Final conference for the Multi-use in European Seas Project

What does Multi-Use mean for the Tourism Sector?

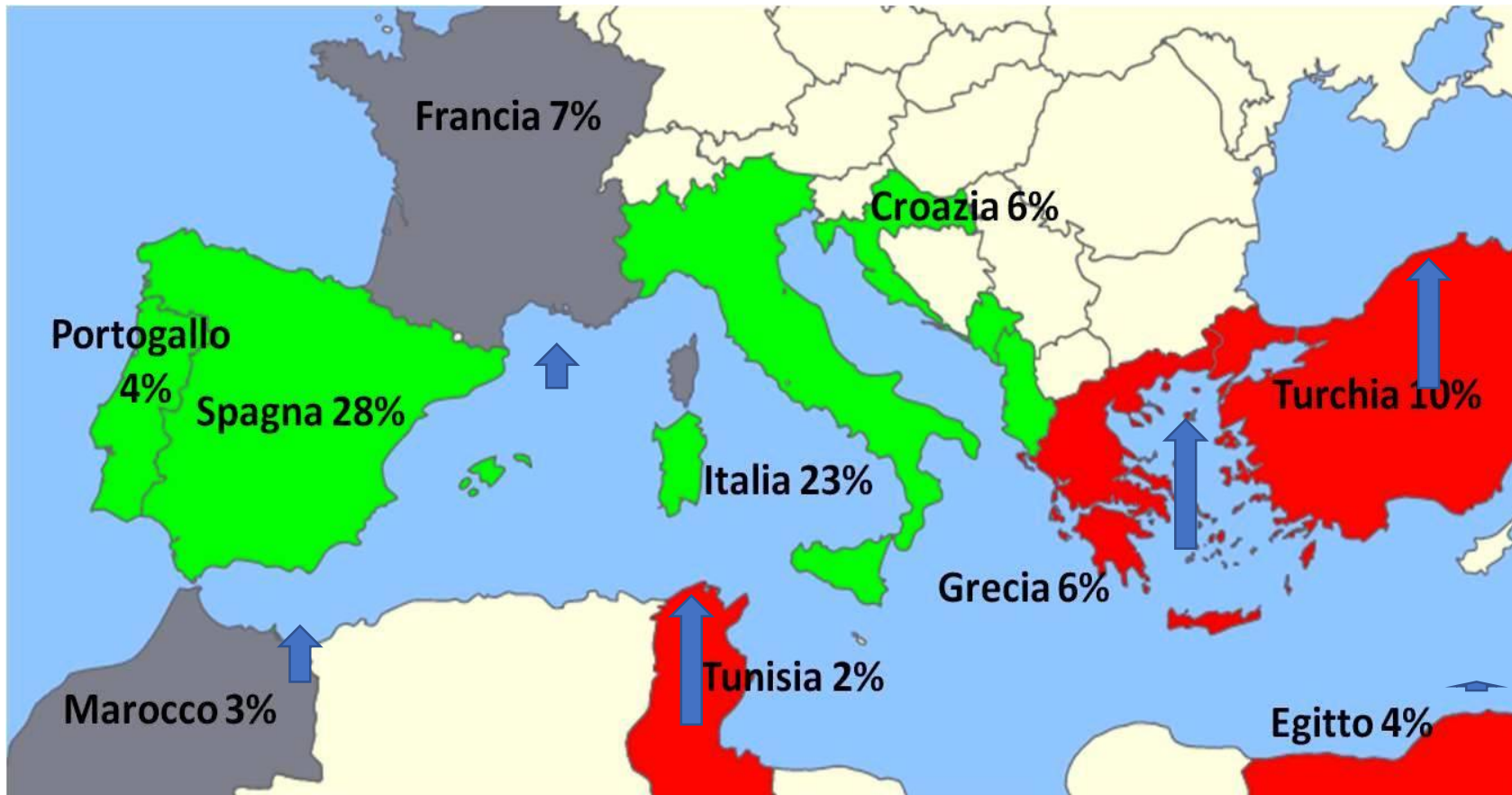### Mara Manente

Director- CISET
Pivot of the National Platform Economy of BLUEMED

10 October 2018
Crowne Plaza – Le Palace, Brussels

Tourism in the coastal regions of the Mediterranean and Adriatic

Market share (% of international arrivals)

- Mediterranean: 250 million of international arrivals (approx.) counting for near 20% of the total arrivals in the world
- Adriatic: more than 30 million of arrivals and 165 million of nights
- 2,3 million of bed places
- 2015-2017 trends

Source: CISET on data UNWTO, EIU, Plan Bleu ,Banca d'Italia, IET e INE Frontur, national and local data

Main targets

Coastal tourism > high differetiation: multiple typologies of tourists are attracted, according to local primary resources.

Each target characterises itself by:

➢ market

➢trend

➢Sensitivity to water quality and other environmental components
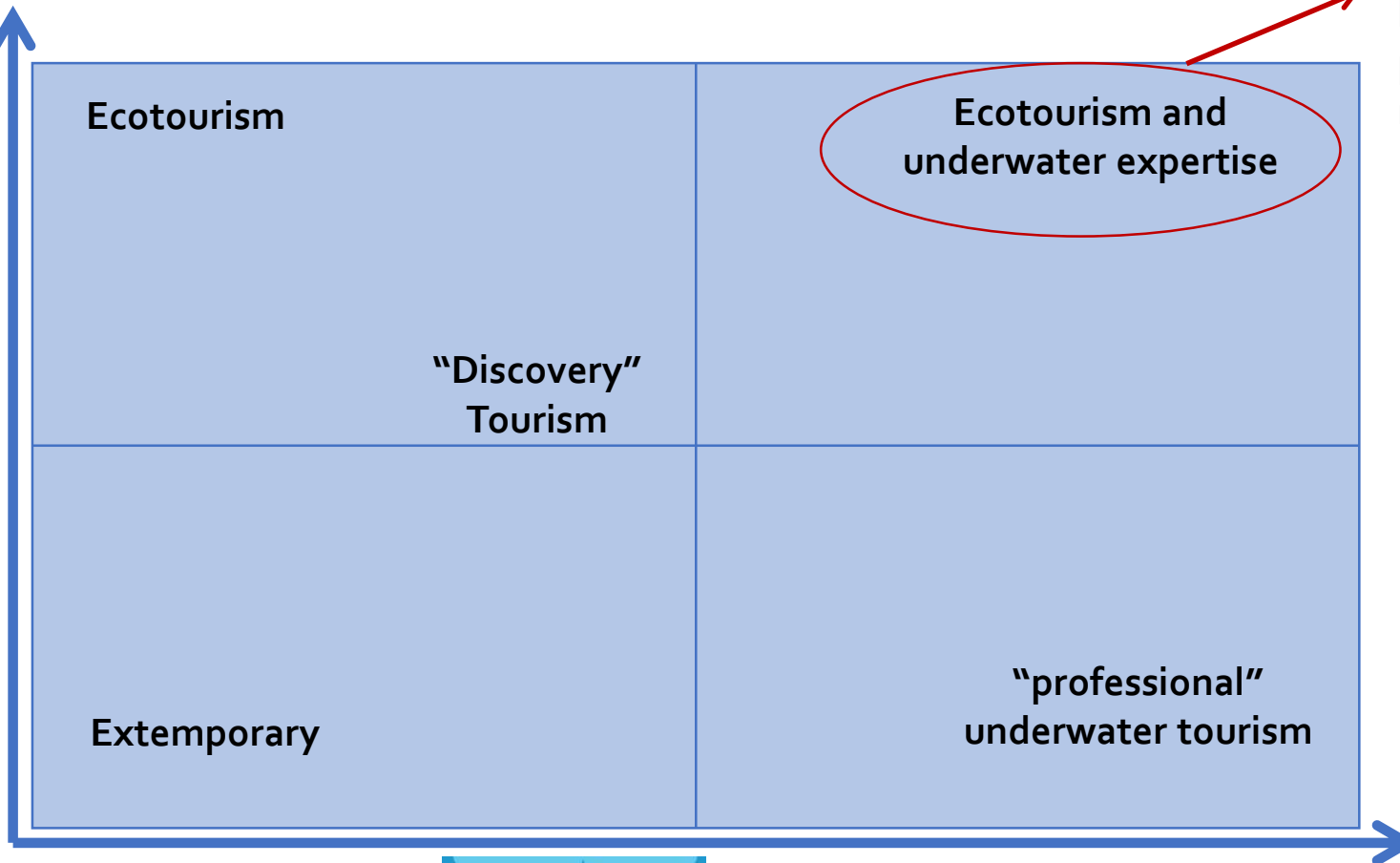
Seaside tourism

Cruise tourism

Nautical tourism

Urban tourism

Experiential tourism: integration with cultural and natural attractions, with other economic sectors

Underwater tourism vs natural heritage

Degree of interest towards the heritage
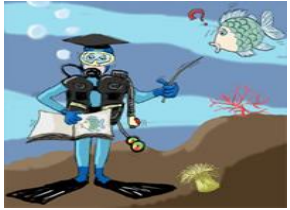
High level of consciousness of possible negative impacts and responsible behaviour

Ecotourism

Ecotourism and underwater expertise

"Discovery" Tourism

Extemporary

"professional" underwater tourism

Underwater level of experience

Adriatic coastal destinations have the opportunity to increase their competitiveness through shared strategies

Coopetition on key objectives?

• **Sustainable Development by incouraging tourism stakeholders to move towards corporate social responsibility and responsible tourism**

• **Network between tourism and other economic sectors (agriculture, crafts, culture, fishing, etc.) and between destinations in order to enlarge the tourist products offer.**

• **Priority to responsible targets of tourists able to appreciate innovation.**

• **Improvement on competencies, entrepreneurship, global quality, so that the Tourism Industry could face the challenges of aggressive competition**
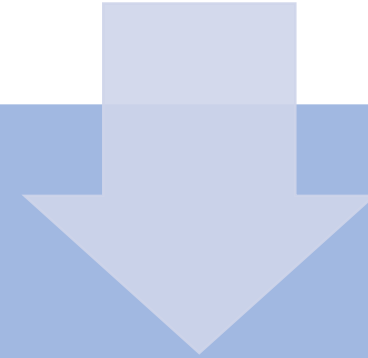
The BLUEMED initiative

•a shared strategic framework for working towards a healthy, productive and resilient Mediterranean Sea

• a transnational cooperation to create new 'blue' jobs and to promote and improve social wellbeing, sustainable prosperity and the environmental status of the region and its surroundings.

•the result of joint efforts by Cyprus, Croatia, France, Greece, Italy, Malta, Portugal, Slovenia and Spain, with the support of the European Commission.

•October 16 2015: ***Venice Declaration on Mediterranean Sea Cooperation - Launching a Strategic Research Marine and Maritime Research and Innovation Agenda for Blue Growth (SRIA)***

•The **Strategic Board for the BLUEMED Initiative** composed by all above mentioned countries is at present coordinated by Italy together with the EC, and as vice-coordinators Greece and Portugal. Belgium is also contributing to the works.

BLUEMED

Key element of the project:
implementation of 4 Platforms

"Knowledge"
"Technology",
"Economy"
"Policy"

Active observatories providing a flexible framework for monitoring the system, update the needs and then promote solutions in an integrated way.
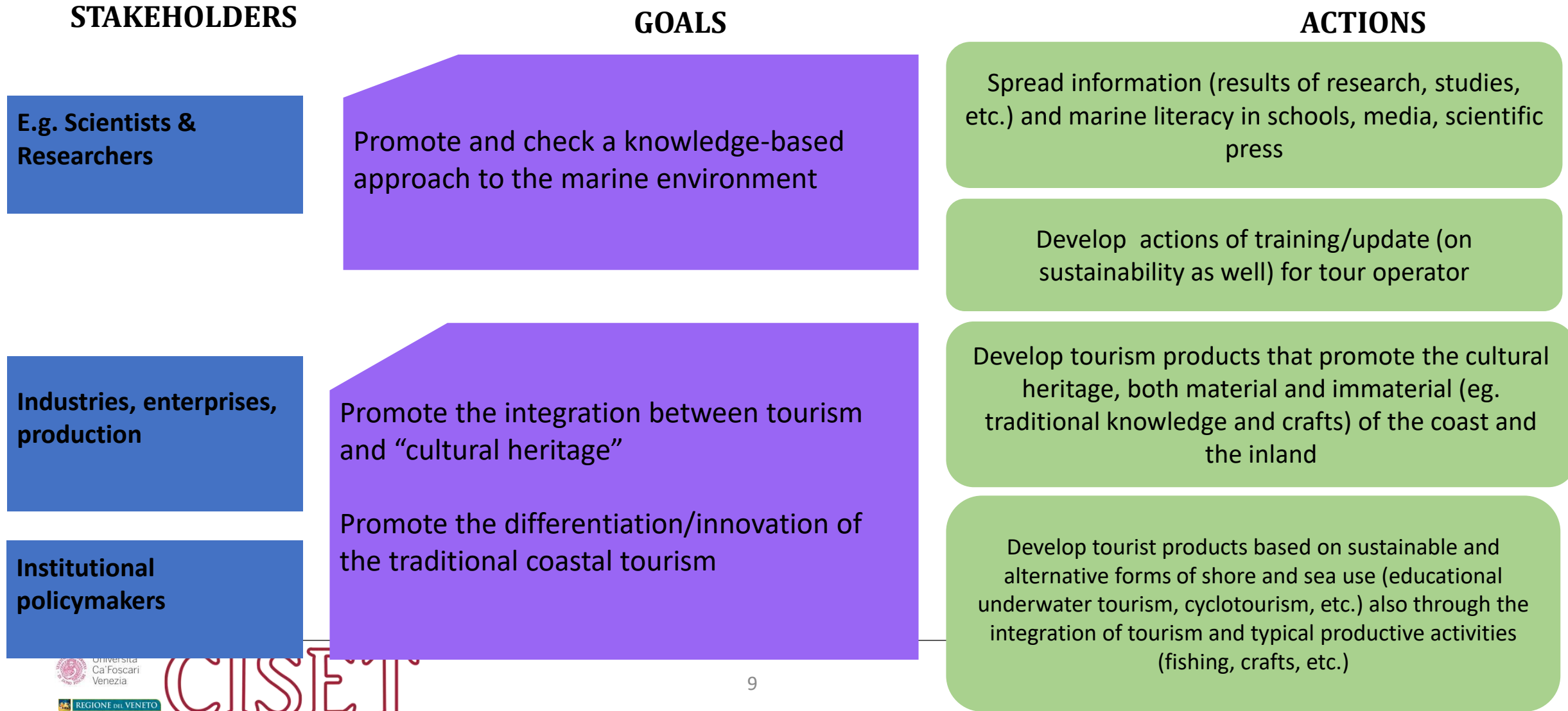
ECONOMY: AREAS OF INTERVENTION

Business culture and triple helix	A new integrated tourism chain	Circular bioeconomy for fisheries and aquaculture

ACTIONS FOR CREATING AN INTEGRATED ECONOMIC APPROACH AND VISION

Second Area (1): A new integrated tourism chain

STAKEHOLDERS

GOALS

ACTIONS

E.g. Scientists & Researchers

Promote and check a knowledge-based approach to the marine environment

Spread information (results of research, studies, etc.) and marine literacy in schools, media, scientific press

Develop actions of training/update (on sustainability as well) for tour operator

Industries, enterprises, production

Promote the integration between tourism and "cultural heritage"

Promote the differentiation/innovation of the traditional coastal tourism

Institutional policymakers

Develop tourism products that promote the cultural heritage, both material and immaterial (eg. traditional knowledge and crafts) of the coast and the inland

Develop tourist products based on sustainable and alternative forms of shore and sea use (educational underwater tourism, cyclotourism, etc.) also through the integration of tourism and typical productive activities (fishing, crafts, etc.)

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Second Area (2): A new integrated tourism chain

STAKEHOLDERS

E.g. Scientists & Researchers

Industries, enterprises, production

Institutional policymakers

GOALS

- Foster the development of an information-statistical system that helps to detect new forms of coastal tourism

- Foster the monitoring and evaluation of the impacts of tourism (economic, social and environmental) in support of decisions making process

ACTIONS

Integrate official statistics sources on tourism with other quantitative and qualitative data on tourism in coastal destinations, involving stakeholders (focus groups, etc.), research on big data, etc.

Set up an appropriate monitoring system with appropriate indicators, starting from systems developed at European and international level (eg ETIS)

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www.unive.it/ciset

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Thanks!

mara.manente03@unive.it
@manente03