



# Climate-Resilient Coastal Tourism in Europe

Four priorities for stronger governance, Nature-based Solutions, resilience finance and effective engagement



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FULL REPORT

## The policy challenge

Europe's coastal and island destinations are increasingly exposed to climate risks, ecosystem degradation, seasonal pressure and growing competition for space and resources. Heatwaves, drought and water scarcity, coastal erosion, flooding and biodiversity loss directly affect the ecosystems, infrastructure and local economies on which tourism depends.

Yet climate resilience in tourism is still too often addressed through fragmented policies, short-term projects and isolated interventions. Tourism, climate adaptation, biodiversity protection, mobility and territorial planning frequently operate through separate institutional and financial frameworks.

The experience of **NaTour4CChange (NT4CC)** across Mediterranean regions and coastal destinations shows that a more integrated approach is both necessary and operationally feasible. Climate resilience can be strengthened when assessment, planning, implementation, financing, communication and monitoring are connected within a shared territorial framework.

## Four mutually reinforcing policy priorities

**01**

### Integrated governance

Permanent coordination across sectors and governance levels.

**02**

### Nature-based Solutions

Ecosystems recognised and managed as resilience infrastructure.

**03**

### Resilience finance

Long-term and diversified financing beyond short project cycles.

**04**

### Communication and engagement

Stakeholder participation and behaviour change embedded in implementation.

## What NaTour4CChange shows

Across its pilot regions and destinations, NT4CC demonstrates that:

**1**

Dedicated coordination structures can connect tourism, climate, environment and territorial planning.

**2**

Nature-based Solutions are stronger when embedded in planning, financing, monitoring and long-term management.

**3**

Financial feasibility needs to be considered from the beginning of climate-action planning.

**4**

Communication is most effective when linked to climate risks, destination priorities and specific behavioural outcomes.



# A multilevel action framework

What Europe, regions and destinations can do

| Policy priority                                                                                                            | EU & wider Euro-Mediterranean level                                                                                                                                                                                         | Regional level                                                                                                                                                                                 | Destination level                                                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>INTEGRATED GOVERNANCE</b>          | Recognize multilevel, place-based governance as a core condition of sustainable tourism policy and support permanent coordination spaces for coastal and island tourism cooperation.                                        | Establish or strengthen Regional Coordination Units or equivalent formal structures to align tourism, climate, environment, and territorial planning and to support Climate Action Strategies. | Create Tourism Climate Action Task Forces that bring together DMOs, municipalities, businesses, conservation actors, technical experts, and communities to prepare and implement Destination Climate Action Plans.     |
| <br><b>NATURE-BASED SOLUTIONS</b>         | Recognize NbS as core tourism resilience infrastructure and align tourism policy with biodiversity, climate adaptation, coastal planning, and long-term stewardship.                                                        | Embed NbS in regional tourism climate strategies and coastal planning frameworks and build capacity to assess, design, and scale NbS portfolios.                                               | Plan NbS as part of destination risk reduction, carrying-capacity management, and long-term stewardship, with governance, communication, and monitoring built in from the outset.                                      |
| <br><b>RESILIENCE FINANCE</b>           | Support coherent financing pathways for tourism resilience and NbS, while treating EU funds as enabling and complementary rather than the main long-term maintenance model.                                                 | Build regional financial capacity for feasibility assessment, business cases, diversified funding mixes, and cross-sectoral investment in ecosystem resilience.                                | Move from consultation to co-investment by engaging tourism businesses, SMEs, concessionaires, and local actors in financing models that support the full life cycle of NbS.                                           |
| <br><b>COMMUNICATION AND ENGAGEMENT</b> | Treat communication, participation, and behavior change as core delivery conditions of sustainable tourism policy and support destinations with the tools, skills, and standards needed for credible climate communication. | Embed communication in tourism climate strategies from the outset and equip DMOs and regional tourism bodies for transition communication, ecological narratives, and stakeholder engagement.  | Equip DMOs and destination authorities to lead climate communication within broader governance frameworks, combining digital tools, on-site interpretation, targeted messaging, and monitoring of behavioral outcomes. |

## From projects to permanent resilience systems

**NT4CC** shows that these priorities are mutually reinforcing. **Governance** creates the capacity to act; **Nature-based Solutions** translate climate priorities into place-based resilience; **finance** enables implementation and long-term stewardship; and **communication and engagement** support participation and behavioural change.



### The opportunity for Europe

To move beyond isolated climate projects and create the governance, financing and implementation conditions that allow effective local solutions to **endure**, **adapt** and **scale**.