



**WG TOURISM**

**Second Meeting**

**Bremen, 15 January 2007**

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<b>Agenda Item:</b>	8
<b>Subject:</b>	EU Green Paper
<b>Document Nr.</b>	Tourism/2-8-1
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<b>Submitted by:</b>	Secretariat

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Attached is the section on Coastal Tourism from the EU Green Paper on a maritime policy.  
The full document can be downloaded from [http://ec.europa.eu/maritimeaffairs/policy\\_en.html](http://ec.europa.eu/maritimeaffairs/policy_en.html)  
At this site also a German version is available.

**Proposal:**                    **The meeting is invited to discuss the document and to decide how to prepare a statement to the Green Paper**

### **3.3. Developing Coastal Tourism**

Coastal areas and islands are important elements of the attractiveness and success of coastal tourism. The sustainable tourism developments of those regions must be supported in order for Europe to remain the No 1 world tourist destination.

Sustainable tourism can contribute to the development of coastal areas and islands by improving the competitiveness of businesses, meeting social needs and enhancing the natural and cultural heritage and local ecosystems. The need to improve or maintain their attractiveness is an incentive to an increasing number of destinations to turn towards more sustainable and environmentally-friendly practices and policies.

Several destinations are making genuine efforts to implement an integrated quality management approach. They define strategies with their partners, implement good practice and develop monitoring and evaluation tools to adjust their approach. Their experience can be the basis for recommendations disseminated to all coastal tourist destinations.

The Commission is working on the preparation for a European Agenda 21 for the sustainability of European tourism. This Agenda 21 will contribute to promoting the efforts to promote the sustainability of Europe's coastal areas and islands.

The diversification of tourism products and services can contribute to the competitiveness of coastal and island destinations, especially when tourists are offered the opportunity to enjoy cultural and natural sites on the coast and in the rural or urban hinterland, and diversified sea attractions such as sea mammal watching, diving and underwater archaeology or wellness and thalassotherapy. This diversification produces multiple benefits such as reduced pressure on the beaches, alternative sources of income for former fishermen in coastal communities, and the creation of new activities to support the preservation and development of the area's heritage.

Diversification can help extend the tourism season, creating more growth and employment and reducing the environmental, economic and social impact caused by concentrating tourism in a few months of the year.

The continued contribution of tourism to the development of coastal regions depends on the availability of infrastructure for leisure activities. According to EURMIG, *"finding an available boat mooring becomes ever more difficult. Yet there is strong, objective evidence that marinas and boat launch ramps are major stimulants to reinvigorating decaying water fronts"*<sup>76</sup>.

One important relationship in the context of leisure activities is that between angling and fisheries. The European Anglers Alliance states that Europe has an estimated 8-10 million recreational anglers at sea with a related industry of €8 to 10 billion.

There seems little doubt that the value to the coastal economy of a fish caught by an angler exceeds the value of the same fish caught for commercial purposes by a fishing boat. On the other hand it is understandable that fishermen demand that restrictions on the taking of certain fish for conservation purposes are also applied to sport fishers, particularly when the latter use similar fishing gear to professional fishermen. These issues require further study and consideration.

***How can innovation in services and products related to coastal tourism be effectively supported?***

***What specific measures promoting the sustainable tourism development of coastal regions and islands should be taken at EU level?***