

Sustainable Blue Tourism

Towards a sustainable maritime and coastal tourism in regional seas



Blue Tourism Forum

The transition towards sustainable Coastal and Maritime (C&M) tourism around world marine regions

Context

Accounting for 10% of the global GDP and employment in 2017 (WTTC, 2018), tourism is one of the world's largest industries, with an average increase of 4% in the last few years (WTO, 2018). While tourism is a source of revenue, jobs and economic dynamism, it also put environmental pressures on coastal ecosystems already subject to intense human impact, as 80% of individuals prefer the coastal areas as destination for their travel (WWF, 2018). Indeed, tourism has been estimated to generate around 8% of global greenhouse gas emissions (Nature, 2018), in addition to detrimental effects on the environment through waste production (in particular marine litter), energy and resource (over) consumption or built infrastructures; which have contributed to biodiversity loss, land use change and alteration of fragile ecosystems.

Blue tourism initiative

International actors have tried to address those challenges by integrating tourism in the **2030 agenda**, in particular related to ocean conservation (SDG 14) and sustainable consumption and production (SDG12). The **Blue Tourism initiative**, promoted by the association **eco-union**, think-tank **IDDRI** and **Planet Mer**, and supported by French governmental agencies and ministers (FFEM/AFD, ADEME, MTES), aims to improve the sustainability of Coastal & Maritime tourism through the development of field projects on **eco-labels, citizen sciences and governance** mechanisms in the most sensitive tourism sub-sectors - resorts, cruises and ecotourism – around three main marine regions: the **Mediterranean, Western Indian Ocean** and the **Caribbean**.

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Blue Tourism Forum

20th of June 2019

AFD, 3 place Louis Armand, 75012 Paris

AGENDA

Expected participants: 60-80 people

Languages: French and English

- 8h30-9h: Registration of participants
- **9h - 9h15: welcome speech by partners** - FFEM/AFD, ADEME, MTES
- **9h15 - 9h30: State of Coastal and Maritime Tourism in marine regions** (J. Fosse, eco-union)
- **9h30-10h45: International initiatives on Sustainable Tourism**
 - Helena Rey de Assis, UN Environment: One Planet initiative
 - Katrin Muench, Environmental policy advisor, GIZ
 - Graeme Jackson, Head of partnerships, Travel Foundation
 - Peter Debrine, World Heritage Centre & Sustainable Tourism, UNESCO
 - Agnes Weil, Directrice du développement durable et du mécénat, Club Med
 - *Moderator: Jérémie Fosse, president, eco-union*
- **10h45-11h: coffee break**
- **11h00- 12h00: Marine Regions and tourism governance**
 - Elen Lemaitre-Curri, Plan Bleu, UNEP/MAP
 - Alain Dupeyras, Head, Regional Development and Tourism Division, OECD
 - Rochelle Turner, research director, WTTC
 - Luigi Cabrini, chairman, GSTC
 - *Moderator: Julien Rochette, Ocean programme director, IDDRI*
- **12h00 - 13h00: Citizen sciences for sustainable coastal and marine tourism**
 - Marie Balmain, CSR director, Pierre et Vacances
 - Alexandre Bisquerra, Implementation officer, IRD
 - Jean-Pascal Quod, president, Reef Check France
 - Lynn Lawrance & Arnaud Brival, The Sea People
 - *Moderator: Laurent Debas, managing director, Planète Mer*
- **13h: Conclusions**
- 13h - 14h: lunch (for speakers and partners only)
- **14h30 - 17h: working session for project partners** (on invitation)

