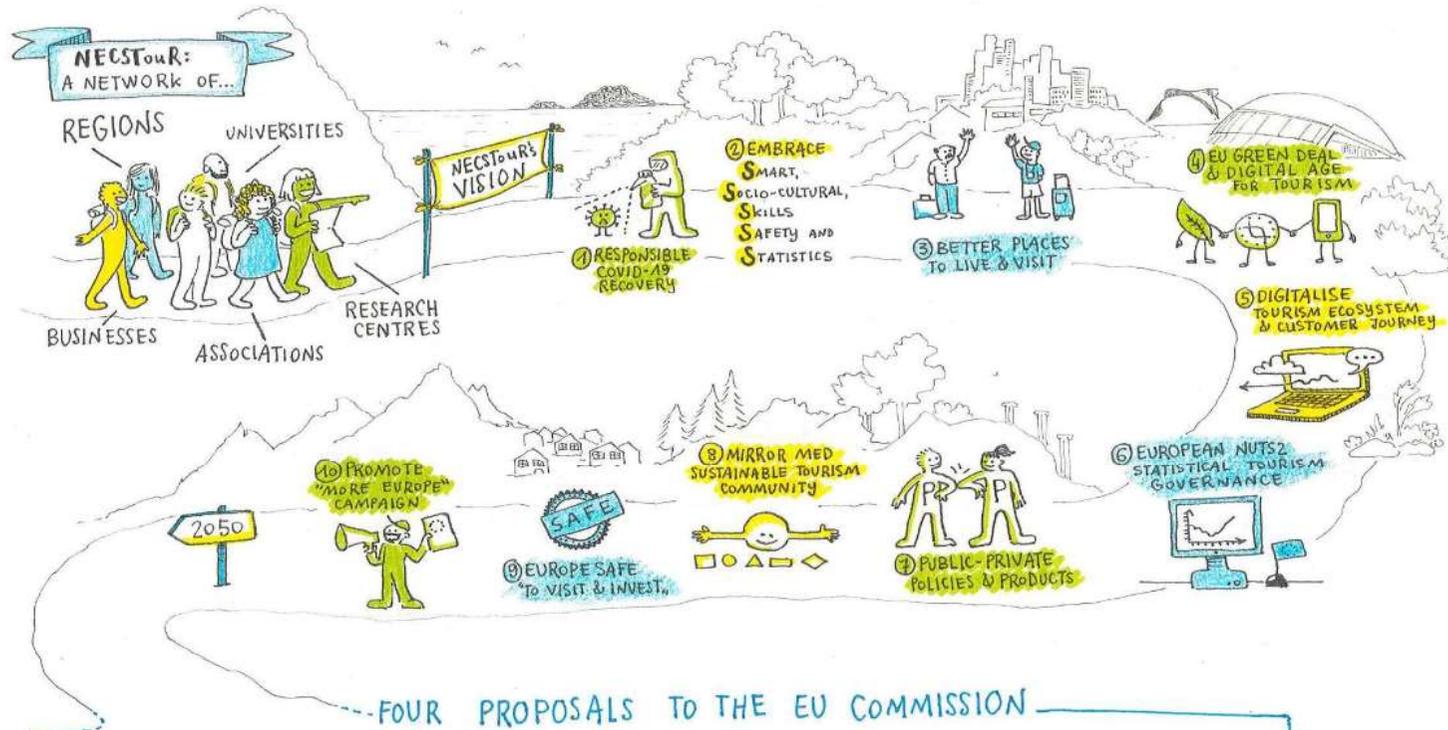
**72 punts**



D'interès

# **THE VISION OF EUROPEAN REGIONS FOR THE TOURISM OF TOMORROW 2050**

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



## FOUR PROPOSALS TO THE EU COMMISSION

**1 TASK FORCE**

STREAMLINE TOURISM ACROSS EU STRATEGIES

**2 TOURISM ONE-STOP SHOP PLATFORM**

FRONT RUNNERS, PROJECTS, FINANCING

**3 TECHNICAL ASSISTANCE**

SUPPORT BUSINESS MODELS & PRODUCT RE-ORIENTATION

**4 TOURISM-FRIENDLY FINANCIAL FRAMEWORK**

DIRECTLY TARGET TOURISM ENABLE COMBINATION OF SOURCES



**NECSTour's COMMITMENTS:**

- 1 POLICIES, PRODUCTS AND PROJECTS TO RESCUE WHILE TRANSFORMING
- 2 WHAT IS GOOD FOR OUR RESIDENTS IS GOOD FOR OUR VISITOR
- 3 SUPPORT FINANCING THE TOURISM OF TOMORROW ECOSYSTEM
- 4 DRIVE BEHAVIOURAL CHANGE FOR SUSTAINABLE TOURISM DESTINATIONS

**THANK YOU!!!**

**JOIN OUR VISION FOR THE TOURISM OF  
TOMORROW 2050!**

**Visit us:** [www.necstour.eu](http://www.necstour.eu)  
**Contact us:** [info@necstour.eu](mailto:info@necstour.eu)