

The City and University promote sustainable tourism strategies for surfing destinations



By CDM

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Noticias



Las Palmas de Gran Canaria has been chosen by the European Union as a suitable destination to develop the SUNRISE tourism innovation project, around the world of surfing and sliding sports on the waves. The municipality of the capital of Gran Canaria and the University of Las Palmas de Gran Canaria are the main institutional partners of this initiative in which also participate 16 companies from eight European countries through the GreenRoom alliance.

The leaders of these entities and European companies visit this week Las Palmas de Gran Canaria to hold working meetings and participate in the Sustainable Tourism Destination Management Day, to be held at the Tourism Innovation Demonstration Center at INFECAR next Friday 15. A hundred participants have confirmed their presence in this meeting in which they will discuss aspects such as sustainable destinations, mechanisms to generate economic spaces of Bien Común, development of Eco-areas as management and participation figures of natural environments, systems of certification for surfer companies and will put on the table experiences of good practices such as those being developed by the Austrian Surfing Association.

The partners of the Sunrise project and the companies integrated in this green alliance of surf will take advantage of their stay in the city to know the model of surf in the beach of Las Canteras and the actions that have been put in place from the local administration to dynamize this industry. The councilor of Ciudad e Mar, José Eduardo Ramírez, explained that surfing has a direct economic impact in the city of about three million euros, with more than 20,000 users and 43 companies linked to the sector. "We want to work in a sustainable way, firstly because it is what tourists demand of the XXI century and the so-called millennials and, secondly, because only if we are sustainable, we will be competitive."

The conference will include Canary Islands entities such as the Association of surf schools on the island, University Surf School, Sunrise project coordinators and Green Room promoters, Philipp Benedikt and Javier Rodríguez; researchers from the Sustainable Tourism Institute, TIDES, of the University of Las Palmas de Gran Canaria; the Canarian Association for the Common Good, the Marine Observation Network, Promar; the president of Austrian Surfing and US

Co-founder Stoked Certified, Jess Ponting.

"This day is mainly a meeting and reflection point in order to share projects of interest and new areas of work within the framework of innovation in the surf and wave sports. The most important thing is that a transnational network has been created that will allow us to continue in contact in order to continue establishing new surfer routes and to promote accommodation and activities that make the conservation of our most important natural environment, the sea, with the development of the tourism industry of the surfing," said the mayor.