

International Conference

“Contribution of sound waste management systems to sustainable tourism and the protection of marine ecosystems”

Session 1: Impact of marine litter on the tourism sector and mitigation initiatives; 10 October 2022

Michele Colavito, Union for the Mediterranean

Universität
Rostock



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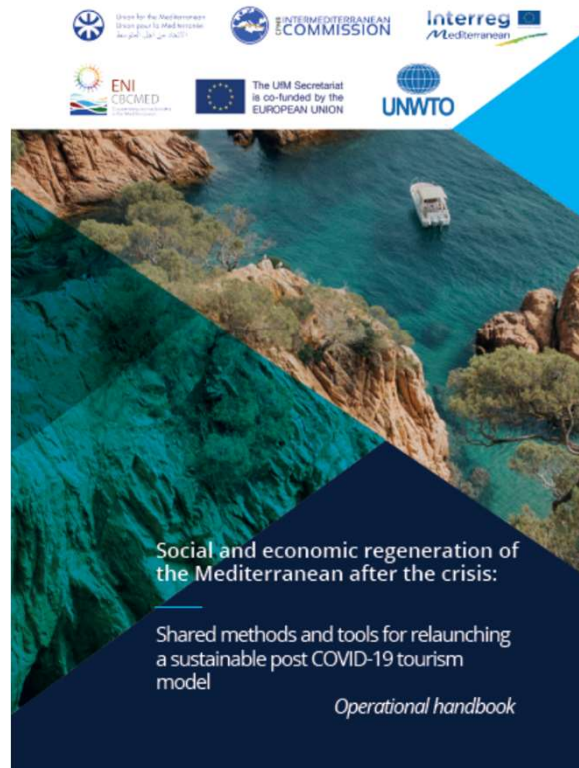
MARRAKECH
جامعة القاضي عياض
UNIVERSITE CADI AYYAD

TouMALI
PREVENTION OF MARINE LITTER



UfM and CPMR Handbook: “Social and economic regeneration of the Mediterranean after the crisis: shared methods and tools for relaunching a sustainable post COVID-19 tourism model”

Why an handbook?

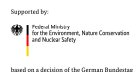


Tourism is the primary economy sector in the Mediterranean region, representing 30% of global tourism flows and hosting the world's leading tourist destinations

There are remarkable weaknesses such as volatility caused by climate change effects (e.g. coastal erosion) and global shocks (financial crises, pandemics, etc.) that require structural changes towards more ecologically sustainable and socially resilient models. The models should be grounded on local strengths and assure domestic returns.

The COVID-19 pandemic has increased inequalities at a socio-economic level, generating more poverty and discrimination all over the world, and especially in the Mediterranean region. In particular, its effects have been unimaginable at economic and social levels: the measures taken to prevent the infection have put entire sectors and industries, such as tourism, in serious difficulty.

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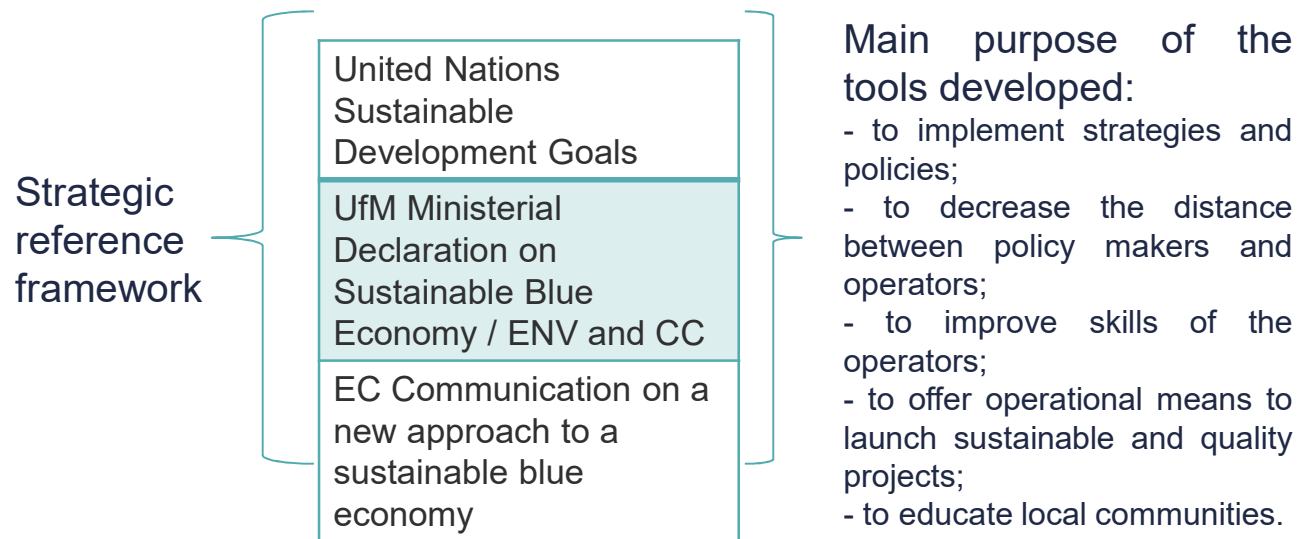


Main content of the handbook

1. review of the main studies and analysis focused on the effect of the pandemic. Some suggestions are reported for initiatives to be adopted as well as a “check list” as a useful exercise and contribution to the capacity building process that will involve all the main players involved;
2. analysis of some cooperation projects and initiatives related to the coastal and maritime tourism. Some recommendations for the identification of specific recovery measures and a “check list” as further useful exercise and contribution to the above mentioned capacity building, specifically focused on projects;
3. description of operational tools for the revitalisation of the tourism sector.

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UfM and CPMR-IMC promoted the preparation of an handbook to identify common tools and methods for relaunching tourism throughout the Mediterranean region, as a solution for dealing with the negative impacts of the pandemic crisis that has affected the entire planet. Repercussions were not only of economic nature but also social and environmental.



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Social and economic regeneration of the Mediterranean after the crisis



- Tourism has the potential to contribute, directly or indirectly, to all the 17 goals. In particular, it has been included as targets in Goals 8, 12 and 14 on inclusive and sustainable economic growth, sustainable consumption and production and the sustainable use of oceans and marine resources, respectively.



- The 2nd UfM MD on Sustainable BE reinforces the process and calls for new joint actions to speed up recovery of the blue economy sectors in the Mediterranean as well as to ensure its long-term sustainability.
- The 2nd UfM MD on ENC and CC aims at promoting fair, resilient and resource-efficient economies, reducing pollution and protecting biodiversity and ecosystems in the Mediterranean region.



- The 17th of May 2021, the European Commission launched a new sustainability approach for the Blue Economy in the productive and industrial sectors linked to the seas, oceans and coastal areas. A more sustainable Blue Economy is essential to achieve the goals of the European Green Deal and ensure a green and inclusive recovery from the pandemic

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Suggestions for concrete initiatives to relaunch sustainable tourism in the Mediterranean

International level

- to strengthen the cooperation and exchange of information among international and supranational organizations and institutions

National, regional and local level

- to strengthen participation in multilateral and collaborative frameworks at international level;
- to promote initiatives to improve governance and to strengthen the decision making process in a multilateral cooperation context.

Technical level

- local communities should be involved systematically in order to improve the awareness concerning the importance of an active involvement of the civil society in every relaunch process

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Initiatives, programmes, projects supporting the shift and recovery of the tourism sector in the Mediterranean

Based on the exchange within the group of experts, some of the most significant experiences have been shared promoted by international institutions and organisations, countries, regions and by specific cooperation project partnerships. These projects/initiatives, based on sustainability and participative principles and approaches, provide important inputs, outcomes, good practices, and solutions to frame the sustainable recovery of the tourism sector in the method used and the results achieved.

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PANORAMED (governance platform)

BEST MED	SMARTMED
main challenges: seasonality and lack of effective cooperation among main tourism actors.	main challenges: common territorial features, a homogeneous destination image.

Some case studies



Co-Evolve4BG aims at analyzing and promoting the co-evolution of human activities and natural ecosystems in touristic coastal areas, towards sustainable development of tourist activities based on the principles of ICZM and MSP, promoting at the same time

Blue Growth in the
Potentialities of
Mediterranean territories



Network of natural parks developing high-quality ecotourism experiences, which allow travelers to discover a new side of the Mediterranean.

Concrete
experience/tools

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Toolkit to develop the capacity building

Mediterranean level

Target group	Main responsibilities	Goal/s	Tools
<ul style="list-style-type: none"> Responsible organisations for the implementation of cooperation programmes and projects (Mediterranean level) 	<ul style="list-style-type: none"> setting relevant priorities in the programming and implementation of programmes and projects ensure the continuous and active involvement of key institutions/partners participating in programmes and projects 	<ul style="list-style-type: none"> strengthening cooperation in the region provide tools for the implementation of development and cooperation initiatives through the promotion of quality projects 	<ul style="list-style-type: none"> Development of networks of operators and practitioners promotion of and exchange of practices and experiences promotion of joint initiatives support for the definition of marketing strategies to develop local assets and respect fair cooperation and competition across destinations

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Mediterranean level

Target group	Main responsibilities	Goal/s	Tools
<ul style="list-style-type: none"> • Private sector 	<ul style="list-style-type: none"> • promoting investments also to ensure sustainability of the initiatives undertaken 	<ul style="list-style-type: none"> • contribute to the creation of a favourable economic and social environment to attract investment • improving the supply of tourist services, also through the strengthening the skills of workers and operators in the sector 	<ul style="list-style-type: none"> • Better understanding of the market evolution and potential niches to be addressed to develop sustainable offers • Development of green and 'circular' models (products and services) to strengthen local offers • implementation of initiatives to improve new skills (digital skills) for practitioners

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Union pour la Méditerranée
Union for the Mediterranean
الإتحاد من أجل المتوسط

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Color Scheme

Turquoise
RGB 84.171.176
HEX #54abb0



Red
RGB 255.95.72
HEX #ff5f48



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HEX #2a365b



Dark Grey
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HEX #333333



Yellow
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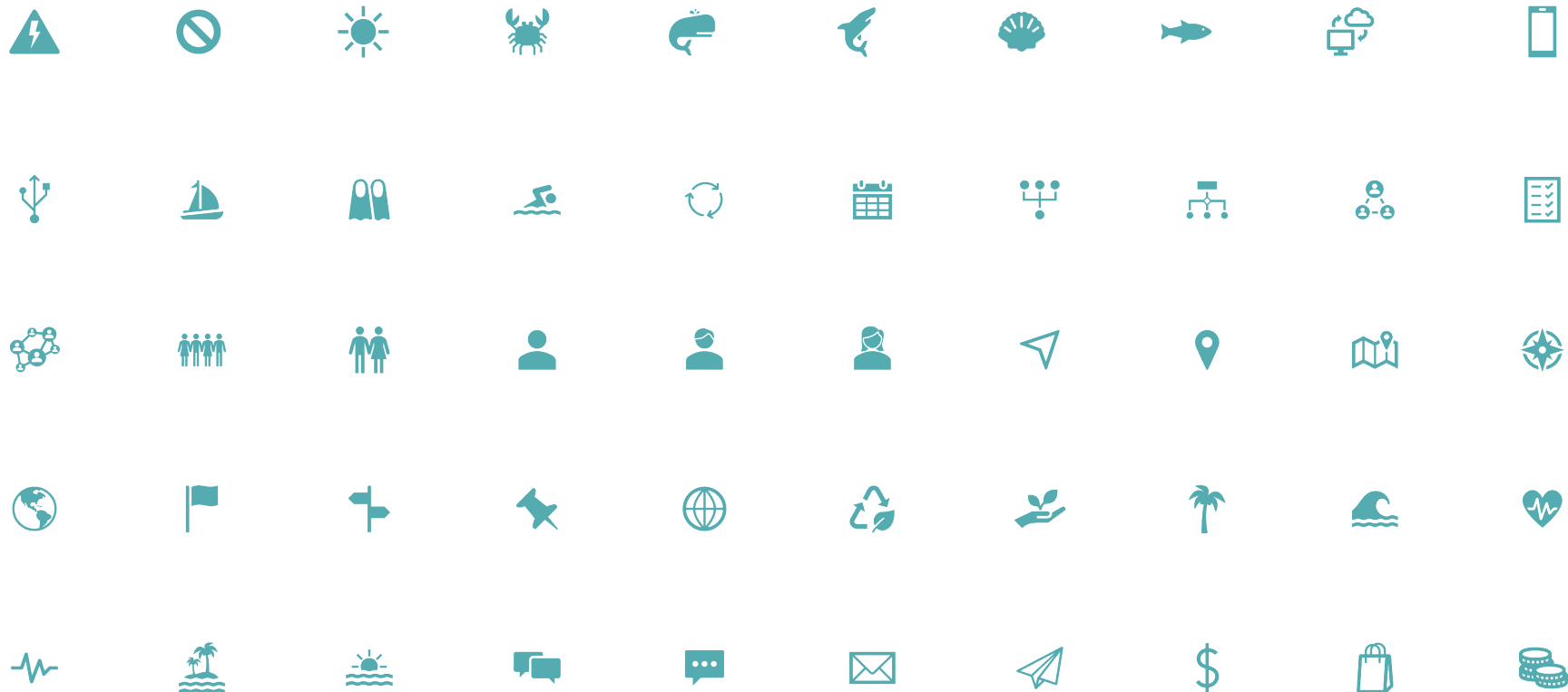
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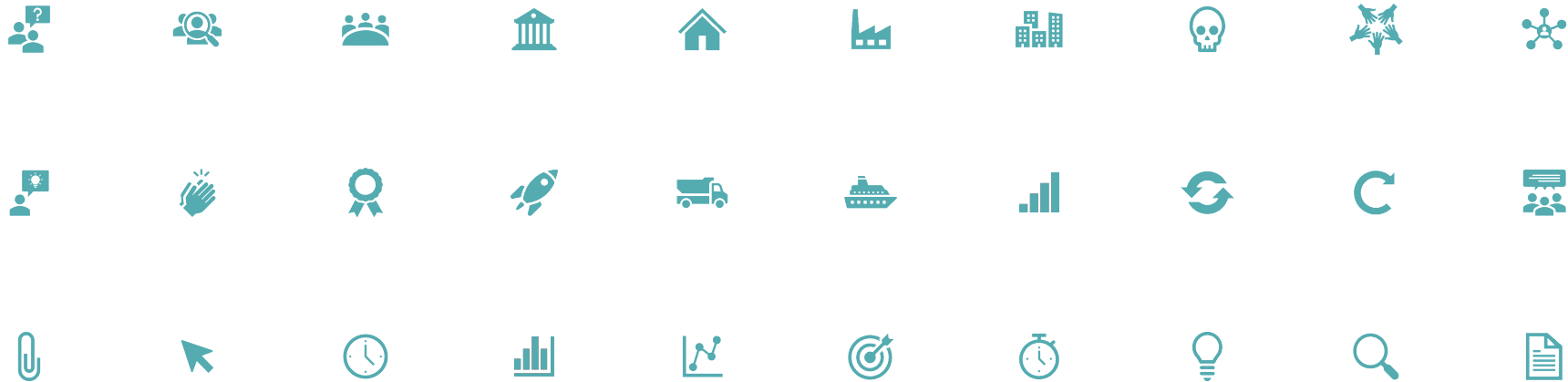
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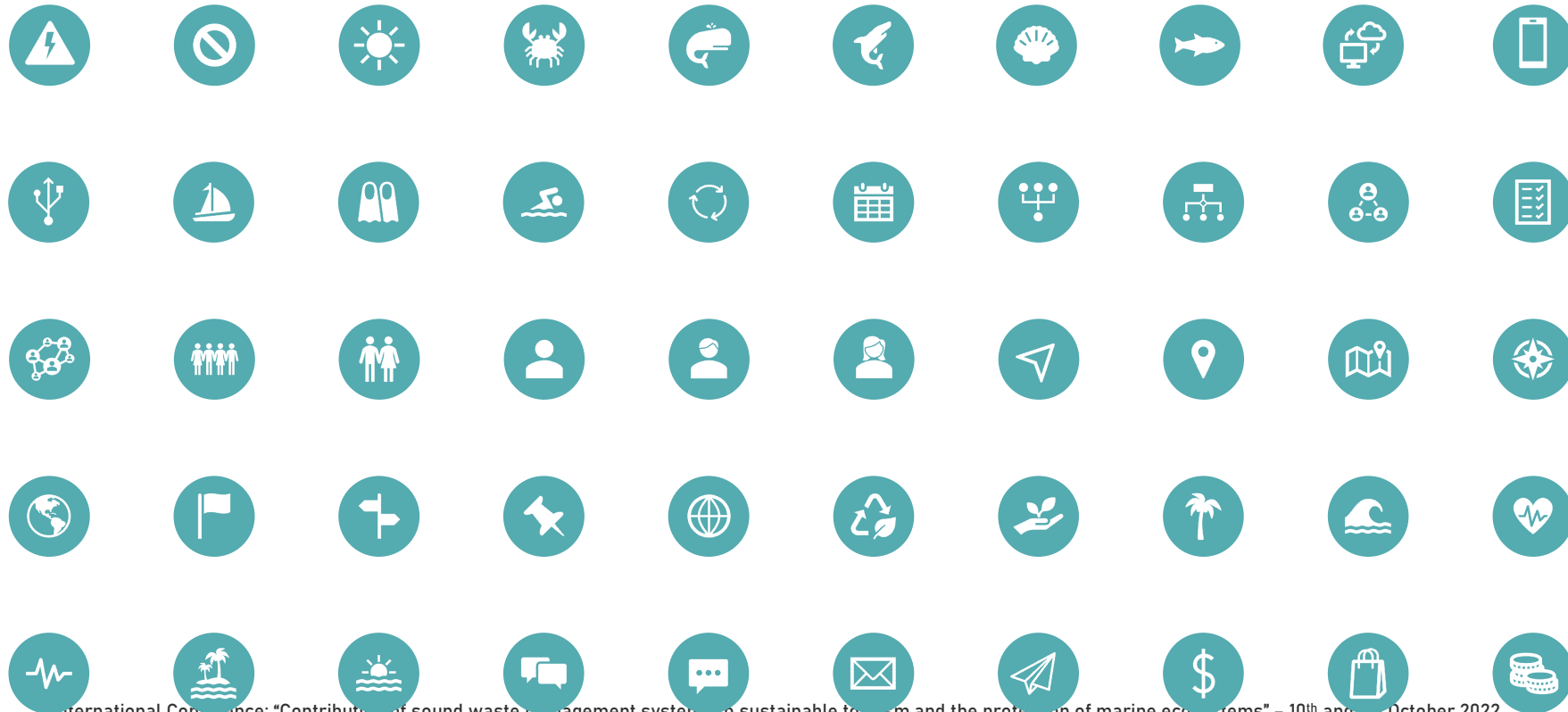
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