



VIDZEME UNIVERSITY
OF APPLIED SCIENCES

MEMBER OF

E³UDRES²

Coastal tourism development trends

Latvia & Baltic Sea | role of marinas and
their potential to grow in Baltic Sea region,
monitoring of coastal tourism



Pāvilosta

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Coastal tourism

Coastal tourism is defined as the tourist-related activities that take place in coastal zones and islands as well as recreational activities that use the sea, including water-based sports, marine mammal and bird watching etc.

Coastal tourism is very closely related to **marine (maritime) tourism** since it also covers activities taking place in coastal waters. It also covers **beach-based tourism** and recreational activities.

These two types of tourism are very closely related due to the **water/sea element**. Marine tourism constitutes a form of tourism connected to and dependent on the sea and the marine environment. It requires that consumers travel away from their place of residence and be actively involved with the sea.



Liepāja

Positive impacts

- Coastal areas provide **some of the most beautiful scenery** and resources for tourism
- Coastal and marine tourism are two of the **oldest forms of tourism**
- Among the **largest and constantly growing** segments of the tourism industry
- **Among the most important (and fastest-growing) economic activities taking place at the seaside**

Negative impacts

- development of heavy **dependence** on coastal tourism & **seasonality**
- implementation of **simplistic** coastal tourism **products**
- a **lack of community participation** in the development of tourism
- **competition** over local **resources between communities** and coastal **tourism development** (e.g., water frontiers).
- environmental **degradation & pollution**
- destruction of habitats and **damage to ecosystems**

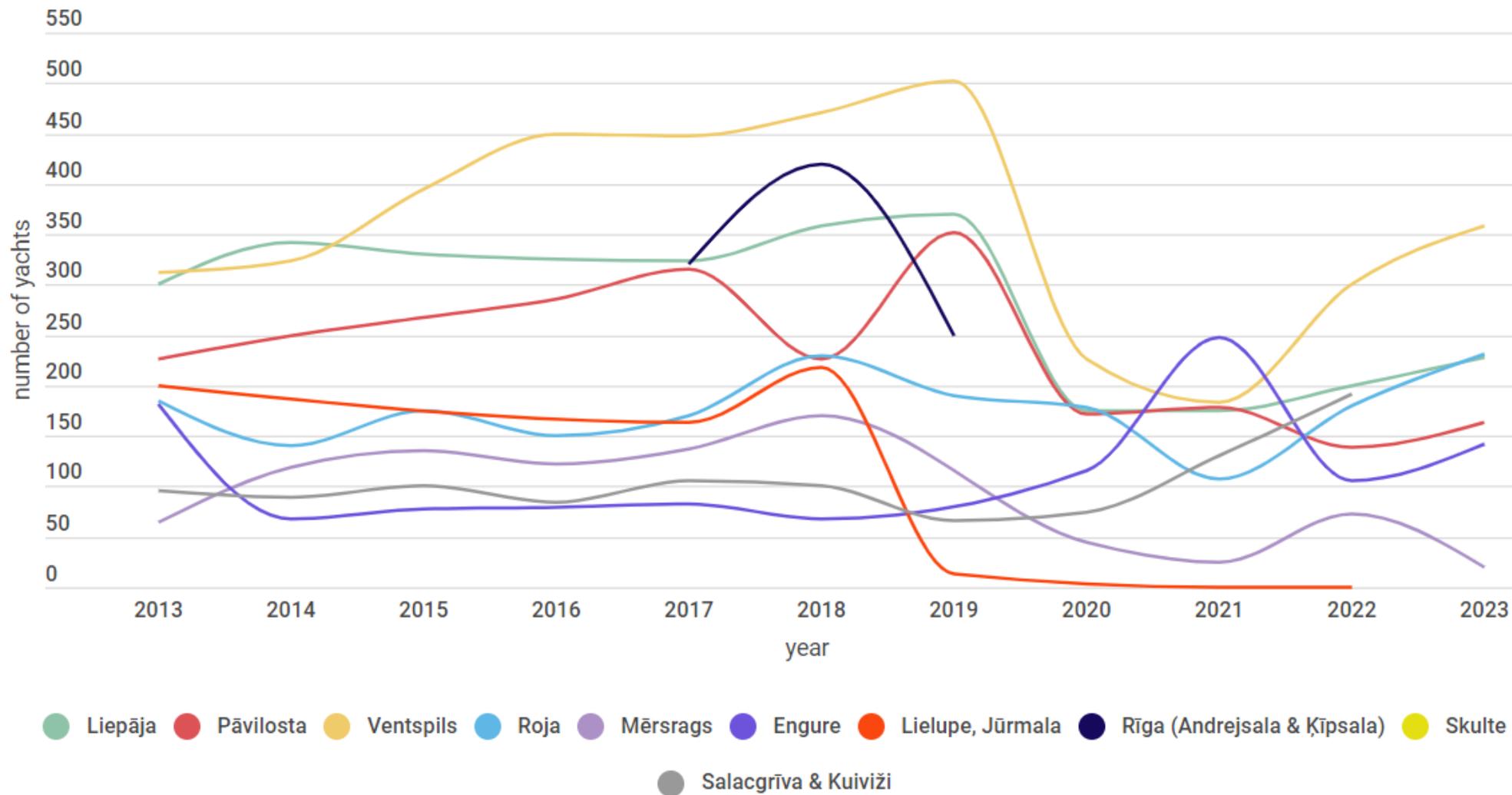


Ventspils

0,026 % of all
coastal/marine tourism
visits in Latvia are
yachts/boaters

Overall, the number of yachts in berths along the Baltic Sea coast in Latvia has decreased from 2262 yachts in 2018 (due to COVID-19 restrictions) to 1385 yachts in 2022. However, the trend is increasing again in 2023.

Potential to grow



Data: Kurzeme Planning region, Riga planning region, harbours, 2024

Role of marinas

A small harbour with yachts and an easily **accessible waterfront**, well-maintained infrastructure, concentrated hospitality services, and excellent views as the **town's living room**. Places that reveal the genius loci - the **spirit of a place** - are eagerly visited.



John Urry and Jonas Larsen

The Tourist Gaze 3.0

