



Integrated planning and sustainable management of tourism in the Mediterranean

Tourism as a Threat vs Tourism as an Opportunity

The Mediterranean is considered one of the most important biodiversity hotspots in the world; at the same time it is also the world's leading tourism destination.

TOURISM AS A THREAT

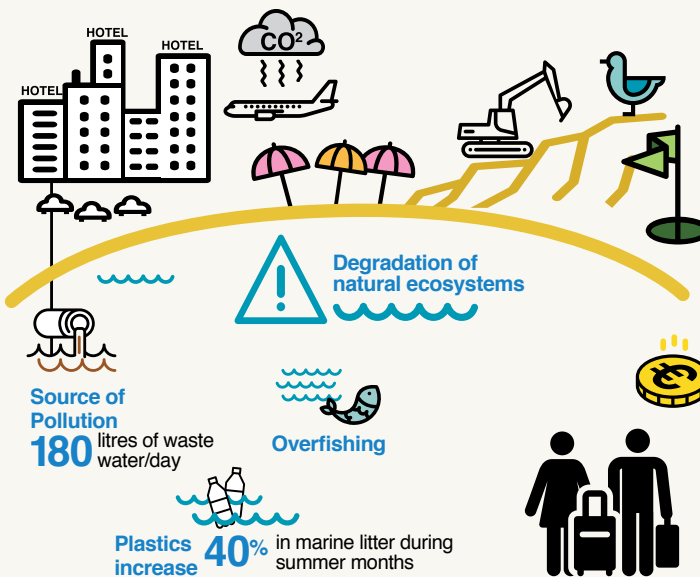
linear economic model and short-term thinking

50% of Mediterranean shores are urbanised - sun, sea and sand tourism infrastructure being one of main drivers

Pressure on natural and local resources water, energy and food

Tourist consumes between **300** and **850** litres of water per day well above residents

Unsustainable tourism practices **disturb local resident** and **fragile habitats**, specially in high season



TOURISM

as an opportunity

Tourism represents **92%** of the economic value of sea-related activities in the Mediterranean

Benefits derived from ecosystems services coming from tourism and value derived from nature is estimated at

€17 billion a year



Why is it important?

Unsustainable tourism is not just threatening Mediterranean biodiversity and ecosystem services today: the trend is to continue growing in the next decades exacerbating current impacts. If managed responsibly, tourism can become an opportunity for the socio-ecological systems it relies on, delivering its promise of prosperity and ensuring the viability of the industry.

For tourism to become a destinations, businesses, it requires tourists to be more aware of and held accountable for their impact. They all have an important role to play to ensure that tourism lives up to its promise to improve people's livelihoods and protect the environments they depend upon.



What do we mean by sustainable tourism in the Mediterranean?

- **Communities at the Centre:** Prioritises the needs of the local community by enabling them to actively participate and benefit from it.
- **Quality Tools for Assessment & Monitoring:** Ensures environmental & social impacts of tourism are accounted for and strategically managed.
- **A Socio-Ecological Balance:** Provides social & economic benefits i.e. employment, whilst cultural and heritage of the destination is respected.
- **Sensible & Sustainable Travel:** Businesses & tourists understand the impacts of tourism and engage in responsible practices.

What are the priority focus areas of the IUCN Mediterranean Centre?

TOURISM AND COASTAL AREAS:

Reducing tourism pressures within the socio-ecological limits for coastal destinations, managing tourism growth to achieve positive net impact.

ECOTOURISM AND PROTECTED AREAS:

Developing sustainable tourism models providing both indirect and direct positive impact to conservation within and around parks, increasing their role in supporting the sustainable development of the destination.



What have we achieved so far?



Developed management and monitoring tools for ecotourism development in PAs, such as a standard, guidelines and indicators. This includes an **ECOLOGICAL FOOTPRINT CALCULATOR TOOL** adapted for ecotourism products.

Created the **MEET NETWORK** of Mediterranean Protected Areas, hosted at IUCN-Med, working to provide market access and promotion to high performing ecotourism products.



40 ECOTOURISM PRODUCTS

developed in protected areas in 10 Mediterranean countries using high sustainability and quality standards.

WHAT CAN WE ACHIEVE TOGETHER

Experience and global expertise, IUCN-Med is strengthening its work on coastal zone management, ecotourism and protected areas, to a holistic approach to re-balance the relationship between tourism, people and nature in the Mediterranean.

TOURISM AND CONSERVATION POLICY

Advocate for policy change and integration of conservation and sustainability agenda in tourism at Mediterranean, regional and local scale.

TOURISM PLANNING & MANAGEMENT

Develop new tools and guidelines to plan, manage and monitor the net impact of tourism on key ecosystem services in coastal areas for destinations and administrations managing the coastal environment, under the principles of ICZM.

CHANGING MINDS ABOUT TOURISM AND NATURE

Mainstreaming biodiversity into the tourism industry, increasing the valorisation of the Med unmodified natural coastal landscapes as a key tourism asset and enhanced awareness of the sector on marine and coastal biodiversity.

REDUCING TOURISM IMPACTS

Work with the tourism supply chain on measuring and reducing its ecological footprint in Med coastal zones and Protected Areas.

MARKET ACCESS FOR SUSTAINABLE PRODUCTS

Creating innovative ecotourism products in Med PAs as best practice examples, supporting local operators to gain market access through the community around the MEET Network .

CAPACITY FOR TOURISM MANAGEMENT IN PAs

Building capacity for ecotourism development in PAs, through coaching, training workshops and MOOCs, giving Protected Areas managers the training and tools to measure, manage and keep tourism impact within limits of acceptable change.

...by 2024

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