

# Green economy as development opportunity for EU islands

## Sustainable tourism and biodiversity management Corsica's Example

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## **TOURISM: AN IMPORTANT ECONOMIC WEIGHT**

- Tourism: one of the World's major industries
- 12 % of the World's GDP (source : WTO)
- More or less...1 billion international travelers by 2025
- Major e-commerce sector
- Major maritime activity in Europe (3.2 Mns jobs)
- An 8% growth rate in Europe in 2017
- 13% growth for Southern & Mediterranean Europe in 2017

## A VERY SPECIAL CONNECTION WITH THE ENVIRONMENT

- As tourist destinations the attractiveness of islands is based on outstanding natural heritage
- As an undisputed economic growth factor, tourism remains mainly based on the use of local natural and cultural resources
- Yet, the negative impact on island territories, as bounded spaces, is today recognized :



Calvi beach, June 2013

- ✓ High space & time concentration especially on coastal area
- ✓ Conflicts of use, speculation and social acceptability
- ✓ Over-consumption of natural resource (water)
- ✓ Pressure on eco-systems (pollution , destructions...)
- ✓ Ecological impact of transport (air / sea / road transport...)

## SUSTAINABLE TOURISM: A POLITICAL CHALLENGE

- An ineluctable **dilemma** appears, both on economical and political considerations
  - How not to « *kill the goose that lays golden eggs* » ?
  - How to keep the balance between development and preservation?
  - The rules of the market cannot control the drawbacks of tourism industry
  - From responsible considerations, appears the necessity of a resource / flows public management
  - And the need of private / public partnerships

## TOURISM DYNAMICS IN CORSICA

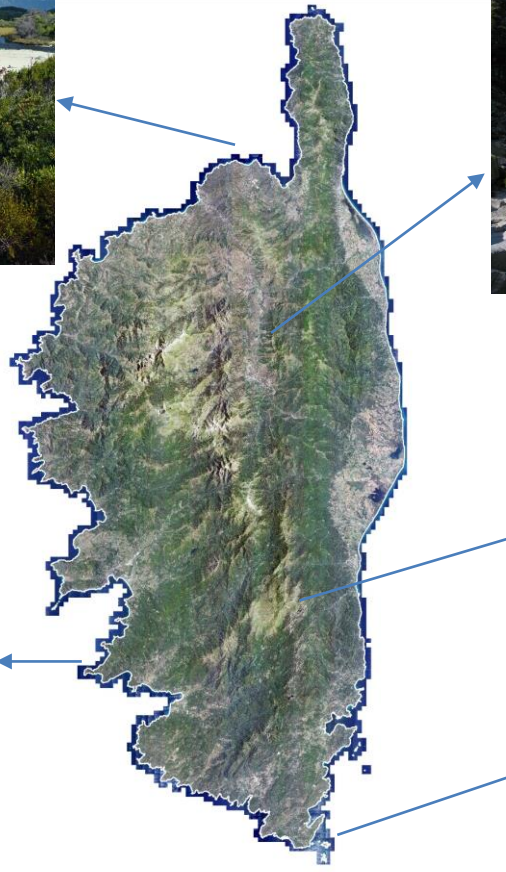
- 3.2 Mns visitors each year for the island of Corsica, 35 Mns nights, 24% of GDP
- 2.7 Mns visitors on a 6 months period for a local population of 320.000
- Increase of visitors in 2017 : + 5.7%
- Last CTA inquiry : they come for Nature (landscapes, beaches...) and Identity (history, gastronomy, wines...)
- A 3rd tourist boom seems more than predictable in Corsica, after those that occurred in the 60's and in the early years 2000
- Mediterranean zone : 1st tourist destination in the World with 30% of international arrivals according the WTO
- By 2030 : 500 millions visitors, considering a 3,5% annual growth rate (WTTC)



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## **CORSICA : BIODIVERSITY & LANDSCAPES**





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## **PRESSURE ON NATURAL SITES – EXAMPLES**



Restonica Valley  
2.500 visitors/day on average



Lavezzi Archipelago (69 ha islets)  
190.000 visitors/year; up to 5.500/day  
(OEC, RNBB, 2015)



Aiguilles of Bavella  
up to 9.000 visitors/day in peak season  
(Intercommunalité, 2016)

## CHALLENGE

- Ensure the destination's economical, social and ecological sustainability of tourism

*“Sustainable tourism development meets the needs of the present tourists and host regions while protecting and enhancing the opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems”*

([www.uneptie.org/pc/tourism/sust-tourism/home.htm](http://www.uneptie.org/pc/tourism/sust-tourism/home.htm))



## WHAT DOES THAT MEAN ?

- Our island has to find a way to benefit from the economy generated by the lures of her nature
- In an intelligent and effective way
- Limiting visitors flows
- With particular consideration on the peak season period (+ 400.000 in August)
- And on sensitive areas



## **CORSICA TOURISM AGENCY'S ROAD MAP**

3 main goals :

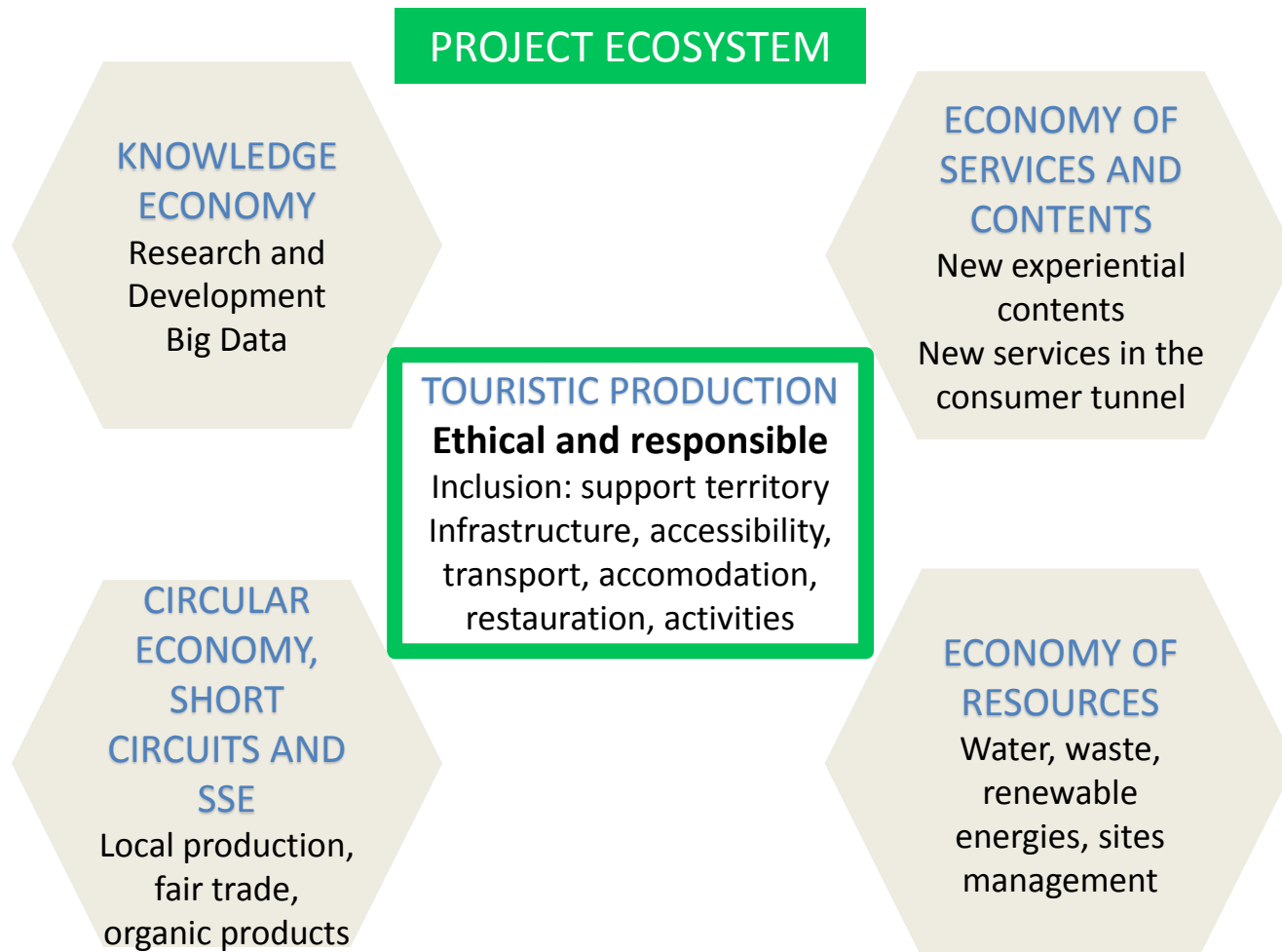
- Ensure and support ecological transition for the tourist industry (water, waste, renewable energies, new eco-friendly tourism offers, short-supply chains...)
- Move the tourist industry forward into digital technology transition (digital technology in promotions, information, bookings, flow monitoring)
- Technological, organizational and regulatory innovation through a Living Lab



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## **CORSICA TOURIST POLICY : A PARADIGM SHIFT**

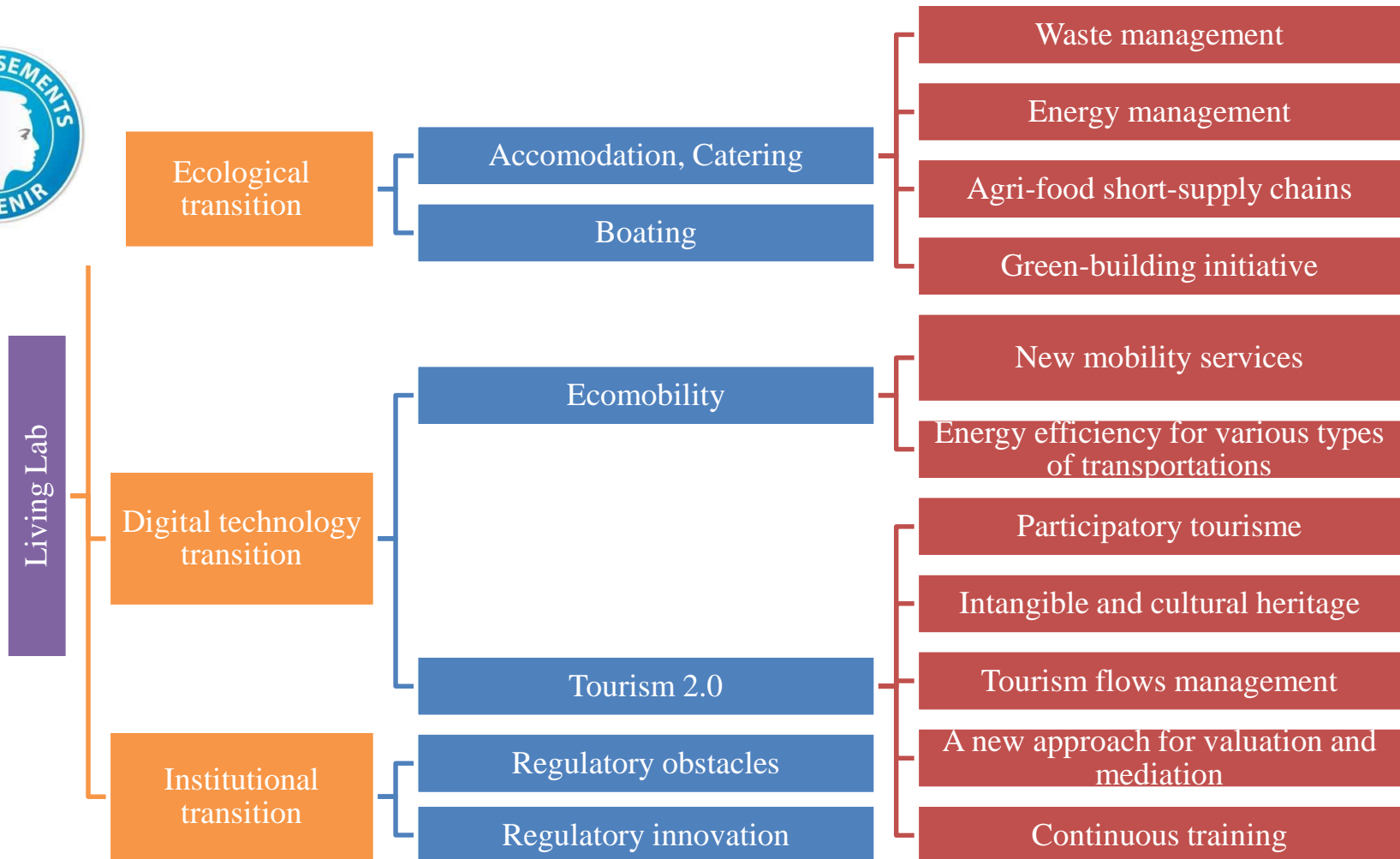




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## IMPLEMENTATION OF A LIVING LAB



## PRACTICAL EXAMPLES FEATURED IN CTA PROJECT

 **Intense**

- **Intense** : Promoting a sustainable tourism through cycling and hiking itineraries



- **Rispettu (BLUEISLANDS' partner)** : carried by hotel - keepers upon waste management and short-supply chains

- **CORSCOMBIODECHETS** : organic waste management in accommodation and catering industry

- **Campi Quì** : Sustainable management system for the estimated 28 000 camper vans touring Corsica each year

- **A mare andà** : Sensible mooring / anchorage management in fragile marine areas– development of anchoring buoys and reefs the estimated 15 000 recreational boaters, outside from port facilities

- **A to strada** : mobile phone- monitoring of tourism flows (currently under experimentation at University of Corsica)

## NETWORKING & COOPERATION

- Islands are good laboratories for sustainable tourism actions
- Share experiences in the CID but also with other CPMR commissions
- Joint projects in the European Territorial Cooperation perspective
- A specific « islands » chapter in the MED program
- How to look forward in the existing European Program and those « post 2020 »?
- Require from the European Commission an « Islander Ecosystems Protection Term » in the framework of the tourism development policy



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Vi ringraziau!

Thanks!

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