

CO-EVOLVE

Promoting the co-evolution of human activities and natural
systems for the development of sustainable coastal and
maritime tourism

Deliverable 3.18.2

Tourism-driven Strategic Planning on Pilot Areas

Activity 3.18

Tourism-driven strategic planning on Pilot Areas

WP3

IUAV



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Introduction

The aim of this deliverable is to provide Tourism-driven strategic plans for the Pilot Areas. The strategic plans constructed as output of the Task 3.18 are not exhaustive or complete but aim to provide to the Pilot Areas' competent authorities strategic lines of development to be improved during the WP4 activities.

Please note that all the elaborations within the present deliverable are based on data and information provided by the Pilot Area coordinators.

HOW TO READ THE PRESENT DELIVERABLE

This report is divided in 11 chapters, one for each pilot area. Each chapter, made up of 9 paragraphs, constitutes a specific strategic plan.

Each strategic plan it is composed of the following contents:

1.1 - Pilot Area description

1.1.1 - General description of the area

Geographical description of the area, where it is possible to find the main pilot area's physical and geomorphological characteristics, the main environmental peculiarities and the main macro-dynamics (climate change, type of destination, cumulative pressures, demographics trends).

1.1.2 - Socio-economic dynamics of the area

Compared to the macro-dynamics of the Mediterranean, in this part the social and economic development dynamics characterizing the pilot area are analysed highlighting which are the prevalent economic segments and how the population is involved in the tourism market.

1.1.3 - Most important natural resources and elements driving tourism in the area

The main naturalistic and environmental peculiarities (protected areas, natural parks, etc.) that have a strong relationship with the tourist market or that have allowed its creation are described in this section.

1.1.4 - Local and regional planning guidelines that must be taken into account in building the local strategy

This paragraph lists and describes the main planning and management tools (plans, policies, measures, etc.) that are operating within the pilot area and are useful to consider in order to build an effective and integrated strategy.

1.2 - Sustainable status and main planning challenge

In this section it is possible to find the description of the main intervention priorities and/or interest related to the pilot area. The priorities are defined, on one hand, by the interests of the public authority, and on the other, by the results obtained from the use of the customized sustainable toolkit for the pilot area. Thanks to both indications it is possible to construct a vision and a coherent strategy that integrates present needs and future possibilities.

1.3 - Vision

The vision concisely defines what is the idea of the future of the pilot area. An image that depicts how, after having carried out the interventions and actions envisaged by the plan, tourism can integrate itself with the other dynamics of development of the area.

1.4 – Strategy

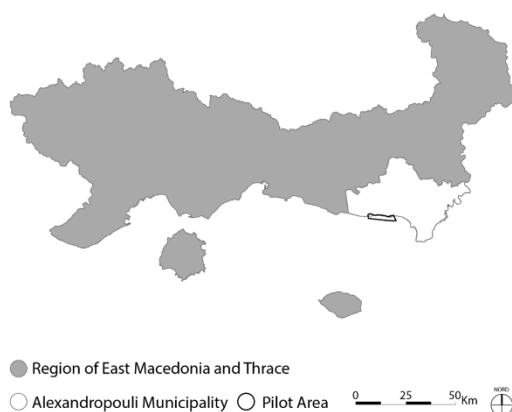
In a coherent way with the Vision for the pilot area and with the specific objectives defined by the Pas coordinators, this section outlines the strategy to be implemented to achieve goals and objectives identified.

1.4.1 - Goals and Objectives

In this section, main Goals and strategic objectives are described to show how the implementation of the vision can be strategically achieved in the medium-long term. The specific goals for the pilot area, are linked with the Strategic Axes of development identified by the Interreg MED programme and the strategic sub-objectives specified for each axis. This section is divided into several parts, the first part relates the specific objectives with the objectives of the MED program, the second part verifies the consistency of the same objectives and the ICZM and Sustainable tourism goals. Finally the third part, defines, at the spatial level, how to localize the objectives within the pilot area.

Chapter 1 - Alexandroupoli Strategic Plan

Geographical Context | ALEXANDROPOULI



1.1 - Pilot Area description

1.1.1 - General description of the area

The Pilot Area extends from the Port of Alexandroupoli (including the port) till the fishermen's port of Makri. It includes the coastal area, from the coastline till the main road and the marine area till the end of the port navigation channel: 3.5 km long. The coastal area has mild slopes, in comparison with the mountainous hinterland.

The city of Alexandroupoli has been historically developed in the edge of the Evros River Delta and the associated wetlands. The Pilot Area does not include the Evros River Delta and the associated Natura 2000 protected area.

The municipality of Alexandroupoli includes a greater urban and rural area: the city of Alexandroupoli, smaller urban settlements and villages, agricultural land and natural protected areas.

The Pilot Area includes only a small part of the coastal area of the municipality which extends from the urban area of the city of Alexandroupoli to the peri-urban area till the settlement of Makri.

Adopting a broader look, the area of Alexandroupoli is insert in specific Mediterranean dynamics evaluated through the use and elaboration of specific indicators. The area, located in eastern part of the Mediterranean basin, is exposed to strong pressures due to climate change phenomenon, both coming from land and from sea. Thus, the Alexandroupoli coastal ecosystem is strongly exposed to climate change effects such as sea level rise and water availability reduction (Figure 1a).

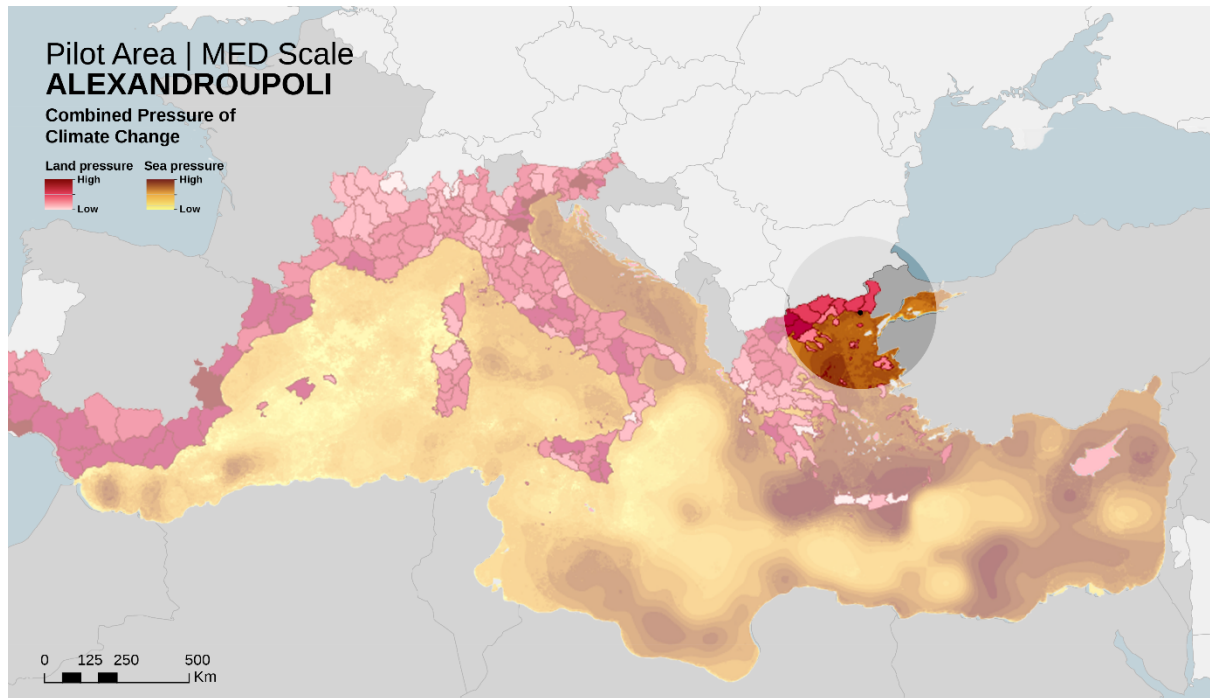


Figure 1a- Focus on Alexandroupoli pilot area of the Combined Pressure of Climate Change in the Mediterranean Region

Furthermore, as is possible to notice in Figure 1b, the area is located in a wider area where economic and environmental pressures are at medium/low levels. The area seems to be define a changing point between medium and low levels of cumulative pressures in the eastern side of the area. Additionally, Figure 1c, shows that the area of Alexandroupoli is classified as an area with where tourist stay a lower number of overnights than the Mediterranean sample but with medium and positive growth. Thus, the area seems to be insert within a positive trend in terms of tourism market as the whole eastern part of the Mediterranean basin. Finally, the population trend in the area, as in the surroundings regions, shows a low decreasing trend.

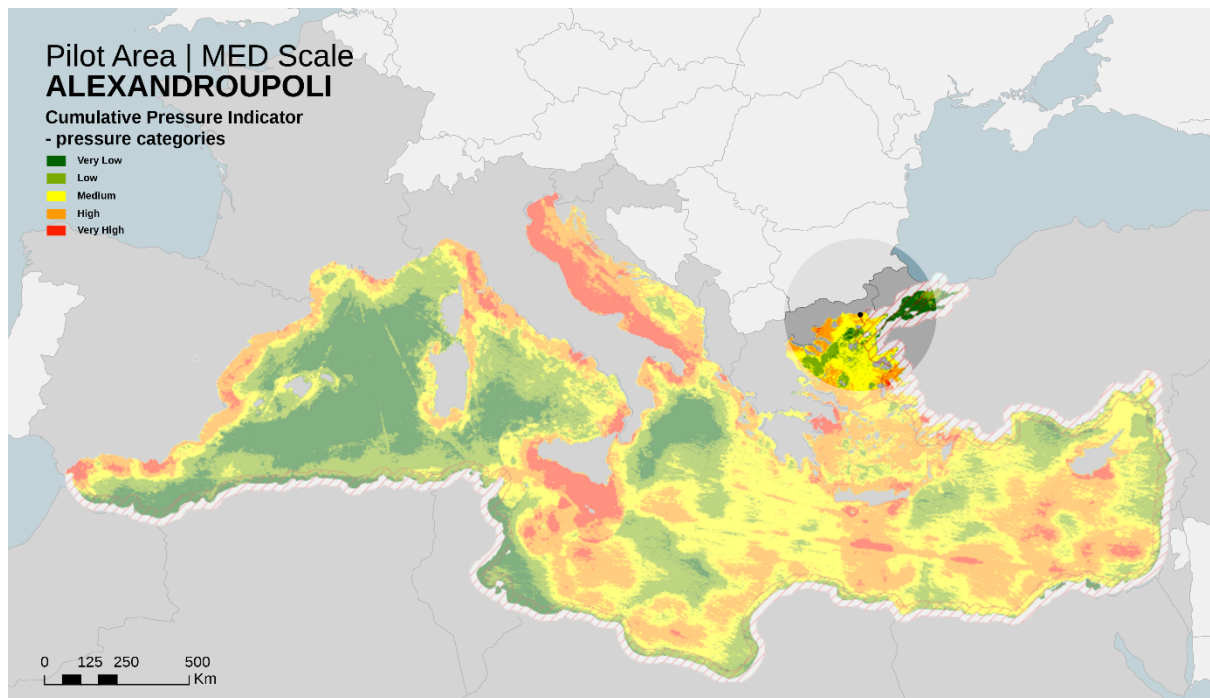


Figure 1b - Focus on Alexandroupoli pilot area of the Cumulative Socio-Economic and Environmental Pressure in the Mediterranean Region

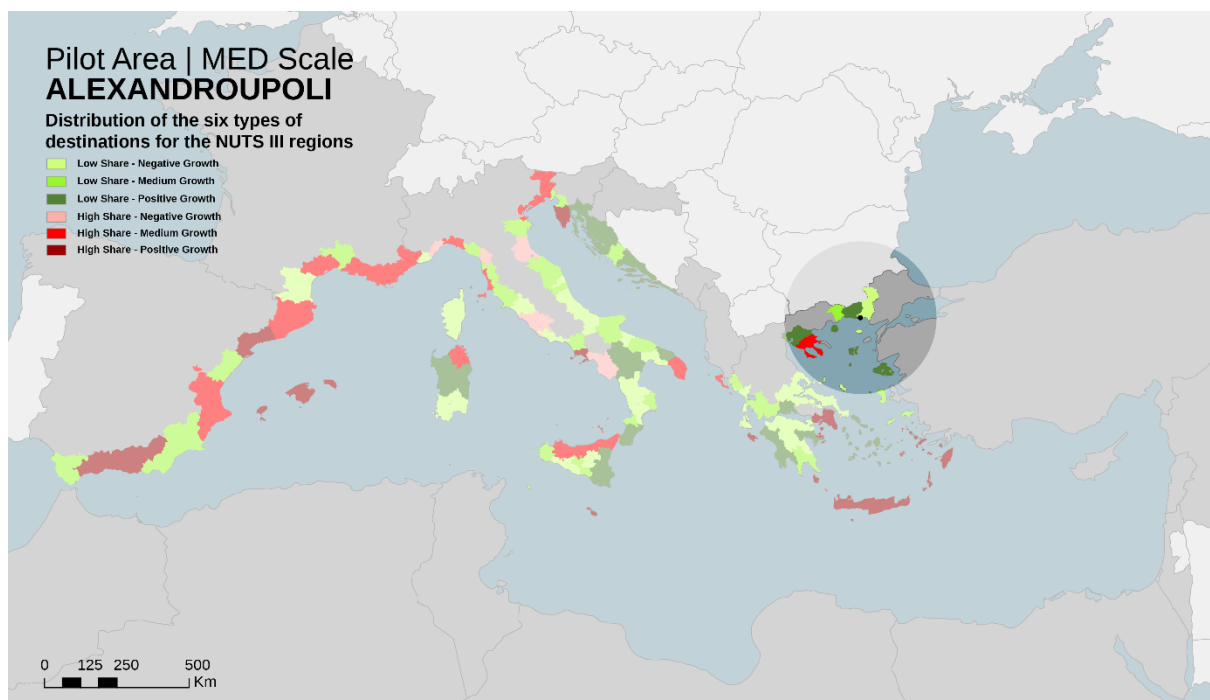


Figure 1c - Focus on Alexandroupoli pilot area of the Types of destination based on the average tourism market share and annual growth in the Mediterranean Region

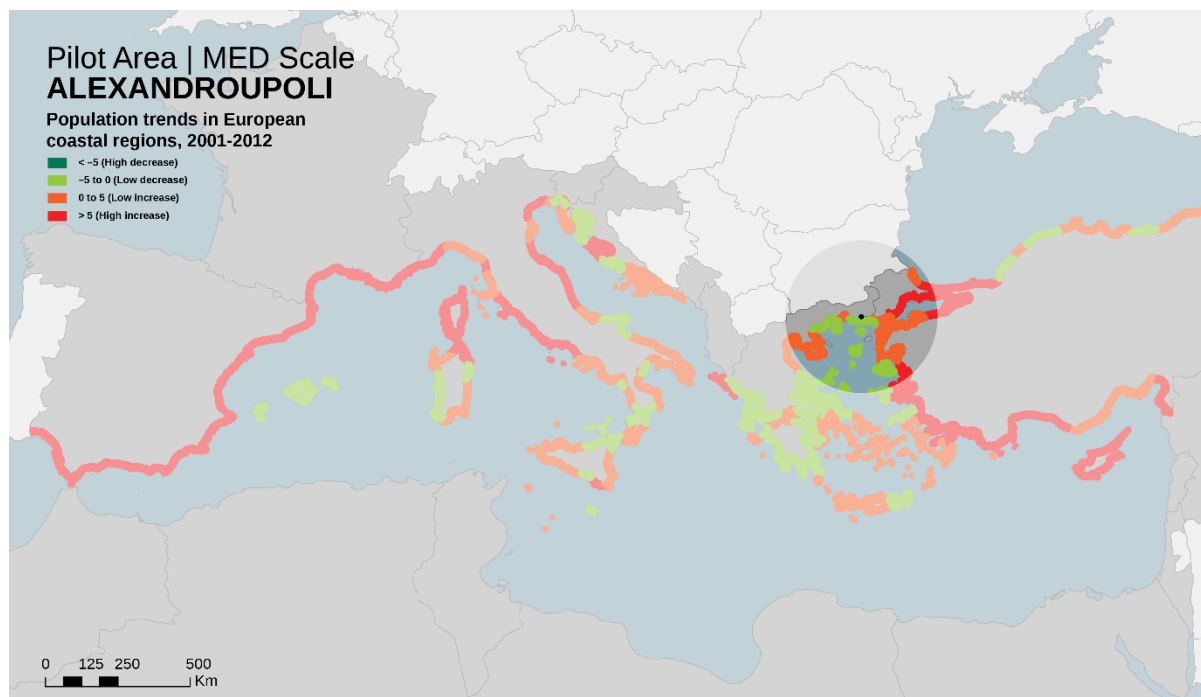


Figure 1d- Focus on Alexandroupoli pilot area of the Population Trends in the Mediterranean Region

1.1.2 - Socio-economic dynamics of the area

Population of the municipality (2011): 72.959 in.

Population of the city of Alexandroupoli: 57.812 in.

Some statistics (on municipal level):

- economically active population (2011): 41.4%
- unemployed population (2011): 17.12%
- Employment by sector (2011): 7.57% primary sector, 12.77% manufacturing industry, 79.66% service sector
- Main economic activities: Tourism, Trade, Fishery, Aquaculture

The city of Alexandroupoli is the largest city of the Region of East Macedonia Thrace (largest than the capital city of Komotini (50.990in) (2011), as such it attracts many economic activities of regional importance: commercial centre, university, hospital etc. It is also an important international commercial hub combining an important international railway station, an international airport, international port (under expansion) and international highway. It is the first important European city after the Turkish borders and the first important Greek city after the Bulgarian borders. It is also the first European harbor next to the Dardanelia straits. As such it attracts a great deal of international commercial activity and aims at attracting more (expansion of the harbor, expansion of the commercial railway etc.).

Tourism is also an important activity, because of the ease of access, Alexandroupoli attracts international tourism from the Balkans, Russia and Turkey), in the past decades there have been important investments in hotels in order to attract also conventions and other high end tourism activities. After 2010, the municipality of Alexandroupoli shows low occupancy rate in

comparison with other Greek tourism destinations (many hotels show high availability of rooms even during the peak period) and the municipality is trying to attract more tourism by promoting ecotourism and wellness tourism (spa etc.).

1.1.3 - Most important natural resources and elements driving tourism in the Area

The area attracts mostly “sea and sun” tourism. The availability of important hotels facilitated “group tourism”. Many tourists from the Balkans, Russia and Turkey come to Alexandroupoli by car. The ease of access also attracts tourists that pass-through Alexandroupoli or spent few nights before visiting other areas: REMTHs coastal area, Aegean Sea Islands etc.

Most tourists staying in the Alexandroupoli area are doing daily excursions to the nearby beaches (outside the Pilot Area).

Many tourists from the Balkans, Russia and Turkey are asking to rent mooring berths in Alexandroupoli port and other nearby marinas in order to use Alexandroupoli as main port during their holidays.

The pilot Area is positioned outside the protected area. However, the promotion of eco-tourism within the protected area could promote local tourism.

1.1.4 - Local and regional planning guidelines that must be taken into account in building the local strategy

The Regional Spatial Planning Framework

The Regional Tourism Spatial Planning Framework

Alexandroupoli city plan (old)

Alexandroupoli’s new municipal Urban Plan, currently under consultation

The Regional Operational Plan 2014-2020

The municipal Operational Plan 2015-2019

The municipal project for Sustainable Urban Development, currently in progress

The current legal framework and planning of the port authority

The future legal framework and planning of the port authority that is under privatization (partially)

The protected area management plan, which is under revision

The protection status of the protected area, which is under revision

1.2 - Sustainable status and main planning challenge

The main issue of the Pilot Area is coastal erosion due to the management of river Evros (dams upstream) and also because of the construction of the Alexandroupoli port and its navigation channel. These works have cut-off the long shore sediment transport from East to West (from the Evros River Delta). In the last years, coastal protection works took place in the city coastal front (reconstruction of the old seawalls and addition of revetment protection, 560m total length of the protected zone, completion of the works in 2016). The erosion problem has

not stopped and it is moving from East to West and from the city to more sub-urban areas. Due to estimated future erosion, in the new urban district west of the city of Alexandroupoli a policy of “retreat” has been adopted: the new “coastal” road and building lots are planned inwards so as to leave space for the future erosion and prevent new expensive coastal protection works. This area has not been developed yet. **An important issue** for the pilot site **is how to adopt soft measures** as sand nourishment, so as to manage the erosion problem without the construction of new hard measures and to minimize the cost of future maintenance of defence measures

Coastal flooding events (flooding of the urban coastal road and promenade) have been documented connected with south winds and high tide.

Another important issue is the pressure for littoralization and urban expansion along the coast. The city of Alexandroupoli is a coastal city. The urbanization towards the east is limited because of the Evros River Delta. This area is “not attractive” because it is lowlands prawn to flooding and protected area with limitations to development. The city itself is built on the sea front and the main coastal road is partially built on seawall. West of the city of Alexandroupoli and towards Marki settlement there is pressure for littoralization and urbanization along the coast. Planning procedures are trying to “push” the urbanization landwards and protect the coastline and beach zone from urbanization. The city of Alexandroupoli is trying to combine in a very limited waterfront (approximately 5km) many conflicting activities: commercial and passengers port and marina, city centre, hotel resorts, camping sites etc. The prosperity of the city is based on the successful management of the waterfront.

The municipality of Alexandroupoli wants to promote quality tourism, cruise tourism etc. In general, the local tourism establishments have occupancy rates lower than other Greek tourism areas (islands).

The **objective** is to improve the quality of the natural environment, the quality and the variety of the tourism product and **attract more and tourism and higher quality tourism**.

The port of Alexandroupoli is under expansion, new commercial docks are under expansion and the **objective** is to make Alexandroupoli a commercial transport hub connecting the commercial port to the international railway. Another objective is to **promote cruise tourism and maritime tourism** by offering high value marina services.

The municipality and the Port Authority have detected a lack of data and monitoring of coastal erosion and lack of an integrated coastal zone management plan and they are working together in order to cover this gap which is mainly due to the existing national legal and administrative framework.

Threats and enabling factors synthesis

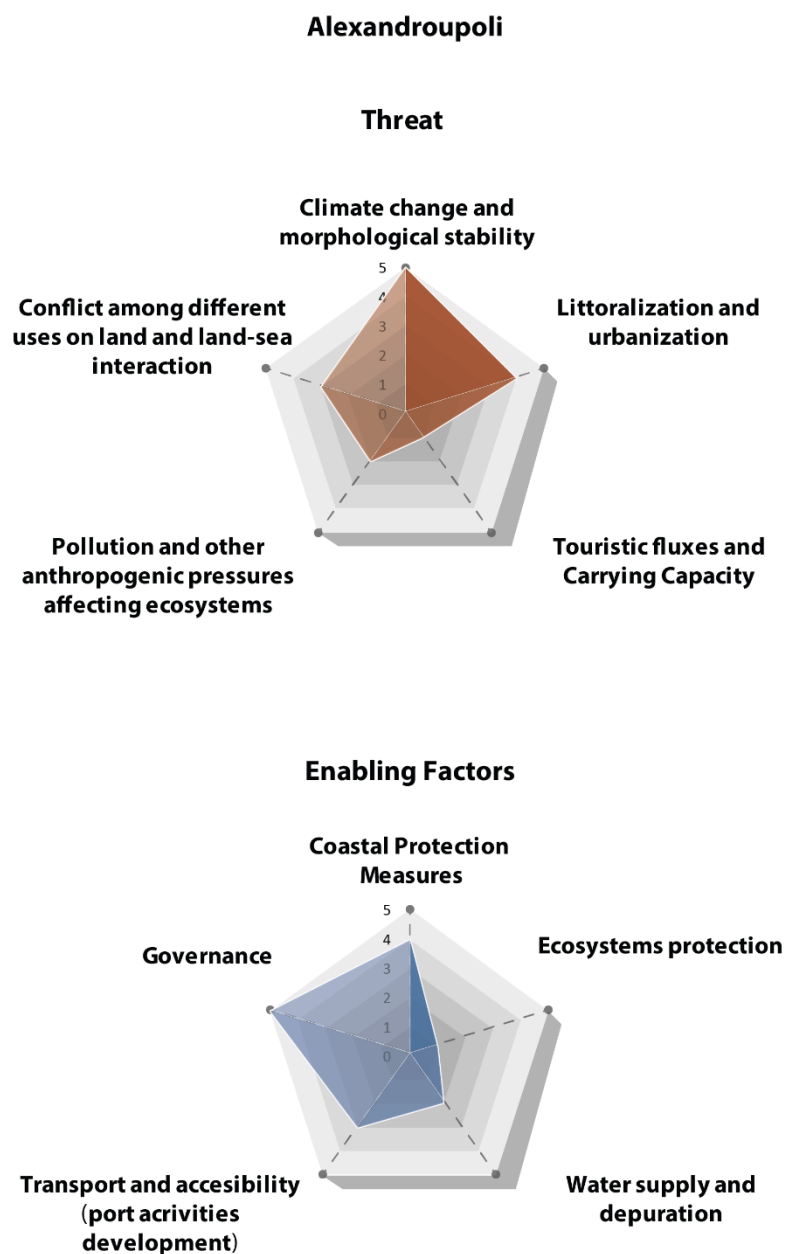
Threats

- Area's geomorphology, composed of low and sandy beaches, coupled with specific sedimentation dynamics, makes the area strong exposed to coastal erosion
- The erosion direction is East/West and 65% of the coast can be considered at risk
- The localization of Alexandroupoli, close to a coastal protected area and exposed to coastal erosion and flooding, does not allow a great expansion of traditional tourism and of a wide urbanization
- The agricultural sector is overexploiting the ground water table with local adverse effects of sea intrusion and salinization
- The municipal water supply is guaranteed by Aisimi water reservoir
- The foreseen expansion of Alexandroupoli harbour, planned in cooperation between the Port Authority and the Municipality will probably increase conflicts among waterfront activities

Enabling Factors

- The area is well interconnected with other urban and environmental sites and the transport system is efficient
- A cycle path is present and enable tourist to valorise, efficiently and sustainably, the coastal area
- The presence of a Nature 2000 site, close to the city centre and hosting numerous valuable bird species, make the area a focal point for environmental tourism
- The area shows a good level of naturalness and low levels of pollution
- The foreseen expansion of Alexandroupoli harbour, planned in cooperation between the Port Authority and the Municipality, will allows an increase of tourism arrival

Figure 1e: Graphical elaboration of pilot area's priorities that emerged from the analysis of threats and enabling factors



1.3 - Vision

The Alexandroupoli coastal area, as the Region of Eastern Macedonia and Thrace (REMTH), is considered an example of urbanized littoral subjected to erosion located in strategic position (at the center of land and sea routes connecting Greece with Turkey), for tourism sector development. Despite this, the competition in terms of tourism offer is very high and strong. Based on this, the area will work to increase and enhance the tourist offer in a sustainable and effective way.

In the medium term, the area aims to address an improvement and diversification of the accessibility capacity connected with an enlargement of urban area and a conservation/protection of the peculiar natural features. The area will work to become a liveable and sustainable touristic area that will improve its economic growth through an enhancement of interconnections between the social and natural/agricultural systems. The increase of accessibility infrastructures, and the plan of city development will complementary act to guarantee a conservation of the eastern side protected area (Evros River Delta) and to generate a promotion of new form of tourism activities supported also by a diversification of users. Furthermore, the area will try to achieve a better liveability and protection of the coastal area from erosion and climate change emerging problems in order to increase the economic sector related to tourism activities. The area will undertake a transformation toward the development of competitive and sustainable touristic structures and the consequent generation of economic growth that will act to reduce the lack of attractiveness of the area. Furthermore, from a medium to a long term, the area is investing in attracting cruise and yachting tourism vision through the expansion and the privatization of the port.

1.4 – Strategy

TOWARD A GREEN AND SAFETY COASTAL GROWTH

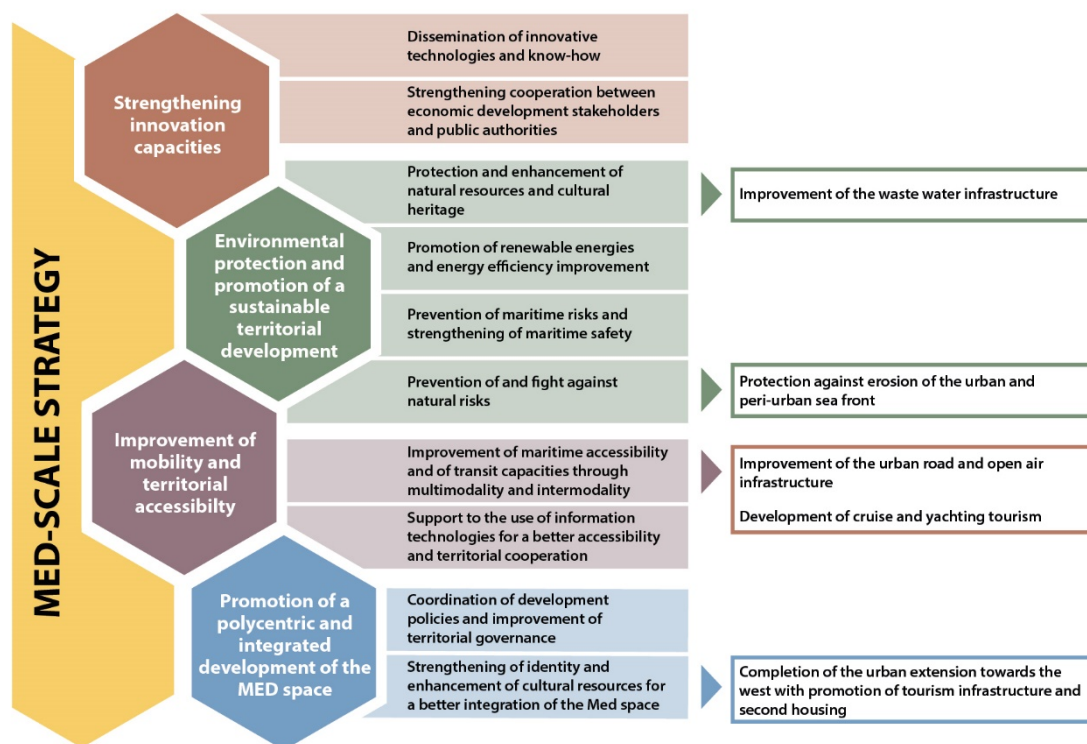
To adopt a comprehensive and cross-cutting approach to managing urban spaces, in order to reconcile sustainable tourist activities with ongoing, everyday life in the city.

Tourist activities and visitor practices shape the city's urban spaces. Their intensity and volume is very unequal throughout the municipal territory, with an obvious, high concentration in certain areas around the main attractions. However, apart from some occasional areas, tourism can become increasingly present in the other territories that historically had escaped its influence. This goal can be reached through a progressive transformation of the landscape and residential structure addressed by increasing interest from visitors.

Facing this situation, and aiming to expand the urbanized area for tourism purposed while protecting the peculiar environment, the city will opt to reduce pressures on its protected areas addressing, at the same time, the urban expansion on new and resilient accessible areas. Lastly, Alexandroupoli needs to be turned into a destination where everyone, can enjoy and share experiences of visits by promoting measures that ensure universal accessibility to the natural and cultural peculiarities.

1.4.1 - Goals and Objectives

Figure 1f: Specific objectives for the pilot area



Pilot Areas specific objectives are coherent with the Priority Axes, goals and specific objectives for the development of the Mediterranean area (Interreg MED programme 2014-2020)

The objectives identified for the development of the Alexandroupoli tourism-driven strategy are coherent with the Med-scale strategy and related main goals, as is possible to notice in the Figure above. Despite the “environmental protection and promotion of a sustainable territorial development” seems to be the priority axis of intervention, the identified objectives for the Alexandroupoli area will have important effects also on the other axes. Furthermore, the matrices of conformity of the area specific objectives with the ICZM High Level Objectives and Sustainable Coastal Tourism Goals (see Figures in the following pages) show a good level coherence and conformity with macro levels planning strategies that influence tourism development, especially concerning the economic sector development and environmental safeguard and conservation.

Furthermore, the maps in the following pages show the geographical areas within which the strategy is focused through the implementation of measures and actions aimed at achieving specific objectives. The territorial settings mainly interested by the specific objectives are reported in the single objective-oriented maps.

Figure 1g: Matrix of conformity between Pilot Area's specific objectives and ICZM High Level Objectives and Sustainable Tourism main Goals

OBJECTIVE 1

Improvement of the urban road and open air infrastructure

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	•	•	•	•
	Employment	•	•	•	•
	Economic growth	●	•	•	•
	Infrastructure plans	●	•	•	•
	Environmental and resources conservation	•	•	•	•
	Urban and rural revitalization	●	•	•	•
	Heritage conservation	•	•	•	•
	Consumer protection	•	•	•	•
	Community welfare	•	•	•	•
	Business creation	•	•	•	•

OBJECTIVE 2

Improvement of the waste water infrastructure

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	•	●	•	•
	Employment	•	•	•	•
	Economic growth	•	•	•	•
	Infrastructure plans	•	●	•	•
	Environmental and resources conservation	•	●	•	•
	Urban and rural revitalization	•	•	•	•
	Heritage conservation	•	•	•	•
	Consumer protection	•	•	•	•
	Community welfare	•	•	•	•
	Business creation	•	•	•	•

OBJECTIVE 3

Completion of the urban extension towards the west with promotion of tourism infrastructure and second housing

ICZM High Level Objectives				
	A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●
	Employment	●	●	●
	Economic growth	●	●	●
	Infrastructure plans	●	●	●
	Environmental and resources conservation	●	●	●
	Urban and rural revitalization	●	●	●
	Heritage conservation	●	●	●
	Consumer protection	●	●	●
	Community welfare	●	●	●
	Business creation	●	●	●

OBJECTIVE 4

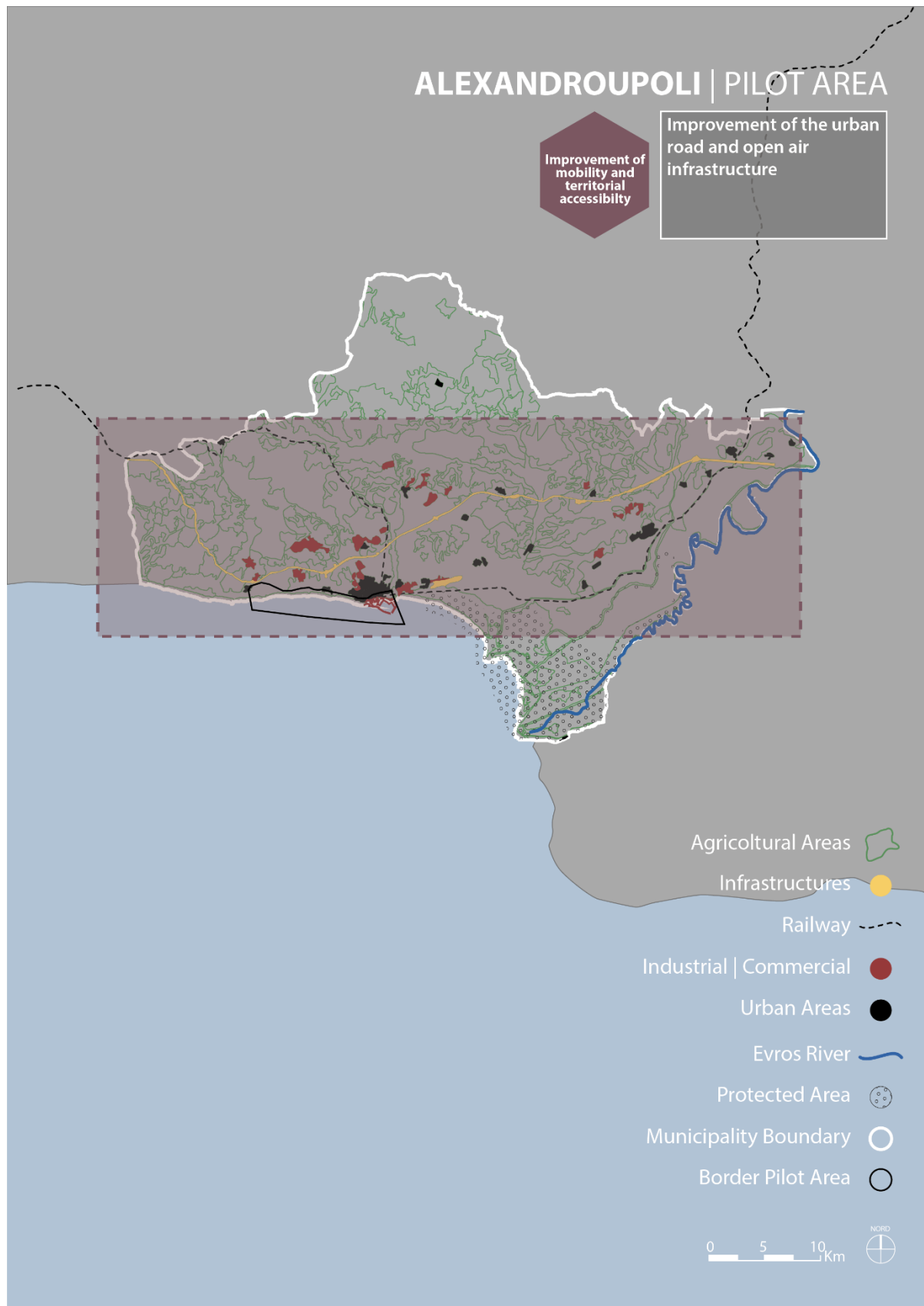
Development of cruise and yachting tourism

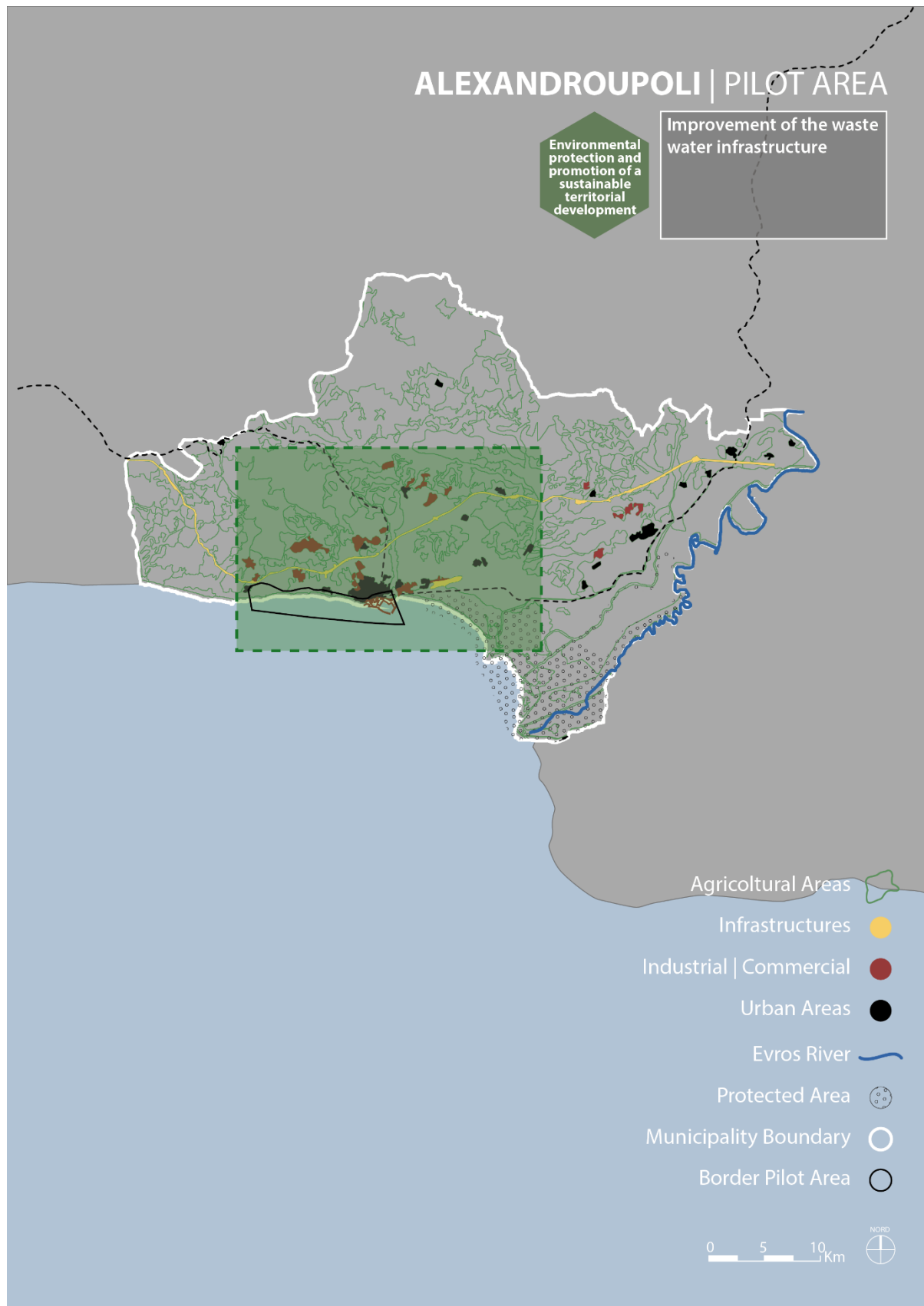
ICZM High Level Objectives				
	A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●
	Employment	●	●	●
	Economic growth	●	●	●
	Infrastructure plans	●	●	●
	Environmental and resources conservation	●	●	●
	Urban and rural revitalization	●	●	●
	Heritage conservation	●	●	●
	Consumer protection	●	●	●
	Community welfare	●	●	●
	Business creation	●	●	●

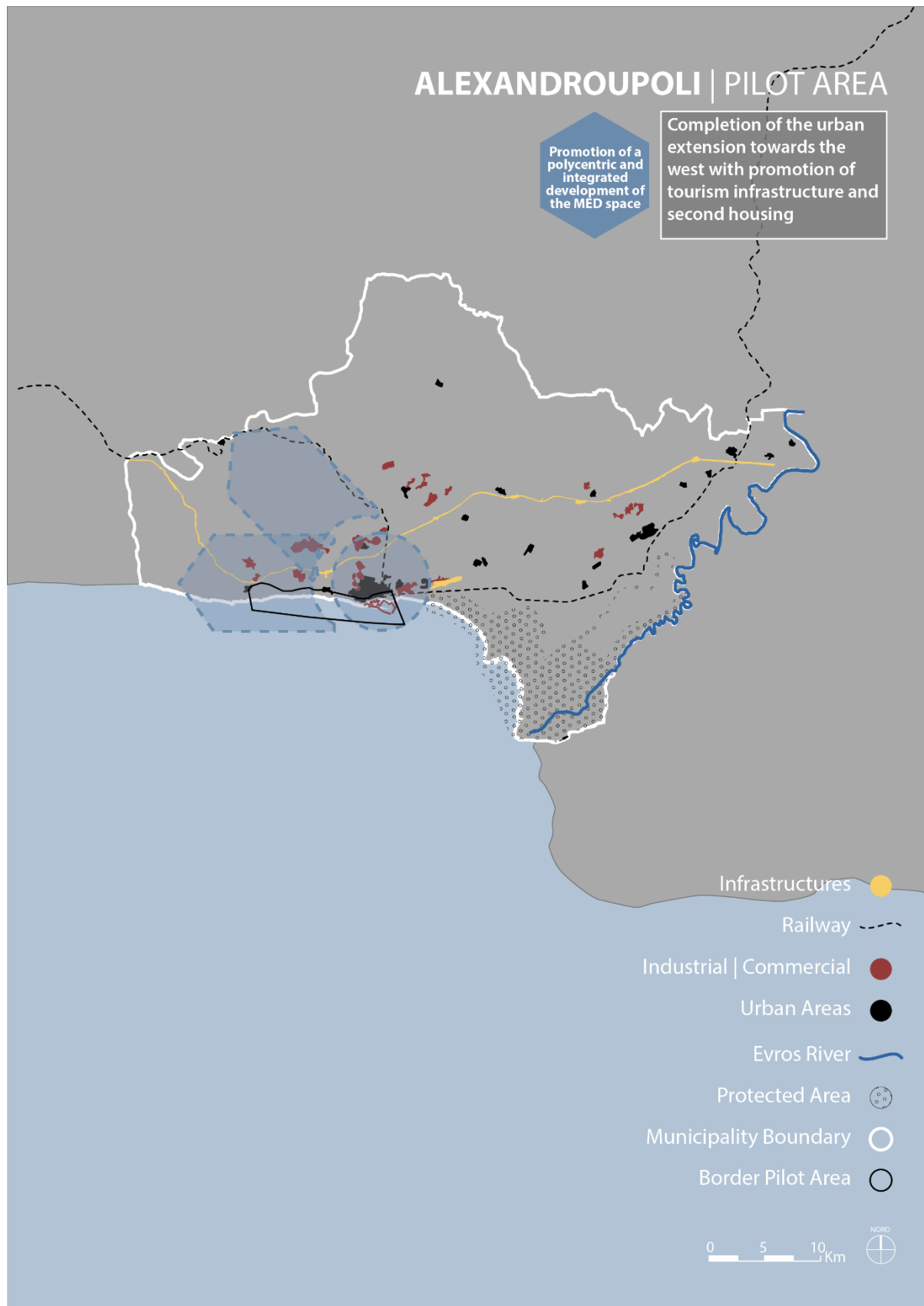
OBJECTIVE 5

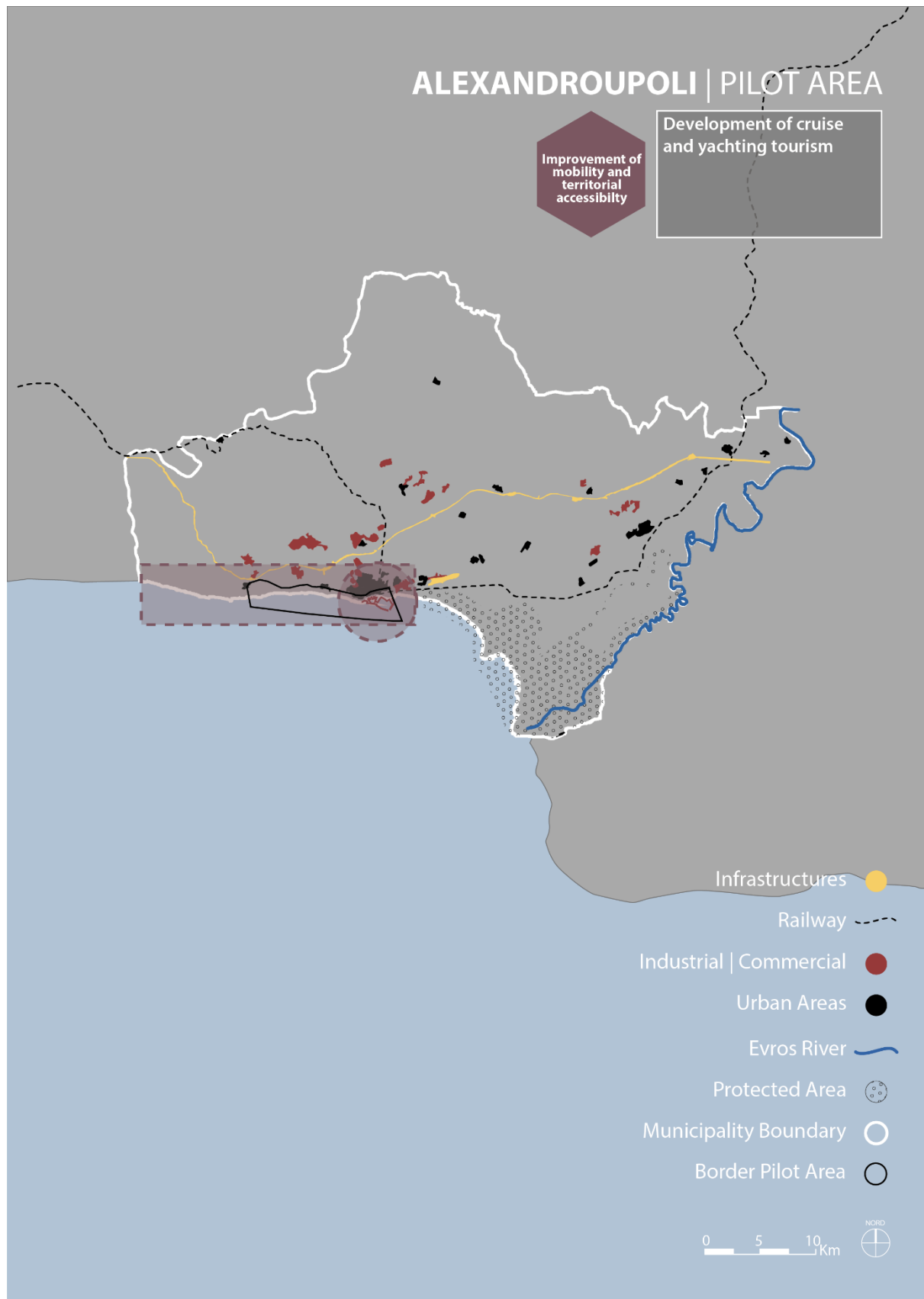
Protection against erosion of the urban and peri-urban sea front

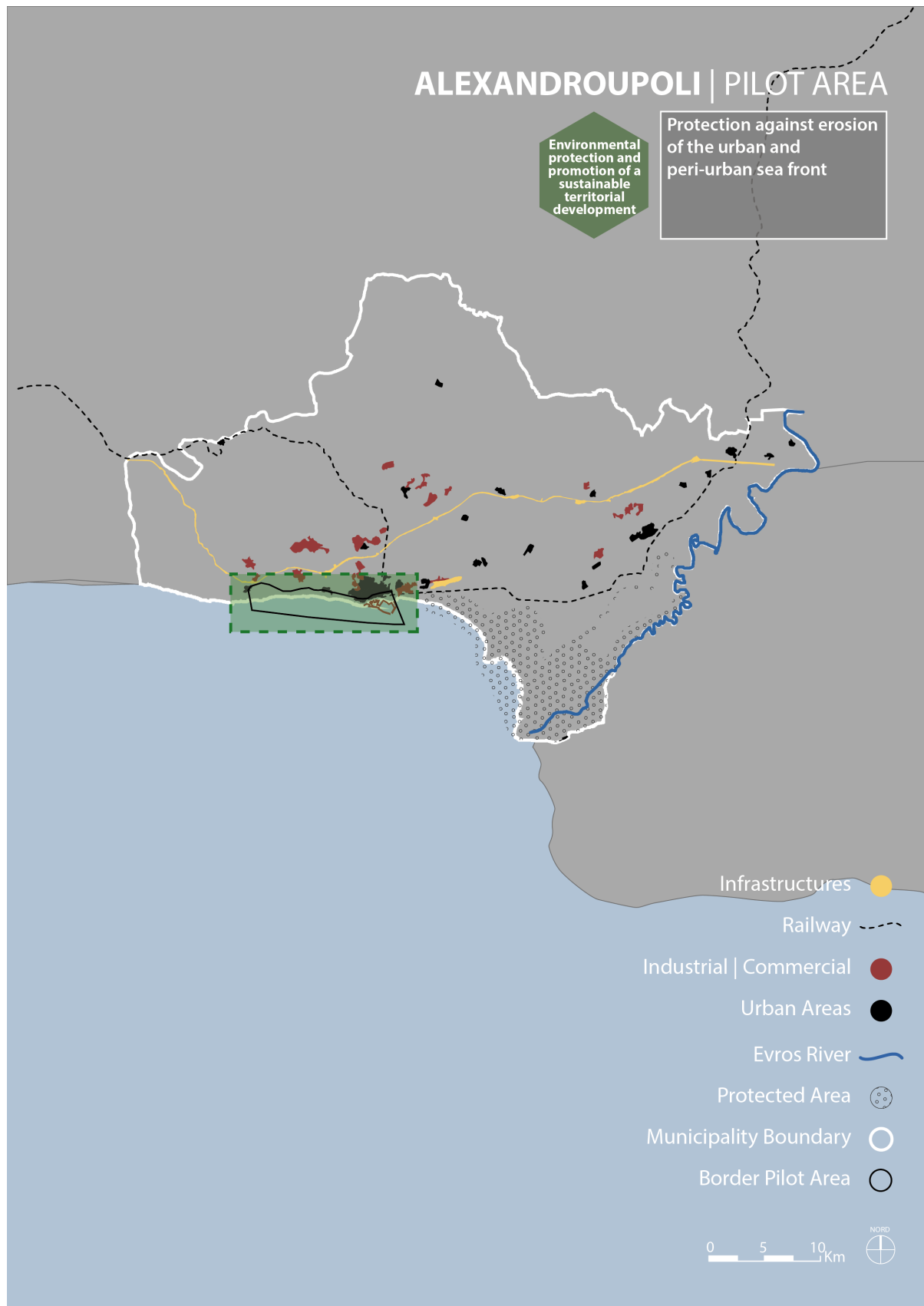
		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●





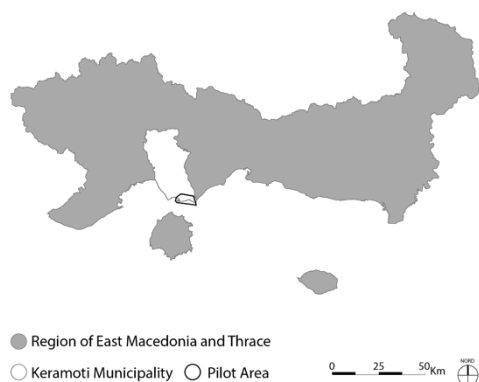






Chapter 2- Keramoti Strategic Plan

Geographical Context | KERAMOTI



2.1 - Pilot Area Description

2.1.1 - Geographical description of the Area

The Pilot Area extends from the Nestos River till the settlement of Keramoti and includes the settlement of Keramoti, the port of Keramoti, agricultural land and coastal and marine area. The whole Pilot Area is positioned within the protected area of Nestos River Delta. The coastal

area has mild slopes, in comparison with the mountainous hinterland. Most of the Pilot Area is lowlands (less than 2m above Average Sea Level) and includes lagoons and lidos. The settlement of Keramoti is constructed on a small hill (altitude less than 5m above average Sea Level) surrounded by lagoons and sea.

The area is insert within economic, environmental and touristic Mediterranean dynamics that are influencing its development. Firstly, the area is exposed to low combined pressures coming from the land side, mainly due to its geographical location, but, at the same time, to significant pressure due to climate change effects coming from the sea side (Figure 2a). Secondly, as is possible to notice in Figure 2b the area is located in a wider area where economic and environmental pressures are at medium/low levels. The area seems to be define a changing point between medium and low levels of cumulative pressures in the eastern side of the area. Additionally, Figure 2c, shows that the area where Keramoti is located, is classified as an area with where tourist stay a lower number of overnights than the Mediterranean sample but with potential of positive growth. Thus, the area seems to be insert within a positive trend in terms of tourism market as the whole eastern part of the Mediterranean basin. Moreover, the population trend in the area, as in the surroundings regions, is very low as opposed to the Western part of the basin.

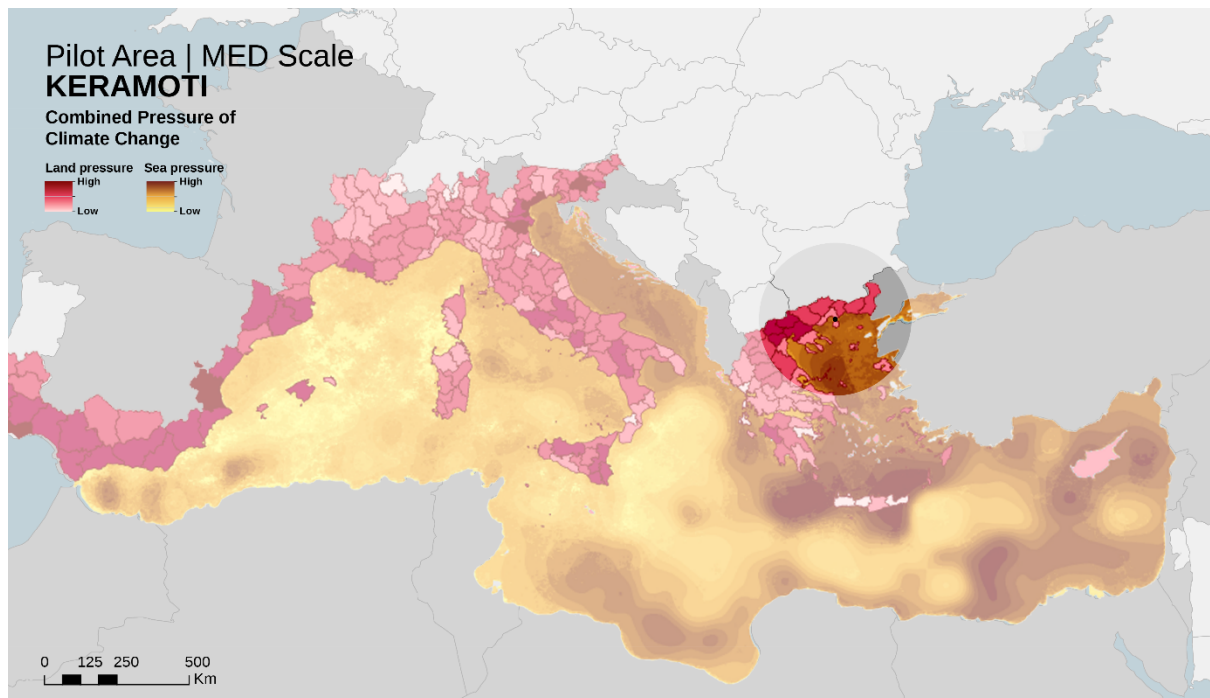


Figure 2a: Focus on Keramoti pilot area of the Combined Pressure of Climate Change in the Mediterranean Region

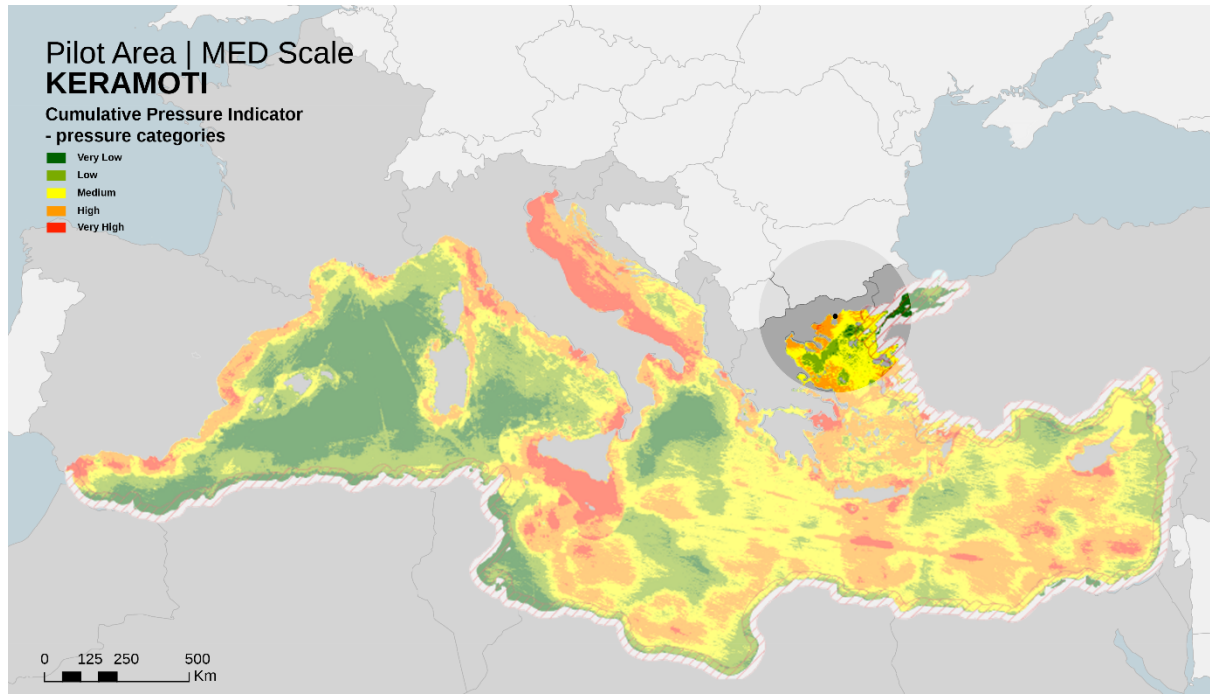


Figure 2b: Focus on Keramoti pilot area of the Cumulative Socio-Economic and Environmental Pressure in the Mediterranean Region

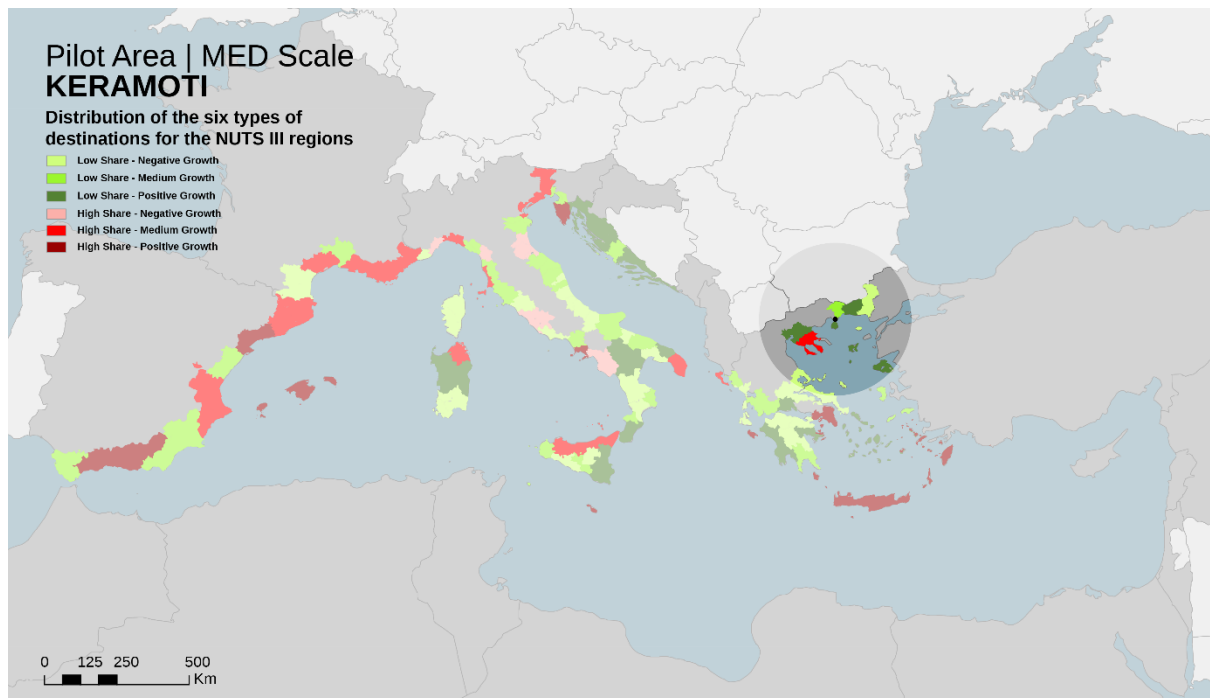


Figure 2c: Focus on Keramoti pilot area of the Types of destination based on the average tourism market share and annual growth in the Mediterranean Region

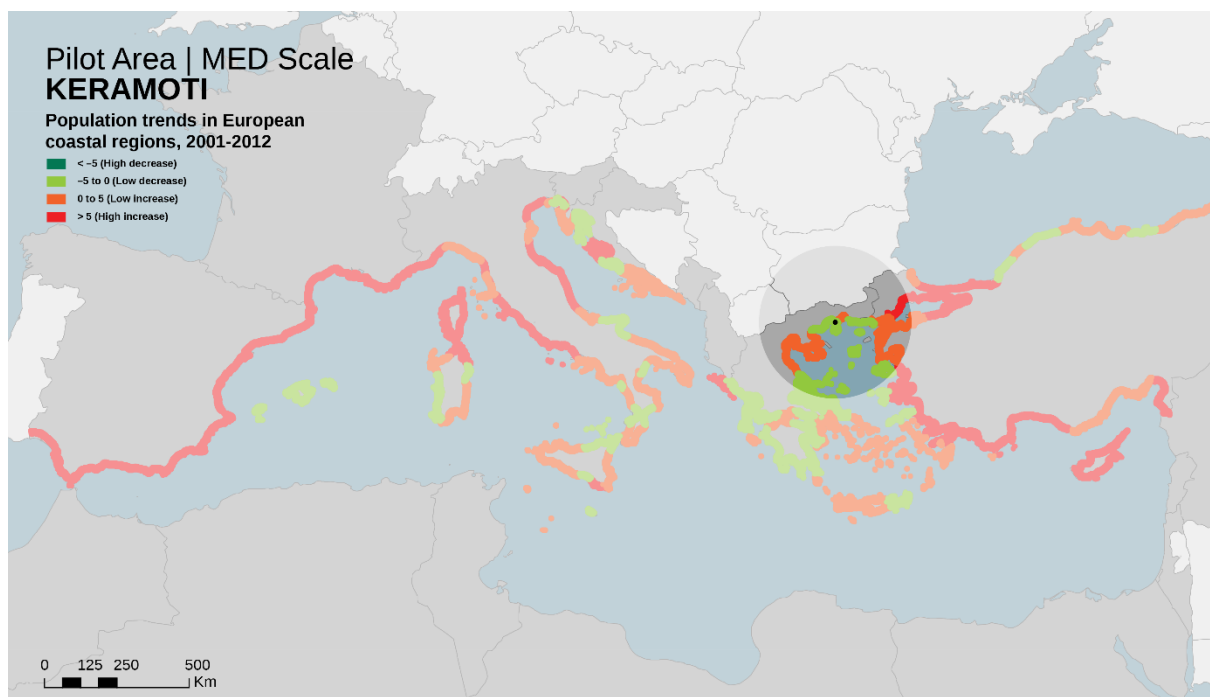


Figure 2d: Focus on Keramoti pilot area of the Population Trends in the Mediterranean Region

2.1.2 - Socio-economic dynamics of the area

Population of the municipality of Nestos (2011): 22.331 inhabitants.

Population of the Settlement of Keramoti (2011): 5.202 in

Some statistics (in Keramoti):

- economically active population (2011): 52.10%;
- unemployed population (2011): 19.30%;
- Employment by sector (2011): 29.43% primary sector, 28.60% manufacturing industry, 79.66% service sector;
- Main economic activities: Tourism, Agriculture, Fishery, Aquaculture.

The port of Keramoti is one of the two ports (the other is Kavala port) connecting the island of Thasos to the mainland. Keramoti is a coastal settlement within the protected area of Nestos River Delta. Many activities are not permitted outside the settlement limits, so there is a demand for land in order to build hotels and no available space. There are new hotel investments in the hinterland (outside the protected area), in these areas the tourists commute daily to Keramoti coastal front for bathing. Keramoti settlement plan was approved in 1960 and until today all lots have not been constructed. The municipality is planning to “concession” to the private sector the construction of hotels and other tourism establishments near the beach following 1960 urban planning. The coastal area (including organized beach facilities – beach bars-restaurants and a municipal camping site) is the main attraction. Keramoti settlement has 1228 permanent inhabitants and more than 4500-4700 visitors during the summer peak period. This number, is expected to increase to 6000 within the next 5 years. The municipality does not wish to attract more tourists but to attract better quality tourism (more spending per stay).

2.1.3 - Most important natural resources and elements driving tourism in the Area

The pilot area is within a Natura 2000 site GR11500010. The municipality of Nestos is in close collaboration with the managing authority of Nestos-Vistonis Protected Area so as to promote eco-tourism and develop common projects and activities. Both local stakeholders believe that the area is receiving enough tourism in quantity and they want to invest in attracting more quality tourism and orient the “sea and sun” tourists towards eco-tourism activities even if this is only for day visits to the protected area. They also try to promote local products of “eco-friendly” agriculture, aquaculture etc.

Many tourists are also transiting from Keramoti on their way to Thassos Island.

2.1.4 - Local and regional planning guidelines that must be taken into account in building the local strategy

The Regional Spatial Planning Framework

The Regional Tourism Spatial Planning Framework

Keramoti settlement plan (1960)

The Regional Operational Plan 2014-2020
The municipal Operational Plan 2015-2019
The protected area management plan, which is under revision
The protection status of the protected area, which is under revision

2.2 - Sustainable status and main planning challenges

Coastal erosion is the main issue of the Pilot Area. The sediment supply of the Nestos river is diminishing because of the construction of dams upstream. The urban area of Keramoti and the touristic beaches do not experience intense erosion phenomena but a long stretch of the pilot site (~2 km) east of the settlement of Keramoti and west of the River Nestos Delta is under erosion. From 2002 till 2017 a 120m retreat of the beach was documented by aerial photos. There are many studies on the subject, but there is no official monitoring program. No coastal protection measures exist but maybe they will be necessary in the near future in order to manage the local erosion problems.

Another issue is coastal flooding. During the last years there was coastal flooding on average 3 times per year. The coastal flooding concerns some roads of the Keramoti constructed on lowlands. Most of the village and the port have been constructed on higher level. On these roads, during the coastal flooding events, the sea level is about 1 meter above the road level. The problem does not only concern the accessibility of this part of the village (few building are constructed in this area), but it effects all the urban drainage system causing urban flooding. The coastal flooding events are connected with winter south winds, which cause sea level rise. This occasional sea level rise, affects the water level of the lagoon surrounding Keramoti. If the lagoon level rises even more (water level rise of about 50cm), parts of the main road leading to Keramoti will be occasionally flooded.

The erosion and the sea level rise have also influenced the salinity of the lagoons and the groundwater level causing problems to agriculture and aquaculture.

If the erosion progresses, parts of the lido will collapse or they will be artificially filled with rocks by local stakeholders.

The municipality is planning to “concession” to the private sector the construction of hotels and other tourism establishments near the beach and also increase the capacity of the municipal camping site so as to **increase the carrying capacity of Keramoti**. The long term objective is to **attract more quality tourism** (higher spending per stay) and promote ecotourism and local products of “eco-friendly” agriculture, aquaculture etc. so as to sustain the local primary sector economy.

Another limiting factor is the port infrastructure and road infrastructure, the small settlement of Keramoti is the main port for all marine transport to Thassos island, including the marble industry. The port activity and mainly the commercial ships to Thassos island and the heavy vehicles to Thassos are creating noise and marine pollution, traffic, noise, degradation of the road infrastructure and degradation of the urban environment. The municipality of Nestos has proposed all commercial marine transport to be moved/ diverted to the new port of Phillipos B, 23 km west of Keramoti and near Kavala. Nestos municipality is proposing Keramoti port to serve only passagers' boats and serve as a marina.

Table 2A - Tourism sustainability indicators (the elaboration of data reported in the Table is reported in D.3.17.2)

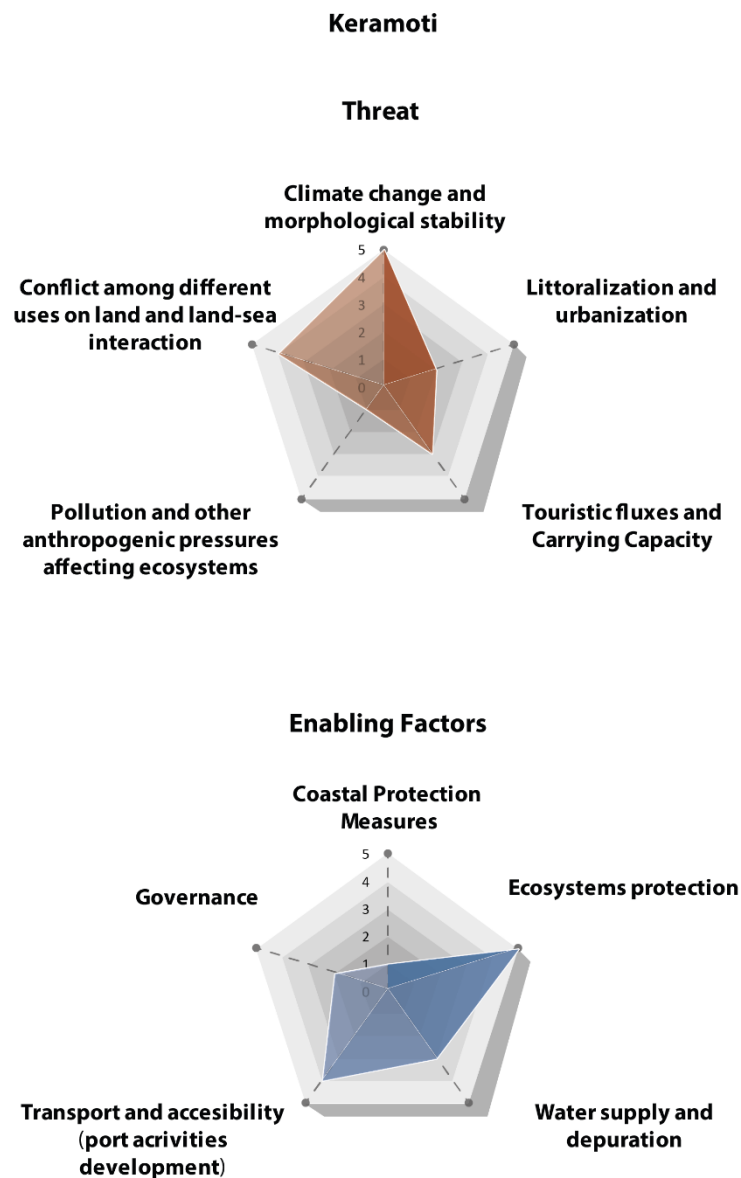
Sets of indicators		Priority (High/Low)	Measurement (Quantitative data, Proxy Data, Qualitative Data)*	Specify proxy or qualitative indicator **	Spatial level	Source of data	Final Measurement	Do you consider this value (final measurement) satisfactory for your PA?	According to your knowledge, what has been the trend of the indicator in the last 10 years (decreasing, stable or increasing)?	If available and only for quantitative data, please specify trend value as ±%
Core indicators										
C.A1.1.	% of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental /quality/sustainability and/or Corporate Social Responsibility	Low	Proxy Data		Destination/PA level	Municipality	2 to 5	The municipality and the Protected Area Management Authority have recently		
C.B1.1.	Number of tourist nights per month	High	Proxy Data	Total tourist nighths for 2016 (except camping sites). The PA is only a small settlement of the	Municipality	ELSTAT	22886	The municipality wishes to attract more quality tourism and expand the tourism period		
C.B2.1.	Average length of stay of tourists (nights)	High	Proxy Data	Total tourist nighths divided by tourists arrivals for 2016	Municipality	ELSTAT	2,5	The municipality wishes to attract more quality toirism and expand the tourism		
C.B3.1.	Direct tourism employment as % of total employment in the destination	High	Proxy Data	Working in the hotels and restaurants sector/Total working population 2011. The PA is only a small settlement of the municipality with the most intense tourism activities of the	Municipality	ELSTAT	5%	The municipality wishes to attract more quality tourism and create new jobs		
C.C1.1.	Number of tourists/visitors per 100 residents	High	Qualitative Data	Total arrivals 2016/Permanent population 2011	Municipality	ELSTAT	41	For the settlement of Keramoti the municipality does not wish to attract more tourists but more quality		
C.D3.1.	Waste production per tourist night compared to general population waste production per person (kg)	High	Proxy Data	Estimations for the planning of	Municipality/PA level	Municipality	30% increast of litter collected during the			
C.D5.1.	Water consumption per tourist night compared to general population water	Low	Proxy Data		Destination/PA level					
C.D5.2.	% of tourism enterprises taking actions to reduce water consumption	Low								
C.D5.3.	% of tourism enterprises that take actions to reduce energy consumption	Low								
C.D6.3.	% of annual amount of energy consumed from renewable sources (Mwh) compared to overall energy consumption at destination level per year	Low								
C.D7.1.	% of local enterprises in the tourism sector actively supporting protection, conservation and management of local biodiversity and landscapes	High	Proxy Data		Destination/PA level	Municipality		The municipality and the Protected Area Management Authority have recently		
Destination Indicators: Di.Beach/Maritime tourism										
Di.A4.	Number of second homes per 100 homes in coastal zones*	Low	No data		Destination/PA level					
Di.B1.	% of tourist infrastructure (hotels, other) located in coastal zones*	Low	No data		Destination/PA level					
Di.C2.	% of beaches awarded the Blue Flag	High	Quantitative Data		Destination/PA level	Municipality	100%	Not representative indicator		
Di.C3.	Costs of erosion-protection measures (e.g. sea walls.)	Low	Quantitative Data	No existing works	Destination/PA level	Municipality	-	Not representative indicator		
Di.D1.	Existence of up to date tourism plans and policies (YES/NO)	Low	Qualitative Data		Municipality	Municipality	Yes	Not representative indicator		
Di.D2.	Existence of a land use or development plan (YES/NO)	Low	Qualitative Data		Municipality	Municipality	Yes	Not representative indicator		
Di.D3.	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)	Low	Proxy Data		Regional/National level		Yes	Not representative indicator		
Destination Indicators: Dv.Nature/Ecotourism										
Dv.A3.	Total number of visitors to parks and to key sites	High	No data		Protected Area					
Dv.B1.	Number of sites/ecosystems/assets considered to be damaged or threatened (% of all defined systems/assets in protected area)	High	No data		Protected Area					
Dv.C1.	% of site area occupied by rare or unique species	High	No data		Protected Area					
Dv.C2.	% of endemic species at the site	High	No data		Protected Area					
Dv.D1.	Existence of up to date tourism plans and policies(YES/NO)	High	Qualitative Data		Protected Area	Protected Area Managing Authority	Yes			
Dv.D2.	Existence of environmental plan and management(YES/NO)	High	Qualitative Data		Protected Area	Protected Area Managing Authority	Yes	It will be updated within 2018-2020		
Pilot area-specific indicators										
P.A1.2.	% shoreline subjected to erosion	High	Proxy Data	Estimations based on academic studies, no monitoring program	Destination/PA level	Protected Area Managing Authority	57%	Local stakeholders wish to limit the erosion		
P.A1.6.	Coastal flooding events per year(number)	High	Proxy Data	Estimation based on the events of coastal road flooding	Destination/PA level	Municipality	3	Local stakeholders wish to limit the coastal flooding		
P.A2.1.	Land occupied by artificial surfaces within the first 500m of coast (in %)	Low	Qualitative Data	All the PA is located within a protected area with activity restrictions	Destination/PA level	Municipality	20%	Not representative indicator		
P.A3.1.	Total tourist numbers (mean, monthly, peak) (categorized by their type of activity)	Low	Qualitative Data	This number concerns only the	Destination/PA level	Municipality	4500 tourists during the July peak season	For the settlement of Keramoti the municipality does not wish to attract more tourists but more quality		
P.A3.3.	Water use (total volume in liters or m ³ consumed and liters per tourist per day)	Low	Qualitative Data	Estimations used for the municipal services	Destination/PA level	Municipal Water Service	250lt/day/tourist			
P.A5.1.	Total use of water by tourism sector (Tourism as a % of all users)	Low						The municipality disposes of adequate water supply to cover the next 50 year needs (recent aquaduc		
P.B1.1.	Existence of a coastal planning management system	High	Quantitative Data	No local ICZM plan	Destination/PA level	Municipality	No	Not representative indicator		
P.B1.2.	Length of protected and defended coastline (km)	Low	Quantitative Data		Destination/PA level	Municipality	No protection works			
P.B4.8.	Volume (m ³) of sediments dredged per year	Low	Quantitative Data		Destination/PA level	Municipality	No dredging operations			

The indicators in this table were chosen by the Pilot Area Coordinator between those available in the Guidelines' Annex 2 Indicators List

Threats and enabling factors synthesis

Threats	Enabling Factors
<ul style="list-style-type: none"> • 57% of the shoreline subjected to erosion but the centre of Keramoti is not affected by the problem 	<ul style="list-style-type: none"> • Good environmental status with low level of pollution because the city is located within a protected area where many polluting activities are not permitted
<ul style="list-style-type: none"> • The problem of sea level rise, due mainly to climate change, will probably have significant effects on Keramoti settlement 	<ul style="list-style-type: none"> • Close collaboration between the managing authorities of Nestos and Vistosis Protected Areas in promoting eco-tourism and in developing common policies and activities
<ul style="list-style-type: none"> • The construction of the Nestos dam has reduced the influx of sediments and increased coastal erosion 	
<ul style="list-style-type: none"> • No coastal protection measures have been actually adopted 	
<ul style="list-style-type: none"> • Keramoti is not affected by littoralization 	
<ul style="list-style-type: none"> • The number of inhabitants of Keramoti tripled during the tourist season, the city gave the private sector the concession for the construction of hotels and other facilities for tourism; 	
<ul style="list-style-type: none"> • Transport infrastructures limited 	
<ul style="list-style-type: none"> • Traffic, noise and degradation of road infrastructure and of urban environment 	
<ul style="list-style-type: none"> • The settlement is accessible with car, airplane and by boat; the main problem is the intense maritime traffic to the island of Thassos 	
<ul style="list-style-type: none"> • The municipality of Nestos proposed moving commercial maritime traffic to the new port of Philipos (23 km West of Keramoti). In this way Keramoti could only serve passengers as if it is a marina 	

Figure 2e: Graphical elaboration of pilot area's priorities that emerged from the analysis of threats and enabling factors



2.3 – Vision

Keramoti settlement is an example of the highly fragmented and competitive touristic offer of REMTH. The location of Keramoti within a protected area, and its geomorphological and demographic features, made the area as one of the most interesting potential example of sustainable tourism development of the area. In the coming decades, the area aims at taking advantage of being located within an interesting protected area promoting new forms of eco and higher quality tourism. The area will be committed to become a hub of a sustainable Greek coastal tourism. The promotion of a less impacting forms of tourism will be able to diversify the supply and demand to and from users. Furthermore, the ports activities and the transport infrastructure and plans will be integrated in order to reduce the pressures on the protected coastal area. A plausible scenario developed for Keramoti, as sum of administrations and regional visions, support the area to increase the economic and social connections between the natural system and the future Mediterranean touristic development perspectives. Keramoti settlement will become a liveable and pleasant interconnected village for sustainable tourism development.

2.4 - Strategy

KERAMOTI GREEK ECO-TOURISM HUB

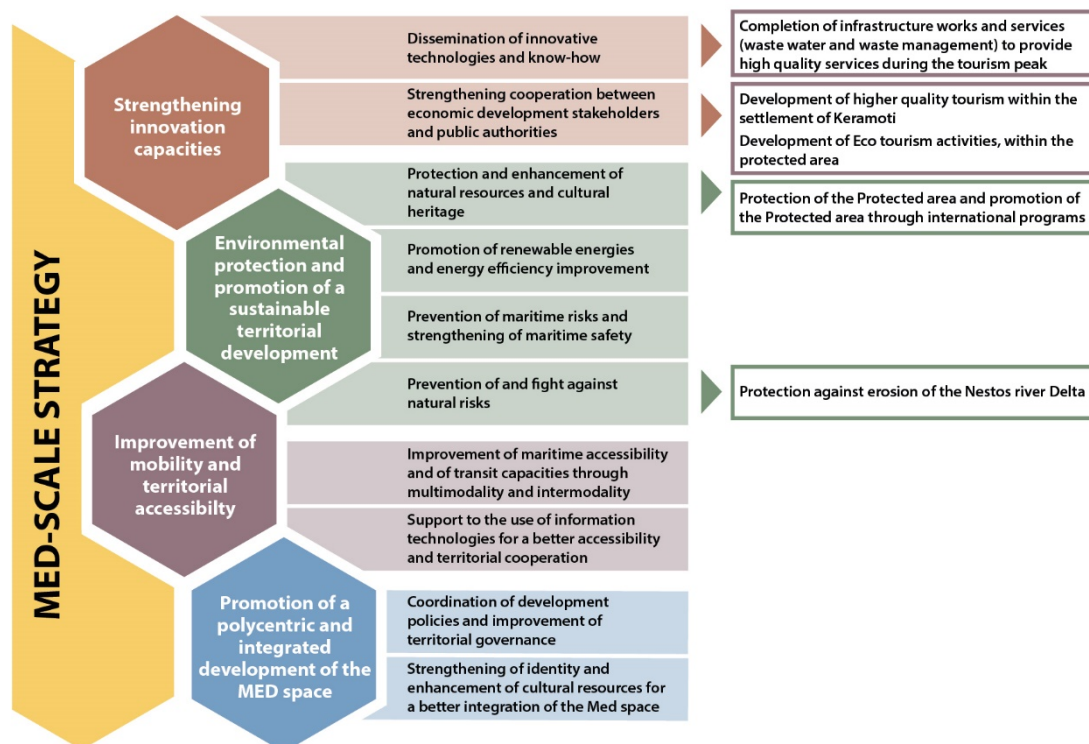
To strengthen the area's productive foundations, fostering local resources, facilitating investment and innovative, sustainable and responsible tourism business projects, boosting quality of services and infrastructures.

Green tourism generates opportunities for social, cultural and economic players which support the strategic aim to integrate their activities as potential assets for the territories. In that regard a specific work needs to be done to foster the greatest possible social return on tourist activities by influencing the elements that ensure a wealth redistribution. The strategy is constructed, through the identification of specific and integrable objectives, to promote social cohesion and economic growth through eco-friendly solutions. Additionally, it will ensure the generation of dynamics that include the shared value of tourist activity. To that end, the strategy need to drive improvements in business operations, strive to minimize the externalities or costs of these activities, as well as strengthen the links with other economic and social players that can increase the value chain by creating collaborative synergies and frameworks. In short, turn tourism into a lever for change, for economic development and for social well-being.

Within the EU framework of the Blue med strategy, several initiatives are under way to promote a green and blue economy geared towards improving the living conditions of city residents and workers, driving new forms of business and promoting links between strategic sectors by guaranteeing a territorial balance and social return on activities

2.4.1 – Goals and Objectives

Figure 2f: Specific objectives for the pilot area



Pilot Areas specific objectives are coherent with the Priority Axes, goals and specific objectives for the development of the Mediterranean area (Interreg MED programme 2014-2020)

The objectives identified for the development of the Keramoti tourism-driven strategy are coherent with the Med-scale strategy and related main goals, as is possible to notice in the Figure above. Despite the “strengthening innovation capacity” and “environmental protection and promotion of sustainable territorial development” seems to be the priority axes of intervention (the 4 objectives identified are in line with these 2 macro-strategic lines of intervention), the identified objectives for the Keramoti area will have important effects also on the other axes. Furthermore, the matrices of conformity of the area specific objectives with the ICZM High Level Objectives and Sustainable Coastal Tourism Goals (see Figures in the following pages) show a good level coherence and conformity with macro levels planning strategies that influence tourism development, especially concerning the economic sector development and social cohesion enhancement.

Figure 2g: Matrix of conformity between Pilot Area's specific objectives and ICZM High Level Objectives and Sustainable Tourism main Goals

OBJECTIVE 1

Development of Eco tourism activities, within the protected area

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 2

Protection of the Protected area and promotion of the Protected area through international programs

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 3

Development of higher quality tourism within the settlement of Keramoti

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 4

Protection against erosion of the Nestos river Delta

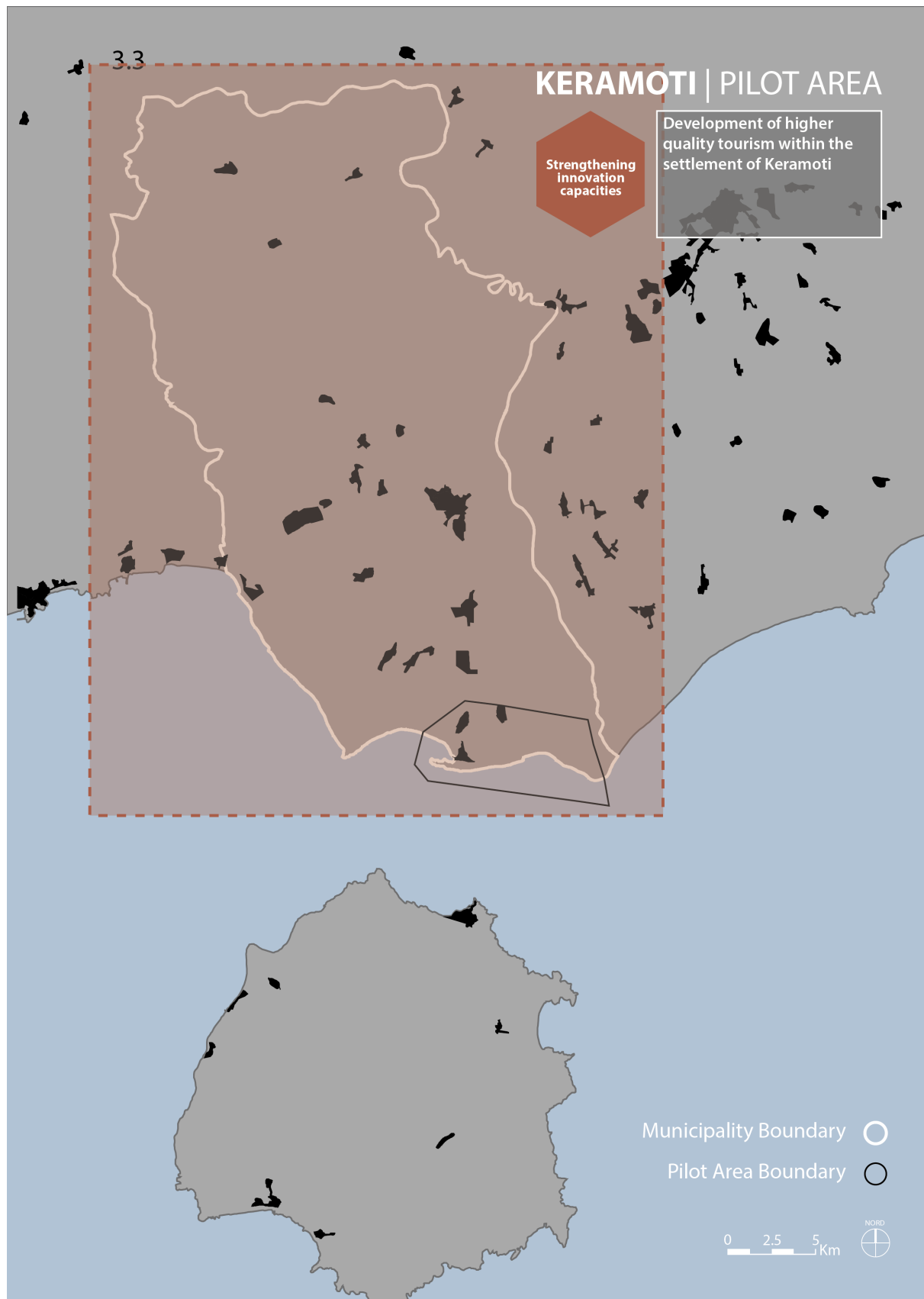
		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 5

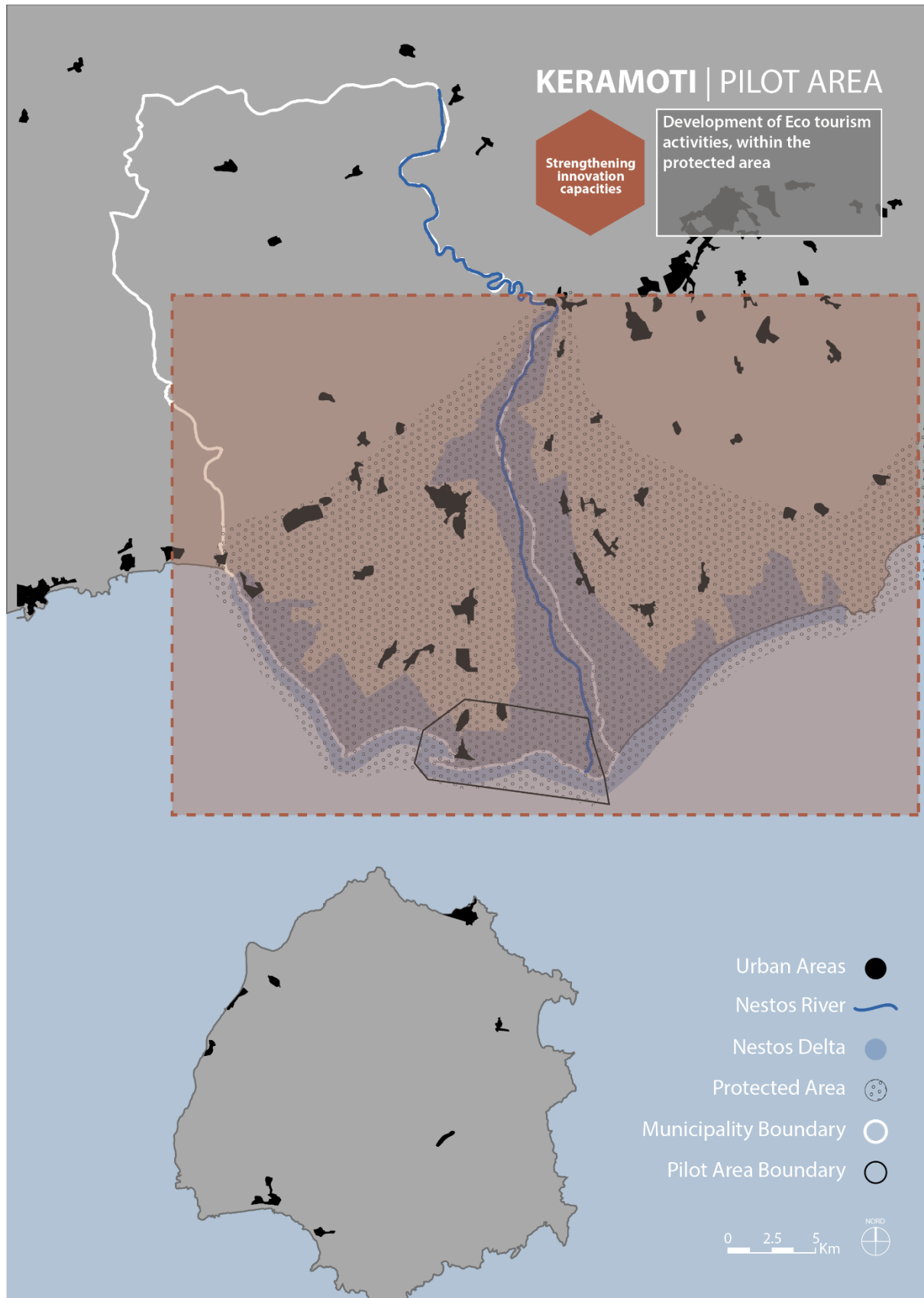
Completion of infrastructure works and services (waste water and waste management) so as to provide high quality services during the tourism peak

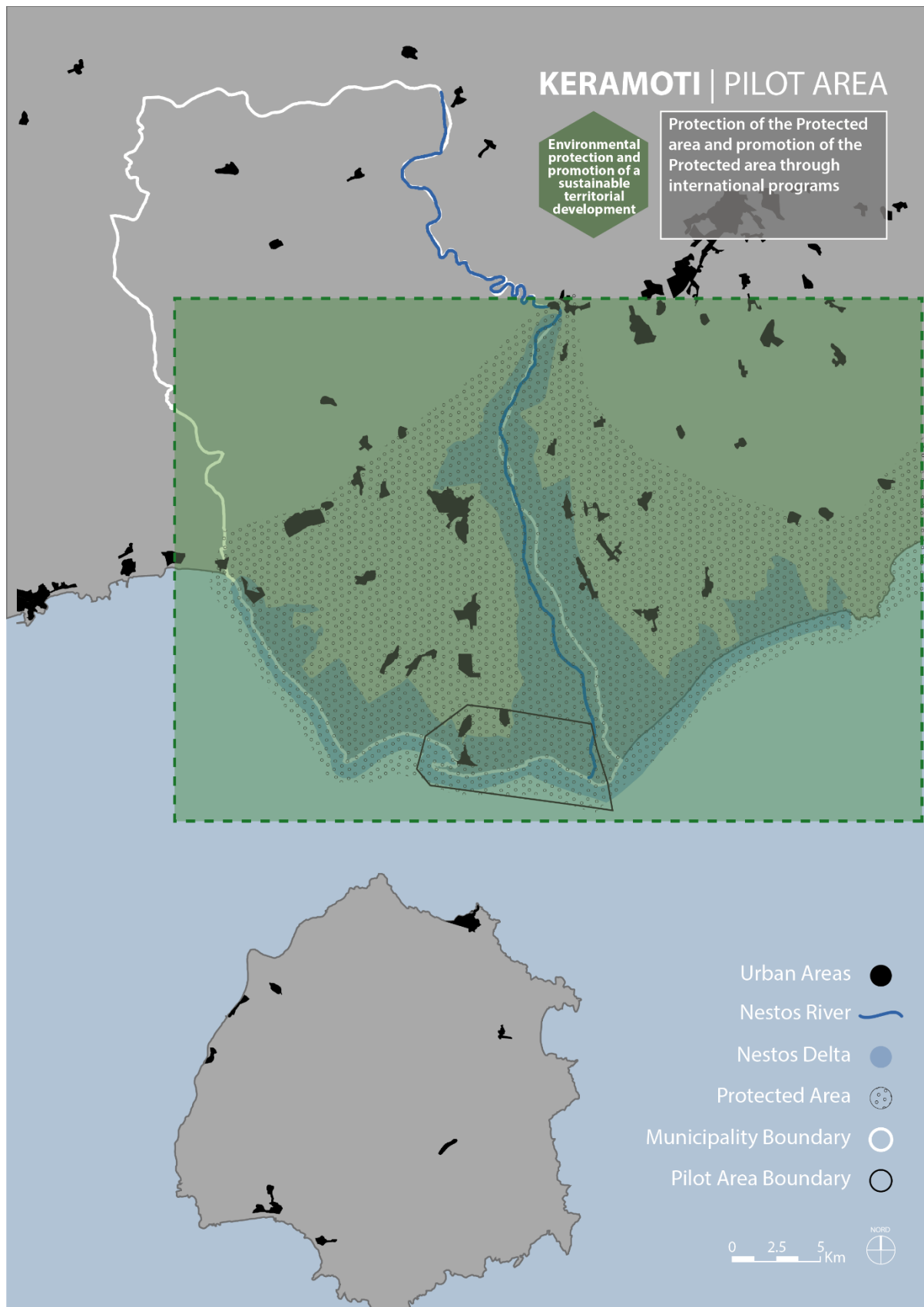
		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

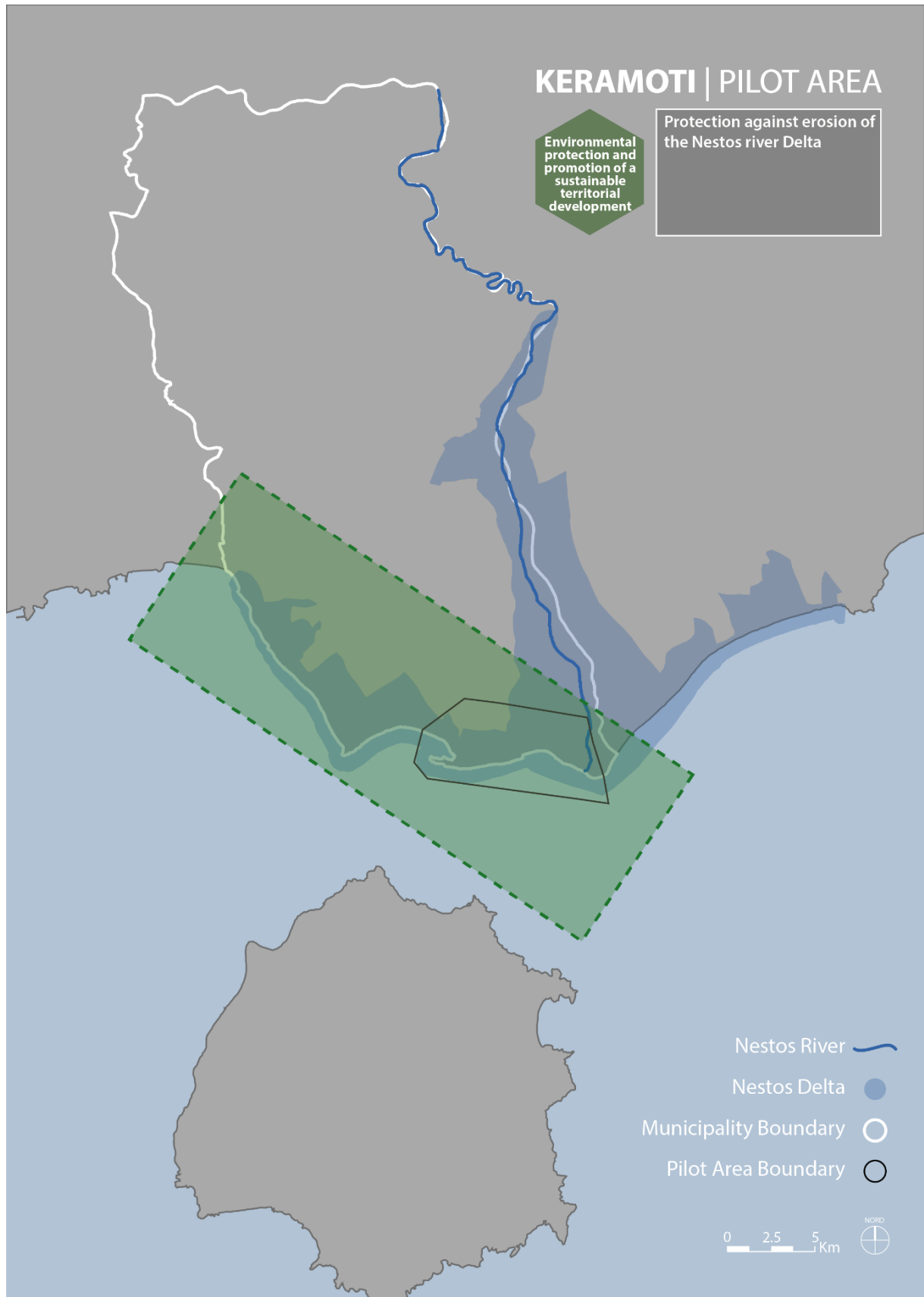
Furthermore, the maps in the following pages show the geographical areas within which the strategy is focused through the implementation of measures and actions aimed at achieving specific objectives. The territorial settings mainly interested by the specific objectives are reported in the single objective-oriented maps.

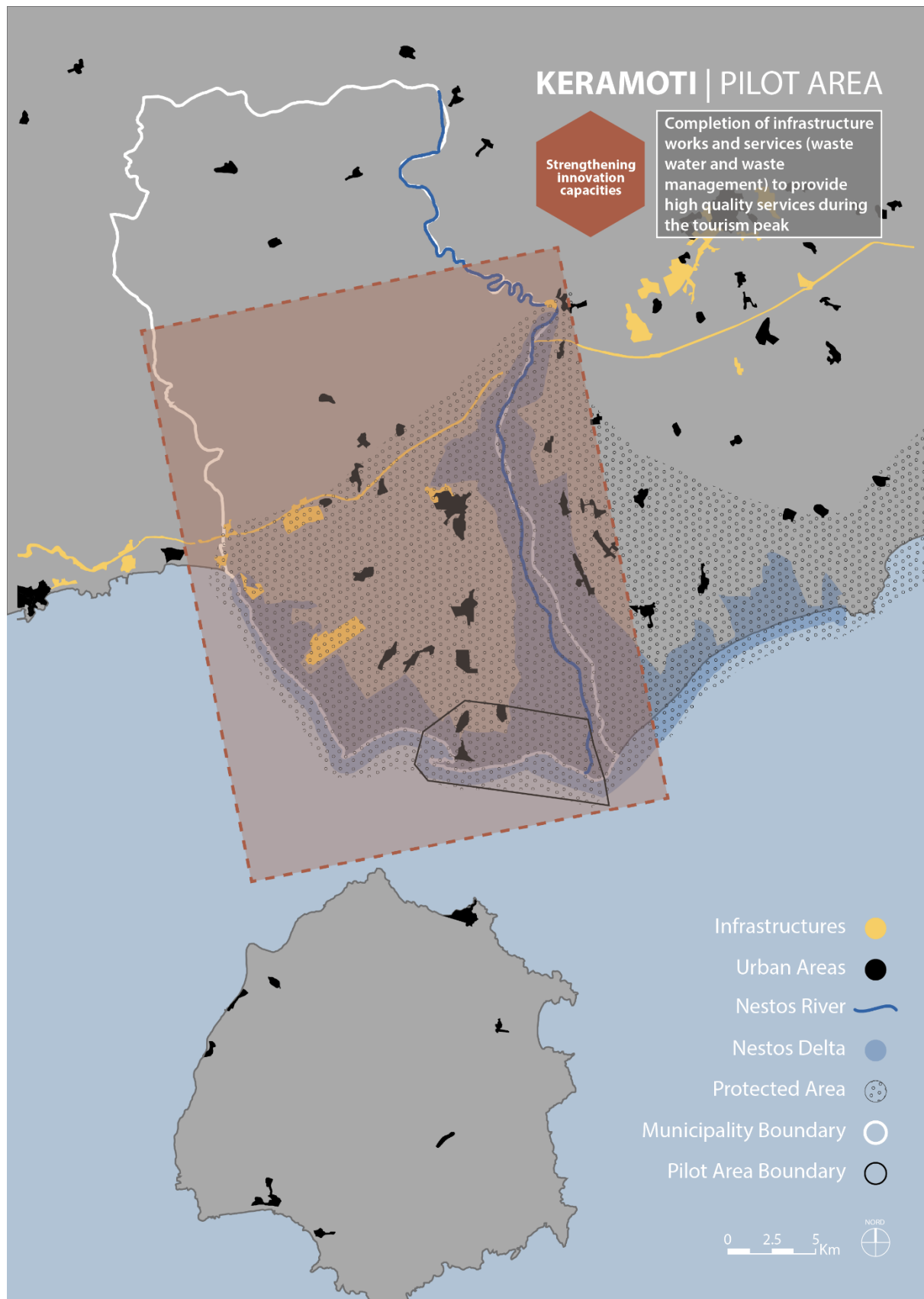






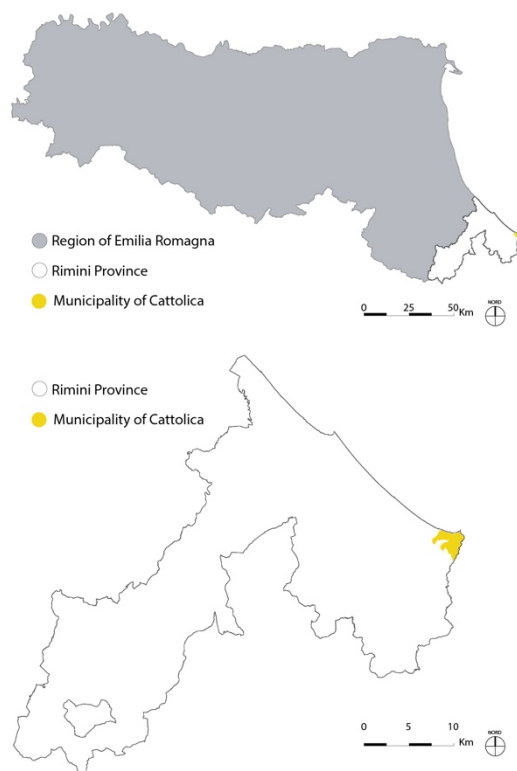






Chapter 3 - Cattolica Strategic Plan

Geographical Context | CATTOLICA



3.1 - Pilot Area description

The Cattolica pilot area is a typical urbanised coastal area with multipurpose harbor (fishery, shipyard, crafts production, pleasure boats Marina) and seaside resort structured with bath-house facilities.

The harbor of Cattolica coincides, it is in the main canal, with the Tavollo river terminal stretch that flows inside the inhabited areas of Cattolica and Gabicce Mare;

The harbor is classified as being of regional importance in accordance with the integrated regional transport plan pursuant to art. 3 of the Regional Law of 1 December 1979 n. 45;

The harbor for years has been subject to landfill due to Tavollo creek transport, and of the harbor mouth, from the sea solid transport, which, in addition to

endangering the activities related to fishing and local shipping, has led to a decrease of tourists' attractiveness of the harbor and of the seaside area, difficulties and crisis in human activities reflecting on local economy and employment.

The harbor is composed by:

- entrance channel
- external pleasure dock, given in concession to the Marina di Cattolica Company
- fishing dock
- internal channel
- internal pleasure boathouse (small Marina) given in concession to the Marina Piccola Company;
- working area
- dock for launching and towing with travel lift
- an indoor pleasure dock in Gabicce, granted in concession to the Società Marina di Cattolica;

In the harbor take places work activities of about 700 people:

- 200 fishermen with their 100 fishing boats;

- 150 workers and technicians of shipyards including excellence represented by Ferretti Craft with the production of at least 30 boats a year over 25 meters;
- 10 between moorings and employees for direct services to the pleasure craft with its 300 berths;
- 300 employees in the commercial activities located on the port and closely connected to it, e.g. more than 20 catering establishments etc.

The priorities to be foreseen is to create conditions for the sustainable management of Cattolica harbor and its sediment management. Re-launching of tourism in the area along with sustainability principles implementation, favoring human activities sustainability, and employment in tourism sector, and in primary and secondary sectors.

The local strategy will be built on the basis of the following law and guidelines:

- Directive 2000/60 / EC (Water Framework Directive)
- Directive 2007/60 / EC (Flood Risk Directive),
- the regional law 18 July 2017 n. 16 of the Emilia-Romagna Region which, in art. 35, promotes the use of river contracts;
- ICZM guidelines, Del.Regional Gov. 645/2005
- Municipality planning instrument

The area is inserted within economic, environmental and touristic Mediterranean dynamics that are influencing its development. Firstly, the area is exposed to high combined pressures due to climate change both in the marine and coastal ecosystems (Figure 3a). Secondly, as is possible to notice in Figure 3b, the area is located in a wider area where economic and environmental pressures are at high and very high levels. The area is perfectly aligned with the main condition of the Italian side of the Adriatic Sea, characterized by very high levels of cumulative pressures. Additionally, Figure 3c, shows that the area where Cattolica and its harbor are located, is classified as an area where tourists stay a higher number of overnights than the Mediterranean sample but with negative growth trend, differently from the nearby Regions. Thus, the area seems to be inserted within a negative trend in terms of tourism market. Moreover, the population trend in the area, as in the surrounding regions, is in a positive direction with a high increase in the last years as opposed to some regions in the eastern part of the basin.

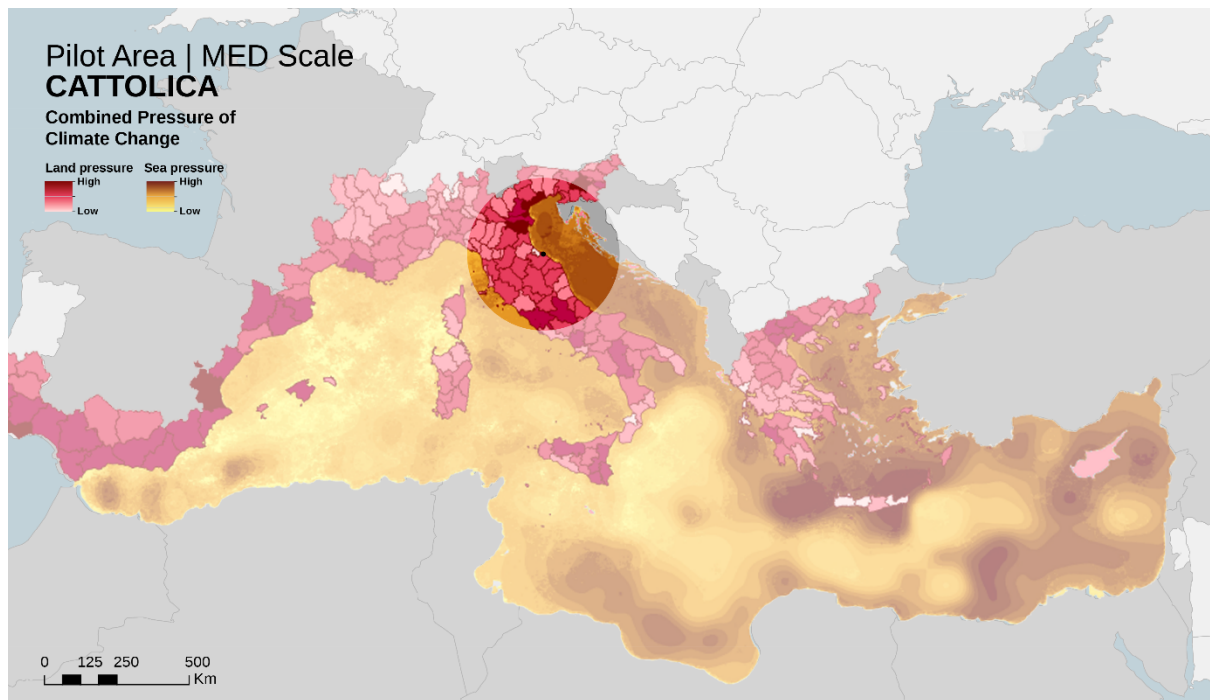


Figure 3a: Focus on Cattolica pilot area of the Combined Pressure of Climate Change in the Mediterranean Region

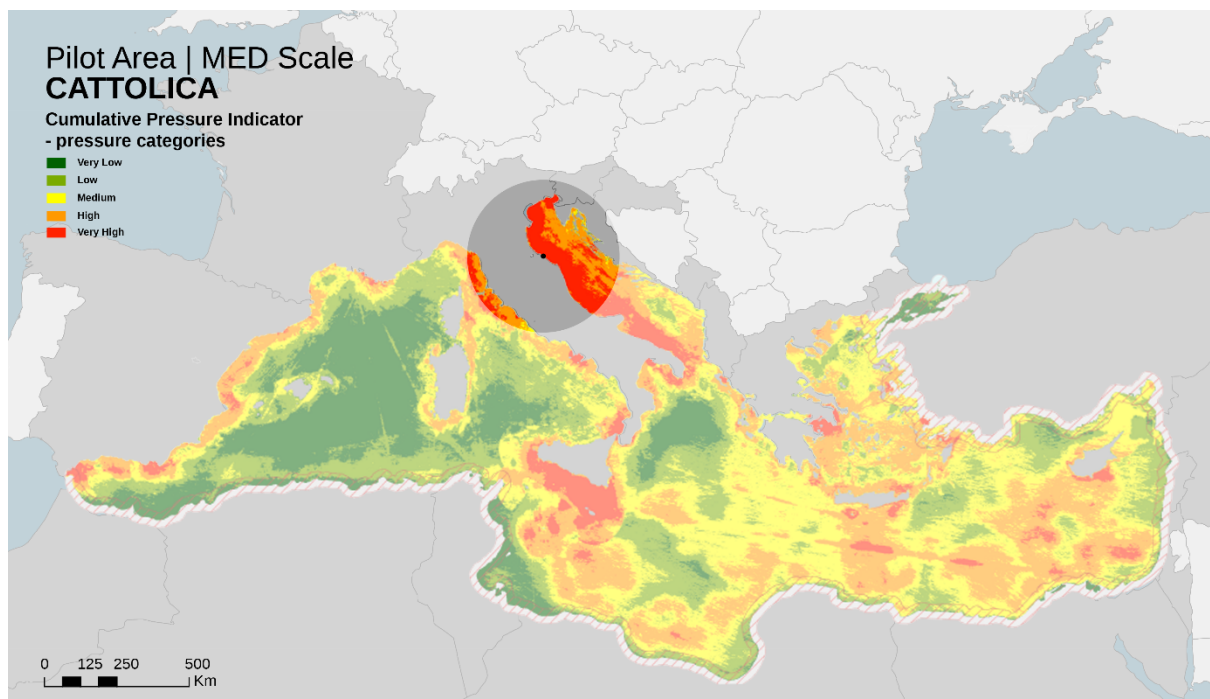


Figure 3b: Focus on Cattolica pilot area of the Cumulative Socio-Economic and Environmental Pressure in the Mediterranean Region

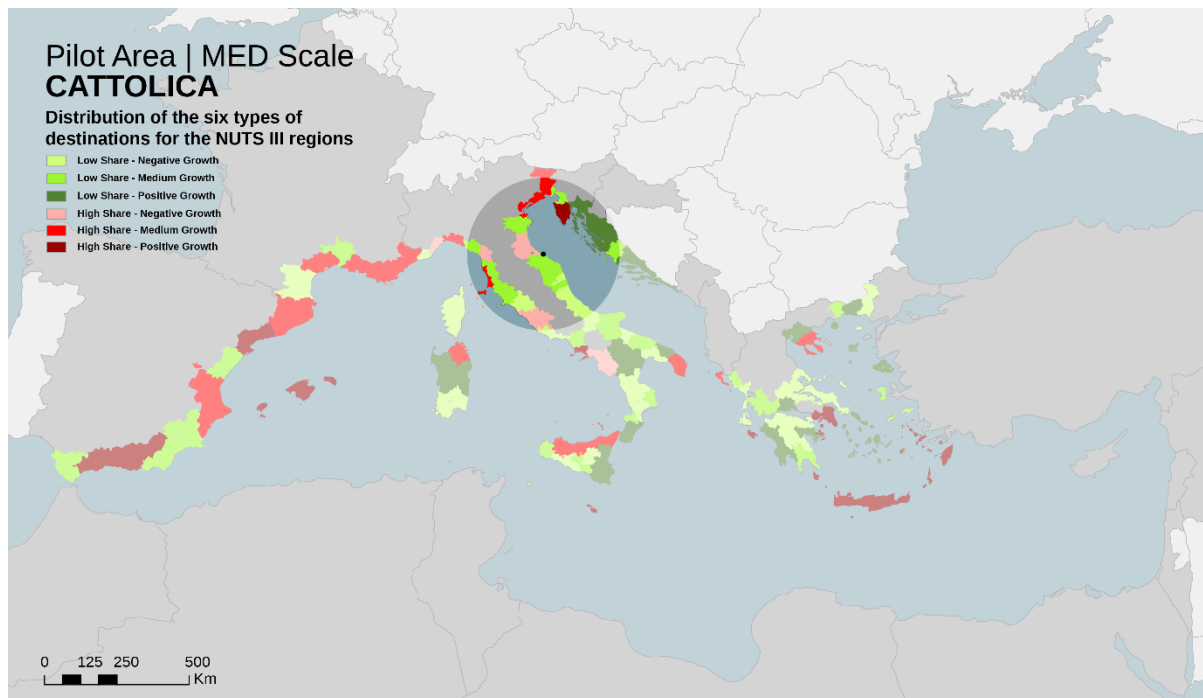


Figure 3c: Focus on Cattolica pilot area of the Types of destination based on the average tourism market share and annual growth in the Mediterranean Region

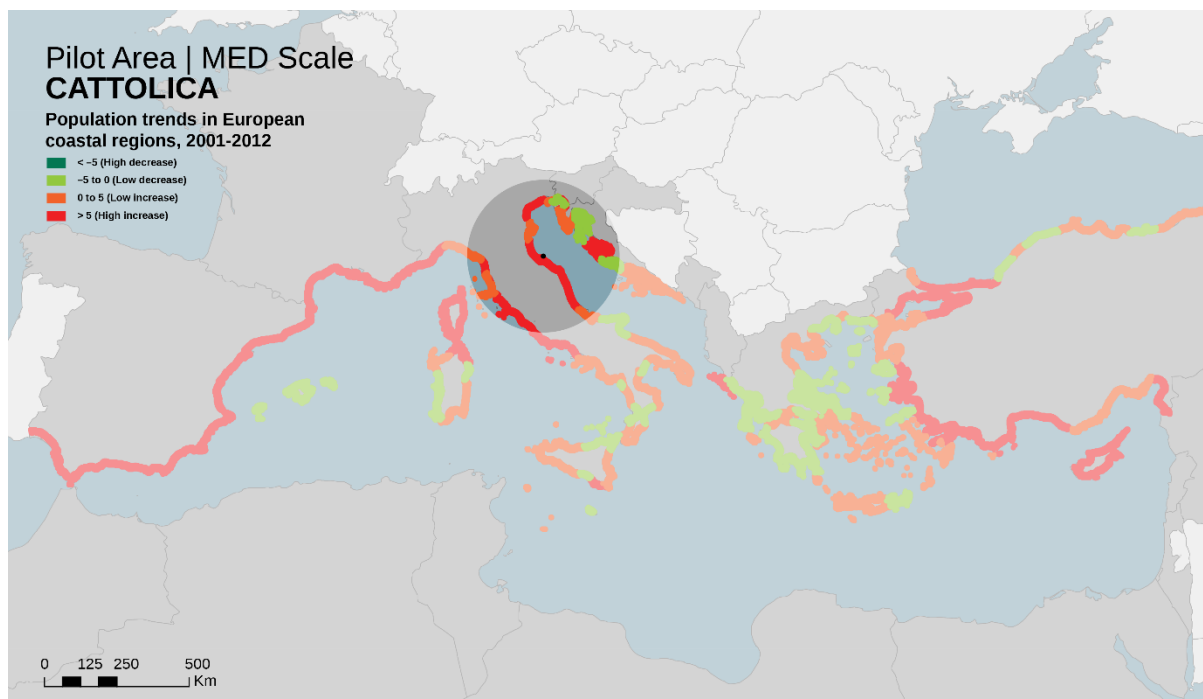


Figure 3d: Focus on Cattolica pilot area of the Population Trends in the Mediterranean Region

3.2 - Sustainable status and main planning challenges

Table 3A - Tourism sustainability indicators (the elaboration of data reported in the Table is reported in D.3.17.2)

Sets of indicators		Priority (High/Low)	Measurement (Quantitative data, Proxy Data, Qualitative Data)*	Specify proxy or qualitative indicator **	Spatial level	Source of data	Final Measurement	Do you consider this value (final measurement) satisfactory for your PA?	According to your knowledge, what has been the trend of the indicator in the last 10 years (decreasing, stable or increasing)?	If available and only for quantitative data, please specify trend value as ±%
Core indicators										
C.A1.1.	% of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental /quality/sustainability and/or Corporate Social Responsibility	Low	Qualitative Data		Destination/PA level					
C.B1.1.	Number of tourist nights per month	Low	Quantitative Data		Destination/PA level					
C.B2.1.	Average length of stay of tourists (nights)	Low	Quantitative Data		Destination/PA level					
C.B3.1.	Direct tourism employment as % of total employment in the destination	High	Quantitative Data		Municipality	Economic report	30		Decreasing	
C.C1.1.	Number of tourists/visitors per 100 residents	High	Quantitative Data		NUTS3 unit	Economic report	5000		Increasing	
C.D6.3.	% of annual amount of energy consumed from renewable sources (Mwh) compared to overall energy consumption at destination level per year	Low	Quantitative Data		Destination/PA level					
Destination Indicators: Di.Beach/Maritime tourism										
Di.A4.	Number of second homes per 100 homes in coastal zones*	Low	Quantitative Data		Destination/PA level					
Di.B1.	number of tourist infrastructure (hotels, other) located in coastal zones*	High	Quantitative Data		NUTS3 unit	Economic report	2652		Decreasing	
Di.C2.	% of beaches awarded the Blue Flag (2017)	High	Quantitative Data		Municipality		0	NO	Decreasing	
Di.C3.	Costs of erosion-protection measures (e.g. sea walls.)	High	Quantitative Data		Destination/PA level		150000€/m			
Di.C4.	Beach nourishment: sand volume and extension of the restored beach (m3 and m2)	High	Quantitative Data		Municipality		9000 m3			
Di.D1.	Existence of up to date tourism plans and policies (YES/NO)	High	Quantitative Data		Municipality		yes			
Di.D2.	Existence of a land use or development plan (YES/NO)	High	Quantitative Data		Municipality		yes			
Di.D8.	Existence of performance indicators designated for evaluating the plan developed and used(YES/NO)	High	Quantitative Data		Municipality		yes			
Di.D11.	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)	High	Qualitative Data		NUTS3 unit		no			
Destination Indicators: Div.Recreational boating (Yachting/Marinas)										
Div.A2.	Number of yachts per year (by month)	High	Quantitative Data		Destination/PA level		n/a			
Div.A4.	Average duration of stay in port (in days)	High	Quantitative Data		Destination/PA level		n/a			
Div.D11.	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)	High	Quantitative Data		Destination/PA level		no			
Pilot area-specific indicators										
P.A1.2.	% shoreline subjected to erosion	High	Quantitative Data		Municipality	Regional DB	0			
P.A1.3.	Coastal area in degraded condition (low/medium/high)	High	Quantitative Data		Municipality	Regional DB	low			
P.A1.6.	Coastal flooding events per year(number)	High	Quantitative Data		Municipality	Regional DB	2			
P.A2.1.	Land occupied by artificial surfaces within the first 500m of coast (in %)	Low	Quantitative Data		Destination/PA level					
P.A2.2.	% of area designated for tourism purposes	Low	Quantitative Data		Destination/PA level					
P.A3.1.	Total tourist numbers (mean, monthly, peak) (categorized by their type of activity)	High	Quantitative Data		NUTS3 unit	Economic report	15000000			
P.A3.3.	Water use (total volume in liters or m³ consumed and liters per tourist per day)	Low	Quantitative Data		Destination/PA level					
P.A4.2.	Rate of loss of protected areas	Low	Quantitative Data		Destination/PA level					
P.A5.1.	Total use of water by tourism sector (Tourism as a % of all users)	Low	Quantitative Data		Destination/PA level					
P.A5.2.	Energy use by tourism industry as % of total	Low	Qualitative Data		Destination/PA level					
P.B1.1.	Existence of a coastal planning management system	Low	Qualitative Data		Destination/PA level					
P.B1.2.	Length of protected and defended coastline (km)	High	Quantitative Data		Municipality	Regional DB	2			
P.B4.8.	Volume (m³) of sediments dredged per year	High	Quantitative Data		Destination/PA level	Regional DB	13500 m3			
P.C1.2.	% environmental, social, cultural actions recommended in plan which have been implemented	High	Qualitative Data		Destination/PA level					positive
P.C3.1.	Level of tourism sector involvement in public policy (advisory bodies, review panels etc)	High	Qualitative Data		Destination/PA level					positive

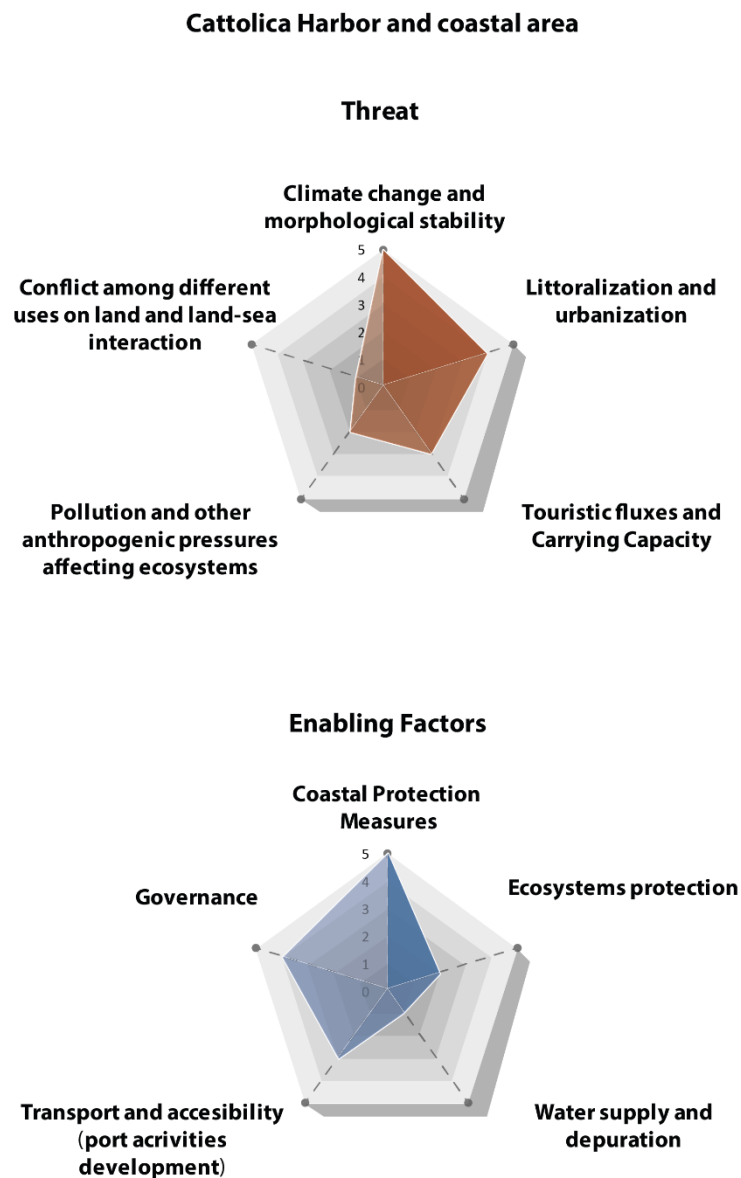
* In the case where more than one data source is available for an indicator (quantitative, proxy and qualitative data) please provide the most accurate in your opinion.
Priority in any case shall be given to quantitative data.
** Only applicable for proxy or qualitative data

The indicators in this table were chosen by the Pilot Area Coordinator between those available in the Guidelines' Annex 2 Indicators List.

Threats and enabling factors synthesis

Threats	Enabling Factors
<ul style="list-style-type: none"> • Due this coastal asset the climate change effects are expected to have a relevant impact on the coastal morphology 	<ul style="list-style-type: none"> • Low and sandy beach, in general protected by groins and emerged breakwaters
<ul style="list-style-type: none"> • High density of urbanization and littoralization of the area 	<ul style="list-style-type: none"> • High quality of bathing sites
<ul style="list-style-type: none"> • Flooding risk during storm events 	<ul style="list-style-type: none"> • Existence of a coastal planning management system + local beach use plan
<ul style="list-style-type: none"> • High percentage of people exposed to road noise 	<ul style="list-style-type: none"> • Typology of coastal defense measures (to be selected from the list of the defense techniques described in Report 3.8.1 Breakwaters, beach nourishment, 17 emerged barriers were built in '60s-'70s years;
<ul style="list-style-type: none"> • The area is highly urbanized due to the increasing of tourism in the last century and its characterized by a complex structure of detached breakwater 	

Figure 3e: Graphical elaboration of pilot area's priorities that emerged from the analysis of threats and enabling factors



3.3 - Vision

Cattolica's harbor and coastal area is located in a strongly exploited Adriatic coastal region where a form of massive tourism has characterized the last century. Cattolica's harbor is quite small but located in a strategic position in the central western side of the Adriatic sea. The shift to a more sustainable tourism typology is not only an international goal but also a necessity of the area in order to be competitive in the coming future. The vision of the area for the medium term aims to develop and promote a tourism strongly connected with the harbour activities and potentialities. The harbor will become the point of connection between sea and land, thus between nature and sociality. The interconnections between natural significant elements, and areas, and maritime activities will be strengthened in order to create a diversification of opportunities and attractions needed to promote economic growth, social development and natural conservation/protection. Cattolica coastal area aims at becoming an urbanized but climate change resilient urban and peri-urban site. The harbor will become the focal element.

3.4 - Strategy

SMART AND EFFICIENT HARBOR

A smart Harbor represent for the city of Cattolica a strategic element, both for visitors and guests, needed to achieve a high life quality and to support a responsible and sustainable use of local resources.

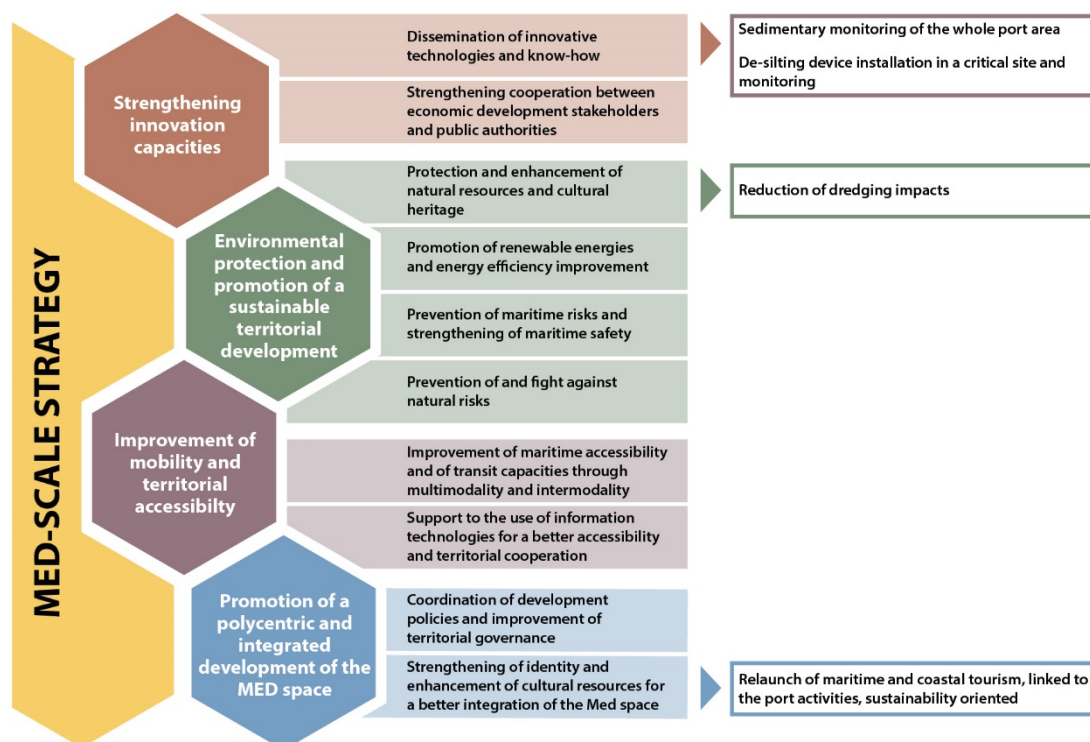
Tourists and visitors can experience Cattolica not only as a clean, safe, green, sustainable and efficiently managed harbor area, but also as a "smart" example of a medium/small urban area that aims at balancing costs and benefits of tourism and at enabling visitors to become "temporary residents"

This concept of Smart city not only try to reduce the ecological footprint, and the other environmental impacts, it also aims at combining knowledge of local behaviors and traditional economies, to offer good governance for natural protection and for social equity, in order to become a leader on innovative coastal tourism.

This smart city approach is "made for tourism". It offers the complete package: social stability, protected nature and green spaces, innovative mobility concepts and the possibility to enjoy individual, unusual travel experiences in a safe yet dynamic environment. Smartness and sustainability meets the expectations of more and more tourists, who increasingly demand for social responsibility and for whom the possibility of engaging in different experience and discovery is becoming more and more essential.

3.4.1 - Goals and Objectives

Fig. n. XX: Specific objectives for the pilot area



Pilot Areas specific objectives are coherent with the Priority Axes, goals and specific objectives for the development of the Mediterranean area (Interreg MED programme 2014-2020)

The objectives identified for the development of the Cattolica tourism-driven strategy are completely derived and coherent with the Med-scale strategy and related main goals, as is possible to notice in the Figure above. Despite the “strengthening innovation capacity” seems to be the priority axis of intervention, the identified objectives for the Cattolica area, with a focus on its harbour, will have important effects also on the other axes. Furthermore, the matrices of conformity of the area specific objectives with the ICZM High Level Objectives and Sustainable Coastal Tourism Goals (see Figures in the following pages) show a good level coherence and conformity with macro levels planning strategies that influence tourism development, especially concerning the economic sector development and the support to a healthy and productive environment.

Furthermore, the maps in the following pages show the geographical areas within which the strategy is focused through the implementation of measures and actions aimed at achieving specific objectives. The territorial settings mainly interested by the specific objectives are reported in the single objective-oriented maps.

Figure 3f: Matrix of conformity between Pilot Area's specific objectives and ICZM High Level Objectives and Sustainable Tourism main Goals

OBJECTIVE 1

Reduction of dredging impacts

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 2

Sedimentary monitoring of the whole port area

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 3

Reduce the impact of salt intrusion within the river system (De-silting device installation in a critical site and monitoring)

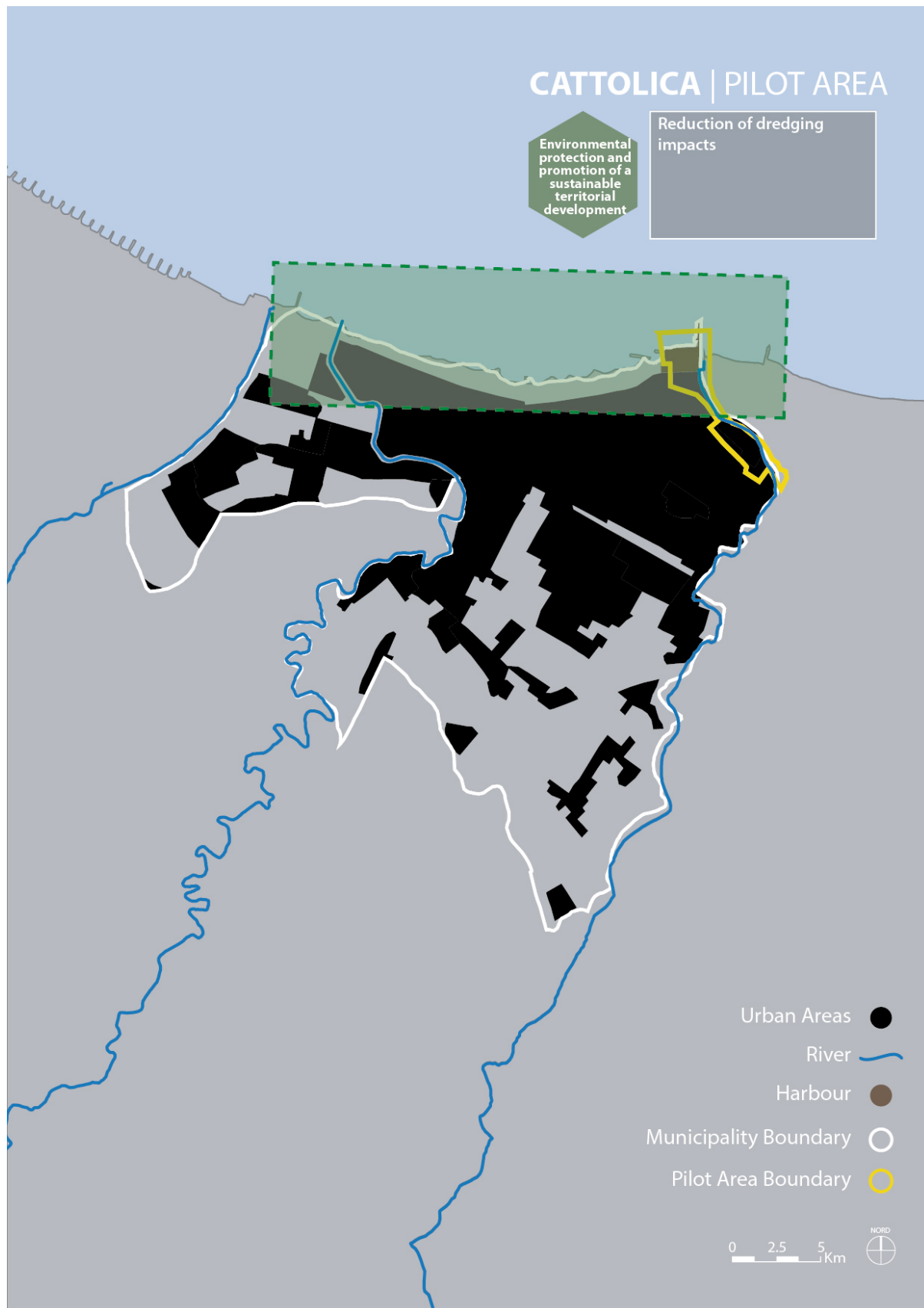
		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 4

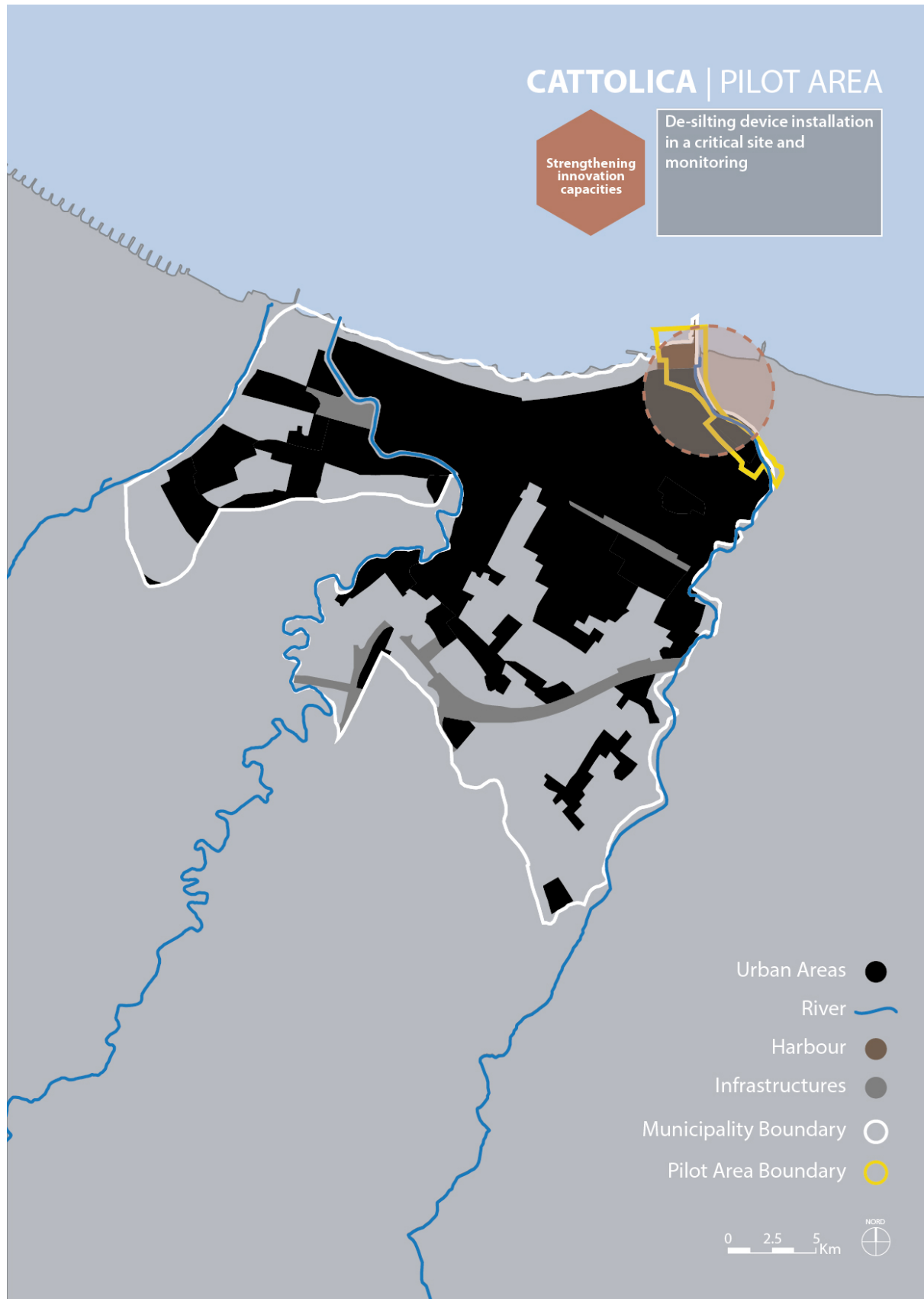
Relaunch of maritime and coastal tourism, linked to the port activities, sustainability oriented

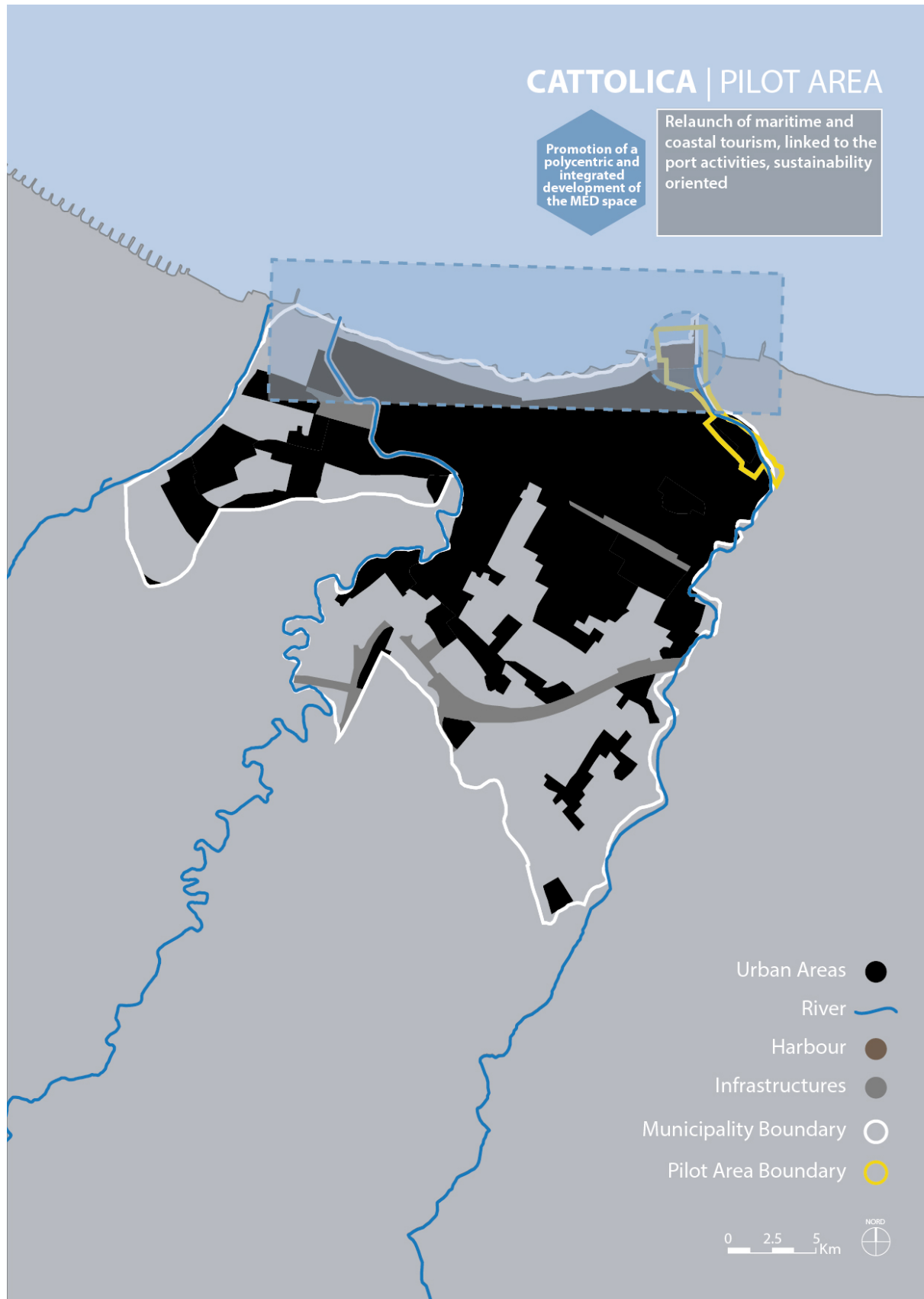
		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●





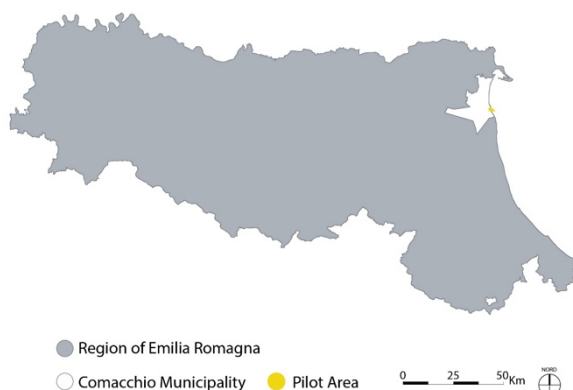






Chapter 4 - Comacchio Strategic Plan

Geographical Context | **COMACCHIO**



4.1- Pilot Area Description

The Comacchio pilot area is a low and sandy beach that in the past was characterized by abandoned bath-house facilities (recently demolished by the Municipality of Comacchio) along the right side of the Logonovo channel in Lido di Spina beaches.

The Lido name comes from the ancient pinewood in which it is immersed. Among other Lidos (7 in the Ferrara Province), it is the most residential one. Along the coast exist more than 30 bathing

establishment.

The economy of the area in the last decades has undergone a progressive and constant decreasing of the productive and occupational capacity of the territory. The tourism sector recorded an actual loss of two million visitors with the accommodation structures that pass from the hundreds of the late '80 to 20.

The beaches of Comacchio are characterized by a predominantly type of residential tourism consisting of families or groups of people who decide to spend one or two weeks. The situation of the accommodation supply is anomalous both in relation to the regional level and to the national one: the hotels cover only 4-5% of the total receptivity against 27% of the campsites and 65% of the apartments.

For Lido di Spina, the "pressure" of the users on the beaches (i.e. number of users per square meter of concession of the bathing establishment) has an average value of 0.11.

The local strategy will be built on the basis of the following law and guidelines:

- Directive 2000/60 / EC (Water Framework Directive)
- Directive 2007/60 / EC (Flood Risk Directive),
- the regional law 18 July 2017 n. 16 of the Emilia-Romagna Region which, in art. 35, promotes the use of river contracts;
- ICZM guidelines, Del.Regional Gov. 645/2005
- Municipality planning instrument
- Po Delta Park Masterplan

The area is insert within economic, environmental and touristic Mediterranean dynamics that are influencing its development. Firstly, the area is exposed to high combined pressures due to climate change both in the marine and coastal ecosystems (Figure 4a). Secondly, as is possible to notice in Figure 4b, the area is located in a wider area where economic and

environmental pressures are at high and very high levels. The area is perfectly aligned with the main condition of the Italian side of the Adriatic Sea, characterized by very high levels of cumulative pressures. Additionally, Figure 4c, shows that the area where Comacchio is located, is classified as an area with where tourist stay a higher number of overnights than the Mediterranean sample but with negative growth trend, differently from the nearby Regions. Thus, the area seems to be insert within a negative trend in terms of tourism market. Moreover, the population trend in the area, as in the surroundings regions, is in a positive direction with a high increase in the last years as opposed to some regions in the eastern part of the basin.

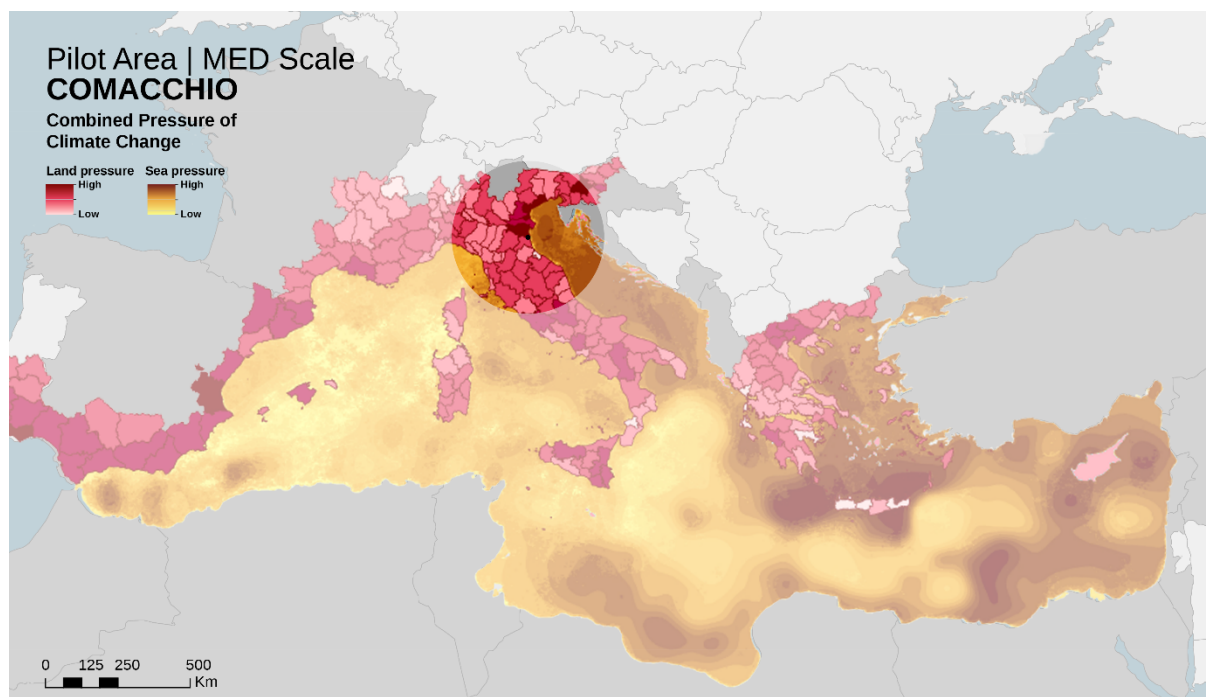


Figure 4a: Focus on Comacchio pilot area of the Combined Pressure of Climate Change in the Mediterranean Region

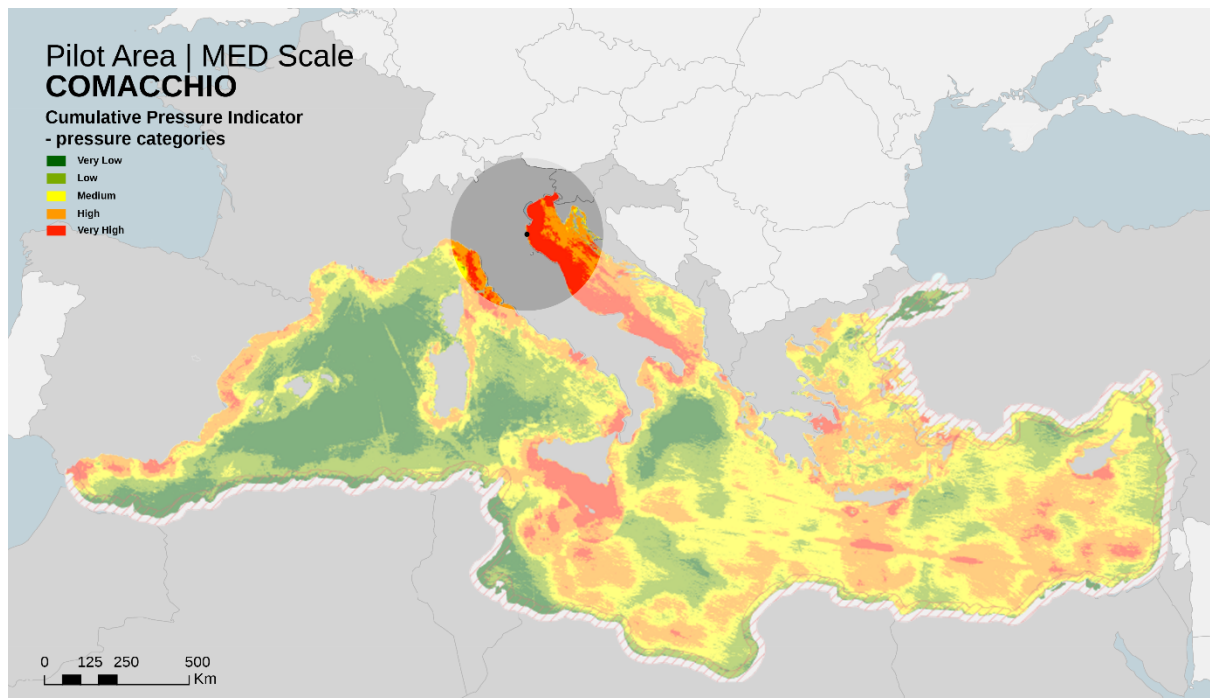


Figure 4b: Focus on Comacchio pilot area of the Cumulative Socio-Economic and Environmental Pressure in the Mediterranean Region

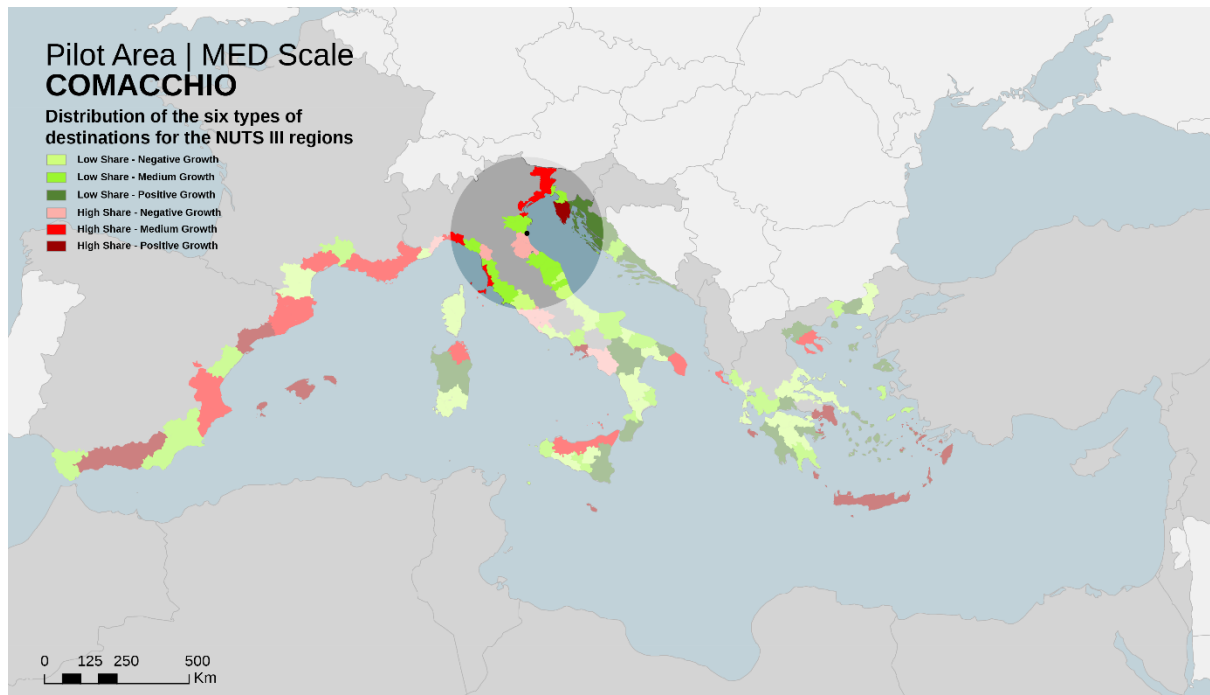


Figure 4c: Focus on Comacchio pilot area of the Types of destination based on the average tourism market share and annual growth in the Mediterranean Region

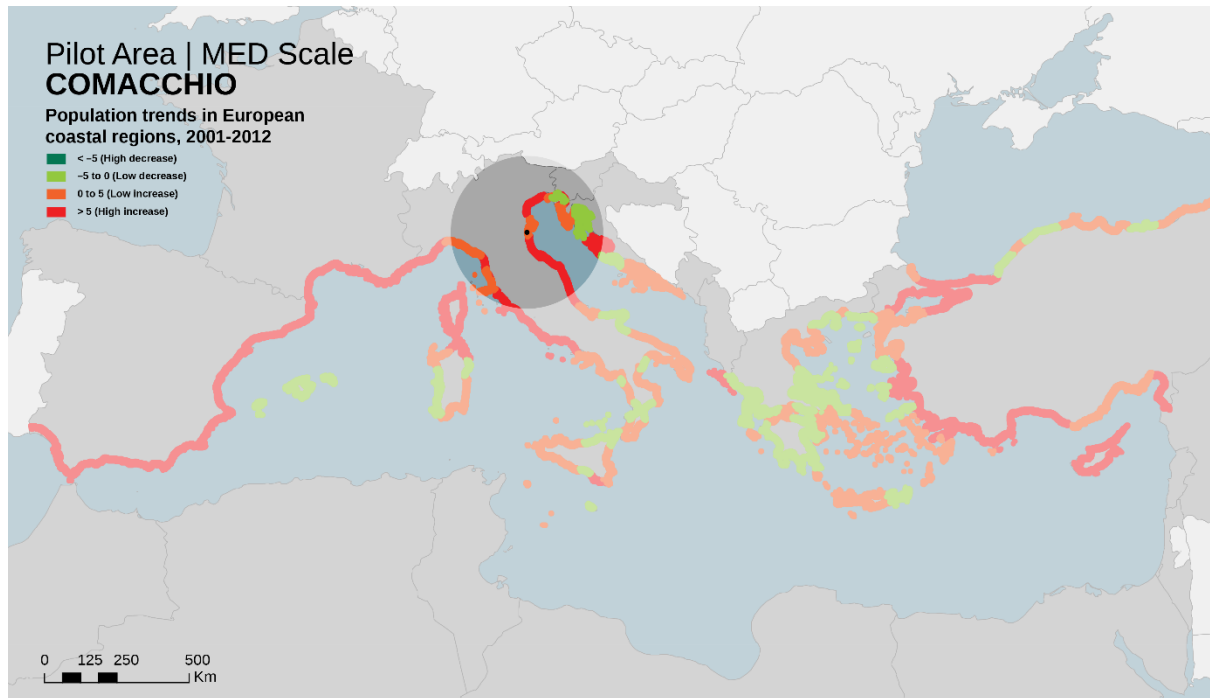


Figure 4d: Focus on Comacchio pilot area of the Population Trends in the Mediterranean Region

4.2 - Sustainable status and main planning challenges

Table 4A: Tourism sustainability indicators (the elaboration of data reported in the Table is reported in D.3.17.2)

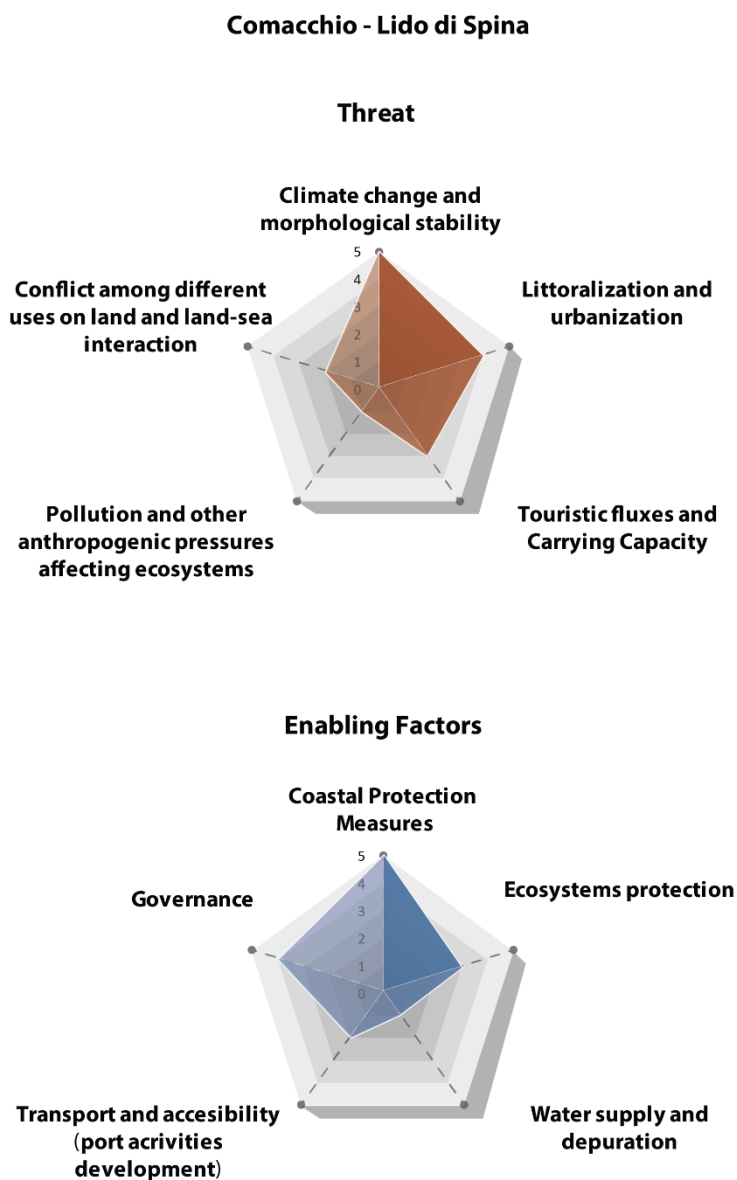
Sets of indicators		Priority (High/Low)	Measurement (Quantitative data, Proxy Data, Qualitative Data)*	Specify proxy or qualitative indicator **	Spatial level	Source of data	Final Measurement	Do you consider this value (final measurement) satisfactory for your PA?	According to your knowledge, what has been the trend of the indicator in the last 10 years (decreasing, stable or increasing)?	If available and only for quantitative data, please specify trend value as ±%
Core indicators										
C.A1.1.	% of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental /quality/sustainability and/or Corporate Social Responsibility	Low	Qualitative Data		Destination/PA level					
C.B1.1.	Number of tourist nights per month	Low	Quantitative Data		Destination/PA level					
C.B2.1.	Average length of stay of tourists (nights)	Low	Quantitative Data		Destination/PA level					
C.B3.1.	Direct tourism employment as % of total employment in the destination	High	Quantitative Data		NUTS3 unit	Economic report	15		Decreasing	
C.C1.1.	Number of tourists/visitors per 100 residents	High	Quantitative Data		NUTS3 unit	Economic report	10		Increasing	
C.D6.3.	% of annual amount of energy consumed from renewable sources (Mwh) compared to overall energy consumption at destination level per year	Low	Quantitative Data		Destination/PA level					
Destination Indicators: Dv.Nature/Ecotourism										
Dv.A3.	Total number of visitors to parks and to key sites	High	Quantitative Data		Destination/PA level	Parco Delta Po report	n/a		Increasing	
Dv.B1.	Number of sites/ecosystems/assets considered to be damaged or threatened (% of all defined systems/assets in protected area)	High	Qualitative Data	proxy	Destination/PA level	Parco Delta Po report	n/a		Increasing	
Dv.B5.	N° of visitors acceptable, according to the capacity of the equipment and facilities of the site (depends on capacity studies establishing limits)	Low	Quantitative Data		Destination/PA level	Parco Delta Po report				
Dv.C1.	% of site area occupied by rare or unique species	High	Quantitative Data		Destination/PA level	Parco Delta Po report	n/a			
Dv.C2.	% of endemic species at the site	High	Quantitative Data		Destination/PA level	Parco Delta Po report	10		Decreasing	
Dv.D1.	Existence of up to date tourism plans and policies(YES/NO)	High	Quantitative Data		Destination/PA level	Parco Delta Po report	yes			
Dv.D2.	Existence of environmental plan and management(YES/NO)	High	Quantitative Data		Destination/PA level	Parco Delta Po report	yes			
Dv.D10.	Existence of performance indicators designated for evaluating the plan developed and used(YES/NO) → P.I.	High	Quantitative Data		Destination/PA level	Parco Delta Po report	yes			
Dv.D13.	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)	High	Quantitative Data		Destination/PA level	Parco Delta Po report	no			
Pilot area-specific indicators										
P.A1.2.	% shoreline subjected to erosion	High	Quantitative Data		Destination/PA level	Regional DB	27 km		Increasing	
P.A1.3.	Coastal area in degraded condition (low/medium/high)	High	Quantitative Data		Destination/PA level	Regional DB	Southern Lido di Spina: high, Northern Lido di Spina: low		Increasing	
P.A1.6.	Coastal flooding events per year(number)	High	Quantitative Data		Destination/PA level	Regional DB	0			
P.A2.1.	Land occupied by artificial surfaces within the first 500m of coast (in %)	Low	Quantitative Data		Destination/PA level					
P.A2.2.	% of area designated for tourism purposes	Low	Quantitative Data		Destination/PA level					
P.A3.1.	Total tourist numbers (mean, monthly, peak) (categorized by their type of activity)	High	Quantitative Data		NUTS3 unit	Economic report	3250000			
P.A3.3.	Water use (total volume in liters or m³ consumed and liters per tourist per day)	Low	Quantitative Data		Destination/PA level					
P.A4.2.	Rate of loss of protected areas	High	Qualitative Data		Destination/PA level				Decreasing	
P.A5.1.	Total use of water by tourism sector (Tourism as a % of all users)	Low	Quantitative Data		Destination/PA level					
P.A5.2.	Energy use by tourism industry as % of total	Low	Qualitative Data		Destination/PA level					
P.B1.1.	Existence of a coastal planning management system	Low	Qualitative Data		Destination/PA level					
P.B1.2.	Length of protected and defended coastline (km)	High	Quantitative Data		Destination/PA level	Regional DB	9,5 km		Stable	
P.B4.8.	Volume (m³) of sediments dredged per year	High	Quantitative Data		Destination/PA level	Regional DB	100000 m3		Stable	
P.C1.2.	% environmental, social, cultural actions recommended in plan which have been implemented	Low	Qualitative Data		Destination/PA level					
P.C3.1.	Level of tourism sector involvement in public policy (advisory bodies, review panels etc)	Low	Quantitative Data		Destination/PA level					

The indicators in this table were chosen by the Pilot Area Coordinator between those available in the Guidelines' Annex 2 Indicators List.

Threats and enabling factors synthesis

Threats	Enabling Factors
<ul style="list-style-type: none"> • Area is sensible to urban sprawl given also the growing demand of seaside tourism and ecotourism 	<ul style="list-style-type: none"> • Increase of 4.7% of the arrivals. Foreigners represent about 50% of the tourists

Figure 4e: Graphical elaboration of pilot area's priorities that emerged from the analysis of threats and enabling factors



4.3 - Vision

In the last decades, the Comacchio area has been characterized by a general degradation of natural elements, such as beach dunes, economic growth and social cohesion. Considering the necessity to relaunch the area to make it a focal point of attraction for new and differentiated forms of tourism, an integrated vision has been constructed looking at the area's strengths, weaknesses and opportunities. The Comacchio area aims to improve the quality of its touristic offer through the valorization of its natural elements and the promotion of sustainable area management. In the mid-term the Municipality's main goal will be to create the needed conditions to promote the integration of sectoral and strategic plans aiming at valorizing the coastal area features. Accessibility, natural elements connections and new form of tourism economic growth will design the future Comacchio area.

4.4 - Strategy

BACK TO THE TOURISM

To expand the destination narratives, making them more diverse, dynamic, environmental friendly and shared, involving the resident population and visitors in the discovery of unconventional peculiarities of the coastal municipality, taking care to improve their experience.

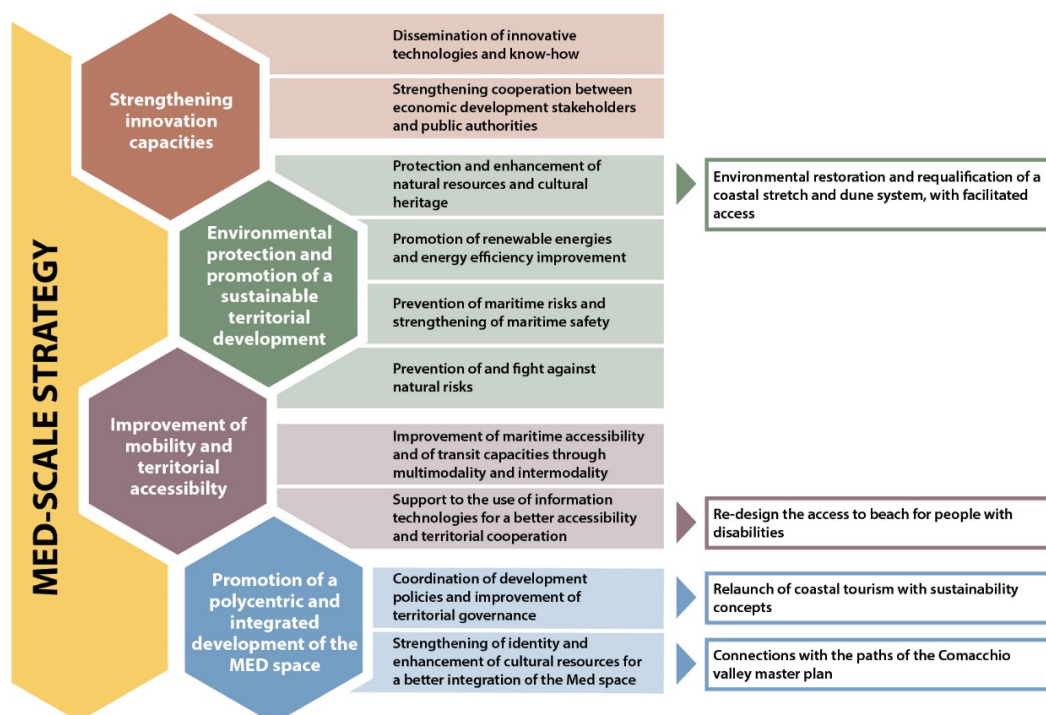
Innovation in tourist communication strategies are an essential tool for managing and shaping touristic fluxes towards sustainable and responsible experiences. Communication elements not only determine visitors' expectations at source but also potentially shape flows and practices at the destination.

Therefore, communication focused on conveying Comacchio's diversity, complexity and multiplicity is crucial in drawing up a shared coastal area narrative that guarantees a balance between a place for living in, working in and enjoying. If we want to offer visitors a broader range of possibilities than overcrowded icons an effort in that direction is strongly needed. Regarding this, we must not forget that the image we project is also created with the various players we work with on it.

Work also needs to continue on improving visitor accessibility and information services, by incorporating new proposals that dialogue with visitors. Improving and strengthening infrastructures will, first and foremost, help to connect the coastal areas and the inner part of the municipality. It will also allow the use of information that visitors provide, to find out their opinions of the destination and monitor their stay, as well as to enable us to improve their experience while reducing the environmental pressure on over-visited spaces.

4..4.1 - Goals and Objectives

Figure 4f: Specific objectives for the pilot area



Pilot Areas specific objectives are coherent with the Priority Axes, goals and specific objectives for the development of the Mediterranean area (Interreg MED programme 2014-2020)

The objectives identified for the development of the Comacchio tourism-driven strategy are completely derived and coherent with the Med-scale strategy and related main goals, as is possible to notice in the Figure above. Despite the “promotion of a polycentric and integrated development of the MED space” seems to be the priority axis of intervention, the identified objectives for the Comacchio area will have important effects also on the other axes. Furthermore, the matrices of conformity of the area specific objectives with the ICZM High Level Objectives and Sustainable Coastal Tourism Goals (see Figures in the following pages) show a good level coherence and conformity with macro levels planning strategies that influence tourism development, especially concerning the development of a healthy and productive environment and the support to social cohesion enhancement.

Furthermore, the maps in the following pages show the geographical areas within which the strategy is focused through the implementation of measures and actions aimed at achieving specific objectives. The territorial settings mainly interested by the specific objectives are reported in the single objective-oriented maps.

Figure 4g: Matrix of conformity between Pilot Area's specific objectives and ICZM High Level Objectives and Sustainable Tourism main Goals

OBJECTIVE 1

Environmental restoration and requalification of a coastal stretch and dune system, with facilitated access

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 2

Relaunch of coastal tourism with sustainability concepts

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 3

Connections with the paths of the Comacchio valley master plan

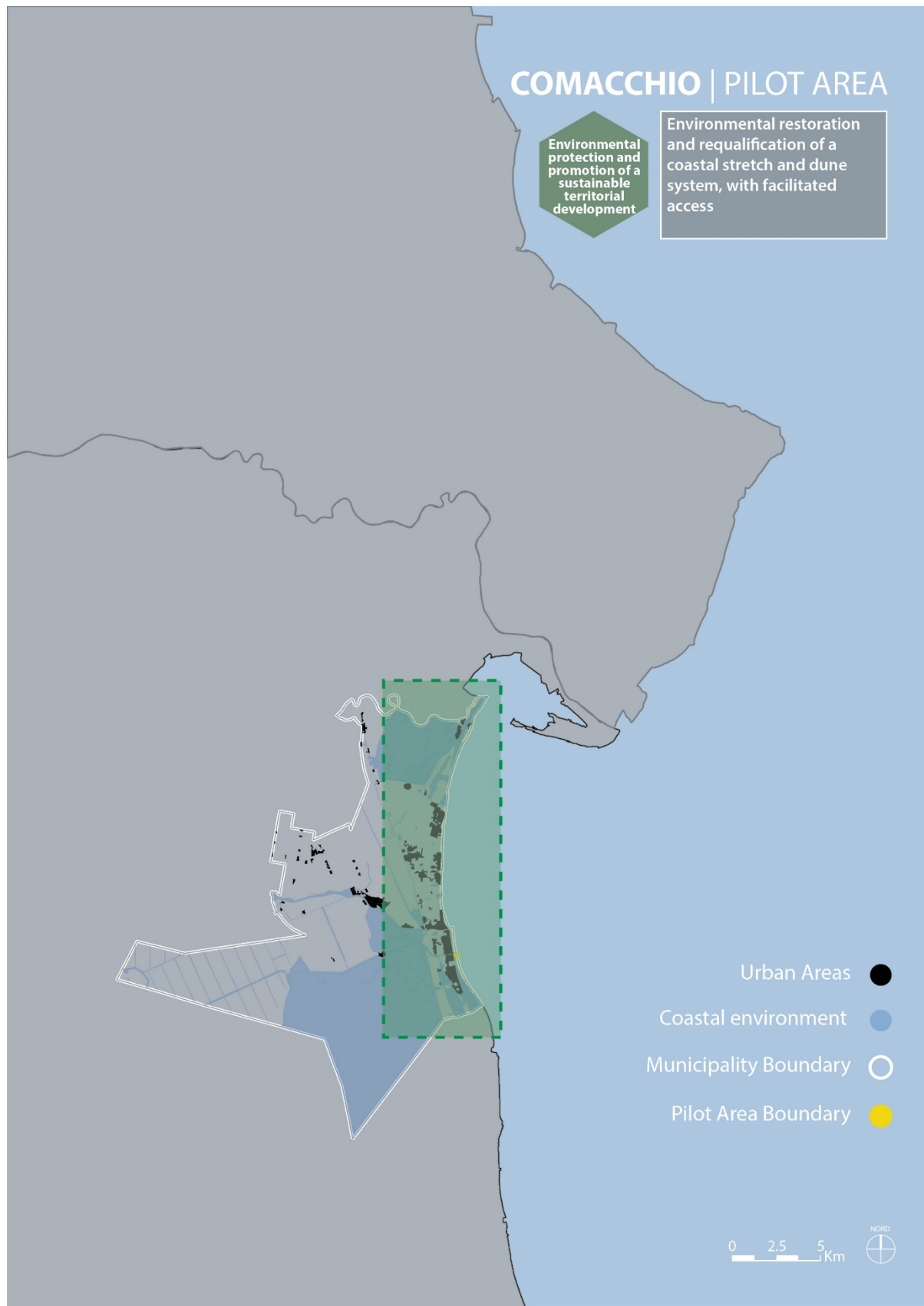
		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	•	•	•	•
	Employment	•	•	•	•
	Economic growth	•	•	•	•
	Infrastructure plans	•	•	•	•
	Environmental and resources conservation	•	•	•	•
	Urban and rural revitalization	•	•	•	•
	Heritage conservation	•	•	•	•
	Consumer protection	•	•	•	•
	Community welfare	•	•	•	•
	Business creation	•	•	•	•

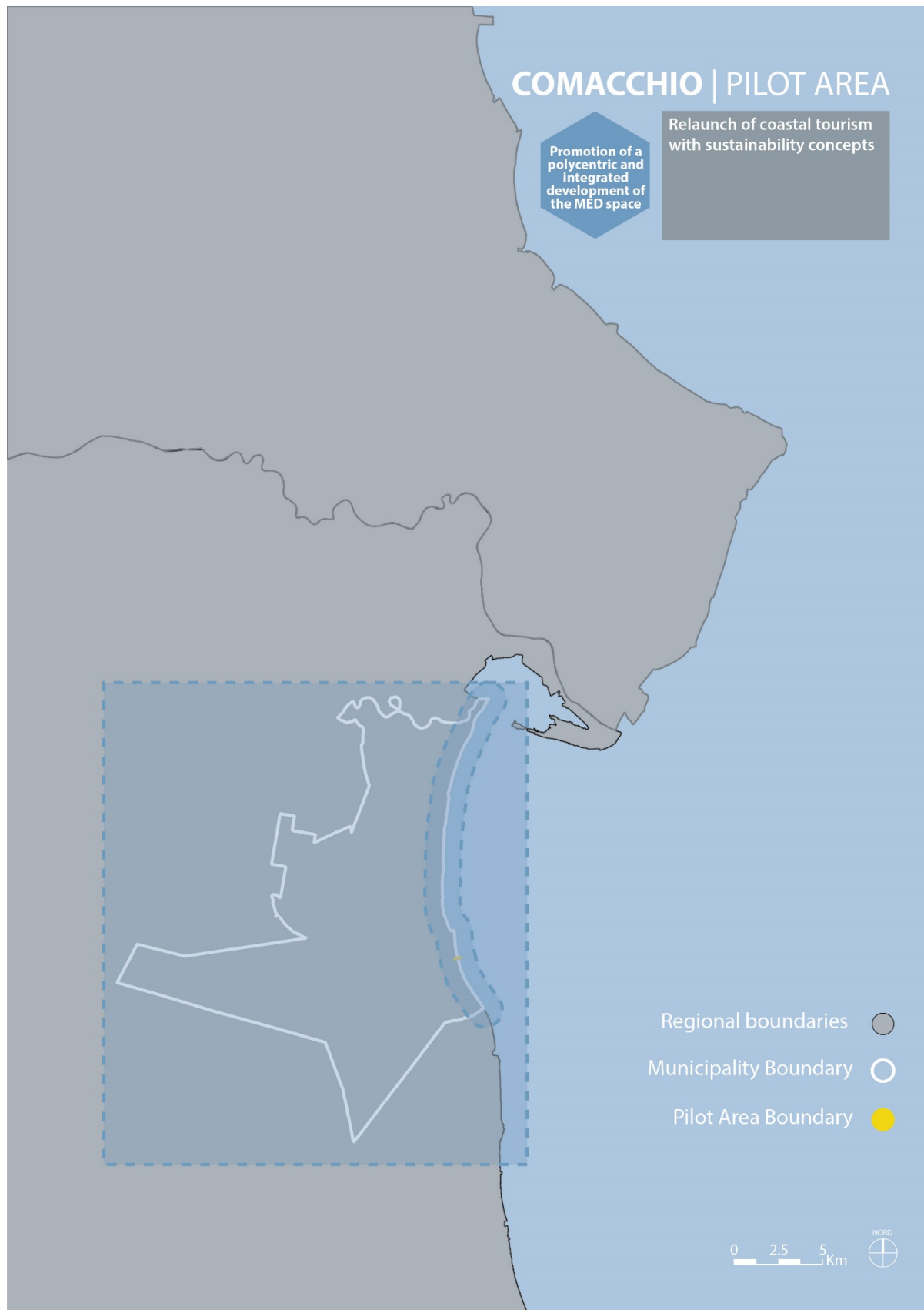
OBJECTIVE 4

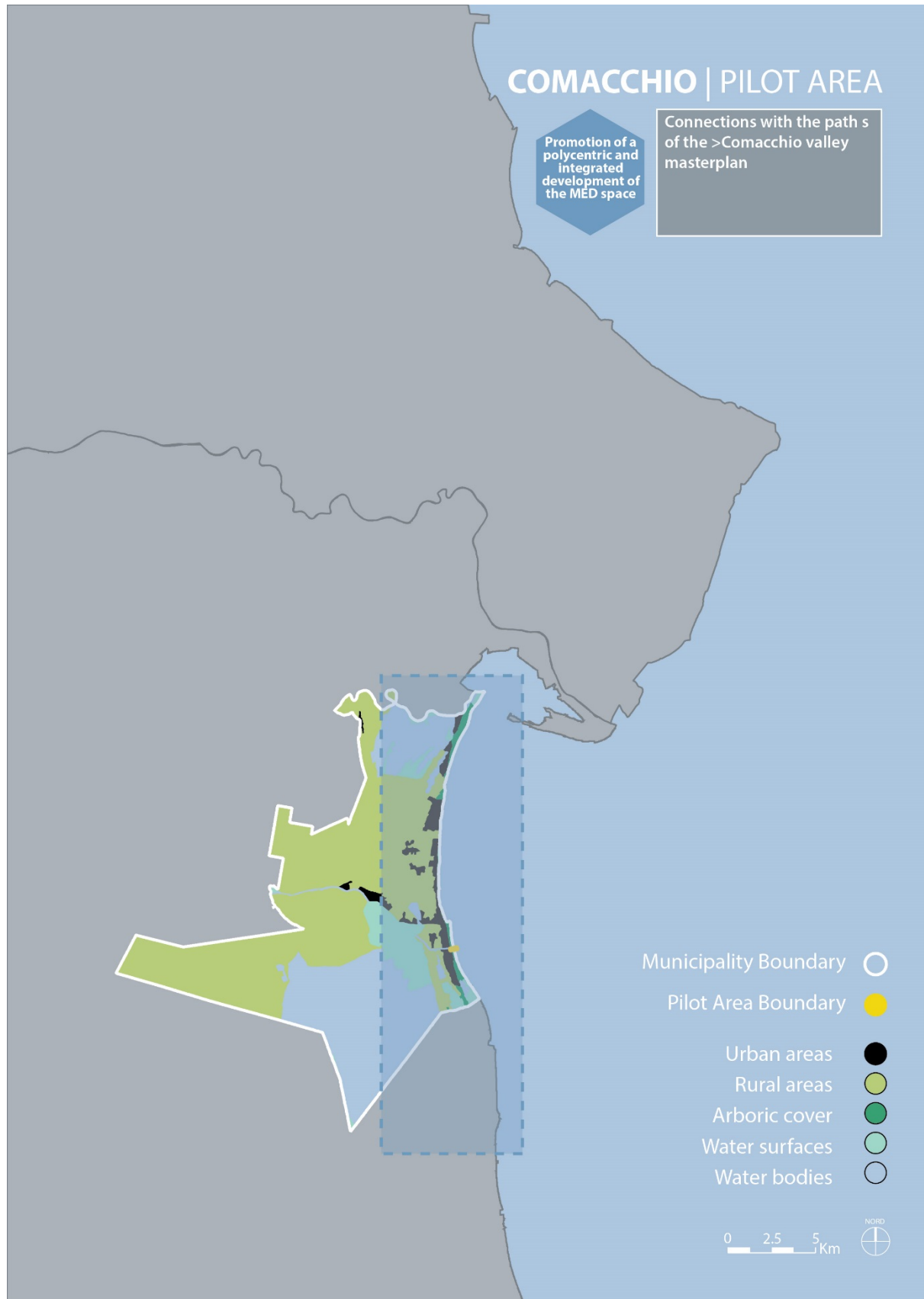
Re-design the access to beach for people with disabilities

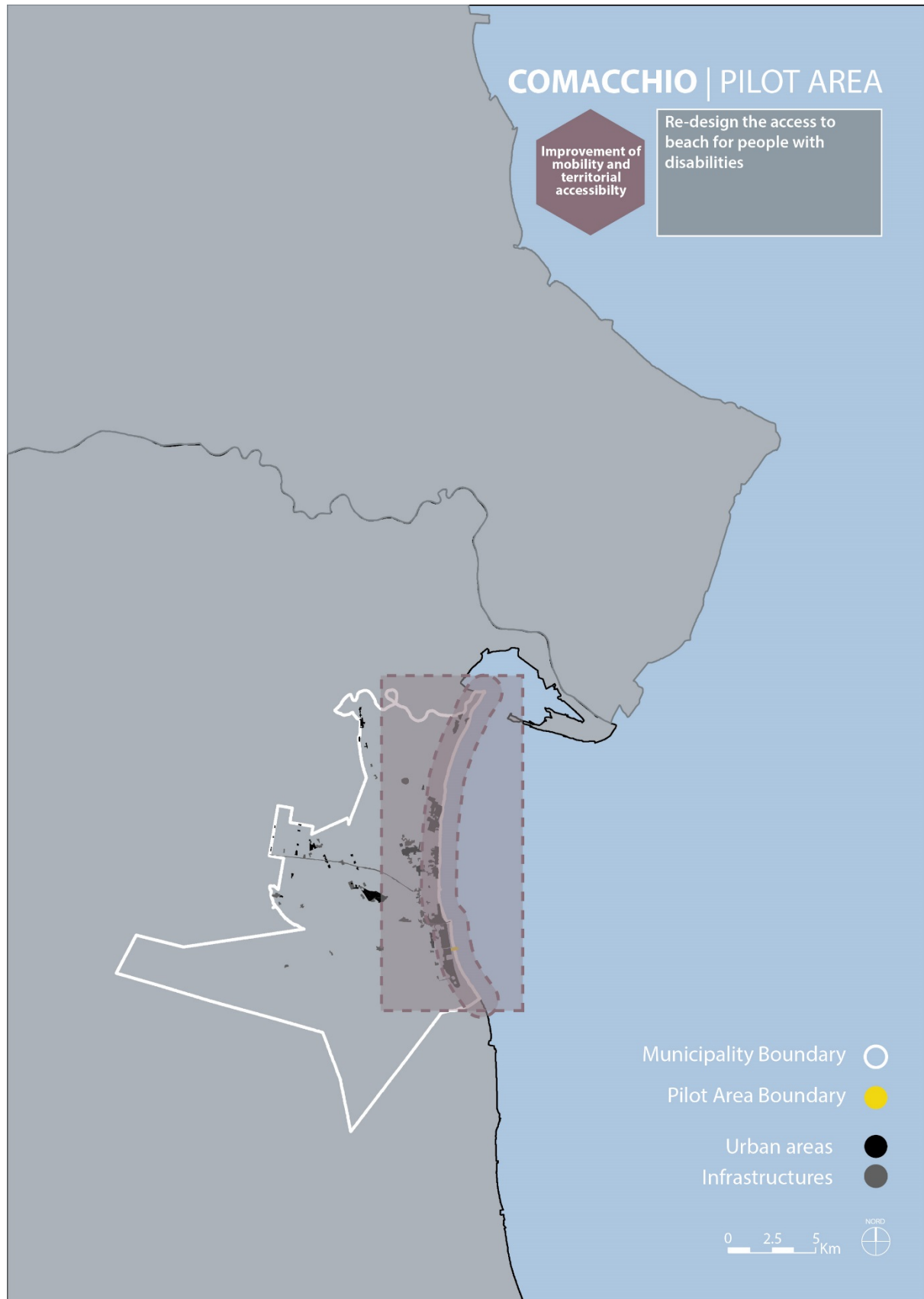
		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	•	•	•	•
	Employment	•	•	•	•
	Economic growth	•	•	•	•
	Infrastructure plans	•	•	●	•
	Environmental and resources conservation	•	•	•	•
	Urban and rural revitalization	•	•	•	•
	Heritage conservation	•	•	•	•
	Consumer protection	•	•	●	•
	Community welfare	•	•	●	●
	Business creation	•	•	•	•











Chapter 5 - Rosolina Strategic Plan

Geographical Context | ROSOLINA



5.1 Pilot area description

5.1.1 Geographical description of the Area

The Pilot Area (PA) is located into the Northern part of the Po river delta, the northernmost part borders the Adige river and the southernmost part borders one of the branch of the Po river the Po di Levante. The west border is the Adriatic Sea.

The PA is inside the Municipality of Rosolina for a total area of about 75 km². The Po river delta is the unique delta in Italy with unique biological characteristics at the national level, and at the European level, some very uncommon ones. The Municipality of Rosolina Mare is occupied at 50% by brackish water wetlands, farming

areas are located in the Western part. The coastal area has dunes, and to a limited extent, some relict pine wood. Also, are present large fishing wetlands areas locally known as “Valli” which are characterized by the presence of a complex system of reed beds, canals and wetlands used for extensive fish farming.

The area is insert within economic, environmental and touristic Mediterranean dynamics that are influencing its development. The Delta Po Veneto Park area, within which is located the Municipality of Rosolina, is exposed to medium-high combined pressures due to climate change both on the coastal areas and marine areas. (Figure 5a). Secondly, as is possible to notice in Figure 5b, the area is located in a wider area where economic and environmental pressures are at high and very high levels. The area is perfectly aligned with the main condition of the Italian side of the Adriatic Sea, characterized by very high levels of cumulative pressures. Additionally, Figure 5c, shows that the area where the Delta Po Veneto Park is located, is classified as an area with where tourist spent a higher number of overnights than the average Mediterranean sample with a medium trend of growth. Thus, the area seems to be insert within a quite positive trend in terms of tourism development and market. The area shows high potential for strengthening its market share, paying attention to not exceed its carrying capacity and the negative externalities that could affect it. Moreover, the population trend in the area, as in the surroundings regions, is in a positive direction with a high increase in the last years as opposed to some regions in the eastern part of the basin.

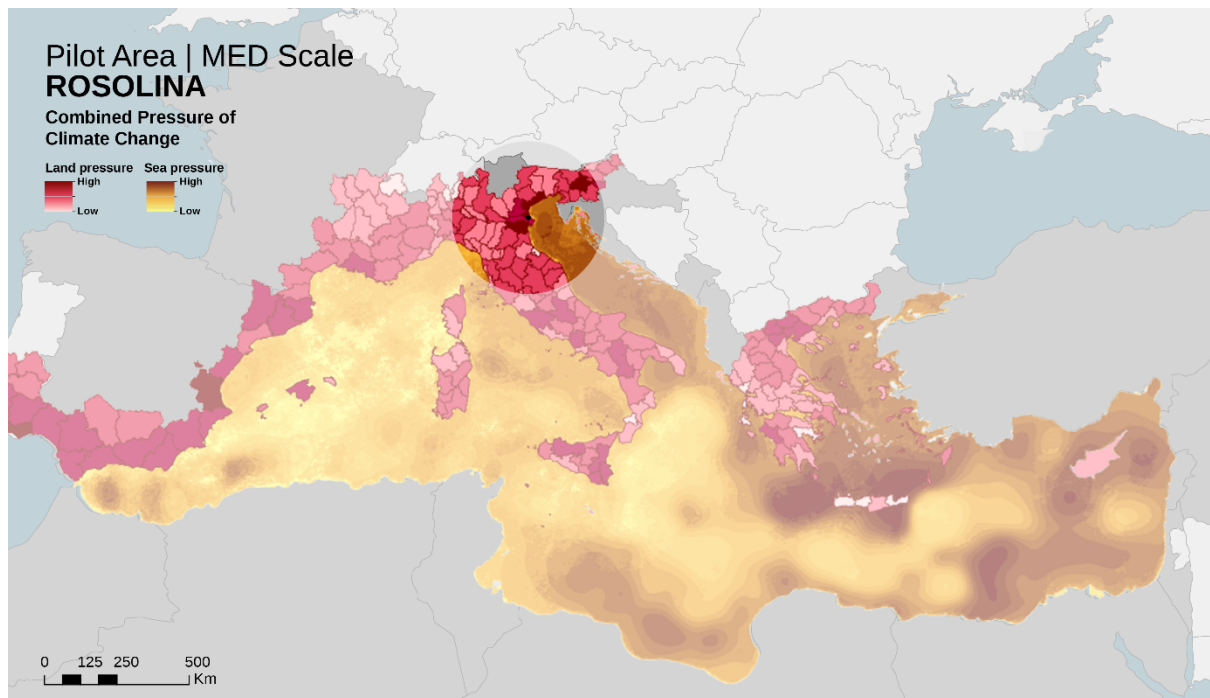


Figure 5a: Focus on Rosolina Mare pilot area of the Combined Pressure of Climate Change in the Mediterranean Region

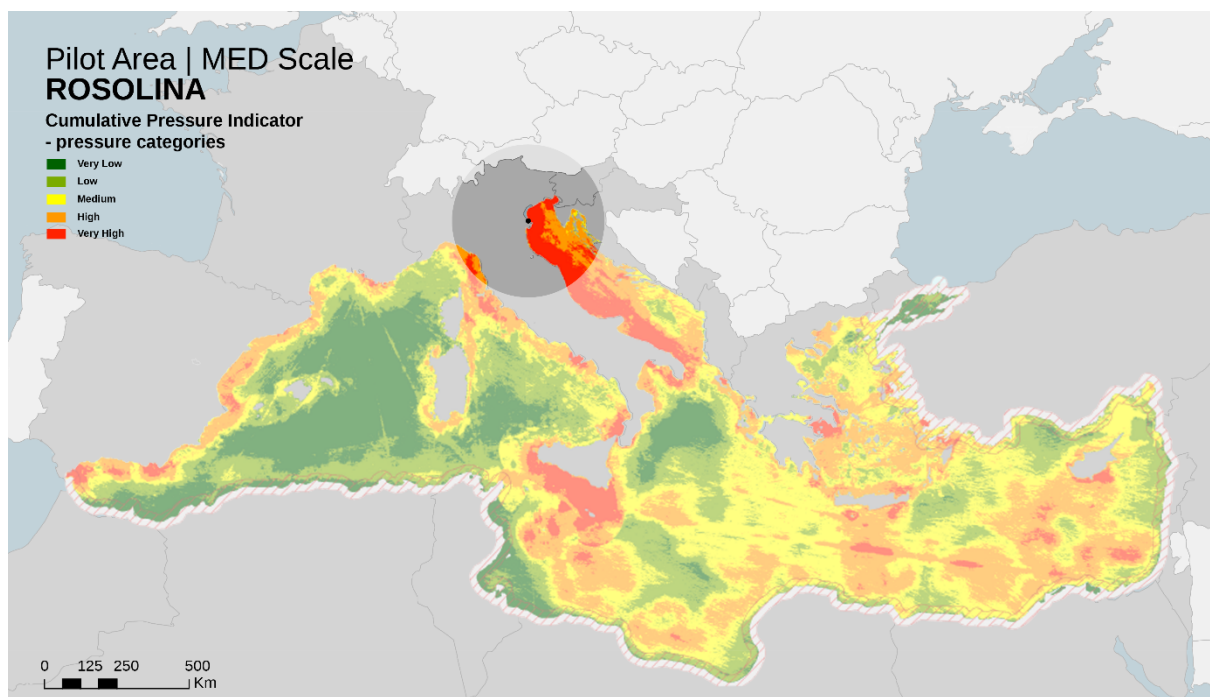


Figure 5b: Focus on Rosolina Mare pilot area of the Cumulative Socio-Economic and Environmental Pressure in the Mediterranean Region

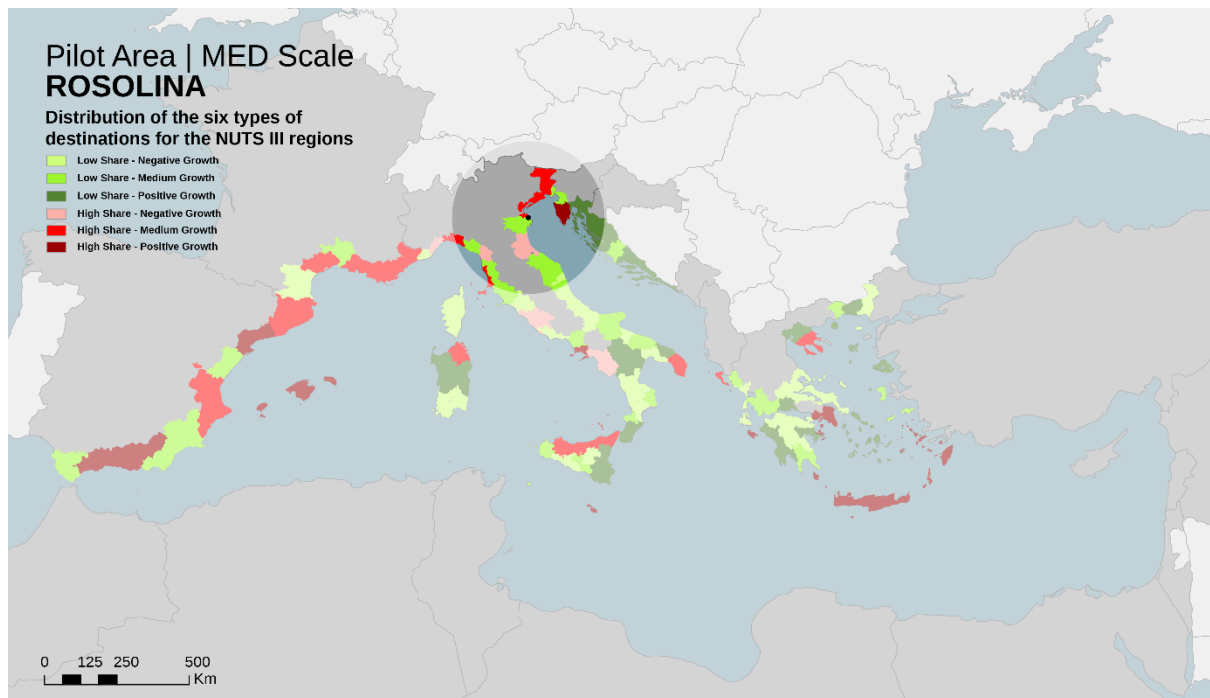


Figure 5c: Focus on Rosolina Mare pilot area of the Types of destination based on the average tourism market share and annual growth in the Mediterranean Region

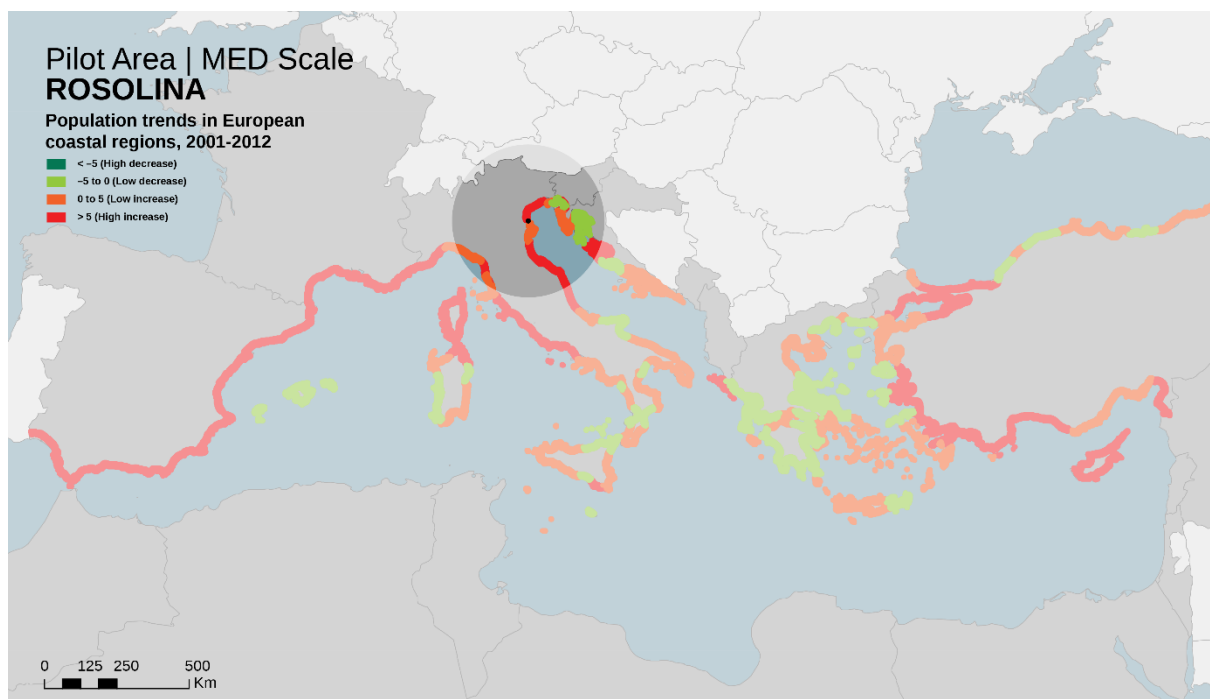


Figure 5d: Focus on Rosolina Mare pilot area of the Population Trends in the Mediterranean Region

5.1.2 Socio-economic dynamics of the area

The Municipality of Rosolina has a population of 6,481 inhabitants (ISTAT data, January 2017) with an average density of 87 inhabitants per Km², which is lower than the average density in Italy, about 201 inhabitants per Km², but close to other Municipalities in the Po river delta area. The PA area is home of both traditional sustainable economic activities, such as extensive lagoon fish farming, but also intensive farming. The lagoons host culture base shellfish farming mainly of clams.

Finally, Rosolina has already a well-developed touristic system devoted mainly to seaside tourism and related activities. This trend will be further enhanced distinguishing it from exclusively resort tourism, now well-defined and localized. Ecotourism is important, in that apart from contributing to the local economy, it is an optimal means for the spreading the values of biodiversity.

In the last years the main purpose addressed were: 1) to integrate actions of creation of little economical activities networks in order to valorize the production tissue in a sustainable view, by increasing also the economic activities and the network between economic activities; 2) to develop production by utilizing renewable resource; 3) to create networking of little handcraft activities and local production; 4) to realize planning in support of social activities.

Strategical sectors, that are the main drivers of the socio-economical system of the area, are tourism and agriculture; as a natural consequence, these sectors need and adequate infrastructure upgrade and empowering in order to allow more fruition of the area; also, a strong communication and promotion can help in letting know the territory and to recover those traditional values.

Public and private group representative the different socio-economic realities of the area, built around the Local Action Groups GAL (Polesine Delta del Po for the area) as actuator of the LEADER approach, which promotes and supports rural development projects designed and shared at the local level in order to revitalize the area, create jobs and improve the general living conditions of rural areas.

5.1.3 Most important natural resources and elements driving tourism in the area

The Municipality of Rosolina is characterized by a wide surface of internal water, rivers, canals and lagoons that together represent an extraordinary interesting environment for flora and fauna, besides that the PA has a coastal pinewood with also spontaneous holm, oak and poplar. In this wood Rosolina hosts a Coastal Botanical Garden which merge together naturalistic and tourism interest, in fact the structure, built in 1991, is designed to protect and preserve the unique natural environment and include educational activities coordinated by the Po Delta Park.

The Municipality hosts a variety of habitats, from lagoons to dunes up to the beaches which host a very rich plant's variety, with some unique species such as Venetian Salicornia. Thanks to these variety of environments, wetlands, forests and coastal areas a huge number of avifauna species is present. Birds frequents the PA for nesting and feeding and also rare species have been sighted, therefore birdwatching can be practiced almost all year long. Last but not least the PA is inside the UNESCO Man and Biosphere Reserve Delta del Po.

Rosolina has a tourist information and welcoming provincial offices are located in order to release several information on ecotourism initiatives which include fishing, bike rental, excursions with boats, typical flat-bottomed boat, birdwatching, nature guide and environmental education and rent of horses. The excursion can be done with authorized tourist guides, nature guides, didactic tourist services and sailing and nature excursions.

5.1.3 Local and regional planning guidelines that must be taken into account in building the local strategy

The territory has numerous territorial planning and community, national, regional and local dispositions of natural and landscape safeguarding; to take in consideration:

- Piano Territoriale di Coordinamento - PTRC con attribuzione della valenza paesaggistica - Variante 2013: to define objectives and main lines in regional territory, beyond strategies and actions faced to their realization. In particular the PTRC strict safeguarding, valorization and requalification of the territory. Moreover, it is a reference for local planning and economic-social development with the purpose of safeguard natural, environmental, artistic-historical resources.
- Piano Paesagistico Regionale d'Ambito – PPRA – “Arco Costiero Adriatico dal Po al Piave”: with this plan, the Region wishes to intervene on landscape safeguarding that comprehends reality which are changing in order to merge protect landscape goods and sustainable development.
- Piano d'Area del Delta del Po - PdA
- Piano Territoriale di Coordinamento Provinciale della Provincia di Rovigo – PTCP: this document wants to merge the natural and landscape characteristics of the Polesine with a good accessibility to interest centre, infrastructures, tourism, knowledge, culture and sports.
- Piano stralcio per la tutela del rischio idrogeologico del Delta del Po: faced to maintain a proper level of security for the population in the area through enclosing of the risk's area and the evaluation of damage given by the territory's vulnerability.
- Piano Strategico 2016 – 2018 Organizzazione di gestione della destinazione turistica “Po e suo Delta”: this plan wants to inserted itself in the Tourism National Strategic with five key objectives: 1) Make tourism more efficient and easy; 2) Valorise the local tourism offer; 3) Optimize impacts of valorisation processes of environmental and cultural resources; 4) Create good conditions for the establishment and the development of local and productive chain tourism enterprise; 5) Improve the capacity of penetration of “Delta del Po – Po e il suo Delta” brand.

5.1.4 Main issues and priorities

The PA 3A “Rosolina Mare” is the Northeast PA of the Delta Po Veneto project’s and is the most important wooded areas of the Po Delta and seaside tourist organized area. The pine grove can be divided into three subzones: Porto Fossone to the North, the area around the centre of Rosolina Mare and Caleri area to the South. Because of its extension and state of conservation it can be considered one of the finest coastal formations of the delta Veneto. It harbours plant associations typical of coastal forests which display particular characteristics and are composed of thermophile species like the holm oak, alongside typical elements of the plain and species introduced by man. In these places are also visible several plant associations typical of dune environments such as *Ammophila*.

The area has seen in the last years an increase of tourism’s demand (4,7% in 2014-2015, 50% are foreigners) that on one side has incremented the economy, while on the other hand it has affected the area with a high urban sprawl, and urban settlement becoming more and more invasive.

The range of beaches, the variety of tourism and the exceptional environment of the PA qualify the seaside resort of Rosolina to be frequented both by young people and families. It is a seaside that began to grow only around the sixties, with particular attention to safeguarding the environmental value of the area.

The island of Albarella is located at a short walk from Rosolina Mare, the island has a beach of over 2,5 km, and a well-organized tourist infrastructures.

5.2 - Sustainable status and main planning challenges

Table 5A: Tourism sustainability indicators (the elaboration of data reported in the Table is reported in D.3.17.2)

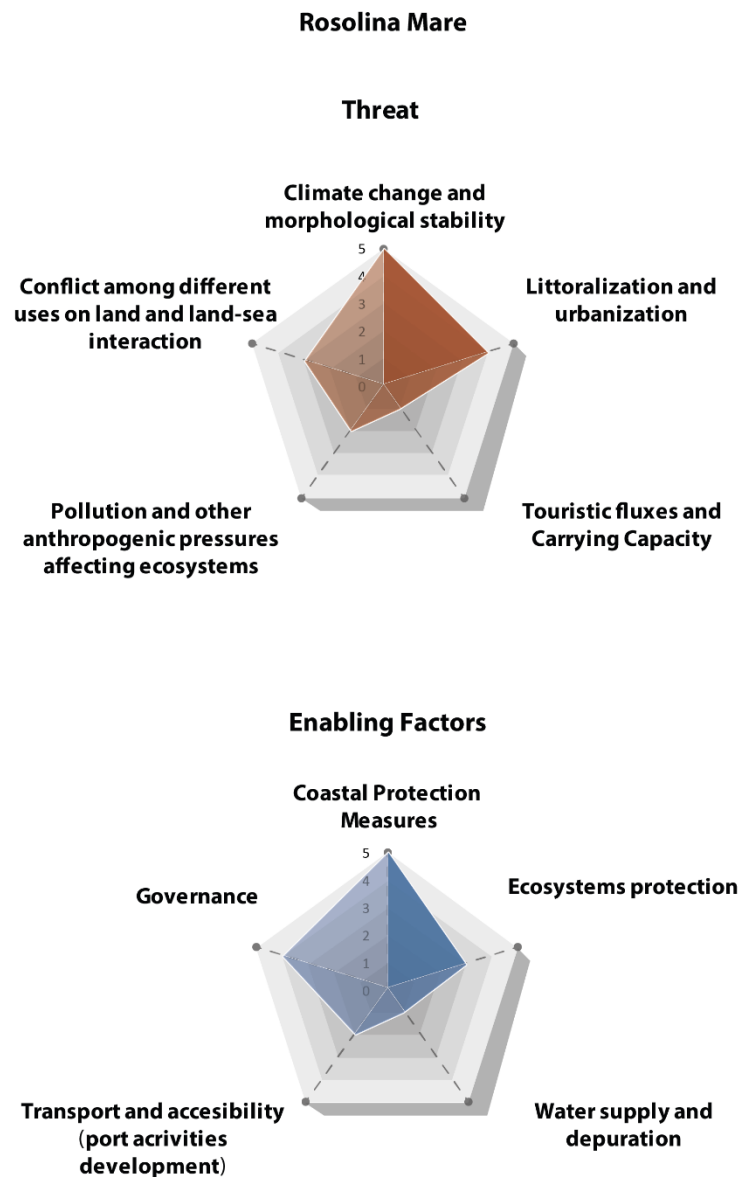
Sets of indicators		Priority (High/Low)	Measurement (Quantitative data, Proxy Data, Qualitative Data)*	Specify proxy or qualitative indicator **	Spatial level	Source of data	Final Measurement	Do you consider this value (final measurement) satisfactory for your PA?	According to your knowledge, what has been the trend of the indicator in the last 10 years (decreasing, stable or increasing)?	If available and only for quantitative data, please specify trend value as ±%
Core indicators										
C.A1.1.	% of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental /quality/sustainability and/or Corporate Social Responsibility	High	Quantitative Data	n° of tourism agencies with cer	Destination/PA level	ISPRA ; ACCREDIA (14001)	0,06%			
C.B1.1.	Number of tourist nights per month	High	Quantitative Data	Presence	Municipality	Regione del Veneto U. O. Sistema	Please see sheet n°3			
C.C1.1.	Number of tourists/visitors per 100 residents	High	Quantitative Data	(Arrive/residents)*100	Destination/PA level	Regione del Veneto U. O. Sistema	2175,1			
C.O7.1.	% of local enterprises in the tourism sector actively supporting protection, conservation and management of local biodiversity and landscapes	High	Quantitative Data	NAD	Destination/PA level	NAD	NAD			
Destination Indicators: Di.Beach/Maritime tourism										
Di.A4.	Number of second homes per 100 homes in coastal zones*	High	Quantitative Data	NAD	Destination/PA level	NAD	NAD			
Di.B1.	% of tourist infrastructure (hotels, other) located in coastal zones*	High	Quantitative Data		Municipality	GIS	41,20%			
Di.C3.	Costs of erosion-protection measures (e.g. sea walls.)	High	Quantitative Data		Destination/PA level	Gestione Integrata della Zona Cos	5 reefs, 1 groyne			
Di.C4.	Beach nourishment: sand volume and extension of the restored beach (m3 and m2)	High	Quantitative Data		Municipality	Gestione Integrata della Zona Cos	30.000 m3			
Di.D1.	Existence of up to date tourism plans and policies (YES/NO)	High		DMP DELTA PO	Destination/PA level	PIANO STRATEGICO 2016 - 2018				
Di.D2.	Existence of a land use or development plan (YES/NO)	High	Quantitative Data	Territorial management plan	Destination/PA level	Piano gestione territoriale: SIC IT3270017 - ZPS IT3270023 Delta del Po				
Di.D8.	Existence of performance indicators designated for evaluating the plan developed and used(YES/NO)	High	NAD	NAD	NAD	NAD	NAD			
Di.D11.	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)	High		Integrated Coasta Zone Management - Study and monitori		Gestione Integrata della Zona Costiera - STUDIO E MONITORAGGIO PER LA DEFINIZIONE DEGLI INTERVENTI DI DIFESA DEI LITORALI DALL'EROSIONE NELLA REGIONE VENETO - LINEE GUID				
Destination Indicators: Dii.Urban/Cultural tourism										
Dii.A3.	% of total tourists visiting in peak month and average for the year	High	Quantitative Data	Please see sheet n°3	Municipality	Regione del Veneto U. O. Sistema	11751,08 e 31,08%			
Dii.B1.	Total number of tourists per square Km in key sites (crowding/spatial distribution)	High	Quantitative Data	n° presence (2016) / Rosolina surface						
Dii.D1.	Existence of up to date tourism plans and policies (YES/NO)	High	Quantitative Data	1104733/73,1	Municipality	Regione del Veneto U. O. Sistema	15112,6			
Dii.D2.	Existence of a land use or development plan(YES/NO)	High	Qualitative Data	DMP DELTA PO	Destination/PA level	PIANO STRATEGICO 2016 - 2018				
Dii.D8.	Existence of performance indicators designated for evaluating the plan developed and used(YES/NO)	High	Qualitative Data	Piano gestione SIC ZPS	Destination/PA level	Piano gestione territoriale: SIC IT3270017 - ZPS IT3270023 Delta del Po				
Dii.D11.	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)	High	NAD	NAD	NAD	NAD	NAD			
Destination Indicators: Dv.Nature/Ecotourism										
Dv.A3.	Total number of visitors to parks and to key sites	High	Quantitative Data	NAD	Destination/PA level	NAD	NAD			
Dv.B1.	Number of sites/ecosystems/assets considered to be damaged or threatened (% of all defined systems/assets in protected area)	High	Quantitative Data	NAD	Destination/PA level	NAD	NAD			
Dv.B5.	N° of visitors acceptable, according to the capacity of the equipment and facilities of the site (depends on capacity studies establishing limits)	High	Quantitative Data	NAD	Destination/PA level	NAD	NAD			
Dv.C1.	% of site area occupied by rare or unique species	High	Quantitative Data	NAD	Destination/PA level	NAD	NAD			
Dv.C2.	% of endemic species at the site	High	Quantitative Data	NAD	Destination/PA level	NAD	NAD			
Dv.D1.	Existence of up to date tourism plans and policies(YES/NO)	High			Destination/PA level	PIANO STRATEGICO 2016 - 2018				
Dv.D2.	Existence of environmental plan and management(YES/NO)	High			Destination/PA level	Piano gestione territoriale: SIC IT3270017 - ZPS IT3270023 Delta del Po				
Dv.D10.	Existence of performance indicators designated for evaluating the plan developed and used(YES/NO) → P.I.	High	NAD	NAD	NAD	NAD	NAD			
Dv.D13.	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)	High			Destination/PA level	Gestione Integrata della Zona Costiera - STUDIO E MONITORAGGIO PER LA DEFINIZIONE DEGLI INTERVENTI DI DIFESA DEI LITORALI DALL'EROSIONE NELLA REGIONE VENETO - LINEE GUID				
Pilot area-specific indicators										
P.A1.2.	% shoreline subjected to erosion	High	Quantitative Data		Destination/PA level	Gestione Integrata della Zona Cos	92,30%			
P.A1.3.	Coastal area in degraded condition (low/medium/high)	High	Quantitative Data	NAD	Destination/PA level	Gestione Integrata della Zona Cos	medium			
P.A2.1.	Land occupied by artificial surfaces within the first 500m of coast (in %)	High	Quantitative Data		Destination/PA level	Gestione Integrata della Zona Cos	2,21%			
P.A2.2.	% of area designated for tourism purposes	High	Quantitative Data		Destination/PA level	GIS	43,20%			
P.A3.1.	Total tourist numbers (mean, monthly, peak) (categorized by their type of activity)	High	Quantitative Data		Municipality	Regione del Veneto U. O. Sistema	Please see sheet n°3			
P.A4.2.	Rate of loss of protected areas	High	NAD	NAD	NAD	NAD	NAD			
P.B1.1.	Existence of a coastal planning management system	High	Proxy Data		Destination/PA level	Gestione Integrata della Zona Costiera - STUDIO E MONITORAGGIO PER LA DEFINIZIONE DEGLI INTERVENTI DI DIFESA DEI LITORALI DALL'EROSIONE NELLA REGIONE VENETO - LINEE GUID				
P.B1.2.	Length of protected and defended coastline (km)	High	Quantitative Data	Sum of RO1 and RO2	Destination/PA level	Gestione Integrata della Zona Cos	4,37km			
P.B4.8.	Volume (m³) of sediments dredged per year	High	Quantitative Data	2013	Destination/PA level	Gestione Integrata della Zona Cos	300.000 m3			

The indicators in this table were chosen by the Pilot Area Coordinator between those available in the Guidelines' Annex 2 Indicators List

Threats and enabling factors synthesis

Threats	Enabling Factors
• Coast line subject to erosion 39%, sand beaches subjected to erosion	• Bathing sites 100% excellent water quality
• Future sea rise may be higher due to local subsidence (-4mm / y)	• Low light pollution <0,1 given by the nature park which is famous for ecotourism (bird-watching)
• Alarm for loss of natural habitats due to exploitation of the territory intensive agriculture	• Existence of a plan for the regional territorial coastal area 2012 for the Veneto area between the po and the Piave river
• The use of space is the main conflict between uses	• Various measures built for coastal defense
• The pilot area is at risk of flooding	• High naturalness: small village surrounded by agricultural fields, natural areas composed of lagoon and pine forest
	• Seaside tourism and ecotourism are the main economic sources
	• Different landscapes: watercourses, banks, fossil dunes, lagoon, sand banks, brackish areas

Figure 5e: Graphical elaboration of pilot area's priorities that emerged from the analysis of threats and enabling factors



5.3 – Vision

The municipality of Rosolina is part of the MAB Unesco Area. This Unique biosphere reserve is a place where people share a way of living with nature that builds a future we're proud of. We model solutions for a sustainable future, celebrate cultural and biological diversity, and empower people to engage with one another and with nature in healthier ways. Biosphere reserves foster and share scientific, Indigenous, and local knowledge in order to explore new ways of living that solve global challenges and address the United Nation's 2030 Agenda for Sustainable Development and National Tourism Strategy as reported in the document being processed by the MIBACT.

This vision for Rosolina tourism-driven sustainable development design a territory that makes the main development driver the enhancement and protection of natural elements. Where people are conscious of their common future and interaction with our planet, and act collectively and responsibly to build thriving societies in harmony within the biosphere.

5.4 – Strategy

E-CONNECTION

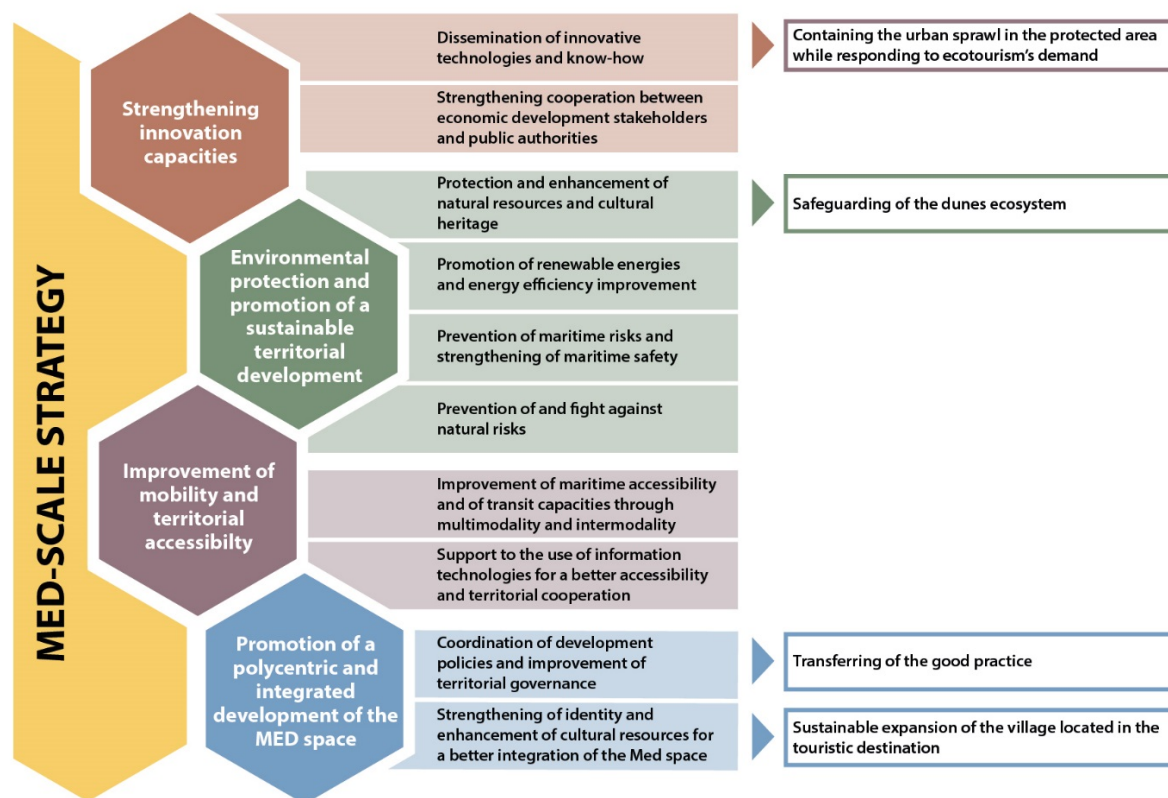
The strategy identified for Rosolina, to join the vision for the future tourism development of the area, is mainly based on the improvement of connections among the anthropic and environmental spheres that will take part to the process.

Networking and other knowledge-generating activities will support the local sustainable economic growth and the creation of jobs through the development of new products and services. A more efficient management of the economic activities located in the protected ecosystems, that will be reaches through the generation of new knowledge about the coastal and marine environment, will allow a well-informed policy design and governance of the Po River Delta.

The knowledge of this peculiar environment is also a critical need for effective decision making toward a blue economy transition. Translating new opportunities into productive local economies, will require investment in creation of an effective Po Delta network of research and development, in building technical capacity, and in creating the right environment to attract and retain outside investment. The identification and definition of ongoing strategic environmental research and information needs, in an inclusive and adaptive manner, together with the appropriate funding resources and mechanisms, is essential for achieving economic development through a blue economy framework. This effort will guarantee the achievement of maximum values from any resource through sound planning and management, ensuring that the best decisions can be made regarding the balance between economic development and sustainable resource use.

5.4.1 - Goals and Objectives

Figure 5f: Specific objectives for the pilot area



Pilot Areas specific objectives are coherent with the Priority Axes, goals and specific objectives for the development of the Mediterranean area (Interreg MED programme 2014-2020)

The objectives identified for the development of the Rosolina tourism-driven strategy are completely derived and coherent with the Med-scale strategy and related main goals, as is possible to notice in the Figure above. Despite the “promotion of a polycentric and integrated development of the MED space” seems to be the priority axis of intervention, the identified objectives for the Rosolina area will have important effects also on the other axes. Furthermore, the matrices of conformity of the area specific objectives with the ICZM High Level Objectives and Sustainable Coastal Tourism Goals (see Figures in the following pages) show a good level coherence and conformity with macro levels planning strategies that influence tourism development, especially concerning the development of a healthy and productive economy and the support to environment conservation and valorisation. Furthermore, the maps in the following pages show the geographical areas within which the strategy is focused through the implementation of measures and actions aimed at achieving specific objectives. The territorial settings mainly interested by the specific objectives are reported in the single objective-oriented maps.

Figure 5g: Matrix of conformity between Pilot Area's specific objectives and ICZM High Level Objectives and Sustainable Tourism main Goals

OBJECTIVE 1

Sustainable expansion of the village located in the touristic destination

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	•	•	•	•
	Employment	●	•	•	•
	Economic growth	●	•	•	•
	Infrastructure plans	●	•	•	•
	Environmental and resources conservation	●	•	•	•
	Urban and rural revitalization	●	•	•	•
	Heritage conservation	•	•	•	•
	Consumer protection	•	•	•	•
	Community welfare	•	•	•	•
	Business creation	●	•	•	•

OBJECTIVE 2

Containing the urban sprawl in the protected area while responding to ecotourism's demand

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	•	•	•	•
	Employment	•	•	•	•
	Economic growth	•	•	•	•
	Infrastructure plans	•	•	•	•
	Environmental and resources conservation	•	●	•	•
	Urban and rural revitalization	•	•	•	•
	Heritage conservation	•	●	•	•
	Consumer protection	•	●	•	•
	Community welfare	•	•	•	•
	Business creation	•	•	•	•

OBJECTIVE 3

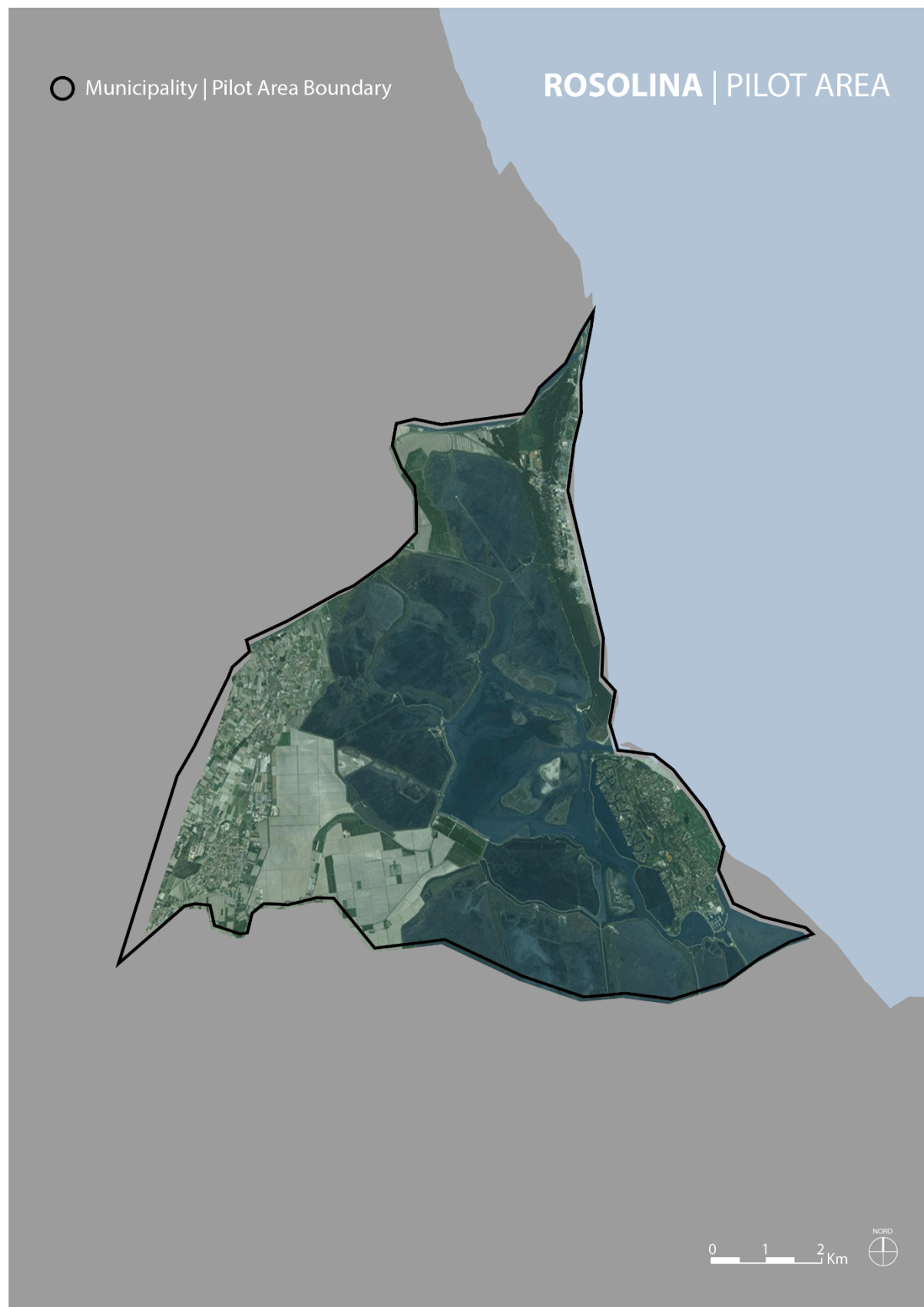
Safeguarding of the dunes ecosystem

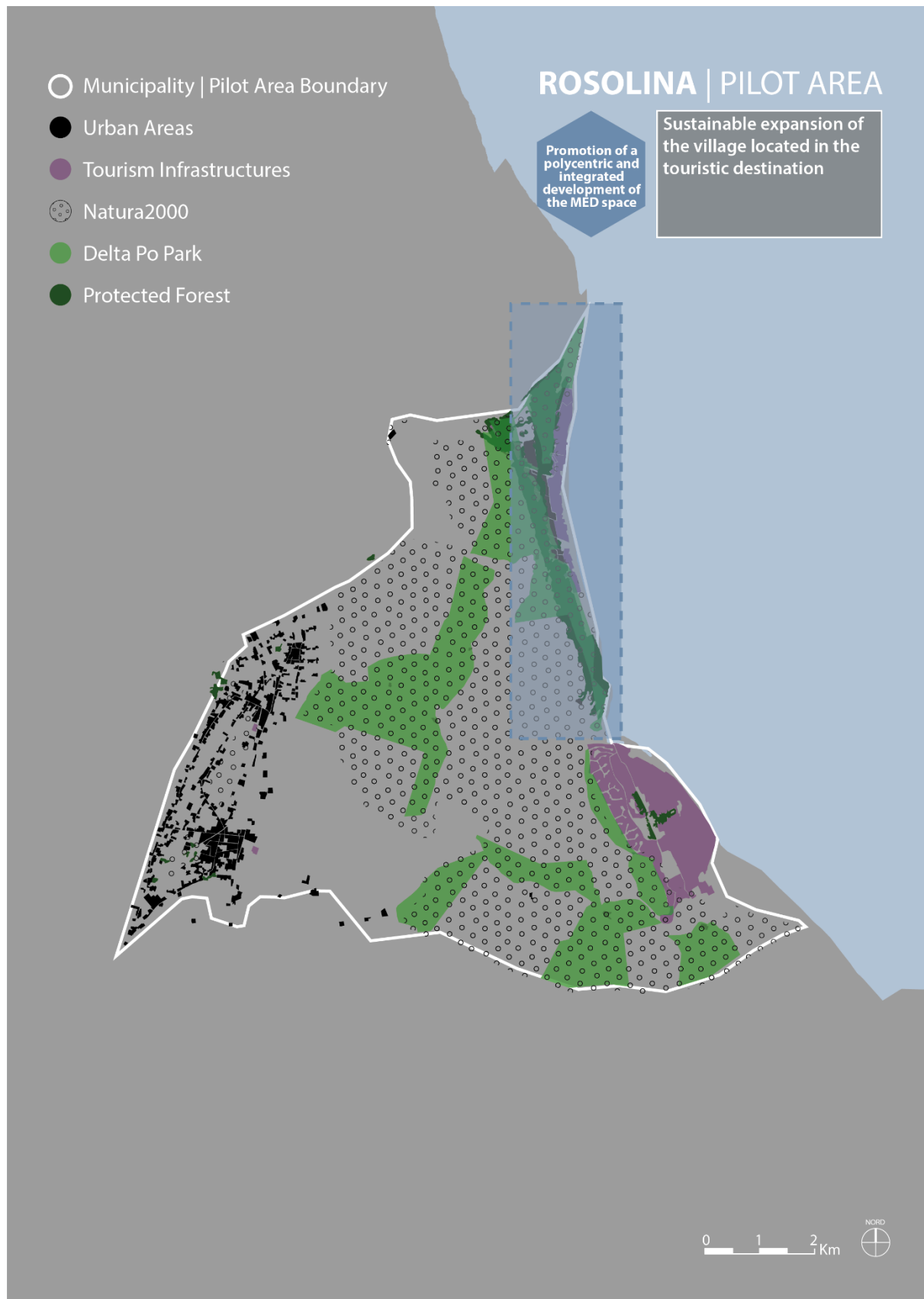
ICZM High Level Objectives				
	A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●
	Employment	●	●	●
	Economic growth	●	●	●
	Infrastructure plans	●	●	●
	Environmental and resources conservation	●	●	●
	Urban and rural revitalization	●	●	●
	Heritage conservation	●	●	●
	Consumer protection	●	●	●
	Community welfare	●	●	●
	Business creation	●	●	●

OBJECTIVE 4

Transferring of good practices

ICZM High Level Objectives				
	A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●
	Employment	●	●	●
	Economic growth	●	●	●
	Infrastructure plans	●	●	●
	Environmental and resources conservation	●	●	●
	Urban and rural revitalization	●	●	●
	Heritage conservation	●	●	●
	Consumer protection	●	●	●
	Community welfare	●	●	●
	Business creation	●	●	●









Chapter 6 - Polesine Camerini Strategic Plan

Geographical Context | POLESINE CAMERINI



6.1 Pilot area description

6.1.1 Geographical description of the area

The Pilot Area (PA) is located into the central part of the Po river delta in the Municipality of Porto Tolle, it has a total area of 256 Km² and is enclosed by the branches of Po di Maistra at North and Po di Gnocca at South. The central part of the Municipality is crossed by the main branch of Po river, the Po di Venezia. Large fishing wetlands areas locally known as “Valli” are in the Northern part, and the coastal areas are characterized by lagoons and dunes system. About 27% of the Municipality is occupied by brackish water wetlands. Farming areas are located in the Western part and rice

fields are well developed. The landscape does not includes pine woods or other large forested areas, wooded areas are small and scattered along the Po river branches.

The area is insert within economic, environmental and touristic Mediterranean dynamics that are influencing its development. The Delta Po Veneto Park area, within which is located the Municipality of Polesine Camerini, is exposed to medium-high combined pressures due to climate change both on the coastal areas and marine areas. (Figure 6a). Secondly, as is possible to notice in Figure 6b, the area is located in a wider area where economic and environmental pressures are at high and very high levels. The area is perfectly aligned with the main condition of the Italian side of the Adriatic Sea, characterized by very high levels of cumulative pressures. Additionally, Figure 6c, shows that the area where the Delta Po Veneto Park is located, is classified as an area with where tourist spent a higher number of overnights than the average Mediterranean sample with a medium trend of growth. Thus, the area seems to be insert within a quite positive trend in terms of tourism development and market. The area shows high potential for strengthening its market share, paying attention to not exceed its carrying capacity and the negative externalities that could affect it. Moreover, the population trend in the area, as in the surroundings regions, is in a positive direction with a high increase in the last years as opposed to some regions in the eastern part of the basin.

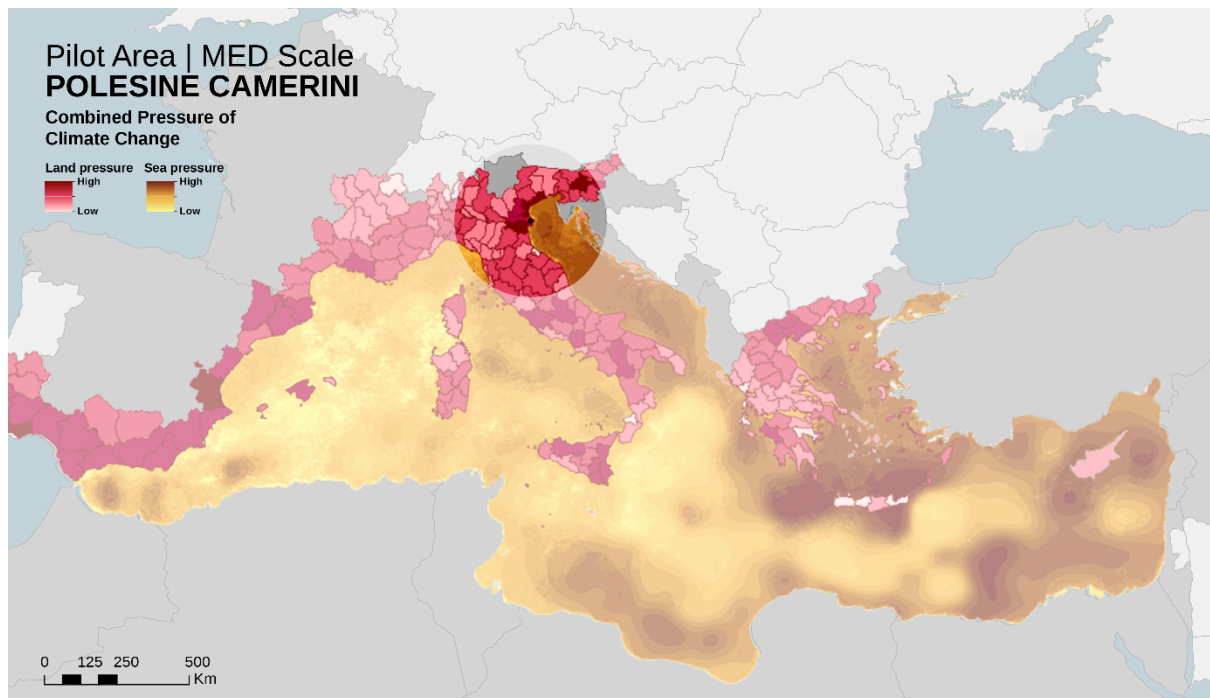


Figure 6a: Focus on Polesine Camerini pilot area of the Combined Pressure of Climate Change in the Mediterranean Region

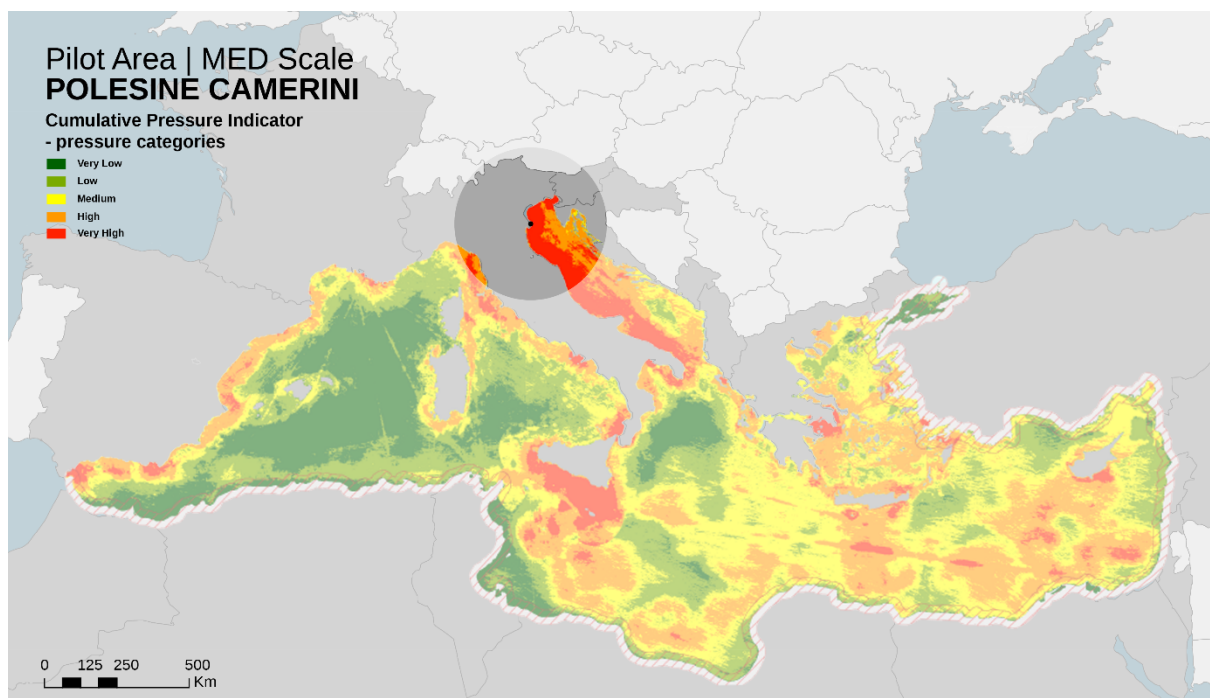


Figure 6b: Focus on Polesine Camerini pilot area of the Cumulative Socio-Economic and Environmental Pressure in the Mediterranean Region

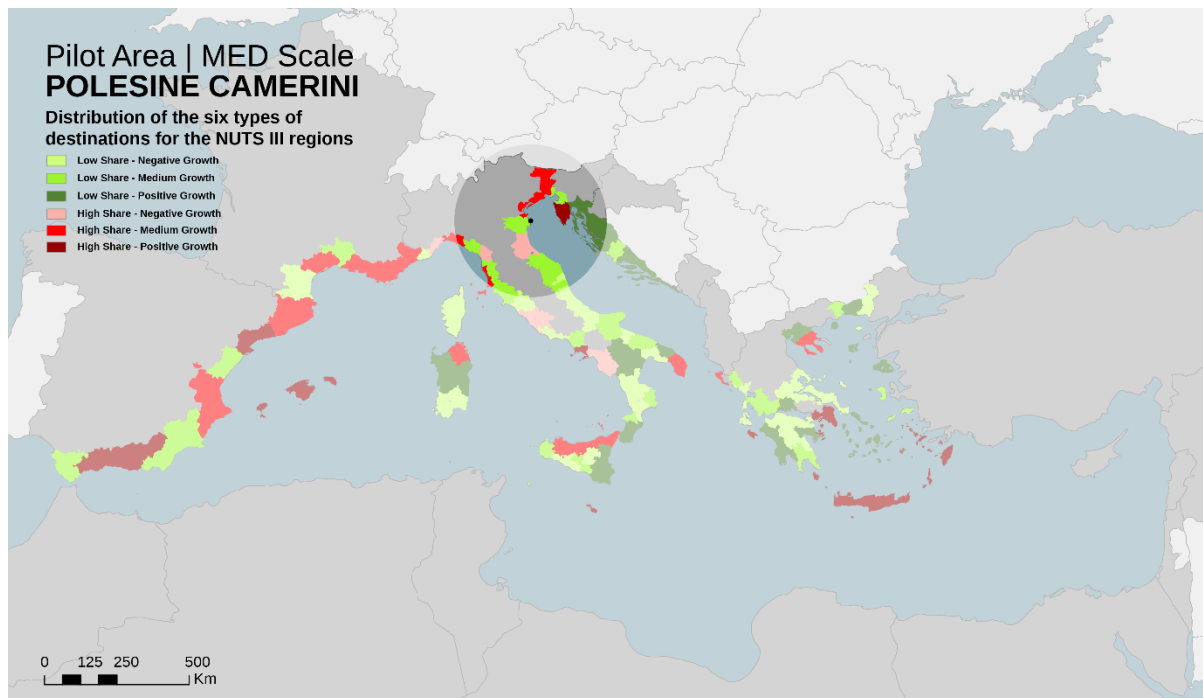


Figure 6c: Focus on Polesine Camerini pilot area of the Types of destination based on the average tourism market share and annual growth in the Mediterranean Region

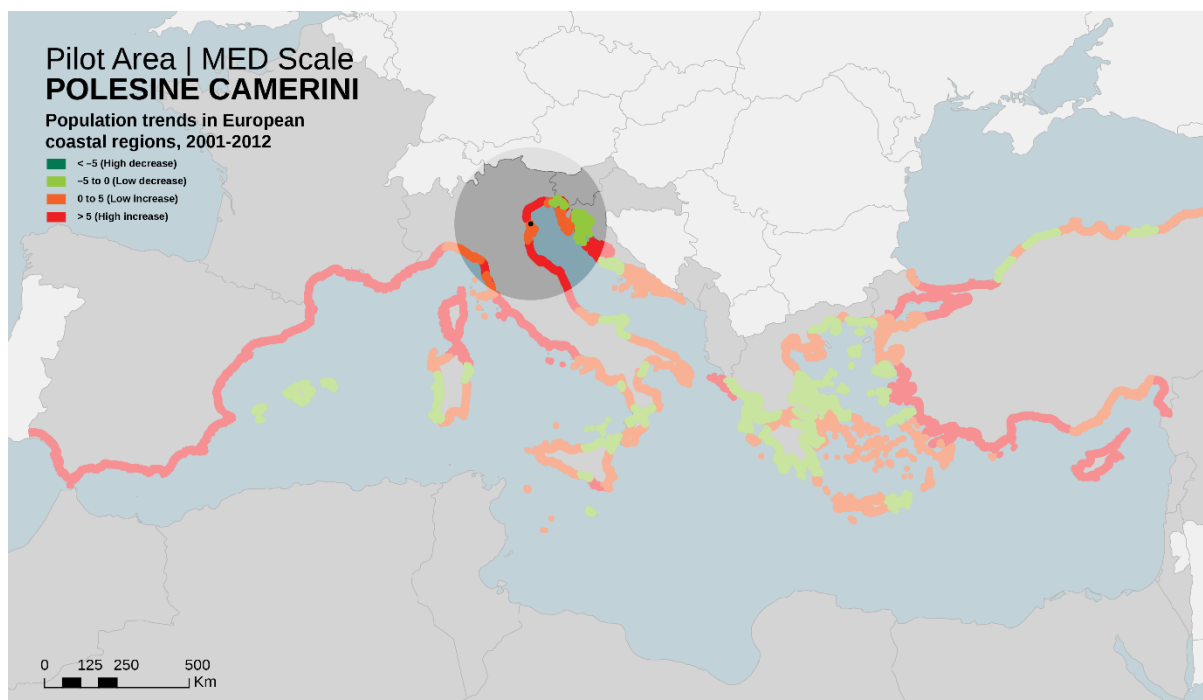


Figure 6d: Focus on Polesine Camerini pilot area of the Population Trends in the Mediterranean Region

6.1.2 – Socio-economic dynamic of the area

The Municipality of Porto Tolle has a population of 9,751 inhabitants (ISTAT data, January 2017) with an average density of 38 inhabitants per Km², which is really lower than the average density in Italy, about 201 inhabitants per Km², and also the lowest density in the Po river delta area.

The main voices of the economic activities are mollusk culture activity, agriculture and traditional fishing. Mollusk culture is developed thanks to the wide complex of lagoon system and coastal areas. Extensive fish farming is present in the northern part. Rice cultivation in the area is well developed and also got a specific mark of Protected Geographical Indication (PGI). Noteworthy is that rice fields provide also foraging habitats for various species of birds, especially herons. There are plans for such activities as raising the degree of naturalness of areas used for arboriculture, expansion of the forested areas, and development of sustainable agriculture.

The PA area do not have yet developed an important touristic system, on the other hand the Po Delta is an attractive tourist destination. Therefore, ecotourism could become an important voice of local economy, and also a way to preserve biodiversity.

Strategical sectors, that are the main drivers of the socio-economical system of the area, are tourism and agriculture; as a natural consequence, these sectors need and adequate infrastructure upgrade and empowering in order to allow more fruition of the area; also, a strong communication and promotion can help in letting know the territory and to recover those traditional values.

Public and private group representative the different socio-economic realities of the area, built around the Local Action Groups GAL (Polesine Delta del Po for the area) as actuator of the LEADER approach, which promotes and supports rural development projects designed and shared at the local level in order to revitalize the area, create jobs and improve the general living conditions of rural areas.

6.1.2 – Most important natural resources and elements driving tourism in the area

The Municipality of Porto Tolle hosts a variety of coastal lagoons and is crossed by the main branch of the Po river delta and by the secondary branches. The lagoons area separated from the sea by the sandy outer banks which conserve natural characteristics and hosts peculiar flora. The coast is continuously reshaped by sediments brought from the river or eroded by storms. The array of wetlands is mixed to reeds beds, river branches and narrow riparian woodland. Birds population is abundant and variable from large herons and egrets to small waders. Last but not least the PA is inside the UNESCO Man and Biosphere Reserve Delta del Po. Land reclamation was interrupted into the sixties, but largely contributed to build the current landscape which reflect the interaction of nature and man. Nowadays the area has a large potential for its ecotourism offers, on the other hand the PA is scarce of dedicated infrastructure.

In Porto Tolle information desks and local tourist offices are located and services for visitors are offered, such as: fishing, bike rental, excursions typical flat-bottomed boat and by boat, bird watching, nature guide, environmental education, rent of horses.

6.1.3 – Local and regional planning guidelines that must be taken into account in building the local strategy

The territory has numerous territorial planning and community, national, regional and local dispositions of natural and landscape safeguarding; to take in consideration:

- Piano Territoriale di Coordinamento - PTRC con attribuzione della valenza paesaggistica - Variante 2013: to define objectives and main lines in regional territory, beyond strategies and actions faced to their realization. In particular the PTRC strict safeguarding, valorization and requalification of the territory. Moreover, it is a reference for local planning and economic-social development with the purpose of safeguard natural, environmental, artistic-historical resources.
- Piano Paesagistico Regionale d'Ambito – PPRA – “Arco Costiero Adriatico dal Po al Piave”: with this plan, the Region wishes to intervene on landscape safeguarding that comprehends reality which are changing in order to merge protect landscape goods and sustainable development.
- Piano d'Area del Delta del Po - PdA
- Piano Territoriale di Coordinamento Provinciale della Provincia di Rovigo – PTCP: this document wants to merge the natural and landscape characteristics of the Polesine with a good accessibility to interest centre, infrastructures, tourism, knowledge, culture and sports.
- Piano stralcio per la tutela del rischio idrogeologico del Delta del Po: faced to maintain a proper level of security for the population in the area through enclosing of the risk's area and the evaluation of damage given by the territory's vulnerability.
- Piano Strategico 2016 – 2018 Organizzazione di gestione della destinazione turistica “Po e suo Delta”: this plan wants to inserted itself in the Tourism National Strategic with five key objectives: 1) Make tourism more efficient and easy; 2) Valorise the local tourism offer; 3) Optimize impacts of valorisation processes of environmental and cultural resources; 4) Create good conditions for the establishment and the development of local and productive chain tourism enterprise; 5) Improve the capacity of penetration of “Delta del Po – Po e il suo Delta” brand.

6.2 - Sustainable status and main planning challenges

The PA 3B “Polesine Camerini” is the of Porto Tolle Municipality, among the right side of Po di Pila, in the PA is located the no longer working thermo-electrical facility, belonging to ENEL ltd.

This area is composed principally of lagoons and different wetlands where the main noteworthy structures are the so called “casoni di valle”, utilized in the past for fishing activities. The main drivers of the area are ecotourism, fishing and agriculture.

The Municipality, and consequently the PA, is located in agricultural zones close to the river course, and constitute a geological and historical testimony and a memory of past events, natural or not, that have characterized the area and the variations of the river path and coastline. Relict marshes, formed by still recognizable debris of wetlands which have been in more or less recent times subject to landfills or reclamation, are present in different points of the territory that, combined with whirlpools (called “gorghi”, water ponds of a limited size, sometimes relatively deep) whose origin is due to hydrodynamic erosion caused by the overflow of a river.

Recently, the Municipality, with the towns of Boccasette and Barricata, have organized their coasts for beach tourist with lightweight construction and equipping them, in season, with the necessary support services boosting the tourism flows in these coastal municipalities. These locations have significant population variations during the year.

Table 6A: Tourism sustainability indicators (the elaboration of data reported in the Table is reported in D.3.17.2)

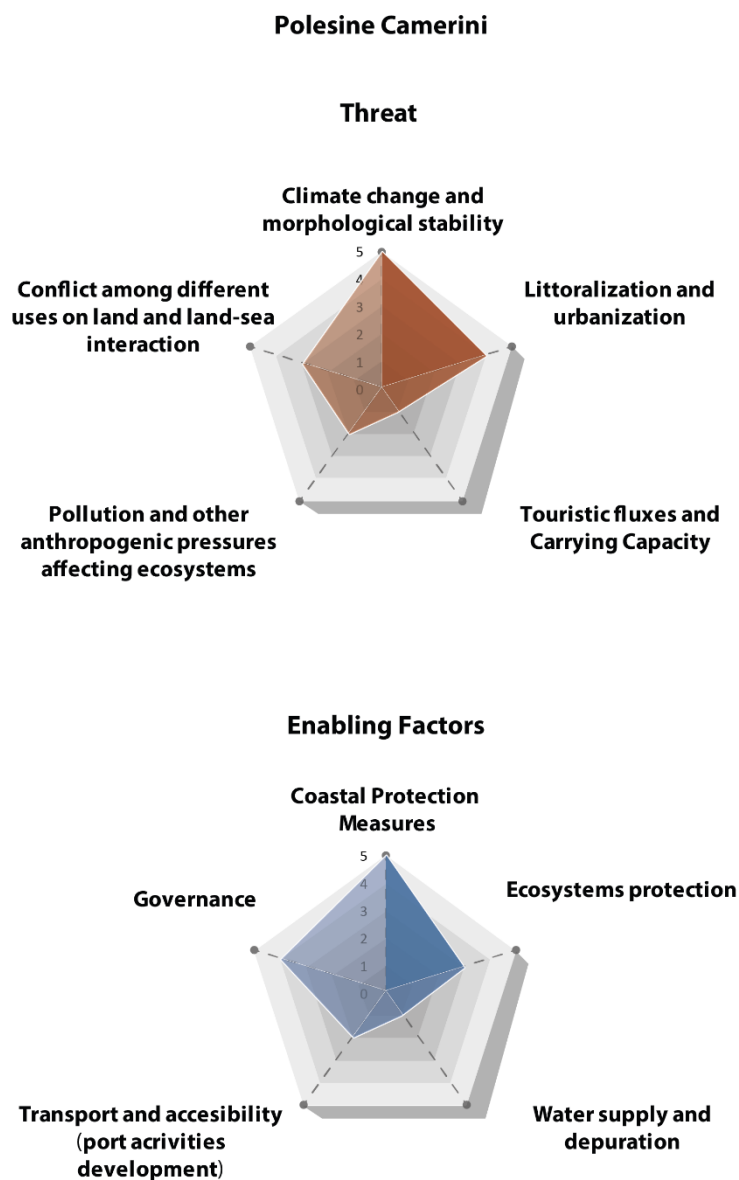
Sets of indicators		Priority (High/Low)	Measurement (Quantitative data, Proxy Data, Qualitative Data)*	Specify proxy or qualitative indicator **	Spatial level	Source of data	Final Measurement	Do you consider this value (final measurement) satisfactory for your PA?	According to your knowledge, what has been the trend of the indicator in the last 10 years (decreasing, stable or increasing)?
Core indicators									
C.A1.1.	% of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental /quality/sustainability and/or Corporate Social Responsibility	High	Quantitative Data		Destination/PA level	services.accredia.it ispraambiente.gov.it	0		
C.B1.1.	Number of tourist nights per month	High	Quantitative Data	Presence	Destination/PA level	Regione del Veneto U. O. Sistema	Please see sheet n°3		
C.B3.1.	Direct tourism employment as % of total employment in the destination	High	Quantitative Data	NAD	Destination/PA level	NAD			
C.C1.1.	Number of tourists/visitors per 100 residents	High	Quantitative Data	(Arrive/residents)*100	Destination/PA level	Regione del Veneto U. O. Sistema	273,7		
C.D7.1.	% of local enterprises in the tourism sector actively supporting protection, conservation and management of local biodiversity and landscapes	High	Quantitative Data	NAD	Destination/PA level	NAD			
Destination Indicators: Di.Beach/Maritime tourism									
DI.A4.	Number of second homes per 100 homes in coastal zones*	High	Quantitative Data	NAD	Destination/PA level	NAD			
DI.B1.	% of tourist infrastructure (hotels, other) located in coastal zones*	High	Quantitative Data		Destination/PA level	GIS	3,30%		
DI.C3.	Costs of erosion-protection measures (e.g. sea walls.)	High	Quantitative Data		Destination/PA level	Gestione Integrata della Zona Cos	3 reefs, 3 sea walls, 1 fence		
DI.C4.	Beach nourishment: sand volume and extension of the restored beach (m3 and m2)	High	Quantitative Data		Destination/PA level	Gestione Integrata della Zona Cos	100.000 m3		
DI.D1.	Existence of up to date tourism plans and policies (YES/NO)	High	Proxy Data	Annual Tourism Plan	Destination/PA level	PIANO TURISTICO ANNUALE --- PT	Yes		
DI.D2.	Existence of a land use or development plan (YES/NO)	High	Proxy Data	Territorial management plan	Destination/PA level	Piano gestione territoriale: SIC IT3	Yes		
DI.D8.	Existence of performance indicators designated for evaluating the plan developed and used(YES/NO)	High	Proxy Data	NAD	Destination/PA level	NAD			
DI.D11.	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)	High	Proxy Data	Integrated Coasta Zone Manag	Destination/PA level	Gestione Integrata della Zona Cos	Yes		
Destination Indicators: Dii.Urban/Cultural tourism									
Dii.B1.	Total number of tourists per square Km in key sites (crowding/spatial distribution)	High	Quantitative Data	n° presence (2016) / Porto Tolle surface 172313/227,6	Destination/PA level	Regione del Veneto U. O. Sistema	757,1		
Destination Indicators: Div.Recreational boating (Yachting/Marinas)									
Div.A2.	Number of yachts per year (by month)	High	Proxy Data	Berths	Destination/PA level	Porto Barricata web site	300		
Destination Indicators: Dv.Nature/Ecotourism									
Dv.A3.	Total number of visitors to parks and to key sites	High	Quantitative Data	NAD	Destination/PA level	NAD			
Dv.C1.	% of site area occupied by rare or unique species	High	Quantitative Data	NAD	Destination/PA level	NAD			
Dv.C2.	% of endemic species at the site	High	Quantitative Data	NAD	Destination/PA level	NAD			
Pilot area-specific indicators									
P.A1.2.	% shoreline subjected to erosion	High	Quantitative Data	only RO7 coast is subjected to erosion total lenght : 100 = RO7 lenght : x	Destination/PA level	Gestione Integrata della Zona Cos	36,1%		
P.A1.3.	Coastal area in degraded condition (low/medium/high)	High	Quantitative Data	I do not find any clear info rega	Destination/PA level	Gestione Integrata della Zona Cos	Low		
P.A2.1.	Land occupied by artificial surfaces within the first 500m of coast (in %)	High	Quantitative Data	1,6 km2 227,6:100=1,3:x	Destination/PA level	Gestione Integrata della Zona Cos	2,2%		
P.A2.2.	% of area designated for tourism purposes	High	Quantitative Data	GIS: the surface of tourism area	Destination/PA level	GIS	1,3%		
P.A3.1.	Total tourist numbers (mean, monthly, peak) (categorized by their type of activity)	High	Quantitative Data		Municipality	Regione del Veneto U. O. Sistema	Please see sheet n°3		
P.A4.2.	Rate of loss of protected areas	High	Quantitative Data		Destination/PA level	http://www.regione.veneto.it/we	0		stable
P.B1.1.	Existence of a coastal planning management system	High	Proxy Data		Destination/PA level	Gestione Integrata della Zona Cos	Yes		
P.B1.2.	Length of protected and defended coastline (km)	High	Quantitative Data	Sum of the 3 cells: RO6, RO7, R	Destination/PA level	Gestione Integrata della Zona Cos	16,9km		
P.B4.8.	Volume (m³) of sediments dredged per year	High	Quantitative Data		Destination/PA level	Gestione Integrata della Zona Cos	0		

The indicators in this table were chosen by the Pilot Area Coordinator between those available in the Guidelines' Annex 2 Indicators List.

Threats and enabling factors synthesis

Threats	Enabling Factors
• The biggest problem in the future is that the rise in the sea could be higher than expected	• Coast line subject to erosion 15%
• The pilot area is at risk of flooding	• The PA is not exploited by tourism except spontaneous and uncontrolled ecotourism
• Natura2000 po delta site (25372 ha), includes dunal areas subject to erosion and flooded with salt water intrusion	• Bathing sites 100% excellent water quality
• Fishing and agriculture are other important economic activities but are decreasing	• Low light pollution <0,1 given by the nature park which is famous for ecotourism (bird-watching)
	• Existence of a plan for the regional territorial coastal area 2012 for the Veneto area between the po and the piave
	• Potential to increase eco-tourism with landscape protection
	• The delta del po is part of the regional park where various activities are organized cycle-tourism, canoeing, bird watching, hunting photos (important sites cà mello, cà pisani)
	• Eco tourism and bathing are the main activities developed in the area
	• Possibility of transforming the industrial plant into an eco-tourism structure without other changes in the destination of other areas

Figure 6e: Graphical elaboration of pilot area's priorities that emerged from the analysis of threats and enabling factors



6.3 – Vision

Polesine Camerini is a small pilot area located within the Northern part of the Po river Delta, which, being MAB Unesco Area, wishes to promote a sustainable and integrated form of tourism development. Main vision of the pilot area aims at requalifying the area and the main economic infrastructures located within the area, in order to enhance the quality of the area and its role within the MAB Unesco site. The basic principles that guide the future of the area process are sustainability, flexibility and solidarity. The right solutions meet these three preconditions. The chosen solution should work and continue to do so in the future, despite other developments and should not harm the environment or society.

Considering its strategic location and intrinsic environmental characteristics, the area wishes to become a focal point in a highly branched network of knowledge and experiences. The area aims at being recognized as immaterial point of connection between experience in sustainable tourism, conservation and protection of significant natural elements and promotion of innovative form of human-nature integration.

6.4 – Strategy

HUB OF BIOSPHERE KNOWLEDGE

The strategic line identified for Polesine Camerini area aims at developing programs, activities and measures for generating, sharing, spreading and transferring knowledge of tourist activity in the entire Po River Delta and, at the same time, at supporting the decision-making process, examining strategic issues and enriching public debate related to sustainable tourism.

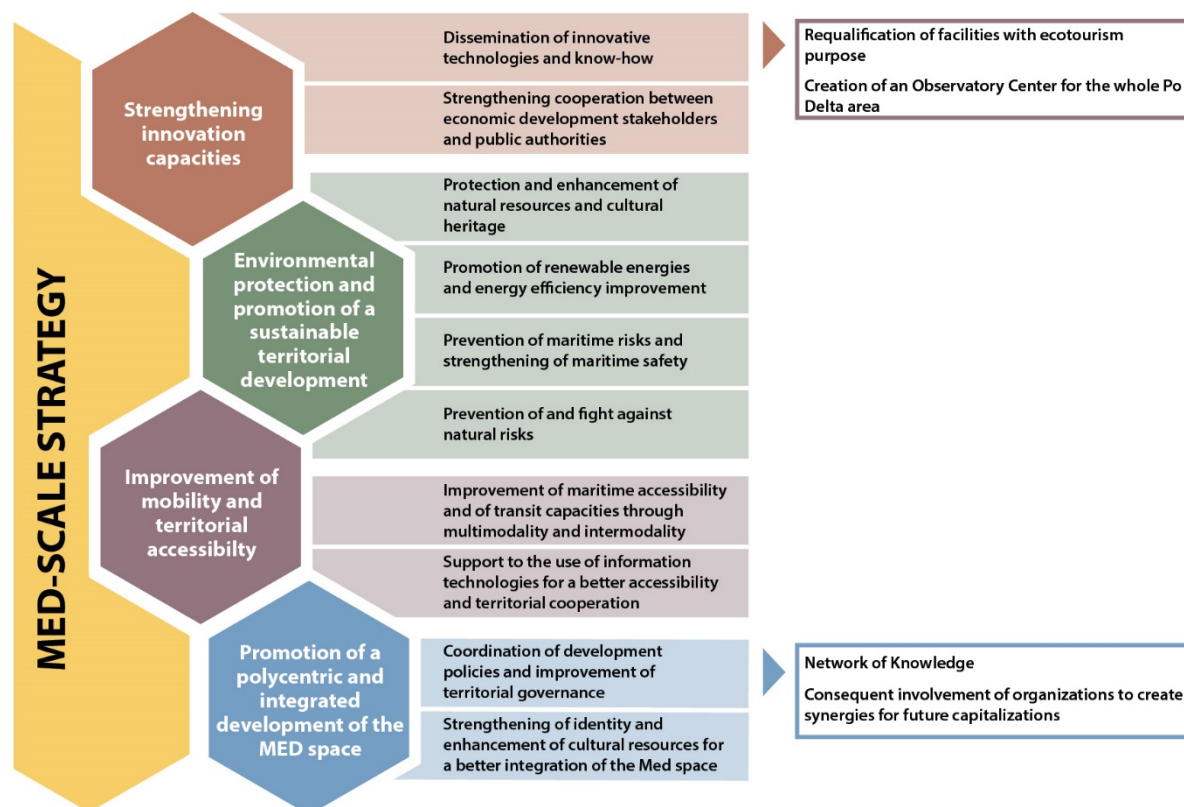
The generation of knowledge in the field of green tourism is essential for managing and taking decisions in ranking destinations and in the promotion of paths of different experiences. The Po River Delta is aware of its importance and has made considerable efforts to increase its visibility and attractiveness. We need to continue developing our knowledge of other aspects through collaboration with universities and R&D&I centers, in particular, those lines of knowledge that are useful for supporting the tourist policies for the coming years.

Furthermore, we need to opt for new, smart tools for gathering, managing and displaying information, because open knowledge is the main key to sustain and design efficient peculiar ecosystem's management policies integrated with tourism development.

For the Po River Delta is essential to disseminate as widely as possible the knowledge generated in this field at a time when tourism has taken center stage in the public debate. Needed elements for grasping the complexity of this phenomenon, must be provided to the tourism players, such as politicians, businesses and the public stakeholders, underlying them the opportunities and challenges of being one of Europe's most important ecological and naturalistic destinations.

6.4.1 - Goals and Objectives

Figure 6f: Specific objectives for the pilot area



Pilot Areas specific objectives are coherent with the Priority Axes, goals and specific objectives for the development of the Mediterranean area (Interreg MED programme 2014-2020)

The objectives identified for the development of the Polesine Camerini tourism-driven strategy are completely derived and coherent with the Med-scale strategy and related main goals, as is possible to notice in the Figure above. Despite the “promotion of a polycentric and integrated development of the MED space” and “strengthening innovation capacities” seems to be the priority axes of intervention, the identified objectives for the Polesine Camerini area will have important effects also on the other axes. Furthermore, the matrices of conformity of the area specific objectives with the ICZM High Level Objectives and Sustainable Coastal Tourism Goals (see Figures in the following pages) show a good level coherence and conformity with macro levels planning strategies that influence tourism development, especially concerning the development of a healthy and productive economy and environment.

Furthermore, the maps in the following pages show the geographical areas within which the strategy is focused through the implementation of measures and actions aimed at achieving specific objectives. The territorial settings mainly interested by the specific objectives are reported in the single objective-oriented maps.

Figure 6g: Matrix of conformity between Pilot Area's specific objectives and ICZM High Level Objectives and Sustainable Tourism main Goals

OBJECTIVE 1

Requalification of facilities with ecotourism purpose

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 2

Network of Knowledge

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 3

Involvement of organizations to create synergies for future capitalizations

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●







Chapter 7 - Valencia Strategic Plan

Geographical Context | **VALENCIA**



7.1- Pilot Area Description

7.1.1 - Geographical description of the Area

Valencia is on the east coast of the Iberian Peninsula, in front of the Gulf of Valencia on the Mediterranean Sea. It is the capital of the autonomous region of Valencia and the third-largest city in Spain after Madrid and Barcelona, with around 800,000 inhabitants and an extension of near 138 km², of which around 62.5 km² correspond to the city. Its metropolitan area extends beyond the municipality limits, adding up near 76 towns and a population of around 1.8 million people.

Valencia is located in the floodplain of the Turia River. Its orography consists of a plain that descends smoothly towards the old Turia's riverbed and towards the sea.

The climate is mild, with coastal

Mediterranean characteristics, with an average annual temperature of 17° C and an average annual rainfall of 464 mm.

Of its 25 kilometers of coastline, 19.5 Km correspond to sandy beaches, of which 2.5 km are urban beaches. The port waterfront extends for 5.2 km of the coastline, while the rest corresponds to the river mouth.

Four main areas can be distinguished: the city, the port, protected agricultural areas around the city (known as *la huerta*) and, in the south, the Nature 2000 site of La Albufera.

Within this context, the Pilot Area includes the port-city system and, in particular the axis port - City of Arts and Sciences - old city (see Figure 7a).

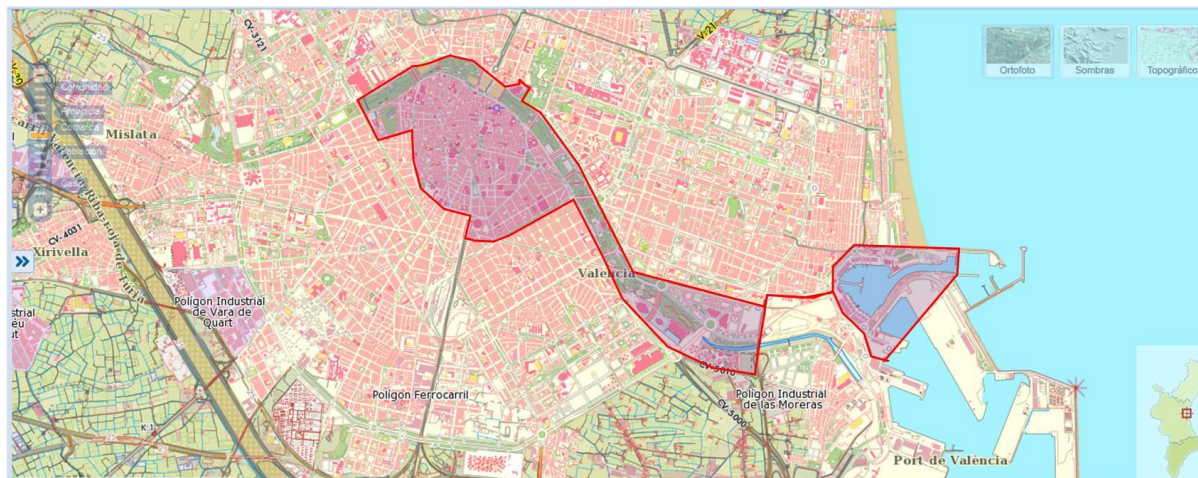


Figure 7a. Pilot Area (tentative limits). Source: Terrasit (<http://terrasit.gva.es>)

The port of Valencia extends for 5.6 km². The old city, known as Ciutat Vella, concentrates most of Valencia's cultural heritage. The district extension is 1.69 km² with a population of near 27,000 inhabitants

The area is inserted within economic, environmental and touristic Mediterranean dynamics that are influencing its development. The Valencia regional area, is exposed to high and very high combined pressures due to climate change both on the coastal areas and marine areas. (Figure 7b). Furthermore, as is possible to notice in Figure 7c, the area is located in a wider area where economic and environmental pressures are at high and very high levels. The area is perfectly aligned with the main condition of the Spain and Italian coastal sites, characterized by very high levels of cumulative pressures. Additionally, Figure 7d, shows that the area where Valencia Municipality and its harbor are located, is classified as an area where tourists spent a higher number of overnights than the sample medium trend growth Mediterranean average. Thus, the area seems to be insert within a quite positive trend in terms of tourism development and market. This condition is quite different from the nearby Regions, characterized by coastal destinations hosting a relatively low number of tourists than the Mediterranean average but with a good potential for attracting more tourist fluxes. Valencia's Region shows high potential for strengthening its market share, paying attention to not exceed its carrying capacity and the negative externalities that could affect it. Moreover, the population trend in the area, as in the surroundings regions, is in a positive direction with a high increase in the last years in line with the nearby Regions and the Northern/Western Mediterranean trend.

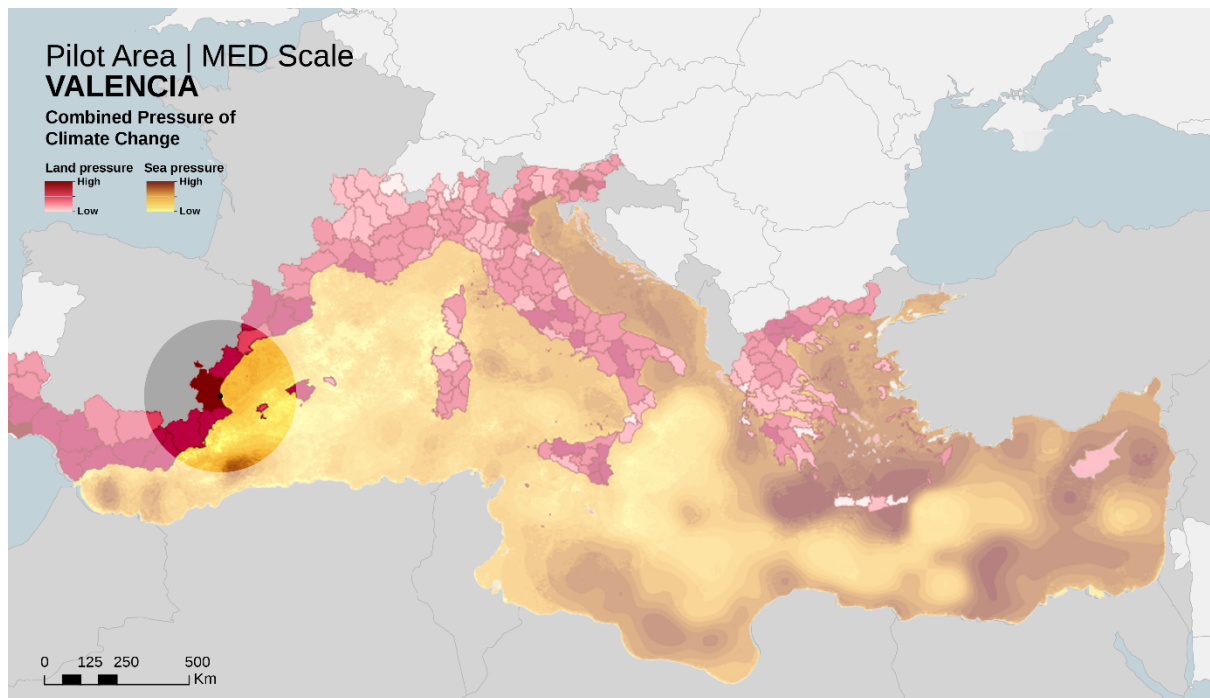


Figure 7b: Focus on Valencia pilot area of the Combined Pressure of Climate Change in the Mediterranean Region

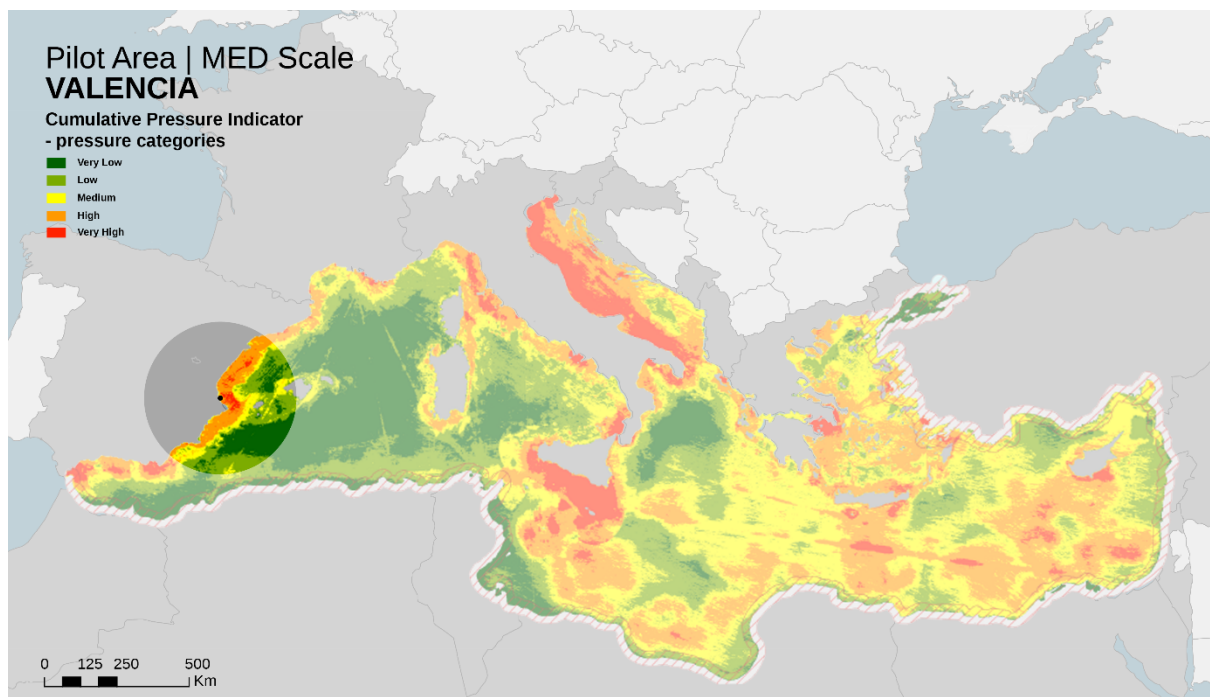


Figure 7c: Focus on Valencia pilot area of the Cumulative Socio-Economic and Environmental Pressure in the Mediterranean Region

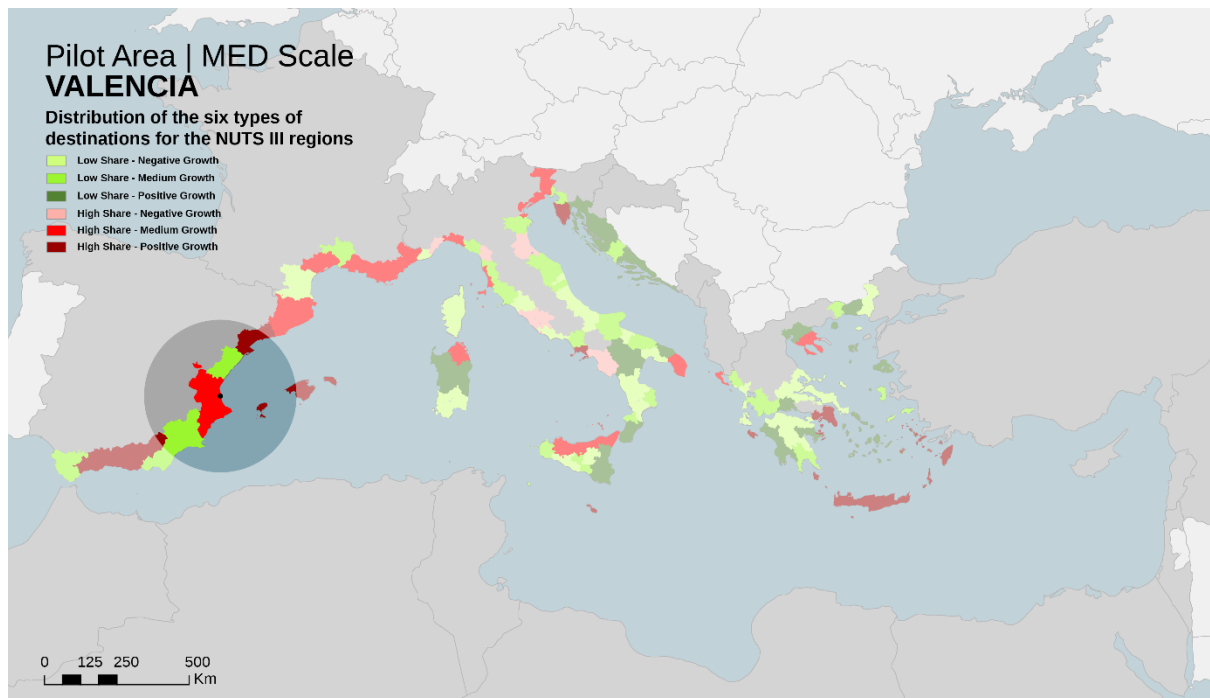


Figure 7d: Focus on Valencia pilot area of the Types of destination based on the average tourism market share and annual growth in the Mediterranean Region

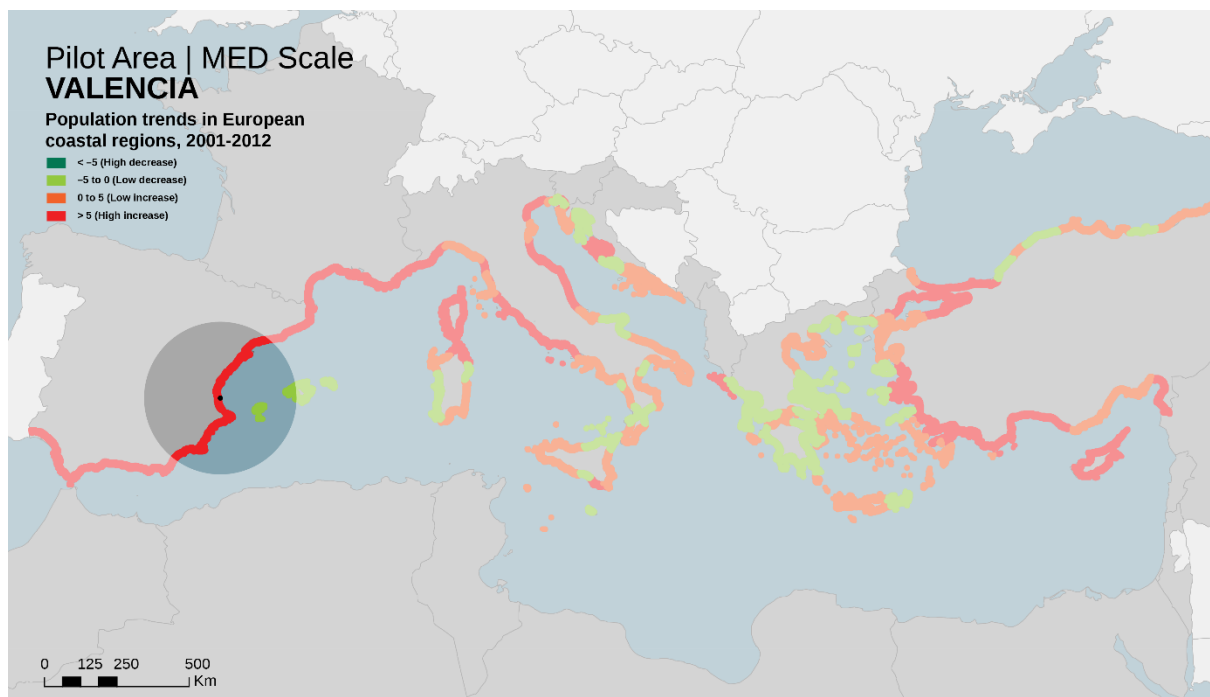


Figure 7e: Focus on Valencia pilot area of the Population Trends in the Mediterranean Region

7.1.2 - Socio-economic dynamics

The metropolitan area of Valencia is the third of the national group and is ranked between the 30 and 35th urban areas of the European Union, and one of the most important industrial areas of southern Europe.

According to the Urban Audit classification, Valencia belongs to the so-called visitor cities or cities characterized by a large number of visitors with a service sector oriented to urban tourism, but also has some characteristics of gateways, or cities with large ports that move high volumes of goods.

It is a mature metropolitan area. From a demographic point of view, according to several sources, the foreseen annual growth for the next 20 years range from – 0,46% to 0,80%.

As for the labor structure, it is concentrated in the tertiary sector with 71.6%, followed by industry with 14.9%, construction with 10.9% and agriculture with 2.6 %.

Within the metropolitan space there is set of activity sectors that currently have a favorable productivity differentials with respect to the national set. This economic mix is based basically on traditional industrial sectors (agri-food and automotive clusters), transport & logistics, tourism, some incipient sectors of technology-intensive industry, and a cultural industry which has not developed all its potential.

7.1.3 - Most important natural resources and elements driving tourism in the area

Valencia has four main environmental elements that distinguish it from other European metropolitan areas: the maritime waterfront, La Huerta, the TuriaRiver and the Nature 2000 site of La Albufera. In addition, its metropolitan area has other notable environmental assets (Figure 7f).

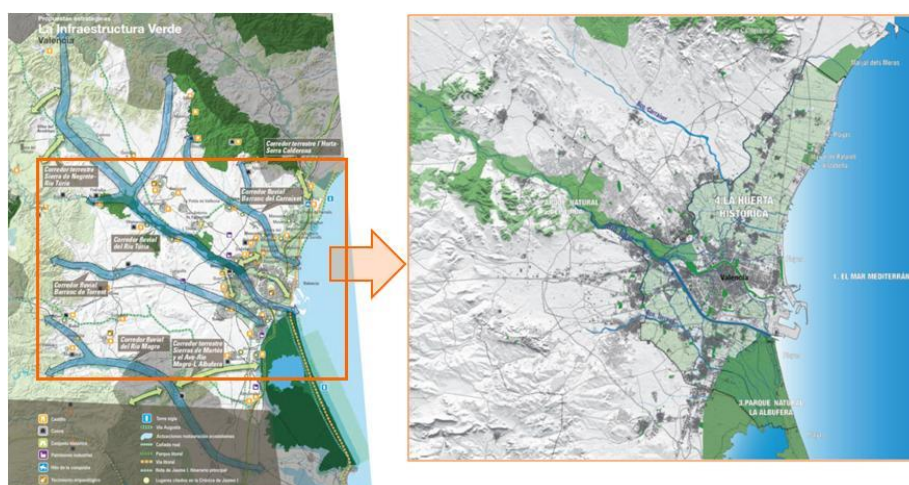


Figure 7f: Valencia's main landscape elements and green infrastructure. Source: Territorial Strategy (Generalitat Valenciana)

La Albufera is a Mediterranean ecosystem covering 209 km² with unspoilt dune beaches (which complement the urban beach offer), forests, rice fields and the biggest lake of the Iberian Peninsula.

As for Turia River, two stretches can be differentiated: the final and urban one, transformed in a 9-kilometre garden that runs through the city from west to east (the course was altered during the 60's due to continual flooding) and the Natural Park of Turia, situated upstream and out of the city, covering near 47 km² along 35 km.

La Huerta extends near 120 km² comprising 40 municipalities around Valencia. It is an environmental, economical and cultural asset whose sustainability is one of the big issues faced by spatial planning in Valencia during the last decade.

As for the elements driving tourism in the area, given features of cruise tourism and preferences of cruisers, the City of Arts and Sciences and the old city are the most demanded tours. These are also the main attractions for most of Valencia's tourists and same day visitors apart from cruisers.

The City of Arts and Sciences consists of an avant-garde collection of buildings (most of them designed by Santiago Calatrava), with Europe's biggest aquarium, a science museum, a 3D cinema and the Palau de les Arts opera house. It is located in the former bed of the River Turia.

As for the old part of the city, being one of the biggest European old city centres, it concentrates most of the cultural heritage elements of the metropolitan area, including museums, historical buildings, monuments, art galleries and hosting some of the main thematic routes offered by tourism operators.

As for the Museums, the offer covers several themes including, among others, fine arts, modern and contemporary art, cultural and historical heritage, ceramics, silk and the world's biggest collection of historical miniatures.

As for monuments, towers and archaeological sites, the old city concentrates most of the Valencia's historical heritage, including part of the old city walls and gates, palaces, modernist buildings, the central market (one of the biggest in Europe), and a rich religious heritage.

As for the routes, the city centre offers, among others, historical routes (touring the history of the city through the visit of buildings and remains from different cultures and civilizations), religious art routes (including the cathedral and basilica's relics and other churches with great historical and heritage value such as San Nicolás or San Juan del Hospital), the silk route (based on the historical legacy that the silk industry left in Valencia), and shopping

7.1.4 - Local and regional planning guidelines that must be taken into account in building the local strategy

Regional:

Territorial Strategy of the Community of Valencia (2011)¹ is a territorial planning instrument that includes the territorial model of the Valencian community. In regard to tourism, it is interesting to note that one of the objectives included in this strategy is Driving the Tourism Model towards territorial sustainability (objective 10). At the territorial government level, the guidelines cover essential aspects, such as territorial cohesion, coordination between policies, plans and programmes that have an impact on the territory, and the demarcation of areas on a supra-municipal scale for planning purposes.

Territorial Action Plan for the Green Infrastructure of the Coastal Region of Valencia (PATIVEL). The drafting and approval procedures for these supra-municipal planning instruments began in November 2015. It is expected that this instrument will play a key strategic role in the coastal occupation model and thus in the tourist system. It sets out clear objectives and specific intervention proposals for the coastal area, where the bulk of the Valencian tourism system is concentrated. The precise area of action for PATIVEL is the 500m-wide strip of land from the edge of the sea shore, although it also integrates an area of study that extends up to 2 km wide.

Valencia Region Tourism Spaces Plan² The Valencian Region Tourism Spaces Plan is intended as an instrument that addresses the planning of tourism activity based on an understanding of the territory as a resource and setting out proposals for action under sustainability criteria. The Plan is structured in three major sections:

- Demarcation of 21 tourist areas, understood as areas of the territory whose structures and tourist activities are sufficiently similar to allow a common, standardized tourist policy to be applied.
- Drafting of General Guidelines for action applicable to the entire Valencian Community
- Definition of Individual Guidelines for each of the 21 defined areas, with specific measures applicable to each.

GLOBAL STRATEGIC PLAN FOR TOURISM IN THE VALENCIA REGION 2010-2020³ based on 8 strategic pillars: Tourism Management as a Global Policy; Public-

1

<http://www.habitatge.gva.es/documents/20551069/91101391/ETCV+libro+sint/ba5f8cc9-72ce-4de6-b9f0-7a6a9b440273?version=1.0>

2

http://www.turisme.gva.es/opencms/opencms/turisme/es/contents/planificacion/plan_espacios/plan_espacios.html

3

http://www.turisme.gva.es/opencms/opencms/turisme/es/files/pdf/otros/Plan_Estratxgic_o_Global_del_Turismo_de_la_Comunitat_Valenciana_2010-2020.pdf

Private Cooperation; Business Competitiveness; Human Capital; Sustainability; R&D&I; Distribution; and Promotion and Communication. The Plan has 28 action programmes aimed at making the territory a competitive tourist destination. It is currently in the review phase.

VALENCIAN CLIMATE CHANGE STRATEGY 2013-2020 (EVCC)⁴ reinforces sustainability as a central pillar of the Valencian Community's tourism development strategies in the short, medium and long term. It supports the tourism sector in the implementation of environmental management systems and the improvement of energy efficiency in local tourist companies and organizations, as well as in the planning and sustainable development of tourist destinations. It also invests in sustainable infrastructure and facilities in tourist companies and local organizations.

STRATEGIC PLAN FOR ACCESSIBLE TOURISM AND THE GUIDE FOR ACCESSIBLE TOURISM EXPERIENCES OF THE COMUNITAT VALENCIANA⁵ elaborated in 2016 it is the roadmap of the Generalitat Valenciana for the promotion of Accessible Tourism in the Autonomous Community in the following three years.

Local Destination:

VALENCIA CLIMATE ACTION PLAN 2050⁶ The City of Valencia is aware of the danger posed by climate change to different sectors at the local level. Therefore, a vulnerability analysis was carried out for a number of sectors in the City of Valencia, namely: agriculture; water and water resources; biodiversity; the coastline; energy; health; and transport and urban planning. This analysis reveals, on the one hand, the climatic impacts that Valencia is most vulnerable to, and, on the other hand, the sectors that are top priority for action. Particularly relevant is Goal 5 "Increase the resilience of the tourism sector by reducing its impact on the city".

VALENCIA STRATEGIC TOURISM PLAN 2017-2020. The programme to boost cruise tourism is intended to (1.6): attract more cruise ships on routes where Valencia can be a port of embarkation or a destination port; attract luxury and niche cruises; coordinate more specialized promotion and marketing in this segment; combine public and private efforts in the different initiatives currently underway in the destination, in order to reach new markets; support the marketing of attractive proposals for cruise passengers, which generate increased spending in the destination; promote a joint action to attract shipping companies identified as

⁴ EVCC <http://www.agroambient.gva.es/documents/20549779/92789118/EVCC+2013-2020/e3dbb4a0-aaf4-49b9-81df-297028076b47?version=1.1>

⁵ http://www.turisme.gva.es/turisme/es/files/pdf/Pla_Estrategic_Turisme_Accessible_Comunitat_Valenciana.pdf

⁶ [https://www.valencia.es/ayuntamiento/energias.nsf/0/8B7F4BFFA988C100C12581AF003BE403/\\$FILE/PACCV_20170127.pdf?OpenElement&lang=1](https://www.valencia.es/ayuntamiento/energias.nsf/0/8B7F4BFFA988C100C12581AF003BE403/$FILE/PACCV_20170127.pdf?OpenElement&lang=1)

appropriate; improve services at the port; offer optimal conditions in terms of charges; improve connections with city attractions; generate consolidated proposals. This product is identified as level II prioritization (average level of demand but with strong assets).

VALENCIA SUSTAINABLE URBAN MOBILITY PLANS (SUMP) 2013 The plan includes the strategies and instruments needed to achieve a coordinated and efficient use of the different means of urban transport for the general public.

Port Plans:

PLAN FOR THE RECEPTION AND HANDLING OF SHIP-GENERATED WASTE AT THE PORTS MANAGED BY THE PORT AUTHORITY OF VALENCIA 2015⁷ has been drafted in compliance with article 63 of Royal Legislative Decree 2/2011, of 5 September, approving the Revised Text of the Law on State Ports and the Merchant Navy, and in accordance with the provisions of Directive 2000/59 /EC, transposed into Spanish law through Royal Decree 1381/2002, on Port Reception Facilities for Ship-generated Waste and Cargo Residues, modified by Royal Decree 1084/2009. It assesses the reception requirements, capacity and existing resources and defines the procedures governing these.

PORT SUSTAINABLE MOBILITY PLAN OF VALENCIA, (PMS Plan de Movilidad Sostenible) elaborated in 2012 it is an action plan is the document that defines the guidelines of the mobility policy, as well as its deployment in concrete actions, which responds to the commitment of the Valencia Port Authority (VPA) to promote sustainable mobility in the Port of Valencia. Currently is under review this document. The aim of the PMS is therefore implement a transport system that gives priority to non-polluting modes of transport (bicycle and walking) and public transport, to the detriment of the use and abuse of private motorized vehicles.

The Port Authority of Valencia (PAV) has laid out a **STRATEGIC PLAN FOR 2020** under which the new challenges posed by the current economic scenario will be met. The economic crisis has had a strong impact on sea trade. The 2010-2020 cycle presented new challenges and threats, obliging the PAV to make a new approach to its strategies: profitability levels need to be maintained to offer competitive charges, reduce port call costs due to intensified port competition, and continue to improve the efficiency of services provided to shipping lines and carriers. In a context such as this, economic sustainability is a key factor in allowing Valenciaport to fulfil its mission. Valenciaport aims to sustainably promote the external competitiveness of the business community in Valenciaport's area of influence by providing quality, competitively-priced port, shipping, intermodal and logistics infrastructures and services which are aligned with European transport policies.

7

<https://www.valenciaport.com/wp-content/uploads/GUIA-USUARIO-2015-ingl%C3%A9s.pdf>

7.2 - Sustainable status and main planning challenges

Valencia is a tourist destination that offers an attractive array of activities and sights. Valencia has an important commercial Port, known as Valencia port. Cruise traffic at the Port of Valencia has grown 125% in number of passengers over the last 10 years. At the end of 2016, it closed the year with a total of more than 180 calls and over 400,000 cruise passengers. Valencia has become a popular tourist destination in the Mediterranean; with an annual growth of over 7%. This traffic will continue increasing according to the cruise industry trends and its growth perspectives in the Mediterranean area.

The port is one of Valencia's most important institutions for both the city and the region. Historically, port activities have been responsible for the economic growth of the region through trade exchanges, passenger movements and maritime services from which the modern city of Valencia has developed. Through the years, the Port of Valencia has grown and changed. The port has grown towards the sea creating breakwaters and other protection works making possible the construction of new basins. At the same time, some already-existing inner basins have been reshaped for urban related activities such as leisure ports.

The economic impact of cruise tourism and its benefit to local livelihoods is a ubiquitous topic for destination policymakers and stakeholders that arises when discussing cruise tourism development. Cruise tourism has been criticized for keeping the majority of associated revenues within the cruise line and not for the local communities (which may make up a large part of the attractiveness and experience) that are not benefitting sufficiently from the cruise passengers.

Destinations should routinely monitor, benchmark and seek to improve the spending per cruise passenger and the portion that remains within the local economy and its communities. Common methodologies for determining passenger spend and economic social impact will enable benchmarking and data aggregation, as well as improve monitoring's effectiveness of destinations.

It is important to consider that the economic impact and passenger spending calculations are limited to the instance of visitation and do not account for potential future gains. Cruise tourism passengers who have a positive experience within a destination may decide to return to that destination. The destination should encourage and seek to maximize return visits through various channels as a strategy for increasing spending over the long-term and weigh the potential for positive or negative reputational impact.

The increasing cruise traffic in the Port of Valencia would have a significant economic impact but also has an environmental impact and several pressure coming from society.

Obviously, Cruises vessels is a key source of revenue for the coastal areas and particularly for the Valencian Region, but this kind of tourism is also pointed out as a source of pressure and environmental impacts. The vessel impact at ports and nearby areas affecting negatively to the city in terms of environment. In this sense, the coexistence between ports and cities has had many problems related to the territory sharing. Ports receive pressure from the city about high noise levels, ships emissions, visual impacts, heavy traffic near the port-city accesses, etc.

Table 7A: Tourism sustainability indicators (the elaboration of data reported in the Table is reported in D.3.17.2)

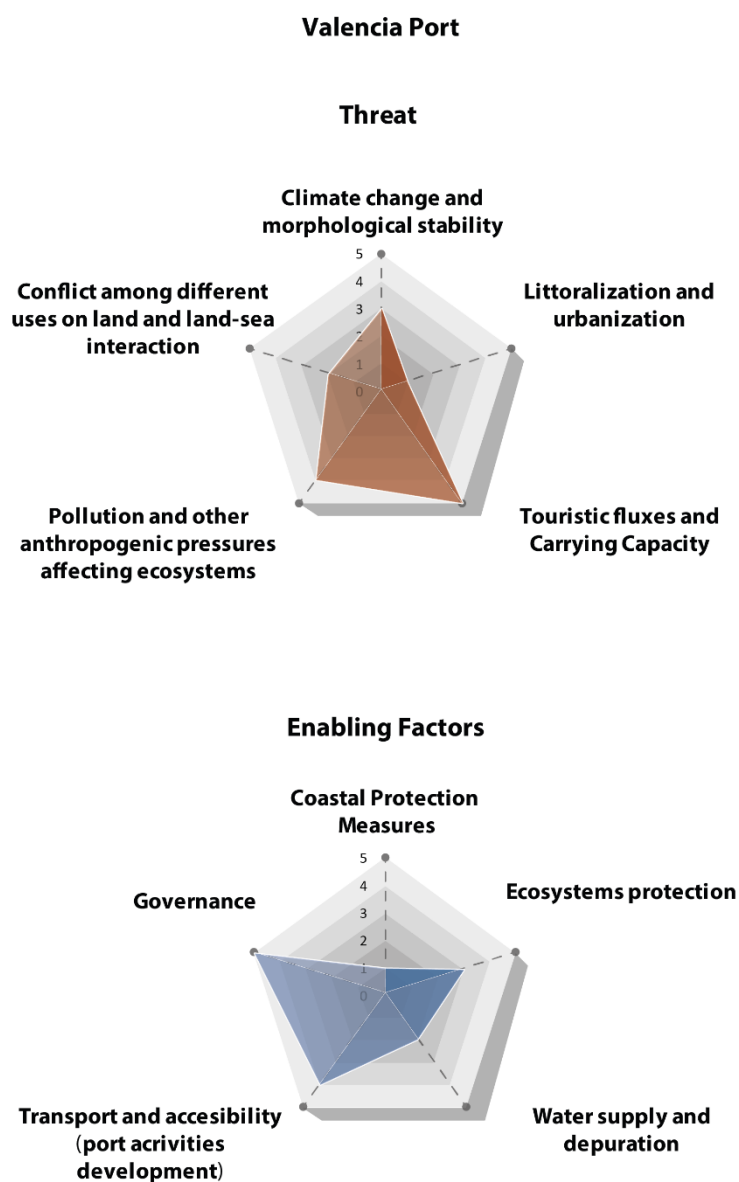
Sets of indicators		Priority (High/Low)	Measurement (Quantitative data, Proxy Data, Qualitative Data)*	Specify proxy or qualitative indicator **	Spatial level	Source of data	Final Measurement	Do you consider this value (final measurement) satisfactory for your PA?	According to your knowledge, what has been the trend of the indicator in the last 10 years (decreasing, stable or increasing)?	If available and only for quantitative data, please specify trend value as ±%
Core indicators										
C.A1.1.	% of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental/quality/sustainability and/or Corporate Social Responsibility	High	Quantitative Data		Destination/PA level					
C.B1.1.	Number of tourist nights per month	High	Quantitative Data		Destination/PA level	Tourism Statistics (2016) http://www.visitvalencia.com/es/estadisticas-turismo-valencia/mobile/index.html#p=12	370.720		Increasing	58%
C.B2.1.	Average length of stay of tourists (nights)	High	Quantitative Data		Destination/PA level	Tourism Statistics (2016) http://www.visitvalencia.com/es/estadisticas-turismo-valencia/mobile/index.html#p=13	2,33		Increasing	23%
C.B3.1.	Direct tourism employment as % of total employment in the destination	High	Quantitative Data		Destination/PA level	Direct employment - Tourism Statistics (2016) http://www.visitvalencia.com/es/estadisticas-turismo-valencia/mobile/index.html#p=12 Total Employment - Municipality Statistics (2016) http://www.valencia.es/ayuntamiento/estadistica.nsf/vDocumentosTituloAux/Ultimos%20datos?opendocument	2,78%		Not able to answer	
C.C1.1.	Number of tourists/visitors per 100 residents	High	Quantitative Data		Destination/PA level	Tourism Statistics (2016) http://www.visitvalencia.com/es/estadisticas-turismo-valencia/mobile/index.html#p=12	241,0		Not able to answer	
C.D3.1.	Waste production per tourist night compared to general population waste production per person (kg)	High	Quantitative Data		Destination/PA level	Not yet Available (Castwater project)				
C.D5.1.	Water consumption per tourist night compared to general population water consumption per resident night	High			Destination/PA level	Not yet Available (Castwater project)				
C.D5.2.	% of tourism enterprises taking actions to reduce water consumption	Low			Destination/PA level	Not yet Available (Castwater project)				
C.D6.1.	Energy consumption per tourist night compared to general population energy consumption per resident night	High				N/A				
C.D6.3.	% of annual amount of energy consumed from renewable sources (Mwh) compared to overall energy consumption at destination level per year	High				N/A				
Destination Indicators: Diii.Cruising										
Diii.A2	Total jobs directly attributable to cruise industry WTO (2004)	High	Quantitative Data			Not yet Available (Co-Evolve Pilot)				
Diii.A4.	Number of ship visits per year (by month)	High	Quantitative Data		Destination/PA level	Port of Valencia (2016)	181 calls in 2016 15,08 calls/month	NO	Increasing	118%
Diii.A6.	Average duration of stay in port (in hours)	High	Proxy Data	Average duration of stay in port (in hours)	Destination/PA level	Port of Valencia (2016)	9,94 h	YES	Increasing	
Diii.A7	Total and average port fees and charges received per ship visit WTO (2004)	High	Quantitative Data		Destination/PA level	Port of Valencia (2016)	1360 €/ship (average)		Increasing	
Diii.A8.	Average spending per cruise ship visitor (€)	High	Proxy Data			Valencia Tourism Board (2016) http://www.turisme.gva.es/turisme/es/files/pdf/estadistiquesdeturisme/estudios_mercado/Cruceros_agosto2016.pdf	40 €	NO	Decreasing	
Diii.B1.	Volume of fresh water on-loaded at port (m³)	High	Quantitative Data		Destination/PA level	Not yet Available (Co-Evolve Pilot)				
Diii.B2.	Volume of waste accepted for disposal (solid, liquid) at port (m³)	High	Quantitative Data			Not yet Available (Co-Evolve Pilot)				
Diii.C1.	Maximum capacity of docking facilities (number)	High	Proxy Data		Destination/PA level	Port of Valencia (2016)	1645 m		Increasing	112%
Diii.C4	Access to public transportation systems(YES/NO) Plan Bleu (2011), WTO (2004), WTO and APTEC (2016)	High	Qualitative Data		Destination/PA level		Yes			
Diii.C5.	% visitors taking organized shore tours Plan Bleu (2011), WTO (2004), WTO and APTEC (2016)	High	Quantitative Data		Destination/PA level	Valencia Tourism Board (2016) http://www.turisme.gva.es/turisme/es/files/pdf/estadistiquesdeturisme/estudios_mercado/Cruceros_agosto2016.pdf	24%			
Diii.D1.	Existence of up to date tourism plans and policies(YES/NO)	High	Qualitative Data		Destination/PA level	Regional Level: Global Strategy for Tourism 2010/2020 (http://www)	Yes			
Diii.D8.	Existence of performance indicators designated for evaluating the plan developed and used(YES/NO)	High	Qualitative Data				Yes			
Pilot area-specific indicators										
P.A3.1.	Total tourist numbers (mean, monthly, peak) (categorized by their type of activity)	High	Quantitative Data		Destination/PA level	Tourism Statistics (2016) http://www.visitvalencia.com/es/estadisticas-turismo-valencia/mobile/index.html#p=12	158.987 tourists/month (average) 195.000 tourists (peak, July/August)		Increasing	
P.A3.3.	Water use (total volume in liters or m³ consumed and liters per tourist per day)	Low			Destination/PA level	Not yet Available (Castwater project)				
P.A5.1.	Total use of water by tourism sector (Tourism as a % of all users)	Low			Destination/PA level	Not yet Available (Castwater project)				
P.B1.1.	Existence of a coastal planning management system	Low	Qualitative Data			In Valencia Region there is no specific « Coastal Planning management system »	No		Stable	
P.B1.2.	Length of protected and defended coastline (km)	Low	Quantitative Data		Destination/PA level		4,5 km		Stable	
P.B4.8.	Volume (m³) of sediments dredged per year	Low	Quantitative Data						Stable	
P.C3.1.	Level of tourism sector involvement in public policy (advisory bodies, review panels etc)	High	Qualitative Data		Destination/PA level	Existence of a formal cruise stakeholders' working group.	Low		Increasing	
	% of cruise actors/companies in the destination using a voluntary verified certification/labelling for environmental/quality and sustainability	High	Proxy Data			N/A				
	Number of cruise passenger per month	High	Quantitative Data			Port of Valencia (2016) https://www.valenciaport.com/wp-content/uploads/Boletin-Estadistico-Diciembre-2016.pdf	33.360 cruisers / mon		Increasing	354%
	Number of days with cruise call	High	Quantitative Data		Destination/PA level	Port of Valencia (2016)	142		Increasing	
	Number of cruise passenger per day	High	Quantitative Data			Port of Valencia (2016) https://www.valenciaport.com/wp-content/uploads/Boletin-Estadistico-Diciembre-2016.pdf	2.839,88 cruisers / day		Increasing	
	Direct cruise tourism employment as % of total tourism employment in the destination	High	Proxy Data			Not yet Available (Co-Evolve Pilot)				
	Number of cruise passengers visiting the destination, per 100 residents	High	Quantitative Data		Destination/PA level	Port of Valencia and Valencia Tourism Board	51,0		Increasing	367%
	MARPOL V waste (m3/year) from cruises / annual number of cruise passangers	High	Quantitative Data	Diii.B2. [Volume of waste accepted for disposal (solid, liquid) at port (m3)]/Number of cruise passenger per day/month	Destination/PA level	Not yet Available (Co-Evolve Pilot)				
	Fresh water consumption per cruise passenger compared to general population water consumption per person day	High	Quantitative Data	Diii.B1.[Volume of fresh water on-loaded at port (m3)]/Number of cruise passenger per day/month	Destination/PA level	Not yet Available (Co-Evolve Pilot)				
	Energy consumption per cruise passenger compared to general population energy consumption per resident night	High				N/A				
	Share of port facilities' electrification provided by renewable sources at the destination	High				N/A				
	Availability of shore-side electricity at the port; Share of cruise ship calls that receive shore-side electricity; Share of port facilities' electrification provided by renewable sources at the destination/ LNG facilities (YES/NO)	High					No		Stable	
	Share of transport modes in cruisers mobility (%)	High	Proxy Data			Not yet Available (Co-Evolve Pilot)				

The indicators in this table were chosen by the Pilot Area Coordinator between those available in the Guidelines' Annex 2 Indicators List.

Threats and enabling factors synthesis

Threats	Enabling Factors
<ul style="list-style-type: none"> • Climate Change poses some challenges for Valencia as an Urban destination due to the change of its mild climate parameters 	<ul style="list-style-type: none"> • Climate change strategy Valencia 2013-2020 (EVCC) identifies the main vulnerabilities and proposes some solutions
<ul style="list-style-type: none"> • Concentration of tourist demand on tourism interesting sites, particularly on cultural heritage sites and old parts of the city 	<ul style="list-style-type: none"> • Territorial strategy of the Valencia Region has a couple of indications for not building in areas below 1m s.l.m. and those at risk of erosion
<ul style="list-style-type: none"> • Large numbers of visitors within the destination and its attractions for short periods High urbanization and tourist pressure 	<ul style="list-style-type: none"> • Accessibility to Valencia as a tourist destination from abroad is a significant factor
<ul style="list-style-type: none"> • Substitution of local shops by tourism oriented ones or with the displacement of local population from certain city areas due to the increase of housing rents 	<ul style="list-style-type: none"> • The mobility strategies can help to tackle some challenges related to cruise tourism mobility
<ul style="list-style-type: none"> • Pollution of rivers and consequently of the sea 	<ul style="list-style-type: none"> • Two different physical and administrative entities (port and municipality) share the waterfront, increasing the number of stakeholders that must be involved in the process
<ul style="list-style-type: none"> • Problem of coastal erosion due to: dredging and gravel pits on rivers; various fluvial plants; urbanization of the coasts particularly active in the 60s and 70s; destruction of the dunes 	
<ul style="list-style-type: none"> • Main conflicts between the stakeholders who want to protect the environment and tour operators who want to exploit / further redevelop the coast 	
<ul style="list-style-type: none"> • High pressures on the quality and quantity of natural resources 	
<ul style="list-style-type: none"> • The port of Valencia is affected by a flow of cruises (short-term tourism) and "transit ports". Big flows of tourism that bring pressure to the city 	

Figure 7g: Graphical elaboration of pilot area's priorities that emerged from the analysis of threats and enabling factors



7.3- Vision

Valencia is a tourist destination. The city offers an attractive array of activities and sights; suitable for all ages. Valencia also has an important commercial Port, known as Valencia port. Cruise traffic at the Port of Valencia has grown 125% in number of passengers over the last 10 years. At the end of 2016, it closed the year with a total of more than 180 calls and over 400,000 cruise passengers. Valencia has become a popular tourist destination in the Mediterranean, with an annual growth of over 7%. This traffic will continue increasing according to the cruise industry trends and its growth perspectives in the Mediterranean area. The development planned for the future, aims to convert the city in a European model of sustainable and transparent destination, dynamic, with an efficient and collaborative structure, respectful of the environment and built with the complicity of all the sectors involved. The base of this vision is strongly connected with the integration of the city center and the port (physically, economically and socially) that means:

- promote sustainable cruise tourism development able to improve the quality of life of residents; a model capable of effectively contributing to the preservation and enhancement of cultural and natural heritage, and in which cruise activity is a factor in improving the well-being of citizens.
- Increase the profitability of the cruise tourist activity in the city in terms of creating wealth and quality employment, promoting a sustainable tourism with higher average spending and less environmental impact.
- Adapt the offer to the demands and requirements of the new consumer, improving the value proposal, making the tourist resources and services offered by the city more attractive and accessible.
- Innovate the management models and the instruments and tools used, intensifying and optimizing the use of ICTs in the management of the city. To promote a comprehensive intelligence system that provides companies and institutions with the best knowledge to make decisions.
- Broaden the vision from the perspective of transversality, actively involving cruising agents - institutions, companies, residents, professionals-, through an institutional framework of collaboration and participation.
- Implement operational instruments that are part of the management of the destination and in which companies and professionals have the greatest role

7.4 - Strategy

FROM HARBOR TO THE CITY

Tourism is an industry dependent on transport by definition. The need to reduce the impact of tourism transport must be balanced with the need to support the economy through encouraging visitors to come to Valencia. Mobility is, together with tourist accommodation and attractions, one of the most important determining factors in shaping destinations.

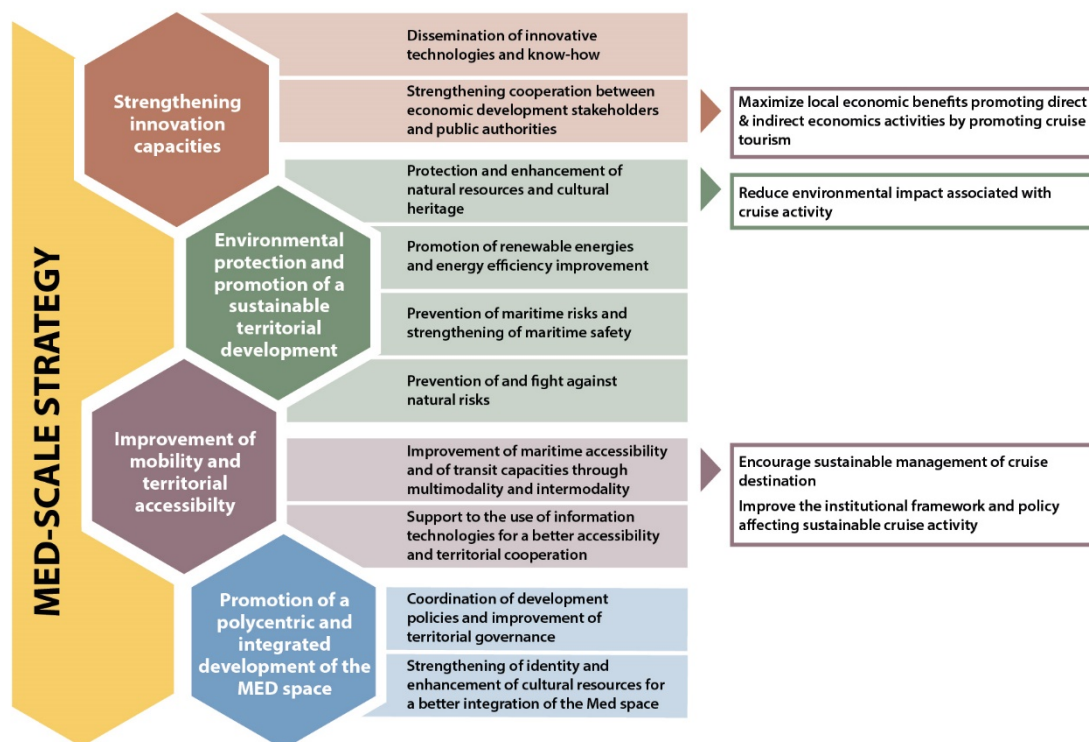
By implementing green technologies and policies for cruise tourism, Valencia will contribute to the “double bottom line” of environmental sustainability and consequent profitability generated.

In addition to the possibilities presented by on-site improvements, a unique opportunity exists for the city to take a lead role in introducing advanced local mobility systems, capitalizing on the fact that customers are not just interested in sun-and-beach holidays, but also in being innovative with respect to sustainable local travel. Valencia will shift from environmentally destructive cruise tourism habits to efficient and advanced incoming fluxes management. In the same vein, policymakers and other urban stakeholders will encourage guests to choose energy-efficient methods of transportation for their recreational city tours and activities. To connect all the important areas of the city, visitors will be steered toward smart transit options such as light and sustainable transports, hybrid buses, bicycles and hybrid cars.

Valencia, as a sustainable cruise destination will also reduce their impact by integrating carbon-friendly principles into their supply chains, and purchasing sustainably sourced goods and materials. In addition, it can implement low-carbon waste management policies, including energy-efficient recycling.

7.4.1 - Goals and Objectives

Figure 7h: Specific objectives for the pilot area



Pilot Areas specific objectives are coherent with the Priority Axes, goals and specific objectives for the development of the Mediterranean area (Interreg MED programme 2014-2020)

The objectives identified for the development of the Valencia tourism-driven strategy are completely derived and coherent with the Med-scale strategy and related main goals, as is possible to notice in the Figure above. Despite the “Improvement of mobility and territorial accessibility” seems to be the priority axis of intervention, the identified objectives for the Valencia area will have important effects also on the other axes. Furthermore, the matrices of conformity of the area specific objectives with the ICZM High Level Objectives and Sustainable Coastal Tourism Goals (see Figures in the following pages) show a good level coherence and conformity with macro levels planning strategies that influence tourism development, especially concerning the development of a healthy and productive economy and environment.

Furthermore, the maps in the following pages show the geographical areas within which the strategy is focused through the implementation of measures and actions aimed at achieving specific objectives. The territorial settings mainly interested by the specific objectives are reported in the single objective-oriented maps.

Figure 7i: Matrix of conformity between Pilot Area's specific objectives and ICZM High Level Objectives and Sustainable Tourism main Goals

OBJECTIVE 1

Maximize local economic benefits promoting direct & indirect economics activities by promoting cruise tourism

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 2

Reduce environmental impact associated with cruise activity

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 3

Encourage sustainable management of cruise destination (turistic fluxes)

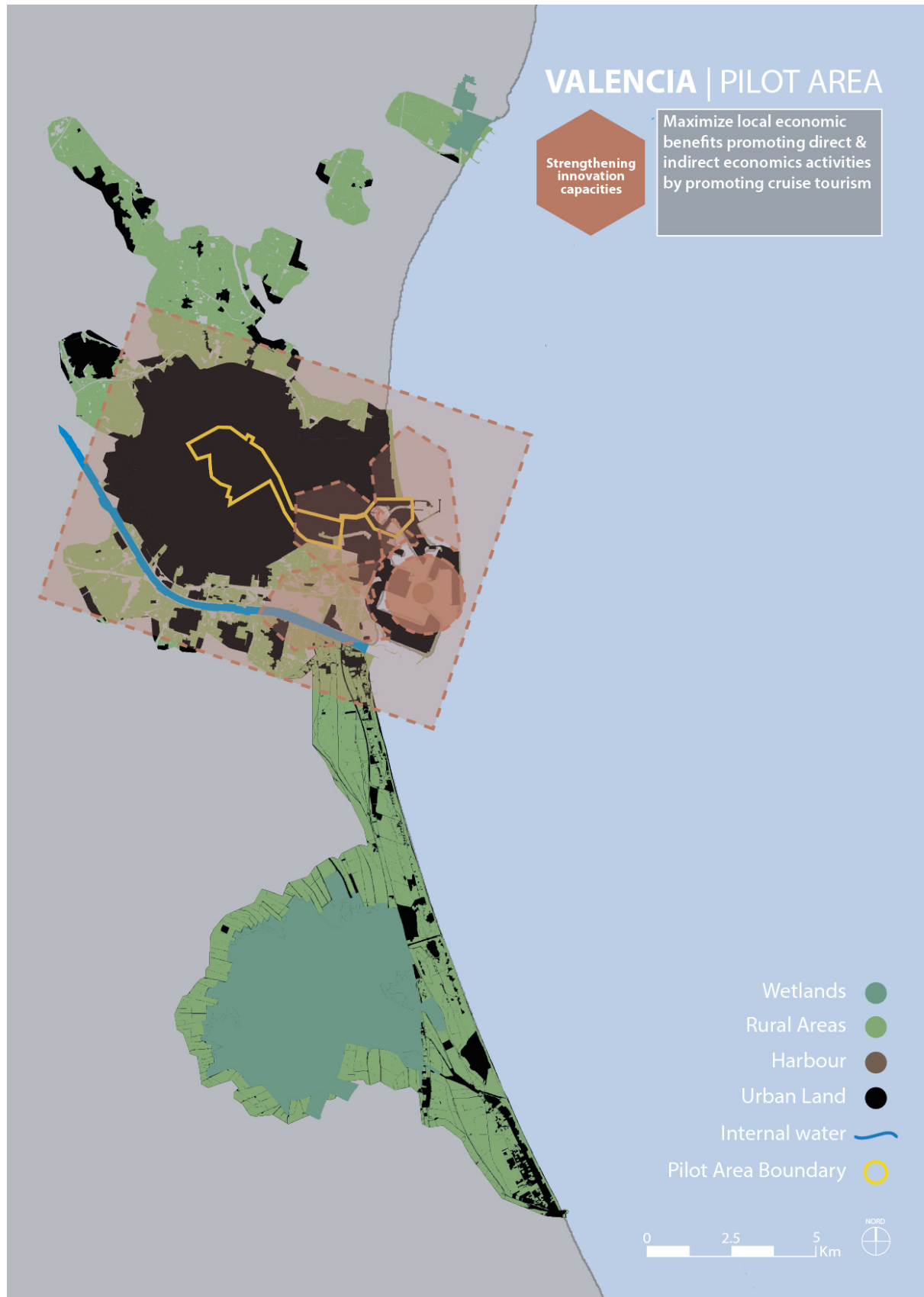
		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

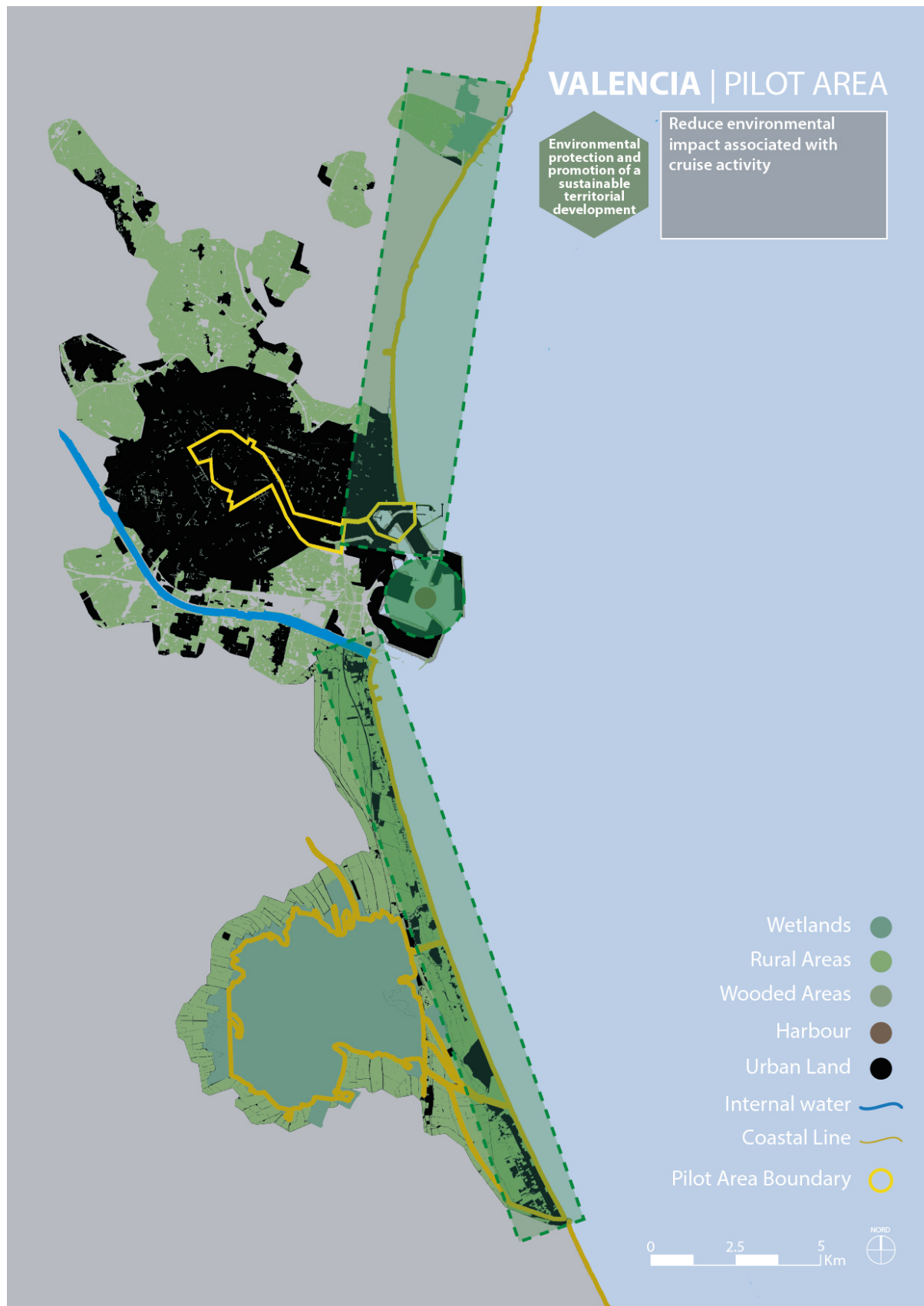
OBJECTIVE 4

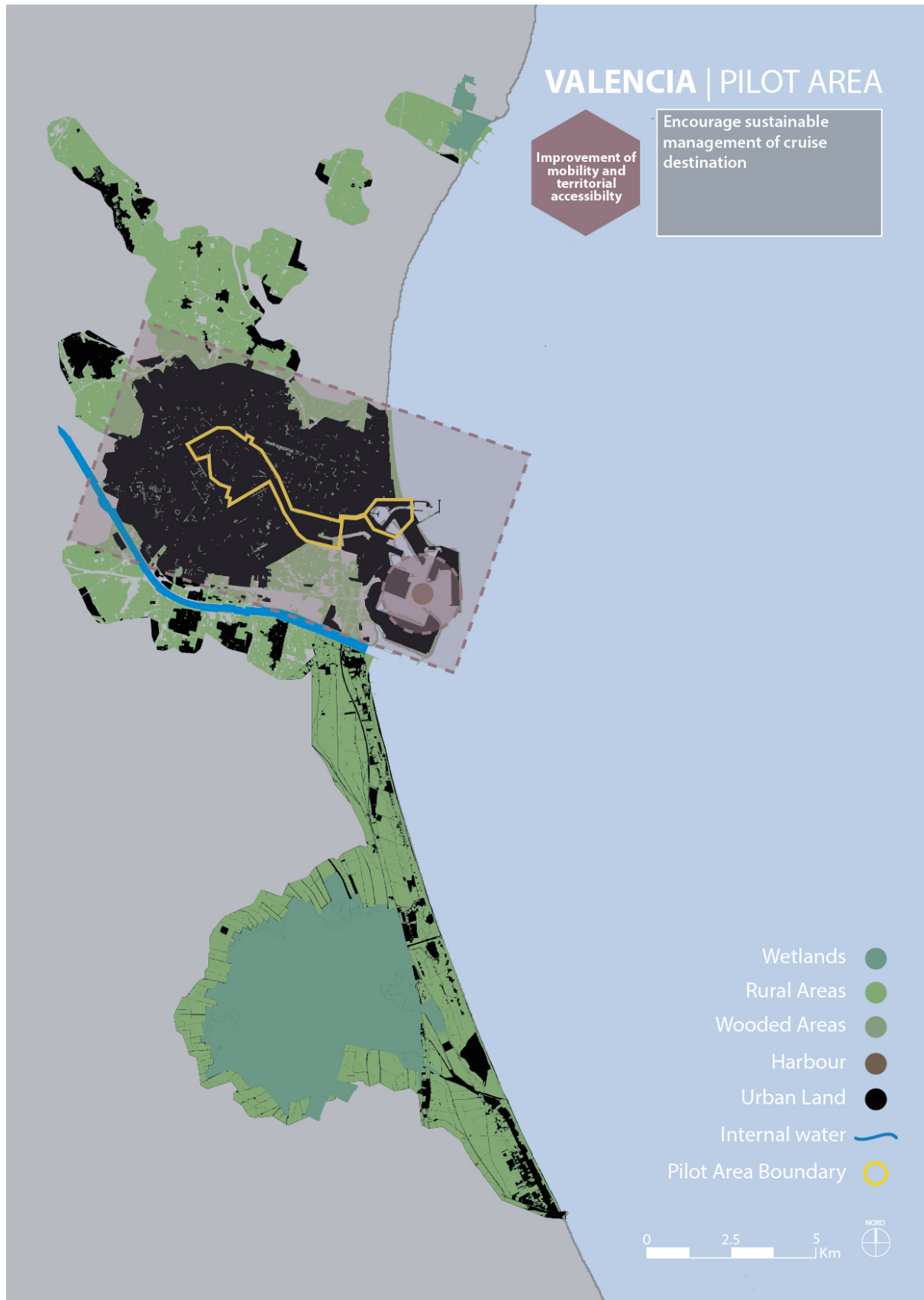
Improve the institutional framework and policy affecting sustainable cruise activity

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

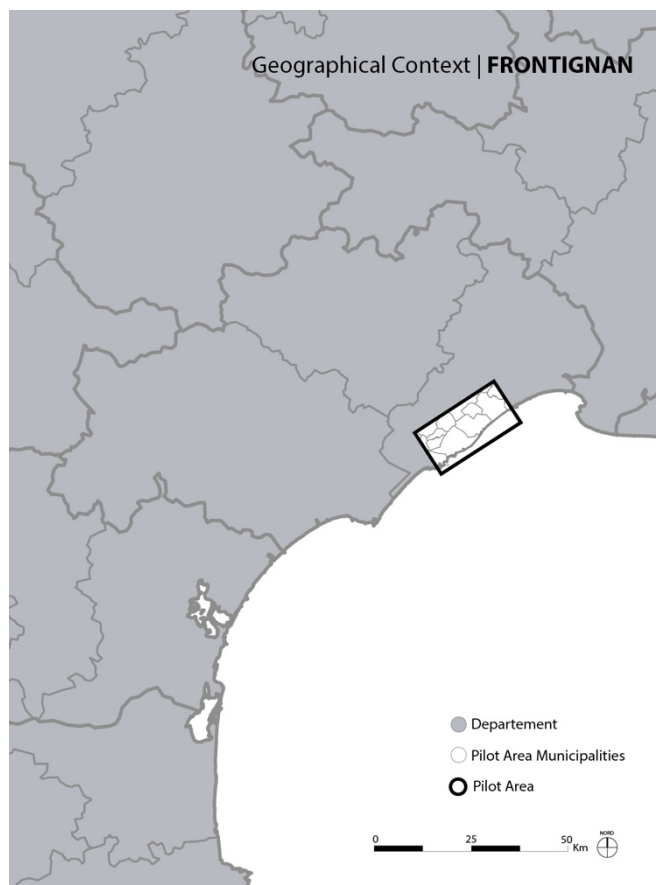








Chapter 8 - Lido of Frontignan-Maguelone Strategic Plan



8.1 Pilot Area Description

8.1.1 - Geographical description

Municipalities called Frontignan-La Peyrade, Vic-la-Gardiole, Villeneuve-lès-Maguelone.

Located between Montpellier (400,000 inhabitants) and Sète 40,000 inh.)

Since the 1960s, the territory has undergone major transformations that still structure its functioning today with the emergence of tourism on the lido, between sea and lagoons, creating a new urban tourist zone. The initial offer targeted popular guests.

In the middle of the lagoons is the Maguelone cathedral, a protected site with an important history.

At the North of the lagoons, we find a hill well preserved while all around are wine cultures.

This image of a preserved environment between coastal cities makes a good attractiveness of this territory.

In this context, the Communes of Frontignan (20,500 inhabitants) and Villeneuve-lès-Maguelone (10,000 inhabitants) have for a very long time developed strategies to welcome populations in search of a coastline at first "nature and family".

The erosion of the coastline is nevertheless a direct threat for tourist's equipment and lido.

Area = 60 km²

Coastline = 20 km

Population: low season = 36,000 inh. Summer peak = 61,000

Coastline Defenses: hard defense (groins, breakwaters..) / urban area; soft defense (dune protection and vegetalisation, beach nourishment) = 2 km; Others (lagoons, natural zone, wetlands...).

The area is insert within economic, environmental and touristic Mediterranean dynamics that are influencing its development. The Frontignan regional area, is exposed to medium

combined pressures, due to climate change impacts, both on the coastal and marine areas (Figure 8a). Furthermore, as is possible to notice in Figure 8b, the area is located in a wider area where economic and environmental pressures are at medium and high levels. The area's condition is in line with the main condition of the French coastal sites, characterized by medium and high levels of cumulative pressures. Additionally, Figure 8c, shows that the area where Frontignan Municipality is located, is classified as an area where tourist spent a higher number of overnights than the average Mediterranean sample with a medium trend of growth. Thus, the area seems to be insert within a quite positive trend in terms of tourism development and market. This condition is quite different from the nearby Regions, characterized by coastal destinations hosting a relatively low potential for tourism activities, either because of the lack of tourism asset or lack of effective promotion. On the contrary, Frontignan Region shows high potential for strengthening its market share, paying attention to not exceed its carrying capacity and the negative externalities that could affect it. Moreover, the population trend in the area, as in the surroundings regions, is in a positive direction with a high increase in the last years in line with the nearby Regions and the Northern/Western Mediterranean trend.

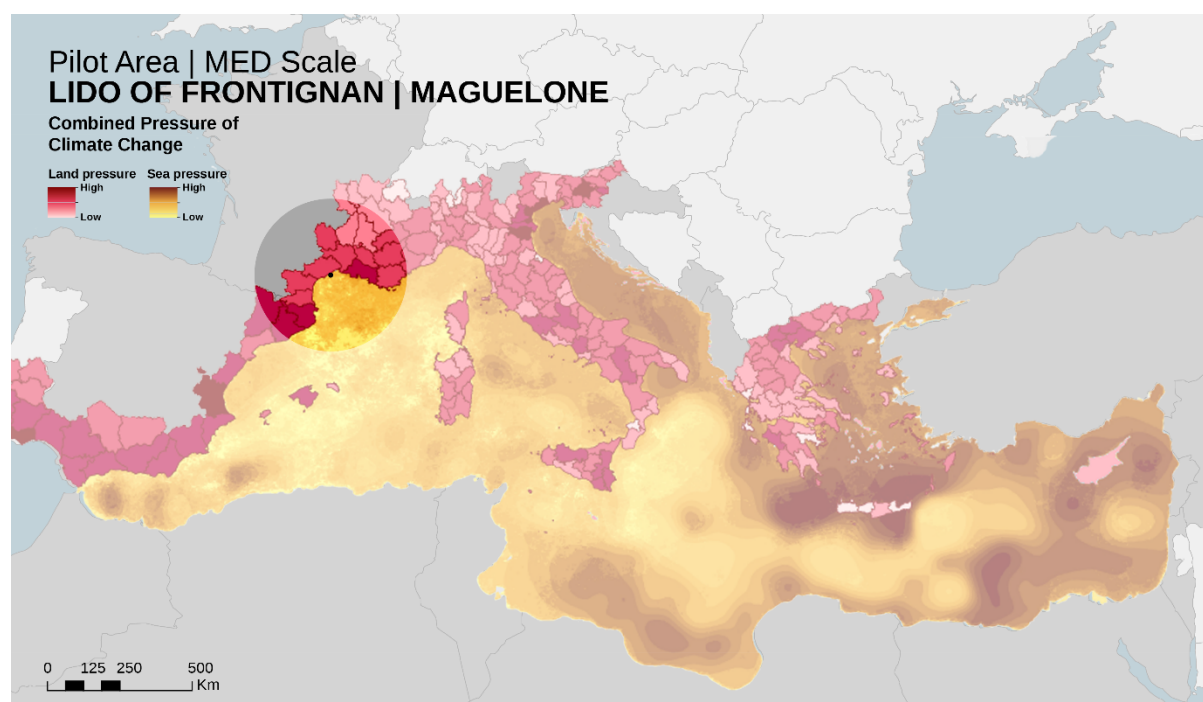


Figure 8a: Focus on Lido of Frontignan pilot area of the Combined Pressure of Climate Change in the Mediterranean Region

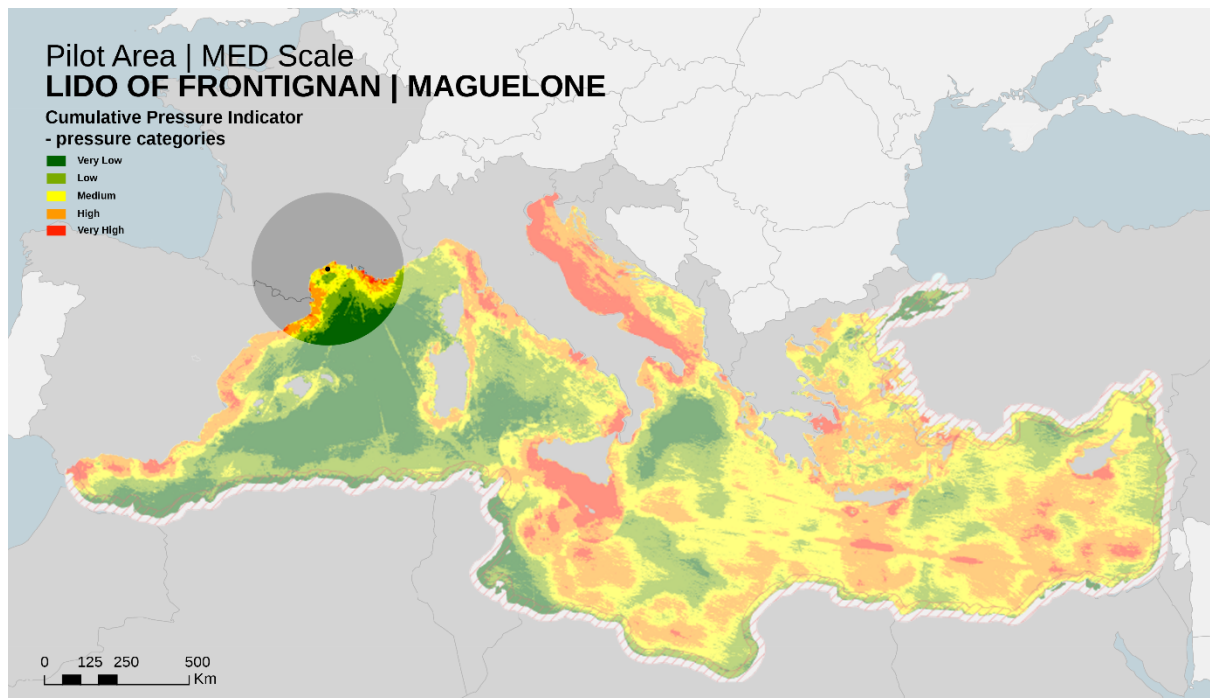


Figure 8b: Focus on Lido of Frontignan pilot area of the Cumulative Socio-Economic and Environmental Pressure in the Mediterranean Region

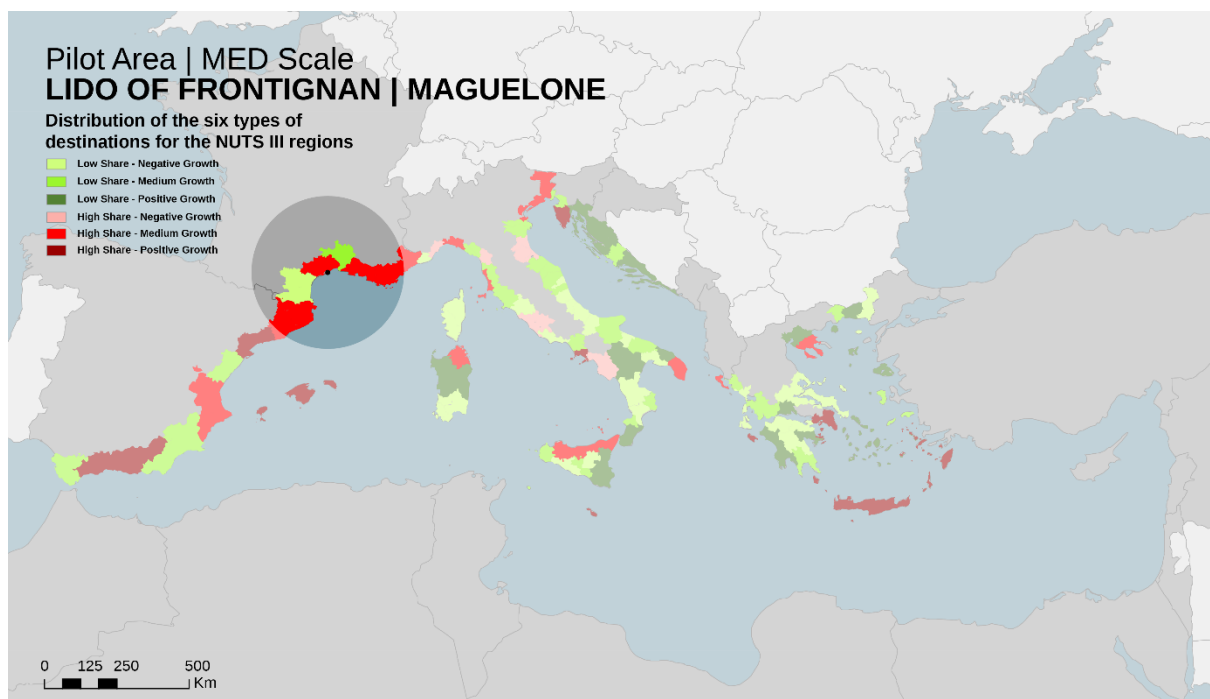


Figure 8c: Focus on Lido of Frontignan pilot area of the Types of destination based on the average tourism market share and annual growth in the Mediterranean Region

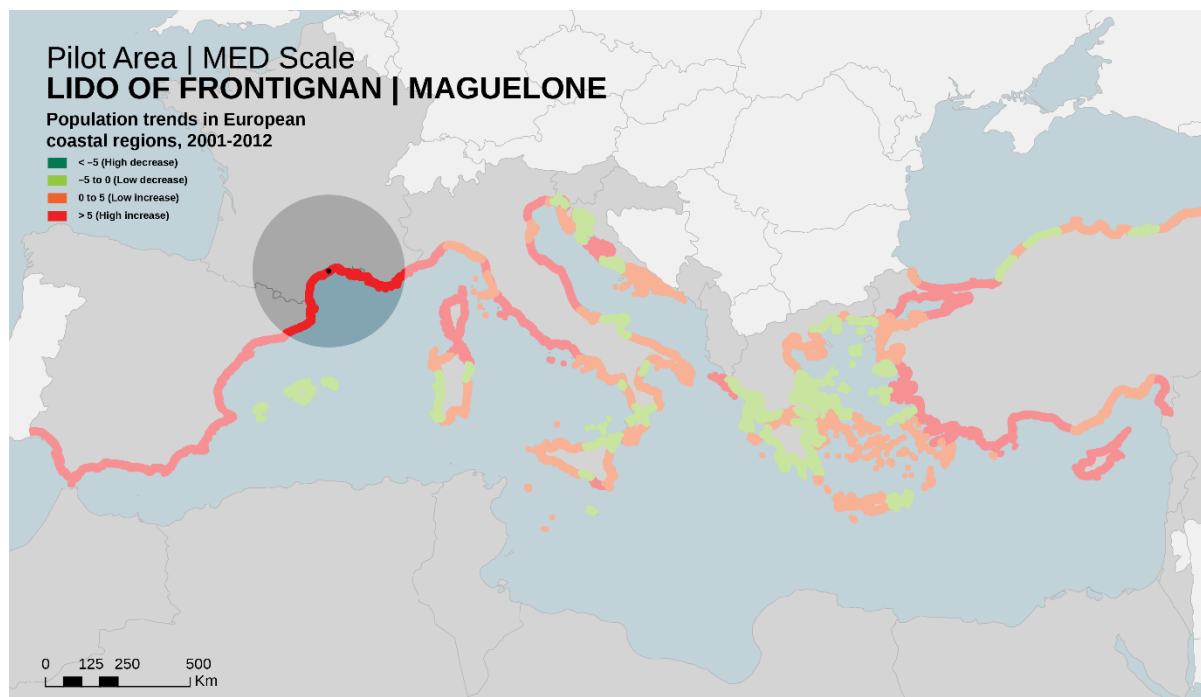


Figure 8d: Focus on Lido of Frontignan pilot area of the Population Trends in the Mediterranean Region

8.1.2 - Socio-economic dynamics

Tourism, viticulture, building, fishing.

1 port (with the mouth of the big harbour of Sète, on the west side).

(unemployment = 17 % of the population)

Frontignan's story is closely linked to the vineyard. This vineyard spreads slowly at the foot of the massif of Gardiole. Facing the sea and the ponds, leaning against the green hills the vineyards of Frontignan enjoy an exceptional climate, between sunshine and marine influences. This gives the grapes that more aromatic and tasty that makes Muscat de Frontignan a natural sweet wine recognized throughout the world.

8.1.3 - Most important natural resources and elements driving tourism in the area

Urban zone of Frontignan – Natural site of Aresquiers – wild lido – Protected area Maguelone Cathedral

Bois des Aresquiers : Classified since 1978 and owned by the Conservatoire du Littoral since 1982, the Bois des Aresquiers covers an area of 179 hectares. Its proximity to the sea, rare in the Mediterranean region, makes this wood an exceptional and original place. This pine forest is a transition between the salty environment and the forest environment. The

landscape is very beautiful with views of the ponds from the many tracks through the pine forest and joining the lagoon Ingril. This wood is the living space of several rare plant and animal species.

Les Salines :

Located south-west of the metropolis of Montpellier (400 000 inhabitants) and east of the agglomeration of Thau (90 000 inhabitants), close to coastal tourist areas, the Salines de Villeneuve and Frontignan extend over nearly 600 hectares between lagoons and the hill of Gardiole. These protected natural sites are part of an exceptional lagoon complex of several thousand hectares.

Natural place of purifying and rising water, reservoir of biodiversity, place of leisure and economic activities, Salines play an important role for the conservation of the natural heritage of RAMSAR and Natura 2000 sites of the Palavasian ponds. Beyond the remains of ancient activity, there is a mosaic of natural environments between fresh and salt water where many remarkable species, especially birds, come to breed or feed.

Maguelone Cathedral :

At the seaside, on an island that is today linked to the continent by a strip of coastline, lies the impressive Cathedral Maguelone, one of the most important places for Christianity in Languedoc-Roussillon. A historic monument in the roman style, the Cathedral was the seat of the diocese for a thousand years. The origins of Maguelone are very old : there was a port in the Roman Empire, diocese from the VI^e to the XVI^e century. The Domaine de Maguelone is located in an area of protected coastline with a broad variety of birds. The Cathedral is at the heart of an island of greenery, in a park, surrounded by vines, between sea and pond.

8.1.4 - Local and regional planning guidelines that must be taken into account in building the local strategy

National level : coastal law and others legal tools.

Regional scale – Occitanie :

- Regional Development Plan for Sustainable Development of Equality of the Territories (SRADDET)
- Coastal Plan 21 (in progress)
- Regional tourist scheme

Local scale :

- Departmental tourist scheme
- Scheme of Territorial Coherence (SCOT)
- To protect coastline, a coastal planning management system exists since 2005, well realized at the sedimentary cell scale.

8.2 - Sustainable status and main planning challenges

We can observe a higher sea level rise than before, considering the disappearance of some beaches... Last autumn 2016, 2 coastal cities (Frontignan and Palavas – PArea 5A) were with more than 30 cm in several streets. To maintain the Tourist activity with natural reserves protected, to manage tourist attendance in summer period - See tourist scheme. Coastal risk: sea level rise, sea & river flooding, beaches erosion... Threat on Water supply: this tourist sector could be supply with Rhone waters. Waste management.

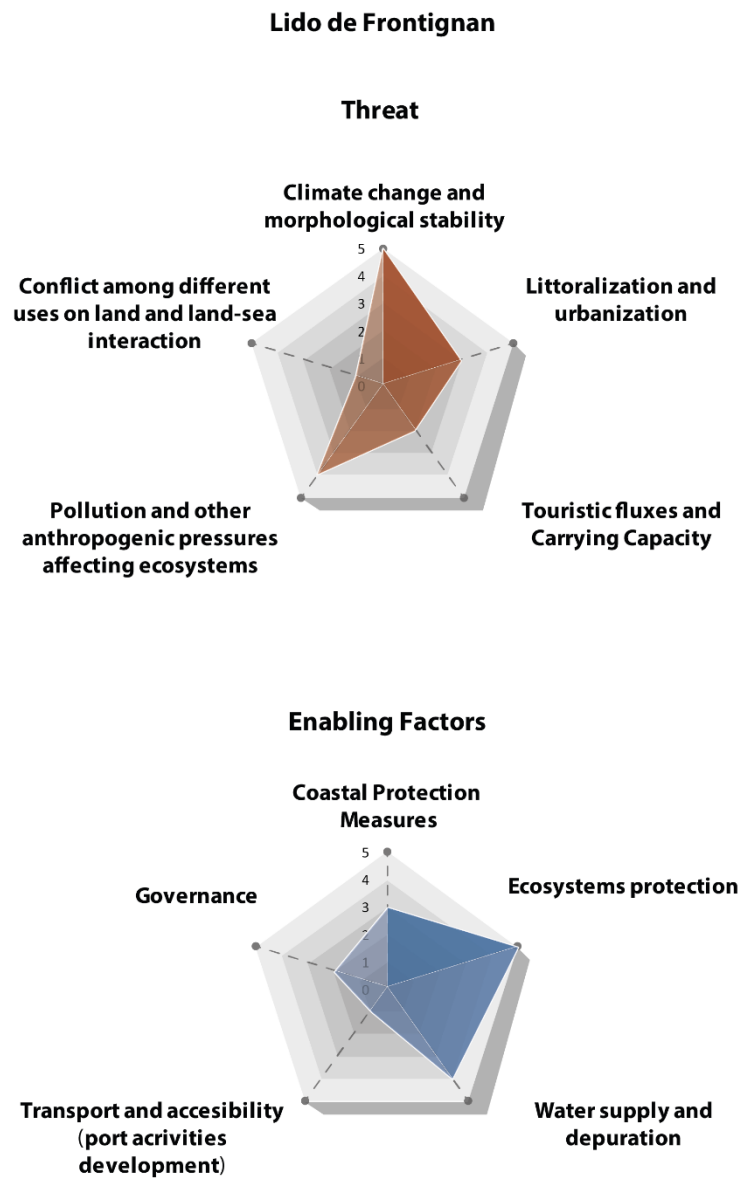
TABLE 8A: Tourism sustainability indicators (the elaboration of data reported in the Table is reported in D.3.17.2)

Sets of indicators		Priority (High/Low)	Measurement (Quantitative data, Proxy Data, Qualitative Data)*	Specify proxy or qualitative indicator **	Spatial level	Source of data	Final Measurement	Do you consider this value (final measurement) satisfactory for your PA?	According to your knowledge, what has been the trend of the indicator in the last 10 years (decreasing, stable or increasing)?	If available and only for quantitative data, please specify trend value as ±%
Core indicators										
C.A1.1.	% of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental /quality/sustainability and/or Corporate Social Responsibility	High	Quantitative Data	proxy indicator	Destination/PA level	Hérault tourisme http://www.herault-tourisme.com and others partners like http://www.campinglanguedocroussillon.com/	Labels & certifications existence	yes	increasing	"?" = I don't have actually this information to fill in, but it will be possible to obtain it.
C.B1.1.	Number of tourist nights per month	High	Quantitative Data	proxy indicator	Destination/PA level	Hérault tourisme	per Commune	yes	Stable	?
C.B2.1.	Average length of stay of tourists (nights)	High	Quantitative Data	qualitative indicator	Destination/PA level	Hérault tourisme	?	yes	Decreasing	?
C.B3.1.	Direct tourism employment as % of total employment in the destination	High	Proxy Data	proxy indicator	Destination/PA level	Economical service of Hérault	?	yes	Stable	?
C.C1.1.	Number of tourists/visitors per 100 residents	High	Qualitative Data	qualitative indicator	Municipality	Municipalities	?	yes	Stable	
C.D1.4.	Average carbon footprint of tourists and same-day visitors travelling from home to the destination	Low	Qualitative Data	qualitative data	Destination/PA level	?	?		Decreasing	
C.D3.1.	Waste production per tourist night compared to general population waste production per person (kg)	High	Qualitative Data	qualitative data	Municipality	Agglomération = x Municipalities	global waste production	yes	Stable	
C.D5.1.	Water consumption per tourist night compared to general population water consumption per resident night	High	Quantitative Data	proxy indicator	Destination/PA level	Water management services	water m3	YES	Increasing	
C.D5.2.	% of tourism enterprises taking actions to reduce water consumption	High	Quantitative Data	proxy indicator	Destination/PA level	Water management services	?	YES	Increasing	?
C.D6.2.	% of tourism enterprises that take actions to reduce energy consumption	High	Proxy Data	?	NUTS3 unit	Hérault énergie	?	NO	Not able to answer	
C.D6.3.	% of annual amount of energy consumed from renewable sources (Mwh) compared to overall energy consumption at destination level per year	Low	Qualitative Data	?	NUTS3 unit	Hérault énergie	?	NO	Not able to answer	
C.D7.1.	% of local enterprises in the tourism sector actively supporting protection, conservation and management of local biodiversity and landscapes	High	Qualitative Data	?	NUTS3 unit	?	?	YES	Not able to answer	
Destination Indicators: Di.Beach/Maritime tourism										
Di.A4.	Number of second homes per 100 homes in coastal zones*	High	Quantitative Data	Proxy data	Municipality	Hérault Tourisme	% second homes	YES	Stable	
Di.B1.	% of tourist infrastructure (hotels, other) located in coastal zones*	High	Quantitative Data	Proxy data	Destination/PA level	Hérault tourisme	number of tourist infrastructures	YES	Stable	
Di.C2.	% of beaches awarded the Blue Flag	High	Quantitative Data	Proxy data	Municipality	Service Mer et Littoral	% beaches	YES	Increasing	
Di.C3.	Costs of erosion-protection measures (e.g. sea walls.)	High	Quantitative Data	Proxy data	Destination/PA level	Service Mer et Littoral	Amounts	YES	Increasing	To verify
Di.C4.	Beach nourishment: sand volume and extension of the restored beach (m3 and m2)	High	Quantitative Data	Proxy data	Destination/PA level	Service Mer et Littoral	sand volumes during the last 10 years	YES	Stable	
Di.D1.	Existence of up to date tourism plans and policies (YES/NO)	High	Proxy Data	YES. Proxy indicator	NUTS3 unit	Service Tourisme	Tourism strategy	YES		
Di.D2.	Existence of a land use or development plan (YES/NO)	High	Quantitative Data	YES. Proxy indicator	Destination/PA level	service Prospectives		YES		
Di.D8.	Existence of performance indicators designated for evaluating the plan developed and used(YES/NO)	High	Qualitative Data	To be confirmed	NUTS3 unit	service Prospectives		YES		
Di.D11.	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)	High	Qualitative Data	No	NUTS3 unit	Service Mer et Littoral	Coastal Strategy	YES		
Destination Indicators: DiI.Urban/Cultural tourism										
DiI.A3.	% of total tourists visiting in peak month and average for the year	High	Proxy Data	Qualitative indicator	NUTS3 unit	Observatoire Hérault	%	YES	Stable	
DiI.B1.	Total number of tourists per square Km in key sites (crowding/spatial distribution)	Low	Qualitative Data	Proxy data	Municipality	Compagnons de Maguelone	Number	YES	Stable	
DiI.C4.	% of sites under a management and monitoring system for protection of cultural sites	High	Proxy Data	Proxy data	Destination/PA level	Hérault Tourisme	%	YES	Stable	
DiI.D1.	Existence of up to date tourism plans and policies (YES/NO)	High	Proxy Data	YES. Proxy indicator	NUTS3 unit	Service Tourisme	Tourism strategy	YES		
DiI.D2.	Existence of a land use or development plan(YES/NO)	High	Quantitative Data	YES. Proxy indicator	Destination/PA level	service Prospectives		YES		
DiI.D8.	Existence of performance indicators designated for evaluating the plan developed and used(YES/NO)	High	Qualitative Data	YES. Proxy indicator	NUTS3 unit	service Prospectives		YES		
DiI.D11.	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)	High	Qualitative Data	No	NUTS3 unit	Service Mer et Littoral	Coastal Strategy	YES		
Destination Indicators: Div.Recreational boating (Yachting/Marinas)										
Div.A2.	Number of yachts per year (by month)	High	Quantitative Data	Proxy indicator	Destination/PA level	Port autorités	Boat number	YES	Stable	
Div.A4.	Average duration of stay in port (in days)	Low	Qualitative Data		Destination/PA level	Port autorités				
Div.B1.	Deleted	Low								
Div.B2.	Volume of waste accepted for disposal (solid, liquid) at port(m³)	High	Proxy Data	Qualitative indicator	Municipality	Port autorités	Volumes	YES	Stable	
Div.C1.	Number of berths and moorings for recreational boating	Low	Proxy Data	qualitative indicator	Destination/PA level	Port autorités	Number	NO	Stable	
Div.D1.	Existence of up to date tourism plans and policies(YES/NO)	High	Proxy Data	YES. Proxy indicator	NUTS3 unit	Service Tourisme	Tourism strategy	YES		
Div.D2.	Existence of a land use or development plan(YES/NO)	High	Quantitative Data	YES. Proxy indicator	Destination/PA level	service Prospectives		YES		
Div.D8.	Existence of performance indicators designated for evaluating the plan developed and used(YES/NO)	High	Qualitative Data	Qualitative indicator	NUTS3 unit	service Prospectives		YES		
Div.D11.	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)	High	Qualitative Data	No	NUTS3 unit	Service Mer et Littoral	Coastal Strategy	YES		
Destination Indicators: Dv.Nature/Ecotourism										
Dv.A3.	Total number of visitors to parks and to key sites	High	Quantitative Data	Qualitative indicator	Destination/PA level	Gestionnaire terrains conservatoire du littoral	Total number	YES	Stable	
Dv.B1.	Number of sites/ecosystems/assets considered to be damaged or threatened (% of all defined systems/assets in protected area)	High	Proxy Data	Qualitative indicator	Destination/PA level	Conservatoire espaces naturels	Number	YES	Stable	
Dv.B5.	N° of visitors acceptable, according to the capacity of the equipment and facilities of the site (depends on capacity studies establishing limits)	Low	Qualitative Data	Qualitative data	Destination/PA level	?	Number	NO	Stable	
Dv.C1.	% of site area occupied by rare or unique species	Low	Proxy Data	Qualitative data²	Destination/PA level	Conservatoire espaces naturels	%	NO	Stable	
Dv.C2.	% of endemic species at the site	High	Proxy Data	Proxy indicator	Destination/PA level	Conservatoire espaces naturels	%	YES	Stable	
Dv.D1.	Existence of up to date tourism plans and policies(YES/NO)	High	Proxy Data	YES. Proxy indicator	NUTS3 unit	Service Tourisme	Tourism strategy	YES		
Dv.D2.	Existence of environmental plan and management(YES/NO)	High	Quantitative Data	YES. Proxy indicator	Destination/PA level	service Prospectives		YES		
Dv.D10.	Existence of performance indicators designated for evaluating the plan developed and used(YES/NO) → P.I.	High	Qualitative Data	To be confirmed	NUTS3 unit	service Prospectives		YES		
Dv.D13.	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)	High	Qualitative Data	No	NUTS3 unit	Service Mer et Littoral	Coastal Strategy	YES		
Pilot area-specific indicators										
P.A1.2.	% shoreline subjected to erosion	High	Quantitative Data	Proxy indicator	Destination/PA level	service littoral hérault	coastal erosion length	YES	Increasing	10% ?
P.A1.3.	Coastal area in degraded condition (low/medium/high)	High	Quantitative Data	medium	Destination/PA level	service littoral hérault	km	YES	Increasing	
P.A1.6.	Coastal flooding events per year(number)	High	Quantitative Data	proxy indicator	Destination/PA level	Observatoire Hérault	number	yes	Stable	?
P.A2.1.	Land occupied by artificial surfaces within the first 500m of coast (in %)	High	Quantitative Data	proxy indicator	Destination/PA level	Observatoire Hérault	%	yes	Stable	
P.A2.2.	% of area designated for tourism purposes	High	Quantitative Data	qualitative indicator	Destination/PA level	Hérault Tourisme	%	NO	Stable	
P.A3.1.	Total tourist numbers (mean, monthly, peak) (categorized by their type of activity)	High	Proxy Data	qualitative indicator	Destination/PA level	Hérault Tourisme	Numbers	yes	Stable	
P.A3.3.	Water use (total volume in liters or m³ consumed and liters per tourist per day)	High	Proxy Data	qualitative indicator	Destination/PA level	water companies	Vomlumes	yes	Increasing	
P.A4.2.	Rate of loss of protected areas	Low	Qualitative Data	qualitative indicator	Destination/PA level	Conservatoire espaces naturels	%	yes	Stable	
P.A5.1.	Total use of water by tourism sector (Tourism as a % of all users)	High	Proxy Data	qualitative indicator	Destination/PA level	Municipalities	%	yes	Stable	
P.A5.2.	Energy use by tourism industry as % of total	High	Qualitative Data	qualitative indicator	Destination/PA level	Hérault energy	% ?	NO	Stable	
P.B1.1.	Existence of a coastal planning management system	High	Quantitative Data	Yes. Proxy indicator	Destination/PA level	service littoral hérault		yes		
P.B1.2.	Length of protected and defended coastline (km)	High	Quantitative Data	proxy indicator	Destination/PA level	service littoral hérault	Km	yes	increasing	
P.B4.8.	Volume (m³) of sediments dredged per year	Low	Quantitative Data	proxy indicator	Destination/PA level	service littoral hérault	Volumes	yes	Stable	
P.C1.2.	% environmental, social, cultural actions recommended in plan which have been implemented	High	Proxy Data	qualitative indicator	Destination/PA level	Observatoire Hérault	% ?	NO	Stable	
P.A4.3.	Percentage of bathing sites with excellent water quality	High	Quantitative Data	proxy indicator	Destination/PA level	service littoral hérault	%	NO	Stable	
P.B2.6.	Implementation of Natura 2000 management plans	High	Quantitative Data	proxy indicator	Destination/PA level	service littoral hérault	Number	yes	Stable	
...	Tourism fluxes between urban zone, campgrounds zone and natural area (complementary zones)	High	Qualitative Data	qualitative indicator	Destination/PA level	Hérault Tourisme	Number ?	yes	Stable	
...	Considering the important river, flooding risk (monitoring marine and river flooding risk) and population alarm process	High	Proxy Data	proxy indicator	Destination/PA level	Local State services and Municipalities		yes	Stable	

Threats and enabling factors synthesis

Threats	Enabling Factors
<ul style="list-style-type: none"> • High frequency of storms with increase in damages of tourism structures 	<ul style="list-style-type: none"> • Existence of a coastal planning management system that must be updated
<ul style="list-style-type: none"> • Negative sediment budget in the area, need of coastal protection measure to slow down coastal erosion 	<ul style="list-style-type: none"> • Natura 2000 sites are established in most of the area
<ul style="list-style-type: none"> • Marine threats due to the effects of climate change 	<ul style="list-style-type: none"> • A traffic management plan has been adopted in 2016 in a specific are
<ul style="list-style-type: none"> • Housing and urbanization do not always correspond to the demands and expectations of current tourism 	<ul style="list-style-type: none"> • Good system of transportation
<ul style="list-style-type: none"> • The area is high artificialized 	<ul style="list-style-type: none"> • New roads and access to the area are planned to be constructed
<ul style="list-style-type: none"> • Problems of salinization of the groundwater and water quality 	
<ul style="list-style-type: none"> • Flood risk from river and sea 	
<ul style="list-style-type: none"> • Conflicts between water uses 	

Figure 8e: Graphical elaboration of pilot area's priorities that emerged from the analysis of threats and enabling factors



8.3- Vision

Between hills and the Mediterranean, over seven kilometres of coastline preserved and protected natural areas, le littoral de Frontignan - Maguelone offers a full range of activities and multiple trips. A breath of fresh air in the heart of beautiful landscapes, old salt, limestone hills, vineyards and ponds. For this area tourism is the lifeblood of the economy, and comprises good percentage of the region's GDP and employs of the people. However, challenges include better harnessing the region's natural capital in a sustainable way and making the tourism sector more resilient to natural disasters. A matter of fact, the key word for the future vision of Frontignan is resilience: not only how to build back better, but also how to build resilience into the everyday management of tourism, how to be better prepared, how to manage a crisis, and how to ensure greater shared economic and social benefits from tourism. This kind of development can also offer destinations many additional benefits, including environmental conservation and jobs creation. Updating infrastructure to more modern and climate stress-resilient designs will help this touristic destination remain competitive, and more quickly recover after a crisis whether this be climatic or economic. In this sense, these innovations will affect a vast number of aspects, from the quality of tourist destination themselves to the products, technologies, processes, business and organisational models, professional profiles and touristic fluxes management tools and practices. Innovating also means providing the area with a physical infrastructure which allows information, contents and accessibility. Accessibility for Frontignan means existence of conditions which allow a good connection for tourism and use through mobility systems, including sustainable ones, that will contributing to reducing the isolation of peripheral or poorly served areas in which exploitable resources are present.

8.4 - Strategy

ENHANCE THE GOVERNANCE OF SUSTAINABLE TOURISM

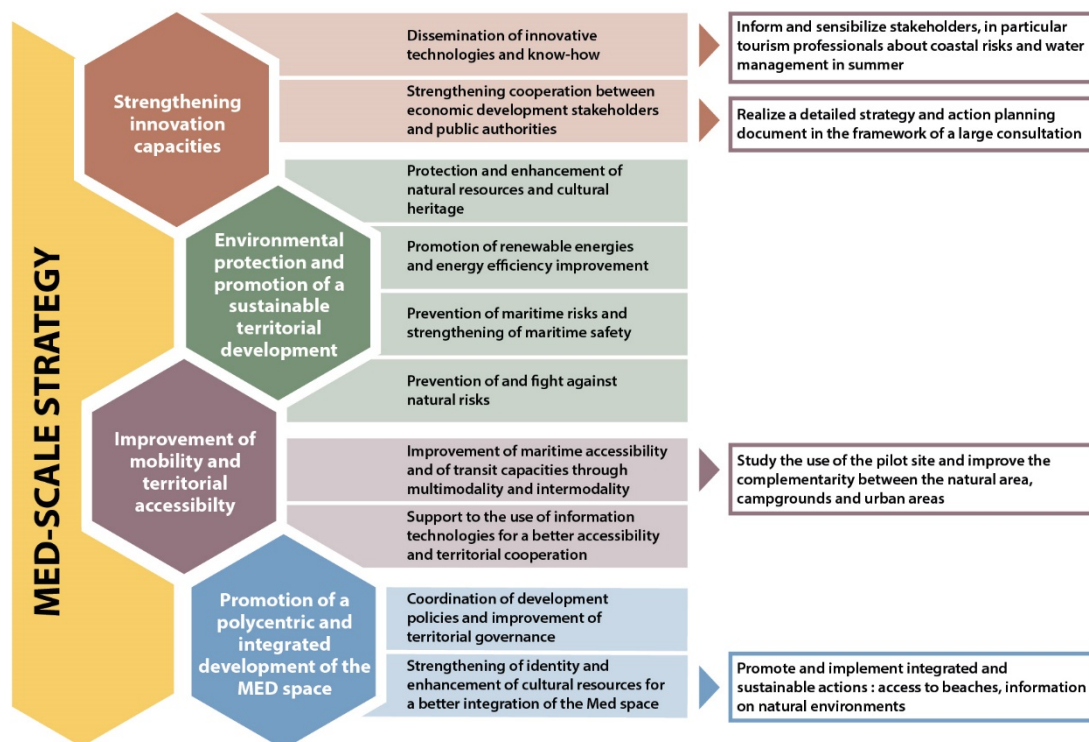
To reinforce tools and mechanisms available to the municipal government for the purposes of ensuring a public leadership of tourism sustainable management through coordination and participation with other territorial stakeholders.

Tourism is a collective issue and its activities have a cross-cutting effect on the promotion of different types of activities related to the environmental resources management. Thus, the public authorities have to define a feasible governance framework to ensure stakeholders' general interest. To achieve that, the line of coordinating internal work spaces must first be intensified, to make the planning and decision making's processes more efficient and capable to ensure the cross-cutting nature of the future actions. The spaces for coordinating policies with other public institutions, as well as discussing and co-designing them with the private sector and the area's social and community players, also need to be expanded by ensuring open participation mechanisms.

Additionally, strengthening relations with other closer destinations, not just to share experiences but also to start collective projects, connecting common demands through coordination or by creating innovative networks and itineraries able to promote the green and naturalistic tourism, will be addressed.

8.4.1 – Goals and Objectives

Figure 8f: Specific objectives for the pilot area



Pilot Areas specific objectives are coherent with the Priority Axes, goals and specific objectives for the development of the Mediterranean area (Interreg MED programme 2014-2020)

The objectives identified for the development of the Frontignan tourism-driven strategy are completely derived and coherent with the Med-scale strategy and related main goals, as is possible to notice in the Figure above. Despite the “strengthening of innovation capacity” seems to be the priority axis of intervention, the identified objectives for the Frontignan area will have important effects also on the other axes. Furthermore, the matrices of conformity of the area specific objectives with the ICZM High Level Objectives and Sustainable Coastal Tourism Goals (see Figures in the following pages) show a good level coherence and conformity with macro levels planning strategies that influence tourism development, especially concerning the development of a healthy and productive environment and the support to social cohesion.

Furthermore, the maps in the following pages show the geographical areas within which the strategy is focused through the implementation of measures and actions aimed at achieving specific objectives. The territorial settings mainly interested by the specific objectives are reported in the single objective-oriented maps.

Figure 8g: Matrix of conformity between Pilot Area's specific objectives and ICZM High Level Objectives and Sustainable Tourism main Goals

OBJECTIVE 1

Inform and sensitize stakeholders, in particular tourism professionals about coastal risks and water management in summer

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 2

Study the use of the pilot site and improve the complementarity between the natural area, campgrounds and urban areas

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 3

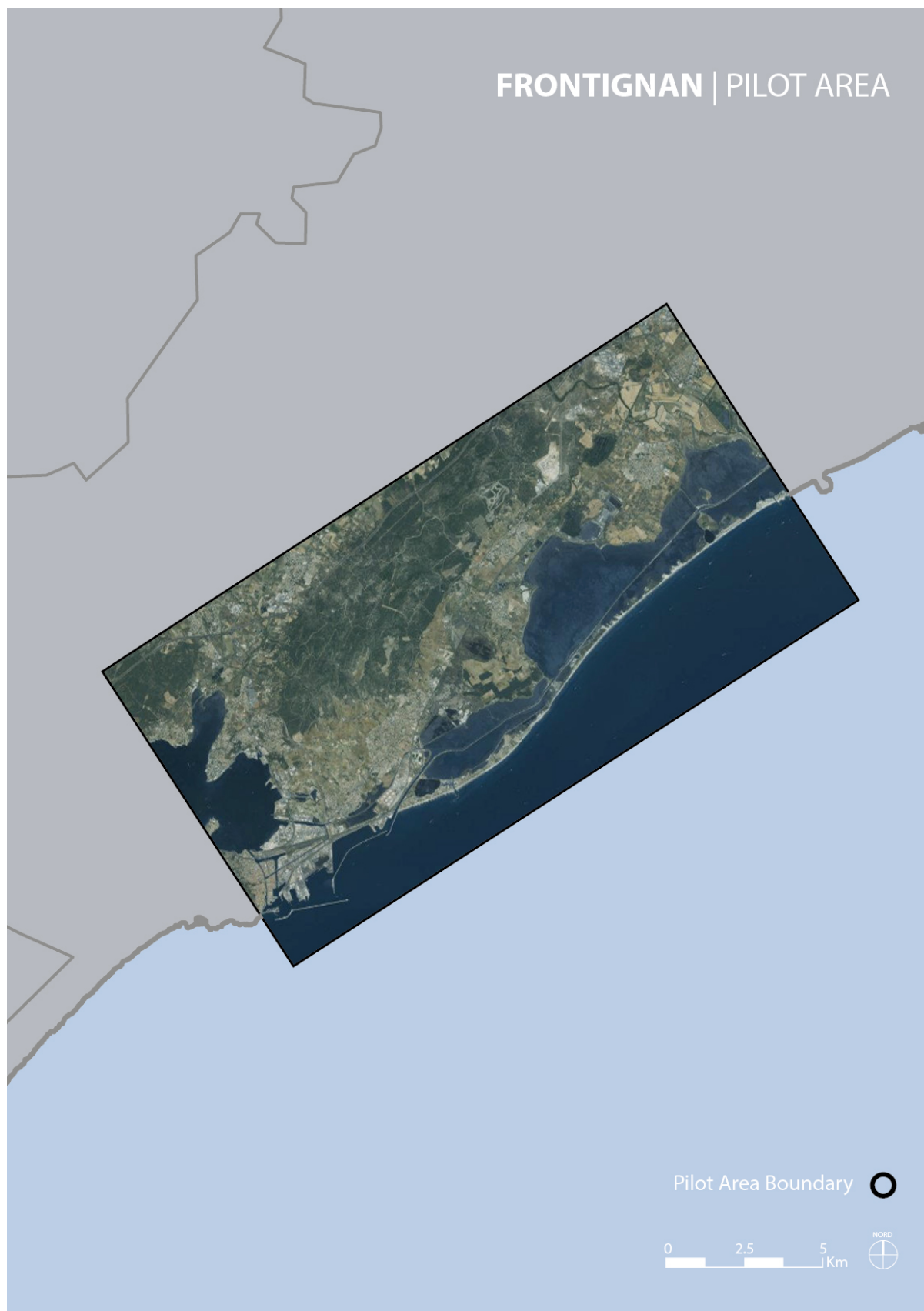
Promote and implement integrated and sustainable actions : access to beaches, information on natural environments

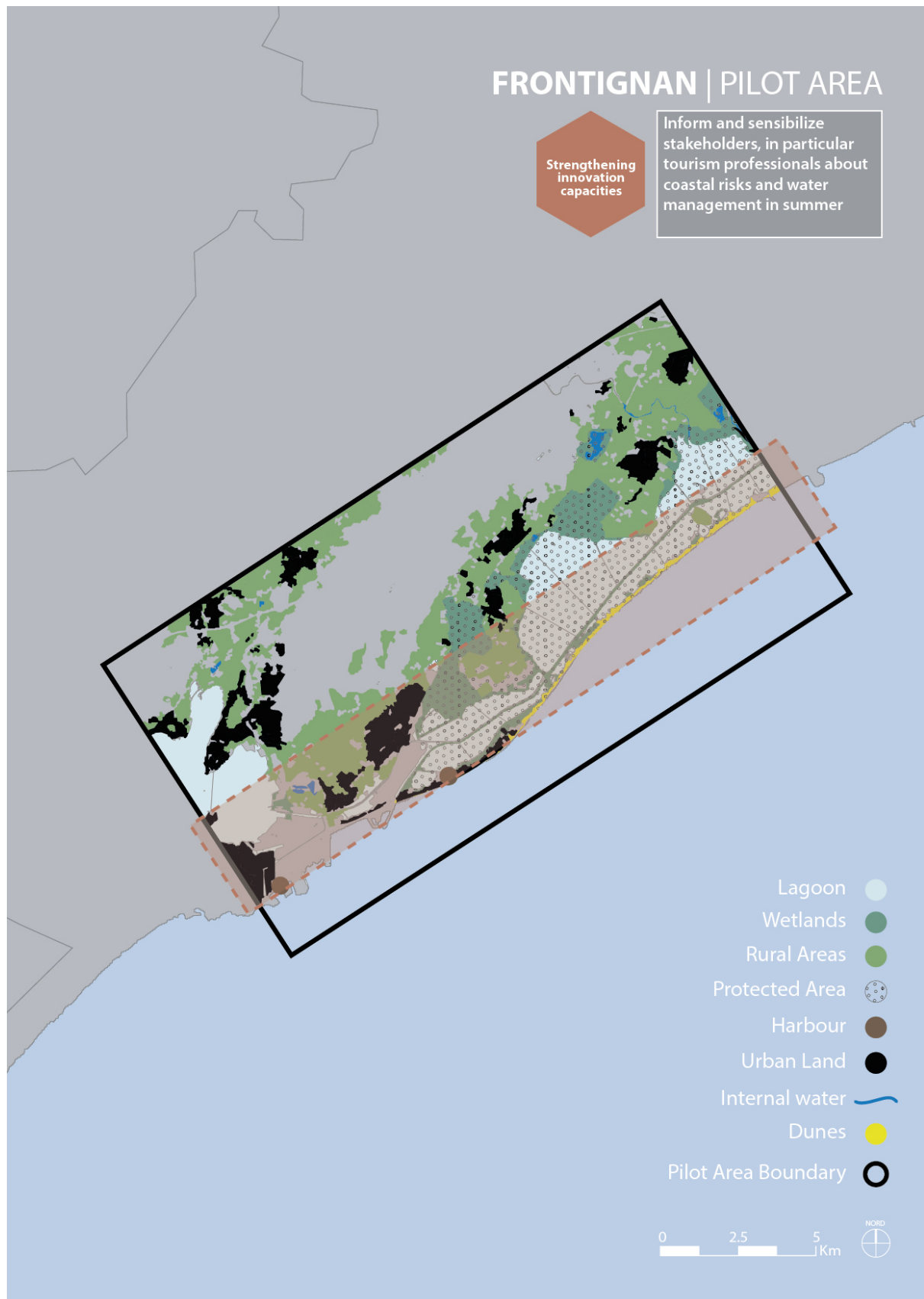
		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	Employment	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	Economic growth	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	Infrastructure plans	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	Environmental and resources conservation	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	Urban and rural revitalization	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	Heritage conservation	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	Consumer protection	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	Community welfare	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	Business creation	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>

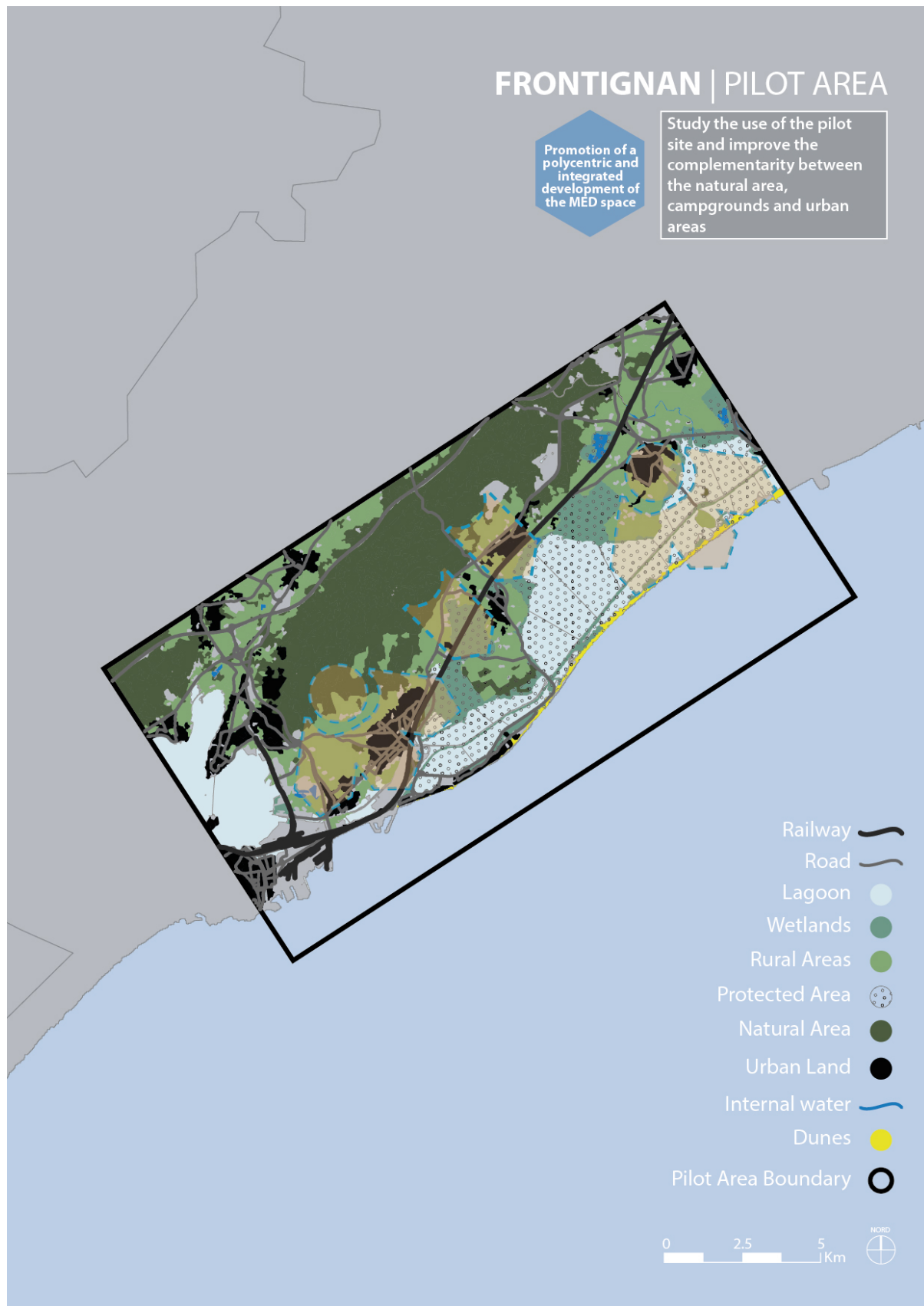
OBJECTIVE 4

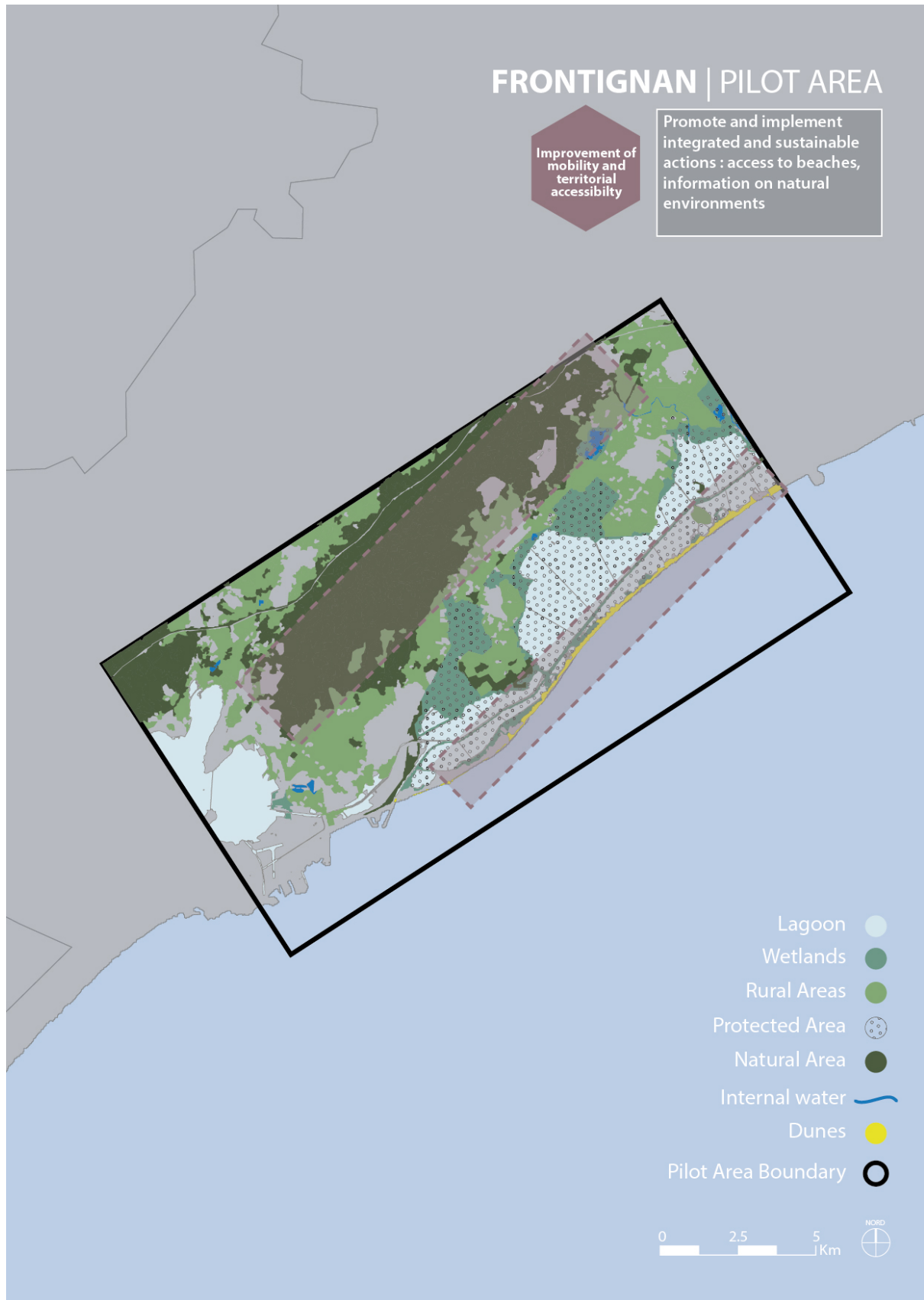
Realize a detailed strategy and action planning document in the framework of a large consultation

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

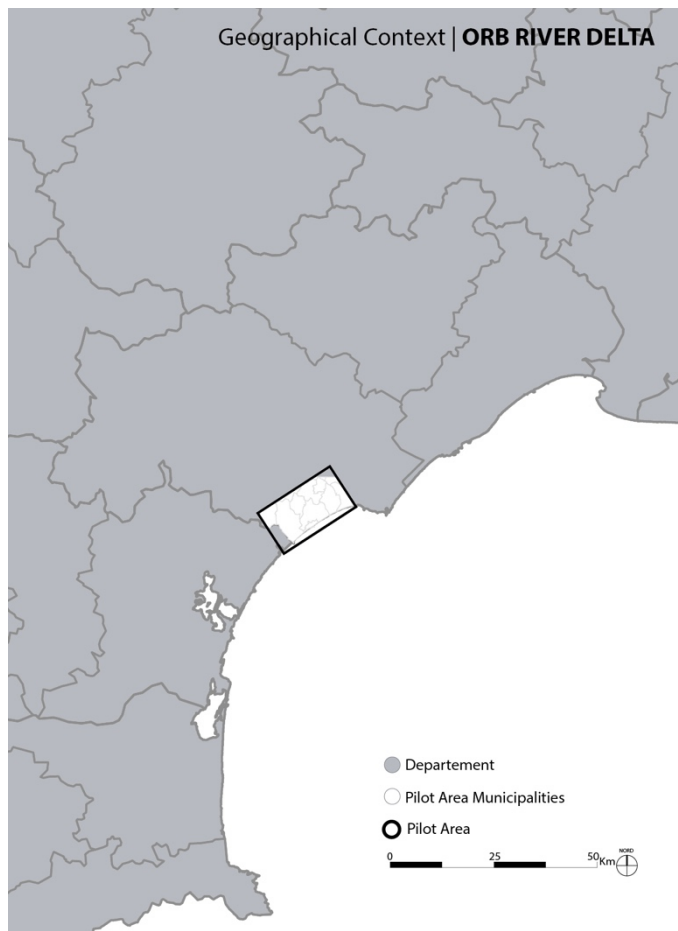








Chapter 9 - Coast of the Orb River Delta Strategic Plan



9.1 Pilot Area Description

9.1.1 - Geographical description

The lower valley of the Orb river and its tourist coastline concentrate the most important urban areas, at the south of Béziers (80,000 inhabitants).

Since the 1960s, the territory has undergone major transformations that still structure its functioning today: the arrival of infrastructures for agricultural irrigation, and the emergence of tourism on the coast, with an initial offer targeting popular guests.

The global tourism sector remains dynamic and represents an opportunity for the future, largely conditioned by the image of a preserved environment that makes the territory attractive.

In this context, the Communes of Valras (4,500 inhabitants) and Sérignan (7,000 inhabitants) have for a very long time

developed strategies to welcome populations in search of a coastline at first "nature and family", and now to be more demanding : 55% of high-end campsites with development of mobile homes.

The erosion of the coastline is nevertheless a direct threat to urbanization and campgrounds close to beaches.

Area = 35 km² Coastline = 15 km

Population : low season = 23,120 inh. Summer peak = 62,000

Coastline Defenses : hard defense (groins, breakwaters..) = 3 km / urban area; soft defense (dune protection and vegetalisation, beachnourishment) = 6 km; Others (natural zone, river mouth, wetlands...) = 3 km.

The area is insert within economic, environmental and touristic Mediterranean dynamics that are influencing its development. The Orb River Delta area, is exposed to medium combined pressures, due to climate change impacts, both on the coastal and marine areas (Figure 9a). Furthermore, as is possible to notice in Figure 9b, the area is located in a wider area where economic and environmental pressures are at medium and high levels. The area's condition

is in line with the main condition of the French coastal sites, characterized by medium and high levels of cumulative pressures. Additionally, Figure 9c, shows that the area where Orb river Delta is located, is classified as an area where tourist spent a higher number of overnights than the average Mediterranean sample with a medium trend of growth. Thus, the area seems to be insert within a quite positive trend in terms of tourism development and market. This condition is quite different from the nearby Regions, characterized by coastal destinations hosting a relatively low potential for tourism activities, either because of the lack of tourism asset or lack of effective promotion. On the contrary, Orb River Delta area shows high potential for strengthening its market share, paying attention to not exceed its carrying capacity and the negative externalities that could affect it. Moreover, the population trend in the area, as in the surroundings regions, is in a positive direction with a high increase in the last years in line with the nearby Regions and the Northern/Western Mediterranean trend.

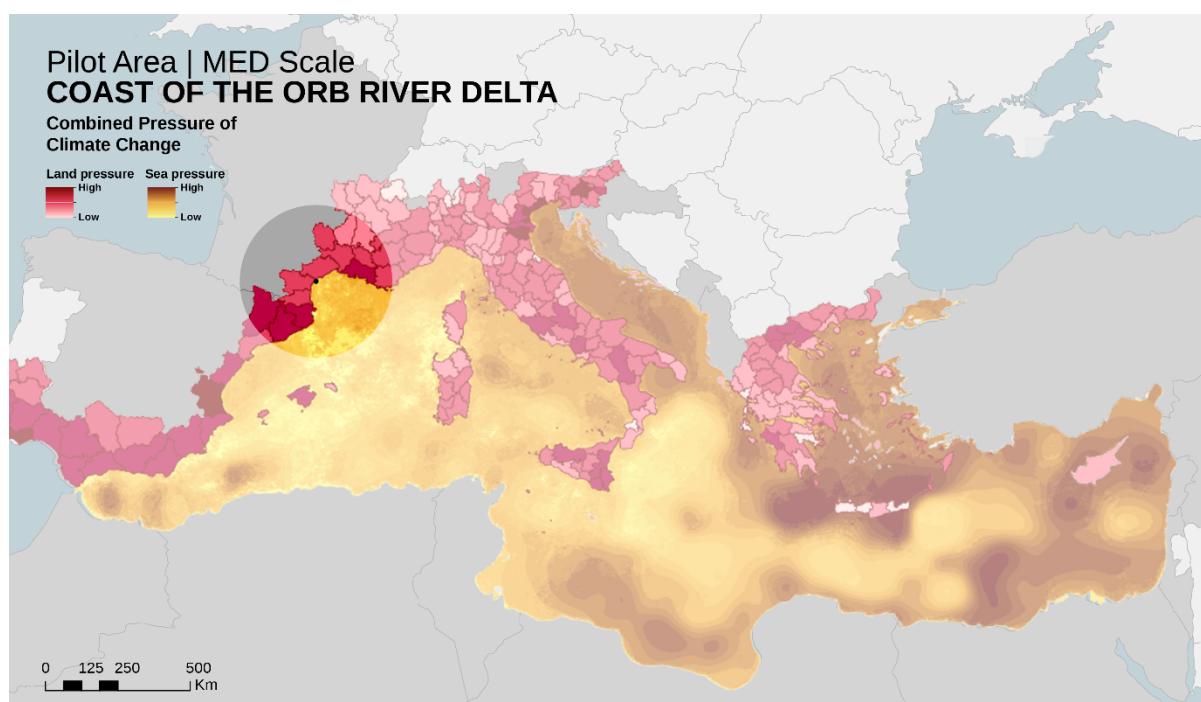


Figure 9a: Focus on Coast of the ORB River Delta pilot area of the Combined Pressure of Climate Change in the Mediterranean Region

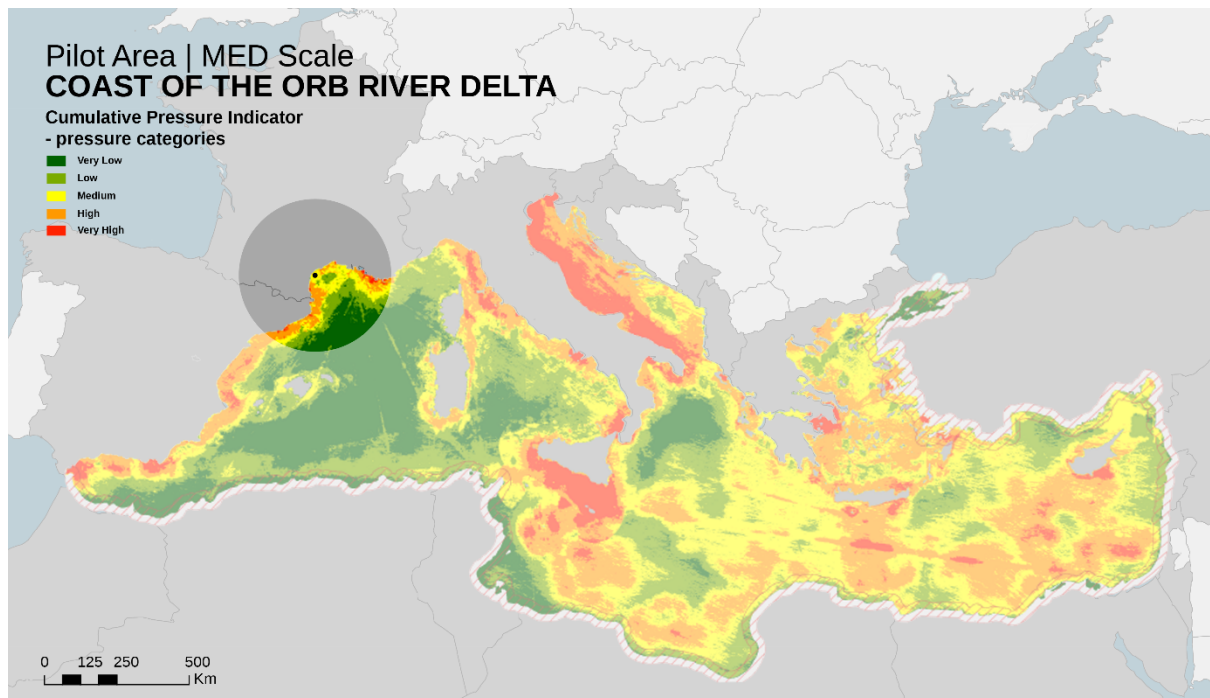


Figure 9b: Focus on Coast of the ORB River Delta pilot area of the Cumulative Socio-Economic and Environmental Pressure in the Mediterranean Region

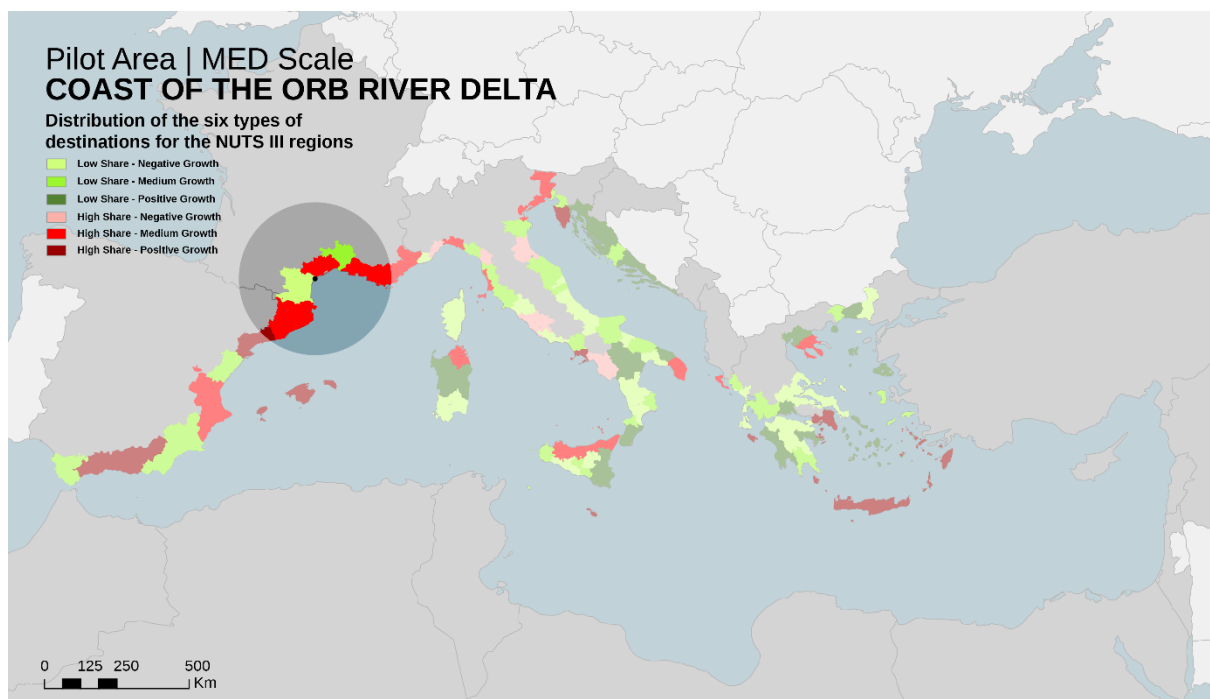


Figure 9c: Focus on Coast of the ORB River Delta pilot area of the Types of destination based on the average tourism market share and annual growth in the Mediterranean Region

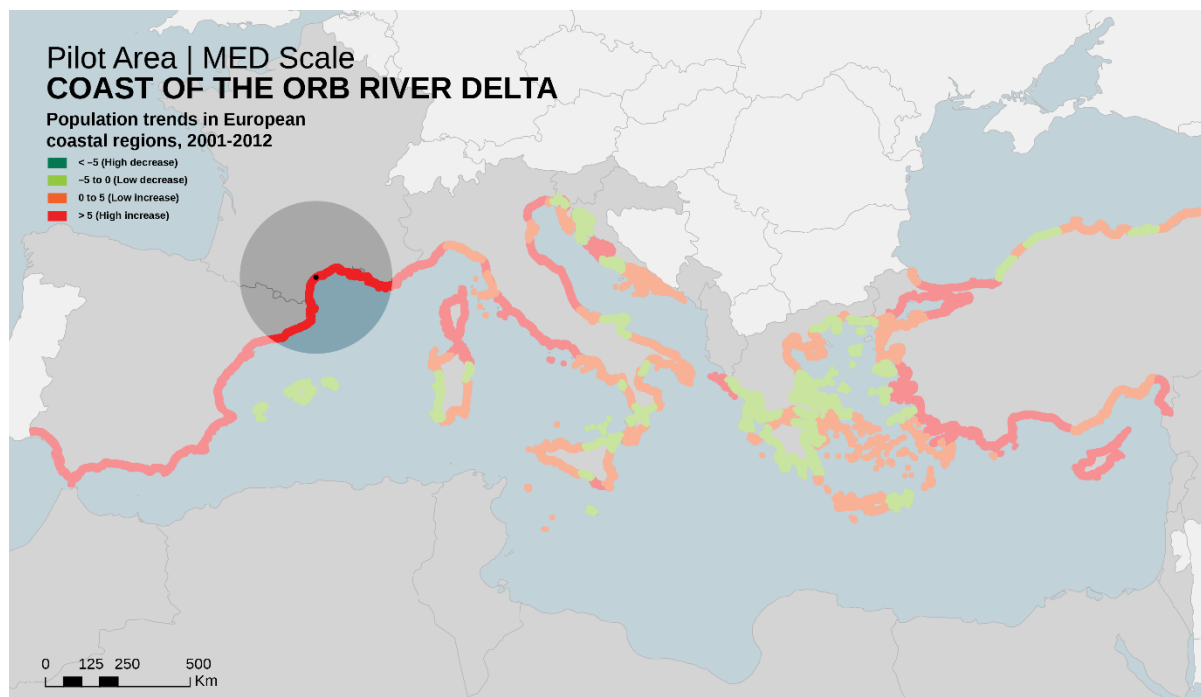


Figure 9d: Focus on Coast of the ORB River Delta pilot area of the Population Trends in the Mediterranean Region

9.1.2 - Socio-economic dynamics

Tourism, viticulture, building, administrations, (fishing).

About 100 campgrounds and 2 ports.

Like in all the Languedoc-Roussillon territory, Tourism is the most important activity of this PA.

(15% of population = unemployment)

9.1.3 - Most important natural resources and elements driving tourism in the area

Urban zone of Valras – Natural site of Orpellières – Campgrounds - Urban zone of Sérignan plage

Orpellières site: this area along the Orb river, classified Natura 2000, is an important attraction for this territory, and the visitors who stay there. Very fragile, it must be developed with respect from a sustainable perspective: a Traffic Management Plan has been validated and the first actions undertaken. In 2013-2014, Béziers Méditerranée began the first works

of securing access (car parks, barriers to wild parking, signage to make visitors aware of the fragility of the site) in partnership with the Conservatoire du Littoral, Sérignan, Valras-Plage and Hérault Tourism. A House of the site is being created.

9.1.4 - Local and regional planning guidelines that must be taken into account in building the local strategy

National level : coastal law and others legal tools.

Regional scale – Occitanie :

- Regional Development Plan for Sustainable Development of Equality of the Territories (SRADDET)
- Coastal Plan 21 (in progress)
- Regional tourist scheme

Local scale :

- Departmental tourist scheme
- Scheme of Territorial Coherence (SCOT)
- To protect coastline, a coastal planning management system exists since 2004, well realized at the sedimentary cell scale. It must be updated.
- Scheme of Development and Management of Orb river Waters (SAGE)

A good understanding of river catchment issues for more than 20 years. Finally, SAGE has been completed with a littoral component that has been absent until now: land - sea relations are now better studied.

9.2 - Sustainable status and main planning challenges

To maintain the Tourist activity with natural reserves protected, to manage tourist attendance in summer period - See tourist scheme.

Coastal risks : sea level rise, sea & river flooding, beaches erosion...

Threat on Water supply : This very tourist sector is in important tension, some years, when the rainfall has been low enough: we enter into a drought condition, with the establishment of a crisis cell at the level of institutional actors, and progressive obligations to users (watering limited green spaces, crops, washing cars ...). The flow of neighboring rivers is declining while the influx of tourist population is increasing consumption .

Waste management.

Table 9A: Tourism sustainability indicators (the elaboration of data reported in the Table is reported in D.3.17.2)

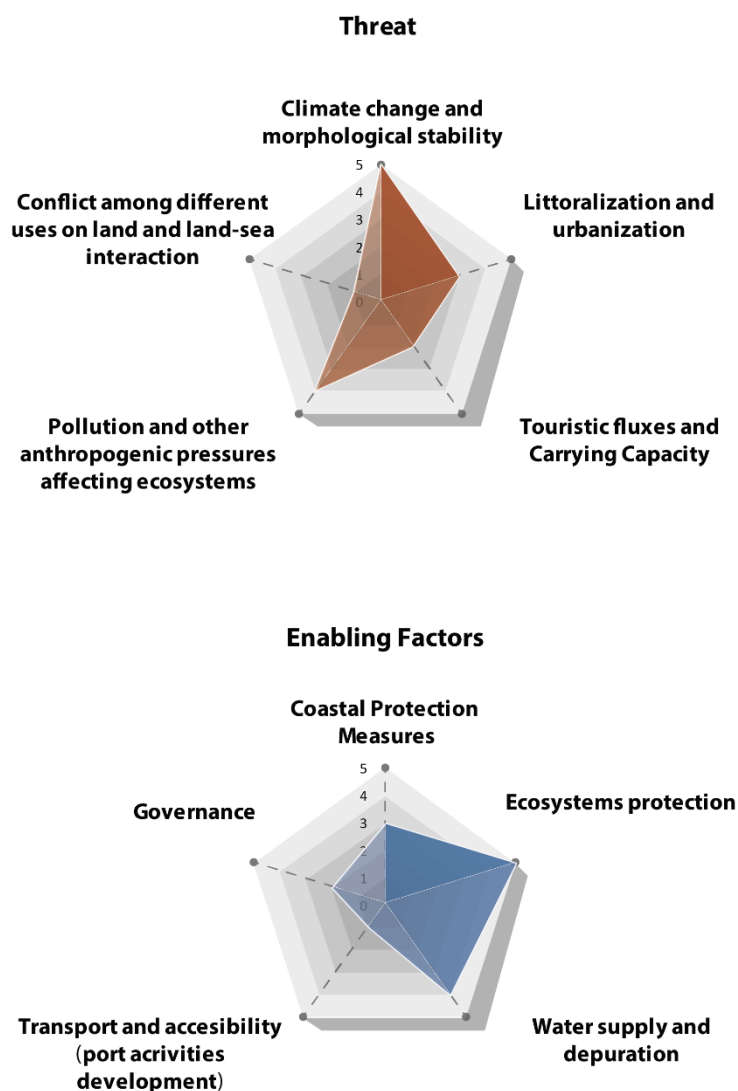
Sets of indicators		Priority (High/Low)	Measurement (Quantitative data, Proxy Data, Qualitative Data)*	Specify proxy or qualitative indicator **	Spatial level	Source of data	Final Measurement	Do you consider this value (final measurement) satisfactory for your PA?	According to your knowledge, what has been the trend of the indicator in the last 10 years (decreasing, stable or increasing)?	If available and only for quantitative data, please specify trend value as ±%
Core indicators										
C.A1.1.	% of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental /quality/sustainability and/or Corporate Social Responsibility	High	Quantitative Data	proxy indicator	Destination/PA level	Hérault tourisme http://www.herauld-tourisme.com and others partners like http://www.campinglanguedocroussillon.com/	Labels & certifications existence	yes	increasing	?" = I don't have actually this information to fill in, but it will be possible to obtain it.
C.B1.1.	Number of tourist nights per month	High	Quantitative Data	proxy indicator	Destination/PA level	Hérault tourisme	per Commune	yes	Stable	?
C.B2.1.	Average length of stay of tourists (nights)	High	Quantitative Data	qualitative indicator	Destination/PA level	Hérault tourisme	?	yes	Decreasing	?
C.B3.1.	Direct tourism employment as % of total employment in the destination	High	Proxy Data	proxy indicator	Destination/PA level	Economical service of Hérault	?	yes	Stable	?
C.D1.1.	Number of tourists/visitors per 100 residents	High	Qualitative Data	qualitative indicator	Municipality	Municipalities	?	yes	Stable	
C.D1.4.	Average carbon footprint of tourists and same-day visitors travelling from home to the destination	Low	Qualitative Data	qualitative data	Destination/PA level	?	?		Decreasing	
C.D3.1.	Waste production per tourist night compared to general population waste production per person (kg)	High	Qualitative Data	qualitative data	Municipality	Agglomération = x Municipalities	global waste production	yes	Stable	
C.D5.1.	Water consumption per tourist night compared to general population water consumption per resident night	High	Quantitative Data	proxy indicator	Destination/PA level	Water management services	water m3	YES	Increasing	
C.D5.2.	% of tourism enterprises taking actions to reduce water consumption	High	Quantitative Data	proxy indicator	Destination/PA level	Water management services	?	YES	Increasing	?
C.D6.2.	% of tourism enterprises that take actions to reduce energy consumption	High	Proxy Data	?	NUTS3 unit	Hérault energie	?	NO	Not able to answer	
C.D6.3.	% of annual amount of energy consumed from renewable sources (Mwh) compared to overall energy consumption at destination level per year	Low	Qualitative Data	?	NUTS3 unit	Hérault énergie	?	NO	Not able to answer	
C.D7.1.	% of local enterprises in the tourism sector actively supporting protection, conservation and management of local biodiversity and landscapes	High	Qualitative Data	?	NUTS3 unit	?	?	YES	Not able to answer	
Destination Indicators: DI.Beach/Maritime tourism										
DI.A4.	Number of second homes per 100 homes in coastal zones*	High	Quantitative Data	Proxy data	Municipality	Herauld Tourisme	% second homes	YES	Stable	
DI.B1.	% of tourist infrastructure (hotels, other) located in coastal zones*	High	Quantitative Data	Proxy data	Destination/PA level	Herauld tourisme	number of tourist infrastructures	YES	Stable	
DI.C2.	% of beaches awarded the Blue Flag	High	Quantitative Data	Proxy data	Municipality	Service Mer et Littoral	% beaches	YES	Increasing	
DI.C3.	Costs of erosion-protection measures (e.g. sea walls.)	High	Quantitative Data	Proxy data	Destination/PA level	Service Mer et Littoral	Amounts	YES	Increasing	To verify
DI.C4.	Beach nourishment: sand volume and extension of the restored beach (m3 and m2)	High	Quantitative Data	Proxy data	Destination/PA level	Service Mer et Littoral	sand volumes during the last 10 years	YES	Stable	
DI.D1.	Existence of up to date tourism plans and policies (YES/NO)	High	Proxy Data	YES. Proxy indicator	NUTS3 unit	Service Tourisme	Tourism strategy	YES		
DI.D2.	Existence of a land use or development plan (YES/NO)	High	Quantitative Data	YES. Proxy indicator	Destination/PA level	service Prospectives		YES		
DI.D8.	Existence of performance indicators designated for evaluating the plan developed and used(YES/NO)	High	Qualitative Data	To be confirmed	NUTS3 unit	service Prospectives		YES		
DI.D11.	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)	High	Qualitative Data	No	NUTS3 unit	Service Mer et Littoral	Coastal Strategy	YES		
Destination Indicators: DII.Urban/Cultural tourism										
DI.I.A3.	% of total tourists visiting in peak month and average for the year	High	Proxy Data	Qualitative indicator	NUTS3 unit	Observatoire Hérault	%	YES	Stable	
DI.I.B1.	Total number of tourists per square Km in key sites (crowding/spatial distribution)	Low	Qualitative Data	Proxy data	Municipality	Compagnons de Maguelone	Number	YES	Stable	
DI.I.C4.	% of sites under a management and monitoring system for protection of cultural sites	High	Proxy Data	Proxy data	Destination/PA level	Herauld Tourisme	%	YES	Stable	
DI.I.D1.	Existence of up to date tourism plans and policies (YES/NO)	High	Proxy Data	YES. Proxy indicator	NUTS3 unit	Service Tourisme	Tourism strategy	YES		
DI.I.D2.	Existence of a land use or development plan(YES/NO)	High	Quantitative Data	YES. Proxy indicator	Destination/PA level	service Prospectives		YES		
DI.I.D8.	Existence of performance indicators designated for evaluating the plan developed and used(YES/NO)	High	Qualitative Data	YES. Proxy indicator	NUTS3 unit	service Prospectives		YES		
DI.I.D11.	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)	High	Qualitative Data	No	NUTS3 unit	Service Mer et Littoral	Coastal Strategy	YES		
Destination Indicators: Div.Recreational boating (Yachting/Marinas)										
Div.A2.	Number of yachts per year (by month)	High	Quantitative Data	Proxy indicator	Destination/PA level	Port authorities	Boat number	YES	Stable	
Div.A4.	Average duration of stay in port (in days)	Low	Qualitative Data		Destination/PA level	Port authorities				
Div.B1.	Deleted	Low								
Div.B2.	Volume of waste accepted for disposal (solid, liquid) at port(m³)	High	Proxy Data	Qualitative indicator	Municipality	Port authorities	Volumes	YES	Stable	
Div.C1.	Number of berths and moorings for recreational boating	Low	Proxy Data	qualitative indicator	Destination/PA level	Port authorities	Number	NO	Stable	
Div.D1.	Existence of up to date tourism plans and policies(YES/NO)	High	Proxy Data	YES. Proxy indicator	NUTS3 unit	Service Tourisme	Tourism strategy	YES		
Div.D2.	Existence of a land use or development plan(YES/NO)	High	Quantitative Data	YES. Proxy indicator	Destination/PA level	service Prospectives		YES		
Div.D8.	Existence of performance indicators designated for evaluating the plan developed and used(YES/NO)	High	Qualitative Data	Qualitative indicator	NUTS3 unit	service Prospectives		YES		
Div.D11.	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)	High	Qualitative Data	No	NUTS3 unit	Service Mer et Littoral	Coastal Strategy	YES		
Destination Indicators: Dv.Nature/Ecotourism										
Dv.A3.	Total number of visitors to parks and to key sites	High	Quantitative Data	Qualitative indicator	Destination/PA level	Gestionnaire terrains conservatoire du littoral	Total number	YES	Stable	
Dv.B1.	Number of sites/ecosystems/assets considered to be damaged or threatened (% of all defined systems/assets in protected area)	High	Proxy Data	Qualitative indicator	Destination/PA level	Conservatoire espaces naturels	Number	YES	Stable	
Dv.B5.	N° of visitors acceptable, according to the capacity of the equipment and facilities of the site (depends on capacity studies establishing limits)	Low	Qualitative Data	Qualitative data	Destination/PA level	?	Number	NO	Stable	
Dv.C1.	% of site area occupied by rare or unique species	Low	Proxy Data	Qualitative data²	Destination/PA level	Conservatoire espaces naturels	%	NO	Stable	
Dv.C2.	% of endemic species at the site	High	Proxy Data	Proxy indicator	Destination/PA level	Conservatoire espaces naturels	%	YES	Stable	
Dv.D1.	Existence of up to date tourism plans and policies(YES/NO)	High	Proxy Data	YES. Proxy indicator	NUTS3 unit	Service Tourisme	Tourism strategy	YES		
Dv.D2.	Existence of environmental plan and management(YES/NO)	High	Quantitative Data	YES. Proxy indicator	Destination/PA level	service Prospectives		YES		
Dv.D10.	Existence of performance indicators designated for evaluating the plan developed and used(YES/NO) → P.I.	High	Qualitative Data	To be confirmed	NUTS3 unit	service Prospectives		YES		
Dv.D13.	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)	High	Qualitative Data	No	NUTS3 unit	Service Mer et Littoral	Coastal Strategy	YES		
Pilot area-specific indicators										
P.A1.2.	% shoreline subjected to erosion	High	Quantitative Data	Proxy indicator	Destination/PA level	service littoral hérault	coastal erosion length	YES	Increasing	10% ?
P.A1.3.	Coastal area in degraded condition (low/medium/high)	High	Quantitative Data	medium	Destination/PA level	service littoral hérault	km	YES	Increasing	
P.A1.6.	Coastal flooding events per year(number)	High	Quantitative Data	proxy indicator	Destination/PA level	Observatoire Hérault	number	yes	Stable	?
P.A2.1.	Land occupied by artificial surfaces within the first 500m of coast (in %)	High	Quantitative Data	proxy indicator	Destination/PA level	Observatoire Hérault	%	yes	Stable	
P.A2.2.	% of area designated for tourism purposes	High	Quantitative Data	qualitative indicator	Destination/PA level	Herauld Tourisme	%	NO	Stable	
P.A3.1.	Total tourist numbers (mean, monthly, peak) (categorized by their type of activity)	High	Proxy Data	qualitative indicator	Destination/PA level	Herauld Tourisme	Numbers	yes	Stable	
P.A3.3.	Water use [total volume in liters or m³ consumed and liters per tourist per day]	High	Proxy Data	qualitative indicator	Destination/PA level	water companies	Vomlumes	yes	Increasing	
P.A4.2.	Rate of loss of protected areas	Low	Qualitative Data	qualitative indicator	Destination/PA level	Conservatoire espaces naturels	%	yes	Stable	
P.A5.1.	Total use of water by tourism sector (Tourism as a % of all users)	High	Proxy Data	qualitative indicator	Destination/PA level	Municipalities	%	yes	Stable	
P.A5.2.	Energy use by tourism industry as % of total	High	Qualitative Data	qualitative indicator	Destination/PA level	Herauld energy	% ?	NO	Stable	
P.B1.1.	Existence of a coastal planning management system	High	Quantitative Data	Yes. Proxy indicator	Destination/PA level	service littoral hérault		yes		
P.B1.2.	Length of protected and defended coastline (km)	High	Quantitative Data	proxy indicator	Destination/PA level	service littoral hérault	Km	yes	increasing	
P.B4.8.	Volume (m³) of sediments dredged per year	Low	Quantitative Data	proxy indicator	Destination/PA level	service littoral hérault	Volumes	yes	Stable	
P.C1.2.	% environmental, social, cultural actions recommended in plan which have been implemented	High	Proxy Data	qualitative indicator	Destination/PA level	Observatoire Hérault	% ?	NO	Stable	
P.A4.3.	Percentage of bathing sites with excellent water quality	High	Quantitative Data	proxy indicator	Destination/PA level	service littoral hérault	%	NO	Stable	
P.B2.6.	Implementation of Natura 2000 management plans	High	Quantitative Data	proxy indicator	Destination/PA level	service littoral hérault	Number	yes	Stable	
---	Tourism fluxes between urban zone, campgrounds zone and natural area (complementary zones)	High	Qualitative Data	qualitative indicator	Destination/PA level	Herauld Tourisme	Number ?	yes	Stable	
---	Considering the important river, flooding risk (monitoring marine and river flooding risk) and population alarm process	High	Proxy Data	proxy indicator	Destination/PA level	Local State services and Municipalities		yes	Stable	

Threats and enabling factors synthesis

Threats	Enabling Factors
• High frequency of storms with increase in damages of tourism structures	• Existence of a coastal planning management system that must be updated
• Negative sediment budget in the area, need of coastal protection measure to slow down coastal erosion	• Natura 2000 sites are established in most of the area
• Marine threats due to the effects of climate change	• A traffic management plan has been adopted in 2016 in a specific are
• Housing and urbanization do not always correspond to the demands and expectations of current tourism	• Good system of transportation
• The area is high artificialized	• New roads and access to the area are planned to be constructed
• Problems of salinization of the groundwater and water quality	
• Flood risk from river and sea	
• Conflicts between water uses	

Figure 9e: Graphical elaboration of pilot area's priorities that emerged from the analysis of threats and enabling factors

Orb River Delta / Delta de l'Orb



9.3 - Vision

The vision for this area is meant to increase competitiveness and market access for sustainable and better informed tourism. The principal development purpose for the area will consist of applying the best management tools for environmental and coastal protection. The touristic development will be focused mainly on sustainability, not only in strictly environmental terms, but also with regard to economic development, intermodal and soft mobility, economic and territorial sustainability, use of heritage, creation of and innovation in tourism products. In the Orb River Delta, this type of development process will be related with:

- New communications technologies and social media able to improve destinations' sustainability and competitiveness while influencing consumers' behavior. Communicating sustainability in the right way can definitively change production and consumption patterns.
- Certification that can help certified entities to measure their performance in a more efficient way while helping them develop and monitor a sustainability strategy.
- Coastal protection will be an imperative since it responds to consumers' demand and expectations and allow the survival of a touristic economy

9.4 – Strategy

PROTECT THE FUTURE

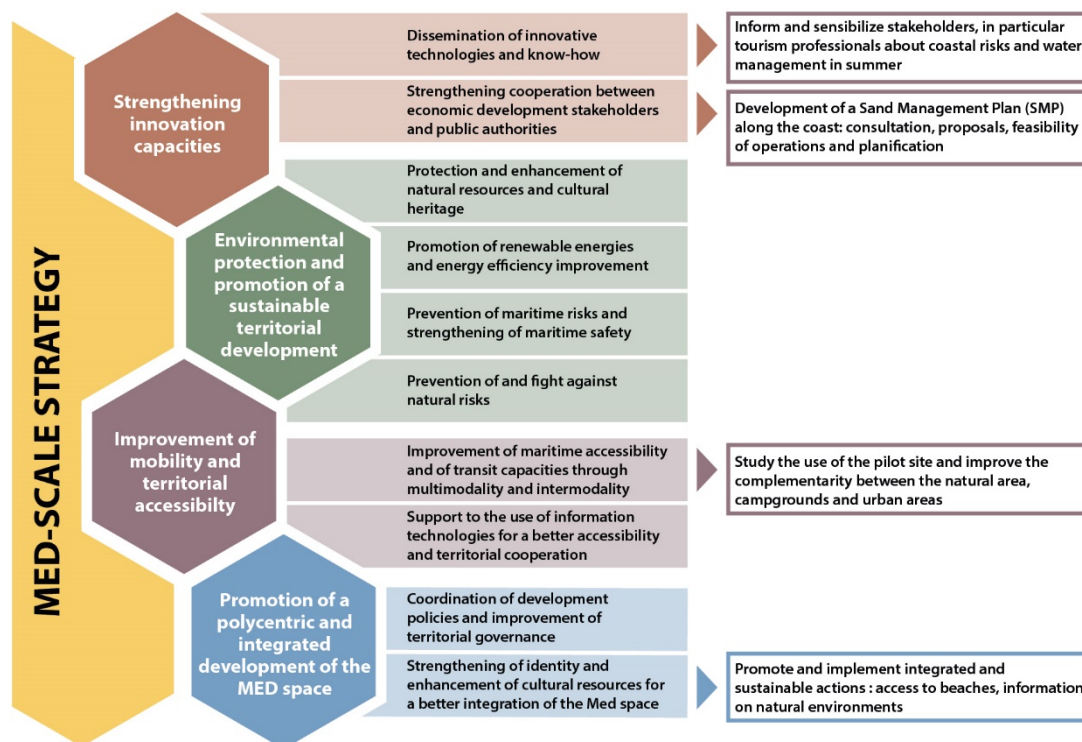
To reinforce tools and mechanisms available to the municipal government for the purposes of ensuring a public leadership of tourism sustainable management through coordination and participation with other territorial stakeholders.

Tourism is a collective issue and its activities have a cross-cutting effect on the promotion of a different type of activities related to the environmental resources. So the public authorities have to define the governance framework, to ensure the stakeholder's general interest. To achieve that, the line of coordinating internal work spaces must first be intensified, to make the management of those planning and decision making's processes more efficient and ensure the cross-cutting nature of the future actions. The spaces for coordinating policies with other public institutions, as well as discussing and co-designing them with the private sector and the area's social and community players also need to be expanded by ensuring there are open participation mechanisms.

Another purpose of the Orb River Delta strategy is to increase the quality of the sandy coasts ensuring that coastal protection schemes are carried out in an optimized, long-term manner and based on an overall assessment of the coast. Coastal protection should, to a higher extent, be carried out as nourishment activities rather than solid constructions, and it must be secured that it is carried out in due time and, if possible, as a solution involving longer stretches of coast.

9.4.1- Goals and Objectives

Figure 9f: Specific objectives for the pilot area



Pilot Areas specific objectives are coherent with the Priority Axes, goals and specific objectives for the development of the Mediterranean area (Interreg MED programme 2014-2020)

The objectives identified for the development of the Orb River Delta tourism-driven strategy are completely derived and coherent with the Med-scale strategy and related main goals, as is possible to notice in the Figure above. Despite the “strengthening of innovation capacity” seems to be the priority axis of intervention, the identified objectives for the Orb River Delta area will have important effects also on the other axes. Furthermore, the matrices of conformity of the area specific objectives with the ICZM High Level Objectives and Sustainable Coastal Tourism Goals (see Figures in the following pages) show a good level coherence and conformity with macro levels planning strategies that influence tourism development, especially concerning the development of a healthy and productive environment and the support public health and social cohesion.

Furthermore, the maps in the following pages show the geographical areas within which the strategy is focused through the implementation of measures and actions aimed at achieving specific objectives. The territorial settings mainly interested by the specific objectives are reported in the single objective-oriented maps.

Figure 9g: Matrix of conformity between Pilot Area's specific objectives and ICZM High Level Objectives and Sustainable Tourism main Goals

OBJECTIVE 1

Inform and sensitize stakeholders, in particular tourism professionals about coastal risks and water management in summer

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 2

Study the use of the pilot site and improve the complementarity between the natural area, campgrounds and urban areas

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 3

Promote and implement integrated and sustainable actions : access to beaches, information on natural environments

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	Employment	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	Economic growth	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	Infrastructure plans	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	Environmental and resources conservation	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	Urban and rural revitalization	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	Heritage conservation	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	Consumer protection	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	Community welfare	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
	Business creation	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>

OBJECTIVE 4

Development of a Sand Management Plan (SMP) along the coast: consultation, proposals, feasibility of operations and planning

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

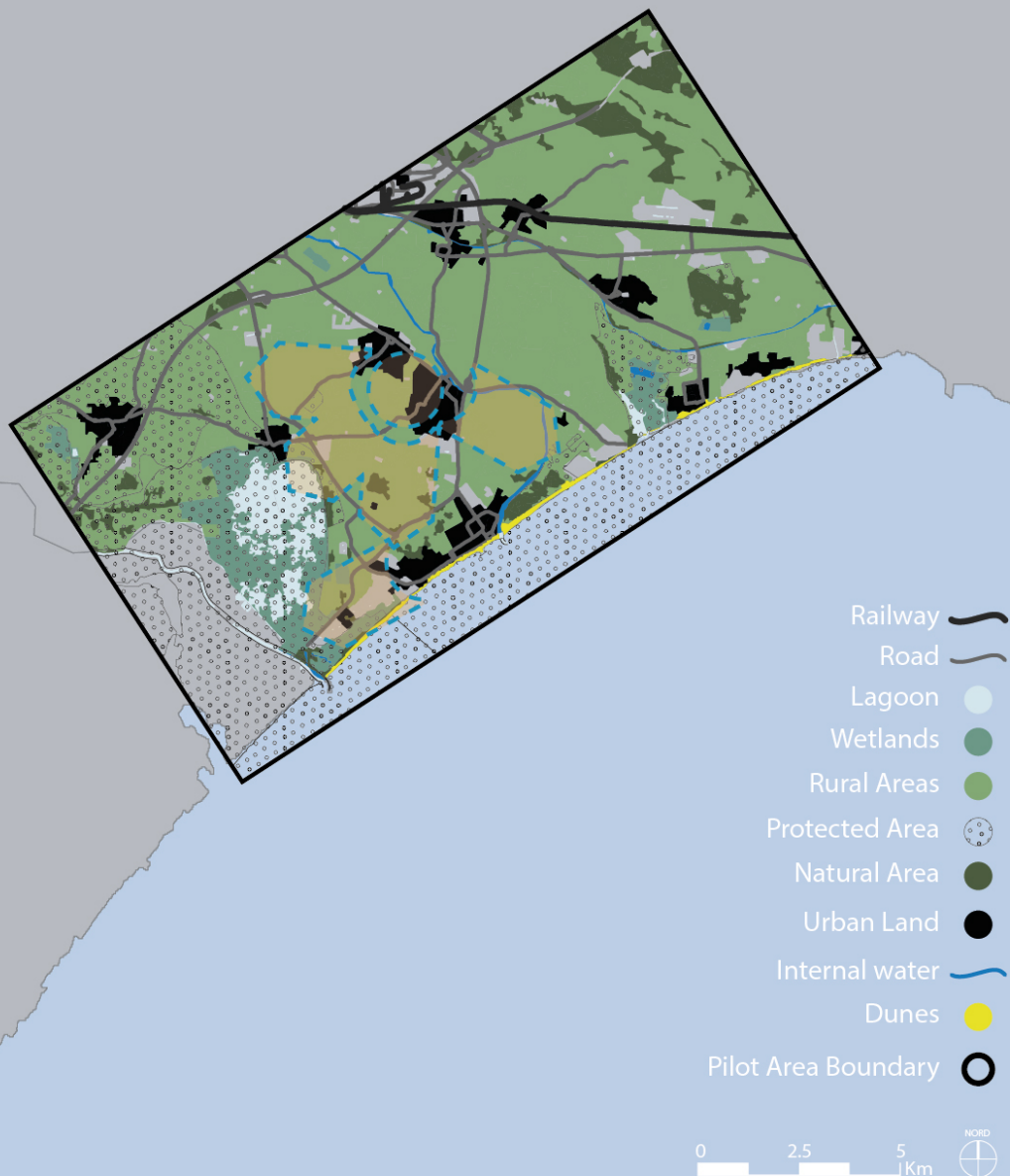




ORB RIVER DELTA | PILOT AREA

Promotion of a
 polycentric and
 integrated
 development of
 the MED space

Study the use of the pilot
 site and improve the
 complementarity between
 the natural area,
 campgrounds and urban
 areas

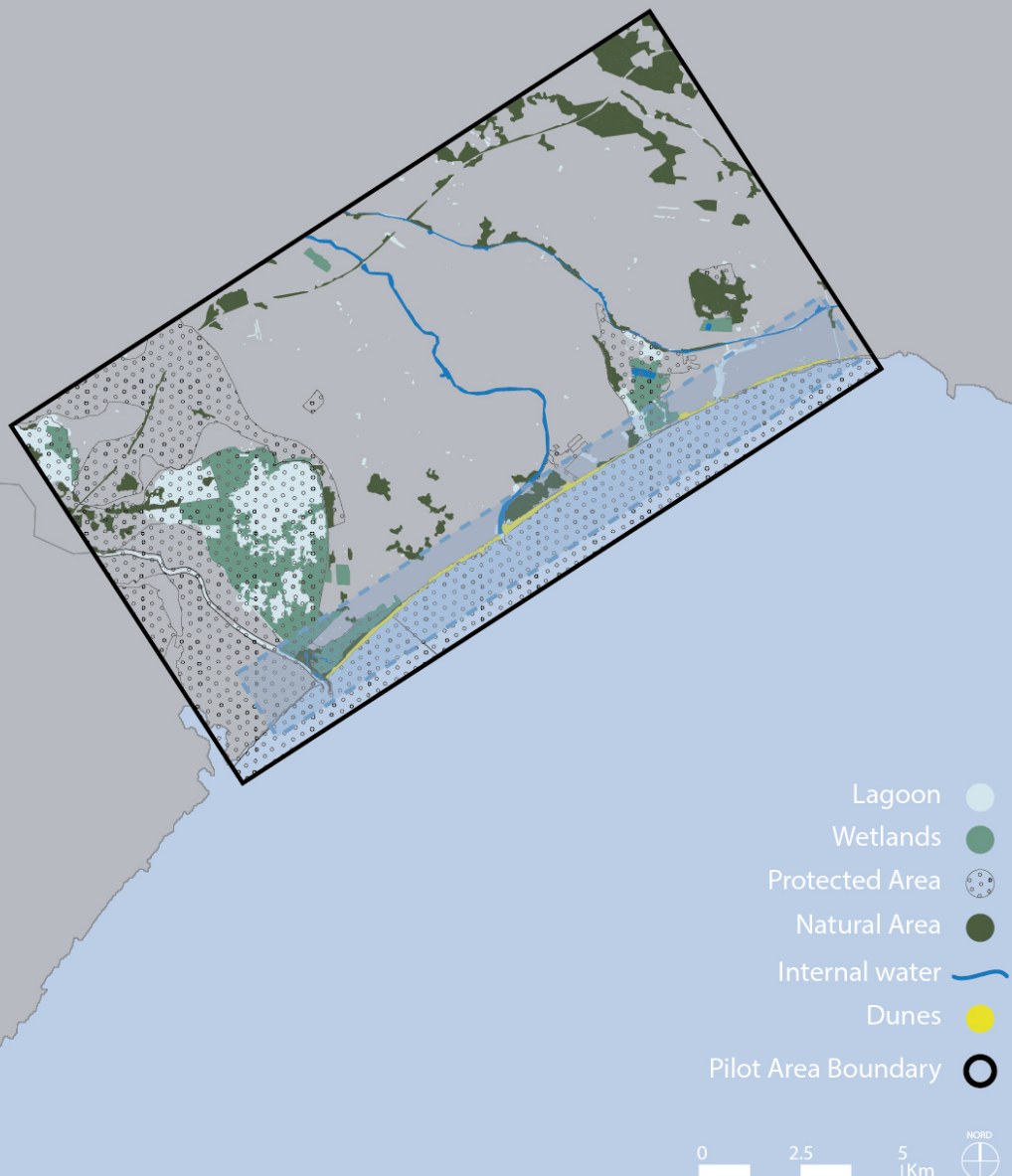




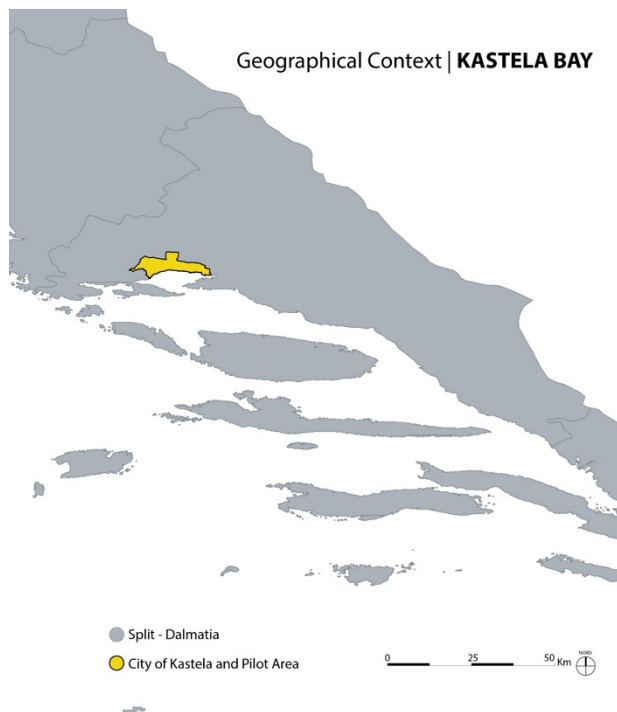
ORB RIVER DELTA | PILOT AREA

Promotion of a
 polycentric and
 integrated
 development of
 the MED space

Development of a Sand
 Management Plan (SMP)
 along the coast:
 consultation, proposals,
 feasibility of operations and
 planification



Chapter 10 - Kastela Bay Strategic Plan



10.1 Pilot Area Description

10.1.1 - Geographical description of the area

The Kastela Bay (Croatia) is located in the central part of the Eastern Adriatic Coast, near the city of Split. The area of the bay covers 57 km². The town of Kaštela takes the central part of Kaštela bay and spreads to the north along the slopes of Kozjak mountain. Geographical position and broad openness to the sea determines belonging the area of the town of Kaštela on the Mediterranean climate of the Adriatic type, with the characteristics of hot and dry summers and mild and green winters and a large number of sunny hours and windy days. The Kaštela bay area is quite windy. Analyzes have shown that in the Split area winds stronger than 3 bf occur in more than 75% cases per

year.

Kaštela bay's relievo is diverse, characterized by flat and slightly inclined parts in the central, coastal area and steep terrain towards the northern edges of the city. Positive feature of the city Kaštela is favourable south orientation of the terrain which is favourable soil for agricultural purposes.

Kastela bay is the terrestrial area located in the central part of the Adriatic region, between Trogir on the west and river Zrnovnica on the east bounded by Kozjak mountain watershed, and peninsulas Marjan and Ciovo on the south. Important characteristics of this area, limited between the sea and the sharp sloping ground of Kozjak mountain are: limited area and great variety of different natural factors in soil forming, especially geological, geomorphologic-hydrological and antropogenic. These characteristics result in the huge pedological variety, which is evident in the presence of a great number of various soil types.

The city is developing longitudinally along the coast of Kaštela bay and an obstacle to the city's prosperity towards the slopes of Kozjak is a State road, which is always the crossroads the city on the coastal part and the area over the State road.

Focusing on the Mediterranean main economic, environmental and touristic dynamics, the area of Kastela Bay results to be exposed to medium combined pressures, due to climate

change impacts, both on the coastal and marine areas as the whole Croatian coastal area (Figure 10a). Furthermore, as is possible to notice in Figure 10b, the area is located in a wider area where economic and environmental pressures are at medium and high levels. The area's condition is in line with the main condition of the Eastern Adriatic coastal sites, characterized by medium and high levels of cumulative pressures. Additionally, Figure 10c, shows that the area where Kastela Bay is located, present high potential for tourism development despite the current low market share. In that regional area, the planning for tourism sector increase is a priority. This condition is substantially in line with the nearby Regions, characterized by good coastal destinations hosting a relatively low tourist contrary to the macro-regional potential for attracting more touristic fluxes. The Kastela Bay macro-area shows high potential for strengthening its market share, paying attention to not exceed its carrying capacity and the negative externalities that could affect it. Moreover, the population trend in the regional area is in low decrease for depopulation processes.

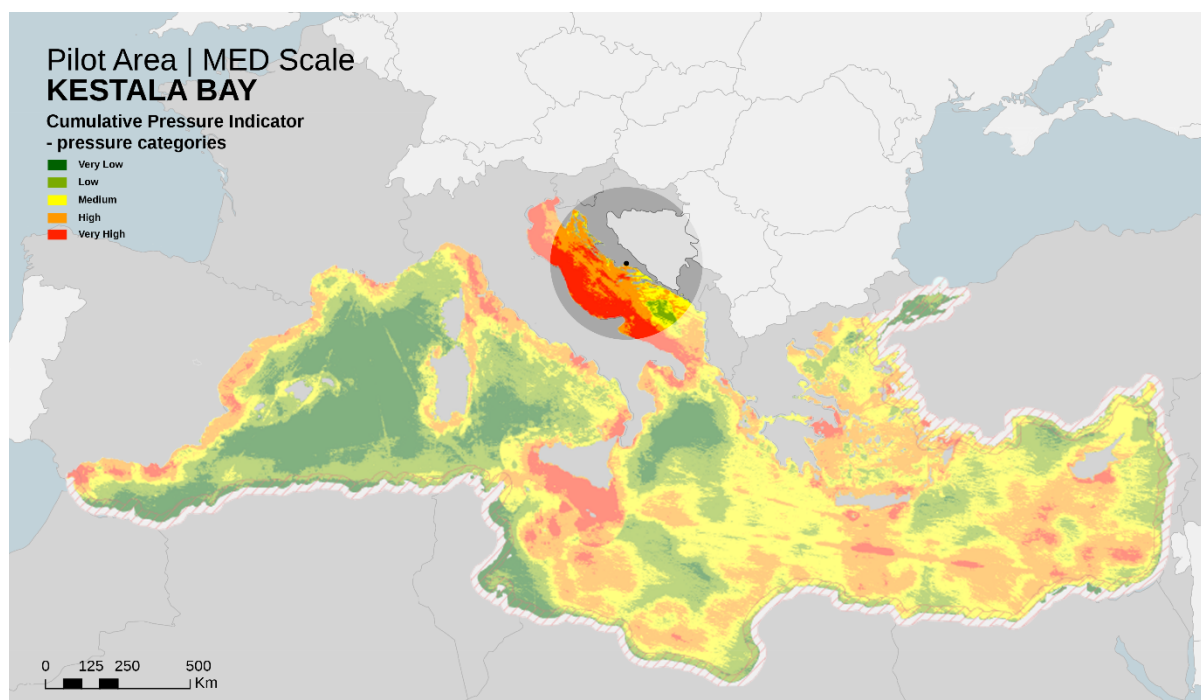


Figure 10a: Focus on Kastela Bay pilot area of the Combined Pressure of Climate Change in the Mediterranean Region

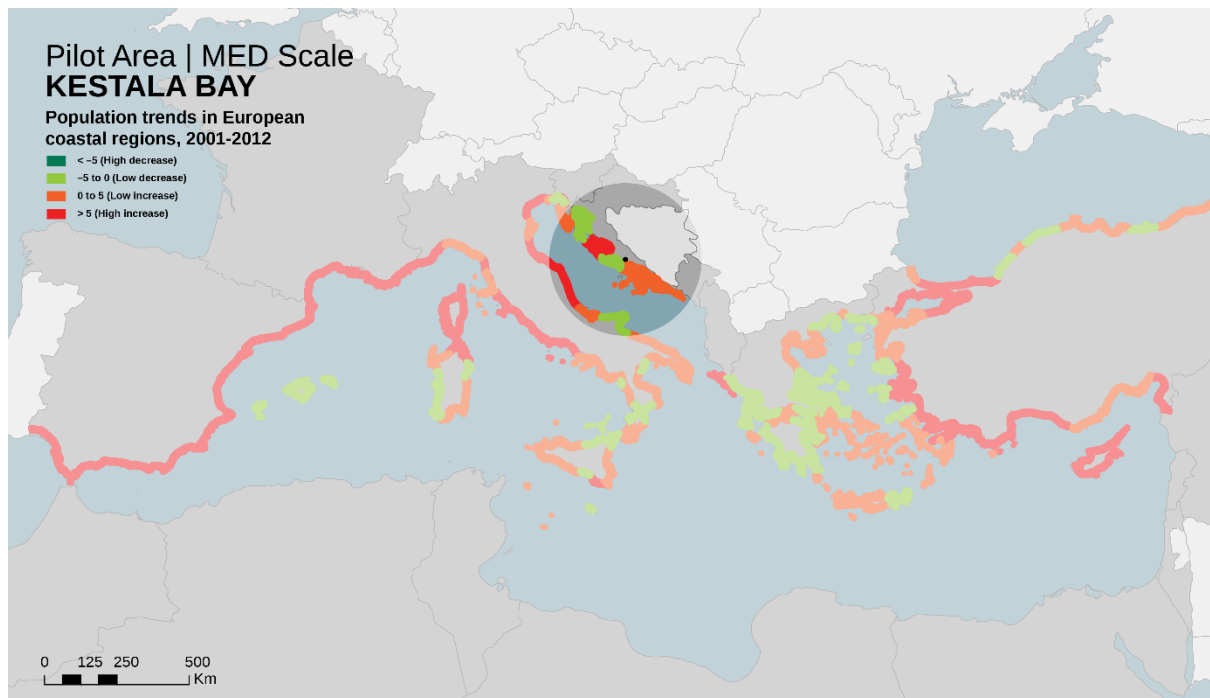


Figure 10b: Focus on Kastela Bay pilot area of the Cumulative Socio-Economic and Environmental Pressure in the Mediterranean Region

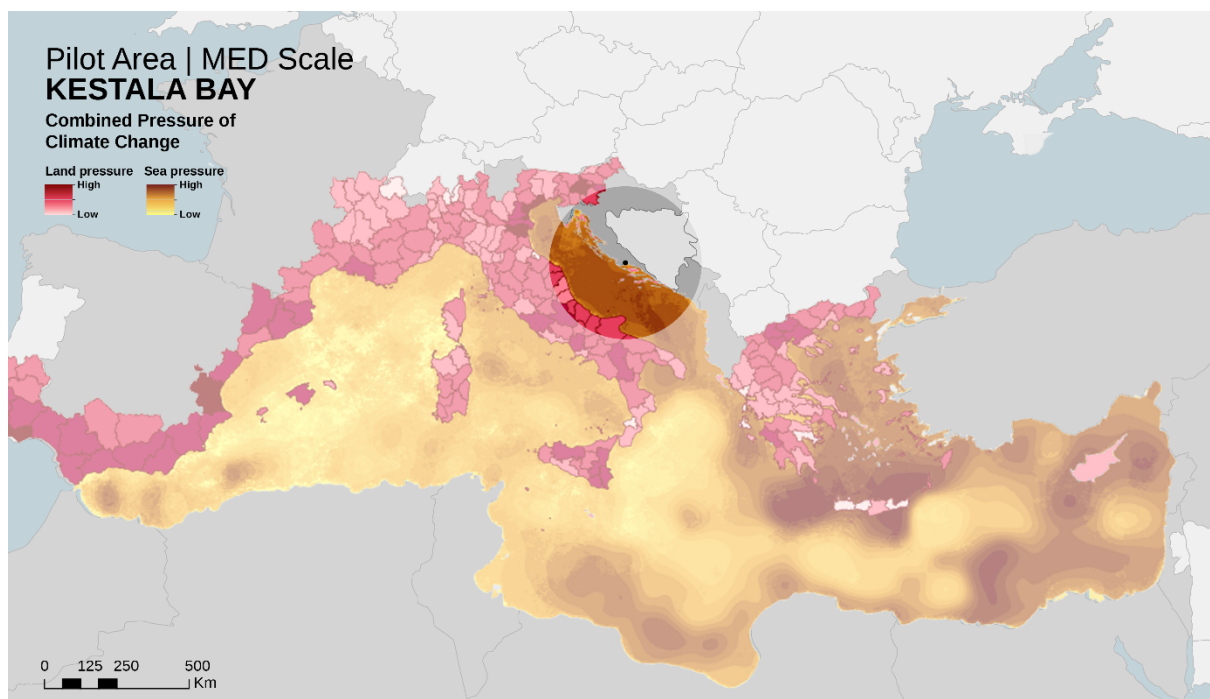


Figure 10c: Focus on Kastela Bay pilot area of the Types of destination based on the average tourism market share and annual growth in the Mediterranean Region

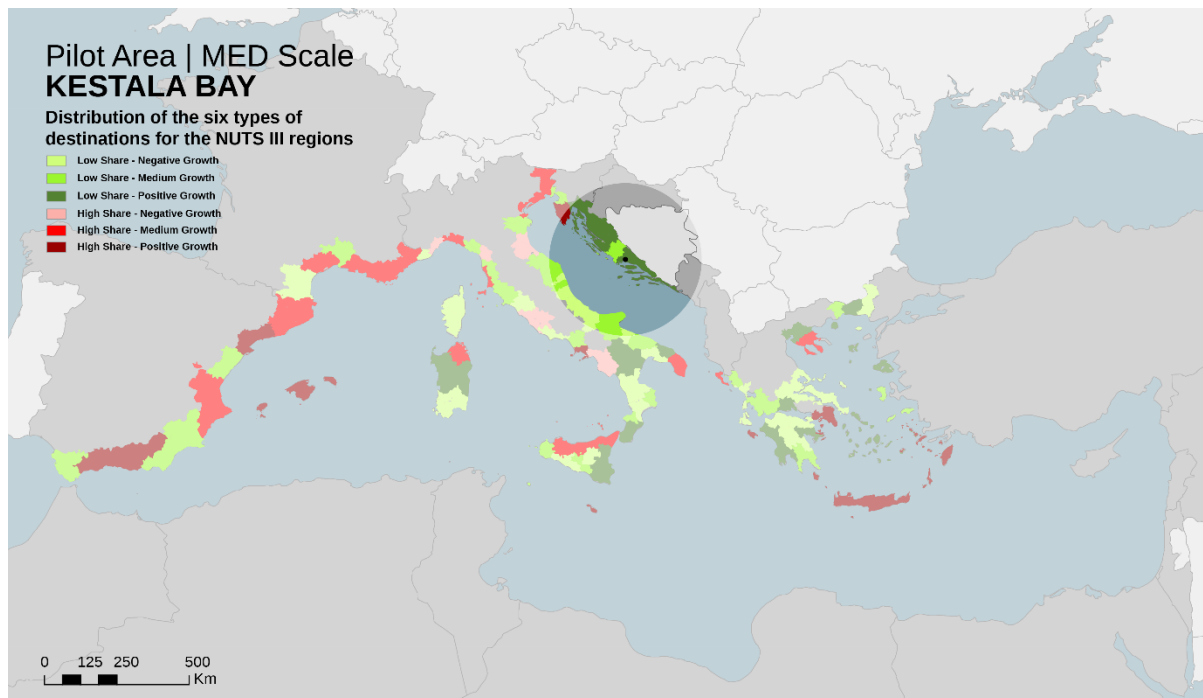


Figure 10d: Focus on Kastela Bay pilot area of the Population Trends in the Mediterranean Region

10.1.2 - Socio-economic dynamics

In the area of Kastela live 38,667 inhabitants. City of Kaštela is one of the rare examples of cities where there is no depopulation process, but the number of inhabitants increases, which indirectly points to the developmental upward path.

According to the data of the Croatian Employment Service, the number of unemployed in the City of Kastela in the period from 2009 to 2015 grew by 7.7%. Unemployment has grown until 2013. when the number of unemployed persons was 38.9% higher then in 2009.. From 2013. there was a noticeable decline (22,5%) in the unemployment rate. Monthly trends may indicate seasonal trends reduction in unemployment in the summer months, when the number of seasonal jobs has increased because of tourist activities.

The trend of tourism development based on the key product of the sun and the sea has the characteristics of highly seasonal activity which contributes to an increase in seasonal unemployment on an annual basis.

Traditional economic activities in the industry are being wasted and new ones are limited to lower quality jobs in trade, tourism and other service activities that do not offer a high quality professional development perspective.

Small and Medium Enterprises have a significant role in the economy of the City of Kaštela. According to data from 2014, they account for 47% of total business income, 51% of total expense, 35.5% of profits and 100% loss of period, and employ 68% of total number of employees in legal entities. In the total number of entrepreneurs in the City of Kaštela, micro,

small and medium entrepreneurs in 2014 constitute compelling 99.5% in the structure of entrepreneurs, of which micro enterprises account for 91.5% of all entrepreneurs.

Development needs for Kaštela are: reducing seasonal oscillations in employment, reducing the number of unemployed people from vulnerable groups (young people, women, lower education), retraining programs, lifelong education, subsidizing and encouraging employers and retaining and attracting highly educated human resources, encouraging investment especially in sectors with long-term development prospects (like all-year active tourism, value added services etc.), increasing private sector competitiveness by investing in new knowledge and technology and establishing partnerships between different private sector entities that could achieve greater competitiveness and better positioning on the market through common market entry.

10.1.3 - Most important natural resources and elements driving tourism in the area

Considering constant increase in the number of arrivals and overnight stays in the Split - Dalmatia County and the increasing importance of tourism for the entire economy as well as the constant growth of lowcost airline companies and increasing the number of passengers arriving via the Split airport, tourism becomes an increasingly important determinant of economic development of the City of Kaštela. Main comparative advantage of the City of Kaštela in relation to other competition destinations in Dalmatia and beyond, in terms of tourism development and increase of tourist traffic, is certainly a geographical position. Namely, the Kaštela area is situated between Split and Trogir, two cities with an exceptional and world-renowned cultural heritage protected under UNESCO, and this certainly has a significant impact on the growing incidence of guests in Kaštela. Another very important factor deriving from a traffic-geographical position is the Split airport, which is growing year-on-year and is currently the second airport in Croatia according to number of passengers.

Despite the above-mentioned advantages arising from the geographic position and largely determined by the attractiveness of the tourist destination, Kaštela and as a separate analyzed entity have attractive tourism resources that can independently generate tourism growth. The basic resources of Kaštela are cultural (castles / forts, parks, intangible cultural heritage) and natural heritage (sun / sea and Kozjak).

This area is hiding some very interesting and naturally valuable sites, which can also represent a significant factor of tourist attraction of the city like three monuments of park architecture and four monuments of nature, wine sort Kaštelanski crljenak, Story about Miljenko and Dobrila.

10.1.4 - Local and regional planning guidelines that must be taken into account in building the local strategy

Development strategy of City of Kaštela (Strategija razvoja Grada Kaštela)

http://www.kastela.hr/wp-content/uploads/2017/03/Strategija-razvoja-Grada-Ka%C5%A1tela-2016-2020_FINAL-2.pdf

Development strategy of Split Dalmatia County (Županijska razvojna strategija)

<https://www.dalmacija.hr/DesktopModules/Bring2mind/DMX/Download.aspx?portalid=0&EntryId=1281>

Cultural development strategy of Kaštela (Strategija kulturnog razvitka Kaštela)

<http://www.kastela.hr/wp-content/uploads/2016/11/STRATEGIJA-KULTURNOG-RAZVITKA-GRADA-KA%C5%A0TELA-2302.pdf>

Master plan of tourism development of Split Dalmatia County (Glavni plan razvoja turizma Splitsko dalmatinske županije) <http://arhiva.rera.hr/Portals/0/docs/eu-turizam/GLAVNI-PLAN-TURIZMA.pdf>

Development strategy of Split urban agglomeration

<http://www.split.hr/lgs.axd?t=16&id=16373>

10.2 - Sustainable status and main planning challenges

Main issues:

Poor public transport connection,

Uncontrolled (unlawful) construction left consequences for spatial development and life quality,

Visible negative impacts of urbanization and industrialization on degradation of the environment and natural heritage,

Poor condition of most of the forts, archaeological sites and static cultural heritage, and inadequate management and valorisation,

Weak Recognition of Kaštela as a place for Investment in Tourism and the Economy,

Inadequate hotel accommodation in a tourist offer that limits the development of tourism sector.

Priorities:

Planing and strategic guidelines that will protect and enhance the valorization of the nature of the basics and the protected heritage of space,

More qualitative use of the coastal zone (the Kaštela bay) in the development of space and quality of life,

Integration of rich cultural and historical heritage and natural resources into the thematic unit for the development of new forms of tourist offer related to cultural heritage and natural heritage and other suitable forms of tourism of special interest,

Use of existing natural and business resources for further development of all kind of tourism,

Increase the utilization of geopolitical position, including for the development of intermodal transport and local circular maritime traffic.

Table 10A: Tourism sustainability indicators (the elaboration of data reported in the Table is reported in D.3.17.2)

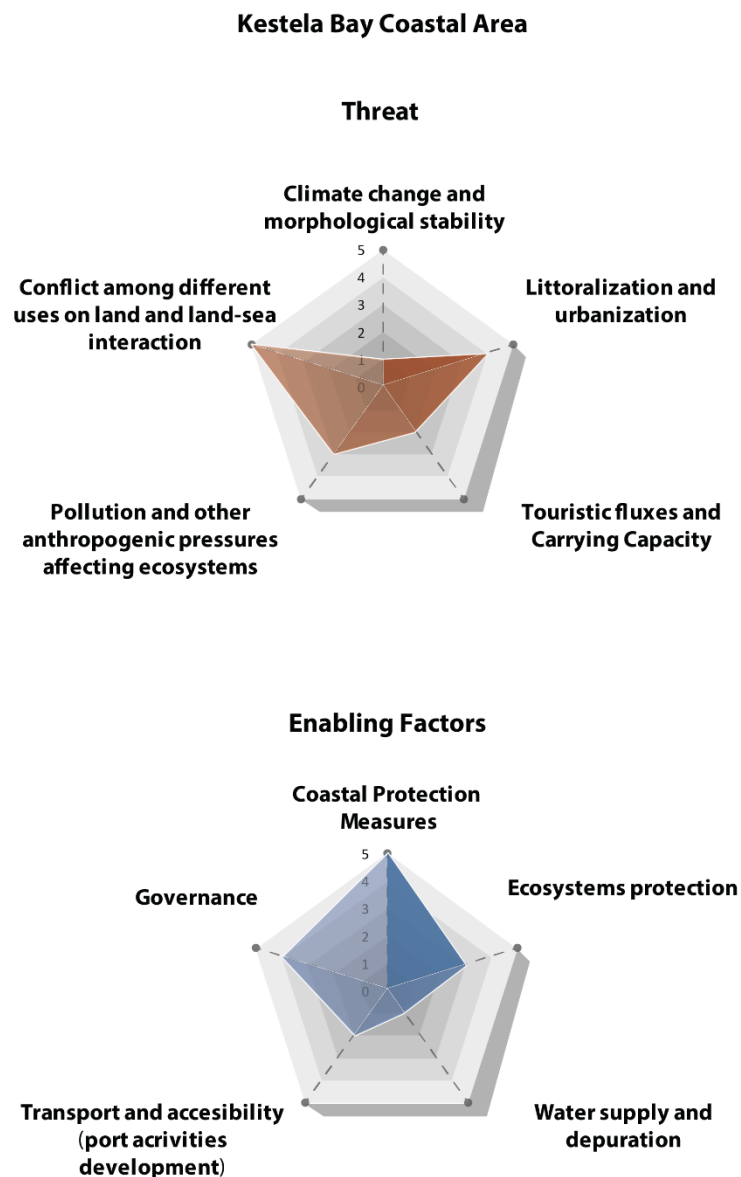
Sets of indicators		Priority (High/Low)	Measurement (Quantitative data, Proxy Data, Qualitative Data)*	Specify proxy or qualitative indicator **	Spatial level	Source of data	Final Measurement	Do you consider this value (final measurement) satisfactory for your PA?	According to your knowledge, what has been the trend of the indicator in the last 10 years (decreasing, stable or increasing)?	If available and only for quantitative data, please specify trend value as ±%
Core indicators										
C.B1.1.	Number of tourist nights per month	High	Quantitative Data		Destination/PA level	Local tourist board (LTB) Local Authority (LA)	3508, 2877, 3327, 7998	yes	Increasing	
C.B2.1.	Average length of stay of tourists (nights)	High	Quantitative Data		Destination/PA level	Local tourist board (LTB) Local Authority (LA)	5,5	YES	Increasing	
C.B3.1.	Direct tourism employment as % of total employment in the destination	Low	Proxy Data		Destination/PA level	Local tourist board (LTB) Local Authority (LA)	n/a	NO	Increasing	
C.C1.1.	Number of tourists/visitors per 100 residents	High	Quantitative Data		Destination/PA level	Local tourist board (LTB) Local Authority (LA)	2,5	YES	Increasing	
C.D3.1.	Waste production per tourist night compared to general population waste production per person (kg)	Low	Proxy Data		Destination/PA level	Water company WC	1,3	YES	Increasing	
C.D5.1.	Water consumption per tourist night compared to general population water consumption per resident night	Low	Proxy Data		Destination/PA level	WC	150	YES	Increasing	
C.D5.2.	% of tourism enterprises taking actions to reduce water consumption	Low	Qualitative Data		Destination/PA level		n/a			
Destination Indicators: Di.Beach/Maritime tourism										
Di.B1.	% of tourist infrastructure (hotels, other) located in coastal zones*	High	Quantitative Data		Destination/PA level	LA	70%	YES		
Di.C3.	Costs of erosion-protection measures (e.g. sea walls.)	Low	Quantitative Data		Destination/PA level	LA	100.000	NO		average for 2016. in €
Di.C4.	Beach nourishment: sand volume and extension of the restored beach (m3 and m2)	Low	Proxy Data		Destination/PA level					
Di.D1.	Existence of up to date tourism plans and policies (YES/NO)	High	Quantitative Data		Destination/PA level		NO	NO		It will be high value for the future
Di.D2.	Existence of a land use or development plan (YES/NO)	High	Quantitative Data		Destination/PA level		YES			
Di.D8.	Existence of performance indicators designated for evaluating the plan developed and used(YES/NO)	High	Quantitative Data		Destination/PA level		NO			
Di.D11.	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)	High	Quantitative Data		Destination/PA level		NO			
Destination Indicators: Dii.Urban/Cultural tourism										
Dii.A3.	% of total tourists visiting in peak month and average for the year	High	Quantitative Data		Destination/PA level	LTB	35	YES		
Dii.B1.	Total number of tourists per square Km in key sites (crowding/spatial distribution)	Low	Quantitative Data		Destination/PA level					
Dii.C4.	% of sites under a management and monitoring system for protection of cultural sites	Low	Quantitative Data		Destination/PA level					
Dii.D1.	Existence of up to date tourism plans and policies (YES/NO)	Low	Quantitative Data		Destination/PA level		NO	NO		
Dii.D2.	Existence of a land use or development plan(YES/NO)	Low	Quantitative Data		Destination/PA level		NO			
Dii.D8.	Existence of performance indicators designated for evaluating the plan developed and used(YES/NO)	Low	Quantitative Data		Destination/PA level		NO			
Dii.D11.	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)	Low	Quantitative Data		Destination/PA level		NO			
Destination Indicators: Div.Recreational boating (Yachting/Marinas)										
Div.A2.	Number of yachts per year (by month)	High	Quantitative Data		Destination/PA level	Local marina	420	YES		
Div.A4.	Average duration of stay in port (in days)	Low	Quantitative Data		Destination/PA level	Local marina	1	YES		
Div.B1.	Volume of fresh water on-loaded at port(m³)	Low	Quantitative Data		Destination/PA level					
Div.B2.	Volume of waste accepted for disposal (solid, liquid) at port(m³)	High	Quantitative Data		Destination/PA level	Local marina	26700	YES		
Div.C1.	Number of berths and moorings for recreational boating	Low	Quantitative Data		Destination/PA level	Local marina	420	YES		
Div.D1.	Existence of up to date tourism plans and policies(YES/NO)	Low	Quantitative Data		Destination/PA level		NO			
Div.D2.	Existence of a land use or development plan(YES/NO)	Low	Quantitative Data		Destination/PA level		NO			
Div.D8.	Existence of performance indicators designated for evaluating the plan developed and used(YES/NO)	Low	Quantitative Data		Destination/PA level		NO			
Div.D11.	Existence and functioning of a representative coordinating mechanism for MSP/ICZM (YES/NO)	Low	Quantitative Data		Destination/PA level		NO			
Pilot area-specific indicators										
P.A1.2.	% shoreline subjected to erosion	Low	Qualitative Data		Destination/PA level	LA	70			
P.A1.3.	Coastal area in degraded condition (low/medium/high)	Low	Proxy Data		Destination/PA level	LA	medium	YES		
P.A1.6.	Coastal flooding events per year(number)	Low	Quantitative Data		Destination/PA level	LA	1 or 2	YES		
P.A2.1.	Land occupied by artificial surfaces within the first 500m of coast (in %)	High	Quantitative Data		Destination/PA level	Municipal plan	80	YES		
P.A2.2.	% of area designated for tourism purposes	High	Quantitative Data		Destination/PA level	Municipal plan	80	YES		
P.A3.1.	Total tourist numbers (mean, monthly, peak) (categorized by their type of activity)	High	Quantitative Data		Destination/PA level	LTB	59551, 19133	YES		
P.A3.3.	Water use (total volume in liters or m³ consumed and liters per tourist per day)	High	Quantitative Data		Destination/PA level	WC	150	YES		
P.A4.2.	Rate of loss of protected areas	Low	Quantitative Data		Destination/PA level	WC	0	YES		
P.A5.1.	Total use of water by tourism sector (Tourism as a % of all users)	High	Quantitative Data		Destination/PA level					
P.B1.1.	Existence of a coastal planning management system	Low	Quantitative Data		Destination/PA level		NO	NO		
P.B1.2.	Length of protected and defended coastline (km)	High	Quantitative Data		Destination/PA level	LA	19,5	YES		
P.B4.8.	Volume (m³) of sediments dredged per year	Low	Proxy Data		Destination/PA level					
P.C1.2.	% environmental, social, cultural actions recommended in plan which have been implemented	Low	Proxy Data		Destination/PA level					
P.C3.1.	Level of tourism sector involvement in public policy (advisory bodies, review panels etc)	Low	Quantitative Data		Destination/PA level					

The indicators in this table were chosen by the Pilot Area Coordinator between those available in the Guidelines' Annex 2 Indicators List.

Threats and enabling factors synthesis

Threats	Enabling Factors
• Coastal zone is not organized to face with sea level rise and wave strikes	• De-industrialization process
• Condition of coastal buildings is not in adequate state and occasional flooding of the coast	• Low water pollution
• Problem of high number of unplanned houses, mostly at the edge part of the city	
• Increasing touristic flux and pressure and littoralization of the coast in non-systematic and adequate way	
• The natural coastline is smaller than the artificial one	
• The area is one of the Adriatic "coastal pollution hotspot" and mid-low light pollution	
• Not sufficient transport systems	
• Existing conflicts between tourism and marine transport in terms of pollution and ecosystem protection	
• No coastal planning management system	
• Exposition to special burden during tourist season	

Figure 10e: Graphical elaboration of pilot area's priorities that emerged from the analysis of threats and enabling factors



10.3 – Vision

Coastline of the Town of Kaštela has a very specific history and has been part of one of the biggest heritage “corridors” of the Croatian coast. The unique, plural and unrepeatable heritage of this bay - linked to culture, art, food and to nature, landscapes, traditions, creativity, - will be the pillar of the future resilient coastal development. The tourist enjoyment of these assets must be innovated following the transformations of stakeholder, places, technologies and the market, made more accessible and sustainable.

Aiming on sustainable management and sustainable use of heritage means recognizing the value of natural and cultural capital, as well as the positive externalities they generate, in terms of ecosystem services, in particular recreational, aesthetic and spiritual.

This vision that link the future coastal development with the resilience aspects can therefore actively contribute to the conservation of natural resources and the landscape, including providing incentives and signals for the diversified use of rural resources, giving value to landscapes and biodiversity, stimulating investment in coastal protections and enhancement. In a integrated vision, the expected dynamics of tourism development will favor the distribution of opportunities between the central and internal areas of the bay, bringing employment not only in the already consolidated attractors but also in that still undiscovered part that preserves a widespread heritage of great value and attractiveness.

In this context, tourism becomes a formidable activation element for the Kaštela coastline and, at the same time, returns to this heritage, enhancing it, the opportunity to achieve higher levels of financial and economic sustainability, strengthening the prospect of its sustainable and integrated management.

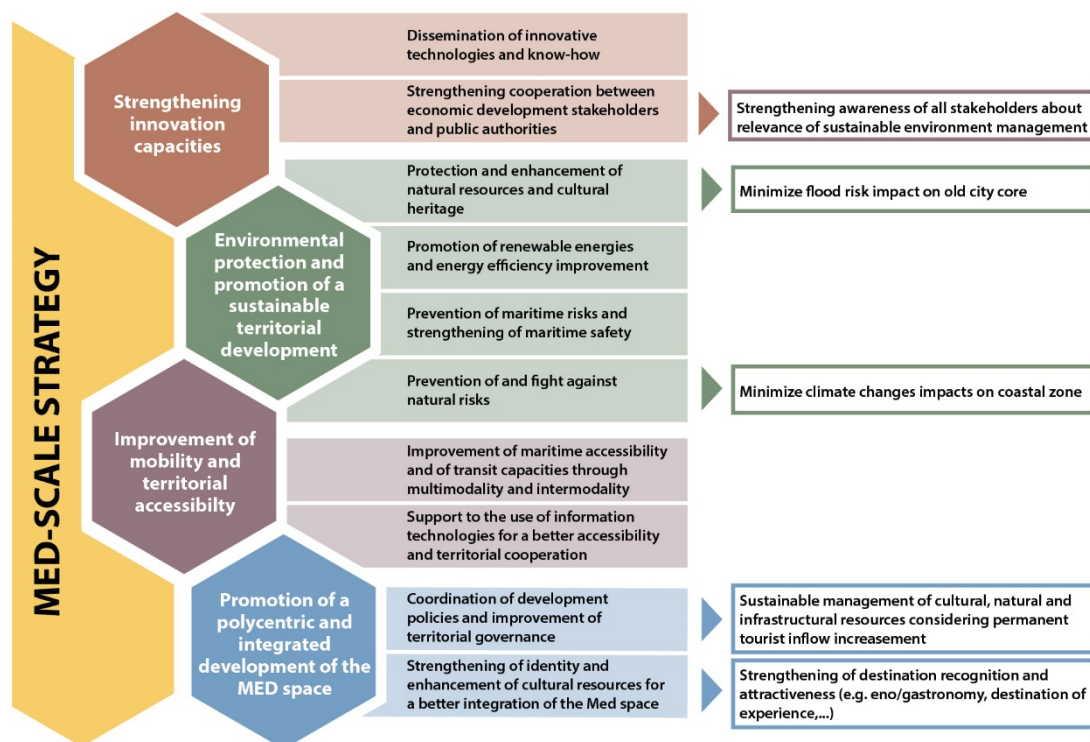
10.4 – Strategy

KASTEla RESILIENT BAY

Coastal heritage and small port infrastructure are critical assets that serve as catalysts of economic growth and development in Kastela Bay, since this area rely heavily on coastal tourism. A number of small settlements are also positioning themselves as touristic focal points in the Region, in anticipation of future growth of that sector as key pillar of future economic development strategies. In many of these small villages along the bay, tourism facilities and infrastructures are at risk, given their proximity to the coastline and exposition to future climate change impacts. Relocation or fortification of coastal infrastructures for coastal protection will become financially burdensome for local and regional governments. Investment in coastal infrastructures’ improvements and the adoption of an integrated planning approach could minimize hazards’ impacts, balancing the coast protection cost with gains from alternative forms of tourism.

10.4.1- Goals and Objectives

Figure 10f: Specific objectives for the pilot area



Pilot Areas specific objectives are coherent with the Priority Axes, goals and specific objectives for the development of the Mediterranean area (Interreg MED programme 2014-2020)

The objectives identified for the development of the Kastela Bay tourism-driven strategy are completely derived and coherent with the Med-scale strategy and related main goals, as is possible to notice in the Figure above. Despite the “promotion of polycentric and integrated development of the MED space” seems to be the priority axis of intervention, the identified objectives for the Kastela Bay area will have important effects also on the other axes. Furthermore, the matrices of conformity of the area specific objectives with the ICZM High Level Objectives and Sustainable Coastal Tourism Goals (see Figures in the following pages) show a good level coherence and conformity with macro levels planning strategies that influence tourism development, especially concerning the development of a healthy and productive environment and the support public health and safety.

Furthermore, the maps in the following pages show the geographical areas within which the strategy is focused through the implementation of measures and actions aimed at achieving specific objectives. The territorial settings mainly interested by the specific objectives are reported in the single objective-oriented maps.

Figure 10g: Matrix of conformity between Pilot Area's specific objectives and ICZM High Level Objectives and Sustainable Tourism main Goals

OBJECTIVE 1

Minimize climate changes impacts on coastal zone

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 2

Minimize flood risk impact on historic city core

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 3

Sustainable management of cultural, natural and infrastructural resources considering permanent tourist inflow increase

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	<div></div>	<div></div>	<div></div>	<div></div>
	Employment	<div></div>	<div></div>	<div></div>	<div></div>
	Economic growth	<div></div>	<div></div>	<div></div>	<div></div>
	Infrastructure plans	<div></div>	<div></div>	<div></div>	<div></div>
	Environmental and resources conservation	<div></div>	<div></div>	<div></div>	<div></div>
	Urban and rural revitalization	<div></div>	<div></div>	<div></div>	<div></div>
	Heritage conservation	<div></div>	<div></div>	<div></div>	<div></div>
	Consumer protection	<div></div>	<div></div>	<div></div>	<div></div>
	Community welfare	<div></div>	<div></div>	<div></div>	<div></div>
	Business creation	<div></div>	<div></div>	<div></div>	<div></div>

OBJECTIVE 4

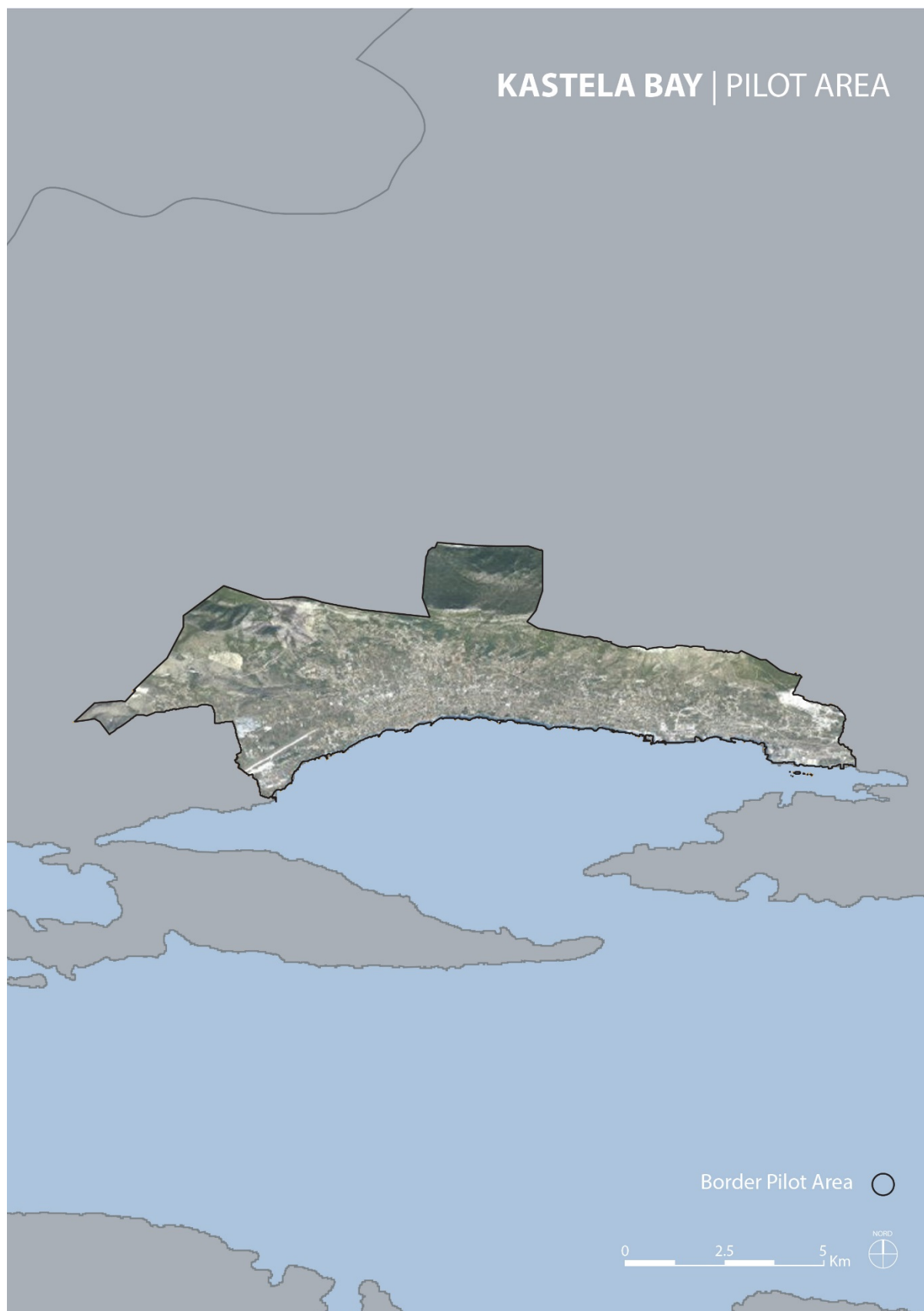
Strengthening of destination recognition and attractiveness (e.g. (eno)gastronomy, destination of experience,...)

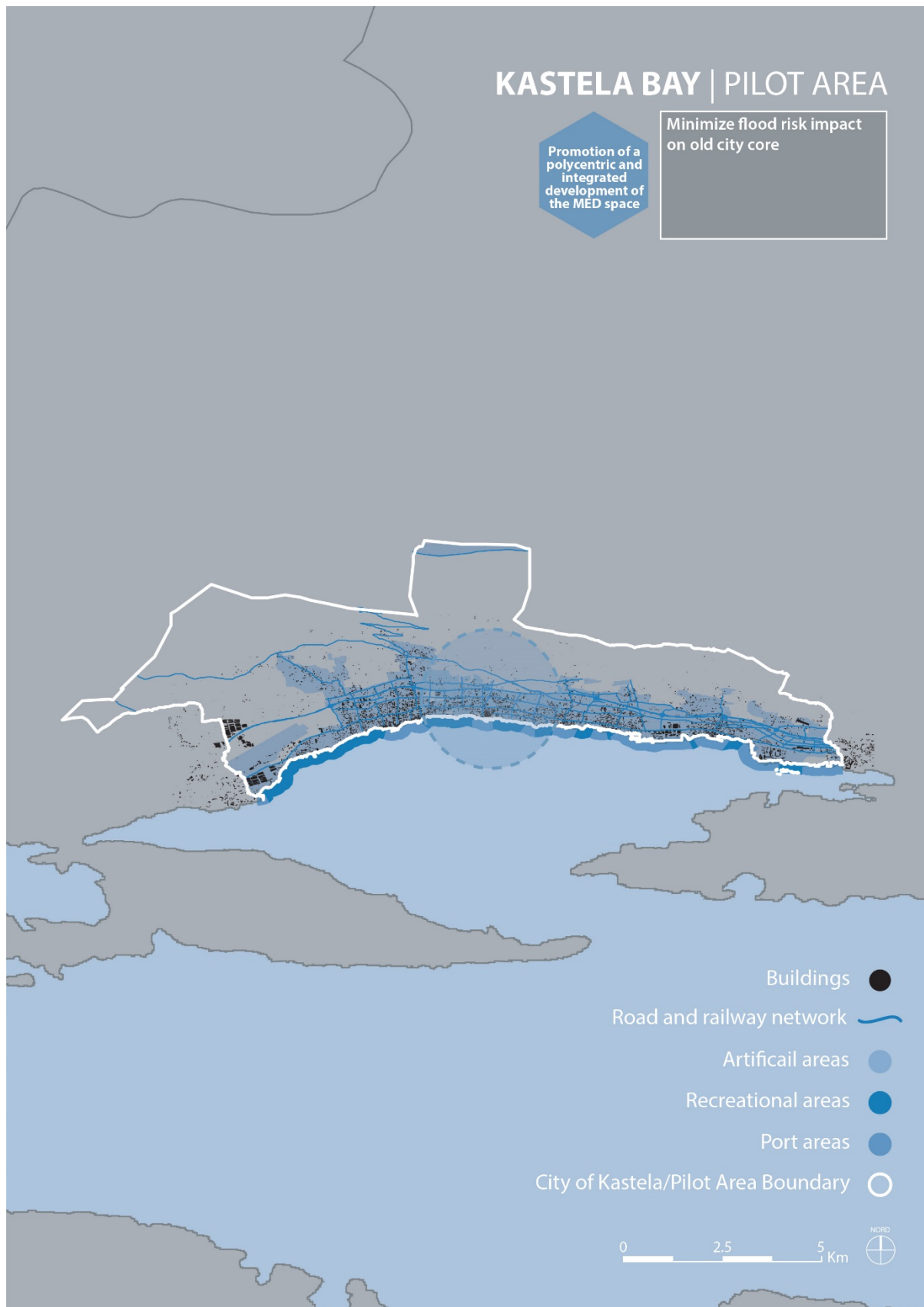
		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	<div></div>	<div></div>	<div></div>	<div></div>
	Employment	<div></div>	<div></div>	<div></div>	<div></div>
	Economic growth	<div></div>	<div></div>	<div></div>	<div></div>
	Infrastructure plans	<div></div>	<div></div>	<div></div>	<div></div>
	Environmental and resources conservation	<div></div>	<div></div>	<div></div>	<div></div>
	Urban and rural revitalization	<div></div>	<div></div>	<div></div>	<div></div>
	Heritage conservation	<div></div>	<div></div>	<div></div>	<div></div>
	Consumer protection	<div></div>	<div></div>	<div></div>	<div></div>
	Community welfare	<div></div>	<div></div>	<div></div>	<div></div>
	Business creation	<div></div>	<div></div>	<div></div>	<div></div>

OBJECTIVE 5

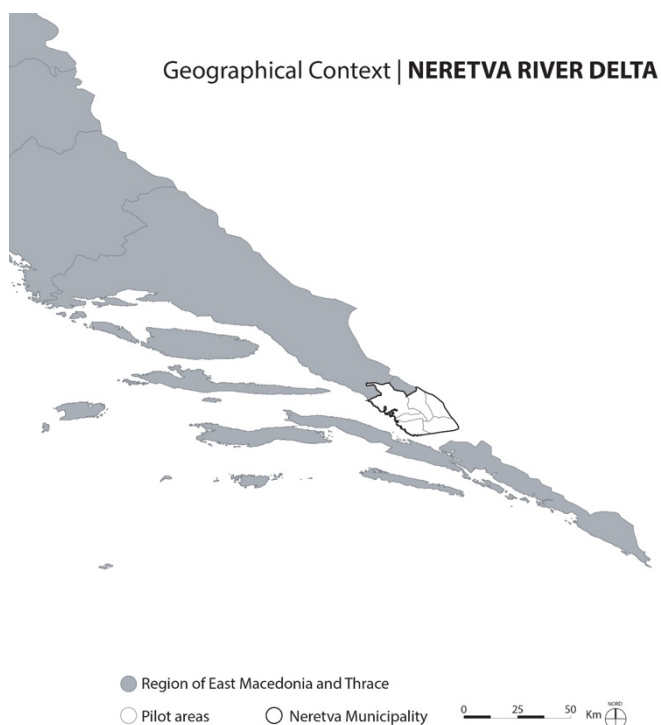
Strengthening awareness of all stakeholders about relevance of sustainable environment management

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●





Chapter 11 - Neretva River Delta Strategic Plan



11.1 Pilot Area Description

11.1.1 - Geographical description of the area

Neretva Cluster – consists of seven units of local self-government in the southeastern part of the Republic of Croatia on a wider area along the Neretva River. These are 3 cities of Metković, Opuzen and Ploče and 4 municipalities of Kula Norinska, Slivno, Zažablje and Pojezerje. The Cluster is located on the territory of the Dubrovnik-Neretva County near the border with Bosnia and Herzegovina. The Neretva cluster is spread over an area of 412.56 km² representing 23.15% of the

Dubrovnik-Neretva County area. The largest area of the Cluster is occupied by the city of Ploče (129.57 km² or 31.5% of the total area of the project area). According to the latest census of 2011, 35,799 persons (about 30% of the total population of the County) lived in this area, with the majority of the population concentrated in Metković and Ploče (75.5%).

The cluster Neretva is characterized by a Mediterranean type of climate, whose main features are long, warm and dry summers and short, mild and rainy winters. The average annual air temperature is 15.4 °C, the highest in July (25 °C), and the lowest in January (average 6.9 °C). Insolation amounts to 2,704.8 hours per year or 7.4 hours a day. Further, the entire PA is characterized by two different types of reliefs. Major parts of the area (north-west, south, south-eastern and eastern part of the cluster) dominate the mountainous, limestone limestone relief. The smaller part of the project area (from the Neretva River Delta upstream to Metković) is characterized by a flat, wetland relief consisting of alluvial netting and river tributary sedimentation and sediments of fluey-glacial pebbles from Pleistocene. Soil melioration was carried out along Neretva River Delta and fertile agricultural areas were created.

Focusing on the Mediterranean main economic, environmental and touristic dynamics, the area of Neretva River Delta results to be exposed to medium combined pressures, due to climate change impacts, both on the coastal and marine areas as the whole Croatian coastal area (Figure 11a). Furthermore, as is possible to notice in Figure 11b, the area is located in a wider area where economic and environmental pressures are at medium and high levels. The area's condition is in line with the main condition of the Eastern Adriatic coastal sites,

characterized by medium and high levels of cumulative pressures. Additionally, Figure 11c, shows that the area where the Neretva River Delta is located, present high potential for tourism development despite the current low market share. In that regional area, the planning for tourism sector increase is a priority. This condition is substantially in line with the nearby Regions, characterized by good coastal destinations hosting a relatively low tourist contrary to the macro-regional potential for attracting more touristic fluxes. The Neretva River Delta macro-area shows high potential for strengthening its market share, paying attention to not exceed its carrying capacity and the negative externalities that could affect it. Moreover, the population trend in the regional area is in low increase contrary to the nearby norther region.

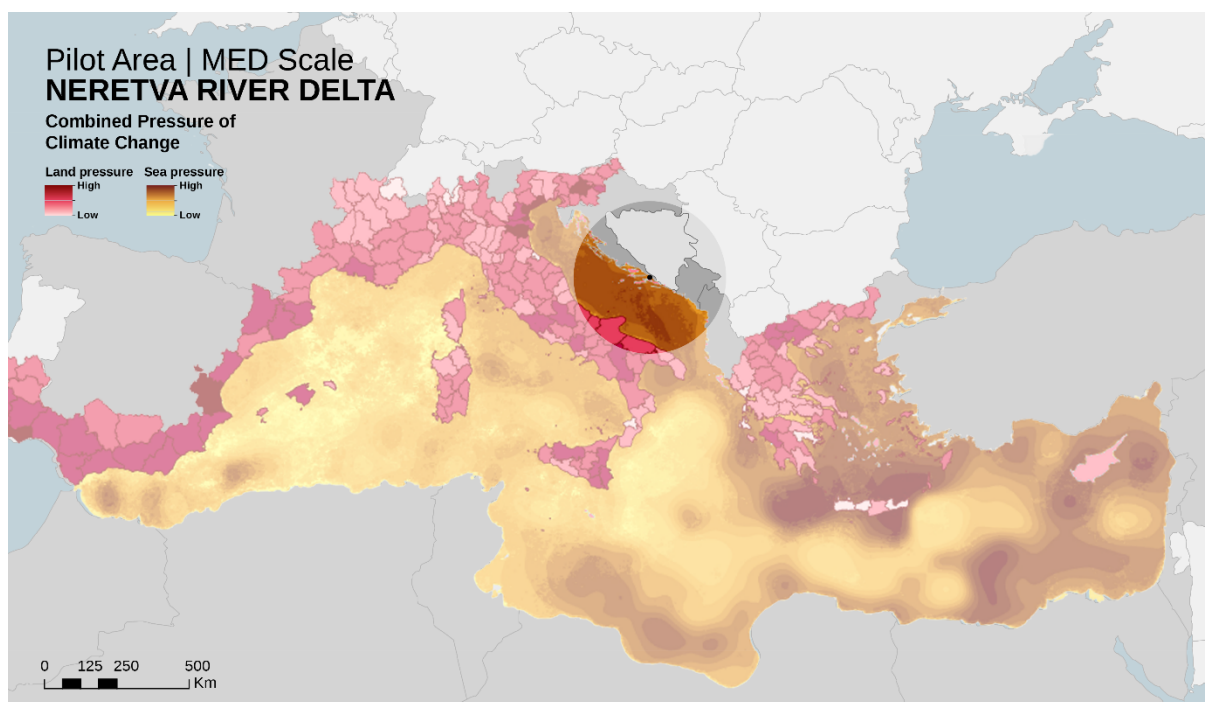


Figure 11a: Focus on Neretva River Delta pilot area of the Combined Pressure of Climate Change in the Mediterranean Region

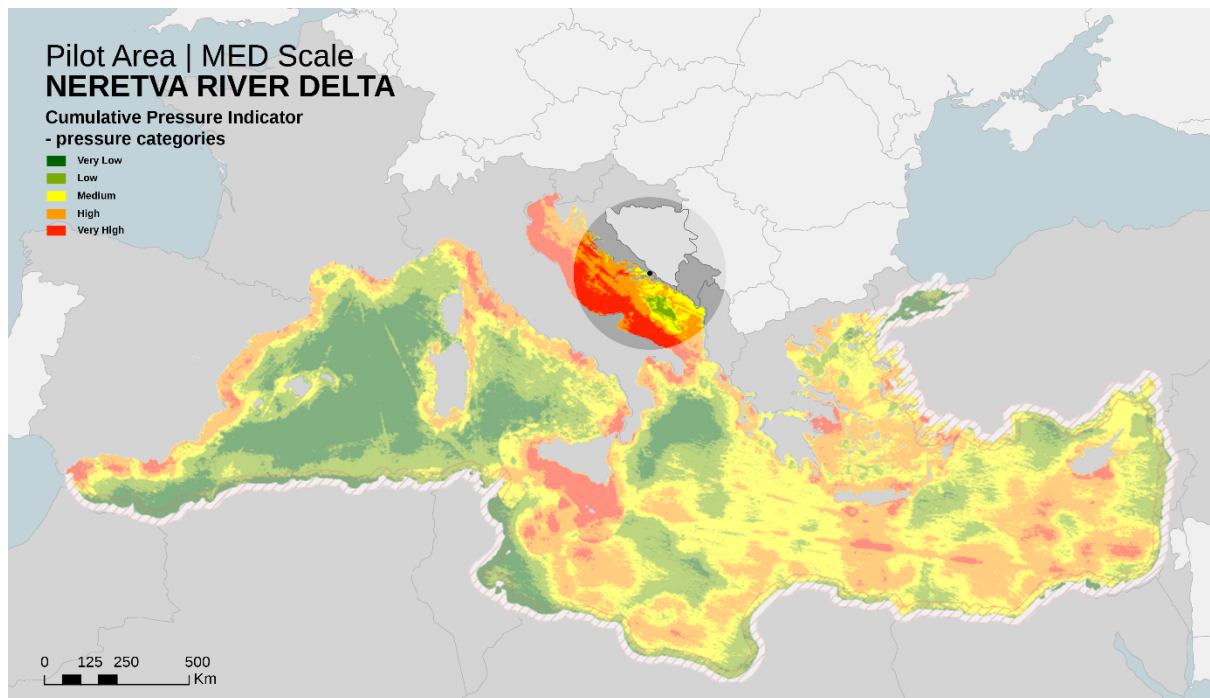


Figure 11b: Focus on Neretva River Delta pilot area of the Cumulative Socio-Economic and Environmental Pressure in the Mediterranean Region

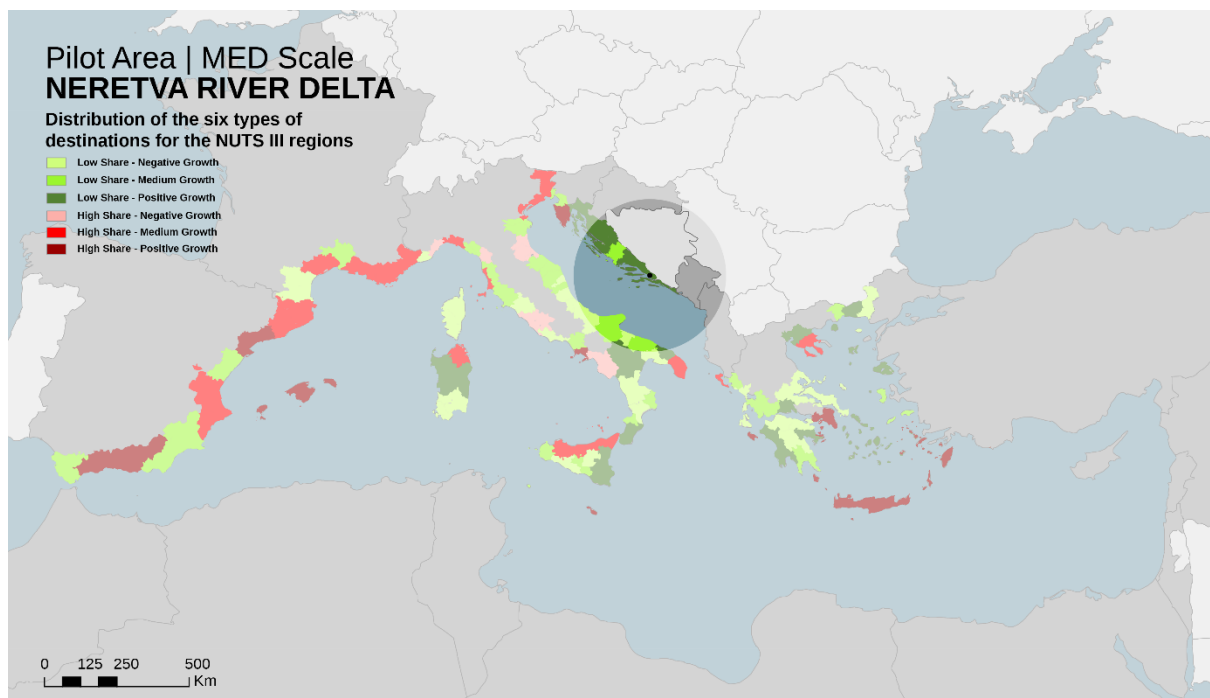


Figure 11c: Focus on Neretva River Delta pilot area of the Types of destination based on the average tourism market share and annual growth in the Mediterranean Region

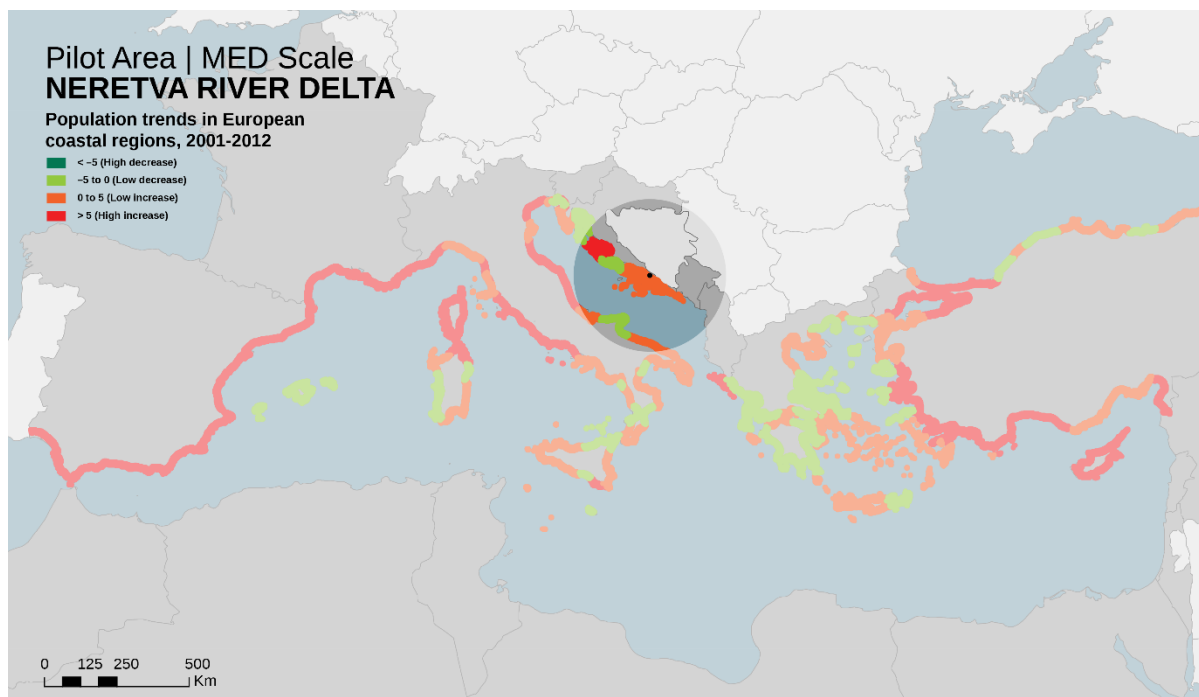


Figure 11d: Focus on Neretva River Delta pilot area of the Population Trends in the Mediterranean Region

11.1.2 - Socio-economic dynamics

The Neretva Cluster area, unlike the rest of the Dubrovnik-Neretva County, is characterized by good road connections with the rest of the country as well as with the main tourist-emitting markets of Central and Western Europe. The most important roads in the project area are highway A1 that ends at Ploče and state road D8 (Adriatic tourist road). State road D8 connects numerous state and county roads. The total length of classified county roads in the Neretva cluster is 54.7 km. Generally speaking, along the state and county roads there are not enough supporting service facilities (stops / resting places, jogging bays, cycling and hiking trails, etc.) which endangers traffic safety and is unfavorable to the development of tourism. In addition, the PA is also characterized by about 45 km of roads that are part of the network of classified local roads. Most of the local and non-aligned roads are in poor condition. When it comes to the traffic connections of the Neretva cluster with the rest of the Dubrovnik-Neretva County and the city of Dubrovnik, it can be said that it is not at a satisfactory level mostly because it is separated from the rest of the County by the state border with Bosnia and Herzegovina. This problem will be solved by building the Peljesac Bridge.

Ports:

Maritime traffic is of great importance for the economy of the project area, and indirectly for the development of tourism. In this area there is the cargo port of Ploče, which is one of the most important ports of Croatian national interest. During the year 2015, 379 ships were handled in Ploče Harbor, with 2,83 million tonnes of cargo and 20,764 container units, which is an increase of about 5% in overloaded cargo and an increase of 23% in the number of

processed container units. Besides the Port of Ploče, in the Cluster area there is also the Metković cargo terminal, which is of county significance.

Rail:

The Neretva cluster area runs only one railway track on the route from Ploče to Metković to Sarajevo or further to Central Europe. It belongs to the first order lines, is completely reconstructed and is part of the Pan-European Corridor 5C. It is of great importance because it represents the closest link between Central Europe and the Adriatic Sea.

Air traffic:

Due to the spatial distance of the Neretva valley from the rest of Croatia, but also from the important emitting markets of central and western Europe, good air linkage is one of the most important prerequisites for quality tourism development in this area. In this regard, the closest (international) airports of interest to the project area are those in Dubrovnik (140 km) and Split (160 km).

The state of the communal infrastructure in the Cluster area can not be assessed satisfactorily. Regarding the supply of electricity, the existing situation can be assessed relatively satisfactory, although in a significant number of settlements in the area of the town Ploče substation or overdose or insufficient capacity. Similarly, the villages Pržinovac (Opuzen) and Duba (Slivno municipality) are characterized by obsolescence of electrical installations, while Vidonje (Zažablje municipality) still has no electricity supply. The situation is much worse with water supply. Namely, although drinking water in the entire project area is mainly of satisfactory quality, it should be borne in mind that a large part of the Cluster is not covered by the water supply system, whereby a significant proportion of households are supplied with water from tanks or from wells. The main sources are Klokun, Modro oko, Prud, Doljani and Butina. Sanitary protection of sources has not been established, and the decision on determining the sanitary protection zone was only provided by Metković to the source of Prud. Highway and local pipelines are in poor condition, water losses are large, and pipelines are mostly asbestos-cement. Furthermore, the drainage system is also extremely poor throughout the PA. Namely, while in the Metković, Opuzen and Ploče sewerage areas, only 35% and 40% of households cover, in the municipalities of Kula, Norinska, Zažablje, Pojezerje and Slivno sewage system are not present, so septic tanks are used. Finally, the disposal of waste is not solved in a satisfactory manner, with the special problems of waste management being in the municipalities of Opuzen and Ploče and Slivno, where there are a large number of wild landfills that need to be repaired.

The economy of the Neretva cluster is characterized by a relatively unfavorable sectoral structure dominated by the primary sector (especially agriculture) whose products contain a low share of value added. At the same time, the economy of this area is characterized by a low share of the manufacturing industry and the poorly developed tertiary sector. Exceptions to this trade and port operations. The most important business entity in the project area is the port of Ploče, while the most important trading companies are Agrofructus d.o.o. and Poljopromet. Apart from trade and affairs related to the Ploče archipelago, construction plays a significant role in the project area's economy. As far as tourism and hospitality are concerned, according to FINA available data, in the provision of accommodation services

(NCEA 55) and preparation of food and beverages (NKD 56), only 34 entrepreneurs (6.7% of total number of entrepreneurs in the project area) who, with a total revenue of HRK 25.2 million, contributed only 1.8% of total revenues generated in the Cluster area.

11.1.3 - Most important natural resources and elements driving tourism in the area

According to the review of the landscape units of Croatia as stated in the National Strategy and Action Plan for the Protection of Biological and Landscape Diversity (OG 81/99) and the Spatial Planning Strategy of the Republic of Croatia, the cluster area belongs to the Neretva Landscape Unit - LOWER NERETVA and its delta are unique in terms of landscapes. The lowland wetlands, protected by the Ramsar Convention and cultivated areas surrounded by hills and connected to the sea shore and the sea, are a peculiar feature in national frameworks which is still not sufficiently exploited, particularly in the context of (long-term sustainable) tourism business. While most of the Adriatic rivers (Zrmanja, Krka and Cetina) have flooded river mouths, Neretva has applied considerably more material, and despite the post-glacial rise of the sea level, the flood area has developed here. From overbursted plains, such as the island, the limestone head - the peaks of the former hills, makes the whole landscape look extraordinary. In this area, there is high richness in water: the Neretva and its swamps, lakes, 'eyes', the fallen karst depression - Baćinska jezera, a series of springs along the edge of the surrounding hills and a spacious delta with lagoons and shallows. In the area of the Neretva cluster there are a number of protected areas of natural heritage, with special emphasis on the special reserve in the sea Malostonski zaljev and Malo more, the southeastern part of the Neretva river delta (Neretva river) and three ornithological / ichthyological reserves (wetland Pod Gredom) near Metković, the area 'Orepak' and the wetland area 'Prud' near Metković). In addition to the natural reserves, the protected areas include two significant landscapes: Modro oko and Lake Desne, respectively two areas of exceptional landscape value: Baćinska jezera and Lake Vlača. Additionally, there are two still preserved but unmistakable wetlands: Privlaka-Lukavac (between Opuzen and Mlinice) and Seget-Rokšići (between Momica and Vida).

Regardless of the large number of protected natural areas as well as the activity of the Public Institution for the Management of Protected Natural Values, the whole area of the Lower Neretva has been subjected to great anthropogenic pressures that have substantially changed natural conditions over the past few decades, but also endangered almost all functions of this space in the long run. The main cause of the threat to the entire area is the shedding of its waters and soils caused by the inflow of seawater at the bottom of the river and groundwater, which as a process has not yet been stopped and continues to be further upstream with Delta. Of the other significant anthropogenic pressures on the whole Delta area are the unresolved problems of drainage and wastewater treatment of the settlements and industry, and unresolved problems in the management of communal and other waste both in this area and in the entire Neretva basin. This is also related to the problem of agricultural production which, in the same way, due to excessive use of fertilizers and protective agents affects the quality of Neretva and groundwater.

The richness of cultural and historical heritage in the Cluster area is a result of the burgeoning history of these areas, marked by Greek and Roman colonization, and by crossing the various civilizational influences over time (church rows, Illyrians, Venice, the Republic of Dubrovnik and others). Of the valuable materialized cultural and historical heritage, it is worth mentioning in particular the archaeological and cultural-historical part of the "Narona-Vid" and its related facilities. From protected cultural and historical heritage, it is worth pointing out to valuable urban areas, protected architectural heritage and numerous archaeological sites dispersed throughout the PA. Finally, from the recent cultural and historical heritage, special attention is paid to the Ornithological Collection of the Metković Natural History Museum.

Apart from the materialized cultural and historical heritage, the entire project area is well-known for its immaterial heritage, to which it is best to include the centuries-old culture of life and work of the inhabitants of this area, traditional, religious and / or cultural-entertainment manifestations.

11.2 - Sustainable status and main planning challenges

According to the data of the Tourist Board of the Dubrovnik Neretva County, in the area of all seven units of the local self-government of the Neretva cluster there were about 25.9 thousand arrivals and about 185 thousand overnight stays of tourists in 2014, out of which about 66.7 thousand overnight stays were realized in their own "cottages". According to local Tourist Boards data, in the total touristic turnover realized in the Dubrovnik Neretva County area in 2014, Neretva cluster participated with 1.9% arrivals and 2.9% overnight stays. Regarding the spatial dispersion of tourist traffic in the area of the Neretva cluster, the largest number of arrivals and overnight stays was recorded in the municipality of Slivno (about 85% of the overnight stays), while tourist traffic in other cities and municipalities of the project area is still relatively modest. On the other hand, it is worth pointing out that there was no officially registered tourist traffic in the municipality of Zračlje and Pojezer during 2014, while tourist traffic in the Opuzen area was practically negligible. Given the fact that as much as 85% of the total number of overnight stays is realized in the short summer period (June to August), it can be said that the Cluster area, as well as most of the Croatian coastline, is characterized by the expressed seasonality of tourist demand, which is the consequence of reliance only on product of 'sun and sea'.

The most important emission market for the Neretva cluster is currently the domestic market. Namely, according to official CBS data, domestic tourists realized 19% of overnight stays and 30% of arrivals during 2013. Out of overseas markets, the most important markets are Poland, the Czech Republic, Bosnia and Herzegovina, Germany and Slovakia. During 2013, domestic tourists and tourists with the five previously listed foreign broadcasting markets realized about 71% of overnight stays and about 68% of arrivals. The analysis of tourist traffic by types of accommodation shows that in the Neretva valley most of the overnight stays (75%) and tourist arrivals (53%) are realized in private accommodation, followed by hotels with a 9% share and tourist apartments with a share of 8% .

Tourists stay the longest in private accommodation, on average 7.1 days and the shortest in hotels, averaging 1.8 days. In addition to the several-day tourist visits, the Neretva cluster is of exceptional significance and one-day visitors as this whole area, primarily because of the diversity and quality of its resource-attractions, is today an important excursion destination for tourists staying in numerous tourist destinations in the surroundings as well for tourists in transit. Since there are no official statistics on this segment of demand, it is difficult to estimate the number of one-day arrivals in this area. However, given that only the Naronia archaeological museum visited about 17,000 visitors during 2014, and when this was coupled with the tourist demand generated by the other tourist, the market was ready for products such as the Marathon Boat and / or the Custody of Christ's Tomb, the Ganga Festival in Slivno, ie the Day of Eggs, it is to be assumed that the potential for one-day excursion is certainly the same, and is likely to be considerably higher than the officially registered number of tourist arrivals in this area (25.9 thousand visitors in 2014).

Touristic offer

According to official CBS data, during the peak tourist season (August), in the Neretva cluster area there were 1.900 beds in 12 collective accommodation facilities (hotels and similar facilities) and 166 objects family accommodation (households). Apart from the municipality of Slivno, a number of hotel beds are located in the Metković and Ploče areas. However, the current quality of a hotel accommodation available, as well as a specific part of the family accommodation in the Cluster area, is unable to meet the high and growing standards of a scrumptious tourism market and, in this respect, investing in new, different target groups adapted to hotel (and similar) offer, significant investments in quality raising and market repositioning of available bidding.

One of the possible portfolios of Neretva cluster tourism products is in the domain of sustainable tourism (rural tourism, cultural tourism, ecotourism, cyclo-tourism, bird watching, enogastronomic tourism, hiking, hiking, sports and adventure tourism), where diversification of tourist experience and increased satisfaction potential visitors. The quality of the resource-attraction bases of the Neretva cluster, the protected parts of nature and the Natura 2000 network, in particular the Neretva river basin, the relatively long and turntable seaside, the Baćinska jezera, the favorable climatic, ichthyologic/ornithologically interesting and suitably protected wetland areas, numerous caves and karst phenomena, the centuries-old tradition of life and work culture, interesting history and peculiar material and immaterial cultural heritage, are the basis for the dynamism of tourism development.

Such a type of sustainable tourism, crucial to the growth of the entire economy, would provide answers to the issues of combating s tourist development, the preservation of natural and cultural heritage, socio-cultural values, and the growth of the living standard of the local population of the project area of the Neretva valley as well as the entire Dubrovnik-Neretva County . Increasing the well-being of the local community implies a well-designed and mutually coordinated economic activation of the entire available material and non-material resources-based resource available, all in accordance with the defined development vision. This would also contribute to solving the problems of the expressed seasonality of tourism activities, the uneven distribution of tourist traffic, and disproportion in the tourist development of the Lower Trans-danubian region with regard to other parts of the Dubrovnik-Neretva County.

Conclusions of tourism state of the art for Neretva River Delta

The current development of tourism activities in the Neretva cluster area cannot be assessed with high marks. In other words, existing tourism resources are not used in an optimally and economically rational way, and what is most closely related to the fact that it is a space historically oriented mainly to agriculture or maritime transport (port of Ploče), while tourism business development by local development stakeholders was not recognized as one of the possible generators of additional economic growth and development. Thus, with the exception of the development of the capacity of family accommodation in Slivno municipality, there have been no significant investments in tourism infra and supra-structure in this area for the last 30 years, which ultimately reflected the lagging behind in the tourist development of the whole area compared to the rest Dubrovnik-Neretva County, but also in relation to other tourist receptive areas in Croatia. Regardless of the relative neglect of the tourist offer and taking into account the potential of the available tourist resource-attraction base, the growing interest in products of special interest on the global level as well as a number of market-ready tourist products destined for one-day excursion, executive holders in the local self- should be further engaged in order to stimulate long-term sustainable tourism activities throughout the project area. The growing demand for tourism of special interest, coupled with an increasing number of tourists who have a strong preference for getting acquainted with touristy underdeveloped destinations, but also destinations offering a unique mix of experiences, open up numerous opportunities for future, long-term sustainability, profiling / positioning of the Neretva cluster on the tourism market destination. On the other hand, it should be borne in mind that this whole area, at least as far as tourist development is concerned, is still at an early stage and with a relatively small number for the market of ready-made products / experiences. Although this situation is relatively favourable as products can develop from the very beginning in line with market trends, there is a risk that, due to the relatively weak experience in tourism business but also the lack of understanding of the modern legitimacy of tourism development and commercialization of tourism products, they create inappropriate products on the market which will not be financially profitable. When considering the long-term sustainable intensification of the Cluster Tourism Development, it is also important to keep in mind the need for continuous improvement of adequate knowledge and / or skills of a large number of (small) tourist entrepreneurs and renters of family accommodation, but also of the public executives, especially in the context of attracting a greater interest rational, long-term sustainable channelling of investment demand in a larger number of specific, larger or smaller, entrepreneurial ventures in the private sector.

Tourism development vision for Neretva River Delta.

It is necessary to develop new forms of tourism, tourist offerings and educational content that are sustainable in the long term, which preserve natural and cultural resources with the aim of strengthening the competitiveness of tourism in general and the creation of recognizable tourist facilities and destinations on the international market. The diversification of the existing tourist offer with emphasis on rural and ecotourism and the contents specific to the Neretva Valley area would result in the extension of the tourist season, increase of the number of nights and visitors and at the same time enable growth of the economy and prevention of depopulation, contributing to the vision of the Neretva tourist cluster defined by the Neretva Tourism Development Plan 2015 – 2025.

Table 11A: Indicator’s table for the Area’s sustainability status

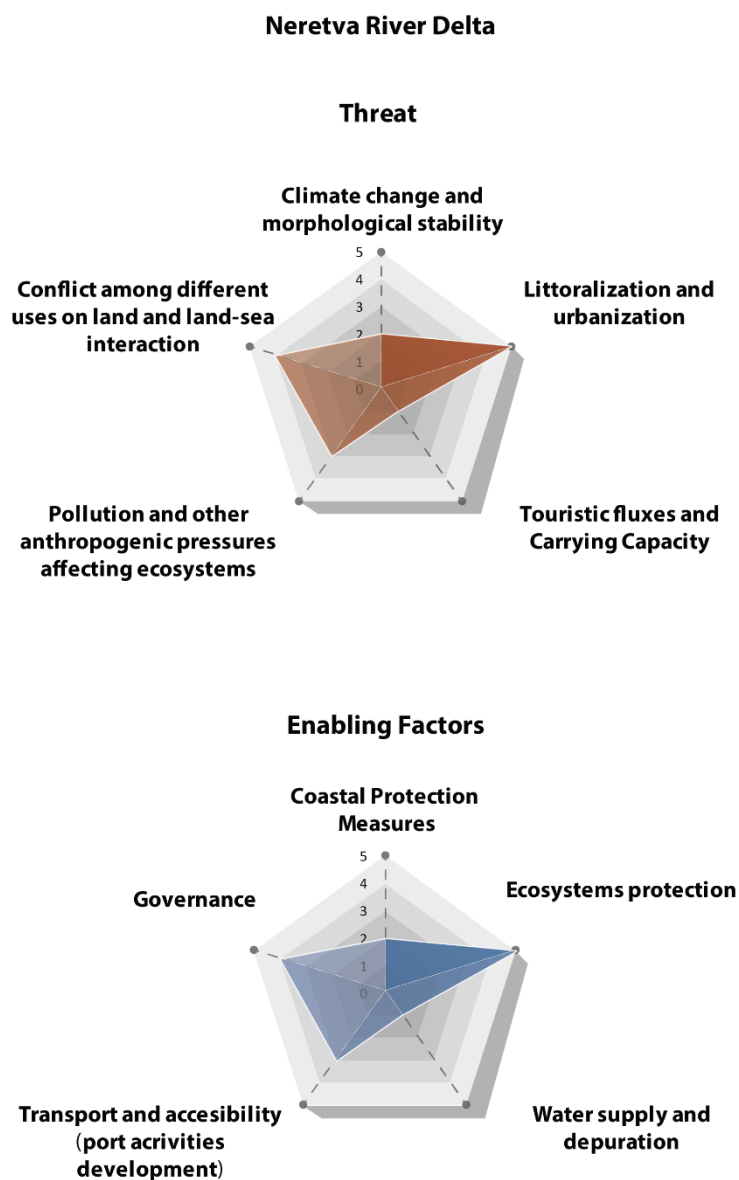
THE TABLE WILL BE ADDED SOON

The indicators in this table were chosen by the Pilot Area Coordinator between those available in the Guidelines' Annex 2 Indicators List.

Threats and enabling factors synthesis

Threats	Enabling Factors
• Problems with beach erosion due to the increasing pressures of tourism	• The area is of fundamental naturalistic interest, with large nature protected areas 2000 and RAMSAR
• Possible problems also of flooding due to sea level rise	• Large quantities and varieties of fauna present in the area
• Water quality is not excellent due to the contamination from pesticides of intensive agriculture and from discharges upstream in the river and in the sea	• List of regulations on air pollution
• Drought and upstream water withdrawals are making the salt wedge grow	• In progress the Management plan for the protected areas
• Poor tourist accommodation and low quality, few tourist services	
• The pilot area (+ Ploce, Opuzen and Slivno) is considered the largest area exposed to flooding problems even with average levels of sea rise	
• Need for international agreements with neighboring states to contain water pollution	
• ABSENCE of plans for sustainable mobility	

Figure 11e: Graphical elaboration of pilot area's priorities that emerged from the analysis of threats and enabling factors



11.3 - Vision

It is necessary to develop new forms of tourism, tourist offerings and educational content that are sustainable in the long term, which preserve natural and cultural resources with the aim of strengthening the competitiveness of donor tourism in general and the creation of recognizable tourist facilities and destinations on the international market. The diversification of the existing tourist supply with emphasis on rural and ecotourism and the contents specific to the Neretva Valley area would result in the extension of the tourist season, increase of the number of nights and visitors and at the same time enable growth of the economy and prevention of depopulation, contributing to the vision of the Neretva tourist cluster defined by the Neretva Tourism Development Plan 2015 - 2025, which says:

"In the year 2020, the entire Neretva cluster area will be an internationally affirmed tourist destination, recognizable mainly by preserved ecosystem along the Neretva River, through a wide range of products destined for different market segments of special interest, as well as active sun and sea vacation. The richness and emotional charge of the experience, combined with the original beauty of the landscape, the authenticity of the catering offer, the gentle Mediterranean climate and a peculiar palette of events throughout the whole year, will represent key distinctive elements and a good basis for establishing a unique touristic brand. Dynamic and spatially balanced tourism development for Neretva cluster will be the result of a stimulating business climate, responsible destination management as well as successful collaboration between the public and private sector.

11.4 - Strategy

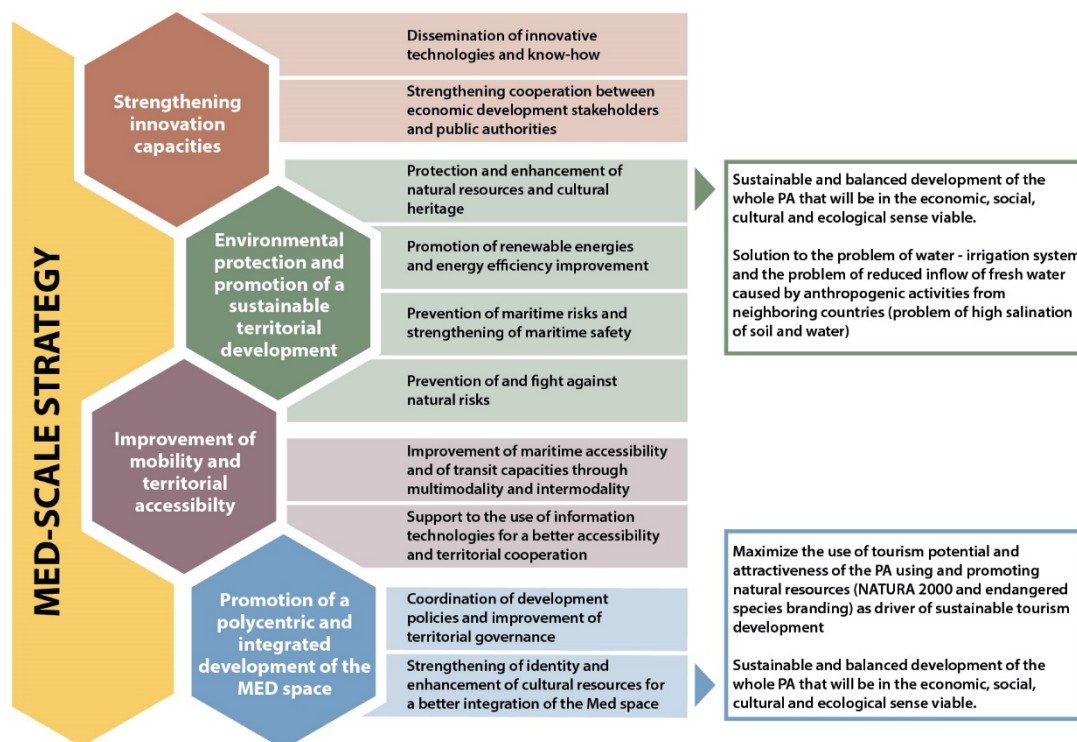
A DELTA OF GREEN TOURISTIC OPPORTUNITY

Nature and protected areas provide society with a large diversity of benefits, such as food, clean water, carbon sequestration and more. Unfortunately, economic incentives are often stronger for the destruction of nature rather than for its conservation. Despite the economic income generated by environmental protection is not always evident, it is now clear that sustainable forms of tourism can generate economic growth, stable employment and social cohesion. The Neretva River Delta coastal tourism development strategy is based on the awareness that the sustainability concept must be both in the demand for sustainability from visitors and business, but also in the supply for sustainability from the local touristic offer. Appropriate actions and measures to support sustainable tourism will generate opportunities that can be used to guarantee a sustainable coastal development of the Delta area.

The quality of Neretva's natural and cultural heritage is fundamental for the generation of economic growth through tourism improvement. This will lead to an enhancement of local communities' quality of life together with a change of visitors' experience toward sustainable tourism. Tourism can also play a key role in raising awareness and generating direct and indirect support for environmental conservation. The strategy implementation through specific measures and actions will play also an essential role to support national development assets.

11.4.1- Goals and Objectives

Figure 11f: Specific objectives for the pilot area



Pilot Areas specific objectives are coherent with the Priority Axes, goals and specific objectives for the development of the Mediterranean area (Interreg MED programme 2014-2020)

The objectives identified for the development of the Neretva River Delta tourism-driven strategy are completely derived and coherent with the Med-scale strategy and related main goals, as is possible to notice in the Figure above. Despite the “promotion of polycentric and integrated development of the MED space” and “Environmental protection and promotion of sustainable territorial development” seems to be the priority axes of intervention, the identified objectives for the Neretva River Delta area will have important effects also on the other axes. Furthermore, the matrices of conformity of the area specific objectives with the ICZM High Level Objectives and Sustainable Coastal Tourism Goals (see Figures in the following pages) show a good level coherence and conformity with macro levels planning strategies that influence tourism development, especially concerning the development of a healthy and productive environment and economy.

Furthermore, the maps in the following pages show the geographical areas within which the strategy is focused through the implementation of measures and actions aimed at achieving specific objectives. The territorial settings mainly interested by the specific objectives are reported in the single objective-oriented maps.

Figure 11g: Matrix of conformity between Pilot Area's specific objectives and ICZM High Level Objectives and Sustainable Tourism main Goals

OBJECTIVE 1

Conservation of biological and cultural diversity of the PA

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 2

Sustainable and balanced development of the whole PA that will be in the economic, social, cultural and ecological sense viable

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 3

Improving water - irrigation system and solving the reduced inflow of fresh water caused by anthropogenic activities from neighboring countries

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●

OBJECTIVE 4

Maximize the tourism potential and attractiveness using and promoting natural resources as driver of sustainable tourism development

		ICZM High Level Objectives			
		A healthy and productive economy	A healthy and productive environment	Public health and safety	Social cohesion
Sustainable Coastal Tourism Goal	Energy and water conservation	●	●	●	●
	Employment	●	●	●	●
	Economic growth	●	●	●	●
	Infrastructure plans	●	●	●	●
	Environmental and resources conservation	●	●	●	●
	Urban and rural revitalization	●	●	●	●
	Heritage conservation	●	●	●	●
	Consumer protection	●	●	●	●
	Community welfare	●	●	●	●
	Business creation	●	●	●	●



