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How to keep Europe at number one? European tourism's challenges and responses

TRAN Committee

Manuel Pinto de Abreu
Secretary of State for the Sea

Brussels, 14 April 2015



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NATIONAL OCEAN STRATEGY 2013-2020





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NATIONAL
OCEAN STRATEGY
2013-2020

**Create VALUE from the
OCEAN for the BENEFIT
of actual and future
GENERATIONS**



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NATIONAL OCEAN STRATEGY 2013-2020

Create VALUE

Right → Supported by Knowledge

Better → Driven by Innovation and Oriented towards Efficiency

Sustainable → A Legacy for Future Generations



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NATIONAL OCEAN STRATEGY 2013-2020

Development Model

The Blue Growth

Smart, inclusive and sustainable growth of the economy and employment, supported by knowledge and based on the economical, social, cultural and environmental valorization of the ocean and coastal areas



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RECREATION, SPORTS AND TOURISM

Objectives and effects of the Action Plan

RECREATION, SPORTS AND TOURISM

1. Developing seamanship in the fields of recreation, education, sports and tourism, and the respective economic support, integrating a network of nautical support in strategic zones of the country, with strong territorial intervention and including building and marketing platforms and assistance services.

#1

Strengthening seamanship, internationalised and rooted in the whole territory, generating sustainable and specialised employment.

#2

A society keen on promoting access to the sea and its use through seamanship, in a context of leisure and sports, including high competition sports.

#3

Developing Luso-Atlantic seamanship as a destiny.

#4

Developing a strong image of the sea in Portugal and Europe.



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- **Communication A European Strategy for more Growth and Jobs in Coastal and Maritime Tourism (COM (2014) 86 final)**

“Challenges for coastal and maritime tourism”

(Relevant element to the Draft Report on “New challenges and concepts for the promotion of tourism in Europe”)

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Challenges for coastal and maritime tourism

1. Competitiveness

- Promoting coastal and nautical tourism
- Overcoming tourism data gaps





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Challenges for coastal and maritime tourism

1. Competitiveness

- **Cooperation / networking**

- **Transnational** →

- Smart Port Cities – with increase in connectivity
- Cruise tourism (maritime & riverine)
- Nautical events

- **Regional and local** →

- Territorial integration
- Diversification of coastal activities in fishing local communities
- Synergies among activities
- More employment and social inclusion



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Challenges for coastal and maritime tourism

2. Knowledge and skills

- Ocean literacy
- Nautical sports education and training
- RDI



Industry and services development:

- Maritime IT information systems
- Design and construction (ex. Kayaks, surf boards, Leisure crafts)
- Nautical wearing and gear (ex. surf and swimming suits)
- New business models



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Challenges for coastal and maritime tourism

3. Sustainability

• **Ecotourism** →

- Profiting from nature and ecosystem services – Birdwatching, Whalewatching...
- Culture and life museums (traditional boats, salt domes, “sea” gastronomy,...)
- Coastering
- Easy access to Information systems (Apps)

• **Health and well-being** →

- Thalassotherapy
- Active ageing near the sea

• **Nautical sports**

- Swimming
- Rowing
- Diving
- Coastering

- Sailing
- Surfing
- Canoeing
- Paddling

- Kitesurfing
- Flyboarding
- Windsurfing
- ...



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Challenges for coastal and maritime tourism

4. Governance

- Linking with other national and international strategic documents (ex: PENT – National Strategic Plan for Tourism; EU Maritime Strategy for the Atlantic Area Action Plan)
- Linking with IMP management tools (ex. MSP)
- Linking with financing instruments (ex. ESIF and others)



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Action Plan

for a **Maritime Strategy**
in the **Atlantic area**

*Delivering smart, sustainable
and inclusive growth*



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Challenges for coastal and maritime tourism - Atlantic Basin Coop

- **Cooperation within the Basin for strengthen Maritime Atlantic Culture and the attractiveness of Atlantic Territories**

Multi-level Approach:

- **top-down at National, European, Transatlantic level;**
- **bottom-up from regional and local strategies for the implementation of action that can support territorial integration and social cohesion in transatlantic coastal areas**

Thematic objectives

- **support transition to a low-carbon economy**
- **increase RDI capacity through education and training and strengthening research to Blue Growth needs**
- **strengthen competitiveness of SME**

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Challenges for coastal and maritime tourism – Atlantic Basin Coop

- Strengthen competitiveness by promoting increasing Maritime Culture :
 - Investments in innovation, technological capacity and smart specialization; New services that strengthen available resources innovation on the supply of tourism products (ex. including “informal sport”)
 - Increase of Research in socio-economy of coastal zones and its direct and indirect effects in the Atlantic (ex: smarter port cities and better connectivity)
 - Strengthen of competences ensuring a qualified workforce and the youngsters interest in ocean economy

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Challenges for coastal and maritime tourism Atlantic Basin Coop Strengths:

- Traditional transformational culture in Europe, through their Atlantic facade regions;
- Strong cooperation culture within the Atlantic facade enabling Europe to deal with their main Ocean challenges.



Action Plan

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in the **Atlantic area**

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Challenges for coastal and maritime tourism – Atlantic Basin

▪ Identified linked priorities:

#1 - Promoting entrepreneurship and innovation – skills in traditional and emerging sectors of ocean economy (Network – Cooperation for education and training / maritime career awareness and youth attractiveness)

#3 - Improve accessibility and connectivity – cooperation among smart port cities (Diversification of port new activities such as tourism)

#4 – Regional sustainable and inclusive development model (Promoting better knowledge about societal challenges in the Basin; Promoting and preserving maritime cultural heritage) by means of:

- Accomplishing solutions for the seasonality problem through diversification of products (coastal and nautical tourism and develop market niches)
- Promoting international nautical events, informal and well being sports and a network of support services.
- Promoting in-port services, include services for cruise passengers and cultural maritime attractive heritage, mainly in smart port cities and its relevant offer.
- Promoting cultural attractions like artisanal fishing, local gastronomy and maritime heritage.
- Protecting and recovering touristic attractions, namely coastal culture, subaquatic places of maritime heritage, like archaeological, ecological and historic value



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