#EU4OCEAN

Webinar Series

Where Ocean Literacy Meets Tourism Industry

by making experiences authentic, regenerative, and

inspires innovation, builds trust, and strengthens

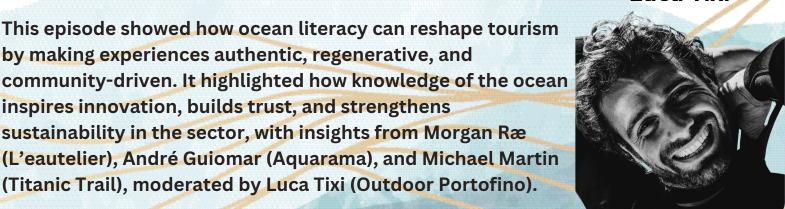
This episode showed how ocean literacy can reshape tourism

sustainability in the sector, with insights from Morgan Ræ

(L'eautelier), André Guiomar (Aquarama), and Michael Martin

#8

Luca Tixi



(Titanic Trail), moderated by Luca Tixi (Outdoor Portofino). "Ocean literacy changes the way visitors experience destinations from passive consumers to active contributors to conservation and culture." - Michael Martin

Challenges

Tourism often overlooks the ocean's cultural, social, and ecological value.

Visitors lack awareness of local marine environments and their fragility.

Greenwashing damages trust in "sustainable" tourism offers.

Communities can resist tourism if benefits are unclear or unfairly shared.



Michael Martin André Culoma

Ideas

Creates authentic experiences: connecting travelers with heritage, culture, and the ocean.

Strengthens community ties: locals see real value in tourism when awareness and respect are central.

Drives innovation: from algae-based hospitality products to inclusive tourism offers.

Builds trust: informed visitors support conservation and responsible practices.

Educates future generations: tours, schools, and experiences that embed ocean knowledge.

Solutions

Regenerative design: marine materials and algae innovation.

Inclusive learning: schools, youth, and community engagement.

Heritage storytelling: linking culture, history, and the ocean



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