

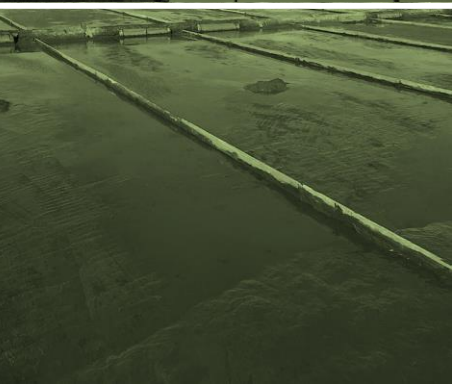
DEVELOPMENT OF A SUSTAINABLE TOURISM MODEL FOR AVEIRO COASTAL REGION (PORTUGAL)



PRESENTATION STRUCTURE

2 | 16

- [1] THEMATIC FRAMEWORK
- [2] TOURISM PLANNING PARADIGMS
- [3] RIA DE AVEIRO REGION (PORTUGAL)
- [4] SUSTAINABLE TOURISM STRATEGY
- [5] FINALS CONSIDERATIONS
- [6] CHALLENGES FOR THE FUTURE



THEMATIC FRAMEWORK

COASTAL AREAS

- **COMPLEX AND DYNAMIC**
- **VULNERABLE ENVIRONMENTS**
- **DIVERSIFIED ENVIRONMENTS**
 - ATTRACTIVE **NATURAL RESOURCES** WITH STRONG ECONOMIC POTENTIAL
 - POTENTIAL AREA FOR **RECREATION AND LEISURE**
 - **ECONOMIC GROWTH,** EMPLOYMENT, INVESTMENT AND LIFE QUALITY IMPROVEMENT

COASTAL TOURISM

- **INTERFACE BETWEEN LAND AND SEA RESOURCES**
- **IMPORTANT ECONOMIC ACTIVITY** [WITH THE BIGGEST GROWTH]

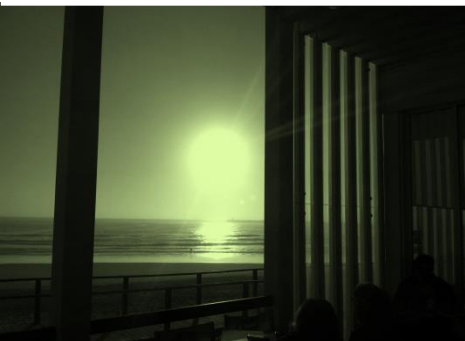
BUT IT CONTRIBUTES

(CNADS, 2001)



- **STRONG URBAN GROWTH AND LACK OF LAND-USE PLANNING**
- **STRONG ENVIRONMENTAL AND SOCIOCULTURAL PROBLEMS**
- **LOST OF TOURIST QUALITY**

BALANCE AND SUSTAINABILITY



COASTAL TOURISM PLANNING PARADIGMS

4 | 16



Costa (1996)

Implementation of a network system for tourism sector



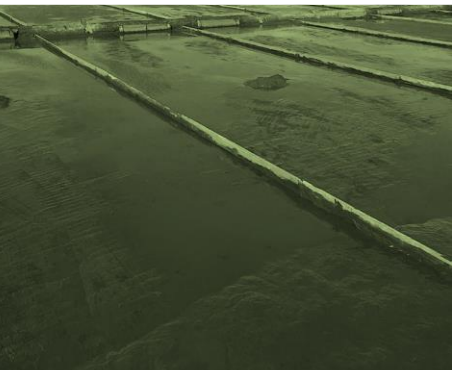
Amdam (2000)

Development process as a learning spiral



Carr et. al. (2008)

Destination Management and Planning Processes – The Cycles and the Mental and Organizational Structures



UNEP (2009)

Sustainable Coastal Tourism: An integrated planning and management approach

COASTAL TOURISM PLANNING PARADIGMS

Costa (1996)



Network Systems in Tourism Sector

1

Abandon of rational principles that support the previous planning practices

2

Need to break the gap between planning and private sector organizations

3

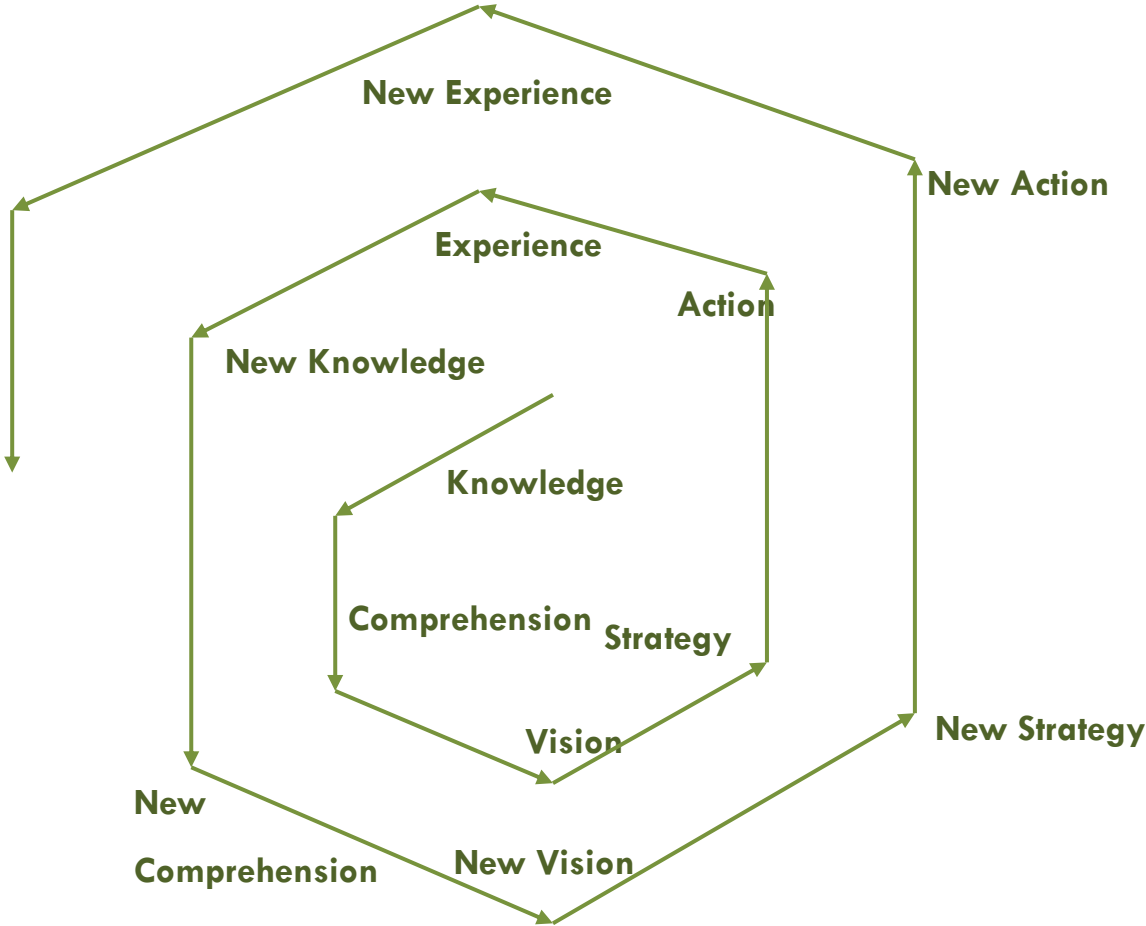
Changes in processes and planning policies – more pragmatic, participatory, informed, strategic and adjusted to the new global world view

4

Need to develop design strategies and implementation planning together

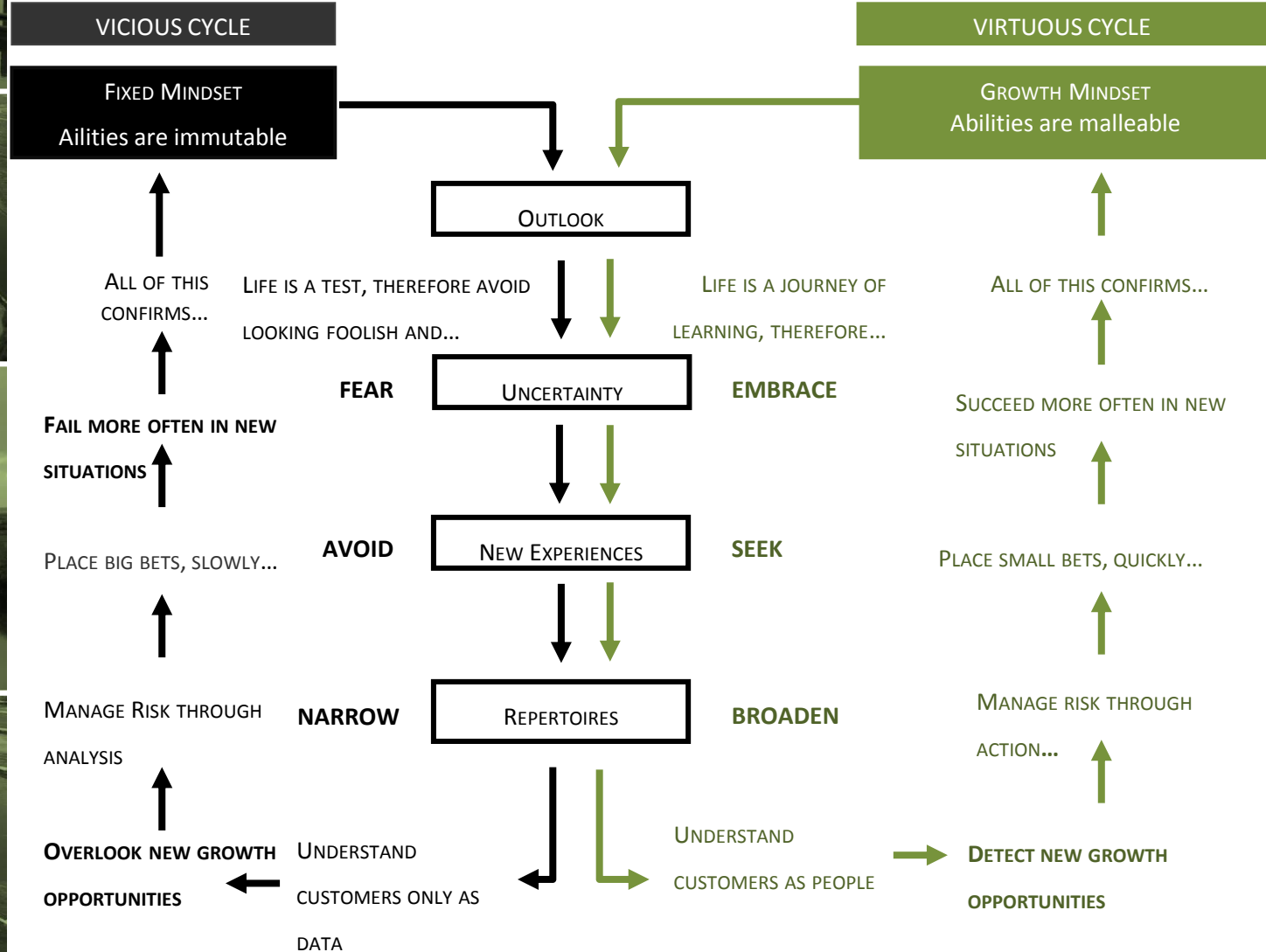
COASTAL TOURISM PLANNING PARADIGMS

Amdam (2000)



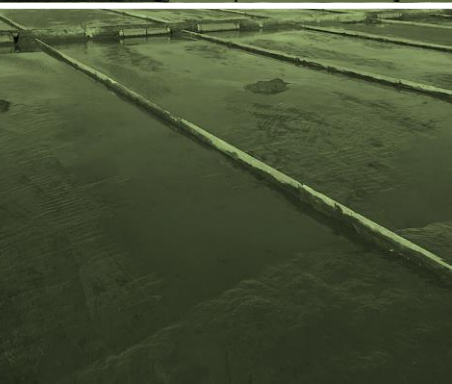
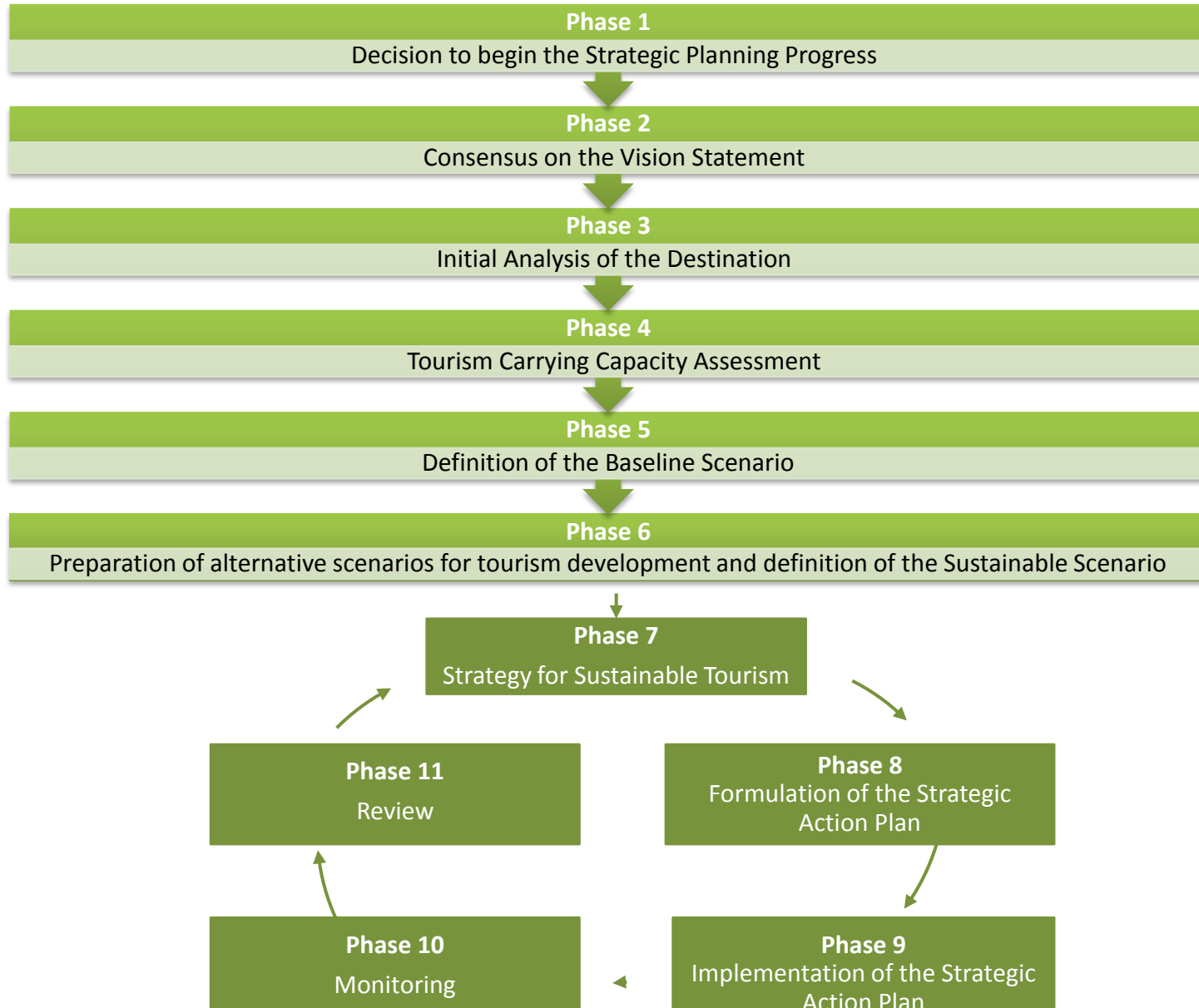
COASTAL TOURISM PLANNING PARADIGMS

Carr et. al. (2008)



COASTAL TOURISM PLANNING PARADIGMS

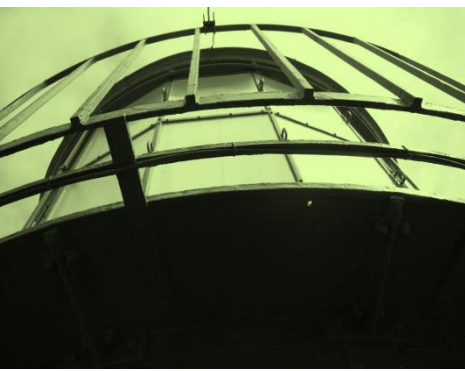
UNEP (2009)



RIA DE AVEIRO REGION



THE REGIONAL AND TOURISM



POTENTIAL OF THE AREA

- QUANTITY, QUALITY AND DIVERSITY OF NATURAL AND CULTURAL RESOURCES
- SYSTEMATIC AND STRATEGIC KNOWLEDGE AND AT MUNICIPAL, REGIONAL AND NATIONAL LEVELS
- DEMAND DYNAMICS
- BUSINESS DYNAMICS (OFFER)
- IMAGE & MARKETING
 - TO RAISE CURIOSITY TO VISIT

WHAT IS NECESSARY TO DEVELOP?

- NETWORKS
 - ACTIVITIES AND EVENTS
 - PARTNERS
 - PATHS
 - ACCOMMODATION
- PROJECT
 - ATTRACTIVE AND;
 - DISTINCT
- PARTNERS INVOLVEMENT [PUBLIC E PRIVATE]
- ACTIVITIES REGULATION AND MONITORING



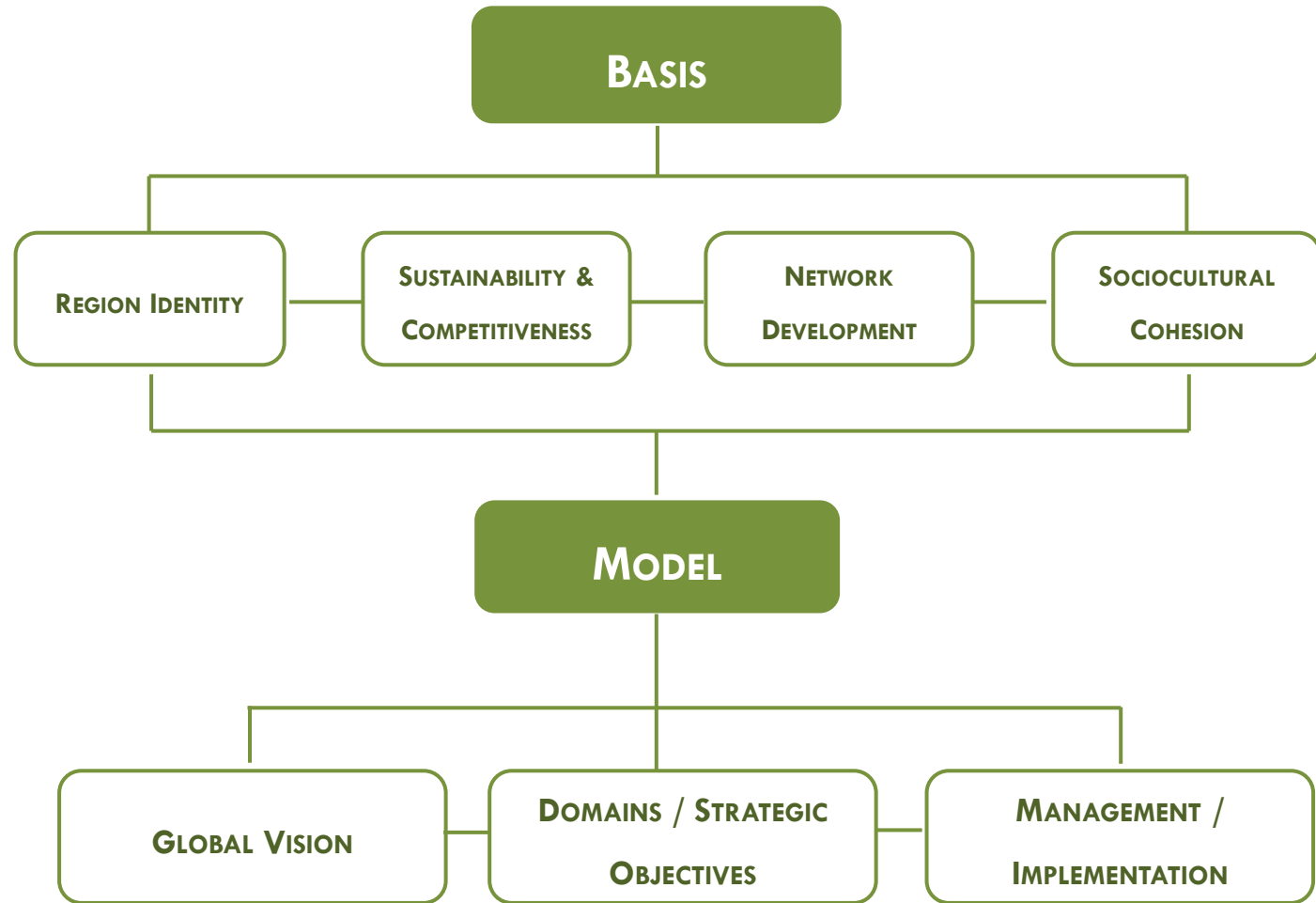
ACTION PLAN FOR TOURISM DEVELOPMENT



SUSTAINABLE TOURISM STRATEGY

[RIA DE AVEIRO REGION]

[BASIS AND MODEL]





SUSTAINABLE TOURISM STRATEGY

[RIA DE AVEIRO REGION]

GLOBAL VISION (STRATEGIC)

THE REGION OF RIA DE AVEIRO AS AN AREA OF RECOGNIZED TOURISM INTEREST, UNIQUE, SUSTAINABLE AND COMPETITIVE, BASED ON THE HARMONIOUS BALANCE BETWEEN THE BIOPHYSICAL SYSTEM AND HERITAGE VALUES AND SOCIAL AND ECONOMIC SYSTEMS, THAT SHOULD BE ABLE TO ENSURE COMPETITIVE DISTINCTION CAPACITY NATIONALLY AND INTERNATIONALLY.

DOMAINS		STRATEGIC OBJECTIVES
1	RESOURCES AND REGION	<ul style="list-style-type: none">• TO IDENTIFY, TO DESCRIBE AND TO GEO-REFERENCE ALL THE RESOURCES• TO RESPECT THE BIOPHYSICAL SYSTEM OF THE AREA
2	STAKEHOLDERS MOBILISING	<ul style="list-style-type: none">• TO IDENTIFY AND TO SELECT STRATEGIC PARTNERS• TO ESTABLISH PARTNERSHIPS
3	POLICIES AND MANAGEMENT	<ul style="list-style-type: none">• TO CONFIRM LEADERSHIP CAPACITY• TO PROVIDE SOURCES OF PUBLIC AND PRIVATE INVESTMENTS
4	ACTIONS	<ul style="list-style-type: none">• TO OBSERVE AND TO ANALYSE MODELS AND CASE STUDIES• TO STIMULATE LOCAL ECONOMIC BASIS COMPETITIVENESS THROUGH DISTINCTION
5	PROJECTS	<ul style="list-style-type: none">• TO SHOW CAPACITY OF ACCOMPLISHMENT• TO DEVELOP IMAGE & BRAND, MARKETING AND DISSEMINATION



SUSTAINABLE TOURISM STRATEGY

[RIA DE AVEIRO REGION]

MANAGEMENT / IMPLEMENTATION

PHASES

MOMENTS

PHASE 1_ **OPERATIONAL STRUCTURE**

PHASE 2_ **DECISION**

PHASE 3_ **VISION**

PHASE 4_ **ANALYSIS**

PHASE 5_ **SCENERIES**

PHASE 6_ **ACTION PLAN DEVELOPMENT**

PHASE 7_ **PROGRAMING, EXECUTION AND FINANCING**

PHASE 8_ **COMMITMENT/ CONTRACTING**

PHASE 9_ **ACTION PLAN IMPLEMENTATION**

PHASE 10_ **MONITORING AND REVISION**

INVOLVEMENT AND DECISION

DISTINCTION

ATTRACTION / ESTABLISHMENT OF PARTNERSHIPS

INFORMATION / COMMUNICATION

ACTION

PROMOTION

ATTRACTING VISITORS

SUSTAINABLE TOURISM STRATEGY

[RIA DE AVEIRO REGION]

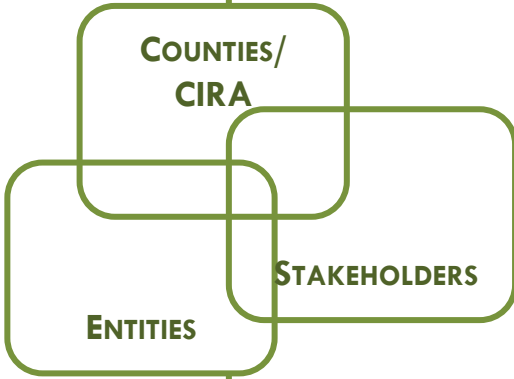
MANAGEMENT / IMPLEMENTATION



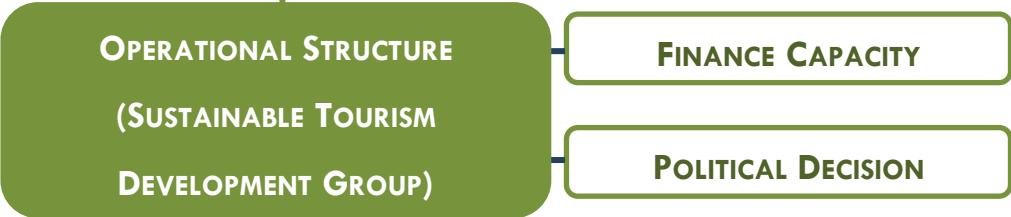
IT DEPENDS →



IT INVOLVES →



IT DEMANDS →



IT SHOULD DEFINE →





FINDINGS /
KNOWN REALITY

BEWILDERING FACTS

[MUCH TALK AND LITTLE ACTION]

CHALLENGE

TOURISM AS A POTENTIAL ENGINE OF
DEVELOPMENT IN THE REGION

DIVERSITY AND QUALITY OF **NATURAL RESOURCES**
INSTITUTIONAL AND BUSINESS **DYNAMICS** EXISTENCE

WHY SO LITTLE HAVE HAPPENED IN THE RIA
SURROUNDING?

THE NEED FOR DOING **DIFFERENT** AND TO THINK
OUT OF THE BOX , GOING BEYOND THE
TRADITIONAL INSTITUTIONAL INERTIA

DEFINITION AND IMPLEMENTATION OF A STRATEGIC MODEL FOR SUSTAINABLE **TOURISM**
DEVELOPMENT OF RIA DE AVEIRO REGION



Thank you for your attention!