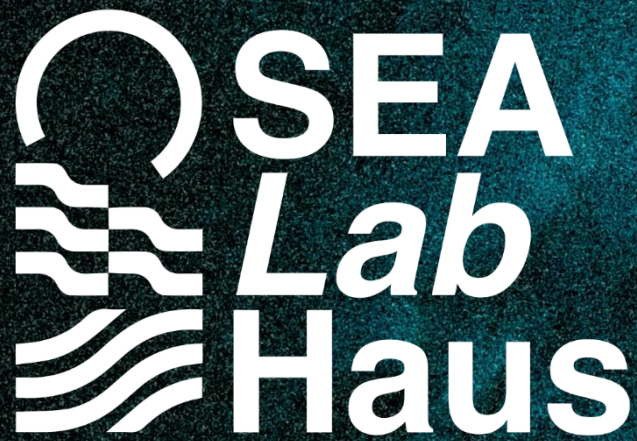


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**JOINT REPORT
II REGIONAL SEMINARS
2025**





Joint Report: II Regional Seminars (2025)

Strategic Plan for Maritime Culture and Blue Tourism

Introduction

During 2025, the second round of Regional Seminars was carried out across the Atlantic partner regions — Ireland, Galicia (Spain), Portugal, Brittany (France) and Canary Islands (Spain)— marking a decisive step forward in the evolution of the project.

Building on the first round of seminars held in 2024 —which focused on the identification and compilation of good practices, projects and resources related to blue tourism and maritime culture, as well as on contributing to the development of the SEALab digital platform— the 2025 seminars advanced towards a more strategic phase, aimed at structuring a shared diagnosis (SWOT) and defining prioritised lines of action (CAME) for the Strategic Plan for Maritime Culture and Blue Tourism.

To achieve this, all regions implemented a shared methodological framework based on the SWOT analysis and the CAME matrix, enabling a transition from knowledge gathering to structured strategic thinking. This approach ensured both comparability across regions and strong territorial anchoring of the results.

The following section presents a concise overview of the outcomes of the Regional Seminars held across the partner regions. Given the diversity and depth of the discussions, the results are necessarily synthesised, highlighting the most relevant elements of the SWOT analyses and the corresponding CAME strategic orientations identified in each territory.

Regional Seminars Summary

II Regional Seminar in Galicia (XUNTA)

Date: 14 November 2025

Location: FOGGA, Xunta de Galicia. Sea Department, A Coruña

SWOT Analysis

- **Strengths:**
 - Strong maritime identity and fishing tradition
 - Rich tangible and intangible heritage
 - Active fishing sector and professional networks
 - Institutional and cultural ecosystem
- **Weaknesses:**
 - Ageing population and lack of generational renewal
 - Weak coordination between actors
 - Low valorisation of maritime culture
 - Limited integration with tourism sector

- **Opportunities:**
 - Public funding for cultural dissemination
 - Growth of experiential and nature-based tourism
 - Educational initiatives (blue schools, etc.)
 - Revalorisation of maritime heritage
- **Threats:**
 - Regulatory barriers and bureaucracy
 - Decline of fishing resources
 - Loss of cultural authenticity
 - Disconnection between society and maritime sector

CAME Strategies

- **Correct:**
 - Promote maritime professions and education programmes
 - Improve coordination and governance
 - Facilitate administrative processes
- **Adapt:**
 - Improve resource management and co-management models
 - Address regulatory constraints
- **Maintain:**
 - Preserve maritime identity and cultural practices
 - Strengthen sector organisations
- **Explore:**
 - Develop cultural tourism linked to maritime heritage
 - Promote innovation and new uses of heritage



II Regional Seminar in Portugal (ADELO)

Date: 4 October 2025

Location: Cabedelo Beach, Figueira da Foz

SWOT Analysis (prioritised)

- **Strengths:**
 - Extensive and diverse Atlantic coastline
 - Existing human and natural resources
 - Strong coastal cultural identity
- **Weaknesses:**
 - Lack of integrated long-term strategy
 - Tourism seasonality
 - Insufficient training in blue tourism, coastal management and maritime cultural heritage
- **Opportunities:**
 - Integration of art, science and tourism
 - Access to European funding
 - Growth of coastal gastronomy-based tourism
- **Threats:**
 - Mass tourism and loss of authenticity
 - Climate change and coastal risks
 - Decline in fish resources

CAME Strategies (prioritised)

- **Correct:**
 - Reduce seasonality through off-season tourism products
 - Develop long-term strategic planning
 - Preserve significant built and underwater heritage
- **Adapt:**
 - Manage tourism flows and overcrowding
 - Address marine pollution
 - Address environmental risks through coastal planning and infrastructure adaptation
- **Maintain:**
 - Promote coastal ecosystems
 - Promote and support the cultural identity
 - Preserve cultural traditions
- **Explore:**
 - Leverage EU funding
 - Develop community-based tourism
 - Strengthen blue economy investments



II Regional Seminar in Ireland (MCC)

Date: 24 November 2025

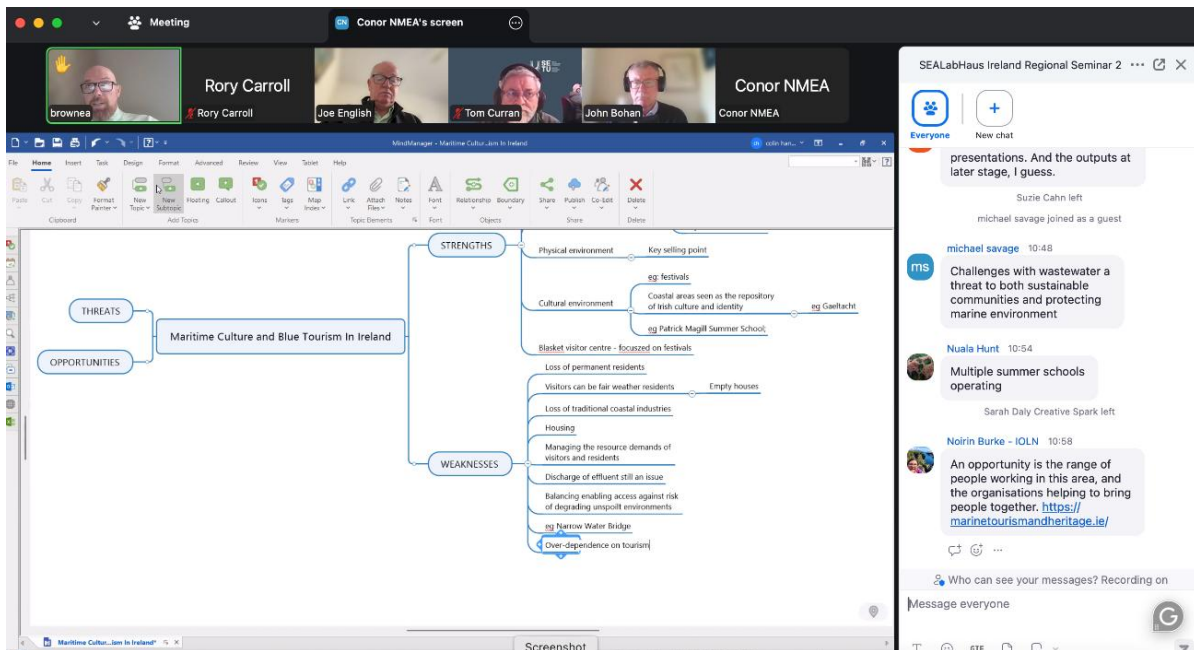
Location: Online (Zoom)

SWOT Analysis

- **Strengths:**
 - Strong cultural identity embedded in coastal regions
 - Creative and innovative communities
 - Coastal communities show creativity, innovation, and a history of welcoming visitors
 - Rich physical and cultural environment
- **Weaknesses:**
 - Loss of young people and permanent residents
 - Seasonal housing pressures and inadequate infrastructure for locals
 - Poor marine waste management and over-reliance on tourism
 - Lack of capacity to support demand for skilled labour
- **Opportunities:**
 - Citizen science and ocean literacy gaining traction
 - Youth-led initiatives and marine education
 - Repurposing industrial heritage and sharing coastal stories
 - Sustainable fisheries, impact data, and marine spatial planning
- **Threats:**
 - Climate change (storms, flooding, erosion)
 - Over-tourism causing environmental degradation
 - Shortages in specialist skills and workers
 - Social media-fuelled “visitor binging” creating hotspots
 - Lack of behavioural change and commitment to sustainability

CAME Strategies

- **Correct:**
 - Address inadequate infrastructure and affordable housing for residents
- **Adapt:**
 - Rebalance tourism to avoid hotspots; spread benefits geographically and seasonally
- **Maintain:**
 - Support traditional maritime heritage and storytelling as core strengths
- **Explore:**
 - Develop youth-focused engagement and new formats for ocean literacy; build a repository for coastal stories and cultural knowledge



II Regional Seminar in France (BREST)

Date: 16 October 2025

Location: Les Ateliers des Capucins, Brest

SWOT Analysis

- **Strengths:**
 - Strong positioning in sustainable tourism (soft mobility, environmental preservation)
 - Presence of key natural assets such as the Iroise Marine Natural Park
 - Well-developed local gastronomy and food culture
 - Multimodal transport infrastructure facilitating accessibility
- **Weaknesses:**
 - Limited cultural infrastructure outside major events
 - Insufficient facilities and services for cycle tourism
 - Fragmented and uncoordinated tourism communication
- **Opportunities:**
 - Development of integrated sustainable tourism packages (mobility, culture, nature)
 - Urban regeneration and improved access to coastal and industrial heritage areas
 - Increasing attractiveness of the region due to climate trends

- Potential to extend visitor stays through diversified offers
- Build on existing best practices
- **Threats:**
 - Climate change impacts (storms, flooding, coastal erosion)
 - Environmental pressure and risk of over-visitation
 - Competition from more diversified destinations
 - Weak connectivity between points of interest through soft mobility

CAME Strategies

- **Correct:**
 - Strengthen the maritime cultural offer and visitor interpretation tools
 - Develop structured visitor routes (e.g. “blue line” connecting key sites)
 - Further develop the local cultural offer
- **Adapt:**
 - Design integrated tourism packages combining mobility and local experiences
 - Develop specific pricing for residents to encourage local participation and balance visitor flows.
 - Support the ecological transition of tourism stakeholders
- **Maintain:**
 - Strengthen coordinated communication on sustainable tourism through shared platforms and identity.
 - Promote visitor engagement and maritime mobility through storytelling and experiences.
 - Develop environmental education activities in natural areas.
- **Explore:**
 - Develop soft mobility connections (cycling, walking routes)
 - Promote local culture through thematic tourism experiences
 - Anticipate environmental risks and adapt infrastructure
 - Create “car-free” tourism packages targeting new visitor profiles



II Regional Seminar in Canary Islands (ULPGC)

Date: 5 November 2025

Location: School of Architecture, University of Las Palmas de Gran Canaria

SWOT Analysis (structured and prioritised)

SWOT Analysis (most voted factors)

- **Strengths:**
 - Rich and diverse Atlantic maritime identity (cultural, natural, historical)
 - Existing community networks and institutional collaboration
 - Presence of academic and research institutions relevant to the blue economy
 - Strong potential for blue tourism diversification
 - Accumulated knowledge and good practices from previous SeaLabHaus activities
- **Weaknesses:**
 - Insufficient environmental awareness among residents and visitors
 - Lack of valorisation of maritime cultural heritage (tangible and intangible)
 - Limited maintenance and protection of heritage (built, natural, underwater)
 - Low diversification of the current tourism offer
 - Urban and territorial pressure and inadequate coordination between administrations
- **Opportunities:**
 - Reactivation and rehabilitation of coastal and maritime heritage sites
 - Digitalisation tools for heritage, education, tourism and citizen engagement
 - Availability of European funds for blue innovation
 - Growth of experiential, cultural and community-based tourism models
 - Increasing social and political interest in environmental conservation
- **Threats:**
 - Tourism overcrowding / mass tourism
 - Urban pressure and real estate speculation in coastal areas
 - Environmental degradation (pollution, marine litter, illegal discharges)
 - Dependence on the conventional “sun and beach” tourism model
 - Generational disconnect and loss of maritime cultural knowledge

CAME Strategies (priority lines)

- **Correct (Weaknesses):**
 - Environmental and maritime awareness campaigns
 - Improve valorisation and visibility of maritime cultural heritage
 - Strengthen protection, maintenance and governance of coastal heritage
 - Diversify blue tourism products and local experiences
 - Enhance financial tools and resources
- **Adapt (Threats):**
 - Manage tourism flows and prevent overcrowding
 - Mitigate environmental risks (pollution, marine litter, discharges)
 - Regulate territorial and urban pressure in coastal areas
 - Reduce dependence on the conventional tourism model
 - Recover intergenerational maritime knowledge
- **Maintain (Strengths):**
 - Support academic and research activity in maritime and coastal fields
 - Strengthen training programmes and knowledge transfer
 - Preserve cultural and natural maritime identity
 - Maintain collaborative networks among institutions and sectors

- **Explore (Opportunities):**
 - Reactivate and rehabilitate maritime heritage sites
 - Integrate digital tools into heritage interpretation and blue tourism
 - Apply for European funds to support innovation and sustainability
 - Promote experiential, community-based and cultural tourism
 - Strengthen collaborative research and multi-actor networks



Participation

The seminars brought together a wide range of stakeholders, including public administrations, academic institutions, cultural actors, tourism professionals and community representatives, consolidating a transnational Atlantic network aligned with the objectives of the project.

Key Insights (SWOT Synthesis)

The comparative analysis of the SWOT exercises reveals a consistent territorial pattern across the Atlantic regions. Maritime culture and coastal identity remain the primary assets, supported by natural environments, cultural heritage and institutional ecosystems.

At the same time, structural weaknesses persist, particularly in terms of governance fragmentation, limited valorisation of heritage and insufficient integration between tourism and local systems. These challenges are often linked to demographic trends and capacity constraints.

Opportunities are strongly aligned with current European priorities, including sustainability, innovation and digitalisation. In particular, the development of integrated tourism experiences —combining mobility, culture

and nature— emerges as a shared direction, reinforced by the growing relevance of soft mobility and territorial connectivity.

Threats are largely systemic, including climate change, environmental degradation and tourism pressure. Increasingly, regions also highlight the need to manage visitor flows and ensure coherence between infrastructure, services and territorial identity.

Key Strategic Orientations (CAME Synthesis)

The CAME results converge into a set of complementary strategic orientations. Education and awareness remain central, aiming to strengthen the relationship between society and maritime culture.

A second major line focuses on heritage valorisation, not only through preservation but through activation, interpretation and integration into tourism and local development strategies.

A third axis relates to the transition towards more sustainable and diversified tourism models. This includes managing flows, reducing seasonality and, increasingly, developing integrated and packaged tourism experiences supported by soft mobility systems.

Finally, innovation, research and digitalisation act as transversal drivers, supporting better coordination, improved communication and new forms of value creation across the blue economy.

Conclusions

The II Regional Seminars confirm the consolidation of the SEALabHaus project as a structured and collaborative process. The transition from knowledge collection to strategic definition is clearly reflected in the outputs produced across regions.

The adoption of a common methodology has enabled both comparability and coherence, while allowing each territory to contribute its specific perspective. The integration of themes such as mobility, sustainability and territorial coordination further strengthens the strategic relevance of the results.

Overall, the seminars provide a solid and actionable foundation for the development of the Strategic Plan for Maritime Culture and Blue Tourism, ensuring that future actions are both coordinated at the Atlantic scale and grounded in local realities.