

## European regions for sustainable tourism

**P**reserve is one of the 35 regional initiatives approved under the first INTERREG IVC call for proposal, in 2008. 14 partners strive to develop a fine-tuned methodology to provide regions with appropriate technical assistance in developing their sustainable tourism policies, in particular via the organization of peer reviews. [www.preserve.aer.eu](http://www.preserve.aer.eu)

## What's new in Preserve?

**W**elcome to the 5<sup>th</sup> edition of the PRESERVE newsletter, dedicated to the key events that we have recently organized, such as the PRESERVE action planning workshop in May 2011. The latest events

allowed partners to exchange know-how on regional tourism management and develop concrete action plans to set clear target and improve their sustainable tourism policies. Furthermore, we are planning the two final

PRESERVE events in Siena (IT) and Brussels (BE) which are perfect opportunities to learn more about the PRESERVE project, the peer review methodology, and the project's outcomes.

## Preserve Events

### Final Conference

*20-21 October 2011 Siena*

**T**he goal of the conference is to explore the ideas, problems and solutions of regions related to innovation and sustainability in Europe. In this context, we would like to take a closer look at the developments at the European level related to tourism and to provide good practice examples on the topics of sustainability and innovation from which other regions can learn.

The objective is also to present the major outcomes of the INTERREG IVC PRESERVE (Peer REviews for Sustainable Eco-Regions Via Europe) project, which aimed at improving effectiveness of regional tourism development policies and supporting sustainable tourism. The program of the event, the practical information and the registration form are available on the PRESERVE website:

<http://preserve.aer.eu/news-activities/final-conference-siena.html>



# **PRESERVE Hidden Treasures, Committee of the Regions (Brussels)**

*07 November 2011*

The regions of PRESERVE project partners are rich in cultural and natural resources.

Some of these cultural sites and marvelous landscapes have great tourist potentials; however, they are often not explored and their touristic valorization has just started or is under development.

This richness is threatened by both a general lack of investments on one hand as well as by alternative investments on the other hand that exert excessive pressure and risk damaging them.

One of the main objectives of the PRESERVE peer reviews was to visit these sites and, with the support of an external eye, to give recommendations on their sustainable touristic development.

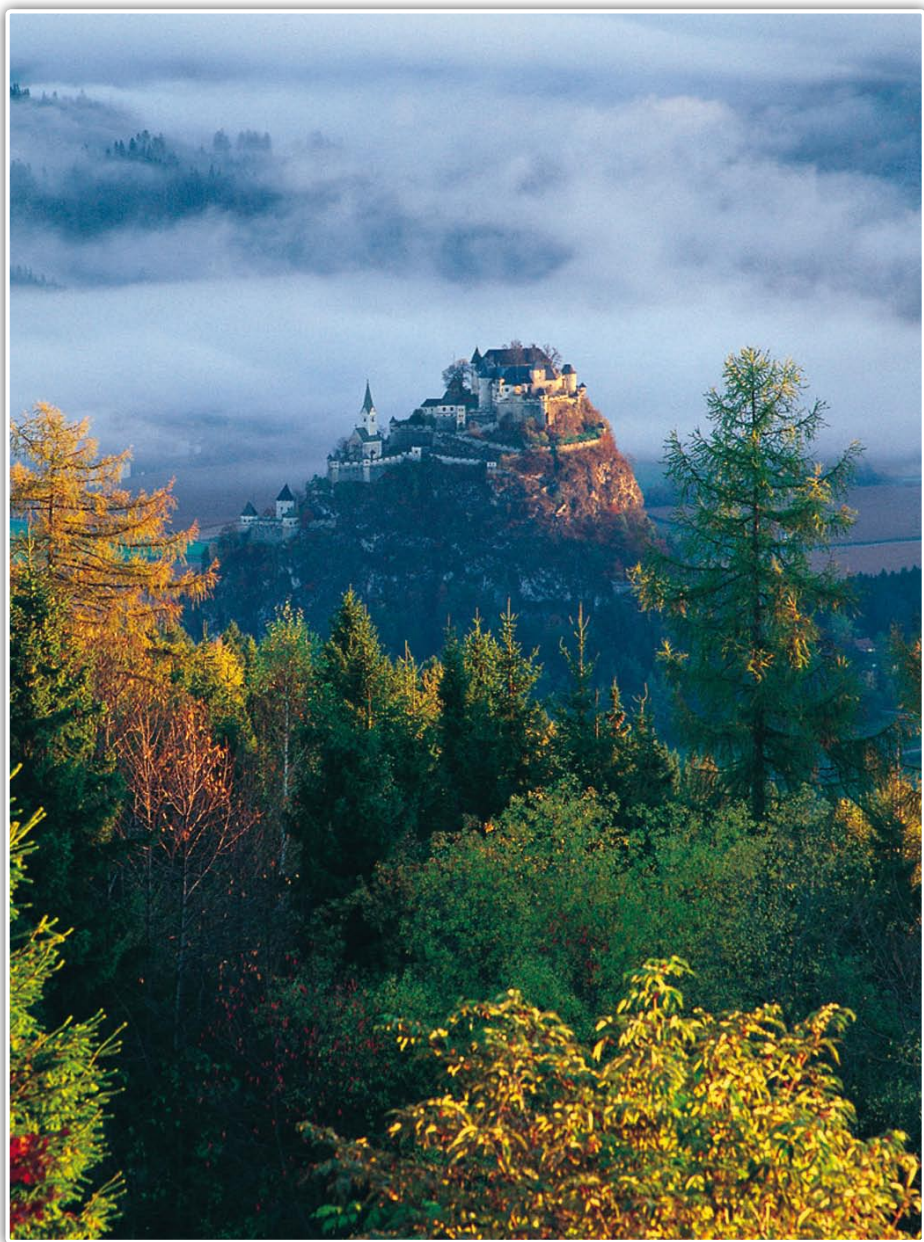
This PRESERVE event is a great opportunity to learn more about PRESERVE and its approach to improve sustainable tourism policies.

The strategies for the PRESERVE hidden treasures, which were developed during the PRESERVE project, will be presented to show how they can be valorized in a sustainable way.

Furthermore, the European Commission will speak about the trends and opportunities of sustainable tourism.

The program of the event and the registration form are available on the PRESERVE website:

<http://preserve.aer.eu/news-activities/preserve-hidden-treasures.html>



# Partners' Events

## ISTO European Social Tourism Forum "Social Tourism in the EU: a New Dynamic? Various Stakeholders for Active Partnerships"

23-24 November 2011 Malta

The regions of PRESERVE project partners are rich in cultural and natural resources.

The International Social Tourism Organization will hold the next European Social Tourism Forum on the topic "Social Tourism in the EU:

A New Dynamic?  
Various Stakeholders for Active Partnerships".

Following the ISTO Board of Directors and the General Assembly on 23 November, the forum and workshops will take place on 24 and 25 November discussing the future of social tourism and its policies.

More details will be available at:

<http://www.esmf2011.com/en>



## Key results

As a co-funded project, PRESERVE set an ambitious level of pre-defined indicators to express their achievements and results.

Partners are proud to be on target on all indicators, sometimes greatly exceeding the original aims.

This is an overall table with all the activities and events performed by the project.

Activities and events	Total
Press releases	50
Events organised	31
Press clippings	98
Website visits	7181
Participants	12295

17-18 May 2011

## Action Planning Workshop

On 17-18 May 2011, PRESERVE partners met with a highly ambitious plan in Brussels – to develop feasible action plans to improve their regional tourism industry.

On the basis of a carefully developed action planning methodology, partners analyzed the different recommendations proposed by their peers after the PRESERVE peer reviews. In order to turn the peer review exercise into a success, it is crucial to ensure that the findings of the peer reviews are useful to the partners and can contribute to make their respective tourism strategies more sustainable.

In this two-day workshop, PRESERVE partners sat together in the peer review subgroups and in the plenary to discuss and elaborate these recommendations in detail. One key element was to assess the feasibility of the recommendations made and the possibilities to set clear targets for their implementation. Partners needed to identify the areas where

actions can receive the political support in order to develop realistic and practicable action plans.

Based on this exercise, PRESERVE partners not only traveled back to their home regions with concrete measures for the improvement of their tourism sectors, but several partners took these action plans as a starting point.

In order to further advance their action plans and their implementation, partners are currently organizing meetings with local stakeholders to introduce their action plans and elaborate them further.

These efforts should ensure their endorsement by regional stakeholders and the effective realization of the action plans.

This workshop was the successful final exercise of the PRESERVE peer review method improving the sustainability and efficiency of regional tourism strategies.



Siena, 21 October 2011

## 6<sup>th</sup> Steering Committee Meeting

On 17-18 May 2011, PRESERVE partners met with a highly ambitious plan in Brussels – to develop feasible action plans to improve their regional tourism industry. The final PRESERVE Steering Committee Meeting will be held on 21 October in Siena.

During this important meeting, partners will adopt an interregional collaboration convention. For practical reasons, it was not possible to organize peer reviews in each of the partner regions during the time of the project.

Due to the high success of the PRESERVE project, partners therefore agreed to develop a partnership, which will enable the regions to continue their joint efforts and cooperation in the field of sustainable tourism after the closure of the project.

## Tourism News

### European Heritage Label to promote

05 October 2011

Following the Council's first reading position, the Culture and Education Committee of the European Parliament approved the resolution for the creation of a European heritage label

on 5 October 2011. Under this deal, symbolic sites for Europe's history or integration will be eligible for a voluntary European heritage label. The European Parliament will vote on

the proposal in November 2011, which will then be transferred to the Council who needs to formally approve it. Please click here if you wish to access to the complete resolution:

<http://www.europarl.europa.eu/oeil/file.jsp?id=5846872>

# The European Parliament adopts a report on a new framework for European tourism

27 September 2011

On 27 September 2011, the European Day of Tourism, the great majority of the European Parliament adopted the own-initiative report on "Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe" by MEP Carlo Fidanza (EPP, IT) on 27 September 2011. Within this non-legislative resolution, the MEPs call for

a continued use of EU structural funds to support the rehabilitation of declining areas, tourism innovation, competitiveness of tourism and high-quality services. Furthermore, the creation of a "European quality tourism label" and a "European Tourism Card" are suggested. As tourism has become a new competence of the EU with the Lisbon Treaty,

the European Parliament asks the European Commission to develop an integrated tourism strategy with clear and ambitious goals by 2012. Furthermore, the MEPs request that the Commission presents a legislative proposal to revise the Package Travel Directive 90/314/EEC in 2011. Please click here if you wish to access to the complete report:

<http://www.europarl.europa.eu/sides/getDoc.do?type=TA&language=EN&reference=P7-TA-2011-0407>

# Revised system of tourism statistics in the EU

06 July 2011

A new Regulation 692/2011 concerning European statistics on tourism has recently been adopted and will deliver better harmonised and faster information compared to Directive 95/57. Dating back to the 1990s, the legal basis for official statistics on tourism needed to be updated in order to reflect recent trends in tourism demand and supply and changed user needs.

From reference year 2012 onwards, accommodation statistics will include bedroom occupancy rates and main indicators for monthly data will be available after 2 months. Explicit references to the NACE classification will guarantee more coherence with business statistics and estimates of total internal tourism will improve. Household surveys will also deliver more information on

tourism demand as well on reasons for not participating in tourism. From 2014 onwards, data on same-day visits will gradually be introduced. Furthermore, the Regulation foresees pilot studies on tourism satellite accounts (TSA) and on the effects of tourism on the environment. For further information, please read the full text of regulation:

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:192:0017:0032:EN:PDF>

## Calls

### European Commission: CALL FOR PROPOSALS - Promoting Social Tourism in Europe through the Development of a Demand-Supply Web-Based Platform

The overall objective of this call for proposals is to support the creation of a web-based platform as a mechanism intended to facilitate transnational tourism, particularly within the CALYPSO target groups; valorise the potential of off-season availability of accommodation, and increase the competitiveness of tourism SME's.

Deadline: **14 October 2011**

For more information, please [click here](#)

### European Commission: CALL FOR TENDER - European Tourism Communication and Promotion Campaign

The main objective of this call for tenders is to develop and implement a communications strategy to raise the profile of Europe as a world tourist destination. It will promote the image of Europe as a collection of diverse, sustainable and high quality tourist destinations in those countries whose expanding middle classes are a new potential source market for European destinations, namely the BRIC countries, Brazil, Russia, India, and China, as well as Argentina, and Chile.

Deadline: **14 October 2011**

For more information, please [click here](#)

# Interesting Publications

## International Social Tourism Organisation, June 2011 **Directory of Local & Regional Authorities Network for Social Tourism (1st edition)**

The International Social Tourism Organisation, an international non-profit association, whose aim is to promote access to tourism for all, published its first edition of the directory of local and regional authorities.

The aim of this publication is to give a brief presentation of each member region, its policies, programmes and activities in the field of social tourism. Publishing interesting facts and contact details

for each member region, this report can also be a tool for stimulating the cooperation between regions active in social tourism. For detailed information, please read the full report:

[http://www.bits-int.org/files/d46a0a626316cfb22b614cc2645cbe0c\\_1308402631.pdf](http://www.bits-int.org/files/d46a0a626316cfb22b614cc2645cbe0c_1308402631.pdf)

## European Court of Auditors (ECA), September 2011 **“Were ERDF co-financed tourism projects effective? ECA issues special report”**

The European Court of Auditors (ECA) has published a special report on whether ERDF co-financed tourism projects were effective. Based on a survey of projects in 26 regions of nine Member States, the ECA examined the sustainability of results of ERDF co-financed tourism projects and the impact of EU financial support on the design and initiation of these projects.

Its overall assessment gives a clearly positive signal about ERDF funding in the field of tourism since all the projects had positive results.

Most of the evaluated examples contributed to the creation or maintenance of jobs (58%), tourism capacity (73%) or activity (74%).

Almost half of these cases (44%) achieved results in all three categories. Based on its observations, the ECA makes recommendations to enhance the use of ERDF funding.

Furthermore, the setting up of suitable objectives, targets and indicators should be ensured at the grant application stage to improve the selection process and the evaluation of results.

For detailed information, please read the full report:



<http://eca.europa.eu/portal/pls/portal/docs/1/8660816.PDF>



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PRESERVE PROJECT  
Total Budget: 1.589.281.22€  
ERDF funding: 1.222.160.23€  
National co-financing: 367.120.99€

project start: November 2008  
end: October 2011  
Number of partners 14