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, 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, 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)