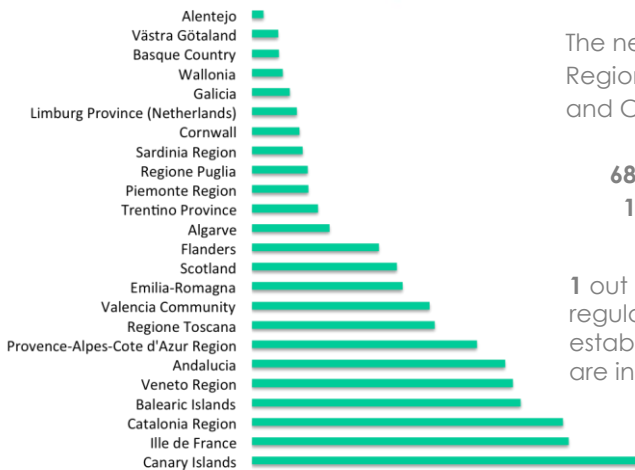




18th Meeting  
UNWTO Committee on Statistics and the Tourism Satellite Account

## Investing in the European Tourism of Tomorrow

Ana Moniche Bermejo  
Regional Government of Andalucía  
And  
NECSTouR



The network of European Regions for a Sustainable and Competitive Tourism

**35** Regions

**68** Members from

**18** EU countries

1 out of 3 EU nights spent in regular accommodation establishments for visitors are in **NECSTouR** regions





# EU Tourism Governance and the role of NECSTouR

EU regions have competence on Tourism

EU policies designed for Country Members

EU policies on tourism limited by subsidiarity principles

Critical role of Regions for Tourism Governance in the European Union



## SMART SPECIALISATION PLATFORM 3

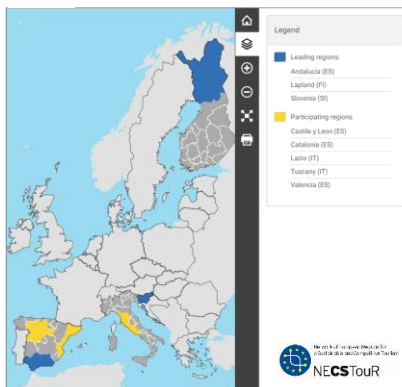
European Commission / Smart Specialisation Platform / Sections / Thematic Platforms / Industrial Modernisation / Thematic Areas / Digitalisation and Safety for Tourism

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### Thematic Platforms

- Agrifood
- Energy
- Industrial Modernisation
- How does it work
- Thematic Areas
  - ADMA Energy
  - Bioeconomy
  - Digitalisation and Safety for Tourism**
  - Efficient and Sustainable Manufacturing
  - High Performance Production through 3D-Printing
  - Medical technology
  - New nano-enabled Products
  - Photonics
  - Smart Regional Investments in Textile Innovation
  - SME Integration to Industry 4.0
  - Sport

### Digitalisation and Safety for Tourism



European Commission / Smart Specialisation Platform / Sections / Thematic Platforms / Industrial Modernisation / Thematic Areas / Digitalisation and Safety for Tourism


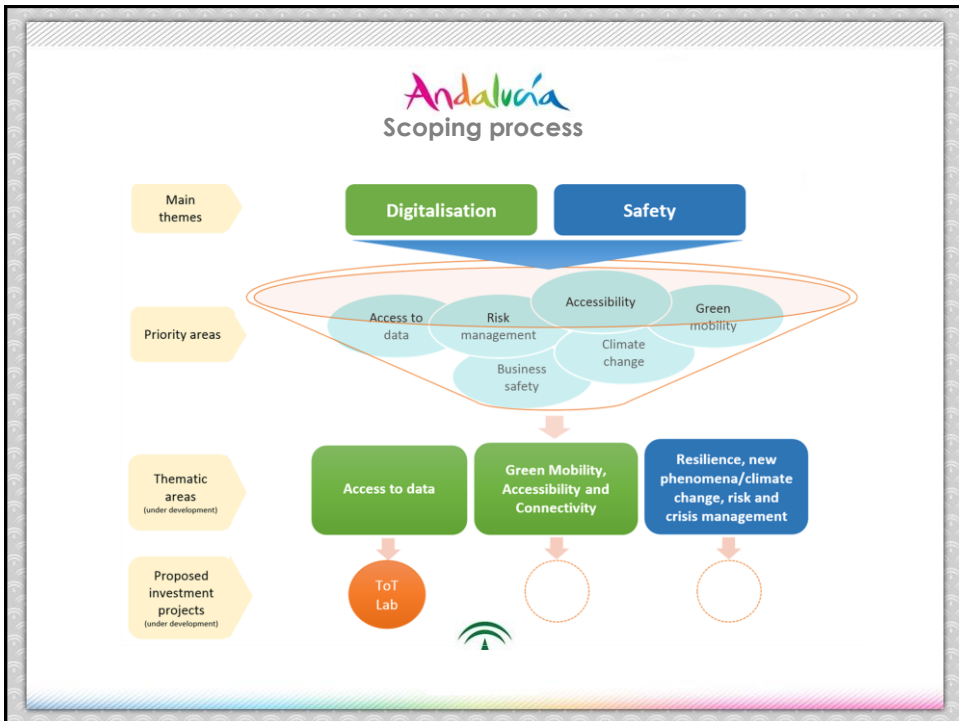
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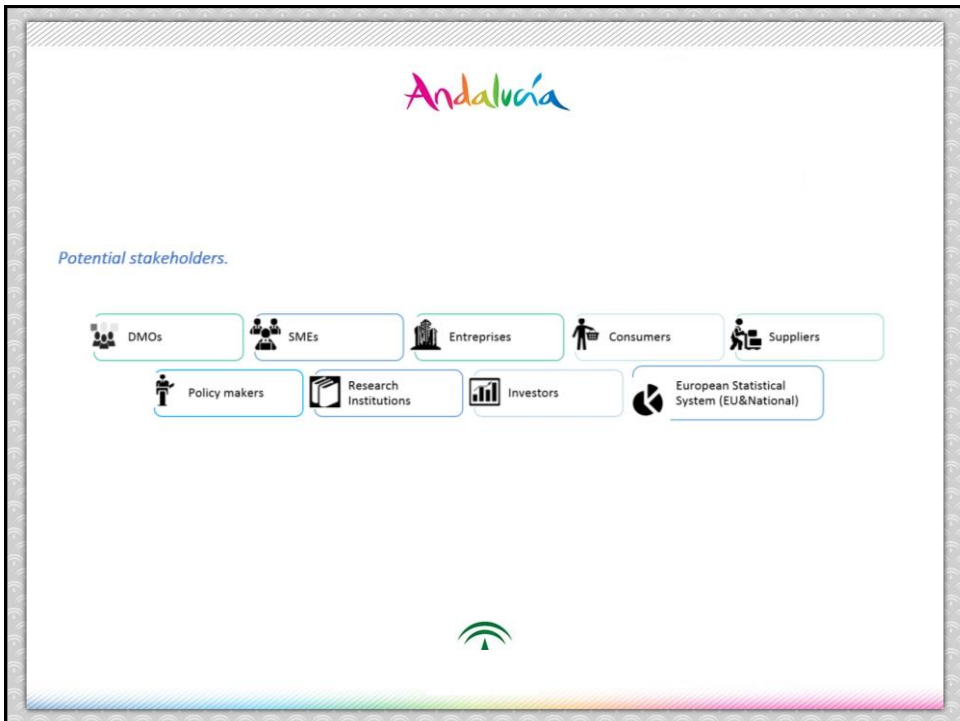
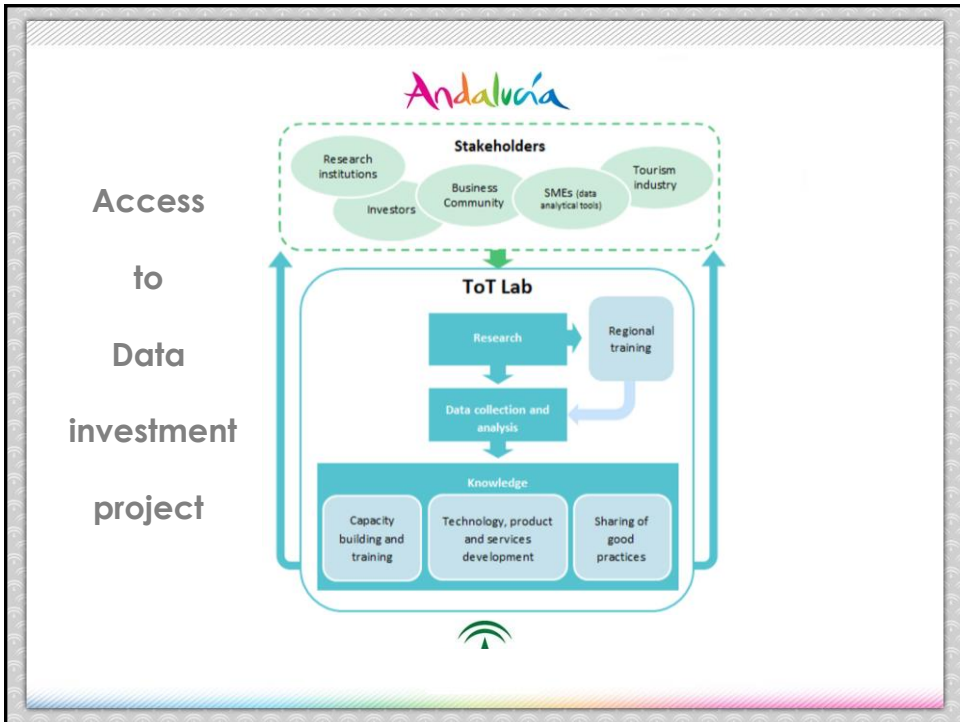
## Digitalisation and Safety for Tourism

### Consortium hosted and supported by NECSTouR

#### GOALS

- To strengthen tourism industries in the EU
- To reinforce the regional innovation capacity
- To facilitate investments based in regional innovation ecosystems
- Preparation of new generation of EU Funds post-2020





## Access to data Rationale

- \_ SME's and destination needs + attractive for private investment
- \_ Fostering joint management
- \_ Skills for the use of data for SME's
- \_ A better European Tourism Statistical Governance



## Access to data Priorities for investment

- \_ identifying needs and best practices for new phenomena: sharing economy, accessibility,
- \_ Overcome Big data and traditional data conflict
- \_ System of indicators where official statistic play a critical role
- \_ Integration of other sectors' statistics
- \_ Local level relevance
- \_ Importance of "user friendly" interface



Andalucía



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THANK YOU!!

