



“Sustainable Coastal Tourism: An integrated planning and management approach”

By:

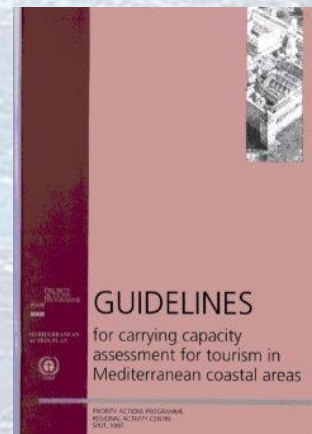
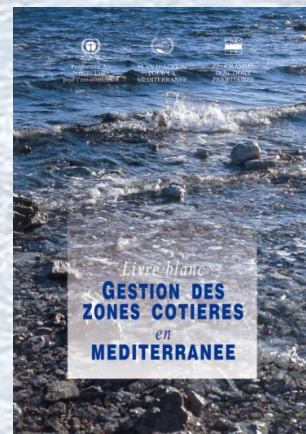
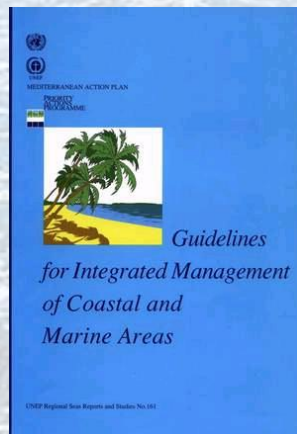
Željka Škaričić

Programme Officer

PAP/RAC

MANUAL

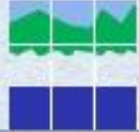
- **A document commissioned by UNEP/DTIE**
- **Prepared by PAP/RAC**
- **Practical tool needed for both ICZM and tourism sector**



STRUCTURE OF THE MANUAL

1. Introduction

- purpose and scope of the Manual
- structure
- instructions how to use the Manual



STRUCTURE OF THE MANUAL

2. Tourism in coastal areas

- overview
- magnitude
- tourism growth vs. tourism development
- impacts and challenges
- need for planning
- emerging destinations
- SIDS
- global issues (poverty alleviation, climate change, natural disasters, biodiversity loss)



STRUCTURE OF THE MANUAL

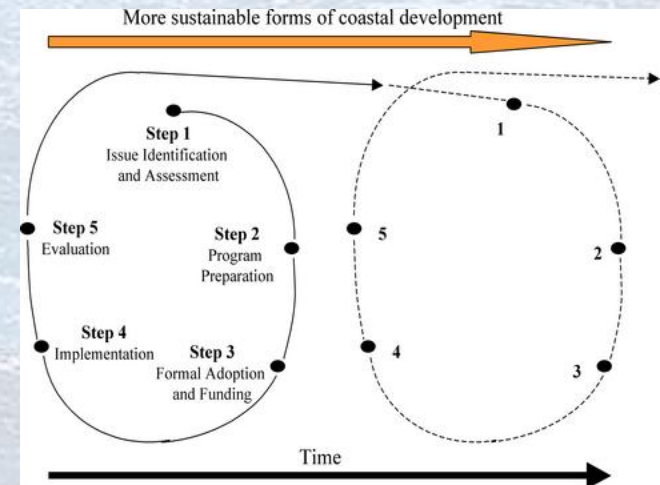
3. Tourism planning frameworks

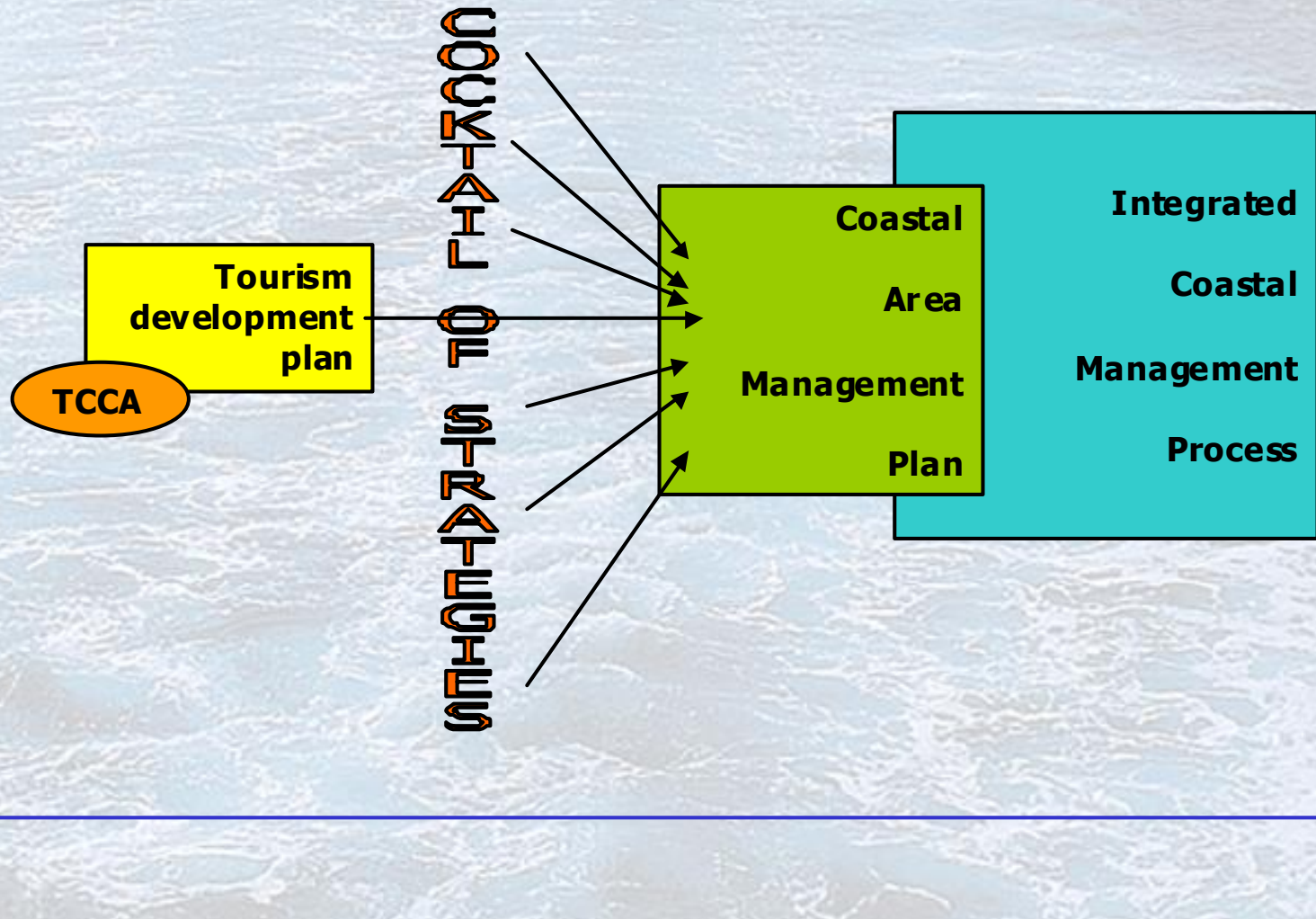
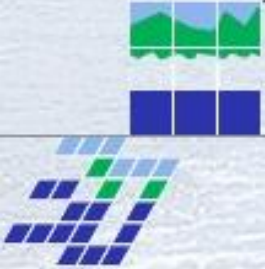
- **UNEP/GPA key principles**
- **rationale for tourism planning**
- **territorial levels**
- **integrated tourism planning** ⇨ **kinds of integration**
- **approaches to integrated tourism planning (WTO, UNESCAP, European Charter, Natura 2000)**
- **ecological footprint**
- **tourism carrying capacity**
- **environmental assessment**

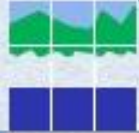
STRUCTURE OF THE MANUAL

4. The ICZM approach for sustainable tourism development

- principles of ICZM
- ICZM process
- benefits of ICZM
- ICZM in practice
- ICZM and tourism
- current challenges for ICZM







STRUCTURE OF THE MANUAL

5. Strategic planning for sustainable tourism development in coastal areas

- **UNEP/WTO 12 Sustainable Tourism aims**
- **ICZM principles**
- **strategic planning approach**
- **stakeholders involvement**

STRUCTURE OF THE MANUAL

6. Expectations, rights and responsibilities

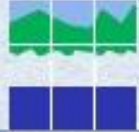
- **governments**
- **business (travel and tourism industry)**
- **research and academic institutions**
- **intergovernmental organisations**
- **conflict management**
- **regional and international co-operation**

STRUCTURE OF THE MANUAL

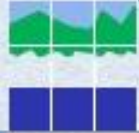
7. The way forward

- main conclusions
- using of the Implementation Guide

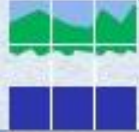
Annex: Implementation Guide



Step 5: The destination's Carrying Capacity Assessment	
General overview	
Brief explanation	<p>After Tourism development has been studied, we have to define its interaction with the destination/system's carrying capacities. In its broadest sense, carrying capacity refers to the ability of a system to support an activity or feature at a given level. In the coastal zone, these systems can vary greatly in both scale and type, and range from small salt marshes to large beach resorts to entire continental coasts.</p> <p>The analysis aims to secure a comprehensive knowledge of the system. The destination is here perceived as a territorial system composed of its capacities: physical, ecological, social, economic and political. The capacities will be calculated not by considering a specific stage of tourism development but in their absolute value as the ability of the destination to regenerate its resources in a renewable way.</p> <p>Analysis is based on the methodology of Tourism Carrying Capacity Assessment.</p>
Objectives	<ul style="list-style-type: none"> • Define the capacities of the destination/system. • Assess the carrying capacities of the system under tourism development pressures.
Expected outputs	<ul style="list-style-type: none"> • Report on the Assessment of Carrying Capacities of the destination/system.
Activities	
What to do	<p>Action 1 - Data Gathering A digital GIS can be organised from existing data sources. In addition, a photographic survey can be conducted, potential development areas must be visited, and data from a wide range of reports and studies has to be acquired and incorporated.</p> <p>Action 2 - Qualitative description of each capacity A general description of the following aspects: environmental, physical, socio-cultural, economical and political. The individual capacities will be expressed through a qualitative analysis.</p> <p>Action 3 - Quantitative description Through a selection of appropriate indicators to describe the system's carrying capacities: <ul style="list-style-type: none"> - Ecological carrying capacity - Physical carrying capacity - Socio-cultural carrying capacity - Economic carrying capacity - Political Carrying capacity This action will consist of defining a set of measurable indicators for each capacity.</p> <p>Action 4 - The definition of thresholds Definition of the acceptable limits of tourism development for each capacity of the system. This process must lead to the identification of minimum and maximum threshold values for each set of indicators linked to its related capacity.</p>



<p>When to do it and for how long</p>	<p>Carrying Capacity Assessment starts together with the tourism Development analysis and incorporates its results. The Carrying Capacity Assessment can last from 3 to 6 months.</p>
<p>How to do it</p>	<p>How should the capacities be described?</p> <p>Each capacity will be described by a set of indicators. The number of indicators can vary for each capacity. The number of indicators also varies from capacity to capacity according to differing variables and availability of data. For more information about Sustainable Tourism Indicators, please refer to the in-depth section of Chapter 5.</p> <p>Each indicator will be characterised by a minimum and maximum acceptable value. The calculation of threshold values for each set of indicators of Action 3 is the most sensitive aspect of the Carrying Capacity Assessment. The calculation of these acceptable limits will be employed also in the following phases of the planning process. These threshold values define the range of sustainability for that specific capacity included in a minimum and maximum value. The most delicate aspect is to define the limits of sustainability for each indicator. These limits are variable in time and in space.</p> <p>How to define a threshold for indicators?</p> <p>1) A minimal threshold</p> <ul style="list-style-type: none"> • Define legal environmental indices as the minimum acceptable value. • Define local parameters for the social thresholds which could arise from a consensus of local interests and, consequentially be strictly dependent on the different territorial aspects. The indicators describing the social capacity must reach a minimally acceptable value. <p>2) A maximal threshold</p> <ul style="list-style-type: none"> • High environmental standards (surpassing legal compliance) indices as the maximal value. • High social and cultural satisfaction (full consensus on the development). • Environmental and social indices compatible with maximal economical capacity (investments) to satisfy those indices. Beyond these values, the destination will not be economically capable of getting these results. <p>To enable indicators in the same figure to tally, the values will be standardised. The minimum and maximum value for each indicator will be represented in the same vertical line (using different weights).</p>
<p>With whom to do it</p>	<p>An interdisciplinary project team.</p>



PILOT PROJECT

Baška Voda near Split (Croatia)



PILOT PROJECT

Analysis

- beach users opinion investigation
- BARE method
- carrying capacity assessment (physical, ecological, social)



PILOT PROJECT

Vision

- environmental quality
- visitor's satisfaction
- brand
- economic sustainability
- local prosperity

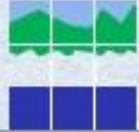


PILOT PROJECT

Best scenario

- number of beach users reduced to the recommended CC (5 m²/person)
- improvement and diversification of the offer on beaches
- economic instruments (eco-tax)
- creation of a specialised agency for beach management
- environmental management principles
- possible extension of beaches (feasibility study, EIA)





PILOT PROJECT

Action plan

OBJECTIVE	ACTIVITY	INDICATORS	COST (Euro)	SOURCE OF FINANCING
Establishment of sustainable beach management in Baška Voda	Establishment of sustainable beach management agency	By early 2009, agency registered (with Baska Voda Municipality)	50,000 (1 year; includes the cost of premises and two employees)	Baska Voda Municipality International tenders
	Introduction of a charging system for the use of beach facilities and resources	- By summer 2010, charging system organised for additional services (toilets, showers, deck chairs, umbrellas, etc.) on the Uranija and Podluka-Ikovac beaches	70,000 (includes infrastructure interventions and computerised beach entry control)	Baska Voda Municipality Agency International tenders
Respecting the limits of the physical carrying capacity	Construction of additional parking areas outside the town centre and increased parking fees	- By end 2010, one parking lot constructed with a capacity of up to 300 cars - By end 2010, system introduced of charging parking fees increased by 50%	400,000	Baska Voda Municipality
	Introduction of "eco-tax" charging system for day visitors	By summer 2009, "eco-tax" charging system in force for day visitors arriving by car	10,000	Baska Voda Municipality
	Preparation of the study on optimum increase of beach surface area	By early 2009, study prepared of optimum beach increase	20,000	Baska Voda Municipality Baska Voda Tourist Office
	Information and strengthening of public awareness	- Number of published brochures, posters and other promotional materials on the introduction of beach management measures - Number of published interviews and articles	20,000	Agency Baska Voda Tourist Office