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

Introduction to the Parallel Session A1

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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.
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.

* **Intelligent collaboration**
**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
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
Semana AZUL

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

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...
*Erasmus for surfers*: exchanges to allow young people coming from different countries in EU to 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).

*Project ideas*
* **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;

* Elaboración 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).

* **The AAC: working group**
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)

ACTION 16: Propose a strategy for sustainable coastal and marine tourism (E.1)

* “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”.


* The European strategy communication’s 14 actions

* Implementation of action 16
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.
* 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)

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

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

**Creative Europe Programme**
Erasmus Plus Programme

* Other EU policies impacting tourism
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
* Rui Azevedo
* Paul Wickes
* Stephen Conlon
* François Arbellot

*Speakers*
* 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