



*Coastal  
tourism*

**RESPONSEABLE**

**PROTECTING THE OCEAN**

**OUR COLLECTIVE RESPONSIBILITY,  
OUR COMMON INTEREST**



Traditionally, coastal tourism in Europe has been based so far on the so-called 3S model: sea, sand and sun. Over the decades, the need for accommodating growing number of tourists has led

**42 %**  
of the national coast  
or **1600 km**  
of beaches are  
concerned by erosion  
in Italy

**75%**  
growth of tourism  
since 1995, in the  
Mediterranean region

to the massive urbanization of portions of the Mediterranean coast, often in a rapid and uncontrolled manner.

Nowadays, coastal development is a bulging phenomenon concerning

long stretches of the Mediterranean coast, leading to the artificialisation of coastal and marine ecosystems, habitat fragmentation and deterioration.

**637 million**  
a projected number of  
arrivals by 2025

**18%**  
increased urbanization  
around the  
Mediterranean  
1970-2010

Thus, its success itself can threaten its own economic viability. As a blue growth sector, it has however the potential to create well-being and jobs while contributing to the good state of coastal and marine environments.



*Ocean literacy can play a key role in guiding the sector towards sustainable blue growth. Key is to improve coordination among actors of a very fragmented tourism industry – hotel & restaurant owners, beach resort and marina managers, building companies, national and local policy makers and urban planners. Ocean literacy campaigns also need to target tourists: raising awareness on how they can mitigate their own impact; and informing local actors on tourists' expectations and wishes.*



**Flash it!**

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