



**Interreg
Europe**



European Union | European Regional Development Fund

Successful strategies on sustainable riverside tourism

Living rivers: a driver for sustainable regional development

STAR Cities
Interreg Europe

Thomas Guillot - NECSTouR



NECSTouR

European Regions for
Competitive and Sustainable Tourism

Network of European Regions for Competitive and Sustainable Tourism

36 REGIONAL AUTHORITIES

(NUTS I, II and III)

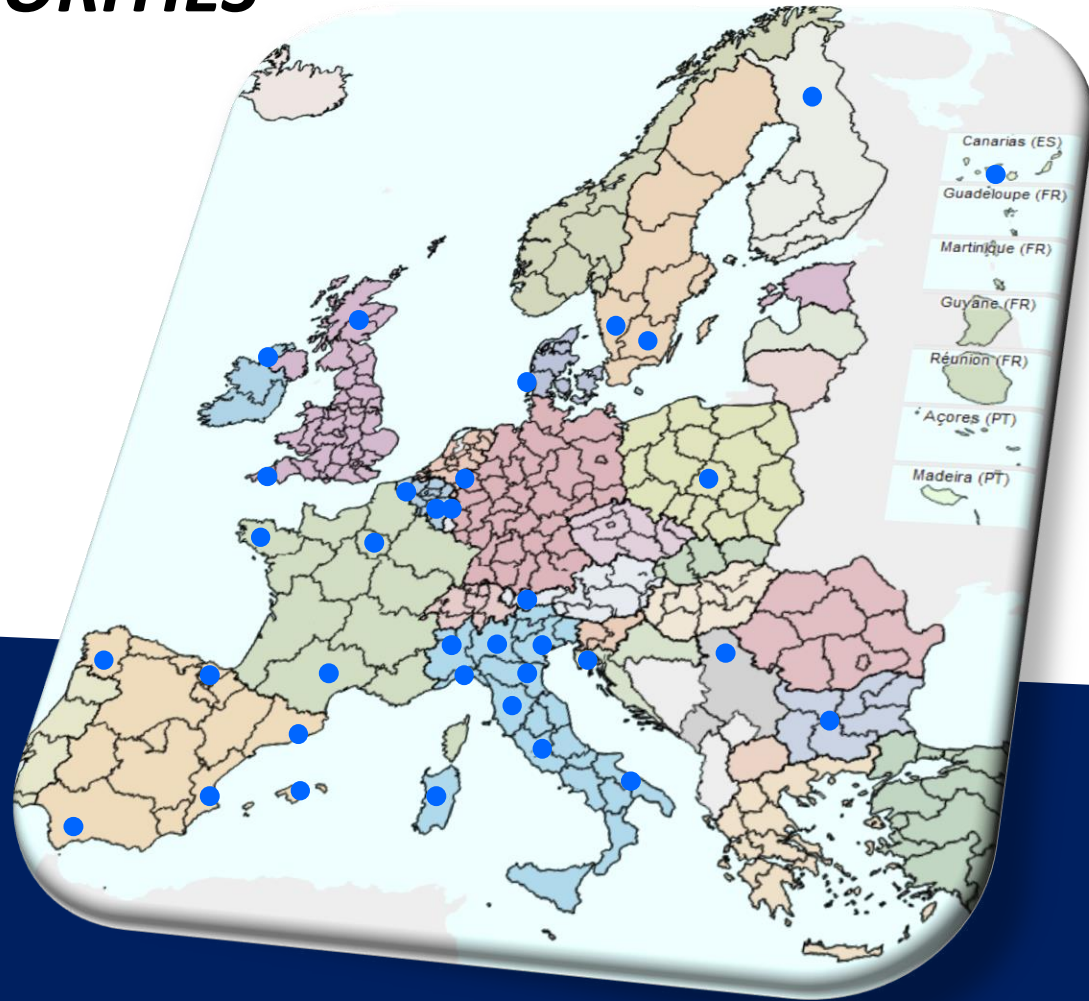
22 COUNTRIES

9 ASSOCIATED PARTNERS

*Representatives of Tourism
Business, associations
and networks*

**18 ACADEMICS
PARTNERS**

Universities and Research



Sustainable Tourism for Attractivity of Riverside Cities

The STAR Cities project aims to reflect on the situation within different regions about its tourism development along the **riversides** in order to contribute to the **decongestion** of high touristic cities and to raise awareness on **sustainable tourism** as well as the benefits of the **economic developments** of the area.

The STAR Cities project will involve the **entire tourism ecosystem** existing along rivers and, in this regard, is relevant to the Interreg Europe programme's specific objective dealing with **protecting, promoting and developing natural heritage, biodiversity and ecosystems**.

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Hamburg, Rome, Paris, Kaunas, Ljubljana
www.interregeurope.eu/starcities



Industrial heritage festival by the water

Showcasing technical heritage reflecting the connection between the region and water

Raising public awareness for Hamburg Metropolregion's industrial heritage, especially in rural areas.

- Fostering regional identity (shaped by water)
- Increasing touristic revenues
- Thematic marketing for the region
- Strengthening volunteer networks

Biennial festival showcasing Hamburg Metropolregion's industrial heritage for 2 days since 2011 with more than 120 attractions

<https://metropolregion.hamburg.de/industriekultur/>



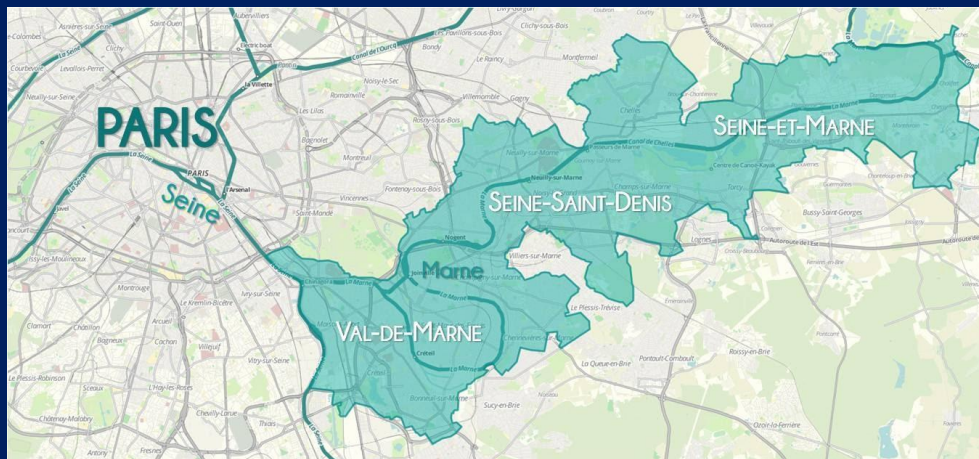
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Joint strategy for tourism along the Marne river

Four DMOs working together for river tourism development

- 50 kilometers long, following the Marne river
- 30 towns within 3 « départements » (counties)
- 840 000 inhabitants



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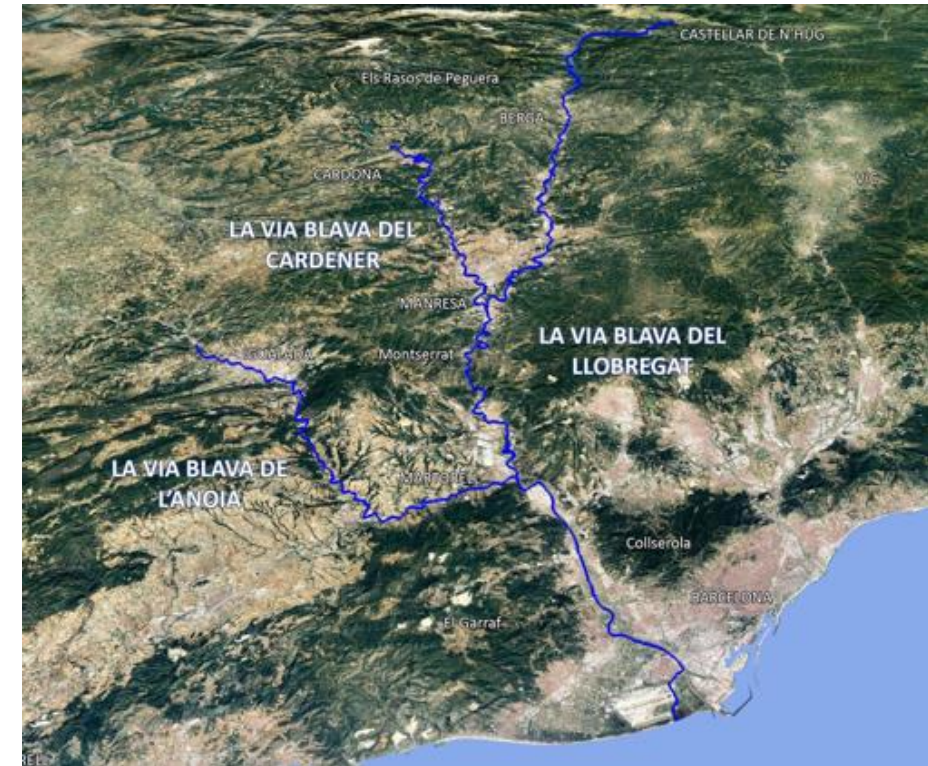
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Blue Ways

Almost 300 km of roads for bikers and hikers along the main rivers of the province (Llobregat, Anoia and Cardener).

- Network of sustainable local mobility
- Local development through tourism products along the Blue Ways

More than 5 million people living in less than half an hour radius
Started in 2016 (Construction expected to begin in 2022)

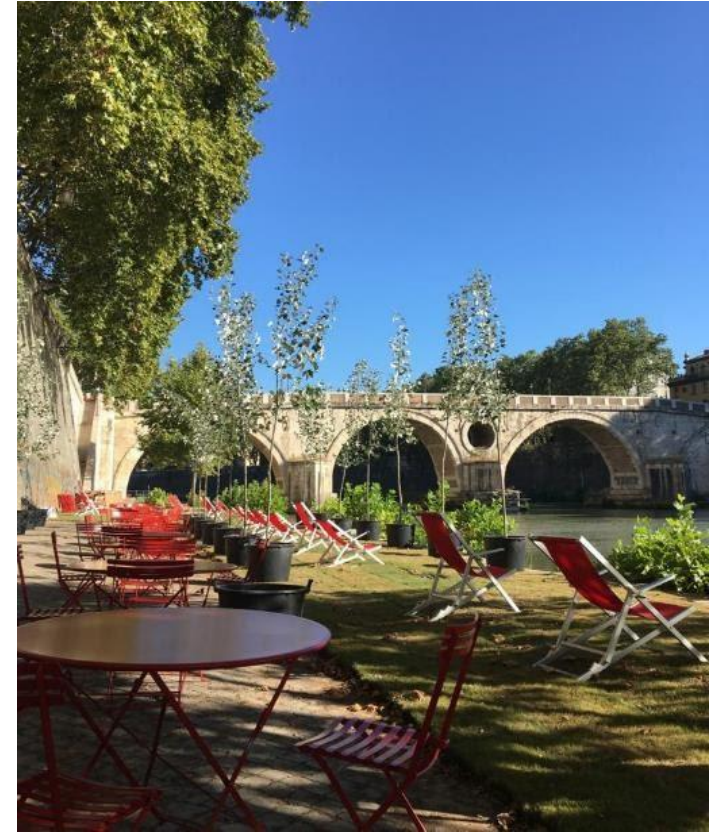


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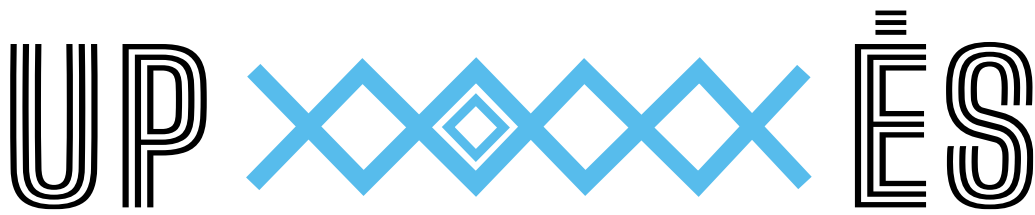


- Agenda Tevere Onlus is an accelerator for change and collaboration.
- Make the Tiber an accessible and usable place for all Romans and tourists.
 - Define a **new instrument of governance for the river Tiber**, a form of authority managed and animated by the community in full synergy with the institutions.
 - Initiate the transition from participation with a purely consultative value, to collaboration with a highly managerial character.



Agenda Tevere Onlus was established in 2017
A hub of associations and individual citizens in Rome
<http://www.agendatevere.org/>





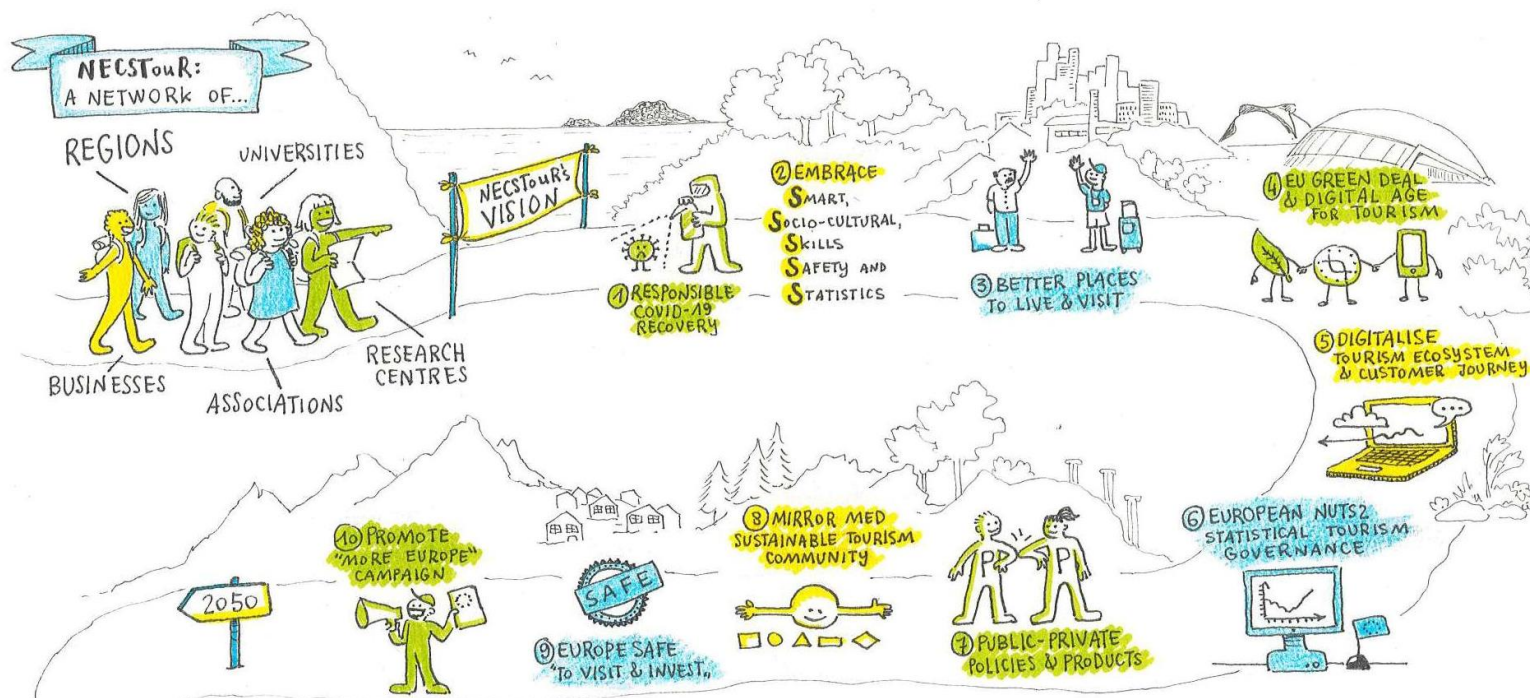
Cultural river research platform TĕKA

- Autumn 2020, Kaunas residents were invited to natural exploration expeditions along the small streams.
- Six expeditions were organized within the city limits, stretching along the riverbeds and their valleys.
- Collection of various natural and human activity objects (artifacts) found in the rivers, revealing the relationship between the city, people, and nature.



www.upynes.lt is a virtual tool of the TĕKA initiative, archiving of the memory of rivers, streams, and banks of the Kaunas region, and recording the ecological situation of rivers and cultural signs.





- 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

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

Call for Action: Accelerate Social and Economic Recovery by Investing in Sustainable Tourism Development



“Renovate modern and creative hubs of sustainability by fostering climate change adaptation of fragile ecosystems”

“Development, renovation and environmental transformation of inland waterway infrastructure for recreational boating and water sport uses”

“Roll-out of eco-friendly permanent mooring solutions for recreational boats in protected areas”.

“Greening the tourism destination infrastructure in line with the Renovation Wave Strategy”.

“Travel and tourism contributes to wellbeing and generates revenue, both needed to preserve community identity, culture, and heritage”.

“Essential that positive impact on the travel and tourism ecosystem is an evaluation criterion for all major components of National Recovery and Resilience plans”.

NECSTouR is one of the 60 members of the **European Tourism Manifesto**

<https://tourismmanifesto.eu/>



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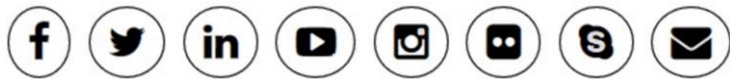
Next steps for Star Cities

- Star Cities European Conference - October or November 2021
- Publication of our Guide of Best Practices – Fall 2021
- Regional action plans - 2022



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