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Applying the Approach of Greening the Blue Tourist Economy to the Marine Surfaces in Egypt

Aplicación del enfoque de ecologización de la economía turística azul a las superficies marinas en Egipto

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Abstract

This paper sheds light on the approach of greening the blue economy that has gained worldwide attention recently. As a subfield of the green economy, the term "blue economy" was introduced in 2012 during the Rio + 20 UN Conference on Sustainable Development focusing on marine activities and oceans environments. It implies a new mechanism by promoting the sustainable use as well as the preservation of the marine environment while generating new cash flow, creating jobs and building social capital. According to UNEP, a switch to a blue economy will reduce degradation, alleviate poverty and unlock the potential of the marine-based economy. Egypt enjoys abundant riches inherent inside its marine surfaces which are being degraded by unsustainable use, eventually putting their ecosystems, food security and climate regulations at severe risk. Only 2.2% of Egypt's GDP is made up by the blue economy. This is despite its strategic geographic location with coastlines extending over 3,000 km along the Red, Mediterranean, and Gulf of Agaba seas, as well as 50 marine ports with 197 terminals spanning 37.5 km. This paper will be a big step on the right path. It investigates the extent to which the application of greening the blue economy with emphasis on tourism, could contribute to the sustainable development of Egypt's marine resources and society. Through a SWOT analysis that highlights the strengths, weaknessess, opportunities and threats, the authors provide suggestions and implications to the various stakeholders.

Keywords: greening the blue economy, Egypt's marine surfaces, sustainable development, tourism.

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Resumen

Este artículo intenta arrojar luz sobre el enfoque de ecologizar la economía azul turística que ha atraído la atención mundial recientemente. Como subcampo de la economía verde, el término "economía azul" se introdujo en 2012 durante la Conferencia de las Naciones Unidas sobre Desarrollo Sostenible Río + 20, centrándose en las actividades marinas y los entornos oceánicos. Implica un nuevo mecanismo que promueve el uso sostenible y la preservación del medio marino y al mismo tiempo genera nuevo flujo de caja, crea empleos y construye capital social. Según el PNUMA, el cambio a una economía azul reducirá la degradación, aliviará la pobreza y desbloqueará el potencial de la economía marina. Egipto disfruta de abundantes riquezas inherentes dentro de sus superficies marinas que están siendo degradadas por el uso insostenible, lo que eventualmente pone en grave riesgo sus ecosistemas, su seguridad alimentaria y sus regulaciones climáticas. Sólo el 2,2% del PIB de Egipto corresponde a la economía azul. Esto a pesar de su ubicación geográfica estratégica, con costas que se extienden a lo largo de 3.000 km a lo largo de los mares Rojo, Mediterráneo y Golfo de Aqaba, así como 50 puertos marítimos con 197 terminales que abarcan 37,5 km. Este documento pretende ser una contribución para seguir el camino correcto y para ello investiga en qué medida la aplicación de una economía azul ecológica, con énfasis en el turismo, podría contribuir al desarrollo sostenible de los recursos marinos y la sociedad de Egipto. A través de un análisis FODA que destaca las fortalezas, debilidades, oportunidades y amenazas, los autores brindan sugerencias y propuestas a los diferentes agentes interesados.

Palabras clave: ecologización de la economía azul, superficies marinas, desarrollo sostenible, turismo, Egipto.

1. Introduction

Seas have always played a role in the economic activities of all civilizations throughout history, as a source of food, a mode of transportation, and a venue for trade (Costa et al., 2019). Furthermore, they offer essential opportunities for energy, mineral extraction, biotechnology, human settlement in coastal areas, tourism and recreation, and scientific research (Junquera and Mitre, 2007).

However, seas' resources are limited and their physical conditions have been degraded by human activities, where economic profits are at the expense of environmental degradation (United Nations, 2022).

In recent years, Blue Economy (BE) has become a concept closely related to maritime resources and economies (Costa et al., 2019). It aims to promote economic growth, improve life and social inclusion without compromising the seas' environmental sustainability and coastal areas (Ertör-Akyazi, 2020).

Based on the fact that globally, coastal tourism, which depends mainly on healthy coastal and marine environments, is the largest market segment and is growing rapidly, the consolidation and development of a sustainable tourism sector and with its cross linkages with other sectors of the economy, can contribute to higher employment rates and as a result, supporting the local economy and reducing poverty. Furthermore, investing in greening tourism can reduce costs and augment the value of ecosystems and cultural heritage (Cziesielski et al., 2021; Kathijotes, 2013).

The marine resources in Egypt, had severely declined in the last decades. This enhanced the efforts to promote responsible and sustainable blue economy, especially through the tourism industry.

Several studies discussed the blue economy concept in general, its emergence and its relations to sustainable development (Kathijotes, 2013; Lee et al., 2020; Martinez-Vazquez et al., 2021; Silver et al., 2015; Smith-Godfrey, 2016; World Bank Group, 2016) or greening the blue economy and its relation to sustainable development goals (Golden et al., 2017; Shahhat, 2019; Splading et al., 2021; Union for the Mediterranean, 2017) or the blue economy in the Red Sea and/or the Mediterranean (Cziesielski et al., 2021), or the blue economy in Egypt (Sarhan, 2021).

To the best of authors' knowledge, no study to date has dealt with the greening the blue economy approach in the tourism context in Egypt.

Therefore, this research is important at both the academic and practical levels.

At the academic level, this research improves the clarity of the knowledge base of greening the blue economy approach and its linkage to SDG (Sustainable Development Goal) 14, titled Life Below Water.

At the practical level, the research evaluates the current status of Egyptian marine resources, addresses the main threats facing their sustainable development through tourism, and gives some practical solutions for growth to improve processes and planning for the future. The SWOT analysis provided by the research combined with authors suggestions will provide academics with a roadmap to advance research results and will help tourism organizations, maritime authorities and society to take a step forward to choose the best strategies and plans to be applied.

In doing so, this research is considered to be a first attempt and contribution to the stream of knowledge of this topic in Egypt.

2. Research Background and Problem

The term "blue economy" was introduced in 2012 during the Conference on Sustainable Development to expand the blue aspect of the green economy. Under the UN framework, the "Sustainable Blue Economy" concept was further promoted stressing the vital importance of marine environments to food security and livelihoods for people living in coastal areas and incorporating the significance of the natural capital of the seas into all aspects of human economic activity (Union for the Mediterranean, 2017).

The blue economy strengthens the idea that sustainability requires a balance between environmental protection, economic growth, and social justice and inclusion. Taking action to realize these sustainable principles can be called "greening the blue economy" (Hoegh-Guldberg and Bruno, 2010). According to UNEP, a switch to a blue economy will unlock the potential of the marine-based economy (Kathijotes, 2013).

As regards Egypt, it possesses a wealth of diverse water resources and has many competitive advantages, given its strategic geographic location with coastlines extending over 3,000 km. However, only 2.2% of Egypt's GDP is made up by the blue economy. This is due to the degradation of its marine resources as a result of unsustainable use and global tourism (Sharaan, 2016).

Thus, the blue economy has become among the main drivers of sustainable development in Egypt depending on the tourism sector with a view to mitigating the challenges of climate change and achieving the SDG 14.

Based on the above, this research aims:

to provide practical implications to adapt the current economy of the marine surfaces of Egypt or transform it into a more sustainable economy based on the tourism sector through applying the approach of greening the blue economy.

These facts raise the following question for the research:

Could Egypt through the application of greening the blue economy approach transform the economy of its marine surfaces represented by the Mediterranean and the Red Sea to a more sustainable economy, especially through tourism, achieving SDG 14?

2. Literature Review

Twenty years after the Earth Summit on Environment and Development held in Rio de Janeiro in 1992, the UN Rio+20 Conference acknowledged the need to shift towards a Green Economy in order to eliminate poverty and to realise sustainable economic, social and environmental development. The UN identified green economy as "one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities" (Union for the Mediterranean, 2017, p. 6). In other words, a green economy is one that restores and conserves biodiversity (UNEP, 2011).

Recently, the "Blue Economy (BE)" or "Marine Economy" after its imergence in 2012, has has received strong support from a variety of interested parties, as a concept or a strategy for safeguarding the world's water resources (UNCTAD, 2014). According to the United Nations (2022), the "blue economy" is an economic term linked to exploitation and conservation of the maritime environment and a major sustainable development goal. Moreover, it is a focal point for slowing down global warming, preserving ecosystems and reducing people poverty.

Muth (2022) emphasized the blue economy importance by stating that it is valued at about US \$3 trillion annually. Thus, it illustrates the desirable future of the human society (Kathijotes, 2013).

However, as Voyer et al. (2018) pointed out, the blue economy lies in two competing ways—opportunities of growth and development and threatened and vulnerable environments that need protection. The controversy between these two debates requires solutions to adopt the opportunities associated with the sea economy while recognizing and addressing its threats.

In 2015, the UN Member States established a sustainable development strategy that is based on the 17 Sustainable Development Goals. Goal 14, in particular, requires global cooperation to restore the marine envrionments to their natural state and addresses conservation and sustainable use of marine resources for realizing sustainable development.

In other words, the blue economy is exactly what is needed to implement SDG 14 (United Nations, 2022). Linking BE to the UN's SDGs is challenging, especially when there are potential competitions or conflicts between the various goals of individuals and industry (United Nations, 2018). Therefore, in order to set suitable and achievable goals and targets, the key stakeholders have to be identified so as to enable thriving societal development (Lee et al. 2020).

In light of the previous facts, the blue economy relies on maintaining the actions of the green economy, while the green economy requires blue economy to proceed towards more sustainable development goals. EC (The European Commission) (2021) declared that the blue economy is crucial for achieving economic and environmental sustainability, arguing that "there can't be green without blue", as the symbiosis between green and blue economies is evident, both in their principles and goals(United Nations, 2022).

3. Methodology and Data Collection

To realize the research objective and answer the research question, a qualitative methodology approach was adopted through the SWOT analysis technique based :

Firstly on reviewing and investigating the different reports, academic articles and research papers.

Secondly on conducting semi-structured interviews with managers and experts in some official institutions related to the research topic.

SWOT is a model for identifying the strengths and weaknesses, the opportunities and external threats with which a destination confronts in order to maximize the strengths, minimize the weaknesses and threats and make the best use of opportunities to improve processes and plan for sustainable growth (Ghanbari et al., 2012; Helms and Nixon, 2010). According to Glaister and Falshaw (1999), SWOT analysis is one of the most appreciated and predominant tools of strategic planning. In other words, SWOT analysis assists in the identification of environmental relationships as well as the development of suitable paths for countries, organizations, or other entities to follow (Proctor, 1992).

Furthermore, all interviews were conducted face to face by the researchers. Each interview (about 70 minutes on average) was audio-recorded with consent for subsequent transcription and analysis.

They revolved around the following pivots:

- 1. the current situation of the marine surfaces in Egypt,
- 2. the opportunities and suggestions for greening the blue economy of the the marine surfaces (the Mediterranean and the Red Sea) in Egypt and realizing their sustainable development.

According to Lune and Berg (2017), interviewing is the most typical method for gathering qualitative data, finding the answers to research questions, and drawing perceptive conclusions. The study targeted ten experts and managers of the following official organizations, Alexandria Center for Maritime Archeology and Underwater Cultural Heritage, the Chamber of Diving and Watersports and the General Administration of Diving and Maritime Activities (Ministry of Tourism). They were asked to share their thoughts and give helpful information to the researchers.

Table 1. SWOT Analysis of the Mediterranean and the Red Sea in Egypt

The Red Sea	The Mediterranean		
Strengths			
Geographical strategic location			
Many underwater monuments and ancient cities			
Several Marine Protected Areas (MPAs)			
Modern Tourist Villages along the Coast			

Several Ports and marinas				
Coastlines extending over 3,000 km along the Red, Mediterranean, and Gulf of Aqaba Seas				
Big riches of coral reefs and	Moderate climate and soft sand			
mangroves				
Some official reliable	Many recove	ered antiquities from the Mediterranean		
inventory and legal control of				
Characteristicities days to the				
clear visibility due to the				
Availability and accessibility				
of diving centers				
Availability of security				
nermits for diving				
High income from diving				
Wookpossos				
vv eaknessess Lack of lagel mechanisms to Lack of official inventory of the symbol menuments from				
manage and monitor the		levendria to Marsa Matroub		
underwater monuments		nexalidina to marsa matroun		
Lack of linkage between	Very high	pollution pol very bad visibility		
MPAs (Marine Protected	very mgr	very bad visionity		
Areas) and coastal and				
offshore locations				
Lack of capacity building and	Diffi	culty of issuing security permits		
awareness programs provided	DIIII	curry of issuing security permits		
for fishermen investors				
diving centers and managers				
of responsible tourism				
organizations				
Backfilling large areas of the	North coast villages are built on the ancient cities from the			
sea to construct resorts	Ptolemaic and Roman eras			
Onnortunities				
Construction of coral Panafit from the antiquities recovered from the water by				
nurseries under the	displaying them in Fourt			
supervision of professionals	uspraying them in Egypt			
	Construction of diving centers to be affiliated to resorts			
	and hotels on the North Coast			
	Raising the fishing ports' efficiency			
	Transformation of Alexandria ports to a regional and			
	global hub for trade and to provide transit services			
Encouraging tourism investments in yacht and coastal tourism				
Promoting tourism to the archaeological cities or areas near the resorts				
Benefit from alternative energy sources in greening the tourism industry				
Threats				
Overdevelopment and unsustainable activities and practices				
Negative effects of Climate change				
High cost of constructing new ports or marinas to promote vacht tourism				
Destruction of many artifacts	and coral reefs	Increase of pollution		
Excess numbers of boats and divers		mercuse of pollution		

Source: based on data collected by the authors from semi-structured interviews and investigation of sholary articles, papers and reports

4. Results and Discussion

From the previous SWOT analysis, it is obvious that Egypt's coastlines on the Mediterranean Sea and the Red Sea provide the country with a wealth of marine resources, livelihoods, and food. However, due to several factors related to pollution, unsustainable practices and use of marine resources, etc., Egypt's marine and coastal ecosystems experienced environmental degradation in recent years. Degradation of marine habitats will lead to environmental costs, as well as significant economic losses. The high pollution that appear in all visited Egyptian ports with different levels and types of pollutants (Sarhan 2021; Sharaan, 2016), hampers the clear visibility for divers in the Mediterranean. Morevover, there is a great difficulty in obtaining the required permits, which constitutes a real obstacle for diving.

Furthermore, the potential climate change impacts will lead to further environmental damages and deterioration of Egypt's marine resources (Sarhan, 2021). Climate change increases seawater level and temperature and changes water salinity which threatens Egypt's long coastal stretch on the Mediterranean and the Red sea causing gust surges, heavy precipitation rate and severe heavy weather, in addition to, potential damages to the ecosystem in general and the tourism industry in particular (Ali and El-Magd, 2016; Shaaban and Ramzy, 2010).

Coral reefs provide economic benefits through tourism and fisheries. However, maritime traffic, human activities including development in coastal areas, activities by hotels and other tourist establishments, ships and even individuals, over-fishing and pollution have contributed to a global loss of over 10% of these valuable ecosystems, which is considered a natural wealth for attracting tourists (DB, 2008; EEAA, 2010).

This is because individuals and tourist establishments do not follow environmental ethics due to lack of awareness and managers do not seriously address the pollution issues, and are not doing the needed effort to keep ports healthy and free of pollution (Sharaan, 2016).

Additionally, there isn't any legal control on the sunken monuments in the Mediterranean. Besides, not all the sunken monuments in the Red Sea are under the control of the Ministry of Tourism and Antiquities and those that are under its authority lack the legal mechanisms for monitoring them. These weaknessess and threats are important and need to be addressed and, in turn, will represent a challenge for the country to ensure the sustainable use of its marine resources and achieve SDG 14.

On the other hand, there are several opportunities available for achieving a green blue economy, especially through tourism that, depends on healthy and marine environments. Thus, Egypt will have to increasingly depend on it (Shahhat, 2019).

5. Conclusion and Recommendations

Drawing on a systematic review of scholarly works, articles and reports, this study conceptualized the greening blue economy approach and highlighted its importance to Egypt. The study outlined further the strengths and weaknessness and elucidated the opportunities and threats to the Egyptian marine surfaces (the Mediterranean and the Red Sea) so that the economy, especially through the tourism industry, can take full advantage of the available resources and emerging opportunities and face the future challenges as well. Recently, Egypt has recognized the concept of the blue economy as one of the main drivers for achieving sustainable development (EEAA, 2016).

According to (Sarhan, 2021), with the increasing effects of climate change, Egypt is currently facing several difficulties in guaranteeing the sustainable use of its maritime and coastal resources. Thus, Egypt has to pursue its aims and targets for sustainable development by starting down the path of greening its blue economy.

For Egypt to apply the approach of greenig the blue economy, it has to:

1- develop a long-term strategy aimed at supporting sustainable economic growth through the activities and sectors, especially the tourism sector, that are directly related to its marine and coastal ecosystems. Additionally, the possible effects of climate change on its marine and coastal ecosystems must be taken into account and properly highlighted in the blue economy strategy, as well as the methods and measures necessary to adjust and become more resilient to such impacts.

2- provide educational and awareness programs for diving centers, guides, captains and investers

3-reduce the security permits procedures

4-enhance marine scientific research

5-develop BE database

6-putting down a mechanism for controlling illegal and unregulated tourism activities

7-provide tourism services with greater reliability and higher standards of quality, safety, financial sustainability, resource protection, and community participation

8-stimulate green tourism investments for example in constructing ecolodges like Marsa Shagra Village and Marsa Nakari Village near Marsa Alam

9- promote green yacht tourism and coastal tourism

10- ensure that the design and construction of resorts in coastal areas are in harmony with the structure and characteristics of the surrounding environment

11- develop monitoring systems and enforce regulations of the environmental law No 4/94 and visitor management

12- achieve cooperation between EEAA (Egyptian Environmental Affairs Agency), and tourism industry to mitigate the cumulative negative impacts of coastal urban development

13- review the current policies and rules to promote sustainable tourism

14- prepare suitable places to display the antiquities recovered from the Mediterranean by displaying them in vast areas such as the Qaitbay Castle and benefit from the returns of these exhibitions

15-encourage the construction of coral nurseries under the supervision of professionals

16-promote tourism to the archaeological cities or areas near the resorts, for example, El Quseir Fort and Marina Al-Alamein Archaeological Site

17-facilitate the construction of diving centers to be affiliated to resorts and hotels on the North Coast

18- address the concerned authorities to raise efficiency of the fishing ports and transform some of Alexandria ports to a regional and global hub for trade and to provide transit services

19- establish linkage between MPAs and coastal and offshore locations

6. Limitations and implications for future research

This research focused on the Mediterranean and the Red Sea in Egypt. The analysis conducted in this research represents a big step on the right path and inspirations from it may be drawn in various ways.

However, there is a need for further research to investigate the economic importance of the other water surfaces in Egypt to make opitimal use of these locations through the application of greening the blue economy approach to enhance the Egyptian economy through tourism and other economic sectors.

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