#GOGREENFORTHEBIGBLUE

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Born in Serbia, half Croatian but raised in Canada.
Summers spent in a tiny beach town where the local communities depended on the marine environment.
IMAGINE DIVING IN THE
GREAT BARRIER REEF...
... WITHOUT THE REEF
>75% of coral reefs are projected to die by 2050

1.8 billion tourist arrivals expected by 2030
THE OCEAN IS HOME TO 80% OF LIFE ON THIS PLANET

$35.5 BILLION OF REVENUE PER YEAR

THE OCEAN PROVIDES THE PRIMARY SOURCE OF PROTEIN FOR MORE THAN 2.6 BILLION PEOPLE AND IS A SOURCE OF LIVELIHOOD FOR FISHERMEN GLOBALLY.

A VITAL PART OF THE FOODCHAIN AND HOME TO MARINE BIODIVERSITY
WHY IS THIS HAPPENING?

ANTHROPOGENIC EFFECTS

UNREGULATED AND EXPONENTIAL TOURISM GROWTH

CORAL BLEACHING & OCEAN ACIDIFICATION
“Did you know? One cigarette butt can contaminate 7 liters of water in one hour. Studies show that about half of all animals that are exposed to the contaminated water get sick from the chemicals of cigarette butts.”
THE IMPACT OF LITTER ON THE MARINE ENVIRONMENT
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THE NEW FOOD CHAIN

MICROPLASTICS

TO FISH

TO US
The profitability and the beauty of a destination are intertwined.

**What Does Amsterdam Have In Common With Coral Reefs?**

*Both Are Tourism Attractions.*

The profitability and the beauty of a destination are intertwined.
THE TOURISM PARADOX

- Tourism industry and economy boom, but environment suffers.
- When the environment is not managed sustainable, destination attractiveness declines dramatically.
- Eventually, profitability of the destination and local tourism market will collapse.
Closed in 2018 by the Thai Government to allow biodiversity to regenerate after sustaining damage from pollution as a direct result of over-tourism.

The closing of Maya Beach has lost an estimated 20,000 jobs for locals not to mention a big hit to the domestic tourism industry.

Re-opening slated to be 2021 with new sustainable tourism policies put into place.
BORACAY, THE PHILIPPINES

One of the world's most beautiful islands turned "cesspool" in 2018, which cost the island 40,000 jobs and $1 billion in profits.

Why? A waste management system unable to handle the pressure from over-tourism: a victim of its own success.

After 6 months of rehabilitation, Boracay re-opened with a zero-tolerance policy for parties and backpackers.

New strategy incorporating sustainability and government mandated regulations has made Boracay brand new with quiet beaches and crystal blue waters attracting a different kind of tourist.
WHAT DO THESE DESTINATION CLOSINGS MEAN?

JOB LOSSES
LOCAL ECONOMY COLLAPSE AND RELOCATION FOR LIVELIHOODS

MISMANAGED DESTINATIONS
OVERLOADING CARRYING CAPACITY

ENVIRONMENTAL DEGRADATION
IRREVERSIBLE DAMAGE DONE
Tourism is like a fire, it can cook the meal or, burn the house.
EVERYBODY PLAYS A ROLE

In order for tourism and the marine environment to thrive together, more strict policies are needed.

We should encourage regulations to raise the general standard of ocean conservation and the protection of marine species when it comes to tourism.
SUSTAINABILITY IN ANIMAL WELFARE

Elephant riding vs. sting ray feeding?
GREEN TRANSITION STRATEGY

- Environmental Impact Assessment
- Carbon Foot-printing
- Responsible Tourism Policy
- Training and Capacity Building
- Green Branding

OUR MISSION IS TO ALLEVIATE THE NEGATIVE IMPACTS THAT TOURISM HAS ON THE MARINE ENVIRONMENT.
SeaGoingGreen
Presents:

Econavis
Sustainable Marine Data

UNIVERSITY OF AMSTERDAM
FORYARD
Currently developing an API that delivers sustainable maritime data to navigation systems

- Local biodiversity
- Anchor/no anchor zones
- Endangered/species of interest seabed type
- Marine protected area alert

"GOOGLE MAPS" FOR THE MARINE ENVIRONMENT
A destination ultimately loses its profitability when it loses its beauty.
CALL TO ACTION

How can you make sure your tourism product is not impacting the marine environment?

- Take care of the local environment and biodiversity around you
- Eliminate single-use plastics and ensure proper disposal
- Promote sustainable brands especially regarding sunscreens
- Manage your carbon footprint
- Cooperate with stakeholders to develop local marine policies
THANK YOU

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