



CO-EVOLVE

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

FACTSHEET #4

Guidelines for tourism-driven strategic planning

SUMMARY:

The purpose of tourism-driven strategic planning is to define a clear vision of what a place could be in the long terms and set the most feasible methods of implementing policies. Within the CO-EVOLVE project, the Guidelines for tourism-driven strategic planning are the results of the efforts made at European and national levels to promote an integrated and sustainable development of coastal and maritime areas, increasing connections, enhancing the valorisation of local peculiarities and reducing cumulative pressure.

Tourism is one of the most important activities in coastal areas and requires an important effort in terms of planning, coordination and integration with existing policies and governance tools. The aim of CO-EVOLVE's guideline is to offer a step-by-step methodology to construct a tourism-driven strategic plan for sustainable development of coastal areas, by integrating main principles and goals provided by international policies.

The main goal of the present guideline is to offer the opportunity to local and regional administrations at MED scale to use an integrative methodology for planning tourism-driven strategies.



Fig 1. Urban Strategic Planning Process. (Source UN-Habitat, 2007 elaborated by luav)

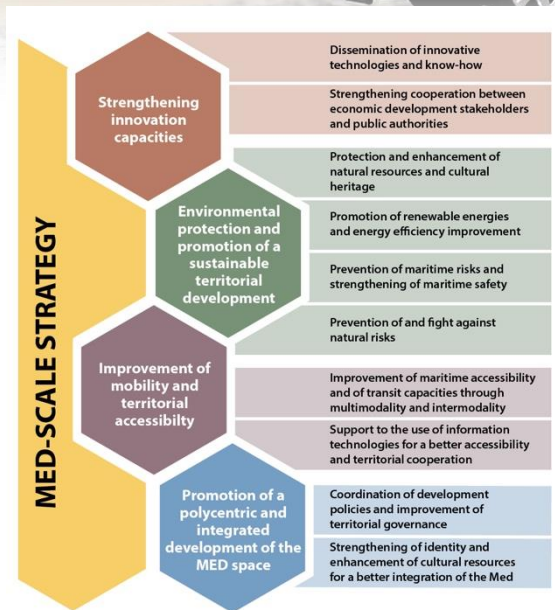


Fig 2. Priority Axes, goals and specific objectives for the development of the Mediterranean area (Interreg MED programme 2014-2020)

The approach used to construct the Guideline for Tourism-driven strategic planning in coastal areas is based on the concept of « conformity » and « integration ». The main principles and strategic goals identified for the Mediterranean area (see Fig.2) have been used as key point elements around which a methodology easily applicable at different spatial levels and by different operators could be built.

The proposed planning methodology is organised in different consequential steps that constitute an adaptive and cyclical process. It consists of 6 major phases, each of which includes key tasks and steps that can be easily followed by local and regional Administrators.

Following the concept of conformity and integration that is leading the whole CO-EVOLVE strategic planning process, the designation of a common and integrated vision for the area, in terms of sustainable tourism

and development, should be coherent with the vision defined at different scales and with the ongoing efforts for development



Fig 2. Conceptual framework of the methodology for the tourism-driven strategic plans construction (Source: CO-EVOLVE project)

These guidelines not only aim to support local development's objectives, but also to apply the theoretical concept of ICZM. In addition, the approach sets out to achieve a sense of ownership of the planning process by local communities by maximising their involvement at all levels of planning.



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<https://co-evolve.interreg-med.eu/>



co-evolve@pta-emth.gr