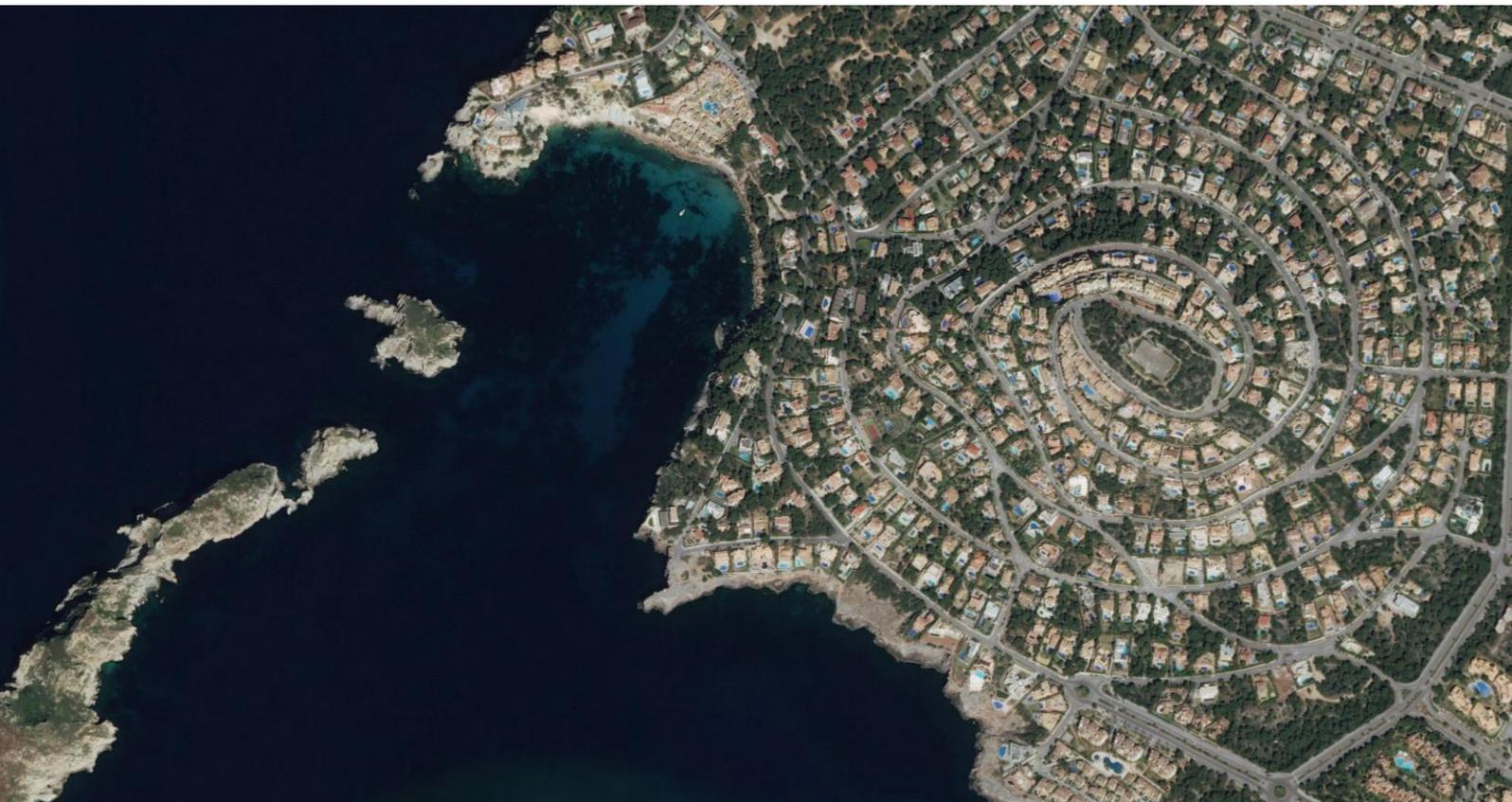


Tourism and the environment

Towards a reporting mechanism in Europe



ANNEX 16. Indicator assessment TOUR009

Tourism certification tools (2). Beaches and marinas



Cover design: ETC/ULS

Cover photo: Coastal urbanisation in Mallorca (Spain), © Bing Maps

Layout: Francesc Romagosa (ETC/ULS)

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Indicator name: TOUR009 – Tourism certification tools (2). Beaches and marinas

Assessment

Indicator name

TOUR009c – Blue Flags for beaches and marinas

TOUR009e – Share of marina port capacity with Blue Flag by coastal NUTS 3

Key policy question

How effective are environmental management and monitoring tools towards a more integrated tourism strategy?

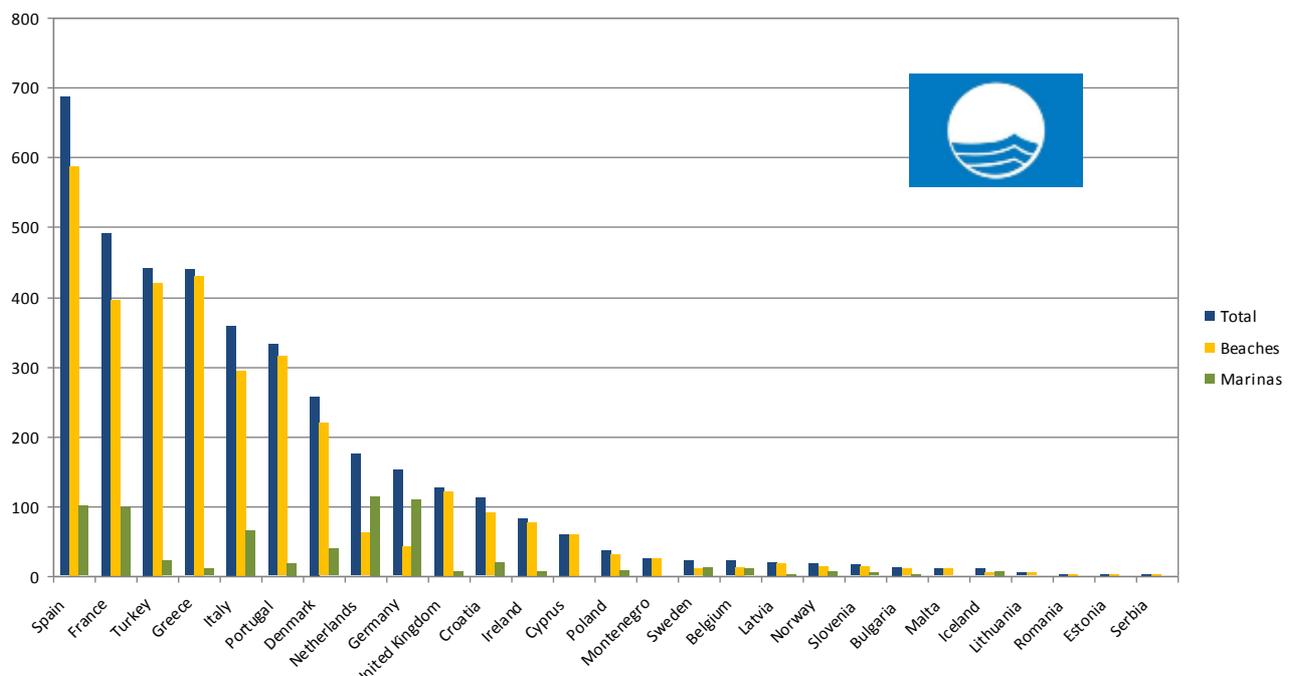
Key message

Blue Flags have a significant presence and recognition, as a certification tool for beaches and marinas, in many European coastal tourism destinations, especially (but not only) in the Mediterranean basin.

Key assessment

Spain, Turkey, France, Greece, Portugal, Italy, and Denmark were the countries with the highest number of Blue Flags for beaches in 2016 (more than 200 per country). The other European countries present lower numbers. Regarding marinas, the countries with more awards (more than 50) were the Netherlands, Germany, Spain, France, and Italy.

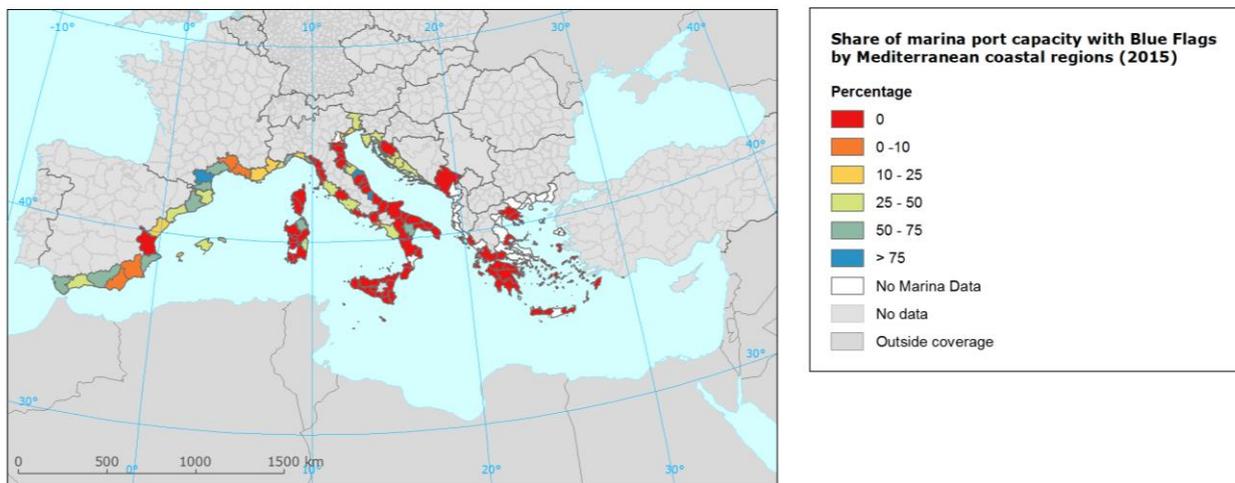
Number of Blue Flag awards per country in Europe, 2016.



Source: Own elaboration from www.blueflag.global data.

In terms of the percentage of the marinas' capacity awarded with the Blue Flag in the Mediterranean sea countries, there is an uneven territorial distribution of this certification tool. Most of the coastal NUTS 3 regions of Spain have a certain percentage of their port capacity under the Blue Flag award. The French NUTS 3 regions included in the NUTS 2 region of Languedoc-Roussillon have high percentages, while in the Provence-Alpes-Cote d'Azur region these numbers are lower. In Italy, most of the regions do not have awarded marinas, although a few number of regions have a relatively high percentage of port capacity under the Blue Flag certification. In the case of Croatia, most of its NUTS 3 regions have between 25% and 50% of their port capacity awarded with the Blue Flag certification. Finally, Montenegro does not have any marinas with Blue Flags, and most of the Greek NUTS 3 coastal regions have not been awarded this certification either.

Share of marina port capacity with Blue Flags by Mediterranean coastal regions, NUTS 3, 2015



Source: Own elaboration based on www.blueflag.global, Plan Bleu.

Specifications

Indicator definition

Number of Blue Flags awarded by the Foundation for Environmental Education per country and year, split by beaches and marinas (TOUR009c).

In the case of marinas, a subindicator on the share of marina port capacity with Blue Flags by coastal NUTS 3 regions has also been calculated for the Mediterranean sea (TOUR009e).

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Rationale

Blue Flag is the most renowned eco-label in the world, specifically created for beaches and marinas. It is an indicator of environmental (and safety and services quality) performance for coastal destinations.

Policy context

Blue Flag is a voluntary certification system.

Methodology for indicator calculation

Total number of beaches and marinas per country provided by the Foundation for Environmental Education (TOUR009c).

Subindicator on share of marina port capacity with Blue Flag (TOUR009e): percentage of marinas port capacity with Blue Flag in relation to the total marina port capacity of the region.

Data specifications

Data provided by the Foundation for Environmental Education (blueflag.global).

Ownership and contacts

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