



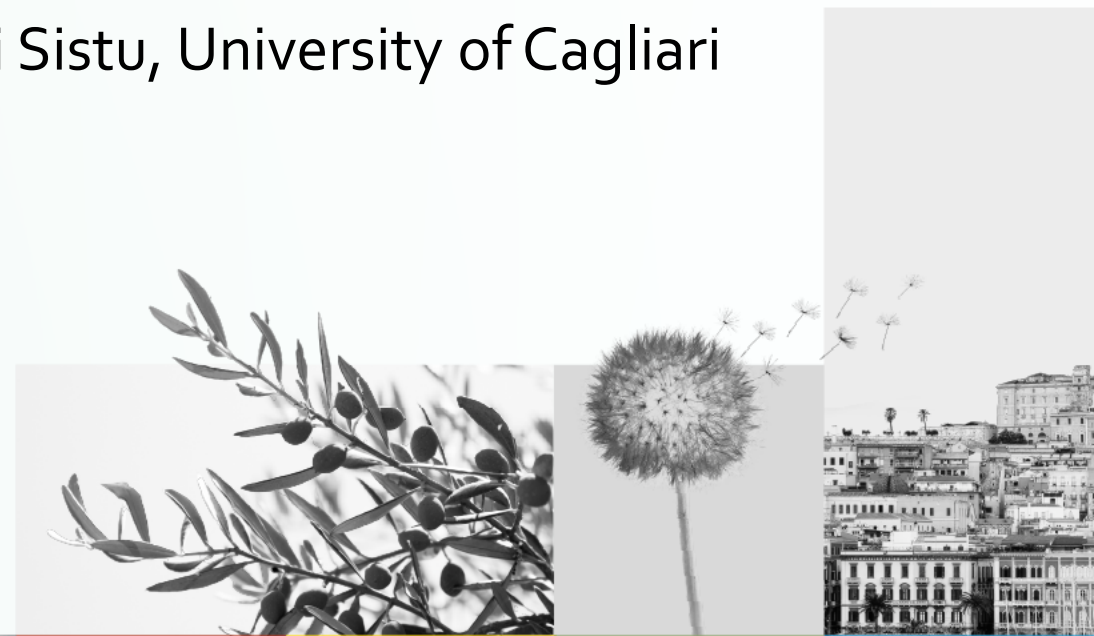
The Mediterranean as a Sustainable Tourism Destination: The Role of Cities

Giovanni Sistu, University of Cagliari

Businesses and Cities of the Mediterranean

Engines of Innovation, Cohesion and Peace

September 19th 2025
Cagliari, Italy



Tourism in the Mediterranean : Key threats

TOURISM AS A THREAT

linear economic model and short-term thinking

50% of Mediterranean shores are urbanized sun, sea and sand tourism infrastructure being one of main drivers

Pressure on natural and local resources
water, energy and food

Tourist consumes between **300** and **850** litres of water per day well above residents

Significant impact on local residents and can cause **disturbance to local habitat and life** in high season



SUSTAINABLE TOURISM

as an opportunity

Tourism represents of the **92%** economic value of sea-related activities in the Mediterranean

Benefits derived from ecosystems services coming from tourism and value derived from nature is estimated at

€17 billion a year

Tourism can also contribute to catalyzed water and energy shortages, degradation of water supplies and ecosystem degradation with its potential as a **great catalyst** for economic, social and environmental prosperity.

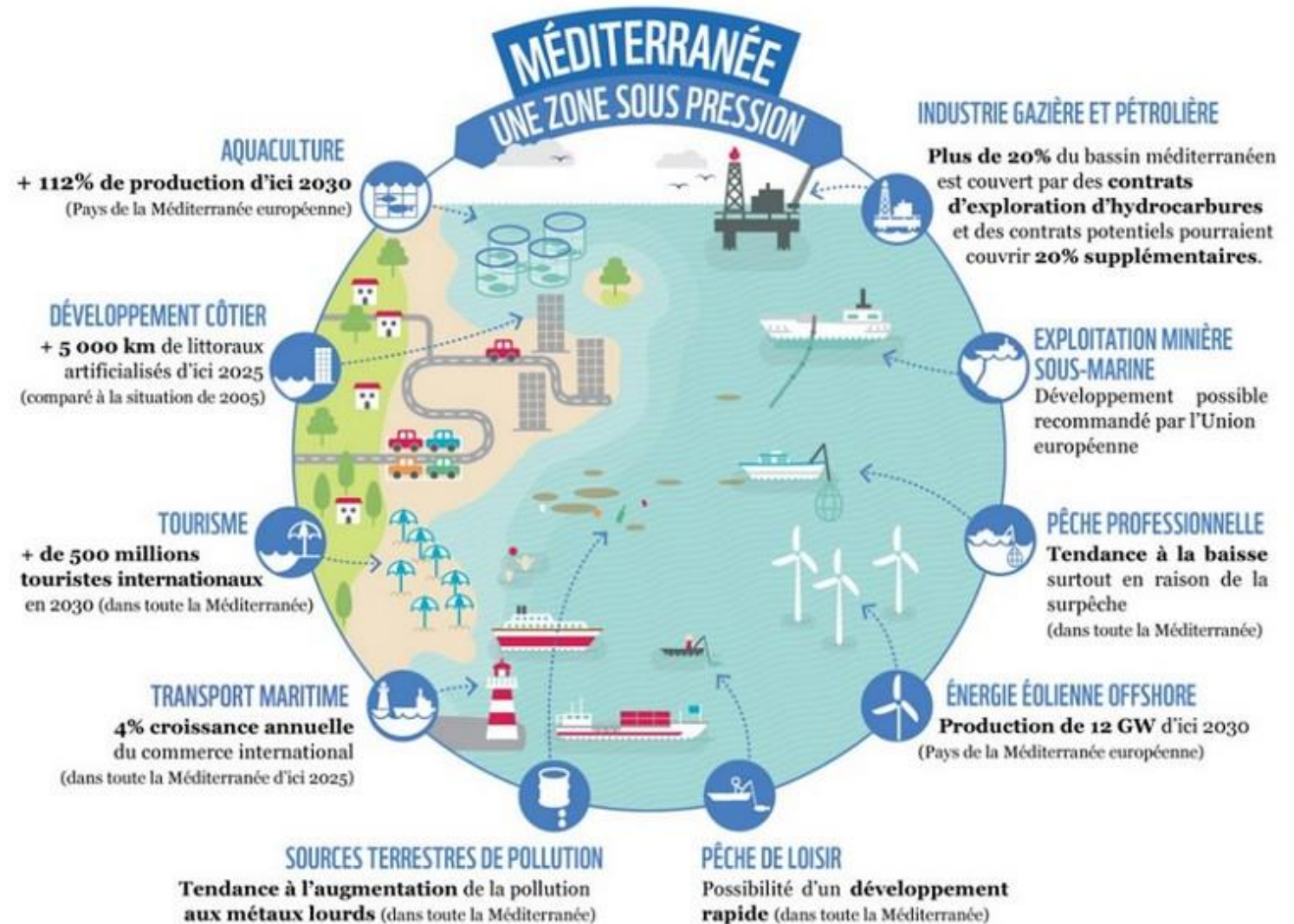
(IUCN)



Pressure on natural and local resources

Key figures

- Two out of three inhabitants live in urban areas.
- By 2050, nearly **170 million inhabitants** on the European shore (140 million in 2005), and more than **300 million** on the Eastern and Southern shores (151 million in 2005).
- By 2030, almost **42 million additional housing units** will be needed, mainly in cities.
- In the Middle East and North Africa, nearly **135 million tons of waste per year** are expected in 2025, compared with 63 million today.

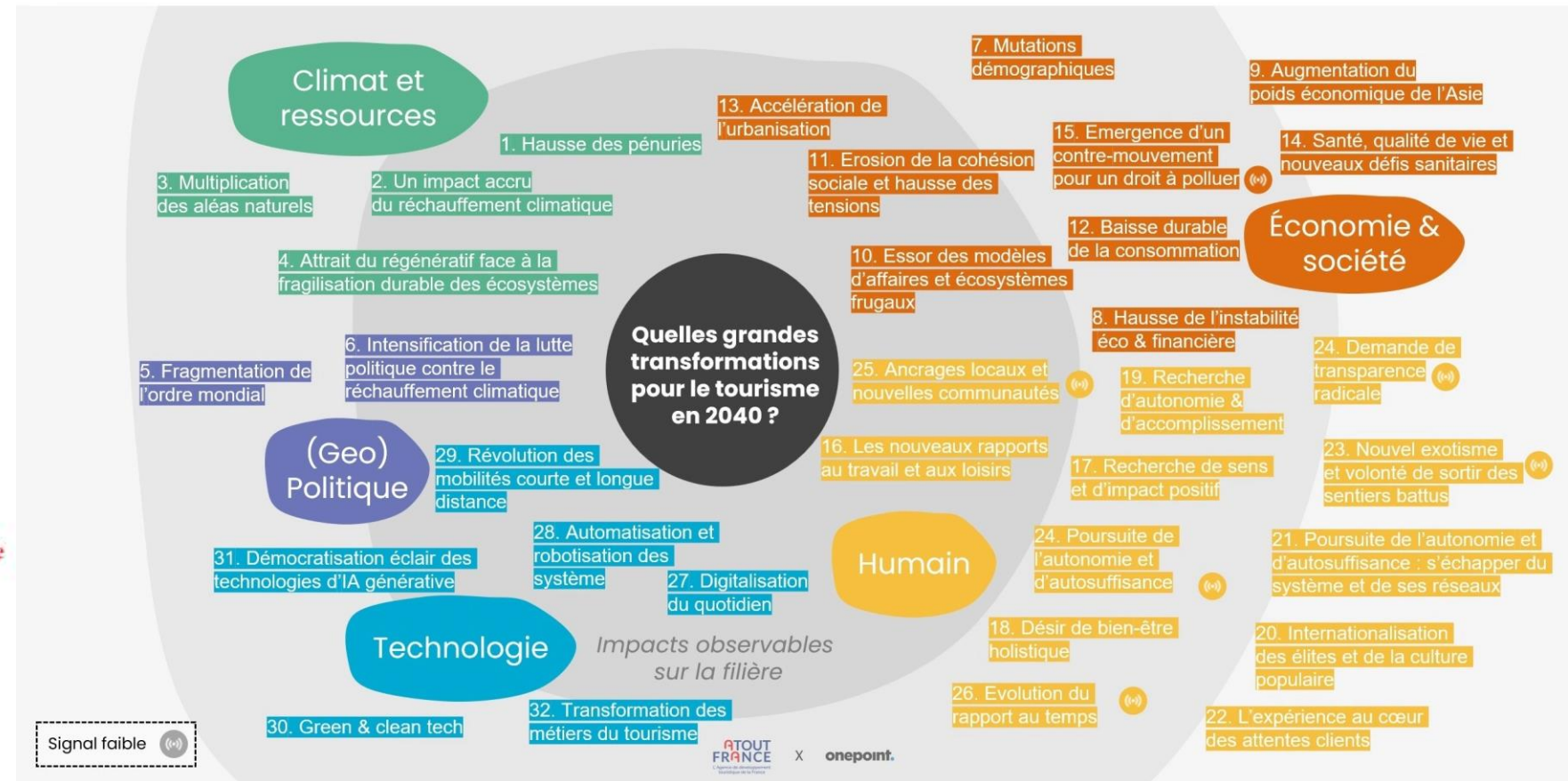
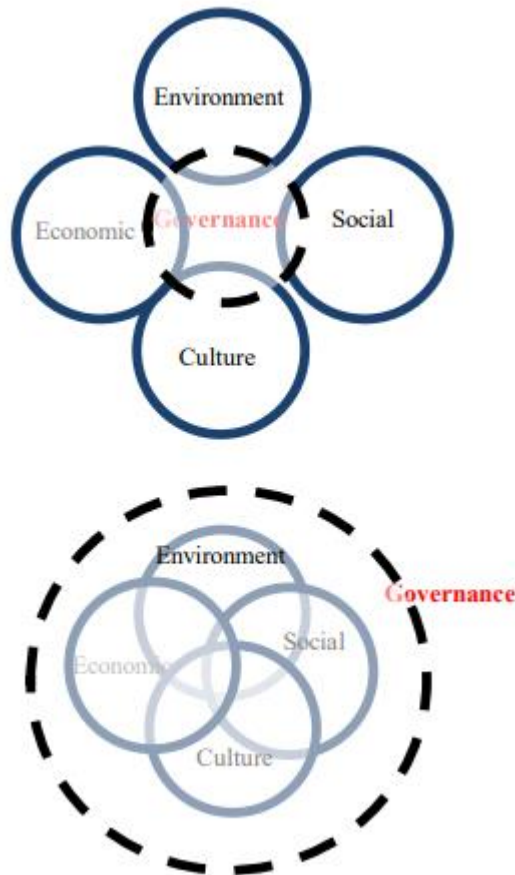


Plan Bleu



Cities and changes in mediterranean tourism

CARTOGRAPHIE DES FACTEURS DE CHANGEMENT



Urban Transformation

- Cities reshaping to cater to tourists: pedestrianization, waterfront redevelopment, cruise terminals.
- Growth of Airbnb and short-term rentals altering housing markets.
- Increasing presence of global brands vs. disappearance of local shops.



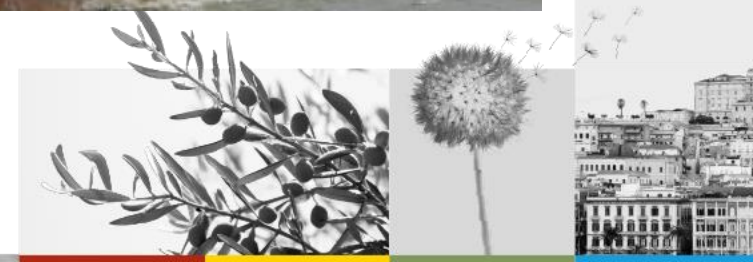
Diversification of Tourism

- Beyond “sun, sea, sand”: rise of cultural, gastronomic, religious, and eco-tourism.
- Cities branding themselves with heritage (es. Athens with classical history, Istanbul with cultural mix, Marseille with Mediterranean identity).



Smart & Sustainable Tourism Initiatives

- Some cities adopting visitor caps (es. Venice's entry fee system, Dubrovnik's cruise limits).
- Promotion of off-season tourism to spread flows.
- Digital monitoring of tourist numbers.



Changing Tourist Profiles

- Younger, experience-driven travelers seeking authenticity (food tours, local festivals).
- Rise of low-cost airlines making weekend tourism more common.
- Cruise tourism bringing “mass but brief” visitors, often with low economic contribution.
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Future Shifts

- Possible redistribution of flows due to climate change (northern destinations becoming more attractive).
- Push for greener tourism (carbon-neutral hotels, sustainable mobility).
- Stronger resident movements demanding limits on tourism growth.



Fattori umani

La menace de la gentrification, revers d'une forte dynamique urbaine

L'espace public pour tous et avec tous ?

la qualité universelle de l'espace public, « pour tous »

MANAGEMENT
RESILIENCE
CONSULTATION
PLANNING
TRUST
DIALOGUE
PARTNERSHIP
EFFECTIVENESS
BROAD BASED
INCLUSIVITY
MULTILEVEL/MULTISCALAR
TRANSPARENCY
COMMON POLICY FRAMEWORKS
ACCOUNTABILITY
COLLECTIVE INTERESTS
ASSERTIVE LEADERSHIP

DIGITAL SUPPORT
PARTICIPATION
COORDINATION
CONSENSUS/AGREEMENT
RESULTS ORIENTED
ENGAGEMENT
COLLABORATION
AWARENESS
EMPOWERMENT
FLEXIBILITY
BALANCE
EFFICIENCY
EMBRACING COMPLEXITY
SHARED KNOWLEDGE
PROACTIVITY
CO-RESPONSIBILITY

INNOVATION
INTERACTION
SYNERGIES
DECISIONMAKING
NETWORKS
OPENNESS





Foto di Michela Cordeddu

شكراً Merci Thank you Grazie

