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SHIFT

Deliverable:

**4.3: Visitor Management and Sustainable Marketing Study for
Protected Areas**

Responsible Partner: Prefecture of Dodecanese

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1. Short Description of the SHIFT Project

Coastal over-development, a lack of integrated planning and intensive, seasonal tourism are factors severely stressing the Mediterranean areas. Decades of a continued tourist pressure over a fragile and frail environment has jeopardized its future. If no new measures are carried out to preserve such areas, its economic, natural, cultural and social heritage is threatened. Therefore, European regions from four Mediterranean countries are working together to avoid these uncertainties.

The SHIFT Project, co-financed by the European Commission's Med Programme, will develop new strategies aiming at fostering sustainable development in the Mediterranean Basin.

The final objective of SHIFT is to set up an Integrated Quality Management (IQM) model through strategies that foster sustainable development in fragile Mediterranean coastal and island areas, thus preserving them from environmental abuses. It aims to do so by redistributing tourism pressure over an extended season and toward different market segments drawn from local cultural and natural diversity. The sustainability of tourism is an ethical requirement and factor of competitiveness in the Mediterranean to preserve its vulnerable economic, natural, cultural and social heritage. Not only do environmental abuses impoverish the island and coastal heritage, but as today's tourists are increasingly demanding, the quality, diversity and specific environmental and cultural attributes of tourism supply constitute a key factor of its competitiveness.

Based on a "total quality" approach, which embraces technical, strategic and commercial criteria, with all stakeholders working together, and which holds the key to the competitiveness of these destinations, new employment and economic growth will be supported. SHIFT Project is engaged in fostering more environmental-friendly types of tourism by exploiting the natural and cultural assets of each territory.

The Lead Partner of the Project is Naples Chamber of Commerce (Italy). The other members of the Project's consortium are: Region of East Macedonia & Thrace, Chamber of Commerce of Valencia, Prefecture of Dodecanese, Business Confederation of the Province of Alicante, Andalusian Council of Chambers of Commerce, Industry and Shipping, Foundation of the Valencian Community-European Region, Chamber of Commerce & Industry of Marseille Provence.

2. Introduction

The present deliverable is been elaborated within the framework of the 4th Component “Transnational transferable pilot initiatives for promotion of the natural/cultural areas” of the Project “SHIFT-Sustainable Tourism in Fragile Territories”.

The overall objective of the present deliverable is to identify sustainable market opportunities and integrated management models for protected coastal/marine areas, especially Natura 2000 sites, Special Protection Zones and Marine Protected Areas, and to exchange experience on the practical application of frameworks for managing visitor flows in such areas.

Ecotourism and protected area visitation have resulted in ecological impacts, which some protected areas managers have addressed by employing visitor impact management frameworks. Visitor impact problems require management attention for the following reasons:

- (1) Impacts may compromise protected area resource protection mandates
- (2) Many impacts occur rapidly at initial or low levels of use
- (3) Some impacts are cumulative, increasingly degrading resources over time
- (4) Impacts may lead to other undesirable consequences such as diminished visitation, economic benefits or resource protection incentives

There are **four strategic approaches**, which can be used to reduce the negative impacts of visitors on protected areas:

1. Managing the supply of tourism or visitor opportunities, for example by increasing the available space or the available time to accommodate more use
2. Managing the demand for visitation, for example through restrictions of length of stay, the total numbers or type of use
3. Managing the resource capabilities to handle use, for example through hardening the site or specific locations or through developing facilities
4. Managing the impact of use, for example reducing the negative impact of use by modifying the type of use or dispersing or concentrating use

3. Protected Areas in Shift

3.1 Definitions of Protected Areas

A Protected Area, according to the definition of the International Union of Conservation of Nature is "A clearly defined geographical space, recognised, dedicated and managed, through legal or other effective means, to achieve the long-term conservation of nature with associated ecosystem services and cultural values."

Protected areas are locations which receive protection because of their environmental, cultural or similar value. A large number of kinds of protected area exist, which vary by level of protection and by the enabling laws of each country or rules of international organization. Examples include parks, reserves and wildlife sanctuaries. The term protected area includes Marine Protected Areas, which refers to protected areas whose boundaries include some area of ocean. There are over 147,000 protected areas in the world with more added daily, representing a total area of 19,300,000 km² (7,500,000 sq mi), or over 13 percent of the world's land surface area.

3.1.1 Typologies of Protected Areas

International Union for Conservation of Nature

Through its World Commission on Protected Areas (WCPA), IUCN have developed seven Protected Area Management Categories that define protected areas according to their management objectives and are internationally recognised by various national governments and the United Nations. The categories provide international standards for comparing the protected areas in different countries and encourage the planning of protected areas under management aims. The categories are:

- Strict Nature Reserve
- Wilderness Area
- National Park
- Natural Monument of Feature
- Habitat/Species Management Area
- Protected Landscape/ Seascape
- Protected area with sustainable use of natural resources

Natura 2000

According to **Natura 2000**, the ecological network of protected areas, which include habitats in the territory of the European Union Protected Areas are divided in two categories:

- Special Protection Areas (SPAs), established for birds by the Birds Directive
- Special Areas of Conservation (SACs), designated for other species and for habitats, by the Habitats Directive

Together, SPAs and SACs make up the Natura 2000 network of protected areas.

Each EU Member State must compile a list of the best wildlife areas containing the habitats and species listed in the Habitats Directive and the Birds Directive. This list must then be submitted to the European Commission, after which an evaluation and selection process on European level will take place in order to become a Natura 2000 site.

3.2 Description of Sites

Partner: Prefecture of Dodecanese		
Site and denomination	Brief description of characteristics	Comments – tourism potential, limits, accessibility
Profitis Ilias-Epta Piges-Pteloudes-Remata, GR4210006	Profitis Ilias, is a pine-wooded forest named after the Prophet Elias whose monastery is found on the mountain (2.600ft/ 720 m). The two adjacent Swiss Chalet style hotels, Elafos (stag) and Elafina (doe), were built by the Italians, but they have actually been closed for a number of years. A brief visit restores body and soul. A nearby cafe is occasionally open for tea, coffee or ouzo by the log fire. The walled-in monastery itself is small and shows little signs of life until 20 June, its Saint's day. At this altitude, the wild flowers can be enjoyed and it is possible to see <i>Cyclamen repandum</i> , which is widespread up here, until late May and possibly later in a cool spring. A flower, which is common here and not in other parts of the island, is the white <i>Paeonia clusii ssp rhodia</i> . It flowers in April and May and can sometimes be seen on the banks overhanging the road.	The present site, and especially the Valley of Butterflies, is one of the most popular and attractive touristic sites of Rhodes. The number of visitors has remained high over the years. The site is easily assessable by tourist and this enhances its touristic development. The competent managing authorities have in general achieved the consistency of the touristic activity in the area, with the protection of the natural environment, but fugitive human activities have affected in some ways the natural resources of the area. The site offers sufficient tourist infrastructure, for example restaurants, coffee shops, souvenir shops etc.
	Epta Piges or Seven Springs is a	

refreshing and relaxing refuge for the visitors of the island. In the shadow of enormous plane and pine trees, travellers can enjoy the delicious local cuisine while listening to the singing of birds and the serene babble of the nearby creek. It has a pleasant lake, stream and waterfall, making it a very popular picnic spot. Tourists usually walk to it as coaches can't get near. There is an unlit tunnel carrying the spring water to a reservoir that one can walk through. It is about 150 metres long, the water is ankle deep and the only lighting is from a shaft half way along. The reward for the walk is a beautiful turquoise lake.

In the western side of the island of Rhodes, approximately five kilometers south east of the village of Theologos (or Tholos), lies the Valley of the Butterflies (Petaloudes), a biotope unique in the world, surviving untouched in its own dimension. This is one of the most attractive destinations on the island. During August, thousands of butterflies of the genus *Panaxia* (species *Quadripunctaria* Poda) overwhelm the valley in order to reproduce. During the rainy period, the Butterflies in the caterpillar stage remain in the Mediterranean thicket (arbutus, myrtle and rush) feeding on the foliage. As the end of the wet season approaches, towards the end of May, the final stage is concluded and the butterfly in all her perfection makes her appearance in the form recognizable to us all. They move constantly towards areas of highest humidity is greatest, always following the "water ways", as the dry period progresses, they finally arrive at the valley. The Valley runs the river Pelekanos, which is fed by small, rushing waterfalls.

<p>Akramytis-Armenistis-Attavyros and Coastal Zone (Karavolas-Glyfada Bay) GR4210005</p>	<p>The Mount Attavyros, with 1215 meters, is the highest mountain in Rhodes. There is a path that leads right to the top of the 1 215m tall Mt. Attavyros, but it will take at least 4-5 hours for someone to reach the summit, and in the summer, this could prove very challenging even for those who are quite fit. However, there is a dirt road specifically for motor-vehicles and if one has the time to make this journey, there is a reward waiting at the top – on a false plateau, sit the ancient ruins of the temple of Zeus, as if presiding over the village below. In front of the temple is a parvis, and of the temple, many pillars and other parts of the temple, as well as cisterns stand proud. The temple has been fenced off but visitors will be able to enter the area at any time as the gates are always open. Of course, needless to say, the views from up here are another good reason to climb to the top. The surrounding area of village Emponas, which is the capital of the Municipality of Attavyros is the Natural Cypress-tree Wood, a Natural Monument, as the wood extent of the forest is more than 1,35 km². a cypress forest and the rich flora and fauna has been declared a National Monument.</p>	<p>It is a region without many tourists, in contrast to other regions of the island.</p> <p>With improved environmental management and planning, the area Akramytis-Armenistis-Attavyros and the Coastal Zone (Karavolas and Glyfada Bay) can become an attractive destination for alternative tourism.</p>
	<p>The village of Monolithos slumbers at the foot of Akramytis Mountain. Then as one climbs the mountain the scenery behind gives stunning views down and along the west coast. In the final stages of the mountain one can see the summit that overlooks the west coasts. At the watch tower visitors can enjoy the stunning views, also they will be able to look out over to the islands of Chalki, Stroggyli, Tragoussa.</p>	
	<p>A short distance outside of Siana village is Glyfada beach, one of the less well known beaches on the island and ideal for those who enjoy exploring. Its many</p>	

	<p>pinest stretch down to the rocks along the coast and their reflection gives the waters a wonderful hue.</p>	
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Partner: Region of East Macedonia and Thrace		
Site and denomination	Brief description of characteristics	Comments – tourism potential, limits, accessibility
<p>THASSOS (OROS YPSARIO KAI PARAKTIA ZONI) KAI NISIDES KOINYRA KAI XIRONISI</p>	<p>The land site is extended at around 15,000 hectares. The area includes part of Mount Ypsario (fish for locals) the peak reaches 1.213 meters. Rocky slopes with steep slopes, extensive subalpine meadows, forest pine and black pine, and deciduous forest compose the form of the massif. There is also a coastal wetland with reeds and fresh water in the northeast of the island and an island in the southwest and two vertical steep coastal cliffs across this island. Also it includes a lush green island with vertical rocky slopes, located 13 miles (21 kilometers) northwest of Thassos a mile (nearly 2 km) from shore in New Iraklitsa of Kavala Prefecture</p>	<p>This site includes beautiful and wide beaches with soft, golden sand and clear water. It is organized with deckchairs, umbrellas, showers and beach volley. Also it provides cafes, restaurants, pastry shops, street markets and beach bars. Transportation to and from the Beaches and other destinations is very common in summer.</p>
<p>ORMOS POTAMIAS - AKR. PYRGOS EOS N. GRAMVOUSSA</p>	<p>The area is located in the East part of Thasos island in the biogeographic region of the Merditerranean. It is a sheltered coast with stony and rocky cliffs and stacks on the south coast. Very rich algal flora on the cliffs and in the infralittoral region. The area is characterized by its rich flora and vegetation. The beds of Posidonia are in very good condition and cover a substantial part of the sea bed in the bay. Additionally, the area is free of major point pollution source and presents a typical biotope with great species diversity. Motivation D Posidonia oceanica: the seagrass is at risk in the Mediterranean (WCMC 1993), Paracentrotus lividus: a threatened species (IUCN 1988).</p>	<p>This site includes beautiful and wide beaches with soft, golden sand and clear water. It is organized with deckchairs, umbrellas, showers and beach volley. Also it provides cafes, restaurants, pastry shops, street markets and beach bars. Transportation to and from the Gold Coast is very common in summer</p>

<p>FENGARI SAMOTHRAKIS, ANATOLIKES AKTES, VRACHONISSIDA ZOURAFA KAI THALASSIA ZONI</p>	<p>The extensive oak forests of Quercion frainetto have been degraded because of intensive overgrazing and fires. Large part of these forests is covered today by Sclerophyllus scrub (evergreen broad leaves of the eu-mediterranean vegetation zone) and grasslands. Above the timber line the ground cover vegetation consists of endemic and rare species and characteristic habitats. Three main streams on the northern slopes of the site form waterfalls and ponds. The dominant species of the riparian vegetation is oriental plane. From a geological point of view the region belongs to the Mass of Rodope. The marine component of the site (covering about 30% of its total surface area) includes some extensive submarine meadows of the angiosperms <i>Posidonia oceanica</i> and – to a lesser degree- <i>Cymodocea nodosa</i>.</p>	<p>On this site you will find nature at its best, with outstanding landscapes and marvellous walks, hot springs, and wonderful archaeological sites. The main port of the island is called Kamariotissa and is located on the northwest coast of the island. It has an adequate tourist infrastructure, a bus station, and is the base for the caiques to the southern coast, the sand beach of Pachia Ammos, and the waterfall at Kremasto Nero (Hanging Water), also in the south. If you wish to climb to the top of Mt. Fengari (or Saos, it's name in antiquity), you can start from Chora. It takes about 6 hours to climb to the top. As you can imagine, the view from the top is so outstanding that mere words fail to accurately describe it.</p>
<p>SAMOTHRAKI: OROS FENGARI KAI PARAKTIA ZONI</p>	<p>The area is characterized by rocky slopes and screes, mountain streams, residual oak and cedar forests, riparian vegetation of trees, chestnut, alder riparian vegetation, high maquis. In habitats of the region, the coastal ecosystem lagoon is also included.</p>	<p>On this site you will find nature at its best, with outstanding landscapes and marvelous walks, hot springs, and wonderful archaeological sites. The main port of the island is called Kamariotissa and is located on the northwest coast of the island. It has an adequate tourist infrastructure, a bus station, and is the base for the caiques to the southern coast, the sand beach of Pachia Ammos, and the waterfall at Kremasto Nero (Hanging Water), also in the south.</p>

Partner: Naples Chamber of Commerce		
Site and denomination	Brief description of characteristics	Comments – tourism potential, limits, accessibility
SCI IT 80 30 005	Corpo Centrale dell'isola d'Ischia	Tourism potential for green tourism, nature walks, promotion of local products, recovery and promotion of historic footpaths. Risk of fires. Unsustainable hunting.
SCI and SPZ IT 80 30 010	Fondali marini di Ischia, Procida e Vivara	Now a Marine Protected Area with zoning and limits to access, tourism potential for diving, sailing, fishing-tourism, whalewatching. High density of craft passage and traffic, excessive fishing, some local sewage.
SCI IT 80 30 022	Pinete dell'isola d'Ischia	Attractive for tourists but overused. Hunting torea.
SCI IT 80 30 026	Rupi costiere dell'isola d'Ischia	Over-urbanised and inhabited area. Bird-watching Green tourism
SCI IT 80 30 034	Stazione di Cyperus polystachys d'Ischia	Unique example in Europe due to the hot, damp micro-climate and fumaroles. Over-exploited and risk of the extinction of the species.
SCI and SPZ IT 80 30 012	Isola di Vivara	Currently access forbidden until Regulation agreed for restricted visitor access and footbridge to Procida repaired. Nature trail, archaeological visits, bird watching. Another forbidden, easily accessed and uncontrolled.
SCI and SPZ IT 80 30 011	Fondali marina di Punta Campanella e Capri	Uncontrolled fishing and diving. Excessive craft traffic. Localised sewage.
SCI and SPZ IT 80 30 038	Corpo centrale e rupi costiere dell'isola di Capri	Nature walks, bird-watching. Subject to natural erosion. Excessive tourism presence.
SCI and SPZ IT 80 30 039	Settore e rupi costiere orientali dell'isola di Capri	Nature walks, bird-watching. Subject to natural erosion.

		Excessive tourism presence.
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Partner: COEPA		
Site and denomination	Brief description of characteristics	Comments – tourism potential, limits, accessibility
Penyal d'Ifach	It's an enormous calcareous rock of 1 Km length entering into the sea, it's 332 height and is united to mainland by isthmus made up of detritus. It's a Natural Park, a protected area by regional laws, directly managed by Environmental Regional Administration: Conselleria de Medi Ambient de la Generalitat Valenciana. Natural Park Penyal d'Ifach belongs to Red Natura 2000 it's a SAC known as "Ifac" (994 HA in total, 83 continental + 911 marine) also a SPA known as "Ifac i Litoral de la Marina".	High tourist potential due to location close to mass tourism areas. Number of daily visitors may be limited and it's managed by the staff of the park. It has a centre for habitat, vegetation and wild life interpretation. It's very well equipped with hotels and restaurants all around the Natural Park at less than 1 Km away.
Cala del Moraig	Cala del Moraig is an isolated inlet with gravel and clear waters located at the foot of a spectacular cliff. Cala del Moraig is located in the Natura 2000 area known as "Penyasegats de la Marina" (3,262 HA in total), which is also catalogued as SPA know also as "Penyasegats de la Marina". It's managed by Regional Environmental Administration: Conselleria de Medi Ambient.	High tourist potential due to location close to mass tourism areas. Number of daily visitors is not restricted, although the beach is 0,5 Km length and the parking lot limited, so the number of visitors is that way constrained. The area surrounding Cala del Moraig is very well equipped with hotels and restaurants and tourist info points, particularly in the municipalities of Dénia, Xàbia, Teulada-Moraira.
Font Roja	It's a Natural Park, a protected area by regional laws, directly managed by Environmental Regional Administration: Conselleria de Medi Ambient de la Generalitat Valenciana. Natural Park Font Roja belongs to Red Natura 2000 it's SAC and SPA known as "Serres de Mariola i de la Font Roja" (19,867 HA).	Medium tourist potential, it's more than 50 Km away from mass tourism areas. Number of daily visitors is not limited and it's managed by the staff of the park. It has a centre for habitat, vegetation and wild life interpretation. Font Roja is equipped with boutique hotels, restaurant and parking, further tourism facilities downtown Alcoi city, at 6 Km away.

<p>Pantano de Tibi</p>	<p>A reservoir of water formed by a dam built during the XVI, the oldest in Europe still in use. Pantano de Tibi is a water reservoir that belongs to Natura 2000 SAC & SAP known as “Maigmó i Serres de la Foia de Castalla” (13,823 HA). It’s also a protected humid zone. It’s managed by Regional Environmental Administration: Consellería de Medi Ambient de la Generalitat Valenciana & Tibi City Council.</p>	<p>Medium tourist potential, it’s less than 50 Km away from mass tourism areas. Scarcely equipped with tourist facilities in spot, apart from rural guesthouses. Main tourist facilities located in close to tourist areas.</p>
<p>Montgó</p>	<p>An imposing limestone massif called the Montgó mountain rises up 753m from the plain between Dénia and Jávea. It connects to the San Antonio cape via a ridge known as Les Planes, which is the site of age-old agricultural terrain. Flora on the mountain slopes is varied, with about 600 different species, some of which are unique to this area. The area around the cape of San Antonio and its seabed are now listed as a Marine Nature Reserve. The Natural Park is protected by Regional legislation, the level of protection is comparable to National Park, although it’s managed by Regional Administration. El Montgó area belongs also to Red Natura 2000, it’s a SAC & SPA known as “El Montgó - Cap de Sant Antoni” (3,009 HA in total, 2.193 continental + 816 marine).</p>	<p>High tourist potential due to location close to mass tourism areas. Number of daily visitors is not limited and it’s managed by the staff of the park. It has a centre for habitat, vegetation and wild life interpretation. It’s very well equipped with hotels and restaurants all around the Natural Park, particularly in the tourist towns of Dénia, and Xàbia, both at less than 6 Km away.</p>
<p>Cap de Sant Antoni</p>	<p>Between Cape San Antonio (Jávea) and Cape Blanc (in Teulada) the Alicante coastline presents rugged, inaccessible cliff faces, whose littoral area makes up the marine reserve known as Cap de Sant Antoni. It’s protected by regional legislation, it’s managed by Regional Administration and belongs to Red Natura 2000, it’s part of a SAC & SPA known as “El Montgó - Cap de Sant Antoni” (3,009 HA in total, 2,193 continental + 816 marine).</p>	<p>High tourist potential due to location close to mass tourism areas. Number of daily visitors is not limited and it’s managed by the staff of the Natural Park El Montgó. It has a centre for marine habitat, vegetation and wild life interpretation for guided group visits, which is open only if requested. The area is very well equipped with hotels and restaurants all around the Cape of Sant Antoni, particularly in the tourist towns of Dénia, and</p>

		Xàbia, both at less than 6 Km away.
Cala Granadella	Beautiful creek with sand, boulders and rocks and of an almost wild exuberance only accessible along a road roaming by a deep Mediterranean pinewood. Cala de la Granadella is a Natura 2000 SAC & SPA known as “Penyasegats de la Marina” (3,262 HA in total, 939 continental & 2,323 marine). It’s managed by Regional Environmental Administration: Consellería de Medi Ambient de la Generalitat Valenciana and Xàbia City Council.	High tourist potential due to location close to mass tourism areas. Number of daily visitors is not restricted, although the beach is less than 1 Km length and the parking lot is limited, so the number of visitors is that way constrained. The area surrounding Cala de la Granadella is very well equipped with hotels and restaurants and tourist info points, particularly in the municipalities of Dénia, Xàbia and Teulada-Moraira.
Clot de Galvany	The lands of Clot de Galvany feature an interesting formation of pastures dominated by the albardine (<i>Lygeum spartum</i>) and the sea lavenders (<i>Limonium</i> spp.). Large specimens of rush usually appear in the proximity of these vegetable communities, encircling the succulent pastures, a typical feature of the salt marsh, while taking up most of the land available by the ponds. Clot de Galvany (269 HA) is a Natural Municipal Area, protected by regional legislation. It belongs to Natura 2000 SAC known as “Illa de Tabarca” (14,557 HA in total, 269 continental + 14,288 marine) & SPA known as “Clot de Galvany” (269 HA). It’s managed by Regional Environmental Administration: Consellería de Medi Ambient de la Generalitat Valenciana and Elx City Council.	High tourist potential, close to business areas, at less than 20 Km from Alicante (350,000 inhabitants) and 5 from Elx (250,000 inhabitants). Further tourist facilities such as restaurants, hotels and information points are available at less than 5 Km at the municipalities of Elx and Santa Pola.
Palmeral d’Elx	The Palmerar d’Elx is a plantation of palm trees, the largest palm grove in Europe and one of the largest in the world, surpassed in size only by some in Arab countries. Protected by UNESCO World Heritage Rules.	High tourist potential, close to business areas, at less than 25 Km from Alicante (350,000 inhabitants) and in the municipality of Elx (250,000 inhabitants). Further tourist facilities such as restaurants, hotels and information points

		are available at less than 5 Km at the municipalities of Elx, Santa Pola and Alicante.
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Partner: Chamber of Commerce of Valencia		
Site and denomination	Brief description of characteristics	Comments – tourism potential, limits, accessibility
Parque Natural de las Hoces del Cabriel	The Cabriel river divides Valencian and Castilian regions for 50 km., from the Contreras dam to its confluence with the Xúquer river in Cofrentes. The wavy river course is the axis of a wide area very well preserved. It is habitat of rich vegetation from the river bank and protected bird species. Administration: Conselleria de Medi Ambient (Generalitat Valenciana). Declaration of Natural Reserve, Red Natura 2000 as SCI.	High tourist potential due to the existence of several companies organizing adventure tourism activities. The nature reserve has an interpretation center of the Nature Reserve. Number of visitors is not limited. The area is well equipped with country houses and other tourist services in the villages of the area.
Parque Natural de la Sierra de Mariola	The Sierra Mariola is a limestone massif which, because of its altitude and size, offers a wide range of landscapes. The peak of Montcabrer (1,390m) crowns the sierra and offers fine views over the surrounding mountains. The Mariola mountains were once a storehouse for snow and ice preserved in so-called neveras, or snow caves. Administration: Conselleria de Medi Ambient (Generalitat Valenciana). Declaration of Natural Reserve, Red Natura 2000 as SCI.	Medium tourist potential, it's more than 50 Km away from mass tourism areas. Number of visitors is not limited. It has an interpretation center of the Nature Reserve. The area is well equipped with country houses, hotels and restaurants, especially in the village of Bocairent, focused on rural tourism.
La marjal de Gandia-Xeresa	The marjal of Gandia is a wetland area developed in a coastal plain. Is little depth due to both natural and anthropogenic clogging of water sheets. The hydric contribution of this ecosystem comes from groundwater, which outcrop in the surface through springs (ullals), natural sources that come into contact with the surface aquifers. Administration: Gandia City Council. Red Natura 2000 as SCI.	High tourist potential due to its location, close to mass tourism areas. Easy accessibility and It is very well equipped with hotels and restaurants in the area of Gandia Grao and Beach.
Parque Natural de la	The Pego and Oliva marshes, an ancient	High tourist potential due to

<p>Marjal de Pego-Oliva</p>	<p>wetland that has historically been the focus of life in the district and is now one of the most bio-diverse areas of the Mediterranean. In the marshes, the balance between rice farming and respect for the environment has meant the survival of many species of amphibians, reptiles and birds, and of the indigenous vegetation.</p> <p>Administration: Conselleria de Medi Ambient (Generalitat Valenciana). Declaration of Natural Reserve, Red Natura 2000 as SCI.</p>	<p>its location, close to mass tourism areas. Number of visitors is not limited.</p> <p>It is very well equipped with hotels and restaurants in the villages of Oliva and Pego.</p>
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Partner: Consejo Andaluz de Cámaras		
Site and denomination	Brief description of characteristics	Comments – tourism potential, limits, accessibility
Sierras de Tejada, Almirajara and Alhama Natural Park	Impressive mountain massif with important natural values that, in addition, has a great Moorish and Mudejar historical heritage.	There are several sports to do: hiking, mountain climbing, canyoning and aquatic activities, as well as to make a cultural visit. Easily accessible.
Acantilados de Maro-Cerro Gordo Natural Area	Where the Sierra de Almirajara plunges into the sea, erosion has created a spectacular coastline of cliffs, coves and small beaches.	Clean Beaches well preserved. A fantastic place to do scuba diving, but a previous authorization is requested. The increase of visitors is an important element of pressure on the flora and fauna. In summer there is public transport available.
Los Reales de Sierra Bermeja Natural Area	The flora of this area is very interesting, because there are a lot of endemic species such as the <i>pinsapo</i> (Spanish fir). In addition, there are other species such as maritime pines, junipers, corks and kermes oaks. About the fauna, it is worth highlighting different species of raptors.	There are three signposted footpaths and an important cultural heritage in nearby villages such as Casares or Genalguacil.
Guadalhorce River Estuary Natural Area (<i>Paraje Natural Desembocadura del Guadalhorce</i>)	A system of artificial ponds is lied where there was a huge marsh. This place has a huge ornithological value, due to it is an important bird breeding and migration site.	Guided visits aimed at environmental education are organized, which include activities related to bird study and observation.

<p>Artols Dunes National Monument (Monumento Nacional Dunas de Artola o Cabopino).</p>	<p>The dominant winds and coastal currents brought a continuous flow of sand with them to form a bank of dunes that has now shrunk, remaining this National Monument as witness to what this part of the Malaga coast was once like.</p>	<p>There are footpaths installed to stroll amidst the dunes. Los Ladrones Tower is also nearby, a tower that seems to date back originally to the Roman period.</p>
<p>Sierra de las Nieves Natural Park.</p>	<p>An important Spanish Fir Wood (Pinsapo), n specie that only grows in the South of Spain and the North of Morocco, is located here with more than 3000 hectares. Certain animal species protected by law, such as the wild cat, golden eagle and otter can be found here.</p>	<p>Hiking, mountain biking, horse riding, 4X4 routes, canyoning, potholing, climbing, canoeing and balloon flights are some of the activities that tourists can experience in this natural scenario. In the White Villages (Pueblos Blancos) visitors can enjoy a rich gastronomy and a typical handicraft industry.</p>
<p>Montes de Málaga Natural Park</p>	<p>Most of the area is occupied by Aleppo pine woods. This is one of the few enclaves where the chameleon is still to be found. The polecat, weasel, wild cat, marten and wild boar also inhabit the area.</p>	<p>Due to its proximity to Malaga, this park is considered to be the lung of the city. It is better known for its country restaurants serving cured meats, local wines or those from neighboring villages, and the typical mountain dish of French fries or breadcrumbs with spicy pork sausage and eggs. The Verdiales dance festivals are generally held here.</p>
<p>Los Alcornocales Natural Park</p>	<p>The park boasts the planet largest collection of cork oaks as well as river valley forests and copses and about 18 different species of birds of prey.</p>	<p>Local towns and villages have an interesting historic heritage. Other attractions are the ornithological tourism, a rich gastronomy based on country products and handicrafts (particularly leather, palm and wood products).</p>
<p>Sierra de Grazalema Natural Park</p>	<p>Declared a Biosphere Reserve by Unesco, it has an important natural vegetation typically Mediterranean. There is a magnificent and well preserved forest of the rare Spanish fir (Pinsapo) located in the shadiest slopes of Sierra del Pinar. A great number of</p>	<p>The Spanish fir forest and other areas in the Reserve can only be visited at certain times of the year, and visitor numbers are limited. The handicrafts and gastronomy of these places are two more</p>

	species inhabits the Park, such as the tawny vulture, with one of Europe's largest colonies.	cultural attractions.
Desfiladero de los Gaitanes Natural Area	This Natural area, also known as El Chorro, is a narrow gorge, rarely reaching more than ten metres across, and has vertical walls that reach up to 300 metres in height through which the River Guadalhorce flows. Halfway up its walls is the famous Caminito del Rey path, but today, the path has severely deteriorated.	The highest zones are inhabited by the mountain goat and the top of the mountain is a nesting place for birds of prey such as the golden eagle or the tawny vulture. The area is also one's of more popular spot in Europe with climbers. A cultural option is to visit the Bobastro historic ruins, from 9th century.
Sierra Crestellina Natural Area	This place is characterized by the endangered species of flora and its highest faunistic value. It is a Special Protection Area because it boasts a reproduction colony of tawny vultures and the Bonelli's Eagle inhabits there.	There is much bird life to be seen here, where you will find the largest colony in the province. There are different viewpoints which offer stunning views of the Rock of Gibraltar, Los Alcornocales Nature Park and even the African coast, on clear days. The Casares Viewpoint offers splendid views of this village, one of the famous "white villages" of Malaga province which has the Historic-Artistic Site designation.
El Torcal de Antequera Natural Area	The Torcal de Antequera Natural Area is home to one of the most impressive areas of karst (limestone) landscapes anywhere in Europe. The rock here forms an ensemble of natural sculptures, some with strangely familiar forms due to the erosion process. Declared a Special Protection Area (SPA), the Torcal area supports a rich birdlife.	The Visitor Center offers different services. There is a big car park for buses and cars. There are two signposted paths that are opened to the public.
Laguna de Fuente de Piedra Natural Reserve	This wetland is the largest natural lake in the Iberian Peninsula. Declared a Special Protection Area (SPA), the lagoon is internationally well known for colony of flamingos, among other	There is a lakeside visitor centre that is plenty of information on the lake, much of it audiovisual. Near to the lagoon, there are different

	species of birds.	observation points.
Lagunas de Archidona Natural Reserve	Lagunas de Archidona Natural Reserve is a karst wetland with saltwater rich in sulfates that is home to a great number of aquatic birds. Its ecologic and landscape value is increased thanks to the oak wood that is inside.	This beautiful Natural Reserve attracts the rural tourism and the sport: hiking, mountain biking and photography. Archidona boasts important monuments of tourist interest and varied gastronomy.
Lagunas de Campillos Natural Reserve	This Reserve is a group of lagoons important due to the large number of aquatic birds that are there.	The public use equipment includes an information point, an observatory and a picnic area.
Laguna de La Ratosa Natural Reserve	The Reserve is used as a feeding ground by birds in their ways to their summer destination.	There are some hiking routes. El Cortijo de Santillán, where a farm school is located very closed and offers several services, such as monument visits, socio-cultural activities, potholing, agricultural and livestock activities.
Pinsapo de las Escaleretas Natural Monument	Specimen of exceptional size that belongs to the fir family located in the Sierra de las Nieves Nature Park, in the municipal district of Parauta, Malaga province. No one knows exactly, but its age is calculated to be between 350 and 550 years old.	The pinsapo is located at less than 15 km from Ronda, capital of this region with an important cultural, gastronomic and hotel offer.
Tornillo de El Torcal Natural Monument	An example of the typical formation of the karst landscape, made by the erosion of its limestone layers. Due to its distinctive appearance similar to the threads twisting around a screw, it is used as a symbol for the Torcal de Antequera Natural Area.	At the foot of this monument is located Villanueva de la Concepción, also known as La Villa del Torcal (The "Torcal" village), that is a very interesting place for interior tourism lovers. This village does not forget their traditions and customs, as you could see in The Verdiales festival, that is considered the most important festival in Malaga.
Monumento Natural Cañón de las Buitreras	This spectacular canyon has stunning vertical walls, and is over 100 meters deep over the Guadiario river. Its singularity is due to the landscape and geomorphologic process that formed the canyon and to the tawny vultures that inhabit the area.	Difficult approach, given the sheer slopes of the area. It appears in climbing routes and it is one of the most important canyoning spot in Andalusia for adventure sport lovers.

<p>Falla de la Sierra del Camorro Natural Monument</p>	<p>These rocks boast a host of walkways and caves that are typical of a karst landscape. Between these caves, we can highlight the Belda Cave, a spectacular with high domes and huge columns. Constant flooding has led to the formation of three lakes inside, which are easy to reach.</p>	<p>Legend has it that this cave was used as a hideaway by a demon that terrorised the region. This tradition is at the heart of one of the most deep-rooted customs in the village of Cuevas de San Marcos, held on the feast day of the same name.</p> <p>There are many archaeological remains that have been found at nearby sites such as Roman Medina Belda, which complete the cultural heritage to be found close to this Natural Monument.</p>
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Summary table

<u>Project Partner</u>	<u>Site</u>
Prefecture of Dodecanese	Profitis Ilias-Epta Piges-Pteloudes-Remata, GR4210006 Akramytis-Armenistis-Attavyros and Coastal Zone (Karavolas-Glyfada Bay) GR4210005
Region of East Macedonia and Thrace	THASSOS (OROS YPSARIO KAI PARAKTIA ZONI) KAI NISIDES KOINYRA KAI XIRONISI ORMOS POTAMIAS - AKR. PYRGOS EOS N. GRAMVOUSSA FENGARI SAMOTHRAKIS, ANATOLIKES AKTES, VRACHONISSIDA ZOURAFA KAI THALASSIA ZONI SAMOTHRAKI: OROS FENGARI KAI PARAKTIA ZONI
Naples Chamber of Commerce	Corpo Centrale dell'isola d'Ischia SCI IT 80 30 005 Fondali marini di Ischia, Procida e Vivara SCI and SPZ IT 80 30 010 Pinete dell'isola d'Ischia SCI IT 80 30 022 Rupi costiere dell'isola d'Ischia SCI IT 80 30 026 Stazione di Cyperus polystachys d'Ischia SCI IT 80 30 034 Isola di Vivara SCI and SPZ IT 80 30 012 Fondali marina di Punta Campanella e Capri SCI and SPZ IT 80 30 011 Corpo centrale e rupi costiere dell'isola di Capri SCI and SPZ IT 80 30 038 Settore e rupi costiere orientali dell'isola di Capri SCI and SPZ IT 80 30 039
COEPA	Penyal d'Ifach Cala del Moraig

	Font Roja
	Pantano de Tibi
	Montgó
	Cap de Sant Antoni
	Cala Granadella
	Clot de Galvany
	Palmeral d'Elx
Chamber of Commerce of Valencia	Parque Natural de las Hoces del Cabriel
	Parque Natural de la Sierra de Mariola
	La marjal de Gandia-Xeresa
	Parque Natural de la Marjal de Pego-Oliva
Consejo Andaluz de Cámaras	Sierras de Tejeda, Almijara and Alhama Natural Park
	Acantilados de Maro-Cerro Gordo Natural Area
	Los Reales de Sierra Bermeja Natural Area
	Guadalhorce River Estuary Natural Area (Paraje Natural Desembocadura del Guadalhorce)
	Artols Dunes National Monument (Monumento Nacional Dunas de Artola o Cabopino)
	Sierra de las Nieves Natural Park
	Montes de Málaga Natural Park
	Los Alcornocales Natural Park
	Sierra de Grazalema Natural Park
	Desfiladero de los Gaitanes Natural Area
	Sierra Crestellina Natural Area
	El Torcal de Antequera Natural Area
	Laguna de Fuente de Piedra Natural Reserve
	Lagunas de Archidona Natural Reserve
	Lagunas de Campillos Natural Reserve
	Laguna de La Ratosa Natural Reserve
	Pinsapo de las Escaleretas Natural Monument
	Tornillo de El Torcal Natural Monument
	Monumento Natural Cañón de las Buitreras
	Falla de la Sierra del Camorro Natural Monument

4. Case study- Prefecture of Dodecanese

4.1 Description of area and characteristics

4.1.1 Characteristics

The present case study will focus on the area of **Akramytis-Armenistis-Attavyros and the Coastal Zone (Karavolas and Glyfada Bay), Area Code GR4210005**. The site is situated at the south-west part of Rhodes Island and includes the mountainous region of Attavyros (1217 m) and Akramytis, the area of Sianitis River and the coastal area from Papagiorgis Bay, to cape Armenistis and southwards to Apolakkias Bay. The marine part covers 7% of the site.



It is a region without many tourists, in contrast to other regions of the island. The more characteristic terrestrial habitats are the two types of coniferous wood (the first with *Pinus brutia* and the second one with *Cupressus sempervirens*). At some areas there is pioneer vegetation with *Sedum* spp (habitat type 8230). The site also includes a broad area with maquis and garrigue. There are areas with garrigues of *Quercus coccifera*; the garrigues are grazed and low (up to 1 m diss-dominated *Q. coccifera* formations -not including the species *Ampelodesmus-* described by habitat type 5332). Very important are the two marine habitat types (the grasslands of *Posidonia* and the smaller areas with reefs). The artificial lake and the inland caves, which are two other types of habitats, although covering a smaller area, are nevertheless noteworthy.

Glyfada Beach

The rocky beach of Glyfada is situated at a distance of 72 kilometers southwestern to the town of Rhodes, at the center of the western coast of the island. It is an ideal, quiet

beach for those looking for a clean sea. The beach has large pebbles, covered with seaweeds, which are brought here by the winds blowing almost constantly. Entering the sea one has to step on rocks, which is a bit difficult. Tourists should choose this beach if they wish to be away from the crowd, to be alone, to write a book, or if they are bored of the sandy organized beaches.



The only facilities offered at this beach are a couple of small taverns, almost hidden by the rocks of the beach.

Access to this remote beach is possible only by rented or private car and motorbikes. Driving from Monolithos to the town of Rhodes, turning left, towards the sea, just after the small village of Sianna (the crossroad is found some 6 kilometres far from Monolithos) and following a dirt track one will arrive at this quiet beach.

Photos of the area





Categories of Habitats

Code	Categories of habitats	% Coverage
N01	Marine regions	7
N05	Pebbles, cliffs, islets	1
N06	Inland fresh water (backwater, moving water)	1
N08	Heath, scrub, maquis, garrigue	26
N17	Coniferous forests	50
N21	Non-forest areas cultivated with trees (including vineyards)	8
N22	Inland rocks, inland dunes, permanent snow and ice	1
N23	Other land (including urban and industrial areas, streets, wastelands, mining)	6
Total coverage of habitats		100

4.1.2 Quality

The region has two types of important coniferous woodlands. The *Pinus brutia* forest is especially important since it covers a significant area in relation to the total area of the distribution of this pine. The cypress forest near the village Emponas, which mainly consists of centuries old trees, has a special scientific value as a biogenetic reserve and is considered a natural monument.

The importance of the small artificial lake lies on the fact that it constitutes the last remaining safe refuge for the endemic fish of the inland waters of Rhodes (*Ladigesocypris ghigii*). The management of the island rivers has possibly caused the extinction of the species from these habitats. But even in case the fish does still exist in the rivers, in none of them has it so many possibilities to survive as it has in the lake.

Other important species with motivation D: Plants: The following species are protected by the Greek Law (Presidential Decree 67/81) and are included in the IUCN Red Data List (1993) in the category of threatened plants and in the European Red List of Globally Threatened Plants: *Asperula tournefortii* (rare; also included), *Astragalus austroaegaeus* (rare), *Colutea insularis* (indeterminate), *Dianthus fruticosus* ssp. *rhodius* (rare, also cultivated in Botanical Garden as threatened plant), *Erysimum rhodium* (rare), *Zygophyllum album* (rare), *Campanula hagielia* (rare). *Scabiosa variifolia* (= *Lomelosia variifolia*) is included in the IUCN Red Data List (1993) in the category of threatened plants.

Ophrys doerfleri and *Ophrys umbilicata* ssp. *rhodia* is protected by the CITES Convention (Annex C) and by the Greek Law (Presidential Decree 67/81). *Campanula rhodensis* is an East Aegean endemic. *Allium junceum* ssp. *junceum* is endemic to the East Aegean Islands, Cyprus and SW Anatolia. *Campanula rhodensis* is endemic to the East Aegean Islands (Rhodos, Chalki) and Anatolia. *Lithodora hispidula* ssp. *hispidula* is endemic to East Aegean Islands, Crete and W. Turkey. Note: The IUCN characterizations given concern the plant's status in Greece unless otherwise stated.

The important Bivalvia species (Koomen P. and P.J. van Helsdingen) *Pinna nobilis*, is included in Annex IV of the Directive 92/43/EEC and it is protected by the Greek Law (Presidential Decree 67/81).

4.1.3 Vulnerability

Almost the only source of threats on this island is the tourists' wave. The local people open new roads and build new hotels everywhere. Too often there are no practical rules in the effort to attract as many tourists as it is possible. The accidental fires are a threat for the coniferous woods.

4.1.4 Written Evidence

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4.2 SWOT Analysis

Strengths	Weaknesses
Interesting natural and manmade environment.	Excessive concentration of visitors and Touristic activities in a small part of the island
Existence of satisfactory infrastructure as RODA (Rhodes Island Bus Service) and also existence of international port and airport	Harassment of environment from human activities and excessive Tourism.
Opportunities	Threats
Definition and control of the land use, expansion of Tourism infrastructure to other parts of the Island	Delay in the creation of new infrastructure because of bureaucracy, land planning and urban planning problems.
Maintenance and protection of the ecological areas of the island (Natura protected areas).	Danger for continuation and increase of environment harassment from uncontrolled human usage.
Improvement of touristic infrastructures and services. Boost of alternative tourism (Cultural, diving, fishing, religious, climbing, hiking, and speleological etc).	Unfair competition from other established touristic destinations of Europe, as well as from the neighbour country of Turkey. Possible reduction of tourism in worldwide level, because of the economic crisis.

4.3 Potential for sustainable tourism

An Environmentally Sensitive Area (ESA) is a type of designation for an area which needs special protection because of its landscape, wildlife or historical value and which is protected by government regulations.

The area of Akramytis-Armenistis-Attavyros and the Coastal Zone (Karavolas and Glyfada Bay) is an Environmentally Sensitive Area. As mentioned above, it is an area without many visitors and this is a unique opportunity to be managed correctly and to create conditions of sustainable tourism.

If the touristic development of the area follows the usual course of the touristic development of most regions of Greece, then it will face the danger of having the same

problems that all, but mostly coastal, touristic regions have. The negative impacts that tourism can have in a region can be summarized in the following categories:

- Environmental impacts
- Impacts on biodiversity
- Socio-cultural impacts

On the other hand sustainable tourism can have positive effects in an area. More specifically, the benefits from sustainable tourism can be the following:

- Foreign exchange earnings
- Employment generation
- Contribution to local economies
- Socio-cultural benefits

So, with improved environmental management and planning, the area Akramytis-Armenistis-Attavyros and the Coastal Zone (Karavolas and Glyfada Bay) can become an attractive destination for alternative tourism.

4.3.1 Improved environmental management and planning

Sound environmental management of tourism facilities and especially hotels can increase the benefits to natural areas. But this requires careful planning for controlled development, based on analysis of the environmental resources of the area. The aforementioned planning allows to make choices between conflicting uses, or to find ways to make them compatible. By planning early for tourism development, damaging and expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets significant to tourism.

Cleaner production techniques can be important tools for planning and operating tourism facilities in a way that minimizes their environmental impacts. For example, green building (using energy-efficient and non-polluting construction materials, sewage systems and energy sources) is an increasingly important way for the tourism industry to decrease its impact on the environment. And because waste treatment and disposal are often major, long-term environmental problems in the tourism industry, pollution

prevention and waste minimization techniques are especially important for the tourism industry.

4.3.2 Environmental awareness rising

Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. This confrontation may heighten awareness of the value of nature and lead to environmentally conscious behaviour and activities to preserve the environment.

Having as primary objective long term sustainability, tourism must incorporate the principles and practices of sustainable consumption. Sustainable consumption includes building consumer demand for products that have been made using cleaner production techniques, and for services - including tourism services - that are provided in a way that minimizes environmental impacts. The tourism industry can play a key role in providing environmental information and raising awareness among tourists of the environmental consequences of their actions. Tourists and tourism-related businesses consume an enormous quantity of goods and services; moving them toward using those that are produced and provided in an environmentally sustainable way, from cradle to grave, could have an enormous positive impact on the planet's environment.

4.3.3 Regulatory measures

Regulatory measures help offset negative impacts; for instance, controls on the number of tourist activities and movement of visitors within protected areas can limit impacts on the ecosystem and help maintain the integrity and vitality of the site. Such limits can also reduce the negative impacts on resources. Limits should be established after an in-depth analysis of the maximum sustainable visitor capacity.

4.3.4 Ecotourism

Given the nature of the analysed area, a great solution towards its touristic development is the promotion of ecotourism.

Ecotourism, defined as responsible tourism focused on the natural world, has emerged as a concept that unites the interests of environmentalists and developers. Proponents of ecotourism see it as potential salvation of some of the world's most endangered ecosystems, and an opportunity for communities that possess biological resources to develop sustainable economic strategies, instead of pursuing environmentally-damaging patterns of resource use. However, finding a compromise between preservation and development is often challenging, and ecotourism can generate additional environmental problems for the very regions it is intended to protect.

Ecotourism is intended to be sustainable, focused on the natural world, and beneficial to local communities. The IUCN (World Conservation Union) defines it as environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature that promotes conservation, has low negative visitor impact, and provides for beneficially active socio-economic involvement of local populations.

Practically speaking, ecotourism includes activities in which visitors enjoy hands-on experiences, such as bird-watching in a rainforest, hiking in mountains, participating in a traditional village celebration, or taking a canoe trip down a river. Local guides usually accompany small groups of tourists on expeditions, teaching them about the local flora, fauna, and culture of the region. Ecotourism is characterized by small-scale outfits in remote locations where commercialization and mass-tourism outfits have not yet penetrated. Tourists typically stay with local families, or at small, environmentally-friendly hotels called ecolodges. These opportunities for personal contact with members of the host community facilitate cross-cultural exchange and add greatly to the value of ecotourism experiences for some people. Ecotourism is rooted in a conservation ethic and has a mission to support the biological and cultural resources of the community. Revenues from safari expeditions, for instance, may go to protecting the animals from poaching, while the entry fees from visiting a village may go to supporting education and health care for the local children.

5. Case study-Region of East Macedonia and Thrace

The case study area of this section concerns the National park of Dadia Iefkimi Forest, an area adjacent to SHIFT's territories, as described in the national park's official website (<http://www.dadia-np.gr>).

5.1 Description of area and characteristics

The National Park of Dadia – Lefkimi – Soufli Forest is situated on the southeastern end of the mountain range of Rodopi, in the Prefecture of Evros [photos 1 (region of East Macedonia & Thrace) & 2 (grided Area)]. The area that it covers- is 46200 hectares, 6400 & 800 are core area and the rest 39.000 peripheral zone, is on the crossroads of two continents. It constitutes the geophysical space where many species of flora and fauna of the Balkan Peninsula, Asia and Europe thrive. The location of the Forest, along with the most important migration routes for birds of the Western Palearctic ecozone, makes this forest one of the few regions in Europe cohabitated by so many and different species of birds of prey and where three of the four European species of vultures that can be simultaneously found [the Eurasian Black Vulture (*Aegypius monachus*), the Egyptian Vulture (*Neophron percnopterus*) and the Eurasian Griffon Vulture]. The aged old woods, the rocky elevations, the meadows and fields scattered in the forest and the many gorges with their rich riparian flora offer a multitude of suitable biotopes for the nesting and the finding of food for many different species (photos 3-6).

Photo 1



Evros

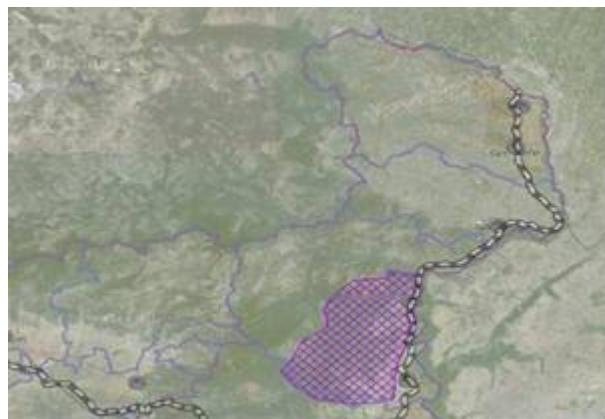


Photo 2



Photo 3



Photo 4



Photo 5



Photo 6



Photo 7

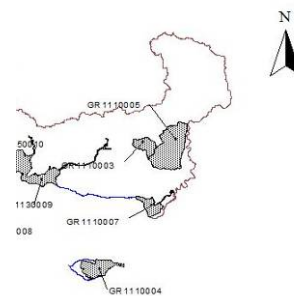


Photo 8

It is a protected Area under the Natura 2000 network (areas GR1110002-SPA (photo 7) & GR111005-SCI (photo 8))

5.2 The Management of area - description

The legal framework concerning the area can be summarized in the following table:

PROTECTED AREA	JOINT MINISTERIAL DECISION/PRESIDENTIAL DECREEE(DELIMITATION OF PROTECTED AREA)	REGULATION (MINISTERIAL DECISION)	CONSTITUTION OF MANAGEMENT OPERATOR	STAFFING OF MANAGEMENT OPERATOR
NATIONAL PARK OF DADIA LEFKIMI SOUFLI FOREST	KYA 35633/ΦΕΚ 911 Δ / 13.10.06	1. YA 865/ΦΕΚ 72B' 24.1.05 YA 1006/ΦΕΚ 62B' /24.1.06 YA 861/ΦΕΚ 72B' /24.1.05 YA 864/ΦΕΚ 72B' /24.1.05	KYA 125187/360 /ΦΕΚ 126 B' / 17.2.03	YA 126435/2463/ΦΕΚ 918 B' /4.7.03 YA 43552/ΦΕΚ 63/7.11.06

The Area and Visitor Management Framework is incorporated in the joint ministerial decision concerning the national park of Dadia Lefkimi Soufli forest (KYA 35633/ΦΕΚ 911 Δ / 13.10.06). The main articles are laid down. Other than this law, the general laws about tourism, economic activity and spatial planning applies.

Article 2

As national park is designated a land area of 428.000 acres located outside the settlements limits, concerning settlements existing before the year 1923 and populated in less than 2,000 residents, which is the forest Dadia - Lefkimi - Soufli and falls within the administrative boundaries of municipalities of Soufli and Tyxero (Evros). The boundaries were determined with the action 35633/2006. Within the National Park areas A, 78.000 acres, and B, 350.000, acres are designated. Within area A, which is

characterized as an area of nature protection zones A1 and A2 are designated and within area B Zones B1 , B2, B2a, B2B and B3 are designated.

Article 3

Across the region of the National Park Dadia - Lefkimi - Soufli specific and general conditions and restrictions and protective measures are determined as follows:

- a. Forests and woodland preserve the forest character and governed by the relevant current forestry legislation. You may not change the use and destination of forests and woodlands. Sustainable management in the region A and in Zones B1, B2, B2b and B3 of the National Park becomes in accordance with the procedures provided by the forest law management studies (Special Management core for the region A and other areas Managing Complex Regional Study). The Management Operator collaborates in the drafting and adoption of specific standards and forest management studies and their application and therefore has the data, determines direction or management measures and undertakes specific tasks of implementation.
- b. Maintain and protect native vegetation on the banks of streams and 20 m away on either side. The extraction of aggregates from the bed of streams is allowed. In all Zones except in area A recreational fishing in the streams is allowed. In area A fishing may be allowed only if the Managing Operator allows it.
- c. You may not create managed landfills.
- d. The identification of quarry zones and the establishment of mining and mining activities are not allowed.
- e. The necessary expansion of settlements in accordance with existing relevant provisions is allowed only in area B.
- f. Hunting is not allowed in Zones A1 and A2, according to the specific provisions in force in the region.
- g. The approval of the Management Operator is necessary in order to carry out scientific research, photography, filming on the ecological characteristics and the applied management of the National Park. To carry out these activities in area A additional special permit issued by the Management Operator is required.

h. Research and monitoring of physical characteristics and components of biodiversity and the carrying out of management activities for protected flora and fauna is allowed.

i. The tour and operation of ecotourism infrastructure and the movement of vehicles in Area A can be carried out under permit issued by the Management Operator.

j. All permitted projects and activities that fall under the categories of No. 15393/232/2002 (BA 1022) Joint Ministerial Decision require preparation and approval of Environmental Impact Study (M . OQ), and their installation is possible only if the conservation of the protected area and scope is not threaten.

2. Special conditions - Protection and management by region and zone

1. Area A (areas A1 and A2)

In area A of the National Park the following activities are permitted:

a. The implementation of tasks concerning the management of forest vegetation and significant habitats that applies to a specific management plan. Operations on vegetation within 50 m from vultures' nests are not allowed. Also, interventions that alter the structure and formation of clusters and the landscape of the surrounding area within 200 m from the vultures' nests are not allowed.

b. The works of management concerning protected flora and fauna, including the installation, operation and maintenance of feeders to scavengers' species.

c. The maintenance of forest roads during June to December of each year.

d. Environmental interpretation projects (signage, maintenance and expansion of existing trails and observatories).

e. The cultivation of existing fields. The burning of agricultural residues throughout the year is banned.

f. The free grazing of livestock animals, pens and operation of existing shelters and construction of permanent watering.

g. In Zone A2, the installation of new pens, shelters and mobile infrastructure feeding the livestock is allowed. But the installation of units of animals raised in stables is prohibited.

h. Beekeeping 100 meters from the tourism routes and related to tourism infrastructure.

- i. In Zone A2, the implementation of project management and exploitation of water resources.
- j. The movement of authorized, from the Management Operator, vehicles only.
- k. The limited residence and passage of the public, organized visits and guided tours on foot or by non-motorized transport along specific pathways and the movement of visitors walking along the trail towards the Observatory.
- l. The photography and filming.

2. Area B

In B the following activities are permitted:

2.1. Zone B1

a. forest management with the following additional conditions:

a1. The management study of the forest cluster (Regional Management Area) should be taking into account all the functions of the forest and in particular the need to preserve the mature wood volume and to grow young forests in order to create suitable nests.

a2. Interventions on vegetation within 50 m from the nests are not allowed.

a3. Interventions that alter the structure and formation of clusters and the landscape of the surrounding area within 200 meters from the nests are not allowed.

a4. In each forest stand (subdivision), the surface of at least 5% of the total area of the stand is kept undisturbed by interference in the vegetation.

a5. The forestal works of timber and the manufacturing infrastructure in places of forest near the nests are made at certain times each year and not during breeding of specific species for each zone.

a6. The maintenance of forest roads during the period June to December

b. Environmental interpretation projects (signage, maintenance and expansion of existing trails and observatories).

c. livestock grazing animals, pen and operation of existing shelters and construction of permanent watering.

d. The installation of new pens, shelters and mobile infrastructure feeding the livestock. But the installation of units of animals raised in stables is prohibited

e. beekeeping.

f. The implementation of project management and exploitation of water resources.

- j. The movement of authorized, from the Management Operator, vehicles only.
- h. The presence and passage of the public and organized visits and guided tours on foot or by non-motorized transport along specific pathways.
- i. The use, maintenance and modernization of existing ecotourism infrastructure in place Lypa Dadia and under the terms of Resolution T/5960/10.6.2002 of Ministers on Agriculture and Development in the position Katrantzides.

2.2. Areas B2, B2a and B2B

Zones B2, B2a and B2B allowed all existing lawfully uses and activities and sets specific requirements for the following uses and activities and the establishment or expansion of existing uses and activities as follows:

- a. The expansion of agricultural hectares audits, the destruction of riparian vegetation, hedgerows and woodlands adjacent to farmland after redistribution is not permitted.
- b. Burning stubble on agricultural land is prohibited throughout the year.
- c. The management of the relevant forest management studies for the benefit of preserving biodiversity is allowed.
- d. Environmental interpretation projects (signage, maintenance, expansion of existing trails and observatories).
- e. The maintenance and modernization of existing ecotourism infrastructure in Lagotrofeio, in Vyrini (Liourta Fountain) and Lefkimmi is allowed.
- f. The maintenance and expansion of existing provincial and rural roads.
- g. The construction and operation of dams for irrigation or fire or for the restoration / creation of aquatic habitat and installing individual drilling.
- h. The maintenance and modernization of existing networks and infrastructure projects.
- i. The threshold segmentation and integrity of the land is fixed in eight (8) acres. By dispensation we consider buildable the plots that where four (4) acres, up to the time of the publication of this decision.
- j. If the land falls in more than one (1) zone, the integrity is calculated throughout the plot, but the building is placed in the part of the plot that the requested use can be implemented.
- k. In private land one can build his residence ore whatever is allowed.

l. The construction of tourist villas or furnished housing units housings up to 4 rooms, with a maximum height, from the natural terrain, of 7.50 m by 2.00 m plus the mandatory tiled roof construction is allowed. The morphology of new buildings is rural stone buildings with outdoor spaces formed by planting native or adapted plants in this environment.

m. The storey of agricultural storage building is allowed. The storage should have one floor, a maximum height of 4.00 m including the roof when the storage building is horizontal or 6,00 m when the storage building is vertical.

n. The installation, operation, modernization and maintenance of avicolous units up to 200 animals in areas B2a and B2B.

o. Allowed the installation, operation, modernization and maintenance of stables that entertain animals of free pasturage.

p. Units that product power less than 10 MW coming from biomass power plants, cam be located within the zones B2a and B2B, in distance of 1,000 meters from the boundary of Zones A1 and A2.

q. Low disturbance commercial laboratories and manufacturing units and other local agricultural products ranked second category of CMD 15393/2332/2002 within zones B2a and B2B, which relate primarily to: - manufacture of ceramic products - processing, packaging and packaged meat and / or poultry - dairy products - wine - vinegar making - Poultry Slaughterhouses and abattoirs - production of pharmaceutical, veterinary and cosmetic products - simple packaging and bottling of juices, beverages and related materials - processing and packaging of vegetables and fruit - wood processing and forestry products can be installed. The construction of these units concerns buildings up to 4 m including the roof.

2.3. Zone B3

Allowed:

a. Environmental interpretation projects (signage, pathways and checkpoints / observation).

b. The free grazing of livestock animals, pen and operation of existing shelters and construction of permanent watering.

- c. The installation of new pens, shelters and mobile infrastructure feeding the livestock. But the installation of units of animals raised in stables is prohibited
- d. The opening, maintenance and improvement of forest service roads to the farm's situated in Pessanis pasture, in order not to the character of the forest area.
- e. Works and actions concerning the management of the vegetation in order to improve the pasture. The harvesting of mature forest stands is prohibited.

Article 4

Regulation Administration and Operation - Management Plan

1. Within one (1) year after the adoption of this Decision the Management Operator shall establish the Rules of Management and Operation of the National Park, in accordance with paragraph 2 of Article 15 of Law 2742/1999 in conjunction with paragraph 5 of Article 18 Law 1650/1986, as amended by Article 16, paragraph 1 of Law 2742/1999.

2. The Rules and Administration functions include:

- A) The responsibilities and the process coordinating the actions of security and supervision of the National Park.
- B) The analysis and specification of the conditions and restrictions that are in effect in the National Park
- C) The standards set by the forestry legislation of Management Studies for the wooded areas of the National Park.
- D) The general and specific objectives of the Management Plan explained in the next paragraph.

3. The Management Plan includes a minimum of:

- A) Research, inventory and monitoring program of physical characteristics and components of biodiversity.
- B) Program of the management actions required on protected flora and fauna species and protected habitats.
- C) Program of visitor management, environmental education and interpretation.
- D) Program for use, maintenance and modernization of building facilities and equipment.
- E) Program activities for natural resource (other than forest management).

4. These included the current approved Management Plan directions and priorities for implementation of projects, actions and measures required for effective protection and management of National Parks and related action plans.

Except from the Management Operator of the National Park, other Local authorities are involved as well and in particular the municipality of Soufli (local development agency of Soufli), the Forest Service of Soufli and the cooperative of women of Dadia “Gerakines”

The current situation in the area of National Park concerning touristic activity follows:

Diverse landscape and vegetation, in the area make up a charming picture - from 100 to 1000 meters above sea level the hills, the valleys and peaks follow each other, like the pine forests of oak, the oxyon and trees. The presence of rare species makes the National Park, a forest of high ecological value featuring birds of prey that nest here. Thirty-six species of diurnal raptors (of total 38 found in Europe) have been observed in the region. Eagles, vultures, buzzards, Saint and hawks flying over the quiet and beautiful scenery of the Thracian land, one of the last safe havens across Europe The rare Black Vulture has here its last colony in Greece and the Balkans. With the cooperation of the Forest Service Soufli of Evros prefecture, local municipalities and WWF Hellas implemented programs to protect and manage the forest, which, among other things, are essential for active participation of residents to preserve the natural heritage of their land.

In the village of Dadia a visitor information center (exposure photographs and video projection) [a] is situated with a small conference room, a cafe-bar with the capacity of 100-120 people and also souvenirs and local products shops. On the information center, visitors are transported by bus to the municipal "enterprise Dadia observatory[b], where they have the opportunity to watch birds with telescopes at the feeder. For the energetic there are specially engraved and signed paths, where visitors may enjoy the trails of extraordinary beauty. Area attractions include Dadia Monastery (built in 1727)[c], the two churches, the beautiful churches, a recreation area "Katratzidon (with sports facilities and playground)[d] and the beautiful area of the Three Fountains, The Soufli municipality

and the local silk museum[e]. The traditional products (sweets, pasta, silk products etc.) made with care by the women's cooperative "Gerakines" are ideal souvenirs.

The visitors' profile and visitation characteristics are:

- The number of visitors has increased by 80% over the previous four years (Approximately about 50.000 per year)
- The tourist traffic is not uniformly distributed over the year, but mostly concentrated in May (Group tourism) and August (individual travelers).The months between November and February don't exhibit substantial tourist activity, if any at all
- 30% of the visitors originate from the metropolitan area of Athens and Thessaloniki, another 30% comes from Thrace (Prefectures of Evros, Rodopi, Xanthi) and the rest from other areas of Greece and only 5% are foreigners
- 30% of the visitors are between the age of 15 and 30, 35% between 30 and 40 and finally, 30% are older than 40 years old
- The main visit scope is bird watching and nature tourism in general with medium quality requirements
- Most of the visitors combine their visit to the national park with a visit to the adjacent municipality of Soufli, as a secondary destination .There aren't efficient data for combined tourism schedule with nearby tourism destinations (Island of Samothraki, Alexandroupolis, Trigono e.t.c.) or other activities (hunting, climbing e.t.c.)
- The duration of the visits are mostly daily (due to lack of proper infrastructure)
- Group tourism predominates over individuals
- Sights [α] and [β] are under the authority of local development agency of Soufli, sights [c] and [d] by cooperative of women of Dadia "Gerakines", [e] by the municipal of Soufli, and local individuals. The [e] sight can be regarded as the only access point to the national Park and is also a strong revenue and economic growth point.

Primary points of economic interest are:

- cafeteria
- souvenir shop
- Bus tickets
- Dadia Hostel, Soufli Hostel and hotels in the Soufli municipality

Secondary points of economic interest are:

-Sales in the Soufli municipality stores (trade, food and wine e.tc.)

There are 567 jobs registered in the greater National Park Area concerning services and hotels, restaurants and accommodations

5.3 SWOT Analysis

The potential of the National Park Area can be summarized in the following S.W.O.T. analysis table:

Strengths	Weaknesses
↑ Relatively small area, Easily accessible and controlled	↓ Massification of commercial impact due to limited areas of interest
↑ experienced human personnel ,Easy implementation of good practices	↓ Small Profit margin
↑ Small need for funding	↓ Unntapped adjacent Tourism resources
↑ Small managing overhead	↓ Stagnation, no future view for expansion
↑ Traditional settlements	↓ Small private contribution in investments in the area
	↓ Small social-economic inputs for the local population
	↓ Small degree of penetration but to social economic status in the area
	↓ Limited potential and economic development resources.
Opportunities	Threats
↗ Financing frame which gives priority in the particular type of interventions	↘ The delay of completion of infrastructures interventions
↗ International tendency for change of preferences in the regions of tourist destination	↘ The residents' attitude
↗ Legal framework	↘ The transfer of tourist interest to Balkan
↗ Implementation of Development programs	↘ Intense domestic and international competitive environment

➤ New financial tools	✘ The lack of social and cultural infrastructures
➤ Program of rural reconstruction of Greece Axe 3	✘ Incomplete access in markets and public services
➤ The technological changes that allow revaluation of the importance of principles such as the economies of scale and the economies of concentration, regarding the space management and the productive process (new technologies in the communications and the information)	✘ Small scale and dissemination of human activities
➤ The rest technological changes (Renewable Sources of Energy, transportation), which limit the consequences of isolation	✘ Limited availability of productive resources
➤ The changes regarding the human objectives in favor of qualitative goals	✘ Big seasonal fluctuations in Human Resources and financial activities
➤ The continuously increasing gravity that have in economic sector the leisure time and the activities that are connected with it	✘ Financial Crisis
➤ The contiguity with Balkan and Black Sea countries	✘ Unstable financial circumstances of Balkan countries
➤ Financial Crisis	✘ Degradation of Vultures population
	✘ Poor law enforcement

The growth in the tourism industry in the protected area of the national park of Dadia Lefkimi Soufli Forest has been a moderate successful example of alternative economic activity in the East Macedonia and Thrace region. Which added value in the capacity of the area, But the model followed in the 90's and 00's reached its limitation, regarding the aforementioned points of interest and the protection of the ecosystem and the economic growth. In order to achieve further benefits in the area a new model of economic development must be applied, with respect to the environment. The existing legal framework, (described earlier) is satisfactory, so the efforts must focus in prolonging the tourism period, the duration of stay and introducing new points of

interest in the peripheral zone of the National park and finally improving the quality of services. So the new goals set are:

1. Preserve and improve natural resources
2. Increase the number of tourist
3. Prolong the duration of stay
4. Improve the quality of services and these goals can be accomplished through
5. Targeted Promotion Strategies for identified market – Integration of the area in tourist packages in the wider area
6. Providing incentives in low season - Introducing new points of interest in the peripheral zone of the National park
7. Changing the Local business mentality
8. Providing sufficient information and adaptation of Interpretive Marketing
9. Improving existing infrastructure in the area surrounding the Park
10. Building & offering health & well being staying packages by local hoteliers
11. Training of existing personnel
12. Special tax policy in the region

In order to achieve these promotional strategies certain actions must be implemented.

Embracing and implement a new tourism model with emphasis in new peripheral points of interest (except the core “vulture” areas) - Organizing closely monitored tour-guides of the National park area by certified guides

Use of the local human resources - Upgrading the facilities and quality of services of the ecotouristic center of Dadia - Promoting regulated hunting tourism - cooperation and synergy with the all ready existing structures - Clustering with the adjacent Municipalities in tourism products - Giving to the Management Operator coordinating Burdon

The new Points of interest and the recommended actions are:

Point of Interest	Verbal conducted tour	Existence of local information element	Other activities	Infrastructure
1 Dolmen	√	√		
2 Gioles		√		
3 Kotronia Settlement	√			
4 Adia Settlement	√			
5 Lira Dam			√	
6 Moukade ruins	√			
7 Dervis ancient OAK	√	√		
8 Chatal Kaya	√	√		
9 Incialy	√	√		
10 Gibraina	√	√		
11 Lefkimi Settlement	√			
12 Pessani ruins	√		√	√
13 Giannouli bridge	√	√		
14 Louloudotopoi			√	
15 Soufli rural zone	√			
16 Tsoutourou/Kamina mines		√	√	
17 Orima Pine forest	√			
18 Ecotouristic center of Dadia		√	√	√
19 Soufli Settlement	√			
20 Points of Historical interest	√			
21 fossils trees of filakto		√		
22 Pomakoi village settlements	√			
23 Tycherio Settlement		√		√
24 Vulture Feeders	√		√	√
25 Points of view	√	√	√	

26 Vulture Points	√		√	
27 Points of geological interest	√			
28 Kornofolia monastery	√			
29 Adia monastery	√			
30 Kornofolia Settement	√			
31 Ulisses cave	√	√		

6. Case study-Naples Chamber of Commerce

“Regno di Nettuno” Marine Protected Area

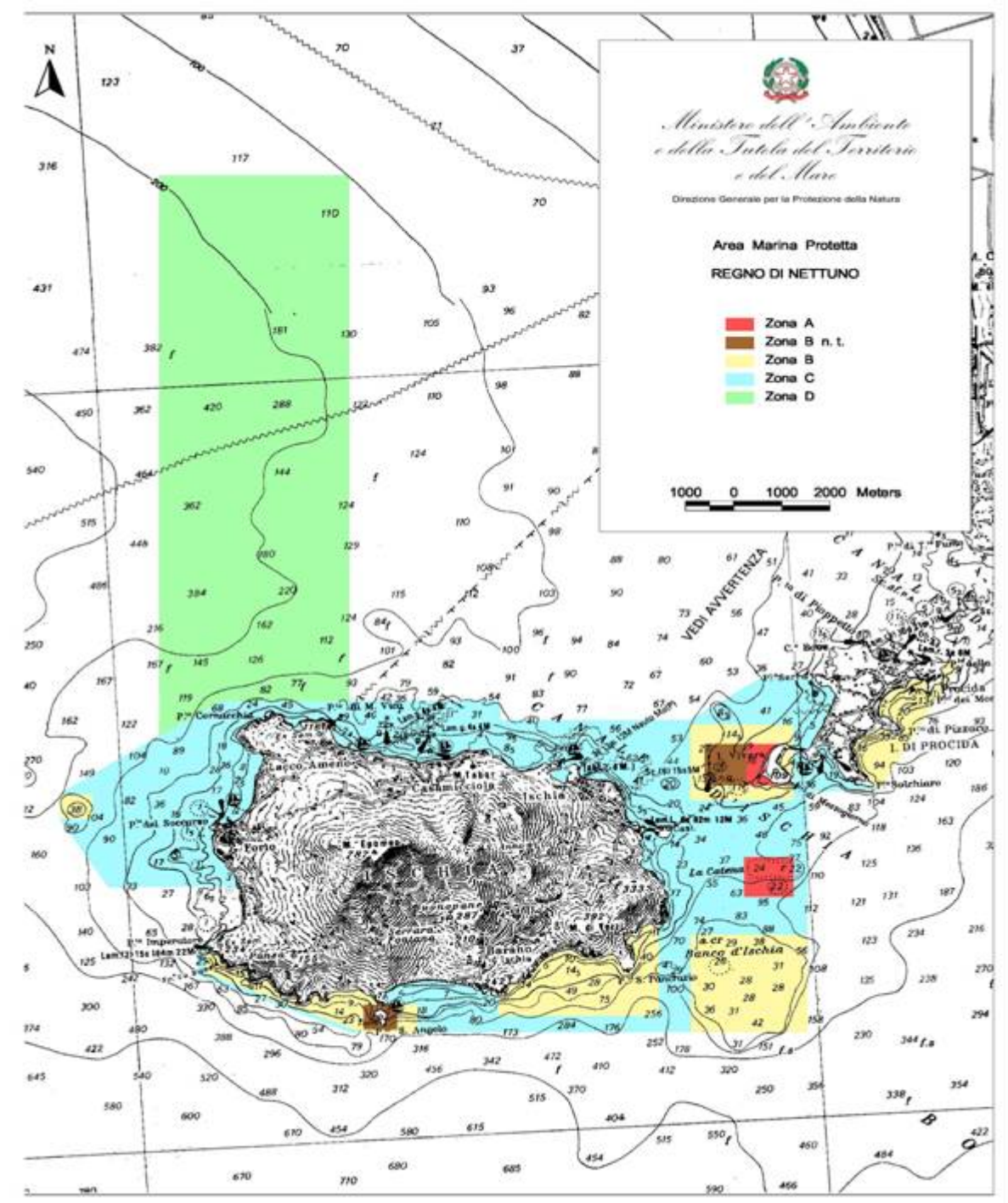
6.1 Description

The “Regno di Nettuno” Marine Protected Area was instituted by Ministerial Decree on 27 December 2007. It is located in the sea surrounding the Phlegrean Archipelago, namely the islands of Ischia, Procida and Vivara, and is managed by a Board of the 7 municipalities located on Ischia and Procida. The MPA is part of a larger, still-active volcanic area, bordered to the west by the gulf of Naples.

6.2. Marine Environment

The MPA has several unique characteristics. Firstly, it includes an area that extends towards the mainland of the Province of Naples, known as the Canyon of Cuma, with a notable cetacean population (dolphins, whales, sperm whales). A second characteristic is the exceptional meadow of ocean Posedonia surrounding the islands, in particular Ischia. A further feature of the MPA, due to its climatic conditions ranging from Northern to Southern Mediterranean temperatures, is the presence in the area of all the species present in the Mediterranean basin, including red algae, madrepora and coral. The highest density of marine mammals in the Mediterranean is found in the area to the west of the MPA, towards Ventotene and to the north, which is threatened by the

presence of high-speed boats. The Common Dolphin, registered on the Red List of species at risk of extinction, can be found in the Cuma Canyon.



6.3. Management

The Marine Protected Area is managed by a Management Board nominated by the seven municipalities in Ischia and Procida, who are responsible for approving the Regulation that governs access and use in the area. Daily management is entrusted to the Director. The coastguard, local police and MPA staff is responsible for monitoring the area.

6.4. Visitor and User Regulation

The Regulation governing access to the area was published in the Official Gazette on 21 May 2008. It governs access, fish-farming, anchoring, swimming, buoys, diving, boat-access, navigation, mussel-farming and all types of fishing and whale-watching.

It divides the MPA into zones where different activity are allowed under certain conditions as described in the table below (the zones are shown on the map above).

Zone	Permitted Activities
Zone A: integral protection (marked in red)	<ul style="list-style-type: none"> a) Emergency and monitoring b) Services for the management of the reserve c) Authorised scientific research
Zone B: general protection	<ul style="list-style-type: none"> a) All activities allowed in Zone A b) Swimming c) Organised deep-sea diving excursions by authorised centres d) Deep-sea diving e) Navigation at below 5 knots within 300 m of the coast and below 10 knots between 300 and 600m of the coast f) Full access for sailing-yachts (not using engines), rowing-boats, electric-propulsion or pedal-boats g) Bathers except for water-scooters etc h) Boat access for 12 months after the publication of this Regulation

	<ul style="list-style-type: none"> i) Duly authorised passenger and excursion boats j) Duly authorised ferry services k) Duly authorised and organised buoy mooring, in specific sites to be compatible with the protection of the seabed l) Anchoring of permitted boats, outside sensitive areas m) Small-scale fishing activities by individual fishing boats or cooperatives and members, legally registered in one of the seven municipalities at the date of the institution of the Reserve n) Fishing tourism, by individual fishing boats or cooperatives and members, legally registered in one of the seven municipalities at the date of the institution of the Reserve o) Fish-farming and mussel-farming by licensees registered at the date of the institution of the Reserve p) Authorised amateur rod fishing for island residents
<p>Zone C: Partial protection</p>	<ul style="list-style-type: none"> a) All activities permitted in zones A and B b) Access to eco-compatible leisure boats¹ c) Mooring of eco-compatible leisure boats in authorised buoys d) Amateur fishing by residents e) Authorised amateur rod fishing for non-residents
<p>Zone D: Protection of marine mammals</p>	<ul style="list-style-type: none"> a) All activities permitted in Zone A b) Activities b, c, d, f, g, h, i, j and o permitted in Zone B c) Activities b in Zone C d) Navigation below 10 knots e) Mooring and anchoring f) Fishing and fish tourism using the equipment permitted in Ministerial Decree 14 September 1999 excluding small-mesh nets by individual fishing boats or cooperatives and members, legally registered in one of the seven municipalities at the date of the institution of the Reserve g) Authorised purse-seine fishing with lamps

¹ Possessing one of the following requirements: containers for waste liquids; boats with engines in line with Directive 2003/44/EC

	<ul style="list-style-type: none">h) Authorised trawling activitiesi) Amateur rod fishingj) Whale-watching in accordance with the specific article below.
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6.5. Whale-watching

Specific norms govern whale-watching in Zone D. An observation strip is established within 100m of the mammals, and a safety strip of 300m from where the mammals have been sighted.

The following must be observed within these two strips:

- a) All observers must keep a distance of at least 50 m from the mammals;
- b) No swimming is allowed in the observation strip and only one boat may have access to the strip, or one aircraft at a height of at least 150m above sea level;
- c) The maximum stay in the observation strip is 30 minutes;
- d) The maximum navigation speed in both strips is 5 knots;
- e) Craft must not sail inside a group of mammals or separate a group of mammals;
- f) Feeding the mammals or throwing anything into the water is strictly forbidden;
- g) The mammals must not be approached directly;
- h) There must be no interference with the normal behaviour of the mammals, in particular in the presence of females with cubs;
- i) Sudden route or speed changes are forbidden;
- j) If a mammal approaches the craft, the craft must continue at a speed of less than 5 knots without changing direction;
- k) Not more than 3 craft may be present at any one time in the safety strip, waiting to access the observation strip in chronological order;
- l) If the mammals show any signs of distress, all craft must move away from the strips in a direct route.

6.6. Sanctions are established according to national laws in force

Description of potential for sustainable tourism and promotion SWOT analysis table (this may include identifying the main segments for regulated tourism in these sites and origin of visitors and the purchasing behaviour depending on available information, and the quantification of the potential market, promotion strategies etc)

6.7. Potential for sustainable tourism and promotion

Bearing in mind the recent institution of the Marine Protected Area, there are currently some problems in terms of authorisations, surveillance and monitoring of the Protected Area. Initial resistance by local inhabitants, many of whom depend on access to and use of the waters in the MPA for their livelihoods, local pressure groups representing vested interests and different needs and a lack of clear and coherent information provision have all delayed and hindered initial implementation. Local stakeholders have not been made aware of the benefits of managed visitor access and, given the current economic climate, the restrictions and increased costs for licensing are seen as an added burden for many small island enterprises. Furthermore, a lack of information for non-residents and visitors (also in other languages) to the area is a significant drawback.

A lack of initiatives linked to the opportunities offered by the MPA is a further limit. Many local SMEs in the tourism sector would need assistance (financial and technical support) to harness the potential market and provide the appropriate level services and tourist offer. Continued problems in controlling the marine environment and the negative image the whole Naples area has been subjected to in the international press are further, more generalised issues that hinder the full exploitation of the opportunities in the MPA and may discourage investment in new, environmentally friendly initiatives or their effective marketing in the short-term. The MPA needs to develop its own coherent marketing initiatives within its management plan that can provide the stimulus also for private initiatives. Otherwise, there is a risk that local economic stakeholders in the islands of Procida and Ischia will not share the aims and objectives of the MPA.

6.8. Summary SWOT analysis

Strengths	Weaknesses
<p>Unique Mediterranean marine environment and biodiversity</p> <p>Managed by the local municipalities involved</p>	<p>Lack of knowledge and information</p> <p>Conflicts of interest at local level</p> <p>Complex procedures for permits and licensing</p>
Opportunities	Threats
<p>New national and international targeted tourist market opportunities for diving and whale-watching</p>	<p>Excessive presence of craft in the area</p> <p>Difficulties in surveillance and monitoring</p> <p>Overfishing</p> <p>Some local sewage flows into the MPA</p>

7. Case Study-COEPA

ANNUAL MANAGEMENT REPORT “PARC NATURAL CARRASCAL DE LA FONT ROJA” 2009. SUMMARY FOCUSED ON VISITORS’ MANAGEMENT.

7.1 Introduction

Date declared a Natural Park: April 13, 1987

Date adopted PORN: (Plan Natural Resources Management) July 16, 2004

7.1.1 Introduction

In the region of 'L'Alcoià', between the towns of Alcoy and Ibi, is the 'Parc Natural de la Font Roja', one of the best preserved natural areas of the Valencian territory. The nature reserve covers about 2,298 hectares, and includes the mountain ranges of l'alt de Sant Antoni, El Carrascal de la Font Roja and Teixereta. Menejador peak, 1356 meters high, is the highest point of the park.

Immersed in the Betic system, the sierra has an orientation and geological history typical of this kind of range. The foundation consists mainly of limestone dating the Tertiary era. The 'Cova Gelada,' close to the sanctuary of the Font Roja, proves the existence of the karstification process commonly associated with this type of rock.

A series of cliffs and rubble zones has developed under Menejador crest. The quarries are of the finest materials, from the collapse of the cliffs and the rest of limestone, representing the materials of the Quaternary. Keuper clays are the oldest materials in the park (from the Triassic period), which appear along the access road to the sanctuary of the Red Font on the road to Tetuan.

7.1.2 Fauna

The existence of a well-preserved wood and different landscapes of the park, such as the cliffs, stony foundations, pine forests and crops, favoring the presence of a rich and varied fauna. Associated with forest formations are species like the robin and firecrest, the chaffinch, the coal tit, agate, jay and the tawny owl. Among mammals, the wild boar is the most abundant, but also present are the genet, the weasel, the wildcat and the badger.

It is also one of the last remaining areas for nesting bird species in southern regions like the Valencia sparrowhawk and the goshawk, among others. Among all species of wildlife that inhabit the park, there are a few that should be noted for their scarcity or rarity, such as the Bonelli's eagle, marten and eagle owl.

The presence of the butterfly *Euphydryas desfontanii*, as an evolutionary relict, is also significant.

The area is full of different species of reptiles, such as the long-tailed lizard, the snub-nosed viper, the ladder snake, the southern smooth snake and ocellated lizard.

7.1.3 Vegetation

The orientation of the mountain range stretches from northeast to southwest, favoring cool, moist winds from the northeast that are dominant in the park stay on the north side due to rain. Likewise, vegetation facilitates the condensation of fog producing crypto-precipitation, which increases the water contribution to the field.

This, together with the relief, which is much more rugged and hilly on the north side, and the predominance of limestone in the lithological composition, have brought about the existence of a different type of landscapes: deciduous forest, Shady oaks fores (*Quercus ilex* ssp. *Rotundifolia*), sunny undergrowth, rocky vegetation, rune vegetation, pine and, crops.

7.1.4 History

In the Red Font, one can still see the traces of the activities that human beings developed using the natural resources. Charcoal was produced from dry branches of oak by building bunkers that have left blackened and devoid of vegetation stands still visible along the roadside. In some areas of the park there are still remains of old lime kilns, cylindrical structures where limestone, by heat, is transformed into lime which is used in construction and as a disinfectant. Farms are scattered throughout the park, mostly on the slopes of the mountain, taking advantage of the lower slope and looking for favorable areas to cultivate.

The core of the farm, run by one family, is the Mas; the building which played the role of housing, barn and corral. The farmsteads represented the lifestyle and agro-forestry in the Mediterranean peninsula. Six snow cellars or wells, reinforced with masonry and roofs, deserve special mention for being especially large.

From the seventeenth to early twentieth centuries, they served as a supply of packed snow to the neighboring municipalities for culinary or medical uses. Snow trade played an important role in the mountain regions and led to the birth of the ice cream industry in nearby places like Xixona.

7.1.5 How to get there

The Park Visitor Centre is located 11 km from Alcoy, on the road leading to the shrine. At the end of Alcoy in the direction of Alicante on the N-340, part of the highway AP-2001 Access to the 'Font Roja' (the turnoff is signposted). We suggest you start your visit

at the Visitor Center, the building where one pays the entrance fee in Font Roja Natura, near the Shrine.

There, you will find informative audiovisual material available on the environmental and cultural values of the Park. Furthermore, in the building may also receive the attention of two other entities such as CAM bank, in its Center for Environmental Education (CEMACAM) and the dependent Research Station of the University of Alicante. The Center staff suggests to visitors different routes around the Park, and may request the services of a guide, if desired, for schools and associations.

Accommodations

In addition to the hotels in Alcoy and Ibi, near the Park there are youth hostels and villas. La Font Roja has regulated camping zones, and permits must be obtained some time before at the Youth Information Centre of the Municipality of Alcoy (tel. 96 553 71 41).

Cuisine

Some typical local dishes are: 'bajoques farcides' (red peppers stuffed with rice), 'olleta of Music' (bean stew), 'pericana' (dried peppers, salt cod and olive oil), 'borreta' (stew cod and spinach with poached egg) or 'giraboix' (stalks and stew meat, cooked like) which are all very standard foods in Ibi. Alcoy is famous for its sweet, sugared almonds, cakes of glory, as well as coffee-liquor drinks that are consumed en masse during the festival of Moos and Christians.

7.2 Organisation and Resources

7.2.1 Governing Board "Junta Rectora"

Members of the Governing Board represent the ownership of the land and organizations with social and economic interest in the conservation of the Park area.

Members entitled to speak and vote:

- 1 President of Governing Board: is designated by regional government. Moderates the board
- 1 Secretary of Governing Board: Director of the Park. Technical assistance
- 4 Representatives from Regional Administration with interests in the conservation of the Park: Environment and Territory Planning Regional Administration, Culture & Sports Administration, Agriculture & Fisheries Administration, Infrastructures & Transports
- 1 Representative from the Provinces where the Park is located “Diputación de Alicante”
- 2 Representatives from the City Councils of the municipalities owning the property of the Park: Alcoi, Ibi
- 1 Representative from Public Universities in rotary turns
- 1 Representative of the non-profit local hunting association
- 2 Representative of local NGO fostering environment preservation, one for each land owner municipality
- 1 Representative of local NGO fostering cultural heritage preservation
- 1 Representative of local non-profit organisation defending farmers’ interests
- 3 Representatives of associations of private land owners within the limits of the Park
- 1 Honorary Member designated by the Park Government Board with outstanding career in environmental preservation

No vote entitled members:

- Director of Scientific & Research Centres of Alicante University located in the Park
- Officers in charge of environment preservation and territory planning department of the municipalities of Alcoi and Ibi
- Officers in charge of Environment and territory planning Department of the Regional Administration
- Officers in charge of CEMACAM, a Centre for promotion of sustainability and environment preservation supported by funds of CSR of a financial institution
- The Park Governing is not only a decision making body, it’s at the same time an advisory body in all matters affecting the Park

- The full Governing Board meets 3 times a year to approve all matters concerning the Park. Specific Commissions are created to speed discussions, which meet more frequently and present executive summaries and results making easier the decision

7.2.2 Human Resources directly working for the Park

→ 1 Director

→ Technical staff: 4 Officers in charge of technical responsibilities: 1 Maintenance & Safety, 1 Quality Evaluation & Control, 1 Environment Preservation, 1 Education of Environment preservation & Visitors Information

→ A Maintenance Brigade consisting of 1 foreman and 4 laborers

→ Surveillance & Watch staff: 2 guards in wintertime 4 in summertime

→ 1 forest equipment officer

7.2.3 Financial Resources

Main annual financial resources of the Park come from the items of Natural Parks running and maintenance foreseen in the General Regional Annual Budget (GRAB).

Excluding staff costs, the budget for the Park in GRAB amounted €1,302,348.74 in 2009.

In order to carry out specific actions that are not foreseen in the GRAB, the Park is entitled to apply for grants.

Grants obtained to carry out environment preservation and fire prevention projects funded by Regional Government Environment preservation & Territory Planning Department amounted €1,629,206,74 in 2009.

Grant obtained from the RURALTER programme managed by Regional Government Agriculture & Fisheries Department amounted €1,000,000 in 2009. The payment will be carried out in settlements during 3 years.

Further investments from organizations present in the Park (University of Alicante, CEMACAM and the municipalities of Alcoi and Ibi) amounted €600,043.42.

7.3 Natural Park Management: Mission & Objectives

7.3.1 Mission

Making compatible the protection, preservation and improvement of the natural environment of the Park with the high demand of educational, training, leisure, cultural and traditional activities within the boundaries of the Park.

7.3.2 Environmental Preservation & Maintenance objectives

- Regenerating the degraded areas of forest and vegetation
- Correcting environmental impacts of fauna and flora
- Maintaining and improving the areas of public use
- Improving fire prevention systems, incorporating volunteers in surveillance
- Tightening the cooperation with public administrations, Natural Parks network, research centers and social organizations with interests in preserving the Park
- Carrying out open and transparent management of the Park exchanging experiences and good practices
- Raising awareness in visitors and society of positive impacts of sustainability and environment protection

7.3.3 Visitors Management objectives

- ❖ Maintaining of official tourist quality standards certification “Q de calidad Turística”, which is annually evaluated by external auditors
- ❖ Orienting management towards visitors’ satisfaction
- ❖ Raising the standards of tourist quality certified by “Q de Calidad Turística” measuring users and visitors satisfaction and improving the areas with lower satisfaction levels
- ❖ Providing the required resources to raise current tourist quality standards. The main objective in this regard is to increase the quantity of informative publications (maps, flora and fauna guides, promotional brochures and leaflets)
- ❖ Improving the educational material provided during school groups visits and devising new projects aimed at fostering the environmental education and raising environmental awareness of young people

- ❖ Listening to users and visitors in devising new actions and initiatives
- ❖ Tightening the cooperation with municipalities and City Councils to improve public transport services during weekends and holidays traditionally celebrated in the Park boundaries
- ❖ Enabling and fitting parking lots and areas downtown with shuttle public transport services towards the Park during foreseen massive affluence periods

7.4 Specific Actions Focused on Visitors' Management & Socioeconomic Integration of the Park during 2009

All actions carried out in this regard were aimed at making compatible the use of the Park by visitors with sustainability and preservation of natural resources and cultural heritage of the Park.

7.4.1 Communication & Information actions

Actions undertaken to bring the Park closer to the citizens and creating in them a sensible approach towards the preservation Park, informing about what they can or can't do, trying to foster in them an attitude of participation and cooperation in the environment protection:

→ Information campaign in CEMACAM about regulations applied to fungus and mushrooms picking and collection. Distribution of maps with areas and pathways enabled to fungus and mushrooms picking and collection

→ Publication of guidebook about ethnographic itineraries of the Park informing about the traditional activities and uses in the Park, particularly focusing to the "pozos de nieve" snow pits used in past centuries to store snow and to produce ice during spring and summertime

→ Participation in exhibitions and seminars on the network of Natural Parks of the Valencian Region

→ Improvement of the visitors' reception center: installation of better air-conditioning equipment, new information displays and audiovisual equipment.

→The Park edits and publishes annually a magazine about the results of the research projects carried out within the Park named IBERS. The 2009 issue included valuable articles about fungus and lichens

→Edition of new mapping and cartography material of the Park

→Communication and information updating of the Park in the official website

→Publication in local language of vegetation and flora biodiversity guides

7.4.2 Environmental education actions

Activities aimed at the school community with the objectives of passing on young people the principles of nature preservation, raising the awareness of the fragility of ecosystems, fostering respectful behavior towards environment and enjoying nature respectfully:

- Reforestation campaigns carried out by schools
- Guided educational visits: educational material and index cards are provided to help pupils in gathering information. Further environment educational actions consist of games and workshops for young people

7.4.3 Interpretation of cultural heritage actions

Information activities aimed at all citizens and any potential visitor:

- ◇ Organisation and participation in the seminar “Conoce los pozos de nieve” knowing the snow pits, visiting the 6 constructions in the Park for this use and informing about the economic and social implications for the region in past centuries
- ◇ Organisation and participation in the seminar “Conoce los pozos de la biodiversidad de la Font Roja” knowing the biodiversity of the Park: information about the techniques currently used to classify and inventory a variety of biology species. Field training in the Park is carried out

7.4.4 Fostering volunteers participation actions

Actions carried out at involving volunteers in the preservation of the Park with a double objective, resources streamlining and involving citizens in maintenance and preservation

of the Park, creating emotional links with the Park and a greater commitment towards its preservation:

- Reforestation activities
- Forest clearing and maintenance works
- Maintenance of paths and pathways: clearing, restoring, signs refurbishment, etc.
- Biodiversity preservation monitoring projects
- Surveillance and fire prevention works

7.4.5 Visitors' management

Actions carried out to raise visitors' satisfaction:

- ✓ Participation in the Valencian Community Natural Park inventory of public use resources with the aim of standardize the inventory at regional level and create data bases for public consultation
- ✓ Correcting environment impacts derived from public use of visitors according to quality system protocols (UNE 187002:2008 Quality in public use of nature protected areas)
- ✓ Selective collection of waste according to quality system protocols (UNE 187002:2008)
- ✓ Resources consumption control according to quality system protocols (UNE 187002:2008)
- ✓ Analysis setting of maximum visitors reception capacity, detailed by Park areas according to quality system protocols (UNE 187002:2008)
- ✓ Refurbishment and maintenance of resources of public use and signs according to quality system protocols (UNE 187002:2008)
- ✓ Activities aimed at analyzing the accessibility to the Park by handicapped people and detection of actual and potential barriers. A report was written with proposals of itineraries within the Park most suitable for adapting them to handicapped people
- ✓ Implementation of methods according quality system protocols (UNE 187002:2008) to get quantitative information, such as number of visitors, as well as qualitative information, such as visitors' profile (sex, age, occupation, origin, prior visits, etc).

The Park also carries out customer/visitor satisfaction surveys and questionnaires

- ✓ Visitors' management monitoring systems gathers information about annual number of visitors, visitors per month, type of visit (spontaneous/concerted), distribution of visitors regarding age ranges, object/cause of visiting (education, excursion, information, professional, leisure, tourism, other), length of visit, materials/resources used, appraisal of facilities, appraisal of activities in the Park, customer satisfaction, staff attention, conditions of preservation of the Park, promotion means that brought the visitor (newspaper, other printed media/publications, radio, TV, word of mouth, other means), customer loyalty rates (regarding the Park, regarding Valencian Community Natural Parks network)
- ✓ Fostering sustainable tourism tightening the cooperation with tourist info point of the area (Alcoi, Ibi), providing promotional material of the Park and attending information requests
- ✓ The Park has an Emergency Plan based on safety procedures according quality system protocols (UNE 187002:2008)
- ✓ A system to collect complaints is available as well
- ✓ All activities to be carried out are planned ahead
- ✓ Communication and information of activities carried out and planned to the Governing Board and Specific Commissions of the board in constant
- ✓ External independent audits certifying the conformity of quality are carried out annually

8. Case Study-Chamber of Commerce of Valencia

8.1 Description of the area and characteristics

The Cabriel River divides Valencian and Castilian regions for 50 km., from the Contreras dam to its confluence with the Xúquer river in Cofrentes. The wavy river course is the axis of a wide area very well preserved. It is a habitat of rich vegetation from the river bank and protected bird species such as the golden eagle, the Bonelli's eagle and the eagle owl.

The river is, at the same time, one of the best fauna fluvial reserves of river otters, autochthonous crabs and madrillas of the Xúquer River.

The Cabriel Valley is structured by black poplar corridors; willows and tamarind trees, which form the best well-conserved forest in the region of Valencia. Very close canes, reeds and giant reeds grow.

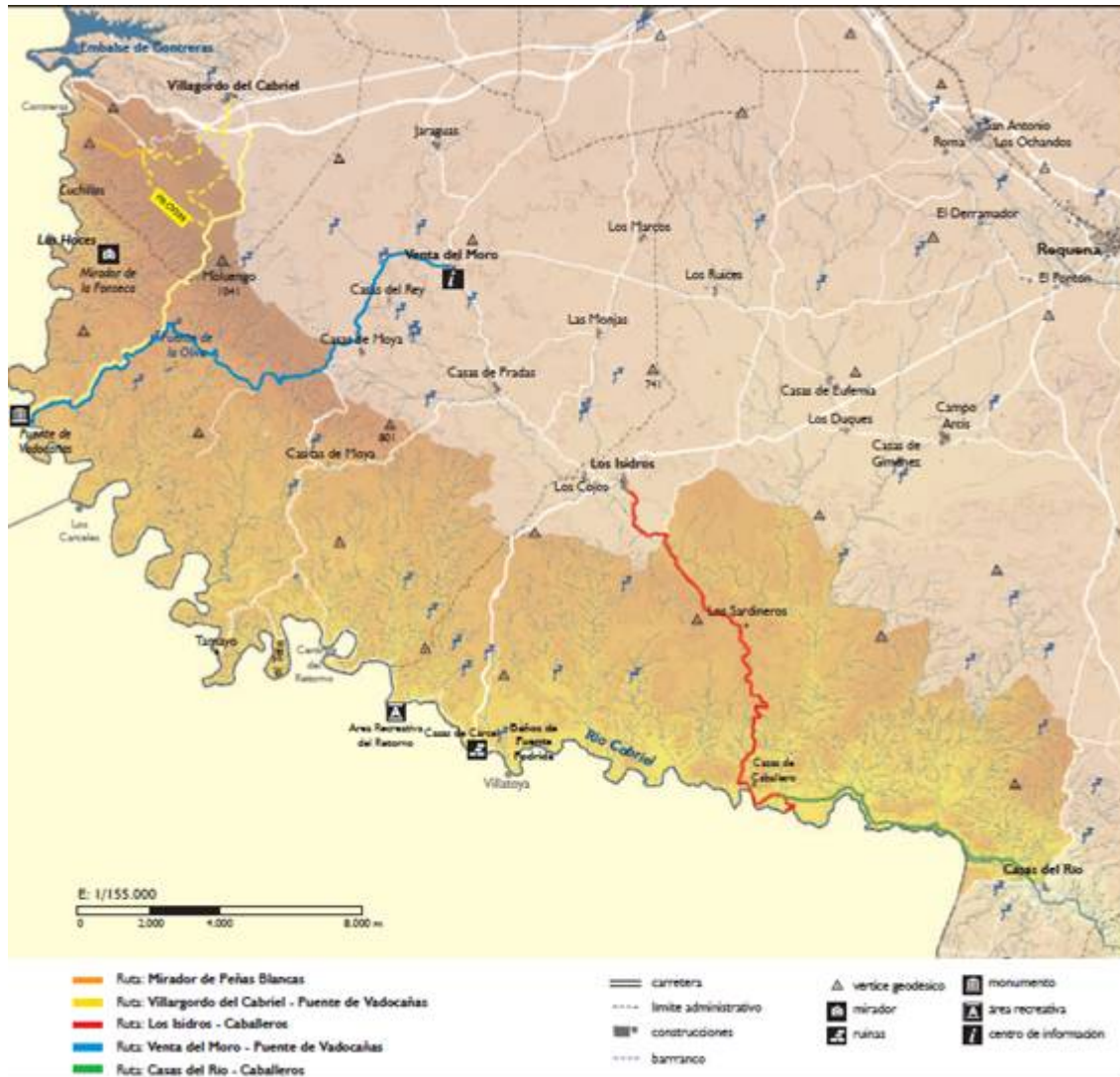
A dense white pine forest with some kermes oaks and valencian oak trees cover rocky walls surrounding the river. In addition, the forest is rich in Mediterranean autochthonous species such as rosemary, lentisco, strawberry trees, box trees and albar savines.

The area was declared a Natural Reserve in 2005, and the extension of this reserve is 31.446 Ha.

From Villargordo del Cabriel it is possible to reach the spectacular points of the Cuchillos and the Fonseca Valley. Between Vadocañas and Villatoya, the Cabriel runs into a series of meanders known as Las Hoces. From Requena, one can reach Villatoya and Casas del Río.

In the map of the Natural Reserve (shown next) one can see the winding way of the Cabriel river, the several hiking routes (in different colours), the location of the information and interpretation centre (in the middle of the map) and the main village in the area, Requena (East area of the map).

The South area is shown in a different colour because it belongs to the autonomous community of Castilla-La Mancha. The course of the river marks the boundary with the Valencian Community.



8.2 Management of area

The Valencian Public Administration with authority on environmental issues is the regional environment minister “Conselleria de Medio Ambiente, Agua, Urbanismo y Vivienda”. The Conselleria carry out the working costs of the Nature Reserve, without affecting incidental contributions from other public or private institutions.

Technical management and staff coordination are two tasks of the Curator-Manager. Besides, 11 people are attached to two work teams:

- **Conservation and Maintenance work team.**
- **Technical work team:** composed of three people with the functions of promotion, research and technical works of the Nature Reserve.

The Governing Board carries out an important function by making possible the participation of groups and social interests that have been affected by the by the protection entity. There is also a forum for discussion, collaboration and consulting in the context of the Nature Reserve.

The Environmental Education Program of the “Hoces del Cabriel” Nature Reserve expects a rapprochement to the social and natural reality of the natural spaces to user-right people. It also tries to create a favorable atmosphere for reflections about educational values of this concrete space, for its exploitation and environmental participation.

From the technical team of the reserve special attention is paid to adress environmental education projects to local communities and educational entities of the municipalities of the nature reserve area.

8.3 Visitor and user regulations – (Visitor Management Framework)

The Interpretation Centre of the Cabriel’s Ravines Nature Reserve is located in the village of Venta del Moro, the closest one to the area.

This Centre is a part of the building of the Management Technician Office, and it welcomes the visitor with a permanent exhibition about the most important values of this territory, divided in two halls:

- Biodiversity
- Cultural Heritage



The exhibition was designed as a self-guided tour exhibition, and its objective is the rapprochement of visitors to the main features to the public. Some parts of the exhibition have been adapted to disabled people.



The Centre includes a guided itineraries program, with the objectives of:

- Introducing the concept of Protected Nature Space, and the different protection mechanisms
- Reasoning out the causes that favoured the protection of this nature reserve
- Making known the nature, historic and cultural values of the Hoces del Cabriel Nature Reserve

The guided visits include 3 itineraries:

- The interpretative itinerary “Hoces del Cabriel”, for Secondary School students
- The itineraire “Diálogos con el Agua” (Dialogues with water), for Primary School students
- PR-344 footpath “Fuente de la Oliva-Hoces del Cabriel”

There are also five path foots for general public, with no guided visits (see the map).



The Interpretation Centre timetable for visits and information is:

- Monday to Friday, from 9:00 to 14:00.

Another information channel would be the Tourist Info offices in the area near the Nature Reserve. The nearest one is located in Requena, and provides information about approach routes and activities in the reserve.

8.4 SWOT Analysis

It is important to highlight the potential of the area, because of the fact that its tourist resources are attractive for other kinds of tourism: wine tourism, rural tourism and cultural tourism. Both tourism typologies are a complement for sustainable tourism, and sustainable tourism becomes an alternative for mass tourism in the coastal areas, only 90 Km. away from this Nature Reserve.

STRENGTHS:	WEAKNESSES:
<ul style="list-style-type: none"> • Attractive of the unique landscapes of the Hoces del Cabriel nature reserve. • The village of Requena has become a “hub” of services at a supra-municipal scale. (Legal and health services, etc.). • Existence of several footpaths that make possible knowing the natural reserve. • Importance of complementary products: Wine Tourism in Requena and Utiel, with the possibility of visits 	<ul style="list-style-type: none"> • Poor accesibility by car: the best access to the area (asphalt road to get the Tamayo area) has the risk of saturation because the majority of adventure tourism companies use this road and area. • Lack of public transport means to get the nature reserve. • Potential competition between nearby adventure tourism areas (Benagéber, Sinarcas).

<p>to wine cellars.</p> <ul style="list-style-type: none"> • Importance of complementary products: Cultural tourism in Requena (historical town centre) • Existence of several companies offering adventure tourism activities in the nature reserve. 	<ul style="list-style-type: none"> • Geographical dispersion of population centres, frequently disconnected. • Lack of signposting in the hamlets and small villages near the nature reserve. • Poor collaboration between municipalities, because of the local nature of the projects. • Lack of joint promotion and marketing actions.
<p>OPPORTUNITIES:</p> <ul style="list-style-type: none"> • Launch of the “AVE” high speed train from Madrid to Valencia, with stops in the new station of Requena-Utiel. • Increase of wine tourism in the area, which can be offered as a complementary tourism. • Wine tourism implementation actions carried out by the Chamber of Commerce of Valencia (Anonymous Tourist in wine cellars, and other promotional actions) • Increase of associations as a driving force for tourism activity (with associations such as Ruta del Vino). 	<p>THREADS:</p> <ul style="list-style-type: none"> • High seasonality, with peaks only in weekends and holidays. • An excess practice of adventure Sports in the area may be translated to a high nature impact.. • High competition with respect to other wine tourism destinations.

9. Case Study- Consejo Andaluz de Cámaras

9.1 Description of area and characteristics with map/image illustration

Costa del Sol, located in Malaga province, is the analysis area chosen in Andalusia. According with the identified typologies in this project, Costa del Sol can be considered as the “area with high receptive capacity, good accessibility and potential for diversification but subject to heavy seasonal tourist pressure and suffering competition”.

Costa del Sol is characterized not only by their wonderful beaches, but also by the coastal landscape of Malaga made of caves and numerous natural spaces.



9.2 Management of area - description

Natural spaces in Andalusia are managed by the Andalusian Regional Ministry of Environment.

The act 2/1989, from 18 July, by means of which the inventory of Protected Natural Spaces in Andalusia was passed, involved in that moment the regularization of the inventory of Protected Natural Spaces in Andalusia and the creation of regulation and management tools, aimed at preserving the natural heritage of Andalusia, and specially the protected natural spaces.

Nowadays, 20 years later, Andalusia faces new scenarios and threats and challenges that are appearing in this changing world. That is why a process of defining the natural spaces of Andalusia in next decades, based on the experience since 1989, has started. In order to begin and dynamize this project, a scientific technical and managing committee has been formed, with the aim of putting forwards the conceptual and methodological principles proposal that leads to the definition of a new natural space Act in Andalusia.

9.3 Visitor and user regulations – description (Visitor Management Framework)

There are different planning tools for the management of Protected Natural Spaces:

1. Planning the resource, natural space and endangered species conservation and recovery, by means of PORN Planes de Ordenación de Recursos Naturales (Natural Resource Planning Programs) and PRUG Planes Rectores de Uso y Gestión (Usage and Management Rector Plans).

2. Planning the public use of natural spaces by means of:

– Estrategia Regional de uso público en Espacios Naturales Protegidos (Regional Strategy of public use in Protected Natural Reserves), which is a frame document that establishes the policies and principles of the Andalusian Regional Ministry of Environment for the public use management in Andalusia.

– Public use programs in Nature Parks with a specific public use model for each Nature Park.

– Monitoring and control process.

Other resources used in the dynamization of the Natural Spaces in Andalusia are the following:

- “Manual de Señalización de Espacios Naturales de Andalucía. Uso Público” (Andalusian Natural Space Signposting Manual. Public Use): are the rules and basic tools about the public use signposting referring to Natural Spaces.
- Communication Programs:
 - Web page: “La Ventana del Visitante” (The Visitor’s window).
 - Nature Park official guides.
 - Cuadernos de Senderos (Walking guidebooks).
 - Nature Park map guide.
- Protected Natural Space Visit Program aimed at promoting their public use by means of guided visits. There are different kinds of guided visits:
 - “La Naturaleza y tú” (The Nature and You): Campaign aimed at schoolchildren.
 - “Andalucía en sus Parques Naturales” (Andalusia and their Nature Parks): Guided visit program.
 - “Jornadas de Puertas Abiertas” (Open day): Free conferences about natural and cultural heritage.
 - “Naturaleza para todos” (Nature for everyone): Activities in Natural Spaces for physically handicapped people.
 - “Conociendo la Naturaleza” (Knowing Nature): Edition of path map guides.

Founded in 1989 as a government created company belonging to the Environmental Ministry of the Regional Andalusian Government, the Empresa de Gestión Medioambiental, S.A. EGMASA (Environmental Management Company, Ltd.) creates and manages an important part of the equipments and public use services.

9.4 Description of potential for sustainable tourism and promotion

The Iniciativa de Turismo Sostenible de la Costa del Sol ITS (The Costa del Sol Sustainable Tourism Initiatives), with an investment expected to reach 43 million Euro, is the most ambitious project of sustainable tourism planned in Andalusia. The importance of this

initiative does not lie only in the substantial investment expected, but also in the fact that for the first time a combination of the coastal and interior attractions in an area of a very important natural wealth has been taken into account.

In this way, the ITS works to satisfy a more demanding tourist, that interacts with the environment in which he moves and demands not only beach but also a culture, leisure and natural space offer.

The public use facilities offered by Protected Natural Spaces from the Malaga province, which has statistical data about the number of visitors, received 134,807 visitors in 2007, with more public especially in Mars, April and May.

According to the different centres, these visitors were distributed in the following way:

<i>Facilities</i>	<i>Visitors</i>
El Torcal de Antequera Natural Area visitor centre	66,261
Laguna de Fuente de Piedra Natural Reserve visitor centre	51,853
Montes de Málaga Natural Park eco-museum	12,938
Sierra de Grazalema Natural Park visitor centre in Cortes de la Frontera	3,755

About the visitor typology, it is possible to identify the following main sectors:

According with the way they organized the travel, we can distinguished those who stayed in a friend or relative's house (63.78%), followed by school groups (14.82%), those who turned to travel agencies (7.62%), old age groups (6.80%) and associations (2.57%). The remaining 4.41% belongs to other groups.

According with their origins, there were 33,835 visitors of the total from other European Union countries, such as United Kingdom (46.11%), Germany (25.17%) and France (13.67%). Visitors from Italy, Portugal and other countries represent the 2.50%, 1.42% and 11.13% respectively.

Apart from these facilities that contain statistical data, there are other Protected Natural Spaces in Malaga province with the following facilities for visitors:

Protected Natural Space	Kind of facility	Facility
Los Alcornocales	Recreation area	La Saucedá
	Signposted path	La Saucedá
		Garganta de la Pulga
		La Laguna del Moral
	Cicle-tourist way Carril	Cañillas-El Colmenar-Peñón Berrueco Carril Interior de La Saucedá
Sierra de Grazalema	Visitor centre	Cortes de la Frontera
	Signposted path	Camino de la Fuente
		La Cueva del Gato
		Río Guadiaro
		El Pimpollar
		Camino de Huertas Nuevas
		Camino de la Dehesa
		Cañada del Olivar
		Camino Viejo de Ronda
		Hundidero
	Los Llanos de Líbar	
Rural cottage	Cortijo de Líbar	
Sierras de Tejada, Almirara y Alhama	Recreation area	El Alcázar
		La Rahige
		La Fábrica de la Luz
		El Pinarillo
	Signposted path	Alcázar - La Maroma
		Casa de La Nieve
		Fábrica de La Luz - Puerto de Cómpea
		Casa de La Mina - Pradillos
		Frigiliana - Fuente del Esparto
		Subida al Pico del Cielo
Puente Árabe		
Free camping area	Fábrica de La Luz	
Resto Provincia de Málaga	Recreation area	Hoyo de La Turca
		Riberas del Guadalhorce
		La Sierrecilla
		Llanos de Purla
		Raja Ancha
Desfiladero de los Gaitanes	Viewpoint	Los Embalses
	Signposted path	Haza del Río
		Sierra de Huma
		Los Embalses
		Gaitanejo

<i>Protected Nature Space</i>	<i>Kind of facility</i>	<i>Facility</i>
Los Reales de Sierra Bermeja	Recreation area	Los Reales
	Refuge	Los Reales
	Signposted path	Mirador de Salvador Guerrero
		Los Realiyos
	Paseo de los Pinsapos	
Sierra Crestellina	Signposted path	Crestellina Natural
Torcal de Antequera	Viewpoint	Diego Monea
		Las Ventanillas
	Visitor centre	Torcal Alto
	Signposted path	Ruta Amarilla
Ruta Verde-Sendero del Torcal Alto		
Montes de Málaga	Recreation area	El Cerrado
		Torrijos
	Viewpoint	Del Palomar
		El Cochino
		Martinez Falero
		Poco Pan
	Signposted path	El Cerrado
		Torrijos
		Contadoras
		Picapedreros-Boticario
		Pocopan
	Nature classroom	Las Contadoras
	Free camping area	Torrijos
Eco-museum	Lagar de Torrijos	
Mountain hotel	Humaina	


Protected Natural Space	Kind of facility	Facility
Sierra de las Nieves	Recreation area	La Fuensanta
		Los Quejigales
	Viewpoint	El Guarda Forestal
		Caucón
		Luis Ceballos
	Signposted path	La Fuensanta - El Burgo
		Puerto de la Mujer - El Burgo
		Conejeras
		La Fuenfría
		Las Escaleretas
		Quejigales - Torrecilla
		La Rejia
		Peñas Blancas - Janón
		Peñas Blancas-Cañuelo
		Barranco del Arca
		Caucón - Peñón de los Enamorados
Caucón - Tajo de la Caina		
Puerto Bellina - Puerto Saucillo		
Puerto Saucillo - Torrecilla		
Yunquera - Los Sauces		
Rural cottage	Los Quejigales	
Free camping area	Los Sauces	
Mountain hotel	Cerro del Hajar	
Laguna de Fuente de Piedra	Viewpoint	Cerro del Palo
		De la Vicaría
	Visitor centre	José Antonio Valverde
	Signposted path	De las Latas
		Mirador de la Vicaría


9.5 SWOT analysis table

Strengths	Weaknesses
<ul style="list-style-type: none"> - A reforestation task is being carried out for the environment regeneration in the Guadalhorce River Estuary. - In summer, The Provincial Government of Environment in Malaga offers the visitor a public transport service to go to Acantilados de Maro-Cerro Gordo beaches, reducing the motor vehicle impact in this natural enclave. - Scuba-diving is regulated in Maro-Cerro Gordo cliffs, that is why a previous authorization for playing it is requested. - The web page of the Andalusian Regional Ministry of Environment offers complete information about protected natural spaces and different routes that can be used. - The wealth of biodiversity in earth and sea ecosystems, with very interesting animal and plant species. - Particular geological formations. - Good climate conditions all the year. - Quality Hotel offer. - Good approaches to the area (by road, AVE, Malaga airport) - Brand image “Costa del Sol”. 	<ul style="list-style-type: none"> - Need of fitting the paths out and of restoring their cultural values. - Need of protecting the endangered species that inhabit there. - Together with the conservation and improvement measures, activities to raise public awareness, public information and environmental education are needed. - Lack of importance of tourist activities in the nature by travel agencies.
Opportunities	Threats
<ul style="list-style-type: none"> - The Iniciativa de Turismo Sostenible de la Costa del Sol ITS (The Costa del Sol Sustainable Tourism Initiatives), with an investment expected to reach 43 million Euro, is the most ambitious project of sustainable tourism planned in Andalusia. - In the Artola Dunes there is a project of building footbridges and a perimeter walk, urban equipment, renovation of the road surface to facilitate the vehicle and pedestrian use, reforestation of the area and improvement of the Torre de los Ladrones access. - Exploitation of new tourist routes (cultural, hiking, canoe, scuba-diving, caves, bird and cetacean observation). - Important public use equipment network in the Protected Natural Spaces of the province. 	<ul style="list-style-type: none"> - Environmental pressure in nearby villages. - The uncontrolled increase of visitors can act as a pressure over the flora and fauna (noises, waste...).

10. APPENDIX 1: Protected Areas Presentation Format & Example

Prefecture of Dodecanese

TITLE / LOCATION PROFITIS ILIAS - EPTA PIGES - PETALOUDES – REMATA ΠΡΟΦΗΤΗΣ ΗΛΙΑΣ- ΕΠΤΑ ΠΗΓΕΣ- ΠΕΤΑΛΟΥΔΕΣ- ΡΕΜΑΤΑ		
TYPOLOGY (Natura 2000 site/SPZs/ Marine Protected Area) : Natura 2000 SCI (Site of Community Importance)		
SITE IDENTIFICATION : Location : Rhodes Island – Region of Dodecanese (GR) Site Code : GR4210006 Area (HA): 11414,26 Ownership status: Public Responsible Management body : Forest Directorate Of Dodekanisa		
SITE DESCRIPTION – MAIN CHARACTERISTICS: The site is located at the central part of the island of Rhodes. The parent material of the substrate is mainly limestones and flyschs. The slopes of the mountain Profitis Ilias (mean altitude 600m) are covered by pine (<i>Pinus brutia</i>) forests, pure or mixed with cypress (<i>Cupressus sempervirens</i>), as well as by maquis vegetation with <i>Pistacia lentiscus</i> , <i>Juniperus macrocarpa</i> , <i>Quercus coccifera</i> and <i>Cistus</i> sp. The area of Epta Piges (mean altitude 200m) is situated along the bed of Loutari river. It includes mountains, hills, plain and alluvial zone covered by forest, maquis and wetlands. The landscape is characterized by the presence of dense vegetation which consists of <i>Pinus brutia</i> , <i>Platanus orientalis</i> , <i>Nerium oleander</i> , <i>Vitex agnus-castus</i> , <i>Pistacia terebinthus</i> and <i>P. lentiscus</i> . Regarding the vegetation of the valley of Petaloudes (mean altitude 300m) the dominant tree is <i>Liquidambar orientalis</i> , a deciduous species with limited distribution.		
VISITING HOURS/DATES (if applicable)	DATES/OPENING HOURS: Daily from 07.30 to 19.00	
	CAPACITY IF APPROPRIATE:	
	OTHER INFORMATION:	
ACCESIBILITY : Distance from Rhodes City :27Km		
TOURIST/ OTHER SERVICES ON SITE: Snack Bar, Traditional coffee shop, Restaurant Souvenir shops		
INFORMATION PROVISION: Tel +30 241081801		
USEFUL LINKS : http://www.minenv.gr/1/12/121/12103/viotopoi/g4210006.html		
VISITOR NUMBERS (indicate per year) :		

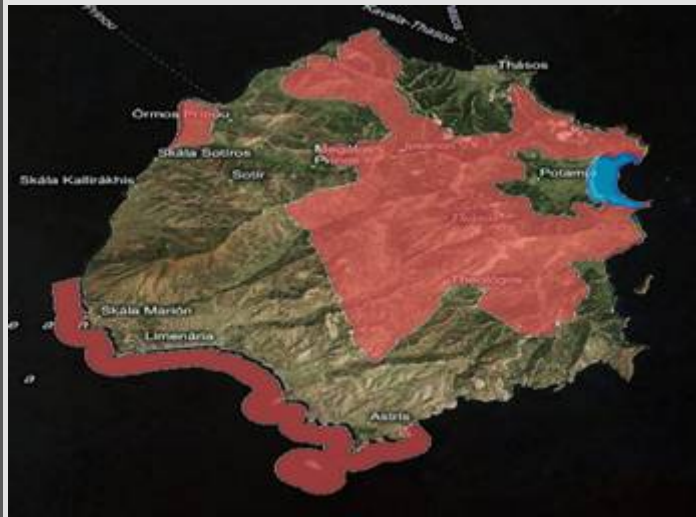
<h2>TITLE / LOCATION</h2> <p>AKRAMYTIS - ARMENISTIS - ATTAVYROS AND COASTAL ZONE (KARAVOLAS- GLYFADA BAY)</p> <p>ΑΚΡΑΜΥΤΗΣ-ΑΡΜΕΝΙΣΤΗΣ-ΑΤΤΑΒΥΡΟΣ ΚΑΙ ΘΑΛΑΣΣΙΑ ΖΩΝΗ (ΚΑΡΑΒΟΛΑΣ-ΟΡΜΟΣ ΓΛΥΦΑΔΑ)</p>		
<p>TYPOLOGY (Natura 2000 site/SPZs/ Marine Protected Area) : Natura 2000 SCI (Site of Community Importance)</p>		
<p>SITE IDENTIFICATION : Location : Rhodes Island – Region of Dodecanese (GR) Site Code : GR4210005 Area (HA): 17.600 Ownership status: Public Responsible Management body : Forest Directorate Of Dodekanisa</p>		
<p>SITE DESCRIPTION – MAIN CHARACTERISTICS: The site is located at the southwestern part of the Rhodes and it consists of the mountain area of Attavyros (1.217m), of Akramytis, the area around the river Sianitis and the coastal area from Papagiwrgis Bay until the Verde of Armenistis and in the south until Apolakia Bay. The marine area covers 7% of the total area. The most characteristic terrestrial habitats are the two types of coniferous forests (the first with Pinus brutia and the second with Cupressus sempervirens). Some areas are covered with pioneer vegetation of Sedum spp. The region, also, has a wide area of maquis and brushwood. Finally, there are areas with Quercus coccifera. The garigues are grazed and low. Of great importance are the two types of maritime habitats (meadows of Posidonia and smaller areas with reefs). The artificial lake and the land caves, which are the other two types of habitats, although they cover less area, are also worth mentioning.</p>		
<p>VISITING HOURS/DATES (if applicable)</p>	<p>DATES/OPENING HOURS: Free</p>	
	<p>CAPACITY IF APPROPRIATE:</p>	
	<p>OTHER INFORMATION: Access by car or motorbikes</p>	
<p>ACCESIBILITY : Distance from Rhodes City :72Km</p>		
<p>TOURIST/ OTHER SERVICES ON SITE: In the surrounding villages and in Glyfada Beach: Traditional coffee shops, Restaurants</p>		
<p>INFORMATION PROVISION: Tel +30 241081801</p>		
<p>USEFUL LINKS : http://www.minenv.gr/1/12/121/12103/viotopoi/g4210005.html</p>		
<p>VISITOR NUMBERS (indicate per year) : not applicable</p>		

Region of East Macedonia and Thrace

TITLE / LOCATION

**THASSOS (OROS YPSARIO KAI
PARAKTIA ZONI) KAI NISIDES
KOINYRA KAI XIRONISI**

**ΘΑΣΟΣ (ΌΡΟΣ ΥΨΑΡΙΟ ΚΑΙ
ΠΑΡΑΚΤΙΑ ΖΩΝΗ) ΚΑΙ ΝΗΣΙΔΕΣ
ΚΟΙΝΥΡΑ ΚΑΙ ΞΕΡΟΝΗΣΙ**



TYPOLOGY (Natura 2000 site/SPZs/ Marine Protected Area) :
Natura 2000 SCI (Site of Community Importance)

SITE IDENTIFICATION :

Location : Thassos Island – Region of Eastern Macedonia & Thrace (GR)

Site Code : GR1150012

Area (HA): 17592.2900

Ownership status: Public

Responsible Management body : Forest Directorate Of Eastern Macedonia and Thrace

SITE DESCRIPTION – MAIN CHARACTERISTICS:

The site is designated at National and Regional level in Limaneria, Theologou, Potamia, Prinou, Marion of the island of Thassos

The land site is extended at around 15,000 hectares. The area includes part of Mount Ypsario (fish for locals) the peak reaches 1.213 meters. Rocky slopes with steep slopes, extensive subalpine meadows, forest pine and black pine, and deciduous forest compose the form the massif. There is also a coastal wetland with reeds and

fresh water in the northeast of the island and an island in the southwest and two vertical steep coastal cliffs across from this island. Also includes a lush green island with vertical rocky slopes, located 13 miles (21 kilometers) northwest of Thassos a mile (nearly 2 km) from shore in New Iraklitsa of Kavala Prefecture.

From the greenest islands of Greece, Thassos with extensive woodlands roadleaf deciduous trees, conifers, wild (black and pine) mixed forests and olive groves. Big problem created by the fires from 1985 onwards, which have burned about 60% of the island but Important Bird Area still has a large percentage of forest cover. Extensive groves, large marble and heavy livestock (mainly sheep and kids) are the main uses of land while in recent years developed and tourism. The growth of tourism and the expansion of residential area with villas, pushing the nature and reduces the habitats. Alpine and subalpine grassland in rocky areas in both alpine zone and lower, large areas of former pine forest with several high rate of natural regeneration that leaves uncovered areas with low vegetation, an ideal habitat for birds of prey. After catastrophic fires of the last 20 years and change of habitat by scrub and forest steppes have grown excessively in the island and the Hare nisoperdikes which are food for predators. Sclerophylous bushes gkarigk and maquis, olive groves, rivers and streams in several parts of the island covered with rich hydrophilic vegetation and sand dunes beaches, standing at an altitude of freshwater (lake in Maries) and in sea level (wetland Prinos) with lush vegetation and wading reed, is another aspect of habitat meet.

The site confirmed as a SCI on the 1st of September 2009 and it is directly compiled with the GR1110008 NATURA 2000 site. The site, also, had been classified as SPA on the 1st of March 2010.

The climate is Mediterranean Macaronesian.

VISITING HOURS/DATES	DATES/OPENING HOURS: no regulation
	CAPACITY IF APPROPRIATE: no regulation
	OTHER INFORMATION: water skiing, fishing, hiking, mountaineering, hunting and bird watching.
ACCESSIBILITY : Distance from Kavala City: 12 nautical miles, Distance from Keramoti Port: 6,5 nautical miles	
TOURIST/ OTHER SERVICES ON SITE: This site includes beautiful and wide beaches with soft, golden sand and clear water. It is organized with deckchairs, umbrellas, showers and beach volley. Also provides cafes, restaurants, pastry shops, street markets and beach bars. Transportation to and from the Gold Coast is very common in summer.	
INFORMATION PROVISION: Tel +30 25930 23918, 23118	
USEFUL LINKS : www.thassos.gr , www.minenv.gr	
VISITOR NUMBERS (indicate per year) :	

TITLE / LOCATION

**ORMOS POTAMIAS - AKR.
PYRGOS EOS N.
GRAMVOUSSA**

**ΟΡΜΟΣ ΠΟΤΑΜΙΑΣ – ΑΚΡ.
ΠΥΡΓΟΣ ΕΩΣ ΓΡΑΜΒΟΥΣΣΑ**



TYPOLOGY (Natura 2000 site/SPZs/ Marine Protected Area) :
Natura 2000 SCI (Site of Community Importance)

SITE IDENTIFICATION :

Location : Thassos Island – Region of Eastern Macedonia & Thrace (GR)

Site Code : GR1150008

Area (HA): 357,89 (Habitat classes Marine areas, Sea inlets, 100% cover)

Ownership status: Public

Responsible Management body : Forest Directorate Of Eastern Macedonia and Thrace

SITE DESCRIPTION – MAIN CHARACTERISTICS:

The area is located in the East part of Thassos island in the biogeographic region of the Mediterranean. It is a sheltered coast with stony and rocky cliffs and stacks on the south coast. Very rich algal flora on the cliffs and in the infralittoral region. The Cymodocea beds extend to 1-2 m depth while the Posidonietum oceanicae association to 5-25 m depth.

The area is characterized by its rich flora and vegetation. The beds of Posidonia are in very good condition and cover a substantial part of the sea bed in the bay. Additionally, the area is free of major point pollution source and presents a typical biotope with great species diversity. Motivation D Posidonia oceanica: the seagrass is at risk in the Mediterranean (WCMC 1993), Paracentrotus lividus: a threatened

species (IUCN 1988).

In the vicinity the major anthropogenic influence is due to recreational activities and tourist development during the summer period.

The site confirmed as a SCI on the 1st of September 2006.

It's the first time the project of the Greek Ornithological Society and the International Bird Life Organization for the continuous monitoring of wild birds in Thassos by volunteers (IBA GR016) has been implemented.

VISITING HOURS/DATES

DATES/OPENING HOURS: no regulation

CAPACITY IF APPROPRIATE: no regulation

OTHER INFORMATION: water skiing, fishing, hiking, mountaineering, hunting and bird watching.

ACCESSIBILITY :

Distance from Kavala City: 12 nautical miles, Distance from Keramoti Port: 6,5 nautical miles

TOURIST/ OTHER SERVICES ON SITE:

This site includes beautiful and wide beaches with soft, golden sand and clear water. It is organized with deckchairs, umbrellas, showers and beach volley. Also provides cafes, restaurants, pastry shops, street markets and beach bars. Transportation to and from the Gold Coast is very common in summer.

INFORMATION PROVISION:

Tel +30 25930 23918, 23118

USEFUL LINKS : www.thassos.gr, www.minenv.gr

VISITOR NUMBERS (indicate per year) :

TITLE / LOCATION

**FENGARI
SAMOTHRAKIS,
ANATOLIKES AKTES,
VRACHONISSIDA
ZOURAFA KAI
THALASSIA ZONI**

**ΦΕΓΓΑΡΙ
ΣΑΜΟΘΡΑΚΗΣ,
ΑΝΑΤΟΛΙΚΕΣ ΑΚΤΕΣ,
ΒΡΑΧΟΝΗΣΙΔΑ
ΖΟΥΡΑΦΑ ΚΑΙ
ΘΑΛΑΣΣΙΑ ΖΩΝΗ**



TYPOLOGY (Natura 2000 site/SPZs/ Marine Protected Area) :

Natura 2000 SCI (Site of Community Importance)

SITE IDENTIFICATION :

Location : Samothraki Island – Region of Eastern Macedonia & Thrace (GR)

Site Code : GR1110004

Area (HA): 16437,7410

Ownership status: Public (Owned by the communities of Samothraki island)

Responsible Management body : Forest Directorate Of Eastern Macedonia and Thrace

SITE DESCRIPTION – MAIN CHARACTERISTICS:

The extensive oak forests of *Quercion frainetto* have been degraded because of intensive overgrazing and fires. Large part of these forests is covered today by *Sclerophyllus* scrub (evergreen broad leaves of the eu-mediterranean vegetation zone) and grasslands. Above the timber line the ground cover vegetation consists of endemic and rare species and characteristic habitats. Three main streams on the northern slopes of the site form waterfalls and ponds. The dominant species of the riparian vegetation is oriental plane. From a geological point of view the region belongs to the Mass of Rodope. The marine component of the site (covering about 30% of its total surface area) includes some extensive submarine meadows of the angiosperms *Posidonia oceanica* and –to a lesser degree- *Cymodocea nodosa*.

The rocky islet of Zourafa lies in the easternmost edge of the marine area. Several reefs are also to be found offshore Aghia Paraskevi village, reaching down to a depth of 50m.

The site is of great interest because of its endemic and rare flora and high scenic beauty value (a lot of streams, waterfalls and ponds). Native wildlife can be made a perceptible component of the forest scene by creating favourable habitats mainly for birds at road side parks, in pic-nic sites and for larger species in glades. An extensive forest of *Platanus orientalis* consists a very nice forest in the island. -The reference on *Capra aegagrus* is about the subspecies *pictus*. The marine area of the site is considered of high importance for present populations of rare and endangered marine mammals, namely *Phocaena phocaena*, *Ziphius cavirostris*, as well as several other species of dolphins (*Tursiops truncatus*, *Delphinus delphis*, *Stenella coeruleoalba*) (Frantzis & Alexiadou, 2003)

Fires and overgrazing are responsible for the degradation of the ecosystems. Maquis is a community that extends its dominance over a wide area on the lower part of Samothraki and it is very sensitive to the wildfires. The history of grazing in this island has been characterized by too many animals grazing for too long period on insufficient area. Moreover, grazing seems to be the leading factor of coastal erosion. Trawling and drift net fishing could also be a serious threat to the conservation of marine species and habitats found in the area.

The site confirmed as a SCI on the September 2006.

The climate is Mediterranean.

VISITING HOURS/DATES	DATES/OPENING HOURS: no regulation
	CAPACITY IF APPROPRIATE: no regulation
	OTHER INFORMATION:

ACCESSIBILITY :

Distance from Alexandroupoli City: 22 nautical miles

TOURIST/ OTHER SERVICES ON SITE:

On this site you will find nature at its best, with outstanding landscapes and marvellous walks, hot springs, and wonderful archaeological sites. The main port of the island is called Kamariotissa and is located on the northwest coast of the island. It has an adequate tourist infrastructure, a bus station, and is the base for the caiques to the southern coast, the sand beach of Pachia Ammos, and the waterfall at Kremasto Nero (Hanging Water), also in the south.

If you wish to climb to the top of Mt. Fengari (or Saos, it's name in antiquity), you can start from Chora. It takes about 6 hours to climb to the top. As you can imagine, the view from the top is so outstanding that mere words fail to accurately describe it.

INFORMATION PROVISION:

Tel +30 25510 23918, 41218

USEFUL LINKS : www.samothraki.gr, www.minenv.gr

VISITOR NUMBERS (indicate per year) :

TITLE / LOCATION

**ΣΑΜΟΘΡΑΚΙ: ΟΡΟΣ ΦΕΓΓΑΡΙ
ΚΑΙ ΠΑΡΑΚΤΙΑ ΖΩΝΗ**

**ΣΑΜΟΘΡΑΚΗ: ΟΡΟΣ ΦΕΓΓΑΡΙ
ΚΑΙ ΠΑΡΑΚΤΙΑ ΖΩΝΗ**



TYPOLOGY (Natura 2000 site/SPZs/ Marine Protected Area) :

Natura 2000 SCI (Site of Community Importance)

SITE IDENTIFICATION :

Location : Samothraki Island – Region of Eastern Macedonia & Thrace (GR)

Site Code : GR1110012

Area (HA): 21021.8700

Ownership status: Public (Owned by the communities of Samothraki island)

Responsible Management body : Forest Directorate Of Eastern Macedonia and Thrace

SITE DESCRIPTION – MAIN CHARACTERISTICS:

The site is designated at National and Regional level in Katsampas and Alonoudia area of the municipality of Samothraki.

Furthermore, the area is characterized by rocky slopes and screes, mountain streams, residual oak and cedar forests, riparian vegetation of trees, chestnut, alder riparian vegetation, high maquis. In habitats of the region also included the coastal ecosystem lagoon

The site is of great interest because of its endemic and rare flora and high scenic beauty value (a lot of streams, waterfalls and ponds). Native wildlife can be made a perceptible component of the forest scene by creating favourable habitats mainly for birds at road side parks. The marine area of the site is considered of high importance for present populations of rare and endangered habitat and migratory types of birds, namely *Accipiter brevipes*, *Acrocephalus melanopogon*, *Alcedo atthis*, *Anthus campestris*, *Ardeola ralloides*, *Burhinus oedicnemus*, *Buteo rufinus*, *Calonectris diomedea*, *Caprimulgus europaeus*, *Charadrius alexandrinus* etc. and

migratory ones namely *Actitis hypoleucos*, *Alauda arvensis*, *Anas acuta*, *Anas platyrhynchos*, *Apus melba*, *Ardea cinerea*, *Arenaria interpres*, *Buteo buteo*, *Calidris alpina*, *Calidris minuta* etc. as also other important species of flora nad fauna.

The site confirmed as a SCI on the 1st of April 2009 and it is directly compiled with the GR1110004 NATURA 2000 site. The site, also, had been classified as SPA on the 1st of March 2010.

The climate is Mediterranean.

VISITING HOURS/DATES	DATES/OPENING HOURS: no regulation
	CAPACITY IF APPROPRIATE: no regulation
	OTHER INFORMATION:

ACCESSIBILITY : Distance from Alexandroupoli City: 22 nautical miles

TOURIST/ OTHER SERVICES ON SITE:
On this site you will find nature at its best, with outstanding landscapes and marvelous walks, hot springs, and wonderful archaeological sites. The main port of the island is called Kamariotissa and is located on the northwest coast of the island. It has an adequate tourist infrastructure, a bus station, and is the base for the caiques to the southern coast, the sand beach of Pachia Ammos, and the waterfall at Kremasto Nero (Hanging Water), also in the south.

If you wish to climb to the top of Mt. Fengari (or Saos, it's name in antiquity), you can start from Chora. It takes about 6 hours to climb to the top. The view from the top is so outstanding that mere words fail to accurately describe it

INFORMATION PROVISION:
Tel +30 25510 23918, 41218

USEFUL LINKS : www.samothraki.gr, www.minenv.gr

VISITOR NUMBERS (indicate per year) :

COEPA

<p>TITLE / LOCATION IFACH ROCK / PENYAL D'IFACH</p>	<p>Photo</p> 
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TYOLOGY (Natura 2000 site/SPZs/ Marine Protected Area) :
Natural Park, protected by Regional legislation, the level of protection is comparable to National Park, although it's managed by Regional Administration. Penyal d'Ifach area belongs also to Red Natura 2000, it's SAC known as "Ifac" (994 HA, 83 continental + 911 marine), also a SPA known as "Ifac i Litoral de la Marina".

SITE IDENTIFICATION :

Location : Municipality of Calp, Province of Alicante, Valencian Region, Spain (SP)

Site Code :

Area (HA): 45

Ownership status: Public

Responsible Management body: Conselleria de Medi Ambient de la Generalitat Valenciana and Calp City Council.

SITE DESCRIPTION – MAIN CHARACTERISTICS:

The Penyal d'Ifach was the first Natural Park declared in the Valencian Region, it's one of the most famous sites of the seaside of the Province of Alicante. It's located in the County of Marina Alta in the municipality of Calp.

It's an enormous calcareous rock of 1 Km length entering into the sea, it's 332 height and is united to mainland by an isthmus made up of detritus. Penyal d'Ifach has been a symbol since ancient times. Due to the particular orography, it has always been an important reference point for the mariners sailing across the Mediterranean sea. In Medieval times, it played the role of surveillance point and refuge for locals during pirates raids.

On the beginning of 20th century a tunnel was opened braking through the northern walls, making much easier to reach the summit. It consists of 45 HA, therefore, one of the smallest Natural Park of Europe. However, bioclimatic features, curious composition of the soils and particular location, provides the rock a singular flora and wildlife, which were already documented in 1795 by the botanist Cavanilles.

Further remarkable natural and cultural resources the near surroundings of the rock, such as the Salinas of Calp, an old lagoon of 18.76 HA that was exploited as saltwork since the time of Greeks until the 20th century. Currently, the Salinas of Calp is included in the catalogue of humid protected areas of Valencian Region.

El Paseo Ecológico Principe de Asturias, is an impressive promenade that stretches all along the western part of el Penyal d'Ifach.

All this special features contribute for this area to be one the most visited sites of Valencian Region and the most visited Natural Park at regional level, receiving around 100,000 visitors annually.

VISITING HOURS/DATES (if applicable)	DATES/OPENING HOURS: The rock is open for visitors at daylight time. The Aula de la Naturaleza, flora and fauna information and interpretation centre located in the Natural Park, is open from 09:00 to 14:00 every day.
	CAPACITY IF APPROPRIATE: Restricted access to no more than 150 people at the same time.
	OTHER INFORMATION: (type of use – eg on foot, bicycle, horse-riding, boat etc; if permission necessary,) Trekking footwear is

recommended. In peak season the access may be restricted if the number of visitors exceeds 150 people. Ridding activities are not allowed currently.

ACCESSIBILITY :

Distance from Benidorm: 24.4 Km. Distance from Alicante: 63.1 Km. Nearest highway exit al 11 Km. Nearest airport at 76 Km.

TOURIST/ OTHER SERVICES ON SITE:

Nature and cultural heritage information and interpretation centre, guided visits, parking. Facilities outside the Natural Park but less than 1 Km away: restaurants, hotels, tourist info point, souvenirs.

INFORMATION PROVISION:

PARQUE NATURAL DEL PENYAL D'IFACH
 CONSELLERIA DE MEDIO AMBIENTE, AGUA, URBANISMO Y VIVIENDA
 Tel.: 965837596. Fax: 965876033
 C/ ISLA DE FORMENTERA, S/N
 03710 Calp

Tourist Info Calpe
 Pza. del Mosquit, s/n
 03710 Calp
 Telf: 96 583 85 32
 Fax: 96 583 85 31

USEFUL LINKS : http://www.calpe.es/turismo/web/penyon-ifach/penyon-ifach.php?id_idioma=3 (available in English)

<http://parquesnaturales.gva.es/> (available in English)

VISITOR NUMBERS (indicate per year) : if available 100,000

TITLE / LOCATION

INLET BEACH DEL MORAIG / CALA
 DEL MORAIG



TYOPOLOGY (Natura 2000 site/SPZs/ Marine Protected Area) :

Cala del Moraig is located in the Natura 2000 area known as “Penyasegats de la Marina” (3,262 HA in total, 939 continental & 2,323 marine), which is also

catalogued as SPA know also as “Penyasegats de la Marina”. It’s managed by Regional Environmental Administration: Consellería de Medi Ambient de la Generalitat Valenciana and Poble Nou de Benitatxell City Council.

SITE IDENTIFICATION :

Location : Municipality of Poble Nou de Benitatxell, Province of Alicante, Valencian Region, Spain (SP)

Site Code :

Area (HA): Cala del Moraig (1 Km²), SAC & SPA known as “Penyasegats de la Marina” (3,262 HA in total, 939 continental & 2,323 marine).

Ownership status: Public

Responsible Management body: Conselleria de Medi Ambient de la Generalitat Valenciana and Poble Nou de Benitatxell City Council.

SITE DESCRIPTION – MAIN CHARACTERISTICS:

Cala del Moraig is an isolated inlet with gravel and clear waters located at the foot of a spectacular cliff. Besides its attraction for bathing, there is the Cova dels Arcs, a charming water cave being the exit to the sea of a subterranean river. A treasure for diving lovers.

VISITING HOURS/DATES (if applicable)

DATES/OPENING HOURS: No opening hours, access is difficult during any daylight time.

CAPACITY IF APPROPRIATE: No more than 100.

OTHER INFORMATION: Parking lot area is limited, so access may be restricted if the number of visitors is too high.

ACCESSIBILITY :

Distance from Benidorm: 40.2 Km. Distance from Alicante: 78.8. Km. Nearest highway exit at 9.6 Km. Nearest airport at 91.7 Km.

TOURIST/ OTHER SERVICES ON SITE:

Semi-urban beach, sea condition signs, gangways, coves for diving, disabled access, foot wash equipment, parking and restaurants. Further tourist facilities such as restaurants, hotels, tourist info point and souvenirs are available at less than 10 Km away.

INFORMATION PROVISION:

TOURIST INFO EL POBLE NOU DE BENITATXELL

Dirección:

Ctra. de la Font S/N

03726

Tel: 966493546

Email: benitatxell@touristinfo.net

USEFUL LINKS : http://www.costablanca.org/fichacompleta.aspx?id_ficha=29511 (available in English)

<http://en.comunitatvalenciana.com/beach/costa-blanca-poble-nou-de-benitatxell-del-moraig-2> (available in English)

<http://www.benitatxell.com/principal.php> (available in English)

VISITOR NUMBERS (indicate per year) : n/a

TITLE / LOCATION

FONT ROJA MOUNTAIN / SERRA
DE LA FONT ROJA



TYOLOGY (Natura 2000 site/SPZs/ Marine Protected Area) :

Natural Park, protected by Regional legislation, the level of protection is comparable to National Park, although it's managed by Regional Administration. Natural Park Font Roja belongs to Red Natura 2000 it's SAC & SPA known as "Serres de Mariola i de la Font Roja" (19,867 HA).

SITE IDENTIFICATION :

Location : Municipality of Alcoi, Province of Alicante, Valencian Region, Spain (SP)

Site Code :

Area (HA): Font Roja Mountain (2,298 HA); Red Natura 2000 SAC & SPA known as "Serres de Mariola i de la Font Roja" (19,867 HA).

Ownership status: Public

Responsible Management body: Conselleria de Medi Ambient de la Generalitat Valenciana and Alcoi City Council.

SITE DESCRIPTION – MAIN CHARACTERISTICS:

In l'Alcoià county, between the municipal boundaries of Alcoi and Ibi, you will find the Carrascar de la Font Roja Nature Reserve, one of the best preserved nature areas in Valencian territory. The nature reserve 2298 Ha in size, includes the Menejador mountain range, whose 1356 metre peak is the highest point in the park.

Part of the Bético system, the range has a position and geological history proper to this chain of mountains. The massif consists basically of lime rocks from the Tertiary geological era such as the series of cliffs and rubble zones found under the crest of the Menejador. The stony outcrops and the finer materials that come from the collapsing cliffs and the other limestone rocks, represent the materials of the Quaternary. Keuper's marls are the most ancient materials in the park (Triassic period of the secondary age), and come to the surface at the road for access to the Font Roja sanctuary and the Tetuán path.

The farmland is worked on estates spread over the reserve, where the terraces occupy the best land.

The "masos" are the ancient buildings connected with farming. Nevertheless the

use made of the reserve for farming and fishing is not relevant, due to the strict climatic conditions and the wild nature of the land, which have made it difficult to farm on the higher levels of the range.

This has meant that most of the farmed land is outside the borders of the reserve, where the climate becomes milder and the relief is flatter.

Apart from the "masos" there are other constructions of great architectural and also ethnological value: the icehouses or snow pits.

In the 18th century the snow trade played an important role in the mountain counties, which propitiated the birth of the ice-cream industry in Jijona and other nearby towns and villages. The six ice-houses still to be found today in this nature reserve continue to bear witness to this business.

In the area of the Font Roja Sanctuary there is a chapel dedicated to the Virgin of the Lilies, a one-time hotel turned into an Environmental Education Centre and former municipal houses which are now used as an Information Centre for the park.

Archaeological historical heritage: "La Sarga" cave paintings.

Iberian settlements in the Puig and Serreta.

Ice-houses or snow pits.

Charcoal and lime kilns.

Sanit Antoni Chapel.

Sanit Pascual Hermitage.

Natural resources:

Els Canalons beauty spot.

Raco de San Bonaventura beauty spot.

La Serreta mountains.

El Sinc ravine.

San Cristóbal beauty spot.

VISITING HOURS/DATES (if applicable)	DATES/OPENING HOURS: The Font Roja Mountain is open for visitors at anytime, although visit is recommended during daylight time. There is a reception centre that provides nature and culture heritage information to visitors, it's open daily 09:30 – 14:30 & 16.00 – 19.00 from Monday to Friday. There is also a venue for events related to habitat conservation kwon as CEMACAM, which is financed by a financial institution as CSR actions, which is open daily 10:00 – 14:00. The restaurant is open daily but Mondays for lunch and dinner 09:00 – 23:00.
	CAPACITY IF APPROPRIATE: No restricted access for individuals or groups of 14 people or smaller. Groups of 15 people or bigger should get access permission and should be accompanied by guide.
	OTHER INFORMATION: Trekking footwear is recommended. Booking restaurant at the Park in advance is also recommended. Ridding activities are not allowed currently, although special itineraries for biking or equestrian activities are on construction,

	so they will be soon allowed.
ACCESSIBILITY :	
Distance from Benidorm: 75.2 Km. Distance from Alicante: 61.9 Km. Nearest highway exit At 6 Km. Nearest airports at 61.9Km.	
TOURIST/ OTHER SERVICES ON SITE:	
Nature and cultural heritage information and interpretation centre, guided visits, parking. Further tourist facilities inside the Park: boutique hotels, restaurant and picnic areas. Further tourist facilities outside the Park: restaurants, hotels, tourist info point, souvenirs in Alcoi city.	
INFORMATION PROVISION:	
<p> PARQUE NATURAL DEL CARRASCAR DE LA FONT ROJA CONSELLERIA DE MEDIO AMBIENTE, AGUA, URBANISMO Y VIVIENDA Tel.: 965337620. Fax: 965337620 CTRA. DE FONT ROJA, 21 03818 Alcoi/Alcoy(Alicante) </p> <p> TOURIST INFO ALCOY Plaza de España, 14 03801 Tel: 965537155 Email: alcoi@touristinfo.net </p>	
USEFUL LINKS :	
<p> http://www.costablanca.org/ (available in English) </p> <p> http://en.comunitatvalenciana.com/naturaleza/gb-the-carrascar-de-la-font-roja/29947 (available in English) </p> <p> http://parquesnaturales.gva.es/ (available in English) </p>	
VISITOR NUMBERS (indicate per year) : 48,744	

<p>TITLE / LOCATION</p> <p>RESEIRVOR OF TIBI / PANTANO DE TIBI</p>	
TYOLOGY (Natura 2000 site/SPZs/ Marine Protected Area) :	

Pantano de Tibi is a water reservoir that belongs to Natura 2000 SAC & SAP known as “Maigmo i Serres de la Foia de Castalla” (13,823 HA). It’s also a protected humid zone. It’s managed by Regional Environmental Administration: Consellería de Medi Ambient de la Generalitat Valenciana & Tibi City Council.

SITE IDENTIFICATION :

Location : Municipality of Tibi, Province of Alicante, Valencian Region, Spain (SP)

Site Code :

Area (HA): Pantano de Tibi (4 Km2), SAC & SAP known as “Maigmo i Serres de la Foia de Castalla” (13,823 HA).

Ownership status: Public

Responsible Management body: Conselleria de Medi Ambient de la Generalitat Valenciana and Tibi City Council.

SITE DESCRIPTION – MAIN CHARACTERISTICS:

Pantano de Tibi is located in Mount Maigmo. On the way to the spot you will cross a through a couple of bridges, one of them was built in the reign of Carlos IV in 1795, from which the wall of the dam is visible. The dam was built between two pics: Mos del Bou on your left, La Cresta on your right.

A narrow corridor on the right goes to the foot of the dam. From that point you can go up to the dam to see the reservoir, since there is a stair sculpted on the rock. There are iron handrails all along the way for safety. From the top the reservoir and the valley of the Monnegre river on sight.

There is also a path that links the reservoir with Tibi downtown.

The dam of the reservoir of Tibi, the oldest in Europe, was built during the XVI century and it is still in use.

VISITING HOURS/DATES (if applicable)

DATES/OPENING HOURS: No opening hours, access is difficult during no daylight time.

CAPACITY IF APPROPRIATE: n/a

OTHER INFORMATION: Parking lot area is limited, so access may be restricted if the number of visitors is too high.

ACCESSIBILITY :

Distance from Benidorm: 62.7 Km. Distance from Alicante: 28.9 Km. Nearest highway exit at 4 Km. Nearest airport at 34,3 Km.

TOURIST/ OTHER SERVICES ON SITE:

No tourist facilities available in spot. Restaurants, hotels and tourist info point in Tibi downtown and close towns. Better accommodation options can be found in Alicante city, less than 30 Km away.

INFORMATION PROVISION:

TIBI CITY COUNCIL, TOURISM DEPARTMENT

Address: Plaza de España, 1
03109

Tel: 965617102

Email: tibi@dip-alicante.es

USEFUL LINKS :

<http://www.costablanca.org> (available in English).
<http://www.tibi.es> (no available in English).

VISITOR NUMBERS (indicate per year) : n/a

TITLE / LOCATION

MOUNT MONTGÓ / EL MONTGÓ



TYOLOGY (Natura 2000 site/SPZs/ Marine Protected Area) :

Natural Park, protected by Regional legislation, the level of protection is comparable to National Park, although it's managed by Regional Administration. El Montgó area belongs also to Red Natura 2000, it's a SAC & SPA known as "El Montgó - Cap de Sant Antoni" (3,009 HA in total, 2,193 continental + 816 marine). The littoral region of Montgó - Cap de Sant Antoni is also a marine protected area.

SITE IDENTIFICATION :

Location : Municipality of Dénia, Province of Alicante, Valencian Region, Spain (SP)

Site Code :

Area (HA): Mount Montgó (2,11768 HA), SAC & SPA known as "El Montgó - Cap de Sant Antoni" (3,009 HA)

Ownership status: Public

Responsible Management body: Conselleria de Medi Ambient de la Generalitat Valenciana and Dénia City Council.

SITE DESCRIPTION – MAIN CHARACTERISTICS:

The Montgó massif rears up over the neighbouring plains of Ondara-Dénia and Xàvia. This imposing promontory, which stretches almost in parallel with the coastline, reaches its highest point at an altitude of over 753 metres, just a few hundred metres from the coastline, with which it finally links up by means of a plain known as Les Planes that drops gently down to San Antonio Point.

The grounds justifying declaring the Montgó as a nature reserve were not only connected with its physical and human nature, but basically and mainly to do with the biotic environmental aspects.

We are talking about a natural enclave providing a habitat for a great wealth of flora. Over 600 species, amongst which there are numerous endemisms, complete

the range of flora. The diversity characterising the environmental factors found in the Nature Reserve means that different landscape units, in which varying plant communities grow, can be identified.

The economic activities which have traditionally been carried out in this zone are agriculture, fishing and maritime trade. In the late nineteenth century the great demand for raisins for local consumption and export led to terracing the sides of the Montgo for growing grapes, as happened with other mountains of Alicante too.

At present the grapevines still enduring are mostly meant for producing sweet wines. These terraces have largely been abandoned through the difficult access and low profitability. Until the twentieth century, the main crops were the ones typical of unirrigated land: vines, olives and almond trees covered the lands used for farming.

VISITING HOURS/DATES (if applicable)

DATES/OPENING HOURS: El Montgó is open for visitors at anytime, although visits are recommended during daylight time. There is a reception and interpretation centre that provides nature and culture heritage information to visitors, it's open daily 09:00 – 14:00 & 16:00 – 18:30 all Tuesdays and Thursdays.

CAPACITY IF APPROPRIATE: No restricted access. Groups made up of less than 10 people have no access restrictions. Groups between and 35 people should notify the staff of the activity to be carried out. Groups made up of more than 35 people should formally ask in advanced for permission and will be guided.

OTHER INFORMATION: Trekking footwear is recommended. Ridding activities are not allowed currently. Biking and outdoor adventure sports are carried out by specialised companies and organisations, although permission to perform the activities will be given after approval by Natural Managing Team of the activities planned.

ACCESSIBILITY :

Distance from Benidorm: 52.6Km. Distance from Alicante:91.4 Km. Nearest highway exit al 5 Km. Nearest airport at 104.2 Km.

TOURIST/ OTHER SERVICES ON SITE:

Nature and cultural heritage information and interpretation centre, guided visits, parking. Facilities outside the Natural Park but less than 6 Km away: restaurants, hotels, tourist info point, souvenirs can be easily found in the municipalities of Dénia & Xàvia.

INFORMATION PROVISION:

PARQUE NATURAL DEL MONTGÓ
 CONSELLERIA DE MEDIO AMBIENTE, AGUA, URBANISMO Y VIVIENDA
 Teléfono: 966423205 Fax: 966432511
 CAMÍ DE SANT JOAN, S/N.
 FINCA DEL BOSC DE DIANA - AP.CORREOS 492
 03700 - Dénia
 Email: parque_montgo@gva.es

TOURIST INFO DÉNIA

Plaza Oculista Buigues,9

 03700 DÉNIA

 Tel: 966422367

 Email: denia@touristinfo.net

USEFUL LINKS :

<http://en.comunitatvalenciana.com/naturaleza/gb-the-montgo-mountain-nature-park/29927?user=logged&user=logged> (available in English)

<http://parquesnaturales.gva.es/> (available in English)

<http://www.denia.net/> (available in English)

VISITOR NUMBERS (indicate per year): 220,000 visits annually, 5,300 guided visits annually.

TITLE / LOCATION

CAPE SANT ANTONI/ CAP DE SANT ANTONI



TYPOLGY (Natura 2000 site/SPZs/ Marine Protected Area) :

Cap de Sant Antoni is marine natural reserve protected by regional legislation, it's managed by Regional Administration. It also belongs also to Red Natura 2000, it's part of a SAC & SPA known as "El Montgó - Cap de Sant Antoni" (3,009 HA in total, 2,193 continental + 816 marine).

SITE IDENTIFICATION :

Location : Municipality of Xàbia, Province of Alicante, Valencian Region, Spain (SP)

Site Code :

Area (HA): Natural Marine Reseve of Cape Sant Antoni (110 HA), SAC & SPA known as "El Montgó - Cap de Sant Antoni" (3,009 HA).

Ownership status: Public

Responsible Management body: Conselleria de Medi Ambient de la Generalitat Valenciana and Xàbia City Council.

SITE DESCRIPTION – MAIN CHARACTERISTICS:

Between Cape San Antonio (Jávea) and Cape Blanc (in Teulada) the Alicante coastline presents rugged, inaccessible cliff faces. The Betic or Andalusian mountain chain finally drops off into the sea at this point, creating unique landscapes including sharp cliffs, hidden coves and a few smaller beaches. Cape San Antonio dominates the sea from a height of 160m and its seabed and surrounding area are now listed as a Natural Marine Reserve. South from the bay of Jávea come a row of coastal cliffs with small islands (Portitxol, Descobridor), followed by coves, and the capes of Sant Martín or Prim, Negre and La Nao. Further south is the spectacular Granadella cove and Les Morres de Benitatxell cove, dominated by the peak called Puig de Na Llorença (445m) boasting rich vegetation and numerous species unique to the area. Punta de Moraira, or Moraira point, protects the bay with its picturesque little port. The shoreline along this natural beauty spot has numerous watchtowers from olden days: Cap Prim, Descobridor, or Cape Moraira. The rocky seabed, part of the attractions in the Land of Valencia, is an excellent area for sub-aqua activities. Common species of the local marine flora are sciaphilic algae, coral, posidonia and gorgonia, the marine fauna is dominated by octopus, grouper, seagull, sea cicada, corvallo and gilthead bream.

VISITING HOURS/DATES (if applicable)

DATES/OPENING HOURS: Cap de Sant Antoni viewpoint at the lighthouse is open for visitors at anytime, although visits are recommended during daylight time. There is a visitors' reception at the viewpoint centre where information can be provided after request to Natural Park El Montgó, body that manages the marine reserve of Cap de Sant Antoni. Permission for sub-aquatic activities in the marine reserve is required; it should be requested at local police station of Xàvia after notice has been given to the Natural Park El Montgó. Sailing in the marine reserve is not restricted, although speed is limited at 3 knots.

CAPACITY IF APPROPRIATE: No restricted access to the viewpoint.

OTHER INFORMATION: Sub-aquatic activities require permission.

ACCESSIBILITY :

Distance from Benidorm: 58.2 Km. Distance from Alicante: 96.9 Km. Nearest highway exit at 7 Km. Nearest airport at 109.8 Km.

TOURIST/ OTHER SERVICES ON SITE:

Nature and cultural heritage information and interpretation centre and guided visits for groups are available if requested, parking lot is available too. Tourist facilities are found outside the marine reserve, but less than 6 Km away. Restaurants, hotels, tourist info point, souvenirs are available in the municipalities of Dénia & Xàvia.

INFORMATION PROVISION:

PARQUE NATURAL DEL MONTGÓ
 CONSELLERIA DE MEDIO AMBIENTE, AGUA, URBANISMO Y VIVIENDA
 Teléfono: 966423205 Fax: 966432511
 CAMÍ DE SANT JOAN, S/N.
 FINCA DEL BOSQ DE DIANA - AP.CORREOS 492
 03700 - Dénia
 Email: parque_montgo@gva.es

Tourist Info Xàbia Centre
 Pl. de la Iglesia, 4

03730 Xàbia (Alicante)

 Tel. 96 579 43 56

 Fax. 96 579 63 17

xabiacentre@touristinfo.net

USEFUL LINKS :

<http://www.xabia.org/> (Not available in English)

<http://en.comunitatvalenciana.com/naturaleza/gb-from-cape-san-antonio-to-cape-blanc/29937> (Available in English)

VISITOR NUMBERS (indicate per year) : n/a

TITLE / LOCATION

[INLET BEACH DE LA GRANADELLA](#)

[/ CALA DE LA GRANADELLA](#)



TYPOLOGY (Natura 2000 site/SPZs/ Marine Protected Area) :

Cala de la Granadella is a Natura 2000 SAC & SPA known as “Penyasegats de la Marina” (3,262 HA in total, 939 continental & 2,323 marine). It’s managed by Regional Environmental Administration: Consellería de Medi Ambient de la Generalitat Valenciana and Xàbia City Council.

SITE IDENTIFICATION :

Location : Municipality of Xàbia, Province of Alicante, Valencian Region, Spain (SP)

Site Code :

Area (HA): Cala de la Granadella (2 Km²), SAC & SPA known as “Penyasegats de la Marina” (3,262 HA in total, 939 continental & 2,323 marine).

Ownership status: Public

Responsible Management body: Conselleria de Medi Ambient de la Generalitat Valenciana and Xàbia City Council.

SITE DESCRIPTION – MAIN CHARACTERISTICS:

Beautiful creek with sand, boulders and rocks and of an almost wild exuberance only accessible along a road roaming by a deep Mediterranean pinewood. Its clean turquoise green waters make it one of the most attractive creeks in the area.

VISITING HOURS/DATES

 (if applicable)

DATES/OPENING HOURS: No opening hours, access is difficult during no daylight time.

CAPACITY IF APPROPRIATE: No more than 100.

OTHER INFORMATION: Parking lot area is limited, so access may be restricted if the number of visitors is too high.

ACCESSIBILITY :

Distance from Benidorm: 58.2 Km. Distance from Alicante: 96.9 Km. Nearest

highway exit al 7 Km. Nearest airport at 109.8 Km.

TOURIST/ OTHER SERVICES ON SITE:

Semi-urban beach, sea condition signs, gangways, coves for diving, disabled access, foot wash equipment, health care assistance, WC, parking and restaurants. Further tourist facilities such as restaurants, hotels, tourist info point and souvenirs are available at less than 5 Km away.

INFORMATION PROVISION:

Tourist Info Xàbia Centre
 Pl. de la Iglesia, 4
 03730 Xàbia (Alicante)
 Tel. 96 579 43 56
 Fax. 96 579 63 17
 xabiacentre@touristinfo.net

USEFUL LINKS : <http://www.costablanca.org> (available in English)

<http://en.comunitatvalenciana.com/beach/costa-blanca-xabia/javea-la-granadella-2?user=logged&user=logged> (available in English)

<http://www.xabia.org/> (noavailable in English)

VISITOR NUMBERS (indicate per year) : n/a

TITLE / LOCATION

POND CLOT DE GALVANY /
 CHARCA DEL CLOT DE GALVANY



TYPOLOGY (Natura 2000 site/SPZs/ Marine Protected Area) :

Clot de Galvany (269 HA) is a Natural Municipal Area, protected by regional legislation. It belongs to Natura 2000 SAC known as "Illa de Tabarca" (14,557 HA in total, 269 continental + 14,288 marine) & SPA known as "Clot de Galvany" (269 HA). It's managed by Regional Environmental Administration: Consellería de Medi Ambient de la Generalitat Valenciana and Elx City Council.

SITE IDENTIFICATION :

Location : Municipality of Elx, Province of Alicante, Valencian Region, Spain (SP)

Site Code :

Area (HA): Clot de Galvany (269 HA), SAC known as "Illa de Tabarca" (14,557 HA in total, 269 continental + 14,288 marine) & SPA known as "Clot de Galvany" (269 HA).

Ownership status: Public

Responsible Management body: Conselleria de Medi Ambient de la Generalitat Valenciana and Elx City Council.

SITE DESCRIPTION – MAIN CHARACTERISTICS:

The lands of Clot de Galvany feature an interesting formation of pastures dominated by the albardine (*Lygeum spartum*) and the sea lavenders (*Limonium* spp.). Large specimens of rush usually appear in the proximity of these vegetable communities, encircling the succulent pastures, a typical feature of the salt marsh, while taking up most of the land available by the ponds.

Surrounding the shores of the different water bodies, we may find the Canary Island tamarisks opening the way for the pond vegetation, dominated by the common reed, and the aquatic vegetation, incorporating large tasselweeds and pondweeds grasslands.

By the ponds, we may find the old cultivation terraces where grass pastures spattered by elecampanes and *Thymelaea hirsuta* develop, and several specimens of carob trees (*Ceratonia siliqua*) and olives (*Olea europaea* var. *oleaster*) remain.

Clot the Galvany is also home of the best formation of dunes of the province of Alicante and the one of best of the Valencian Region, it is made up of a system of mobile dunes, semi-fixed and fixed dunes, which have were recovered after the urbanistic development of the area.

In the proximity of the wetlands, there is a group of mountains and hills reforested mainly with Aleppo pines where genuine specimens of the Alicante thornbush, typical natural vegetation of these lands, can still be seen. Among the most typical species that can be found are interesting specimens of black thorn bush, mastic, ephedra or chamaerops.

Elche mountains' typical aromatic pastures are also represented in these hills by well known species such as the *Thymus moroderi* as well as thyme, rosemary and lavender (*Lavandula dentata*). Here it is also possible to spot two of the five species of wild orchids described as native to the Valencian Community, which is yet another proof of the botanical value of this unique wetland in Elche.

VISITING HOURS/DATES (if applicable)

DATES/OPENING HOURS: No opening hours, access is difficult during no daylight time.

CAPACITY IF APPROPRIATE:

OTHER INFORMATION: All visits require permission of the Environment Department of Elx City Council. No ridding activities are allowed. The use of boats and fishing activities are also forbidden. Guided visits are available, to arrange them Environment Department of Elx City Council should be contacted.

ACCESSIBILITY :

Distance from Benidorm: 70.3 Km. Distance from Alicante: 26.3 Km. Nearest highway exit al 4 Km. Nearest airport at 6 Km.

TOURIST/ OTHER SERVICES ON SITE:

Disabled access, WC, tourist reception & information centre, guided group visits on request and parking lot. Further tourist facilities such as hotels, restaurants info points and souvenirs are available at less than 5 Km away, at the cities of Elx y Santa Pola.

INFORMATION PROVISION:

Regidoria de Medi Ambient
 Pont dels Ortissos, 13 1º
 Elx
 Tel. 966 658 028 Fax 966 658 068
 mediambient@ayto-elche.es

Tourist info Elx
 Parque Municipal, s/n
 03203 - Elx
 Email: elx@touristinfo.net
 Tel: +34 96 665 81 95
 Tel: +34 96 665 81 96
 Fax: +34 965457894

USEFUL LINKS :

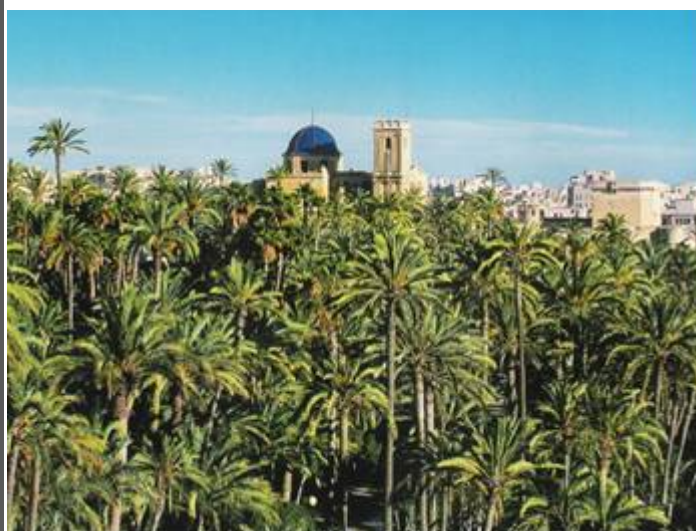
<http://www.costablanca.org> (available in English)

<http://www.turismedelx.com/en/>

VISITOR NUMBERS (indicate per year) : n/a

TITLE / LOCATION

ELX PALM TREE GROVE /
 PALMERAL D'ELX



TYPOLGY (Natura 2000 site/SPZs/ Marine Protected Area) :

Protected by UNESCO World Heritage Rules.

SITE IDENTIFICATION :

Location : Municipality of Elx, Province of Alicante, Valencian Region, Spain (SP)

Site Code :

Area (HA): The Palmeral includes the Parque Municipal and many other orchards ("huertos"), covering over 3.5 km² (1.4 sq mi), including 1.5 km² (0.58 sq mi) within the city of Elx.

Ownership status: Public/Private

Responsible Management body: Conselleria de Medi Ambient de la Generalitat Valenciana and Elx City Council.

SITE DESCRIPTION – MAIN CHARACTERISTICS:

The Palmerar d'Elx is a plantation of palm trees, the largest palm grove in Europe and one of the largest in the world, surpassed in size only by some in Arab countries.

The Palmeral includes the Parque Municipal and many other orchards, covering over 3.5 km² (1.4 sq mi), including 1.5 km² (0.58 sq mi) within the city of Elx. It contains more than 11,000 palm trees, mostly date palms (*Phoenix dactylifera*), with individual specimens up to 300 years old.

At its peak, in the 18th century, it may have covered an area twice as large, with up to 200,000 trees. The dates are harvested in December. A famous date palm is the "Imperial Palm", with 7 stems in the shape of a candelabra, named after Elisabeth, known as Sissi, the Empress consort of Franz Joseph, who visited the plantation in 1894.

It is thought that palms were originally planted in this location as early as the 5th century BC by Carthaginians who settled in south-east Spain. The plantation survived under the Romans and the Moors. The irrigation system was extended in the times of Abd ar-Rahman I and remains in use. The formal landscape of the palmeral that still exists today was created when the city was under Moorish control in the 10th century. Although the area has an annual rainfall of only 300 mm (12 in), the palm trees planted along a network of irrigation canals from the salty River Vinalopó creates a patchwork of agricultural plots (huertos), each demarcated and shaded by the palm trees to create a protected microclimate. Laws were passed to protect the plantation after the Reconquista.

Due to its exceptional value and its singular beauty, the Elx Palm Grove was declared a World Heritage Site in 2000 by UNESCO.

The discovery of fossilised date stones in this area of the Mediterranean would seem to support the theory that the palm tree has been in Elx since prehistory. It was the Moors, however, who planted them in the form of plantations creating, with the aid of irrigation, a landscape that has been indissolubly linked to Elx throughout its history.

The harmonious relationship between the city and its palm trees has survived until the present day – to such an extent that many public buildings and facilities as well as perfectly integrated residential areas rise from a sea of palms, forming a unique aesthetic experience. Elx's Palm Grove, with over 200,000 examples growing within the borough, is without doubt the city's greatest natural asset

There is also an initiative to recover the traditional crafts related to the palm trees while the Phoenix Date Palm Research Station has been created in order to ensure the preservation of the palm plantations.

The palm tree not only provides delicious dates, it also provides the blanched palm

leaves that are central to two of Elche's most important cultural events: the Palm Sunday Procession, declared of International Tourist Interest, and the Elche Mystery Play, declared as World Oral and Intangible Heritage and an event of International Tourist Interest. During the play, an angel bears a palm leaf in his hand and gives it to the Virgin Mary.

VISITING HOURS/DATES (if applicable)

DATES/OPENING HOURS: Opening hours of Municipal Park, the largest part of the grove of public ownership parquet, everyday from 07.00 to 21.00 from October to March and from 07.00 to 24.00 from March to April to September. The tourist reception centre, which provides information about historical and nature features of the grove is open 10.00 – 19.00 from Monday to Saturday and 10.00 – 19.00 on Sunday and holidays.

CAPACITY IF APPROPRIATE:

OTHER INFORMATION: Entrance permission is not required and group access is not limited. Guided visits for groups can be arranged through to Tourist Info Point. Ridding activities are not forbidden, although the facilities are not adequate for biking or equestrian activities. Further facilities inside: areas adequate for disabled, WC, info points, parking, hotels and restaurants. Further tourist facilities in Elx, Santa Pola and Alicante city.

ACCESSIBILITY :

Distance from Benidorm: 70.3 Km. Distance from Alicante: 26.3 Km. Nearest highway exit al 4 Km. Nearest airport at 6 Km.

TOURIST/ OTHER SERVICES ON SITE:

Disabled access, WC, tourist reception & information centre, guided group visits on request and parking lot. Other tourist facilities inside: hotels and restaurants. Further tourist facilities such as hotels, restaurants info points and souvenirs are available at the cities of Elx, Santa Pola and Alicante.

INFORMATION PROVISION:

Regidoria de Medi Ambient
Pont dels Ortissos, 13 1º
Elx
Tel. 966 658 028 Fax 966 658 068
mediambient@ayto-elche.es

Tourist info Elx
Parque Municipal, s/n
03203 - Elx
Email:elx@touristinfo.net
Tel:+ 34 96 665 81 95
Tel:+ 34 96 665 81 96
Fax:+ 34 965457894

USEFUL LINKS :

<http://www.costablanca.org> (available in English)

<http://www.turismedelx.com/en/> (available in English)

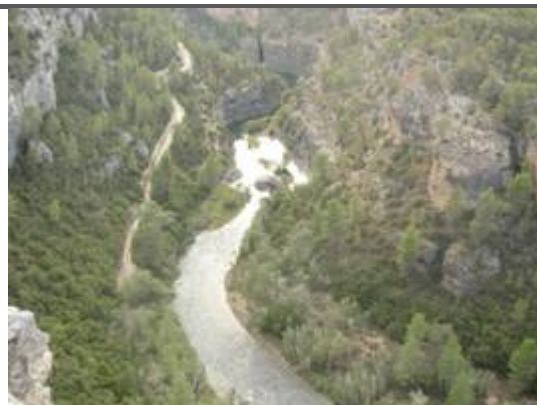
<http://en.comunitatvalenciana.com/monument/costa-blanca-elx/elche-municipal-park-2?user=logged&user=logged> (available in English)

VISITOR NUMBERS (indicate per year) : n/a

Chamber of Commerce of Valencia

TITLE / LOCATION

CABRIEL RIVER'S RAVINES NATURE RESERVE / VENTA DEL MORO PARQUE NATURAL DE LAS HOCES DEL CABRIEL / VENTA DEL MORO



TYPOLOGY (Natura 2000 site/SPZs/ Marine Protected Area) :

Nature Reserve, protected by Regional legislation, the level of protection is comparable to National Park, although it's managed by Regional Administration. Hoces del Cabriel area belongs also to Red Natura 2000 as SCI (Site of Community Importance) and ZEPA (Birds Protection Special Area).

SITE IDENTIFICATION :

Location : Municipality of Venta del Moro, Province of Valencia, Valencian Region, Spain (SP)

Site Code :

Area (HA): 31.446

Ownership status: Public

Responsible Management body : Conselleria de Medi Ambient de la Generalitat Valenciana.

SITE DESCRIPTION – MAIN CHARACTERISTICS:

The Cabriel river divides Valencian and Castilian regions for 50 km., from the Contreras dam to its confluence with the Xúquer river in Cofrentes. The wavy river course is the axis of a wide area very well preserved. It is habitat of rich vegetation from the river bank and protected bird species such as the golden eagle, the Bonelli's eagle and the eagle owl.

The river is, at the same time, one of the best fauna fluvial reserves of river otters, autochthonous crabs and madrillas of the Xúquer river.

The Cabriel Valley is structured by black poplar corridors; willows and tamarind trees, which form the best well-conserved forest in the region of Valencia. Very close canes, reeds and giant reeds grow.

A dense white pine forest with some kermes oaks and valencian oak trees cover rocky walls surrounding the river. In addition, the forest is rich in Mediterranean autochthonous species such as rosemary, lentisco, strawberry trees, box trees and

albar savines,

From Villargordo del Cabriel you can reach the spectacular points of the Cuchillos and the Fonseca Valley. Between Vadocañas and Villatoya, the Cabriel runs into a series of meanders known as Las Hoces. From Requena, one can reach Villatoya and Casas del Río.

VISITING HOURS/DATES (if applicable)

DATES/OPENING HOURS: No opening hours, access is difficult during no daylight time.
The Nature Reserve Interpretation Center is open from 09:00 to 14:00 every day.

CAPACITY IF APPROPRIATE:

OTHER INFORMATION: The area is especially interesting for adventure tourism. Many companies offer this kind of activities: trekking, hiking, bicycle, canyoning...

ACCESSIBILITY :

Distance from Venta del Moro: 22 Km. Distance from Requena: 42 Km. Distance from Valencia: 110 Km. Nearest airport at 104 Km.

TOURIST/ OTHER SERVICES ON SITE:

CONSELLERIA DE MEDIO AMBIENTE, AGUA, URBANISMO Y VIVIENDA
C/ FRANCISCO CUBELLS nº 7, 46011 Valencia
Tel. 961973512 Fax. 961973874

CENTRO DE INTERPRETACIÓN PARQUE NATURAL (interpretation Center)
Parque Natural de las Hoces del Cabriel
C/Sindicato Agrícola, sn
46310 Venta del Moro (Valencia)
Teléfonos: 96.218.50.44 / 639.20.21.12
E-mail: hoces_cabriel@gva.es

TOURIST INFO REQUENA
Calle García Montes s/n
46340 - Requena
Tel. 962303851
Fax. 962303851
E-mail: requena@touristinfo.net

INFORMATION PROVISION:

Tel +34 96.218.50.44

USEFUL LINKS : <http://parquesnaturales.gva.es/espnaturales.htm> (official)
<http://en.comunitatvalenciana.com/naturaleza/gb-hoces-del-cabriel-natural-park/29882?user=logged&user=logged> (Information in English)

VISITOR NUMBERS (indicate per year) : not available

TITLE / LOCATION

MARIOLA RANGE NATURE RESERVE / BOCAIRENT

PARQUE NATURAL DE LA SIERRA DE MARIOLA / BOCAIRENT



TYOPOLOGY (Natura 2000 site/SPZs/ Marine Protected Area) :

Nature Reserve, protected by Regional legislation, the level of protection is comparable to National Park, although it's managed by Regional Administration. Sierra de Mariola area belongs also to Red Natura 2000 as SCI (Site of Community Importance) and ZEPA (Birds Protection Special Area).

SITE IDENTIFICATION :

Location : Several municipalities, with Bocairent in the Province of Valencia, Valencian Region, Spain (SP)

Site Code :

Area (HA): 17.257

Ownership status: Public

Responsible Management body : Conselleria de Medi Ambient de la Generalitat Valenciana.

SITE DESCRIPTION – MAIN CHARACTERISTICS:

The Sierra Mariola is a limestone massif located on the borders of the towns of Agres, Alfafara, Alcoi, Banyeres de Mariola, Bocairent, and Cocentaina. Because of its altitude and size, it offers a wide range of landscape.

As a catchment area, its streams and springs feed the Vinalopó, Serpis and Barxell rivers. The sierra is rich in botanical attractions, growing numerous aromatic and medicinal herbs. It also has pine forests, sprinkled with occasional oaks, maples, ashes and yew trees. The Sinc ravine is a deep gorge leading into the sierra from Alcoi, providing spectacular rocky scenery.

The peak of Montcabrer (1,390m) crowns the sierra and offers fine views over the surrounding mountains. The Mariola mountains were once a storehouse for snow and ice preserved in so-called neveras, or snow caves - with names like Gran, l'Habitació, El Buitre - and later carried to towns in the La Costera and La Ribera areas.

Various signposted trails (Long-Distance Hiking Route GR-7 and interconnected Short-Distance Hiking Routes) and two mountain shelters facilitate excursions around this area.

VISITING HOURS/DATES
(if applicable)

DATES/OPENING HOURS: No opening hours, access is difficult during no daylight time.
The Nature Reserve Interpretation Center is open from 09:30 to

	14:30 every day.
	CAPACITY IF APPROPRIATE:
	OTHER INFORMATION: The area is specially interesting for adventure tourism. Many companies offer these kind of activities: trekking, hiking, bicycle, canyoning...
ACCESSIBILITY : Distance from Bocairent: 8 Km. Distance from Fontanars dels Alforins: 32 Km. Distance from Valencia: 100 Km. Nearest airport at 110 Km.	
TOURIST/ OTHER SERVICES ON SITE:	
<p>CONSELLERIA DE MEDIO AMBIENTE, AGUA, URBANISMO Y VIVIENDA C/ FRANCISCO CUBELLS nº 7, 46011 Valencia Tel. 961973512 Fax. 961973874</p> <p>CENTRO DE INFORMACIÓN Y OFICINA DE GESTIÓN DEL PARQUE NATURAL (information center) Mas d'Ull de Canals CV-795 (Alcoi-Banyeres) - Km. 17,5 03450 Banyeres de Mariola (Alicante) Tel. 96 556 63 83 / 679 19 52 15 Fax: 96 556 76 13 E-mail: serra_mariola@gva.es</p> <p>TOURIST INFO BOCAIRENT Plaza del Ayuntamiento 2 46880 – Bocairent (Valencia) Tel. 962905062 Fax. 962905085 E-mail: bocairent@touristinfo.net</p>	
INFORMATION PROVISION: Tel +34 96 556 63 83	
USEFUL LINKS : http://parquesnaturales.gva.es/espnaturales.htm (official) http://en.comunitatvalenciana.com/naturaleza/gb-mariola-sierra-nature-park/29942 (Information in English)	
VISITOR NUMBERS (indicate per year) : not available	

TITLE / LOCATION

THE MARSH OF GANDIA-XERESA
 LA MARJAL DE GANDIA-XERESA



TYPOLOGY (Natura 2000 site/SPZs/ Marine Protected Area) :

Protected and managed by Local Administration (Gandia City Council), with the collaboration of the Universitat Politècnica de València (Valencian Polytechnical University). Marjal de Gandia area belongs also to Red Natura 2000 as SCI (Site of Community Importance).

SITE IDENTIFICATION :

Location : Municipalities of Gandia and Xeresa in the Province of Valencia, Valencian Region, Spain (SP)

Site Code :

Area (HA): 450

Ownership status: Public

Responsible Management body : Gandia City Council

SITE DESCRIPTION – MAIN CHARACTERISTICS:

Gandia Marsh occupies a total of 450 ha, ie 37% of the total area of Safor Marsh. Geomorphologically, it is a wetland area developed in a coastal plain. Is little depth due to both natural and anthropogenic clogging of water sheets.

The Marsh of Gandia is part of a larger environmental unit known as the Marsh of Safor, with a total area of 1225.34 It includes the municipalities of Tavernes de la Valldigna, Xeraco, Xeresa and Gandia.

Is little depth due to both natural and anthropogenic siltation of water bodies. To access this site you should take the road N-332 Gandia towards Xeresa or CV-670 towards Grau to deviate further towards the beach of Gandia

Part of the Marsh is inside the Catalogue of Wetlands of the Generalitat Valenciana specifically, the north zone of the marsh and the zone of L'Ullal de l'Estany and De la Perla.

The hydric contribution of this ecosystem comes from groundwater, which outcrop in the surface through springs (ullals), natural sources that come into contact with the surface aquifers. We must also indicate that surface water collaborate in the hydric contribution to the marsh, but in a lesser percentage.

VISITING

DATES/OPENING HOURS: No opening hours, access is difficult

HOURS/DATES (if applicable)	<p>during no daylight time. Aula de Natura's (Nature Education Centre) schedule: Summer timetable: Montay to Friday: 9 - 13 h. and 16 -20 h. Saturday: 9 - 13 h.</p>
	CAPACITY IF APPROPRIATE:
	<p>OTHER INFORMATION: The area is specially interesting for groups with specific interest on nature issues. The Aula de Natura is the headquarters of CEHUM, Centro Español de Humedales (Wetlands Spanish Center)</p>
ACCESSIBILITY : Distance from Gandia: 3 Km. Distance from Grao de Gandia: 2 Km. Distance from Valencia: 68 Km. Nearest airport at 78 Km.	
TOURIST/ OTHER SERVICES ON SITE: AYUNTAMIENTO DE GANDIA (City Council) Plaça Major nº 1 Tlf. 962 959 400 46701 Gandia (Valencia) E-mail: infoweb@gandia.org AULA DE NATURA (information center) Aula Natura-Marjal de Gandia C/ Camí de L'Alqueria del Duc s/n 46730 GRAO DE GANDIA (Valencia) Tel. 962 84 04 23 http://www.aulanaturagandia.es TOURIST-INFO GANDIA Av. Marqués de Campo S/N 46701 Gandia (Valencia) Tel. 96 287 77 88 Fax. 96 286 55 77 E-mail: gandia@touristinfo.net	
INFORMATION PROVISION: Tel +34 962 84 04 23	
USEFUL LINKS : http://www.aulanaturagandia.es (official) http://www.visitgandia.com/en/nature/marshl-gandia-xeresa (Information in English)	
VISITOR NUMBERS (indicate per year) : not available	

TITLE / LOCATION

PEGO-OLIVA MARSH
NATURE RESERVE / OLIVA
PARQUE NATURAL DE LA
MARJAL DE PEGO-OLIVA /
OLIVA



TYPOLOGY (Natura 2000 site/SPZs/ Marine Protected Area) :

Nature Reserve, protected by Regional legislation, the level of protection is comparable to National Park, although it's managed by Regional Administration. La Marjal de Pego-Oliva belongs also to Red Natura 2000 as SCI (Site of Community Importance) and ZEPA (Birds Protection Special Area).

SITE IDENTIFICATION :

Location : Municipalities of Pego (Alicante Province) and Oliva (Valencia Province), Valencian Region, Spain (SP)

Site Code :

Area (HA): 1.250

Ownership status: Public

Responsible Management body: Conselleria de Medi Ambient de la Generalitat Valenciana.

SITE DESCRIPTION – MAIN CHARACTERISTICS:

The Pego and Oliva marshes, an ancient wetland that has historically been the focus of life in the district and is now one of the most bio-diverse areas of the Mediterranean. Fed by the mighty Bullent and Racons rivers and the aquifers at Mostalla and Segaria, the 1,290-hectare wetland form part of a protected group of lagoons, coastal marshlands and other areas of environmental interest and is home to many waterfowl and major species of fish, such as the samaruc and the gall de canyar.

In the marshes, the balance between rice farming and respect for the environment has meant the survival of many species of amphibians, reptiles and birds, and of the indigenous vegetation, such as the reeds and algae. In summer, the wetlands are perfect for relaxing boat trips, and visitors can bathe in the fresh, crystalline waters.

To the north, the wetlands are flanked by the Sierra de Mustalla mountains and the Bullent-Vedat River, one of the mightiest and cleanest in the province of Alicante, whose source rises within the Park itself. To the south is another river stemming from the Park, the Molinell-Racons, which has been modified and channelled through the ages, and the Sierra de Segaria mountains, which mark the southern edge of this exceptional enclave.

Within the wetlands are the remains of Neolithic settlements, of the type built on stilts. The uplands of the marshes are covered in orange groves although, according to a description by the botanist Cavanilles, in the past, wheat and white mulberry trees grew here. Some can still be found along the route between the Montaña Verde and the Bullent River. Up until as recently as the 1960s, rice growing enjoyed a boom among the lower areas of the wetlands, but this has subsequently been abandoned and a plan has been initiated to dry these areas for the cultivation of market garden produce.

Little by little, social demands have led to the protection of this, one of the last remaining wetland areas in the Region of Valencia. In 1994, the Pego-Oliva marshlands were included under the Ramsar Convention, alongside the world's greatest wetlands, and then the marshland, plus the rivers and mountains surrounding it, was declared a Natural Park in 1995.

In terms of fauna, aquatic birds – many of which are endangered species – are some of the most striking features of the marshes. Among the fish you can find the indigenous samaruc and the rayfinned *Cobitis paludica*. Reptiles, or the most common, include the common turtle and the Mediterranean Pond Turtle. The marshland is the main part of the Valencian territory where the organic rice varieties are grown. Near the nature reserve you will find the Font Salada, a natural spring of thermal waters said to have curative properties that are kind to the skin.

VISITING HOURS/DATES (if applicable)

DATES/OPENING HOURS: No opening hours, access is difficult during no daylight time.
There is no visitors centre but there is a technician who works as a guide for groups.

CAPACITY IF APPROPRIATE:

OTHER INFORMATION: The area is specially interesting for groups with specific interest on nature issues.

ACCESSIBILITY :

Distance from Oliva: 11 Km. Distance from Gandia: 19 Km. Distance from Valencia: 89 Km. Nearest airport at 100 Km.

TOURIST/ OTHER SERVICES ON SITE:

CONSELLERIA DE MEDIO AMBIENTE, AGUA, URBANISMO Y VIVIENDA
C/ FRANCISCO CUBELLS nº 7, 46011 Valencia
Tel. 961973512 Fax. 961973874

OFICINA DE GESTIÓN DEL PARQUE NATURAL (Information Centre and Management Office) C/ Llavador, nº 5
03780 Pego (Alicante)
Tel. 96 - 640.02.51 - 679.19.52.27 Fax. 96 – 640.02.51
E-mail: parque_pegooliva@gva.es

TOURIST INFO OLIVA
Passeig Lluís Vives s/n
46780 Oliva (Valencia)

Tel. 96 285 55 28

E-mail: oliva@touristinfo.net

INFORMATION PROVISION:

Tel +34 96 640.02.51

USEFUL LINKS : <http://parquesnaturales.gva.es/espnaturales.htm> (official)
http://www.saforguia.com/filecddigiteca/00254Escapades_Pocket_Primavera_2010_p.pdf (Information in English)
<http://www.comunitatvalenciana.com/files/publicacion/doc/cvnews30.pdf> (Information in English)

VISITOR NUMBERS (indicate per year) : not available

Consejo Andaluz de Cámaras

SIERRAS DE TEJEDA, ALMIJARA Y ALHAMA NATURAL PARK



TYPOLOGY: Natural Park, Natura 2000 SCI (Site of Community Importance), Special Protection Area (SPA).

SITE IDENTIFICATION :

Location : Malaga and Granada provinces – Autonomous Community of Andalusia (ES)

Site Code : ES6170007

Area (HA): 40662

Ownership status: Public

Responsible Management body: Andalusian Regional Ministry of Environment.

SITE DESCRIPTION – MAIN CHARACTERISTICS:

Is an impressive mountainous mass which forms a geographical barrier between the provinces of Malaga and Granada. The landscape is rugged and craggy, with large, pronounced slopes alternating with deep gullies that has particular geologic elements such as the Nerja cave, declared National Monument, or la Sima de la Maroma. Fast-flowing rivers and streams come down the mountainsides with spectacular waterfalls.


Different kind of pines, such as the Aleppo, the Scots, the Umbrella, the European black and even the Insignis pine grows here. In addition, there are trees and shrubs characteristic of coast vicinity, such as the white beam tree (*sorbus aria*), laurestinus (*viburnum tinus*), cotoneaster (*cotoneaster granatensis*), goosefoot (*adenocarpus decorticans*) and Pyrenean oaks (*quercus pyrenaica*). grow on the upper slopes of the sierras.

The best-known animal in these mountain ranges is the mountain goat. Birdlife is also worthy of mention, with the golden eagle, *Hieraetus fasciatus*, *Aquila heliaca* and *Circaetus gallicus* eagles, the peregrine falcon, goshawks and nightjars. The villages nearby are marked by a Moorish and Mudejar heritage.


VISITING HOURS/DATES (if applicable)	DATES/OPENING HOURS: -
	CAPACITY IF APPROPRIATE: -
	OTHER INFORMATION: Horse riding, biking, hiking.
ACCESSIBILITY: From Malaga take the Mediterranean highway A-7 (N-340) towards Motril- Almeria, take the exit from Velez Malaga, and follow the A335 for Alcaucín, Canillas de Aceituno, Sedella and Salares.	
TOURIST/ OTHER SERVICES ON SITE: Reception and information, specialized environmental interpretation, product and service sale.	
INFORMATION PROVISION: Provincial Government of Environment in Malaga, Tel +34 951 04 00 58 / Turismo Andaluz S.A., Tel +34 951 29 93 00	
USEFUL LINKS : http://www.juntadeandalucia.es/medioambiente/servtc5/ventana/mostrarFicha.do?idEspacio=7321	
VISITOR NUMBERS: 3853 in 2009 (at the information spot).	

ACANTILADOS DE MARO-CERRO GORDO NATURAL AREA	
TYOLOGY: Natural Area, Natura 2000 SCI (Site of Community Importance), Special Protection Area (SPA) and Specially Protected Area of Mediterranean Importance (SPAMI).	
SITE IDENTIFICATION : Location : Malaga and Granada provinces – Autonomous Community of Andalusia (ES) Site Code : ES6170002 Area (HA): 1814 Ownership status: Public Responsible Management body : Andalusian Regional Ministry of Environment.	
SITE DESCRIPTION – MAIN CHARACTERISTICS: It comprises sheer cliffs with beaches and hidden coves, as the result of the sea and weather erosion over the foothills of Sierra de Almijara, on the border between Almuñecar in Granada and Nerja in Malaga. It is an enclave of important value due to their particular geological formations and the huge biodiversity that is homed, especially in the nautical mile. The most representative plant species of this area are the Posidonia oceanica, Zostera marina and Cymodocea nodosa which form rich prairies that are vital areas for spawning and young fish growth. Among the marine fauna, this area is rich in invertebrates, such as sponges, corals, anemones, echinoderms and mollusks. We can also see different protected species swimming in this area the loggerhead sea turtle, common dolphin, striped dolphin, Common bottlenose dolphin and the fin whale.	
VISITING HOURS/DATES (if applicable)	DATES/OPENING HOURS: -
	CAPACITY IF APPROPRIATE: -
	OTHER INFORMATION: An authorization for vehicle approach is

	requested, so it is better go on foot or by using the public transport in summer. Scuba-diving and ship anchor with a previous authorization.
ACCESSIBILITY: Distance from Nerja: 6 Km. From Málaga, the Mediterranean highway A-7 (N-340) goes directly to the Maro Tower in Nerja.	
TOURIST/ OTHER SERVICES ON SITE: Litter bins in the beach.	
INFORMATION PROVISION: Provincial Government of Environment in Malaga, Tel +34 951 04 00 58 / Turismo Andaluz S.A., Tel +34 951 29 93 00	
USEFUL LINKS : http://www.juntadeandalucia.es/medioambiente/servtc5/ventana/mostrarFicha.do?idEspacio=7399	
VISITOR NUMBERS (indicate per year) : -	

LOS REALES DE SIERRA BERMEJA NATURAL AREA		
TYPOLGY: Natural Area, Natura 2000 SCI (Site of Community Importance), Special Protection Area (SPA).		
SITE IDENTIFICATION : Location : Malaga Province– Autonomous Community of Andalusia (ES) Site Code : ES6170004 Area (HA): 1236 Ownership status: Public Responsible Management body : Andalusian Regional Ministry of Environment.		
SITE DESCRIPTION – MAIN CHARACTERISTICS: This area is outstanding because it contains a volcanic rock called peridotite, a material that gives these mountains their characteristic crimson colour and their name ("bermejo" means reddish). These minerals, along with a mild climate and specific rainfall patterns produce the necessary conditions for more than 50 plant species that are hard to see in other areas. This is the case of Galium viridiflorum and Staelina baetica. Also noteworthy is the unique population of Spanish fir trees (Pinsapo) growing on peridotite rock. The Pinsapo is a relic of the glacial period that nowadays can only be found in the mountains of Cadiz and Malaga provinces. The area's rich vegetation is home to numerous mammal species. The roe deer and genet prefer more dense vegetation, while the Egyptian mongoose prefers the scrubland and mountain goats the crags. Birds also have their representation here, with the short-toed treecreeper and the crossbill. There is also a large community of birds of prey, with golden and Bonelli's eagles, peregrine falcons and eagle owls.		
VISITING HOURS/DATES (if applicable)	DATES/OPENING HOURS: -	
	CAPACITY IF APPROPRIATE: -	
	OTHER INFORMATION: There are three signposted hiking routes in this area.	
ACCESSIBILITY: Distance from Estepona: 10Km.		

From Estepona take the road MA-536 from Estepona to Jubrique. When you reach to Peñas Blancas port cross and continue straightaway by the same road.
TOURIST/ OTHER SERVICES ON SITE: Recreational area and rest area.
INFORMATION PROVISION: Provincial Government of Environment in Malaga, Tel +34 951 04 00 58 / Turismo Andaluz S.A., Tel +34 951 29 93 00
USEFUL LINKS : http://www.juntadeandalucia.es/medioambiente/servtc5/ventana/mostrarFicha.do?idEspacio=7402
VISITOR NUMBERS (indicate per year) : -

DESEMBOCADURA DEL GUADALHORCE NATURAL AREA		
TYPOLGY: Natural Area		
SITE IDENTIFICATION : Location : Malaga Province– Autonomous Community of Andalusia (ES) Site Code : - Area (HA): 67 Ownership status: Public Responsible Management body : Andalusian Regional Ministry of Environment		
SITE DESCRIPTION – MAIN CHARACTERISTICS: The Guadalhorce River Stuary is a system of artificial ponds and scrubland. These ponds are set in an ancient marsh, where the sea and the river converge forming a vast swampy land. This place has a huge ornithological value, due to it is an important bird breeding and migration site at a provincial and regional level. During all the year you can see the glossy ibis, flamingos, spoonbills, black storks, Audouin’s gull or Caspian tern, apart from other more common birds, such as, anatidae, common terns, Eurasian coots or greets. The flora is associated with the different environments of the place, In this way, the estuary is colonised by aquatic plants, reedbeds and glasswort and on the riverbanks are poplars, willows and eucalyptus. There are also tamarisks and palm trees.		
VISITING HOURS/DATES (if applicable)	DATES/OPENING HOURS: -	
	CAPACITY IF APPROPRIATE: -	
	OTHER INFORMATION: You can only visit it by bike or on foot.	
ACCESSIBILITY: Distance from Malaga: 7 Km. The road A-45 (N-340) goes directly to the Guadalmar residential housing development, close to this natural area.		
TOURIST/ OTHER SERVICES ON SITE: Although there are not public use equipments, guided visits aimed at environmental education are organized, in which activities related with the bird observation and study will be developed.		
INFORMATION PROVISION: Provincial Government of Environment in Malaga, Tel +34 951 04 00 58 / Turismo Andaluz S.A., Tel +34 951 29 93 00		
USEFUL LINKS :		

<http://www.juntadeandalucia.es/medioambiente/servtc5/ventana/mostrarFicha.do?idEspacio=7400>

VISITOR NUMBERS (indicate per year) : -

DUNAS DE ARTOLA O CABOPINO NATURAL MONUMENT



TYOLOGY: Natural Monument, Natura 2000 SCI (Site of Community Importance) Valle del Río del Genal, Special Protection Area (SPA) Los Alcornocales.

SITE IDENTIFICATION :

Location : Malaga Province– Autonomous Community of Andalusia (ES)

Site Code : -

Area (HA): 19

Ownership status: Public

Responsible Management body Andalusian Regional Ministry of Environment

SITE DESCRIPTION – MAIN CHARACTERISTICS:

The Artols Dunes National Monument remains as witness to what this part of the Malaga coast was once like.

There are three different types of dunes visible in this privileged location. Right on the seafront there are dunes which are quite mobile, easy to distinguish because of their ripples. Further inland, acting as a barrier parallel to the coast, are the inactive mobile dunes, now covered in vegetation. Furthest inland, meanwhile, are immobile fossil dunes, covered in dense pine forest.

The dunes have interesting vegetation, adapted to withstand the strong sunlight, scarcity of water and continuous buffeting of the wind. The most common species to be found here are Marram grass, sea holly, sea daffodil or "turbinate" juniper.

Los Ladrones Tower is also nearby. It is a defensive, military structure with the Cultural Property designation. It seems to date back originally to the Roman period, subsequently reconstructed by Moors and Christians.

VISITING

HOURS/DATES
(if applicable)

DATES/OPENING HOURS: -

CAPACITY IF APPROPRIATE: -

OTHER INFORMATION: Signposted Paths.

ACCESSIBILITY: Distance from Malaga: 56 Km. After arriving at Marbella by the road N-340, you must make a detour to Cabopino Port.

TOURIST/ OTHER SERVICES ON SITE: An improvement of the paths and equipments in this area is planned, where car traffic will be strictly forbidden.

INFORMATION PROVISION: Provincial Government of Environment in Malaga, Tel +34 951 04 00 58 / Turismo Andaluz S.A., Tel +34 951 29 93 00

USEFUL LINKS :

<http://www.juntadeandalucia.es/medioambiente/servtc5/ventana/mostrarFicha.do?idEspacio=14083>

VISITOR NUMBERS (indicate per year) : -

11. Conclusions and Promotion Strategies

11.1 Marketing tools for the promotion of tourism

No matter how attractive a tourist destination is visitors aren't going to choose it if they don't know about it. Therefore, promotion and marketing are critical to the success of any tourism venture. Almost by definition, tourists are from somewhere other than where the destination is, so marketing efforts need to be very broadly disseminated in order to reach the target market.

As in any promotional process, in the promotion of tourism, the selection of the tool is crucial. Nowadays the tourism industry is extremely challenging. Tourism has evolved during the latter half of the 20th century from a marginal and locally significant activity to a widely dispersed economic giant. Many aspects of tourism promotion have been developed these last years to attract new customers.

11.1.1 Internet

The Internet is custom-made for tourism promotion. The problem is that everyone chooses it, exactly due to the aforementioned reason and so the competition for public attention on the Internet is fierce. Development of an easy-to-use and compelling website is essential for any tourism company, but they shouldn't expect it to bring instant results. Because of the competition, a website is a prerequisite, not a ticket to success. In addition to a website, exploit the possibilities of social networking sites such as Facebook and Twitter. By maintaining a consistently high profile in venues such as this, one can grow public awareness of his location and venture. It will take time for this to happen; a consistently high-profile online presence, as well as patience, is essential.

Dissemination

A site does no good if nobody visits, that is why tourism businesses must put their website address on everything they produce that goes in the hands of their customers, distributors, and other audiences: in their email messages; on their brochures; on their letterhead; on handouts at presentations; on company vehicles; etc. finally, they should mention the address when they are speaking with potential customers and in audio communications.

Search engine marketing

Tourism businesses should optimize their website for indexing by search engines, and above all, get other sites to link to theirs. Most of the popular search engines, including Google, base their rankings on key word and phrase relatedness to the search and the popularity of a site as measured by the number and popularity of the sites that link to it. It is usually needed to be in the top 20-30 results for the most important related search terms to really benefit.

The other major determinant in search engine ranking is the amount of content on the site that matches or approximates the search terms. So, a site with more content is likely to be ranked higher.

A site should be listed and linked in portal websites covering tourism sectors, destinations, and lifestyles related to ones offerings--generally, for free. Trade links with related sites. These activities not only help with search engine rankings, but will be a source of visitors by themselves.

11.1.2 Advertising

Advertising can be very expensive and difficult to evaluate. In the tourism advertising it has many uses:

- Creating awareness
- Influencing destination image
- Advertising a special offer
- Providing information on special services or seasonal deals
- Improving distribution
- Overcoming negative attitude
- Reaching a new target audience
- Announcing a launch

The selection of media is usually based on three criteria (Briggs, 2001, p. 121):

- Cost of space in the print media and time on radio, TV and cinema screen
- Suitability
- Appropriateness

The choice of media types is wide: newspapers, television, radio, magazines, direct mail, outdoor, internet. Added to these media, some specific media for tourism are the following:

- Trade press and magazines
- Tourist board brochures and guide (selling space to tour operators)
- Directories and yellow pages
- Exhibitions

11.1.3 Public Relations

PR in tourism is about how people who matter to a tourism organization think about it and how their perceptions, attitudes and behaviors can be kept or made positive.

The principal roles of PR are to convey targeted messages, to aim a general awareness and interest, away from the point of sale. PR is often a much more important promotional tool for travel and tourism than for other categories of consumer products. This is because so much of the subject matter is intrinsically interesting. Indeed people are very interested in stories about exotic destinations, glamorous people and their travel habits, and the arts and heritage generally.

PR is a good way to reach people who don't have an obvious connection to the media at all. The types of PR activity used in travel and tourism are the following:

- Press releases
- Press launches
- Receptions
- Personality appearances
- Staged events
- Product visits

11.1.4 Printed Material

Printed materials may be defined as following: any form of printed materials paid for out of marketing budgets, designed to create awareness among existing and prospective customers and stimulate demand for specified products, or facilitate their purchase, use and enjoyment. It covers not only the familiar promotional use of print such as tour operators and hotel brochures, but also "facilitation" (the ways the producers assist customers to decide between, and to purchase particular, products, and achieve full benefits and enjoyment from using them).

Mainly printed materials are brochures but it can also be leaflets or posters/show cards for window and other display. Because of the characteristics of travel and tourism products printed materials play several important roles:

- Products are produced and consumed on producers' premises and cannot be inspected and assets directly at point of sale away from the place of production. As there are no physical stocks of tourist products, brochures are used as product substitutes.
- While service production and consumption are simultaneous; the production process is often separated by weeks or month from the act of purchase. Inevitably, many products are ideas and expectations only at the point of sale. Printed materials provide a tangible focus for expectations.
- Especially where infrequently purchased, expensive products such as holidays are concerned, most customers seek full information and consider several options before making choices. It costs money to the company to pay the employees to give information to the audience so it is more profitable to give literature in order to reduce customer contact time.

Printed materials perform a wide range of functions in travel and tourism. They are summarized below:

- Creating awareness
- Promotional (messages; display; special offers)
- Product substitute role
- Access/purchasing mechanism
- Proof of purchase/reassurance
- Facilitation of product use and information

11.1.5 Partnerships in Tourism

The definition of partnership is: an agreement made between businesses, organizations, associations, funding agencies and/or government agencies whereby resources are

pooled for the purpose of achieving a mutually beneficial business goal/objective. Each entity works together yet remains independent.

Businesses, organizations, associations and government agencies within the hospitality and tourism industry are facing a challenge: How can an organization reach a specific goal that will increase their success, when so many elements are challenging them? The answer is: The organization cannot do this alone. The business environment today is bombarded with increased competition, global competition, educated consumers, increasing business costs, and continually evolving technology. Organizations must be proactive, adaptable to change, opportunity seekers, consumer-oriented and have common sense.

Organizations can overcome these challenges by identifying objectives and developing strategies to meet the objectives. One strategy that has enabled businesses to become more effective and successful is through Collaborative Partnerships, where businesses combine their resources to achieve mutually beneficial goals. Collaboration allows businesses, whether they are in competition with each other or not, to combine skills, money, information, products/services, ideas and/or technology to achieve goals that would otherwise be individually unattainable.

11.1.6 Airlines Magazines

Placing an ad in an airline magazine is a good way for someone to reach his target group. People who read this magazine are by definition people who travel, so they are more likely to be interested in visiting a location than an average person. Like the Internet, airline magazines are a popular advertising medium, so go the extra mile to make an advertisement larger and more compelling than any other. Effective gimmicks could include offering discounts to readers of that magazine, two-for-one sales, or offers of special accommodation for people who book a visit within a certain time frame.

11.2 Indicative Promotion Strategy

The scope of the travel and tourism industry is wide ranging. It is an industry comprised of numerous sub-industries. Transportation, accommodation, food and beverage, amusement, recreation and services all form the backbone of what is collectively referred to as the Travel and Tourism industry. Together, this single industry produces over 10% of the world's GDP. It is one of the world's largest private sector employers. In one-way or another, it touches almost every individual amongst the world's developed nations. Travel and tourism, along with telecommunications and information technology, will lead the 21st century economy in terms of growth and absolute revenue production.

The economic potential of tourism is substantial and the following marketing and promotional strategy intends to maximise the benefits tourism can generate. The key objective is to work alongside a dedicated and professional tourism industry sector to ensure the participating regions maintain and grow their share of the lucrative tourism market. Key challenges to achieving this include:

- Responding strategically and creatively to growing levels of competition
- Responding to changing economic and social trends
- Increasing tourism dispersal throughout the participating regions
- Maximising visitation, yield and visitor satisfaction

The tools of promotion

A wide range of marketing methods can be employed to influence key markets. These marketing options continue to expand, driven by new media and technology. The advances provide an array of tools that must be matched to the needs of individual markets. This plan develops customised strategies for each market according to its unique challenges. Included might be image marketing, public relations, trade marketing, tactical campaigns, product and event marketing or information provision e.g. internet, brochures, media partnerships, telephone, and visitor services.

11.2.1 Strategy Description

Tourism can play a role in diversifying the economy of the region. As one of the fastest growing industries in the world, it cannot be ignored as a generator of economic activity.

The participating regions have significant tourism resources, and a promotional effort is already in place. However, there are opportunities for broader development of resources and attractions, particularly those related to culture, history, and outdoor recreation. The tourism infrastructure has not been developed to its fullest potential,

for example as far as the development and interpretation of products and the marketing of those products are concerned.

Key Components

The strategy for economic diversification should include some or all of the following concepts in order to attract new visitors, lengthen the stays of existing visitors and promote the development of new small businesses to support the tourism industry:

1. Develop and expand the heritage and cultural tourism market

There are strong historical themes, industrial heritage, and religious and folk traditions of the regions that should be developed into marketing themes or branding concepts to interpret the rich heritage of the regions. The regions should preserve and develop historic sites, industrial artifacts, and cultural resources. Farm tours, industrial culture and history, the rural culture should all be promoted on a regional basis.

Indicative actions:

- Work closely with entities that are "packaging" tours and events for the region to include heritage and cultural sites and venues
- Expand and upgrade existing sites, which are generally under-promoted, under-leveraged and under-protected
 - Identify, analyze, and prioritize current sites, their needs and their benefit to the overall program
 - Explore options for assistance to upgrade sites including advocacy for the appropriate local, state, or national protection measures
 - Create a marketing and promotion strategy for individual sites and for a regional campaign. "Packaging" sites will continue to be critical to success
 - Work closely with state agencies to provide support for high priority sites and to create the appropriate collateral materials, or include the sites in existing state or regional materials
 - Work closely with existing regional tourism entities to create broader support
 - Use local resources to strengthen the heritage package

2. Develop more retail opportunities in the form of outlets and specialty stores

In particular, retail development related to crafts and antiques, historic/knowledge themes, and sports/outdoor recreation would be appropriate. Discourage the development of outlet malls; rather focus retail activities to existing commercial districts. Site opportunities for retail development include former industrial buildings and historic districts. Work closely with successful groups to mentor new commercial enhancement groups.

3. Develop links to the natural resources for tourism potential

A natural resources tourism strategy would include fishing activities as well as hiking and biking activities. This strategy may draw more resources and "customers" to the more rural parts of the watershed. Links to the surrounding areas will also be necessary.

Indicative actions:

- Understand and support the role of cross region hiking and biking trails and greenway projects. Greenways and trails should be viewed as economic development tools. They tie the region together and create a network of access points. These points could be parks, museums, or main streets. Ideas should be linked to a strategy for Eco or Natural Tourism
- Continue to update information and entities related to tourism – the tourists, the sites and the service industry that supports it. It will be necessary to continually update information to stay on top of this growing industry. Current events will change markets and tourists attitudes. New facilities will impact trends and opportunities
- Distribute new data to all parties and incorporate the information into future plans

4. Expand international marketing

Current international travelers are business or University related. This element might create a starting point for future efforts. This element could be developed during the 20 year vision as appropriate.

Indicators:

The key indicators of progress in the participating areas would include the following:

- * Number of visitors in general or at specific sites
- * Hotel occupancy
- * Spending on food, accommodations and traveler services
- * Number of jobs created in tourism services
- * Average wage of new jobs
- * Business start-ups in tourism and recreation
- * Investments in business expansion
- * Fiscal impact: town and region
- * Household income
- * New grants for specific tourism venues
- * New interpretive programs or packages

11.2.2 Concluding remarks

It is important to remember that promotion is a process, which is the same whether someone wants to promote a business, a community or a region.

Finally, when preparing a strategy one should know that a successful strategy should be cost-effective. It is important to know the available budget and the available resources.

11.3 Conclusions

The sustainability of tourism development is an ethical requirement and factor of competitiveness in the Mediterranean, particularly for islands and fragile coastal zones, to preserve its vulnerable economic, natural, cultural and social heritage. Not only do environmental abuses impoverish island and coastal heritage, but as today's tourists are increasingly demanding, the quality, diversity and specific environmental and cultural attributes of tourism supply are a key factor of competitiveness.

The final aim of SHIFT (Sustainable Tourism in Fragile Territories) is to experiment strategies to foster sustainable tourism in Mediterranean fragile coastal areas and islands through a transnational partnership proposing an IQM model to optimise supply. The common objective is to redistribute tourism pressure over an extended season and toward different market segments drawn from local cultural and natural diversity. All stakeholders have a shared responsibility to make tourism sustainable. Opting for a sustainable approach entails institutional leadership, co-ordination with the private sector, social involvement and skilled technical backing. A new type of tourism planning and management based on broad institutional and socio-economic agreement is a prerequisite for sustainable development Guidelines.

The present deliverable is an analysis of the Protected Areas of each participating region in the SHIFT Project and of the potential for their touristic development. As mentioned before, this development should respect the special features of these regions and it should be based on a sustainable promotion strategy, in order to maximise the benefits from the increase of visitors and at the same time to minimise the negative impacts from human activity in areas, which are recognized and protected.