

JOINT STATEMENT

Today, the 7th of October 2024, in Messinia, Greece,

We, the Ministers of Tourism and the representatives of Ministers of Tourism,

Reaffirming our mutual interest in enhancing our cooperation in the field of sustainable Coastal and Maritime Tourism

Acknowledging the importance of tourism for our countries and its contribution to economic development and social prosperity;

Confirming the common interest to research and monitor sustainability in coastal and maritime areas between our countries;

Recalling the Memorandum of Understanding between the World Tourism Organization and the Ministry of Tourism of Greece for the establishment of a Research and Monitoring Centre for Coastal and Maritime Tourism in the Eastern Mediterranean Region, signed in June 2021 and renewed in June 2024,

Acting as catalysts for the industry by fostering a culture of awareness and responsibility, actively disseminating insights and best practices regarding sustainable coastal and maritime tourism, providing expertise for the effective implementation of sustainable tourism activities, creating essential tools in providing guidance to advance shared commitments to raise awareness, gather data, monitor tourist activity.

State their commitment to:

- Enhance the development of coastal and maritime tourism along the lines of the three dimensions of sustainability (economic, social and environmental) and with respect to the principle of inclusiveness.
- Encourage scientific feedback as a basis for policy and strategic planning.
- Promote cooperation in the Eastern Mediterranean to develop sustainable coastal and maritime tourism.
- Build on previous work and prioritize measuring and monitoring as a foundation for evidence-based policy making.
- Collect and disseminate relevant, accurate, timely and reliable data at the coastal scale across member countries.
- Develop a coherent methodological framework for measuring the impact of maritime and coastal tourism in coastal destinations from an economic, social and environmental perspective, in line with the Statistical Framework for Measuring the Sustainability of Tourism (MST).
- Elevate coastal and maritime tourism in the position to constitute a driving force for the development of inland and mountain regions.
- Ensure the engagement of the research community, the industry and stakeholders involved, especially at the local level.

The below mentioned organizations endorse this joint statement and further action towards the development of the Research and Monitoring Centre for Coastal and Maritime Tourism in the Eastern Mediterranean.

For the Republic of Albania

Luela Hajdaraga

For the Republic of Croatia

Monika Udovičić

For the Republic of Cyprus

Kostas Koumis

For the Hellenic Republic

Olga Kefalogianni

For Montenegro

Simonida Kordić