

Sustainable tourism and coastal management in Mediterranean countries

Olga Zubritckaia

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Author: Olga Zubritckaia

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Supervisor: Anna Granberg

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Abstract

The Mediterranean basin is known to be one of the most popular touristic destinations in the world. However, it creates environmental pressures at the coastal areas. The purpose of this thesis is to analyse and to compare the status of the tourism and coastal management between countries belonging and not belonging to the Eurozone. The first goal of this thesis is the examination of the existing environmental and tourism legislation in order to detect gaps and to provide recommendations for improvement. A second research goal was to investigate whether or not 'Integrated Coastal Zone Management' principles would generate a more sustainable tourism. The methodology of this thesis is based on a literature review. The results indicate that every analysed country has common environmental governmental bodies and legislation, but they differ in efficiency. Additionally, the results point out the need for an efficient management, coordination and cooperation between EU and non-EU countries. In conclusion ICZM and sustainable tourism should be considered to be a complementary and strongly interlinked process to adapt the environmental and tourism legislation in order to face problems related to pollution and global change.

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1 Introduction

Coastal zones are among the most productive areas in the world, which offer a wide variety of valuable habitats and ecosystem services that have always been focus of human activities. Access to marine resources is now shared between states, transnational and local companies. International oil and fish companies, nature conservationists, coastal tourists, local fisheries are acting as interested parties or "stakeholders" who access to natural resources as water, fish, oil, sand and other coastal marine resources.

Coastal areas include a diverse range of activities, which take place in both coastal zones and coastal waters. Due to these attractive characteristics, population becomes denser rapidly. For example, World Bank statistics on population growth stated that in 2025 about 75% of the world's population will live in coastal areas (The World Bank Data, 2014). Consequently, a growing coastal population will put an enormous pressure on coastal ecosystems (UNEP/MAP-Plan Bleu, 2010).

This research is focused on the coastal areas of the Mediterranean Sea. According to the UNWTO (United Nations World Tourist Organization) statistics, in 2008 the Mediterranean basin was visited by 250 million of people (UNEP/MAP–PAP/RAC, 2013). The amount of visitors in this area continues to grow and, obviously, the Mediterranean basin is one of the largest touristic destinations. Touristic industry provides lots of people with job opportunities and enhances economical benefit of the whole region. However, being one of the principal activities at the coastal areas (UNEP/MAP/PAP, 2008) it brings many negative aspects as well.

One of the biggest issues derived from massive tourism to the coastal zone is linear urbanization, building houses and/or maritime industries along the coastline, which reduces the space for natural ecosystems and their biodiversity. As a consequence, vehicle traffic increases and also the general production of waste increases (UNEP/MAP-PAP/RAC, 2013). Then, one activity pollutes the air with greenhouse gases, while the other creates problems of water treatment and disposal of solid waste (Clark, 1992, p. 57). The latter one ended into the Sea affecting marine common resources. Intense shipping in coastal waters causes pollution of gulfs and bays, especially near key harbours, big cities and industrial areas. This leads to the loss of habitats, reduction in diversity, wildlife

species and disappearance of traditional activities of local communities such as fishing and agriculture (European Commission, 2013).

Tourism is a global activity, which is strongly linked with global issues. Poverty alleviation, climate change, natural disasters and biodiversity loss are among the most important ones. The Integrated Coastal Management (ICZM) approach has developed by representatives from European countries and has then been put into practice in response to all these problems.

This study aims to analyse the state of the tourism and coastal management in EU-countries Spain, France, Greece, Italy and in non-EU countries Tunisia, Morocco, Lebanon and Algeria and to provide with recommendations for future improvement towards a sustainable Mediterranean coastal zone.

2 Theoretical framework

The theoretical framework of the research includes a definition of sustainable tourism, Integrated Coastal Zone Management principles and international legislation. The concept of "sustainable tourism" has appeared in order to tackle a variety of problems, such as ecological degradation, loss of cultural heritage and economic dependence occurring from coastal tourism (European Commission, 2013). Sustainable tourism aims to meet the needs of tourists, taking into account the local population, the current accommodation capacity and the environment (Simpson et al., 2008, p. 85).

2.1 Integrated Coastal Zone Management (ICZM)

The concept "sustainable tourism" arose from principles of Integrated Coastal Zone Management (ICZM), thus it should be presented. The concept "Integrated Coastal Zone Management" (ICZM) was born in 1992 during the Earth Summit of Rio de Janeiro (European Commission, 2014). ICZM principles were stated in the first coastal environmental international legislation. ICZM could be defined as a dynamic process of the sustainable management and use of coastal zones taking simultaneously into account the following aspects: fragility of coastal ecosystems and landscapes, the diversity of activities and uses, their interactions, the maritime orientation of certain activities and uses and their impact on both the maritime and land elements (UNEP/MAP for Barcelona Convention, 2014). In 1995, UNEP (2010) claimed that the basis of the ICZM is the "comprehensive understanding of the relationships between coastal resources, their users,

uses, and the mutual impacts of development on the economy, society and the environment" (UNEP, 2010).

Clark (1992) gave a summary of the ICZM principles. The most important ones are: first, the coastal area is a unique resource system, which requires special management and planning approaches, while water is the major integrating force in coastal resource systems. Second, conservation of natural resources for sustainable use is a major goal of coastal resources management as well as important part of ICZM programmes. Moreover, all levels of government within a country must be involved in coastal management and planning. The ICZM approach offers a good framework within which the principles of sustainable tourism development can be applied together. Therefore, coastal tourism can be enhanced by ICZM. Such "alliance" that ICZM and tourism form can produce the best solutions to the conflicts between coastal tourism and other marine and terrestrial sectors. Therefore, it helps improving cooperation between coastal tourism and other coastal sectors. (Simpson et al., 2008, p. 36, 82).

European Commission has developed the ICZM Recommendation (adopted in 2002). The European Parliament and the Council Recommendation concerning the implementation of ICZM in Europe is a key document which represents an important breakthrough for the Integrated Coastal Zone Management. It lists eight principles defining the essential characteristics of ICZM. They are specified by the integration across sectors and levels of governance, as well as a participatory and knowledge-based approach. Based on these principles, the Recommendation outlines steps, which the Member States should take to develop national strategies for ICZM (European Commission, 2014). However, the recommendation is voluntary in its nature. Thus, Member States are free to choose whether to put it into practice or not. The recommendation is designed in a way to make its integration easier into the existing internal legislation, directives, programs and frameworks, which play a role in managing the coast of the one's Member State. (Doxiadis et al., 2013, p. 5).

It this thesis the implemenation of ICZM has been evaluated regarding the official documents from the European Commission ICZM Recommendation. The existence of the national strategy for ICZM was considered as the official proof of the ICZM principles implementation.

2.2 Mediterranean Action Plan (MAP)

Cooperation regarding governance of the Mediterranean Sea for the European countries has started with the adoption, in 1975 by 16 Mediterranean countries and the European Community, of the Mediterranean Action Plan (MAP), the first-ever Regional Sea Programme under United Nations Environment Programme (UNEP) umbrella (UNEP, 2010). The aim of the document was to provide the Mediterranean countries with profound assistance to deal with marine pollution, towards the national formulation of environmental policies and, consequently, to improve the ecological performance of the whole region.

The Barcelona Convention was established in 1976. Its protocol, as an official document, entered into force on 12 February 1978. It can be regarded as a core of the promotion of environmental protection and integration in the Mediterranean basin according to EU (European Commission, 2014). The Barcelona Convention encourages "to promote the integrated management of the coastal zones, taking into account the protection of areas of ecological and landscape interest and the rational use of natural resources" (UNEP/MAP for Barcelona Convention, 2014) by its member countries.

During the years, the MAP has been improved and, in 1995, the Action Plan for the Protection of the Marine Environment and the Sustainable Development of the Coastal Areas of the Mediterranean (MAP Phase II) was designed, taking into account the achievements and shortcomings of the MAP in the context of recent developments (UNEP/MAP for Barcelona Convention, 2014). The countries that are included in the Agreement are now 22, and they are determined to protect the Mediterranean marine and coastal environment, while increasing regional and national plans to achieve sustainability objectives.

The Marine Strategy Framework Directive (MSFD) is the EU Directive for the protection of the marine environment and its natural resources. It creates a framework for the sustainable use of marine waters, which was adopted on 17 June 2008. (European Commission, 2015). The Common Implementation Strategy between the Commission and the Member States was also developed through regional strategies.

The MSFD requires Member States to develop their marine strategies or use existing regional cooperation structures in order to coordinate and cooperate between each other in the same region. There are four cooperation structures in Europe (for every sea). They aim to protect the marine environment and bring together Member States and neighbouring

countries that share marine waters. They are the Regional Sea Conventions (RSC). For the region of the Mediterranean Sea RSC is the Barcelona Convention (UNEP-MAP).

2.3 Maritime Spatial Planning (MSP)

Another coastal management programme that operates on the international level is Maritime Spatial Planning (MSP). This is the key solution for efficient management, which aims to avoid potential conflicts and creates synergies between different marine activities and increase level of coordination and cooperation between countries sharing the Sea. It was created in 2012. MSP supports and facilitates the implementation of the "Europe 2020 Strategy" for smart, sustainable and inclusive growth. The main objective of the MSP is to ensure that human activities around all the Europeans seas are being as efficient and sustainable as possible. MSP is the major tool for appropriate planning. Under this programme documents were elaborated regarding the state of the EU and non-EU countries' coastlines and maritime activities.

In July 2014, the European Parliament and the Council adopted legislation to create a common framework for maritime spatial planning in Europe (European Commission Maritime Spatial Planning, 2014). The intention of this document should allow each EU country to plan its own maritime activities in shared seas. More importantly, it makes work between different countries more compatible through a set of minimum common requirements. Protection of the environment is reached through early identification of impact and opportunities for multiple use of space. (Visser, 2004, p. 45).

2.4 Other policies

International common objectives for sustainable tourism and coastal management were found during data examination. Concerning the main study areas of this research (coastal tourism and management), there is an extensive collaborative background. The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of sustainable and universally accessible tourism. UNWTO promotes tourism as an instrument for the United Nations Millennium Development Goals (MDGs) achievement. It aims to reduce poverty and foster sustainable development. This organization provides with assistance in terms of relevant policies development as well as fosters tourism education and training in over in over 100 countries around the world (United Nations Statistics Division, 2014). As it is admitted on the official website of the UNWTO, "tourism can play a significant role, addressing extreme poverty and hunger,

gender equality, environmental sustainability and global partnership respectively" (UNWTO, 2014).

The research question arose from the combination sustainable tourism and Integrated Coastal Zone Management concepts and environmental international legislation. It is: what is the present tourism situation and management at the Mediterranean coast and could ICZM principles develop tourism more sustainably?

3 Materials and methods

The countries researched are Spain, France, Greece, Italy (EU zone) and Tunisia, Morocco, Lebanon and Algeria (non-EU zone). Those particular countries were chosen according to their characteristics. The four countries of the EU zone are the leaders of the tourism and the economical market. They represent the developed countries of the Mediterranean basin. The non-EU zone countries (south Mediterranean coast) illustrate the developing countries of North African region. Thus, it was intriguing to bring into comparison such factors as coastal tourism and its sustainability, coastal management and the existing environmental legislation in both developed and developing countries of the common Mediterranean Sea.

This thesis is based on the literature study. Literature review was chosen in order to investigate the differences and similarities in existing environmental practices, management strategies and legislative framework in countries with different level of development. The main methods used in the research, were the analysis and comparison of the existing data-sets, description of the retrieved information and comparison of the practices for coastal management and sustainable tourism implementation in northern countries of the Mediterranean coast (Spain, France, Italy and Greece) and southern (Morocco, Algeria, Tunisia, Lebanon). The description for the thesis was done in terms of policies, main sustainability practices, which are applied for managing coasts and tourism. Parameters for the comparison were the following: current environmental legislation in countries of the research, coastal management programs on national and international levels (already implemented or on-going) and tourism (such as increasing number of tourists and political situation). Moreover, it was important to investigate the accomplishment of existing practices and the current situation in the countries regarding stated issues. Coastal Area Management Programme projects are presented as the study case in order to provide with the demonstrative example of the work for coastal management in the Mediterranean basin.

Information from different sources was retrieved to study the latest data, new trends and current state of environmentally related areas of the different parts of the Mediterranean Sea. For this study official legislation documents, projects' reports, individual researches published in the previous years was used to define the meanings of the sustainable tourism and ICZM principles. Governmental bodies and international organizations as United Nations Environment Programme (UNEP), United Nation World Tourism Organization (UNWTO), European Environment Agency (EEA), Food and Agriculture Organization of the United Nations (FAO), different departments of European Commission annually implement various projects regarding sustainable tourism and coastal management issues and, consequently, produce fair amount of relevant documents. They were browsed through at the full extent.

The Mediterranean Action Plan (MAP) as well as documents from its Regional Activity Centres (RACs) were the main sources of information for this study as they were elaborated under the Barcelona Convention and UNEP and focused on the integrated coastal zone planning and management as the key tool for the improvement of the environmental state of the Mediterranean basin. (The World Bank Data, 2014).

4 Results

The importance of tourism in the ICZM process is much greater in Mediterranean countries than in other regions of the world (UNEP/MAP for Barcelona Convention, 2014). There are several reasons for this: 1. Alteration in one economical area affects other links of the «economical chain». Tourism is the primary economic activity in the Mediterranean region, which is strongly interrelated with other valuable activities of the region like agriculture, trade, traffic and moves forward their development (UNWTO, 2007). 2. The Mediterranean is ecologically-sensitive enclosed sea and due to this fact, it is necessary to harmonize overall development planning with the tourism development planning process.



Figure 1. Map of the Mediterranean basin. Source: European Commission, 2015

Figure 1 shows the map of the Mediterranean Sea and the territorial composition of the countries around the Sea.

Table 1. Composition of tourist arrivals

Country	Tourists				
Tunisia	French, German, Russian, British				
Morocco	French, Spanish, Russian				
Algeria	French, Tunisian, Saudi				
Lebanon	Iraq, Egypt and Jordan, France, the United States and Canada, Saudi Arabia				

Source: MSP reports, 2011

Table 1 shows that countries of the southern coast of Mediterranean are more popular among tourists from France rather than from other countries. EU countries were the first to start thinking about sustainable coastal tourism and develop this "eco-friendly" concept (UNEP/MAP, 2014). They started to share this knowledge with their neighbors across the countries in order to reach the ecologically sound balance of the Mediterranean Sea's natural resources usage through relevant policies and financial support

4.1 Factors affecting tourism

Coastal tourism industry has already a long history in most of the countries and, what is more, it is internationally recognized as being among the major strategic assets of these countries (The World Bank Data, 2014). It is estimated in both northern and southern coasts of the Mediterranean Sea to receive double number of visitors by 2030 (264 and 46 million people respectively). The acute need for that is noticeable in the Figure 2.

	International Tourist Arrivals received (million)				
	Actual data			Projections	
	1980	1995	2010	2020	2030
World	277	528	940	1,360	1,809
to Advanced economies1	194	334	498	643	772
to Emerging economies ¹	83	193	442	717	1,037
By UNWTO regions:	7.2	18.9	50.3	85	134
North Africa	4.0	7.3	18.7	31	46
West and Central Africa	1.0	2.3	6.8	13	22
East Africa	1.2	5.0	12.1	22	37
Southern Africa	1.0	4.3	12.6	20	29
Americas	62.3	109.0	149.7	199	248
North America	48.3	80.7	98.2	120	138
Caribbean	6.7	14.0	20.1	25	30
Central America	1.5	2.6	7.9	14	22
South America	5.8	11.7	23.6	40	58
Asia and the Pacific	22.8	82.0	204.0	355	535
North-East Asia	10.1	41.3	111.5	195	293
South-East Asia	8.2	28.4	69.9	123	187
Oceania	2.3	8.1	11.6	15	19
South Asia	2.2	4.2	11.1	21	36
Europe	177.3	304.1	475.3	620	744
Northern Europe	20.4	35.8	57.7	72	82
Western Europe	68.3	112.2	153.7	192	222
Central/Eastern Europe	26.6	58.1	95.0	137	176
Southern/Mediter. Eu.	61.9	98.0	168.9	219	264

Figure 2. International tourist arrivals in different parts of the world (1980-2014) Source: UNWTO, 2014

Coastal tourism is the main sector of the tourism industry in terms of economic growth and employment. However, this economical area is also well known for its vulnerability to the external events such as economic and political crises. This industry was among the first to experience the consequences of the global economic crisis. The negative outcomes are felt in those countries, whose economy relies in a greater extent on the tourism industry (e.g. Greece and Spain). South Mediterranean countries have been susceptible to political instability. These issues come into a great prominence recently due to the "Arab Spring" revolts, which overwhelmed the North African world. All the countries of the research were hit by their consequences. (The World Bank Data, 2014).

The major factors that negatively affected the growth of tourism were "Arab spring"

(2010) and Eurozone crisis (The World Bank Data, 2014). Political instability has become under the great concern for the North African countries of the research after the "Arab spring" events. The effect of revolts, manifestations, terrorist bombings, civil wars in the neighbour countries as well as internal political problems have resulted in the rapid decline of the service-oriented economies, as tourists were afraid to visit those countries (BBC, 2014). As the political situation became more stable (Figure 3), there was a significant increase in the number of tourists (for example in Tunisia by 2011). Contrary to the North African countries, political situation in the EU ones, remains relatively stable.

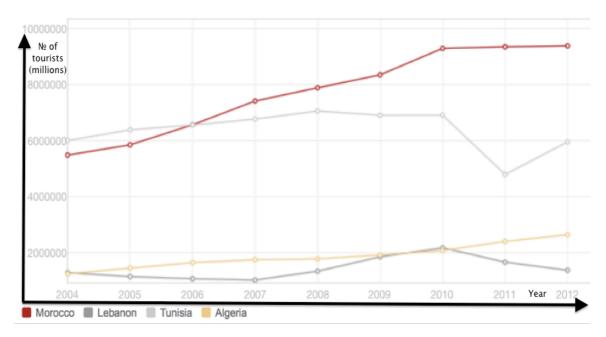


Figure 3. International tourist arrivals in Middle Eastern countries (2004-2014) Source: The World Bank Group, 2014

Nevertheless, the data review shows that the overall situation in North African countries in terms of tourism industry has already showed the trend of improvement.

Another important factor, which affected negatively the curve of tourist arrivals in Europe, was Economic crisis of 2008 as you see in Figure 4. According to Figure 4, in France, Greece and Spain the number of arrivals went down, whereas the quantity of tourists visiting Italy remained stable.

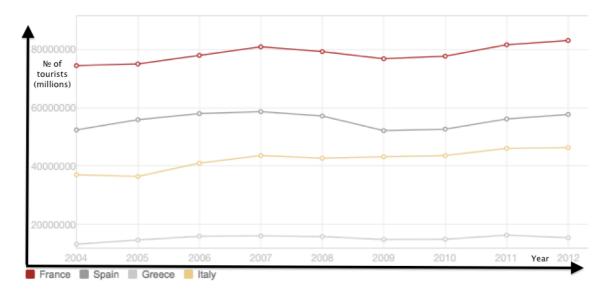


Figure 4. International tourist arrivals in European countries (2004-2014)

Source: The World Bank Group, 2014

4.2 Description of coastal management programs and environmental legislations

Overall situation regarding the coastal management along the north coast of the Mediterranean remain relatively clear and stable. Ministries of Environment (with little differences in the names in the countries) carry out governing on the national level in all of the considered EU countries. Their work is dedicated to range of issues concerning environment and sustainable development on the national level. (UNWTO, 2014; UNEP/MAP/PAP, 2008).

4.2.1 European countries

In France most of the environmental activities are governed by responsible governmental bodies and are implemented in accordance with the national management of the coast. They are supported by a large number of legislative texts and regulations. The Ministry of Ecology, Sustainable Development and Energy is the main body, which responsibilities are the climate change, biodiversity, energy, technology, transportation – whether aerial, maritime or land-based – town planning and housing. There is also "Le Conseil National de la Protection de la Nature (CNPN)", which work comprises relatively similar responsibilities. Breakdown national structure consists of various regional environmental governments. They are working under the National regulation with Littoral Law (1986), "Grenelle law" for the environment (2007) and "Grenelle law" for the sea (2009). "Le Conseil national de la mer et des littoraux (CNML)" was created in 2010. It is the central element of marine government in France (Conseil national de la mer et des littoraux,

2014).

In the organizational structure, there is also specific Interregional Directorates for the Sea taking care of the particular coast. One of the departments coordinates the entire French Mediterranean coast and maritime area under the authority of the Prefect of the region (DIRM Mediterranée). There is no specific Ministry regarding tourism industry, but the National Conference on Tourism. The main aim is to draw up a programme of actions to make France a destination for the future. The goal is to put tourism onto more powerful level for growth, jobs and territorial development. It is in progress. National Conference on Tourism seeks to involve local (regional) government as well. In French environmental legislation can be found in various regulations protecting the environment, such as Nature Reserves, Maritime Parks, Nature Parks regulation, etc. (European Commission study. France, 2011, p. 5).

The Italian Ministry for the Environment, Land and Sea (IMELS Ministero dell'Ambiente e della Tutela del Territorio e del Mare), by means of Direction "Research and Sustainable Development" (RAS), promotes international and European agreements and projects of cooperation involving environmental aspect, and supports scientific researches, especially aimed at control and reduce the climate change phenomenology (Ministero dell'ambiente e della tutela e del territorio e del mare, 2014).

As for the tourism industry, an integrated strategy for the National Tourism Development (2013) has been developed. Italy has only recently developed an integrated strategy (the National Tourism Development Plan of 2013) "to boost tourism competitiveness and productivity and turn it into a major source of revenues and a catalyst for growth and employment" (European Commission study. Italy, 2011, p. 3).

In Spain the Ministry for the Environment and Rural and Maritime Affairs is a ministerial department of the Government of Spain. This body has a great value as provides the policies against climate change in favor of sustainable development such as The Communication entitled "Towards sustainable coastal management in Spain" (Hacia una gestión sostenible del litoral español) (European Comission, 2014). Serving as a roadmap for sustainable coastal management, this document calls for a national coastal management plan. In addition, there were established various laws regarding the protection of environment and climate change mitigation. The particular department of "Coastal and Marine Environments" deals with all the issues linked to coast and its welfare.

Tourism is the major attraction and the engine for the economical growth of the whole

country. Ministry of the Industry, Energy and Tourism is the responsible body on the national level, which seeks to achieve sustainability goals for tourism. In this regard there was established Comprehensive National Tourism Plan 2012–2015.

In Greece the governmental structure consists of The Ministry of Environment Physical Planning and Public Works and in particular, the General Directorate for the Environment and Spatial Planning. These bodies are responsible for the development of an integrated approach to the planning and management of land resources. The basic legislation related to planning and management of land resources is Law for the Regional Spatial Planning and Law for Environmental Protection. The support for tourism industry in Greece is provided by several organizations at national level. These are: Ministry of Tourism and Greek National Tourism Organization. The main body is, undoubtedly, the Ministry, which is the government department in charge of tourism in Greece. The latter is responsible for the promotion of tourism around the country as well. (European Commission study. Greece, 2011, p. 5–6).

4.2.2 Non-European counties

In Tunisia in 1991 a ministry for the Environment was created. Since then, several public institutions operating in the environmental field have been successfully established, such as the "Agency for protection and development of the Coastline" (APAL Protection Agency and Coastal Management Test) (est. 1995), the "International Centre for Environmental Technologies of Tunis (CITET)" (est. 1996), the "National Waste Management Agency (ANGED)" (established in 2005) and finally the "National Genes' Bank (BNG)" (est. 2003). They have established legislative and regulatory framework related to environmental protection. There is operating the first public institution in charge of environmental protection in Tunisia: the National Agency for Environment Protection (ANPE). According to the official website of the Ministry of tourism it has well-developed organizational (various institutions under Ministerial supervision) and legislative basis. The Ministry is also in charge of developing the programs of international cooperation.

In Morocco the management of coastal zones involves: Ministry of Territory Planning, Water and Environment, Ministry of Agriculture and Marine Fisheries, the High Commission for Water and Forests and the Fight against desertification, National Institute of Fisheries Research etc. For tourism industry is responsible Ministry of Tourism. All the governmental bodies by their activities seek to achieve «Vision 2020» objectives (usage of innovative approach to sustainability, new generation of tourist products, long-term

ecosystem management and local people's participation in tourism development). There are different laws in the framework of current environmental legislation, where the most relevant are: "Law on the Protection and Valorisation of the Environment", "Law on the Planning, Protection, Draft charter on Protection of the Environment and Sustainable Development". (European Commission study. Morocco, 2011, p. 4–5).

In Algeria the Ministry of Environment and Tourism Development produced the Master Plan for Tourism Development recently (European Commission study. Algeria, 2011; PAP/RAC; 2006). Algeria has the operational strategy the National Environmental Policy or National Spatial Plan (SNAT), which could be considered as ICZM strategy as they are very similar. It was developed by the Ministry of Spatial Planning in collaboration with the Ministry of Physical Planning, Environment and Tourism and supported by the World Bank. In the regard to Algerian tourism industry, The Tourism Development Master Plan (European Commission study. Algeria, 2011) was elaborated, which aims at promoting destination Algeria by making use of country's diversified natural and cultural potential. The Master Plan provides with various strategies for the achievement of stated purposes (European Commission study. Algeria, 2011, p. 2).

In Lebanon the Ministry of Environment follows The Framework Law on the Protection of the Environment, which lays down the principles governing the protection of the coast and the aquatic environment in accordance with the provisions of regional and international conventions ratified by Lebanon; this law foresaw the creation of the National Council of the Environment to coordinate ICZM actions, but so far this Council has not been set up. The other existing law entrusts the Ministry of Environment (MoE) with the creation of coastal and water resource pollution standards and norms; it also provides for the introduction of new legal and economic instruments such as the Pollution-Pay-Principle, meaning that if one industry produce pollution it should pay for the damage done to the natural environment.

4.2.3 ICZM

In 2004, EU has decided to evaluate the state of the coastal management, thus when the ICZM Expert Group conducted a survey to analyse the responses in the coastal Member States to the EU ICZM Recommendation (nature, stocktake or studies carried out, scope and contents of ICZM strategies, reporting). The EU ICZM Recommendation requested national reports on the implementation of the ICZM Recommendation from Member States

by February 2006 (EU ICZM Recommendation, 2007). By that time no country has implemented an ICZM National Strategy as prompted by the EU ICZM Recommendation. However, only one country – Spain – has prepared an ICZM National Strategy, which has been approved by the relevant Ministry. France and Greece developed documents considered as equivalent to an ICZM National Strategy, whereas Italy has not provided any ICZM equivalent policies, only fragmented tools are in place to address coastal issues (Clark, 1992, p. 23). Middle Eastern countries did not take part in the ICZM Reporting.

Evaluating the results of the data obtained from the Member States reports, EU authorities indicated the need in further progress (EU Recommendation, 2007). According to this it was decided to launch the second round of reporting. The Member States had to provide with the update information for the period from 2006 up to 2010. All of the countries of the current study, except Greece, provided with the Member State 2006–2010 reports. These national reports formed an important basis for the preparation of the Commission initiative on integrated coastal management and the accompanying impact assessment. It was launched in March 2013 and has not been accomplished yet (Clark, 2013, p. 34). The proposal will require Member States to map human activities at sea and identify their most effective future spatial development in maritime spatial plans and to coordinate relevant policies affecting coastal areas in integrated coastal management strategies. The main outcome of these activities should result in the adoption of the Direction, which will comprise both principles from maritime spatial planning and integrated coastal management.

In environmental strategies and legislations of several non-EU countries there were found some of the ICZM principles, but those parts were not of the interest due to small amount of available information. Moreover, in some of the countries the implementation of the ICZM principles has just been initiated (e.g Morocco ICZM project), thereby data has not been obtained and analysed yet by responsible authorities (Prem, 2010, p. 67).

4.2.3 Coastal Area Management Programme (CAMP) projects (study case)

Coastal Area Management Programme (CAMP) for the both EU and non-EU countries of the Mediterranean basin aims to implement practical coastal management projects in selected Mediterranean coastal areas, applying the Integrated Coastal Zone Management (ICZM) as a major tool (CAMP, 2008). CAMP projects are important examples of international cooperation regarding coastal management. Moreover, it is considered as a standard for coastal management in this research.

CAMP projects were considered at a high priority by the countries national authorities, while preparing and developing ICZM national strategies. They are of the great value nowadays as well. (European Commission, 2014).



Figure 5. Coastal Area Management Programme (CAMP) projects around the Mediterranean Source: PAP/RAC, 2014

All of the countries are contributing to the Mediterranean Action Plan (MAP) organizational structure. France, Spain, Italy have Regional Activity Centres, while Greece is the host country for the MAP Coordinating Unit. Tunisia, is the part of the RAC organization, being the only country from the Middle Eastern implementing this kind of work. One of six Regional Activity Centres within the MAP, the Centre Priority Actions Programme/Regional Activity Centre (PAP/RAC) has built up a global reputation due to its expertise in Integrated Coastal Zone Management (ICZM) (situated in Croatia). This centre is responsible for CAMP implementation for both EU and non-EU countries of the Mediterranean basin. The personnel comprise multidisciplinary experts who co-operate with international and national institutions. The CAMP was preceded by Country Pilot Projects implemented by PAP/RAC in the 1988-89 period. They have already accomplished CAMP projects for the most of the countries, which have Mediterranean coastline (Morocco, Spain, Slovenia, Croatia, Albania, Turkey, Greece, Cyprus, Syria, Lebanon, Israel, Egypt, Malta, Tunisia, Algeria) and the process is still on-going (Montenegro, Italy, France). According to the Figure 5, there are only 3 places left (France, Italy and Montenegro) in order to finish the all planned projects around the Mediterranean. (PAP/RAC The Coastal Management Center, 2014).

The presentation and analysis of the CAMP projects are of the importance as they are considered in this research as standard of the management of coastal activities.

Table 1. Results of Coastal Area Management Plan projects in studied countries

CAMP country	Year	Results
Greece (Rhodes Island) – 220 km of coastal length	1990–1994	Project area covers 1% national territory, 1.5% of national population, 15% of national tourism activities. Tourism is the main activity on the island. Major problems: over-expansion of the coastal area (overbuilding, endangered natural environment, cultural heritage); waste management, water resource management and supply, dependence on external sources of energy.
		Major outcomes resulted in policy recommendations (reduce the planned expansion of tourism facilities, implement measures for diversified economy and plans in water management, renewable energy, protection of natural sites) and trainings on water resource management, GIS, CCA for tourism activities EIA and supply of equipment and software.
Spain (Levante de Almeria, South Eastern area of the Almeria Province, in Southern Spain) – 219,000 hectares	2003–2014	Major problems: weak co-ordination mechanisms between the different policies affecting coastal resources, lack of effective social participation in coastal area related decision-making Major tools: workshops for scenarios building and indicators
		Major results: the Sustainable Development Reference Framework (SDRF) establishment. Well structured and functional institutional coordination. Public participation throughout the project duration, very well elaborated technical proposals for the coastal issues.

Tunisia (Sfax region) – 140km²	1989–2001	Major problems: strong, fast and uncontrolled industrial and urban development; strong sea pollution Major results: Political intentions for a radical change of existing concept of development of the area; two integrated management plans and prospective studies; establishment obligatory of pollution control instruments; a plan for protection of underground waters; an integrated plan for urban sustainable development of the area
Morocco "The central Rif" – 130 km	2003–2007	Major problems: urbanization impacts; inappropriate water treatment; degraded terrestrial vegetation Major results: the ICZM and Sustainable Development Strategy, two pilot actions, a model of a participatory approach and Geographic Information Systems (GIS)
Algeria (area between the bay of Bou-Ismail in the east and the bay of Chenoua in the west) – 115 km	2001–2005	Major problems: strong urbanization, overexploitation of resources (material, agricultural, coastal sites, etc.), urban, industrial and agricultural pollution, coastal erosion, and degradation of natural and cultural sites Major results: a prospective strategy of sustainability, a strategy of concrete actions, a portfolio on financing and investments necessary for short, medium- and long-term operations, recommendations for the definition of a policy for sustainable coastal area management, a proposal of follow-up activities
Lebanon (from the South of Beirut, between Khaldeh and Sour Tyre) - 210 km (almost all of the country's coastline)	2002–2004	Major problems: overlapping duties among concerned institutions and the lack of proper enforcement and implementation mechanisms; lack of comprehensive integrated coastal area management plan and legislation; fragmented and overlapping responsibilities; old legal and regulatory framework; civil Service staff limitations; sprawl of industrial

development outside designated industrial zones; encroachment tourist and urban development agricultural land; lack of integrated agricultural policy; land and woodlands degradation; sea water pollution from discharge of untreated domestic and industrial wastewater: freshwater pollution risks and public health hazards from open solid waste dump sites; air pollution in and around the main urban centers; diffuse sector-focused external assistance project initiatives; need for assistance and capacity building; project implementation mainly adopts a "top-bottom" approach

Major results: Gathering central and local stakeholders into a shared dialogue; elaboration of the legal framework for ICAM of Lebanon and ICAM National Strategy; on-the-job training, organized training courses, seminars, field visits

formation of local committees working on sectoral issues such as water, waste, land-use, etc.

Systemic and Prospective Sustainability Analysis (SPSA), Integrated Coastal Area Management (ICAM), Carrying Capacity Assessment (CCA) applied on the tourism sector, the linkages between cultural heritage and sustainable development, integrated land-use management, Local Agenda principles, water management at river basin level, and many other topics on both local and governmental authorities: established partnerships in the context of several project proposals submitted to funding agencies

Source: PAP/RAC, 2014

There is a positive trend of promotion of cooperation between all the countries of the Mediterranean basin. Both Middle Eastern and EU countries are involved in different International initiatives, however, on different extents. EU as being sophisticated in solving ecological problems helps countries of the northern Africa to achieve sustainable objectives. It provides support via financing and through various initiatives. All of the

countries, which are situated on the southern coast of the Mediterranean basin, are gathered under European Neighbourhood Policy. Its Action Plan will support the development and implementation of policies and measures designed to promote economic growth, employment and social cohesion, reduce poverty and protect the environment, thereby contributing to the long-term objective of sustainable development. In terms of environment, Action Plan includes following lines: promote good environmental governance, prevent and combat the deterioration of the environment, protect human health and promote the rational use of natural resources. (European Commission Maritime Spatial Planning, 2014).

The countries of the EU nowadays seek to achieve the same goals of the "Europe 2020 strategy" (2014). In order to reach those, the "Blue growth" strategy was established (European Commission Blue Growth, 2014). It intends to support sustainable growth in the marine and maritime sectors as a whole. Its aim is to examine in closer detail the individual development patterns of the maritime industries within the EU Member States. Regarding this, there was undertaken specific study "to support the development of sea-basin cooperation in the Mediterranean, Adriatic and Ionian, and Black Sea" (EUNETMAR, 2014). This research illustrates that coastal tourism turned out to be one of the most promising activities in all countries surveyed. The study has already gone further by providing the analysed countries with definite Recommendations "to fulfil the Blue Growth potential" (EUNETMAR, 2014). The purpose of it is to distinguish the most promising and relevant activities in each country and make them work (European Commission Blue Growth, 2014, p. 3).

There was established the "Horizon 2020 Initiative" (research is funded by the EU), one of the goals is dedicated to the Mediterranean Sea. It endeavours to de-pollute the Sea by the year 2020 of the waste coming from various sources as local municipalities, big cities and industries. "Horizon 2020" initiative interacts with existing institutions and their results. It contributes to the implementation of the commitments adopted in the line of the Barcelona Convention within the UNEP MAP's Strategic Action Programme (SAP) to address pollution from land-based activities (SAP MED) and the Mediterranean Strategy for Sustainable Development (MSSD). (UNWTO, 2009).

4.3 Challenges in Coastal Management

Countries, even EU ones, are not on the same level of programs implementation due to different reasons, which roots could be found in the welfare of the country. Civil society in most Mediterranean countries (especially in Middle Eastern ones) is not accustomed to active participation in public affairs, thereby, there are occur difficulties in contributing to management of the coastal areas through the prism of the sustainability concept as participation of stakeholders is a crucial part for its implementation.

The Mediterranean region takes its rightful place among the most developed coastal areas in the world due to recent successes in regional cooperation (PAP/RAC, 2014). However, there have been recognized a number of obstacles on the way to more effective management of its coastal areas.

In order to become sustainable, coastal tourism requires a combination of different measures, which are: proper environmental management, consideration of tourists' and local population needs etc. Among the most influential environmental organizations, it is generally accepted that the ICZM concept needs to be applied for the tourism development purposes, because it is of great significance in the Mediterranean region as it improves the quality of environment (clean beaches, seas, healthy sea inhabitants) as well as develops touristic industry (ecotourism, agriculture tourism). Furthermore, it is clear that this concept is valuable and profitable for both human and nature health. Being gathered under Mediterranean Action Plan, countries' governments of the Mediterranean basin are those who manage tourism industry, improve environmental state and apply sustainable management tools for the coastal zones. The available data that was included in the current research provided with understanding of the processes regarding coastal management issue around the Mediterranean Sea.

The comparison of the coastal management and sustainable tourism practices between EU and Non-EU countries of the Mediterranean basin showed that in recent years, number of tourist arrivals countries tended to decrease. The most reliable assumption explaining this, it is based in two facts: first one is the global economic crisis (mainly for the EU countries). Tourists did not have enough money to spend for travelling the prices in the main tourist destinations as Spain and Greece wend down. The second fact explaining the decrease in number of tourist arrivals is "Arab Spring" revolts (Non-EU North African countries). Tourists were afraid to visit those countries, as they were concerned about their health. As a consequence, great economical losses have occurred. Arab revolts brought

worse consequences for the countries involved than the global crisis for countries of the European Union.

In regard to the rest of EU-countries analysed, Greece and Spain have similarities affected by the economic crisis of 2008–2009, which had a negative impact on their economies (Figure 4). They faced many challenges that required adapting to new ways of doing business, accessing markets and funding as well as have undertaken painful austerity measures (CAMP "The Island of Rhodes", 2014).

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The data obtained shows that EU provides with support in terms of cooperation and sustainability programs to countries of the Middle East. EU has already acquired an extensive knowledge of governing processes and now has willingness to share it and implement with other countries. However, the general problem of coastal management can be recognized as the fragmentation between the different authorities of the state, the regions and the communes when it comes to issue of sharing coastal management responsibilities, e.g. this was noticed specially in Italy. For instance, in some regions (Liguria, Marche, Tuscany and Emilia-Romagna) there were developed own coastal plans, which include coastal protection, beach nourishment, marinas, coastal traffic issues and the development of public and tourist facilities in the coastal area. These plans were based on the awareness that the overall coastal governance requires a methodological planning instrument. (European Commission study. Italy, 2011, p. 6).

In Spain the sustainable development of the coastal areas has not been an advanced ongoing process on neither on regional nor on national levels. Here we could see that the fragmentation of responsibilities between central authorities have resulted in inconsistencies between physical plans, prepared by the Ministry of Environment, Planning and Public Works affecting the sustainable development of the region. (European Commission study. Spain, 2011, p. 7–8).

Fragmentation of the environmental governance as well as irresponsible management of the coastal areas was noticed during analysis of some of the Middle Eastern countries. Ministries of the environment are functioning on the different levels of efficiency. Governments in Tunisia, for example, consider the ICZM concept of high priority, however, the national environmental policy has not been followed properly. Thus, unsustainable coastal activities (strong and fast industrial and urban development) resulted in strong pollution of the sea. (European Commission study. Tunisia, 2011, p. 8).

Tourism in Algeria suffers from a deficit in terms of hotel facilities, food quality, qualification of the industry, a deficiency in the production and optimization of the tourism product. In both public and private sectors, the Algerian officials were slow to react to changes in tourism markets.

In Lebanon was found another problems as suffers from "red tape", corruption, arbitrary licensing decisions, complex customs procedures, high taxes, tariffs, and fees (BBC, 2014). These aspects affect negatively Lebanese investment climate.

Despite all the negative outcomes of the research of the North African countries, there were found the positive ones. Most of the reliable sources of information as Reuters, BBC, Dailymail and others state that tourist industry has already started to recover from the "revolution damages" in the countries of the Middle East. Tourists are used to recognize those countries mostly for their beach resorts, sun and sea. Such observations mean that governments of most of the North African countries are eager to recover their tourist industries and promote the improvement of this economic area. It is frequently asserted that tourism products of North African countries lack diversification, however they have a lot more to offer in terms of ecotourism and culture. (BBC News Middle East, 2014).

5 Discussion

To sum up, in order to respond to global environmental challenges and changes, cooperation between governing bodies of different countries is crucial. A number of various programs, initiatives, directives as well as documentations are immense and this is a positive trend. Establishing strategies as ICZM, Blue growth, Marine Spatial Planning, Marine Strategy Framework Directive countries aim to tackle common problems and reach the necessary healthy balance between all the mentioned aspects of "communication" with nature. Thereby, the fact is that an overall situation remains stable and relatively positive. However, gazing at this problem, it becomes clear that even such beneficial programs have

their disadvantages. The other side of the coin is that, there are no mechanisms, which would ensure that national governing bodies adopt principles and goals established by environmental organizations of European Union, apart of very formal administrative procedures as Protocols. ICZM Recommendation, for instance, works on voluntary basis, which makes its implementation a process, which is more likely to be avoided due to overwork of the government as, unfortunately, it is not perceived as fundamental need of the today's world. The most noticeable obstacle, which is dedicated to the regional level, is lack of mechanisms, controlling the projects' implementation processes as the case with the recommendations of the ICZM Working Group has shown. All in all, main problems of Mediterranean coastal areas comprise weak administrative structures and fragmentation of responsibilities between different authorities.

The importance of such projects as Coastal Area Management Plan under UNEP/MAP is unquestionable, especially for the creation and improvement of the ICZM national strategies. Despite the assessment process is relatively time consuming and in order to set it out, even for one small spot, it might take years, its outcomes represent the overall process, which is going on along the coastline. Moreover, CAMP experience can be transferred further to other location with similar problems within the whole coastline of particular country. In addition, particular CAMP project case may spread tools and practices for coastal managers in emerging tourism destinations or in mature destinations as well as improving environmental performance with the similar problems.

Many western countries have failed to plan their coastal tourism because of two main reasons: fragmentation of environmental and tourism governance and economical crisis. In order to face these problems every country should elaborate a strategy according to its idiosyncratic characteristics in order to get its implementation the most profitable results.

Planning the strategy is the most determining factor in a process of the establishing efficient practices in terms of sustainability for coastal areas. Thereby, proper planning and better integration of tourism in coastal development is the key factor for improvement of current situation. Sustainable tourism development and Integrated Coastal Zone Management (ICZM) should be considered simultaneously complementary and strongly interlinked processes.

In order to change environmental legislation and create a strategy governmental bodies need to consider the framework of ICZM. The framework should be based on the following measures. The first measure that should be undertaken is strong political commitment and far-sighted leadership as well as global action (international responsibility). They are required on all level of governance as international, national and regional to make the changes required for sustainable development in order to overcome the challenges, which were mentioned above.

Sustainability in the coastal management is a broaden subject, which should consider variety of important aspects at ones. Sustainability principles refer to the environmental, economic and socio-cultural issues of tourism development. Equilibrium should be established between these three dimensions.

5.1 Recommendations

Concurrently with dramatic growth of tourists' numbers, increase quantitates of pressures in environmental terms on coastal areas. In this regard, according to the current study, tourism industry as well as coastal management requires application of the best sustainability practices. In order to be able to combat imbalance between communities living in these coastal areas, increase rational use of natural resources, and reducing the pollution rates of coastal and marine environments, as well as threats to wildlife and habitats, there should be established a planned and responsible tourism development. The data from such global organizations as UNWTO is significant for planning coastal activities. Moreover, environmental regulations should become more strict and comprehensive. This is the only way, which we should take in order to diminish negative impacts on coastal environment and society of the Mediterranean coasts (Doxiadis et al., 2013). Thereby, the main recommendation is to change an environmental legislation.

The second significant measure is the evaluation of policies. Preferably, it should become compulsory action in order to avoid the repetition of the previous negative experience as it was with the ICZM reports, where countries were reluctant to carry out assessments and reporting on their outcomes to European Commission. With this regard, assessment body should be developed and used in a systematic way, confronting with the various policy topics. As long as individual citizens and businesses are those who deliver the changes and implement them, there should be public hearings and workshops in order to share needs and complaints for further improvements.

Additionally the elaboration of educational system should be considered as an important measure and play a fundamental role in promotion of a better vision of goals and principles of sustainable coastal development, individual and collective responsibilities.

Another crucial measure is development of new technologies and investing in science (research and development). Their embodiment in the process is vital for sustainable development of the tourism industry of the 21st century. The inventions of the technological world, which are expected to consume less natural resources, pollute less, and be more safe and efficient economically, should be used for the sake of coastal management. Moreover, innovations by tourism management systems should be applied (i.g experience of the ETIS project should be applied to countries of the Middle East). Such knowledge should be spread and the best practices established on the territories of Mediterranean coasts. Without proper management and monitoring the implementation of policies, tourism industry will aim short-term costs, which is opposite to sustainability concept with a coherent long-term vision where the benefits are shared among the stakeholders. Elaborated policies maintain a systematic and constructive dialogue with all the parties involved.

Moreover, simple practical measures such as beach clean-ups, the protection and rehabilitation of dunes, the development of water facilities, etc. should be initiated. They are beneficial because they are inherently short-term and cost-effective actions. Implementation of such measures should expand local support for the coastal management process.

ICZM is a suitable tool for making tourism more sustainable. Due to climate change threats and all the related consequences, coastal tourism will have to undertake some significant changes and ICZM can perfectly serve these needs. It will assist tourist destinations to increase their attractiveness ensure a balanced, environmentally sound, development. An extended usage the ICZM concept around the Mediterranean coasts will contribute to the sustainability of tourism development in many ways. It is a no doubt truth, that people become concerned and start taking actions only if problem occurs in their "own house and own kitchen". People need to stop consuming the 'Earths' good and take all for granted. The question, which should be answered by people who are in charge of changing the environmental situation, is how to make these problems a personal matter?

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