

Luca Tixi



This episode showed how ocean literacy can reshape tourism by making experiences authentic, regenerative, and community-driven. It highlighted how knowledge of the ocean inspires innovation, builds trust, and strengthens sustainability in the sector, with insights from Morgan Ræ (L’eutelier), André Guiomar (Aquarama), and Michael Martin (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.

Morgan Ræ



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.

Michael Martin



André Guiomar



Solutions

- Regenerative design: marine materials and algae innovation.
- Inclusive learning: schools, youth, and community engagement.
- Heritage storytelling: linking culture, history, and the ocean

Watch it again...

