

Sustainable Tourism in the Mediterranean – Trends and Future Perspectives

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**Mediterranean
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Tourism in the Mediterranean : Key figures (SOED, Plan Bleu 2022)

In the Mediterranean countries:

- 400 million international tourist arrivals in 2019

In the Mediterranean coastal areas:

- Tourism accounts for over 70% of production and gross value added

Employment Impact:

- 11.5% of total employment in Mediterranean economies (2015)

Future Projections (2017):

- Tourism expected to reach 12.5% of regional GDP by 2026
- 2.8 million jobs projected by 2027



Source: WTO, 2015

Tourism in the Mediterranean : Key threats (IUCN)

TOURISM AS A THREAT

linear economic model and short-term thinking

50% of Mediterranean shores **are urbanized** 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

Significant impact on local residents and can cause **disturbance to local habitat and life** in high season



SUSTAINABLE 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

Tourism can also contribute to catalyzed water and energy shortages, degradation of water supplies and ecosystem degradation with its potential as a **great catalyst** for economic, social and environmental prosperity.

Tourism in the Mediterranean : MED2050: A Foresight Study



GOVERNANCE

Lack of engagement
of local communities



ENVIRONMENTAL

Water crisis and
beach regression



CULTURAL

Increasing urbanisation
leading to loss of authenticity



SOCIAL

Residents are not considered
in tourism strategic plans

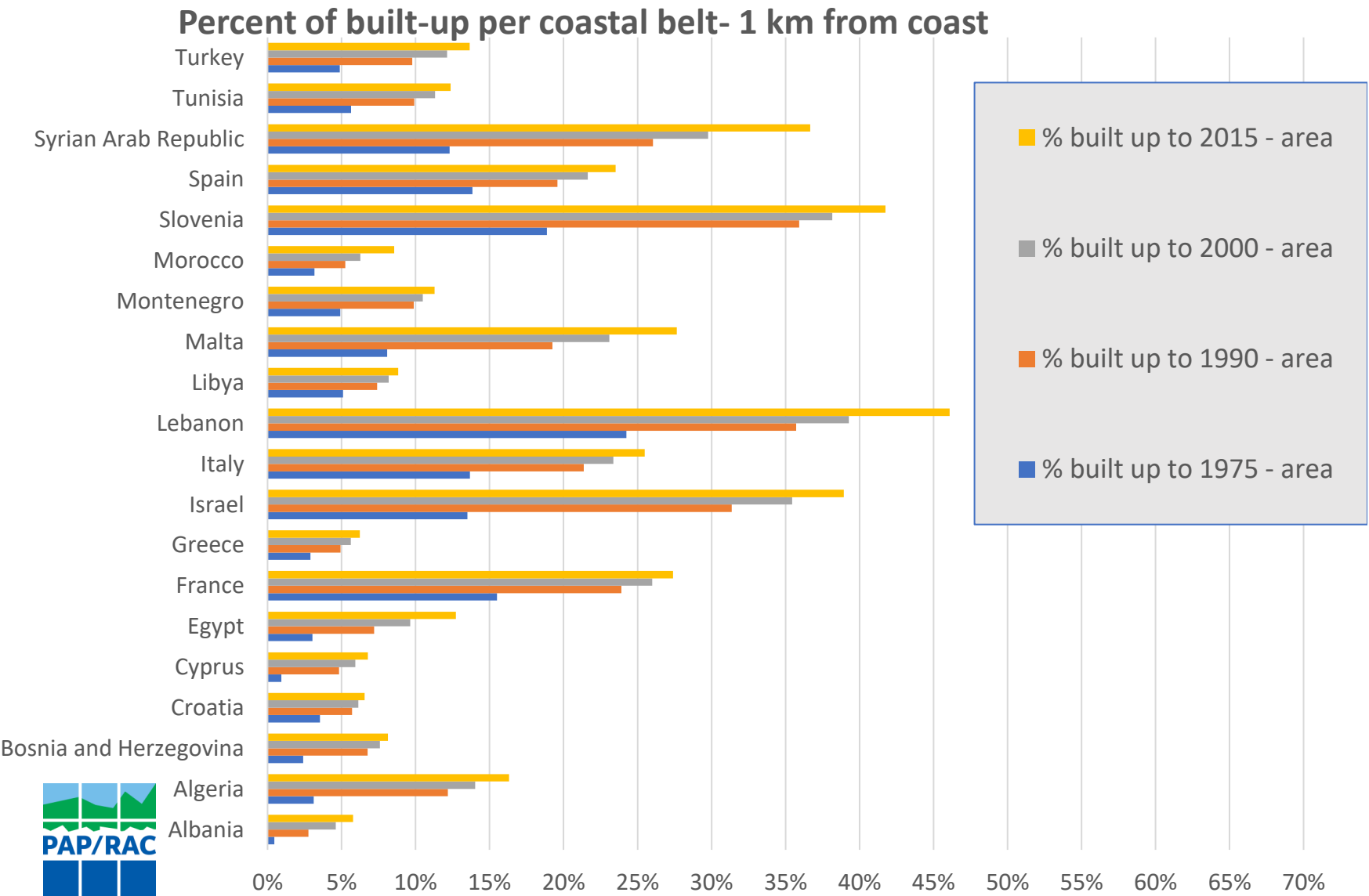


ECONOMIC

Lack of application of
circular economy principles

Variables	2020	2050
Climate	Second fastest warming region in the world after the Arctic. In 2020, +1.5°C compared with the pre-industrial period	According to MedECC scenarios: +2.2°C (between +2°C / +2.5°C)
Population	North: 196M / South: 202M / East: 124 M / Total: 522M	High scenario: North: 200M / South: 315M / East: 174M / Total: 689M Medium scenario: North: 179M / South: 293M / East: 157M / Total: 630M Low scenario: North: 172M / South: 264M / East: 146M / Total: 582M
	% > 65 years-old: North: 21.4% / South: 6.4% / East: 8.06%	High scenario: North: 35.5% / South: 14% / East: 20% Low scenario: North: 30.5% / South: 11.7% / East: 16.8%
Urban transition (Urbanisation rate)	Several countries in the South and in the Balkans (10) still have a large rural population (between 35% and 57%) Average urbanisation rate for the Mediterranean: 72%	All Mediterranean countries have an urban population close to or above 70%, with the exception of Egypt (55%) Average urbanisation rate in the Mediterranean: 82%
Fishing, aqua- culture and marine biodiversity	Overfishing rate: 73% in 2020 and 58% in 2021 Fishing: 1994: 1.08 million t / 2015: 0.75 million t / 2020: 0.8 million t / 2021: 0.66 million t Aquaculture: 3.2 million t (2021)	Overfishing rate < 50% Fishing: between 0.6 and 1 million t Aquaculture: between 4 and 5 million t
	The Mediterranean: a global biodiversity hotspot (18% of the world's species, 28% of which are endemic) - but highly threatened (8% of species are in danger of extinction)	Major qualitative transformation of marine ecosystems: tropicalisation of species with the disappearance of certain endogenous species (around 20%)
Plastic pollution	The Mediterranean is the most plastic-polluted marine area in the world: 8 times more than the global average. 260,000 t (2015)	Plastic discharges into the sea are expected to increase by a factor of 1.5 to 2 (source: OECD)
Water shortage risk	180 million people in the South and East are facing a water shortage (less than 1000 m3/year.cap). 80 million people face extreme shortage (less than 500m3/year.cap). 75% of resources are in the North	By 2050, almost the entire population of the Mediterranean Basin will be suffering from water shortages due to drought 290 million people in the southern and eastern Mediterranean
Primary energy	For 2018: Energy demand: 1 022 Mtoe - North: 614 Mtoe / South and East: 408 Mtoe - of which: Fossil fuels (oil, gas and coal) for the region: 777 Mtoe (76% of total demand) / North: 399 Mtoe, i.e. 65% of the EM / SEMCs: 379 Mtoe or 93% of the EM Renewable energies: 120 Mtoe (12% of total demand) - North: 91 Mtoe, i.e. 15% of the EM/SEMCs: 29 Mtoe or 7% of the EM Nuclear energy: 124 Mtoe (12% of global demand) - North: 124 Mtoe or 20% of the EM / South: 0	Business-as-usual scenario: Energy demand: 1,404 Mtoe (+37%) - North: 543 Mtoe (-11.5%) / SEMCs: 861 Mtoe (+111%) of which: Fossil fuels (oil, gas and coal) for the region: 1,026 Mtoe (73% of total demand) - North: 60% of EM / SEMCs: 82% of EM Renewable energies: 268 Mtoe (19% of total demand) - North: 29% of the EM / SEMCs: 13% of the EM Nuclear energy: 110 Mtoe (8% of global demand) - North: 58 Mtoe or 14% of the EM / South: 52 Mtoe or 6% of the EM

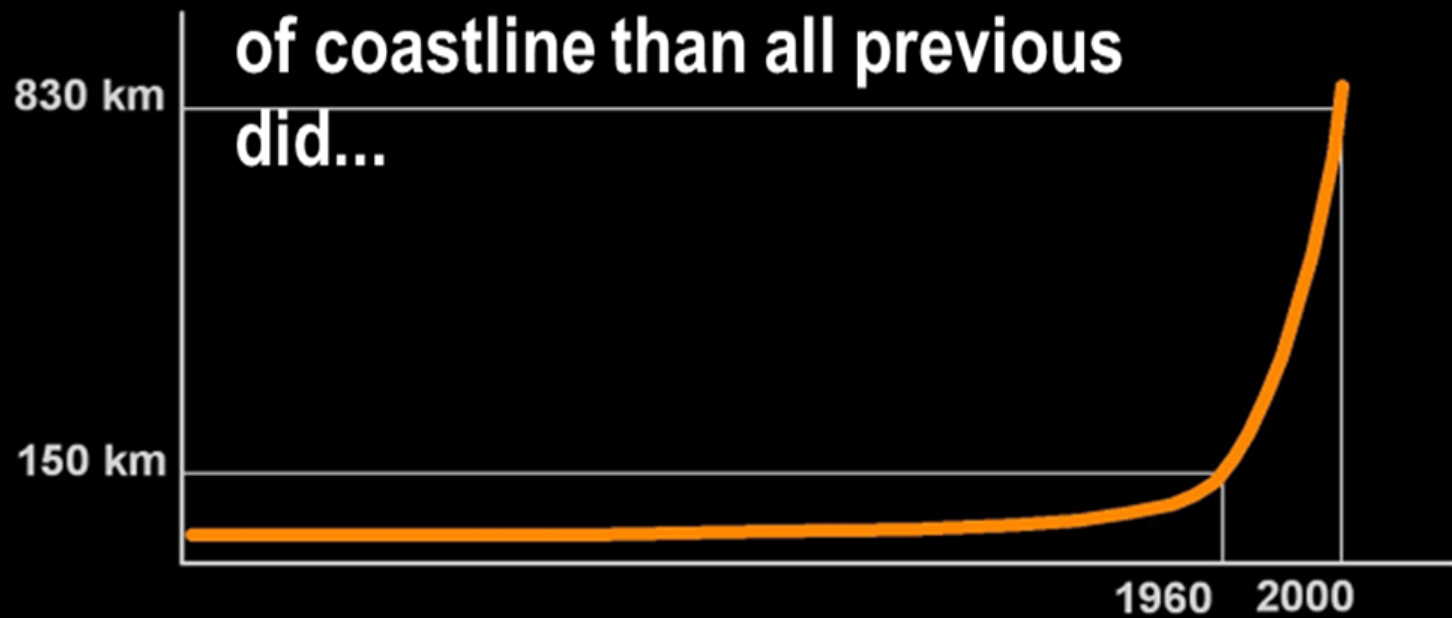
Coastal urbanisation in the Mediterranean



Coastline in the Adriatic



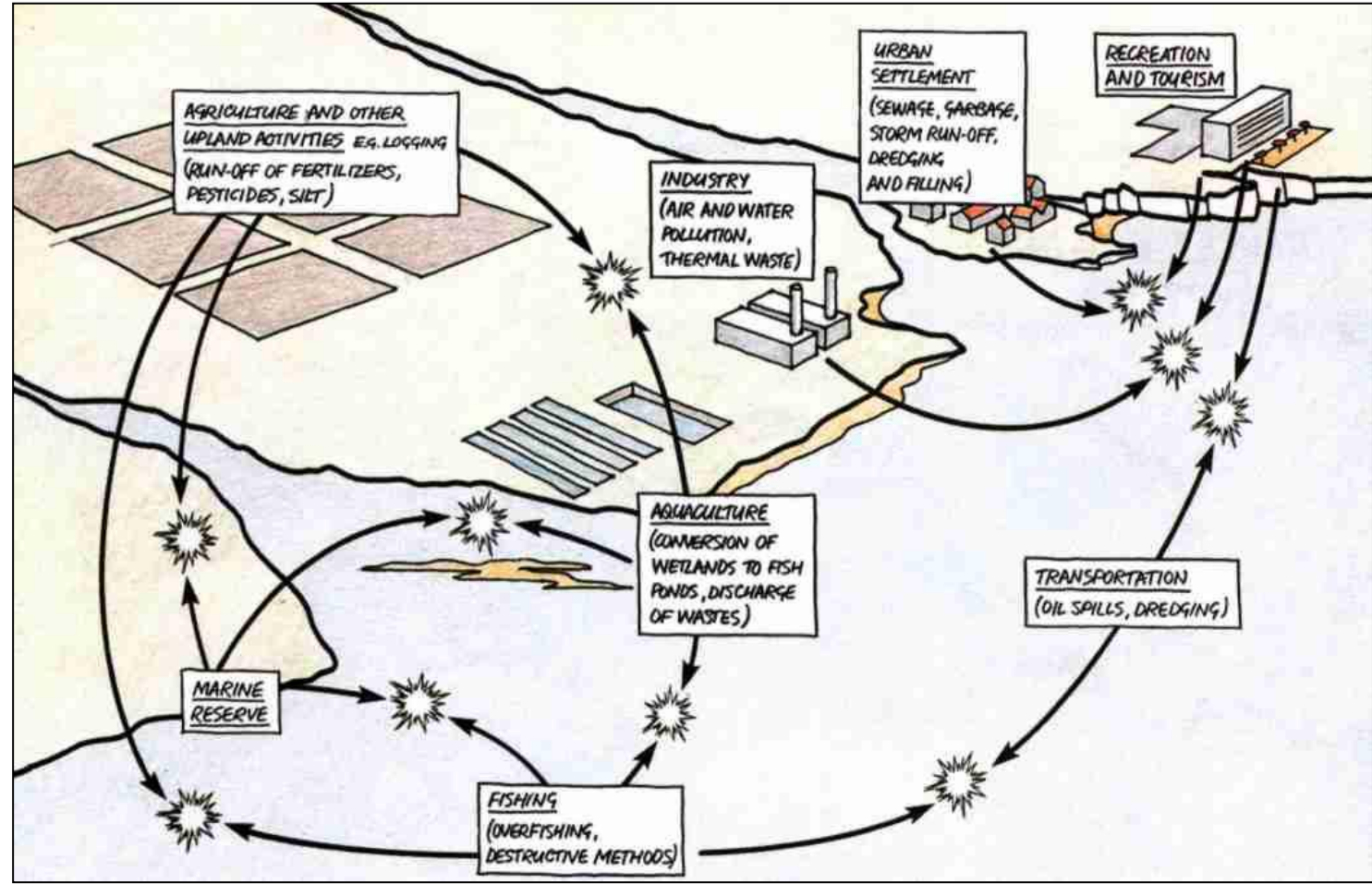
**one generation urbanized 4x more
of coastline than all previous
did...**

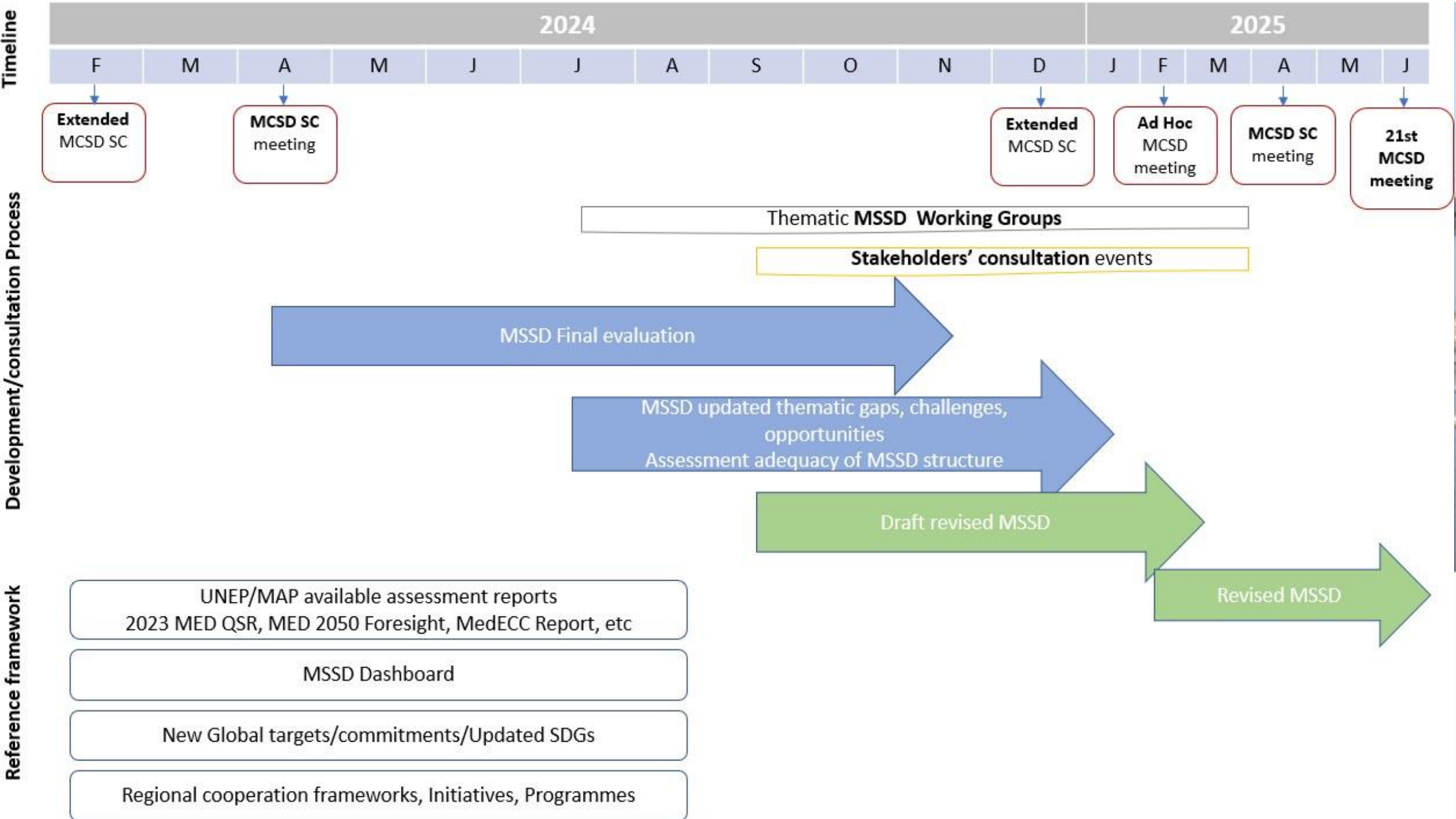


Why tourism within the integrated (ICZM) prism

Why ICZM?

- Tourism is a key coastal (including maritime) activity
- A flexible, integrated approach
- Balances use, protection & development
- Fosters ecosystem-based & holistic planning
- Supports policy & governance; helps reconcile diverse stakeholder interests
- Integrated assessments
- Specific tools and approaches empowering coastal communities and enabling sustainable implementation





Mediterranean Strategy for Sustainable Development (MSSD)

Prosperous, climate resilient, and peaceful Mediterranean region in which people enjoy a **high quality of life** and where sustainable development takes place within the carrying capacity and in the limit of acceptable change of biologically diverse **healthy, productive, conserved, restored, wisely used and effectively managed ecosystems.**

Investing in environmental sustainability to achieve social well-being and economic development



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Mediterranean Strategy for Sustainable Development (MSSD)

- The Strategy focuses on addressing **cross-cutting issues** that lie in the interface between environment and development. It is based on a set of cross-cutting **themes** that were chosen to provide scope for an integrated approach to address sustainability issues, as follows: Seas and coasts; Source to Sea; Natural resources, rural development and food; Water-Energy-Food -Ecosystem Nexus; Sustainable cities; Climate; Transition towards a green and blue economy; Governance.
- 6 objectives
- Transition towards **sustainable, green, blue and circular economy and sustainable finance**

Transition towards sustainable, green, blue and circular economy and sustainable finance

- Create decent, green jobs for all—especially youth and women—to combat poverty and promote social inclusion.
 - Promote sustainable consumption and production to accelerate the shift to circular economy models.
 - Integrate sustainability, circularity, and climate resilience into investment planning and evaluation frameworks.
 - Develop a Mediterranean Taxonomy for Green and Sustainable Activities to guide and align public and private financial flows with environmental goals.
 - Support innovation, sustainable solutions, and public-private partnerships for a just transition to low-carbon, green and blue economies.
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- Flagship initiative: **Sustainable Blue Tourism**



Thank you!

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