

NAPLES - ITALY



THE CITY

Location:

Capital of the Campania region

Population*:

1.004.500

Density of population*:

(inhabitants per sq km) 8556

Employment rate*: 29,8%

Unemployment rate*: 31,39%

Income per capita:** € 25.565,81

*source: City Council of Naples, census 2001

** source: Finance Ministry, 2009



Naples is the third largest city of Italy, and is also the most important of the south Italy; it lies on the Tirrenic coast of the Italian peninsula, and is in an advantageous position in the Mediterranean basin. It is the capital city of the Campania Region and the province of Naples counts more than 3 million inhabitants on a surface of 1.171 km². The Greek - Roman road network was preserved until now in the old town centre and the stratification of the following ages enlarged its heritage of many major monuments. For this reason the old town centre of Naples was included in the "Word Heritage List" of UNESCO in 1995.

Local challenges

- A better connection between port and city which will create a high quality tourist support for cruise passengers
- A positive economic impact for commercial and handicraft areas close to the port
- Approaching the cruise activity as an opportunity to redevelop the industrial derelict areas in urban park and recreational/cultural places and to upgrade the quality of life

Managing Authority

Campania Region

LOCAL ACTION PLAN

The waterfront of the historical centre and port area from Piazza Municipio to Piazza Mercato: a sustainable development through the improvement of the cruise tourism impact

The context

The area concerned by the LAP is part of the so-called “città bassa” which, even if in the past had a strong commercial character, since the end of the war suffers of a relative neglect and a gradual decay. Some successful initiatives implemented by individuals (Consortium Goldsmith District) with the support of the Municipality of Naples showed the opportunity to reclassify the area obtaining a positive impact both in the social field (creation of business incubators, revitalization of the context, etc.) and the economic field (Increase of the commercial attractiveness of the site, creating new skilled jobs, etc.). In this perspective the development of the LAP aimed at maximizing the impact of the planned interventions in the area by the “Great program for the UNESCO heritage centre” of the city of Naples, incorporating suggestions and proposals from private actors.



LOCAL SUPPORT GROUP

KEY feature of the LAP

One of the main actions of the LAP in Naples is the reconnection between the port and the city, the goal is to build a network of relationships not only physical, through the regeneration of pathways and squares of the buildings of the area, which is the connecting element between the sea and the historic city. One of the results obtained from URBACT is the networking of individuals and authorities acting in the same area, with a common strategy.

URBACT Local Support Group

The Naples Local Support Group involved the principal stakeholders that act directly on the LAP area as well as the traders and the citizens' groups who work and live there.

Furthermore the involvement both of the students of the primary and secondary schools of the area, through the activities proposed by the Municipality and by the Port Authority, and the students of the Faculty of Architecture University, contributed to the dissemination of the contents and the themes analysed.

In relation to the private property, as proposed by S.I.Re.Na., the ULSG considered essential, for the LAP work, the involvement of the property managers.



Sustainability and Mainstreaming

The work of the ULSG started in the first phase of the project and will continue until the final stage of the implementation of the LAP. The intent is to set up a monitoring group on the territory for the “città bassa” area, and to present the results of the work to the General Assembly of the city of Naples in the framework of an integrated development.

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ALICANTE - SPAIN



THE CITY

Location: Spain - Region of Valencia

Population: 329 947 (city) 1.8 m (metropolis)

Number of people in employment: 778 000 (metropolis)

Unemployment rate: 5.9 %

THE PORT

Ranking: international- regional

Administrative statutes: Port of state

Total traffic: 3.8 millions G.T. (2006)

Container traffic (EVP): 173 000 TEU (2006)

Total passengers: 362 000 pax (2006)

Cruise passengers: 55 000 pax - 60 calls (2006)

Direct employment: n.k.

The city of Alicante, located right on the heart of the Mediterranean coast, is one of the favourite Spanish destinations. It is strategically located and has excellent communications with the rest of Spain and Europe, thanks to the international airport and an extensive network of roads, dual carriageways and motorways, as well as railway links to the main Spanish cities. It is the capital of a rapidly developing commercial and industrial province, conference venue, tourism and university.

Alicante has realized that the cruise market could be another option to bring tourists to the city. A new Maritime Station was built 5 years ago. The Port of Alicante has known a good evolution during last ten years and has improved its facilities to become not only a "port of call" and but also a "home port". The Old Town or Historical City, just 10 minutes walking from the Maritime Station, has been improved with an important effort to restore most of their buildings and public areas and also a business and neighbourhood revitalising by supporting new enterprises and young people.

Local challenges

- To reactivate and re-use the port area as a commercial and leisure zone
- To become a cruise home port being furthermore an attractive destination for tourists
- To attract the old town of Alicante to the cruise market as a new option for their excursions
- To revalue the old town and the urban heritage

Managing Authority

Generalitat Valenciana

LOCAL ACTION PLAN

Alicante Maritime Station, a gateway to the Historical Centre

The context

The city of Alicante, located right on the heart of the Mediterranean coast, is one of the favourite Spanish destinations. It is strategically located and has excellent communications with the rest of Spain and Europe, thanks to the international airport. Alicante city has had a great development these last 15 years, the Old Town has been revitalised and restored with all its monumental and cultural heritage, nowadays we have diversified our tourism offer to a different thematic routes including architecture, monuments, museums, regional cuisine and local handicrafts. The excellent and close location of Maritime Station and cruise increase suggests think in this market as economic and social boost for the Historical District.



LOCAL SUPPORT GROUP

KEY feature of the LAP

Our main objective with this project is to connect cruises passengers with the Historical City Centre. After 12 years reevaluating the Historical District, we would like to know the way to attract this specific public, this could be a major boost for trade, tourism and neighbourhood regeneration. The Maritime Station is connected with the Historical District in a natural pedestrian path due to the strategic waterfront location.

URBACT Local Support Group

Alicante Local Support Group members are coordinated by Housing Dept. (Plan RACHA Office), Tourism Department and Port Authority Cruises Division. Currently there is a link the Port Authority and Tourism for the city promotion in all aspects, but this LSG specifically seeks to promote the Old Town. Having established the initial parameters, we will look for the support and collaboration from other sector like traders, artisans, neighbours, students.



Sustainability and Mainstreaming

Nowadays the Local Support Group works in a complete action plan with different actions that must be reachable and attractive for all the people involved in Cruises, Tourism and Historical District (neighbourhood, merchants, artisans, tourists). Then establish a link between all of us with a special commission whose task will be to promote, coordinate and maintain all these actions.

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DUBLIN - IRELAND



THE CITY

Location : Capital city of Ireland
Population (2006) : 506 201
Number of people in employment:
2.1 m (national figure)
Unemployment rate:
5.5% (national figure)
Income per capita : € 46 801 (GDP) ;
€ 40 084 (GNP) (national figure)

THE PORT

Ranking : international - first port in Ireland
Administrative statutes : State port managed by a Private limited Company.
Total traffic : 31.1 m G.T. (2007)
Container traffic (EVP) : 2.2 m. TEU (2007)
Total passengers : 1.5 m pax (2007)
Cruise passengers : 100 000 pax (2007) 80 calls (2008)
Direct employment : 165
Indirect and induced employment : 3 500

Dublin has been at the centre of Ireland's phenomenal economic growth over the last 10-15 years. Living standards in the city have highly risen. In 2008, Dublin was listed as the fifth-richest city in the world. The economic boom years have led to a sharp increase in construction, which is now also a major employer. Redevelopment is taking place in large projects such as Dublin Docklands, transforming a run-down industrial area into a new world class city quarter. Dublin is one of the constituent cities in the Dublin-Belfast corridor, a region which has a population of just under 3 million. Cruise tourism is a growing part of Dublin's tourist industry. Since 1994 Cruise ship calls have increased from 20 to 80 calls in 2008. Dublin Port is the principal port of call in Ireland. The principal cruises consist of repositioning cruises, Theme cruises, North West European Cruises and baby boomers, and those interested in education. At present, cruise tourists are offered 20 touring options in the City including sightseeing, cultural tours, shopping and activities/sport. In general these tours are organized and managed by the cruise operators.

Local challenges

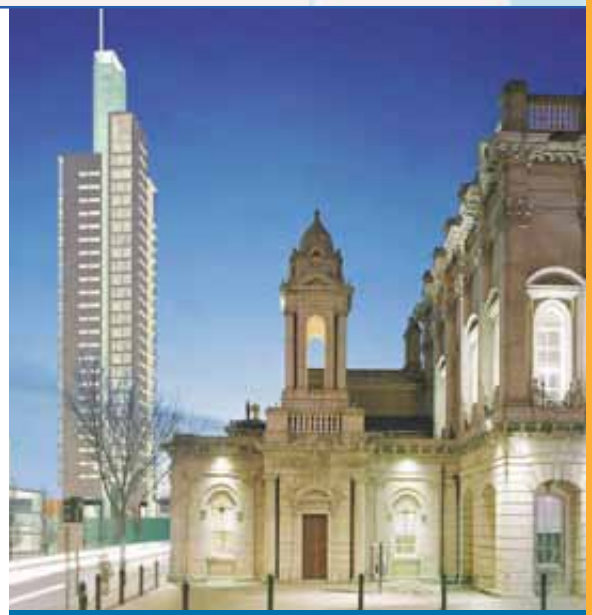
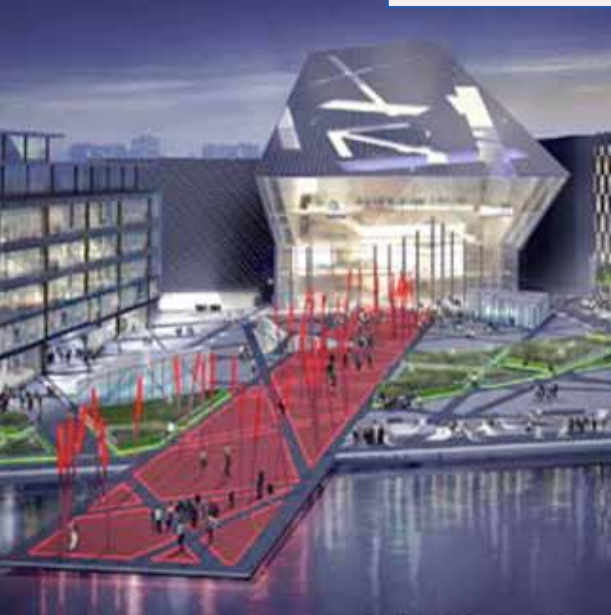
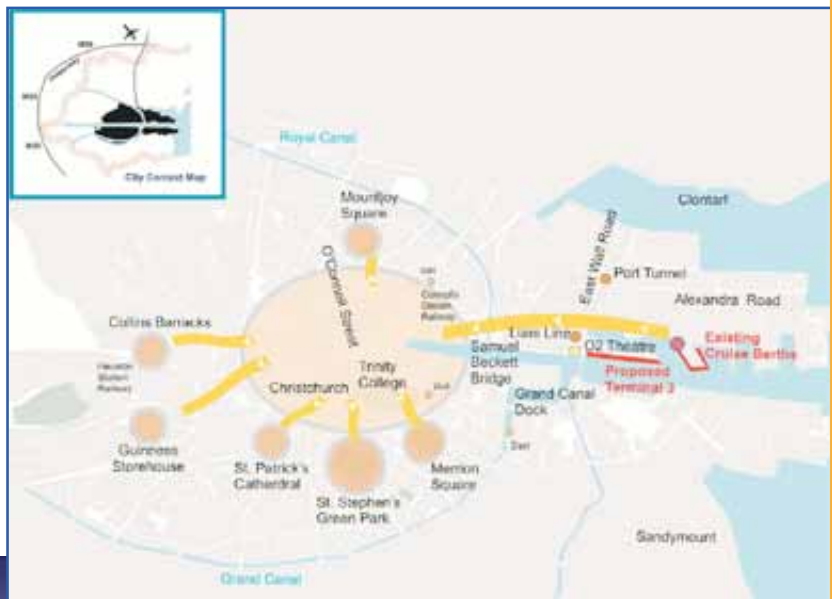
- Development of an agreed Local Area Plan for the future development of cruise tourism and associated infrastructure
- Development of an agreed set of project proposals and identification of funding sources that will:
 - facilitate greater connectivity between the city and the port and docklands;
 - regenerate historical buildings in the Poolbeg area;
 - provide a greater range of facilities (infrastructure and services) to support cruise tourism;
 - improved co-ordination and co-operation between the 3 organizations involved in the project.

Managing Authority Southern and Eastern Regional Assembly

LOCAL ACTION PLAN

The context

The LAP area is located east of the City within the Dublin Port Company grounds along the city quays to the city centre. Dublin Port area, despite being an industrial working port, continues to experience year-on-year increases in cruise calls. The arrival of the cruise liners provides a high visual quality for the whole docklands area, creating a strong sense of place.



LOCAL SUPPORT GROUP

KEY feature of the LAP

The overall goal of the LAP is to develop a strategy for the development of cruise traffic and the urban regeneration of the port area. This would create an urban quarter that facilitates sustainable and consolidated growth of Dublin City and articulates a new relationship between the city and the Port through the development of the cruise tourism sector.

The objectives of the plan are:

- To transform, regenerate and adapt the physical and environmental components of the Port area in order to improve connectivity between the port and the city centre
- To maximise the potential of cruise traffic and the port's heritage as a tool to achieve social and economic regeneration
- To plan and manage the cruise development within a global city project

URBACT Local Support Group

The URBACT Local Support Group comprises of Dublin City Council, Dublin Port and Dublin Docklands Development Authority, and a range of educational and tourism bodies and commercial interests.

The members of the Dublin URBACT Local Support Group have an in-depth knowledge of the specific challenges, in both the port area and in the city centre, to further developing Dublin's cruise traffic industry.

The involvement of these organisations in this project provides an alternative way of viewing the city. In particular, this project includes looking at the city from the point of view of the cruise passenger arriving into Dublin port, and improving the passengers' experience of travelling from the port to the city centre and surrounding area.



Sustainability and Mainstreaming

The establishment of the URBACT Local Support Group means that a substantial knowledge base has developed on the operation of and challenges for the cruise traffic sector in Dublin and Ireland, in the context of the European and global cruise tourism industry.

It is intended that an implementation body be set up in order to monitor and build on the specific objectives set out in the Local Action Plan. The establishment of such a task force is considered necessary in order to ensure that following the formal completion of the URBACT CTUR project in July 2011, the delivery of the objectives contained in the LAP are realised. In particular, one of the principal objectives in the plan is to develop Terminal 3 in Dublin Port over a phased basis as a cruise terminal. The coordinated management of the cruise tourism sector in Dublin is essential to delivering a world-class tourist experience to the cruise passenger. The intention is to establish a self-sustaining body which can co-ordinate all aspects of the cruise tourism industry in Dublin. It is anticipated that the further development of the cruise liner sector in Dublin will bring about wider economic benefits to the city and region.

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HELSINKI – FINLAND



THE CITY

Location :
Finland
Population (2007) :
568 531 (city) 1.3 m. (metropolis)
Rate of employment :
75,3% (metropolitan area)
Unemployment rate :
5.2% (2008)
Income per capita : € 22 621

THE PORT

Ranking : international - first port in Finland
Administrative statutes :
Municipal port managed by an Harbour Committee
Total traffic : 13.4 m G.T. (2007)
Container traffic (EVP) : 431 000 TEU (2007)
Total passengers : 8.5 m pax (2006)
Cruise passengers : 330 000 pax - 270 calls (2008)
Direct employment : 276
Employment in the cruise sector :
470 (direct - 2007); 700 (indirect and induced - 2007)

Helsinki is the capital of Finland on the southern coast of the country, has about 577,000 inhabitants and the whole metropolitan area, Helsinki and the neighboring cities of Espoo, Vantaa and Kauniainen, about 1,300,000.

The capital status means that Helsinki is Finland's leading city for all transport, port activities, amount of tourists and is a student city with a large number of universities and institutions giving higher education.

Since 2005, cruise traffic has registered an important increase with, in 2009, 360 00 passengers and 270 calls.

The cruise ships moor at the West Harbor or at the South Harbor, which is also Finland's largest passenger port. Some five million passengers pass through it annually.

The West harbor also serves Tallinn and Rostock traffic. There are up to 8 departures a day to these cities. Some four million passengers pass yearly through the West Terminal.

Local challenges

- Short term solutions for the next five to ten years to temporarily enhance a former industrial dock yard area into uses for leisure and tourism both for the locals and the tourists. Special attention will be paid to connections from the terminal to the city, the attractiveness of the port and the surrounding area and services to the passengers and the locals
- Long term solutions to combine a new residential area of 4600 new residents and 2000 workplaces, maritime activities and cruise port in a sustainable way

Managing Authority

Ministry of Employment and of the Economy

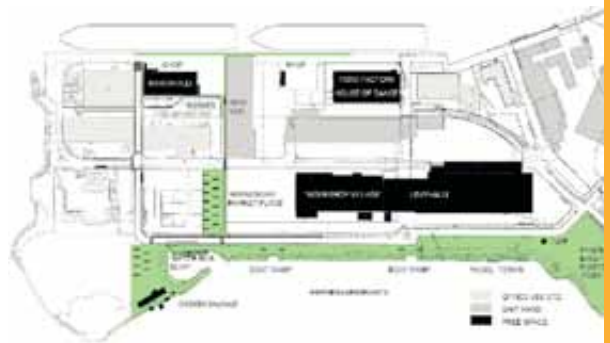


LOCAL ACTION PLAN

Planning of the Harbour Area of Hernesaari and Jätkäsaari

The context

The place is an island which was connected to the mainland in the early 20th century when it first was used by the Ford industries. It also used to be a recreational area for citizens before it was taken over by harbour activities. The harbour is used now for cruise traffic mainly, but will in summer 2011 offer new experiences and services starting with the Open Europeans 2011 – European Sailing Championships.



LOCAL SUPPORT GROUP

KEY feature of the LAP

The area of the LAP in Hernesaari will be developed from 2011-2020 in a direction to enhance the port area and surroundings both for local inhabitants and tourists. The first concrete result is the implementation of four projects in summer 2011: the waterbus quay, the sign posting, the market place as well as the Open European Sailing Competition. Four other ideas are under planning and waiting for their implementation: the design saunas, the art wall to the sea, the workshop village and the 'House of Dance' at the Ford factory. The intention of the LAP is to involve partners in the projects with a long-term perspective, in order to implement permanent activity in the area before the period of construction will start.

URBACT Local Support Group

From the beginning persons from the following quarters have been involved in the LAP:

CITY OF HELSINKI

Cultural Office
Economic and Planning Centre
City Planning Department
Helsinki City Tourist & Convention Bureau
Port of Helsinki

CITY OF HELSINKI

Sports Department
Public Works Department
Real Estate Department
Building Regulation Department
Urban Facts
City Museum

UNIVERSITIES

Aalto University School of Economics
Aalto University Schools of Technology
Aalto University School of Art&Design
Swedish School of Economics

CONSULTS

Avanto Architects
WSP Design Studio
DoTank
Talli Architects
LOCI Architects

PRIVATE SECTOR

Movense Ltd
Elämäntila Oy
Also credits to:
InterRegIV/ Creative Metropolises

PRIVATE SECTOR

Vuotekno oy
Arctech Shipyard Helsinki
+ about 70 private companies

STATE OF FINLAND

Ministry of Employment and the Economy
Centre for Economic Development, Transport and the Environment
Finnish Tourist Board

THIRD SECTOR

Helsinki Sail Race Management

LOCALS

Eteläiset Kaupunginosat
Pro Eira

The planning framework

The LAP is a tool that fits into the framework of existing planning for this area which was left over when the cargo harbour was transferred to the eastern part out of the city. The long-term plan is to transform the old harbour area of Jätkäsaari and Hernesaari into a new seaside residential and business district. "In the meantime the area can be used creatively for the next ten years or so. We plan to ensure that tourist and recreational activities will then continue after residents have moved into the neighbourhood" (architect Huhtaniemi). In the planning are involved different departments of the municipality as well as the university and private companies.

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Cruise Traffic and Urban Regeneration



APDL/MATOSINHOS – PORTUGAL



THE CITY

Location: Portugal, in the metropolitan area of Porto

Population: 169 104 (2006)

Number of people in employment: 78 877 (2001)

Unemployment rate: 8 % (2001)

Income per capita: tbc

THE PORT

Ranking:

international - second port of Portugal

Administrative statutes:

State port managed by a Private limited Co.

Total traffic:

15 m. G.T. (2007)

Container traffic (EVP):

433 437 m. TEU (2007)

Total passengers:

15 863 pax (2007)

Cruise passengers:

15 863 pax (2007)

Direct employment: 5 800

Indirect and induced employment: 9 200

Situated on the Atlantic coastal strip, Matosinhos is the 8th most populated municipality in the country (third in the metropolitan area), concentrating 11% of the metropolitan population in 3,9% of the surface area of the metropolitan region. The municipality grew from 25 to 169 thousand inhabitants, from 1900 till 2006. The main problem of Matosinhos is the lack of attractive tourist places for the cruise passengers who ignore and “jump” the city in favour of Porto and other regional places. So the challenge is to up-grade the attractiveness of the city through the revitalization of the commercial infrastructure and restaurants, and the creation of cultural facilities and urban services in the deprived areas.

The Port of Leixões comprises the largest seaport infrastructure in the North of Portugal and one of the most important in the country. Leixões has excellent road, rail and maritime accesses and is equipped with advanced information systems for vessel traffic control and management. Since its inauguration (1892), the Port of Leixões has left its mark on the development of the municipality of Matosinhos. A multitude of interactions have been, and in fact still are, reflected in local land, economy and society. The intensity of the relationship between port and city areas has given rise to decisive moments which have greatly contributed to the economic and social development that both areas have experienced throughout their common history.

Local challenges

- Learning how to strengthen the port-city relationships through the building of a cruise terminal
- Developing a network of relationships with the partners of CTUR in order to improve the cruise business and its hinterland interactions
- Debating about better strategies to elaborate port projects with a strong urban integration and development potential
- Encouraging the identification of Matosinhos as a tourist place

Managing Authority

North Regional Coordination and Development Commission



Connecting cities
Building successes

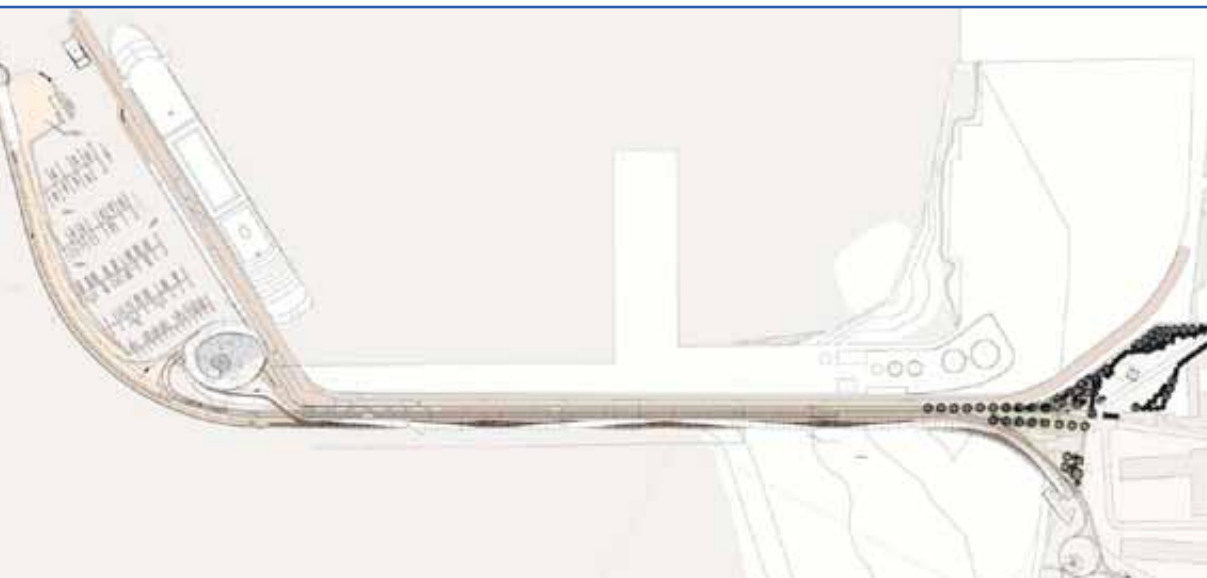


LOCAL ACTION PLAN

New Cruise Terminal of the Port of Leixões: an opportunity to promote the North Region of Portugal as a Touristic Product

The context

The New Cruise Terminal of the Port of Leixões will strengthen the Cruise Tourism in the North Region of Portugal, the tourism sub-sector which has the highest growth rates worldwide, allowing the promotion of high tourism potential of North Region of Portugal and the improvement of port/city relation. This project will allow the capture of new markets, including north-south crossings of Europe that will find in the port of Leixões good facilities and security. The New Cruise Terminal is an excellent opportunity to the city areas rehabilitation, to reinforce the citizen's quality of life and to promote new activities and business linked to the Resource Sea.



APDL/MATOSINHOS – PORTUGAL

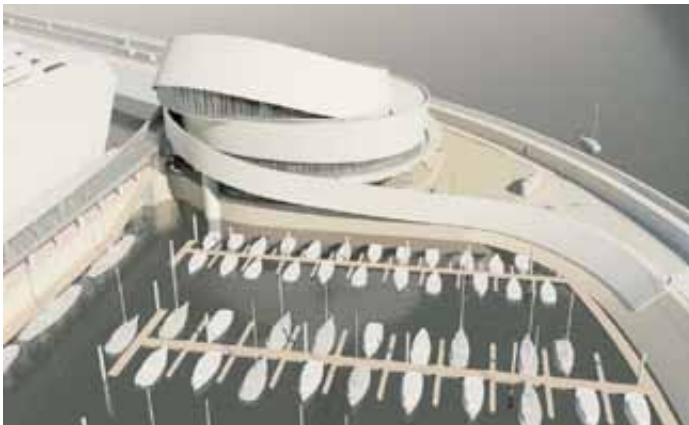
LOCAL SUPPORT GROUP

KEY feature of the LAP

The main challenge of the LAP is to develop the cruise tourism in the North Region of Portugal through the construction of the New Cruise Terminal of Port of Leixões, allowing the entry of ever-longer ships (up to 300 meters of length and turnaround up to 2000 passengers), the organization of better conditions of cruise tourists welcome in Matosinhos and the promotion of new touristic products.

URBACT Local Support Group

Local Support Group members contribute to the development and implementation of the LAP. The City of Matosinhos and the Port of Leixões have developed with Oporto University, Superior School of Art and Design, local Restaurant Association “O Peixe à Mesa” and the Managing Authority (Coordination and Development of the North Region of Portugal Commission) a local strategy regarding the promotion of activities related to the Sea, namely Cruise Tourism.



Sustainability and Mainstreaming

The governance of the New Cruise Terminal investment is a good example of cooperation between relevant entities in the North Region development. This team established different partnership agreements, one of which is the contract signed between APDL (Port Authority), the Municipality of Matosinhos and the Oporto University to the creation of the Park of Science and Technology of the Sea.

The major part of the LAP investment, namely the New Cruise Terminal construction, is co-financed by ERDF, within the North Regional Operational Program.

CONTACTS

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PORT AUTHORITY OF NAPLES - ITALY



THE PORT

Ranking: regional and international

Administrative statutes: State port managed by a public port authority

Total commercial traffic*: 21.9 m. tons

Container traffic (TEU)*: 532.432

Total passengers*: 8 m. pax

Cruise passengers:** 1.3 m. pax

Direct employment:** 5 000

Indirect and induced employment:** 2 000

*source: Port Authority of Naples 2010

** source: Port Authority of Naples 2009

The Port of Naples is one of the most important cruise ports in the Mediterranean area, as confirmed by the positive trends of commercial traffic registered over the most recent years. Thanks to its strategic position between Europe and Asia the traffic of goods, cruisers and passengers has constantly increased. Intermodal transportation is very well developed in the commercial area of the port of Naples. There are very effective direct highway and railway connections. Passenger traffic is still a crucial element in the activity of the Neapolitan Port: 9 million passengers (including cruise passengers, gulf traffic and coastal navigation). Cruise passengers were 1,300,000 in 2009 (1,150,000 in 2008). With respect to 2001 there has been a 130% increase.

Local challenges

- Strengthening and rationalization of the logistic-port infrastructures, taking in account the multi-functional vocation of the port
- Re-qualification of the building heritage close to the port area with a subsequent increase and enhancement of the infrastructures for hosting cruise call

Strengthening sustainable mobility to decrease the high level of atmospheric and acoustic pollution

Managing Authority

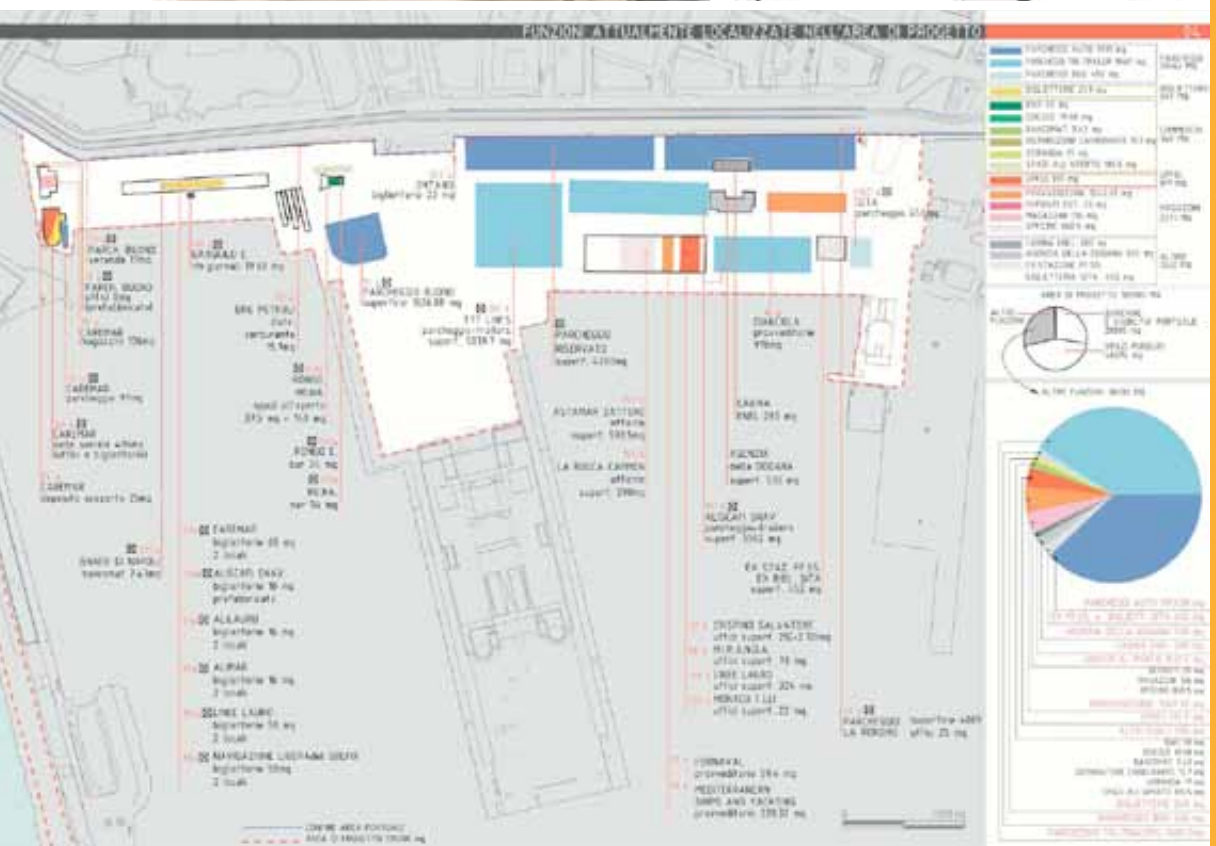
Campania Region

LOCAL ACTION PLAN

The context

The New Master Plan confirms that multi-functionality is an asset of the port of Naples: cruise shipping, ship repair industry, trade traffic.

The plan has a 15-year horizon and is based on the transformation of the port "wings": the west quay of S.Vincenzo and the New Eastern Dock. These two sites, at the two ends of the port area, are the keys to the future development of container and cruise line traffic.



PORT AUTHORITY OF NAPLES - ITALY

LOCAL SUPPORT GROUP

KEY feature of the LAP

Our LAP aims at exploiting cruise tourism as an opportunity to regenerate the port area. One of the main goals is to connect the port area to the “Città Bassa” and to the Historic centre, providing a free transport service for passengers embarking and disembarking from ships in the port of Naples.

URBACT Local Support Group

Port authority of Naples

Action: Free shuttle bus service connecting the “Beverello” quai within the Stazione Marittima and the areas outside the port called “Calata Porta di Massa” and “Piazzale Piscane”, respectively. This service is based on two shuttle buses, one from 7.00 to 24.00 and another from 9.00 to 21.

Action: The project for the waterfront “the filtering line”. In 2005 the Port Authority of Naples appointed a panel of experts to select, via an international call for proposals, the three best projects that were then examined and judged. The winning project proposal was that by Sarl, a group lead by the French architect Michel Euvé. The project is based on a filtering line to re-organize the various transportation tracks and lanes that separate the port from the city. This filtering line is an actual “infrastructure” developing on different levels. It is like a piece of the city that develops on a lower level exploiting the altitude difference between Maschio Angioino Castle and Piazza Municipio.

Terminal Napoli S.p.A.

Action: A shopping mall has recently been opened in the historical building of Stazione Marittima that dates back to 1930s. It hosts about fifty shops located along the quays, very close to the sea. The overall surface is 5,000 squared meters, 150 new jobs have been created so far and is part of a 25 million euro investment.



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URBACT National Dissemination

Points ITALY:

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RHODES – GREECE



THE CITY

Location: Capital of Rhodes Island

Population: 53 709 (2001).

Number of people in employment:
24 935 (2001)

Unemployment rate: 16%

Income per capita:

> € 20 000 (national figure)

THE PORT

Ranking: international passenger port
(ferries and cruise)

Administrative statutes: Municipal port
managed by a port authority

Total traffic: 1, 8 m. G.T. (2007)

Container traffic (TEU): no container traffic

Rhodes is the capital of the Prefecture of Dodecanese and the capital of Rhodes Island. It is located in the South Eastern edge of the Aegean Sea and it is the 3rd largest island of the Aegean. Rhodes has an international port and an international airport, which, mainly in the summer time, has many arrivals from all over the world. The Medieval City of Rhodes is a world heritage monument of culture registered on the UNESCO List since 1988. It is located in the centre of the urban tissue of the city. Rhodes hosts two departments of the University of the Aegean, which are the “teachers’ Department” and the “Mediterranean Studies Department”. While Rhodes has been a very important tourist destination for decades, cruise tourism was not the major product. But nowadays Cruise tourism is a sector which is registering a fast and strong development in Rhodes. These last years, the island of Rhodes has got its place in the cruise market and the goal is to achieve a good position in this market.

Local challenges

- The city of Rhodes expects to develop a Master Plan for cruise tourism in the framework of the TN CTUR
- The CTUR project will be a good opportunity to exchange best practices for the best integration of cruise tourism in the economic and social life of the city.

Managing Authority

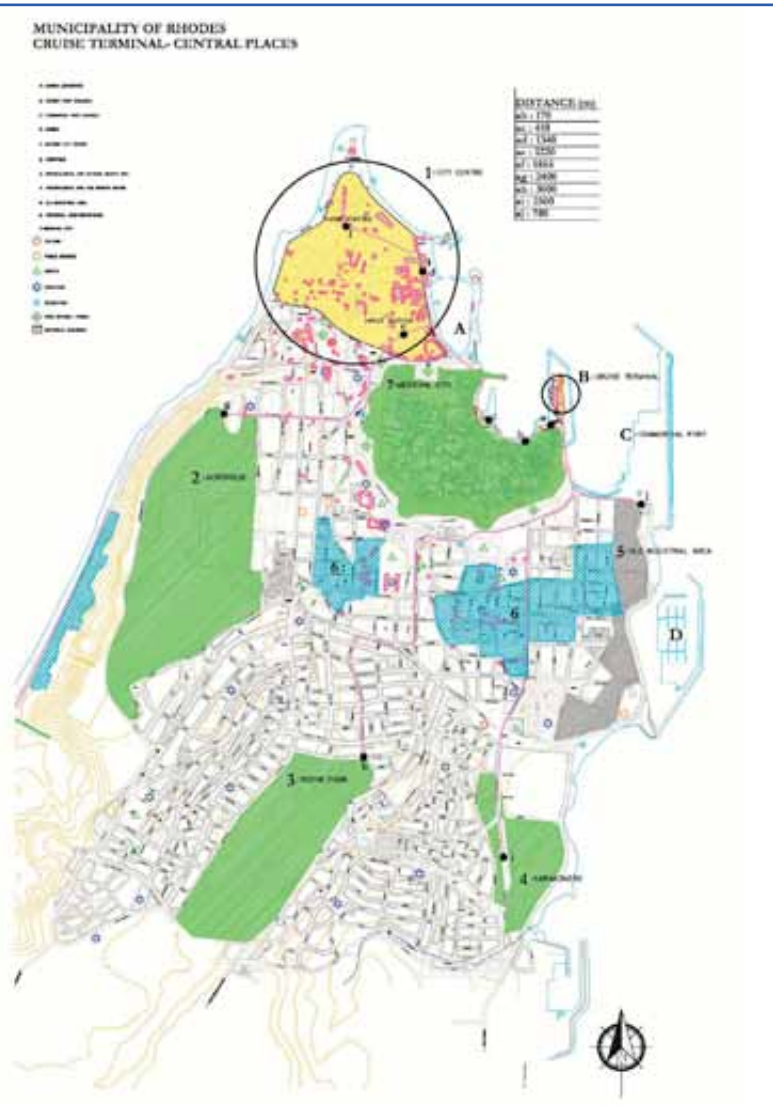
South Aegean Region

LOCAL ACTION PLAN

Integrating heritage in the Harbor

The context

Rhodes city occupies an area of 20340,87 ha. The Urban plan covers 8491,40 ha with vast archaeological grounds of 1280,91 ha. Port infrastructures cover an area of 461,59 ha. The Medieval city situated next to the cruise port, an UNESCO site since 1988 and a small part of the city centre absorbs most of the cruise traffic. The actions of the LAP refer to the total area of the city and mainly intend to improve the accessibility of cruise passengers so as to involve the whole city in the this new tourist product while improving the city's attractiveness.



LOCAL SUPPORT GROUP

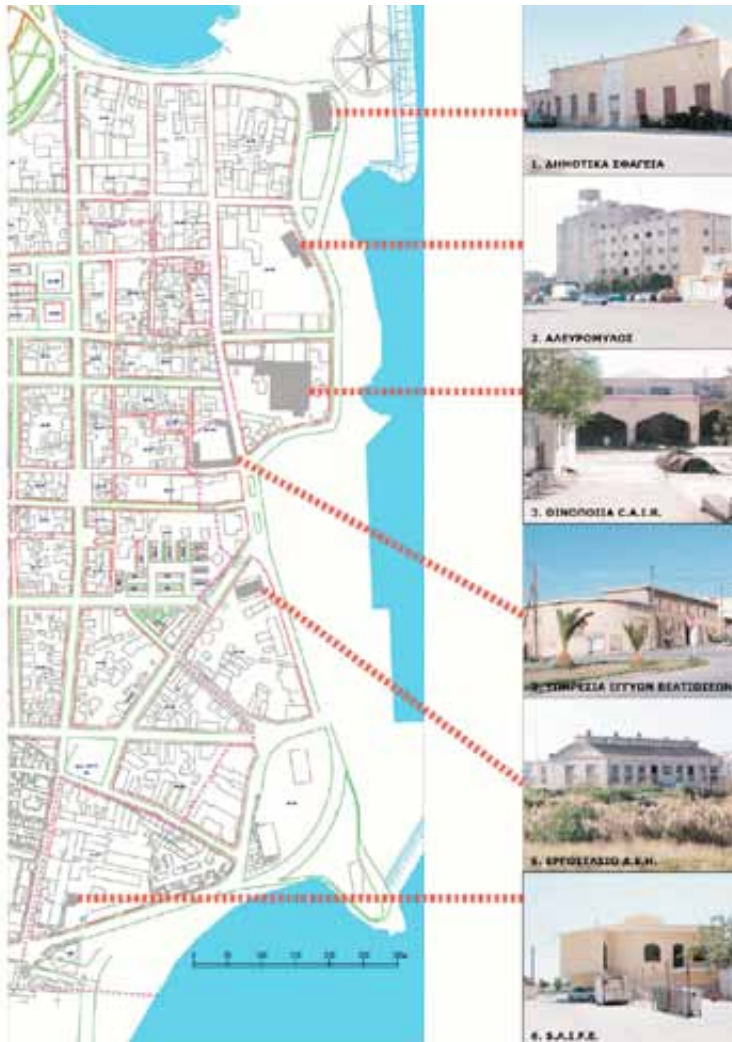
KEY feature of the LAP

The main objectives of the LAP are to spread cruise tourists wider into the city, to requalificate the Medieval city and the urban and port heritage and to increase the attractiveness of the eastern coastal area of the city. The waterfront road at the east cost of the city connects the city centre and the Medieval city to all major port infra-

structures (cruise-commercial port, marina) and the historic industrial area “KOVA”.

URBACT Local Support Group

In the ULSG several central and local authorities are involved. The collaboration of private associations was also sought so as to ensure the involvement of people that live and work in the port area and the Medieval City. The Municipal Harbor Fund of the Dodecanese and the Technical Chambers of Greece had major contribution to the evolution of the LAP providing technical demands and solutions. The involvement of the Municipal Office for the Conservation of the Medieval City and Archaeological Sites and the Ministry of Culture and Tourism was important in terms of understanding the complexity of the surrounding archaeological environment.



Sustainability and Mainstreaming

The final LAP, will be communicated through exhibitions and disseminating material so that the knowledge acquired by the program will be shared with the rest of the community. The exchange of outputs between the CTUR program and other ongoing European projects that share common ground is of great significance. There will be further monitoring of the LAP in order to acquire appropriate financing for the implementation of the involved actions that will eventually be part of the Municipality's policies.

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ROSTOCK – GERMANY



THE CITY

Location : City in the state of Mecklenburg-West Pommern

Population :
200 000 (city); 500 000 (metropolitan area)

Number of people in employment :
45 254 (city) 99 000 (metropolitan area)

Unemployment rate : 13,2%

Income per capita : 13 334 (GNP)

THE PORT

Ranking : international

Administrative statutes : Municipal port managed by a port authority (74,9% city; 25.1% state Mecklenburg-West Pommern)

Total traffic: 26.5 m. G.T.

Container traffic (EVP) : no container traffic

Total passengers : 2, 5 m. pax

Cruise passengers : 115 000 pax

Direct employment : 3 800

Indirect and induced employment : 5 600
(10 000 and 15 000 including the maritime sectors)

Because of its high urban qualities and its high position in the German and Baltic settlement structure Rostock is identified as a “Regio Pole” (regional metropolis). The accessibility of Rostock is provided by 2 highways, high developed railroad connections, an industrial and ferry harbour, a new Cruise liner terminal in Rostock-Warnemuende and a modern regional airport. Rostock’s roots come mainly from the Hanseatic League, dominated by the ideal location on the river Warnow with ice-free access about 17 km to the Baltic Sea. Traditionally it was the city of 7 towers, 7 churches and 7 bridges to the historical city centre. Rostock is the turnstile for business relations with Scandinavia, Baltic States, Russia, Western and Southern Europe. The harbour and University were and are two of the main economic functions of the city. University and maritime business are also a backbone for the economic change and development at local and regional scales. Experts estimate that jobs related to port activities add up to 10 000 – 15 000 working places. Today one of the booming sectors is the one of the cruise traffic. In 2010 Rostock will be called by 33 different cruise liners with 13 stops and about 200.000 tourists. In 2009 the turnover of the cruise ship operators amounts to 773 Mio €, the industry employed 4,765 staff including 665 ground staff.

Local challenges

- Contribution to the change of marketing strategies and activities to increase the stays of Cruise tourist in Rostock
- Recommendations for the development of host qualities like intercultural competence, language skills, signs, maps, etc
- Support to the decisions concerning the increase of business in different sectors of the cruise (short range, river, etc..) mega yachts, etc., which attract tourists in the port and old town centre
- Exchanging experience with the CTUR partners to get new competences in order to develop efficiency.

Managing Authority

Ministry for labour, economy and tourism

LOCAL ACTION PLAN

Rostock - an awaking beauty: development to a leading cruise shipping destination in Baltic Sea Region

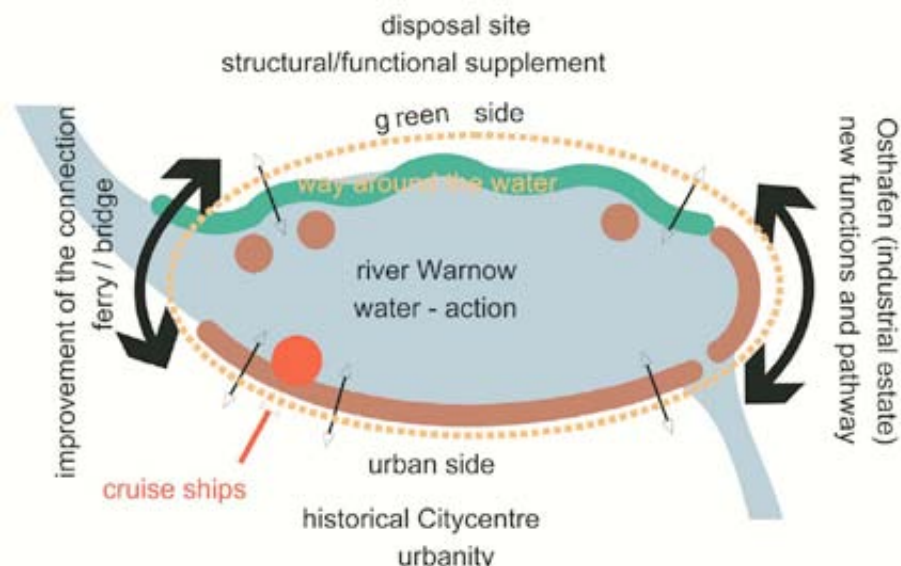
The context

Rostock profits not only from the growing global ferry and cruise traffic market, but also from efficient collaboration between the economy, politics and management. Following its exemplary regeneration, Rostock's historic town centre and the seaside resort of Warnemünde can receive all ferry and cruise liner passengers; Rostock must no longer be a transit town. Wealth should be generated locally by the manufacture of cruise ships and by the Rostock cruise ship owners and co-operation partners.



In Rostock, the established institutions in the fields of research, development, education, culture and science can contribute to developing the area of maritime tourism. Excellence in cruise tourism will be achieved, if a unique and attractive urban form (architecture and town planning), is accompanied by offering various tourist experiences, along with cross-cultural competence presented by the Rostockians.

Rostocker Oval - new strategies for the centre



ROSTOCK – GERMANY

LOCAL SUPPORT GROUP

KEY feature of the LAP

Since 1990, Rostock's development with regard to urban regeneration, as well as the ferry and cruise traffic sectors, has benefited from earlier general agreed targets and the coordinated actions of the different people involved. To become more competitive, there is a need in the future for chaired communication between the stakeholders from areas of the economy, science, politics and management, and for the gradual progression of the actions outlined in the LAP.

URBACT Local Support Group

In the local project advisory committee, senior experts from various fields first worked together on the problematic areas in urban regeneration, economic structural change and maritime tourism. The advisory committee consists of, for example, representatives of the city council, the university, the harbour development company, as well as the Rostock cruise ship company AIDA and the ferry company Scandlines. Following on from the analysis of the CTUR "Baseline" study, the potential locally for the development of the cruise traffic sector in Rostock was discussed, and efficient ways to proceed, based on the division of tasks, were agreed.



Sustainability and Mainstreaming

Consistency of the proposals and agreement with general development trends for Rostock. Having regard to the composition of the ULSG, it was possible to gather expert advice and to make professional assessments. Rostock is meanwhile attractive and local economy powerful. Rostock should bet he visited destination instead of advertise Rostock via the capital Berlin.

Rostock and its inner city, along with Warnemünde, are highlighted to cruise liner passengers and cruise ship owners; appropriate offers are being prepared. Central to the methodology of the presented expert workshops was the collaboration between practitioners and scientists on identifying possible sites for small and shallow draft vessels in the Hanseatic City of Rostock. The potential for moorings and associated infrastructure were also worked on. Also the local benefit for the Hanseatic City and the international cruise business from the Rostock Cruise-Academy were set out clearly for the international CTUR partners.

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TRIESTE – ITALY



THE CITY

Location: Capital of the Friuli Venetia Giulia region
 Population: 208 710
 Number of people in employment: -
 Unemployment rate: -
 Income per capita: -

THE PORT

Ranking: international
 Administrative statutes:
 State port managed by a public port authority
 Total traffic: 46,2 m. G.T.
 Container traffic (TEU): 265 863
 Total passengers: 114 000 pax
 Cruise passengers: 55 000 pax
 Direct employment: -
 Indirect and induced employment: -

Trieste is the regional capital of Friuli Venetia Giulia and the key port both for the region and for central European countries. From the 1960s up today, Trieste has been developed as an important centre for scientific research thanks to the presence of many international institutions (ICTP, ISAS-SISSA, AREA SCIENCE PARK).

The Port of Trieste is the most important port in the region and it is also the most important national port for oil traffic, for ferry lines linking Turkey and Italy, and for the coffee business. Trieste has been developing cruise tourism since 2003. During 2008 more than 100.000 passengers have reached Trieste on a cruise. In 2007 and 2008 Trieste was a “Home Port” for the most important cruise national companies: Costa Crociere and MSC. Trieste is also a “Call Port” for many international cruise companies (Cunard, Crystal...).

Local challenges

- Exchanging experience with the CTUR partners and getting new competences in order to develop efficient strategies to attract the cruise companies and to increase the cruise traffic
- Keys learning to develop a marketing strategy to promote Trieste as a cruise port and tourist destination

Managing Authority

Friuli Venezia Giulia Region

LOCAL ACTION PLAN

City of Trieste: "Not only Cruising"

The context

The LAP programme tries to fill the lack of a shared and integrated tourist strategy, promoting tourist opportunities at both regional and local level, through an improved coordination between the actors involved in cruise sector and urban planning.

The enlargement of the terminal dock (Molo bersaglieri) and renovation of the terminal building (Hangar 42) aims at attracting cruise companies, in a framework of increasing cruise traffics within the Mediterranean basin. Coordination of hard interventions on the terminal area, the renovation of services in strategic sites of the city centre and a joint vision for promotion of the territory is a fundamental opportunity to make Trieste stand out as attractive destination and comfortable and accessible home port, distinguishing it from other destinations in the Adriatic Sea.



1
2
3

SPECIFIC OBJECTIVE 1: <small>Improvement of attractiveness of the port city / a tourist promotion strategy</small>	SPECIFIC OBJECTIVE 2: <small>Empowering port facilities and Cruise Terminal, the Cruise Terminal Development Programme</small>	SPECIFIC OBJECTIVE 3: <small>Promotion of port as tourist destination on a global scale</small>
<p>Action 1.1 Tourist promotion "soft" actions = blue connections, promotional initiatives, advertising actions</p> <p>Action 1.2 Tourist promotion "hard" actions / socio-economic initiatives new layout for the railway station square (Piazza della Libertà); new cycle and pedestrian paths</p> <p>Action 1.3 Tourist promotion "hard" actions / a new complex centre through the renovation of the bus station ("Siles building")</p>	<p>Action 2.1 Renovation, redevelopment and modernisation of Hangar 42</p> <p>Action 2.2 Photogallery of Molo Bersaglieri along the north shore</p> <p>Action 2.3 Engagement and completion of redesign of the pier along the south shore</p>	<p>Action 3.1 Revitalisation of Stazio Terminal Passage</p>

LOCAL SUPPORT GROUP

KEY feature of the LAP

The LAP aims at developing the cruise sector offering potential for urban regeneration, through a joint effort of the three main actors involved: the Municipality, the Trieste Terminal Passeggeri Spa (joint-stock company managing the terminal) and the Port Authority.

The LAP matches ongoing actions concerning both the terminal area and strategic services in the city centre: a crucial investment on the terminal infrastructures is combined with the intervention on the railway station square as important hub for accessibility and cultural services; tourist promotion and advertising of tourist paths will enhance cruise tourist flows from the terminal towards the urban context and attractive sites in the whole region.

Specific objective 1:

Improvement of attractiveness
of the port city : a tourist promotion strategy

Action 1.1

Tourism promotion: “soft” actions – bus connections, promotional materials advertising actions

Action 1.2

Tourism promotion: “hard” actions /
socio-economic initiatives
- new layout for the railway station square (Piazza della Libertà);
- new cycle and pedestrian paths

Action 1.3

Tourism promotion: “hard” actions /
- a new congress centre through the renovation of the bus station (“Silos building”)

Specific objective 2:

Empowering port facilities and Cruise Terminal: the Cruise Terminal Development Programme

Action 2.1

Restoration, redevelopment and modernization of hangar 42

Action 2.2

Prolongation of Molo Bersaglieri along the north shore

Action 2.3

Enlargement and completion of prolongation of the pier along the south shore

Specific objective 3:

Promotion of port of Trieste distinctiveness on a global scale

Action 3.1

Privatization of Trieste Terminal Passeggeri

The planning framework

The LAP concerns short-term actions (tourist promotion) and long-term projects, including the enlargement and the renovation of the terminal infrastructures, with interventions on services in the urban area. The programme for the terminal area is part of the newly approved (2007) master plan for the Port of Trieste, on behalf of the Port Authority.

The new layout of the Piazza della Libertà is currently being defined and the works will be carried out within 2013. The renovation of the Silos building in the old port area, close to the railway station, where to renew the bus station and insert a new congress centre, was proposed by private entrepreneurs and approved by a joint agreement between territorial authorities, the Railway Company and the Port Authority. The works are under way.

Tourist promotional actions are currently being developed by the Municipality of Trieste. Some initiatives were already carried out in 2010 and will be further developed and promoted through year 2011.

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URBACT National Dissemination Points ITALY : <http://www.unich.it/dart/urbact/urbactii.html>



GENERALITAT VALENCIANA – SPAIN



THE CITY

Location: Capital of Valenciana Region
Population: 810 064
Number of people in employment: 380 400
Unemployment rate: 10.3%
Income per capita: € 21 230 (regional figure)

THE PORT

Ranking: international - lead position in Mediterranean
Administrative statutes: State port managed by Valencia Port, a public company
Total traffic: 54 m. G.T.
Container traffic (TEU): 3,05 m. TEU
Total passengers: 474 814 pax
Cruise passengers: 111 283 pax (2007)
Direct employments: 8 697
Indirect and induced employments: 1 541 & 5 413

Generalitat Valenciana is an autonomous community located in southeastern Iberian Peninsula. It covers 23,259 km² of land with more than 5 million inhabitants. Its capital and largest city is Valencia, that is the 3rd city in Spain and lies on the central area of the Mediterranean coast of Spain. The historic centre of Valencia is one of the largest in Europe. But for years it suffered great degradation process. The RIVA Plan, a historic management office working within the framework of successive collaboration agreements between the regional and local governments, culminates in significant interventions, creation of rehabilitation areas and restoring heritage, not only in the historic centre but also in other historic districts and the seaside districts. For years, the relationship between Port and city was neglected. However, nowadays the city is again looking to the sea. Valencia is one of the main industrial centres on the Mediterranean. It also has good communications with the rest of the country and main international destinations: an international airport; a train station in the centre of the city with national and international connections, completed by a bus station; ferry lines to the Balearic Islands and cruise lines; 2 motorways connecting Valencia to the European motorways network. It has also become a European Congress Centre as well as an important focal point for international business, trade fairs and cultural exchange. Thanks to its expertise in staging important events and the unstinting efforts of central, regional and local government, Valencia was selected ahead of 65 other cities around the world as the host of the 32nd and the 33rd America's Cup. The port has a powerful area of direct influence. It encompasses a radius of 350 km. Its location and connections make it the ideal natural port for Madrid, and an essential platform for the Iberian Peninsula.

Local challenges

- Getting a collection of best practices in cruise activity from the partners and the network
- Focusing the attention on the impacts of cruise tourism on the historical district and promoting cultural tourism
- Creating new facilities in the historic districts
- Rising the cruise activity as dynamic business

Managing Authority

Dirección General de Economía

LOCAL ACTION PLAN

ONE PORT MANY DESTINATIONS

The context

In Valencia, modernity and tradition come together. The major interventions in the city represent its new image and have made it into one of the most important tourist destinations in the Valencia region.

Cruise tourism in the Port of Valencia is relatively recent but now 214 cruise ships are expected in 2011, bringing more than 400,000 passengers into the city. The location and size of the Port allows for easy connections as well as the accommodation of large vessels. But the situation of the Cruise Terminal, makes pedestrian access difficult. On the other hand, the visitors' special schedules require special attention in the city.



LOCAL SUPPORT GROUP

KEY feature of the LAP

The aim of the LAP is to be a strategic reference document agreed by everyone, for new interventions that will be implemented within the appropriate framework and by the responsible agents who have competency in the area.

It is focused on the link between the cruise Terminal and the city. It sets out three specific objectives:

1. Improving reception of tourists and crews in the cruise Terminal and the Port.
2. Reinforcing the connection between the Port and the city.
3. Improving the city's tourist attractions

URBACT Local support group

The meeting schedule will follow the model that we used successfully in the URBACT I european initiative, which has now finalised. This method is based on having two levels of meetings: working groups, formed by the main agent and particular group participants to address their own specific themes and the plenary sessions that include all members of the LSG.

The Local Support Group is composed of the most appropriate local agents for the project theme. It mainly comprises the General Directorate of Public Works (Regional Government), Valencia and Alicante City Councils and the Port Authorities of Valencia, Alicante and Castellón. In addition there are other agents involved: Merchants Associations of the Historic Centre and Russafa, FGV (Region of Valencia Railway), Turismo Valencia, PATECO (Office of Trade and Territory Research), Board of the Valencia Chambers of Commerce, port shipping agents, cultural associations, neighbours associations, etc. and the Managing Authority of Valencia, the Regional Dept. of Economy and Finance that participates actively in the project.



Sustainability and Mainstreaming

The objective is to constitute a meeting forum and contacts network between the people responsible for the administrations and departments involved.

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URBACT WEB site:

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URBACT National dissemination

Point: SPAIN:

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VARNA – BULGARIA



THE CITY

Location: Bulgaria- Regional capital

Population: 350 661 (in increase)

Number of people in employment:
n. k.

Unemployment rate:

2.34 % (2007 i.e. 3 times less
than the national rate)

THE PORT

Ranking: international - regional ranking

Administrative statutes: owned by 3 public administrations
(National Port authority, Military, Municipality)

Total traffic: 7, 4 millions G.T.

Container traffic (EVP): 99 713 TEU (2007)

Total passengers: n.k.

Cruise passengers: n. k. - 30 calls (2007)

Direct employment: 1 600

Varna is the second largest city in Bulgaria having recently taken over from Plovdiv in terms of residents, commuters and GDP. It is located in the north east region of the country with the City and Municipality of Varna being the local regional administrative capital. It has the largest port on the Bulgarian coast line handling the largest quantity of cargo. There have been a number of investments made in the infrastructure of the port with renewal of rail links in recent years allowing expansion and growth. The port used to be one of the major employers in the city but since the fall of the Communist era the economic transition has moved towards more service based industries such as tourism. Notwithstanding this fact the port area and the associated industries such as ship building and repairs still remains a major employer. During the Communist era the port of Varna was a favourite destination for cruise and passenger ferry routes with numerous ships berthing during the tourist season at the purpose made terminal which still exists today. Varna has now started to become a port of call and is being heavily promoted by cruise line operators and being included in their itineraries. At present this is nascent but is a key issue for the Municipality and is something that it wants to develop as part of the overall strategy of the Municipality for economic growth and tourism linked to cultural and heritage development.

Local challenges

The identification of good practices from other port cities in the preparation and implementation of port and cruise industry development is very important for Varna to institute an integrated, sustainable and suitable development of the cruise industry which embraces all participants at all levels. Transfer of good practices from the project will ensure that Varna becomes a 'must visit' destination linking with the cruise industry and its operators.

Managing Authority

Ministry of Regional Development and public Works

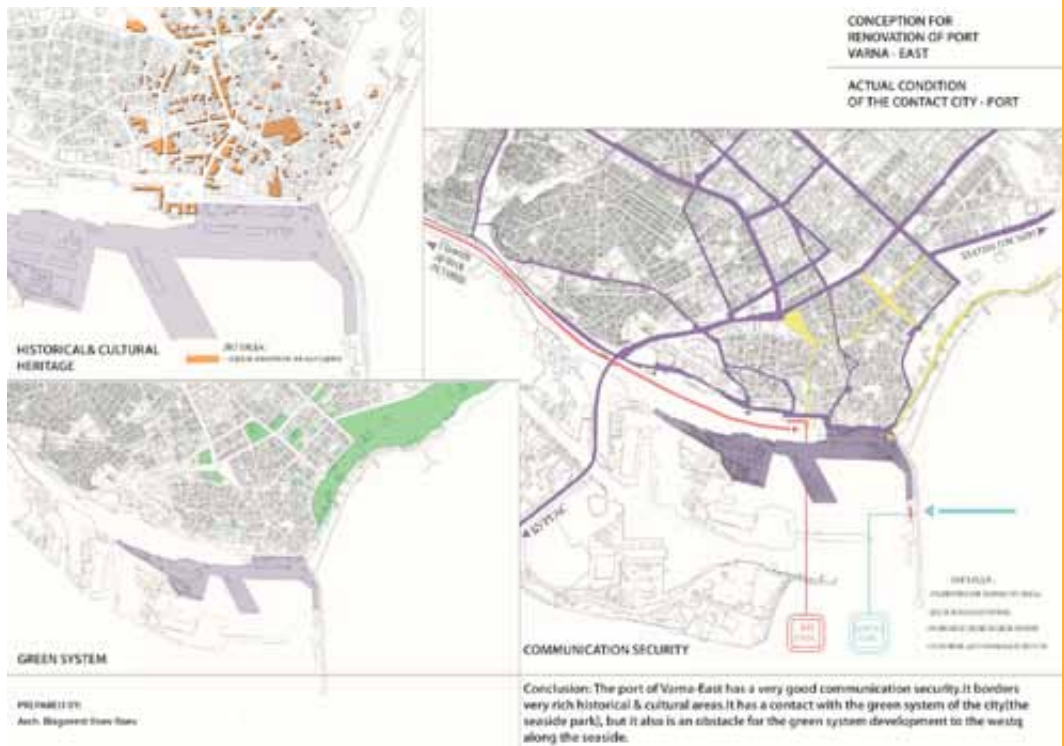


LOCAL ACTION PLAN

Varna - city with the best living conditions in the black sea region

The context

The city of Varna comprises an area of 205 sq. km on the territory of the Republic of Bulgaria. The favourable geographical position along the northern Black Sea coast, as well as the rich natural resources turn it into one of the most popular tourist centers in Europe and the biggest in the Black Sea region. Together with this it is a crossing point between the Middle East and Western Europe.



LOCAL SUPPORT GROUP

KEY feature of the LAP

The project includes:

1. Future development of the existing yacht port and the passenger terminal of the Port of Varna;
2. Investigating the possibilities of construction of tourist and information centers around the port of Varna;
3. Development of different amusement centers and transport lanes to the historical and cultural monuments, situated in the central part of the city.

URBACT Local Support Group

In the development of the Local Action Plan many interested parties took part, which actively participated in the work of the LSG. The participation of the NGOs - such as "Marine Cluster Bulgaria and the Institute for ecological modernization, Universities - such as Technical University and The Nautical Academy by the name of "N.I.Vaptzarov", as well branch organizations – The Varna Chamber of tourism, and private organizations such as the Scientific Centre 'MARI-TIME ALIENCE" – contributed considerably to the popularization of the targets and the discussed good practices of the C.T.U.R partners.



PORT VARNA EAST TERMINAL

43° 11' 50" N 27° 30' 36" E



BERTH 101 - 245 m
BERTH 102 - 220 m
BERTH 103 - 245 m

This height from the water level to the vessel's ceiling - 22 m





BERTH 113 - 230 m

This height from the water level to the vessel's ceiling - 22 m



BERTH 108 - 245 m
BERTH 109 - 220 m

This height from the water level to the vessel's ceiling - 20 m



BERTH 107 - 245 m
BERTH 107 - 179 m

This height from the water level to the vessel's ceiling - 22 m



BERTH 104 - 230 m
BERTH 105 - 200 m

This height from the water level to the vessel's ceiling - 20 m

General information:

1. Water density at all berths - 1.025
2. Ballistic armor force - 40 t
3. Accumulation (water) is put on the quay at a distance allowing free (UNIMPEL) passage of port cranes
4. The garbage is collected by a specialized company. Place an order by the site Agent.

Sustainability and Mainstreaming

The investigated good practices during the meetings of the C.T.U.R foreign partners and the experience exchanged will help very much the future development of the existing yacht port and the passenger terminal of the Port of Varna, as well as investigation of the possibilities around the Port of Varna-East. All the results will be disposed to the Mayor of Varna and to the Executive Manager of the Port of Varna. With the work of the LSG a sustained partnership and cooperation on local level was achieved as well as contribution of good practices and politics, obtained during the process of the C.T.U.R. project realization.

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ISTANBUL – TURKEY



Observer partner

THE CITY

Population:
11,477,000

Surface area:
5343,05 km

Density of population:
2148

Employment rate:
48,30%

Unemployment rate:
12,8%

From ancient times till today, this legendary city is divided by the Bosphorus strait, lies in both Europe and Asia. The European side is separated into two by the Golden Horn. The old town sprawls along one side, with its Byzantine walls and Ottoman palaces facing the Marmara Sea, on the other side, one can see the ancient Genoese port of Galata. It extends both on the European (Thrace) and on the Asian (Anatolia) side of the Bosphorus, and is thereby the only metropolis in the world which is situated on two continents. In its long history, Istanbul served as the capital city of the Roman Empire (330-395), the Byzantine Empire (395-1204 and 1261-1453), the Latin Empire (1204-1261), and the Ottoman Empire (1453-1922). With its glorious history, the Historic Areas of Istanbul were added to the UNESCO World Heritage in 1985 and the city was chosen as joint European Capital of Culture for 2010.

Today, as well as being the largest city, Istanbul is the financial, cultural and economic center of modern Turkey even after Ankara became the new political capital in 1923. Many of Turkey's major manufacturing plants are located in the city, which is generally considered as the metropolitan area, making it one of the twenty largest metropolitan areas in the world.

The metropolitan territory is subdivided into 32 districts and 41 sub district municipalities and there is a Metropolitan Municipality responsible for entire area.

Istanbul has more than one port, in particular the port of Haydarpaşa and Ambarlı, concentrating on goods traffic (container port) and Galata port, concentrating on cruise liners.

Local challenges

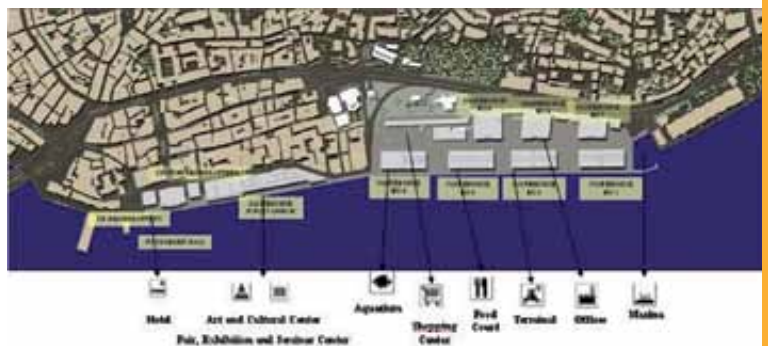
The development of cruise ports is one of the issues in the city's agenda that is strongly linked with the CTUR standing point of urban regeneration. The ongoing demand from the sector, the city's tourism-led visionary components, and urban regeneration challenge require advanced knowledge based on how other cities deal with that. For that respect cross-learning environment among cities within the CTUR network could provide significant input to the city's ongoing development choices. The main expectation from the network is being more active rather than an observer role.

LOCAL ACTION PLAN

Revitalizing the Old Port Function with Cruise Port Development and Surrounding Area Regeneration: Istanbul Galata Coastal Zone Regeneration Project with Cruise Port

The context

The area concerning the LAP is located at a very crucial point of Istanbul and has survived many centuries as the sea gate to Istanbul. Additional to this, Galata Port region will acquire different functions under the new project and will add a new value to Istanbul as a center of tourism, culture and commerce. On the other hand Galata Port Project will be the first example of the world where the cruise port and coast line development will be designed together. When the Galata Port Project comes to life it will bring a further advantage: employment opportunities for people in all units covered under this project. Also Turkey's international image and reputation will benefit substantially from the launching of the project at the bidding stage.



ISTANBUL – TURKEY

Observer partner

LOCAL SUPPORT GROUP

KEY feature of the LAP

The main objective of the LAP is to integrate regeneration and cruise development agenda in Istanbul, one of the twenty largest metropolitan areas in the world and to increase the share of cruise passengers. The LAP area, called Galata Region, is concentrated on cruise liners and being in a city which is the financial, cultural and economic center of modern Turkey is a challenging point for cruise tourism.



The Planning Framework

The Local Action Plan for Galata port Region is related with different planning frameworks. Macro frameworks are Central Government's Privatization frameworks, Metropolitan Government's Istanbul frameworks including; 1/100,000 scale Istanbul Provincial Environmental Plan and 1/25.000 scale Istanbul Master Development Plan. Intersection between metropolitan and local governments' 1/5.000 scale District Master Plans and 1/1.000 scale Implementation Plans.

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