



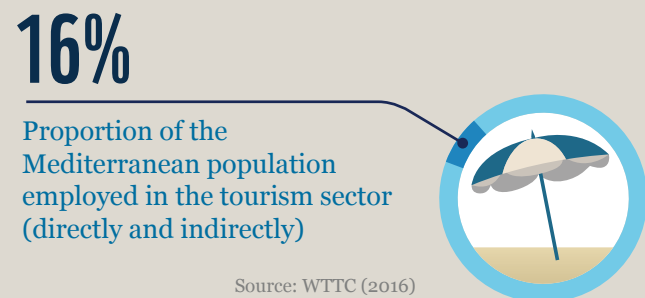
2017

REVIVING THE ECONOMY OF THE MEDITERRANEAN SEA

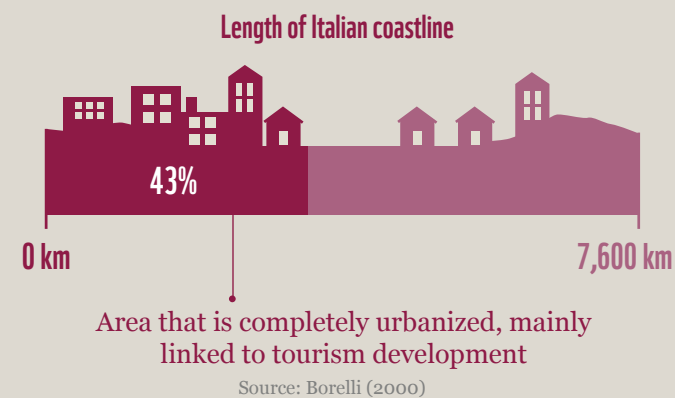
MEDITERRANEAN TOURISM: STATE AND RECOMMENDATIONS

TOURISM

KEY FACTS



CRITICAL ISSUES



KEY ACTIONS FOR A SUSTAINABLE MEDITERRANEAN TOURISM SECTOR

Develop comprehensive national strategic frameworks for sustainable tourism

Put in place adequate governance structures at local, national and regional levels

Adopt standards and implement best practices

Leverage research and innovation

Protect environmental assets and use smart coastal planning and zoning

Improve incentives and disincentives related to tourism sustainability

