

## An attractive western Mediterranean basin: sustainable maritime tourism

1. To protect, preserve and use **cultural and natural resources** allows developing **innovative tourism products and services**: new itineraries, nautical and cruise tourism, pesca-tourism and recreational fishing
2. Working on **connectivity and mobility** for new tourism products and routes - linking up **sea and inland attractors**
3. Invest in **safe and secure tourism infrastructure** (alternative fuels, clean ports, develop niche destinations) + **training and skills for jobs** in sector (e.g boating jobs)
4. **Innovate in sector** and **pool knowledge** (e.g. create dedicated cluster for nautical tourism, IT facilities, online bookings & apps) + **adapt to new practices** and **changing tourist profiles** (sharing economy e.g. boat renting)
5. Strengthen **regulatory framework** for new and **sustainable tourism** services + **financing mechanisms** for green technology and green practices in sector
6. **Involve stakeholders** (fishermen, etc.) in developing new tourism products
7. **Branding & marketing**: message of unity of the Mediterranean as a top tourist destination; eco-tourism; local cultures, new destinations,...
8. **Exploit new markets** (Indian & Chinese tourists), use cultural and historical links with the region to promote tourism in the WEST MED. Link with international network



Towards an initiative for the  
sustainable development  
of the blue economy in the  
western Mediterranean