



Toward Sustainable Coastal Zone Development Aqaba Tourism Project-Blue Flag

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Introduction

The Blue Flag Programme is a voluntary certification scheme for beaches and marinas, owned and run by the independent non-profit organisation, formerly known as FEEE – Foundation for Environmental Education.

The Blue Flag is a widely recognised eco-label for the public, decision-makers and tour operators. It enables the foundation for sustainable coastal management to be applied to specific beaches, and has environmental awareness, management and well-being at its forefront.

The project will target public beaches in the southern part of the Aqaba coastline presented by Aqaba Marine Park



NEEDS/THREATS

- An ongoing pressure to privately owned lands for resort and hotel development especially at the south coastal zone.
- Concerns regarding over-developing the coastal zone (concentration of people and activities)
- Low level of satisfaction among Aqaba citizens because of limited facilitated public beaches & accesses to sea.
- Conflicts between different land uses in the coastal zone.

POTENTIAL CHANGE IDEAS

- A) Adoption of community-based initiatives “Our Beaches is not for Sale “
- b) Development and modernization of the infrastructure and the facilities on the new public beach though applying the Blue Flag criteria



Change project

Blue Flag status is only awarded to those beaches that achieve excellence in Water Quality, Environmental Education, Safety and Services, Environmental Management.

The following steps are produced to enable Blue Flag beaches to start up in Aqaba/ Jordan.

- A) Blue Flag Administrative Set Up
- B) Blue Flag Framework Structure Development (Blue Flag Pilot Stage – Beaches)
- C) Supporting Studies Stage;
- D) Intervention to improve quality and services at proposed and non-proposed Blue Flag beaches.
- (E) Continuity and Expansion of Blue Flag System (assuming Pilot Studies are successful)



Expected outcomes:

- To promote clean and safe beaches and marinas for tourists, public and local users
- To create awareness of local authorities, private tourism operations and the public about the need and the means to protect the surrounding environment
- To create a basis for voluntary environmental action in communities
- To bring co-operation between the sectors of tourism, environment and education at local, regional and national levels

