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1 Introduction

This report is published by the Interreg Baltic Sea Region project BalticBlueMarinas: Remote Baltic Marinas as Drivers for Sustainable Coastal and Maritime Tourism Development. It presents an overview of the current situation in coastal and maritime tourism in the Baltic Sea, with a focus on marinas as sustainable tourism destinations. In particular, the report highlights the state of play of sustainable coastal and maritime tourism in Estonia, Sweden, Latvia, Poland, and Finland, with an emphasis on remote and rural marinas of these countries. In this report, sustainable tourism is defined as ‘tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities’ (UNEP & WTO, 2005).

The project contributes to the European Union Strategy for the Baltic Sea Region (EUSBSR) Priority Area Tourism. The overall objective is to develop the Baltic Sea region as a sustainable tourism destination. To achieve this, transnational tourism in remote and rural areas of the Baltic Sea are promoted. Developing sustainable tourism in remote areas not only helps to spread economic benefits of tourism, but it also helps to create jobs, a well-functioning infrastructure, a good living environment and other local support services (European Commission, 2021). In turn, this can help to create more resilient and sustainable communities.

This report focuses on coastal and maritime tourism in the Baltic Sea. Coastal and maritime tourism embraces the full range of tourism, leisure, and recreation activities in the marine environment, coastal zone, and the offshore coastal waters. Coastal and maritime tourism includes all sea-related tourist and recreational activities in the coastal areas as well as water-based activities, e.g., recreational boating (i.e., “yachting and marinas”), cruises and nautical sports like recreational fishing and activities on land (e.g., marinas or cruise ports) (European Commission, 2017).

Coastal and maritime tourism, as the largest maritime activity in the Baltic Sea Region (BSR), is of major importance for its economy as the competitiveness of the sector is a driver for sustainable growth, jobs, and social cohesion. In particular, marinas offer an attractive environment all year-round as the sea is the most important factor in the BSR tourism, and blue spaces have various health benefits. Developing destinations around marinas, capitalising the use and their potential could increase significantly sustainable development of the remote, rural BSR destinations from economic, social, and environmental perspectives. They have impact not only to the tourism sector but to local coastal communities as well.

Integrating marinas into regional tourism development and recreational boating with other tourism sectors is needed to foster sustainable tourism development in the Baltic Sea. Marinas are a part of the overall tourism package. However, they are underestimated as tourism destinations. In particular, remote and rural BSR marinas should be considered as drivers of sustainable tourism development, the use of marinas should be capitalised, and marinas developed as key actors of tourism destinations and networks in Baltic Sea region

This report is produced in collaboration with Satakunta University of Applied Sciences (Finland), University of Tartu, Pärnu College (Estonia), Estonian Small Harbour Development Center (Estonia), Riga Planning Region (Latvia), Municipality of Söderhamn (Sweden), and Association of Sea cities and Municipalities (Poland). These organisations have collected the data analysed in this report.

After the introduction the research process is presented briefly. The introduction is followed by the survey results and case studies. First, one case study per country is presented as an example. Second, the common challenges and sustainable development summarising all the case studies are presented. Lastly, all the research results are gathered together and implications drawn for a possible further development.



Photo: Sanna-Mari Renfors

2 Research Process

2.1 Survey

Two different research methods were used to get an overview of the current situation in coastal and maritime tourism in the Baltic Sea, with a focus on marinas as sustainable tourism destinations. First, the project partners conducted a survey simultaneously in Finland, Estonia, Latvia, Sweden and Poland, from December 2020 to January 2021. The aim of the survey was to investigate the situation of the marinas in remote and rural destinations as drivers of sustainable tourism development. The survey was designed to identify challenges, relevant target groups and stakeholders, as well as the current state of sustainable development of the marinas. The survey was designed as a joint partnership effort, with all the partners involved. The lead partner proposed a draft of the main topics. This draft was later discussed and further developed during the monthly partner meetings. Suggestions and ideas of all partners were incorporated in the final survey. The survey was first written in English and then translated into the local languages, with the aim to better reach the respondents.

Each partner approached stakeholders located in rural and remote destinations, since the EUSBSR PA Tourism's aims to contribute to tourism development in these areas. The survey was sent to entrepreneurs, local, regional and national public authorities, non-governmental organisations and regional business development organisations. The survey was distributed in a form of a Word document attached to an email or as a e-form questionnaire to 300 stakeholders. The questionnaire composed of 30 questions. Three of them targeted only marina operators (see attachment 1).

More than 121 responses were collected - most of which came from Latvia (50 respondents). Most of the respondents were entrepreneurs operating near marinas and local public authorities (e.g., municipality's administration, tourism information centers, port authorities). Other types of stakeholders constituted a relatively lower percentage of respondents. Most of the surveyed entrepreneurs represented the tourism sector, operating in accommodation sector and restaurants, equipment rentals and various leisure services. Less often, the stakeholders offered other relevant services e.g., sauna or SPA, organised events or rented meeting and conference facilities. The respondents represented mainly micro-enterprises (number of employees <10) or were self-employed. The response rate varied between the countries and depended on the stakeholders but generally was higher than expected. It proved that stakeholders are interested in getting involved in the planning of local tourism development, networks and partnerships but also aim to improve their services.

2.2 Case studies

Alongside the survey described above, two marina case studies were conducted in each country. These marinas were located in rural areas or remotely (excluding metropolitan areas) in the Baltic Sea region and they provided additional data to better understand the results of the survey.

The aim of the data gathered in case studies was to examine economic, socio-cultural, and environment sustainability, with a particular regard to local challenges and opportunities, possible business models, as well as accomplishments and future plans for marinas. Moreover, the relationship between different actors of the marina was investigated, alongside the challenges related to the marketing and other skills needed to improve the current situation.

At each destination, the key actors were identified based on the evaluation of the current activities and services offered. Each partner proceeded with an online discussion with at least one representative of determined organisations, for a total of 14 interviews. These semi-structured interviews were conducted in January 2021. The survey was used as a guideline, as well as a template provided by the lead partner (see the attachment 2). However, each partner was encouraged to highlight all important aspects. After the interviews, each partner collected the information in written form in English and shared the findings with the rest of the project team.

Given the design of the research, the analysis of the data was inductive to better understand frequent patterns. For each case study, main themes were identified. The data were studied and compared several times to identify recurring themes. Finally, these similarities, that were considered to best describe the point of view of the stakeholders, were distinguished in two main categories: common challenges of the marinas in the Baltic Sea region and the perception of the sustainable development of the marinas. Details and results of this analysis are described in the following chapters.

3 Survey results

3.1 Target groups

Respondents were asked to indicate their main target groups. There were some differences in this respect across countries as follows:

- Finland: Local residents, second-home owners, one day visitors from the surrounding area. Recreational boaters, motorcyclists, cyclists, families with children, couples, and groups.
- Latvia: Same day visitors and overnight visitors, international tourists, and residents. Families with children and active couples, event visitors, cyclists, and recreational boaters.
- Estonia: Overnight visitors, families with children, groups, international tourists, same day visitors, recreational boaters, local residents, event visitors.
- Sweden: Local residents
- Poland: Recreational boaters, same day visitors, local residents, international tourists

The results show that local residents and people living in the surrounding area visit the marinas. They could be characterised as recreational boaters, families with children, event visitors, cyclists, active couples, and groups. Overnight visitors are an important target group in Latvian and Estonian marinas. The share of international visitors in marinas varies across countries. Latvian, Estonian, and Polish marinas attract international visitors due to the proximity of the neighbouring countries. In these countries, German visitors were also considered as one of the main international target groups. In general, the survey showed that many different target groups are essential in the Baltic Sea marinas.

Visitors reach the marinas mainly by car or by boat in all regions. In Estonia and Finland, the marinas are generally less accessible by public transport. The situation seems to be better in Latvia and Poland. Cycling was also mentioned as a practical way to visit marinas. It is important to note that people visit the marina often for other reasons than recreational boating and they reach the marina coming from the land, not from the sea.

Most of the respondents stated that between 500 and 5 000 visitors use the services in their marina in a year. In Poland and Estonia, the survey showed a relatively big share of marinas that report between 5000 and 25000 visitors as well, especially during the summer season or due to the events organised at the marina.

3.2 Business environment

Entrepreneurs operate in most of the marinas offering various products and services, mainly accommodation and restaurant services in marinas and their surroundings. In addition, equipment rentals, shops, and kiosk services, sailing schools and organised day trips or excursions were mentioned. Sauna facilities were provided especially in the central Baltic

area. Certainly, the services depend on the location of the marina: if the marina is located in a remote area or whether it is situated within a walking distance from a city centre.

Most of the respondents would like to see more entrepreneurs operating in the marinas or in their proximity. The following suggestions were made:

- More accommodation services if they are not offered yet in the marinas or its surroundings
- Different leisure activities and related services: equipment rentals, organised day trips or sightseeing tours, events and entertainment, sauna and SPA services
- More shops and kiosks for recreational boaters to purchase groceries or boat spare parts
- More restaurants

Insufficient infrastructure and the lack of investment and funding were identified as an important obstacle to marina development in all the countries. The need for investments ranged from very basic ones to more advanced ones. Fuel distribution, service buildings and pier capacity were highlighted. In particular low pier capacity was mentioned as one factor hindering the development. Suggestions included for example a launching ramp and a designated area for same day visitors, wintering services for boats, modernising the port infrastructure, better services for campers, expanding the car park, landscaping, and improving the energy efficiency.

3.3 Cooperation

When respondents were asked to identify their main cooperation partners, they most frequently named were local public authorities and entrepreneurs. This means that cooperation in marinas is mainly carried out between enterprises or between enterprises and local authorities. In general, a local public authority supports financially or by other means the activities of the marinas. In addition, non-governmental organisations i.e., various associations and the local community were seen as important partners. In some cases, also the regional authorities were mentioned. The respondents were also asked to rate their collaboration with the main cooperation partners on a scale 1-5 (1=very poor, 5=very good). In general, respondents in all countries were satisfied with the cooperation.

In practice, collaboration usually included joint marketing and sales activities as well as serving visitors together. The entrepreneurs also recommend each other's products and services to visitors. They collaborated also sales and marketing with travel agencies and the region's destination marketing organisation. Furthermore, joint events, for example sailing competitions, were organised with various stakeholders. It was noteworthy that any joint product development was not done extensively. The stakeholders from all the countries noted that there is a need to cooperate more in developing the marinas, increase their competitiveness and attract more visitors in the future.

3.4 Communication

The results showed that more collaboration is needed to provide visitors with coherent information. Currently, there are various separate sources of information. Information is also often very fragmented, which makes it difficult to find. As a result, tourists can't find and get well-organised and systematic information. Latvian stakeholders were the only respondents maintaining that visitors can get sufficiently information by contacting the Tourist Information Centres (TICs). Therefore, the results highlighted that tourist information points would be highly appreciated. In addition, information stands and digital e-kiosks in the marina were recommended to provide the visitors with clear information about attractions, products and services.

Most of the respondents mentioned social media as the main communication and marketing channel for attracting visitors, which means that in today's information-rich world, tourism information providers must be able to highlight the unique product characteristics, thus increasing publicity and visibility. Websites were mentioned quite frequently as the main communication channel for attracting visitors. Many of the respondents use leaflets and face-to-face events. Other communication channels to attract visitors were also mentioned, such as tourism information centres, recommendations of regular customers, tourism fairs and exhibitions, gift cards, TV, and radio.

3.5 Training needs

Respondents were asked to indicate if they needed additional training. Most of the respondents indicated that they would need additional training in digital marketing, which seems logical, given that respondents most often use social media and websites to communicate their products and services. Other needed skills and competencies related to strategic management and business models as well as branding and different co-operation models. Sustainable product development, sustainability certificates and sustainable solutions e.g., resource efficiency were also mentioned.

3.6 Sustainable development

Respondents were asked to rate the level of sustainability of the local marina. The outcomes were rather positive. When concerning *economic sustainability*, the respondents highlighted the need to prolong the tourism season and increase cooperation between enterprises and local community. To develop economic sustainability, business strategy and model development in collaboration with the key stakeholders are needed as well as developing and marketing products and services jointly. This could be a key issue in reaching other target groups than local residents, which was considered essential. Furthermore, investments and funding are crucial to ensure economic sustainability.

Analysing the importance of *socio-cultural sustainability* and its aspects, the respondents deemed most important to integrate the local community and local actors (e.g., food producers, crafters) in tourism development. However, the involvement of the local community is still in its infancy and is not currently being used in tourism development. Second, respecting the local cultural heritage is of paramount importance since marinas

unanimously value the local cultural heritage and have their own story to tell. Enterprises were interested in using storytelling to promote local cultural heritage, because they considered important to tell their visitors stories about themselves and the area and increase communication between enterprises and visitors to develop an understanding of the local culture. However, storytelling has been used only by few so its potential is still unexplored. In addition, safety and serving visitors with special interests resulted as essential aspects of socio-cultural sustainability. It should be also noted that there are many conflicts between different actors hampering socio-cultural sustainability.

Regarding *environmental sustainability*, environmentally friendly solutions are used in everyday activities. The respondents highlighted the use of energy saving appliance (e.g., LED lights) and renewable energy sources (e.g., solar panels, solar collectors). Waste management and wastewater were important in marinas. Effectiveness of waste management depends on the service provider in the area and handling toxic waste seemed to be the most urgent topic to many stakeholders. Respondents also suggested that the use of local and organic food could be increased. In addition to promotional activities, communicating sustainable actions to the public was emphasised.

The certification schemes are not very popular in the Baltic Sea region so far. In Estonia, there are currently no schemes. In Latvia and Poland, only a few respondents indicated that their organisation or enterprise have any certification schemes. In Latvia one enterprise mentioned that they had obtained the quality mark "Q-Latvia" granted by the Association of Hotels and Restaurants of Latvia in the field of quality of tourism services, another enterprise had obtained the cultural mark "Latvian Heritage" awarded by the rural tourism association "Baltic Country Holidays" (Lauku ceļotājs) and one marina has received the tourism eco-certificate Blue Flag. In Poland, the marinas associated with one network have a common certification scheme: The Blue Flag certificate. The most advanced discussion on sustainability certificates is found in Finland, where this is a very relevant topic due to the national development activities. A few guest marinas have or are planning to have a sustainability certificate such as Sustainable Finland Label or Keep the Archipelago Tidy. More expertise would be useful, especially in the productisation of sustainable tourism products and services and sustainability certificates.

3.7 Marina development in the future

The respondents were invited to assess the role of the marinas in the regions' tourism development in the next 5 years. The role of the marina was generally seen central to local and regional tourism. In addition, their role and the number of visitors is expected to grow in the future. During the past years, many investments have been made in the marina's infrastructure and unified networks of marinas have been developed in many regions of the Baltic Sea. Continuing to invest in improving infrastructure and marina capacity as well as marketing would increase the number of visitors and provide more incoming yachts, both domestic and international. In particular, the number of international visitors from the neighbouring countries is expected to grow.

The development of coastal and maritime tourism and recreational boating will provide many economic benefits. It will increase the demand and economic activity of local service providers as well as increase the visibility of the city and county. By offering visitors a variety

of attractions, entertainment opportunities both in the city and in the county, they may decide to stay longer, thus leaving more money for the local economy and the development of local entrepreneurs. However, for the marina to become more active, it would be necessary to attract private entrepreneurs, who will develop and offer some services also outside the marina, thus attracting the interest of visitors. The survey results are summarised in the following Figure 1.



Figure 1. Summary of the survey results

4 Case Study Analysis

4.1 Finland: A remote marina in an island destination

The selected marina is located on an island municipality composed of several different islands of which only three are inhabited. The main actor, that drives the development of the marina, is the municipality itself. Their role is of paramount importance in maintaining services and planning the usage and maintenance of the area as well as infrastructure. The population is divided in five villages. These facts, as well as the amount of population influence the services offered, as well as the enterprises located on its territory. One of the main drawbacks of the municipality is its remote location, which creates issues not only when it comes to attract visitors, but also in relation to the accessibility and logistics. The growth of tourism is limited also by the short summer season and the pier capacity limiting the number of visitors during the high season.

The remoteness also affects to available infrastructure. However, the investments made during in the past years have provided the recreational boaters with improved services. A new service house, sauna, and the new piers have improved the capacity to host guests. The restaurant in the marina, which has been active for years during the summer season, is one of the main points of attraction of the island.

Both economic and environmental sustainability are of great importance. Further development of the territory is necessary to allow the community to manage and thrive. The key factors of profitability are related to both the kind of services offered, as well as the identification of the suitable target groups. Moreover, it is acknowledged how the current situation will not remain stable in the long run, as, through the years, the community has seen a steady decline in services, operating companies, and population.

From an environmental sustainability point of view, structural challenges have been and still are a double-edged sword for the marina, providing both protection for an excessive consumption of the natural resources, as well as impeding the economic growth. Since the volume of visitors is small, the impact on the local environment has been very limited. Even though now there are no certification scheme, recently the marina has been able to present itself as a green destination for recreational boaters. The wastewater pipeline is just an example of some of the investments done in this direction. Solar panels have been installed to the roof of the local restaurant, to power up all the electronic appliances, and the local service house is using a desalinator to create fresh water directly from sea, helping with scarce water resources on the island.

In the stakeholder's opinion, the importance of the environmental sustainability is multiple. On the one hand, it is acknowledged as an important value for the visitors – who, according to the stakeholder, are placing more and more importance on this issue. On the other hand, it is also seen as an investment that will help from an economical point of view, with a reduction of the costs and a more careful management of the available resources.

The participation of the community is a crucial aspect. The local residents are very active and recognise the importance and the need to further develop the marina. However, there have been conflicts, especially when private economic interests might be seen endangered by development plans. As it often happens, the cooperation between the public and private sector is crucial. However, the issues identified above, as well as the importance of maintaining the local cultural heritage and the importance of new investments for services and infrastructure, are all aspects to be considered.

Highlights

- Remoteness, accessibility, logistics
- Capacity limits the number of visitors
- Seasonality is the key issue
- The role of the municipality is crucial
- Tourism development influences on the vitality of the community
- Investments have been made to improve the services for recreational boaters
- The restaurant attracts visitors
- Target groups should be identified more clearly
- The marina has put an effort to present itself as a green destination
- Community participation is deemed essential: local residents are active in developing the marina, maintaining the local cultural heritage is highlighted
- Cooperation between public and private sectors is crucial

4.2 Estonia: A vivid all year-round marina in a small town

The selected marina is located in a small town on the shore of the bay. The marina is a year-round destination with a long-term operating experience. The strength is the closeness to the city centre, that can be reached on foot to attend any events and to use different services. The two most important partners are the city government (local authority) and the yacht club (NGO). The other stakeholders are the members of the yacht club, sailors, surrounding businesses and the local community.

The area belongs to the city and the buildings have been leased by the city to the yacht club free of charge for long term. The yacht club has been operating in the same place for 100 years and it highly values its cultural heritage. Yacht club is the owner of the restaurant, accommodation and sailing school, which are situated in these buildings. There is also a tourist information point. The restaurant is well-known and valued among locals and tourists. The city government also supports the sailing school because it wants to keep the traditions connected with the sea alive in the region and to develop the maritime culture. Several other services are offered in the marina or the surrounding territory: accommodation, restaurant, sauna rental, petrol station, marine equipment store, sail repair, boat and yacht maintenance and winter care.

The marina attracts a wide variety of people. Recreational boaters are an important target group. Domestic and international visitors choose a restaurant and accommodation with a unique view to visit, locals come to the marina for a concert or to enjoy a walk. There is a separate parking lot for motorcycle owners. During summer, theatre performances have

taken place to attract visitors. Regattas and other sailing events are organised. The proximity of different accommodation options supports the organisation of these events. For guests with children, there are different attractions. In winter, there are facilities for winter swimmers.

As yacht passengers always bring some waste with them, it is very important to consider environmental aspects. For example, there should be on-site waste sorting facilities and energy-efficient lighting solutions in public service areas. The collection of wastewater needs to be developed for yacht owners, so that the wastewater can be conveniently discharged into the sewerage system. Wastewater treatment needs also to be developed, as hazardous waste is generated in ports when washing and maintaining boats, which requires special cleaning equipment. For the time being, the marina has not applied for any environmental certifications.

Members of the yacht club form an important community in the marina, so they are consulted when developing the services. Involving the wider community is not considered important. Yacht owners are considered environmentally conscious who appreciate the sea. Communicating the sustainability actions to the public is not considered important or has not been done so far. They hope that this would already be visible through activities.

There are currently no coordinated joint marketing activities between the marina and the companies in its vicinity. The entrepreneurs in the marina primarily cooperate with each other, for example by recommending the different services available in the region. Extending the season is considered important, but it is not the most important aspect of sustainability, because thanks to versatile services, the marina is in use all year round. However, it is important to think about a sustainable business model in the future since the marina is not economically self-supporting. Furthermore, the number of yacht owners in Estonia is growing and thus one problem in future will be the lack of berths. The development of marina is hindered by the lack of investment capacity in infrastructure. The marina does not earn enough to make larger investments.

Looking to the future, this is a developing region. A café with a mooring area is planned next to the territory of the marina. Along the riverbank, there is a new development project for apartment buildings and a marketplace. Thus, new services will be available, and the appearance would improve.

Highlights

- The marina is a year-round destination close to the city centre
- The local authority and NGO are the most important stakeholders
- The area is owned by the municipality
- Maritime heritage is highly valued
- There are various services: restaurant, accommodation, sailing school, tourist information point, sauna rental, petrol station, marine equipment store, sail repair, boat and yacht maintenance and winter care
- A wide variety of target groups visit the marina also for events
- Environmental sustainability needs to be developed: waste management, wastewater

- Joint marketing activities are needed
- Sustainable business model should be developed

4.3 Sweden: A marina as a valued area of the city with marine heritage

The selected marina has a weather protected location at the far end of a bay. On land the infrastructure is good with access by car, bus, and train. Services as electricity network, water supply, drain, waste disposal and broadband exist. The main stakeholder, and landowner, is the municipality. Service and maintenance of fixed assets is handled by the municipality. In addition, there are several stakeholders within different services operating in the marina.

The marina's target group is a wide range of visitors with all its demands for service, supply, experiences, and convenience. There are moorings for overnight boaters, a boat club with moorings and sheds for winter storage of members' boats, a tour boat, RIB-charter, motorhome parking spaces, and a tourist info-point. The city, with its range of trade, is located approximately a five-minute walk from the harbour area. There are also some year-round activities e.g., a smaller local shop with car fuel business and a restaurant.

The surroundings are characterised by old industry and port buildings. Historically, the municipality has been of great importance in defence, shipping, industry, and trade. Over the years, the municipality has encouraged individual entrepreneurs to establish operations in the area. Among the stakeholders, voices are now raised to find a common ground and define a vision for future. It is important to keep the historical and cultural heritage intact. Given the marina's geographical location, there is a great confidence in developing the area to attract both local, national, and international visitors.

The stakeholders would like to see the local residents as well as the tourists as the main target groups –it should attract both. By attracting both local residents and second homeowners to the guest port area would create a "buzz" which in turn makes the area popular. One could say that development can be achieved by both investing but also by making the area popular to visit for recreational purposes. To attract all target groups and future business start-ups, the area would need for example: a naval gas station, launching ramp, moorings for day visitors, access to green areas, decontamination, safety lighting, a cultural scene, and a common vision of the marina's future. The most requested service is the possibility to fuel boats in the guest harbour.

In the stakeholder's opinion, the environment and economy are the key factors in sustainable development. There is desire of more year around based businesses and activities in future. The marina should be more valued in the city – where people meet for business, recreational activities and more. To reach this vision, cooperation between all stakeholders and a joint development platform is needed. It is deemed important to establish a cooperation model for development – thus it is suggested that the municipality takes the lead in such efforts. Joint efforts in marketing are really sought after.

Tourism development involves both challenges and possibilities for entrepreneurs and local public authorities. Therefore, cooperation between the public and private sector and involving local commercial interests in the provision of infrastructure are crucial aspects.

Highlights

- The marina is a valued area of the city
- The municipality is the key stakeholder owning the land and providing infrastructure
- The marina provides a variety of services for visitors e.g., a restaurant, a tour boat, RIB-charter, a tourist information point, more services available in the city centre
- Maritime heritage is valued, the surroundings include old industry and port buildings
- A joint vision for future is needed as well as more year around businesses and activities
- More infrastructure is needed: a naval gas station, launching ramp, moorings for day visitors, access to green areas, decontamination, safety lighting, the possibility to fuel boats
- Public–private sector cooperation is crucial

4.4 Latvia: An international marina within a cargo port

The selected marina is in a center of a small town accessed by road. It is important to note that all the marinas in Latvia are situated in port territories. It is a part of an export and import port for timber, wood chips and other cargo. There are various commercial activities in the area related to the cargo management and exports and imports as well as a fish processing factory. Important stakeholder in steering the development of the harbour is the municipality providing co-financing and other financing to the investments in the harbour infrastructure development. Cooperation platform exists for raising and discussing development issues of the port with involvement of municipality, port authority, businesses, and tourism information centre.

All services for boaters are available in the newly built service building, where boaters have access to the necessary facilities - WC, showers, laundry, sauna, the tourist information point and a rowers' school. The service building is central and it invites locals and visitors to enjoy their time on the coast.

Main visitors come from Estonia, Finland, Sweden, and Poland, less from Germany due to the distance. For visitors, there are many activities to explore: enjoying green and peaceful, seaside, exploring local cultural heritage, also traditions related to lamprey fishing and cooking, attend local fish producers and fishing festivals. The area hosts two restaurants and in a driving distance there are two holiday houses as well as in summer there are modern and classical musical festivals. The coast is covered by a long-distance coastal hiking trail.

Regarding environmental sustainability, the stakeholders note that the marina does not face serious environmental issues: the beach is clean, and there is a bilge water collection system in the harbour. No specific investments are foreseen related to environmental protection. However, there is a potential for energy efficient solutions for the lighting in the area.

The main economic challenge is seasonality. For example, services ecosystem needs to adopt to growing demand for catering and accommodation during the summer. It would be essential to plan some new off-season tourism products and services to ease the seasonality. In addition, more tourism products and services to boaters are needed: places to see, visit and eat. In particular, more local coastal fishing products should be available. Hotspots to attract visitors should be developed e.g., by reconstructing SPA and expanding accommodation opportunities.

To increase competitiveness, infrastructure needs to be developed. There is a need for fuel tanks for boats, wintering services, deepening the fairways and infrastructure as well as service facilities for the sailing school and sailing competitions. It is essential to develop an information platform for repairs and storage services of boats. In addition, new generation of technical staff interested in boat repairs should be trained and educated.

Highlights

- Located in a small town within an international port with various commercial activities
- Municipality is an important stakeholder. A collaboration platform exists.
- The newly built service building is a central attraction in the marina. Many services nearby.
- International visitors
- Local fishing heritage is highly valued, also local fish products.
- Seasonality as the main challenge.
- More tourism products and services for the visitors are needed.
- Infrastructure should be developed: fuel tanks for boats, wintering services, deepening the fairways and infrastructure as well as service facilities for the sailing school and sailing competitions, an information platform for repairs and storage services of boats

4.5 Poland: A cooperative marina with various recreational opportunities

The selected marina is in a small town nearby a national park listed by UNESCO as a biosphere reserve. It is situated at the mouth of a river, sandy beaches with 'moving' dunes and coastal lakes. Apart from the pure nature, the attractiveness of the marina is based on cultural and ship building heritage dating back to the medieval times.

There are several stakeholders in the marina. The marina operator is a private company partnering with the city. The main partnerships in the marina are formed between local public authorities and entrepreneurs. There is a high-quality restaurant also events as well as a seasonal grill-bar. Accommodation can be found in two lodging buildings and companies offering equipment rentals. It also offers a camping site, a car park for motorhomes, a spacious car park, a sauna. There is also a well-developed cooperation with local community, which results in co-organisation of kitesurfing and windsurfing competitions, concerts, picnics, and other outdoor activities.

The marina is well developed and located in a well-established recreational area with visitors during the summer coming from whole Poland due to many natural but also cultural

attractions. The main target group are the recreational boaters, day trippers and overnight visitors, and since recently the caravan owners. However, the investments and mode of operation introduced have as the objective to prolong the season and attract different target groups. Therefore, the target groups have been enlarged to encompass local residents, cyclists, families with children, active couples, and international tourists. Special interest groups should be considered in the future.

The stakeholders aim at concentrating on the existing offer and improve marketing activities, which now are considered as the aspects that hinder the development of the marina. In addition, the stakeholders consider crucial to do several infrastructural improvements in the marina: waste management, condition of the access route, possibility to empty the septic tank and offer services connected to repairs/spare parts for boats. Reconstruction of the piers, deepening the marina, renovation of sanitary facilities for sailors are the most crucial investments that should be made in the close future.

The stakeholders rate high the sustainability in the marina. However, there are no certification schemes. Environmental sustainability is associated with a wide range of aspects from energy saving via waste and water management to local/organic consumption. The most important environmental aspects in the marina are energy saving appliances, monitoring the water consumption, water and waste management and hazardous waste disposal. Local and/or organic food are important, particularly for the marina's restaurant and seasonal grill bar.

The economic sustainability is of huge priority for the stakeholders, for example prolonging the tourism season. Emphasis is put on promoting the marina, its services and the local enterprises and communicating the sustainability actions to the public. More trainings related to these themes would be beneficial. The stakeholders consider cooperating with the local community in developing the services as crucial, which couples with the strong need of developing a business strategy that could increase its economic sustainability.

The stakeholders consider important various socio-cultural aspects in marina development. Various cultural events respect the cultural heritage and promote the local traditions. Integrating the local community in tourism development and local actors (e.g., food producers and crafters) into other business activities is deemed important in the future.

Highlights

- The marina is situated in a small town and in a recreational area near a nature-protected area
- Natural and cultural heritage are the key attractive factors
- A private company collaborating with the municipality operates at the marina
- Public-private partnerships are important
- The marina includes a restaurant, a seasonal grill-bar, accommodation options such as camping, equipment rental. Various events are organised.
- Objective is to prolong the season and attract various target groups, also special interest groups
- Marketing must be improved

- Infrastructure development: waste management, condition of the access route, septic tank empty possibility and services connected to repairs/spare parts for boat, reconstruction of the piers, deepening the marina, renovation of sanitary facilities
- Communicating sustainability is important.
- Cooperation with the local community is essential. Respecting local cultural heritage and local food is important.
- A business strategy for the marina should be developed

4.6 Common challenges of the marinas

First and foremost, we have to mention *seasonality*. All the key stakeholders have pointed out how their marinas are very much affected by the short summer season. Just a couple of marinas have pointed out that they have the possibility to offer different services also in winter. However, these services are strictly correlated to the very essence of their organisation. For instance, in one of the Polish marinas, the key actor is the Academy of Physical Education and sports in Gdansk: training services can be offered throughout the year. A similar situation can be found in Estonia, in some of the destinations where the access by road and sea is open throughout the year: therefore, the local restaurant and accommodation are available regardless of the season. However, it is worth to notice that, despite these two exceptions, the very same marinas state a wide difference between the number of visitors in the high and low seasons.

A second challenge is related to *the need of investments and funding*. Generally speaking, investments is stated by all stakeholders interviewed. The type of investments could be shortly summarised in *three different categories*. First of all, there is always *a need for more infrastructure*. A wastewater pipeline, as well as more accessible route to the marinas, are often indicated as top priorities. Particularly, the accessibility to the marinas is related not only to land route, when applicable, but also to the dredging of the fairways, especially in areas that are affected by streams and collect sediments.

A second type of investments is related to *the expansion, maintenance and improvement of the marinas and its services*. In this category, increasing the number of the docks, as well as providing the guests with more services, such as a gas station and service buildings are considered a priority. At the same time, some of the marinas would need to undergo a heavy renovation of the premises to better attract and perhaps increase the number of visitors.

Finally, the last category, tightly linked to the previous ones, consists in *“environmental investments”*. All the stakeholders report that they provide some sort of green services, usually electricity powered by solar energy. However, they all affirm that they would like to improve the situation with further investments on this sector. It seems there are two reasons for this commitment. On the one hand, it would help reducing the costs of running certain services of the marinas. On the other hand, all the stakeholders recognised how boaters have become more and more aware of ecological issues. Therefore, an improvement of an already green image of the marinas, would help in attracting more visitors.

It is interesting to notice how, even though the identified marinas are all in remote destinations, there seems to be a broad difference between an "on-land" and "island" location. Based on the interviews, it seems that the island destinations are facing additional challenges, especially when it comes to infrastructure available, funding and accessibility. Some of the stakeholders have also pointed out how remote destinations face challenges due to the limitation of the service providers. For instance, it was mentioned that the collection of waste on an island is provided by only one company, with no possibility to choose a different one: the level of service was reported as not adequate and has created issues with the visitors of the marinas.

The need of investments is challenged by two main issues: the lack of funding and the challenges in creating a common business model for all the actors. As mentioned earlier, the local authorities are often the ones providing funding to improve the infrastructure, either through direct funding or through project applications (mainly through EU funded projects). However, it is very difficult to keep up with the demands and create an overreaching plan to please all actors involved.

This last issue is tightly connected to a third challenge, related to the expansion of the marina's operation. All the stakeholders interviewed seemed to be aware of *the need of a balance between the economic growth to survive, as opposed to the preservation of the local environment*. Attracting more visitors could benefit the local entrepreneurs, but it also means creating an additional threat to the environment that is generally seen as one of the main points of attraction. The balance among these factors - that is to say, economic growth, protection of the environment and infrastructure - is widely considered difficult to obtain and of concern for the future planning.

The cooperation with the local community is correlated with everything discussed so far and has been identified as a fourth type of challenge. All the marinas have a history of cultural heritage that they want to protect and promote, in a balance like the one previously described. The involvement of the local community is considered as a key factor. Not only they are important for the growth of the marinas itself, as active actors, but they also need to be included in decision making to create a common goal, without which it would not be possible to improve the sustainability and services offered to the visitors. However, this also poses some threats when it comes to the planning and the harmonising all requests.

Finally, the fifth, common challenge is the *marketing and promotion*. This issue seems to be quite widespread and is considered as a high priority. According to some of the stakeholders, it should be even more important than the actual investments, since the problem of being visible is perhaps enough to increase the number of visitors. Once again, collaboration between the different actors of the marinas, and the local community, is a key for success of all marketing efforts. At the same time they also want to attract guests from abroad, not only from partnership countries, but with a particular eye towards Germany. Therefore, the need to improve their image and their presence in the Baltic Sea is considered very important. This might be evident by the different international, cross-border cooperation projects that have flourished in the past years. However, it seems that there might be room to improve and expand the horizon even further, by creating strong cooperation between different countries in the Baltic Sea region.

To sum it up (Figure 2), although different areas of the Baltic Sea were investigated, marinas located in remote and rural destinations face similar challenges. While these challenges influence each other, it is beneficial to identify and analyze them individually in order to highlight useful recurring themes and link them to sustainable development in tourism.

The seasonality seems to have a major impact on the activities that can be carried out and on provided services. Extending the sailing season, as well as creating new activities and services for the winter are presented as possible mitigation measures.

Moreover, investing in infrastructure and in services are very important in order to provide both accessibility and increase the number of visitors in the marinas. However, funding and disputes among different actors are difficult issues to solve. The role of local authorities is crucial both as a guiding force and as a driver for the funding.

The need of investments is tightly connected with the balance between the need for an expansion of the marina operations and the preservation of the local environment. While this issue is acknowledged by most of the stakeholders, an actual solution is yet to be identified. In fact, no details are given on finding balance and how to cope with opposing impulses towards both extremes.

In addition, from the perspective of the stakeholders, each of the marinas have a long history and cultural heritage. This means it is important to include the local community in planning the infrastructure and investments, as well as preserving the natural and cultural heritage. All of this while promoting the marina itself.

Finally, the very same promotion and marketing of the marinas is seen as a very important factor for improving and further developing the area. It has been stated that being visible is perhaps more important than investments. Training is needed with a common vision with different destination in the Baltic Sea as a starting point to improve the current situation.

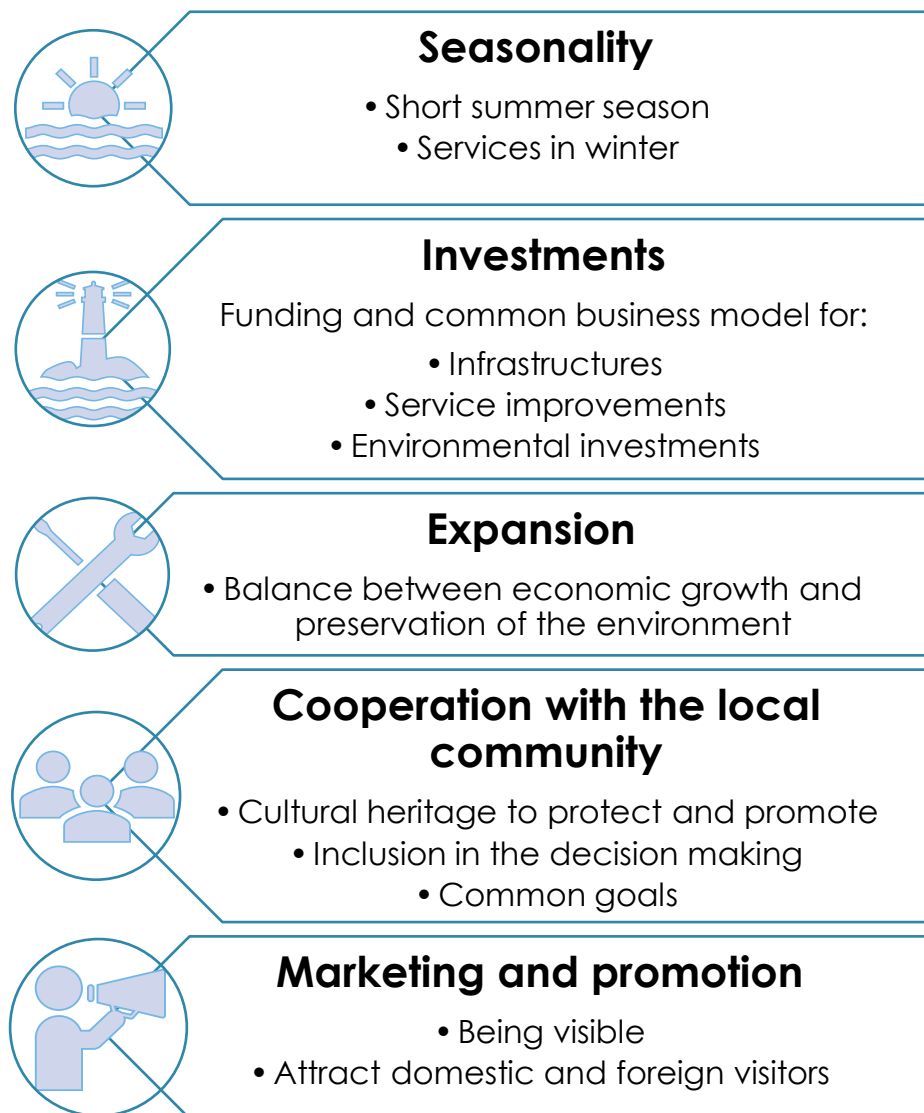


Figure 2. Summary of the challenges facing marinas

4.7 Sustainable development in marinas

The challenges described above are all linked to the four dimensions of sustainable tourism development: environmental, economic, political, and socio-cultural sustainability. The interviews confirmed some of the expectations we had, based on previous studies and research (e.g., Renfors, 2020). In addition, it is noteworthy to mention that these four dimensions are interconnected, as they influence each other in a mutual way.

According to the stakeholders, *environmental sustainability* is an important aspect for the development of their own marinas. As mentioned, this is related not only with reducing the operating costs but also to present themselves to a more and more “ecological-aware” target group. It is interesting to note that many of the stakeholders declare that they have already implemented good “green” solutions in their own marinas as they evaluate good results from an environmental perspective. Sometimes “environmental” seems to be

understood in a restrictive way, meaning the installation of resource efficient investments, rather than in its broader definition. Moreover, some stakeholders stated they were concerned about the balance between environmental sustainability and economic growth. More visitors would help the economic situation in the marinas, but it is opposed by concerns about the condition of the Baltic Sea.

Economic sustainability concerns stakeholders. With a short season and the need for different kind of investments, marinas are facing challenges to keep operating and services running. Accessibility, in the broader definition described above, is of major concern, as well as the maintenance and the expansion of the marinas' services. In addition to environmental concerns, stakeholders seem to highlight challenges related to both funding and cooperation. With limited resources, investments need to be carefully planned. Cooperation is needed for planning between the local authorities, entrepreneurs, NGOs, and other local actors to achieve the best possible outcome. However, the stakeholders stated that this is a real challenge, as it is difficult for all the actors to agree to a common business plan. Despite the common benefit they would receive, sometimes personal interests in one's own organisation are considered more significant.

This latest issue is strongly connected to *the political dimension of sustainability*. Whereas the cooperation of public and private sector is highly acknowledged, and considered a crucial part of the sustainable development of the marinas, its actual implementation faces numerous challenges. Local authorities (mainly municipalities) have a huge impact on the development of the marinas as they plan and often implement projects. In addition, local authorities might be the main financial contributors to the development of the marinas, not only by investing in infrastructures, but also with direct funding to local enterprises or services, as well as a point of convergence for project funding applications. Once again, the need of cooperation between public and private sector, as well as the need for a common business model, is hindered by the same challenges mentioned in the economic sustainability dimension.

Finally, the socio-cultural dimension is the least mentioned among the dimension of sustainability. Based on their cultural heritage, all the marinas have some sort of heritage that they are willing to protect. Some of the marinas are still linked to their fishing heritage, with markets and attractions, while others have developed around new, more family friendly, forms of attraction. While all the stakeholders have stated the importance of involving the local community in the decision making and in the development of the marinas, very few actions have been taken.

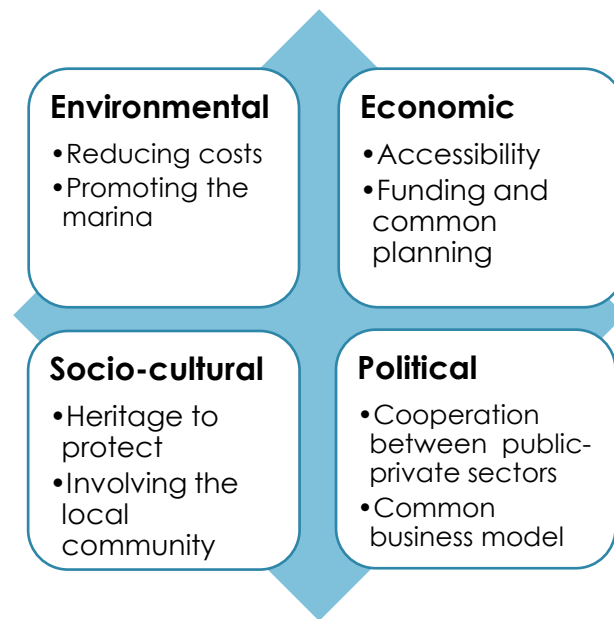


Figure 3. Importance of dimensions of sustainable development in tourism for the stakeholders

To sum it up (Figure 3), although with different degrees of importance, all dimensions of sustainability are acknowledged and addressed by the stakeholders. First of all, concerning the environmental sustainability, it is stated how it is important not only to reduce the operational costs but also to attract visitors, who, according to the stakeholders, have become more and more aware of ecological issues. However, it seems that this dimension is often limited to the implementation of resource efficiency investments in the marinas, reducing a broad concept to a simpler and narrower element.

The economic dimension of sustainability is tightly related to the previous one as the stakeholders find it crucial to balance economic growth and preservation of the environment. However, the accessibility to the marina as well as the need for common planning and funding are regarded as the main issues related to this dimension.

This is further complicated by the political dimension of sustainability and the challenges in the cooperation between the public and private sector. While the former is highly regarded as a driver force for the development of the marina, the private sector has an important part in attracting visitors to the marina. Therefore, this mixture of different needs makes it difficult to find a balance.

Finally, the socio-cultural dimension is the least considered. Not much has been done in this direction, rather than just pointing out the necessity of involving the local communities in the decision-making as well as in the economic growth and environmental preservation of the areas.

5 Summary

The following table (Table 1) summarises the key findings of this study. It presents an overview of the current situation in coastal and maritime tourism in the Baltic Sea, with a focus on marinas as sustainable tourism destinations.

This study on the current situation of marinas in remote and rural destinations in the Baltic Sea has provided useful insights for integrating marinas into regional tourism development and fostering sustainable tourism. It has enabled to experience first-hand what is the state of play of sustainable coastal and maritime tourism and what are the challenges these marinas face.

It can be concluded that Baltic Sea marinas are attractive tourism destinations, not only for boaters, but a variety of target groups. Local residents, second-home owners, same day and overnight visitors visit marinas for various purposes. Depending on the location of the marina and its service level, they also attract international visitors mainly from the neighbouring countries. The number of international visitors is also expected to grow.

To further develop marinas as sustainable tourism destinations, a common vision, a business strategy and a sustainable business model are needed. Profitable target groups should be identified and more entrepreneurs are needed in the service industry: restaurants, accommodation services, different leisure activities and other related services: equipment rentals, organised day trips or sightseeing tours, events and entertainment, sauna and SPA services, shops, and kiosks for recreational boaters to purchase groceries or boat spare parts.

Therefore, more collaboration is essential to develop the marinas, increase their competitiveness and attract more visitors in the future. Currently, cooperation is established between enterprises or between enterprises and local authorities. The role of the municipality and public-private sector partnerships is crucial and this should be strengthened. This is important since there is an obvious need for more infrastructure and investments often supported by the municipality to ensure economic as well as environmental sustainability. Continuing to invest in improving infrastructure and marina capacity is seen as a necessity to increase the number of visitors. In addition, integrating the local community and other local actors in tourism development and decision-making is essential.

Table 1. Summary of the state-of-art in Baltic Sea marinas as sustainable tourism destinations

Theme	Key findings
Target groups	<ul style="list-style-type: none"> • Visitors reach the marinas mainly by car or by boat. • People visit marinas often for other reasons than recreational boating: they reach the marina from the land, not from the sea. • Local residents and people living in the surrounding area visit the marinas: recreational boaters, families with children, event visitors, cyclists, active couples, and groups. • Overnight visitors are an important target group in some countries. • The share of international visitors in marinas varies across countries, depending on the proximity of the neighbouring countries.
Business environment	<ul style="list-style-type: none"> • Mainly accommodation and restaurant services are provided in marinas and their surroundings. • Equipment rentals, shops, and kiosk services, sailing schools and organised day trips or excursions are also provided, sauna facilities in Finland and Estonia. • More entrepreneurs and services are needed. • Insufficient infrastructure and the lack of investments and funding are the main obstacle for development. <ul style="list-style-type: none"> ○ There is a need for more infrastructure, more investments related to the expansion, maintenance and improvement of the marinas and their services as well as more "environmental investments" to improve the green image of the marinas. • A common business strategy and a sustainable business model are needed to develop marinas as destinations.
Cooperation	<ul style="list-style-type: none"> • Cooperation is established between enterprises or between enterprises and local authorities. The role of municipality and public-private sector partnerships is crucial. • Non-governmental organisations i.e., various associations and local community seen as important stakeholders. • Cooperation includes joint marketing and sales activities, serving visitors together, recommending each other's products and services. • Joint events, for example sailing competitions, are organised. • Joint product development is not done extensively. • There is a need to collaborate more to develop the marinas, increase their competitiveness and attract more visitors in the future.
Communication	<ul style="list-style-type: none"> • More joint information campaigns are needed to provide visitors with more coherent information. Tourist information points, information stands and digital e-kiosks would be useful. • Social media as the main communication and marketing channel as well as own websites.
Training needs	<ul style="list-style-type: none"> • Training must include digital marketing, strategic management, cooperation and business models, branding, sustainable product development, sustainability certificates and sustainable solutions.

Economic sustainability	<ul style="list-style-type: none"> • In remote destinations, tourism development influences the vitality of the community. • Seasonality is the key issue: there is a need to prolong the tourism season and increase cooperation between enterprises and local community. • Target groups should be identified more clearly. • More entrepreneurs, tourism products and services for the visitors are needed. • Business strategy and sustainable business model development is needed to assure economic sustainability. • Joint marketing activities are essential. • Investments and funding are needed to ensure economic sustainability.
Socio-cultural sustainability	<ul style="list-style-type: none"> • Integrating the local community and local actors (e.g., food producers, crafters) in tourism development and decision-making is essential, a common goal should be defined. • Respecting and promoting local cultural heritage is of paramount importance since marinas are places of maritime and fishing heritage. • Safety of the visitors and serving visitors with special interests are important aspects of socio-cultural sustainability. • It should be also noted that there are many conflicts between different actors hampering socio-cultural sustainability.
Environmental sustainability	<ul style="list-style-type: none"> • Environmentally friendly solutions are used in everyday activities, such as energy saving appliances and renewable energy sources. • Waste management and wastewater are important. • The use of local and organic food could be increased. • Communicating sustainability actions to the public is emphasised. • Improving environmental sustainability with further investments is needed. • There is a need to find a balance between the economic growth to survive and the preservation of the local environment. • The certification schemes are not very popular in the Baltic Sea region so far.
Future development	<ul style="list-style-type: none"> • The role of the marina is central for local and regional tourism. Their role and the number of visitors is expected to grow in the future. • Many investments have been made in infrastructure and unified networks of marinas developed in many regions of the Baltic Sea. • Continuing to invest in improving infrastructure and marina capacity as well as marketing would increase the number of visitors. In particular, the number of international visitors from the neighbouring countries is expected to grow. • The development of coastal and maritime tourism and recreational boating will provide many economic benefits in the future: It will increase the demand and economic activity of local service providers as well as increase visibility.

Regional cooperation and networking between marinas is essential from the visitors' perspective. Currently, cooperation activities between stakeholders include joint marketing and sales activities, serving visitors together, and recommending each other's products and services. In addition, joint events, for example sailing competitions, are organised. However, they must strengthen the collaboration in information campaigns and marketing activities as well as product development. Marinas should integrate their tourist information services and marketing activities that should make them more visible. Joint marketing and sustainable product development should be encouraged especially due to seasonality. Furthermore, valuable maritime and fishing heritage could be integrated in product development by different means, for example storytelling to expand knowledge and promote cultural heritage.

Environmentally friendly solutions are used in everyday activities, but the certification schemes are missing. In addition to these schemes, environmental investments to improve the green image of the marinas are essential. It is also suggested to enhance the use of local and organic food products and communicate more actively sustainability actions to the public.

In conclusion, the role of the marinas has a central role in local and regional tourism. Their role and the number of visitors is expected to grow in the future. Thus, the development of coastal and maritime tourism and recreational boating in the Baltic Sea will provide many economic benefits to the region in the future.



Photo: Unsplash, Tessa Simpson

ATTACHMENT 1. Survey questionnaire

BalticBlueMarinas is an international project, funded by the EU Regional Development Fund and the Interreg Baltic Sea Region Programme. We would need your help in understanding the current situation concerning sustainable tourism development in the Baltic Sea marinas. We would really appreciate if you could take 10 minutes of your time to answer to the following questions.

Please, note that in this text the selection of alternatives is excluded.

1. Type of organization you represent:
2. If you selected entrepreneur, in which category are you operating (select all that apply).
3. What specific businesses are located in the marina/surrounding territory?
4. How many people are employed in your organization?
5. Which % of your employees are local inhabitants?
6. Select your relevant target groups
7. If you provide services/products directly to the general public, how do customers reach your premises?
8. How many customers use your service in a year?
9. What is the average share of foreign visitors (%) when considering the past two years (2018,2019)?

10. If you have foreign visitors, where do they come from?
11. Who are your main cooperation partners?
12. How would you rate collaboration with your main cooperation partners?
13. Please, provide examples of good cooperation or conflicts in your destination.
14. What kind of benefits do you receive from the marina at the moment?
15. What type of business would you like the most to be run in your marina/in the closest proximity of your marina?
16. What are, in your opinion, the aspects that hinder the development of the marina?
17. What kind of infrastructure/services are needed in the marina?
18. What kind on investments would help your organization?
19. Please rate the sustainability in the marina
20. Please rate the sustainability of your organization
21. Do you have any certification schemes? Which one?
22. What of these environmental aspects do you consider important in your marina or organization:
23. What kind of economic aspects do you consider important in your marina/organization?
24. What kind of socio-cultural aspect do you consider important in your marina/organization?
25. What are your main communication channels and marketing agents for tourist attraction?
26. In which field would you need additional training
27. How do you see the role of the marina in the regions' tourism development in 5 years?

If you are a marina operator, please answer to these additional questions:

28. Is your marina a part of any marina network or cluster organization? If yes- which one (name)?
29. If you are a marina operator, are any of the marina premises leased to external companies/agents for commercial use?
30. If you are a marina operator, is it possible from legal/administrative point of view for leasing the marina's premises for commercial use? If not, why?

ATTACHMENT 2. Template for the semi-structured interviews for the case studies

1. Type of organization you are representing?
2. How many customers/visitors?
3. Describe your marina as a tourism destination
4. Do you have any certification schemes? Which one? What do you think about it? Do you think it is important? Why?
5. How do you see the sustainable development in your marina?
6. What do you think is the most important: economic, environmental, political, social-cultural suitability? How would you rate them? Why?
7. What are the attitudes of the people in your marina/local community concerning the sustainable development of your area?
8. What have you done to develop/improve the level of environmental, social and economical sustainability in your marina?
9. What hinders the sustainable situation of your marina?
10. What are the challenges in the environment development in your area?
11. How does marina and the costal environment affect to your action related to sustainable development? Is your marina included/close to a natural protected area? How does it affect? Do you think it has positive impact? Why?
12. How do you think that the local authority considers sustainable tourism development in your tourism destination? And what kind of action has the local authority taken to support sustainable development? What kind of infrastructures are needed?
13. What do you think are the possibilities for the future sustainable development of the marina? How do you see the future? What are the threats for the future? What are the possibilities for the future?
14. What kind of skills do you think the different actors needs in sustainable tourism development?

This report is published by the Interreg Baltic Sea Region project BalticBlueMarinas: Remote Baltic Marinas as Drivers for Sustainable Coastal and Maritime Tourism Development.

It presents an overview of the current situation in coastal and maritime tourism in the Baltic Sea, with a focus on marinas as sustainable tourism destinations.

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