

EIXO ATLÂNTICO
DO NOROESTE PENINSULAR

PROMOCIÓN DEL EFECTO FRONTERA PARA POTENCIAR EL TURISMO

BUENAS PRÁCTICAS A NIVEL EUROPEO



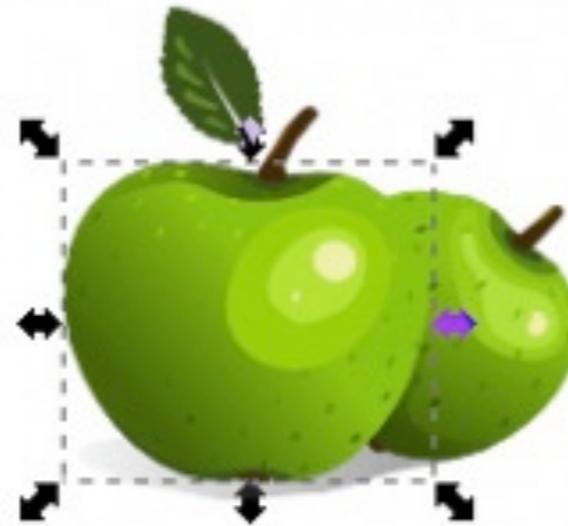
Efecto frontera



Efecto frontera



Buenas Prácticas



1 - Nivel Político

Interreg VA Hungría-Croacia:

Desarrollo de documentos marco para las convocatorias de proyectos del ámbito turístico a financiar por el programa [“Regional Tourism Product Plan” ; “Handbook to Tourism Projects”]



Programa de cooperación transfronteriza Polonia-Bielorrusia-Ucrania

Análisis del impacto de los proyectos desarrollados y recomendaciones para futuros proyectos dirigidos al desarrollo del turismo transfronterizo



2 - Nivel Estratégico

Eixo Atlântico:

Dos Países Un Destino

Plan de acción para el desarrollo del turismo de frontera



NescTour Network:

Red de regiones y autoridades locales, estados miembros y la comisión europea - “Laboratorio de debate permanente” para la aplicación de los principios de sostenibilidad de la Agenda 21 y las realidades turísticas



Network of European Regions for
a Sustainable and Competitive Tourism

NECSTouR

DestiMED:

Proyecto financiado por Interreg Mediterraneo que ha desarrollado un manual para la transferencia de buenas prácticas de indicadores de turismo sostenible



SUSTAINABLE TOURISM INDICATORS

MANUAL OF TRANSFER OF BEST PRACTICES



Time for action

You can use this table to reflect on the process of policy making in your destinations, to better understand what has been done so far and what needs to be done next.

Step 1. Learn about indicators	What are you already doing?	What do you want to do?	What do you need to do it differently?
1.a. What instruments do you use to collect sustainability information in your destination?			
1.b. Why generate management information with sustainability indicators?			
1.c. What kind of indicators can we elaborate in the measurement of sustainability?			
Step 2. Adopt indicators	What are you already doing?	What do you want to do?	What do you need to do it differently?
2.a. How has the system of indicators been adjusted to your needs and your territorial reality?			
2.b. How have stakeholders collaborated in the collection / transfer of the necessary data?			
2.c. How did you overcome the challenges of calculating indicators?			
Step 3. Use indicators	What are you already doing?	What do you want to do?	What do you need to do it differently?
3.a. How have you used indicators to inform decision-making?			
3.b. How have you changed your organisation to optimise the management of sustainability?			
3.c. How have you overcome the difficulties in the use of sustainability data for tourism management?			
Step 4. Benefit from indicators	What are you already doing?	What do you want to do?	What do you need to do it differently?
4.a. What tourism sustainability measures have been applied in your destination thanks to the use of indicators?			
4.b. What aspects of your destination have improved and in what way, thanks to the use of indicators?			



3 - Nivel Operacional

Caminos de Santiago



Red de patrimonio gastronómico de los Cárpatos

Dedicada a la preservación y divulgación de los diferentes productos alimenticios de los Cárpatos, utilizando la gastronomía/cocina como catalizador del desarrollo regional y de la preservación del patrimonio cultural local



CARPATHIAN CULINARY
HERITAGE NETWORK



CARPATHIAN CULINARY TRAIL



ORGANIC AND TRADITIONAL FOOD



GRANDMA'S RECIPES



LOCAL PEOPLE - LOCAL HOSPITALITY



UNDISCOVERED PART OF THE WORLD



GENUINE TRAVEL EXPERIENCE

Trypsavvy

Página web de viajes que promueve como producto turístico la visita a las fronteras francesas

The logo for Trypsavvy, featuring the word "trip" in a bold, yellow, lowercase sans-serif font, followed by "savvy" in a lighter, grey, lowercase sans-serif font.

The Borders of France Make Great Places to Visit



Christian Kober/Getty Images

France is in the epicenter of Europe, with a variety of borders that have influenced the country. Here you'll find influences from Belgium in the north; Germany in Alsace; Switzerland and Italy to the east and south-east and the different cultures of Spain at the border that runs along the Pyrenees. It makes for a heady mix of cultural differences and particularly cooking styles, and if you're in these regions, it's easy to make a quick trip to the neighboring country.

02
of 06

France and the Belgian/Luxembourg Border



LECLERCQ Olivier / hemis.fr/Getty Images

05
of 06

France and the Italian Border



JACQUES Pierre / hemis.fr/Getty Images

03
of 06

France and the German Border



Pinghung Chen/EyeEm/Getty Images

06
of 06

France and the Spanish Border



Allan Baxter/Getty Images

04
of 06

France and the Swiss Border



Carlos SÁnchez Pereyra/Getty Images

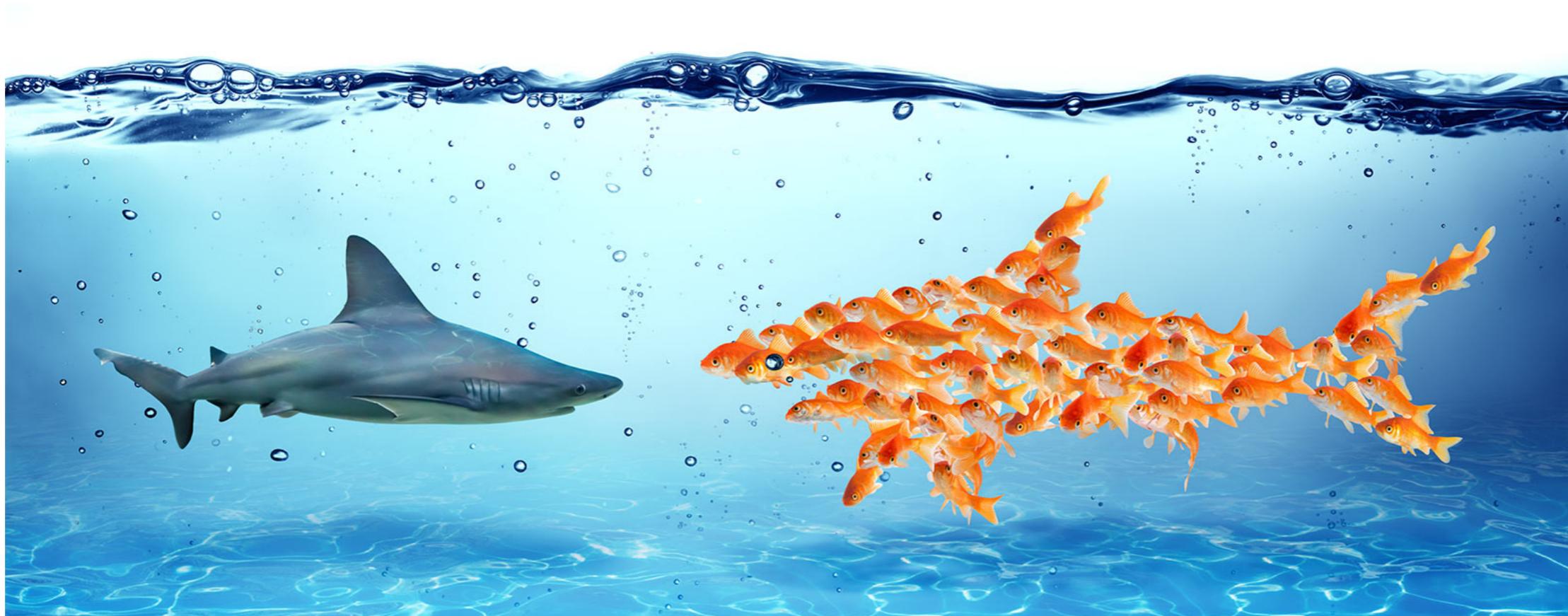
La exigencia del mercado



12:06 - 15 DE NOVEMBRO DE 2018

Turismo deve "fazer bem e de novo, a cada dia e em cada ano"

La pregunta: solo o acompañado?



El reto: construir marca y producto sin perder la identidad



Efecto frontera!!!



OBRIGADA

MUCHAS GRACIAS



21

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