# The Blue Economy, sustainable tourism and its management



SMA TOURISM

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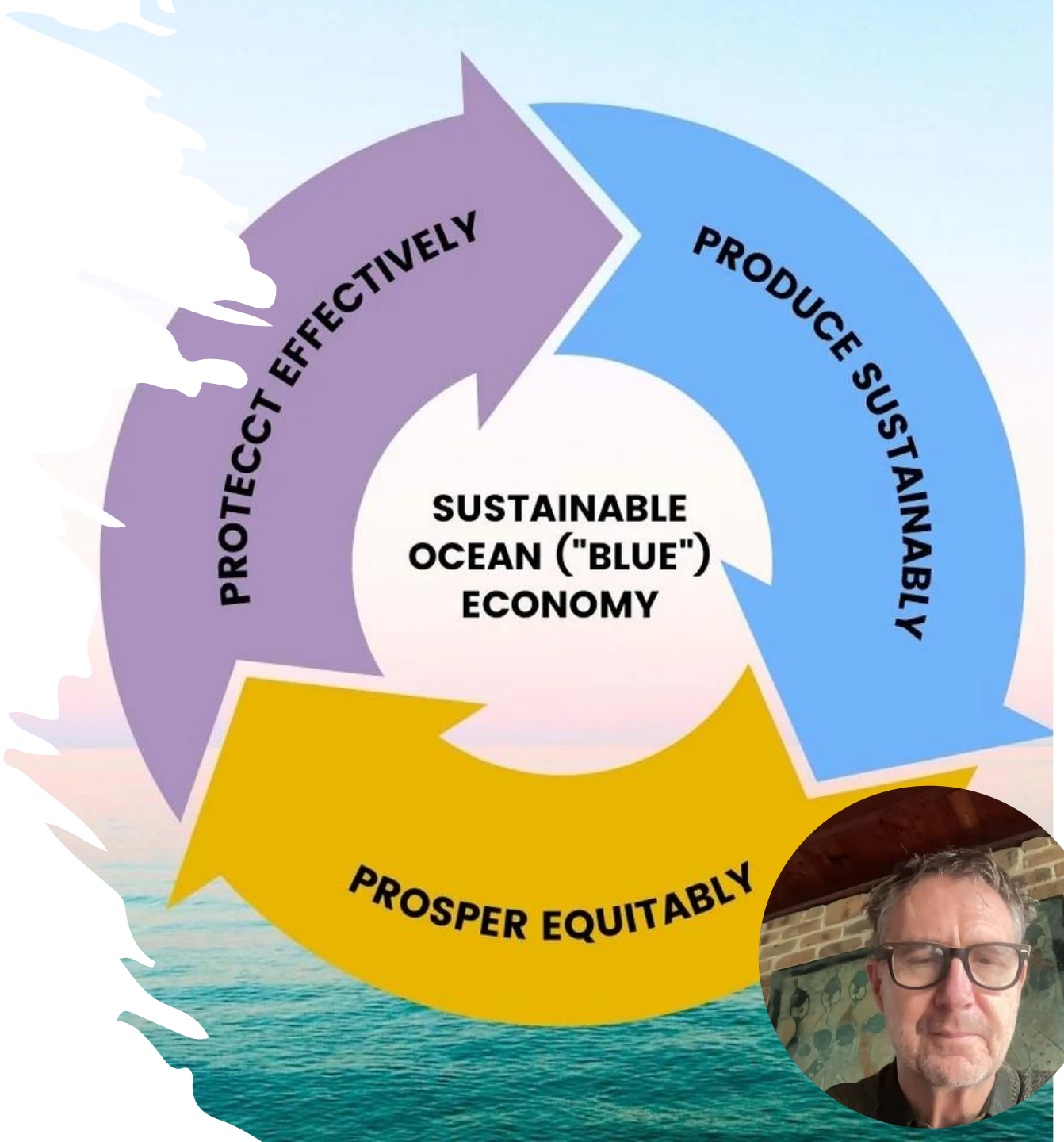
# What is the Blue Economy?

- A **strategic framework for sustainable development**, integrating economic growth, environmental stewardship, and social wellbeing
- Encompasses all economic activities related to oceans, seas, and coastal areas, including fisheries, aquaculture, maritime transport, tourism, offshore energy, and emerging sectors like marine biotechnology and blue carbon initiatives
- Emphasises ecosystem protection and restoration
- Enhances food security, social equity, and resilience for communities dependent on marine resources





# Tourism and the blue economy

Tourism in the blue economy includes

- Beach resort tourism: resorts located on attractive beaches offering activities like swimming, sunbathing and beachside dining
- Cruise tourism: allowing passengers to experience the open water and visit various coastal ports
- Marine activities: snorkelling, diving and other water-based activities that connect people to marine ecosystems

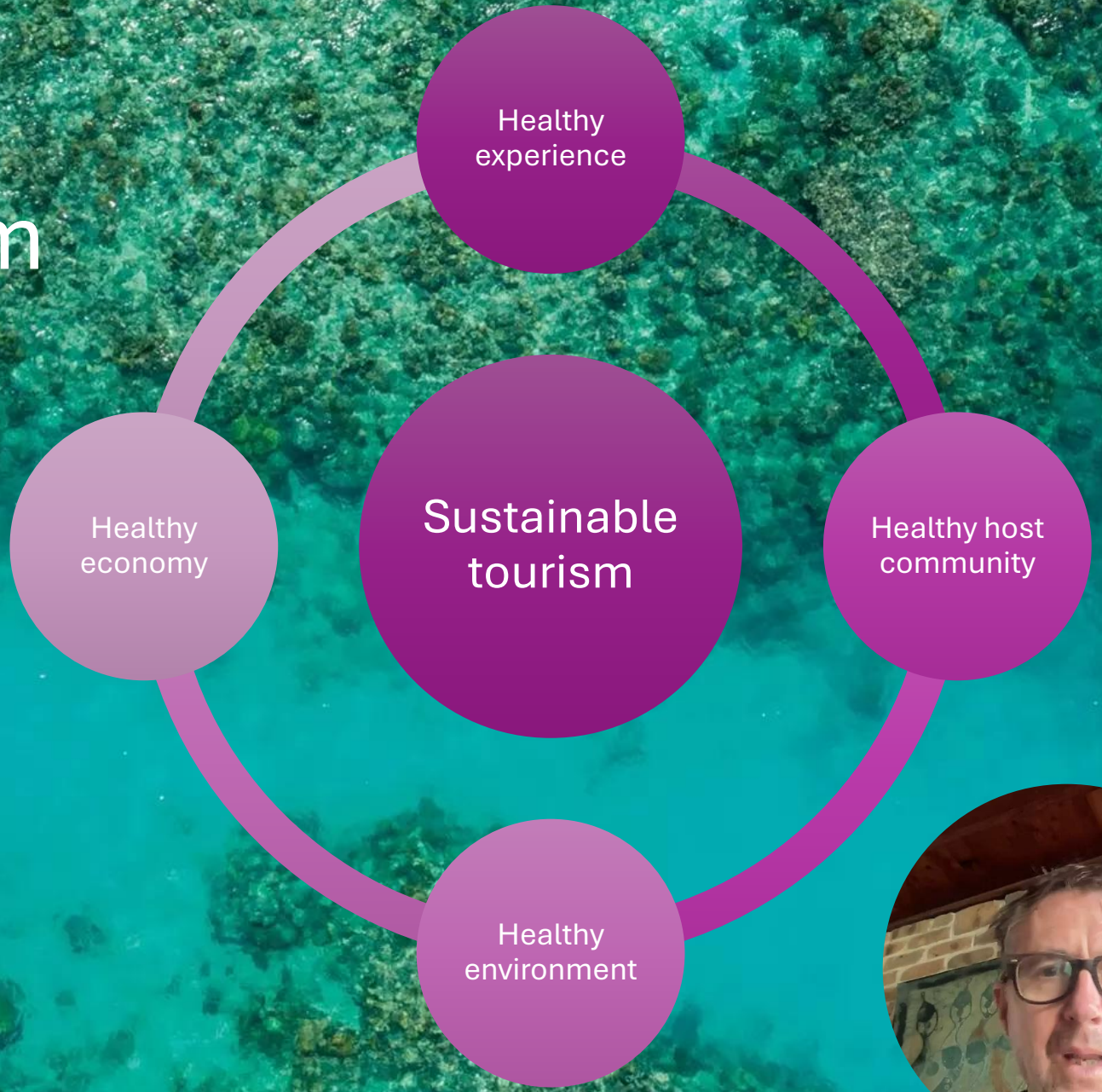


# Sustainable tourism

Tourism that respects both local people and the traveller, cultural heritage and the environment



A continuous process of improvement rather than a final outcome






# Common approaches to making tourism in the blue economy more sustainable

Empowering

Controlling

Marketing & education

Adaptive management

Limited facilities

Limited numbers

Limited access



# A favourite of the controllers – carrying capacity

Came from livestock farming
- the landscape is the same
- animals behave the same, you can fence them in…

Not so for people or protected areas!
- variability of where people go and what they do
- A site's environmental resilience ebbs and flows
- Different people create different impacts





The only successful application has been a maximum for any one moment in time, not a day or a week or a year
(think of a night club)

But rarely can a protected area have controlled access and rarely can you cost effectively count how many people there are

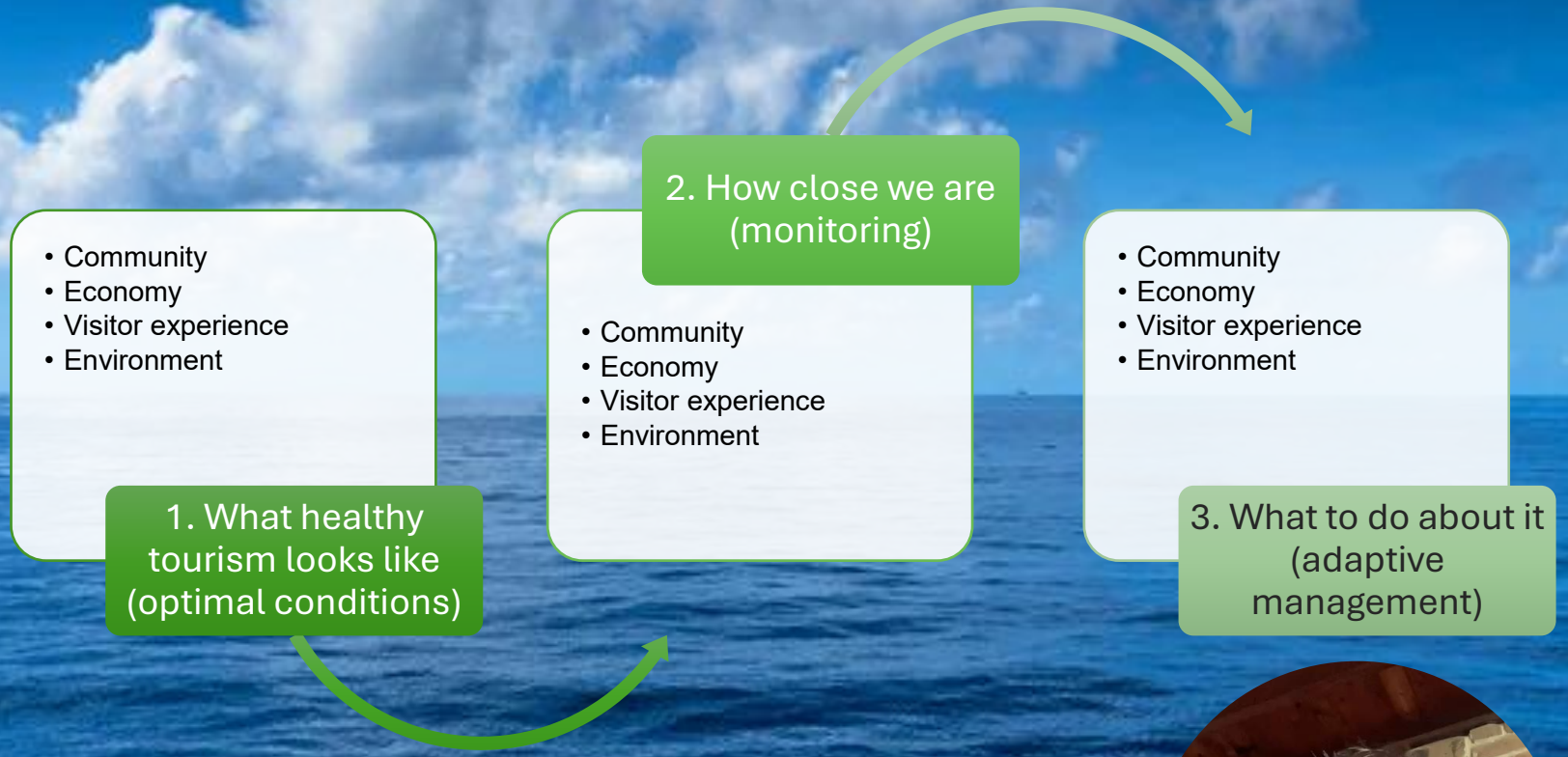


# And so the Sustainable Tourism Management Model has replaced carrying capacity

They typically have three parts

Their strength is in knowing what is going on and then customising the response to address the problem

They integrate and empower all stakeholders to work together






# Where have these STM's been created?

- The Bahamas (Exuma Cays)
- The Bazaruto Archipelago (Mozambique)
- Kangaroo Island (South Australia)
- Hunagshan WHA (China)
- North Head Quarantine Station (Australia)



# Next steps

- Create another one or two for marine protected areas in this group
- Conduct a workshop on sustainable tourism management in 2027

