

SUSTAINABLE TOURISM ACTION PLAN IN THE MEDITERRANEAN COASTAL AREAS

FRANCESCA PIRLONE & ILENIA SPADARO
DICCA Department of Civil, Chemical and Environmental Engineering,
Genoa University, Polytechnic School, Italy.

ABSTRACT

The preservation of the environment, culture and local traditions and the participation of people are the aspects to consider for a sustainable tourism. In this regard, tourist sustainability should involve the environmental, socio-economic and cultural dimensions.

The Mediterranean has always been the ideal framework for a sustainable tourism; the environment and the cultural heritage existent, in particular in coastal areas, is in fact considerable. The beauties of these areas are still today visited by millions of tourists.

Despite the importance of the topic, observing the current regulations, a tool specifically dedicated to the management of the tourism has not been identified. Therefore, an accurate planning is essential to define innovative strategies aim to combine the benefits to the negative impacts of tourism. This paper proposes a Sustainable Tourism Action Plan – STAP – that seeks to combine these two closely linked aspects. In fact, impacts of tourism – alteration of the landscape, resource depletion and air pollution – are incident precisely on touristic destinations.

For example, the thematic tourism (rural, natural,...) is particularly oriented towards the sustainability, and it has positively impact on the major tourist pressures (high number of visitors, seasonal concentrations, use of polluting means of transport,...).

More generally, the above Action Plan is aimed to realize an international strategy adaptable to local situations, to promote sustainable development at the national level and to encourage the creation of networks among different Mediterranean coastal areas. The proposed methodological approach has been applied in Liguria, one of the most visited regions in the Mediterranean.

Keywords: action plan, Mediterranean coastal area, sustainability, tourism.

1 INTRODUCTION

The Mediterranean Sea region develops on 46.000 km of coastline and is formed by 22 countries of three continents – Africa, Asia and Europe – where live about 480 million of people. Approximately, one-third of the Mediterranean population is concentrated along its coastal regions. In the southern region of the Mediterranean – Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, Syria and Tunisia – around 120 million of inhabitants live in a coastal area where environmental pressures are increasing. The pressures are amplified by the tourism, often concentrated in these areas, and by changes of consumption patterns. “Since 1995, tourism has grown by almost 75%” [1] and “projections show that the number of arrivals is expected to continue growing, and could reach 637 million by 2025” [2]. The Mediterranean Region is one of the most popular tourist destinations in the world by virtue of its natural sceneries, cultural heritage and traditions. In fact, the region is characterized by a set of unique, but fragile, biodiversities and landscapes, which form an important natural and cultural heritage from which the local economies and the populations depend. A substantial part of the tourists chooses the Mediterranean basin as it offers numerous advantages compared to other touristic areas: there are different types of thematic tourism forms (rural, naturalistic, hiking tourism...) and nowhere else such an array of culture and history can be found in a relatively small area. In the Mediterranean coastal area the main

challenge is the high pressure of tourism activities, where the unique natural and cultural heritage is suffering from mass tourism.

The tourism constitutes a valuable economic resource for the Mediterranean Countries but, unfortunately, local territories not always take advantage of this great potential. Real economic, environmental and social costs – and also benefits – are not effectively identified. Mass tourism in some cases brings a negative impact on tourist destinations: degraded landscapes, increased waste, exploited water resources and cultural disruption. This phenomenon is evident in the fact that a lot of locally owned shops and business are replaced by chain stores that sell the same items from Barcelonan, to Roma, to Athena. Unfortunately, in addition to the cruise lines – which have the primacy as concentrators of large numbers of tourists in the most visited destinations – often, also single tourists and small groups organize independently their shore trips do not show a sustainable approach in their visits. The hegemony of tour operators allows the promotion of mass tours thus putting pressure on local territories.

Without travel there is no tourism, so the World Travel & Tourism Council (WTTC) analyzes and quantifies the opportunities and the total contribution of tourism – on the economy and, in particular, on GDP and employment – considering also the impact of the travel. The contribution includes impacts: direct (commodities, industries, sources of spending); indirect (Capital investment – new accommodation and new passenger transport equipment; Government collective spending – tourism marketing and promotion, security services, resort area; Supply-chain effects – purchases of domestic goods and services involved directly with tourists) and induced spending of those who are directly or indirectly employed by the sector.

Reliable data are needed to know the real impact of the tourism industry and to help and monitor the policies and the guidelines that govern a future industry development, the investment and the sustainable choices.

Travel and Tourism in the last years have grown at a faster rate than the other significant sectors.

The 2015 Annual Economic Report shows that international tourist arrivals “reach nearly 1.14 billion... Visitors from emerging economies now represent a 46% share of these international arrivals (up from 38% in 2000)... It generated US\$ 7.6 trillion (10% of global GDP) and 277 million jobs (1 in 11 jobs) for the global economy in 2014. Travel & Tourism expansion is forecasted to continue at a stronger rate than last year, with the total contribution to GDP expected to increase by 3.7%” [3]. Thanks to the evolution of the mobility and the improvement of services linked to travel this expansion will also involve new: destinations, investment, opportunities and forms of tourism.

The paper proposes a Sustainable Tourism Action Plan aimed to realize an international strategy to promote sustainable development among Mediterranean coastal areas.

2 SUSTAINABLE TOURISM AND MEDITERRANEAN COASTAL AREA

The sustainable development therefore became “a vital necessity to meet developmental challenges in the Mediterranean” [4] as well as the cooperation and coordination among all the countries on the coastal area that plays a key role in the definition of strategies, tools, and thus for the management of potential touristic development. The cooperation has been researched for many years through different instruments such as: Mediterranean Action Plan (MAP); the Barcelona Convention for the Protection of the Marine Environment and the Coastal Region of the Mediterranean and Protocols; and the Euro-Mediterranean Partnership (EUROMED), re-launched in 2008 as the Union for the Mediterranean (UfM) and Horizon 2020 Initiative (H2020).

To have a sustainable development must also be considered a sustainable tourism that is when tourists can enjoy their holiday and at the same time respect the local culture and environment. In literature, there are many definitions of sustainable tourism; the World Tourism Organization (2004) defines it as “a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them” [5]. But often the tourism sector refers to the concept of responsible tourism, which has the same goal of sustainable tourism, but it is easier to understand. Responsible tourism has been defined at the World Summit on Sustainable Development in Cape Town (2002) as being able to “making better places for people to live in and better places for people to visit”. Governments, researchers, SMEs, hoteliers, local and tourists are the different stakeholders involved in the process to make tourism more sustainable. In particular the declaration defines responsible tourism that:

- “minimizes negative social, economic and environmental impacts.
- Generates greater economic benefits for local people and enhances the well-being of host communities.
- improves working conditions and access to the industry.
- involves local people in decisions that affect their lives and life chance.
- makes positive contributions to the conservation of natural and cultural heritage embracing diversity.
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues.
- provides access for physically challenged people.
- is culturally sensitive, encourages respect between tourists and hosts, and builds local pride and confidence” [6].

The analysis of those definitions shows that the preservation of the environment, culture and local traditions, the participation and active involvement of people are aspects to consider for a sustainable tourism. In this regard tourist sustainability should involve the environmental, socio-economic and cultural dimensions.

The Mediterranean region has always been the ideal framework for a sustainable tourism; in fact the environment and the cultural heritage existent, in particular in coastal areas is considerable and this heritage can be seen as a driving force for sustainable tourism. “The Mediterranean’s cultural heritage is not just limited to its monuments and archaeological remains which show its long history as the «cradle of civilization». It can also be linked to the site’s literary and artistic history, its oratory traditions, social practices, traditional skills, gastronomy, the quality of life which give the destination its unique value” [7].

In this rich context, there are different good practices and international, EU and national documents that can be applied to reduce the negative impacts of tourism and make it more sustainable.

In particular, 2015 was a landmark year for the global community sustainability as well as for the Tourism. In September, the United Nations General Assembly – UNGA - has adopted the document “Transforming our world: the 2030 Agenda for Sustainable Development”; a plan of action for people, planet and prosperity where 17 Sustainable Development

Millennium Goals and 169 targets have been defined. In this document, the tourism has been recognized an important cross-cutting sector to achieve a sustainable development for its capacity to promote new forms of work, products, economic growth and sustainable development of aquatic resources. In particular, tourism is present in different Goals which provides: 8.9 “By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and product”; 12.b “Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products”; and 14.7 “By 2030, increase the economic benefits to small island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism” [8].

Among the industries, tourism is the most vulnerable to climate change, in fact, it is a contributor and a victim of it; droughts, warmer temperatures, rising sea levels, coastal erosion and biodiversity loss are some factors that threaten the industry in the short term. In the longer term, the scarcity of water and resources, for example, may lead to social conflict, which could adversely affect the stability of the tourism sector. In this regard, in December, within the United Nations Framework Convention on Climate Change – UNFCCC – at the Paris climate conference (COP21), 195 countries adopted the first universal climate deal. This Agreement sets out a global action plan to enhancing the implementation of the UNFCCC “Holding the increase in the global average temperature to well below 2°C above pre-industrial levels... recognizing that this would significantly reduce the risks and impacts of climate change [9].

Seen the impact of tourism to climate change, it can and should also be a valuable part of the solution “We must therefore place the fight against climate change at the center of tourism development, along with effective resource management, poverty reduction and inclusive growth” [10]. Regarding the sustainable development of coastal tourism is the Integrated Coastal Zone Management approach – ICZM – that plays an important role in shaping ecosystem management policies, as well as improving and coordinating local activities. The adaptation to climate change “will include both increasing physical protection from rising sea levels and more extreme weather, as well as abandoning of obsolete tourism practices. Protecting and restoring coastal ecosystems will require coordinated multi-disciplinary efforts involving all levels of government, the private sector, and the general public” [11].

Always in December 2015, the United Nations General Assembly – UNGA – has approved the adoption of 2017 as the International Year of Sustainable Tourism for Development. This assumption represents “a unique opportunity to advance the contribution of the tourism sector to the three pillars of sustainability – economic, social and environmental” [12] and to establish tourism as a global and local/urban priority. In this regard the UNWTO indicates the tourism as a fundamental sector to into a sustainable and prosperous future.

In 2015, over one billion international tourists have traveled; so there have been more than a billion opportunities for sustainable development to be seized. In line with this number of tourists the World Tourism Day 2015 (WTD, 10/27/2015) was precisely celebrated around the theme of “One Billion Tourists and One Billion Opportunities”.

3 SUSTAINABLE TOURISM ACTION PLAN – STAP

In the past decade, tourism has been one of the fastest growing economic sectors in the world.

As described in paragraph 1, the tourism industry is developing quickly and it is at the center of international strategies. The tourism sector has been trying in the years to develop

strategies and approaches that lead to a better planning and management of tourism activities in coastal zones.

In this regard, the first Mediterranean Action Plan (MAP, 1975) was adopted as a Regional Seas Programme by United Nations Environment Programme – UNEP. The initial main objective of the MAP has been the Mediterranean control marine pollution, but gradually this focus shifted “to include integrated coastal zone planning and management as the key tool through which solutions are being sought” [13]. The Action Plan for the Protection of the Marine Environment and the Sustainable Development of the Coastal Areas of the Mediterranean (Monaco, 2001) has been designed by the second phase of MAP involving 21 countries bordering the Mediterranean as well as the European Community. The goal of the second MAP is to counter “the challenges of environmental degradation in the sea, coastal areas and inland, and to link sustainable resource management with development to protect the Mediterranean region and contribute to an improved Mediterranean quality of life” [14].

“Promote sustainable tourism in the Mediterranean” was also one of the seven priority fields of action of the Mediterranean Strategy for Sustainable Development – MSSD 2005-2015. In addition, the tourism is one of the specific topics of the renewed Strategy (MSSD 2016-2025) and it is a key strand of Plan Bleu activities, which began to focus on Mediterranean tourism challenges in terms of sustainability starting in 1989. The six overall Objectives of the renewed MSSD 2016-2025 are: “1 Ensuring sustainable development in marine and coastal areas; 2 Promoting resource management, food production and food security through sustainable forms of rural development; 3 Planning and managing sustainable Mediterranean cities; 4 Addressing climate change as a priority issue for the Mediterranean; 5 Transition towards a green and blue economy; 6 Improving governance in support of sustainable development” [4].

Currently a Strategic Planning for Sustainable Tourism Development is proposed in literature by ICZM as a process of identification of objectives and methods to achieve them. In a strategic planning is important that tourism is seen as a resource to be analyzed according to the three dimensions of the sustainability – economic, environmental and social. The process of Strategic Planning for Sustainable Tourism Development in coastal areas proposed by ICZM includes 11 steps: “1. decision to begin the strategic planning process; 2. consensus on the vision statement; 3. initial analysis of the destination; 4. tourism carrying capacity assessment; 5. definition of a baseline scenario; 6. preparation of alternative scenarios for tourism development and definition of the sustainable scenario (SS); 7. preparation and adoption of the strategy for sustainable tourism; 8. formulation of the Strategic Action Plan; 9. implementation of the Strategic Action Plan; 10. monitoring; 11. review” [11].

At the Italian level, the first Strategic Plan for the development of tourism in Italy – Tourism Italy 2020 – is being prepared with the aim of defining the guidelines for the consolidation and the revival of tourism to 2020 through 61 different actions. The lines of intervention should address more precisely: “governance (especially the National Tourism Agency revitalization), improving supply, increase the receptivity, through retraining and supply consolidation, • transport and infrastructure, to be developed in a coherent way with the needs of tourism, • training and skills of workers in the sector, • investment to stimulate activity through incentives and zero bureaucracy” [15].

The introduction on the international logic of sustainability linked to tourism and on the main instruments present in literature is preliminary to the research that is reported here.

The research was developed in the EU context and led to the definition of tools to enhance the role of tourism and to mitigate of its negative main effects. During the UE project, the

instrument Agenda 21 has been analyzed and in particular a possible structuring of a Cross Border Action Plan in the Mediterranean area has been proposed.

Starting from this research, in the paper a new local Sustainable Tourism Action Plan – STAP – is proposed.

The peculiarity is that this Plan should propose a series of actions that lead to a tourism management which is: sustainable and aware, and therefore able to consider the main issues that intersect with the theme of tourism – mobility, transport, waste, water resources, energy,... – or, at least, collect and analyze, in a sustainable vision, the results of analyzes present in individual Plans – Mobility Plan, waste Plan,... In this framework, the Plan transposes the various European directives, policies, agreements and legislative Measures That have an impact on the marine coastal environment such as: EU Marine Strategy Framework Directive, the Waste Directive, Urban Waste Water Treatment Directive, Water and Flood Framework Directive, Habitats and Birds Directives, Bathing Water Directive,... Currently, there are already good partial plans, specific to a particular topic, as evidenced by the good example of the SEAP, the Environmental Action Plan for Energy (EU policy 20- 20- 20).

Thanks to the process of Agenda 21 that could be implemented the overall governance strategy – identified as a key part of the Plan – that Bishop defines as “a mechanism, a path, a method of work, a technical and cultural proposal that lays the foundations to stimulate local activities aimed at achieve and verify the local sustainable development objectives, shared with the local community” [16].

Therefore, Agenda 21 represents a general framework for a sustainable tourism development policy that integrates all the existing tools in a more general sustainable development strategy, going to determine the strengths and weaknesses of the territories considered to identify possible solutions.

“Agenda 21 is a tool that can guide the sustainable development in the tourism sector” [17] and is also ideal to raise awareness and coordinate all possible stakeholders and local authorities towards the sustainable management throughout its territory. In particular, it can contribute positively in those destinations characterized by mass tourism, such as the coastal realities, ensuring an efficient mechanism to reduce the long-term environmental impacts. In this regard the sustainable tourism practices are an effective means of raising awareness among tourists and the local population.

In this regard, “the Local Agenda 21 is therefore a process of governance based on the principles of subsidiarity (because it brings the decision-making level very close to the citizen); knowledge sharing and development objectives; of integration (since the mode is interdisciplinary and non-sectorial) but is also based on the principles of accountability and consistency for all parties involved in the process” [18].

To speak about sustainability in tourism is necessary, in the first place to learn its impacts on the environment and then determine the necessary steps to reduce them by promoting sustainable solutions. The aspects of tourism that generate the main environmental impacts have many constants: high number of visitors, the concentrations in certain places and seasons, the use of private vehicles and polluting vehicles,... These aspects are manifested primarily through increased demand for water and energy resources, the increased production of municipal waste and especially an increase in demand for mobility. The problem is accentuated even more when one reasons on the seasonality of flows that, in some areas, outside of the high season period, significantly reduces their needs.

In this context, the instrument Sustainable Tourism Action Plan – STAP – through which best practices are defined and implemented – contributes operationally to implement the

Agenda 21 strategies and those proposed by the Strategic Planning for Sustainable Tourism Development in coastal areas proposed by ICZM.

The Action Plan is expected to be structured through a general program that considers: objectives, indicators, best practices/actions, actors, duration of action, economic feasibility, sharing with local entities involved. In this program the best practices/specific actions should be described and applied to the local context being studied.

The Plan includes six distinct phases: 1. Background - problems about territorial tourism management; European and national tourism legislation; description of specific goals for the analyzed territory; working groups; forum; 2. diagnostic of the state of the art – status quo and analyzes; data collection; goals evaluation – SWOT analyze; 3. planning part – designing and identification of actions/best practice regarding tourism – particularly in coastal areas; connections with other in force programs; 4. plan application; 5. plan monitoring – through the identification of specific indicators; 6. awareness/participation.

In the background phase it is suggested to create a working group directly responsible of the definition, control and monitoring of the tourism Action Plan. This group could be formed by members from the administration, stakeholders, enterprises, etc. In addition, forums are crucial to the drafting of the Action Plan and to allow participation of citizens and public and private administrative realities that may be involved, from time to time, in the analyzed thematic.

The third part, which related to determining best practices for tourist coastal Mediterranean reality and the related timing, costs and actors involved, has been the most demanding in terms of time. Thanks to this framework can be defined short, medium and long term scenarios and sustainable solutions. The aim is to improve the supply, to reducing environmental impacts and to maintain a high level of tourist satisfaction as well as guarantee them a meaningful experience and improve their awareness on sustainability issues.

Specifically, best practices related to sustainable tourism are: the activities that can be undertaken by visitors in touristic destinations, information and awareness on how to move, the enhancement of cultural and traditional heritage, certification of companies and assessments of the impacts of the interventions. The good practices identified for the Mediterranean coastal areas are: the creation of green-way (new itineraries encouraging tourists to spend their time in a more effective way: tourist routes, cultural, gastronomic, sports,...), alternative tourism facilities (cultural, sports, food and wine,...), the valorization of local heritage (incentives for the recovery, the redevelopment of goods and environmental resources, the preservation of local traditions,...), training courses for operators to maximize the eco-standards of accommodation, networks for alternative touristic facilities (camping sites, cottages,...), assisted bathing, new tools Smartphone apps and printed materials; special agreements with SME to reduce the excessive fragmentation of touristic sector and the lack of innovation and diversification of the offer.

The best practices for sustainable mobility and transport linked to tourism and other for the optimization and management of the use of water, energy and waste – to be sized according to the presence of tourists – will also be provided.

A possible structure of the Sustainable Tourism Action Plan – STAP – is shown in Table 1.

Among the different parts of the proposed Plan, the last phase on the monitoring of the applied Plan is a priority that also emerged at the international level. In the already mentioned MSSD – the Mediterranean Strategy for Sustainable Development 2005–2010, in the Blue Plan which were elaborated a list of indicators to test potential label or charter on sustainable tourism in the region, as well as in the MSSC 2016–2025 (Objective 5 “Transition towards Green and Blue Economy”) the aspect of monitoring is present.

When fully implemented, the actions and sub-actions proposed in the STAP should be transposed by the traditional urban planning tools.

Table 1: An extract of the Sustainable Tourism Action Plan – STAP.

Objectives	Actions	Sub-actions/ Best practices	Stake holders	Time	Costs	Monitoring indicators
Tourism services issues: reduction/ resolution	Improvement of the touristic mobility	General Plan of Urban Traffic (PGTU)	Municipality/ Business activities/ Private users	Social sustainability
		Urban Mobility Plan (PUM)		Economic sustainability
		Mobility Plan of the Historic center		Environmental sustainability
		Bicycle path Plan		Existent
		City port service		Number
		Road pricing		
		Bike sharing		
		Bike Plan	Municipality/ Private Users
		Park and ride/ intermodal	
		Walk pooling	
Cultural and thematic tourism: valorization historical-artistic heritage	Valorization of the local historical-artistic heritage	Responsible tourism: training and information	Municipality/ cultural associations/ Private users
		Cultural heritage: restoration/ renovation	
		Training courses: industry players	
		Brochures and illustrative panels	
		Local culinary and traditions valorization	
Promotion of food and wine products	Presidium “Slow Food”		

4 FIRST APPLICATION OF STAP

The Mediterranean combines the wide offer of natural tourism, mainly due to the characteristics of its coasts, the millennial history that has dialogued, sometimes not without hard contrasts with the varied topography of the area. The coastal areas are therefore destination of intense tourist flows that carry millions of people to discover the natural beauty and cultural heritage.

The need for innovative strategies in the Mediterranean area aimed at combining the benefits of tourism to the impacts generated from it requires an accurate planning.

The methodological approach proposed involves a first application in Liguria, one of the most visited regions in the Mediterranean. Liguria, in the national panorama, is a full region of coastal realities where tourism is simultaneously a source of richness and sometimes a problem to manage.

In this research, the Municipality of Loano has been analyzed as a typical coastal reality of the Mediterranean.

After the SWOT analysis, the phase of definition of the Plan for the case study Loano began. Each objective was associated with actions, sub-actions, stakeholders and time. Some of the most interesting actions were successively analyzed in detail to evaluate the feasibility.

An extract of the Sustainable Tourism Action Plan – STAP – applied to the municipality of Loano is shown in Table 2.

Table 2: An extract of the Sustainable Tourism Action Plan - STAP of Loano.

Objectives	Actions	Sub-actions/ Best practices	Stakeholders
Tourism services issues: reduction/ resolution	Improvement of the touristic mobility	Individuation of a sustainable transport area: near the beach (bike sharing) Realization of underground park: near the station - after displacement of the railway - Realization of interchange parking close to the bike sharing stations Realization of a road with parking lots in place of the railway line - after displacement of the railway - Implementation of a bicycle path (two direction of travel) instead of parking on the promenade	Municipality/Private Users Municipality/Private Users Municipality/Tour operators/Private Users Municipality
Cultural and Valorization thematic of the local tourism: historical-valorization artistic heritage		Daily guided tours in collaboration with the CTG (Youth Tourist Centre - Loano Monte Carmo Section) Realization of brochures and illustrative panels for the main monuments with definition of paths	Municipality/CTG/ Private Users Municipality/ Churches/Private Users
Promotion of food and wine products		Promotion of local culinary traditions: tastings, events, fairs, brochure,... Presidio “Slow Food” (for the nougat with honey, apricot and almond; pasqualina cake,...) typical of Loano	Dining places/Private Users Municipality/Food business activities
Promotion of hiking tourism		Individuation of walking or cycling hinterland routes in collaboration with CAI (Italian Alpine Club) of Loano Section (green way)	Municipality/CAI - Italian Alpine Club/ Private Users

5 CONCLUSIONS

The methodological approach proposed and, in particular the Action Plan – adaptable to local situations – if applied in several coastal areas, allows to realize an Mediterranean strategy able to promote sustainable development at the national level and to encourage the creation of networks among different Mediterranean coastal areas. To achieve this, end is necessary to set new goals, to diversify offers in the territories and, above all, make the tourist from a passive user to aware and informed. In this regard, the integration of ICT in the tourism sector is essential to the success of tourism enterprise. ICT facilitates a person to have access the tourism product information from anywhere at any time.

The final objective is to share a strategy between different European countries, particularly those bordering the Mediterranean that allows planning a joint management of tourist flows, facilitating the distribution between countries, according to the positive experience of ECST - European Charter for sustainable Tourism, toward a real sustainable tourism based on the three aspects of environmental, social and economic sustainability.

ANNEX

F. Pirlone. The author has taken care of the methodological approach for defining new tool for tourism, the Sustainable Tourism Action Plan – STAP, starting with the international literature and from the findings of the own researches done in EU projects.

I. Spadaro. The author has analyzed the documents and instruments for sustainable tourism at international and European level, and particularly in the Mediterranean, and she has carried out a first application of the Sustainable Tourism Action Plan – STAP - in the Ligurian case of Loano.

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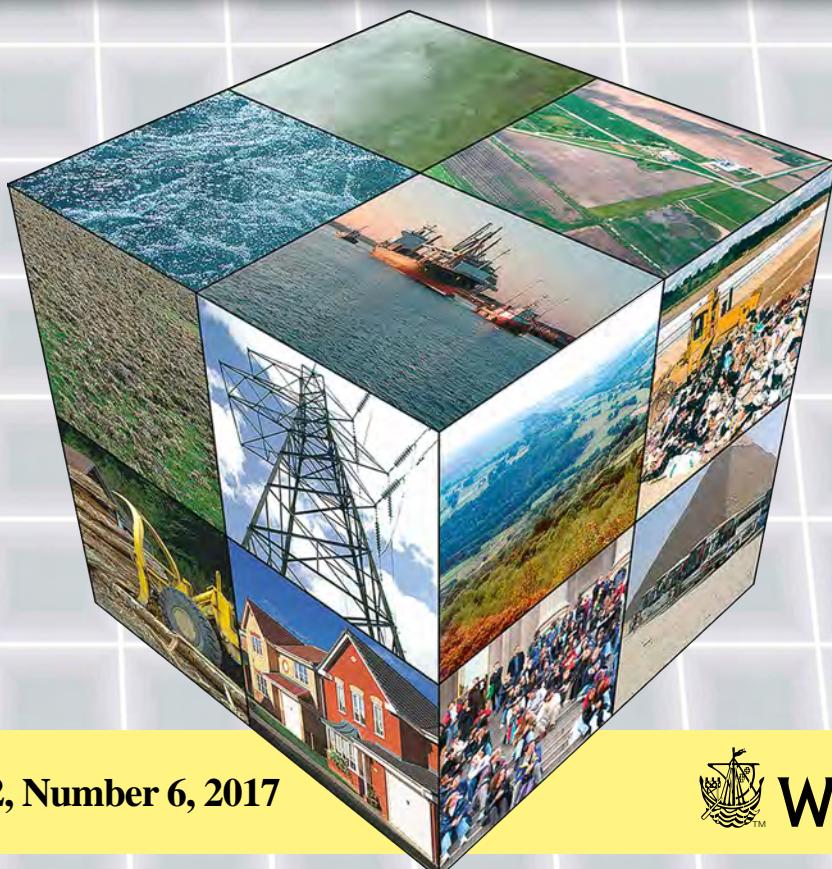
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Encouraging a unified approach to achieve sustainability

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