



## A sustainable vision for the coastal-rural area of Campo de Cartagena and Mar Menor lagoon in South-Spain

The Campo de Cartagena and Mar Menor lagoon are internationally recognized as well developed coastal and rural ecotourism destinations. The tourism, agriculture development. The strong presence of sustainable tourism activities creates the incentives for developing and preserving healthy rural areas, sea and coasts, combined with good quality infrastructures and level of general well-being for people living in the area. All sectors work together following a problem-based approach and promoting economic benefit transfer from coastal to rural areas and vice versa. New regulations from local to national level are developed, incorporating and considering the environmental, social and economic aspects of sustainable development. All economic sectors have internalized environmental costs and benefits in their business models. The agricultural sector is aware of its role and impact on the Mar Menor lagoon driven by a change in attitude from local and international consumers, who now consciously buy vegetables and fruits produced by means of sustainable land management practices. Thus, agriculture in the area has made a transition to high quality products with a high added value, applying the latest technology for water and nutrient efficiency and concepts of sustainable intensification. Production is increasingly oriented to local markets and tourism and solar energy has become an attractive alternative for agricultural land use. There is an expansion of tourism activities linked to agriculture (agro tourism) and to alternative activities in rural and coastal areas that attract international (water and land) sport events taking advantage of the soft winters. The blue growth sectors expand, leading to high self-sufficiency in energy and a more circular production of local goods. There is a coordinating body for the Mar Menor and its catchment area formed by public administrations and representatives from all socio-economic sectors that co-manage the area with strong participation from all stakeholders. All sectors follow a common regulation to minimize and mitigate nutrient and pollutant emissions as a long-term goal. This is also supported by building new green infrastructures based on nature-based solutions and the wide scale adoption of sustainable land management practices in the agriculture sector that help protecting the lagoon and villages from flooding and contamination.

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