



Minutes of the Steering committee of the Plan Bleu Tourism activity Programme

Marseilles, Thursday the 29th April 2010

The steering committee for the Plan Bleu's tourism activity program convened in Marseilles on 29th April 2010 in the premises of Villa Valmer.

It was attended by the program's main partners, European Investment Bank (IEB), French Development Agency (AFD), as well as qualified personalities recognized within the Mediterranean area for their scientific, technical and/or institutional competence : Luigi Cabrini (WTO), Zeljka Skaricic (RAC/PAP), Fabrice Bernard (Conservatoire du littoral, France), Mohammed Larid (ISMAL, Algérie), Sami Benhadj (Consultant, Tunisie). Spanish Agency for International Cooperation for Development (AECID) and DTEI/UNEP asked to be excused. (*Cf. list of participants.*)

A presentation was provided at this meeting of the steering committee of the content of launched and/or achieved activities in 2009 (*Cf. agenda and list of available documents*).

Introductory session

Pierre Icard, head of the Thematic Unit, reminded the participants that the objective of the meeting was to seek committee's advices and recommendations in order to improve and facilitate implementation and valorization of the program.

He then recalled the work which Plan Bleu has been conducting for the past twenty years or so on the theme of sustainable tourism, emphasizing its links with the activities of Mediterranean Action Plan and its Regional Activity Centers, and the regional and international institutions specialized in tourism.

Finally, he set out the different components of the « Tourism and sustainable development » 2010-2011 activity program, introducing the four thematic sessions of the agenda :

- Follow up of the Sustainable Development Mediterranean Strategy – Chapter Tourism ;
- Profiles of Sustainability in some Mediterranean tourist destinations ;
- Tourism and Climate change in the Mediterranean : air transport issues , prospective regional study;
- Cruising and yachting in the Mediterranean, regional study : equipments, infrastructures, pollutions and waste.

Session 1: Indicators for monitoring the Mediterranean Strategy for sustainable Development (MSSD) and the test of the additional indicators in the field of Tourism.

Laura Martinez Rubio has presented the work on the test of the additional indicators in the field of “Tourism” for the Mediterranean Strategy for sustainable Development (MSDD) monitoring.

The promotion of a sustainable tourism constitutes one of the seven priority topics of the Mediterranean Strategy for Sustainable Development (MSDD). Each priority topic needs to be provided with a set of indicators allowing periodic evaluations of the implementation of MSDD recommendations’ progress status. Two priority indicators and nineteen additional indicators were selected for the field of tourism. No work has ever been done before at a regional level for selecting “tourism” indicators, nor for systematically calculating them.

The objective of this part of the programme is to test the 21 indicators for monitoring the MSSD, in accordance with the mandate that has been entrusted to Blue Plan by the Mediterranean Commission on Sustainable Development and by the riparian states. The work will be conducted according to the following phases:

- Methodology Sheets execution: precise definition of the indicator, identification of the variables and the formula for calculation, geographical level of application and identification of the available sources;
- Updating the time-series available at Plan Bleu ; collection of missing data ;
- Calculating the additional indicators according to the availability of data ;
- Preparation of the indicators’ analysis and presentation files.

During the debate, members of the steering committee underlined the following points:

The steering committee has pointed out the interest of indicators, emphasizing beyond the function of information, communication tool, and help to the decision-making, the important role that sustainability’s indicators have in monitoring the evolutions.

Four types of comments have been pointed out:

- The work mustn’t be limited to the indicators calculating. The Blue Plan must « question » the exercise, that is to clarify the objective sought and to specify, for each indicator, what are the targets and the actors involved. There is as well a necessity to specify the sustainability values per indicator..
- The work already done shows that some indicators must be revised, improved or modified:
 - Concerning TOU_C01 indicator « Breakdown of international tourist arrivals by mode of transport », it should be considered that national tourists come in addition to international tourists.
 - TOU_C03 indicator « Evolution of tourist attendance in protected areas » refers to a development factor that seems contradictory with the risk of biodiversity loss. The steering committee proposes other indicators such as artificialized coastline, coastal erosion.
 - For TOU_C04 indicator, it will be better to use the « numbers of berths per km of coast » indicator. The « Average distance between marinas » indicator doesn’t take into account the varying size of the marinas.
 - TOU_C07 indicator: “Number of marinas and beaches awarded « Blue Flag »” doesn’t take into account the size of the beaches. It is recommended to use the « km of coastline unfit for swimming » indicator.

- Concerning the environment indicators, impact indicators should complete usefully pressure indicators.
 - Other indicators are suggested: Evolution of tourist accommodation's occupancy rate, Number of beds, Number of second homes.
- The presentation of the results' synthesized table must be simplified. The table is very heavy and has redundancies. Some criteria can be grouped together: the « definition » criteria is linked to the concept and data, the « readability » criteria is linked to the communication..
- This work's promotion with the CMDD supposes that the final report, beyond the analysis of the additional indicators of sustainability, inserts some propositions of alternatives indicators to improve the monitoring of the MSSD in the tourism field.

On this base, the steering committee has confirmed its interest that the ongoing work be carried on with the ten others additional indicators.

Session 2: “Profiles of Sustainability in some Mediterranean tourist destinations”

This project was presented by Julien Le Tellier and Ioannis Spilanis.

This project aims to assess the economic, ecological and social footprint of tourism by means of a detailed analysis of various destinations. The profiles of sustainability are diagnoses of various situations at local, national and regional levels to identify strengths and weaknesses of each model in terms of spatial and temporal distribution of tourism flows, options of diversification, and valorization of local potential. Finally, the objective is to suggest to the institutional stakeholders and operators some recommendations to increase the economic performance of the sector, and to allow a more equitable distribution of tourism incomes in order to improve the local populations' welfare, to control environmental pressures and minimize damage to the local environment. The final step of the project is to product (1) a synthesis about the state of sustainable tourism in the Mediterranean and (2) a regional report in terms of images to promote.

The objective is also to provide a common tool for the follow-up of promoting a sustainable tourism in the Mediterranean; in fact, the orientations and actions of the MSSD to promote sustainable tourism recommend to “*Draw up (...) 10-year promotional framework programme for the Mediterranean (...) highlighting the assets of the Mediterranean cultural and environmental heritage, with a view to developing a Mediterranean tourism quality label*”. This orientation leads Blue Plan to raise the issue of labeling which represents the final stage of the process.

Blue Plan is supported by Mr Ioannis Spilanis (economist, University of the Aegean) to coordinate the project. Eight case studies have been carried out by national experts. The kick-off meeting of the project (Athens, October 2009) allowed (1) validating the project's methodology, (2) defining the collaborative framework among the coordination team and all the experts, and (3) selecting destinations. The second coordination meeting is planned in Sardinia by the end of June 2010. The synthesis of the profiles of sustainability and the regional report are expected in January 2011. A regional workshop is planned by the second half of 2011.

Inspired by the DPSIR¹ approach, the methodological framework is the “starting point” to provide a common tool for promoting and monitoring sustainable tourism in the Mediterranean. There are five steps in this methodology: choice and description of the destination - tourism as a driving force - socio-economic and ecological results and performance of the tourism - tourism impacts on the state of sustainability - policy measures for sustainable tourism in the Mediterranean.

Progress report and first results: the main difficulty in the implementation of the studies is the availability of quantitative data; the experts are using qualitative information and experts estimations to substitute the lacks of data.

Two indicators are particularly relevant for measuring social and environmental pressures: density of beds (beds per hectare) and the ratio between the number of nights and the resident population.

Tourist destinations show a form of hybridization of several models, with changes in the life cycle of destinations. However, even if the destinations are not comparable (age, size, accessibility), we can propose a first draft typology based on discriminating variables:

- Jerba (Tunisia), Torremolinos (Spain) and Alanya (Turkey) are a typical “3S² International” destination: international airport, tour operators, extended season, diversification without valorization of the local potential.
- Tipaza (Algeria), Tetouan coastal zone (Morocco), Marsa Matrouh and El Alamain (Egypt) are the type “3S National” often coupled with the presence of a town, but there is not enough diversification despite the local potential.
- Siwa Oasis (Egypt), Chefchaouen (Morocco), Rovinj (Croatia), Castelsardo (Italy) are destinations more “artisanal”, less planned, with diversified tourism products based on local factors and opportunities to exploit.

Finally, the residential destinations represent a new category: real estate development and changes in the life cycle of the destinations.

During the discussion, members of the Steering Committee emphasized the following points:

- The project will provide examples through case studies and feedback from local experiences. There is a complementary with the “Destinations” project led by PAP/RAC. It is recommended to mobilize legal resources of the Mediterranean ICZM Protocol.
- In order to refine the analysis, it is necessary to define sustainability objectives for each destination, taking into account the life cycle and the maturity of the destination and also its vulnerability, as well as options to diversify the coastal tourism.
- The issue of compatibility between tourism project and environmental protection must be raised by the project.
- The project will allow developing a methodological framework to analyze and identify ways to improve the performance of the sector in the Mediterranean. It is useful to think how the studies could be disseminated with different target audiences. Some suggestions have been proposed by the Steering Committee:

¹ Driving force, Pressure, State, Impacts, Response.

² Sea, sand and sun.

- A factual level of dissemination: posting reports in Blue Plan Website, organizing local workshops in the studied destinations in order to present and debate about the main results with the local stakeholders.
- A strategic level in order to facilitate the support to the implementation of the methodology: “toolbox”, training workshops, technical assistance.
- Finally, the project could open the way of a “sustainability agreement” that might be adopted by new operators or new tourist destinations in the Mediterranean.

The steering committee has validated the methodological framework. The steering committee has also encouraged the implementation of the next project’s steps by taking account the above comments.

Session 3 : Tourism and Air transport, prospective study

The prospective study on tourism and air transport aims to model the impact of greenhouse gas reduction measures generated by air transport and tourism. The study will take into account two horizons 2025 and 2050. To lead this study , Blue Plan uses TEC consultant services and modeling expert, Paul Peeters, from Breda university (NL).

Philippe Vallouis has presented :

- the statement which confirms the high dependency on air transport of the international tourism.
- three scenarios representing three futures including different greenhouse gas reduction purposes
- the used model which takes into account the transport cost and time in order to calculate distances by transport mode and greenhouse gas emissions.

The major stake of the steering committee was to analyze the three stories build for the scenarios and proposed by Blue Plan.

The baseline scenario corresponds to UNWTO 2035’one, prolonged to 2050³.

The first scenario («Real politic») takes into account the Copenhagen summit negotiations, particularly for USA, EU and emerging countries:

- -17% emissions 2020/2005 and -83% 2050, the same for SEMC with 15 years time shifting,
- CO₂ Cost: 50 €/t, aviation sector included in the CO₂ Emissions Trading mecanism,
- Air transport sector evolution: the decrease of air transport price is going on but low cost companies are sensitive to petrol price –airport infrastructures and measures of the Regional Transport Action Program RTAP are partially implemented.

The second scenario follows the proposals of Bali conference in 2008.

- world emission reduction by 50% from 1990 to 2050
- CO₂ Emissions Trading global mechanism with a CO₂ at 200€/t and introduction of taxes for short hauls
- starting with a price decreasing, then a air fare increase (particularly SEMC) due to CO₂ price. Concentration of air transport operators, decreasing of low cost companies – modal

³ Reminder : this scenario is a projection done by experts who prepared the “UNWTO report on climate change and tourism”, on the base of OMT estimations about international tourism evolution sur on 2020.

integration, rail development in accordance with Euromed connected to turboprop aircraft and ferry, creation of hub of turboprop, speeding up the air fleets replacement.

The Third scenario is based on the scientific conclusions to limit the global warming below 2°C.

- World emission reduction of 80% from 1990 to 2050
- High carbon price in all countries 200 €/t, and a specific CO2 Emissions Trading for aviation sector,
- Air transport sector evolution is characterized by a global governance : it forbids short haul when a rail alternative is possible - inversion on low cost increase, open sky, competition development – selective system for medium and long haul – fast rail development, reduction on airport capacity, concept of "slow travel", high speeding up air fleet replacement (turboprop aircraft)

Scenarios will be tested on may - june 2010 in order to check the model sensitivity. The result will be presented on october 2010.

During the debate, members of steering committee enhanced the following points:

- It will be useful to know the outlook of private operators, (simulation on oil barrel increase and CO2 price) but the companies are reluctant to communicate such information.
- It is difficult to take into account technological evolutions that we don't know today. The use of turboprop aircraft instead of turbo jet looks seems to be the major improvement which allows to go slower spending less energy and producing less greenhouse gas.
- Energy consumption improvements in air transport will also to be found in management of operational movements (approach, routes, movements on the airport platform...)
- This survey should be part of a global approach which takes also into account climate change in destination attractiveness. This point could lead to a further study.

On this base, the steering committee has validated the three scenarios.

Session 4: Cruising and Yachting in the Mediterranean

One of the recommendations of the regional seminar organised by Blue Plan on July 2008 was the need to go further away in the issue « cruising and yachting in the Mediterranean ». This part of the working programme is not as mature as the previous ones, Laura Martinez and Oliver Keserue have presented the terms of reference of the regional study « Cruising and Yachting in the Mediterranean ». The objective of this study is to balance the offer of facilities in the south and east of the Mediterranean, assessing the waste and the pollution produced by these activities.

During the debate, members of steering committee enhance the following points:

In spite of the interest of the steering committee on this issue, they have suggested to modify the terms of reference taking into account the following aspects :

- To clarify the objective of the project, specifying, that is necessary to balance the activity of cruising and yachting at a regional level to profit the south and east of the Mediterranean. It is not necessary to develop new facilities for nautical tourism, but, rather studying the options for amelioration and upgrading of cruise ports and marinas in the South and East.
- In the same spirit, the steering committee have ask at Blue Plan to choose between two approaches : Either the study focuses on the pollution from all types of boats, either it

focuses on the conditions of sustainability of nautical tourism (socio-economic and environmental impacts).

- To distinguish between Cruising and Yachting: They are not the same kind of boats (sail *versus* motor) neither the ports, the clients, the energy consumption, the waste production, the damages to the environment.
- The steering committee has suggested to concentrate the study about cruising and to integrate the yachting issue on the eight sustainability profiles of tourism destinations studied.

On these bases, the Blue Plan have decided postpone the launching of the study and to propose, in the next two months, the new terms of references to the members of the steering committee.

Conclusion

Following the four technical sessions, Pierre Icard launched a general discussion concerning the tourism program.

Compared to the challenges of the development of sustainable tourism in the Mediterranean, the relevance of the Plan Bleu's program has been stressed. The steering committee encouraged Plan Bleu to address tourism as a transversal issue in all its sector-based programs.

Members of the committee also pointed out the importance of valorization of the program's outcomes in order to facilitate their uptake and implementation by the Mediterranean countries.

The steering committee asked Plan Bleu to seek for synergies with the ex-post assessment program of AFD, with the International Working Group on Development of Sustainable Tourism and European Commission programs. It also suggested that Plan Bleu could, in its future activities, address the following issues : employment and impacts of camper van tourism.

Concluding, Pierre Icard thanked the members of the committee for their comments and suggestions, stressing how important was their commitment for the Plan Bleu. The next meeting of the steering committee will be organized at the beginning of 2011.



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Tentative agenda

09h45-10h00	Reception of the participants
10h00-10h15	Opening session Pierre Icard, Head of Thematic Unit Bleu
10h15-11h15	Session 1 : Follow up of the Sustainable Development Mediterranean Strategy – Chapter Tourism.
10h15-10h45	Indicators : Presentation of the context, works achieved and planned by Plan Bleu Laura Martinez Rubio
10h45-11h15	Discussion
11h15-12h45	Session 2 : Sustainability profile
11h15-12h00	Présentation of the du context, methodology, national case studies Ioannis Spilanis et Julien Le Tellier
12h00-12h45	Discussion
12h45-14h00	Lunch
14h00-15h30	Session 3 : Tourism and climate change in the Mediterranean : air transport issues
14h00-14h30	Presentation of the context, methodology, modelisation, works achieved Philippe Vallouis
14h30-15h30	Discussion
15h30-15h45	Coffee break
15h45-16h15	Session 4 : Cruising and Yachting in the Mediterranean
15h45-16h00	Presentation of the context, terms of reference, organization Laura Martinez Rubio et Oliver Keserue
16h00-16h15	Discussion
16h15-17h15	General discussion on the Tourism activity programme
17h15-17h30	Synthesis and conclusions

List of participants

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