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Oceans economy and trade:
Sustainable fisheries, transport and tourism



Linking Green Exports with Coastal Tourism

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Outline



- Why is tourism important for fish?
- Integrating fish into tourism
- Lessons from UNCTAD's work

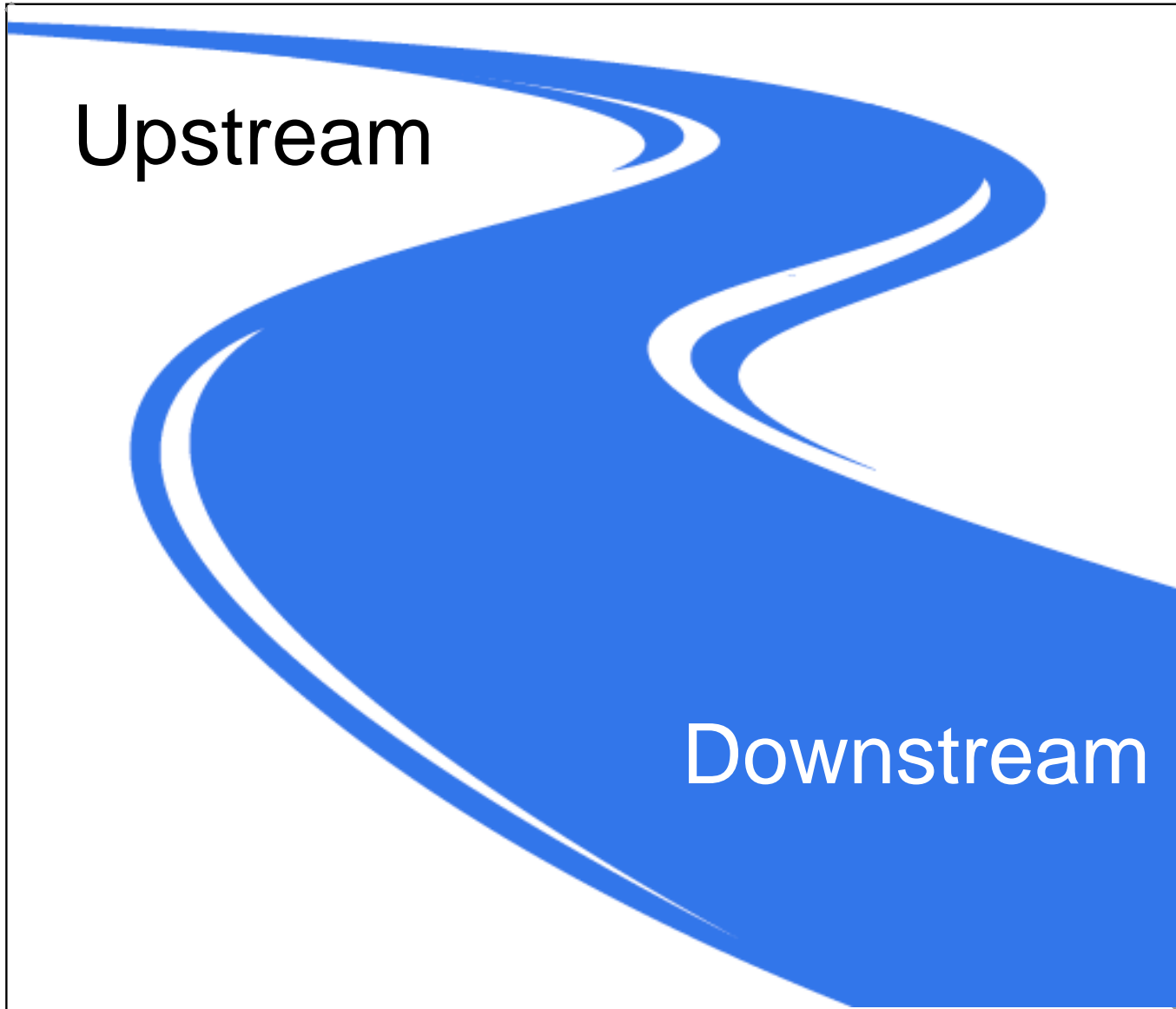


I. Why is tourism important for fish?

- Sector plays major role in economic development, food security, employment for coastal populations, especially in SIDS and coastal LDCs.
- Tourism has strong backwards and forward links with other economic sectors, especially in coastal economies.
- Value addition expands job opportunities and deepens linkages.



LINKAGES



LINKAGES

Upstream or backward linkages

Basic infrastructure services:

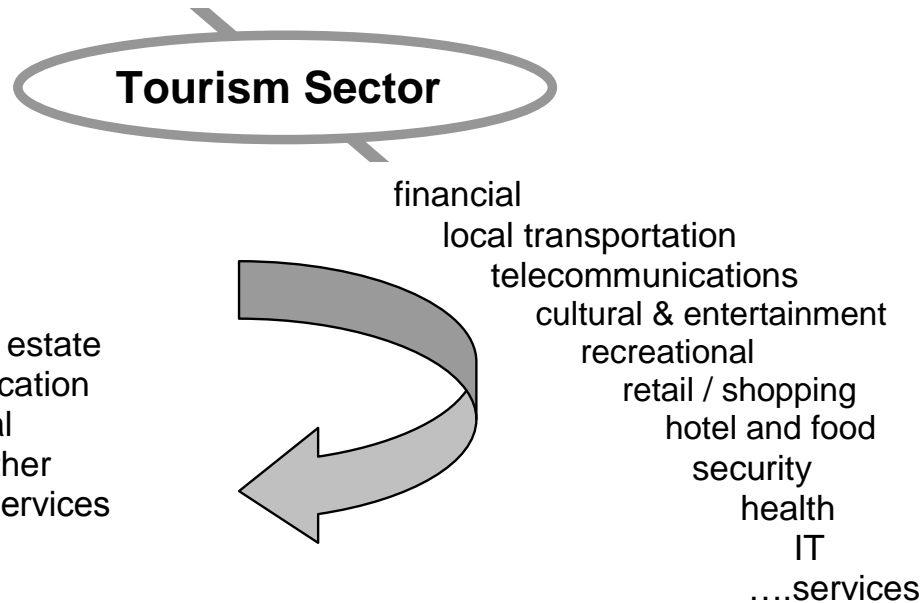
water, energy, telecom, sanitation & solid waste management services

Goods and services needed to build primary tourism facilities:

construction services, manufactured supplies

Goods and services needed to meet operational requirements:

agriculture and manufacturing, passenger transportation, hospitality, maintenance & repair and business services



Downstream or forward linkages



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Upstream or backward linkages

Basic infrastructure services:

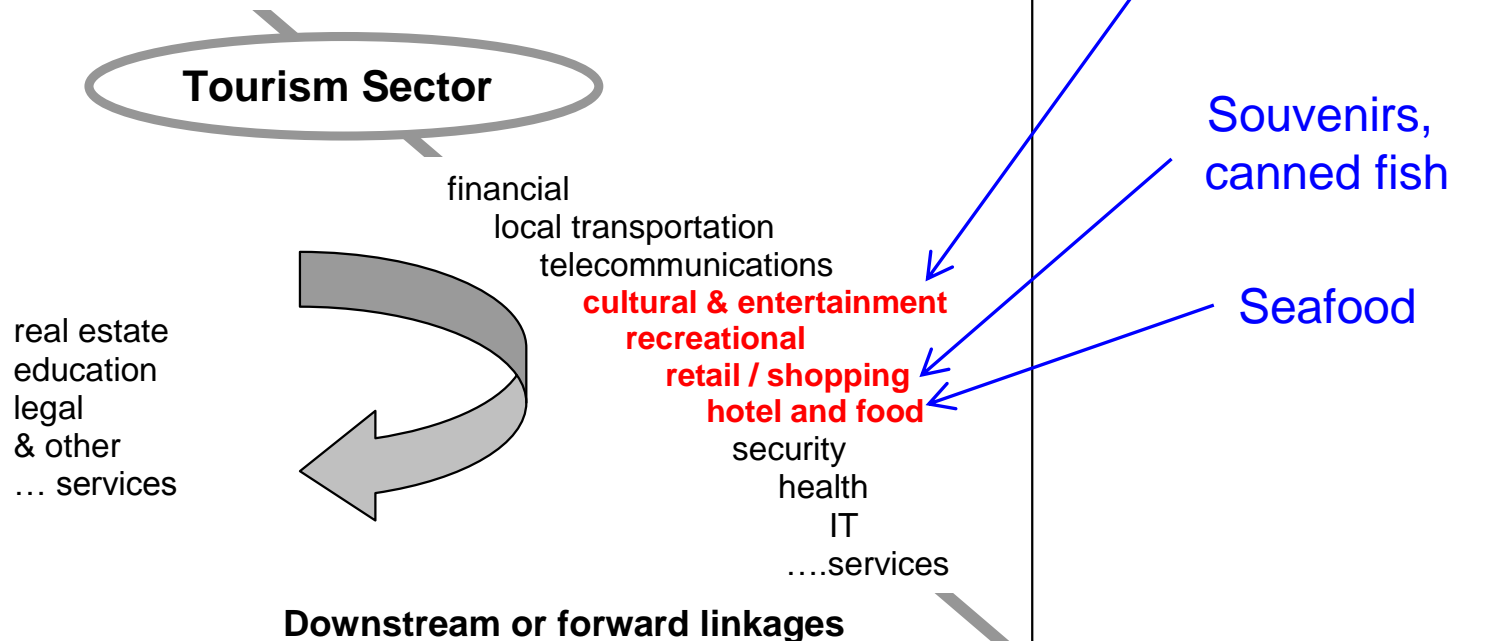
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II. Integrate fish into tourism.

- UNCTAD's work - a trade approach
- raise local awareness on ways that tourism can support fisheries.
- integrate recreational fishing, artisanal fishing and Marine Protected Areas (MPAs) ecotourism into the tourism product.
- support local value addition for fish.
- promote local seafood in hotels and restaurants, and cruise lines.
- develop ocean-based souvenirs industry.



- **Every** fish-based product or service consumed by tourists is an export !
- **No** tariff and non-tariff barriers !
- **No** customs or duties !
- **No** transportation costs !
- Enhances the overall tourism product
- Integrates locals into tourism economy and tourists into local economy



III. Lessons from UNCTAD's work

- **Ecuador** - ecotourism linked to fish in fishing villages and Galapagos Island MPAs / recreational fishing in Guayaquil and elsewhere.
- **Oman** - ecotourism linked to fish in fishing villages / integrating fish into restaurants and hotels / sea turtles, whale watching in MPAs / recreational fishing.
- **Morocco** - fish integrated into restaurants and hotels / canned sardines / tourism in artisanal fishing villages Asilah, Ifrane, Essaouira / developed oceans-souvenir industry / recreational fishing.



Thank you

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