



Minimizing the hidden costs of tourism in MED islands.

***Waste prevention actions
and circular economy perspectives***

Regional Perspectives: Crete

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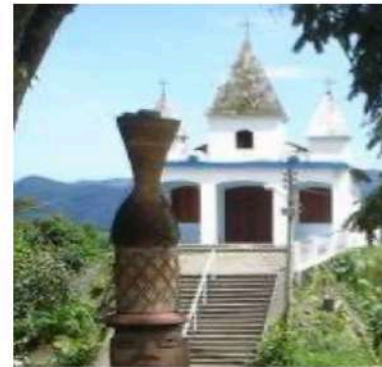
Tourism Sector | Sustainability



**Sustainability
Management**



**Social &
Economic**



Cultural



Environmental

“Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments.

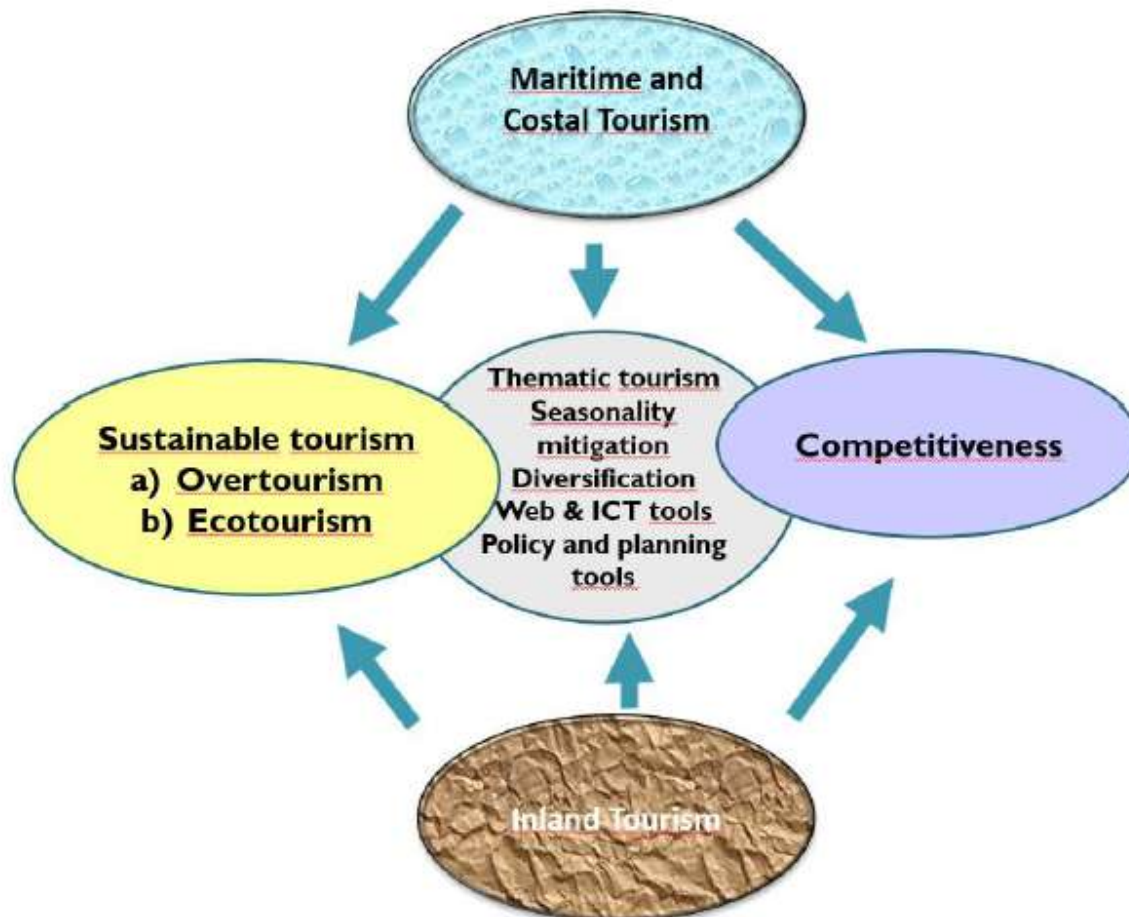
Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability”

UNEP 2009



ΠΕΡΙΦΕΡΕΙΑ ΚΡΗΤΗΣ
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Coastal & Maritime Tourism at the Mediterranean



➤ *Tourism trends in MED area:*

- Tourism → world's third-largest export category
- the number of **international arrivals** in 2017 was at over **1,32 billion**, which is a 7% increase compared to 2016
- the total tourism-related **receipts** amounted at **1,19 billion EUR**, which is a 5% increase over 2016

Source: PANORAMED Interreg MED



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Tourism and Crete

Largest and most populous Greek islands

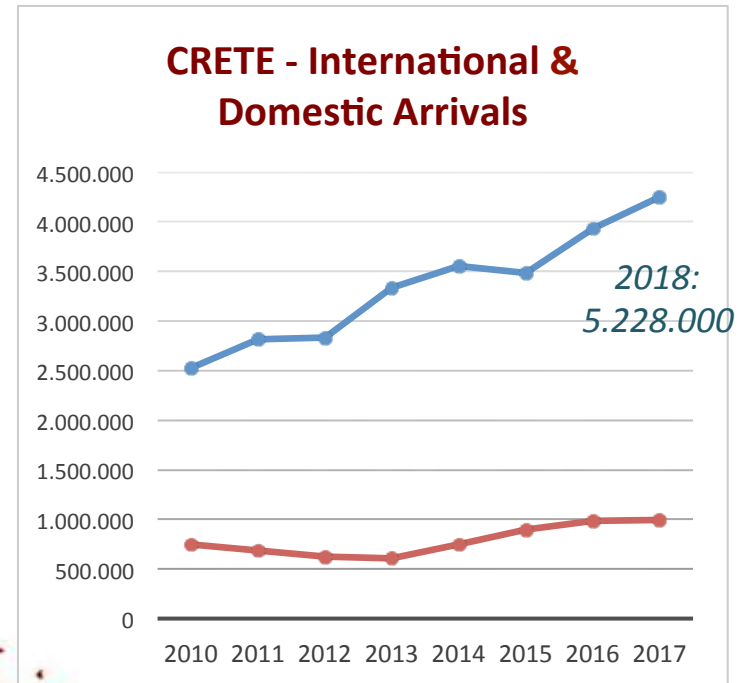
Area: 8.332 Km²

3 International Airports

Fifth-largest island in the Mediterranean

Population: 621.340inh

6 Main Ports

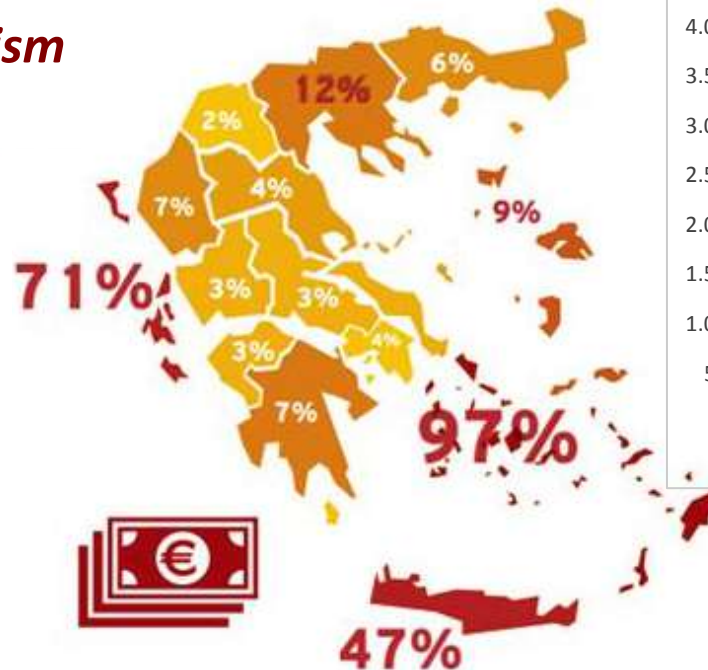


Contribution of Tourism to Regional GDP

South Aegean: 97%

Ionian: 71%

Crete: 47%



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Our Regional Activities_1



3 Pilot coastal areas (Cretan Beaches)



We targeted the same problem:

➤ A Great burden of the Mediterranean Sea which is the **world's leading tourist region**, mostly by the annual massive tourist wave largely concentrated within a short period, **especially for waste management & marine litter.**

This is particularly crucial for sea-locked areas, such as islands.

CRETE, like other MED islands, host a far greater population than their own population during the high tourist season

An extended Tourism Campaign



On site Pilot Activities



MoU with Local stakeholders and Hoteliers



- **Circular Economy**
- **Integrated Coastal Zone Management**
- **Life Cycle Assessment**
- **Sustainable Tourism**

Our Regional Activities_2

CAPonLITTER
Interreg Europe



- CAPonLITTER aims at improving policies and practices that can help in preventing marine litter that results from coastal tourism and recreational activities.
- The project will focus on key fractions of waste, such as plastic food and drink containers originating from beach facilities and recreational events.
- Through an interregional process of exchange of experiences and mutual learning, partners will explore ways to improve their regional policies and promote the implementation of best practices, with the active participation of key stakeholders.

Circular Economy at the MED islands:

A new challenge in respect to:
UN SDGs and EU GREEN DEAL



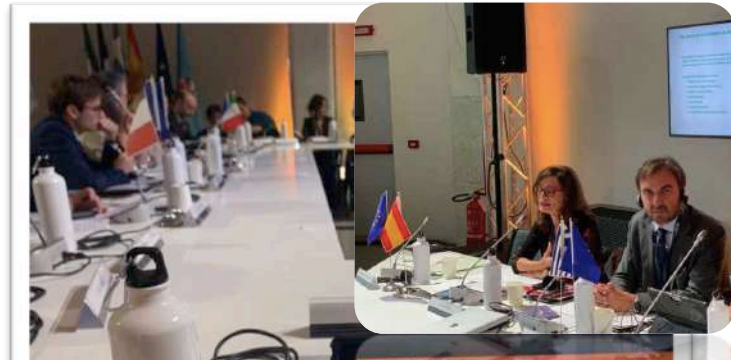
- a) Complementarities with Other Projects and Initiatives in MED Area
- b) The capitalization of the results for: further activities for ICZM, MSP and Circular Economy
EU strategy for plastics, and in terms of Blue Circular Economy
- c) Getting engaged as an insular consortium in new proposals and funded schemes for a ::

COASTAL MED VALUE CHAIN



ΠΕΡΙΦΕΡΕΙΑ ΚΡΗΤΗΣ
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Interregional Cooperations



**MED Task Force
for Sustainable Tourism
Rome**



**SEARICA Meeting
MSP Blue Economy
Brussels**



**BLUEISLANDS
SEARICA Conference
Brussels**

REGION OF CRETE as a:	BLUE GROWTH	GREEN GROWTH	SOCIAL & CREATIVE	EFFICIENT BUILDINGS	SUSTAINABLE TOURISM	BIODIVERSITY PROTECTION	GOVERNANCE
FULL PARTNER (9)	MISTRAL, BLUEFASMA		MD.NET ODEON	SHERPA	BLUEISLANDS, DESTIMED+ INCIRCLE		PANORAMED
ASSOCIATED PARTNER (5)	INNOBLUEGROWTH ,BLUECROWFUND				EMBLEMATIC CO-EVOLVE	PANACEA	
END USER – STAKEHOLDER (1)		CRASPINNO					

CRETE's Involvement in MED Projects

In Accordance with: Principles for Sustainable Tourism Planning



Source:



UNEP: UN Environmental Programme
UNWTO: UN World Tourism Organization



A New Reality for Tourism

FACTS:

- ❑ The outbreak of Coronavirus COVID-19 presents the tourism sector with a major and evolving challenge.
- ❑ A solid, powerful solidarity among countries and governments is crucial now for tourism to be included as a priority in future recovery efforts.

MANY QUESTIONS and UNCERTAINTIES:

- ❑ Tourism Recovery
- ❑ Tourism and Sustainability
- ❑ A new Approach to Sustainable Development ?



A New Situation for Tourism Sector in Crete

- It is a fact that tourism is affected as much as any other industry.
- Government and businesses are looking for the “optimum choice” for the tourist season.
- The tourist season, according to the scenario of the Greek Ministry, is estimated to be three months, ie from July to September. In the EU, a consultation is being held in order to test every European citizen who wants to travel, with a **COVID detection test** and a **health certification**. That will give us more safety and flexibility in our decisions.

◆ **Two scenarios: 1) a short season from July with conditionalities, 2) no tourism season at all . Preferable scenario: The 1st one.**

- For sure, **public health and citizens safety**, is in the front place in all EU Countries
- People working in hotels and the tourism industry in general **must be trained in the health protocols** that must be followed so that the hospitality of tourists is safe for customers and of course the staff. **A health protocol must be defined** as well as the conditions for welcoming tourists.
- **Regional Initiatives beyond protecting the public health and health supporting system:**
 1. Digitalizing tourism services for the near future,
 2. Enhancing local SMEs and stressing joint efforts for relevant EU and National Funds
 3. Encouraging tourism businesses to review their plans and rearrange services
 4. Reviewing Regional Strategy for Tourism in accordance to EU and National Guidelines

A sudden, unexpected Parameter, when looking for Sustainable Destinations...



COVID 19 has no respect for political, geographical, or religious boundaries. It has made it obvious what a globalized society and economy we live in, and how interdependent we are. **It is the time to review our short and long term strategies and policies towards a new perspective of sustainability and climate change-related challenges, on a local, National, European, but also Global Scale.**