



**Interreg  
Europe**



European Union | European Regional Development Fund

# Successful strategies on sustainable riverside tourism

Living rivers: a driver for sustainable regional development

**STAR Cities**  
Interreg Europe

Thomas Guillot - NECSTouR



**NECSTouR**

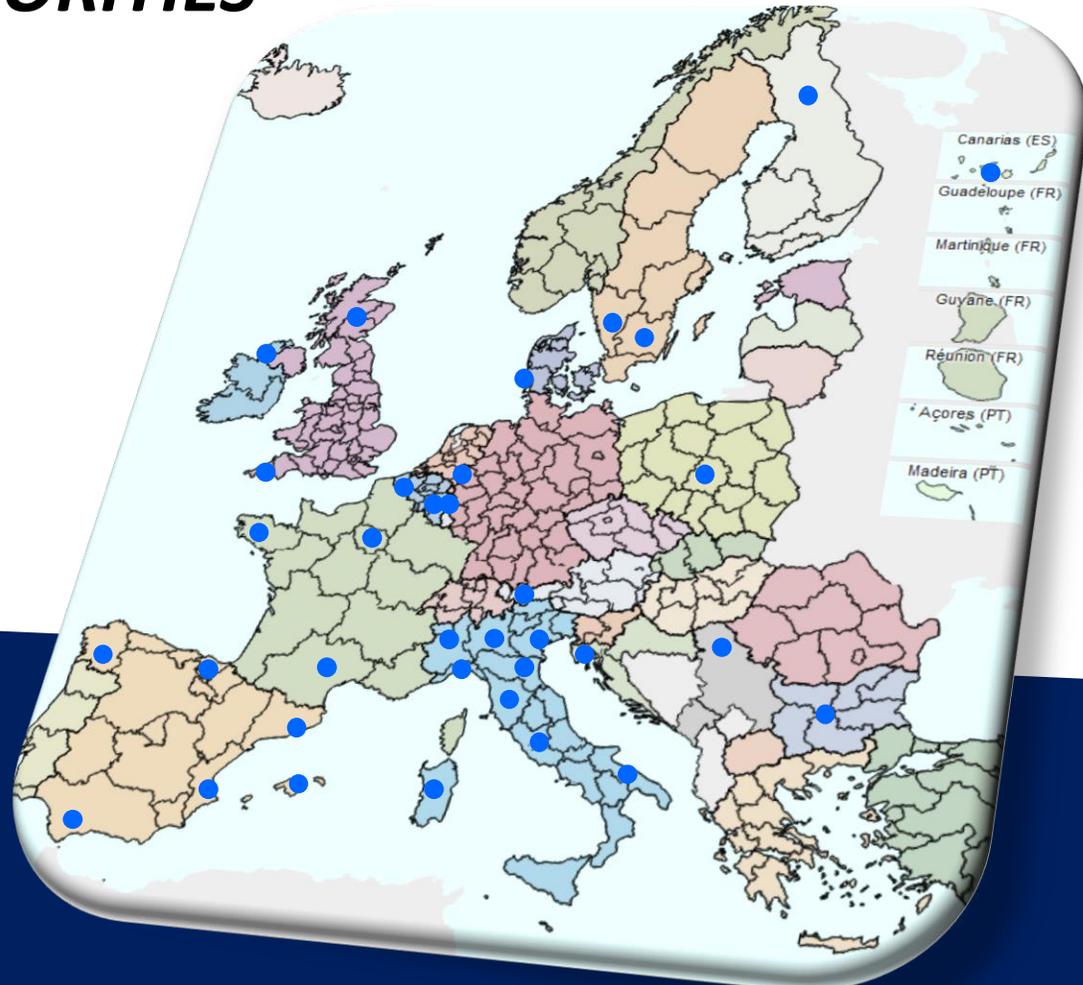
European Regions for  
Competitive and Sustainable Tourism

# Network of European Regions for Competitive and Sustainable Tourism

**36 REGIONAL AUTHORITIES**

*(NUTS I, II and III)*

**22 COUNTRIES**



**9 ASSOCIATED PARTNERS**

*Representatives of Tourism  
Business, associations  
and networks*

**18 ACADEMICS  
PARTNERS**

*Universities and Research*

# Sustainable Tourism for Attractivity of Riverside Cities

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

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

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European Union  
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Development Fund

Hamburg, Rome, Paris, Kaunas, Ljubljana  
[www.interregeurope.eu/starcities](http://www.interregeurope.eu/starcities)



# Industrial heritage festival by the water

Showcasing technical heritage reflecting the connection between the region and water

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

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

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

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



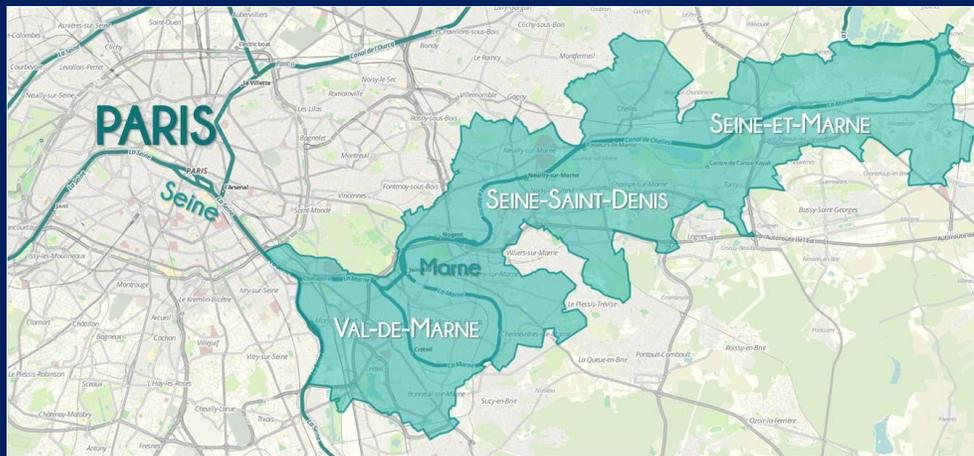
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# Joint strategy for tourism along the Marne river

Four DMOs working together for river tourism development

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



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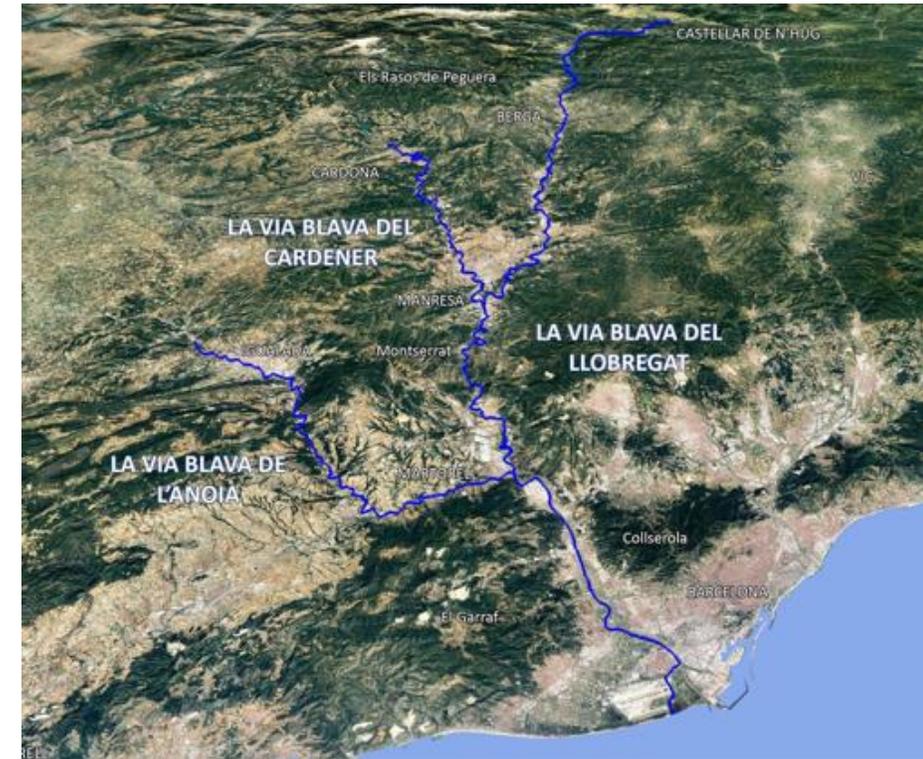
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# Blue Ways

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

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

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



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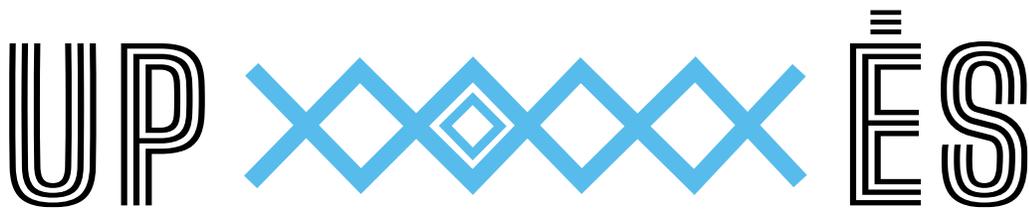


- Agenda Tevere Onlus is an accelerator for change and collaboration.
- Make the Tiber an accessible and usable place for all Romans and tourists.
  - Define a **new instrument of governance for the river Tiber**, a form of authority managed and animated by the community in full synergy with the institutions.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



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





# Cultural river research platform TĕKA

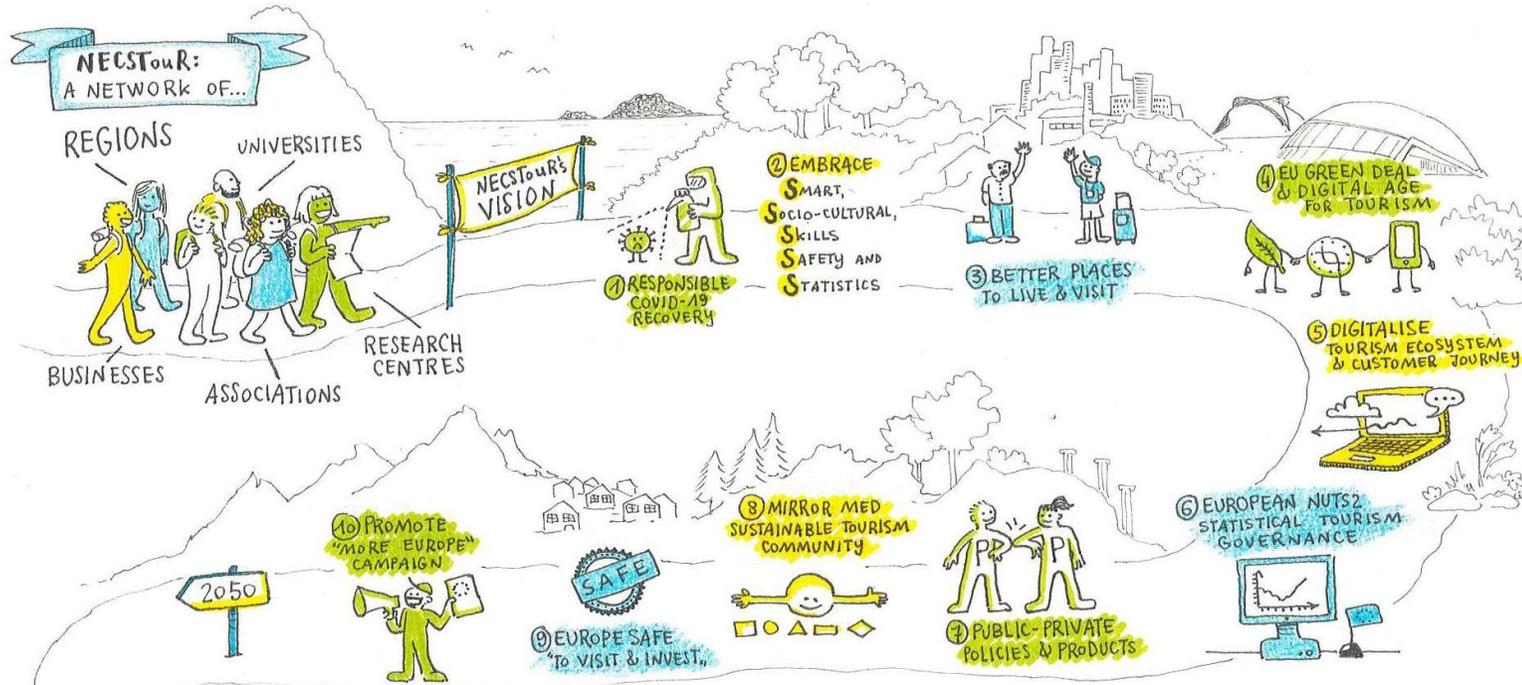
- Autumn 2020, Kaunas residents were invited to natural exploration expeditions along the small streams.
- Six expeditions were organized within the city limits, stretching along the riverbeds and their valleys.
- Collection of various natural and human activity objects (artifacts) found in the rivers,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



[www.upynes.lt](http://www.upynes.lt) is a virtual tool of the TĕKA initiative, archiving of the memory of rivers, streams, and banks of the Kaunas region, and recording the ecological situation of rivers and cultural signs.



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



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

## FOUR PROPOSALS TO THE EU COMMISSION

**1 TASK FORCE**

STREAMLINE TOURISM ACROSS EU STRATEGIES

**2 TOURISM ONE-STOP SHOP PLATFORM**

FRONT RUNNERS, PROJECTS, FINANCING

**3 TECHNICAL ASSISTANCE**

SUPPORT BUSINESS MODELS & PRODUCT RE-ORIENTATION

**4 TOURISM-FRIENDLY FINANCIAL FRAMEWORK**

DIRECTLY TARGET TOURISM ENABLE COMBINATION OF SOURCES

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



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

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

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

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

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

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

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

<https://tourismmanifesto.eu/>



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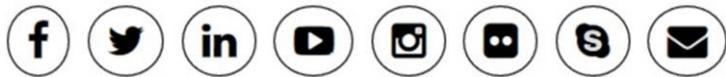
# Next steps for Star Cities

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



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