



ASSEMBLÉE DES RÉGIONS D'EUROPE
ASSEMBLY OF EUROPEAN REGIONS
VERSAMMLUNG DER REGIONEN EUROPAS
ASAMBLEA DE LAS REGIONES DE EUROPA
ASSEMBLEA DELLE REGIONI D'EUROPA

Sustainable tourism
Strasbourg, June 12th 2003

Press Release

Sustainable Quality Tourism: Involvement of the European regions

"Regions and Tourism: new strategies for sustainable quality tourism" will be the theme of the seminar organised by the Assembly of European Regions (AER) on the 26th and 27 of June in Porec, Istria, Croatia.

The seminar will focus on the notion of exchange with the aim of promoting an integrated approach to sustainable tourism. This approach can best benefit local economic development if based on regional resources such as cultural and natural heritage. The increased involvement of the European regions in this field is needed in order to enhance the quality of their tourism and to stimulate the growth of employment in small and medium sized businesses.

Thursday June 26th

The first day will look at successful regional strategies. Three European regions (Jämtland-S, Generalitat Valenciana-E, and Acores-P) will present their experiences in the area of sustainable quality tourism. The workshops to follow will allow participants to discuss successful projects and ways to implement such projects at the regional level.

Friday June 27th

Based on the results of the workshops, the final conclusions of the seminar will be presented. Participants will also be informed of the new edition of the AER Centurio programme (training programme for the regions from Central and Eastern Europe) which this year focuses on the exchange of experience in regional policy, including tourism.

AER-ARE-VRE Dossier

In light of this seminar, the first issue of the AER thematic dossiers examines sustainable tourism. It should give readers the opportunity to gain a background understanding of this topic via a presentation of major challenges, quality labels, existing regional initiatives, and the necessity of establishing of a European Tourism Charter.

ARE Contacts:

Laura De Rose, Secretary of the Regional Policy Committee

Tel.: + 33 3 88 22 74 38 - email: l.derose@a-e-r.org

or Agnès Ciccarone, Assistant to the Regional Policy Committee

Tel.: + 33 3 88 22 74 37 - email: centurio@a-e-r.org

Bureaux Europe, 20 place des Halles, F – 67054 STRASBOURG Cedex (France)
Tel (+33) 3 88 22 07 07 – Fax (+33) 3 88 75 67 19 - E-mail: secretariat@a-e-r.org
www.a-e-r.org