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.
Upstream or backward linkages

Downstream or forward linkages

Tourism Sector

Basic infrastructure services: water, energy, telecommunications, sanitation & solid waste management services

Goods and services needed to meet operational requirements:
- agriculture and manufacturing
- passenger transportation
- hospitality, maintenance & repair
- business services

Goods and services needed to build primary tourism facilities:
- construction services
- manufactured supplies
- financial services
- local transportation
- telecommunications
- cultural & entertainment services
- recreational services
- retail / shopping
- hotel and food services
- security
- health
- IT services
- real estate
- education
- legal
- & other services
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

Tourism Sector

Downstream or forward linkages

financial
local transportation
telecommunications
cultural & entertainment
recreational
retail / shopping
hotel and food
security
health
IT
….services

real estate
education
legal
& other
….services
**Upstream or backward linkages**

Basic infrastructure services:
water, energy, telecom, sanitation & solid waste management services

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**Downstream or forward linkages**

Tourism Sector

financial
local transportation
telecommunications

real estate
education
legal
& other
... services

cultural & entertainment
recreational
retail / shopping
hotel and food
security
health
IT
... services

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Fishing tourism
MPA tourism
Artisanal villages, fish markets

Souvenirs, canned fish

Seafood
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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