

Maritime tourism

Official reference	COM (2014) 86: Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions - A European strategy for more growth and jobs in coastal and maritime tourism	
Relevant dates	Document	20/02/2014
Policy level	European	
Type of instrument	Communication	
Geographical reach	EU Member States	
European contact point	Directorate-General for Maritime Affairs and Fisheries (DG MARE)	

// abstract:

The communication on *blue growth* (COM (2012) 494; p.69) recognised coastal and maritime tourism as one of the five priority areas for sustainable growth and employment in the blue economy. The communication formulates proposals regarding the many challenges, with a view to capitalise on Europe's strengths and to contribute to the EU 2020 objectives for smart, sustainable and inclusive growth. A strategy was developed for the four main challenges: (1) boosting the performance and competitiveness by improving knowledge and promoting cooperation between enterprises; (2) promoting skills and innovation based on a targeted training policy; (3) enhancing sustainability by limiting the environmental impact (environmental management systems, reduction of emissions from recreational watercraft, promotion of eco-tourism) and promoting a high-quality innovative and sustainable offer; (4) maximising the use of available European funding channels. There is a need for integration with the transversal and sectoral EU policies directly or indirectly impacting coastal and maritime tourism, such as policies on environmental protection, climate, regional development, training, consumer protection, IT connections, sustainable transport, security issues and free movement of workers.