

9th International Coastal & Marine Tourism Congress (CMT 2017)



River City of Gothenburg



Once-in-a-Lifetime Opportunity

A once-in-a-lifetime opportunity is now being offered to participate in two great coastal and maritime events.

The 9th Coastal & Marine Tourism Congress (CMT 2017), and the first ever Maritime Cluster-to-Cluster and Business-to-Business matchmaking event between Africa and Europe, will both be convened in Gothenburg, West Sweden, During June 2017.

International Coastal & Marine Tourism Congress (CMT)

The International Coastal & Marine Tourism Congress (CMT) is widely considered to be the world's foremost conference related to tourism and recreation in coastal and marine environments and is attended by academics, students and practitioners from around the world. The congresses offer opportunities for the presentation and publication of refereed and working papers, as well as posters. A strong feature of the congresses is the supportive and collegial atmosphere where students and emerging businesses are particularly encouraged to engage and contribute to the field.

Dr Lena Mossberg Congress Co-Chair



- Dr Lena Mossberg is an ambassador for the maritime tourism cluster in West Sweden. The maritime sector is an area of strength in the region and therefore a prioritized area in public efforts to create innovation platforms and infrastructures. Lena is professor in marketing, in the School of Business, Economics and Law at Gothenburg University, Sweden and also Professor at the University of Nordland in Norway.
- She holds a PhD in Business administration and has interests in consumer behaviour and consumption, consumer experiences, service encounters, and destination image. She has published several articles and books related to event marketing, food tourism, restaurant management and concept development related to events, destinations, restaurants and hotels.

International Congress on Coastal and Marine Tourism 2017

Dear friends!

We are proud to welcome you to the 9th International Congress on Coastal and Marine Tourism (CMT) in 2017 in the city of Gothenburg, Sweden. We hereby invite researchers, educators, government employees, industry practitioners, students and representatives of interest organizations to submit research papers and/or posters for the CMT 2017. The theme of the congress is “Global challenges, local solutions”. Please take your time to explore the congress website, where you can find all the practical information you need!

Dr Lena Mossberg, Co-Chair

www.handels.gu.se/cmt2017

Congress Theme: Global Challenges, Local Solutions

- Current topics and discourses in coastal and marine tourism contexts are often global in nature, in particular in connection to the aims of sustainable development and the management of ecosystem services. But, for example, planning, strategy, innovation and development are usually grounded in local coastal and marine contexts, affecting both communities and industries that are located there. This is a challenge in itself, but may also present an interesting opportunity if the local is connected to the global.
- The congress theme will be reflected in the panel sessions on tourism innovation, the tourism-recreation relationship and tourism development in the global south. Likewise, the congress topics and keynotes will connect to the main theme.

CMT 2017 Congress Topics

Coastal Resorts	Marine Wildlife
Coastal Trails and Beaches	Planning and Development
Cruise Industry	Scuba Diving/Snorkelling
Education and Interpretation	Seafood Tourism
Governance/Policies/Stewardship	Small Islands
History and Heritage	Social and Environmental Impacts
Impacts on Fisheries & Coastal Reefs	Surfing
Local Opportunities	Sustainability and Certification
Marine Ecotourism	Tourism and Local Communities
Marine Protected Areas	Visitor Monitoring
Marine Water Sports	Yachting/Boating and Marinas

Preliminary Congress Program

CMT2017 will cover four days in June 2017, with two full days committed to parallel sessions:

Tuesday 13 June

Registration and welcome reception.
(Possibly first keynote and parallel session)

Wednesday 14 June

Keynotes and parallel sessions.

Thursday 15 June

Keynotes and parallel sessions. Congress dinner.

Friday 16 June

CMT committee meeting. Post congress tour.

Maritime Cluster-to-Cluster and Business-to-Business Matchmaking Event.

A more detailed program will be made available after abstracts have been accepted.

Venue: University of Gothenburg - School of Business, Economics and Law

- The congress venue is set to be the campus of the School of Business, Economics and Law. The campus is centrally located in Gothenburg with great meeting venues. Coffee and lunch will be served at the venue. The welcome reception will also be held here, while the closing dinner will take place elsewhere in the city center.
- The University of Gothenburg, one of the largest universities in Scandinavia, covers almost all scientific fields and the university is world leading within several different research areas. It contains of eight faculties; Sahlgrenska Academy, Faculty of Science, Faculty of Arts, Faculty of Fine Applied and Performing Arts, Faculty of Social Sciences, School of Business, Economics and Law, Faculty of Education and IT Faculty. Excellent research and a wide spectrum of educational programs make the School of Business, Economics and Law one of Scandinavia's most exciting schools of its kind. The award-winning building, erected in 1995, is located in the city center. There are eleven large lecture halls, the largest seats 350 people. During the conference, the reception will provide guests with full support and service.

Accommodation

- A main congress hotel has been chosen and rooms will be reserved there for the delegates. We encourage all congress delegates to book their stay here to ensure a good congress atmosphere, although accommodation alternatives will also be made available in different price ranges. All hotels are located in proximity of the congress venue, either with public transport (bus or tram) or by walking (maximum 20 min). You can book accommodation when you **register** for the congress. Booking via www.booking.com is recommended.
- **Main congress hotel**
Hotel Riverton ****
Hotel Riverton is found on the southern riverbank in central Gothenburg. The four-star hotel has 180 rooms in eight different categories, all furnished in contemporary Scandinavian style. In 2012, the hotel was the proud winner of Congrex Grand Prize for best service. Don't miss the beautiful view of the harbour from the sky-bar!

View from Hotel Riverton Sky Bar & Restaurant



Accommodation: WWW.Booking.Com

- All delegates are encouraged to shop around for best prices and make a reservation individually and directly via www.booking.com
- Single and Double Room rates per person per night, vary from as little as R370 in a B&B or budget hotel, to R706 in a hostel, to R1800 in a Five-Star hotel.
- Rates vary throughout the year subject to availability and demand.

Congress Tours

- The congress offers the opportunity to go on two separate tours:
- The Mid congress tour will go to beautiful Marstrand, north of Gothenburg. The tour will take place on June 14 in the afternoon/evening.
- The Post congress tour will go to Kosterhavet National Park, close to the Norwegian border, on the Swedish west coast. The tour will take place on June 16 and will be in the form of a day trip.
- You can read more about the Mid congress tour and the Post congress tour in the congress website menu.

Registration for CMT 2017

Early bird registration for CMT 2017 using the on-line registration system is now open.

Early bird rates run through to February 28, and conference registration closes on April 16 for delegates presenting papers or posters. Only credit card payments will be accepted.

Congress Fees Price in SEK and ZAR

	SEK	ZAR
Early Bird Conference Fee (for registrations until 28 February 2017)	4,000	6,003
Early Bird Student Conference Fee (for registrations until 28 February 2017)	1,800	2,702
Participants from developing countries (no early bird). South Africa qualifies as a developing country	2,300	3,452
One Day Registration Fee June 13	1,800	2,702
One Day Registration Fee June 14	1,800	2,702
One Day Registration Fee June 15	1,800	2,702
Accompanying Person Fee	2,300	3,452

Normal conference fees include:

- Admission to the congress
- Participation in the congress welcome reception on June 13
- Participation in all scientific sessions with coffee breaks and lunches on June 13-15
- Participation in a poster session
- Participation in the congress dinner on June 15
- Congress material (CMT program guide and proceedings)

***The deadline for submission of abstracts for CMT 2017
has been extended to 08 January 2017!***

Updates December 01:

- The deadline for submission of abstracts for CMT 2017 has been extended to 08 January 2017. Please find more information on the website: www.handels.gu.se/cmt2017
- **Updates September 16:**
- **Registration** for CMT 2017 is now open!
- **Call for abstracts** is now open!
- Information on **Congress tours** is now available!
- Information on **keynotes** is now available!



WELCOME

We are proud to welcome you to the 9th International Congress on Coastal and Marine Tourism (CMT) in 2017 in the city of Gothenburg, Sweden!

CONGRESS THEME

The theme of the congress is *“Global challenges, local solutions”*.

CONGRESS TOPICS

Papers or posters may be presented on a range of topics focusing on coastal and marine tourism including, but not limited to, the following:

- | | |
|--------------------------------------|------------------------------|
| Coastal Resorts | Coastal Trails and Beaches |
| Cruise Industry | Education and Interpretation |
| Governance/Policies/Stewardship | Visitor Monitoring |
| Impacts on Fisheries and Coral Reefs | History and Heritage |
| Marine Ecotourism | Marine Protected Areas |
| Marine Water Sports | Marine Wildlife |
| Planning and Development | Scuba Diving/Snorkeling |
| Seafood Tourism | Small Islands |
| Social and Environmental Impacts | Surfing |
| Sustainability and Certification | Yachting/Boating and Marinas |

For paper and poster requirements, please visit the CMT2017 website.

WHAT TO SEE AND DO

Aside from the congress program, the congress will give an opportunity to explore Gothenburg and the Swedish west coast close up.

ARRANGED TOURS

Marstrand

Experience beautiful Marstrand, where the Swedish king used to retreat!

Kosterhavet National Park

Take the chance to visit Sweden’s first marine based national park!

OTHER TOUR OPTIONS (ON YOUR OWN)

Gothenburg archipelagos

Tjörn and Orust nature reserves

Gothenburg’s blue infrastructure

LOCAL HOST



Centre For Tourism at the University of Gothenburg
cft.handels.gu.se/english

PARTNERS



West Sweden Tourist Board
vastsverige.com



Göteborg&Co
goteborgco.se/en/



Swedish Research Council
www.vr.se



Kungälv municipality
www.kungalv.se

IMPORTANT DATES

September 16, 2016
Registration opens

September 16, 2016
Call for abstracts

January 08, 2017
Deadline for abstracts

February 28, 2017
Early bird registration ends

April 16, 2017
Normal registration ends

June 01, 2017
Final program announced



Gothenburg has always had a history with close bonds to the coast and the sea. From being one of largest industrial harbors in Northern Europe, the city now focuses on coastal and marine based tourism and recreation. Main attraction is the region’s countless small scale coastal communities, where many of the old coastal traditions are still kept. At the same time, Gothenburg and the west coast have also been acknowledged as one of the last great wilderness areas in the world by CNN.

For registration and congress program visit:
www.handels.gu.se/cmt2017



Double-Benefit Ocean Business Event

CMT 2017

Cluster-to-Cluster Matchmaking

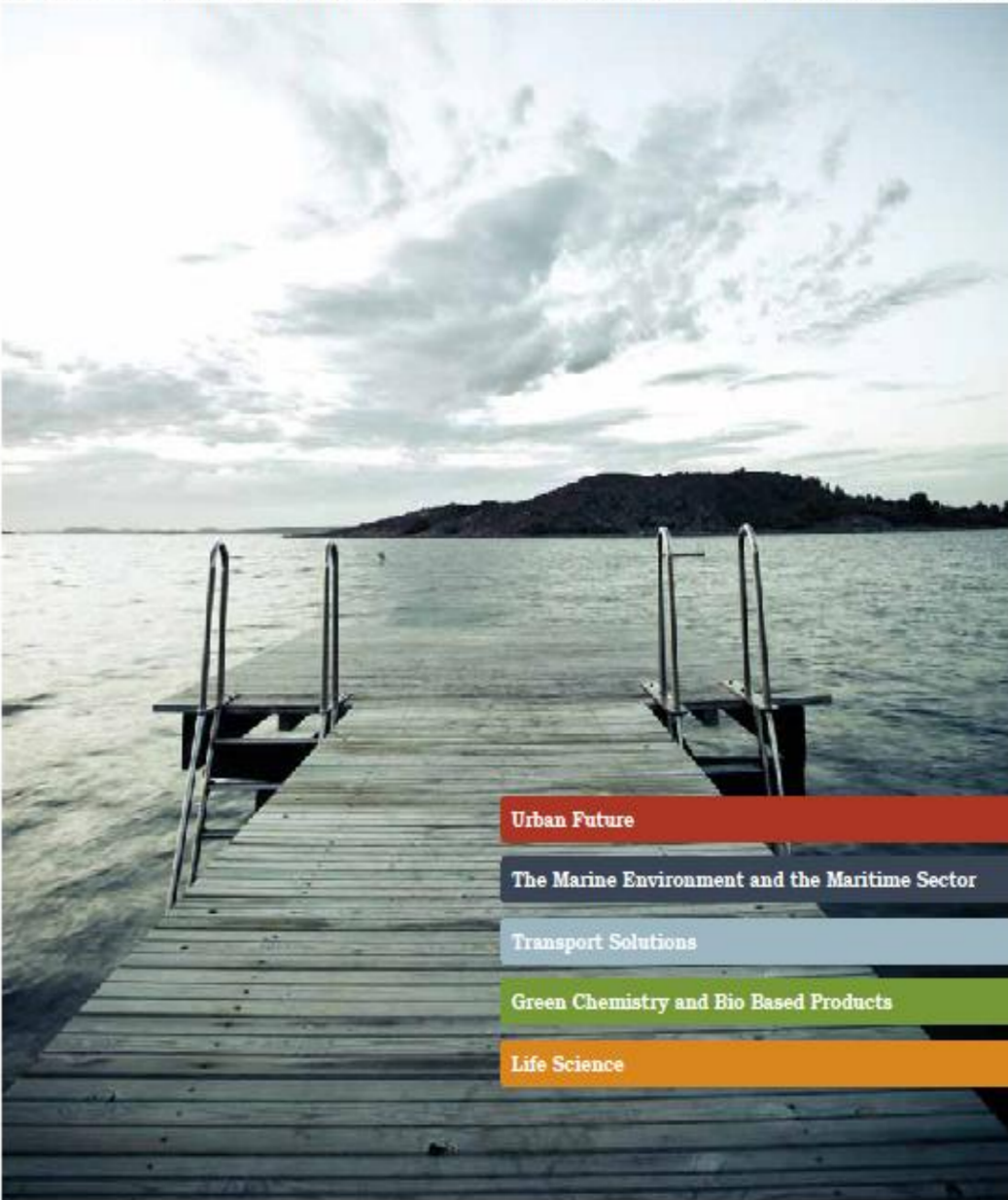


www.handels.gu.se/cmt2017



FiveClusters

FIVE CLUSTERS IN WEST SWEDEN WITH STRENGTH AND POTENTIAL FOR THE FUTURE



Maritime Cluster-to-Cluster Matchmaking Event

To coincide with the CMT 2017 international congress, a maritime cluster-to-cluster and business-to-business matchmaking event is being arranged to engage with the Five Maritime Clusters of West Sweden. The River City of Gothenburg is twinned with the City of Port Elizabeth, South Africa.

The City of Port Elizabeth hosted the 6th International Coastal & Marine Tourism Congress (CMT 2009) in June 2009.

Dr Susanne Lindegarth
Project Coordinator
Department of Marine
Sciences



Dr Susanne Lindegarth is permanently employed as a Project Coordinator and Researcher in the Department of Marine Sciences at the University of Gothenburg.

Her ongoing mission is:

Coordinator for the Aquaculture Centre West and also Nationally for the Competence Centre for Aquaculture.

Coordinator of the Maritime Cluster investment in West Sweden, commissioned by the Centre for Oceans and Society.

Maritime Cluster of West Sweden

- West Sweden, or Västra Götaland, on Sweden's west coast is Sweden's foremost maritime region. The region has a strong concentration of maritime activities, ranging from maritime industry, fisheries, marine research, academia and maritime agencies. Roughly half of Sweden's maritime employment can be found along the coast of Västra Götaland.
- In an attempt to strengthen the maritime development of West Sweden, the stakeholders in the innovation system have joined forces in a maritime cluster. The purpose of the cluster is to increase innovation and business development. The method used is increased contact and collaboration between the maritime business sector and research.

Maritime Cluster of West Sweden

- Also the public sector is strongly involved, e.g. through financial support but it also provides a connection to innovation and maritime policies as well as the national maritime strategy. The long term goal of all these efforts is growth in the maritime sector of Västra Götaland.
- The current cluster started in 2013. The participants from the innovation system have a long-term commitment but will evaluate the methods and activities used to reach the objectives after two years.

Peter Myles
SA Coordinator



***South African Coordinator of the
Double-Benefit Ocean Event***

Peter Myles is an international tourism consultant registered as a tourism specialist with the World Tourism Organization (UNWTO).

He is the Founding Chairman of the Nelson Mandela Bay Maritime Cluster, Facilitator of the fledgling Buffalo City Maritime Cluster, and an acknowledged coastal & marine tourism specialist.

Visa Requirements for Sweden

Visa Requirements for entry into Sweden

- For a visa application to a Schengen Area, such as Sweden, South African passport holders are required to apply for a visa in person. The Swedish Embassy's average handling time for South African passport holders is one week but please note that it may take up to 15 calendar days to process your visa.
- Those who apply for a visa need to go personally to an Embassy, in order to be photographed and provide biometric data in the form of fingerprints for all of your fingers. In South Africa this will also be done at the Swedish Visa Application Center in Pretoria or Cape Town when handing in the visa application.

Preparation for the Double-Benefit Event

- A successful maritime cluster-to-cluster and ocean business-to-business matchmaking event is not a holiday but certainly there is an opportunity to add a few days for sightseeing in a beautiful country.
- A matchmaking event is not a hit-and-miss event and has to be carefully planned on both sides. This requires matching supply and demand, converting concepts and ideas into bankable projects, and completing an investment memorandum that will be included in a special project directory for the matchmaking event.

Business-to-Business Matchmaking Event

Group matchmaking



One-on-One Matchmaking



Capacity-Building & Training Workshop

- For emerging maritime businesses and new entrants to the maritime sector, who are initially seeking an investment partner, a capacity-building training workshop will be arranged with useful tips on how to prepare for an international matchmaking event.
- The workshop will provide information on what kind of investments and partnerships are of interest to members of the Maritime Cluster of West Sweden.

Checklist CMT 2017

- If you only want to attend the CMT 2017 international coastal & marine tourism congress then you must register directly on the official congress website by **16th April 2017** i.e. www.handels.gu.se/cmt2017
- If you want to submit an abstract for presentation of a full paper, working paper or poster, then the extended deadline for submission is **8th January 2017**.

Budget Preparation Estimates

Budget Item	Estimated Cost
Return Air Ticket (Cape Town, ORTIA)	R10,000
Accommodation (6 nights)	R 6,000
Registration CMT 2017	R 3,452
TOTAL	R19,452
All prices subject to exchange rates	

SA Coordinator Contact Details

- For any enquiries or information concerning how to register for the double-benefit event please contact Peter Myles at:
- Mobile: +27 (0)82 556 1680
- Email: tournet@iafrica.com

“The Ocean Economy is Everybody’s Business”