



CO-EVOLVE

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

FACTSHEET #15

ACTIVITIES FOR THE DEVELOPMENT OF SUSTAINABLE COASTAL AND MARITIME TOURISM IN REGION OF EAST MACEDONIA AND THRACE

SUMMARY:

CO-EVOLVE aims at analysing and promoting the co-evolution of human activities and natural systems in touristic coastal areas, allowing sustainable development of tourism activities based on the principles of ICZM/MSP. CO-EVOLVE recognises 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. This document is the Factsheet of WP4 activities relating to Pilot Area 1.

The core of WP4 is the implementation of Pilot Actions in different areas selected by institutional partners. The Pilot Areas embrace a wide range of cases in the Mediterranean, from coastal urbanised areas (including port areas, beaches and tourism facilities areas) to natural protected areas (Natura2000, Ramsar, SIC&ZP). Pilot Area 1 is located in Greece, Region of East Macedonia and Thrace (REMTH) and refers to two sub-areas: Alexandroupoli/Makri area & Thassos/ Keramoti area.

Alexandroupolis/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 of River Nestos Delta and one of the two

ports connecting the island of Thassos to the mainland. Keramoti is a popular tourist destination with major coastal activities receiving “sea and sun” tourism.

Geographical Context | ALEXANDROPOULI



Fig 1. Alexandroupoli Pilot area



Geographical Context | KERAMOTI



Fig 2. Keramoti Pilot area

WP4 has two main specific objectives:

- Define & test training tools for implementing sustainable tourism and for sensitising local administrators/tourism operators;

- Formulate local Action Plans and implement actions for sustainable tourism in the Pilot Areas, with the participation of main stakeholders and local coastal communities;

In this respect, REMTH participated in the two technical CO-EVOLVE meetings (Barcelona on 29 October 2018 & Montpellier on 9 April 2019) & **organised 2 infodays/ public consultations** in Komotini.

- The 1st Infoday was organised on 5 October 2018 (approx. 50 stakeholders participated) and focused on the presentation of the current status of the pilot areas, the **identification of pressures** and possible threats, and included **round table discussions for selecting possible solutions**.

- The 2nd Infoday was organised on 22 May 2019 (approx. 30 key stakeholders). Its main goal was to **draw up the measures** included in the action plans based on a **bottom-up approach** with the participation of the **key stakeholders** actually involved in the implementation of the plans.

The needs already preliminary identified are now ratified based on public consultations, meetings and autopsies in the pilot areas. The results and outcome of the meetings, discussions with stakeholders and on-site visits led to the design of two action plans, one for each pilot area, notably **Alexandroupoli/Makri** and **Thasos/Keramoti**.

The selected measures/actions included in the Action Plan, is the outcome of a bottom-up approach, are realistic and are specifically linked with financial schemes and in most cases with available funds that, in due time, could facilitate their implementation (i.e. through the Regional Operational Programme). The actions are described in detail, budget available and relevant indicators as well as the impact of each action are foreseen. The ultimate goal of the actions is to **ensure feasibility** (i.e. realistic planning and budget availability for financing), **confirm sustainability** (i.e. ensuring ownership by engaging the competent stakeholders/bodies for implementation) and **facilitate replicability/transferability** (i.e. ambitious but high added-value measures). The Action Plan for sustainable tourism development is developed according to the ICZM and MSP principles, which ensures the sustainable development of the tourism sector.



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