A pantry to unfold...

Jämtland Härjedalen in Sweden is full of enticing destinations year round. In the early spring, the mountains tempt with glittering snow and glorious sunshine - enjoy a tasty orange sitting in the snow!

In the summer (mid-June until mid-August) all the sights are open and there are lots of activities in most villages in Jämtland Härjedalen. Why not visit local deli’s or catch a char in a mountainlake for dinner!

In the beginning of the fall the mountains turn all red, orange and yellow and reflect a special glow in the sunset. Enjoy concerts, dance-events, theater and local foods in our restaurants.

When winter arrives, pack your backpack with goodies and take a tour on skis, skates and toboggan as Jämtland Härjedalen turns into a winter wonderland of fun. Enjoy an open fire in a logcabin afterwards with a steaming hot drink in your hands.

On www.jamtland.se you will always find events and opening hours for sights and activities as well as suggestions on where to stay and eat in Jämtland Härjedalen.

DISCOVER Jämtland Härjedalen

Photo: Johan Ranbrandt JHT Image Gallery
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*Network of Local and Regional Authorities*
Tourism is traditionally approached as an industry or as the sum of all destinations that could attract an audience looking to relax, discover new landscapes, or enjoy quality tourist products. Of course, this approach is as good as any.

However, tourism can also be approached in a different way, through the eyes of those who want to go on holiday and have to look for public, social or private systems that could help them as they cannot afford to go on holiday.

That is why the International Social Tourism Organisation (ISTO) decided to create a Network of local and regional authorities in 2006. The Network has been integrated into the ISTO and is one of its major stakeholders on the level of operators.

**Why is this Network useful, you might ask?**

Over the years, it has become apparent that national governments, with the exception of a few, only occupied themselves with promotion and not with the support of people who wanted to go on holiday. Conversely, several local governments – mainly regions, but also provinces, counties, municipalities or agglomerations – took measures and established systems allowing their inhabitants to go on holiday. This social function is added to the traditional function of regional promotion and also increases the number of people going on holiday, which has a positive effect on the tourism industry and employment.

It is with great pride that we present you with the directory of these regions that are not only active in social tourism, but are also prime tourist destinations.

You will find a description of the main points of interest of the regions as well as their activities facilitating holidaymaking and useful contact details.

The Network has its roots in several European countries with a long tradition in social tourism and is starting to develop in the Americas as well. We are convinced that the Network will play an important role among national governments and operators in the future.

The Network is open to any local or regional government that wishes to join. The goal is to promote the regions as well as aiding their inhabitants to go on holiday, in order to create quality tourism that is accessible for a wide audience.

Paola CASTELLINI  
Director of Tourism of the Emilia-Romagna Region, Coordinator of the Network

Jean Marc MIGNON  
President of the International Social Tourism Organisation
The ISTO in brief

The International Social Tourism Organisation (ISTO) is an international non-profit organisation created in 1963 which wishes to facilitate the accessibility of holidays and tourism for all, especially young people, families with a low income, senior citizens and disabled people. It also wishes to promote sustainable and fair tourism to the benefit of the local population and with respect for natural and cultural heritage.

In practical terms, the ISTO has two main goals:

> raising awareness among international institutions, national governments and local and regional authorities competent for social tourism and best practices with an eye to facilitating holidaymaking for the largest possible audience;

> becoming a true platform for exchange and services by stimulating the exchange of experiences, know-how and project development.

Today, the ISTO comprises 170 organisations in nearly 40 countries, mainly associations, cooperatives, mutual health insurance societies, unions, academic institutions and operators as well as national governments and local and regional authorities active in social tourism.

The Network of Local and Regional Authorities

Established within the ISTO in 2006, the Network aims to mobilise the regions and local governments by promoting best practices of social, sustainable and fair tourism, which play an often underestimated role in job creation, social cohesion and economic growth.

In this aspect, the establishment of the Network is completely aligned with the Montreal Declaration, “Towards a Humanist and Social Vision on Tourism”, adopted by the ISTO in 1996, which confirms that social tourism stimulates town and country planning and local development as it makes it possible to “reconcile tourism development, environmental protection and a respect for the identity of the local population, inject new means into often neglected regions; promote development without depletion of resources and generate economic, social and cultural benefits for the local population.”

The Network wants to be a hub for proposals and activities providing examples of best practices, stimulating exchange and partnerships between communities that are members of the Network and bringing new ideas and development projects to the sector.

Ever since its creation, the Network has organised an annual general meeting where the members can report progress on their management and activities, as well as exchanging information during themed seminars. The Network also maintains relations with other institutions for local and regional authorities active in social tourism, such as the European Union Committee of the Regions, the Assembly of European Regions (AER), the Network of European Regions for a Sustainable and Competitive Tourism (NECSTouR) and United Cities and Local Governments (UCLG).

With regard to management, it is the Coordination Committee of the Network that determines the priorities and main action points. The region chosen to coordinate the committee also represents the Network within the ISTO, as stipulated in the articles of association.
The Network, which currently comprises about thirty local and regional authorities, plays an active role in the ISTO meetings, be it the World Congress, the Regional Forums or other more specific activities.

Because of this, the member regions of the Network have been asked to contribute their knowledge to the Calypso project of the European Commission, which is aimed at developing social tourism in Europe. The examples of best practices of the regions presented at the awareness meetings and their participation in pilot projects aimed at stimulating tourism exchange between regions illustrate the importance of the role of local and regional authorities for the establishment of policies and programmes regarding support for holidaymaking.

**The Network Directory**

Publishing this first edition of the directory of local and regional authorities was one of the priorities of the Network.

It gives a short presentation of each member region, its policies, programmes and activities regarding social tourism as well as projects and partnerships on a European or international level. You'll also find interesting facts, tourism indicators and contact details of the people in charge of these matters for each body. The content, accompanied by pictures, maps and other visual elements, makes this publication a practical and user-friendly tool aimed at highlighting the activities of the regions in the sector and stimulating the cooperation between the members.

The directory is also an invitation for local and regional authorities that wish to join the Network. Several other regions, provinces, departments, municipalities and agglomerations are active in social tourism and have programmes to facilitate tourism accessibility for the largest possible audience with respect for the environment and local inhabitants. This directory is therefore a first step towards an ever-growing Network of regions and municipalities interested in developing “Tourism for All”.

Enjoy the book!

The ISTO secretariat
Outline

Capital: Brussels
Population: 1,125,728
Area: 162 sq. km

Main sectors of economic activity:
Tourism, service industry, industry; activities linked to being the capital of the European Union

Number of overnight stays (guesthouses excluded):
5,197,256

Employment in tourism:
37,000 jobs

Points of interest:
History, architecture, heritage, gastronomy

Tourist origins:
France, UK, Germany, Italy

Contact details

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Official website
www.cocof.irisnet.be

Did you know that...

> The symbol of the Belgian capital is an iris - a flower that grows in water - referring to its foundation on a marsh.

> There are plenty of museums in Brussels, including the Magritte museum, which opened in 2009.

> The Grand Place is widely considered one of the most beautiful squares in the world and was recognized as UNESCO world heritage in 1998.

Our mission

The Commission of the French Community (Commission Communautaire Française) is a public institution for the French-speaking community in Brussels and is responsible for affairs such as health, school transport, social and professional integration of disabled people, sport, culture, tourism, etc.

The tourism department wishes to improve the tourism offer by checking and categorizing hotels, social tourism centres and by aiding promotion and providing subsidies for every tourism project likely to improve tourist information and appeal of the city.

Social tourism policy

Brussels offers five recognized centres for social tourism for young adults (Auberge de Jeunesse Jacques Brel, Auberge de Jeunesse Génération Europe, Centre CHAB-Van Gogh, Centre Sleepwell and Auberge des 3 Fontaines). In 2009, they accounted for 284,416 overnight stays.
Programmes:
The Commission of the French Community encouraged the centres for social tourism to form the association “Loger Jeune”, so they could promote themselves as a single organisation (stalls at fairs and shows, website, publications, promotions) - which the Commission pays for. It also helps the centres with subsidies to modernize their facilities and to diversify their young audience (e.g. the creation of a centre for the accommodation of young European trainees).

Main partners
Belgium was one of the founding countries of the International Social Tourism Organisation; its federal institutions for tourism took up the torch by expressing their interest in social tourism as members of the ISTO and participating in its meetings and activities.

For the Brussels-Capital Region, the Commission of the French Community is an honorary member governed by public law.

Target groups
The social tourism centres in Brussels focus on young adults. Promotion is therefore aimed at this audience, be it groups, students or individual visitors. This implies the organization and promotion of activities in the city that are of interest to young adults.

More information
www.cocof.irisnet.be/site/fr/tourisme/
www.bruxelles.irisnet.be/
www.logerjeune.be
www.hostelsinbrussels.be/
-Auberges-?lang=en
Outline

Main city: Brussels
Population: 6,000,000
Area: 13,522 sq. km

Main sectors of economic activity: Real estate, business services, wholesale and retailing

Number of overnight stays (2009): 27,609,795

Employment in tourism (2005): 125,364 jobs

Points of interest: Gastronomy, culture and architecture, seaside

Tourist origins: The Netherlands, Germany, France, United Kingdom, Denmark

Contact details

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Head of Department
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luc.gobin@toerismevlaanderen.be

Official websites
www.toerismevlaanderen.be
www.tourismebelgique.com

Did you know that...

> There are seven Trappist beers in the world, among which three come from Flanders.

> The festival Rock Werchter, which receives yearly 350,000 festival-goers, has been awarded 5 times the prize of 'best festival worldwide'.

> Flanders is known for its social security system and its elaborated and qualitative health services.

Our mission

The mission of Toerisme Vlaanderen is to promote tourism as well as recreation and leisure with regards to tourism. In order to do so, the agency will be responsible for the enhancement of professionalism within the tourism industry and for supporting the development of the general supply in tourism as well as coordinating this support. The tasks of Toerisme Vlaanderen lie in the specific fields of promotion, touristic products, quality care and research, communication & collaboration.

Social tourism policy

Presently social tourism represents about 50% of the total supply. In 2003, the new legislation on Tourism for All was introduced, setting the terms for acknowledgement and support of tourist centres and social organisations and supporting specific groups within our society: families, senior citizens, socio-cultural groups, children & youth, disabled people, people living in poverty. A future target group constitutes persons in need of constant medical care and their families.
The Holiday Participation Centre Flanders takes part in the ‘European Holiday Experience’ project, which exchanges participants with France (through Vacances Ouvertes) & the UK (through the Family Holiday Association). Flemish holiday-makers can go on holiday to France or the UK and vice-versa. Destinations so far have been London, Paris, Nord-Pas de Calais and the Belgian coast. The Flemish participants pay for their accommodation, Toerisme Vlaanderen pays 75% of the transportation costs. The project started in 2006 and 5 to 10 families from each country participate each year. The exchanges are taking place as well off-season as during peak-season. Realizing that going on holiday abroad is not only for the wealthy, discovering new perspectives, gaining self-confidence and acquiring new skills useful in every day life (e.g. using public transport) constitute the main benefits for the holiday-makers.

Main partners

Mainly working with Adults:
Pasar vzw, Ontspanning en Vakantie vzw, Liberaal Ondersteuningspunt vzw, S-Relax vzw, Volkstoerisme vzw

Mainly working with Youth:
Vlaamse Jeugdherbergcentrale, Centrum voor Jeugdtoerisme, Chirojeugd Vlaanderen vzw, Scouts en Gidsen Vlaanderen vzw

European and international projects and partnerships

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Main partners

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Mainly working with Youth:
Vlaamse Jeugdherbergcentrale, Centrum voor Jeugdtoerisme, Chirojeugd Vlaanderen vzw, Scouts en Gidsen Vlaanderen vzw
Outline

Administrative centre: Eupen
Population: 77,000
Area: 854 sq. km

Main sectors of economic activity:
Services, structural steelwork, healthcare, tourism

Points of interest:
Gastronomy, folklore, nature

Origin of tourists:
Flanders and The Netherlands (60%), Wallonia and France (30%), Germany (10%)

Contact details

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Isabelle Weykmans
Expert counsellor
Robert Langela

Ministry of the German-speaking Community
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E-mails
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Official website
www.dglive.be

Did you know that…

> The East Cantons, located mainly on the territory of the German-speaking community, were annexed to Belgium in 1919 by the Versailles Treaty.

> The unique Mosan architecture shows the wealth of the region brought about by the booming textile industry in the 18th century.

> Rhine carnival very officially starts on 11/11 at 11:11, the number being associated to the day of fools in the Germanic symbolic.

Our mission

The Ministry of the German-speaking Community, in close collaboration with the Eastern Belgium tourist office, manages the tourist supply in the Community. Some 50 hotels, 16 camp sites, 2 youth hostels, 240 holiday apartments and around 100 Bed and Breakfasts welcome tourists. The Ministry develops a framework in order to guarantee the development of sustainable, quality and socially responsible ecotourism (implementation of the appropriate policies).

Social tourism policy

A Tourism code has been drafted and should be submitted to the Community’s Parliament shortly. The different policies in terms of social tourism resulting from this code will be made available for consult on the official website of the Government.
Programmes:
In collaboration with Flanders and Rhineland Palatinate, the Community has launched a project of holidays for all called “Everyone has the right to holidays”. Financial and logistical support is provided to an association that manages supply and demand. The supply includes high and low season, in Belgium as well as in France, UK and Germany.

Around 150 families take part in this initiative on an annual basis.

Main partners
- ISTO
- Centre Belge du Tourisme des Jeunes (CBTJ)
- Vlaamse Jeugdherberg Centrale (VJHC)
- Deutscher Jugendherbergsverband
- Tourismabile (Italy)

Target groups
Youth, seniors, families, people with reduced mobility.

More information
www.eastbelgium.com
www.vjh.be
www.gitesdeetape.be
www.tourismabile.it
www.jugendherberge.de

Copyright: www.cantonsdelest.be
Outline
Capital: Mons
Population: 1,300,097
Area: 3,790 sq.km
Main sectors of economic activity:
Trade, transport and repairing, real estate, manufactures, building
Number of overnight stays:
809,000 (visitors: 345,000)

Contact details
President and Provincial Councillor
Serge Hustache
Director
David Bricoult
Assistant Director
Cédric Vandervaeeren
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Official website
www.ihtourisme.be

Our mission
The Province of Hainaut is the largest province in Wallonia, with a rich industrial heritage. In spite of an economy that has been in transition for many years, it is characterized by an important hardly qualified working class and high unemployment rate. The mission of the service in charge of Social Tourism is to allow access to holidays for all. It targets especially people on low income, people excluded by age, disability, sex, religion or any other form of exclusion.

Social tourism policy
The social tourism policy implemented in the Province of Hainaut includes the management of two holiday centres at the disposal of social tourism target groups: the Domaine de Val Ubaye in the French department of Hautes-Alpes and Château de Collonges in the French department of Drôme. These holiday centres are open to all but primarily to weakened groups (children, teenagers, seniors, persons on low income, people with disabilities and others). The Château de Collonges is the first holiday village in its department to obtain the label “Tourisme et handicap” (tourism and disabilities) for the four main deficiencies. The Domaine de Val Ubaye is currently (2011) being renovated in order to be eligible and hopefully obtain the same label.

Statistics: Traditionally in Château de Collonges, the “holidays for people with disabilities, educational excursions and school trips for disabled people” hold almost 40% of the activity, followed by socio-cultural tourism (seniors), families and finally sports camps.

At Domaine de Val Ubaye (before renovation), only two segments can be found: holidays for disabled children and educational winter sports trips (60%) and sports camps (40%). Renovation works will hopefully allow access for other categories in order to foster diversity and consequently social inclusion.

The two holiday centres summed 17,000 overnight stays in 2010.

Did you know that…
> The Domaine de Mariemont, created by Mary of Hungary in the 16th century is one of the most beautiful parks in Belgium.
> The village of Eliezelles is renowned for its folklore on witches and offers a tour based on that theme: Sentiers de l’Etrange (Trail of strange phenomena)
> The Strépy-Thieu boat lift, which opened in 2002, is currently the tallest boat lift in the world.
Programmes:
Beyond the management of the two holiday centres (for more than 40 years!), the target groups below mentioned can travel at unrivalled conditions to any destination offered to visitors. This is the very principle of social tourism that is at stake: tourism for all should allow everyone to travel, thus including socially, physically or financially challenged people.

Thanks to our action, a group of teenage students have been able to visit the concentration camps in Auschwitz, a class of disabled children had the opportunity to visit the world’s fair on water in Zaragoza, we enabled a sports club to go training in the mountains, and retired people to escape from their isolation by sharing a socio-cultural trip.

Main partners
- International Hainaut Tourisme asbl
- ISTO
- Provinces, municipalities, CPAS
- Tourisme et Handicap
- Schools, associations
- UNAT (France)
- Sports or cultural clubs

Target groups
- Children and teenagers
- Sports associations
- Disabled people (all ages)
- Schools, administrations, institutions
- Seniors
- People with social difficulties

More information
www.unat.asso.fr
www.tourisme-handicaps.org

The Belfry of Tournai. © J.P. Remy/OPT
The Sambre in Thuin. © J.P. Remy/OPT
Grand-Hornu. © J.P. Remy/OPT
WALLOON REGION
COMMISSEARIAT GÉNÉRAL AU TOURISME

Outline
Capital: Namur
Population: 3,500,000
Area: 16,844 sq. km

Main sectors of economic activity:
Wholesale and retail distribution; construction; accommodation and catering

Number of overnight stays (2009):
6,571,630 stays (excluding gîtes ruraux)

Employment in tourism (2009):
60,000 jobs

Points of interest:
Gastronomy, rural tourism, history, heritage

Tourist origins:
Flanders, The Netherlands, France, Germany

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Commissioner General
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Contact person
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alain.brochez@tourismewallonie.be

Official website
http://cgt.tourismewallonie.be

Did you know that...
> There are 4 world heritage sites in Wallonia, including the Notre-Dame Cathedral in Tournai.
> Wallonia’s carnivals (including the Binche carnival) are recognized and appreciated the world over, just like the village feasts where the giants come out (Ath, Mons and Soignies).
> Follow in the footsteps of classic authors such as Victor Hugo, Apollinaire, or Verlaine thanks to the 2011 tourism theme «classic authors in Wallonia».

Our mission
The Commissioner General for Tourism (CGT) focuses on promoting tourism in the French-speaking Walloon region, improving infrastructure and stimulating social tourism. To this end, it grants subsidies to organisations and tourist attractions and assists operators in their accommodation projects. It is also responsible for the administrative management of several projects initiated in the framework of European programmes or the recognition of marked tourist itineraries. The Observatoire du Tourisme Wallon gathers analyses and distributes all information related to tourism policy in Wallonia.

Social tourism policy
Ever since paid leave was introduced in the thirties, the Commissioner General has stimulated the development of centres for social tourism for young adults and families.

Every year, a budget for subsidies for the development of infrastructure for social tourism is established. The Minister for Tourism then decides on its allocation.

In 2002, the social tourism sector accounted for 8,000 beds. This number has decreased in the past years.
**Programmes:**

- The CGT has a budget for subsidizing facilities and the promotion of recognized organisations for social tourism, i.e. non-profit organisations offering accommodation to families and young adults.
- The project “Destination 2015” directly concerns social tourism and is aimed at carrying out a study on the goals of social tourism in Belgium today (by establishing a diagnosis and by proposing strategies, recommendations and an action plan).
- The policy is not only aimed at tourist infrastructure developed by Walloon organisations, but is mainly intended to stimulate people that want to go on holiday but don’t take a holiday.

**Main partners**

*On an international level:* ISTO

*On a regional level:*
- Asbl Vacances et Santé, Asbl Loisir et Vacances, ATL (Association du Tourisme Libéral)
- LAJ (Les Auberges de jeunesse), CBTJ (Centre belge de tourisme de la jeunesse).

**Target groups**
Young adults, families or groups that are members of an organisation for social tourism, the socio-cultural sector, etc.

The intention is to increase the number of people that go on holiday, with target groups to be determined later.

**More information**

- www.tourismewallonie.be
- www.wallonie-tourisme.be
- www.strategie.tourismewallonie.be
- www.opt.be

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Citadel of Liege. © J.P. Remy/OPT

Lion’s Hillock (Waterloo). © J.P. Remy/OPT

The Château D’Hassonville. © J.P. Remy/OPT
Outline
Capital:
Bordeaux
Population:
3,200,000
Area:
41,309 sq. km
Main sectors of economic activity:
Agribusiness, industry, tourism
Key Tourism figures (2009-2010):
70,000 jobs in the high season, i.e. 7.6% of paid jobs in the Aquitaine region and 2.6 billion Euros injected into the local economy during the summer season.
88 million overnight stays of which 75 million are extra regional overnight stays
Out of 10 overnight stays, 8 are French customers and 2 are from outside France

Contact details
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Renaud Lagrave
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Official website
www.aquitaine.fr

Our mission
The three main objectives of tourism policy of the Aquitaine Regional Council are the enhancement of the appeal of destinations in Aquitaine, the improvement of competitiveness of tourist organisations and the promotion of fair tourism.

Social tourism policy
The accommodation supply of the Aquitaine Region is defined by its large amount of accommodation for groups and organisations and social tourism (42,000 beds, i.e. 15% of the national supply and nearly 10% of the regional market supply. Holiday villages and youth hostels, mainly located on the coast, account for nearly 8% of the overnight stays of the 3 coastal regions. However, the accommodation is becoming outdated (it is currently over 20 years old) and is in need of thorough renovation and modernization in order to answer to the higher demands of the customers, especially families.
In order to tackle the problem of going on holiday and the inequalities with regard to accessibility for a growing part of the population, the Region supports and manages initiatives that improve accessibility to leisure activities for people of the Aquitaine Region. The regional task force wishes to stimulate equal opportunities in the framework of the right to holidays for all and social cohesion of the territories by making the rich heritage and landscapes of the Aquitaine Region accessible to all its inhabitants.

Did you know that...
> The Bordeaux Region is the largest fine wine-producing region in the world (consisting of 113,000 ha)
> Lacanau, Hossegor, Anglet and Biarritz are popular with surfers the world over for their waves and surf competitions
> Lascaux and the Vézère Valley are UNESCO world heritage.
Programmes:
The regional social tourism policy focuses on 3 projects:

• Brick and mortar subsidies: supporting projects to upgrade social tourism facilities of the Aquitaine Region (Holiday Villages, Youth Hostels, International Centres for Youth Holidays);

• Personal subsidies: two calls for proposals since 2006: “family holidays”, management and organization by the Vacances Ouvertes association and “Sac’Ados Aquitaine” for young adults aged 16 to 22, managed and organized by the Aquitaine Regional Council;

• The support of volunteer projects for young adults and projects promoting the Aquitaine heritage.

In addition, the Aquitaine Region intervenes with regard to seasonal jobs in tourism:

• Performance of studies in order to investigate the problems and main issues of seasonal jobs

• Support of local agents focusing on seasonality [jobs, training, accommodation, health]

Main partners
Partners of fair and social economy:
Social tourism associations (VTF, VVF, Azureva, Cap France, UFCV, UCPA, Ligue de l’Enseignement, FUJ, Ethic Etapes, Léo Lagrange, LVT, Renouveau, Vacances pour tous, Vacanciel, Concordia,...) UNAT Aquitaine, UNAT

Institutional partners:
General Councils, Family Allocations Office, Regional Direction Youth and Sports, DIRECCTE

Social partners and educational organisations of the Aquitaine Region:
Associations of popular education, Social Centres, Community Centres, Youth Clubs and Art Centres, Local Missions, Apprentice Training Centres, Technical and agrarian secondary schools, Youth Information Points, Youth Services of Local Authorities, Prevention clubs,...

Target groups
The beneficiaries of the brick and mortar subsidies are mainly organisations active in social and fair tourism, but also local authorities that own social tourism facilities.

The beneficiaries of the regional policy regarding equal opportunities in the framework of the right to holidays for the largest possible number of inhabitants of the Aquitaine Region are families as well as children, bearing in mind that the disabled audience has been included in the general law system in order to stimulate large social heterogeneity.

European and international projects and partnerships
The “Sac’Ados Europe” system is currently being studied with the Vacances Ouvertes association and could be included in the European Calypso programme in order to stimulate the mobility, autonomy and responsibility of young adults in the framework of a holiday project promoting cultural and linguistic discovery on a European level. Synergy and consistency with the existing regional systems in the Aquitaine Regional Council, youth mobility (namely trainees) is currently being studied. The provisional timeframe for the launch of this project is 2011/2012.

More information
www.aquitaine.fr
www.sacados.aquitaine.fr
Main city: Aubagne
Population: 101,253
Area: 246 sq. km

Main sectors of economic activity: Trade and services, industry, construction, agriculture

Number of overnight stays (2009): 2,000,000
Employment in tourism (2009): 3,442 jobs

Points of interest: Seaside tourism, nature, folklore, arts and crafts

Our mission
The Township Committee (Communauté d’Agglomération) of the Pays d’Aubagne et de l’Étoile is composed of 12 communities. It is competent for the following affairs: economic development, tourism, transport, urban life, housing and community facilities, waste and clean up, agriculture and forests.

Social tourism policy
The township’s tourism policy focuses on the following:
- development of a tourism supply that is accessible to the largest possible audience (disabled people, young adults, impoverished individuals)
- installation of a sustainable development strategy in the tourism sector
- involvement of the local population in the development of regional tourism
- diversification of the supply of outdoor activities
- promotion of the region’s natural, cultural, industrial and historic heritage
- improvement of tourist information
- attraction of new customers in the region and stimulation of economic rewards
- stimulation of the co-establishment of tourist projects with all of the local agents
Programmes:
Completed and current activities:
• “Tourism and disability” labelling of the community’s tourist facilities and raising awareness as well as providing support for the sector
• Establishment of a strategy for responsible and fair tourism with professionals
• Creation of an international accommodation centre
• Consideration of the notion of experiential tourism and establishment of a map of participating inhabitants
• Creation of accommodation structure in fair tourism and the organisation of a solidarity trip with young adults in the framework of its decentralized cooperation activities with Mali

Main partners
- Agence de développement touristique des Bouches-du-Rhône
- Provence-Alpes-Côte d’Azur Region
- Association Citoyens de la Terre
- Association LVJ Voyages

Target groups
- Disabled people
- Young adults
- The inhabitants
- Impoverished individuals

European and international projects and partnerships
• Programme INTERREG IVC – REGIOCLIMA:
The goal of the Regioclima project is to improve cooperation among selected European regions in order to facilitate the development of adaptation strategies for the climate change and the creation of a guide containing overall policies. The project started in 2008 and lasted 36 months.
8 partners including the Development Agency of Larnaca (Cyprus), the Venice Region (Italy), the Community Foundation of Valencia (Spain), the Estonian Marine Institute – University of Tartu (Estonia), the Bratislava Region (Slovakia), the Crete Region (Greece), the Regional Agency for the Innovation of Varna (Bulgaria).
• Programme 209 « Development Assistance » of the French Ministry of Foreign and European Affairs – Creation of fair tourism accommodation in the Rural Community of Konséguéla in Mali:
The goal is to create solidarity tourism accommodation that generates an income for the local population. The project was set up in 2007. There were 3 partners, the Rural Community of Konséguéla, Association Malienne de Solidarité et de Coopération Internationale pour le Développement (AMSCID) and the association LVJ (Loisirs et Vacances de la Jeunesse).

More information
www.agglo-paysdaubagne.fr
www.oti-paysdaubagne.com
www.regioclima.eu

Photo credits: Communauté d’Agglomération du Pays d’Aubagne et de l’Étoile
Britain Region
Conseil Régional

Outline
Capital: Rennes
Population: 3,103,000
Area: 27,209 sq. km

Main sectors of economic activity:
Agriculture, fisheries, industry (agricultural processing/telecommunications and electronics/car manufacturing/shipbuilding), and tourism

Number of overnight stays (2009):
97,500,000 overnight stays for 9 million visitors

Tourism-related employment:
51,000 permanent positions

Tourist origins:
United Kingdom and Ireland, Germany, Belgium, the Netherlands, Switzerland, Spain, Italy

Points of interest:
Gastronomy, climate, reshaping and sea-spa, architectural heritage

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Our mission
- The Conseil Régional (Regional Council): is the assembly elected by the Bretons. It is competent in most affairs in touch with Brittany’s daily life and future: training, transport, economic development, urban planning, culture, sport, environment…
- Brittany Tourism Regional Committee is a development and marketing tool for regional tourism. The Conseil Général, dotted this federative body for all tourism actors with the general mission to guide, organise, coordinate and support the development and promotion of an economic activity.

Social tourism policy
- Non-holiday goers in Brittany: 1,09 million Bretons out of a population of 3,01 million inhabitants.
- Holiday support schemes in Brittany (in 2009):
  - ANCV: 1,789 supported holidays
  - CAF in Brittany: 1,410 supported families
  - Vacances Ouvertes: 468 supported holidays

A visitors’ survey should be implemented in 2012 by Brittany Tourism Regional Observatory.

Did you know that...

> We count 797 islands and islets along the Breton coastline
> The region offers more than 12,000 km of hiking trails.
> With more than 2,900 buildings listed as historical monuments, Brittany is the second French region in terms of heritage.
Programmes:
For the past 3 years, the Regional Council has been conducting many social tourism actions:

- An expert evaluation of 140 social tourism centres (youth hostels, holiday centres, holiday villages) that takes stock of those tourist facilities, their occupancy rate, turnover, products offered... and their plans for future.
- An improvement approach towards voluntary centres in the fields of management and marketing...: Support from UNAT to implement associative tourism actions at regional level through an “improvement approach” towards managers of tourist facilities,
- Investment incentives to found, modernize, and upgrade facilities to current standards,
- Engineering support through an “expert survey” adapted to the associative sector,
- The call for proposals “Développement de l’offre Tourisme et Handicap, Chaînes d’accessibilité” (Development of the offer Tourism and Disabilities, channels of accessibility).
- Steering a plan of actions to promote “holidays for all” conducted in cooperation with all institutional, associative and professional actors involved in that matter. Today in France, 35% of the population does not go on holidays (including more than one million Bretons).

Main Partners
- UNAT Bretagne, whose members provide full offers including activities and reception adapted to various publics and encourages social and cultural diversity.
- ANCV, aims at helping the maximum number of people to go on holiday through the Chèques-Vacances (Holiday Cheques) and continues its solidarity actions: support to socially-oriented tourist facilities, support to people on low incomes, programme “Seniors en vacances” (Seniors on holiday), Bourse Solidarité Vacances (Solidarity holiday grant)

Target groups
- Families: initiatives “VACAF” from CAF, “Bourse Solidarité Vacances” (Solidarity holiday grant) from ANCV;
- Children: “Bons vacances” (Holiday vouchers) from CAF;
- Youth: programmes “Sac’Ados” and “Parcours Vacances” with Vacances Ouvertes;
- Seniors: programme “Seniors en Vacances” (Seniors on Holidays) with ANCV;
- Disabled people: “aide aux projets vacances” (support to holiday projects) from ANCV...

More information
http://pro.tourismebretagne.com/you-vous-informe/chiffres-du-tourisme-ortb
www.caf.fr
www.ancv.com
www.unat-bretagne.asso.fr
www.vacances-ouvertes.asso.fr

Network of Local and Regional Authorities
Capital:
Montpellier

Population (2008):
2,589,704

Area:
27,376 sq. km

Main sectors of economic activity:
Industry, construction, trade, services, tourism

Number of overnight stays (2008):
102,000,000

Tourism-related employment (2006):
48,000 jobs

Origin of foreign tourists (60%):
Germany, United Kingdom, Belgium, The Netherlands

The number of visits of French tourists increased by 4 million since 2004; visits of foreign tourists increased by 1 million.

Did you know that...

> The regional vineyard is the world’s largest but also the oldest. The first Gallic vineyard was developed around Béziers and Narbonne in the 6th century B.C.

> Catharism appeared in the Occitan region in the mid 12th century in the French department of Aude; there are still remains of several Cathar castles.

> The Region of Languedoc-Roussillon counts as many as five sites listed as UNESCO World heritage: The Pont du Gard, the Canal du Midi, the fortified city of Carcassonne, the Routes of Santiago de Compostela and the fortifications of Vauban.

Our mission
The CRT serves the following missions:
- Providing regional tourist actors with strategic elements for their actions
- Developing and qualifying the tourist supply of Languedoc-Roussillon
- Optimizing the organisation and diffusion of the regional tourist agenda
- Working on the recognition and image of Languedoc-Roussillon
- Maintaining and increasing market shares of the destination
**Programmes:**
- Funding training programmes to strengthen the skills of personnel of associative social tourism facilities.
- Financial support to UNAT Languedoc-Roussillon.

**Main partners**
UNAT Languedoc-Roussillon

**Target groups**
- Families
- Youth
- Senior citizens
- People with disability

**European and international projects and partnerships**
- The Communauté de Travail des Pyrénées (CTP – Working Community of the Pyrenees):

The CTP brings together three French regions: Aquitaine, Midi-Pyrénées, Languedoc-Roussillon, four Spanish autonomous communities: Catalonia, Aragon, Navarre, Euskadi as well as the Principality of Andorra. Its main goal is to contribute to the development of the Pyrenean massif while taking into account the issues at stake and the protection of its resources. In this view, it is strongly involved in cross-border cooperation.

**Its role:**
- Promoting exchanges between territories and actors of the Pyrenean massif,
- Dealing together with issues related to the massif,
- Finding joint solutions to the identified issues,
- Engaging in common and structuring cross-border actions

More information
www.ctp.org
www.unat.asso.fr/f/les-unat/languedoc-roussillon

Photo credits: CRT Languedoc-Roussillon
Outline

Capital: Toulouse
Population: 2,865,000
Area: 45,348 sq. km

Main sectors of economic activity:
Space industry, IT, agriculture, food industry, health and pharmaceutical industry, chemistry, mechanics, tourism.

Number of overnight stays (2009): 86.6 million

Employment in Tourism (2009):
32,300 employees and 10,600 seasonal workers

15 million tourists in 2009 in Midi-Pyrénées, tourists spending about 4.5 billion by year in Midi-Pyrénées

Did you know that...

> The Midi-Pyrénées Region is the largest in France. The capital, Toulouse, is the fourth largest city in the country.

> The Occitan cross, the symbol of the region, made its first appearance on the seal of the Counts of Toulouse around 1200.

> The region is also a centre of European space travel. The satellites launched by the Ariane rockets were largely designed and constructed here.

> One of the pilgrimage routes to Santiago de Compostela runs through the west of the region.

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Our mission

The Regional Committee for Tourism established its action plan in the framework of the goals of the Region regarding the promotion of tourism in the Midi-Pyrénées:

- Ensuring the promotion of the Midi-Pyrénées by publicity (aimed at the public, the press, travellers) on French, European and distant emerging markets (China, Japan, U.S., Canada)
- Developing the image of the Midi-Pyrénées on the local market with the programme established by the Maison Midi-Pyrénées at Toulouse (activities, exhibitions, promotion of territories)
- Improving the visibility and the accessibility of the offer together with the partners and operators in charge of marketing the supply
- Continue activities which will help spread knowledge of the supply, the demand and the markets, the economic activity of the sector by means of the information and observation network.
- Developing e-tourism by the use of tools adapted to new needs and habits (database, customer relations, online and mobile information and online booking)
- Support the establishment of regional policies for the development of tourism: group holidays, social tourism, spa holidays and wellbeing, river tourism, heritage contracts, sustainable promotion of tourism, rustic rural heritage.

Social tourism policy

- One of the largest regional centres for collective holiday accommodation (data from 2010): 310 institutions (holiday villages, holiday centres, youth hostels, etc.), a capacity of over 35,482 people, 10 to 11% of the capacity of the regional market and 600,000 arrivals, 2.6 million overnight stays and a turnover of € 50 million.
- A Regional Heritage Plan that is unique in France, with subsidies for investment in renovation and accessibility of the facilities, contingent on a qualification procedure in terms of sustainable development.
- An annual solidarity action to help children of the Midi-Pyrénées Region to go on holiday (more than 20,000 children went on holiday thanks to this initiative), organized together with the Caisses d’Allocations Familiales and the UNAT Midi-Pyrénées.
The SOWELL project is conducted in the framework of the preparatory action CALYPSO of the European Union.

Year of realization: 2011/2012

Partners: Generalitat de Catalunya (Spain), Prague University of Economics (Czech Republic), Emilia-Romagna Region (Italy)

Associated organisations: the Puglia Region, Legambiente Turismo Association (Italy), Association of Spa Towns of Catalonia (Spain), International Social Tourism Organisation (ISTO)

Financial resources: the European Union, Midi-Pyrénées Region, Generalitat de Catalunya, Prague University of Economics, Emilia-Romagna Region.

Main partners
- Midi-Pyrénées Region,
- Union Nationale des Associations de Tourisme (UNAT)
- UNAT Midi-Pyrénées,
- Union Régionale des Caisses d'Allocations Familiales
- Agence Nationale pour les Chèques-Vacances (ANCV)

Target groups
By means of support to institutions for group holidays and social tourism: all target audiences (families, senior citizens, unions etc.), benefiting from their facilities
- children (solidarity action “1st holiday”)
- disabled people (support for accessibility of infrastructure)

European and international projects and partnerships

Programmes:
In terms of strategy, there are 2 goals: stimulating the development of sustainable tourism and the qualification of the regional park, promotion of group holidays and social tourism in the region.

• Realization of a regional strategy for sustainable tourism starting from activities related to institutions for social tourism: engineering, project guidance, innovation, consultancy of contractors, regional steering groups
• Participation in the Regional Steering Group for Sustainable Tourism, survey among professionals in order to identify promotional activities of the regional sustainable supply

• Regional Heritage Plan: analysis of demands for investment, finding financial partners, finding new managers
• Follow-up of the regional solidarity operation “1st holiday”, an illustration of the commitment of the region towards target audiences: children, young adults, families, disabled people, etc.
• Activities contributing to the revitalization of the operators active in the region, relay with organisations specific to social tourism: UNAT, ISTO, CALYPSO, NECSTOUR

More information
www.midipyrenees.fr
www.tourisme-midi-pyrenees.com
www.grandsites.midipyrenees.fr
Capital: Lille
Population (2008): 2,564,959
Area: 5,742 sq. km

Main sectors of economic activity:
Distribution, automotive industry, food processing, transport, textile/clothing, highly qualified metallurgy.

Key tourism figures:
With 100 million potential tourists in a radius of 300 km, the Nord-Pas de Calais has a privileged position as a transit region (175 million people annually) and as a holiday destination (58 million day-trippers, 14 million visitors of tourist infrastructure, 37 million annual overnight stays).
(Source: CRT NPDC)

However, the region currently has the highest rate of people not going on holiday.

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Our mission
With a budget of 3 billion Euros, the Nord Department has compulsory competence for social affairs and healthcare, education, transport and roads.

In the framework of its proactive policy, it is active in tourism, sport, agriculture, environmental issues, economic development and culture.

Social tourism policy
The General Council of the Nord Department wants to allow people with a low income, and specifically young people, to enjoy recreation like everyone else. To this end, it has a support policy for recreation and citizenship.

It also has a tourism policy which focuses on sustainable development in its social, ethical, economic and patrimonial aspects.

The social aspect consists of:
• better integration of the agents of tourism;
• the development of the qualification, competence, and training of the agents;
• working in a network;
• accessibility for the largest possible audience (social tourism, accessibility for disabled people);
• the reduction of inequalities;
• the enrichment and the wellbeing of the local population.
Programmes:
• Subsidies for social centres and recreation centres;
• Financing recreation for young adults, namely «Les Vacances du cœur»;
• Support for individual holidays;
• Financial support for families with low incomes for summer camps;
• Support for citizenship initiatives;
• Nature excursions for disabled people;
• Support for tourist accommodation answering to criteria for accessibility and social equality; support for the national Tourism and Disability label (motor, visual, hearing or mental disability) with the national Bourse Solidarité Vacances system (grants that help disadvantaged people to go on holiday) and for the development of Chèques-Vacances (holiday cheques cofinanced by the employer or the unions);
• Financial support for the Association des Paralysés de France (French Association for Paralysed People);
• Development of "Family Tourism" and "Tourism for Disabled People" by the Departmental Committee for Tourism (departmental organisation in charge of the promotion of tourism).

Main partners
• Association Tourisme et Handicaps (National organisation): establishment of the Tourism and Disability label;
• Agence Nationale pour les Chèques-Vacances [Bourse Solidarité Vacances (Holiday Solidarity Grants), Chèques-Vacances (Holiday Cheques)];
• Association des Paralysés de France (regional association for the accessibility of tourist and recreation infrastructure).

Target groups
• Families
• Underprivileged people
• Disabled people
• Young adults

More information
www.cg59.fr
www.cg59.fr/hebergement-touristique-durable
www.tourisme-nord.fr

Grand Place of Lille. © C. Bonamis
Belfry of Dunkerque. © P. Houzé
Zuydcoote beach. © P. Houzé
Outline

Capital:
Lille

Population:
4,000,000

Area:
12,414 sq. km

Main sectors of economic activity:
Trade, transport, training and research, industry, Construction

Number of overnight stays (2009):
39,000,000

Employment in tourism (2009):
37,000 permanent employees
+ 6,100 seasonal workers in services for the public

Points of interest:
Seaside resorts, cultural and historical heritage sites, industrial tradition

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Did you know that...

> The Nord-Pas de Calais Region is one of the youngest regions in France, with 37% of the inhabitants being younger than 25.

> Nord-Pas de Calais, the country’s most northern region, is a place for meeting and sharing. The Nord region is oriented towards Belgium, the Netherlands, and Germany, while the Pas-de-Calais faces the United Kingdom.

> Everything is important, and nothing is superficial. You’ll also find this depth among the northerners. They’ll welcome you with open arms, always smiling, and in a friendly atmosphere.

> The region boasts 17 belfries that are world heritage.

Our mission

In the new term, the regional majority wishes to reinvigorate the regional tourism policy. We want the Nord-Pas de Calais to be

• An “appealing destination”, with an identity and values that appeal to the target audiences of regional tourism;
• A “renowned destination”, thanks to an increase in the overall quality of tourist activities;
• A “committed destination”, as a coordinator of accessible and sustainable solidarity tourism.

These new goals will be achieved by redefining our intervention terms, in consultation with the main players in tourism. We have therefore established a governing authority which should allow us to clarify and develop tourist structures, in order to make these more effective and create a collective policy which answers to today’s needs. We should be able to reap the benefits of this project by the end of June 2011.

Social tourism policy

Supporting committed tourism, which is social, sustainable and stands for solidarity, is a priority of the Regional Council. The activities currently focus on financing organisations that help people go on holiday or that organize holidays for underprivileged audiences.
**Programmes:**

- Regional trains to the coast or the countryside every summer. Return tickets cost €1, including bike hire in the station and a lunch box.
- Financing of organisations that help people go on holiday or offer accommodation.
- Financing of accessibility works for disabled people.

**Main partners**
- UNAT
- Vacances et Familles
- Secours Populaire
- Vacances Ouvertes
- Paralysés de France
- Accueil Paysan
- Loisirs et Solidarité des Retraités

**Target groups**
- First-time travellers
- Families
- Seniors
- Youth
- Disabled people

**European and international projects and partnerships**

- Decentralised cooperation project for the development of the hinterland of the Doukkala Abda Region in Morocco (Boulaouane) (transfer of competences in the form of a project).
- Promotion of maritime heritage by the Syndicat Mixte de la Côte d’Opale (Interreg IV A 2 seas – HMS project).

**More information**

www.nordpasdecalais.fr/ter/ter-mer2010/intro.asp
www.vacances-ouvertes.asso.fr
www.unat.asso.fr

**Watten Windmills. © S. Dhote/CRT**
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Official website
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Outline

Capital: Amiens
Area: 19,399 sq. km

Main sectors of economic activity: Industry, agriculture, and agribusiness

Number of overnight stays (2009): 23 million stays

Tourist origins: UK, The Netherlands, Belgium, Germany

Employment in Tourism: 21,000 jobs

Points of interest
Diversified touristic supply globally recognized going from nature tourism (Somme Bay...) to cultural tourism (remembrance tourism, gothic cathedrals, Chantilly Castle, leisure tourism (Parc Asterix...).
**Programmes:**

2007-2010 Action Plan for Social Tourism:

- **Personal subsidies:**
  - “Sac’Ados” programme: methodological and financial support for autonomous holiday projects for young inhabitants (aged 16 to 25) of Picardy - partnership between the Picardy Region and the Association Vacances Ouvertes
  - Call for “Family Holidays” projects: methodological and financial support for holiday projects for vulnerable groups - partnership between the Picardy Region and the Association Vacances Ouvertes

- **Support for social tourism accommodation:**
  Technical and financial support for the establishment or renovation of social tourism accommodation, backed by agents of the social economy.

- **2008-2010: “Trains à la Mer +” programme:** day trips to the Picardy coast in the summer period (July and August weekends) with free train transport and free picnic. Target audience: people unable to participate in recreation and holidays.

**Main partners**

- Regional Federations for Popular Education
- Organisations and associations working in the field of holidays and leisure
- UNAT

**Target groups**

Families and individuals in a difficult socio-economic situation unable to participate in recreation and holidays.

Young adults aged 16 to 25 (regional competence), in order to develop autonomy, mobility and social and cultural diversity.

**More information**

www.picardietourisme.com
www.picardie.fr
www.vacances-ouvertes.asso.fr
www.cr-picardie.fr/operation-sac-ados

**Photo credits:**

Amiens Cathedral © D. Raux
Chantilly Castle © L. Leber/Gevuca

Network of Local and Regional Authorities
International Social Tourism Organisation

POITOU-CHARENTES REGIONS
COMITÉ RÉGIONAL DU TOURISME

Outline
- Capital: Poitiers
- Population: 1,724,123
- Area: 25,810 sq. km
- Main sectors of activity: Agriculture, industry, tourism
- Employment in tourism (2008): 24,000 jobs
- Number of overnight stays (2008): 4,5 million
- Visitors: 8,000,000
- Points of interest: Seaside resorts, urban and historical heritage, cultural manifestations
- Tourist origins: UK, The Netherlands, Germany, Belgium

Did you know that...
- Situated on the Atlantic Coast, the Poitou-Charentes Region boasts 5 major tourist destinations: La Rochelle, Cognac, the Futuroscope, the Marais Poitevin and a coastline full of fortifications and islands such as Fort Boyard, the Ile de Ré and the Ile d’Oleron.
- The region’s rich history is closely associated with historic figures such as Charles Martel, Eleanor of Aquitaine, Margaret of Valois, Samuel de Champlain, Jean Monnet, and more recently, François Mitterrand.
- From the 17th century onwards, the region’s wines were transformed into eaux-de-vie, and then aged in oak barrels to create Cognac.

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- Official website: www.poitou-charentes-vacances.com

Our mission
The Regional Tourism Committee, financed by the Regional Council, mainly focuses on the promotion of tourism in the region abroad, in France, and the region itself. With its regional observatory for tourist activity, the RTC has set up a promotion campaign in Western Europe and the Ile de France Region.

Since 2004, the region has been focusing on its inhabitants so that they become true ambassadors and also supports people that cannot go on holiday. Finally, the Poitou-Charentes Region gives financial support to tourism that respects the environment and the inhabitants.

Social tourism policy
In the 60s and 70s, several social holiday centres (summer camps, holiday villages of the unions) were developed, allowing thousands of families with a low income to go on holiday. Many of these centres are now out of date and have to be brought up to modern standards. Their maintenance requires large investments for which programmes will have to be set up. Because of their location on the coast, the real estate pressure is high and their maintenance is essential in order to guarantee seaside holidays for low incomes.

As the Region is aware of the role of holidays for mobility and social inclusion, it has set up partnerships with organisations aiding young adults, families, isolated senior citizens in the country and disabled people to go on holiday.
Programmes:
- Aiding senior citizens, young adults, families, caregivers and disabled people to go on holiday
- Financing modernization of social group accommodation

Main partners
- Vacances Ouvertes
- Vacances et Familles
- Loisirs et Tourisme
- ANCV
- French State

Target groups
- Seniors
- Disabled persons
- Families
- Assistants
- Youth

More information
www.ancv.com
www.vacancesetfamilles.asso.fr
www.vacances-ouvertes.asso.fr/
Outline

Capital: Marseille
Population: 4,700,000
Area: 31,443 sq.km

Main sectors of economic activity:
81% of the employment is concentrated in the service sector. General industry with intra-sectoral specialisation

Number of overnight stays (2009):
220,000,000 overnight stays, for 34,000,000 visitors

Tourism-related employment:
105,000 wage employments, corresponding to 7.2% of all regional wage employment. Up to 150,000 in July and August

Points of interest:
Seaside tourism, towns of art and history, rural tourism, sports

Tourist origins:
The region is the 1st leading touristic destination for French tourists (27 million per year including 25% from the region) and 2nd leading touristic destination for foreign tourists.

Our mission
The Region is competent in tourism development affairs. It defines and implements a regional tourism development scheme on which base it can intervene as much in matters of economic development as in urban planning. It is fully involved in the field of innovation as well as in issues related to the access to holidays for all.

Social tourism policy
The programmes and actions that are implemented result from pro-active policies. They aim at the development of the tourism industry within the regional territory.

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Did you know that…
> Provence-Alpes-Côte d’Azur (PACA) counts: 5 Regional natural parks, 3 National parks, 3 National nature reserves, 210 heritage sites, more than 60 sites of the Conservatoire du littoral (Coastal protection agency)... In total, almost 70% of the regional territory consist of natural and/or forest areas.
> The Region hosts world renowned festivals such as Aix-en-Provence Festival d’Art Lyrique, Avignon theatre festival, Arles photography festival, Juan les Pins Jazz festival...
> Marseille-Provence was selected to become European Capital of Culture in 2013.

Statistics…
- More than 200 villages and holiday centres have benefited from subsidies for their renovation project since 2000.
- More than 30,000 children have been able to go on school trips since 2001 with the support of the region
- More than 260 sites and accommodation centres in the PACA region currently hold the label “Tourisme et Handicap” (Tourism and disability)
- More than 200 young people went on holidays thanks to the Sac’Ados initiative since 2008
- 10,000 people registered to participate in the operation “Bienvenue chez vous” in 2010
Programmes:

In matters of social tourism, several initiatives are ongoing:

- Renovation of the accommodation of associative tourism organisations (modernisation, upgrading to standards)
- The regional initiative to support the organisation of school trips in the region in the low season (from September to December)
- Support to regional divisions of associations and notably to UNAT PACA
- Measures promoting the access to holidays for all, targeted to: the youth with the Sac’Ados initiative, disabled people with our commitment in the label “Tourisme et Handicap” and the local population with the operation “Bienvenue chez vous”
- Promotion and observation of the sector carried out in close collaboration with the Regional Tourism Committee Provence-Alpes-Côte d’Azur
- An expert evaluation of the small rural hotel industry and of holiday centres consisting in delivering consultative opinions and a collective action towards weakened holiday centres.

A project is currently under preparation and should be implemented in summer 2011. It consists in a subsidised scheme to help children from disadvantaged backgrounds to go on holidays for the first time.

This operation is based on a partnership Region - Fédération Inter Caisses d’Allocations Familiales - UNAT PACA.

Main partners

- UNAT Provence-Alpes-Côte d’Azur
- PRIDES Carac’Terres

Target groups

All our initiatives are aimed at the development of accommodation facilities, which are thereby direct or indirect beneficiaries.

Several programmes target the following groups: schools, the youth, disabled people, and the local population.

European and international projects and partnerships

- Network of European Regions for a Sustainable and Competitive Tourism (NECSTOUR), which was founded at the initiative of the regions of Provence-Alpes-Côte d’Azur, Tuscany and Catalonia; the network’s general goal is to implement the European agenda for a sustainable and competitive tourism launched by the European Commission.

More specifically, it aims to develop and strengthen a consistent framework for the coordination of national and regional development and research programmes in the field of sustainable tourism, to share and exchange information and implement joint activities.

- STRATTOUR (ALCOTRA programme in partnership with Liguria, Piedmont, Aosta Valley and Rhône-Alpes) to develop a model of tourism based on the appropriation of the tourism phenomenon by the locals, the promotion of internal tourism off-season and connecting companies with their seasonal workers.

More information

www.regionpaca.fr
www.notre-region/tourisme.html
www.sorties.regionpaca.fr
www.52coupsoedeosur.com
www.necstour.eu/necstour/home.page
www.magestour.com
www.carac-terres.fr
www.unat-paca.asso.fr

Network of Local and Regional Authorities
**Capital:** Melun

**Population:** 1,294,762

**Area:** 5,915 sq.km

**Main sectors of economic activity:** Agriculture, industry, services

**Tourism-related employment:** 60,000 positions

**Number of overnight stays (2010):** 8,860,599 overnight stays

**Tourist origins:** 85% French, including 68% from Ile-de-France region

**Points of interest:** Heritage sites, natural parks, folklore and history

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**Outline**

**Contact details**

**President**
Vincent Eblé

**Vice-President in charge of Tourism, Museums and Heritage**
Lionel Walker

**Head of Tourism service**
Catherine Salembier

**Conseil général de Seine-et-Marne**
(General Council Seine-et-Marne department)

**Direction générale adjointe de l’Éducation, de la Culture, du Tourisme, de la Jeunesse et des Sports**

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**Official website**
www.seine-et-marne.fr

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**Did you know that...**

> Seine-et-Marne is considered the "breadbasket of Ile-de-France" with 339,876 hectares of agricultural land.

> Disneyland PARIS is the first tourist destination in Europe: the two theme parks received 15,000,000 visitors in 2010.

> The Château de Fontainebleau, nicknamed “the house of the centuries” by Napoleon

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**Our mission**

The implementation of the policy of tourism development at department level is based on a close collaboration between the administration of the department and its corresponding body Seine-et-Marne Tourisme. Seine-et-Marne develops several essential tourist functions: a world tourism centre with Disney, a business tourism cluster (Val Europe), a centre of sustainable tourism with the future realisation of Villages nature, leisure tourism and heritage tourism (Blandy-les-Tours, Fontainebleau, etc.)

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**Social tourism policy**

The departmental scheme of tourism, voted in 2009, counts "tourism for all" among its six ambitions. Therefore it proposes to view the tourist potential of the department through the approach of accessibility for all. A study was launched in collaboration with the different partners from autumn 2009 to identify the issues at stake, the levers and tools needed to implement this objective.

This ambition aims to foster the emergence and sustainability of an offer targeted to groups that do not have access to tourism.
Programmes:

Actions completed:
• Disability access for tourist sites with 43 sites who received the label
• Subsidies granted for tourist facilities with disability access in the Department [co-funding with the Region Ile-de-France]
• Funding of an initiative for youth holidays [programme Sac’Ados]
• Promotional offers for Balad’Pass 77 card-holders (104 offers). 130,000 households have obtained this card.

Future actions [to be confirmed]:
• Strengthening and coordinating the network of actors of the social tourism sector
• Support to project holders for the economic feasibility study
• Financial support to projects of facilities of tourism for all

Main partners
- Agence Nationale pour les Chèques-Vacances (ANCV), VACAf
- Associations LA FOCEL, Le ROCHETON
- Villages à Vivre
- Culture du Cœur

Target groups
- Youth, families
- Isolated, disadvantaged people
- Seniors
- People with disabilities

More information
www.tourisme77.fr
www.nouveau-paris-ile-de-france.fr
www.culturesducoeur.org
www.focel.net
www.rocheton.asso.fr
www.flickr.com/photos/g-alain/

Network of Local and Regional Authorities
City of Stains, Seine-Saint-Denis
Department

Population: 34,887
Area: 5.39 sq.km

Main sectors of economic activity:
Service sector, industry, trade

Outline

Our mission

Many employees within our Department, like everywhere in France, do not have equal rights to holidays. The city of Stains chooses to refuse this situation and acts to promote the right to holidays for all.

As all over the urban community of Plaine Commune, the city of Stains has a rich and long experience in matters of access to holidays for children and young people, and benefits from new tourist attraction thanks to the establishment of the Stade de France and the related world events. 70 years after paid leave came into force, the city’s authorities aim to promote everything that can help to work better together at the level of the urban community on matters that are at the core of public policies, whether for municipality competencies, like holidays for children and the youth, or of the urban community for tourism.

Social tourism policy

- Development of regional or bilateral collaborations integrating issues of social and fair tourism and obviously the right to holidays for all.
- Multilateral cooperation with Catalonia, Portugal (INATEL), Aubagne, and Heraklion to promote access to holidays for seniors.
- Collaboration with various social tourism actors, ISTO members, to construct exchanges and receptions of youth, notably in the framework of the reciprocal use of our reception facilities.
- Cooperation action around fundamental needs such as health, water or also electrification, with the twin cities. Those modes of cooperation are means to overcome financial constraints and speed-up the realisation process of our projects.

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Did you know that...

> Stains was a commandery of Knight Templars in the 13th century

> Part of the city is located on the Courneuve Park, 3rd leading green area in the Paris region by its size (350 ha.)

> The Garden-city of Stains is often quoted as a reference by architects and urban planners as one of the most beautiful and accomplished in France.

Visite guidée. © D. Levic
Programmes:
- Since 2008, the Youth service organises:
  - Youth exchange initiatives with the city of Aubagne (13) around the themes of cultural discovery Urban Cultures
  - Trips to Saalfeld (Thuringe Lander) are planned every summer (mid-August) in the view to facilitate encounters between young people around the theme of each other’s social issues, cultural discovery (Berlin, Saalfeld, Weimar), radio and graffiti workshops.

- Trips to Portugal (2009): programme of cultural discoveries with visits of Porto and Lisbon and sports activities.

Main partners
- Aubagne
- Portugal: INATEL - ISTO
- Germany: Touristik und Kontakt International (TUK)

Target groups
- Teenagers (11/17 years old)
- Young Adults (18/22 years old)

More information
www.swl.be
www.inatel.pt
www.flickr.com/ranopamas

European and international projects and partnerships
Launching a network of European partners focused on garden-cities (British from Letchworth, Belgians from Anderlecht and the Société Wallonne du Logement).
Flanders devotes its ❤️ to social tourism

Because Flanders is convinced that everyone is entitled to a breathing space. Flanders’ innovative ‘Tourism for All’ policy is a crafty example of social responsibility and inclusivity.

Flanders’ highly-commended Holiday Participation Centre is a cutting edge approach. For example it can improve the health of people living in reduced circumstances.

Attractions and accommodations in Flanders provide special social rates and offer a 30 up to 95% discount to suit everybody’s purse.

Flanders also cares greatly for people with disabilities. The Accessible Travel Info Point provides personal solutions and information on the accessibility of holiday destinations in Flanders and abroad.
Cassez la routine et venez découvrir la culture et la gastronomie belges, pour un moment inoubliable !

Le groupe Floréal, spécialiste des vacances pour tous, propose 5 centres d’hébergement pour 5 destinations de charme sur la côte ou dans les Ardennes.

Le groupe Floréal dispose d’une infrastructure séminaire de 35 salles d’une capacité de 10 à 280 personnes entièrement équipées avec mise à disposition de cabines de traduction, et un auditorium de 700 places.

3 restaurants gastronomiques: Le Parc, Les 5 Clochers et De Kotter... Une excellente manière de découvrir les spécialités belges !

Floréal, c’est aussi des campings 4 étoiles en bord de rivière ou en Campine.

www.florealclub.be
info@florealclub.be
Main City: Heraklion
Population (2005): 302,846
Area: 2,641 sq. km

Main sectors of economic activity:
Agriculture, processing-packaging, services mainly tourism-related

Number of tourist arrivals:
2 million tourists per year

Points of interest:
Gastronomy, history and tradition, nature and biodiversity

Tourist origins:
Germany, Sweden, United Kingdom

Did you know that...
> The Heraklion Region shelters the most famous of Minoan palaces of Greece, Knossos, which was discovered in 1878.
> The Siege of Candia (now Heraklion), in which the Venetians - then rulers of the island - were opposed to the Ottoman Empire, is considered to be the longest in history (21 years).
> Crete has more than 1,000 km of beaches and constitutes a region rich in flora and fauna.

Social tourism policy
Since its establishment, the Agency implements several national and European projects in the field of tourism, and more concretely in the field of agro-tourism, in the rural areas of the Heraklion Prefecture. It has promoted and controlled the establishment of hundreds of tourism facilities such as small hotels, rental rooms, cafes and restaurants. All these facilities are designed and developed always in cooperation with all the local actors, tourism stakeholders, local authorities, associations, based on the bottom-up approach and always taking into consideration the needs and the benefits for the largest number.

International Social Tourism Organisation
Completed actions in tourism are the implemented Community Initiatives Leader I, II, +, and the National Integrated Programmes for Rural Development (OPAAX) for the Programming period 2000-2006. This period also encloses the continuation of the C.I. Leader project, now called Axis 4 of the Programme for Rural Development (PRD) and the continuation of the OPAAX projects, now Axis 3 of the PRD.

Other projects (Interreg, MED) are also ongoing in the field of alternative tourism, entrepreneurship in rural areas and in social and economic development.


Main partners

• National Organisation of Tourism and its regional offices
• National Labour Organisation and its local services

Target groups

The beneficiaries of social tourism programmes in Greece are mainly farmers, families with low incomes, elderly people and finally youth with low income.

European and international projects and partnerships

The Heraklion Development Agency has implemented a variety of European projects through networks, platforms, and colloquiums.

Some of the most interesting recent partnerships of the agency regarding tourism development are:

The Nison Periplous Network of Greek Islands' Development Agencies is composed of 11 local action groups from all over the Greek Islands and is financed by the C.I. Leader +, Axis 2 Translocal Cooperation. The objectives of this partnership were to improve and promote the incomparable and unique characteristics of insular Greece.

The Network for the Commercialization of Local products and Agritourism was also funded by the C.I. Leader +, Axis 2 Transnational Cooperation, and the partners were 16 local action groups from Italy, Spain, Portugal, France, Cyprus and Greece.

More information

www.anher.gr
www.nisonperiplous.gr/resources/ENALL_TOUR_ODHGOSE_FIN_29062009.pdf
www.nisonperiplous.gr/resources/KYMATAX20GEDS.pdf
www.anher.gr/index.php?option=com_content&task=blogsection&id=168&Itemid=293
www.myspace.com/video/vid/59788363

Photo credits : Heraklion Development Archive
The Association Borghi Autentici d’Italia (Authentic Italian Villages) is a network composed of small local councils (at the moment about 150), in which local communities, local administrators, as well as local economic and cultural operators play the main role.

They are actively involved in projects and actions to improve the councils, social services and their touristic, cultural and environmental aspects.

Our mission

The objectives of this associative network are threefold: implementing strategies strengthening and promoting a vision of 360° development; creating quality labels applicable to small portions of territory, and defining solid criteria to manage different types of accommodation such as the «Alberghi diffusi». Through this network, the communities aim to increase their visibility focusing on the assets linked to their identity, namely the countryside, culture and history, thus placing their local community in the centre of the programme and like this strengthening the social and human aspect.

Social tourism policy

The tourism policy is built on two forms of tourism, namely day trips and holidays:

In the first case, the village has a central character, since the tourists spend a whole day (with overnight stay) there, in search of a pleasant atmosphere, in restaurants where healthy and local food is served at reasonable prices. For this type of excursions, the accommodation form of the «Alberghi diffusi» and their innovative formula suits the tourists perfectly. This type of accommodation is based on the following principle: a manager restores small accommodations in a genuine style in one and the same village allowing travellers to immerse in local life whilst having access to the basic services (breakfast, reception, bar) offered by hotels. In the second case, the village brings an added value to a whole package of touristic interests meaning that various destinations (country or coastal villages) act as a place to stay, but do not constitute the main attraction. Other touristic charms and activities are also envisaged.

Did you know that...

- Visiting a « typical village » means discovering the territory, the culture and the heritage of the whole province, region or area in which the village is situated.
- Cultural itineraries allow tourists to discover the hidden treasures of the « Real Italy », and thus explore a part of the country which is often neglected to the advantage of the great art cities.
- Our local communities offer tourists the possibility to enjoy a true experience of living and learning.
The hENCE Project (Network of European Communities for Climate Change) aims to promote the willingness of European local communities to reduce CO2 emissions and make their territories and cities energy-independent by reducing energy consumption and improving energy production from local sources. These objectives will be achieved through awareness raising, contribution, cooperation and active participation of citizens, economic forces, and business and city administrators. The project started in June 2010, it will end in June 2011 and the following partners are involved: Associazione Borghi Autentici d’Italia (lead) (IT), City of Raciechowice (PL), City of Rosegg (AT), City of Lauco (IT), City of Patras (GR), and the Local Councils’ Association (MT).

Website: http://www.borghiautenticiditalia.it/ita/web/item.asp?nav=1328

© Municipality of Minervino Murge (BaT)

Main partners
- AITR (Associazione Italiana Turismo Responsabile)
- RE.CO.SOL (Rete Comuni Solidali)
- RESTIPICA (Rete delle Associazioni delle Città di Identità dell’ANCI)
- EARTH (European Alliance for Responsible Tourism and Hospitality),
- ISTO
- Legambiente Turismo
- Symbola
- Legacoop Nazionale Italia
- CNA Nazionale Italia

Target groups
- Citizens of small Italian towns
- Responsible tourists
- Tourists interested in discovering Italy’s hidden cultural heritage

More information
www.borghiautenticiditalia.it/ita/web/item.asp?nav=67
www.comunitaospitali.it/
www.eacea.ec.europa.eu/citizenship/programme/action1_measure1_en.php
www.aitr.org
www.earth-net.eu
www.comunisolidali.org

European and international projects and partnerships

Programmes:
- A side from the “Comunità Ospitali” project, the Borghi Autentici d’Italia association also implements other projects focused on the preservation of historic town centres and on introducing environmental sustainability in the urban system.

© ABAI

Local produce.
Outline

Number of municipalities who joined this network:
200

Concerned territory:
The whole of Italy

Main sectors of activity:
Cultural, tourism, social

Key tourism figures (2009-2010):
9 million touristic visits per year, of which 42% foreign visits, in the 200 classified villages (source: Sixth Ecotour Report).

Did you know that...

> The “most picturesque villages” project was created from the need to promote the great historic, artistic, cultural, environmental and traditional heritage found in several small towns in Italy that are largely ignored by the general public.

> By bringing tourists to these small towns, their depopulation is countered, as well as their subsequent decline due to their marginalisation and weakened economic position.

> The search for Italy’s most picturesque villages started with the book Sillabari, written by Italian author Goffredo Parise, who decided to leave Rome to live in a small house just outside Venice, which he described as “paradise on earth, perfumed by elderberry plants”

Did you know that...

> The “most picturesque villages” project was created from the need to promote the great historic, artistic, cultural, environmental and traditional heritage found in several small towns in Italy that are largely ignored by the general public.

Our mission

The Borghi Più Belli d’Italia (BPBI) organisation was created in 2002 by the mayors of 50 small towns in order to protect and promote the architectural, urban, artistic and cultural heritage of small towns and historic centres in Italy. It is affiliated with the ANCI (National Association of Italian Municipalities) and comprises 200 municipalities, selected with the help of the quality charter of the Scientific Committee.

Social tourism policy

The organisation encourages the Regions to adopt regional laws that stimulate investments in small towns in order to improve the accessibility of the villages themselves and their services. The goal is to remove architectural, physical and sensory barriers in order to guarantee access to all those who have mobility problems or physical limitations.
**Programmes:**

- « I Borghi Più Belli d’Italia » (BPBI) organizes a National Assembly annually, as well as the “National Festival of the Borghi Più Belli d’Italia” and is represented at the “tourism fair for market towns”, organized by Ecotur.

- Borghi tourism is a prime emergent product of ecotourism, which is developing three times faster than any other form of tourism.

- In 2007, the organisation launched a “map of Borghi” which offers promotions and reductions for products, cultural sites and overnight stays in the most picturesque villages of Italy.

- The organisation has also just published a guide in English of more than 800 pages on Italy’s most picturesque towns, including practical information (craftsmen, accommodation, restaurants, tourist information centres, etc.) as well as detailed maps.

**Main partners**

**Borghi Travel,** the tour operator which works exclusively for the organization, has selected offers and tourist itineraries for visits and stays in villages categorized by the organization. During the annual “Borghi” festival, the complete tourism offer is presented to tour operators active in social tourism.

**Other:**

- Regione Marche
- Provincia di Macerata
- ANCI

**European and international projects and partnerships**

The association also participates in national tourism fairs and in projects promoting the diffusion of social tourism in Europe.

**More information**

www.borghicard.it/
www.festivaldeiborghi.it/
www.le-marche.com/
www.anci.it/index.cfm?layout=dettaglio&IdSez=810828&IdDett=28516
www.les-plus-beaux-villages-de-france.org/
www.beauxvillages.be/fr/v2/default.asp?id=JLFJl
www.beauxvillages.qc.ca/
www.infiera-ecotur.it/index.htm

**Target groups**

Youth and seniors; families, persons with reduced mobility.

**Photo credits:** BPBI
Outline
Capital: Bologna
Population: 4,395,606
Area: 22,445.54 sq. km
Main sectors of economic activity:
Primary sector (Agriculture) 16.61%;
manufacture 30.66%; tertiary sector 52.50%; other 0.23%
Number of arrivals (2009):
8,704,032 of which 6,725,667 are Italian tourists
Number of overnight stays (2009):
38,256,860 of which 29,533,898 are Italian tourists
Points of interest:
Seaside (54%), art cities (24%),
mountains and nature (3%),
thermal spas (4%), other (15%)
Accommodation facilities:
4,598 hotels and tourist residences
132 camp grounds and holiday camps;
556 lodging houses in farm-houses;
1,701 lodging houses; 1,394 B&B;
247 other accommodations

Did you know that...
> The Emilia-Romagna region deserves its reputation as a temple to gastronomy; Parma has been nominated capital of culinary delights.
> It is on the territory of Emilia-Romagna that flows the Rubicon, which could be crossed by no Roman army, in order to protect the city of Rome.
> A large part of the industry in the Provinces of Modena and Bologna is centred on the production of sports and race cars and motorcycles such as Ferrari, Ducati, Maserati and the restoration of vintage cars and engines, which has led to the nickname “Motor Valley”.

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Official website:
www.regione.emilia-romagna.it

Our mission
The Emilia–Romagna Region promotes and coordinates enterprises and touristic activities on its territory and favours, through projects and specific initiatives, the communication and a proper touristic marketing. The region is a dynamic, strategic hub that lies between the key areas of North-Central Europe, the Mediterranean basin, and the Adriatic and Danube. Over the years, a solid tourist industry has been built up with a wide variety of attractions ranging from seaside resorts, to spas, to culture, nature, river tourism and sports.

Social tourism policy
The regional tourism strategy has generally focused on preserving and enhancing its resources so as to create additional development and growth opportunities, in order to increase the region’s appeal to all types of tourists. Through specific tourism-related programmes the Region has encouraged input from individual businesses, or public-private organisations in the process of creating and preparing an organised, high-quality supply for specific targets. In cooperation with the consumer protection associations and through active involvement in the specially organised regional round table (PAR), specific senior citizen programmes were defined to meet the demands of this target.
Network of Local and Regional Authorities

**Programmes:**
Completed/ongoing:
- Through the European project “CARE – Accessible cities of European regions”, Emilia-Romagna Region has worked in “accessible tourism”, which refers to services and facilities enabling customers with special needs to fully enjoy their holiday and leisure without difficulties or problems. The project led to the creation of tourist itineraries and tourist package deals taking into account the problem of mobility and transport through analysis of the degree of real usability of the supply (restaurants, entertainment, museums, theatres, sports facilities, beaches, etc.).
- Emilia-Romagna is also involved in the SDWELL project (Social tourism Opportunities in WELLness and Leisure activities), in the framework of the Calypso Programme, whose start-up date was on February 1st 2011. The project aims to develop tourism of a sustainable social nature during off-peak periods in Europe in the sector of wellness and leisure thermal spa activities for seniors and youth.

**Main partners**
On a regional and national level, the region collaborates with different cooperatives such as Confcooperative and Legacoop, both members of ISTO, and who have been organising BITAC (Borsa Italiana del Turismo Cooperativo e Associativo) for a number of years.

**Target groups**
Youth and students; senior citizens; disabled persons; the socially and economically disadvantaged

**European and international projects and partnerships**

**European projects:**
The Tourism and Commerce Department of the Emilia-Romagna Region has gathered a diversified experience participating in European projects within the framework of the INTERREG Programme, Culture 2000, LIFE+ and the 7th Framework programme.

"Ernest - European Research NEtwork on Sustainable Tourism" (ERA NET scheme, 7th Framework programme) is a project in progress, aiming to develop and strengthen a framework for coordinating regional research programmes on sustainable tourism. The involved regions will share and build on research work already underway at regional level, making it more productive and efficient through exchanges, planning and implementation of joint activities. The total budget of the project amounts to a total of 2,108,479.18 Euros.

**More information**
www.ernestproject.eu/
www.ec.europa.eu/environment/life/funding/lifeplus.htm
www.bitac.it/
www.legacoop.it

**Photo credits:**
Arch. Fotografica Apt Servizi srl - Regione Emilia-Romagna
**Outline**

- **Capital:** Rimini
- **Area:** 534.8 sq. km
- **Population:** 290,029

**Main sectors of economic activity:**
Services, trade, manufacturing, construction

**Number of overnight stays/presences (2009-2010):** 17,624,143

**Number of visitors/arrivals (2009-2010):** 3,105,012

**Points of interest:**
Beaches, business tourism, congresses, tourism exhibitions

**Tourist origins:**
Germany, Russia, France...

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**Did you know that...**

> Rimini is the birthplace of the filmmaker Federico Fellini, who shot his film *Amarcord* there.

> Thanks to very extended and sandy beaches, Rimini has become a renowned seaside resort, with tourists coming from Italy but also from all over Europe.

> The most emblematic monuments are the Arch of August and the Tiberius bridge.

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**Contact details**

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**Email**
turismosostenibile@provincia.rimini.it

**Official websites**
www.turismosostenibile.provincia.rimini.it
www.turismo.provincia.rimini.it

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**Our mission**

The Province of Rimini, which has always been a popular holiday destination for Italians and Europeans alike, has built its tourism strategy on environmental, economic and social sustainability. Its tourism organisation is renowned throughout the world for its supply and hospitality capacity. Rimini constitutes an ideal destination for anyone seeking holidays with a mix of relaxation on the beach, fun-packed evenings, history and traditions.

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**Social tourism policy**

The social tourism policy, coordinated by the Tourism Services of the Emilia-Romagna Region, focuses on sharing, on a transnational level, strategies for developing cities where accessibility represents a key factor to obtain quality. The objective of this sharing is to ensure that territorial resources meet the requirements of all users with special needs. Social tourism strategies primarily aim to develop a network of accessible facilities and services in European cities through the adoption of a standard rating methodology, communication campaigns and information services for citizens and visitors.
The concrete actions in social tourism undertaken by the Province of Rimini combine economical, environmental and social sustainability, proposing measures ensuring the control of environmental impact, accessibility and integration for people with disabilities.

Main partners
- Tourism Ministry
- Ministry of the Environment, protection of Land and Sea
- Emilia-Romagna Region
- S.F.I.D.A. Italian Union Families Different Ability

Target groups
- People with disabilities and senior citizens (11%)
- Seniors (17%)
- Youth (15%)

European and international projects and partnerships
During the last 10 years, the Province of Rimini has achieved a great experience in the field of transnational cooperation and it has equally created a Service Unit dedicating its time to a total of 34 projects, allowing collaboration with over 100 institutions in other European countries.

- 2000 LIFE ENVIRONMENT Life – Sustainable tourism LP
- 2004 Interreg IIIA ADRIATUR-Preparatory actions for an integrated tourist offer of the Adriatic coast LP
- 2004 Interreg IIIA NEW- Network of European Welfare P
- 2005 Interreg IIIC SUVOT-Sustainable & Vocational Tourism LP
- 2005 Cultura 2000 Architecture and Society of Holiday Camps History and Prospectives P
- 2007 Interreg NPPA ADRIANET-Creation of an Institutional Network for the Cooperation in the Adriatic area LP
- 2007 Interreg NPPA TESCOS-The community as source of development opportunities of social Cooperation LP
- 2008 Central Europe CUSTODES-Cultural Sites and Tourism: Development of European Strategies LP
- 2009 Sud Est Europe PROMISE-Public property management of the cities of South East Europe P
- 2009 VII PQ ERNEST-European Research Network on sustainable Tourism P
- 2009 INTERREG IVC-Power Interregional Programme ITACA Innovative Transport Approach in Cities and metropolitan Areas P

A pilot project entitled “Spiaggialiberatutti” (“Beaches for all”) on the accessibility of seaside resorts has led to a process of modernization of existing facilities in view of improving accessible and sustainable seaside tourism.

More information
www.provincia.rimini.it/
www.turismo.provincia.rimini.it/
www.turismosostenibile.provincia.rimini.it/
www.provincia.rimini.it/progetti/comunitari/interreg/index.htm
www.provincia.rimini.it/progetti/comunitari/interreg/schede_conclusi_eng.htm
Outline

- Population: 3,080
- Area: 54 sq. km

Main sectors of economic activity:
Tourism, arts and crafts, agriculture

Number of overnight stays (2010):
82,189 tourists

Tourist origins:
Italy, Russia, France, Germany

Did you know that...

- San Leo has always been coveted by powerful people due to its natural fortress and its dominance over a main passage to Rome.
- The town and its ruling class were immortalized by Dante Alighieri in his Divine Comedy.
- The Count of Cagliostro was imprisoned here for four years and died in the papal fortress in 1795.

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Official website
www.san-leo.it

Our mission

The San Leo 2000 Association manages and organizes quality cultural events (Morricone), conferences, exhibitions, historic and cultural publication and publications of promotional material together with the Municipal Administration. It is also in charge of the opening of museums (the Fortress, the Museum of Sacred Art and the Belfry), guided tours in several languages and the tourist office, all with the help of qualified staff.

Social tourism policy

The municipality organizes holidays for retired people every year. The spring holiday is on the coast and the autumn holiday takes place in the mountains.

During school holidays, the municipality welcomes groups of children in its coastal recreation centre.
Main partners
Member of the « Borghi Più Belli d'Italia » network.

Target groups
Senior citizens, young adults, school groups.

More information
http://www.comune.san-leo.rn.it/
http://www.borghitalia.it/index_en.php
Photo credits: San Leo 2000

Network of Local and Regional Authorities
MUNICIPALITY OF VERONA

Population of Verona: 263,892
Area: 206.6 sq. km
Main sectors of economic activity: Industry, trade, craftsmanship, agriculture, tourism
Number of overnight stays (2009-2010): 367,480
Visitors (2009-2010): 822,228

Did you know that...

- Verona constitutes the main scene for Shakespeare’s play Romeo and Juliet; character based on Giulietta, a young Veronese girl whose elderly home is now a major tourist attraction.
- The city has been awarded world heritage status by UNESCO because of its urban structure and architecture.
- Verona is said to be the birthplace of the poet Catullus and the architect Vitruvius.

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Official website
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Our mission
The Municipality of Verona, through its Social Tourism Office, has been working, for over more than 30 years, to include people with a low income in holiday and leisure activities.

It provides financial support to persons living on or under the poverty line, promoting access to holidays for senior citizens and families.

Social tourism policy
The social tourism policy of the Municipality of Verona mainly focuses on domestic and proximity tourism, namely through the aid for Departure on Holidays of senior citizens and families with small children having low incomes.
Regarding those two main target groups, the Social Tourism Unit manages the following programmes:

- **“Soggiorni per la terza età”** (Stays for senior citizens): These are organized holidays with or without financial support; one-day trips (up to 40% discount); and dancing parties (from 40 to 70% discount) for senior citizens at the beginning of the summer or at the end of the summer. Criteria for selection are: residency in the Commune di Verona, aged 60 or more, and to be autonomous (a medical attestation will serve a proof).

- **“Soggiorni estivi per famiglie con minori”** (Families with minors): The unit proposes holidays in apartments or in camp sites where the families pay from 30 to 90% of the total price. This is a highly appreciated service, unique in Italy, allowing about 400 families with the lowest incomes in the city to enjoy every year a holiday otherwise unaffordable.

  - During the last 5 years the number of elderly people travelling through our social tourism programmes has remained stable – about 1,000 senior citizens can enjoy holidays – while the number of families travelling has been increasing from 215 families in 2000 to 324 families in 2010. Starting from 2011 the financial support has been reduced due to budget cuts.

### Main partners

In cooperation with the Health Care Department of Verona, financial support to allow individual holidays for disabled people is extended by the city of Verona. The city also collaborates with various travel agencies from different regions all over Italy.

### Target groups

- Senior citizens
- Families
- Disabled persons

### European and international projects and partnerships

The Municipality of Verona has cultural and economical partnerships (such as student exchanges) with the following twin towns:

- Munich (Germany) – since 1960
- Nimes (France) – since 1960
- Saint Josse Ten Noode (Belgium) – since 1960
- Salzburg (Austria) – since 1973
- Pula (Croatia) – since 1982
- Albany (U.S.A.) – since 1992
- Nagahama (Japan) – since 1992

### More information

- [www.portale.comune.verona.it/media/_ComVR/Cdr/TurismoSociale/Pieghhevole_SOGG._AGEVOLATI.indd.pdf](http://www.portale.comune.verona.it/media/_ComVR/Cdr/TurismoSociale/Pieghhevole_SOGG._AGEVOLATI.indd.pdf)
- [www.portale.comune.verona.it/media/_ComVR/Cdr/TurismoSociale/Moduli/Pieghhevole_SOGG._TARIFFA_Pienia.indd.pdf](http://www.portale.comune.verona.it/media/_ComVR/Cdr/TurismoSociale/Moduli/Pieghhevole_SOGG._TARIFFA_Pienia.indd.pdf)
- [www.portale.comune.verona.it/](http://www.portale.comune.verona.it/)
- [www.verona.net/](http://www.verona.net/)
Outline

- Capital: Seville
- Population: 8,037,975
- Area: 87,597 sq. km

Main sectors of economic activity:
- Tourism, construction, agribusiness, IT

Number of overnight stays (2010):
- 21,401,235

Tourist origins:
- UK, Germany, France

Employment in tourism:
- 11.5%

Points of interest:
- Seaside resorts, artistic and architectural heritage, local products

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Did you know that...

- Andalusia is home to such literary characters as Don Juan, Carmen and Don Quixote.
- The region is the birthplace of flamenco, a dance created by Andalusian gypsies.
- Andalusia is the prime olive-producing region of Europe.
- Andalusia is the birthplace of flamenco, a dance created by Andalusian gypsies.

Our mission

The Network of Holiday Accommodations of the Junta de Andalucía has two goals:

First of all, helping workers and their families to go on holiday in the high season under better conditions than they would find on the market.

Secondly, developing the “Know Your Region” programme. The programme was set up together with local municipalities and offers a free holiday of 5 days for senior citizens and disabled people. The goal is to extend the programme to other groups in the future.

Social tourism policy

The Network of Holiday Accommodations (Red de Residencias de Tiempo Libre) is integrated in the Regional Ministry of Labour because of its connection with the working environment and wants to be represented in all Andalusia’s provinces. At the moment, it is represented in Aguadulce (Almería), Cádiz and La Línea (Cádiz), Marbella (Málaga), Pradollano (Granada) Punta Umbria (Huelva) and Siles (Jaén). A centre is currently under construction at Adamuz (Córdoba) and the organisation is currently looking for a location in Seville, in the “Sierra Norte”.

The Network of Holiday Accommodations has 573 rooms with a maximum capacity of 1,764 people a day.

Between 2000 and 2010, 454,119 people stayed in The Network of Holiday Accommodations, which represents a total of 2,908,592 stays, of which 57.6% are families. The rest are beneficiaries of the “Know Your Region” programme.
Programmes:
The “Know Your Region” programme is a key programme of the Junta de Andalucía’s social tourism policy. It was established in 1991 and all Andalusian municipalities have benefited from it since, as well as a large number of senior citizens and disabled people. Since 1991, 229,974 people have benefited from the programme, representing 1,278,985 overnight stays. The people benefiting from the programme can take an entirely free holiday from Monday to Friday. By means of the Network of Holiday Accommodations, the Junta de Andalucía takes on the expenses of the stay, while the municipalities and/or the Associations finance the transport expenses.

Main partners
Since its creation, the Network of Holiday Accommodations has been managed by the Junta de Andalucía, more specifically by the Regional Ministry of Labour (Consejería de Empleo), because of the close connection of these accommodations with the working environment.

At the start of the project, the biggest unions of the region managed the project together. However, the Junta de Andalucía has been managing the Network alone for the last couple of years.

Several regional municipalities work together for the “Know Your Region” programme, as well as neighbourhood associations or organisations for senior citizens and disabled people.

Target groups
Workers and their families, senior citizens, depending on the programme.

European and international projects and partnerships
The Junta de Andalucía is involved in the establishment of two projects with Portugal:
- with Inatel
- with the Alentejo and Algarve provinces

More information
www.juntadeandalucia.es/empleo/wrtl
www.juntadeandalucia.es/empleo/wrtl/Pagina.do?id=CONOCETIERRA

Photo credits:
Empresa Pública de Turismo y Deporte Andaluz
Outline

Capital: Palma de Majorca
Population: 760,379
Area: 5,014 sq.km

Main sectors of economic activity:
Tourism, agriculture

2009:
15,586,504 visitors

2010:
16,105,504 visitors

Points of interest:
Seaside resorts, sun and sand, culture and rural tourism

Tourist origins:
Germany, Switzerland, United Kingdom, France, Spain, Nordic countries

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Council of Tourism and Labour Councillor
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Fax +34 971 17 61 85 / +34 971 17 63 01

Official website
http://turismeireball.caib.es

Our mission

The “Foundation for the Sustainable Development of the Balearic Islands” is a non-profit making body, established in 2004, aiming at fostering a strategy for the sustainable development of the Islands and which, to this end, counts on the involvement of all Balearic social authorities.

The main support for the functioning of the foundation comes from the Government of the Balearic Islands, notably from the Council for Tourism and Labour, but the foundation counts also on the support of many private sponsors (mostly saving banks and general banking institutions).

Social tourism policy

The social tourism policy focuses on the promotion of initiatives for the development of the Balearic Islands as a sustainable tourism destination. Its fundamental objectives are:

- Increase the awareness of citizens and visitors on the heritage and environmental values of the Islands and on the importance of its conservation.
- Train citizens and visitors for the harmonisation of human activities and environment protection.
- Yield resources to support actions in natural areas and initiatives fostering sustainability through specific tools such as the Green Card, brand use, private funding and European projects related to sustainable development. In this framework, a specific attention is dedicated to fighting against seasonality in order to receive tourists all year long.

Did you know that...

> The islands of Majorca and Minorca can be seen, in rare occasions, from the French coast through a phenomenon of superior mirage, even though they are separated by 400 km.
> The Balearic islands form a Mediterranean archipelago made of five main islands, namely Majorca, Minorca, Ibiza, Formentera and Cabrera as well as some islets.
> The “Caves of Drach” [Caves of the Dragon] and “Sierra de Tramuntana”, emblematic sites of the Islands are about to be listed as UNESCO World Heritage sites.

International Social Tourism Organisation
In past years, the Foundation participated in sustainable tourism projects such as INTER.ECO.TUR., co-financed by the European Commission under INTERREG III-C, on the development of sustainable tourism in the European Mediterranean area, and the Green Link project.

The foundation is also an observer member of the network NECSTouR.

Programmes:
- An IMSERSO programme, OCI-60 (a programme targeted to Spanish senior citizens and partly subsidised by the national government), is going on and allows a flow of about 10,000 people in the territory of the Balearic Islands in low season.
- A second major initiative of the foundation is the “Tarjeta Verde” (Green Card). This card was launched in 2004 and is accessible for citizens as well as tourists for a very reasonable price (10€) and is valid for one year for residents and 15 days for tourists. The benefits of the green card are the many discounts offered by shops, museums, restaurants and the Islands transportation services. The net profits made are used to fund various initiatives for the preservation of the cultural and natural heritage of the Balearic Islands, such as the “Finca Pública de Son Real” or the cultural centre “Costa Nord”. The programme currently counts 28,000 cardholders.

Main partners
The foundation works in close collaboration with the Tourism Agency of the Balearic Islands (ATB) which comes under the control of the Council for Tourism and Labour of the government of the Balearic Islands.

Target groups
Seniors, families

European and international projects and partnerships
In past years, the Foundation participated in sustainable tourism projects such as INTER.ECO.TUR., co-financed by the European Commission under INTERREG III-C, on the development of sustainable tourism in the European Mediterranean area, and the Green Link project.

The foundation is also an observer member of the network NECSTouR.

More information
www.costanord.es
www.illesbalears.es
www.necstour.eu/necstour/home.page

Photo credits: Govern de les Illes Balears/Conselleria de Turisme i Treball/ Agència de Turisme de les Illes Balears
Outline

Capital: Barcelona
Population: 7,512,381
Area: 32,106.5 sq. km
Main sectors of economic activity: Industry (automobile, food, pharmaceutical, health and medicine); services (tourism and trade)
Number of overnight stays (2010): 104,405,000
Points of interest: Artistic and architectural heritage, folklore, seaside resorts, cultural manifestations

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Did you know that...

> The official language of the Region is Catalan, which is spoken in 4 European countries by 10.5 million people: in Spain (Valencia, Balearics), Andorra, France [Eastern Pyrenees] and Italy [Alghero — Sardinia].

> Seven buildings by Antoni Gaudí are listed as UNESCO world heritage, including the Sagrada Familia and the Park Guell.

> The Way of St. James, the route of Pyrenean counties and the Cistercian route are three of the most interesting ways to discover Catalonia.

Our mission

The Directorate General for Tourism (DGT) is the administrative organ for tourism in Catalonia. The DGT is part of the Ministry for Enterprise and Labour and is competent for the establishment of all policies related to tourism. The DGT provides the legal coordination of tourist activities and establishments with regard to competition and sustainability of the conditions for training, information and validation of quality criteria. It is competent for the design, coordination and planning of all activities related to tourism engineering, including its promotion through the Catalan Tourism Agency, the official tourism agency.

Social tourism policy

The DGT stimulates the complete accessibility of services and local destinations for the largest possible audience. Out of 6,000 analysed tourism services 21 were chosen as local destinations providing a high amount of accessible tourism services (on the level of accommodation, catering and other activities).

12 labelled coastal destinations (and 3 future destinations) constitute the offer with regard to accommodation, public space, services, safety, and beach accessibility for children and families.

The Senior Citizen Tourism label is a pilot project which intends to attract European tourists over 55 to Catalonia in the low season. Launched in November 2010, the project comprises the Costa Barcelona-Maresme and is expected to expand towards other areas, such as the Costa Daurada and the Costa Brava.
Programmes:

PLADEFUR is an annual programme for direct subsidies and incentives for companies and local government entities. PLADEFUR (Plan for Tourism Development) has launched several initiatives to finance activities stimulating the accessibility of tourism services and establishments.

The PAO (Action Plan and Promotional Goals) is a tool of the Catalan Tourism Agency which annually describes the actions to be taken on the level of promotion and marketing. It comprises the actions aimed at promoting destinations labelled for family tourism.

Main Partners

• ONCE (National Organisation for People with blindness or severe visual impairment)

• Elsa Integració (NGO specialized in transport and recreation for disabled people)

Target groups

Apart from 25 million tourists annually, the DGT also supports families, young adults, senior citizens and people with a motor, visual, hearing or mental disability in the framework of social and responsible tourism.

European and international projects and partnerships

• Member of the Coordination Committee of the Network of Local and Regional Authorities of the ISTO since 2010.

• Founding member of NECSTouR, Network of European Regions for sustainable and competitive tourism. Catalonia coordinates the Quality of Life workgroup within its themed networks.

• Member of ENAT (European Network for Accessible Tourism) through the Catalan Tourism Agency.

Projects:

ACCESSI TOURISME (2009-2011) establishes and promotes accessible destinations by means of a new methodology consisting of the analysis of holiday conditions for motor, visual, hearing and mental disability. Within the framework of this project, a label and a website focusing on accessibility have been established.

Partners: The Catalan Agency for Tourism (leader of the project), the Departmental Committee for Tourism of the Eastern Pyrenees and Elsa Integració

ERNEST (2009-2012) This programme is aimed at establishing a European network for the promotion of sustainable tourism. Four regions, Tuscany, Catalonia, Emilia-Romagna and the Basque Country are participating in the first joint call for research in tourism.


SOWELL (2011) The programme wishes to facilitate transnational exchanges in the low season in Europe by developing social tourism. It focuses on senior citizens and young adults and develops recreational and wellbeing services.

Partners: Midi-Pyrénées (leader), Emilia-Romagna and Prague University. The Consortium of spa towns of Catalonia and the ISTO are associated partners.

More information

www20.gencat.cat/portal/site/catalunya-act
www.gencat.cat/diue/ambits/turisme/index.html
www.turismeperatothom.com/en
www.turismedecatalunya.com/familyholidays

Photo credits:

DGT - Generalitat de Catalunya
Outline

Capital: Östersund
Population: 127,000
Area: 49,443 sq. km
Main sectors of economic activity: Tourism, trade, agriculture
Number of overnight stays (2009): 8,300,000
Employment in tourism (2009): 4,118 full-time jobs

Points of interest:
Outdoor activities such as downhill-skiing, cross-country skiing, hiking, sight-seeing, leisure

Tourist origins:
Sweden, Norway, Germany, The Netherlands, Denmark

Did you know that...

> The elk is the county animal of Jämtland, while Härjedalen has the bear as its symbol.

> Lake Storsjön in the centre of Jämtland Härjedalen is the home of the Storsjö monster, which 500 people claim to have seen since 1635.

> The 11 remaining Sámi villages show the major influence the Lapp culture has had on the Region.

> The Region disposes of the cleanest agriculture in Sweden (very little use of pesticides).

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Our mission

The mission of the association Jämtland Härjedalen Turism, representative of the region in matters of tourism related issues on a regional, national and international level, is to create possibilities for the development and growth of tourism for all partners. The agency is mainly in charge of destination development, marketing, accessibility for all basing its strategies on founded statistics and in-depth analysis.

Social tourism policy

Social tourism not being a much known concept or at least differently interpreted in Sweden makes that the policies of the Region are not referred to as ‘social tourism policies’. The authorities mainly focus on actions to be undertaken within the international market, on the general implementation of accessibility for the biggest number and also aim at fighting the seasonality. Any touristic development in the region must be sustainable, both on an environmental, an economic and a social level.
Programmes:
Completed programmes:
• The project of the Entrepreneur Camps or E-Camps, a pedagogical method as a complement to traditional education, started in 2005. The camps have been set up for a period of 1 to 6 weeks, counting on groups of 6 to 30 participants. The E-camps have been retained as one of Sweden’s most successful Corporate Social Responsibility projects.

Ongoing programmes:
• The region is currently working on the extension and the internationalization of the project, aiming to start an international E-Camp.

Main partners
The destinations and the municipalities of the Region, the County Administrative Board, the County Council and the Jämtland Region constitute the main partners on a regional level. On a national level Jämtland Härjedalen Turism mainly cooperates with other Swedish regions, mostly in the northern part of the country, and with the organisation VisitSweden.

Target groups
Disabled persons, youth.

European and international projects and partnerships
On the international level, the region is a member of the Mid Nordic Committee and of the Assembly of the European Regions (AER). The region also became a member of ISTO in 2010.

More information
www.jamtland.se
www.mittnorden.net/english.4.8c5488105e7a3ff7480001328.html
www.visitsweden.com/suede/
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Are you over 55 years? Do you like travelling?

Visit Spain with Europe Senior Tourism, the programme developed by the Spanish Government and the regional governments of Andalusia, the Balearic Islands, Valencia and the Canary Islands, which enables you to travel during the winter time at subsidized prices.

Starting from 320€ plus taxes
Price includes air tickets, 3/4 star hotels, full board, an excursion and travel insurance.

www.europesenior tourism.eu