



Maritime and coastal tourism, a lever for sustainable blue growth

Mediterranean

PANORAMED Governance platform

...a short look into the past

 2010.: Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe

• :2012. Blue growth strategy

 2014.: A European Strategy for more Growth and Jobs in Coastal and Maritime Tourism



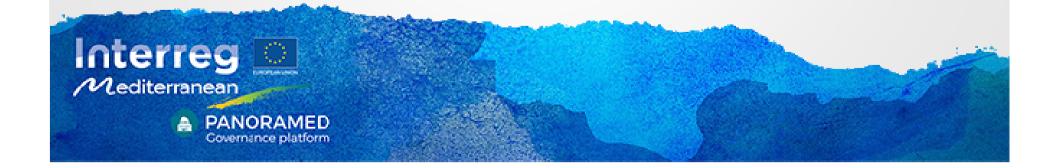
...a few facts about C&M tourism

- Largest maritime activity in Europe
- 1/3 of the maritime economy
- 1/3 of all tourism business in Europe
- Half: of European coastal tourism's jobs and value added are located in the Mediterranean



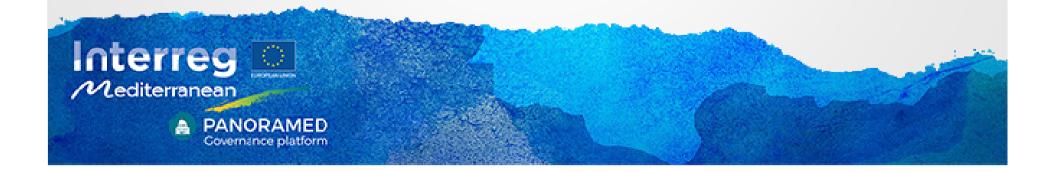
...and some challenges:

- A lot of work (studies, projects etc.) on this topic has been done so far
- Different : initiatives with their own vision are active in the area (EUSAIR, West Med, the UNEP-MAP Strategy for Sustainable development, various ETC programmes...)
- PANORAMED envisages a new approach for coastal and maritime tourism in the Mediterranean (evidence based, TWG)



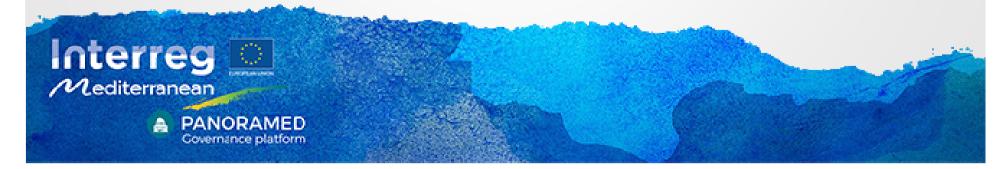
WP5 Coastal and maritime tourism

Leader: Croatia Co-leader: Tuscany Region



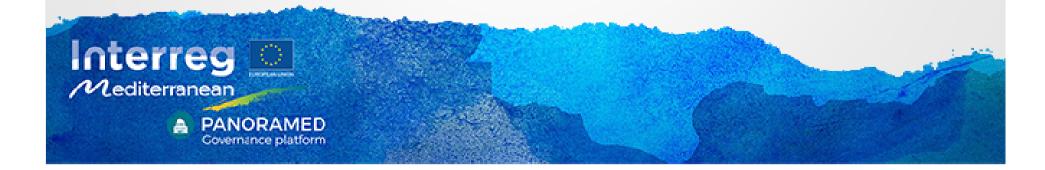
Objectives

- to reinforce the concrete capacities of the public authorities - directly and indirectly involved in the implementation of the project
- to support governance processes in tackling common transnational challenges and planning potential solutions



Target groups

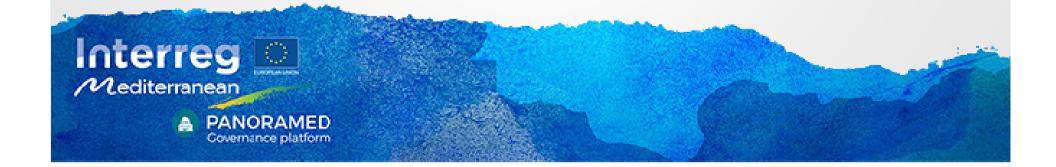
- : National/Regional institutional policy makers and institutional bodies/authorities
- : Managing authorities of ESIF Programmes at national/regional level
- : European institutions
- : International institution/networks/organizations
- : Private sector (business representatives)
- : Representatives of academia and research sector
- : Representatives of civil society
- : Representatives of financial mechanisms targeting the Mediterranean



Subthemes

- **1. Maritime transport linked to tourism cruises** (support public transport service for multimodal passengers)
- 2. Integrated coastal and maritime tourism (improvement of policies and planning for sustainable tourism-ICZM, Maritime Spatial Planning, regional development policies)
- **3. Innovative and sustainable offer** (new offer for new target groups, innovative financial systems to sustain businesses and young start-ups)

NB: other themes might emerge during project implementation



Activities/Deliverables

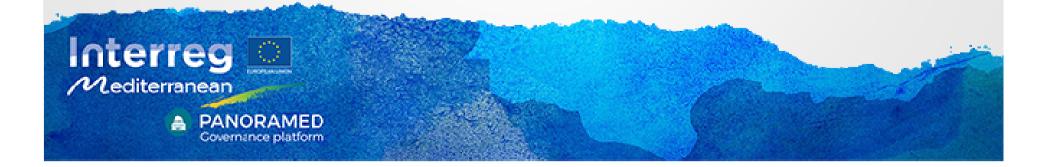
Activity 5.1. Mapping and data collection (collection of projects results relevant to the theme)	Project results collection Matrix
Activity 5.2. Benchmarking analysis and elaboration of key documents (analysis of collected results and production of documents in support of policy making processes)	Gaps and growth opportunities reports
	Key draft documents
Activity 5.3.	High level events
Transnational cross sector/thematic high level events	Follow up reports
Activity 5.4. Terms of reference of top down strategic projects	ToRs Top down strategic projects



Covernance platform

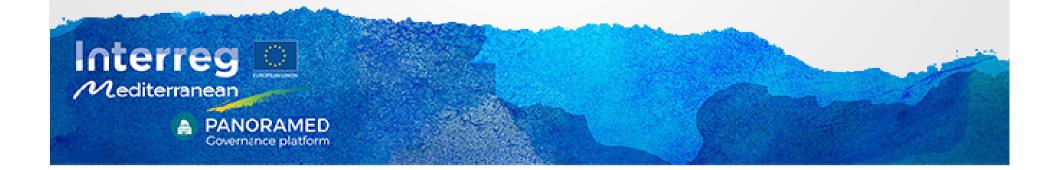
Results

- Use data evidence produced by the projects for policymaking purposes and for actions/funds strategic planning
- Liaise, exchange and cooperate on identified strategic themes
- : Better assessment of needs/gaps and potentialities
- : Define sector and cross-sector policies with a common strategic and long-term vision
- : Jointly identify, plan and implement top-down strategic initiatives at transnational level



the next steps are...

- The setting up of the Thematic Working Group
- Meeting in Croatia October/Novemeber 2017.



Thank you for your attention



Mediterranean

PANORAMED Governance platform