



UNIVERSITY OF TARTU
Pärnu College



Maritime tourism as a dominant sector of the blue economy

Multisciencia Pernaviensis

“Aspects of the blue economy at different
spatial scales”



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Coastal and marine tourism

Marine tourism includes those recreational activities that involve travel away from one's place of residence and which have as their host or focus the marine environment.

(Orams, 1999)

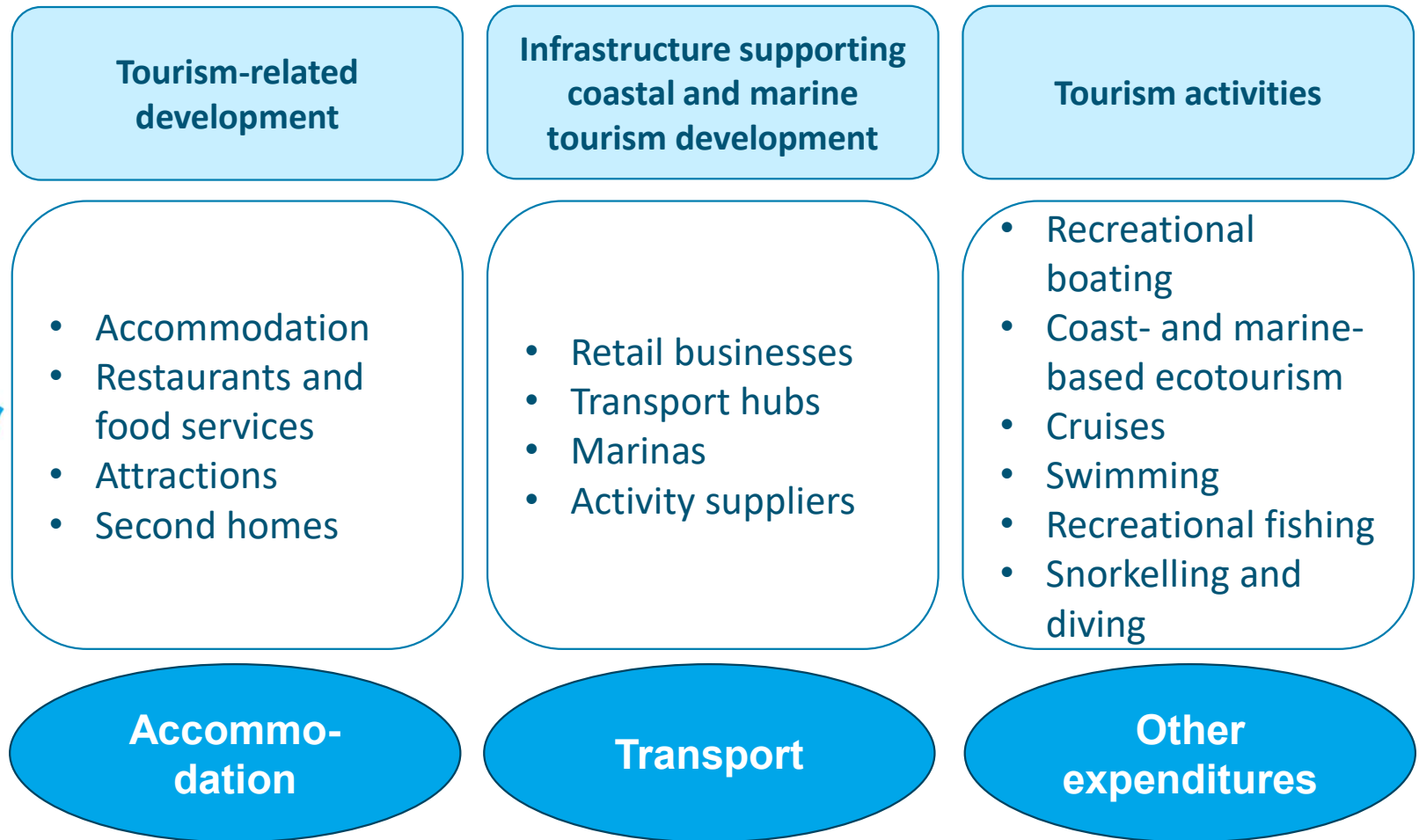
Coastal tourism comprises recreational activities taking place in the proximity of the sea as well as those taking place in the maritime area, including nautical sports.

(EU Blue Economy Observatory)



Coastal and marine tourism

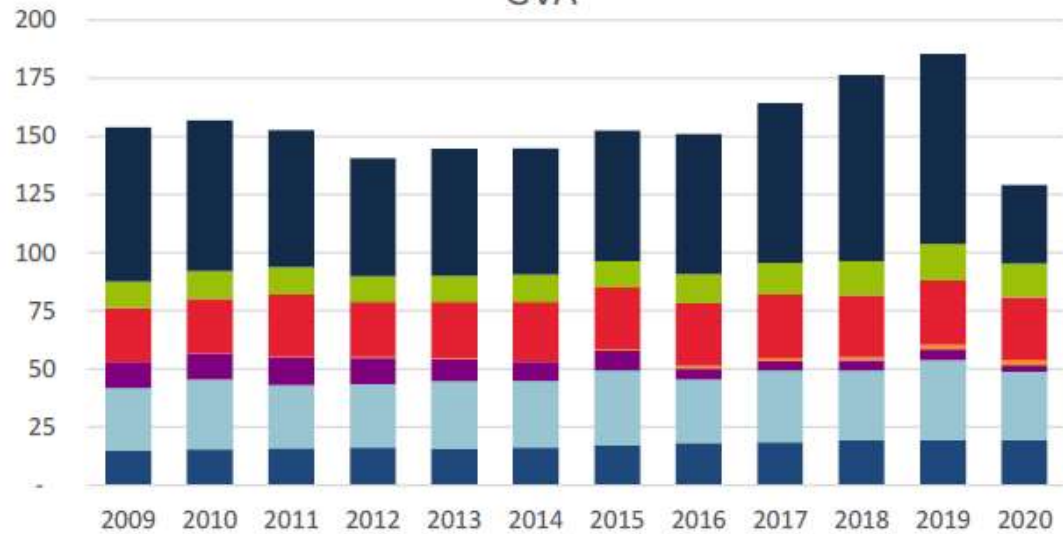
Hall, 2014



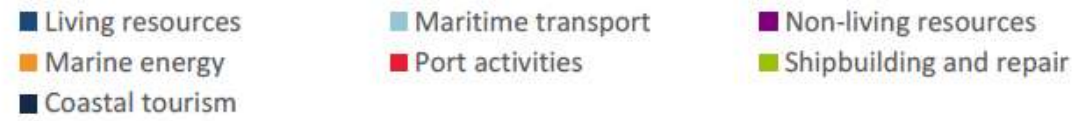
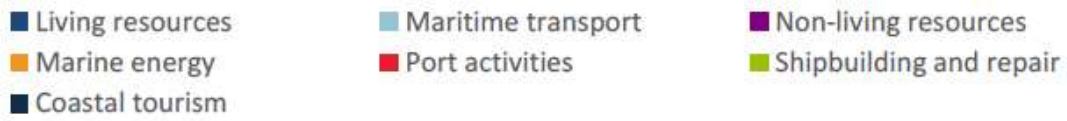
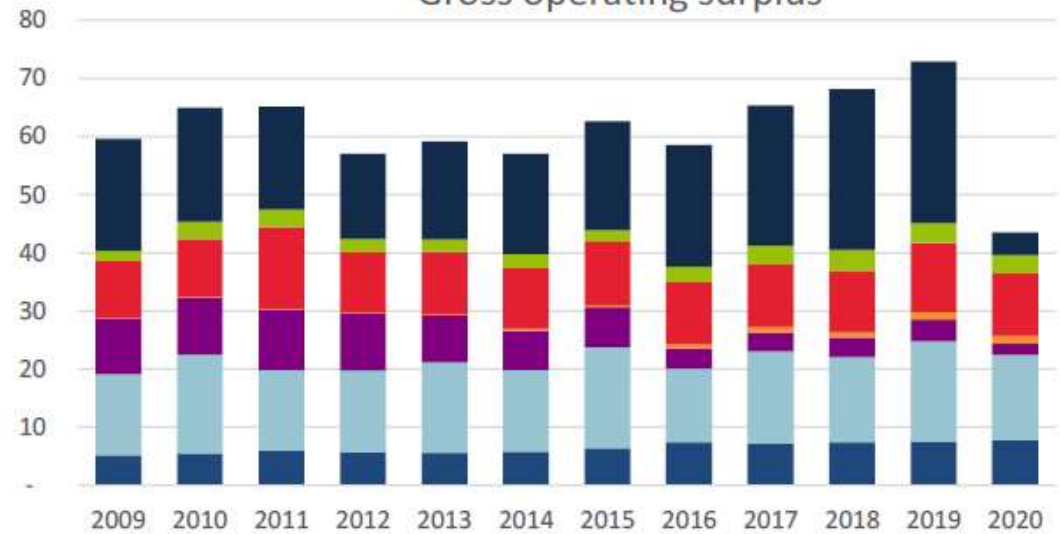
EU Statistics

EU Blue Economy

GVA



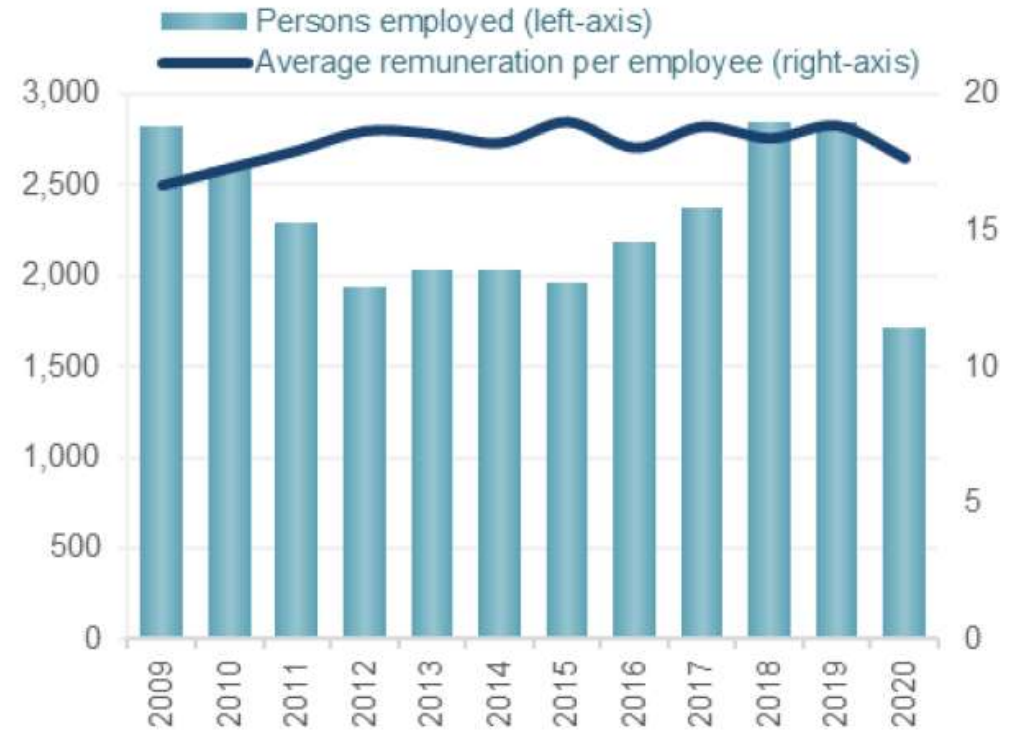
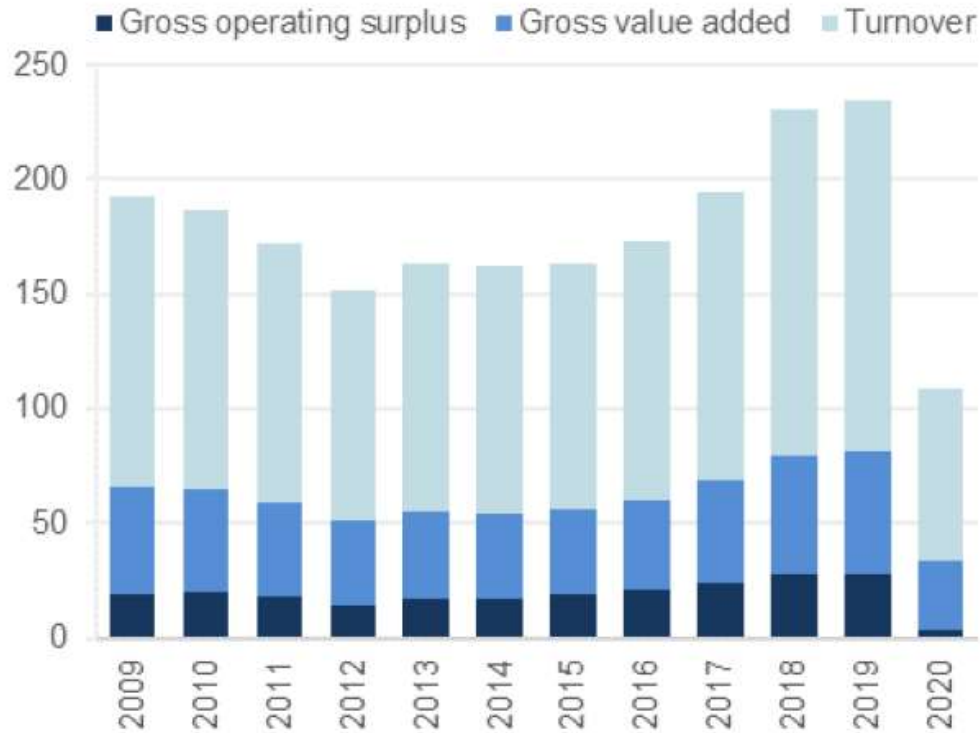
Gross operating surplus



Size of the EU Blue Economy, € billion

European Commission, Directorate-General for Maritime Affairs and Fisheries, Joint Research Centre, Borriello, A., Calvo Santos, A., Ghiani, M., et al., *The EU blue economy report 2023*, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2771/7151>

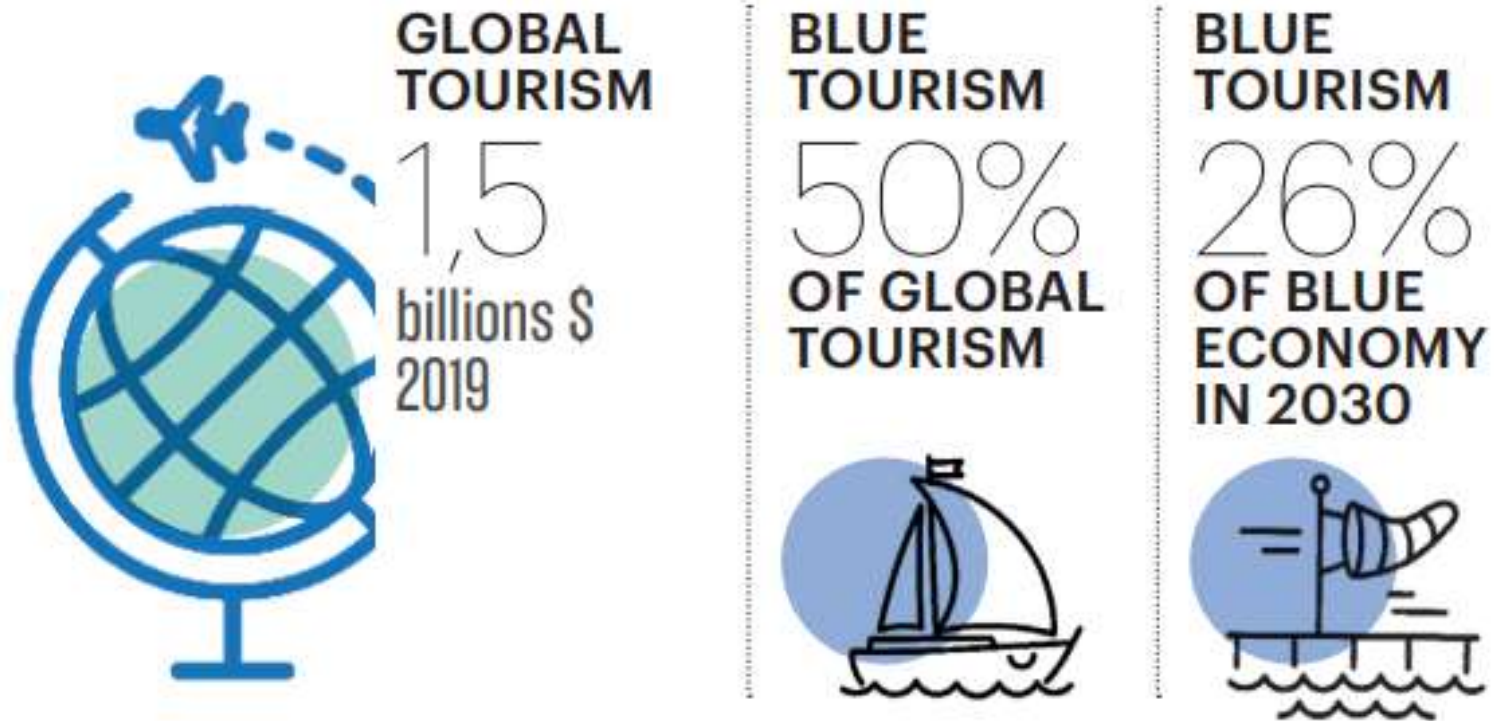
Coastal tourism in EU



Size of the EU Coastal tourism sector, 2009-2020. Turnover, GVA ad gross operating surplus in € billion, persons employed (thousand), and average wage (€ thousand)

European Commission, Directorate-General for Maritime Affairs and Fisheries, Joint Research Centre, Borriello, A., Calvo Santos, A., Ghiani, M., et al., *The EU blue economy report 2023*, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2771/7151>

Blue tourism in numbers



Towards Sustainable Blue Tourism: Trends, Challenges and Policy Pathways. 2023. Blue Tourism Initiative
(https://www.iddri.org/sites/default/files/PDF/Publications/Catalogue%20Idri/Rapport/202306-blue%20tourism-exec%20sum_1.pdf)



Challenges of coastal and marine tourism

- Inconsistent policies causing uncertainties and resistances among blue tourism stakeholders.
- Limited collaboration between stakeholders hinders engagement for sustainable blue tourism.
- Emerging new actors are disrupting the governance mechanisms.
- High costs, limited financial incentives and funding options.

Towards Sustainable Blue Tourism: Trends, Challenges and Policy Pathways. 2023. Blue Tourism Initiative
(https://www.iddri.org/sites/default/files/PDF/Publications/Catalogue%20Iddri/Rapport/202306-blue%20tourism-exec%20sum_1.pdf)

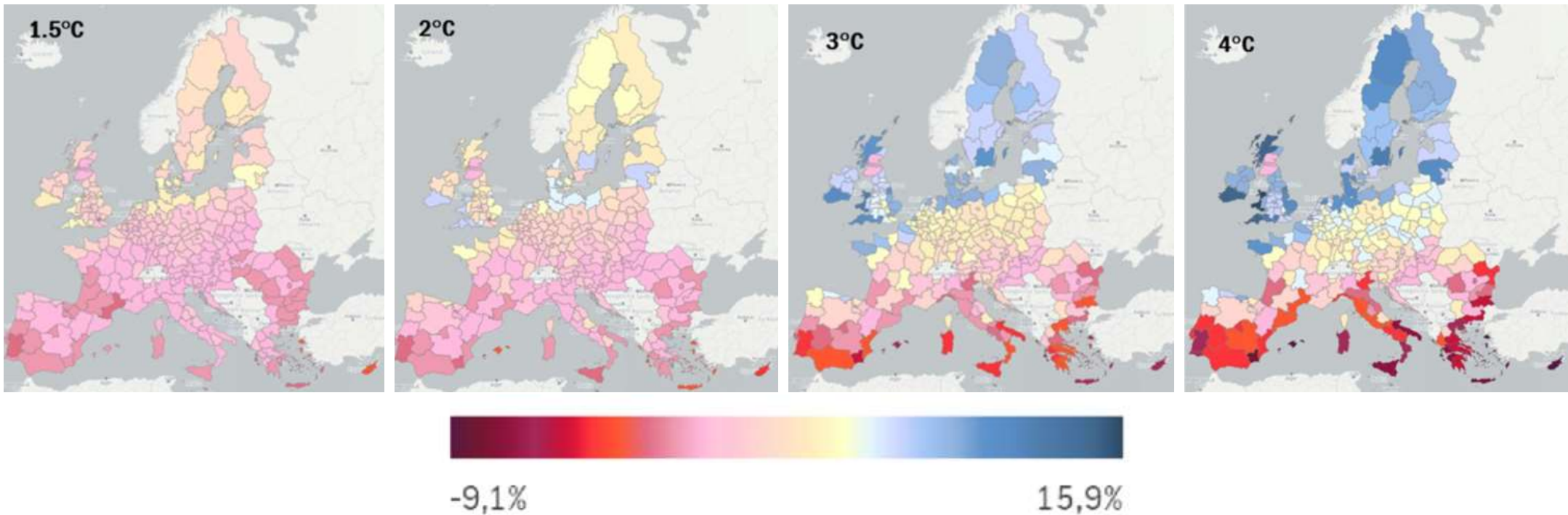


Opportunities of coastal and marine tourism

- Climate risks and COVID-19 are driving the reshape tourism strategies towards sustainability and digitalization.
- Emerging nature-based and circular economy solutions can provide opportunities for climate mitigation and adaptation.
- Management and monitoring tools for tourism are increasingly adopted in coastal areas, which can drive towards green measures and investments for infrastructure.
- Spatial planning tools are increasingly adopted to optimize ocean space use, allocate activities and foster sector synergies.

Are we ready?

Projected evolution of the European regional tourism demand for all the global warming scenarios, compared to the present (2019) in percentage terms.



Matei, N., Garcia Leon, D., Dosio, A., Batista E Silva, F., Ribeiro Barranco, R. and Ciscar Martinez, J.C., Regional impact of climate change on European tourism demand, EUR 31519 EN, Publications Office of the European Union, Luxembourg, 2023, ISBN 978-92-68-03925-0, doi:10.2760/899611, JRC131508.



Thank You!