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EUROPEAN UNION



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**Maritime and coastal tourism, a lever for
sustainable blue growth**

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...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

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...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**

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...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)

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WP5 Coastal and maritime tourism

Leader: Croatia

Co-leader: Tuscany Region

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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**

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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

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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

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Activities / Deliverables

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

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

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the next steps are...

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

Thank you for your attention

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