

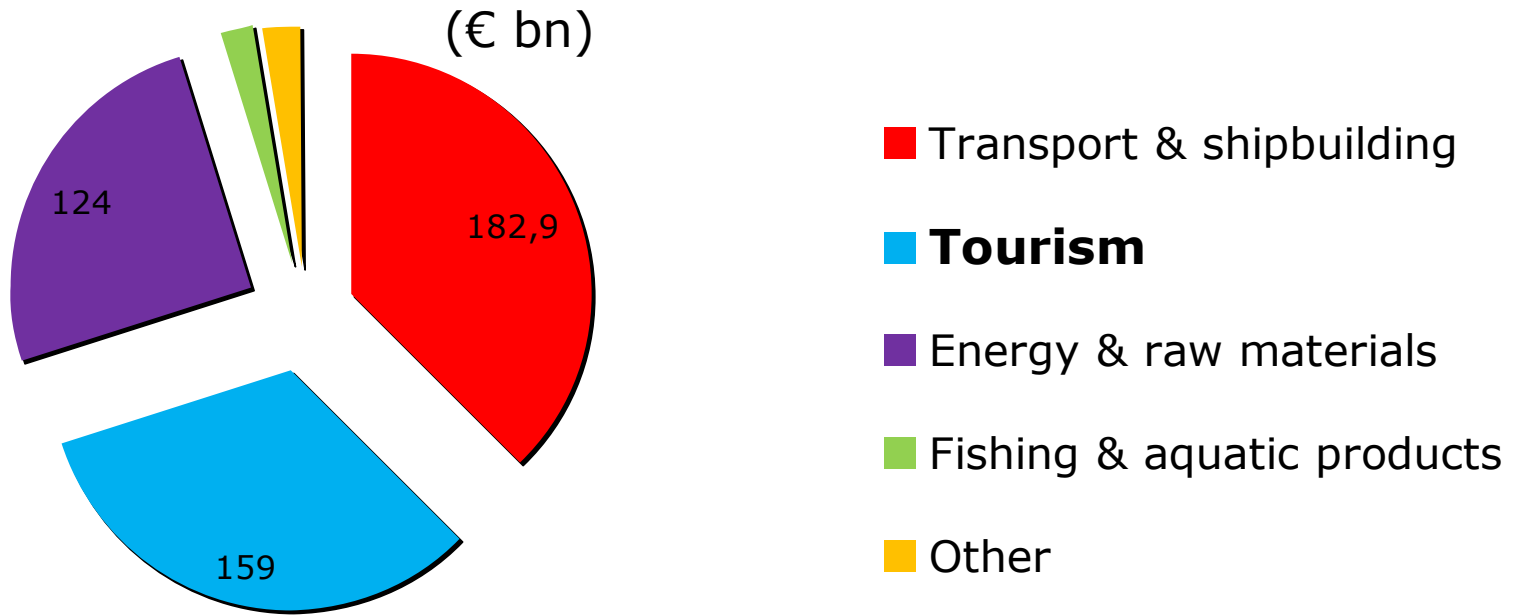


Coastal and maritime tourism:

**A European Strategy for more
growth and jobs**

Zagreb, 11.9.2014

The blue economy



BLUE ECONOMY
now:
~ 5.4 million jobs



In 2020:
7 million jobs

Focus on 5 most promising



Ocean energy,

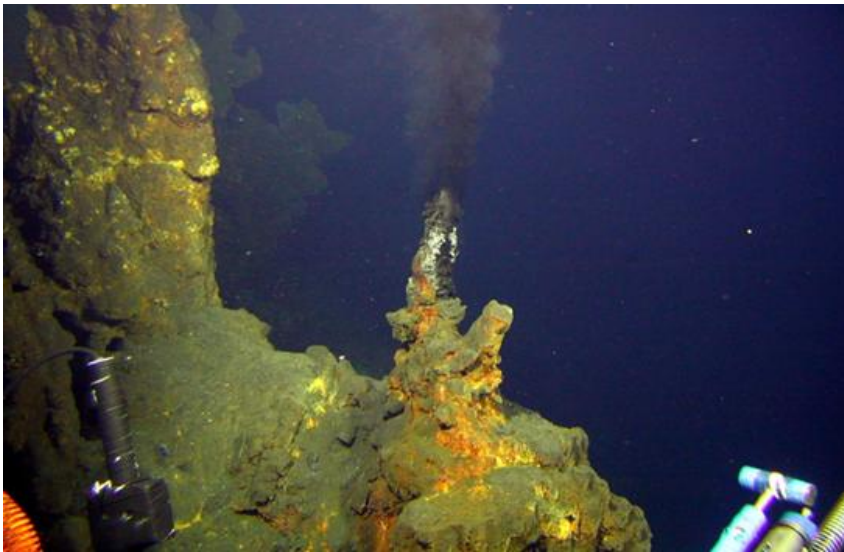
Coastal and maritime
tourism



aquaculture



seabed mining



marine
biotech



Coastal and Maritime Tourism

- **3,2 million people employed**
- **€ 183 billion generated**
- **4 out of 9 nights spent in coastal areas**
- **increasing demand for sailing, diving, cruising...**
- **Largest sub-sector of tourism, of marine economy**



Major challenges

- Seasonality, concentration
- Pressure on marine environment
- Connectivity, accessibility of islands and remote destinations
- Diversification of the tourism offer Gaps in data and knowledge
- Fragmentation among stakeholders
- Appropriate skills development
- Lack of innovation and adequate use of ICT...



Some history

- **EU tourism policy** - support, coordinate and complement action by Member States (Lisbon, A.195)
 - Promote competitiveness
 - Encourage cooperation
 - Integrated approach
- **Communication** "Europe - world's n. 1 touris destination" (COM 2010 /352)
- **Blue Growth Communication** one of five key areas for (COM 2012 /494)
- **EP Report, Council conclusions in 2013** call for delivery of strategy

European strategy

COM (2014) 86

...to boost competitiveness and sustainability, unlock its potential for growth and jobs

...4 pillars, 14 actions at EU level, call for joint implementation:

- ✓ Stimulate performance and competitiveness
- ✓ Promoting skills and innovation
- ✓ Strengthening sustainability
- ✓ Maximize available EU funding



Key Actions...

- Promote cooperation among public authorities, transnational, inter-regional partnerships, through clustering, networks and smart strategies
- Assess situation on qualification requirements for professional yacht skippers,
- Assess requirements on safety equipment for recreational boats.
- Promote Pan-European Dialogue between cruise operators, ports and coastal tourism stakeholders

Key Actions...

- Promote ecotourism and sustainable tourism products
- Encourage diversification - water-based sports, underwater archaeology, diving, gastronomic offer, better integration of inland attractors, (transnational) thematic itineraries etc.
- Study on innovative practices for marina development
- Promote strategies on waste prevention and management
- Improve access to EU funding through an online guide



Implementation

The Commission has started to implement the 14 actions:

- Studies to be launched this year
- Mainstreaming into ongoing initiatives, sea basin strategies...

COM will:

- play role as facilitator in this process
- monitor progress
- report to other institutions



Implementation

Member States, Regions and stakeholders are invited to...

- take targeted actions and sustainable tourism initiatives
- step up the offer and quality of services
- strengthen cooperation and dialogue at EU, macro-regional, national and local level
- include coastal and maritime tourism in their Operational Programs 2014-2020

Implementation – macro regions

Macro-Regional strategies (Baltic Sea, Danube region and in Adriatic-Ionian Sea...) – tourism integral part

For example Adriatic Ionian Strategy:

Pillar 4: "sustainable tourism"

Topics:

- Tourism routes
- Diversification of offer and services
- Improvement of tourism infrastructures

Integrated approach

1. **Maritime Spatial Planning**

Ensure effective and safe use of space, enhance legal certainty and attract investment

2. **Research and innovation**

Horizon 2020

3. **Better skills**

Creative Europe programme, Erasmus +

4. **Marine knowledge**

to bring together sets of marine data from different organizations, MARATLAS

5. And more...

Funding: COSME 2014-2020

- Strengthen competitiveness and sustainability of European enterprises
- Encourage entrepreneurship and promote SMEs
- Main targets: SMEs, Entrepreneurs, Business Support Organisations, regional and national Administrations
- Foreseen overall budget: € 2.5 billion from 2014 to 2020

Funding: Tourism under COSME

- Budget €108.9 million
- Five main objectives:
 1. increase demand, in particular during the low season
 2. diversify EU tourism offer and products
 3. enhance tourism quality, sustainability, accessibility, skills and innovation
 4. improve socio-economic knowledge of the sector and
 5. promote Europe as a set of unique, sustainable and high-quality destinations, in Europe and in third markets.



Funding: EMFF

- Instrument to support implementation of the CFP and IMP 2014-2020
- Local actors (public, private, civil society) draw up local development strategies (CLLD - FLAGs) to:
 - enhance and capitalise on environmental assets;
 - develop tourism-related projects like eco-tourism, pesca-tourism, accommodation, tourist trails, diving...
 - address "diversification" – either to replace fishing or to provide complementary activities & income for fishermen
 - develop professional trainings, life-long learning and acquisition of new professional skills.

Funding: EMFF...example



"Divaria"

Promotion of traditional fishing in western Greece - objectives of FLAG:

- improve local tourism capacities
- Strengthen & promote diversification of products
- Promote local environmental and cultural assets
- Supporting entrepreneurship.
-

Contact details and links

DG Enterprise: Unit E1. Tourism policy

ENTR-TOURISM-POLICY@ec.europa.eu

http://ec.europa.eu/enterprise/sectors/tourism/index_en.htm

DG Maritime Affairs and Fisheries: Unit D1

MARE-D1@ec.europa.eu

http://ec.europa.eu/maritimeaffairs/policy/coastal_tourism/index_en.htm

http://ec.europa.eu/maritimeaffairs/atlas/maritime_atlas/#lang=EN;bkgd=5:1;mode=1;pos=11.754:54.605:4;theme=2:0.75:1;

A high-angle, wide shot of a coastal town and bay. The bay is filled with clear, turquoise water, dotted with numerous small white boats and a few larger yachts. The shoreline is a mix of sandy beach and rocky outcrops. On the left, a paved walkway runs along the edge of a hill, with a few people walking. The background is dominated by steep, rocky mountains under a clear blue sky. The overall atmosphere is bright and sunny.

Thank you