



SUSTAINABLE DEVELOPMENT THROUGH COASTAL TOURISM

Tourism sector transformation to enable sustainable, inclusive, climate-resilient blue economies

The economic scale of the coastal tourism sector is significant, serving as a top economic contributor to coastal communities worldwide—especially for small island developing states. With that scale comes substantial environmental and social impacts. Yet, the industry's dependency on social and ecological services represents a significant opportunity for improved sustainable development and blue economic growth in coastal regions.

Approximately 80% of the value of travel and tourism goods and services depends on nature. Given the industry's reliance on social and ecological services, there is a notable opportunity to leverage tourism for improved sustainable development and blue economic growth in coastal regions.

Our Approach

WWF's strategic approach is both global and place-based. Our global strategy aims to consolidate existing science-based, best-in-class actions, combined with guidance from our developing **Nature Positive Framework for Oceans**. This will help define credible actions that can contribute to a nature-positive future for the ocean. These science-based recommendations will create a roadmap for coastal tourism stakeholders to reduce and mitigate impacts and then go further to build back nature.

In priority seascapes, we will use inclusive and stakeholder-based conservation approaches to assess and protect destinations. We will align criteria for assessing destinations with our nature-positive, climate-resilient frameworks. These land- and seascape-level evaluations will result in actionable recommendations that will align and activate stakeholders to critical seascape needs. Our focus areas will include support (through innovative finance mechanisms) for marine protected and conserved areas, as well as protected and conserved areas on coastal lands, innovative fisheries and local seafood sourcing improvements (such as regional supplier roundtables, artisanal fisher engagement, and small-scale fisheries data and traceability improvement), and support for marine corridors.

We will primarily focus on the Western (Fiji and Indonesia) and Eastern (Ecuador, Columbia, Mexico, Peru, and Chile) Pacific Seascapes, where nature-based tourism is an important economic sector and is deeply dependent on healthy ecosystems that attract millions of tourists to the regions every year.

We understand that we can't achieve our goals on our own. That's why we actively work with key public and private sector partners, both globally and locally in priority seascapes. Our goal is to develop a wide range of relationships and establish strong partnerships that will help shape our integrated programs, position our suite of asks for widespread uptake, and drive transformational systems change. This involves collaborating with **Indigenous Peoples and Local Communities (IPLCs)** to gain insights into their knowledge, skills, and values that influence views on tourism activities and development in seascapes and destinations. We also engage with **companies** to gather sector-specific input for developing recommendations in science-based guidelines such as Science Based Target for Nature's Ocean Hub and Nature Positive Framework for Oceans. Furthermore, we work with Financial Institutions to integrate rigorous ESG (Environmental, Social, and Governance) criteria for hospitality companies into sector policies, due diligence processes, and capital allocation processes. Lastly, we partner with **Global Industry Associations** to incorporate guidance into industry initiatives.



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