



CO-EVOLVE

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

FACTSHEET #12

Tourism-driven Strategic Planning on Pilot Areas

SUMMARY:

Tourism-driven strategic plans for the Pilot Areas are documents constructed as a not exhaustive or complete output but able to provide to the Pilot Areas' competent authorities strategic lines of development to be improved during the project activities and after. To design these strategic plans, all the graphic elaborations, schemes and maps within each document, are based on data and information provided by the Pilot Area coordinators and from analysis's reports provided by the other task of CO-EVOLVE's Work Package 3 (Studying).

Strategic planning helps determine mid- to long- term goals and what areas to focus on. It is harder to do in touristic development sector as there is often a great amount of unmet need, which one intervention alone cannot tackle.

If for the for-profit organisations, success can easily be equated to profit, in non-profits, like in this case public authorities, the bottom line is a 'change in territorial management processes and in behaviour of citizens and city users', which is significantly harder but not impossible to plan.

Many elements of strategic planning are the same across the board, but there is no single

formula. In this case CO-EVOLVE provided one strategic plan for each pilot area. Each strategic plan is composed of the following contents:

1.1 - Pilot Area description

In this section, the main elements that characterise the pilot areas as the geographical aspects, the socio-economic dynamics and the elements that driving the tourism in the area are described. In addition, this section 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.

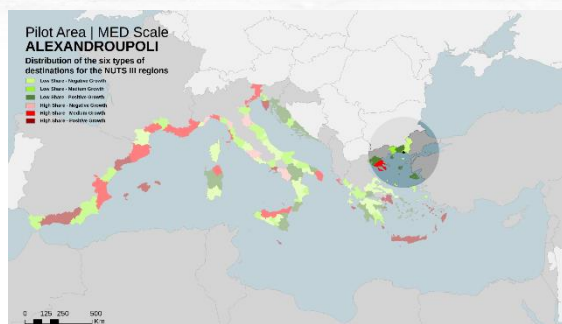


Fig 1. Types of destination based on the average tourism market in the Alexandroupoli pilot area of the (Elaborated by luav 2018)

1.2 - Sustainable status and main planning challenge

In this section, the main intervention priorities and/or interest related to the pilot area are described. 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 customised sustainable toolkit for the pilot area.

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 Pilot Areas 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. This part, defines, at the spatial level, how to localise the objectives within the pilot area.

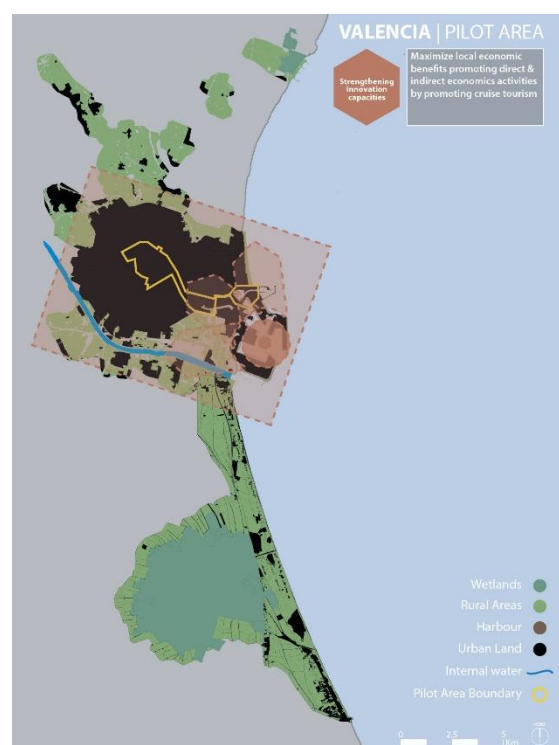


Fig 2. Example of objectives localization within the pilot area of Valencia. (Elaborated by luav 2018)



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