International Workshop on Tourism as a Catalyst for Regional Development
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Session I Tourism as a catalyst for sustainable growth

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THE MOUNTANEOUS ISLAND

Geographical location
Biodiversity Hotspots
Protected Natural areas
Water resources

Coastal tourism 3Mns visitors/y
Outdoor tourism 24% of the
Business tourism. Island GDP

Climate Change
Tourism in the West Med.

Sustainable Tourism
BIODIVERSITY & LANDSCAPES
PRESSURE ON NATURAL SITES

Restonica Valley: an average of 2500 visitors per day

Lavezzi Archipelago (69 ha islets): 190 000 visitors per year; up to 5500 per day (OEC, RNBB, 2015)

Aiguilles de Bavella: up to 9000 visitors per day in peak season (Intercommunalité, 2016)
SUSTAINABLE TOURISM: A POLITICAL CHALLENGE FOR LOCAL AUTHORITIES

• How not to «kill the goose that lays golden eggs»?
• How to keep the balance between growth and preservation?
• The market rules cannot master the drawbacks of tourism industry
  • Necessity of ressources / flows of public management
  • Need of calls for private / public partnerships
WHAT DOES THAT MEAN?

• Limiting visitors flows and their impacts

• With particular consideration
  
  ✓ to the peak season period (+ 400 000 in August)
  ✓ to sensitive areas

... without diminishing the net revenue of tourism

• Maintaining the competitiveness of the destination

• Cooperating with local suppliers and finding acceptable solutions
THE CTA ROAD MAP: 
THE SMART GREEN ISLAND PROJECT

Two main goals:

• **Ensuring and supporting ecological transition** for tourism industry (water, waste, renewable energies, new eco-friendly tourism offers, short-supply chains...)

• Moving tourism industry towards **digital technology transition** (digital technology for promotion, information, booking, flows monitoring)

And a new tool: the **Tourism Living Lab**
IMPLEMENTATION OF A LIVING LAB

Ecological transition
- Accommodation Catering
- Boating

Digital Technology transition
- Ecomobility
- Energy efficiency for various types of transportation means
- Participatory tourism
- Intangible and cultural heritage
- Tourism flows management

Institutional transition
- Tourism 2.0
- Regulatory obstacles
- Regulatory innovation
- A new approach for valuation and mediation
- Continuous training
PRACTICAL EXAMPLES FEATURED IN THE GREEN ISLAND ROADMAP

- *Rispettu* (BLUEISLANDS partner): carried by hotel-keepers (waste management and short-supply chains)
- *Club des hébergeurs – energy transition and water management in campings*
- *Campi Quì*: a sustainable management system for camper vans
- *A mare andà*: Sustainable mooring management in fragile marine areas
- *TOURInDATA*: data mining and monitoring of tourist flows
- *GT 20*: slow mobility (Corsica biking Tour)
SUSTAINABLE TOURISM AND THE POST 2020 SPECIALIZATION STRATEGY

2018-2021 CTA roadmap

Ecological transition:
Circular economy, soft and sustainable mobility
Digital transition

RIS3 CORSICA Strategic Areas of Innovation

Natural and cultural heritage
Renewable energy
Digital development

Sustainable tourism contribution to the SMART DEVELOPMENT of the ISLAND
«Promoting sustainable tourism in Mediterranean regions »

Integrated approach of tourism and ecosystems evolution
Role of Public Authorities in a sustainable « blue » growth
Social acceptability of tourism
Enhancing competitiveness (extending tourist season)
Promoting cooperation and the use of efficient multi-purpose Data
Promoting eco-friendly tourism, cultural tours, heritage preservation...
Cross-island approach on several issues: waste, water, energy and mobility...
Promoting innovation and the use of digital technologies in a sustainable tourism industry
Corsica yet committed to sustainable tourism through Med Cooperation

Charter of commitments for sustainable material resource management and circular economy

Innovative services for tourism industry in MED area

Sustainable touring routes

with local start-ups
Networking & Cooperation

- Sharing experiences in the CID but also with other CPMR commissions

- Islands are good laboratories for sustainable tourism actions

- Joint projects in the European Territorial Cooperation perspective

- A specific « islands » chapter in the MED programme

- How can we go forward in the existing European Programmes and in those « post 2020 »?

- Requirement of the European Commission: an « Islander Ecosystems Protection Term » in the framework of the tourism development Policy
Thank you for your attention.

Come to Corsica, we’re waiting for you!
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