Building a sustainable blue tourism in the context of multiple crises - The Mediterranean, the Caribbean and the Western Indian Ocean

5 October 2022, 18:15-20:15
Cyprus Institute, Nicosia
Aim of the initiative

The initiative aims to improve the governance of coastal and marine tourism to ensure sustainable, inclusive and resilient development, and address the associated environmental, health, socio-cultural and economic challenges.

- Using a bottom-up approach that mobilises public and private stakeholders around blue tourism challenges.
- Facilitating the emergence of new practices at the local level.
- Promoting cooperation and the sharing of experiences, especially at regional level.
The project at a glance

Partners

• **IDDRI** and **Eco union** are the project leaders
• **IUCN Centre for the Mediterranean, CANARI** (Caribbean Natural Resources Institute) and **CORDIO East Africa** are associate partners and implement the project in each of the target regions.

Cost and duration

• 4 years (2022-2026), € 4,325,900
• Co-funded by the French Facility for Global Environment (FFEM) and supported by **Our Blue future** (GIZ), the **World Bank**, **UNEP** and the project partners
Component 1. Diagnosis and state of play

- **General diagnosis** of the impacts of COVID on global tourism and the prospects for recovery

- In the three targeted regions, diagnosis of the **impacts of COVID** on tourism and prospects for **reviving the sector** based on sustainable blue tourism

- **Specific diagnosis** on each pilot site

- Global, regional and local assessments
Component 2. Field deployment in the pilot sites

- Definition of strategies at pilot site level and implementation in collaboration with local, sub regional and national stakeholders

- Action plan for each pilot site

- Dedicated regional funds
9 pilot sites

<table>
<thead>
<tr>
<th>Region</th>
<th>Country</th>
<th>Locality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mediterranean</td>
<td>Tunisia</td>
<td>Djerba Island</td>
</tr>
<tr>
<td></td>
<td>Morocco</td>
<td>Al Hocemia National Park</td>
</tr>
<tr>
<td></td>
<td>Lebanon</td>
<td>Circuit Tyre, Tripoli, Anfeh</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Country</th>
<th>Locality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caribbean</td>
<td>Trinidad</td>
<td>Nariva Swamp</td>
</tr>
<tr>
<td></td>
<td>Tobago</td>
<td>Tobago Island</td>
</tr>
<tr>
<td></td>
<td>World Bank Sites: Sta Lucía, St. Vicent, Grenada, Dominica, Antigua, Barbuda</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Country</th>
<th>Locality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western Indian Ocean</td>
<td>Madagascar</td>
<td>St. Mary’s</td>
</tr>
<tr>
<td></td>
<td>Comoros</td>
<td>Comoros Islands</td>
</tr>
<tr>
<td></td>
<td>Kenya</td>
<td>Diani Shimoni</td>
</tr>
</tbody>
</table>
3 pilot sites in the Mediterranean

**Lebanon, Tyre to Tripoli Coastal Route.**
Encourage a more sustainable management of the nature reserve of the coasts of Tyre, the saltworks of Anfeh and the nature reserve of the Palm Islands (opposite Tripoli).

**Morocco, Al Hoceima National Park (PNAH).**
Update the ecotourism offer of Al Hoceima Park through capacity building and development of new products.

**Tunisia, Djerba Island.**
Encourage sustainable management of Ramsar sites reconciling site preservation and tourism development.
Component 3. Knowledge sharing, outreach and awareness raising

• Share the lessons learned from pilot projects and facilitating scaling-up

• Foster **regional cooperation**, in cooperation with the Regional Seas Programmes, and relevant multilateral stakeholders

• Raise awareness among tourism stakeholders of the **blue tourism’s challenges** using feedback from the project
CONTACT

geraldine.galvaing@iddri.org – julien.rochette@iddri.org – jeremie.fosse@ecounion.eu

Focal point in the Mediterranean: Carla Danelutti, IUCN, Carla.DANELUTTI@iucn.org

www.BlueTourismInitiative.org