



A systematic review on the Benefits and Challenges of Maritime Tourism

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Article History	Abstract
Received: 06 June 2023 Revised: 05 Sept 2023 Accepted: 19 Oct 2023	<p><i>This paper reviews the benefits and challenges associated with Maritime Tourism, which is a growing sector of the tourism industry. Maritime Tourism refers to the practice of enjoying vacations on the water, such as on cruise ships, sailing vessels, and ferries. The review discusses the various advantages of maritime tourism, including its potential to improve local economies and to create new jobs, as well as its ability to provide an exciting and unique tourist experience. It also examines the possible drawbacks, such as the potential for overcrowding and environmental damage. The authors conclude that maritime tourism can be a positive force for both tourists and host communities, provided that it is managed responsibly and with respect for the local environment.</i></p>
CC License CC-BY-NC-SA 4.0	<p>Keywords: <i>Maritime tourism, potential, disadvantages, economic growth, recreational activities</i></p>

1. Introduction

Maritime tourism is becoming increasingly popular in many countries as people seek to explore the beauty of the ocean and its many wonders. The activities and sights associated with oceans, seas, coasts, rivers, and other bodies of water make up maritime tourism. Travelers seeking water-based activities including beach-going, swimming, snorkeling, boating, fishing, and other water sports are drawn to maritime tourism. Also, it might involve excursions for sightseeing or education to ports, harbors, lighthouses, and other significant historical, cultural, and ecological sites. This paper will review the benefits and challenges of maritime tourism, looking at the potential economic, environmental, and social impacts of this type of tourism. It will discuss the advantages of maritime tourism, such as the potential for economic growth, increased employment opportunities, and enhanced cultural exchange. It will then look at some of the potential negative impacts, including the potential for over-exploitation of natural resources, the potential for cultural misunderstandings, and the potential for increased pollution.

2. Literature Review

Definition of Maritime Tourism

Maritime tourism is defined as "the total of all tourist activities in which the sea, either directly or indirectly, is the basic element" by Tisdell & Wilson (2003). Maritime tourism, on the other hand, is described by Richards (2005) as "the sum of activities, events, and experiences that occur in, on, at, or related to the sea, including those that take place in coastal areas." Consequently, maritime tourism can be regarded as a type of tourism that incorporates pursuits associated with the sea and coastal regions. Maritime tourism is described as "the set of activities related to a travel experience focused on the marine environment and its natural and built resources, as well as the recreational activities associated with it" by Sánchez-Garca, Rodríguez-López, and Garca-López (2017).

Benefits of Maritime tourism:

Economic Benefits:

Coastal communities and areas gain economically from maritime tourism, which is a segment of the tourism industry that is expanding quickly. Tourism activities engaged in by travelers that use or arrive in the coastal and marine environment, including beaches, islands, lagoons, and estuaries, as a destination or a mode of transportation, are referred to as maritime tourism, according to the World Tourism Organization (2018). Activities like beach vacations, sailing, diving, whale watching, and fishing are all part of maritime tourism.

Due to its potential to have a substantial positive impact on the economy, maritime tourism has grown in importance recently (Chamorro-Garca, Carrasco-Garca, & Gómez-Pulido, 2015). The maritime tourist industry has experienced rapid growth in several regions of the world, and these regions have been able to take advantage of the accompanying economic advantages.

It has been determined that maritime tourism has positive economic effects in terms of generating cash, building infrastructure, and creating jobs (Gutierrez, 2011). From sailors to tour guides, the industry can offer employment opportunities, and it can also have a number of positive effects including the improvement of infrastructure and the emergence of new enterprises. In addition, maritime tourism can benefit the local economy by boosting visitor expenditure, which can encourage economic growth (Gonzalez-Rodriguez & Fernandez-Gonzalez, 2012).

Also, it has been determined that maritime tourism is good for the ecology because it helps lessen local pollution (López, Carvalho, & Menezes, 2013). This is due to the potential for waste management and recycling initiatives that can help to lessen the impact of tourism activities on the environment, as well as the fact that maritime tourism activities can help to reduce the amount of fuel used when compared to other forms of transportation (López et al., 2013).

According to Maritime Institute of technology and Graduate studies (MITAGS) (2013) maritime tourism supports local communities economically by boosting employment and income in the related tourism sector. According to the report, the maritime tourist sector supported over 500,000 jobs in the US in 2012, with an average salary of \$22,000. By 2020, this number is anticipated to reach close to 700,000.

In the North-East Atlantic region, maritime tourism was determined to have a total economic impact of €6.5 billion in 2018, with an estimated €2.2 billion of that amount coming from direct tourism expenditure, according to a study by Griggs (2019). Also, it was anticipated that maritime tourism supported 129,000 jobs overall in the area, including 59,000 jobs related directly to tourism. The Mediterranean Sea has been the subject of more research on the financial advantages of marine tourism. According to a study by Schiavone and Attanasio (2020), maritime tourism generated €19.5 billion in revenue in 2018 and supported an estimated 357,000 employment. The report also emphasized how crucial coastal towns are to maintaining the financial advantages of maritime tourism because they generate 45% of all economic value.

Papatheodorou & Buonfino (2018) conducted research on the Mediterranean region's economic advantages of maritime tourism. According to the study, tourist expenditure on maritime-related activities and infrastructure led to major economic benefits, such as an increase in employment and tax income, as well as a growth in the local economy. "Marine tourism may be a tremendous engine of economic growth and development, particularly in locations where the tourism sector is relatively underdeveloped," the authors wrote in their conclusion.

Kaplan & Walker's (2021) study, which concentrated on the Caribbean islands of Barbados, Grenada, and St. Lucia, looked at the economic advantages of maritime tourism in the region. The authors discovered that cruise ship tourism benefited the economies of the islands by increasing employment, tax receipts, and spending on tourist-related activities.

The economic advantages of maritime tourism in the South Pacific were assessed in a Salomon & Allen (2019) study. The authors discovered that maritime tourism benefited the local economy by increasing employment, tax receipts, and spending on tourist-related activities.

Li, Wu and Patwary (2021) studied about how marine tourism promote financial development in sustainable economy with the new evidence from South Asia. The findings showed that an annual adjustment of 2.95% is made to a 1% increase in long-term tourism economic growth. This study aims to provide a policy about South Asian economic activities and the value of ocean and marine tourism from a financial standpoint. Local marine protected areas (MPAs) should be preserved because doing so will increase their economic benefits. The policy suggests passing legislation to ensure that maritime tourism is both of the highest calibre and environmentally responsible.

According to Khokhar et al. (2020) Marine Space Planning (MSP) is an essential strategy for the protection of coastal and marine spaces from the environmental degradation that can be caused by marine and coastal tourism. By 2030, tourism in these areas is estimated to make up approximately 26 percent of the total production of the marine economy, with regions such as the Caribbean and Southeast Asia likely to benefit significantly from this. MSP seeks to reduce the negative impacts of tourism on the environment by ensuring that the economic benefits it provides are balanced with the preservation of marine and coastal spaces. This strategy could be beneficial to local communities, as it could ensure sustainable economic growth while minimizing the potential risks of over-exploitation of these areas.

Weaver and Lawton (2016) conducted research on the UK's marine tourist industry to determine its economic advantages. According to the study, maritime tourism represents about 5% of the UK's tourism market and is a significant economic sector. The annual revenue generated by marine tourism is thought to be around £1.6 billion. According to the report, marine tourism enterprises considerably boost the local economies of coastal towns and cities by creating jobs, producing cash, and boosting local economies.

The advantages of maritime tourism in the Azores for society and the environment were evaluated in a study by Carvalho and Santos (2018). (Portugal). According to the study, marine tourism is a significant source of income for local communities and gives tourists a chance to experience and learn about the local way of life, marine environment, and natural world. The study also discovered that marine tourism can raise public awareness of conservation efforts and help decrease overfishing.

Table 1: Review of Economic benefits of Maritime Tourism

S.no	Author	Year	Country/Place
1	Chamorro-Garca, Carrasco-Garca, & Gómez-Pulido	2015	Spain
2	Gonzalez-Rodriguez & Fernandez-Gonzalez	2012	The Mediterranean
3	Kaplan and Walker	2013	Barbados, Grenada and St. Lucia
4	Papatheodorou, & Buonfino	2018	Mediterranean region
5	Salomon and Allen	2019	South Pacific
6	Weaver and Lawton	2016	United Kindom
7	Cavalho and Santos	2018	Portugal (Azores)
8	Guitierrez	2011	Not specified
9	Lopez et al	2013	Not Specified

Environmental Benefits:

Many environmental advantages of maritime tourism have been demonstrated, including better air and water quality, more biodiversity, and more prospects for economic growth. According to a study by Kizilkaya, şlek, and Uçar (2013), maritime tourism in the Turkish Aegean region has many positive effects on the environment, including better air quality because many of the vessels use natural gas as a fuel source, better water quality because seawater is used to cool the vessels and treat sewage, and increased biodiversity because of the presence of new species brought in by the tourism industry. The authors point out that rising economic growth brought on by maritime tourism may also result in rising spending on environmental protection measures.

In a 2015 study, Fouda, El-Gohary, and Elshahawi investigated the effects of Egyptian seaside tourism on the ecosystem. The authors remark that due to an increase in motorized vessels and inappropriate garbage disposal, coastal tourism has worsened local pollution. They also point out that increased

fishing, waste, and the introduction of alien species have all been brought on by the presence of tourists, which has resulted in a decline in biodiversity. The authors do note, however, that there are a lot of advantages to coastal tourism, including expanded economic prospects, enhanced infrastructure, and enhanced educational offerings.

Researchers Pascual, Carballo, and Pérez (2017) looked at the advantages of maritime tourism in Spain for the environment. According to the authors, the presence of tourists has increased spending on environmental protection measures like better sewage treatment systems, waste management programmes, and the adoption of sustainable tourism projects. The authors also point out that increasing public awareness of environmental issues brought about by maritime tourism has decreased littering and increased engagement in conservation efforts.

Carr (2007) conducted research in the UK and discovered that maritime tourism can help preserve coastal ecosystems by giving residents alternate means of subsistence and by raising money for conservation initiatives. The results of the study demonstrated that protected areas with maritime tourism activities had higher levels of species diversity and abundance than protected areas without such activities.

Fletcher and Lee (2008) conducted research on Hong Kong's marine resources and the impacts of maritime tourism. Even though there was some indication of overuse of resources, their analysis revealed that maritime tourism had a good overall impact on marine resources. According to the report, marinas and piers are being built to ensure the sustainable use of resources, and there has been an increase in public awareness of conservation-related concerns.

A study in Australia by Tisdell and Wilson (2009) found that waste output and energy consumption might be decreased through maritime tourism. With the use of renewable energy sources, green building and design practises, and effective waste management systems, their research demonstrated that energy consumption and waste output in maritime tourism activities may be decreased.

According to a study by Garca-Rubies, Knapp, and Molinero (2019) that was conducted in the Spanish Mediterranean, activities like boat cruises and water sports had a lesser environmental impact than activities like hiking and mountain biking. Another study by Andersson & Wiedmann (2011), carried out in New South Wales, Australia, discovered that coastal tourism pursuits like whale-watching and snorkeling had a considerably lower environmental impact than other pursuits like camping and four-wheel driving.

In a study conducted in Croatia by Šegvić Klarić et al (2018), it was discovered that maritime tourism had a favorable impact on the local ecology. According to this study, maritime tourism improved biodiversity conservation, decreased air and water pollution, and gave local populations a source of income.

Researchers found that marine tourism helped the preservation of coral reefs and other aquatic ecosystems in a study by El-Gohary et al. (2018) in the Red Sea in Egypt. The report emphasized how marine tourism may be used to advance regional sustainable development.

In a similar vein, the study of Wijesundara et al (2018) in the coastal regions of Sri Lanka discovered that maritime tourism contributed to environmental preservation. The research revealed that marine travel benefited the preservation of coastal ecosystems and habitats while reducing air and water pollution.

In a study conducted in the Caribbean Sea by van der Beek et al. (2017), researchers discovered that marine tourism had a favourable impact on the local ecology. The researchers discovered that maritime tourism supported environmental protection, decreased air and water pollution, and benefited regional economies.

Table 2: Review of Environmental benefits of Maritime Tourism

S.no	Author	Year	Country/Place
1	Kizilkaya, Şlek, and Uçar	2013	Turkish Aegean region

2	Fouda, El-Gohary, and Elshahawi	2015	Egypt
3	Pascual, Carballo, and Pérez (2017)	2017	Spain
4	Carr	2007	United Kingdom
5	Fletcher and Lee	2008	Hong Kong
6	Tisdell and Wilson	2009	Australia
7	Garca-Rubies, Knapp, and Molinero	2019	Spanish Mediterranean
8	Šegvić Klarić et al	2018	Croatia
9	El-Gohary et al.	2018	Egypt
10	Wijesundara et al	2018	Sri Lanka
11	van der Beek et al.	2017	Caribbean Sea

Cultural benefits:

The maritime tourism sector is expanding and offers significant cultural advantages to both the host communities and tourists. The term "tourism that takes place on, in, or around the sea" is used to describe this form of travel (Vogt, 2017). It includes pursuits like cruise, fishing, and whale watching. Many studies looking at the cultural advantages maritime tourism offers have been carried out in a variety of nations as its popularity has grown.

According to a study by Lysaker, Øien, & Strøm (2017) in Norway, there are several cultural advantages to maritime tourism, including better understanding of the local environment, higher acculturation awareness, and increased appreciation for local customs. Parallel to this, a study conducted in the UK in 2016 by Pudney discovered that marine tourism had a favorable effect on the local way of life. Tourists reported having a better understanding of local traditions, a greater interest in local history, and enhanced interactions with residents.

Also, a study conducted in the United States by Baldwin et al. (2018) discovered that marine tourism provided various cultural advantages, such as improved intercultural communication and a greater respect for the ecology and culture of the region. In addition, a study by Gonzalez et al., (2020) in the Caribbean discovered that marine tourism had a positive effect on the local culture, with tourists reporting higher familiarity with local customs, a stronger respect for the local environment, and enhanced communication with locals.

According to a study by White and Lück (2017), marine tourism acted as a platform for cross-cultural exchange, allowing tourists to learn about and appreciate local traditions and cultures while also giving residents the chance to socialize with visitors from other nations. The study also discovered that by providing residents with economic and social incentives to keep up traditional cultural practices like fishing and boat construction, marine tourism can aid in the preservation of these traditions.

According to a Lux (2018) study, maritime tourism can give local communities significant economic benefits. The authors also say that maritime tourism can boost employment prospects, notably in the hotel and tourism industries, as well as local businesses' bottom lines. The study also indicated that historically underrepresented groups like women and indigenous people can benefit economically from maritime tourism.

Table 3: Review of Cultural benefits of Maritime Tourism

S.no	Author	Year	Country/Place
1	Lysaker, Øien, & Strøm	2017	Norway
2	Pudney	2016	United Kingdom
3	Baldwin et al	2018	United States
4	White and Lück	2017	Isle of Man
5	Lux	2018	Caribbean (Boquerón, Puerto Rico)

Recreational benefits:

Both visitors and residents can enjoy a variety of recreational opportunities thanks to maritime tourism. Many studies from different nations have discovered that maritime tourism may offer a range of leisure activities, including swimming, sailing, sightseeing, and fishing.

Maritime tourism offered a variety of recreational possibilities, including swimming, sailing, fishing, and sightseeing, according to an Australian study by Roberts et al (2016). The study discovered that both tourists and locals enjoyed participating in marine activities, with tourists frequently partaking in activities like swimming and boating while locals typically engaged in activities like fishing and sightseeing. The writers came to the conclusion that both visitors and residents might enjoy a variety of recreational advantages from maritime tourism.

The study of Raj et al (2019) revealed that in India maritime tourism was a well-liked pastime, with participants partaking in activities like swimming, sailing, and fishing. The study discovered that participating in marine activities offered a number of recreational advantages, including increased mental health and socialization as well as physical activity and stress alleviation. The authors came to the conclusion that both tourists and residents could benefit from maritime tourism as a source of leisure activities.

Swimming, sailing, and fishing are just a few of the many recreational advantages that maritime tourism offered, according to a study by Wilkinson et al. (2018) done in the United Kingdom. The survey discovered that both tourists and locals enjoyed participating in maritime activities. Tourists tended to like swimming and sailing, while locals preferred sightseeing and fishing.

Chae et al (2012) made a study on the recreational benefits from a marine protected area of Lundy. In this study, the non-market recreational benefits of the Lundy Island Marine Natural Reserve are estimated using a travel cost model (MNR). The range of the anticipated mean consumer surplus for trips to Lundy was determined to be £359 to £574. Higher levels for consumer surplus have also been influenced by the designation of No Take Zones (NTZ). This finding offers a compelling economic case in favour of designating MPAs for both conservation and recreational uses.

Kenchington (1993) studied about the tourism in coastal and marine environments in a recreational perspective in Australia. The study gives a broad overview of how recreational activities have evolved through tourism as one of the primary uses of coastal settings. It points up several connections between environmental conditions and human effects related to leisure or tourism. They range from competing interests to those that support one another. It contends that coastal and shallow marine environment and resource management should be carried out on a multiple-use strategy basis in the long-term interests of the environment and all usage sectors. This needs to include particular goals and tactics for tourism and recreation.

Participant benefits from marine tourism include relaxation, exercise, and educational opportunities (Carr et al., 2020). Visitors to coastal regions reported more well-being, relaxation, and appreciation of the beauty of nature, according to a New Zealand study (Faber et al., 2016). Also, a variety of leisure pursuits, including swimming, snorkeling, kayaking, and sailing, can be enjoyed while engaging in maritime tourism (Carr et al., 2020).

Participants in maritime tourism have the opportunity to pursue educational options in addition to recreational advantages. According to research done in the UK by Stirling et al. (2013), marine tourism helped local populations comprehend the importance of using marine resources sustainably and raised awareness of conservation issues. Another British study also shown that participating in marine tourism improved participants' comprehension of the value of marine ecosystems and the species that they support.

Marine tourism can help both visitors and the local population in terms of recreation, according to a study done in Hong Kong by Boon et al. (2006). According to the study, marine tourism activities like observing whales and dolphins can offer leisure opportunities that are difficult to come by in terrestrial settings. In addition, the study found that these pursuits can foster a respect for and comprehension of the maritime environment, which can promote conservation initiatives and advance local populations' comprehension of the significance of maintaining marine ecosystems. Also, it was shown that maritime

tourist activities could benefit the local economy by boosting tourism receipts while also enhancing the quality of life there.

A study by Imtiaz et al. (2017) on the recreational advantages of marine tourism in Bangladesh found that taking part in marine tourism activities can have a number of advantages for leisure travelers. The survey discovered that leisure travelers felt linked to nature, enjoyed a sense of adventure, physical activity, and intellectual stimulation. They also experienced peace and tranquilly. It was also discovered that tourists valued the chance to discover marine life, take in the sights, and go to other maritime regions. Furthermore, the research showed that visitors also had a greater sense of appreciation for the marine environment, as well as a sense of pleasure and fulfilment.

A study on the recreational advantages of marine tourism in the Dominican Republic by Esteban et al. (2009) discovered that visitors felt a sense of exploration, adventure, and discovery as well as a connection with the natural environment. Also, it was discovered that visitors valued the chance to see animals in its natural settings and discover the region's history and culture. The survey also showed that vacationers felt a sense of calm and an escape from the stresses of daily life.

Table 4: Review of recreational benefits of Maritime Tourism

S.no	Author	Year	Country/Place
1	Roberts et al	2016	Australia
2	Raj et al	2019	India
3	Wilkinson et al	2018	United Kingdom
4	Chae et al	2012	Lundy Island
5	Kenchington	1993	Australia
6	Carr et al	2020	Not specified
7	Stirling et al	2013	United Kingdom
8	Faber et al	2016	New Zealand
9	Boon et al	2006	Hong Kong
10	Imtiaz et al	2017	Bangladesh
11	Esteban et al	2009	Dominican Republic

Educational Benefits:

A study conducted by Pollard, Chin, and Orams (2011) in Australia concluded that maritime tourism and recreation give people a chance to learn about and develop a respect for the marine environment. Educational programming, including interpretation sessions, which provide visitors a chance to engage with and learn about the ecosystem and its people, can help to improve this appreciation and knowledge. This study also discovered that maritime tourism and recreation can serve as a platform for promoting education, which can boost awareness, support for conservation efforts, and eventually improve management of marine resources.

By activities like snorkeling and guided walks along the shore, a different study by Simpson, Binns, and Lewandowski (2017) in the Mediterranean demonstrated that marine tourism can boost knowledge and comprehension of the marine ecosystem. This study also discovered that marine tourism can serve as a vehicle for raising public awareness of the significance of marine conservation and can support the development of a sense of personal accountability for safeguarding marine resources.

According to a study by MacLeod & Charters (2017) in United States, maritime tourism can offer educational opportunities to visitors and generate jobs for local communities. According to the study, marine tourism can raise public awareness and comprehension of the marine environment, enabling them to make thoughtful and responsible decisions while participating in a variety of marine environment-related activities. The study also discovered that marine tourism can boost local economies' advantages, generate employment possibilities, and motivate people to preserve the marine environment.

Moreover, Heberlein & Wilson's (2009) study in the United States found that marine tourism can offer educational possibilities for tourists, such as teaching them about the ecology of the marine environment and the history, culture, and economy of the local people. The study discovered that marine tourism

might also contribute to better conservation and resource management knowledge. The study concluded that marine tourism can provide possibilities for experiential learning that can foster favorable attitudes towards responsible behavior towards the marine environment.

Marine tourism, according to White and Shaw (2013), can contribute to better knowledge and comprehension of the marine environment. They discovered that taking part in leisure pursuits like sea kayaking, scuba diving, and snorkeling can aid in raising people's environmental awareness and respect for the marine ecosystem. Such activities can also support the promotion of sustainable habits like resource conservation and waste reduction.

According to Zylstra et al. (2015), marine tourism can also promote deep bonds between people and the environment. In particular, the study discovered that taking part in marine tourism activities can aid in raising people's sense of connection and belonging to the marine environment as well as their awareness of its significance. The study also discovered that these activities can aid in boosting people's commitment to environmental preservation and protection.

According to Kim, et al. (2017), marine tourism can also support better educational outcomes, such as greater academic performance and environmental knowledge. The study discovered that participating in marine tourism activities can support the development of critical thinking and problem-solving abilities, as well as aid to inspire interest in science and environmental studies.

It has been discovered that marine tourism helps to spread environmental awareness and the value of sustainable practices (Cantillo & Chinchilla, 2017). For instance, it was discovered that tourists' awareness of the significance of marine conservation and sustainable practices had improved because of a study on the effects of marine tourism in Costa Rica (Cantillo & Chinchilla, 2017). Both the tourists, who may be more likely to engage in sustainable behaviors, and the local people, who may gain from improved awareness of the significance of conservation, can profit from this information.

Lastly, marine tourism can offer local populations educational opportunities (Bruge, 2017). For instance, research on marine tourism in the Galapagos Islands discovered that the financial advantages of tourism had allowed the region to fund educational projects like a marine biology programme (Bruge, 2017). Increased knowledge and comprehension of marine ecosystems could result from this, which would be advantageous for both the environment and the neighborhood.

Table 5: Review of educational benefits of Maritime Tourism

S.no	Author	Year	Country/Place
1.	Pollard, Chin, and Orams	2011	Australia
2	Simpson, Binns, and Lewandowski	2017	Mediterranean
3	MacLeod & Charters	2017	United States
4	Heberlein & Wilson	2009	United States
5	White and Shaw	2013	Australia
6	Zylstra et al	2015	Not Specified
7	Kim et al	2017	Korea
8	Cantillo & Chinchilla	2017	Costa Rica
9	Bruge	2017	Galapagos Islands

Challenges of Maritime tourism:

Environmental Sustainability issue:

The detrimental effects of marine boats on coastal and marine ecosystems are one of the main environmental sustainability challenges of marine tourism (Wolff et al., 2020). As a result of the noise pollution, physical disturbance, and water pollution that marine vessels like cruise ships, motorboats, and yachts can cause, habitats can be destroyed, animal behavior can be disrupted, and coral reefs can be destroyed (Kelley & Wolf-Gould, 2017). Moreover, an increase in marine tourism activities may lead to overcrowding in coastal areas, which would reduce resource availability, put more strain on already stressed ecosystems, and reduce biodiversity (George et al., 2018). Moreover, invasive species

may be introduced by maritime tourism activities, which could result in a decline in native species and increased competition for resources (Maldonado et al., 2016).

The environmental sustainability issues posed by maritime tourism in China's Pearl River Delta were investigated in research by Cai and Choy (2018). The authors suggested that the region's tourism business has been expanding quickly, having an adverse effect on the ecosystem in the form of water pollution and coastal erosion. The absence of environmental protection rules and regulations in the area, according to the authors, has made it much harder to maintain the ecosystem.

Dáz-Balteiro et al (2019) published a study on the sustainability of maritime tourism in Spain. The biggest environmental issues with marine tourism in the area, according to the authors, are water pollution, coastal erosion, and unsustainable fishing methods. In order to safeguard the environment and promote sustainable growth, the writers also emphasized the need for more rules and enforcement.

The issues of marine tourism's environmental sustainability in the Mediterranean were examined in a study by Milner-Gulland and Jepson (2010). The scientists concluded that overfishing, which has resulted in the loss of fish populations and the devastation of delicate aquatic ecosystems, is the biggest environmental concern. The writers also pointed out that the region's problems with environmental sustainability have been made worse by a lack of efficient management and control.

According to research by Pascual-Fernández et al. (2017), the impacts of overcrowding, pollution from boats and other tourism-related activities, and the extinction of ecosystems because of coastal expansion are the key sustainability concerns facing maritime tourism.

According to a study by Chhabra et al. (2018), congestion is a significant obstacle for maritime tourism. A place may experience environmental stress if there are too many visitors because of the increased human activity and presence. This may result in overuse of resources, habitat degradation, and disruption of the neighborhood ecosystem.

Another issue with marine tourism's environmental sustainability is pollution from ships and other tourist-related activities. Boats can discharge contaminants into the water, which can harm marine life, according to a study by Swabey et al. (2019). Moreover, sports like swimming, fishing, and beach cleanup can harm the environment.

The environmental sustainability of maritime tourism may be hampered by coastal development. Coastal development may result in habitat degradation, increased nutrient runoff, and increased sedimentation, according to a study by Burt et al. (2020). These actions have the potential to harm nearby ecosystems and throw off the equilibrium of the marine environment.

Table 6: Review of environmental sustainability issues of Maritime Tourism

S.no	Author	Year	Country/Place
1	Wolff et al	2020	Mediterranean
2	Kelley & Wolf-Gould	2017	Not Specified
3	George et al	2018	Not Specified
4	Maldonado et al	2016	Galapagos (Santa Cruz Island)
5	Cai and Choy	2018	China
6	Dáz-Balteiro et al	2019	Spain
7	Milner-Gulland and Jepson	2010	Mediterranean
8	Pascual-Fernández et al.	2017	Not specified
9	Chhabra et al	2018	Andaman Islands
10	Swabey et al	2019	Not specified
11	Burt et al	2020	Paraguay (Asuncion Bay)
12	Cantillo and Chinchilla	2017	Costa Rica

Safety Challenges:

According to Hijazi et al (2015) study on snorkeler safety in the Red Sea the chance of drowning is the biggest danger for snorkelers in the area. To lower the risk of drowning, the authors advise tour operators to follow safety laws and give their personnel and snorkelers thorough safety training.

The biggest safety problems, according to Thomas et al. (2013) in a study on the security of whale-watching trips in Australia, are the possibility of accidents between vessels and whales and the chance of injury from the movement of the vessel. In order to lower these risks, the authors advise tour operators to put in place a risk management strategy and give both their personnel and customers' proper safety training.

The biggest safety threats, according to Johnson et al. (2019) in a study on the security of scuba diving excursions in the Caribbean, are decompression sickness, damage to marine life, and injuries from equipment. The authors advise tour operators to brief their personnel and clients on safety procedures and to make sure that they are always followed.

For marine tourists, injuries are a typical source of concern, especially when participating in sports like scuba diving and snorkeling (Godfrey, 2018). These activities may entail swimming in uncharted seas, handling potentially dangerous equipment, and coming into contact with unexpected creatures. Godfrey (2018) discovered that the majority of reported injuries among marine tourists in the Bahamas were brought on by contact with coral, jellyfish, and other marine life. The use of safety equipment, such as wetsuits, fins, and masks, as well as adhering to best practices for swimming in uncharted areas, can reduce injuries.

Tourists that travel by boat run the risk of getting hurt as well as being exposed to various environmental risks. O'Connor and Bowles (2019) highlighted many potential dangers in a study of visitors visiting the Great Barrier Reef, including strong currents, dangerous marine animals, and extreme weather conditions. These risks can be reduced by using safety gear and adhering to local guides' recommendations.

According to Lumbres et al. (2020), the bulk of the infrastructure in the Philippines' maritime tourism industry does not meet international safety standards. Poor infrastructure can contribute to environmental degradation as well as increasing the risk of accidents and injuries. The authors stated that in order to address this problem, governments should make investments in the creation of suitable infrastructure to guarantee the security of marine tourists.

According to a study by Xenophontos & Spyrou (2017) done in Greece, the most frequent safety issue in marine tourism activities was a lack of proper safety measures. The primary safety concerns were determined to be a lack of sufficient life jackets, poor staff training, and insufficient safety communication to tourists.

According to a study by Wahab et al (2019) the biggest safety issue for marine tourism operations in Malaysia is the absence of safety standards and laws. The survey also discovered that visitors were unaware of the dangers connected to aquatic activities, such as jellyfish stings, marine debris, and strong currents.

According to a study by Garcia et al. (2020) conducted in the United States, the presence of dangerous objects in the sea is the most frequent safety concern in maritime tourism activities. Other serious safety issues noted by the report included congestion, a shortage of life jackets, and insufficient safety safeguards.

Table 7: Review of safety issues of Maritime Tourism

S.no	Author	Year	Country/Place
1	Hijazi et al	2015	Egypt
2	Thomas et al	2013	Australia
3	Johnson et al	2019	Caribbean
4	Godfrey	2018	Bahamas
5	O'Connor and Bowles	2019	Great barrier reef
6	Lumbres et al	2020	Philippines
7	Xenophontos and Spyrou	2017	Greece
8	Wahab et al	2019	Malaysia
9	Garcia et al	2020	United States

Accessibility Issues:

According to Chen's (2014) Australian study, it can be challenging for people with disabilities or mobility issues to visit maritime tourist locations due to their physical environments. The survey also discovered that there were insufficient accessible transportation services available to maritime tourism locations and that getting to and from those sites was prohibitively expensive.

According to research by Chaturvedi et al. (2017), India's lack of well-maintained roads and other infrastructure frequently makes it difficult to reach marine tourism destinations. The survey also revealed that there was a lack of visitor understanding of the significance of protecting marine resources, which translated into a lack of compliance with conservation laws.

From the viewpoint of local people, a study by Pothikasem et al. (2008) examined the accessibility of maritime tourism destinations in Thailand. The study discovered that it was challenging for visitors to reach the locations due to a lack of infrastructure, such as roads and tourism services. The study also discovered that due to a lack of infrastructure and resources, the local residents did not have appropriate access to the advantages of marine tourism.

In order to foster a more inclusive environment and offer more accessible possibilities for individuals with disabilities, Tiwari & Sato's (2017) study conducted in Thailand found that maritime tourism operators and stakeholders need to be made more aware of the need for education and awareness among them. This entails strengthening the accessibility of infrastructure, giving tour operators better training, and establishing laws that support accessibility.

Ariesta et al (2020) made a study on the effect of attraction, accessibility and facilities on destination images and its impact on revisit intention in the marine tourism of the Wakatobi Regency. The findings demonstrated that the varying accessibility had no appreciable impact on the Wakatobi Regency's maritime tourist items' perception of the location. The outcome of this statistical test indicates that proper access to tourist attractions cannot be achieved using the variable [accessibility].

Since access to coastal locations is frequently restricted due to physical, geographic, and economic restrictions, destination accessibility is a top concern for marine tourism (Gössling & Hall, 2019). Scholarly studies have highlighted a number of obstacles to maritime tourism, such as a lack of infrastructure, insufficient transportation options, and restricted information availability (Liu et al., 2019). Also, due to their isolated locations and scarce resources, coastal places can be physically challenging to access (Gössling & Hall, 2019).

Rahmafritria et al (2022) made a study on the tourism accessibility in protected islands in the case of Komodo National Park, Indonesia. This study supports the idea that accessibility is regarded in three different ways: as a destination, as a person, and as a protected island. Additionally, it has been discovered that all three aspects of accessibility, with protected island accessibility serving as the limiting factor, have a major impact on travelers' decisions to travel. This study supports the idea that, in order to balance the roles of protected areas and tourism, accessibility to tourism on protected islands should be viewed as both a convenience and a limitation.

Table 8: Review of accessibility issues of Maritime Tourism

S.no	Author	Year	Country/Place
1	Chen	2014	Australia
2	Chaturvedi et al	2017	India
3	Pothikasem et al	2008	Thailand
4	Tiwari and Sato	2017	Thailand
5	Ariesta et al	2020	Wakatobi regency
6	Gössling & Hall	2019	Not Specified
7	Liu et al	2019	Not Specified
8	Rahmafritria et al	2022	Indonesia (Komodo National park)

Regulatory issues:

Saarinen and McPhail (2015) conducted a study in Australia that was primarily concerned with the lack of industry-specific rules and the requirement for better governance structures. The authors pointed up important concerns for decision-makers, including the necessity for more harmonization of current

legislation, better oversight, and better collaboration between various levels of government. They also emphasized the significance of stakeholder involvement and the requirement for financial incentives to maintain regulatory compliance.

Stoner (2014) looked at the effects of regulation on marine tourist enterprises in a study of the United States. The Magnuson-Stevens Fisheries Conservation and Management Act, among others, can have a major impact on firms' capacity to function and profitability, according to the author's research. The author also emphasized the need for more streamlined regulation and improved interaction between regulators and industry stakeholders.

Bannon and Johnson (2012) looked at the effects of regulatory frameworks on the viability of marine tourism in the Caribbean. According to the authors, activities that are not sustainable and the destruction of marine habitats can result from a lack of adequate rules, such as those pertaining to environmental protection. They also emphasized the necessity for greater regional cooperation to guarantee that laws are properly executed.

For instance, more management of tourism-related activities is required in Australia's Great Barrier Reef (GBR) Marine Park, which is home to a variety of marine species, habitats, and other natural resources. The GBR is a well-liked tourist destination, and while it can have positive effects on the economy, society, and culture, poorly managed tourism can also harm the environment. The Great Barrier Reef Marine Park Authority Act 1975 and the Great Barrier Reef Marine Park Regulations 2019 were introduced by the Australian government to address this issue and preserve the GBR from the effects of marine tourism (Gunn & Hockings, 2019).

The primary law governing marine tourism in the United States is the Marine Mammal Protection Act (MMPA) of 1972. The National Marine Fisheries Service must grant marine tour operators a permit before they can operate in US waters, and the MMPA lays out a number of restrictions on their activities, such as the ban on certain behaviours like harassing or feeding marine mammals. A number of additional requirements are outlined in the MMPA, including the necessity for tour operators to keep records of their operations and to report any instances of harassment or harm to marine mammals (Gill & Anderson, 2018).

Regulation-related challenges in marine tourism are also being addressed in other parts of the world. For instance, the European Union enacted the Marine Strategy Framework Directive (MSFD) in the Mediterranean Sea, which establishes a framework for the responsible management of marine resources. In order to conserve the maritime environment, the MSFD outlines a number of rules that must be followed, including the necessity that marine tour companies acquire authorization from the appropriate authorities before operating in particular areas (Boscolo et al., 2019).

Panbianco and Ho (2011) in their study brought attention to the need for tighter regulation of whale watching in New Zealand. The authors argued that the ecology, marine life, and nearby towns had suffered as a result of insufficient controls. The authors also put out a number of suggestions for enhancing the regulatory environment, including the establishment of a permitting system for whale watching activities and the creation of a code of conduct for whale watching operators.

Similar to this, Shanks (2009) examined the need for more control of coastal tourism activities in the UK. The writers made the case that a lack of effective control has resulted in environmental deterioration, the loss of livelihoods for local communities, and an increase in criminality associated with tourism. By creating a licensing system for coastal tourism activities, enforcing current regulations more strictly, and raising public awareness of the effects of coastal tourism activities, the authors recommended that the UK government strengthen its regulatory framework.

Weerakoon and Rajapakse (2012) emphasized the necessity for stricter regulation of marine tourism in Sri Lanka. The writers made the case that ineffective laws have had a detrimental effect on the ecosystem, marine life, and the lives of the nearby people. The authors advocated for the introduction of a licensing system, the implementation of a code of conduct for marine tourism operators, and a greater understanding of the effects of marine tourism among the public in Sri Lanka.

According to a study done in Italy, the main regulatory challenges maritime tourism businesses face are the scarcity of viable development sites, the inadequate infrastructure, and the difficulty in acquiring the requisite permits and licenses (Romeo et al., 2020). The absence of legal recognition of the business and the fact that the majority of rules related to fishing, shipping, and navigation made it difficult for operators to operate. Like this, research carried out in the United Arab Emirates (UAE) discovered substantial regulatory concerns with minimal government involvement in maritime tourism, limited access to resources, and a lack of acceptable sites (Al-Ghazali, 2020). Key obstacles for marine tourism were also recognized as the absence of national laws and inconsistent definitions of the industry. In a study conducted in the United States, regulatory problems with marine tourism included restricted access for the general public to coastal areas, insufficient financing for infrastructure and enforcement, and the requirement for stricter safety and environmental protection measures (Hoagland et al., 2018).

Table 9: Review of regulatory issues of Maritime Tourism

S.no	Author	Year	Country/Place
1	McPhail	2015	Australia
2	Stoner	2014	United States
3	Bannon and Johnson	2012	Caribbean
4	Gunn & Hockings	2019	Australia
5	Gill and Anderson	2018	United States
6	Boscolo et al	2019	Europe
7	Panebianco and Ho	2011	New Zealand
8	Shanks	2009	United Kingdom
9	Weerakoon and Rajapakse	2012	Sri Lanka
10	Romeo et al	2020	Italy
11	Al-Ghazali	2020	United Arab Emirates
12	Hoagland et al	2018	United States

Seasonal demand:

Recent years have seen a boom in marine tourism, which has increased seasonal demand difficulties. Insufficient infrastructure, overcrowding, and environmental deterioration are the top seasonal demand problems in marine tourism. According to the report, congestion can make marine tourism activities like swimming and snorkeling risky and strain services and facilities. A study of whale watching in Queensland, Australia discovered that the seasonality of demand had a significant impact on the number of visitors and the number of whale watching tours, adding to the possibility that environmental degradation could result from increased boat traffic, water pollution, and land-based activities (Dietrich, et al., 2018). The survey discovered that between June and August was the busiest time for whale watching cruises, with much fewer people travelling during the off-season.

Seasonality might cause other economic problems, according to studies. For instance, a study of the Caribbean's marine tourist business discovered that the region's economic viability was significantly impacted by the tourism industry's seasonality (Daboub, et al., 2019). According to the report, the months of January through April were the busiest for travel, while the rest of the year saw much less travelers. The study also discovered that the seasonality of tourism significantly affected both the supply of jobs and the supply of products and services.

A study of the seasonal demand for marine tourism in the Mediterranean Sea discovered that the supply and demand for air transportation services play a significant role in the seasonality of tourism demand (O'Sullivan & Taylor, 2019). The months of April and May had the largest demand for marine tourism, while December and January had the lowest demand, according to a research of the seasonal demand for recreational and cultural marine tourism in the United States (Tall, Chon, & Chon, 2016).

According to Hair et al. (2017), there are several ways to manage seasonal tourism demand, including modifying workforce levels and creating efficient marketing plans. The ramifications for businesses when dealing with seasonal tourism demand are also covered, as well as possible coping mechanisms for firms like providing discounted packages or special offers. The authors also recommend that companies employ predictive analytics to foresee shifts in demand and react properly.

The economic and commercial effects of seasonality on Galápagos Islands tourism are covered by Guevara-Mora et al. (2018). It concludes that the seasonality of demand for travel to the Galápagos Islands is defined by a peak in July and August and a decline in traveler numbers in April and May. The pricing, promotion, and accessibility of services, the temperature, and the accessibility of air routes are other elements that the authors recognized as having an impact on seasonal demand in the Galápagos Islands. It comes to the conclusion that initiatives should be implemented to lessen seasonality and boost the economic benefits of tourism in the area since seasonality in the Galápagos Islands tourism industry has major economic and commercial repercussions.

The seasonal demand for marine tourism in Thailand has been studied by authors Chaiwong and Srisa-An (2019), who found that it is a difficulty for maritime tourism. They conduct an analysis of the data to pinpoint the primary drivers of demand and gauge the effects of seasonality on the sector. The findings show that seasonality can significantly affect marine tourism in Thailand and that efficient management techniques should be put in place to mitigate it.

Sawyer (2016) discussed how the seasonal demand for marine recreation tourism in the Bahamas is a problem for the industry. According to him, firms' service offerings are impacted by seasonal demand, which makes it challenging for them to sustain long-term profitability. The author also points out that the seasonality of demand is a problem for the sustainability of the nation's tourism-related industries as well as the industry's stability.

Table 10: Review of seasonal demand issues of Maritime Tourism

S.no	Author	Year	Country/Place
1	Dietrich, et al	2018	Queensland
2	Daboub, et al	2019	Caribbean
3	O'Sullivan & Taylor	2019	Mediterranean
4	Tall, Chon, & Chon	2016	United States
5	Sawyer	2016	Bahamas
6	Chaiwong and Srisa-An	2019	Thailand
7	Hair et al	2017	Not Specified
8	Guevara-Mora et al	2018	Galapagos Island

3. Materials And Methods

Data collection:

For a research effort to be effective, data are required. These might be found in both primary and secondary sources. In this study, secondary sources of data, such as papers published in reputable journals and peer-reviewed articles of investigation, were used.

Assessment of Quality:

The papers were assessed by researchers to see if they were appropriate for the literature review. Journals and publications were sorted based on the standards stated for the study. To identify the components investigated, variables employed, and study's overall significance, authors conducted a quality evaluation. Papers were grouped using the criteria "yes, can't decide, may be, no." A few papers are also given the rankings strongly recommended, appropriate, and not applicable. Only publications that are both well regarded and generally applicable were taken into account in the study. There were omitted other articles.

Search Strategy:

This study will examine the benefits and challenges of maritime tourism. Published articles, reports, and academic studies will all be used as secondary data sources to compile information for this research paper. Scientific journals, official websites, and other relevant sources with a long track record in the journal world will be used as the primary sources for published articles, reports, and academic research about maritime tourism.

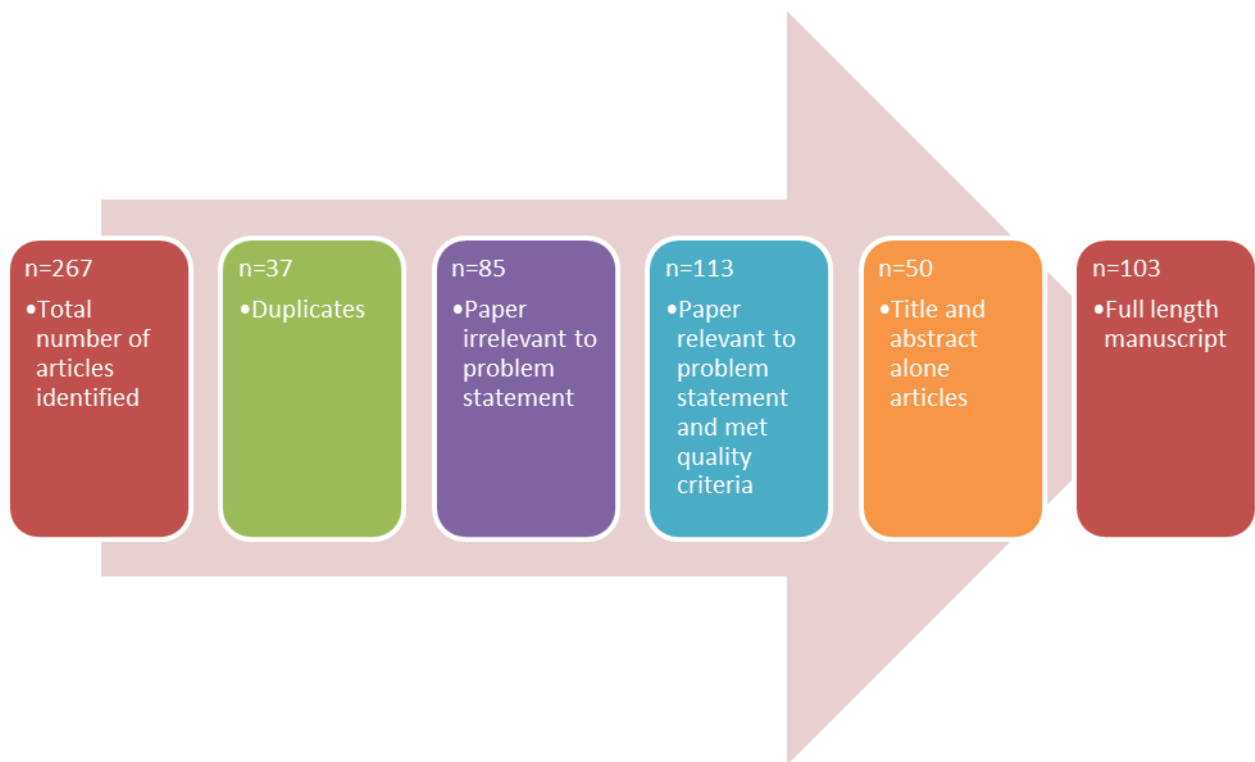


Figure 1: Search Strategy

Inclusion Criteria:

1. Papers published since 2000 that discuss the benefits and challenges of maritime tourism.
2. Papers that cover topics such as economic benefits, environmental impacts, and social effects of maritime tourism.

Exclusion Criteria:

1. Papers that discuss topics that are not related to maritime tourism, such as air or land-based tourism.
2. Papers published in other foreign languages.

3. Results and Discussion

Visiting a place through maritime tourism offers a distinctive experience. It entails taking a boat ride along a region's or an island's coastline while stopping at a number of sights, including ports, lighthouses, nature preserves, and other tourist destinations. It may be a fantastic way to discover a new location, take in its beauty, and discover its history and culture. Borges (2014) studied about the economic and cultural benefits of maritime tourism. Chamorro- García et al (2015) studied about the economic benefits of maritime tourism in Spain. Kizilkaya et al (2013) made a study on the environmental benefits of maritime tourism in Turkish Aegean region. Pascual et al (2017) made a study on the environmental benefits of marine tourism in Spain. Tisdell and Wilson (2009) studied about the effects of maritime tourism on marine resources especially in Hongkong. The cultural benefits of marine tourism is examined in the studies of Gonzalez et al (2020), Lysaker et al (2017), Pudney (2016) and so on. Chae et al (2012), Roberts et al (2016), Raj et al (2019) studied about the recreational benefits of marine tourism. Pollard et al (2011) studied about the educational potential of marine tourism.

The environmental challenges in maritime tourism were studied by George et al (2018), Kelley and Wolf-Gould (2017), Maldonado et al (2016). Thomas et al (2013) studied safety issues in whale-watching tours. Godfrey (2018) studied about the injuries and illnesses associated with marine tourism activities in the Bahamas. Chaturvedi et al (2017) studied about the accessibility of marine tourism sites in India. Shanks (2009), Panebianco and Ho (2011), Al-Ghazali (2020) studied about the various

regulatory challenges in maritime tourism. Sawyer (2016), Tall et al (2016), O’Sullivan and Taylor (2019) studied about the seasonal demands in marine tourism.

The potential advantages and disadvantages of maritime tourism for various kinds of coastal communities are still not fully understood. Additionally, the impacts of maritime tourism on different stakeholders, such as local businesses, communities, and tourist destinations, have not been fully investigated. Also, there hasn’t been much research done on how marine tourism affects environmental factors like water pollution and coastline erosion. Finally, it is still unclear how much maritime tourism actually helps coastal regions’ economies grow sustainably.

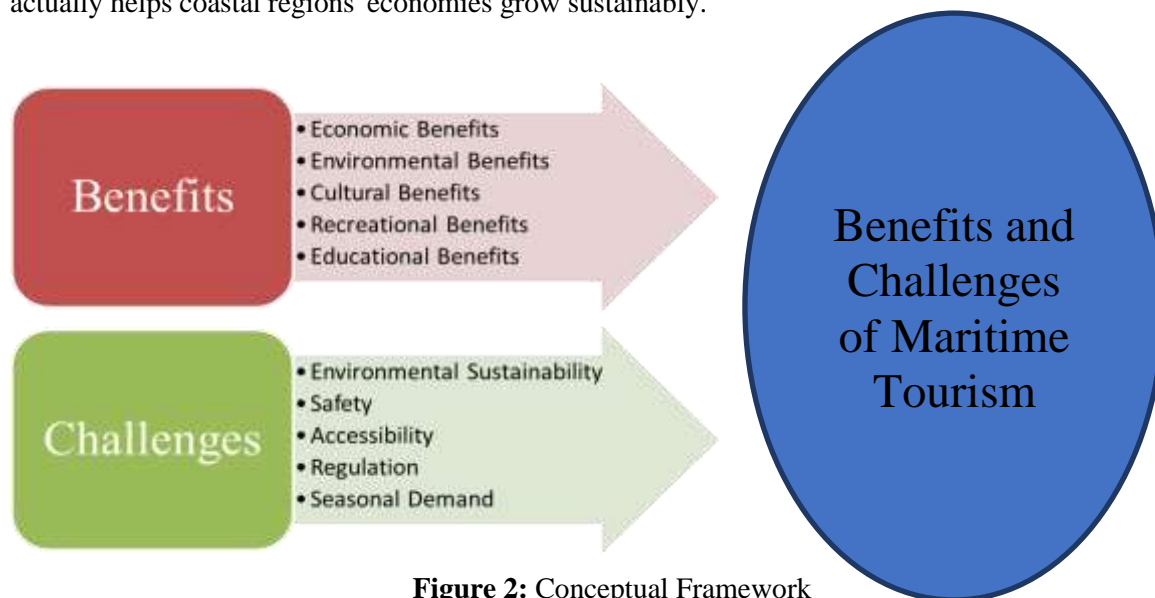


Figure 2: Conceptual Framework

From the above conceptual model, the following propositions can be derived,

- P1:** Economic benefits of maritime tourism.
- P2:** Environmental benefits of maritime tourism.
- P3:** Cultural benefits of maritime tourism.
- P4:** Recreational benefits of maritime tourism
- P5:** Educational benefits of maritime tourism.
- P6:** Challenge of environmental sustainability in maritime tourism.
- P7:** Safety issues in maritime tourism.
- P8:** Challenge of accessibility in maritime tourism.
- P9:** Challenge of regulations in maritime tourism
- P10:** Challenge of seasonal demand in maritime tourism.

In total 38 places across world were considered in this study. The below figures show the countries about which the review has been done in this paper

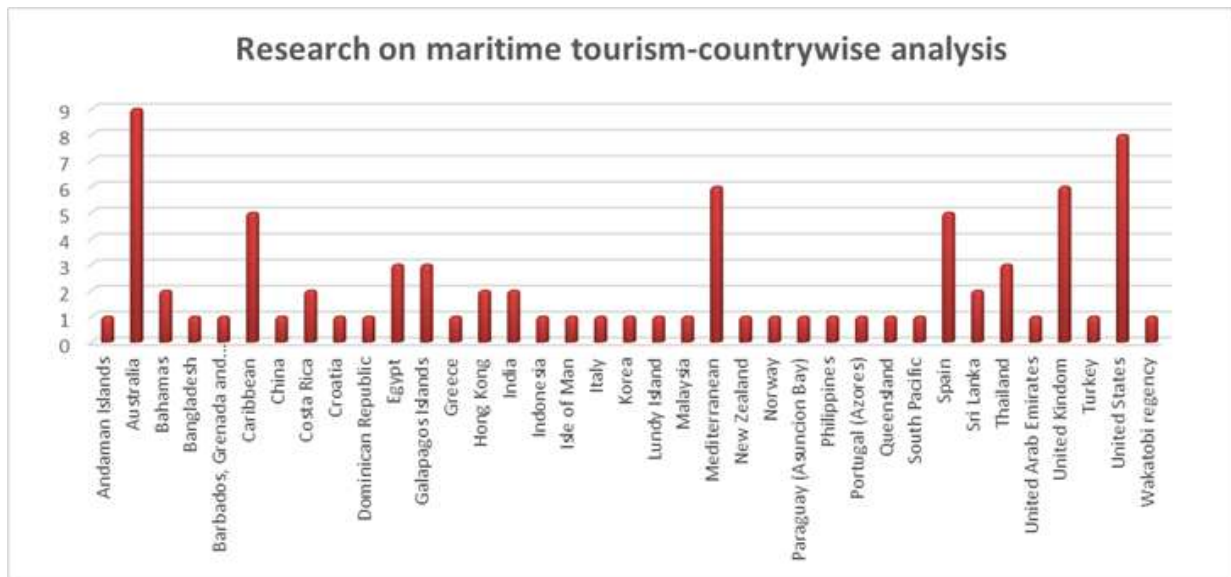


Figure 3: Country wise Analysis of the papers reviewed in this study.

4. Conclusion

Maritime tourism has historically played a significant role in the world's tourism business, benefiting coastal areas in terms of economy, environment, culture, recreation, and education. Maritime tourism can improve job and income opportunities while fostering social inclusion and economic growth. Also, by encouraging conservation and increasing knowledge of the effects of climate change, it can aid in promoting environmental stewardship. Providing a distinctive experience for guests and aiding in the dissemination of local customs and tales, maritime tourism can also help to conserve and develop regional cultures. To promote responsible tourism, recreational pursuits including sailing, fishing, and water sports can be enjoyed sustainably. Last but not the least, maritime tourism may provide educational possibilities, supporting academic research and providing opportunities for people of all ages to learn about the environment and its inhabitants.

Yet there are certain issues with maritime tourism as well. In order to ensure that operations are carried out responsibly and that the sector does not place an undue burden on the environment, environmental sustainability must be addressed. In order to ensure visitor safety and that activities are carried out without damaging marine life, safety must be prioritized in maritime tourism. Since many coastal regions may be hard to get to or may lack the infrastructure to support tourism, accessibility can be a problem. To ensure that maritime activities are carried out in a safe and sustainable manner, laws must also be in place. Third, the seasonality of maritime tourism can make it challenging to manage because demand might vary greatly throughout the year.

Overall, maritime tourism can have a lot of advantages and support coastal development, but it can also present some difficulties that need to be carefully handled. Maritime tourism has the potential to be a profitable and sustainable sector for coastal communities with the right planning and regulation.

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