

Coastal zones and marine environments are the key aspects of the Blue Economy concept and from environmental and economic perspectives, coastal zones are important due to various human activities such as tourism etc. Although, coastal tourism industry is important for development of marine economy. Nevertheless, the conservation of marine resource and natural capital is important for sustainable development, as it is highlighted in the Sustainable Development Goal 14- "life below the water". This study examines the linkages of coastal tourism and marine environment with fish production. For this purpose secondary source of data (Ocean Health Index and World Development Indicators) is used and the nature of data is panel which is consist of 77 countries which shares maximum coastline that are obtained from Global Fire Power (GFP) which are selected according to availability of data, covering time period from 2012 to 2021. Due to large number of cross sections and small time period and potential endogeneity in the model Generalized Method of Moments technique is used in this study. The results concluded that coastal tourism and marine environment has positive and significant impact on fish catch. The increase in tourism in coastal areas leads to increase in fish catch i.e increase in demand of seafood and recreational activities etc. However, when tourism increase beyond certain limits it leads to decrease in fish catch i.e. fish depletion occurs due to overfishing. Moreover, it reveals that the clean marine environment is significant for the survival of marine natural capital, hence fish catch increases. At last, the combined effect of tourism and marine environment shows that it has significant and negative impact on the fish catch, as marine environment deteriorated by tourism harms the wildlife causing decline in fish catch. Thus, the outcome of this study will help to strongly advocate policies that could target to save marine resource capital for sustainable development and environmental protection.