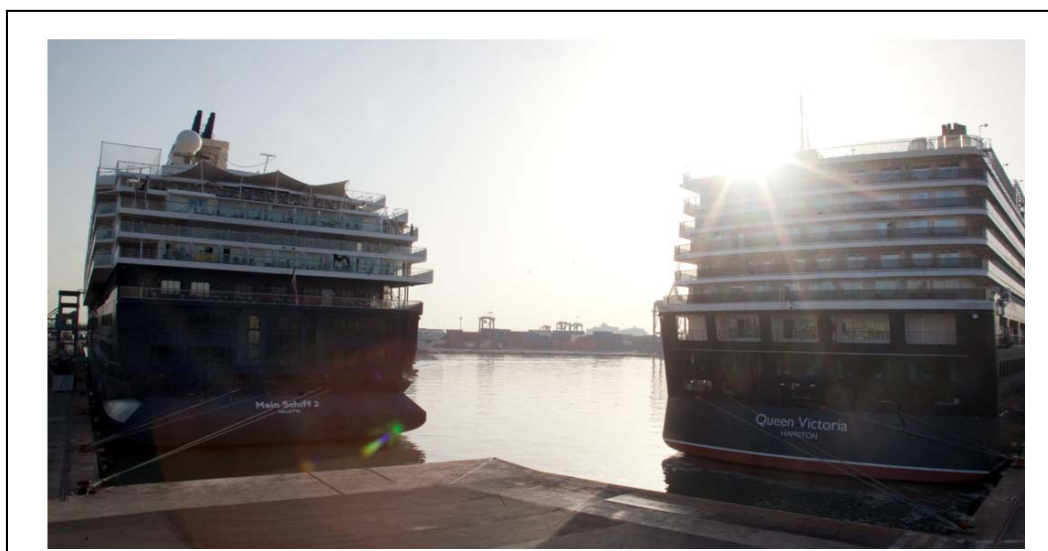


CO-EVOLVE

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

Deliverable 4.6.1-R1

Report on advancement of Pilot actions implementation



Activity 4.6

Pilot action n°6- Valencia Port Area

FUNDACIÓN VALENCIAPORT

Table of contents

1. Scope of the document	3
2. CO-EVOLVE and the objectives of WP4	3
3. The strategic planning of Pilot area	3
4. Brief description of the Pilot area	5
5. Planning SET-UP in the pilot area	6
6. Building knowledge framework in the pilot area	12
7. Defining vision-goals-objectives	16

1. *Scope of the document*

This document is the report on advancement on pilot actions implementation and corresponds to Deliverable 4.6.1. It's based on concept described in the deliverable 3.18.1 "Guidelines for Tourism-driven strategic Planning" and contains the advancement of activities foreseen in the pilot area in Valencia.

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 tourism-driven 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*

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.

The area is inserted within economic, environmental and touristic Mediterranean dynamics that are influencing its development.

Valencia shows 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.

Valencia has an important commercial Port, known as Valenciaport. Cruise traffic at the Port of Valencia has grown 125% in number of passengers over the last 10 years. At the end of 2017, it closed the year with a total of more than 200 calls and over 412,000 cruise passengers. This traffic will continue increasing according to the cruise industry trends and its growth perspectives in the Mediterranean area.

The Pilot Area includes the port-city system and, in particular the axis port - City of Arts and Sciences - old city (see Figure 1).

The **port** waterfront extends for 5.2 km of the coastline. The City of Arts and Sciences and the old city are the most demanded tours for cruise passenger. 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.

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. 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.

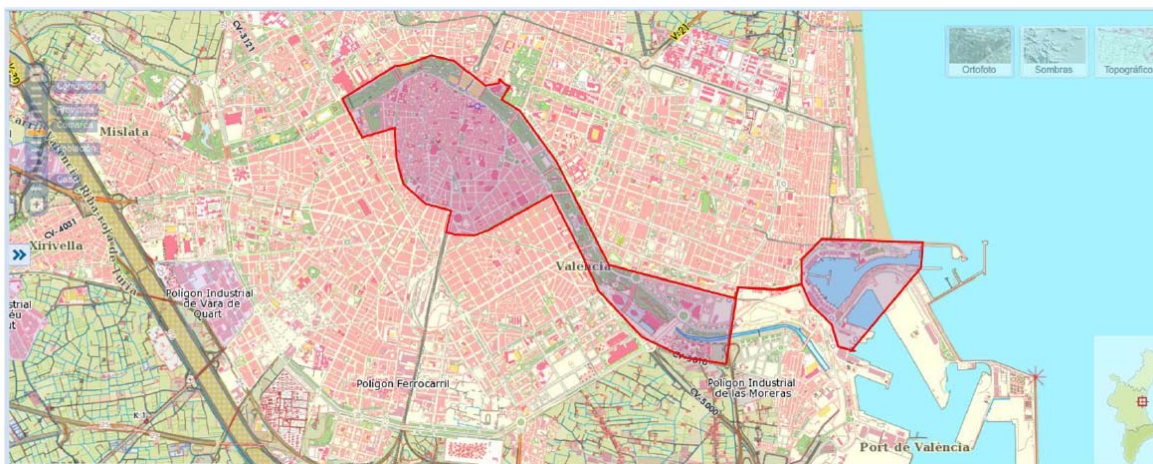


Figure 1. Pilot Area limits. Source: Terrasit (<http://terrasit.gva.es>)

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.

Cruise tourism is a key source of Valencia City, but this kind of tourism is also pointed out as a source of pressure and environmental impacts. The presence of cruises at port and high concentrations of cruiser passengers in certain parts of the city, could affect negatively the city in terms of environment. In this sense, the coexistence between ports and cities has had many problems related to the territory sharing.

Information regarding the environmental and economic aspects associated with the cruise tourism activity in Valencia is largely lacking, and it would be very convenient to establish/ integrate/ strengthen the information channels that make it possible to collect quantitative data from the cruise activity in relation to its sustainability, in order to determine a sustainable model for development of this traffic.

5. *Planning SET-UP in the pilot area*

Working team

The working team is composed by:

- Valenciaport Foundation, CO-EVOLVE Project partner. The Valenciaport Foundation, is a non-profit private entity. It has been conceived to further expand the reach of the logistics-ports community by serving as a research, training and cooperation centre of excellence.
- Port Authority of Valencia (PAV), is the public body responsible for running and managing the port of Valencia.

- Turismo Valencia: is a non-profit Foundation with the participation of the Valencia City Council, the Chamber of Commerce, Feria Valencia and the Valencia Business Confederation. It is Destination Management organisation.

These three institutions constitute the “Monitoring Committee” of the participatory process. This committee is responsible for proposing the design and promoting the Action Plan at its inception. It is envisaged that this committee will meet periodically throughout the process to follow and review its progress.

Territorial scope

As mentioned in section 4, the Pilot Area includes the port-city system and, in particular the axis port - City of Arts and Sciences - old city.

The area in which planned activities (strategies, measures and actions finally proposed through the participatory process) will be implemented is made up of the port area and the city of Valencia.

Identification of stakeholders

Stakeholders have been identified on the basis of the information produced in the framework of the SIROCCO project, which carried out an analysis of the Cruise Tourism Value Chain in Valencia.

The following table shows Key Players, roles and services that make up the cruise tourism value chain in Valencia.

This draft of the “stakeholder identification” will be showed to the local stakeholders during the first Local Living Lab foreseen on 28th May, and it will be validated by them.

Entity	Role in cruise tourism	Valencia
Regulator, Government Level. Destination managers and policymakers (Ministries, NTOs, tourism boards)	Development of policies and management of operations within the destination regarding activities of cruise lines, cruise passengers, environmental monitoring and other value chain entities.	Puertos del Estado, Tourism Ministry, Port Authority of Valencia, Generalitat Valenciana, Ayuntamiento de Valencia, Agencia Tributaria (Aduanas)
Cruise terminal & Port operators	Facility that provides the infrastructure and operations for cruise ship and cruise passenger arrival (turnaround and transit)	Trasmediterranea Terminal. Amarradores Puerto De Valencia, Prácticos de Valencia SLP; Urbamar Levante Servicios Industrial S.L (Marpol); Aljibes Boscá (agua);

Ground handlers and Tour Operators (excursion operators)	Responsible for the logistical operations of providing cruise lines with shore excursion packages	Intercruises, BC Tours, Iberoservices; Iberojet, Mundomar cruceros, Transcoma Tours, Un Mundo de Cruceros, P&CiaCruises and Yachts
Travel agents	Selling cruise tourism products to cruise passengers.	FIL-PER-Randa; ambia Tour, Cititravel Valencia, Cutting Edge; EuropaTravel, Pacific World Valencia, Viajes Globus; Viajes Levante Tour; Viajes Necotur; Aquatravel Spain DMC
Ground transportation providers	Transport cruise passengers within the destination to/ from cruise terminals, hotels, airports, site amenities, attractions and activities or generally within a destination	Valencia Bus Touristic, ALSA; Autibuses Vialco, Autocares Capaz, Autocares Transvia; Avant Grup; Autopullman Jucan; Autocares Rodrigo
Shipping Agents	Facility that provides the infrastructure and operations for cruise ship and cruise passenger arrival (turnaround and transit)	BERGE MARITIMA, S.L; M.S.C. ESPAÑA, S.L.U; ROCA MONZO, S.L; A. PEREZ Y CIA, S.L ; CIA. TRASMEDITERRANEA, S.A; TRANSCOMA, S.A; MARITIMA DEL MEDITERRANEO,S.A.
Ship suppliers	Provide goods and services to cruise ships while at the destination.	BC tour, Intercruises, Incargo
Site attraction operators	Operate and maintain the attraction facilities and areas visited by cruise passengers.	L'Oceanografic. Museo de las Ciencias Principe Felipe. Bioparc. Lonja. L'Hemisferic. Centro Cultural la Beneficiencia. Muvim. Torres de Serrano. Museo nacional de Cerámica González Martí. Museo de Bellas Artes. IVAM. Museo Histórico. Museo Fallero. Centre del Carme
Site amenity operators (retail, food and beverage)	Operate and maintain the facilities and areas visited by cruise passengers, such as restaurants, shopping.	Ambia Tours; Aquavip Valencia Incoming, Aravolo; Art Valencia; Valencia Guías, Arroz Tratana; Boramar, BR Bikes, Descubre L'horta, Discovering Valencia, Doyoubike; Itineris, Liber Tours, Mar y Sombra; Mestalla forever Tour, Mundo Marino, Paseando por los polblados, Passion Bike, Premier Taz Free, Quicksail, Ria Money Transfer, Segway Valencia, Solution Bike, Tour por Valencia, Turiart, Valencia Club Cocina, Valencia Guña, Visit Albufera, Maximece Group.
Host community(ies)	Intangible heritage as part of the cruise passenger experience while visiting the destination.	World Heritage Monument: Lonja de la Seda and Tribunal de las Aguas. 47 Museums. 13 Theaters. La Albufera Natural Park and Dehesa del Saler
Destination management organizations	Promotion of the destination's brand image and experience to visitors.	Valencia Tourism
Airports	Transporting fly-and-cruise passengers to home port (turnaround) destination	AENA Valencia Airport, 45 interantional air conenctions and 15 national air connectios,

Hotels	Accommodation for cruise passengers arriving to the destination prior to the cruise, departing after the cruise or staying overnight within a multi-day port of call.	143 hotels (9396 rooms or 18115 beds)
Destination waste management companies and haulers	Responsible for waste management and resource recovery for waste materials landed by cruise ships	Maporl I: Marpoles del Este and Urbamar Levante Residuos Industriales Marpol V: Seroil Valencia, S.L and Servicios Portuarios Garbaport

Methodology for the participatory process:

In the participatory process to be developed in Valencia, the following participants can be distinguished:

- The Monitoring Committee, as mentioned above, made up of the FVP, the PAV and Valencia Turismo. This group will be responsible for monitoring, supervising, controlling and reorienting the process and also for presenting and discussing the views of the institutional representatives on the objectives, the strategy followed and the results obtained.
- Stakeholders, a group made up of all the agents involved in the value chain of cruise ship activity in Valencia, and therefore made up of a large number of companies and institutions with very different profiles (listed in the previous table); as well as citizen groups that may be affected by cruise ship activity in Valencia (neighbourhood associations from areas with more congestion due to the presence of cruise ship tourists, etc.).

The participatory process will consist of developing a series of meetings with these two large groups, to shape the strategy to be developed around cruise ship tourism in Valencia. The meetings to be done will be:

- Regular meetings of the **monitoring committee**:
 - o Initial meeting (held on April 16, 2018), to organize the participatory process (selection of stakeholders, issues to be addressed, etc.).
 - o Intermediate meetings (scheduled from May to December 2018) to follow up on the participatory process (intermediate results), assess the results of the individual interviews carried out, and prepare a draft provisional plan.
 - o Final meeting to analyse and draft sustainable strategy lines (November 2018).
- Individual meetings with stakeholders. These meetings are intended:
 - o On the one hand, to gather information that allows a more detailed characterization of cruise activity in Valencia, and this in turn will allow a reorientation of the strategy during the participatory.
 - o on the other hand, these meetings will allow us to know in greater detail the sectoral vision of each of the agents involved, as well as their expectations and objectives.
- Multi-stakeholder meetings: These sessions will be designed and planned in advance to ensure participation of the different agents involved and the achievement of certain minimum objectives in each session. It is foreseen to organize two multi-stakeholder meetings:
 - o A first initial multi-stakeholder meeting, which will allow contact with the different agents and sectors potentially involved and/or affected by the development of cruise activity in Valencia, and which will aim to demonstrate the various existing positions. This first meeting is scheduled for 28 May 2018, and is expected to be attended by around XX people.
 - o A final multi-stakeholder meeting, scheduled for December 2018, where the action plan and strategic vision will be validated with all identified stakeholders.

Work plan and definition of milestones:

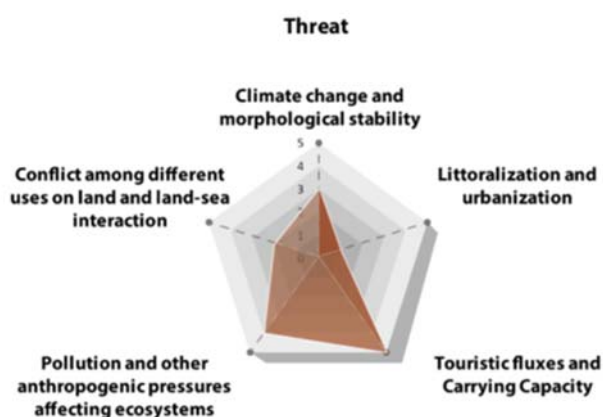
		2018							
PARTICIPATORY PROCESS/MILESTONES	A	M	J	J	A	S	O	N	D
Regular meetings of the monitoring committee	Mi 1							Mi 3	
Individual meetings with stakeholders									
Multi-stakeholder meetings		Mi 2							Mi 4
Mi1 Initial Monitoring commiettee meeting									
Mi2 Presentation of the preliminary document and collection of contributions from the different stakeholders									
Mi3 Draf results and Defintion Action Plan									
Mi4 Conclusion of the Participatory process and Validation Plan									

6. Building knowledge framework in the pilot area

According to the WP3 pilot area analysis the main threats and enabling factors in the pilot area are:

- Threats:

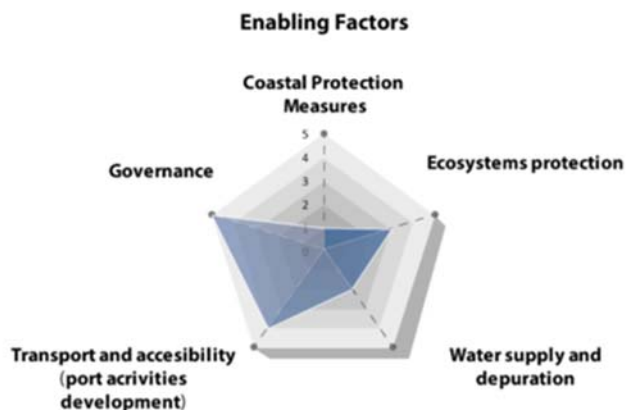
- Concentration of tourist demand on tourism interesting sites.
- Large number of visitors within the destination and its attractions for short periods.
- Substitution of local traditional shops by tourism oriented ones.
- Pollution:
 - Air emissions from cruise ships: the most relevant are NOx, CO2, SO2, PM2,5, PM10.
 - Air emissions from cruisers trips (by car or by bus) in the city.
 - Saturation of waste management channels at specific times (when several cruise ships dock in port at the same time). Waste generated on activities on board by passengers and crew (urban and similar, and dangerous waste) could cause pollution in coastal and marine ecosystems.
 - Waste water (lack and grey water that comes from showers, sinks and activities on board) and ballast water (needed for the balance of the ship). If they are not properly treated, can generate water pollution problems (loss of water quality).
 - Noise (from cruise ships during berthing).
- High pressures on the quality and quantity of natural resources.



Graphical elaboration of Valencia pilot area's priorities that emerged from the analysis of threats. Source: Deliverable 3.18.2 Tourism-driven Strategic Planning on Pilot Areas (CO-EVOLVE Project).

- **Enabling factors:**

- mobility strategies can help to tackle some challenges to cruise tourism mobility
- SUMPORT Project: update of the current Port Sustainable Mobility Plan of Valencia and related action plan
- Valencia Port Authority (VPA) has installed different monitoring and instrumentation networks to obtain information in order to take appropriate actions to reduce negative impacts derived from port activities
- VPA has a Plan for the reception and handling of waste from ships. In order to improve control in the waste collection services from ships. To encourage the use of these reception services, the VPA charges a fee to ships that dock in the port, independently of whether they use the waste reception service



*Graphical elaboration of Valencia pilot area's priorities that emerged from the analysis of enabling factors.
Source: Deliverable 3.18.2 Tourism-driven Strategic Planning on Pilot Areas (CO-EVOLVE Project).*

Some challenges related to cruise tourism mobility are:

- how to adapt the public transport offer to the cruise mobility demand, since cruise passengers flows have very particular characteristics (e.g. temporal concentration, strong dependency of tourism offer, etc.),
- How to coordinate the routes with the different niches of the tourism offer; or
- how to reduce transport's contribution to the environmental impact generated by tourism activities (e.g. adopting low carbon transport initiatives).

As identified in Deliverable 3.18.2 *Tourism-driven Strategic Planning on Pilot Areas*, the main Local and regional planning guidelines that must be taken into account in building the local strategy in Valencia are:

- At Regional level:
 - 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)..

- Territorial Action Plan for the Green Infrastructure of the Coastal Region of Valencia (PATIVEL). It sets out clear objectives and specific intervention proposals for the coastal area, where the bulk of the Valencian tourism system is concentrated.
 - Valencia Region Tourism Spaces Plan , 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.
 - White Paper for a New Tourism Strategy for the Valencia Region.
 - Valencian Climate Change Strategy 2013-2020 (EVCC) 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.
- At local level:
- Valencia Climate Action Plan 2050. 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 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 (2015) in accordance with the provisions of Directive 2000/59 /EC. 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) (2012) it is an action plan. 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. 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.
- **Strategic Plan for 2020 of the Port Authority of Valencia**, 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. 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.

The development planned for the future, aims to convert the city of Valencia 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:

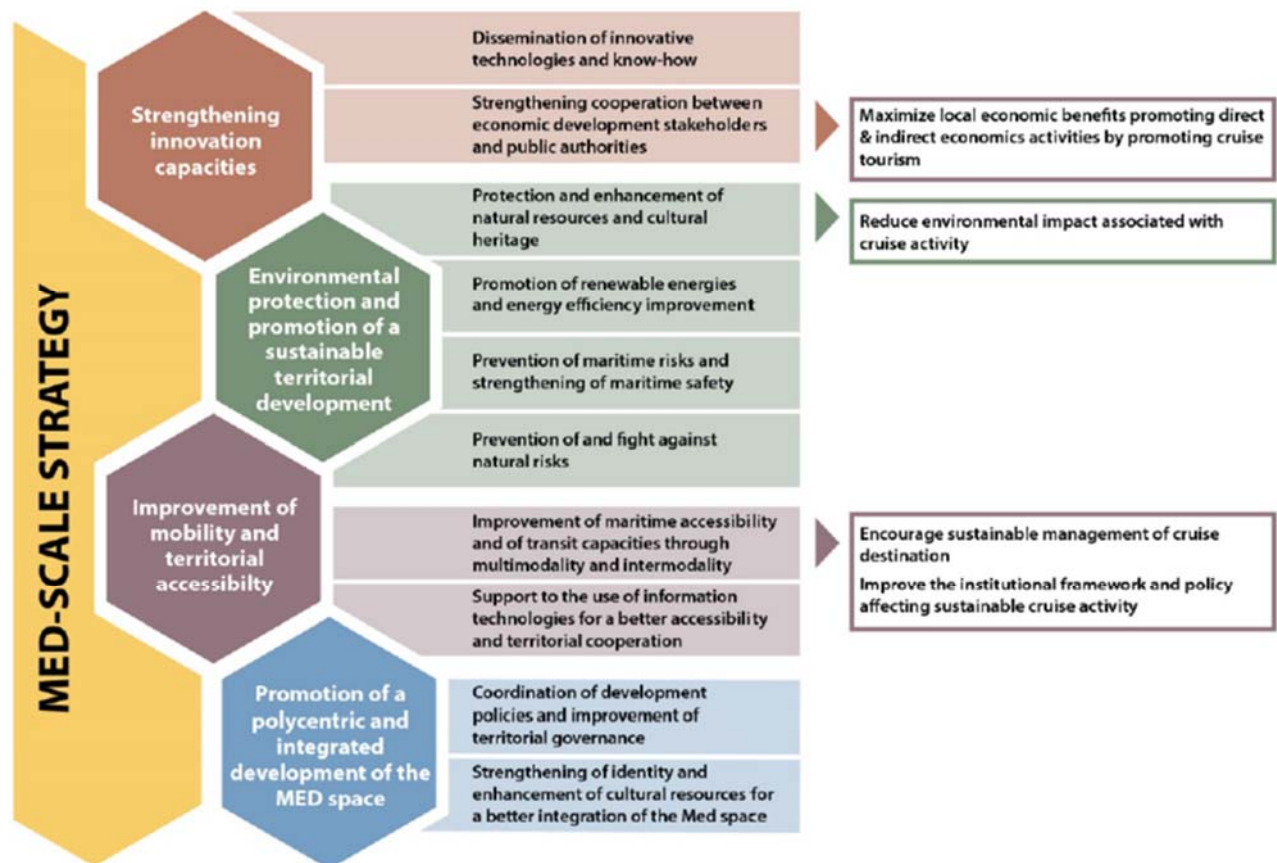
- promote sustainable cruise tourism development able to improve the quality of life of residents; a model capable of effectively contributing to the preservation and enhancement of cultural and natural heritage, and in which cruise activity is a factor in improving the well-being of citizens.
- Increase 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.

The main planning goals and objectives are:

- Objective 1: Maximize local economic benefits promoting direct and indirect economics activities by promoting cruise tourism
- Objective 2: Reduce environmental impact associated with cruise activity
- Objective 3: Encourage sustainable management of cruise destination (touristic fluxes)
- Objective 4: Improve the institutional framework and policy affecting sustainable cruise activity.

These objectives are completely coherent with the Med-scale strategy and related main goals, as is possible to notice in the Figure below.

The specific objectives are also in line with the ICZM High Level Objectives and Sustainable Coastal Tourism Goals, especially concerning the development of a healthy and productive economy and environment.



Deliverable 3.18.2 Tourism-driven Strategic Planning on Pilot Areas (CO-EVOLVE Project).