

DRAFT PROPOSAL FOR THE SUSTAINABLE MUNICIPAL MANAGEMENT OF THE SURF TOURISM PRODUCT IN THE MUNICIPALITY OF ALJEZUR

Whereas:

- 1) Sustainability is a general principle of public tourism policies in Portugal;
- 2) Sustainability is a fundamental principle for development, recommended by general and sectoral international organizations, such as the European Union and the World Tourism Organization;
- 3) Surfing is a human recreational, sporting and formative activity that can contribute to the recognition of Aljezur as a national and international tourist destination and also provide a significant development opportunity for its community;
- 4) The surfing activity in the municipality of Aljezur is practiced in a coastal zone that is integrated in the Natural Park of the Costa Vicentina and Southwest Alentejo. As this area is protected, it promotes its natural and environmental resources, which also coincide with the unique identity characteristics of its territory;
- 5) The surfing activity needs to be inserted in a holistic and systemic framework that, in its formulation and dissemination, aims to balance its economic, environmental and social dimensions;
- 6) The surfing activity must be planned in a medium / long term goal, thus enabling it to be a product, for its motivation, enjoyment and remuneration, supported by stable financing, promotion and equitable distribution of benefits among the receiving community, the visitors and the sector businessmen;
- 7) The planning of the surf tourism product should be integrated into the general development policies and strategies of the municipality of Aljezur. In addition, it should promote the institutional relationship, the cohesion of economic and social activities, respect the specificities and traditions of the territory, and the involvement of all public and private entities interested in its sustainability;
- 8) The management of the surf tourism product should privilege the articulated performance of the public and private sector in the decision making and implementation processes. Informed monitoring mechanisms for tourists, residents and business people should be promoted and supported in evaluation and monitoring reports;
- 9) The local community of Aljezur has special rights and obligations regarding tourist resources, which include surfing, that exist or can be boosted in its territory;

The municipality of Aljezur decides to adopt a set of recommendations, strategies and resolutions that constitute the municipal sustainable management charter of the surf tourism product.

I

1. The Aljezur municipality adopts a general principle of sustainability in the planning and development of surfing as a human, sporting and formative activity, promoting individual well-being and an opportunity for tourism development in its territory.
 2. The surfing practice should be based on the enjoyment and use of the coastline and environmental resources, with respect to ecological processes and compliance with codes of conduct and good practices, which contribute to the conservation of municipality nature and biodiversity.
 3. Surfing, as a human, social and economic activity, must respect the socio-cultural authenticity of Aljezur's local community, aiming at the conservation, respect and promotion of its institutions, traditions and values.
 4. Surfing as a business activity will prioritize the economic viability of companies, essential for job creation, better social and economic equipment, and entrepreneurship opportunities for local community.
1. 5. Surfing companies and surfers will respect a triple principle of economic, environmental and social responsibility in their activity, respecting the three dimensions of sustainability, recognized and generally accepted by general and sectoral international tourism organizations, national governments and the scientific community.

II

1. The development of surfing as an economic activity should be based on medium / long-term planning, integrated into the general planning of the municipality activities.
2. Surf planning should communicate the characterization of its offer and tourist demand, identifying its local resources and conditions for the practice of the activity, its organization in accessible information and communication technologies and its regular promotion in events that contribute to Aljezur recognition as a tourist destination.
3. The medium/long-term planning should include the participation of the municipality in the formulation and elaboration of beach support plans, aiming at a better urban and architectural design of infrastructures, equipment and signage, greater definition of rights and duties of concessionaires in the full management of admitted, prohibited or conditioned sports activities.
4. Regular evaluation and monitoring of surfers' satisfaction and their motivation and enjoyment in the various tourism resources of the municipality is an indispensable condition for the economic sustainability of surfing as a municipal tourist product.

III

1. The planning of the surf business offered in the municipality of Alzejur should be guided by strategic principles of public-private cooperation, recognition of merit and quality in the work developed by surf service providers, according to long-term criteria, control of unfair competition practiced by illegal companies and incentives for the annual continuous operation of the activity.
2. The regulation of surfing activity through codes of conduct and good business practices are indispensable conditions for a continuous and sustainable economic growth of their companies and the local community.
3. The promotion and dissemination of the surf product should be integrated into a strategy that promotes tourism and the territory of the municipality, recommending the creation of collective associations, quality certification of companies, services or tourist events.

IV

1. The economic planning of surfing, as a relevant tourist activity in the municipality of Alzejur, should be governed by democratic principles of organization and functioning.
2. The municipality of Alzejur considers desirable the creation of local tourism and sport associations that participate in the creation and implementation of a surf management and development plan, aiming to monetarize and evaluate the economic and social impacts of the activity by improving participation, coordination and public-private cooperation and promotion and promotion of tourism.
3. In a transparent framework of information, balance and accountability, the plan for the management, development and monitoring of surfing as an economic and social activity of relevant tourist value in the municipality, should be based on stable, long-lasting and multi-annual financial support obtained by way of municipal regulation (municipal fee) or contracted public-private partnership.

V

1. The environmental resources, waves and coastline of the municipality of Alzejur constitute assets of relevant national and international value, and human activities must be exercised, including surfing, within a framework of qualification, support and incentive for its protection and valorization.
2. Infrastructures and equipment, in particular beach support and surf activities, should be designed and programmed considering the protection of natural heritage, ecosystems and biodiversity.
3. Surfing companies and professionals should participate in an appropriate allocation of time and space for tourist flows, in order to reduce the pressure of their activity on the environment, and accept limitations when they are exercised in particularly sensitive areas, or in conditions of insecurity for other users.

VI

1. The environmental planning of surfing activity in the municipality of Aljezur should respect existing national and international legislation and be part of the current territorial planning, focusing on its legal and administrative instruments, in a sustainable way, the municipality resources for its environmental intervention in the territory.
2. The regulation of surfing and the conditions for its practice, by means of charters of nature, codes of conduct and good environmental practices, are indispensable conditions for a responsible fulfilment of the surf business activity, and a means of a better awareness and understanding for the local community of the importance of surf and its environmental component as a tourist product.
3. The planning and management plans of the beaches, their accesses and carried out activities, should focus on the safeguarding and protection of natural and environmental resources, with instruments for research and seasonal evaluation of their capacity, and monitor and evaluate the environmental impacts of all sports activities practiced.

VII

1. The surf tourism product in the municipality of Aljezur and its environmental component has unique identity and patrimonial characteristics, which must be the object of special protection, safeguarding and valorization, essential to its national and international competitiveness.
2. The environmental planning of the surfing activity in the municipality of Aljezur should be governed by a principle of transversality in the cooperation of the municipality with other public entities in all areas that influence the development of tourism, namely, in the fields of security and civil protection, territory planning, transport, accessibility and communications, in order to have a better sustainability in the formulation and dissemination of surf as a tourist product.
3. The municipality of Aljezur considers important strengthening the participation of entrepreneurs and local populations in the environmental planning of their tourism resources, including surfing and nature sports associations or local tourist developers, so that surfing can be recognized as essential for enriching and valuing the environmental heritage.
4. Surfing should be subject to an annual monitoring of its practices and its environmental impacts, with research and evaluation of the load capacity on the beaches, supported by stable, long-term and multiyear financial support obtained through municipal regulation (municipal fee) or contracted public-private partnership, namely, with association of sport of nature.

VIII

1. Surfing is a human activity associated with relaxation, sport, access to nature, that must be conceived and practiced as a privileged means of individual and collective development with the necessary openness of mind, in order to constitute an irreplaceable factor of self-education, physical culture, social interaction, mutual tolerance and learning.
2. The local community of Aljezur should be associated with the surf tourism activity and participate equitably in the physical, mental, economic, social and environmental benefits that the activity generates, namely, in the creation of direct or indirect employment.
3. Businesses and surf tourism professionals in cooperation with public authorities shall ensure safety, prevent accidents and conflicts, ensure health protection and the provision of appropriate insurance and assistance systems in order to induce confidence, tranquility and general well-being for surfers and all beach users.

IX

1. The municipality of Aljezur will promote, in collaboration with companies and surf training professionals, the education of its practice with the local community, encouraging equitable and favorable access to surfing by families, youth, students, the elderly and disabled, without particular obstacles or discrimination.
2. The municipality of Aljezur, in collaboration with public authorities and competent or certified private entities, will support the existence of training plans for qualified human resources, for the teaching and training of sports on beaches, including surfing, in safety conditions, namely of trainers, instructors and life-guards.
3. Beach support plans should include a management plan for the definition of the rights, duties and responsibilities of those involved in the practice of surfing, in particular, ensuring compliance with the rules and best practices recommended by the competent federation, the definition of timetables and conditions for the use of teaching areas and transparency in the communication of contractual information clauses and the management plan.

X

1. The development of the surfing activity in the municipality of Aljezur should be governed by a principle of intergenerational social responsibility, capable of satisfying equitably the needs and aspirations of present and future generations of the local community.
2. The municipality of Aljezur considers the importance, in articulation with surfing companies and professionals, of reinforcing citizenship, involvement and awareness among local populations of the social, economic and cultural importance of surfing as a tourism product, namely in supporting associations of sport of nature or of local tourist development.
3. The regular evaluation and monitoring of the satisfaction of beach users in the municipality is an indispensable condition for the social sustainability of surfing as a municipal tourism product supported by stable, long-lasting and multi-annual financial support obtained

through municipal regulation (municipal fee) or public-private partnership contracted, in particular, with associations of nature sports.