* How to implement the marine leisure dimension of the Atlantic Maritime Strategy

Introduction to the Parallel Session A1

Inma Valencia

Director General of Economy and European Affairs,
Government of Cantabria,
current Presidency of the Atlantic Arc Commission, CPMR

Action Plan

- The Action Plan comprises an indicative set of action areas for research and investment to tackle common challenges and therefore identifies areas where there is scope for additional collective work.
  - **Priority 4: Create a socially inclusive and sustainable model of regional development**
    - preserving and promoting the Atlantic's cultural heritage
- Combating seasonality and improving prospects for SMEs through diversification of maritime and coastal tourism products and development of niche markets by investing in:
  - marine sport, marinas and nautical leisure activities;
  - port services, including those for cruise passengers;
  - identifying and promoting cultural and natural attractions of the Atlantic seaboard such as artisanal fishing, local cuisine and maritime heritage;
  - protecting and restoring tourist attractions, including coastal and underwater cultural attractions and maritime heritage sites, with archaeological, ecological or historical value.

Intelligent collaboration

- The Action Plan identifies **opportunities for Member States, regional and local authorities and EU institutions to work together** where necessary to meet the challenge of sustainable growth
  - **Specific actions and projects** at national, regional and local level can play an important part in delivering on the Action Plan.
  - Cooperation between different country-specific programmes should be fostered.
- **Working together** in a targeted way can bring a range of additional benefits, not least in **sharing information, sharing costs, sharing results and sharing best practice**, as well as **generating ideas for further areas of collaboration.**
- Member States and regions can work with the **support of different funding sources** to develop joint projects or other approaches.

* **Plan de Marketing 2014-2015:**
  * Internacionalizacion
  * Diferenciacion: recursos clave: Mundial de Vela 2014, **promocion de productos especializados, como el turismo de surf**, gestion consensuada con el grupo de trabajo de cada producto (surf, gastronomia, etc), plan de desarrollo de agentes especializados (turismo cultural, aventura, surf, etc).
  * Desestacionalizacion
  * Emocion

Santander2014
ISAF Sailing World Championships

* Cantabria

Tengo Ganas De Verte
turismodecantabria.com
Cantabria
Infinita
GOBIERNO
de
CANTABRIA

* El primer Plan de Competitividad Turístico de surf de España, en Cantabria

* Ribamontan al mar: primera reserva de surf de España

Spain Surf holidays & Sch

www.surfatodacosta.es/en/

RIBAMONTAN al MAR
Surf a toda costa

HOME | SURF FORECAST | BEACHES | SURF SCHOOLS | BLUE WEEK | GROM SURF | ROUTES-MTB | TOURISM | SURF CENTER | WEBCAM | CONTACT

Blue week of surf, primarily for schools in Somo - Cantabria, Spain

SURF SCHOOLS

MOTORHOME SERVICE POINT

SURF CENTER

ROUTES MTB

News

24% of all tourists who visited Somo and...

During the months of July and August 2011 a survey was created to analyse the demand of tourists who visited the villages of Loredo and...

Cantabria: a surfers paradise in north

Descubrenos en..

4543 Likes

3463 Followers

22687943 Subscribers

39 Followers

www.surfatodacosta.es/en/

47% 17:08 19/01/2015

* Project ideas

* **Erasmus for surfers**: exchanges to allow young people coming from different countries in EU know new surfing areas, learn new languages, become open-minded people having an international background.
* Sustainable transnational surf tourism product, **SURFINGEUROPE** (Europe as surfing route: Viana do Castelo, Ribamontan al Mar, San Sebastian, Bretagne, Bundoran and regions of South West England, Wales and the Channel Island).

*The AAC: working group

* **Sostenibilidad**, elemento característico del turismo en el espacio atlántico: la **marca "espacio atlántico"** se identificaría con turismo de calidad, patrimonio cultural bien conservado, naturaleza, costas protegidas, gastronomía y ciudades de tamaño medio;
* Elaboracion de una **estrategia turística para el espacio atlántico**: enfoque integral, consensuado, realista y medible: establecer líneas estratégicas a medio plazo;
* **Trabajo conjunto** buscando complementariedades y evitando la competencia entre estrategias turísticas regionales: estrategia transnacional de especialización inteligente en el ámbito turístico?
* **Posicionar internacionalmente el espacio Atlántico** como destino diferenciado que ofrece productos específicos : turismo de experiencias, surf, deportes náuticos, denominaciones de origen protegidas (gastronomía), mar y montaña, historia y patrimonio;
* **Desarrollar proyectos existentes** ampliando el territorio y las temáticas: capitalización (NEA2, Odyssea, AT Brand, etc.);
* Favorecer la **apropiación de los atractivos territoriales atlánticos por sus habitantes** (por ejemplo: actividades náuticas que formen parte del "modo de vida" atlántico o iniciativa "guardianes del paraíso" en Asturias).

* AAC project ideas

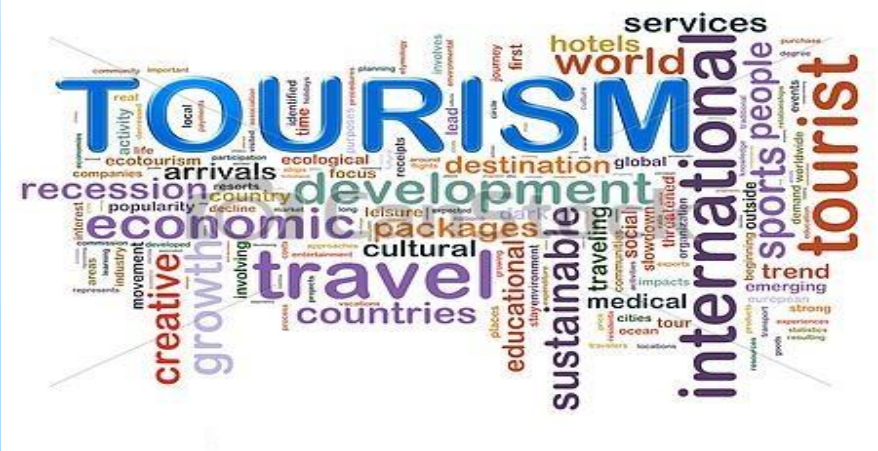
* In the medium-term, under the **first Call for Proposals of the Interreg Atlantic Area VB programme,** the Atlantic Arc Commission could prepare a **catalyst project**, the objective of which would be to build this "Atlantic Area" brand. The project would act as a platform or as a meeting point for the identification of different sectoral projects (on the environment, knowledge of the Atlantic Area, new cultural routes, innovative ICT applications, etc.). The first phase would consist of a study developed by the Atlantic Universities (resource inventory, definition of new routes and products - Atlantic packages - ideas for a global marketing strategy and accessibility between Atlantic Regions). In the second phase, sectoral projects will be identified subject to EU funding from various programmes (LIFE, Erasmus +, EMFF).

* **Guide on EU funding for the tourism sector (2014-2020)**
  * http://ec.europa.eu/DocsRoom/documents/7203?locale=en

* Funding Opportunities

* http://ec.europa.eu/enterprise/sectors/tourism/files/communications/com_implementation_rolling_plan_en.pdf
* **ACTION 16: Propose a strategy for sustainable coastal and marine tourism (E.1)**

* IMPLEMENTATION ROLLING PLAN OF TOURISM ACTION FRAMEWORK (COM(2010) 352)



Implementation of action 16

* *"Marine and coastal tourism and related sectors represent a vast potential for development and a substantial source of growth. In order to further enhance this potential and, at the same time, tackle important challenges with which coastal tourism is confronted, the Commission envisages working on a Strategy for sustainable coastal and marine tourism".*
* Communication on "A European Strategy for more Growth and Jobs in Coastal and Maritime Tourism" adopted on 20 February 2014 (http://ec.europa.eu/maritimeaffairs/policy/coastal_tourism/documents/com_2014_86_en.pdf)
  * ***The European strategy communication's 14 actions***

* Support to the "development of transnational and interregional partnerships, networks, clusters and smart specialisation strategies".

* The Commission encourages the creation of competitive clusters as well as trans-sectorial and cross-border partnerships, in order to facilitate business cooperation between their members, especially SMEs.

*Other EU policies impacting tourism

* European Cohesion Fund
* European Social Fund
* European Regional Development Fund
* European Territorial Cooperation

Horizon 2020 (Framework Programme for Research and Innovation)
COSME (Programme for the Competitiveness of Enterprises and SMEs)

LIFE
European Agriculture Fund for Rural Development
European Maritime and Fisheries Fund

EaSI (EU programme for Employment and Social Innovation)
o **PROGRESS** (Programme for Employment and Social Solidarity)
o **EURES** (European Employment Services)
o **PROGRESS** Microfinance Facility

Creative Europe Programme
Erasmus Plus Programme

SCMT_programme final 1601.pdf - Adobe Reader

Fichier Edition Affichage Fenêtre Aide

1 / 2 143% Outils Commentaire

European Commission

SMART COOPERATION IN COASTAL AND MARITIME TOURISM

Encouraging transnational partnerships through clusters and networks

Brussels 20 January 2015 - Conference Center Albert Borschette - room AB 0A

PROGRAMME

48% 17:04 19/01/2015

Speakers

- Rui Azevedo
- Paul Wickes
- Stephen Conlon
- François Arbellot

Some questions

* Background in Atlantic projects in this field
* How to capitalize the results of those projects within the Atlantic Maritime Strategy
* Atlantic Area Brand: how
* More Europe as well when defining regional or national touristic strategies?
* Call for ideas