



**SPACE DATA FOR SUSTAINABLE
TOURISM WITH EMPHASIS ON WATER
SCARCITY - EUSPA/CASSINI
INITIATIVE AND ACTIVITIES RELATED
TO TOURISM AND WATER**

ONLINE EVENT: 17 MAY, 10-11.30 (BRUSSELS TIME)

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SPACE DATA FOR SUSTAINABLE TOURISM WITH EMPHASIS ON WATER SCARCITY- EUSPA/CASSINI INITIATIVE AND ACTIVITIES RELATED TO TOURISM AND WATER, 17TH MAY, 10 - 11.30H (ONLINE)

Programme

- Welcome and short introduction by NEREUS (Roya Ayazi, NEREUS-secretary General)
- Experience by public authority: **Elena Blanco Villar, coordinator of the National Commitment for Responsible Tourism**
- Best Practices/examples by companies, start-ups etc.:
 - isardSAT: „Remote Sensing for water management and coastal monitoring“ by **María José Escorihuela, Senior Research Scientist**
 - PLANETEK Italia: „Map2Fish: a Fish stock service for tourism“ by **Daniela Iasillo, Strategic Development Manager Copernicus**
- “EUSPA/Cassini initiative and Cassini start-up activities related to sustainable tourism” by **Peter Vaník, EUSPA**
- Q&A/ Discussion
- Closing

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Short description of the session: The session is part of a series that introduces the participants to the dimension of space technologies for sustainable tourism. Tourism is a large contributor to many national economies; according to statistics before the pandemic, the sector would directly contribute on average with 4.4% of Gross Domestic Product (GDP), and 21.5% of service exports in Organisation for Economic Co-operation and Development (OECD) countries.

The **Catalan Tourism agency** will give an overview on the promotion strategy of its region, what are challenges for tourism in Catalonia? What are the impacts of tourism in the region? What is the role of Water and Water management for the tourism sector in Catalonia). Following the presentation of the Catalan Tourism Authority representatives of relevant service provider will react and present best practices that bring sustainable solutions to the tourism sector. **EUSPA** is going to introduce the EUSPA/Cassini initiative and present some Cassini start-up activities related to sustainable tourism touching upon: ☑ environmental indicators for tourism destinations; water management in “active” tourism – golf courses; coastal water quality monitoring for resort tourism with EO; snow monitoring – replenishment of groundwater.



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Map2Fish: a Fish stock service for tourism: Coastal and maritime tourism is a significant and growing sector within the Blue Economy, with fishing tourism as a niche segment that has seen an increase in popularity due to its potential for increased revenue. The Map2Fish service aims to simplify the decision-making process for fishing tourism operators and enthusiasts by providing information on pelagic fish concentration probabilities and parameters such as sea surface temperature, dissolved oxygen, chlorophyll-a concentration, water transparency, currents, and waves. This service addresses a growing economic sector and can lead to more successful fishing trips, cost minimization, and development of services for customers.

Objectives:

- Better understanding of challenges and needs of public authorities responsible for managing water in tourism destinations and long-term impacts on the territory;
- Explore how satellite technologies can be employed to monitor and manage tourism activities, ensuring minimal impact on water resources. Explore how space technologies have been successfully integrated in water resource management for sustainable tourism;
- Bringing best practices, model use cases and projects to the floor that highlight how space technologies contribute to addressing the challenges of water scarcity and promote sustainable tourism practices; Highlight projects and initiatives that have successfully integrated space technology.
- Discuss the impact of climate change on water availability and its implications for the tourism industry.
- Debate the current state of water scarcity in popular tourist destinations and its impact on the territory.
- Stimulating future stimulate knowledge exchange and sharing innovative solutions to promote responsible and more efficient management of water resources in tourism destinations across Europe;
- Encourage partnerships to build a collective effort towards sustainable tourism practices.
- Discussing the significance of interregional cooperations/ European cooperations between the space industry, tourism sector, and local communities to implement effective solutions.
- Address legislative framework, the role of regional strategies and current environmental legislation on promoting sustainable water management in tourism destinations.
- Fit the most from EU business initiatives (ESA BIC, Defence Fund) (moderated discussion);



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Target group: space clusters within and outside NEREUS, SMEs, companies, and all regional stakeholders interested in space businesses regarding the use of space technologies.

NEREUS is a European network of regions, currently comprised of 22 Member regions and 37 Associate members (including space clusters and companies). NEREUS is the only European association that represents the interests of European regions and their stakeholders (companies, clusters, etc) using space technologies while simultaneously highlighting the regional dimension of European space policy and programmes.