

Project co-financed by the European Regional Development Fund



CO-EVOLVE

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

Deliverable 4.3.1-R1 Report on advancement of Pilot actions implementation



Activity 4.3 Pilot action n°1– Alexandroupoli-Makri/Keramoti









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1. Scope of the document

This document is the report on advancement on pilot actions implementation and corresponds to Deliverable 4.3.1. It's based on concept described in the deliverable 3.18.1 "Guidelines for Tourismdriven strategic Planning" and contains the advancement of activities foreseen in the pilot area Alexandroupoli/Makri and Thassos Keramoti for the final formulation of local Action Plans on sustainable tourism.

2. CO-EVOLVE and the objectives of WP4

The WP4 (*M2-Testing*) translates in practice the findings of WP3 in order to implement Pilot Actions (plans, concrete actions and measures), setting the conditions for a sustainable tourism in coastal areas and related maritime space and promoting robust and transparent decision-making processes. CO-EVOLVE recognizes as a key challenge for sustainable coastal and maritime tourism development the strengthening of cooperation among Regions and the joint development and transferring of approaches, tools, guidelines and best practices. The actions envisaged are systemic, ecosystem-based and dynamic, taking into account future scenarios of natural (i.e. climate change) and anthropogenic changes. The Pilot Actions embrace a wide range of case in the Med area, from coastal urbanized or exploited areas (including port areas, structured waterfronts, different kind of beaches with tourism facilities, etc.) to natural protected areas (Natura 200, Ramsar, SIC&ZPS, etc). Fields of intervention are the integrated planning of coast-maritime space, governance and management of conflicts between different uses, recovery and valorization of natural areas, developing of integrated tourist offers and deseasonalization of tourist fluxes.

WP4 has two main specific objectives:

- Define and test training tools for implementing sustainable tourism and for sensitizing local administrators / tourism operators. (Output 4.1);
- Formulate local Action Plans and implement actions for sustainable tourism in the Pilot Areas, with the participation of main stakeholders and local coastal communities (Output 4.2);

WP4' results and practice experiences on the field, constitute the basis of good practices contribution to the "Transferability Plans" at pilot areas and regional scale (WP5).

WP4 starts on month 02-2018 and end on month 05-2019 and represents the Module 2 "Testing" of CO-EVOLVE, according to the modular structure of Interreg MED projects.

3. The strategic planning of Pilot area

The strategic planning process guides development in the direction of those strategic priorities identified by all stakeholders through a consultative process. In particular, on coastal area, a tourismdriven strategic plan for sustainable development of coastal areas have to integrate main principles and goals provided by the Integrated Coastal Zone Management recommendations (UNEP/MAP/PAPRAC Guidelines for ICMZ, 2012) and the Sustainable Coastal tourism approach guidelines (UNEP, 2009).







The methodology proposed by deliverable 3.18.1 for a definition a strategic planning tourism based on a pilot area is organized in different consequential steps that constitutes an adaptive and cyclical process. It consists of 6 major phases, each of which includes key tasks and steps. The iterative process of tourism-driven strategic planning in coastal areas is reported in figure below.









4. Brief description of the Pilot area

Alexandroupoli/Makri is an urban and suburban coastal area with a port next to a Natura 2000 protected area.

The village of Keramoti is "inside" the Natura 2000 protected area and the port of Thasos ($\Lambda\mu\epsilon\nu\alpha\varsigma \Theta\alpha\sigma\sigma\sigma$) is "surrounded" by another Natura 2000 protected area. Keramoti is one the two ports connecting the island of Thasos to the mainland (the other is Kavala). The island of Thasos is a tourist destination known for its "wild character": rich forest near the sea, combining "sea and sand" and "summer mountain" activities.

5. Planning SET-UP in the pilot area

The main aim of this phase, that can be considered the most important pre-planning phase, is to create the needed bases for the subsequent implementation of the whole planning process.

For both pilot areas we are in the process of the competition for the technical expert that will take place on 12 June 2018.







6. Building knowledge framework in the pilot area

The overall aim of the step "Building Knowledge framework" is to analyze the area, in a coherent and integrated way, in order to build up the knowledge to support the decision-making process and the participatory process

Based on the outcomes of WP3, the pilot area of Alexandoupoli-Makri faces important threats that relate mainly to Climate Change and morphological stability, Littoralization and Urbanization, Touristic fluxes and Carrying Capacity and land-sea interactions and conflicts. More specifically, the vulnerability of the area to climate change has caused severe erosion to the shoreline and is expected to be aggravated in the future due to the construction of the port and its navigation channel. In addition, increased littoralization pressures are identified from the city of Alexandroupoli towards Marki settlement in spite of the planning procedures to orientate urban development towards the hinterland. The area is also trying to upgrade and differentiate its tourism product in order to attract more quality tourism and increase the currently low touristic fluxes. A final key challenge for the area is the successful management of the waterfront which is currently concentrating many conflicting activities.

The enabling factors of the pilot area are mostly focusing on addressing the key threats already identified. Coastal protection measures such as sand nourishment and defense mechanisms have been adopted to manage erosion problem; water treatment plans to address overexploitation and salinisation problems of coastal groundwater; studies to estimate needs and cost of port dredging; transport plans to ensure the accessibility to the beach and connect the commercial port to the international highway; governance mechanisms to overcome existing gaps in national legal and administrative framework.

The customized Sustainability Toolkit developed under Task 3.17 gives a preliminary assessment on the sustainability level of the pilot area in addition to further information on trends and satisfaction levels and also constitutes a starting point for measuring and monitoring tourism development in the area.







Pilot Area	1A. Alexandroupoli /Makri				
Partner	Region of East Macedonia and Thrace				
RESULTS					
Synopsis	The results show significant opportunities for tourism development, mostly in the field of beach and maritime tourism, constrained by important inconsistencies in the implementation and monitoring of tourism related policies and actions at destination level.				
	Core indicators				
Customized Tourism Sustainability Toolkit	C.B1.1. Number of tourist nights per month C.B2.1. Average length of stay of tourists (nights) C.B3.1. Direct tourism employment as % of total employment in the destination C.C1.1. Number of tourists/visitors per 100 residents C.D5.2. % of tourism enterprises taking actions to reduce water consumption C.D6.2. % of tourism enterprises that take actions to reduce energy consumption C.D6.3. % of annual amount of energy consumed from renewable sources (Mwh) compared to overall energy consumption at destination level per year Destination Indicators: Di.Beach/Maritime tourism Di.A4. Number of second homes per 100 homes in coastal zones* Di.B1. % of tourist infrastructure (hotels, other) located in coastal zones* Di.C2. % of beaches awarded the Blue Flag Di.D1. Existence of u pt o date tourism plans and policies (YES/NO) Di.D2. Existence of a land use or development plan (YES/NO) Pilot area-specific indicators P.A1.2. % shoreline subjected to erosion P.A1.4. Coastal flooding events per year(number) P.A5.1. Total use of water by tourism sector (Tourism as a % of all users) P.B1.1. Existence of a coastal planning management system				
Data Availability	P.B1.2. Length of protected and defended coastille (km)				
Overview	 Available at destination level Available at different spatial scale Partially available: Estimations based on proxy and qualitative data at destination level Partially available: Estimations based on proxy and qualitative data at different spatial scale No available data 				









functioning. The municipality is strongly focusing on increasing coastline protection measures, especially from erosion and coastal flooding, in order to support the co-evolution of tourism with the environment.Suggestions for future evaluation and monitoringFuture efforts should focus on integrating indicators related to governance factors (currently not considered of high priority) and management and optimization of the pilot area's key assets, especially in the case of beach and maritime tourism.	Key messages from final measurement and data evaluation	The data available is very limited for accurate interpretation and include many qualitative estimations and spatial inconsistencies. Data coming from official statistical sources is rarely available and in most cases at a municipal level. Data availability at destination level is limited to estimations from municipal authorities, showing <i>important gaps in measuring and monitoring</i> . Moreover, no information is currently available regarding the trends of highly prioritized indicators over the past years. Also, satisfaction levels on key issues are difficult to be defined at this stage. Even when estimated, they only represent the perspective of official municipal authorities instead of an overall perspective of official authorities, experts, public and private stakeholders involved in tourism sector. In a preliminary assessment, tourism in Alexandroupoli/Makri needs to increase in both <i>tourism flows</i> and related <i>infrastructure</i> . Tourism plans and policies seem to focus only on the development of beach and maritime tourism which is mainly attributed to the rich natural resources of the pilot area (e.g. all beaches are awarded with Blue Flag and have excellent water quality - although lacking infrastructure in some cases). Tourism and land use planning as well as coordinating mechanisms for MSP/ICZM exist but are not always implemented or
Suggestions for future evaluation and monitoringFuture efforts should focus on integrating indicators related to governance factors (currently not considered of high priority) and management and optimization of the pilot area's key assets, especially in the case of beach and maritime tourism.		coordinating mechanisms for MSP/ICZM exist but are not always implemented or functioning. The municipality is strongly focusing on increasing coastline protection measures, especially from erosion and coastal flooding, in order to support the co-evolution of tourism with the environment.
future evaluation factors (currently not considered of high priority) and management and optimization of the pilot area's key assets, especially in the case of beach and maritime tourism.	Suggestions for	Future efforts should focus on integrating indicators related to governance
	future evaluation and monitoring	<i>factors (currently not considered of high priority) and management and</i> <i>optimization of the pilot area's key assets,</i> especially in the case of beach and maritime tourism.







Based on the outcomes of WP3, the pilot area of Keramoti faces important threats that relate mainly to Climate Change and morphological stability, Touristic fluxes and Carrying Capacity and land-sea interactions and conflicts. More specifically, the increased erosion level of the shoreline has led to significant degradation of the coast, which is expected to deteriorate in the future due to medium estimated sea level rise. Increased coastal flooding events cause important accessibility problems (urban flooding, collapse of the road network) as well as salinisation of the lagoons and groundwater system. The port infrastructure also causes great problems such as traffic, noise, degradation of the road infrastructure and the urban environment, significantly limiting the space and opportunities for tourism activities. The carrying capacity of Keramoti is also limited by insufficient infrastructure for tourism development. Regarding land and sea interactions, the main conflicts identified between tourism and maritime transport as well as tourism and ecosystems protection.

The enabling factors of the pilot area are mostly focusing on Ecosystems Protection, Transport and accessibility and Water Cycle and Depuration. The area is targeting to more quality tourism and tries to shift from the typical "sun and sea" model to eco-tourism activities and diversify its tourism product to eco-friendly activities; water supply management plans and waste treatment plans have already been completed or will be in the near future; plans to move all commercial marine traffic to nearby ports and transform Keramoti port to a marina (or at least only serve as passenger port) are under discussion. In terms of governance factors, the municipality of Nestos and the Managing Authority of Nestos - Vistonis are working together to set common objectives and build common planning instruments. However, in spite of the important threats posed by climate change, no coastal protection measures are currently taken to address them.

The customized Sustainability Toolkit developed under Task 3.17 gives a preliminary assessment on the sustainability level of the pilot area in addition to further information on trends and satisfaction levels and also constitutes a starting point for measuring and monitoring tourism development in the area.

Pilot Area

1B. Thassos/Keramoti

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Partner	Region of East Macedonia and Thrace					
RESULTS						
Synopsis	The results partly reveal significant opportunities for tourism development in the area, mainly in the field of nature/ecotourism, but the respective data is considerably limited in order to fully assess the dynamics of tourism development at the destination.					
	Core Indicators					
	C.B1.1	Number of tourist nights per month				
	C.B2.1.	Average length of stay of tourists (nights)				
	С.В .1.	Direct tourism employment as % of total employment in the destination				
	C.C1.1.	Number of tourists/visitors per 100 residents				
	C.D3.1.	Waste production per tourist night compared to general population waste production per person (kg)				
	C.D5.2.	% of tourism enterprises taking actions to reduce water consumption				
	C.D6.2.	% of tourism enterprises that take actions to reduce energy consumption				
	C.D6.3.	% of annual amount of energy consumed from renewable sources (Mwh) compared to overall energy consumption at destination level per year				
	C.D7.1.	% of local enterprises in the tourism sector actively supporting protection, conservation and management of local biodiversity and landscapes				
	Destination Indicators: Di.Beach/Maritime tourism					
	Di.A4.	Number of second homes per 100 homes in coastal zones*				
Customized	Di.B1.	% of tourist infrastructure (hotels, other) located in coastal zones*				
Tourism	Di.C2.	% of beaches awarded the Blue Flag				
Sustainability	Di.D1.	Existence of up to date tourism plans and policies (YES/NO)				
Toolkit	Di.D2.	Existence of a land use or development plan (YES/NO)				
	Destination	Indicators: Dv.Nature/Ecotourism				
	Dv.A3.	Total number of visitors to parks and to key sites				
	Dv.B1.	Number of sites/ecosystems/assets considered to be damaged or threatened (% of all defined systems/assets in protected area)				
	Dv.C1.	% of site area occupied by rare or unique species				
	Dv.C2.	% of endemic species at the site				
	Dv.D1.	Existence of up to date tourism plans and policies(YES/NO)				
	Dv.D2.	Existence of environmental plan and management(YES/NO)				
	Pilot area-specific indicators					
	P.A1.2.	% shoreline subjected to erosion				
	P.A1.6.	Coastal flooding events per year(number)				
	P.A5.1.	Total use of water by tourism sector (Tourism as a % of all users)				
	P.B1.1.	Existence of a coastal planning management system				
	P.B1.2.	Length of protected and defended coastline (km)				













7. Defining vision-goals-objectives in the pilot area

The starting point to create an effective strategy for sustainable tourism development in coastal areas is to set the main direction to which we want to move: the vision and its related objectives. The construction of the vision for the area and the identification of strategic specific objectives must be constructed, on one hand, addressing the strategic issues emerged from the analytical phase, and, on the other hand ensuring the coherence and compliance with ICMZ and Sustainable tourism principles and main goals.

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4.1.1

RER





The pilot area of Alexandroupoli-Makri 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 trough the expansion and the privatization of the port.

The specific objectives set for the development of Alexandroupoli are:

- Improvement of the wastewater infrastructure
- Protection against erosion of the urban and peri-urban sea front
- Improvement of the urban road and open air infrastructure
- Development of cruise and yachting tourism
- Completion of the urban extension towards the west with promotion of tourism infrastructure and second housing

The objectives identified for the development of Alexandroupoli's tourism-driven strategy are coherent with the Med-scale strategy and related main goals. Also, the specific objectives show a good level of coherence and conformity with the ICZM High Level Objectives and Sustainable Coastal Tourism Goals with planning strategies that influence tourism development, especially concerning the economic sector development and environmental safeguard and conservation.

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The pilot area of Keramoti 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 form 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.

The specific objectives set for the development of Keramoti are:

- Completion of infrastructure works and services (waste water and waste management) to provide high quality services during the tourism peak
- Development of higher quality tourism within the settlement of Keramoti
- development of eco-tourism activities within the protected area
- Protection of the protected area and promotion of the protected area through international programs
- Protection against erosion of the Nestos River Delta

The objectives identified for the development of Keramoti's tourism-driven strategy are coherent with the Med-scale strategy and related main goals. Also, the specific objectives show a good level of coherence and conformity with the ICZM High Level Objectives and Sustainable Coastal Tourism Goals with planning strategies that influence tourism development, especially concerning the economic sector development and social cohesion enhancement.

4.1.1

RER

final

26/02/2018

