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# DIRECTORY

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LOCAL & REGIONAL  
AUTHORITIES NETWORK

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FOR

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# SOCIAL TOURISM

BY

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INTERNATIONAL SOCIAL TOURISM ORGANISATION

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# 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](http://www.jamtland.se) you will allways 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

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# PREFACE

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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.



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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".

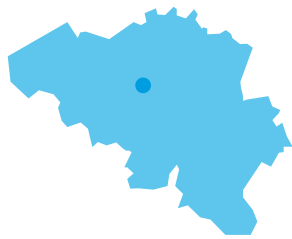
Enjoy the book!

The ISTO secretariat



# BRUSSELS-CAPITAL REGION

## COMMISSION COMMUNAUTAIRE FRANÇAISE



### 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

**Managing Official for Tourism**  
Christian Bonnert  
Administration de la Commission  
Communautaire Française  
Service Tourisme  
Rue des Palais, 42  
1030 Brussels  
**Tel/fax**  
+32 2 800 83 78 /82 77  
**Email**  
cbonnert@cocof.irisnet.be  
**Official website**  
www.cocof.irisnet.be



Royal Park. © JP Lejeune/Visitbrussels

### ▶ 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.



*The Atomium. © Atomium asbl*



*Manneken Pis. © Visitbrussels*



*Murals in the streets of Brussels. © JP Lejeune/Visitbrussels*

### More information

[www.cocof.irisnet.be/site/fr/tourisme/](http://www.cocof.irisnet.be/site/fr/tourisme/)

[www.bruxelles.irisnet.be/](http://www.bruxelles.irisnet.be/)

[www.logerjeune.be](http://www.logerjeune.be)

[www.hostelsinbrussels.be/-Auberges-?lang=en](http://www.hostelsinbrussels.be/-Auberges-?lang=en)



# FLANDERS REGION TOERISME VLAANDEREN



## 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

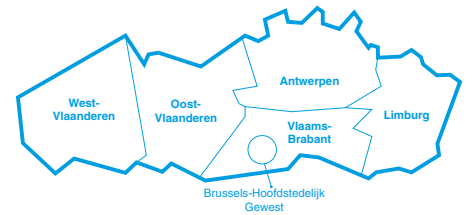
**Administrator General**  
Peter De Wilde

**Head of Department**  
Luc Gobin  
Toerisme Vlaanderen,  
Grasmarkt 61  
1000 Brussels

**Tel/fax**  
+32 2 504 03 18/04 55

**Emails**  
info@toerismevlaanderen.be  
luc.gobin@toerismevlaanderen.be

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



Graskorenlei in Ghent. ©J. Joossen/VisitFlanders

## ▶ 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.

## Programmes:

### Completed / ongoing:

- Holidays for people living in poverty (through the Holiday Participation Centre Flanders which acts as an intermediary and obtains lower rates for its target group)
- Holidays for travellers with a disability (through the Accessible Travel Info Point which created a large and accessible database of reliable and independent information concerning the accessibility of various holiday destinations, tailored

to their personal requirements and which is involved in the labelling of accommodation in Flanders)

- Financial and infrastructural support to make holidays for young people possible or to enhance their quality

### In the future:

- Making carefree holidays possible for people in need of constant medical care and their families in a non-hospital feeling environment (1st care-hotel is to be opened in 2011)

## 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

## Target groups

People living in poverty; families; disabled persons; socio-cultural groups; youth;

In the future: people in need of constant medical attention



Grand Place of Mechelen. © Toerisme Mechelen



The Scheldt River near Dendermonde. © Johan Martens/VisitFlanders

## European and international projects and partnerships

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.

## More information

[www.vacances-ouvertes.asso.fr](http://www.vacances-ouvertes.asso.fr)  
[www.fhaonline.org.uk](http://www.fhaonline.org.uk)  
[www.vakantieparticipatie.be](http://www.vakantieparticipatie.be)  
[www.holidayparticipation.be](http://www.holidayparticipation.be)  
[www.forumvakantieparticipatie.be](http://www.forumvakantieparticipatie.be)  
[www.toegankelijkreizen.be](http://www.toegankelijkreizen.be)  
[www.toegankelijkreizen.be/index.php?id=12&L=3](http://www.toegankelijkreizen.be/index.php?id=12&L=3)  
[www.toevla.be](http://www.toevla.be)



# GOVERNMENT OF THE GERMAN-SPEAKING COMMUNITY

## 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

Minister for Culture,  
Media and Tourism  
Isabelle Weykmans

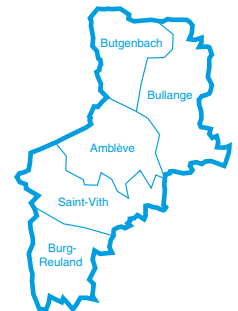
Expert counsellor  
Robert Langela

Ministry of the  
German-speaking Community  
Gospertstrasse 1  
B 4700 Eupen

Tel / Fax  
+32 87 59 63 31 / 59 64 10

Emails  
info@dglive.be  
robert.langela@dgov.be

Official website  
www.dglive.be



Reinhardtstein Castle

### ▶ 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 11H11, 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 sup-

ply 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.



*Bunaglow park in Worriken*



*Carnival in the East Cantons*



*Warehe valley*

**More information**

[www.eastbelgium.com](http://www.eastbelgium.com)  
[www.vjh.be](http://www.vjh.be)  
[www.gitesdetape.be](http://www.gitesdetape.be)  
[www.tourismabile.it](http://www.tourismabile.it)  
[www.jugendherberge.de](http://www.jugendherberge.de)

Copyright: [www.cantonsdelest.be](http://www.cantonsdelest.be)



## PROVINCE OF HAINAUT

### 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 Vandervaeren

**SERETOS - Service des Relations**

**Extérieures et du Tourisme Social**

de la Province de Hainaut

Place Albert 1er, 34

6031 Monceau-sur-Sambre

**Tel / Fax**

+32 71 86 66 60 / 66 69

**Emails**

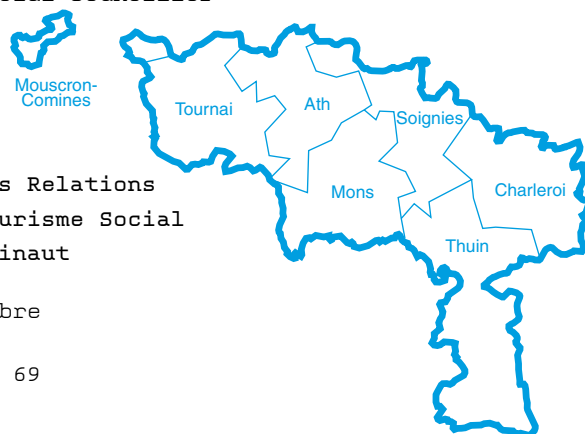
info@ihtourisme.be

dbricoult@ihtourisme.be

cvandervaeren@ihtourisme.be

**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 Ellezelles 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



*The Belfry of Tournai. © J.P.Remy/OPT*



*The Sambre in Thuin. © J.P.Remy/OPT*



*Grand-Hornu. © J.P.Remy/OPT*

### More information

[www.unat.asso.fr](http://www.unat.asso.fr)

[www.tourisme-handicaps.org](http://www.tourisme-handicaps.org)



# WALLOON REGION

## COMMISSARIAT 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

### Contact details

**Commissioner General**  
Jean-Pierre Lambot

### Contact person

Alain Brohez  
Avenue Gouverneur Bovesse, 74 5100  
Jambes

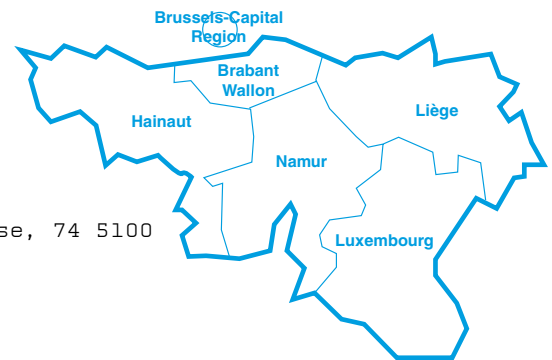
**Tel / Fax**  
+32 81 32 56 11 / 57 07

### Emails

cecile.georges@tourismewallonie.be  
alain.brohez@tourismewallonie.be

### Official website

<http://cgt.tourismewallonie.be>



Grand Place of Tournai. © J.P. Remy/OPT



Binche Carnival. © A.Brancart/OPT

### ▶ 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.



Citadel of Liege. © J.P. Remy/OPT



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



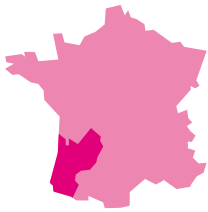
The Château D'Hassonville. © J.P. Remy/OPT

### More information

[www.tourismewallonie.be](http://www.tourismewallonie.be)  
[www.wallonie-tourisme.be](http://www.wallonie-tourisme.be)  
[www.strategie.tourismewallonie.be](http://www.strategie.tourismewallonie.be)  
[www.opt.be](http://www.opt.be)



# AQUITAINE REGION CONSEIL RÉGIONAL



## 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

Vice-President in charge of Tourism  
Renaud Lagrave

### Contact persons

Marie Agnès Dupouey, Director  
Olivier Roux, Head of Service  
Isabelle Siron, Project Manager

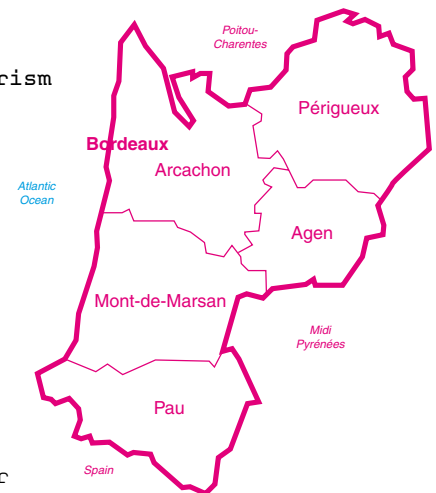
Direction Tourisme Patrimoine  
Rue François de Sourdis, 14  
33077 Bordeaux

**Tel / fax**  
+33 5 56 56 38 26 / 06

### Emails

renaud.lagrave@aquitaine.fr  
marie-agnes.dupouey@aquitaine.fr  
olivier.roux@aquitaine.fr  
isabelle.siron@aquitaine.fr

**Official website**  
www.aquitaine.fr



Lascaux (Montignac). © CRTA/J.J. Brochard



Basque pelota players. © CRTA/ Guilhem Ducléon

### ▶ 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.

## 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.

## 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, FUAJ, Ethic Etapes, Léo Lagrange, LVT, Renouveau, Vacances pour tous, Vacancel, 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.



The Basque Coast in Biarritz. © CRTA/J.J. Brochard



Grape harvest in Duras. © CRTA/J.J. Brochard



Saint-Front Cathedral (Périgueux). © OT de Périgueux

## European and international projects and partnerships

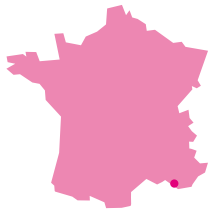
The "Sac'Ados Europe" system is currently being studied with the Vacances Ouvertes association and could be included in the European Calypso programme in order to stimulate the mobility, autonomy and responsibility of young adults in the framework of a holiday project promoting cultural and linguistic

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](http://www.aquitaine.fr)  
[www.sacados.aquitaine.fr](http://www.sacados.aquitaine.fr)

# COMMUNAUTÉ D'AGGLOMÉRATION DU PAYS D'AUBAGNE ET DE L'ÉTOILE



## Outline

**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

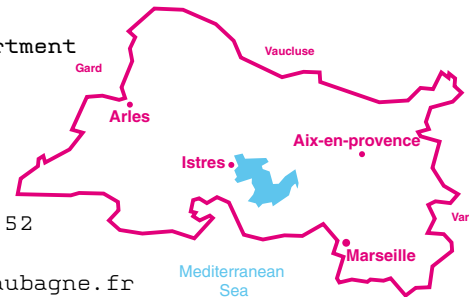
## Contact details

**President**  
Magali Giovannangeli  
**Director of the Tourism and  
International Relations Department**  
Eric Svoboda  
932 avenue de la Fleuride  
ZI les Paluds  
BP 1415 13785 Aubagne Cedex

**Tel / fax**  
+33 4 42 62 80 00 / 42 18 18 52

**Emails**  
service.tourisme@agglo-paysdaubagne.fr  
eric.svoboda@agglo-paysdaubagne.fr

**Official website**  
www.agglo-paysdaubagne.com



Outdoor activities...

### ► Did you know that...

> Aubagne is the birthplace of the famous writer, cinematographer and academic Marcel Pagnol

> Aubagne is the Provence capital of the santons, small figurines that decorate nativity scenes

> The agglomeration, which consists of 12 communities, boasts rich ceramic craftsmanship and other regional produce

### 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



... and exploratory walks...



Intensive cultivation



Rich ceramic craftsmanship

## 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).

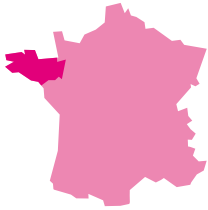
## More information

[www.agglo-paysdaubagne.fr](http://www.agglo-paysdaubagne.fr)  
[www.oti-paysdaubagne.com](http://www.oti-paysdaubagne.com)  
[www.regioclima.eu](http://www.regioclima.eu)

Photo credits: Communauté d'Agglomération du Pays d'Aubagne et de l'Étoile



# BRITTANY 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

## Contact details

### President

Jean-Yves Le Drian

### Director of Tourism and Heritage

Henri Conan

### Head of Tourism Service

Anne-Marie Hodemon

Avenue du Général Patton, 283  
CS 21101 - 35711 Rennes Cedex 7

Tel / fax: +33 2 99 27 12 20 / 2 22 93 98 98

### Emails

am.hodemon@region-bretagne.fr

h.conan@region-bretagne.fr

### Official website

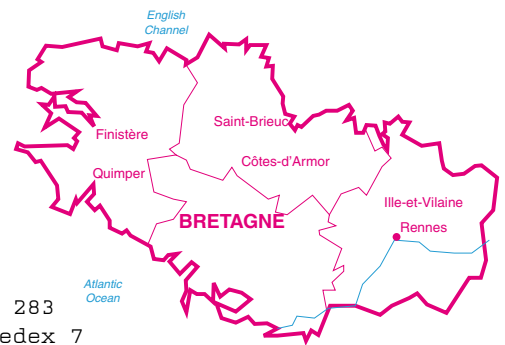
www.region-bretagne.com

### Contact in CRT Bretagne

Katell Beucher

### Email

k-beucher@tourismebretagne.com



Guerledan

## ▶ 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.

## 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.



### 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...



© Henry Marcou



© George Fisher

### More information

<http://pro.tourismebretagne.com/vous-informe/chiffres-du-tourisme-ortb>

[www.caf.fr](http://www.caf.fr)

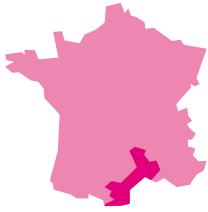
[www.ancv.com](http://www.ancv.com)

[www.unat-bretagne.asso.fr](http://www.unat-bretagne.asso.fr)

[www.vacances-ouvertes.asso.fr](http://www.vacances-ouvertes.asso.fr)



# LANGUEDOC-ROUSSILLON REGION COMITÉ RÉGIONAL DU TOURISME



## Outline

**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.

## Contact details

**President of the CRT**  
Agnès Jullian

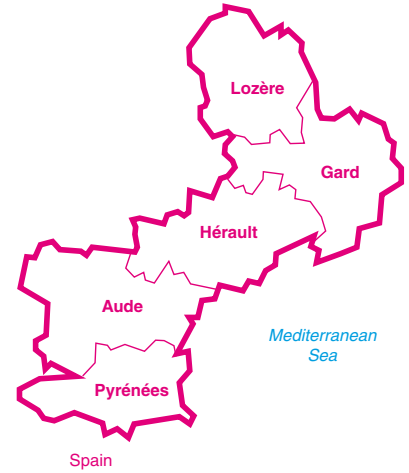
**Head of Tourism**  
Elisabeth Barincou  
**Managing director**

Dominique Klépandy  
Avenue Jean Mermoz, 954 - CS79507  
34960 Montpellier Cedex 2

**Tel / fax**  
+33 4 67 20 02 20 / 67 64 47 48

**Email**  
contact.crtlr@sunfrance.com

**Official website**  
www.sunfrance.com



*Hérault Vineyard. © P. Palau*

## 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



Gorges du Tarn. © J.F. Salles



Canigou and Amandiers. © P. Palau



Bridge and Cathedral of Béziers. © P. Palau



Carcassonne. © P. Palau

**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**

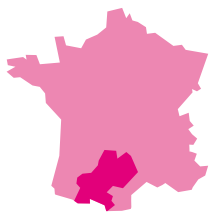
[www.ctp.org](http://www.ctp.org)

[www.unat.asso.fr/f/les-unat/languedoc-roussillon](http://www.unat.asso.fr/f/les-unat/languedoc-roussillon)

Photo credits: CRT Languedoc-Roussillon



## MIDI-PYRÉNÉES REGION COMITÉ RÉGIONAL DU TOURISME



### 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.

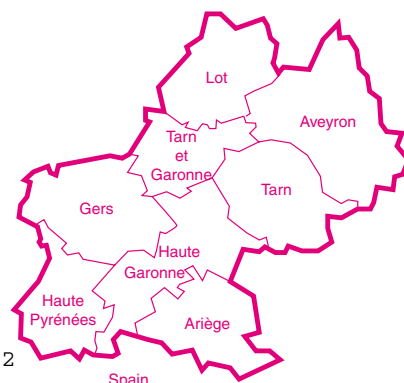
> The Occitan cross, the symbol of the region, made its first appearance on the seal of the Counts of Toulouse around 1200.

> 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

### Contact details

**President**  
Philippe Guérin  
**Director General**  
Patrick Lévy  
**Contact person**  
Sophie Mercier  
Comité Régional du  
Tourisme Midi-Pyrénées  
54, Boulevard de l'Embouchure  
BP 52 166 - 31022 Toulouse Cedex 2  
**Tel / Fax**  
+33 5 61 13 55 48 / 61 47 17 16  
**Emails**  
information@crtmp.com  
sophie.mercier@crtmp.com  
**Official website**  
www.tourisme-midi-pyrenees.com



### 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.

### 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

### 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)



Toulouse. © CRTMP



Millau Bridge. © CRTMP

### European and international projects and partnerships

**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)

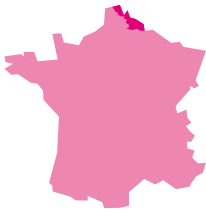
**Financial resources:** the European Union, Midi-Pyrénées Region, Generalitat de Catalunya, Prague University of Economics, Emilia-Romagna Region.

### More information

[www.midipyrenees.fr](http://www.midipyrenees.fr)  
[www.tourisme-midi-pyrenees.com](http://www.tourisme-midi-pyrenees.com)  
[www.grandsites.midipyrenees.fr](http://www.grandsites.midipyrenees.fr)



# NORD DEPARTMENT CONSEIL GÉNÉRAL



## Outline

**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.

### ▶ Did you know that...

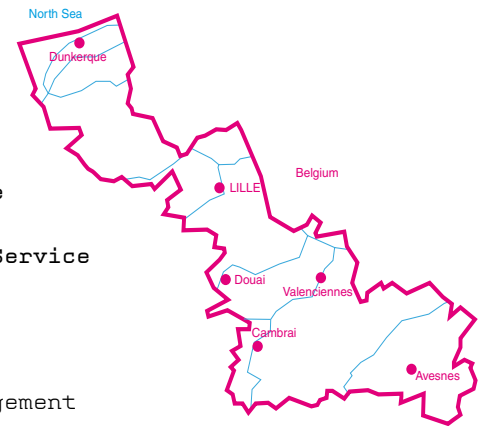
> 4% of the French population lives in the Nord, which accounts for 1% of the French territory.

> The region is the birthplace of Marguerite Yourcenar and Henri Matisse.

> The Nord largely consists of farmland, with 8,960 farms occupying 67% of the territory.

## Contact details

**President**  
Patrick Kanner  
**Vice-President**  
in charge of Sports,  
Tourism and Associative life  
Delphine Bataille  
**Responsible of the Tourism Service**  
Anne Deraedt  
**Conseil Général**  
Département du Nord  
Direction Générale du  
Développement et de l'Aménagement  
Direction du Sport, du Tourisme  
et des Espaces Naturels  
Service Tourisme  
Hôtel du Département  
Rue Gustave Delory, 51  
59047 Lille Cedex  
**Tel / Fax**  
+33 3 59 73 58 07 / 73 57 92  
**Email**  
dsten-tourisme@cg59.fr  
**Official website**  
www.cg59.fr



Froissart Square (Valenciennes). © E. Watteau



Giants of Douai. © P. Houzé

## 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 coeur»;
- 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 Paralyed 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



Grand Place of Lille. © C. Bonamis



Zuydcoote beach. © P. Houzé



Belfry of Dunkerque. © P. Houzé

### More information

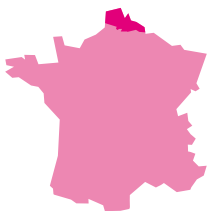
[www.cg59.fr](http://www.cg59.fr)

[www.cg59.fr/hebergement-touristique-durable](http://www.cg59.fr/hebergement-touristique-durable)

[www.tourisme-nord.fr](http://www.tourisme-nord.fr)



# NORD-PAS DE CALAIS REGION CONSEIL RÉGIONAL



## 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

## Contact details

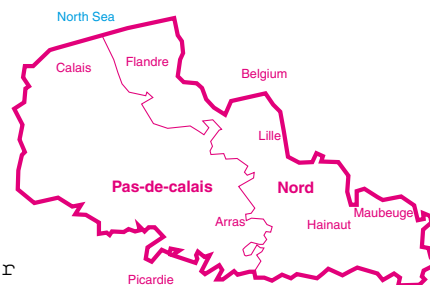
Vice-President  
of the Regional Council  
responsible for Tourism  
Christine Batteux

Project Manager for Tourism  
Matthieu Herman  
Hôtel de Région  
151, Avenue du Président Hoover  
F 59555 Lille Cedex

**Tel / Fax**  
+33 3 59 56 22 81 / 56 24 55

**Emails**  
matthieu.herman@nordpasdecals.fr  
christine.batteux@nordpasdecals.fr

**Official website**  
www.nordpasdecals.fr



Old Stock Exchange (Lille). © Lightmotiv-J.-P. Duplan/CRT

### ▶ 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



Watten Windmills. © S. Dbote/CRT

**European and international projects and partnerships**

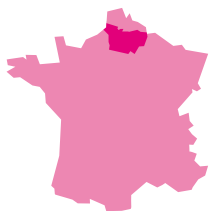
- Decentralised cooperation project for the development of the hinterland of the Doukkala Abda Region in Morocco (Boulaouane) (transfer of competences in the form of a project).
- Promotion of maritime heritage by the Syndicat Mixte de la Cote d'Opale (Interreg IV A 2 seas – HMS project).

**More information**

[www.nordpasdecals.fr/ter/ter-mer2010/intro.asp](http://www.nordpasdecals.fr/ter/ter-mer2010/intro.asp)  
[www.vacances-ouvertes.asso.fr](http://www.vacances-ouvertes.asso.fr)  
[www.unat.asso.fr](http://www.unat.asso.fr)



## PICARDY REGION CONSEIL RÉGIONAL



### Outline

**Capital:**  
Amiens

**Population (2006):**  
1,894,355

**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...)).

### ► Did you know that...

> Amiens, City of Art and History, is the home of the gothic Notre Dame cathedral, which has been listed as UNESCO world heritage in 1981

> Several authors hail from Picardy: Alexandre Dumas, Jean Racine, Jean de la Fontaine, Daniel Boulanger and Pierre Garnier, to name but a few.

> The First World War raged heavily in this region: there are several tours of sites made famous by the war, e.g. the Battles of the Somme, the "Chemin des Dames" in the Aisne region, the Glade of the Armistice in the Forest of Compiègne, etc.

> The arrondissement of Château-Thierry in the South of the Aisne department accounts for 10% of the production of AOC Champagne.

### Contact details

**President  
of the Regional Council**  
Claude Gewerc

**Project Manager for Tourism**  
Fabien Roche

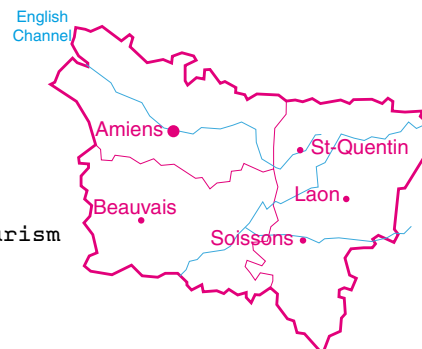
**Project Manager for Social Tourism**  
Romy Gonçalves

11 Mail Albert 1er - BP 2616  
80026 Amiens Cedex 1

**Tel / Fax**  
+33 3 22 97 37 37 / 97 39 00

**Email**  
accueil@cr-picardie.fr

**Official website**  
www.picardie.fr



Somme Bay. © Altimage - P. Fruitier

### Our mission

The Regional Council of Picardy, a regional assembly consisting of 57 elected regional members, established the main political objectives with regard to its competences: economic development and employment, training, town and country planning, international relations and quality of life.

The mission of the Economic Board of the Regional Council of Picardy is to develop a regional strategy for sustainable development of tourism based on economic, social and environmental interests.

### Social tourism policy

The Regional Council of Picardy is committed to provide access to tourism and leisure for all through the support of projects of departure on holiday and through the guidance in touristic and leisure activities, aiming to gather the whole of the tourism and leisure stakeholders of Picardy in a structured and cooperative network.

## 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

- 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.

- 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.

## 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.



Amiens Cathedral. © D. Raux



Chantilly Castle © L. Leber/Gevuca

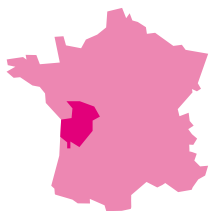
## More information

[www.picardietourisme.com](http://www.picardietourisme.com)  
[www.picardie.fr](http://www.picardie.fr)  
[www.vacances-ouvertes.asso.fr](http://www.vacances-ouvertes.asso.fr)  
[www.cr-picardie.fr/operation-sac-ados](http://www.cr-picardie.fr/operation-sac-ados)

Photo credits: Région Picardie

# POITOU-CHARENTES REGION

## 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

### Contact details

**President**  
Michel Gourinchas

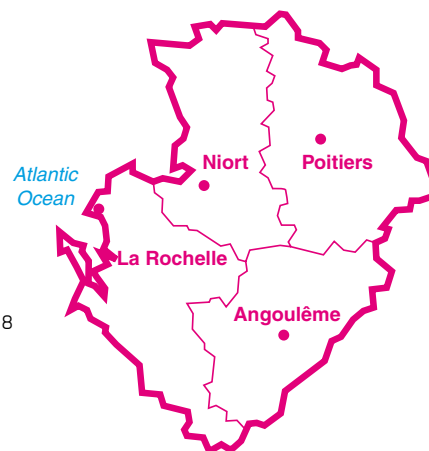
**Director**  
Christian Lucas

**Address**  
Rue Riffault 8 - BP 56  
86002 Poitiers Cedex

**Tel/Fax**  
+33 5 49 50 10 50 / 49 41 37 28

**Emails**  
crt@crtpch.com  
cl@crtpch.com

**Official website**  
[www.poitou-charentes-vacances.com](http://www.poitou-charentes-vacances.com)



Marais Poitevin. © CRTPC

### ▶ 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'Oléron.

> 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.

### 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



*Old Port of La Rochelle. © CRTPC*



*Futuroscope. © CRTPC*

**More information**

[www.ancv.com](http://www.ancv.com)

[www.vacancesetfamilles.asso.fr](http://www.vacancesetfamilles.asso.fr)

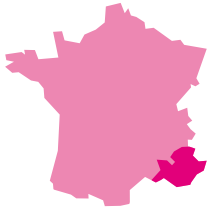
[www.vacances-ouvertes.asso.fr/](http://www.vacances-ouvertes.asso.fr/)

Région



Provence-Alpes-Côte d'Azur

# PROVENCE-ALPES-CÔTE D'AZUR REGION CONSEIL RÉGIONAL



## 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.

## Contact details

### President

Michel Vauzelle

Vice-President in charge of Culture,  
Heritage and Tourism

Patrick Mennuci

Regional Councillor in charge of Tourism,  
President of the Tourism regional committee

Pierre Meffre

### Head of the tourism service

Laurent Greffeuille

### Policy officer

Monique Sanchez

27, Place Jules Guesde

13481 Marseille Cedex 20

### Tel/fax

+33 4 91 57 54 60 / 54 47

### Emails

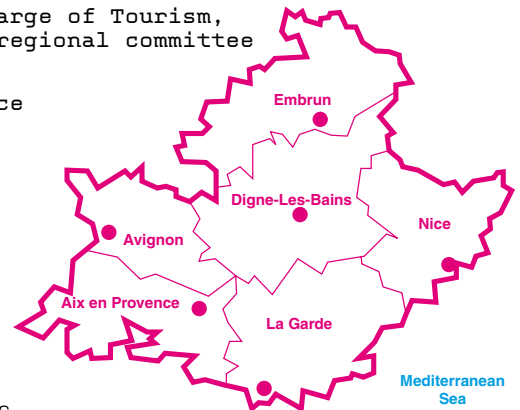
tourisme@regionpaca.fr

lgreffeuille@regionpaca.fr,

msanchez@regionpaca.fr

### Official website

www.regionpaca.fr



Avignon. © M. Schulte/CRT PACA



Avignon Festival. © Marco Dinacci

## 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.

## 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.

## 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 Alps-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.



Barjols region. © J.M. Mignon



Marseille. © Dominique Pipet

### 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.

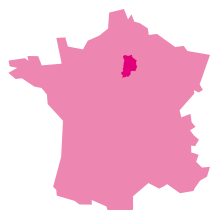
- **STRATTOUR (ALCOTRA)** programme in partnership with Liguria, Piedmont, Aosta Valley and Rhône-Alpes) to develop a model of tourism based on the appropriation of the tourism phenomenon by the locals, the promotion of internal tourism off-season and connecting companies with their seasonal workers.

### More information

[www.regionpaca.fr  
notre-region/tourisme.html](http://www.regionpaca.fr/notre-region/tourisme.html)  
[www.sorties.regionpaca.fr](http://www.sorties.regionpaca.fr)  
[www.52coupsdecoeur.com](http://www.52coupsdecoeur.com)  
[www.necstour.eu/necstour/  
home.page](http://www.necstour.eu/necstour/home.page)  
[www.magestour.com](http://www.magestour.com)  
[www.carac-terres.fr](http://www.carac-terres.fr)  
[www.unat-paca.asso.fr](http://www.unat-paca.asso.fr)



# SEINE-ET-MARNE DEPARTMENT CONSEIL RÉGIONAL



## Outline

**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

## 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)**

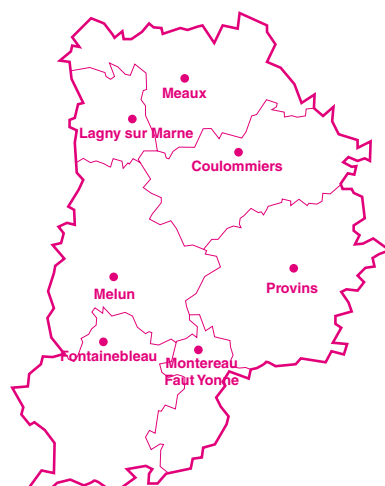
Direction générale adjointe  
de l'Éducation, de la Culture,  
du Tourisme, de la Jeunesse  
et des Sports

Service Tourisme  
Hôtel du Département  
Rue des Saints Pères  
77010 Melun Cedex

**Tel/fax**  
+33 1 64 14 72 23 / 14 71 17

**Email**  
catherine.salembier@cg77.fr

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



*The Château de Fontainebleau. © F. Servan-Schreiber*

### ► Did you know that...

> Seine-et-Marne is considered the "breadbasket of Ile-de-France" with 339,576 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. It was the residence of French monarchs, from Francis I to Napoleon III

### 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.)

### 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



*Meaux Cathedral. © J. Durieux*



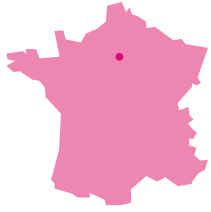
*La Genevraye. © 2011 Alain Guichard*

**More information**

[www.tourisme77.fr](http://www.tourisme77.fr)  
[www.nouveau-paris-ile-de-france.fr](http://www.nouveau-paris-ile-de-france.fr)  
[www.culturesducoeur.org](http://www.culturesducoeur.org)  
[www.focel.net](http://www.focel.net)  
[www.rocheton.asso.fr](http://www.rocheton.asso.fr)  
[www.flickr.com/photos/g-alain/](http://www.flickr.com/photos/g-alain/)



## CITY OF STAINS



**Outline**  
**City of Stains,**  
**Seine-Saint-Denis**  
**Department**

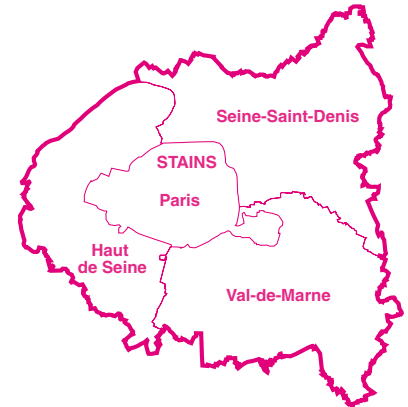
**Population:**  
 34,887

**Area:**  
 5.39 sq.km

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

### Contact details

**Mayor**  
 Michel Beaumale  
**Deputy Mayor:**  
 Azzédine Taïbi  
**Contact person:**  
 Nicolas Aury  
 Hôtel de Ville - BP 73  
 93240 Stains  
**Tel/fax**  
 +33 1 49 71 81 56 / 1 48 22 31 03  
**Email**  
 nicolas.aury@stains.fr  
**Official website**  
 www.ville-stains.fr



Visite guidée. © D. Levic

### ► 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.

### 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.

**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)

*Parc de la Courneuve. © E. Cazin**Stains. © Plaine Commune**Cité jardin. © Ville de Stains***European and international projects and partnerships**

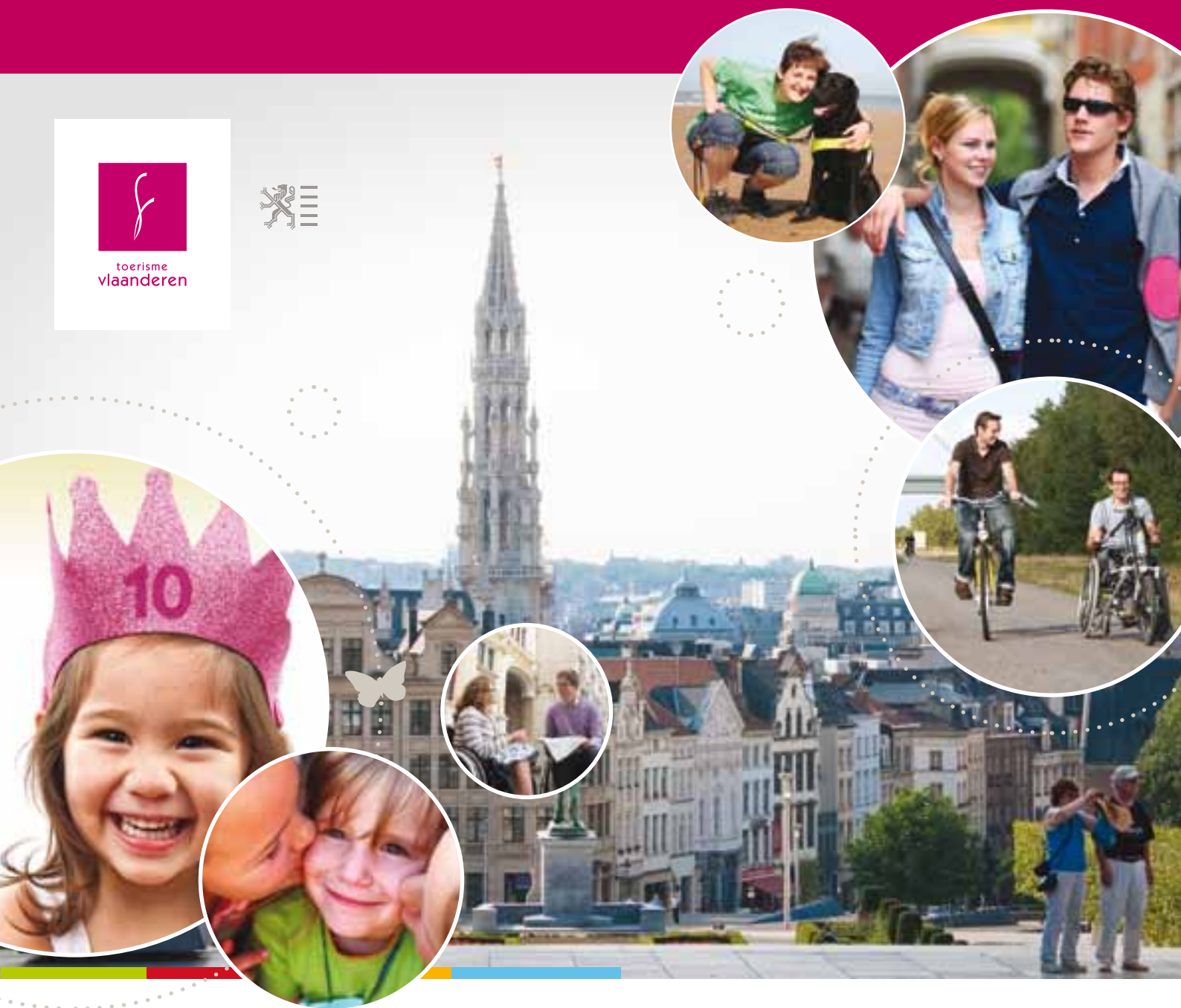
Launching a network of European partners focused on garden-cities (British from Letchworth, Belgians

from Anderlecht and the Société Wallonne du Logement).

**More information**

[www.atlas-patrimoine93.fr/documents/patrimoine\\_en\\_SSD\\_4.pdf](http://www.atlas-patrimoine93.fr/documents/patrimoine_en_SSD_4.pdf)  
[www.swl.be](http://www.swl.be)  
[www.inatel.pt](http://www.inatel.pt)  
[www.flickr.com/ranopamas](http://www.flickr.com/ranopamas)

# Flanders devotes its ♥ to social tourism



Flanders' tourist office renders high-quality **holidays accessible for everybody**.

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-praised **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*



*Floréal, c'est aussi des campings 4 étoiles en bord de rivière ou en Campine*



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



## Outline

**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

## Contact details

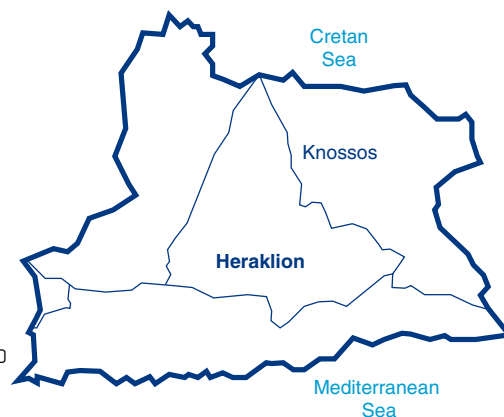
**President**  
Roussos Kypriotakis

**Contact persons**  
George Mavrogiannis  
Eva Katsaraki  
Haris Roditakis  
Archanes, 70100  
Heraklion, Crete

**Tel / Fax**  
+30 28 10 75 33 00 / 33 10

**Emails**  
info@anher.gr  
europa@anher.gr  
roditakis1@yahoo.gr  
mg@anher.gr

**Official website**  
www.anher.gr



*Cretan grandmother*

### ▶ 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 in fauna.

## Our mission

The Heraklion Development Agency has been created to develop projects within the municipalities of the Prefecture of Heraklion. Since its establishment, it has grown steadily taking initiatives and actions within the framework of a social and economical development, and it represents the scientific and technical 'tool' for the local government as well as for other corporate bodies of the Prefecture of Heraklion. Sending out information, state of the art communication, human resources mobilisations as well as the promotion of employment, economic growth, environmental protection, culture, and social solidarity constitute the main tasks of the Agency.

## 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.

### Programmes:

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.

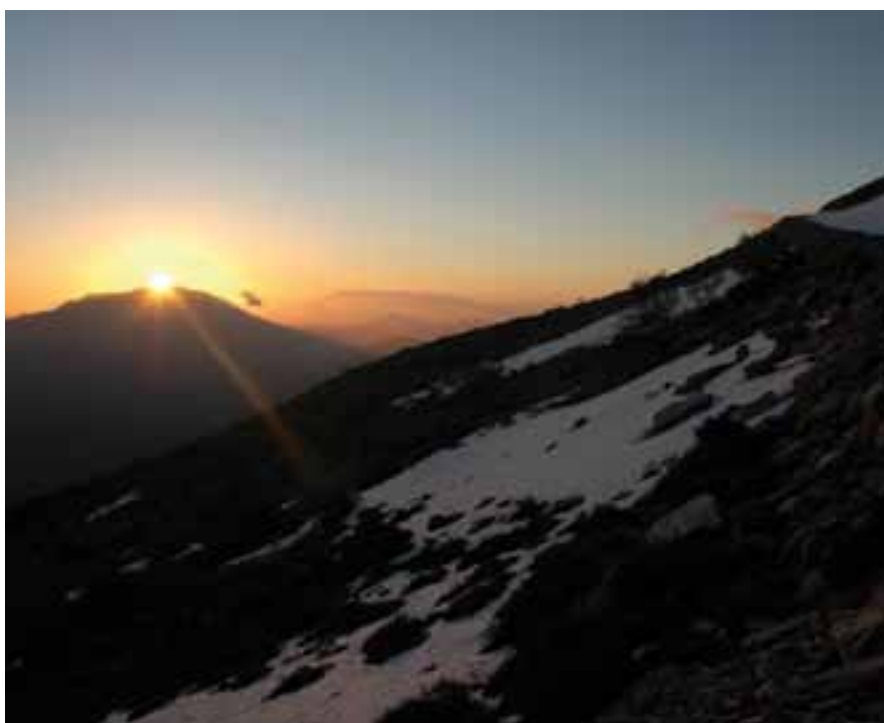
<http://www.anher.gr/documents/Leader+book.pdf>

### 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.



*Snow on the Mount Ida*



*A typical chapel*

### 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](http://www.anher.gr)

[www.nisonperiplous.gr/resources/ENALL\\_TOUR\\_ODHGOS\\_FIN\\_29062009.pdf](http://www.nisonperiplous.gr/resources/ENALL_TOUR_ODHGOS_FIN_29062009.pdf)

[www.nisonperiplous.gr/resources/KYMATA%20GEFSEON.pdf](http://www.nisonperiplous.gr/resources/KYMATA%20GEFSEON.pdf)

[www.anher.gr/index.php?option=com\\_content&task=blogsection&id=16&Itemid=293](http://www.anher.gr/index.php?option=com_content&task=blogsection&id=16&Itemid=293)

[www.myspace.com/video/vid/59788363](http://www.myspace.com/video/vid/59788363)

[www.myspace.com/video/vid/59788363](http://www.myspace.com/video/vid/59788363)

**Photo credits :** Heraklion Development Archive



## ASSOCIAZIONE BORGHİ AUTENTICI D'ITALIA

### Outline

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.

### Contact details

**Responsible for**  
National Technical Assistance  
Maurizio Capelli

**National Secretary**  
Simone Taddei  
Viale Matteotti ,49  
43039 Salsomaggiore Terme (PR)

**Tel / Fax**  
+39 0524 587185 / 580034

**Emails**  
info@borghiautenticiditalia.it  
associazione@borghiautenticiditalia.it

**Official website**  
www.borghiautenticiditalia.it



### ► 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.

### 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.



### Programmes:

- The Association Borghi Autentici d'Italia strongly believes that small Italian towns could gather in a network for « Comunità Ospitali » (« Hospitable Communities ») and is currently promoting this among its associates. This project focuses on constructing and/or improving the quality of tourism in small Italian towns, developing networks between citizens, local stakeholders and administrators in order to make the local communities welcome tourists and, at the same time, preserve their local identity.
- 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.

### Main partners

- AITR (Associazione Italiana Turismo Responsabile)
- RE.CO.SOL (Rete Comuni Solidali)
- RES TIPICA (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



© Municipality of Minervino Murge (BAT)



Local produce. © ABAI

### European and international projects and partnerships

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>

### More information

[www.borghiautenticiditalia.it/ita/web/item.asp?nav=67](http://www.borghiautenticiditalia.it/ita/web/item.asp?nav=67)  
[www.comunitaospitali.it/](http://www.comunitaospitali.it/)  
[www.eacea.ec.europa.eu/citizenship/programme/action1\\_measure1\\_en.php](http://www.eacea.ec.europa.eu/citizenship/programme/action1_measure1_en.php)  
[www.aitr.org](http://www.aitr.org)  
[www.earth-net.eu](http://www.earth-net.eu)  
[www.comunisolidali.org](http://www.comunisolidali.org)



## I BORGHI PIÙ BELLI D'ITALIA

### Outline

**Number of municipalities who joined this network:**  
200

**Concerned territory:**  
The whole of Italy

**Mains 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).

### Contact details

**President**  
M. Fiorello Primi

**Director**  
M. Umberto Forte  
I Borghi Più belli d'Italia  
Via degli Scipioni 175  
00192 Rome

**Tel/fax**  
+39 06 3211 1789

**Emails**  
info@borghitalia.it  
fiorello.primi@teletu.it

**Official website**  
www.borghitalia.it



### ▶ 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”



*Ostana*

### 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

- Comunità Montana dei Monti Azzurri
- S.T.L. Monti Sibillini Terre di Parchi e di Incanti
- Parco Nazionale dei Monti Sibillini
- Ecotur

### Target groups

Youth and seniors; families, persons with reduced mobility.



Castelsardo



Castiglione della Pescaia

### 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.borghitravel.com/index.php?lang=eng](http://www.borghitravel.com/index.php?lang=eng)  
[www.borghicard.it/](http://www.borghicard.it/)  
[www.festivaldeiborghi.it/](http://www.festivaldeiborghi.it/)  
[www.le-marche.com/](http://www.le-marche.com/)  
[www.anci.it/index.cfm?layout=detttaglio&IdSez=810828&IdDett=28516](http://www.anci.it/index.cfm?layout=detttaglio&IdSez=810828&IdDett=28516)  
[www.les-plus-beaux-villages-de-france.org/](http://www.les-plus-beaux-villages-de-france.org/)  
[www.beauxvillages.be/fr/v2/default.asp?iId=JLFJI](http://www.beauxvillages.be/fr/v2/default.asp?iId=JLFJI)  
[www.beauxvillages.qc.ca/](http://www.beauxvillages.qc.ca/)  
[www.infiera-ecotur.it/index.htm](http://www.infiera-ecotur.it/index.htm)

Photo credits: BPBI



# EMILIA-ROMAGNA REGION

## SERVIZIO COMMERCIO TURISMO E QUALITÀ AREE TURISTICHE



### 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".

### Contact details

**Councillor**  
Mr. Maurizio Melucci  
**Head of Commerce and Tourism Office**  
Paola Castellini  
**Project Manager**  
Maura Mingozzi  
Direzione Generale Turismo  
Viale Aldo Moro, 38  
40127 Bologne

**Tel / Fax**  
+ 39 051 527 33 53 527 39 89 / 33 80

**Emails**  
comtur@regione.emilia-romagna.it;  
pcastellini@regione.emilia-romagna.it;  
mumingozi@regione.emilia-romagna.it

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



Ferrari Gallery in Modena



San Vitale Basilica in Ravenna

### 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.

## 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 SOWELL 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 Concooperative 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



*Fabrication of the Culatello*



*Bologna*

## 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/](http://www.ernestproject.eu/)  
[www.cordis.europa.eu/fp7/home\\_fr.html](http://www.cordis.europa.eu/fp7/home_fr.html)

[www.ec.europa.eu/culture/archive/culture2000/cult\\_2000\\_en.html](http://www.ec.europa.eu/culture/archive/culture2000/cult_2000_en.html)  
[www.ec.europa.eu/regional\\_policy/interreg3/index\\_en.htm](http://www.ec.europa.eu/regional_policy/interreg3/index_en.htm)  
[www.ec.europa.eu/environment/life/funding/lifeplus.htm](http://www.ec.europa.eu/environment/life/funding/lifeplus.htm)  
[www.bitac.it/](http://www.bitac.it/)  
[www.legacoop.it](http://www.legacoop.it)

### Photo credits :

Arch. Fotografica Apt Servizi srl  
 - Regione Emilia-Romagna



## PROVINCE OF RIMINI



### 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...

### Contact details

**Councillor**  
Fabio Galli

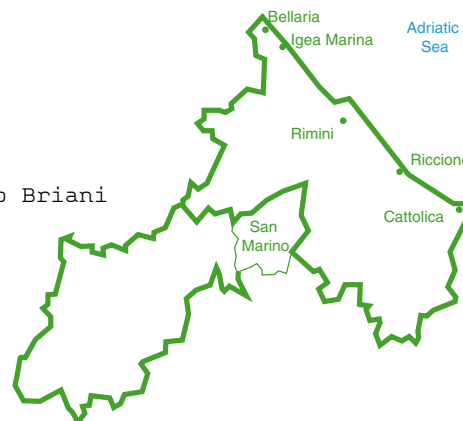
**Responsible**  
Symon Buda

**Contact persons**  
Enzo Finocchiaro and Massimo Briani  
Sustainable Tourism Unit  
Provincia di Rimini  
Via Dario Campana, 64  
47922 Rimini (RN)

**Tel / Fax**  
+39 05 41 71 63 21 / 05

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

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



Beaches for All © Provincia di Rimini



Tiberius Bridge © Provincia di Rimini

### ► 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.

### 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.

### 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.

### Programmes:

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.

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.

### 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%)



Rimini Riviera © Provincia di Rimini



Arch of August © Provincia di Rimini

### 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

### More information

[www.provincia.rimini.it/](http://www.provincia.rimini.it/)  
[www.turismo.provincia.rimini.it/](http://www.turismo.provincia.rimini.it/)  
[www.turismosostenibile.provincia.rimini.it/](http://www.turismosostenibile.provincia.rimini.it/)  
[www.provincia.rimini.it/progetti/comunitari/interreg/index.htm](http://www.provincia.rimini.it/progetti/comunitari/interreg/index.htm)  
[www.provincia.rimini.it/progetti/comunitari/interreg/schede\\_conclusi\\_eng.htm](http://www.provincia.rimini.it/progetti/comunitari/interreg/schede_conclusi_eng.htm)



## MUNICIPALITY OF SAN LEO



### 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

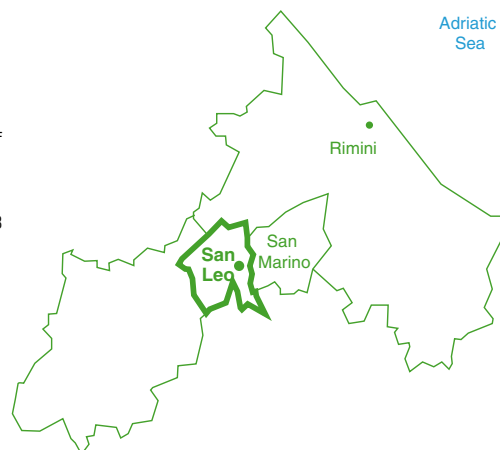
### Contact details

**President**  
Davide Barbadoro  
SAN LEO 2000  
Piazza Dante Alighieri, 14  
47865 San Leo (Rn)

**Tel / Fax**  
+39 05 41 92 69 67 / 69 73

**Email**  
info@sanleo2000.it

**Official website**  
www.san-leo.it



*Village square*

### ► 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.

### 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.



*The Montefeltro route*



*The Fortress and the Cathedral*



*The cliff*



*Panorama*

### More information

<http://www.comune.san-leo.rn.it/>  
[http://www.borghitalia.it/index\\_en.php](http://www.borghitalia.it/index_en.php)

Photo credits: San Leo 2000



## MUNICIPALITY OF VERONA



### Outline

**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

### Contact details

**Mayor**  
Flavio Tosi

**Contact person**  
Antonella Cristofalo

**Head Office**  
Turismo Sociale  
Via Adigetto, 10  
37122 Verona

**Tel / Fax**  
+39 045 807 86 37 / 38

**Emails**  
turismo.sociale@comune.verona.it  
antonella\_cristofalo@comune.verona.it

**Official website**  
www.comune.verona.it



Castelvecchio. © D. Tedeschi

### ▶ 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.

### 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.

### Programmes:

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.

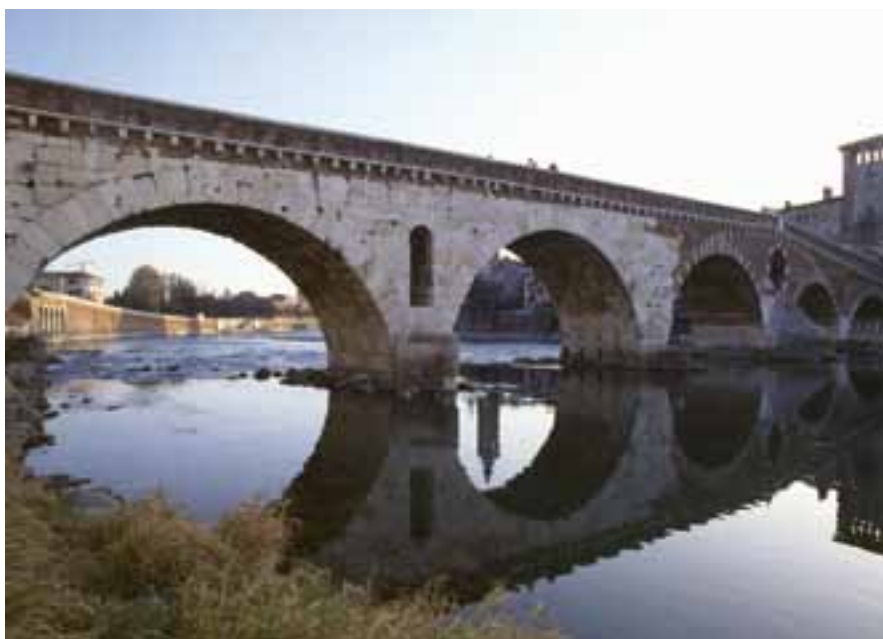
- During the last 5 years the number of elderly people travelling through our social tourism programmes has remained stable - about 1,000 senior citizens can enjoy holidays - while the number of families travelling has been increasing from 215 families in 2000 to 324 families in 2010. Starting from 2011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



Pietra Bridge. © D. Tedeschi



Dante. © D. Tedeschi

### 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/Pieghevole\\_SOGG.\\_AGEVOLATI.indd.pdf](http://www.portale.comune.verona.it/media//_ComVR/Cdr/TurismoSociale/Pieghevole_SOGG._AGEVOLATI.indd.pdf)

[www.portale.comune.verona.it/media//\\_ComVR/Cdr/TurismoSociale/Moduli/Pieghevole\\_SOGG.\\_TARIFFA\\_PIENA.indd.pdf](http://www.portale.comune.verona.it/media//_ComVR/Cdr/TurismoSociale/Moduli/Pieghevole_SOGG._TARIFFA_PIENA.indd.pdf)

[www.portale.comune.verona.it/media//\\_ComVR/Cdr/TurismoSociale/Pieghevole\\_a\\_spasso\\_con\\_lastoria.pdf](http://www.portale.comune.verona.it/media//_ComVR/Cdr/TurismoSociale/Pieghevole_a_spasso_con_lastoria.pdf)

[www.portale.comune.verona.it/](http://www.portale.comune.verona.it/)  
[www.verona.net/](http://www.verona.net/)



# AUTONOMOUS COMMUNITY OF ANDALUSIA JUNTA DE ANDALUCÍA



## Outline

**Capital:**  
Seville

**Population:**  
8,0370,975

**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

## Contact details

**Employment Adviser**  
Manuel Recio Menendez  
**Director General of Labour**  
Daniel Alberto Rivera Gomez  
Avda de Hytasa, 14  
Edif. Junta de Andalucía  
41006 Seville

**Tel/fax**  
+34 955 04 90 01 / 90 05

**Email**  
dgt.cem@juntadeandalucia.es

**Official website**  
[www.juntadeandalucia.es/empleo/wrtl](http://www.juntadeandalucia.es/empleo/wrtl)



Sierra de Grazalema (Cádiz)



Granada mountains (Sierra de Harana)

### ▶ 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

## 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), Pradolano (Granada) Punta Umbría (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.



*Cerro Gordo*



*Plaza de España*

### **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](http://www.juntadeandalucia.es/empleo/wrtl)  
[www.juntadeandalucia.es/empleo/wrtl/Pagina.do?id=CONOCETIERRA](http://www.juntadeandalucia.es/empleo/wrtl/Pagina.do?id=CONOCETIERRA)

#### **Photo credits:**

Empresa Pública de Turismo y Deporte Andaluz



# BALEARIC ISLANDS FUNDACIÓ PER AL DESENVOLUPAMENT SOSTENIBLE DE LES ILLES BALEARS



## 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

## Contact details

**Director General of the Foundation**  
Jordi Cabrer Gimenez  
Avda. De Palma, 6  
07170 Valldemossa, Palma de Majorca  
**Tel / Fax**  
+ 34 971 61 24 25 / 10

**Emails**  
info@balears-sostenible.com  
jcabrer@balears-sostenible.com  
**Official website**  
www.balears-sostenible.com  
Council of Tourism and Labour  
**Councillor**

Joana M. Barceló Martí  
**Tel**  
+ 34 971 17 61 91 / + 34 971 17 63 00

**Fax**  
+34 971 17 61 85 / +34 971 17 63 01  
**Official website**  
<http://turismeitreball.caib.es>

**Tourism Agency of the Balearic Islands**  
**Directrice**  
Maria del Mar Guerrero Busquets  
Ctra de Valldemossa, km7,  
Parc BIT (edifici INESTUR),  
07121 Palma de Majorca  
**Tel / Fax**  
+34 971 17 71 50 / 51  
**Official website**  
[www.illesbalears.es](http://www.illesbalears.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.

### 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



*Festivities of Sant Joan (Ciutadella). © G. Monroig*



*Ses Salines. © M. Muñoz*



*Cathedral of Majorca. © G. Monroig*



*Albufera des Grau. © L. Real*

### 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](http://www.costanord.es)

[www.illesbalears.es](http://www.illesbalears.es)

[www.necstour.eu/necstour/home.page](http://www.necstour.eu/necstour/home.page)

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

### Contact details

Director General of Tourism  
Marian Muro

Contact persons  
Lola Veciana;  
Francesc Iglesias  
Passeig de Gràcia, 105, 4<sup>a</sup> planta.  
08008 Barcelona

Tel / Fax  
+34 934 849 769 / 489 810

Emails  
dgturisme.emo@gencat.cat  
lveciana@gencat.cat  
figlesies@gencat.cat

Official website  
[www.gencat.cat/diue/ambits/turisme/index\\_en.html](http://www.gencat.cat/diue/ambits/turisme/index_en.html)



*Sagrada Família*



*La Pedrera*

### ► 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 Família and the Park Güell.

> 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:

PLADETUR is an annual programme for direct subsidies and incentives for companies and local government entities. PLADETUR (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.



Casa Batlló



Cadaquès. © Marc Ripoll

## 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.

Partners: Tuscany (leader), Emilia-Romagna, Venice, Aquitaine, PACA, South-West England, Vastra-Gotland, Northern Hungary, Slovakia, the Balearics, The Netherlands, Wales.

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](http://www20.gencat.cat/portal/site/catalunya-act)

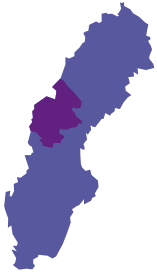
[www.gencat.cat/diue/ambits/turisme/index.html](http://www.gencat.cat/diue/ambits/turisme/index.html)

[www.turismeperatothom.com/en](http://www.turismeperatothom.com/en)

[www.turismedecatalunya.com/familyholidays](http://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

### Contact details

**Executive Director**  
Mats Forslund, MD

**Contact person**  
Ingrid Hedlund  
Rådhusgatan 44  
831 82 Östersund  
Sweden

**Tel / fax**  
+46 70 6783264 / +46 63 109335

**Emails**  
info@jamtland.se  
ingrid.hedlund@jht.se

**Official website**  
www.jamtland.se



*Moose breeding. © Jämtland Härjedalen Turism*

#### ▶ 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).

### 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.



Storsjön Lake. © Jämtland Härjedalen Turism



Runic Stele. © Jämtland Härjedalen Turism

## 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](http://www.jamtland.se)

[www.mittnorden.net/english.4.8c5488105e7a3fff7480001328.html](http://www.mittnorden.net/english.4.8c5488105e7a3fff7480001328.html)

[www.aer.eu/en/themes-majeurs/tourisme.html](http://www.aer.eu/en/themes-majeurs/tourisme.html)

[www.visitsweden.com/suede/](http://www.visitsweden.com/suede/)



**Graphics & Lay-out**

Thomas Dedry - Graphic and Web Design  
www.thomasdedry.com

**Edition & Coordination**

Charlotte Hermans - Communications Officer  
Jacques Rayet - Project Manager

**Managing Editor**

Charles-Etienne Bélanger - ISTO Director

**Editor-in-chief**

Yves Godin - ISTO Secretary General

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**OITS / ISTO aisbl**

Rue Haute 26-28, 1000 Brussels - Belgium  
Tel: +32 2 549 56 89/90 - Fax: +32 2 514 16 91  
info@bits-int.org - www.bits-int.org  
www.holidays-for-all.com

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RUE HAUTE 26-28  
1000 BRUSSELS

-----  
Tel : +32 2 549 56 89/90  
Fax : +32 2 514 16 91

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[info@bits-int.org](mailto:info@bits-int.org)  
[www.bits-int.org](http://www.bits-int.org)

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