

The Tourism-driven strategic planning on Pilot Areas (T 3.18)

Filippo Magni, Federica Appiotti
IUAV University of Venice
Department of Design and Planning in a Complex Environment



CO-EVOLVE

3rd Steering Committee Meeting
Valencia, 16th & 17th November 2017

Outline of the presentation

- 3.18 Output and deliverables
- Guidelines
- Proposed planning process
- Data and Information needs
- Timing and future steps



I. Output and Deliverables

T 3.18 Aim:

Identification of the **planning priorities** of each pilot areas and development of site-specific **strategic planning proposals**

3.18.1 – Guidelines for tourism-driven strategic planning

Final Users: Local/Regional Authorities

3.18.2 – Tourism-driven strategic planning on pilot areas

Final Users: Local/Regional Authorities



I. Output and Deliverables

T 3.18 Aim:

Identification of the **planning priorities** of each pilot areas and development of site-specific **strategic planning proposals**

3.18.1 – Guidelines for tourism-driven strategic planning

Final Users: Local/Regional Authorities

Deliverable

An **operative guideline** for local/regional authorities able to explain how to construct tourism-driven strategic plan at local and regional level.

I. Output and Deliverables

T 3.18 Aim:

Identification of the **planning priorities** of each pilot areas and development of site-specific **strategic planning proposals**

3.18.2 – Tourism-driven strategic planning on pilot areas

Final Users: Local/Regional Authorities

Deliverable

Set of tourism-driven **strategic plans**, one of each pilot areas. These strategic plans will be composed by a descriptive part and a cartographic appendix.

II. Guideline

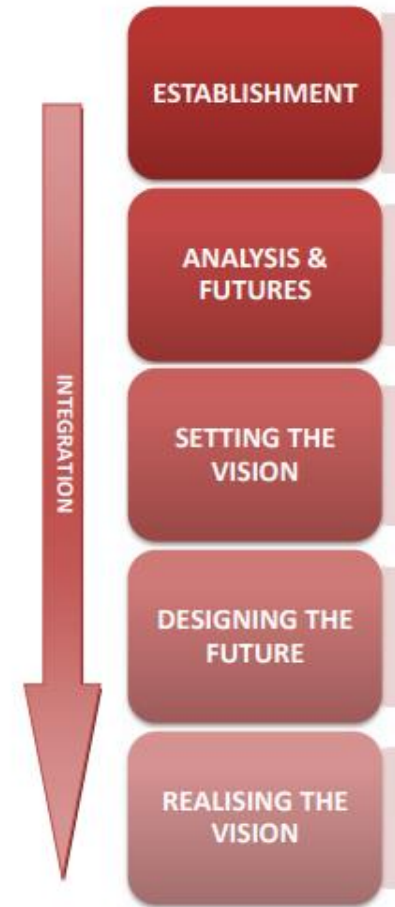
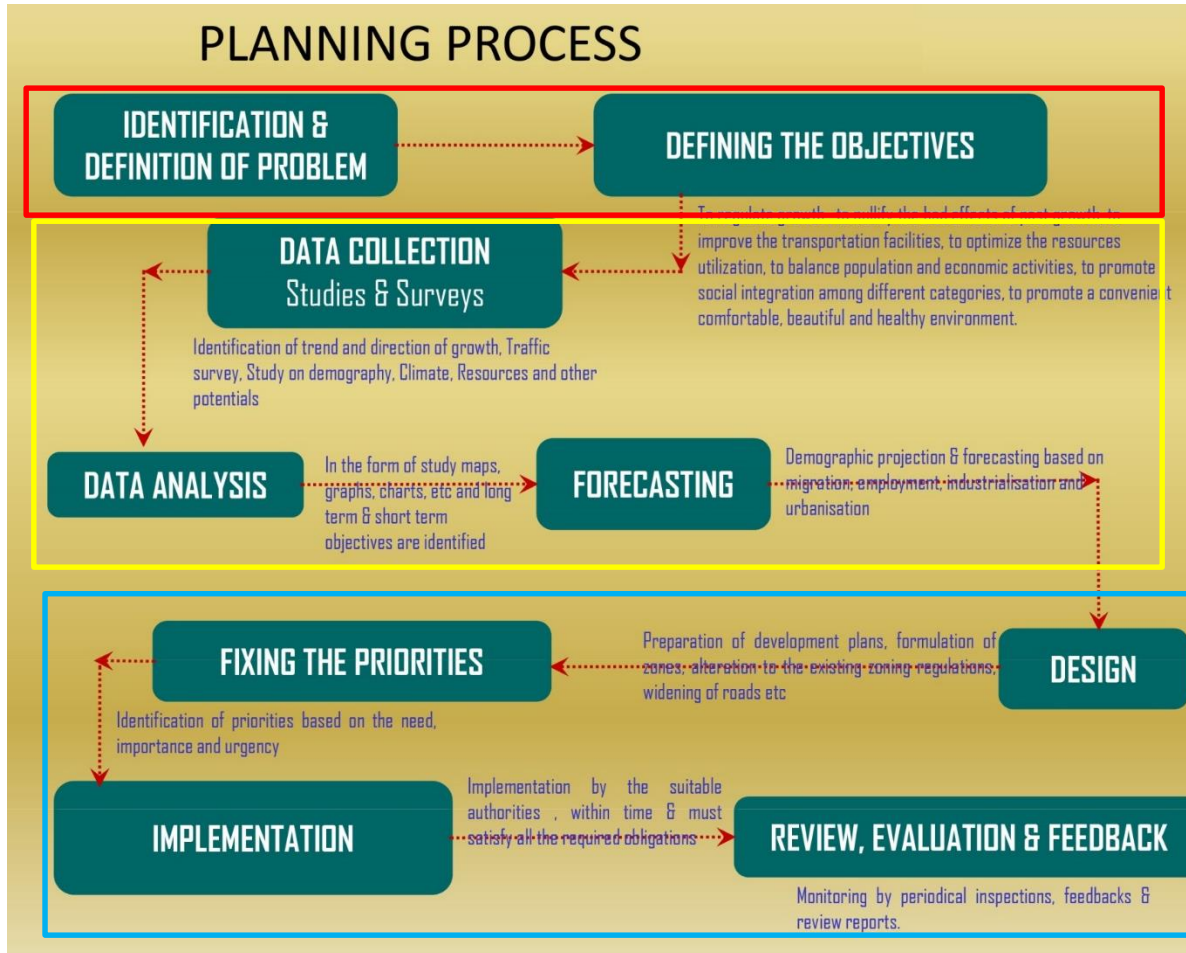
Construction of Tourism-driven Strategic Planning Guideline

Strategic planning guideline applicable in each PA through site-specific actions will be designed starting from the most important documents about ICZM and sustainable coastal tourism.

The strategic guideline will be adapted to the ***UNEP ICZM PROCESS - Roadmap towards coastal sustainability*** (2012).



II. Guideline



Traditional planning process

UNEP – ICZM process Guidelines

III. Proposed Planning Process

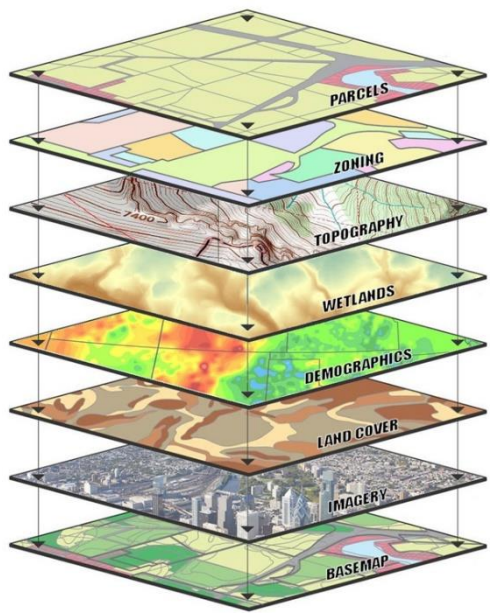
1. Pilot areas main tourism-driven dynamics identification:

- Characterization of the PA on the MED context (**D.3.16.1 + 3.7 + 3.13**);
- Identification of the Key-Elements for Tourism strategies in each Pilot Area (**D.3.14 – 3.15 elaboration**);
- Mapping of the PA and of the Key-Physical Elements (**WP3 sub task + Area Coordinator**)
- Identification of main T&EF of PA (**D.3.14 – 3.15 elaboration**)
- Identification and mapping of Key natural Resources (**WP3 sub task + Area Coordinator**)



All the needed information are obtained from the analysis of the threats and enabling factors conducted in the previous **WP3 Tasks and in 3.14 and 3.15 deliverable**.

Required **geo-spatial data** will be directly asked to the Area Coordinators



GIS DATA LAYERS

Many different types of data can be integrated into a GIS and represented as a map layer.

Examples can include: streets, parcels, zoning, flood zones, client locations, competition, shopping centers, office parks, demographics, etc.

When these layers are drawn on top of one another, undetected spatial trends and relationships often emerge. This allows us to gain insight about relevant characteristics of a location.



Too many GAPS in the Indicators provided (?)



EXAMPLE - Pilot Area 6: Kastela bay coastal area

Threat 3.3: Littoralization and Urbanization

General framework (From Report 3.3.1)

During the last thirty years, the Croatian population depending on agricultural resources and production has been decreasing, while the proportion of urban population is continuously increasing and is expected to exceed 70% by 2050.

In coastal areas, where population increases considerably during the summer because of tourism activity, urbanization is not as intensive as in other Mediterranean countries (e.g. France, Malta). Regarding the policy framework, it is not considered adequate, however CZM initiatives could be supported by existing sets of instruments related to spatial planning, such as urban areas sanitation plans, transportation, communal and other infrastructure.

?

Pilot Area Specific available information (From Task Leaders)

-?

?

Task Leader appreciation

?

-?

?

Pilot Area Coordinator appreciation and additional information if available: (Max 300 words)

?

?

?

What is the problem?

the data are missing/not provided or there are no specific problems in the area ?

Section	Key issues addressed	Indicator referen	Pilot area-specific indicator	Measur	Coordinator		REMTH		RER		DeltaPo		Herault		RERASD	DUNEA		
					1A Alexandroup	1B Keramo	2A Attolic	2B Comacchi	3A Posolin	3B Polesin	4 Valencia Poi	5A Frontigna	5B Herault Coast	6 Kastei	7 Neretv			
P.A. Threat	P.A1. Climate changes and morphological stability	P.A1.1	Annual change in measured shore/beach area (in%)	Percentage			Southern Cattolica: 19 m ³ /m Northern Cattolica: 25 m ³ /m	Southern Lido Spina: 315 m ³ /m Northern Lido Spina: 36 m ³ /m			14.9 m/y	10.9 m/y	0					
		P.A1.2	% of shoreline subjected to erosion	Percentage	65%	57%	0%	27%	39%	15%	0	13%	44%					
		P.A1.3	Coastal area in degraded condition (low/medium/high)	Low/Medium/High					Southern Lido Spina: high Northern Lido Spina: low				low				High	Medium
		P.A1.4	Size, density and proportion of the population living in coastal (year average and peak month)	Number and Percentage														
		P.A1.5	Extreme events on the coast per year (number)	Number	5 to 15	5 to 15	17	22				10, 32			5 to 15	5 to 15	1 to 2	
		P.A1.6	Coastal flooding events per year (number)	Number			2	0				10, 32	0	0,5	0,5		1 to 2	
		P.A1.7	Estimated sea level rise (low, medium, high)	Low/Medium/High														
	P.A2. Littoralization and urbanization	P.A2.1	Land occupied by artificial surfaces within the first 500m from coast (in%)	Percentage														
		P.A2.2	% of area designated for tourism purposes	Percentage														
		P.A2.3	% of total coastal capacity used (average and peak)	Percentage														
		P.A2.4	Ridgeline to coastline continuity (% intrusion on ridge and coastline)	Percentage														
	P.A3. Touristic fluxes and carrying capacity	P.A3.1	Total tourist numbers (mean, monthly, peak) categorized by the of activity)	Number														
		P.A3.2	Number of tourists per square meter of key site (e.g., at beaches attractions), per square kilometer of the destination, (mean number/peak/period/average)	Number														
		P.A3.3	Water use (total volume in liters in 3 consumed and liters per person per day)	Liters in 3														
		P.A3.4	Number of shortage incidents per year or number of days per year where there are water supply shortages	Number														
	P.A4. Pollution and other anthropogenic	P.A4.1	Volume (m3) of litter collected per given length of shoreline	m3														
		P.A4.2	Rate of loss of protected areas	Percentage														
	P.A5. Conflicts among different uses and sea-land interaction	P.A5.1	Total use of water by tourism sector (Tourism is a % of final users)	Percentage														
		P.A5.2	Energy use by tourism industry as % of total	Percentage														
P.A5.3		% increase/decrease in land and housing prices over time	Percentage															

P.B. Enabling Factors	P.B1. Coastal Protection Measures	P.B1.1. Existence of a coastal planning management	YES/NO		No	No	Yes	Yes	No	Yes	Yes	No		
		P.B1.2. Length of protected and eroded coastline (km)	km		2	9,5	3	37	4,5	11,5	9	19,5		
		P.B1.3. % of tourist areas and infrastructure with sea	Percentage		100%	100%	40%		100%	60%	75%	>80%		
		P.B1.4. Cost of erosion prevention and repair measures (€)	€		50.000	#####	250000			#####		95.000		
		P.B1.5. Typology of coastal defence measures to be selected from the list of defence techniques described in Report 3.8.1	Description		Breakwaters, beach nourishment	Groins, breakwaters, nourishment	Breakwater, groins, nourishment	Revetment, wooden groin	Breakwaters	Groins, breakwaters, dune protection, beach nourish	Groins, breakwaters, dune protection, beach nourish	Revetment, Seawall		
		P.B1.6. Cost of the maintenance of defence measures (€)	€				50000			80000	50.000	40.000		
		P.B1.7. % of sites where coastal protection measures limit access to beach	Percentage		0	0		0	100%	10%	20%			
	P.B1.8. measures presence on tourist appeal of the area (Low/medium/high influence based on)	Low/Medium/High			Medium	Medium	Neutral	Neutral		Medium	Medium			
	P.B2. Ecosystems Protection	P.B2.1. Extension of protected areas (km2)	km2											
		P.B2.2. Area of natural and semi-natural habitats (based on Natura 2000 sites and EU habitats)	km2											
		P.B2.3. Health of population key indicators (measuring rise or fall of key indicators)	Number											
		P.B2.4. % of tourism establishments (or accommodation) in (suitable) treatment	Percentage											
	P.B3. Water cycle and depuration	P.B3.1. Water saving (reduced, recaptured or reused)	Percentage											
		P.B3.2. % loss from reticulated system	Percentage											
		P.B3.3. % water supply imported to region	Percentage											
		P.B3.4. % of tourism establishments with water treated to international potable standards	Percentage											
	P.B4. Transport and accessibility	P.B4.1. Density of public transport (route km per km2)	Number					57 km per 100 km2 (Rovigo)	57 km per 100 km2					
		P.B4.2. Modes of transport used by tourists to reach destination (airplane, car, rail, bicycle, walking, other)	Description	Car, Train, Airplane,	Car, Airplane, Ferry	Bus, Train, Car, Airplane	Car	Car, Train, Bus	Car, Ferry, Bus	Bus, Airplane	Car, Airplane	Car, Ferry, Airplane	Bus, Ferry, Airplane	Airplane, Bus, Car
		P.B4.3. Number of passengers transported by local public transport for tourism/leisure purposes (compared to number of tourists using individual transport)	Ratio							5800 (70000) using individual	5800 (70000) using individual			
		P.B4.4. % of accommodations, tourism facilities and other tourist attractions accessible by public transport	Percentage						662 (number which refers to Delta)		0,6	0,6		
		P.B4.5. Ratio of travel expenses by public versus private transport inside the destination	Ratio								0,15	0,15		
		P.B4.6. environmentally sound transport planning implementation or integrated	YES/NO											
		P.B4.7. N° of dredging operations needed per year	Number											
	P.B4.8. Volume (m3) of sediments dredged per year	m3												
P.B4.9. Cost of dredging operations per year (€)	€													

NO GOVERNANCE INDICATORS PROVIDED

P.C. Governance	P.C1. Planning	P.C1.1. ☐	Number of environmental, social, cultural and economic actions recommended in plan	Number															
		P.C1.2. ☐	% environmental, social, cultural actions recommended in plan which have been implemented	Percentage															
	P.C2. Public Sector	P.C2.1. ☐	Involvement of stakeholders in tourism planning activities (% of activities, number involved)	Number and percentage															
	P.C3. Private sector	P.C3.1. ☐	Level of tourism sector involvement in public policy (advisory bodies, review panels etc)	Description															
		P.C3.2. ☐	% tour operators and hotels with environmental strategy or policy	Percentage															
		P.C3.3. ☐	% tourism managers with environmental training	Percentage															

Planning information are essential to construct an effective Strategic Planning Proposal. 3.12 Deliverable will be used a baseline about governance issues.



Some specific information about governance at the local and regional level will be asked directly to the area coordinators

2. Identification of PA's Strategic Planning objectives/priority


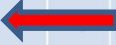
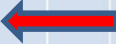
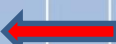
For each pilot areas, starting from the analysis conducted in the previous point, will be identified (and mapped, if possible) the main objectives clustered in relation to the **UNEP ICZM Guidelines – High level Objectives**

The Area Coordinators, together with us, must collect indications from the Local and Regional Authorities in charge of Tourism in the PAs, about the main area challenges and tourism priorities.



A guideline and template for the collection of the needed information will be provided to the Area Coordinators next week



	INDICATOR TYPE	ENABLING FACTORS				THREATS				
EXAMPLE OF OBJECTIVE / INDICATOR MATRIX	INDICATOR DESCRIPTION (not including measures)	E F · 1	E F · 2	E F · 3	E F · 4	T · 1	T · 2	T · 3	T · 4	T · 5
HIGH-LEVEL OBJECTIVES	Sub-Objectives									
A healthy & productive economy										
A healthy & productive environment										
Public health & safety										
Social cohesion										

1° Step – Definition of Sub-Objectives

Information will be asked to the Area Coordinators

2° Step – Intersection between identified objectives and existing situation

Iuav together with the Area Coordinators

3° Step – Definition of Tourism-driven priority for each Pilot Area

Priority will be defined in accordance with the pilot Area Coordinators

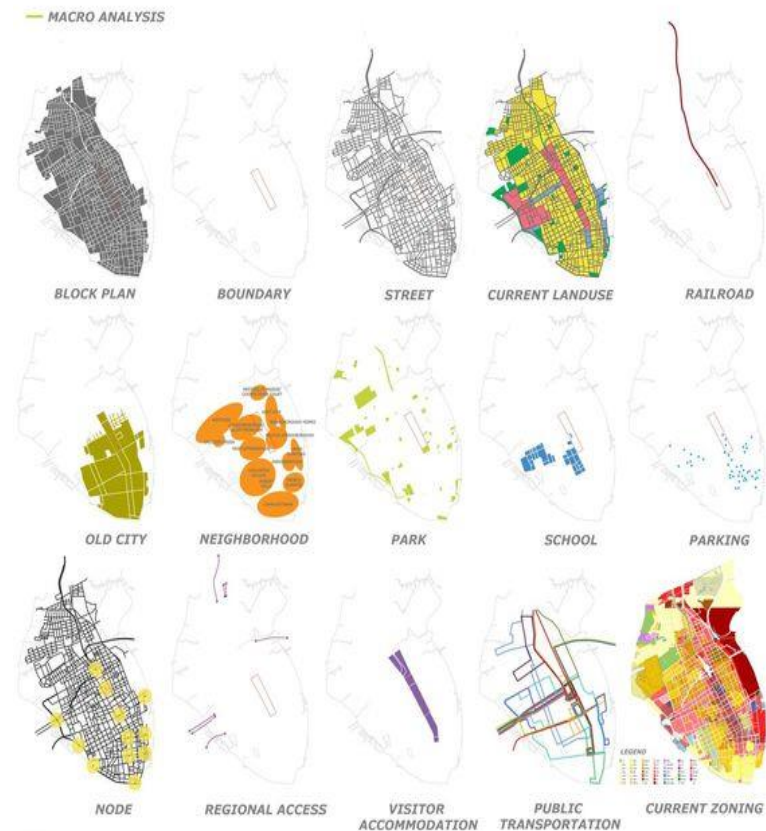
IV. Data information needs

FOR EACH PILOT AREAS:

- Limits of the pilot area
- Administrative limits of local authority (Municipalities & Regions)
- Land Use
- Infrastructures (streets, railways, etc...)
- Buildings
- Most significant local natural elements (rivers, forests, protected areas etc..)

If it's possible

- Coastal & maritime activities (starting from 3.6 UTH)



IV. Data information needs

FOR ALL THE WP3 TASK LEADERS:

- Maps contained within the WP3 subtask report are based/constructed using accessible geographical data?
- If yes, is it possible to have it?

Data are useful for the characterization of pilot areas within the MED scale dynamics



V. Timing and future steps

	2017				2018
	November		December		January
1. Summary and systematization (in table) of pilot area information					
2. Mapping and graphing, information on the med scale					
3. Integration of information with the priorities of individual areas					
4. Definition of strategical priorities at local and med scale (3.18.2)					<div style="border: 1px solid black; background-color: #4a7ebb; color: white; padding: 5px; text-align: center;"> 3.18.1 3.18.2 </div>
5. Definition of planning guidelines					



CONTACTS

Name: Filippo Magni – Federica Appiotti

Email: co-evolve@iuav.it

Telephone: +39 3381741308

Web site of the partner: <http://www.planningclimatechange.org/wp/en/>

