



# BLUE TOURISM

## E-Newsletter

July 2023

### The significance of competitiveness and sustainable local business development in watercourse regions

Watercourse regions hold immense potential for economic growth and cultural significance, making them valuable assets for local communities. However, to harness the benefits they offer, it is crucial to prioritize both competitiveness and sustainable business development in these areas. By doing so, we can ensure the long-term prosperity of these regions while preserving their unique ecological heritage.

**Fostering economic competitiveness:** by promoting and supporting local businesses in watercourse regions, we create a thriving economic ecosystem that attracts investments and generates employment opportunities for residents. With a strong competitive advantage, these regions can carve out a unique position in the market, attracting tourists, customers, and partners.

**Preserving natural resources and biodiversity:** sustainable business practices are vital to ensure these resources are used responsibly and preserved for future generations. Encouraging local businesses to adopt environmentally friendly approaches helps mitigate ecological damage while allowing for continued economic growth.

**Promoting social and cultural sustainability:** by empowering local entrepreneurs and artisans, we celebrate the cultural heritage of watercourse regions,

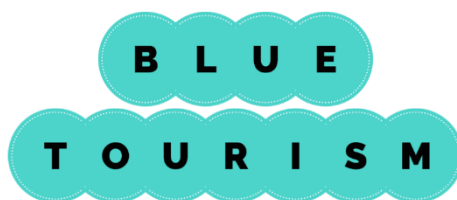


Dock of the Canal of Castile, Medina de Rioseco, Spain

preserving traditional practices, crafts, and knowledge. This, in turn, strengthens the sense of community identity and pride, fostering social sustainability and cohesion.

**Addressing the United Nations Sustainable Development Goals (SDGs):** by embracing sustainable business practices, these regions can actively contribute to SDGs such as Clean Water and Sanitation, Responsible Consumption and Production, and Life Below Water, among others.

**Enhancing resilience to environmental challenges:** climate change and environmental degradation pose significant challenges to watercourse regions. Sustainable business practices can enhance their resilience by reducing the carbon footprint, conserving water resources, and adopting renewable energy sources. By building resilience, these regions can better withstand the impacts of climate change and safeguard their economic and environmental future.



## Networking and local partnerships for sustainable tourism

In the tourism industry, networking and building partnerships is essential to provide integrated tourist products and deliver a great service to the end user. The necessity to create close collaborative networks and relationships is stronger in tourism than many other industries, due to the number of micro and small-sized organisations spread over a geographic area.

Local partnerships are vital for small tourism providers to stave off competition from bigger global players and remain competitive at a local level. Partnering with like-minded small local businesses can give tourism providers stronger roots, better exposure and a better chance to succeed with sustainable practices in their local area.

A local water-based tourism partnership has the potential to provide growth for blue tourism generally and by working together, sustainable tourism providers can reduce their impact on climate change.

To decide what businesses to network with, tourism providers should first identify businesses that are closely aligned to their own business practices. It can help to map business activities and see which gaps or weakness other like-minded blue tourism providers might be able to fill.

In the pursuit of sustainable tourism, local partnerships play a pivotal role. By teaming up with other businesses and organisations in the area, tourism providers can pool resources and expertise, leading to positive outcomes for the environment and the local community.

Once potential partners are identified, the focus should be on finding businesses and organisations where networking and local partnerships can have the most significant impact. The goal is to create networks and relationships that amplify the strengths of each partner and collectively address mutual challenges.



## Partners meeting and field trip to the Canal of Castile in Spain

The Blue Tourism partnership met on the 17<sup>th</sup> of January for its third partners meeting, in the Castilla y León region of Spain, in [Medina de Rioseco](#) city.

The meeting was held face to face in Riosecoworking, the workspace of Medina de Rioseco located in the city center. Partners discussed project progress and results development, focusing on the **into-action videos** and the **piloting activities** to be developed during the next months. Main tasks were discussed, and deadlines agreed, so project development could be completed in time.

After the meeting, the partners met with Mr. David Esteban, Mayor of Medina de Rioseco city, who was interested in the development of the project and accompanied the group of partners in the afternoon to visit the **dock of the Canal of Castile**, located in the town.

Partners had the opportunity to learn about one of the most important hydraulic engineering works carried out between the mid-18<sup>th</sup> and early 19<sup>th</sup> century in Spain. This location has become an important water tourist attraction for the Castilla y León region.

For more information about the Canal of Castile visit the site of the [Traveler Reception Center. Medina de Rioseco](#).

# BLUE TOURISM

## THE PARTNERSHIP



### Best practice: Cavan Adventure Centre

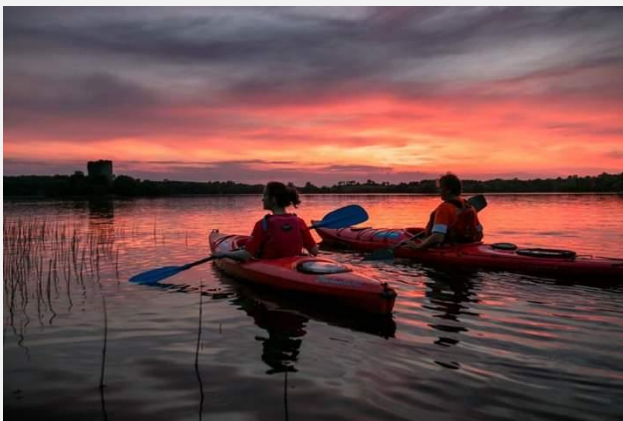
This tourism provider, located in rural Ireland offers traditional watersports, such as canoeing, kayaking, stand-up paddleboarding and guided boat tours, as well as in inflatable adventure waterpark. There are also land-based activities on offer, such as bike and e-bike hire and bio-diversity tours. It has strong ecological and sustainable values. Rainwater is collected and harvested for toilet flushing, vehicle washing, gardening and laundry. A water drinking fountain is available for customers to avoid the purchase of plastic bottles. The small tourist venture also aims to establish a new geopark walk in partnership with other small tourism providers in the area. The aim is to promote the geodiversity of the area linking different tourist attractions and towns together to create an integrated tourism adventure that would link several tourist venues and

small businesses in one bike or kayak adventure, thus helping to support ecotourism in a wider community.

The blue tourism provider aims to reduce energy consumption and minimise business travel, using video conferencing where possible. The business also has a green purchasing policy with a focus on local sourcing, reuse, and green recycling.

Cavan Adventure Centre operates the only inflatable water-based adventure park in the region and sensitively exploits the natural habitat to deliver a high-quality blue tourism offering whilst adhering to sustainable and green operational practices.

It offers educational days out for school children where young people can learn about the biodiversity and blue tourism practices before enjoying some of the environmentally friendly attractions.



### More info here

[www.cavanadventure.ie](http://www.cavanadventure.ie)  
info@cavanadventure.ie  
+ 353 (0)49 489 3630  
+353 (0)87 1146971



[www.bluetourism.eu](http://www.bluetourism.eu)



[www.facebook.com/blue.tourism.EU](https://www.facebook.com/blue.tourism.EU)



[https://www.youtube.com/channel/UCNTI5I1AtaylBGMSVK\\_j12Q](https://www.youtube.com/channel/UCNTI5I1AtaylBGMSVK_j12Q)



Co-funded by the  
Erasmus+ Programme  
of the European Union

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein

PROJECT NUMBER 2021-1-PT01-KA220-VET-000032948