TOURISM AND COASTAL CITIES
Maritime Cuisine Meets Sustainable Tourism

MARINA Project

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Nausicaá, National Sea Centre, Boulogne-sur-Mer, France

marina@nausicaa.fr

Tourism and coastal cities

Tourism is a growing business in Europe and food has become an essential component of tourist experience. Sustainable seafood production and consumption patterns integrating cultural heritage, have the potential to enhance the image of Europe as a high-quality destination, contribute to responsible management of marine resources, and promote the specificity of regional sea basins and local communities, which can be translated into a competitive advantage. How to exploit this potential in a way that sustainably produces economic benefits without harming the natural ecosystems on which it depends?

The workshop sought to address Responsible Research and Innovation actions that should be put in place so that sustainable seafood production and consumption would contribute to the development of competitive and sustainable coastal and maritime tourism in Europe.

18 participants from different stakeholder groups expressed their opinion :

Citizens

Business representatives

Policymakers

Researchers

Others

Responsible Research and Innovation

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:

(Pictograms courtesy of RRI Tools - https://www.rri-tools.eu/)

Workshop Outcomes

The participants presented 34 ideas of Responsible Research and Innovation actions and developed a roadmap of how sustainable seafood production and consumption could contribute to competitive and sustainable coastal and maritime tourism in Europe.

The chief message was the importance of tourism sustainability that could be achieved by educating all stakeholder groups:

- the general public to make informed responsible consumption choices while purchasing tourist services and seafood products,
- business and industry professionals to produce socially and environmentally acceptable goods and services,
- scientists to bring responses to sustainable tourism and seafood production challenges
- policy-makers to reinforce policies and adopt coherent legislative frameworks of economic competiveness and sustainability of tourist destinations.
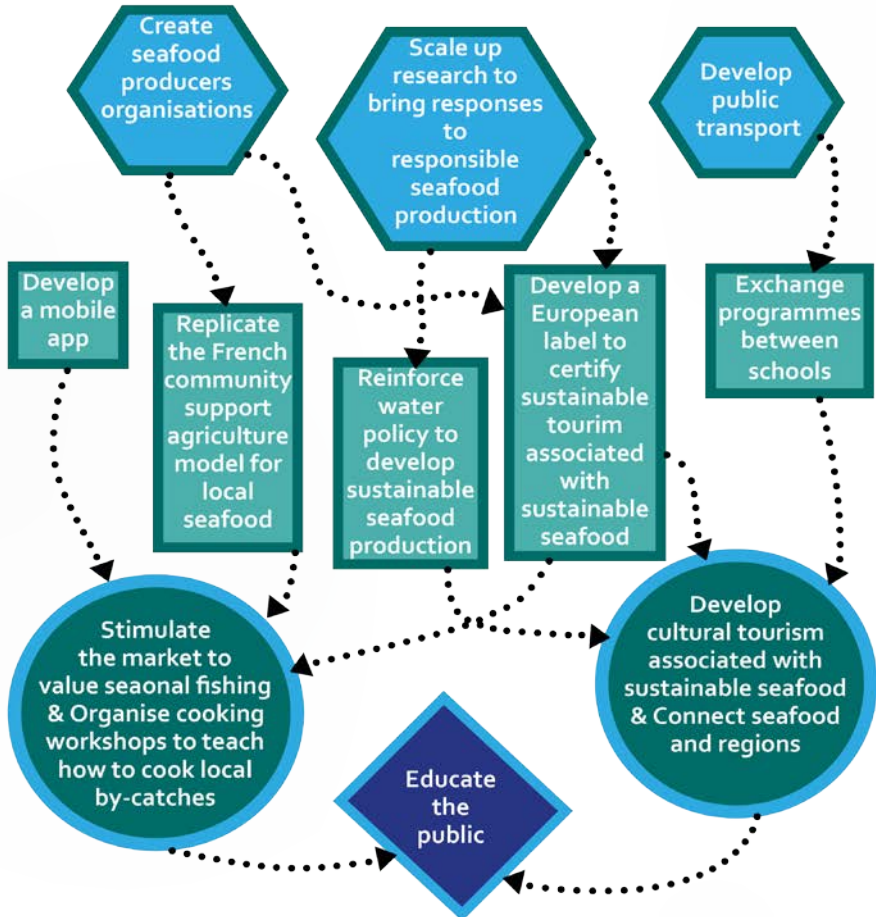
Roadmap to sustainable seafood tourism in France, created from the actions suggested by participants.

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

🟢 Marine biotechnologies	🟣 Climate change	🔵 Deep-sea mining
🔴 Renewable energy	🔵 Fishing and aquaculture	🔵 Sea transportation

🟡 Tourism and coastal cities

⚫ Pollution caused by human, land and sea pressures

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