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# Sustainable tourism in coastal areas

## The challenge of urbanisation



Photo by Daniel Frank, Pexels

MARINA Project

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Phase 1

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# How should coastal cities deploy sustainable tourism?

Coastal cities are facing urbanization challenges, whether they are large cities exposed to population growth and mass tourism, or small coastal towns facing loss of population and work places, as well as reduced competitiveness when it comes to attracting citizens and tourists. The urbanized areas have been subject to big changes in the last decades, involving modification in housing and infrastructures, change of destination of ports and docks, as well as intensive use of coastal areas due to the changing models of tourism from a low-profile or niche tourism to mass and cruise tourism.

Most European countries are facing two key challenges: enhancing coastal and maritime tourism while maintaining the original atmosphere and population diversity, and preserving and/or strengthening the environmental and place-based qualities of the coastal cities and towns. Sustainable tourism could be a driver for generating types of more long-term business models that could have social, ecological and economic benefits, generating new types of jobs, help preserve environment and wildlife, reduce pollution and improve place-based qualities. On this basis, it is vital to develop good ideas for ways of cooperating and develop sustainable business models.

14 people from different European countries (citizens, business representatives, researchers and public officials) participated, generating 33 actions that could help cities deal with this complicated challenge.

**Responsible Research and Innovation (RRI)** engages and brings together all stakeholders, creates dialogue and facilitates knowledge-sharing. It ensures the sustainable use of natural resources and makes sure that the needs of citizens and society are integrated into research and innovation. Participants put forth proposals of collective solutions based on the six RRI dimensions:



# Workshop Outcomes

The participants discussed solutions to address the challenge of sustainable tourism. Based on the actions, clusters of ideas were identified. The most prominent ones are Policy & Planning, Awareness and Community-Based Development, mirroring the RRI dimensions of respectively Governance, Science education and Public Engagement.

Clusters and Solutions		
Governance: Policy and Planning	Science Education: Awareness	Public Engagement: Community-based Development
<p>Develop EU-indicator systems for monitoring the long-term sustainability of tourism-solutions, since this task is beyond the competence of single cities and municipalities</p> <p>Tourism development should be based on local potentials and narratives</p> <p>Protect the city attributes that attracted the first tourists</p> <p>Sustainable tourism should be a combined effort between government, region and local tourism operators</p>	<p>Mental presence as niche tourism, encouraging tourists to a larger extent of mental presence and focus</p> <p>Make specialised teams that can clean up and educate tourists on environmental issues</p> <p>Offer free environment-preservation tours – Tourists visiting the coastal destinations should be encouraged to partake in preservation projects</p>	<p>Develop 'Blue Clover Trails' on natural paths along the coast in order to promote health and awareness of nature</p> <p>Give an 'unspoiled beach award' in order to make tourism less intense and guide the attention towards other beaches</p> <p>Develop flagship/focal projects that are highlighting local heritage and culture</p>

The MARINA Project is funded by the EU Programme Horizon 2020. 14 partners across Europe are joining forces for a period of 36 months to bring together stakeholders around marine issues and societal challenges and propose RRI driven roadmaps of actions to respond to them.

## 45 workshops on marine issues in the European Union



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