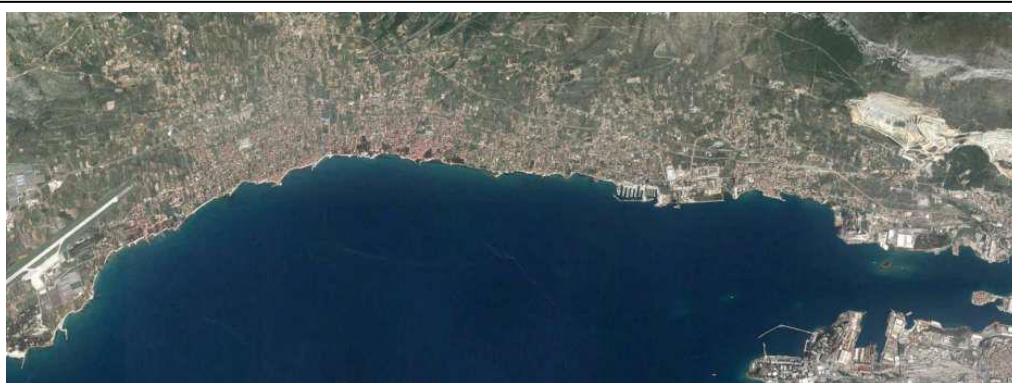


CO-EVOLVE

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

Deliverable 4.8.1-R1

Report on advancement of Pilot actions implementation



Activity 4.8
Pilot action n°6– Kastela
RERA-SD

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1. Scope of the document

This document is the report on advancement on pilot actions implementation and corresponds to Deliverable 4.8.1. 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 of Kastela 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 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*

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. 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 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.

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.

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.

- The project team consists of members, and one of the members is nominated as the Team Leader. Project team members should cover disciplines defined by the project task, namely coastal engineering, tourism and spatial planning.
- Territorial scope is City of Kaštela
- Participatory approach should be launched at the establishment stage in order to involve public from the very beginning of the process. This usually has twofold benefits: it will secure capturing of the local knowledge on the one hand, and it will influence the level of ownership of the plan which will be reached during the preparatory process. Both achievements are of key importance for the successful implementation of the plan latter on. Therefore, it is necessary to analyse and define local stakeholders during the project establishment phase and to develop a communication strategy. Additionally, four workshops are required to gather additional information and set a future vision of development during the analysis and design of the vision.
- The development of the Coastal Plan aims to promote sustainable forms of tourism-driven development with focus on coastal protection measures as a key factor for preserving coastal zone, especially castles, since they are increasingly endangered due to the effects of climate change, particularly rising sea levels and floods.

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

Built coastal zone of public purpose occupies 5430m namely 28% of coastal line and generally includes the area of Kaštela settlements namely their historic cores – fortifications, old ports or harbors, maintained improvised piers and coastal promenade. Actual condition of coastal buildings is not in adequate state as these are at significant part more or less degraded and somewhere almost in dilapidated condition which all suggests the necessity of sanation namely a need to plan the sustainable maintenance. Additional problem presents occasional flooding of coast mostly due to the acting of waves under conditions of increased sea level. Natural coast is only with its smaller part well organized mostly directly along the cores of Kaštela settlements and it refers to sand or pebble beaches namely to regulated coastal path mostly with concrete walls. Actual condition is not satisfactory as regards capacity, level of equipment and on major locations there is a need for correction of beach material forms and appertaining stabilization buildings.

City of Kaštela has 38.667 inhabitants (2011.) and comparing with 2001. it is 13,4% more inhabitants. Trend is that people are moving from the historic cores. At the same time there is a problem of high number of unplanned houses, mostly at the edge part of the city.

Since there is no more chemical industry in Kaštela, and the project ECO Kaštela bay is going on (building sewage system and water supply system), the results are visible. According to Ministry of Enviroment and Energy in peak season there is a weekly monitoring of sea bathing water and for PA 6 of 11 bathing sites have excellent quality. The sea is very clean and that is the result of deindustrialisation, building sewage system and tourism growth.

Kaštela has lower pressure from road noise than Split, but Split Airport is situated in AKštela, so Kaštela has higher pressure from airplane noise.

Concerning pollution, in one part of ex industrial zone there is protected postponed radioactive slag (Kaštel Sućurac).

Main problem can be interaction between tourism as one of the main economic activity and marine transport (namely marinas) concerning pollution and sustainability of building new marinas as a potential danger for ecosystem. Other potential danger for pollution is vicinity of cement industry and industrial port.

After every winter Local authorities do the maintenance and repair measures in the coast. Specificity of Kaštela is 7 parts (7 Kaštel) which increase maintenance costs.

Deindustrialisation and the project Eco Kaštela Bay are the main reasons because there is no more water pollution. Recycling is still low and far from EU standards even community work on it. There are so called “green islands” with separated waste collection but it is still in voluntary base, no punish if somebody doesn’t do recycling.

An active plan for tourist development and coastal zone governance is needed. Also there is a financial problem because maintenance and repair of 19,5 km of coast line is expensive.

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.

Main Problems: The high tourist potential of the city, where the urban development of urban areas is lacking, causes strong pressures on natural resources and cultural heritage areas in the narrow coastal area. Furthermore, coastal erosion is an additional problem for settlements, especially for the seven historical castles and the promenade on the shore, which have been exposed to sea floods in recent years. With unquestionable further lowering of mainland and rising sea levels caused by climate change, the coastal area will be exposed to the following threats: loss of valuable beaches; damage to coastal buildings, roads and promenade; penetration of salt water into groundwater; loss of specific habitats and so on.

Main Objectives: The development of the Coastal Plan aims to promote sustainable forms of tourism-driven development with focus on coastal protection measures as a key factor for preserving coastal zone, especially castles, since they are increasingly endangered due to the effects of climate change, particularly rising sea levels and floods.