

## **Sustainable tourism in coastal areas: The challenge of urbanisation**

*Date:* May 30 2017 – 9.00-18.00 (Breakfast at 8.30, please join us!)

*Location:* Aalborg University CPH, *Frederikskaj 10B, Lokale 024 i Bygning C*, 2400 Copenhagen South. (for parking options, public transportation and place, see this [link](#), ('FKJ 10B') or see map at the bottom)

*Participant requirements:* No requirements - besides an interest in discussing sustainable tourism. Participants are citizens, researchers, students, representatives from national research agencies, representatives from tourist and environmental organisations and partners from the MARINA consortium.

*Registration and questions:* Jesper Rohr Hansen , [jer@sbi.aau.dk](mailto:jer@sbi.aau.dk), +45 31217855

### ***The idea behind the workshop – shared challenges across Europe***

On the workshop, we will jointly develop, share and refine our creative ideas for improving sustainable tourism in those towns and cities affected by urbanisation. We will do so by means of a highly experienced international facilitator, who will use a novel method, Structured Democratic Dialogue, as a way of making a joint *roadmap*, based on the ideas of the participants.

The roadmap is an answer to the United Nations who has made 'sustainable tourism' the key focus for 2017. The roadmap will be displayed at international venues. The roadmap will hopefully also have impact on future EU policy and EU funding opportunities; it will do so by showing how members of the European Union can improve their local tourist economy in a responsible way, by mean of a specific type strategy for research and innovation, the so-called 'Responsible Research and Innovation' strategy. The roadmap and the thoughts behind it will be presented at a EU policy workshop, facilitated by the MARINA project, which Aalborg University is a part of. As participant, you will also get an opportunity to be a part of this policy workshop.

### ***Workshop theme and program***

Coastal cities are facing urbanization challenges. This goes for those large cities exposed to population growth and mass tourism, but also those coastal cities facing the opposite – 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. Enhancing coastal and maritime tourism in Europe, while maintaining the original atmosphere and population diversity is one challenge; a second is preserving and/or strengthening the environmental and place-based qualities of the coastal cities and towns. These are two key challenges of most European countries.

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. For this to happen, research and innovation can support building European societies able to deal with challenges of social inclusion, responsible growth and sustainability. That being said, efficient cooperation between groups as different as researchers, innovative businesses, politicians and citizens are difficult to establish. This is also true when it comes to sustainable tourism in coastal areas affected by urbanisation, in which planning for urban development needs to be related to social, ecological and economical aspects. On this basis, it is vital to develop good ideas for ways of cooperating and develop sustainable business models.

### ***Workshop purpose***

On this basis, the workshop will provide a response to the following question:

**What networks and actions of innovation and research are necessary to ensure that coastal cities prosper and benefit from sustainable tourism and at the same preserve their cultural, environmental and social inclusionary qualities?**

### ***Program of the day***

Time	Activity
8: 30-9: 15 (45')	Breakfast, Registration and Welcome
9:15- 9:20 (5')	The MARINA project
9:20-9:30 (10')	SDD Methodology: what are we going to do
9: 30-11:00 (1h 30') (including coffee break)	IDEA GENERATION PROCESS: explaining details, asking clarifications
11: 00-13: 10 (2h 10') (including fruit and coffee)	GROUPING IDEAS: bottom-up clustering of ideas
13: 10-13: 30 (20')	VOTING IDEAS
13: 30-14: 30 (1h)	<i>Lunch</i>
14: 30 - 16.45 (2h 15') (including coffee break)	IDEAS HIERARCHY: creating a road map
16:45-18.00 (1h 15')	IMPLEMENTING: which actions are needed to reach the goal

**Location: we will have the workshop in building 'FKJ 10B'**

**LOCAL AREA MAP**



## ***Practical information and responsible contact persons at Aalborg University CPH***

Participants can get their travel expenses to public transportation covered.  
Participants will be served refreshments and meals during the day.  
If needed, participants can get a diploma to document their participation.

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### ***Links:***

United Nations' declaration:  
<http://media.unwto.org/press-release/2015-12-07/united-nations-declares-2017-international-year-sustainable-tourism-develop>

The MARINA project behind the workshop:  
<http://www.marinaproject.eu/>

Facts and information about 'Responsible Research and Innovation' – how European Union Members can enhance economic growth in a just and sustainable way:  
<https://www.rri-tools.eu/>

Definition of sustainable tourism:  
<http://sdt.unwto.org/content/about-us-5>

**Stay up to date:  
[www.marinaproject.eu](http://www.marinaproject.eu)**

