

## WORKGROUP ON BLUE GROWTH

### FINAL DOCUMENT

*Pescara, 8<sup>th</sup> June 2017*

#### *1. Introduction*

The project proposal drafted by the Chamber of Commerce of Bari and then discussed at the table is the following: NAUTICAL REFITTING AND NAUTICAL TOURISM. OLD SHIPS AS:

- laboratories for transnational refitting
- location for a modern nautical tourism

The project has been introduced by the Bari Chamber of Commerce, Dr. Cosmo Albertini, and then followed by technical reports of the keynote speakers (Professors Rossana Carullo and Michele Fiorentino of the Bari Polytechnic) and by speeches of the other components of the Working Group, who contributed to define the following European project hypothesis.

#### *2. Strategic outlines*

- **Nautical refitting:** restoration and transformation of boats and super yachts, giving them a new life in terms of comfort, technology, safety, environmental sustainability;
- An anti-cyclical activity: shipyards are in trouble with sales of new boats, a large number of old ones needs a substantial maintenance;
- **Nautical tourism:** a tourist experience where the motivation is navigation and experience on board and on the ground, aiming at recreation, sports, entertainment, socialization, etc.
- A multifunctional tourism, combining various activities, some with a recognizable maritime component.
- **There are some stakeholders that could actually manage refitting activities** (Universities and Polytechnics, shipyards, designers, manufacturing / craft companies, ship-owners / nautical associations, specialized ports, tourism cooperatives for ship management) **but there is no link at all among these actors;**
- **Nautical tourism is experienced as a market on its own;** there is a complete lack of a welding among the boat trip, the inland economy (tourism, restaurants, services) and the sale of these tourist packages;
- **The central role of the Chambers of Commerce:** activating these chains, coordinating them, promoting tourist packages linked to new boats (pilot cases).
- The Telegraph, August 2016: "Expect to see a shift from today's mass-market, internet-driven holiday curation to newer technologies that express **a more personalized understanding of a holidaymaker's personality, interests, and emotional and social needs**".
- "Spectacular personalization and segmentation," as is already happening in the US: travels for gay and lesbian people, for cycling lovers, for single Jews, for Republican party supporters. Thematic tours for Pokemon Go or Game of Thrones fans.

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### 3. Conclusions

WHO should be linked in a supply chain

Actor	Actions
Ship-owners / Nautical Associations	They have their own boat refitted
Universities	They design and manage refitting, coordinating suppliers
Shipyards, shipwrights	They accommodate the boat, realizing refitting in practice
Designers, interior fitters, carpenters, craftsmen	They handle interior design and design of furniture for the deck
Tourist cooperatives	They manage vessels after refitting, create tourist packages (involving tourist activities on the mainland).
Tourist activities on the mainland	<ul style="list-style-type: none"> <li>• beach resorts;</li> <li>• marine protected areas;</li> <li>• beauty and wellness centers;</li> <li>• water activities managers (scuba diving, canoeing, surfing, water skiing);</li> <li>• water parks;</li> <li>• restaurants.</li> </ul>
Online dating companies (Meetic?)	They offer tour packages to their associates (the demand side).

### 4. Action agreed

The Table defines as possible actions the implementation of a European common project composed of the following actions:

- **Realization of a nautical refitting procedure for one boat;**
- **Activation of supply chains for nautical refitting** (also through network contracts and a competition for designers);
- **Identification of potential local cooperatives for the management of ships and the sale of tourist packages;**
- **Finding locations and the ideal suppliers for nautical tourism packages;**
- **Launch of tourist packages, where possible** (otherwise, feasibility study).