



Land-Sea
Interreg Europe



LAND-SEA PROJECT

“Sustainability of the Land-sea System for Ecotourism Strategies”

6th PROJECT MEETING AND INTERREGIONAL CONFERENCE

20th – 21st November 2019

Termoli (Italy)

FOLLOW UP PAPER



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Abstract

This document summarises the 6th project meeting and Interregional Conference held in Termoli in Molise Region.

The Conference opened with the institutional welcome from University of Molise, Municipality of Termoli and Molise Region. Besides the general overview of the first phase of the Land-Sea project and the insights of a very good reality present in the Molise territory as example of eco-tourism, the presentation of the Action Plans from the different partners was of central importance. 80 people participated to the event.

During the evening there was a visit to a holiday farm which produces excellent wines. The partner were guided in the process of the different wine production and tasted different products.

In the second day there was the organisation of the end of phase 1 with the refinement of the different Regional Action Plans according to the JS suggestion, the proposal of possible pilot actions if needed to better implement phase 2 as well as other activities that resulted important to be implemented after having developed the first three years of the project. Also the first implementation of the beginning of phase 2 was discussed during the meeting proposing a common methodology for the implementation of monitoring of the realisation of the Action Plans.



Interregional Conference

The Interregional Conference was held at the University of the Study of Molise – Department of Bioscience and Territory; Termoli; Italy the 20th November 2019.

At the event participated 80 people belonging to different stakeholders of different generations from decision makers and enterprises that work in the tourism sector to high schools specialised in tourism and hospitality sector.

The Conference opened with the institutional welcome from University of Molise, Municipality of Termoli and Molise Region. In this opening session the institutions underlined the value of an integrated project with a focus on eco-tourism as the Land-Sea Project. All the institutions are interested in supporting the prosecution of the project and indeed the implementation of the Action Plan for the Molise Region. For the University of Molise Prof. De Bonis President of the Course of Tourism Science and of the Master of Science in Tourism and Cultural Heritage Management opened the conference, in his speech he underlined the importance of making the activities foreseen in Land-Sea project implementation actually practical to give a real engine to the development of tourism in harmony with the environmental protection. Of the same advice was the representative of Termoli municipality On. Remo Di Giandomenico who underlined how is important for the territory an actual promotion and development of the tourism sector considering also the environmental preservation being able to valorise it. The Eng. Pillarella from the Molise Region underlined as the Action Plan of the Molise Region is being developed following the direction for the implementation of the tourism in a sustainable way according to the recent published Regional Strategic Plan for the Tourism Development in the Molise Region.



Interregional Conference at the University of Molise - Termoli

Afterwards the phase 1 of the project was exposed by Caterina Praticò the Project Manager of the Land-Sea project focusing on the most important achievement that Land-Sea project was able to reach in the first three years implementation as the exchange of best practices, staff exchanges, the writing of thematic papers functional to the development of the exchanges as well as more important to the development of the Regional Action Plans. She underlined how these Action Plans for coastal areas provide proper development strategies for the implementation of the tourism-recreational purposes with the environmental objectives imposed at national and EU level. They must not be theoretical but actually practical and effective being related to the true economical feasibility of the Regions interested by their development.

Presentations

Management of natural or restored area by ecotourism: moral suasion or real economic benefit? - Pasquale Contestabile -*Member of expert panel for Basin District Authori*

There are two related, but distinct, economic concepts in ecotourism: the economic value, that represents the maximum amount of money an agent is willing and able to pay for a good or service, and the economic impact, representing a macroeconomic effect on commerce, employment or incomes produced by a decision, event or policy.



The impact of any economic activity can be grouped into three categories: direct, indirect, induced. In the case of ecotourism, taking as an example a marine park, direct impacts are those arising from the initial ecotourism spending, such as money spent at a marine park on lodging and food. Then the marine park authority buys goods and services from other businesses, thereby generating indirect impacts. In addition, the marine park authority provides employment for local and non-local residents. Finally, the marine park authority employees spend part of their wages to buy various goods and services, thereby generating induced impacts. Ecotourism represent a «special case» since its indirect and induced impacts can lead to increased support for the protected areas with which they are associated. This is one reason for which ecotourism has been embraced as a means for enhancing conservation of natural resources. Protected areas, and nature conservation generally, provide many benefits to society, including preservation of biodiversity, maintenance of watersheds, and so on. Unfortunately, many of these benefits are intangible. However, the benefits associated with recreation and tourism in protected areas tend to be tangible. Obstacles is boosting ecotourism impact are associated to: 1) the identification of ecotourism expenditures; 2) the ability to survive in a competitive market; 3) the moral hazard. Ecotourism can be considered as “traveling to relatively undisturbed areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals or existing cultural manifestations found in the areas”. Following such definition, a range of yearly expenditure can be from € 10.8 billion to € 376.4 billion. This high variability derives from what activities have been taken into account, i.e. just low-impact activities, like hiking wetland trails, or energy-intensive activities, as tourist submarines and underwater hotels: both can be considered “ecotourism” from different perspective or “philosophy”. To survive in a competitive market Ecotourism must rely on a moral suasion using ecotourism enthusiasts can try to: 1) persuade government to use its regulatory and administrative powers for the public benefit, 2) convince private entrepreneurs that ecotourism is personally profitable, or 3) coerce individual entrepreneurs and tourists to comply with its principles for philanthropic reasons. Difficult to be realized in the current market. In addition very dangerous could be the moral hazard as contrary to encouraging a greater ethical environmental standard of behaviour, ecotourism may actual provide perverse incentives to increase environmentally harmful activities. In addition to serving as entertainment sites, natural outdoor recreational areas may act as a kind of insurance against the complete loss of wildlife habitat. As long as the “Coastal National Park” is protected, some may reason, the Nation is protected against the risk of the disappearance of the coastal ecosystem.

The solutions to these main problems could be the promotion of “ecotourism economic areas”. Such areas, working as «economic districts» can be primarily natural park, environmental restored areas and areas subject to hydrogeological hazards. As for to the «Industrial Development Areas», for these «Environmental Development Areas» should be grant no competition between ecotourism and traditional forms of tourism. Indeed each



entrepreneur must provide an «eco» certification of his services and a strong environmental monitoring is required to ensure only net positive impacts. The purpose of this proposal is to promote economic revitalization by the introduction of remunerative activities, (e.g. ecotourism, selling or transformation of regional products) giving new opportunities to young people (for instance, who have left marginal areas subjected to hydrological risks) and evaluate the positive environment externalities produced by such eco-tourism activities in state-owned areas.

Regional tourism development strategy together with the eco-tourism development program. Filiz Arifova – *Regional Administration of Varna*

The Regional tourism development strategy will follow the vision and the mission of the National Strategy for Tourism Development 2014-2030, as well as its strategic aim and strategic objectives. The government policy seeks for the balance between the nature conservation, the economic and social activities in the implementation of tourism policy. Socio-cultural impacts arise when tourism brings about changes in value systems and behaviour and thereby threatens indigenous identity. Furthermore, changes often occur in community structure, collective traditional life styles, ceremonies and morality. But tourism can also generate positive impacts as it can serve as a supportive force for peace, foster pride in cultural traditions and help avoid urban relocation by creating local jobs. The economic impacts of tourism has tremendous economic positive outcomes: it is one of the world's most significant sources of economic outcomes and employment. The environmental impacts rely on the quality of the environment, where both natural and man-made, is essential to tourism. Tourism development in Varna region put enormous pressure on the area and led to impacts such as soil erosion, increased pollution, discharges into the sea, natural habitat loss, increased pressure on endangered species and heightened vulnerability to forest fires. On the other hand, tourism has a potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance. Tourism can have very different effects according to the way activities are managed: expecting a positive contribution for the socio, cultural, economic, environmental and political development of the destinations and as such it represents a significant development opportunity for the Varna region. On the other hand, quick tourism development can lead to very damageable impacts on natural resources, consumption patterns, pollution and social systems. The vision of the strategy is to set Varna Region as a preferred destination for sustainable tourism. Specifically, by the development of sustainable tourism, to offer year-round tourism products and services based on our nature, traditions and customs, history and lifestyle. These will be done identifying priority areas where developing: conservation and sustainable use of development resources; achieving economic sustainability



and competitiveness; improving the quality of life and well-being of local communities and their active participation in the forming of sustainable tourism development policy. The measures that need to be taken to achieve these goals are outlined in the development and implementation of a unified system for monitoring tourist flows and their impact on the environment; in the implementation of innovative and environmentally friendly approaches and products that contribute to energy, resource and water efficiency, climate protection and waste management; in the diversification of the offered products and services, creation of regional ecotourism products and thematic routes and formation of ecotourism destinations in Varna region; in the implementation of marketing research and gathering information on target markets and market segments; development and implementation of voluntary schemes to support the conservation of ecotourism development resources; improving information services for users of eco-tourism products and services and undertaking educational activities; public-private partnerships for the construction, maintenance and development of attractions, museums and visitor centers for communication between science, art, as well as national cultural, historical and spiritual heritage; encouragement of activities aimed at educating potential tourists - interpretative and educational programs. On the background of the well-presented practices in the project LAND-SEA, Bulgaria has been developing eco-tourism opportunities in just a few years that will be a tool for revitalizing livelihoods in rural, semi-mountainous and mountainous areas in Varna region and an important mechanism for biodiversity conservation within and outside protected areas.

From defensive to pro-active Coastal Zone Management: Land-Sea Lessons learnt for the Hamburg Action Plan to enhance Sustainable Tourism Strategies. Dr. Heike Markus-Michalczyk - *Expert for the Hamburg Senate Chancellor*

The federal state Hamburg includes the densely settled urban centre, its rural surrounding and the Hamburg Wadden Sea Nationalpark. The Elbe estuary connects the North Sea coast with the city centre. However, channel deepening altered the hydrology and diking reduced tidal wetlands. Climate change and SLR accompanied by extreme events further impact the structure, function and biodiversity of this land sea interface, and the safety of inhabitants and tourists in Hamburg. The Hamburg Climate Plan (2015) focuses on both Climate Protection and Climate Adaptation but Tourism is not an own topic. The Hamburg Tourismus GmbH is developing a sustainable tourism strategy. Recently, increasing tourist numbers require multipurpose infrastructure like the newly opened Harbour boulevard (2019) that protects against flooding, serves as attraction and harmonizes the WFD 2000/60/EC and FD 2006/60/EC. To the contrary, coastal retreat with wetland creation at appropriate locations has proved to be sustainable.



Given this background and lessons learnt from best practice of all project partners, five unifying pro-active factors for the Hamburg Action Plan to enhance Sustainable Tourism Strategies were identified at the Land Sea interface:

- I. climate friendly access
- II. economically feasible stay
- III. socially fair offer and availability of food and accommodation
- IV. locally adapted coastal zone management and tourism strategies
- V. sustainable experience and protection of biological and cultural values

Approach to sustainable tourism in the city of Barcelona – Susanna G. Larios and Ferran Sanchis - *Urban Ecology Agency of Barcelona*

Due to the great impact that tourism causes in a city like Barcelona, the sustainability of this activity constitutes an unavoidable need for the long-term viability of tourism activity.

In an urban environment, where there is no relevant natural heritage, sustainability is manifested in different aspects: social inclusion, cultural recovery, fight against poverty... Sustainability is more than environment.

In Barcelona, functional aspects such as mobility are planned including the tourism factor. In fact, the city has the Tourism Mobility Strategy, which presents the following strategic lines:

- a) Integrate tourism demand in mobility management and planning.
- b) Ensure environmental sustainability.
- c) Achieve greater equity in the distribution of direct and social costs.
- d) Make tourism mobility compatible with daily life.
- e) Respond to the territorial challenges of the destination.

Superbloks model: This urban reorganization model allows us to achieve goals of improving the quality of life, both for residents and visitors. The new urban environment provides a better tourist experience, and makes the impact of its activity less. The main objectives are:

- A) Mobility improvement
- B) Traffic reduction
- C) Improvement of the availability and quality of public space for pedestrians.
- D) Improvement of the urban quality
- E) Environmental impact reduction
- F) Reduction of parking surface for vehicles
- G) Improvement of the life quality
- H) Increase of social cohesion and economic activity



The rural villages in Molise a possible tourism model? The “Piana dei mulini” as a case study. Alessandra Capocéfalo – *Responsible for the communication of “Piana dei mulini”*

The rural village abandoned for decades, has been transformed into a Residence with 13 rooms expertly renovated and furnished in which the classic charm of the wooden and wrought-iron furnishings and the warm notes of the exposed beams plunge the guest into a timeless atmosphere. The “Piana dei mulini” is also a fine restaurant that uses carefully selected local products for contemporary dishes with a typically Italian taste in which a unique territorial identity is recognized. The beautiful landscape of the Biferno Valley, the beauty of the stone architecture, the attention to detail and the care for the guest makes the “Piana dei mulini” an ideal place for small and large events, celebrations and weddings.

The history of this unique place comes from the strong link with the Biferno River, the longest and most important river in the Molise Region, which flows through its stone vaults. A mill rises on the river, where for centuries the voices of water and those of men are chased. Stone after stone, there are other buildings used to process the wool of the transhumant flocks that crossed the nearby tractors, the Pescasseroli – Candela and the Castel di Sangro - Lucera. The practice of transhumance, the economic engine of the region until the mid-1800s, fell into disuse, part of the complex was quickly converted into a hydroelectric power station that supplied energy to the neighboring municipalities of Colle d'Anchise and Baranello until the 1980s. 60, when the plant was decommissioned and the complex abandoned.

In 2000, this bend of the Biferno River was an impenetrable forest and ancient buildings could only be seen in ruins. In just over a year, thanks in part to the commitment of the Municipality of Colle d'Anchise and the Molise Region, with the cleaning of the power canal of the old mill and the reclamation of the banks of the river, this green place has turned into a magnificent park, custodian of rare and valuable species of local flora and fauna. The Park, due to its natural specificities is part of a larger area declared Site of Community Interest (SCI). The walk in the Park begins with a visit to the old mill and the disused hydroelectric plant, protected by the Ministry of Heritage and Cultural Activities. From there, following the canal, with its bridges, locks and gates, guests arrive at a placid loop of the Biferno River from where they can admire all the majesty of a millennia old river. Later, following the embankment, rest the stone arches of the old bridge that connected Campobasso with Bojano, Colle d'Anchise and Baranello. The Park is the main attraction of the Plain of the Mills. There are countless activities that animate it at every time of the year. However, the most followed are those related to outdoor sports activities, from running (sport and competitive), to fishing, to canoeing (even rafting). Our park is so important that we started in 2019 the project "Park of Memory" thanks to which we offer the newlyweds who will join, the opportunity to plant a



tree in our park on their wedding day. The future of “Piana dei mulini” and Molise is in its territory. This is why by 2020, thanks to the collaboration of the Municipality of Colle d'Anchise in the former mill and former central bank, a cereal museum will be set up, in which an old stone mill with a hydraulic wheel and a museum dedicated to the Biferno River hydropower plants. Finally, by the end of 2019, a close agreement with slow Food's Molisian pipelines will bring the farmer and craftsman market to the heart of Molise.

Action Plan for the Molise Region. Federica Roscioni - *University of Molise – member of the Expert panel for Molise Region*

The main objective of the Land-Sea project was to favour more inclusive, effective and efficient processes of regional governance so to increase and to encourage the creation of institutional competences and skills for the development of a sustainable coastal system able to preserve natural habitats and contextually to support the development of regional ecotourism strategies. The Action Plan for Molise Region has implemented its activities in order to favour the achievement of this objective. Molise presents coastal areas of great naturalistic value and is one of the most important sandy coastal ecosystems in the Italian Adriatic Sea for its biodiversity. In this context the implementation of the Action Plan of the Land-sea Project will help to assure the sustainable economic growth of this important naturalistic areas using ecotourism as a positive and enhancing driver. General objectives: 1) develop a sustainable ecotourism strategy; 2) promote an internationalisation of the tourism policy of the Region; 3) enhance the economic growth of the Region through a touristic development based on the naturalistic value of its coast offering a sustainable tourism in wild and protected coastal areas. The Action Plan takes into account key international and european Directives related to Integrated Coastal Zone Management: Birds Directive (2009/147/EC); Habitats Directive (92/43/EEC); Water Framework Directive (2000/60/EC); Marine Strategy framework Directive (2008/56/EC); Flood Risk Management Directive (2007/60/EC).

The Action Plan is not theoretical but effective being related to the true economic feasibility of the Region interested by its development. Specifically, European Regional Development Fund (ERDF) Operational Programme 2014-2020 of Molise. Axis 3.2.1 Axis 5.1.1. Axis 5.3.1. of the Urban strategy of Termoli. The Urban strategy of Termoli 2014-2020 interests the Dolphin Coast in the framework of the National Strategy for the Coastal Areas. The Dolphin Coast includes Termoli municipality, Campomarino municipality, Guglionesi municipality and San Giacomo degli Schiavoni municipality. The Action Plan also relates to the Regional Strategic Plan for the Tourism development of Molise Region. Using the framework of the Land-Sea Interreg Europe project associated with these strategies this Action Plan addresses the following strategic objectives: 1. improve the training and awareness of professionals related



to the ecotourism sector in order to favour the sustainability and competitiveness of the tourism sector; 2. improve the quality and sustainability of the Coastal facilities, particularly developing and implementing ecotourism facilities; 3. adopt an innovative approach to the creation of ecotourism experiences and their promotion; 4. improve the coordination and participation of the agents involved in the planning and management of ecotourism in the Molise coast especially in Natura 2000 sites; 5. preserve and recover the coastal and marine areas paying special attention to resources with ecotourism value in the Natura 2000 sites.

This Action plan consists in five actions that develop different activities. Some brief details of the actions.

ACTION 1 - Identification and planning of training and promotion of ecotourism in the Molise coast.

The tourism sector must be promoted and enhanced, as emerged especially during the staff exchanges of the Land-Sea project. The basis of growth must be the identification and planning of training activities and promotion of ecotourism in Molise tourism sector. With this objective, this Action aims at the widespread diffusion throughout the tourism sector insiders (from SME to professionals and tourism operators) of the knowledge of the eco-tourism and the benefits derived from it. The activities consist in developing of the framework for formation: organization of training and updating courses for tourism operators, economic operators, SMEs and all the beneficiaries belonging to the tourism sector and its industries; scheduling of formation calendars for existing companies; scheduling of formation calendars for start-ups; marketing of these companies in the ecotourism international framework according to Action 2 and Action 3. The players involved are training Institutions; University of Molise; SMEs; professionals; tourism operators; economic operators;

ACTION 2 - Qualification of the tourist offer in the territory of the Termoli Urban Area

Especially regarding the lessons learnt from the staff exchange in Catalonia and from the other interregional visits, Molise Region found gaps on its territory regarding the promotion of the tourism products and services, especially about specific eco-tourism opportunities. This Action promotes and support the realization of innovative tourism products and services for business companies working in the hospitality industry in a broad sense for services and tourism offered in the territory of the Authority of the Urban Area of Termoli.

Publication of call for proposals that incentive the qualification of the tourism offer in the territory of the Termoli Urban Area which includes the coastal area of Molise according to lesson learnt in Ebro Delta, to Action 1 and to the Regional Strategic Plan for the Tourism development of Molise Region. The interventions that can access this funding are therefore all those aimed at promote and support the creation and implementation of innovative tourism products and services for business in the tourist destinations. As an example: "Dynamic



packaging" interventions, online interface used for bookings of tourist packages that allow consumers to create customized packages; "Intervention for accommodation facilities": sustainable restoration, home automation and building automation; "Marketing networking" of products or services from producer directly to the final consumer also through a network of independent distributors; Interventions of "tourism information system" system; Interventions of "customer relationship management"; Interventions for security and information sharing (cloud computing), such as information about e-booking, e-commerce, APPs etc.; Organizational innovations necessary to obtain environmental management certification, social responsibility, of ethical tourism.

The players involved in the development and implementation of this Action are individual companies; micro-enterprises; SMEs; economic operators in associated form by consortia, networks of companies and other groups of legally recognized companies. All the beneficiaries must belong to the tourism sector and its industries.

ACTION 3 - The districting of SMEs in the tourism sector and interconnection to the international eco-tourism market

Creating a networking between the different Molisian SMEs which work in the tourism sector moving them towards ecotourism. Examples that comes from Catalonia and Varna can be used to allocate the different SMEs in the right ecotourism sector in order to fit their needs of development respecting the environment and having the opportunity of entering the international network. Double value: in terms of revenues: more visibility in the foreign market that is more well comfortable with ecotourism; in terms of ecology: ecosystem services will be used to make understand touristic companies as the protection of nature can be important even in terms of sustainability and long term productivity of their touristic companies. This Action will be implemented developing the following activities:

- Selection of the touristic companies
- Formation and recalibration of the market of these companies towards ecotourism best practices
- Creation of an Ecotourism enterprises network of Molise
- Entering of this network in the international market joining for example the www.wildsea.eu following the Catalanian experience.

ACTION 4 - Marketing actions for the integrated use of cultural and natural resources and the promotion of tourist destinations

The tourism sector in Molise really does not represent a productive sector for the Region. Molise Region, according to the stakeholders' needs emerged during the local events held in



the framework of the Land-Sea project, and according to the “Costa dei Delfini Plan” presented by the Urban Authority of Termoli, put in place actions for the Competitive re-positioning of tourist destinations of Molise, especially on the coastal area.

Financing of promotional interventions in the integrated cultural, tourism and marketing offer of the Urban Area of Termoli. The interventions that can access this funding are therefore all those aimed at guaranteeing the increase tourist flow in the Molise territory, not only in the summer season but also trying to overcome the challenge of seasonality and contribute to the competitiveness of the industry. The following activities will be implemented:

- Update of the web site realised by the INTERREG Hericoast on natural and cultural sites of “Dolphin coast”
- Use of “Dolphin coast” brand on the international eco-touristic platform joined with Action 3
- Implementation of tourist packages integrating products and service related to art and culture, nature, eno-gastronomy (food and wine);
- Elaboration of a catalogue of eco-tourism packages following international experiences that will be developed and located in at least two important areas for the conservation of Molise coast. These packages will be implemented both for low and high season and will be promoted at the international level in the eco-tourism international platform e.g., wild-sea.
- Participation with project to awards/grants in the *European Charter for Sustainable Tourism (ECST)* to bring measureable economic, social and environmental benefits from well-managed sustainable tourism, and also to obtain the international recognition according and enhancing Action 3

The players involved are Municipality of Termoli; Municipality of Guglionesi; Municipality of San Giacomo degli Schiavoni; Municipality of Campomarino; Municipality of Petacciato; Municipality of Montenero di Bisaccia; Univerisity of Molise as technical Scientific authority for the elaboration of the projects for adhering to ECST

ACTION 5 - Extension of the seafront and restoration of the coastal Pinewood in Campomarino Lido

Land-sea ecotourism planning and management have to take into account biodiversity key resources. These resources are important in terms of aesthetic value, functional values and not least in terms of economic value (e.g., ecosystem services). Important actions on the coast had been carried out in Molise Region with the implementation of LIFE/NAT/10/000262 Maestrone and other important actions in the “Costa dei Delfini” which acted to make the life actions be



effective on the long term . Actions that has become best practices in the land sea project implementation

This action will be implemented developing the following activities:

- Ecological restoration of beaches and Pinewood with naturalistic engineering techniques.
- Periodical cleaning of the coastal Pinewood and Pine control.
- Creation of areas dedicated to childhood.
- Implementation of the already existing “Percorso Natura” in Campomarino Lido that starts from the seafront and arrives to the temporary ponds passing through the Pinewood, adding more panels and making it be more effective and attractive.
- Implementation of an adventure park implemented with sustainable naturalistic engineering techniques.
- Implementation of a biodiversity museum in the Pinewood built with recycled wood.

This action is also developed according to the necessity evidenced in the Regional Strategic Plan for the Tourism development of Molise Region about the promotion of “percorsi natura” and requalification of natural areas.

The players involved will be the Campomarino municipality and the Molise Region.

Action Plan Regional Administration of Varna – Velina Georgieva – Regional Administration of Varna

This Action Plan is a detailed set of instruction, which has to be followed to solve problems in region Varna for development and promotion of sustainable ecotourism, the conservation, restoration and sustainable management of coastal marine areas.

ACTION 1 PROPOSAL FOR AMENDMENT OF OPERATIONAL PROGRAM "REGIONS IN GROWTH". The proposal will be tabled first for a meeting of the Regional Development Council of Varna Region and then for a meeting of the Regional Development Council of the Northeast Region, as this issue is of strategic importance for the district and the region in terms of economy, transport, preservation and safety of the coastal areas. The priority axes, investment priorities, specific objectives are: construction of coastal and anti-abrasive facilities in the areas, subject to active marine abrasion; maintenance, control and repair of the built-up anti-ground reinforcement and drainage facilities, provision of technological roads and access to them; construction of external water supply networks in accordance with landslide requirements; vertical landscaping to ensure safe runoff of surface waters; cleaning, correction and provision of normal drainage of existing gullies on the territory of the municipality.



ACTION 2 PLANNING AND PROGRAMMING 2021-2027 - In developing strategic and planning documents at district and regional level for the programming period 2021-2027, Regional Governor of Varna will be planned activities related to the management of the coastline including rebuilding activities to provide safety in landslide areas and sustainable eco-tourism development. Specifically:

1. Creation of a site for eco-tourism in Varna region, where all legal and strategic documents, forums held by the regional governor, questions of citizens and inquiries to the Varna regional administration will be uploaded. Timeframe: 01.01.2020-30.03.2020;
2. Preparation and printing of brochures for eco-tourist landmarks, monuments and attractions in Varna region. The brochures will be distributed to the citizens upon their visit to the Varna Regional Administration. Timeframe: 01.01.2020-30.03.2020.
3. Cleaning of Pasha dere area /protected zone/ Pasha dere is an area that covers a pristine 1.5 km long beach located to the south of Varna's Galata District. Pasha dere borders the Rakitnik protected area, and in the south of the beach is the Liman protected area, home to many rare and protected species of plants and animals. Pasha dere is one of the few places on the Bulgarian Black Sea coast that are not yet affected by human activity. Timeframe: 01.05.2020-31.05.2020.
4. Cleaning of Longoza Protected Area around Kamchia Reserve. Longoza Protected Area is the former buffer zone around the Kamchia Reserve. The total space of the area is 230 hectares, 70 of which are forested areas and preserved longozoic forests (riverside forests in the lower reaches of the Black Sea rivers), and 160 hectares are agricultural land. Characteristic of the protected area are the longozoic forests, which are left in alluvial-estuarine delights at the periodic bays of the Kamchia River. The marshy areas along the riverbank and the longozoic forest are considered to be a natural wetland on the Black Sea coast. The relief of the Kamchia Reserve and the protected area is flatly, with slopes only in the northern parts and close to the sea. With the rising of the Kamchia River level, which occurs in the spring season, the usual floods of the longozoic forest become. Various plant and animal species occur in the Longoza protected area. Tourist trips are permitted from the firth of the Kamchia River to the boundaries of the reserve, but tourists must comply with certain requirements. Timeframe: 01.06.2020-31.07.2020.
5. Organizing a tourism forum called Ecotourism - Our Green Future. Citizens and representatives of various state institutions, ministries and universities will be invited because ecotourism builds and fosters ecological culture and respect for the environment. It is important for young people while growing up to be environmentally and socially responsible. Timeframe: 01.06.2020-01.06.2021
6. On Earth Day, 22.04.2020, celebrated by half billion people worldwide, Regional administration Varna is to be launched the following initiative - Our Green Future, 20



trees will be planted together with citizens, which will be our sign that Varna will be a greener and more beautiful city. Timeframe: 22.04.2020

7. Preparation of strategic document - Regional strategy for tourism development. Such regional development will be prepared for the first time. Our colleague Filiz Arifova introduced it in front of you in detail, so it does not need to be repeated. The deadline for implementation of the document is 01.06.2021

ACTION 3 PROPOSAL TO THE NATIONAL TOURISM COUNCIL (NCT) FOR THE CREATION OF NEW STRATEGIC DOCUMENT – A REGIONAL TOURISM DEVELOPMENT STRATEGY

The Regional Governor of Varna District will submit a proposal for the creation of a new strategic document, namely the Regional Tourism Development Strategy at a meeting of the Regional Council for Development of Varna District, after which the decision will be addressed to the Chairman of the National Tourism Council. In the Republic of Bulgaria there are strategic documents concerning the development of tourism at national and municipal level. There is no such strategic document at the regional level, so we believe that kind of document is necessary in order to build on the implementation process. The National Tourism Council is an advisory body to the Minister of Tourism for the implementation of cooperation and coordination in the field of tourism; It makes proposals to the Minister of Tourism for the creation, amendment, addition or repeal of normative acts related to the development of tourism;

ACTION 4 REQUEST TO THE LEADING PARTNER ON THE LAND-SEA PROJECT TO PROVIDE US WITH A SUPPORT LETTER FOR THE ESTABLISHMENT OF "THE EXECUTIVE AGENCY FOR INTEGRATED COASTAL ZONE MANAGEMENT"

The aim is to institutionalize cross-sectoral coordination at each level of governance with a view to fully implementing the principles of integrated coastal zone management on the Black Sea coast. Similar to Catalonia, which want to create a Catalan Nature Agency, we want to set up an Executive Agency for Integrated Coastal Zone Management. This proposal was already made in 2015 and was voted at a meeting of the Regional Development Council of the Northeast Region and forwarded to the Council of Ministers. With no decision yet, the governor continues to lobby for its creation. In this connection will be prepared an official letter from the Regional Governor of Varna Region to the Lead Partner of the LAND-SEA project with requesting for a support letter on behalf of the project for the establishment of an Executive Agency for Integrated Coastal Zone Management.

ACTION 5 PROMOTING COOPERATION AND EXCHANGE OF GOOD PRACTICES BETWEEN ALL OF THE STAKEHOLDERS

The aim is to seek comprehensive, effective and efficient regional governance that is able to preserve natural habitats and contextually support the development of ecotourism through open dialogue. In Action 5, we want to make precisely this contribution at the regional /



district level by creating a stable and effective framework for cooperation between all stakeholders that unites and strengthens the eco-tourism sector. Supporting a network and cluster of businesses and professionals in the field of eco-tourism. Participants in the implementation of the activity will be: the mayors of 12 municipalities in Varna Region, members of the Regional Development Council of Varna Region, members of the Regional Development Council of the Northeast Region. Stakeholders are: regional development agencies; regional structures of the branch organizations of business, representatives of universities and scientific organizations; NGOs. We are extremely impressed by the Regional Association in Hamburg of the Schutzgemeinschaft Deutscher Wald, Landesverband Hamburg. They presented to us "Social commitment and environmental education under one roof". This is a unique multifunctional building - a science center, a restaurant offering regional vegetarian and vegan dishes, seminar and conference rooms, a 3-star 82-room hotel. The rooms have reduced energy supply from the geothermal and biomethane power plants. WÄLDERHAUS is the venue for CO²-free meetings in Hamburg, promoting environmental awareness, discussing sustainability topics. WÄLDERHAUS is a platform that makes resilience more tangible and visible.

The Hamburg Action Plan: Integrating sustainable coastal management into climate planning. Dr. Stephanie Vodriq - *Hamburg Senate Chancellor*

Hamburg as a city of nearly two million inhabitants has to ask the question of how a sustainable coast might look like in an urban context. Unlike rural areas most of the coast is shaped by harbor infrastructure and flood protection. Only at the city's periphery, the shore of the Elbe river has a more natural shape. In the Hamburg Climate Plan of 2015 a sustainable coast is mostly a coast adapted to sea level rise. Flood protection is thus a key principle in Hamburg's approach to coastal zone management.

The presentation at the Termoli partner meeting reflected upon the learning process within Land-Sea. What can Hamburg learn from its partners regarding coastal zone management? For instance, Barcelona as a city of comparable size has a very different approach to its coast. In their climate plan, the seafront is regarded as a source of wellbeing, especially in times of increasing heat waves. This understanding is thus much more open to the recreational values of water bodies. In our emerging action plan we are thus addressing the question in how far we can integrate a broader understanding of sustainable coasts into our climate planning.



Ecotourism in the Ebro Delta 2019-2021 Action Plan. Xavier Cazorla i Clarisó and Guillem Mas – *member of the Expert panel for Catalonia*

The 2019-2021 Action Plan for the Ebro Delta within the framework of the Land-Sea Interreg Europe project is associated with the European Charter for Sustainable Tourism in Protected Areas (ECST) of the Ebro Delta Objective 1. Improve the coordination and participation of the agents involved in the planning and management of ecotourism in the Ebro Delta, especially in the scope of the Natural Park. Objective 2. Preserve and recover the heritage of the delta, paying special attention to resources with ecotourism value. Objective 3. Improve the quality and sustainability of the Ebro Delta's facilities, particularly ecotourism facilities. Objective 4. Adopt an innovative approach to the creation of ecotourism experiences and their promotion. Objective 5. Improve the training and awareness of professionals related to the ecotourism sector in order to favour the sustainability and competitiveness of the tourism sector.

The **STRATEGIC TOPICS** that correspond to the objectives established above are described below with the **ACTIONS** planned for each one of them:

TOPIC 1. Improvement of the coordination and participation of agents.

- 1.1. Improvement of participation in the Ebro Delta Sustainable Tourism Forum
- 1.2. Development of tourism business associations and renewal of companies adhered to the ECST
- 1.3. Organisation of the ENS | Ecotourism, Nature and Sustainability Forum for ecotourism professionals in the Ebro Delta
- 1.4. Promotion of synergies between the ECST and Biosphere Reserve Certificates

TOPIC 2. Preservation and recovery of deltaic heritage

- 2.1. Monitoring of visitors and increased supervision of public activity in El Delta de l'Ebre Natural Park (PNDE)
- 2.2. Planning, protection and recovery of natural enclaves open to the public
- 2.3. Planning of tourist activities along the River Ebro and on the beaches

TOPIC 3. Improvement of the quality and sustainability of the ecotourism facilities of the Ebro Delta

- 3.1 Improvement of accessibility and interpretation for people with special needs
- 3.2 Promotion of the bicycle as a sustainable means of transport
- 3.3 Pilot project to foster the contribution of tourism to conservation



3.4 Optimisation of public facilities in the Natural Park and the Ebro Delta

TOPIC 4. Creation of ecotourism experiences and promotion

4.1 Knowledge of the Ebro Delta's tourism supply and demand

4.2 Development of ecotourism experiences in the Ebro Delta

4.3 Preparation of guidelines for the responsible promotion of El Delta del'Ebre Natural Park

TOPIC 5. Training and awareness for sustainable tourism

5.1 Coordination and execution of a training programme for the tourism sector

5.2 Park expert course and accreditation of PNDE guides

Visit to the Holiday farm “Il Quadrifoglio”

The Quadrifoglio has a long history, handed down from father to son, starting with 60 acres of land on which the dedication and commitment they intended to grow a farm with quality. Passion and work lead to a steady increase over time to the current 268 hectares of land owned by 25 of which dedicated to vineyards, 25 to olive groves and the remaining orchards, vegetables and cereals. The partner were guided in the process of the different wine production and tasted different products of the this farmhouse. Terresacre, a modern structure founded in 2006, is one of the most interesting realities in the wine-making sector of Molise region. It's consecrated to respect of traditions and culture of that ancient land. The careful selection of grapes, the attention paid to every production process, and the environmental awarness, are the key factors of a constant development that in a short time allowed Terresacre to be included in the DOC wine producers, with excellent wines. Some of the wine produced in this soil are particular as for instance the red wine Tintilia that is typical of this region and that is manufactured by selected native vineyards where the cultural practices aimed at achieving the highest quality grapes. It matures in French oak barrels carefully selected to meet the organoleptic characteristics of wine.



Wine production in the holiday farm “il Quadrifoglio”



Organisation of end of phase 1 and beginning of phase 2 of Land-Sea project

During the meeting of 21th November, the status of the project was assessed and the work that must be done was evaluated.

Specifically, regarding the organisation of end of phase 1 the deadline for the presentation of the final draft of the Regional Action Plans was defined. In addition all the suggestion proposed by the JS after having evaluated the first draft of these plans were exposed and discussed in order to make them become effective in the final version of the four Regional Action Plans. Specifically, all the notes reported in the report given by JS after the skype call of mid term review of the 18th november 2019 were analised and discussed in order to accomplish to the JS requests.

Decision about next meetings to be prepared even in the second phase to make the prosecution of the project be more efficient had been taken. Moreover pilot actions were individuuated to be implemented in order to make the second phase become more effective.

Regarding the phase 2, indeed the monitoring phase, the partnership has decided to study a common methodology for reporting the monitoring results for the actualisation of the Action Plans.



Conclusions

The Interregional Conference summarised all the aspects developed during the first operative years of the project and presented the draft of the most important deliverable derived by its implementation: the Regional Action Plans developed by each partner in the Land Sea framework. These Action Plans for coastal areas are able to provide a proper development strategy for the implementation of the tourism-recreational purposes with the environmental objectives imposed at national and EU level. Moreover these Action Plans are not theoretical but actually practical and effective being related to the true economical feasibility of the Regions interested by their development. Indeed the socio-economical aspects was of central importance in this Conference that had the objective of setting the basis of putting in practice what proposed for the Molise Region but also for the different coastal areas interested by the Land-Sea partnership by the Action Plans.

The first economical aspect derived by eco- tourism should be founded in retraining of abandoned and degraded sites along the land-sea; this leads to several positive implications, both for local communities and neighbouring sites. For local communities, who manage sites for conservation purposes, the creation of alternative employment and revenue is a real opportunity. By this way a growing interest for conservation of natural environment and cultural heritage develops in locals, who are primed in exploring parts of their territories; the retrained sites became a pride. For the neighbouring sites the increasing economic revenues are closely related to the ones derived by the retrained sites. Having a controlled territory, which has been previously adapted and secured to accommodate tourist, the flow of visitors could increase. An example should be the fixing of paths leading to beaches that are not used because of their ruin, or the same paths are not well equipped (by signal, services for visitors etc.); guided tours, should be organized by locals for tourists. Walking tours or bike tours need appropriate paths to be performed; the more the paths are in well- conditions and attractive the more eco-tourism increase reaching a larger number of visitors.

Another important economical aspect should be founded in the utilization of the coastal area without being influenced by the seasons, providing alternative way of living the winter season in the coastal zone. For instance, possible strategies could be the restoration of existing promenades, equipping beaches with minimal services and offering relaxing and attractive activities to visitors. The satisfaction of the tourists should be considered as an important driver for the economic development derived by eco-tourism. In their frenetic lives, an attention to the natural environment would be appreciate, but often this possibility likes really far. By creating new perspectives for tourists, new ways of living their own territory, the development of the same would be assured.



In conclusion, the ecotourism has impacts in three domains which are social, economic and environmental sectors. Nowadays this trend is becoming a necessity. In point of fact, tourists are looking for new ways to discover territories. Therefore, ecotourism is the key to meet their expectations as well as a sustainable development related to the vision of a better future. Also small initiatives can have big impacts in the land-sea development. For those, it is not a matter of funds rather a matter of motivation. Therefore, such actions should be encouraged to attract more and better tourists, leading these ones towards a more desirable type of tourism: the ecotourism.

This is practically what was considered during these days within the Conference and other activities where the stakeholders and the political actors participated and exchanged actively information with the partnership of the project.