

Greece scale





Co-Evolve4BG

Analysis of Threats and Enabling Factors for Sustainable Tourism at Pilot Scale

Interaction of tourists with local community Greece Scale



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OVERVIEW

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REVIEW

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Abstract

The present research aims at studying the effects of blue economy and coastal tourism in Greece. A brief overview of tourism products in the country and their impact on regional development is given. In particular, the benefits of tourism in local communities and their dynamic development are analyzed.

I. Tourism in Greece

Tourism in Greece is a key driver of development, as its total share in GDP amounts to 20% annually. At the same time, tourism in Greece is a source of employment since 21.7% (or 946 thousand people) of total employment in the country comes from jobs in the tourism sector. It is worth noting that tourism in Greece contributes to revenues of up to €17 billion (excluding cruise revenues) while the country receives about 31 million visitors annually.

Tourism in Greece, however, is distinguished by intense seasonality, which is a major problem for the country. 56% of foreign arrivals take place in July - August - September. At the same time, the division of accommodation availability is also asymmetric, as 70% of hotel beds are gathered in 4 areas of Greece. Although the Greek government has undertaken several measures to change the issue of seasonality and division of accommodation, many things needed yet to be done in order to alter the touristic profile of the country. Nevertheless, the strategy applied, regarding the tourism product in the country, seems to work.

I.1. Tourism: A multi-practice system

The concept of tourism system implies the approach, which recognizes the dynamic elements of tourism. Tourism margins should focus on entertainment and recreation.

Tourism is systematically treated as a framework that connects theory with the aim of satisfying all those involved in the system. The dynamic element of the tourism system is the development of the economies and the resulting benefits. This system operates on a global scale, although it has national priorities and needs. The different approach of national priorities in the global system can act as an obstacle to the development of tourism.

Pillar 1: Historical approach to the tourism phenomenon; it includes the principles of tourism, its approaches, and dynamics.

Pillar 2: System; includes supply and demand factors, infrastructure, geographical features, means of transport, travel agents.

Pillar 3: Management; includes policies, planning, training, marketing, and funding.

Pillar 4: Impact; the effects can be on a small scale (organizational culture, visitor management, etc.) or on a macro level (economic, social, cultural, and environmental).

The phenomenon of tourism ought to balance the expectations of both: tourists and residents of the area. For this reason, the bearing capacity of the areas should be calculated to enable smooth and sustainable tourism development. In addition, all participants in the tourism industry must work together to keep the balance undisturbed.

I.2. Stakeholders in the tourism system

The main stakeholders in the tourism system are hotels, catering and entertainment businesses, event organizers, transport, and tour operators.

The tourism system affects countries, industries, businesses, and households. It is a fact that tourism affects household income and employment, especially in countries such as Greece, where tourism is the main product. A description of the tourism system and how stakeholders interact is presented in Graphs 1 and 2.

On the one hand, there are the factors of demand and supply that affect the tourism system, and on the other hand, all stakeholders and affected categories are presented.

On the demand side, there are tourists who, with their preferences, push local businesses to take different initiatives to create a unique tourist experience. Residents, on the other hand, acknowledge tourism as a business opportunity and strive to generate income through it. Naturally, the friction with the tourists and the constant human contact contribute to the development of new relationships.

In total, the system is constantly fed back and creates new relationships and synergies to better serve visitors.

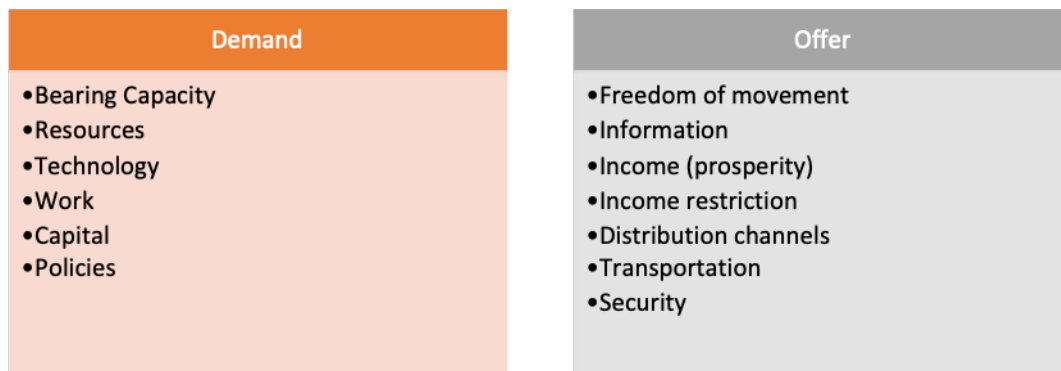


Figure 1. Factors affecting the tourism system



Figure 2. Stakeholders

I.3. Types of Tourism and their role in Local Development

In Greece, tourism is the main lever of development and plays a crucial role in the local development of the country, as it is a significant income for some of the Greek regions, such as the regions of South Aegean and Attica.

Tourism can become a means of economic development in peripheral areas with wealthy tourists traveling from the metropolitan center to the periphery, bringing in foreign currency and creating new jobs. Tourism is often used as a strategy to promote regional development in urban and rural areas. It is found that the infrastructure conditions for tourism can act as tools for regional development and contribute positively to the development of rural and neglected, usually, cross-border areas (Telfer, 2014).

Development is an evolutionary process, depending on the demands of the regions. In this process, the concept of sustainable development is constantly emerging as the most common approach for these areas. At the same time, the involvement of the community in the process of tourism planning is an important factor. Emphasis is laid on an ecological, community-based approach to the development and planning that encourages local motivation, local benefits and a tourism product that is in harmony with the local environment and community.

The way in which each form of tourism contributes to the economic development of destinations - attractions also depends on other factors. The main ones are:

- The daily consumption expenditure of tourists.
- The period that tourists spend at the destination.
- The prices of the regional multipliers of the specific area.
- The increase in consumption expenditure of tourists.

I.3.1. Sea and Sun

The tourist product “Sea and Sun” has always been an important source of income for Greece, supported by the mild climate, the variety of sunny islands and beautiful beaches, as well as the traditional and authentic hotel infrastructure. This specific tourist product is the most fundamental of all Greek tourism products. Its development is spatially huge; while the main reason people visit Greece is for its islands and beaches. From this perspective, it is the main tourist development of the country and is the product that is constantly developed. In particular, the quality of hotels and resorts is constantly improving to attract visitors with higher incomes; while, at the same time, new targeted tourism products are created focusing on local culture and natural beauty, aiming at increasing the average tourist outlet per day, as well as to extend the tourist season beyond the summer months.

Referring to the coastal areas of the country and its islands, the specific tourist product has contributed mostly to their regional development as it is the main activity of the island's inhabitants.

1.3.2. City break tourism

Urban tourism refers to three- or four-day vacations in large cities, during which the visitor mingles cultural activities with urban ones offered by each destination. It is a source of tourism income throughout the year and has contributed significantly to the development of many cities in Greece, and especially Athens and Thessaloniki. These two cities harmoniously comprise all the features needed to consolidate their status in the city tourism market: significant cultural heritage, active and vibrant urban life, an ever-growing network of direct flights from major cities abroad, as well as the mild and pleasant climate that allows visitors to enjoy walks and short excursions to the nearby islands such as Spetses or Hydra, or to visit important archeological sites such as Vergina.

This type of tourism has won more and more ground in recent years. Some of the factors that explain the increase of city break tourism are the ease of travel, the possibilities of remote work, the increase of hotel facilities *etc.* (Gralak, 2019).

1.3.3. Cruise Tourism

Another development opportunity for Greece and especially the peripheral areas, is cruise tourism. In Greece, there are many decentralized ports which can accommodate cruise ships. In recent years, this type of tourism is widely spread and is developing rapidly throughout the country. The investments made in the country's ports for the reception of cruise ships seem to pay off, and many of them are constantly acquiring recognition.

Cruise tourism, in some parts of the country, can become an excellent source of income. It seems that after the decline that the cruise tourism in Greece faced in the years 2017 and 2018, it started to flourish once again in 2019.

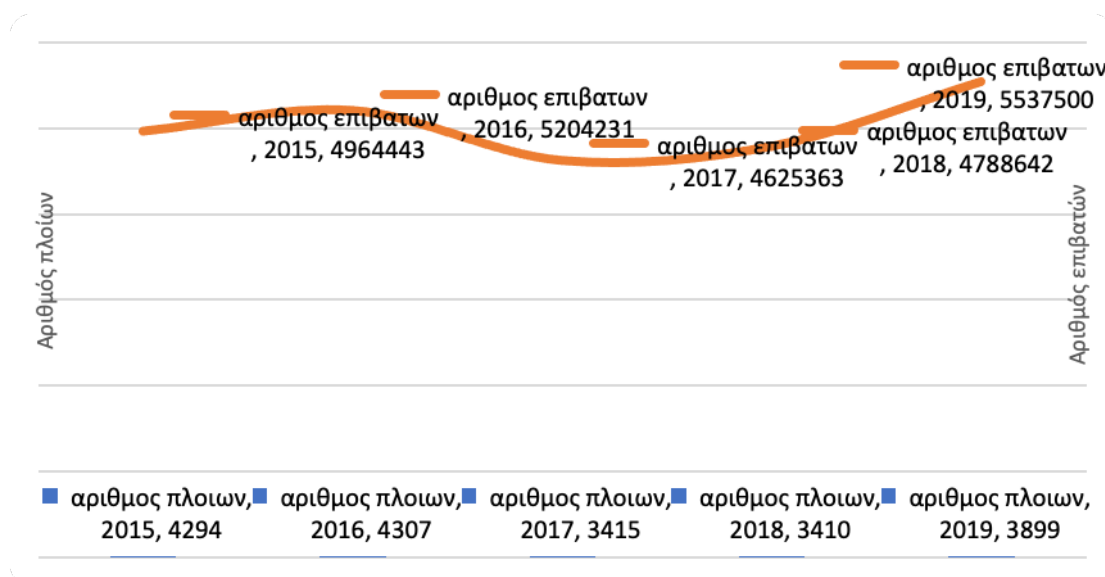


Figure 3. Number of cruise ships and passengers, 2015-2019 (<https://www.elime.gr/>)

1.3.4. Religious tourism

Religious tourism presents all the typical characteristics of tourism and acts directly on the economy and the development of tourist destinations (Serrallonga, 2020). Thus, the religious tourist, after completing his pilgrimage, behaves as an ordinary tourist looking for entertainment in accommodation, nightclubs, restaurants, *etc.* (Collins-Kreiner, 2020). The economic dimensions of the phenomenon of religious tourism, as well as the possibilities offered in the places of reception, have become the centre of interest of the tourism sector as well as of various organizations and associations such as UNESCO.

Due to the enormous economic interest that religious tourism has aroused, special tourist offices specializing in this field and organizing regular excursions to destinations of religious interest have been created.

Greece is one of the most popular religious destinations and a large part of the increased tourist traffic is due to the visits to religious temples, churches, and monasteries. The most important reason for the increased visits is the cultural heritage of the religious relics in all prefectures of the country. Monuments of the Greek-Orthodox Church, such as the Byzantine and post-Byzantine churches, cathedrals, chapels, and monasteries, show the connection between art and religious worshiping. They make up part of the cultural heritage and are a significant pole of attraction for visitors (Terzidou, 2010). The large spatial dispersion of religious monuments contributes to the development of tourism in many parts of the country as well as on the islands, as a regional economic activity, and especially to the economic development of less developed and underprivileged areas that until recently had not yet experienced any tourism development (Arabatzis, 2006).

1.3.5. Medical / Health / Wellness Tourism

The need to provide high quality medical care at competitive prices, in a welcoming environment, has led to the development of medical tourism, which, for many countries, is an important source of income and contributes actively to the economic development. Apart from that, Greece can support this type of tourism due both to the climate and the medical facilities.

It should be noted that the country has more than 750 thermal springs, several hospitals and rehabilitation centers. At the same time, a visitor can enjoy entertainment and historical monuments with returning visitors to the country for medical purposes, thus ensuring a complete stay and treatment experience. This extension of residency provides additional benefits to local communities.

Consequently, with the provision of tourist experience, more specialties are involved and more sectors are privileged at regional and, therefore, national levels.

I.3.6. MICE

The MICE (Meeting, Incentive, Congress, and Event) market is of outstanding importance for the Greek economy. This type of tourism contributes to GDP in various ways, as a significant number of corporate/government representatives and professionals enter the country in a wide range of new destinations, which could be chosen for leisure holidays in the future. This type of tourism was of very low development rate, but from 2004, it has started to flourish rapidly, due to the upgrading of facilities.

MICE tourism brings foreign exchange and creates new jobs, while at the same time, it contributes strongly to the creation of a positive image in the destination branding of the region (Getz, 2008). In addition, according to Oppermann and Chon (1997), MICE tourism creates an attractive climate in the local economy by generating revenues for local businesses through the accommodation, transportation, and other activities of the visitors. It is worth noting that MICE visitors are usually visitors at a high per capita cost (Gichuki *et al.* 2020).

I.3.7. Rural and ecological tourism

Agritourism is being developed in full interaction with the local natural environment and the customs and traditions of the inhabitants of an area, thus it directly affects the way the area shall be developed. The main advantage of agritourism is the financial and social support of local communities. The sustainability of local entrepreneurship is thus enhanced, as the area is becoming a tourist attraction. As a result, new hotel units, accommodation, restaurants, *etc.* are being created, while at the same time the creation of new jobs is being promoted. Its contribution is also important at the environmental level, as special attention is paid to its protection, but also to the development of infrastructure in the area, as well as to the improvement of health services.

In Greece, this type of tourism has started to develop in the mountainous areas of the country also, thus creating the appropriate conditions to tourism throughout the year.

I.4. The role of tourism in territorial (local) development

As it has already been described above and will be further analyzed in the following chapters of this deliverable, it seems that the benefits of tourism at the regional level are quite strong. However, the conditions for local development through tourism are important and must be considered.

In general, tourism in a local community starts with the local initiative and is managed by local agencies. The effects it can have, whether positive or negative, are only dealt with at the local level. However, in order for tourism to be a key lever for local development, some basic steps must be taken:

- The cooperation of all stakeholders in the tourism process of a local community.
- Local participation in tourism development planning.

- The training of professionals and residents of an area regarding tourism, its alternative forms, and its proper management.
- The high quality of the offered tourist services and facilities.
- The participation of the residents for the preservation of the local tourist sources.
- The highlighting of the comparative advantages of the local community.
- The use of technology both for the development and the advertising of the tourist product.

II. Coastal tourism and local communities

II.1. Importance of economic sectors in communities in relation to tourism

The role of tourism in economic, social, and cultural development is indisputable. However, there are always negative consequences from the excessive increase of tourist flows in an area.

It is a common ground in the scientific community that tourism contributes decisively to the growth of gross national product, creates employment opportunities, reduces the foreign trade gap, strengthens the region financially, intensifies the business of those who offer tourism goods, restricts domestic and immigration *etc.* On the contrary, there are aspects where the development of tourism in an area could disorient investments from the productive sectors of the economy and could dangerously sensitize the national economy, due to the great competitiveness developed in the tourism market, *etc.*

Tourism alone is not an economic activity, as it includes many different sectors of the economy, such as accommodation and catering services, arts, entertainment, and leisure. For this reason, it is extremely difficult to assess the overall impact of the tourism product on economy. Usually, the data of the 3-4 main sectors that participate are calculated cumulatively.

II.1.1. Role of tourism in economic development

The role of tourism is extremely important. Although the chapter deals with coastal tourism, it is worth noting that tourism, whether developed or not, offers the same multiplier benefits in many regions. In any case, the main tourist product of Greece is based on coastal tourism, a fact that absolutely coincides with the content of this text.

At the national level, tourism contributes to the GDP growth mainly through tourism spending¹. Tourism expenditure incurred in a tourist destination helps to increase firstly the region's GDP and then the host country. In addition, tourism is a source of foreign currency for countries, and this is another way to affect a country's GDP as it affects the country's current account balance. In any case, for Greece the tourist receipts were approximately 18 billion for 2019, while for 2020, 4 billion. The decrease in revenues is due to the Covid-19 pandemic restrictions.

In addition, another advantage of tourism development to the economy is the creation of new jobs. Tourism is a complex activity that involves many sectors and, therefore, it is difficult to accurately estimate the number of people it employs. However, if we are to examine the contribution of tourism to job creation, we must make a distinction between direct and indirect employment (Vanhove, 1981) and bear in mind that the

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It should be noted that tourism services are not counted in the production of a country but in the cost.

multiplier benefits are even greater. Individuals can find employment in tourism relatively easily, while in Greece, there are many training schools for tourism professions, which increase the quality of services provided and, therefore, productivity.

Another benefit to the economy is the expansion of income in local communities. On the one hand, the companies find an expanding market for their products, while at the same time, the home-based industry, which additionally supports the income of several rural families, finds a suitable ground for development.

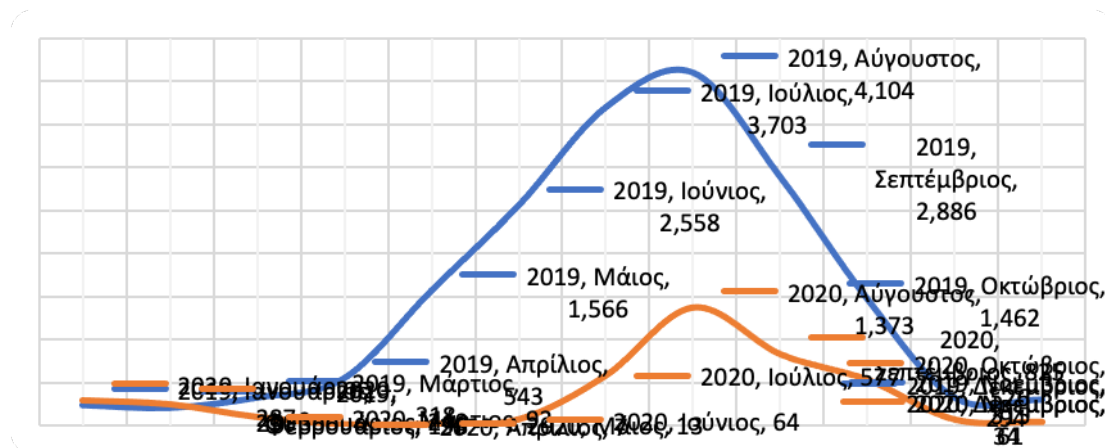


Figure 4. Tourism revenues 2019-2020 (million euro) (INSETE, 2020)

II.1.2. The role of tourism in society and culture

In addition to the economic impact, tourism has several social implications. Increasing employment, at the regional level through tourism, manages to keep the younger populations in the region, and thus avoids the desolation of regional cities.

Also, the need for specialised labor force in tourism increases the specialization of young people and, therefore, the establishment of tourism professions schools. In addition to education, the increase in income improves the living conditions of the inhabitants of the areas and increases their life quality.

At the same time, another advantage of tourism development is the preservation of cultural heritage and the exchange of cultural values. Greece has one of the most remarkable cultures in the world; and the existence of monuments of this culture is one of the main reasons that tourists visit the country. To properly promote this form of cultural tourism, it is necessary to protect, preserve and protect monuments, works of art and traditional settlements, as well as the creation of museums. At the same time, cultural events (festivals, concerts, theatres, *etc.*) work positively for both visitors and locals, while also contributing to attracting new visitors. In addition, the development of special and alternative forms of tourism makes it imperative to preserve and highlight the traditional architecture of each tourist destination. In this way visitors will be able to get to know the typical way in which the houses were built in each area.

Meanwhile, tourism leads to the preservation of folk art, in the sense that many visitors buy souvenirs or folk-art items from their destinations. For example, in Greece, ceramics and textiles are very important forms of folk art, which manage to be preserved because of tourists. In addition, these arts, to some extent, are already evolving, as they incorporate new production techniques or different design.

II.1.3. Role of tourism in environmental development

The way in which tourism development is promoted has a direct impact on the environment, whether it is natural or structured. Therefore, the planning of tourism development must always be done with the protection of the environment in mind.

First, it should be mentioned that the rapid development of special and alternative forms of tourism in recent years has made the protection of natural monuments more urgent than ever. National parks, national forests and areas of special natural beauty are protected, as they are the tourist product sought by foreign visitors. Also, tourism can help to preserve archeological sites and historical monuments. Their preservation is a necessary condition for the preservation of cultural heritage.

Tourism can cause many environmental problems; problems that might irreparably affect both the natural and built environment. One of the most important consequences of tourism development is water pollution. The large number of tourists, who enter the country to enjoy the sun and the sea, pollute the waters with the activities they develop on the coastal front. It is also common for large hotel units to dump their solid and liquid waste into the sea or rivers, contaminating the aquifer.

In addition, excessive tourism development has resulted in an increase in air pollution. Air pollution results from the excessive use of vehicles in an area or from certain tourist activities, such as nightclubs or theme parks. There are many problems caused to ecosystems by unregulated tourism development. Typical examples of ecosystem disturbance are the destruction of the flora and fauna of an area by the large number of visitors and the destruction or alteration of areas of special natural beauty for the construction of tourist accommodation or tourist infrastructure.

In addition to the natural environment, the negative effects on the built environment are obvious. For example, the damage to archeological sites, monuments and traditional settlements, the degradation of the landscape in areas of historical and cultural interest, the aesthetic degradation of the traditional architecture of many tourist areas and the aesthetic pollution from infrastructure projects.

II.2. Folk Art

In Greece, folk art has its roots in both ancient Greece and the Byzantine period. The basic forms of folk art are ceramics, wood carving, manufacture of musical instruments, textiles, and embroidery, as well as silver and goldsmithing and sculpture. The production of souvenirs in Greece is quite large as the tourist arrivals in the country are extremely

high. The memorabilia and souvenir industry are experiencing a great development in the country, especially with the entry of young people in learning and preserving these arts. Across the country, about 15,000 people appear to be employed in the wider branch of folk art, some of whom are self-employed (Table 1). The companies that produce folk art items have a maximum number of about 5,000. It is worth noting that there is no separate branch for folk art items. For this reason, the data presented in Tables 1 and 2 refer to all companies (and/or self-employed) in 3-digit classification (3-digit NACE-2).

Table 1. Total number of businesses, 2018 (ELSTAT, 2020)

Region	Number of businesses	Turnover (thousands of Euros)	Number of employees
Eastern Macedonia & Thrace	188	241,092	1,749
Central Macedonia	815	159,072	2,481
Western Macedonia	111	18,411	364
Epirus	220	14,321	466
Thessaly	313	32,384	786
Central Greece	200	3,286	570
Ionian Islands	39	4,887	86
Western Greece	235	14,123	442
Peloponnese	343	43,284	820
Attica	1,927	408,419	6,093
South Aegean	89	2,482	123
Crete	208	447	977
Total	4,688	1,016,035	14,957

Table 2 presents the number of businesses and employees that produce, among other things, folk art items or souvenirs by region for the year 2018. Where no data is displayed; ELSTAT informs that they are confidential.

Many of the folk-art items (textiles, ceramics) are internationally exported; however, these percentages are relatively low and involve expensive products. It is worth noting, of course, that the sector presents several difficulties as imitations of these items are imported into the country, a fact that reduces the competitiveness of the original items produced in the country.

Although there are several difficulties in the sector of folk art, both due to the disappearance of some skills (e.g., hand crafts, basketry) and the lack of materials, here seem to be several artists in the country who are modernizing and redesigning the folk-art objects, thus creating a completely new market in the field of souvenirs.

Table 2. Number of folk-art businesses per region, 2018 (ELSTAT, 2020)

Region	Description	Number of units	Turnover (thousands of Euros)	Number of employees
REGION OF ESTERN MACEDONIA & THRACE	Manufacture of knitted and crocheted articles	5	786	19
	Manufacture of wood and cork products and basketry and wickerwork articles			
	Manufacture of glass and glass products	22	1,803	47
	Manufacture of other porcelain and ceramic products	9	92	11
	Cutting, shaping, and finishing of stones	109	236,526	1,588
	Manufacture of jewelry, valuables, and related items	43	1,884	84
	Manufacture of musical instruments			
REGION OF CENTRAL MACEDONIA	Manufacture of knitted and crocheted articles	36	8,757	122
	Manufacture of wood and cork products and basketry and wickerwork articles	288	58,172	910
	Manufacture of glass and glass products	52	11,248	151
	Manufacture of other porcelain and ceramic products	38	3,125	114
	Cutting, shaping, and finishing of stones	131	63,863	696
	Manufacture of jewelry, valuables, and related items	252	13,482	464
	Manufacture of musical instruments	18	426	24
REGION OF WESTERN MACEDONIA	Manufacture of knitted and crocheted articles	x	x	x
	Manufacture of wood and cork products and basketry and wickerwork articles	58	14,153	235
	Manufacture of glass and glass products	9	2,086	22
	Cutting, shaping, and finishing of stones	44	2,172	107
	Manufacture of jewelry, valuables, and related items	x	x	x
	Manufacture of musical instruments	x	x	x

REGION OF EPIRUS	Manufacture of knitted and crocheted articles	x	x	x
	Manufacture of wood and cork products and basketry and wickerwork articles	153	8,134	267
	Manufacture of glass and glass products	7	2,066	28
	glass products	x	x	x
	Cutting, shaping, and finishing of stones	60	4,122	171
	Manufacture of jewelry, valuables, and related items	x	x	x
	Manufacture of musical instruments	x	x	x
REGION OF THESSALY	Manufacture of knitted and crocheted articles	x	x	x
	Manufacture of wood and cork products and basketry and wickerwork articles	170	25,377	527
	Manufacture of glass and glass products	15	1,933	37
	Manufacture of other porcelain and ceramic products	x	x	x
	Cutting, shaping, and finishing of stones	53	3,326	122
	Manufacture of jewelry, valuables, and related items	71	173	97
	Manufacture of musical instruments	4	17	3
REGION OF CENTRAL GREECE	Manufacture of knitted and crocheted articles	x	x	x
	Manufacture of wood and cork products and basketry and wickerwork articles	114	14,284	266
	Manufacture of glass and glass products	12	10,939	110
	Manufacture of other porcelain and ceramic products	13	424	24
	Cutting, shaping, and finishing of stones	61	7,214	170
	Manufacture of jewelry, valuables, and related items	x	x	x

REGION OF IONIAN ISLANDS	Manufacture of wood and cork products, as well as basketry and wickerwork	x	x	x
	Manufacture of glass and glass products	4	3,184	23
	Manufacture of other porcelain and ceramic products	14	542	22
	Cutting, shaping, and finishing of stones	21	1,161	41
	Manufacture of jewelry, valuables, and related items	x	x	x
REGION OF WESTERN GREECE	Manufacture of knitted and crocheted articles	14	643	22
	Manufacture of wood and cork products and basketry and wickerwork articles	92	7,598	178
	Manufacture of glass and glass products	21	2,664	49
	Manufacture of other porcelain and ceramic products	15	859	38
	Cutting, shaping, and finishing of stones	57	172	112
	Manufacture of jewelry, valuables, and related items	36	639	43
	Manufacture of musical instruments	x	x	x
REGION OF PELOPONNESE	Manufacture of knitted and crocheted articles	x	x	x
	Manufacture of wood and cork products and basketry and wickerwork articles	170	18,377	336
	Manufacture of glass and glass products	8	3,004	24
	Manufacture of other porcelain and ceramic products	16	796	38
	Cutting, shaping, and finishing of stones	78	13,082	295
	Manufacture of jewelry, valuables, and related items	71	8,025	127
	Manufacture of musical instruments	x	x	x

REGION OF ATTIC/ATIKHE	Manufacture of knitted and crocheted articles	86	13,291	306
	Manufacture of wood and cork products and basketry and wickerwork articles	415	69,744	1,207
	Manufacture of glass and glass products	69	95,607	590
	Manufacture of other porcelain and ceramic products	163	1,295	359
	Cutting, shaping, and finishing of stones	206	11,927	1,305
	Manufacture of jewelry, valuables, and related items	952	94,975	2,255
	Manufacture of musical instruments	36	2,582	71
REGION OF NORTH AEGEAN	Manufacture of wood and cork products and basketry and wickerwork articles	x	x	x
	Manufacture of glass and glass products	8	858	15
	Manufacture of other porcelain and ceramic products	29	306	34
	Cutting, shaping, and finishing of stones	28	936	48
	Manufacture of jewelry, valuables, and related items	24	381	26
REGION OF CRETE	Manufacture of knitted and crocheted article	4	722	17
	Manufacture of wood and cork products and basketry and wickerwork articles	198	11,765	368
	Manufacture of glass and glass products	21	11,382	86
	Manufacture of other porcelain and ceramic products	96	2,845	146
	Cutting, shaping, and finishing of stones	53	14,048	181
	Manufacture of jewelry, valuables, and related items	136	3,938	179
	Manufacture of musical instruments	x	x	x

II.3. Participatory development methods: The Blue Economy & the ICZM

The Blue Economy consists of a series of branches and sub-sectors of the economy that are directly related to the sea and the oceans. Specifically, it includes the following sectors:

(1) Sectors with proven contribution to the economy, such as fisheries and aquaculture, catch processing, shipbuilding and ship repairing, port activities, coastal tourism, and offshore oil drilling, and (2) Areas that show potential significant development, such as blue biotechnology, desalination, coastal and environmental protection, marine wind energy and other marine RES (tidal, wave, etc.). These sectors are emerging and are characterized by potential strong innovation, including blue energy, blue bioeconomy and biotechnology, desalination, marine ores, and marine defense. These sectors have a significant potential for growth and employment, and blue energy is perhaps the most important one.

Therefore, it seems that blue economy is a development lever for the Mediterranean countries, since they may develop new innovative activities in these sectors. In addition, blue economy is directly linked to other economic activities. The impact of the shipbuilding sector in Germany has an indirect and induced effect on employment of 5.6 jobs for each direct job. There is an important relation with the fields of education, research, and innovation, respectively.

Overall, the Blue Economy sectors with a proven contribution, accounted for 1.3% of the European Union economy in 2017 and contributed to 1.8% of employment, a fact that proves their importance. In terms of employment, significant dynamics are presented by port activities, shipbuilding and coastal tourism that show a significant increase after 2015. Respectively for employment, all sub-sectors of the blue economy show increasing trends after 2019 except for a mixed decrease in maritime activities and the activity of inanimate marine resources.

In this context and with the central goal of developing the blue economy, in 2007 the European Commission proposed the Integrated Maritime Policy (IMP).

The aim of the IMP is to have a more coherent approach to maritime issues, including more specific cross-sectoral policies, which are:

(1) Blue Development, (2) Data and knowledge on the sea 2020, (3) Marine spatial planning, (4) Integrated Maritime Surveillance, (5) Basin Strategies.

Blue Growth is the EU's major maritime policy and includes the most important sectors of the maritime economy for Greece: coastal and maritime tourism, shipping and shipbuilding industry, aquaculture, blue energy, marine biotechnology, marine mineral extraction. In all areas of the blue economy, innovation is crucial for harnessing the potential for development, job creation and the implementation of cost-effective marine environmental measures.

“Blue economy” represents 5.4 million jobs and a gross value added of almost \$ 500 billion a year. However, there is a room for further development in some identified areas in this strategy.

The Blue Growth Strategy consists of three components: (1) Specific integrated maritime policy measures, (2) Marine Basin Strategies to ensure the most appropriate combination of sustainable development measures, considering local climatic oceanographic, economic, cultural and social factors and (3) Targeted approach for specific activities: (aquaculture, coastal tourism, marine biotechnology, ocean energy, exploitation of seabed deposits).

Within this framework, the Protocol, “Integrated Coastal Zone Management”, was developed, which concerns the dynamic process for the sustainable management and use of coastal zones, considering the same fragility of coastal ecosystems and landscapes, the variety of activities and uses, the interactions, the shipping direction of specific activities and uses and its impact on both the offshore and onshore sectors.

Key elements of Integrated Coastal Zone Management are: (1) protection and sustainable use of coastal zones, (2) conservation of natural resources from economic activities (agriculture, industry, fisheries, aquaculture, tourism, sporting and recreational activities, use of specific natural resources, infrastructure, energy installations, ports and marine operations and structures, marine activities), (3) protection of the characteristics of certain specific coastal ecosystems, (4) recognition of the natural and cultural values of coastal landscapes, (5) conservation and protection of cultural, archaeological and historical heritage of coastal areas, (6) ensuring effective governance and stakeholders participation, (7) undertaking awareness-raising, training, education and research activities.

As part of “Integrated Coastal Zone Management”, several different management models have been developed. The advantages of participatory coastal resource management relate to: (1) the active participation of members of the whole community should lead to a stronger commitment to comply with management strategies and the sustainable use of resources, (2) the ability to increase equity, which can enhance the legitimacy of regulations, (3) increased awareness of resource pressures and this situation leads to awareness of sustainability issues, (4) increasing adaptability to rapidly changing resources, markets or other local conditions, (5) cost-effectiveness: part of the burden of information gathering, planning, management and implementation can be shifted from central government to the community, (6) the most efficient use of local knowledge and existing workshops, (7) the direct involvement of all stakeholders in the community, which ensures that decisions better reflect local social, economic and environmental conditions. Increased adaptability to rapidly changing resources, markets or other (8) cost effectiveness: part of the burden of information gathering, planning, management and implementation can be shifted from central government to the community, (9) the more efficient use of local knowledge and existing workshops, (10) the direct involvement of all stakeholders in the community, which ensures that decisions better reflect local social, economic, and environmental conditions.

On the other hand, there are some disadvantages in terms of the participatory process, such as: (1) reduced access to diversified investments, (2) reduced ability to create economies of scale and (3) Management may be affected by local biases and prejudices.

Finally, blue economy and ICZM seem to be ideal tools for more indulgence of local communities in decision making and especially decisions related to strategic areas such as tourism, which is a key sector for local economic development for many areas in Greece. This indulgence should not only be about contributing to decision-making, but also about contributing to strategic orientations regarding both the local economy and local spatial planning.

III. Local community parameters

Within the Co-Evolve4BG project, a set of parameters has been developed to provide an overview of the positive and negative impacts of coastal and maritime tourism on the local community. This set consists of 2 parameters as shown in the table below. Data related to these parameters were collected at both national and regional level.

Table 3. Local Community Parameters

Parameters	Description
Effect of illegal immigration on the tourism sector	Indicate if tourism suffers from issues related to illegal immigration (Depart / Arrival) (Possible values: Yes/No)
Complaints by local community from tourism	Indicate if there are changes in the local attitude regarding tourists and touristic activities (Possible values: Yes/No)

IV. Conclusions

The effects analysis of coastal tourism on local economies is crucial for the Mediterranean regions. The development of coastal tourism contributes positively to local development, although it must always be done in terms of sustainability. In any case, the development of the blue economy and the adoption of participatory methods for Integrated Coastal Zone Management seem to be a very promising strategy for the people of the Mediterranean.

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