

CTUR *citynews*

N. 5/2011

CTUR Thematic Network
URBACT II Programme

CTUR IN ALICANTE SPAIN

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The CTUR Thematic Network tour reached the Mediterranean Sea on the South-Eastern Spanish coast for its fifth stop.

Alicante hosted together with Valencia the fifth seminar of the CTUR project, Cruise Traffic and Urban Regeneration of the City-port Heritage, which is part of the Territorial Cooperation Programme URBACT II, 2007-2013.

The Maritime Station a gateway to the historical city



INTRODUCTION TO THE 5th SEMINAR IN ALICANTE AND VALENCIA (SPAIN)



CTUR Lead Partner, Gaetano Mollura

The CTUR seminar in Alicante and Valencia, Spain, the 5th CTUR thematic seminar, focused on 'Social and economic benefits' and took place on March 24-26 2010, during three days seminar, located first in Alicante and then in Valencia.

We retained important to dedicate a wide space to both the hosting cities/partners: City Council of Alicante and Generalitat Valenciana through the publication of two Ctur citynews, one for the city of Alicante and one for the city of Valencia

In Alicante, "The Municipal framework Plan for the development of cruise tourism" aims at obtaining a cruise development as part of a wider strategy pursued in order to add value to the city and its territory as a tourist destination by exploiting the connection opportunities between the waterfront and other sightseeing destinations (historical centre, etc.) and by promoting the territory.

In Alicante we have a real evidence that "cooperation" and "governance" are the key words that permit to obtain important results also in terms of cruise tourism improvement and related positive economical impact on the city. Thanks also to the CTUR thematic network the cooperation among the Port and the City Council improved as stated by Alicante partner. "The Municipal framework Plan for the development of cruise tourism" gets along also with another initiative of the Municipality the "Plan Nea for the residential and economic revitalization in the old town" that is transforming the historic city centre in a renovated and revitalized urban quarter for leisure, tourism, trade and handicrafts shops but also, above all, a place that has been repopulated by people / residents, thanks to measures implemented by the Administration for this purpose. In Alicante's LAP great emphasis is placed on projects that aim at establishing an optimal relationship between visitors that choose to go ashore and the city.

How to reconnect the port to the city historical centre is the main issue of the city of Valencia that characterize the Urbact Local Action Plan with the aim to link the cultural heritage, trade and activities, with the cruise tourism opportunity. So beside the objective to foster the connection between the port and the city centre, the local action plan has other two specific objectives: to improve the reception of tourists and crews in the Cruise Terminal and the Port, and to improve the tourist attraction of the city.

The RIVAS model is an experience that has been transferred in other area of the city but also is a "good practice" tested in other several European cities.. an integrated intervention that have his strong point in the governance of the process and the involvement of different stakeholders, public and private bodies, in the way to share the investments.

Very interesting "best practice" transferable too is the activity of the "City Centre business association" where shops are working with the city development department because. I think is a very good experience that shows that, as the "the natural commercial centres" can become the instruments of dialogue between trade and local governments in order to optimize the activity in terms of economic growth and safeguarding a heritage as well the one of "small business and crafts" that characterizes the identity of the historic city centres.

For who is interested here follows all Ctur city news just published and to be published.

N.1/2010 Varna CTUR citynews available online on URBACT CTUR minisite

N.2/2010 Matosinhos CTUR citynews available online on URBACT CTUR minisite

N.3/2010 Trieste CTUR citynews available online on URBACT CTUR minisite

N.4/2010 Dublin CTUR citynews available online on URBACT CTUR minisite

N.6/2011 Valencia CTUR citynews next issue

N.7/2011 Rostock CTUR citynews next issue •

N.8/2011 Rhodes CTUR citynews next issue •

N.9/2011 Helsinki CTUR citynews next issue

N.10/2011 Naples CTUR citynews next issue

CTUR PARTNERS IN ALICANTE

All CTUR Network participants

Gaetano Mollura, Lead Partner City of Naples (Italy); **Jean-Loup Drubigny**, Urbact Director, **Vittorio Alberto TORBIANELLI**, CTUR Lead expert, **Pauline Geoghegan**, CTUR Thematic expert; **Giovanni Hoffmann** and **Cristina Fato**, Lead partner staff City of Naples (Italy), **Jim Keogan**, Dublin City Council (Ireland); **Tuija Aavikko** and **Jari Huhtaniemi**, City of Helsinki (Finland); **Joana Moreira**, City of Matosinhos (Portugal); **Amelia Castro**, Port Authority of Leixoes (Portugal); **Fiorinda Corradino** and **Barbara Casolla**, Naples (Italy) Port Authority (Italy); **Luca Simeone**, Fondazione IDIS city of Naples (Italy); **Andreas Schubert**, **Ralph Maronde**, and **Patrick Schmidt**, City of Rostock (Germany); **Elisabetta Boglich** and **Sergio Nardini**, city of Trieste (Italy), **Bistra Dimova** and **Georgi Gilev**, City of Varna (Bulgaria).



CTUR 5th seminar: Alicante 25th-26th March 2010

The 5th CTUR thematic seminar, on 'Social and economic benefits' took place in Alicante and Valencia, Spain, on March 24-26 2010. During the three day seminar, located first in Alicante and then in Valencia, over 35 participants, representing the CTUR partners, the AIVP, Alicante and Valencia City Councils (politicians and technical staff) and stakeholders in the Local Support Groups, were involved. In both locations, site visits to the respective port areas and historic town centres provided participants with a vision of how each city is enhancing facilities to host cruise tourists, but also to increase the quality of life of its residents. Valencia and Alicante have already developed quality cruise tourism facilities, and Valencia provides an example of how building on major international events (regattas, racing etc) has brought

benefits to their city, way beyond the investment needed. Mr **Miguel Cabeza**, Housing Councilor of the Municipality of Alicante welcomed the participants, wishing them a good work session

City Council of Alicante

Mr **Miguel Cabeza**, Housing Councilor of the Municipality of Alicante; Mr. **Gaspar Mayor Pascual**, Manager of the Housing Municipal Department; **Gema Munoz Alcaraz**; **Sara Prieto Vidal**

Local Support Group members

Mrs. **Maite Ripoll Asensi**, Coordinator of the "Old Town Strategic Plan"; Mr. **Juan Ferrer Marsal**, General Director of Port Authority Alicante; **Raquel Alcaraz**, Técnica de Turismo; **Edna Díaz**, Técnica de Turismo Patronato de Turismo; **Luis Jefe López** Alicante Port Authority -División Cruceros



URBACT II
Thematic Network CTUR
Cruise Traffic and Urban Regeneration of city port heritage
as a key for the sustainable economic, social and urban development

Fifth Seminar – Thematic Conference
"Economic & Social benefits"
ALICANTE (SPAIN)
"The Maritime Station a gateway to the historical city"
VALENCIA (SPAIN)
"One port, many destinations"
24th – 26th March 2010

Alicante (Spain) / Host Partner
Generalitat Valenciana (Spain)
Host Partner
Naples (Italy) / Lead Partner
Dublin (Ireland)
Helsinki (Finland)
Istanbul (Turkey)
Matosinhos (Portugal)
Port Authority of Leixoes (Portugal)
Port Authority of Naples (Italy)
Rhodes (Greece)
Rostock (Germany)
Trieste (Italy)
Varna (Bulgaria)

With the cooperation of AIVP



Source: CTUR 5th report written by **Pauline Geoghegan**

CITY OF ALICANTE (SPAIN): MUNICIPALITY AND PORT-AUTHORITY TOGETHER TO DEVELOP CRUISE TOURISM IN ALICANTE

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.

Source: CTUR Baseline Study R.M.

Source: CTUR Baseline Study R.M.

In Alicante, cruise development is part of a wider strategy pursued in order to add value to the city and its territory as a tourist destination by exploiting the connection opportunities between the waterfront and other sightseeing destinations (historical centre, etc.) and by promoting the territory. A specific goal is enabling Alicante to play a role as home port in the future by using the great investments

that have already been made and those planned for the cruise terminal. Alicante has recently acquired new airport infrastructures and it has great expectations from the high speed trains that will be operating by the end of 2012 and will connect Madrid and Alicante in less than two hours, for this will improve Alicante's competitiveness as a home port.

Alicante's Municipality and Port Authority have started to work together in order to pursue these goals also thanks to the CTUR project.

A Strategic Plan to promote the port of Alicante and the province as a destination for cruise tourism has been prepared. The goals are consolidating the role of the port of Alicante on the international cruise circuit and increasing the number of cruise calls and Mediterranean tours that embark at Alicante by increasing the excursions on offer and making cruise tourists' stay more attractive.

The Port of Alicante Foundation, basing itself on its experience and knowledge of the cruise market, proposes to:

1. analyse the offer of the province of Alicante as a cruise destination and adapt this to the current customers;
2. improve Alicante's cruise destination product by including cultural heritage, leisure and sport, 'enotourism' (or wine tourism) and shopping visits that generate interest for this destination;



3. present a joint plan for tourist routes and excursions that highlight the value of the destination to ship owners and cruise companies;
4. involve local administrations in promoting the destination;
5. support to and participation in local business in the promotion and development of tourist activities.

Promoting the city and the region among the cruise tourists is fundamental. The cruise terminal will have a Bluetooth welcome facility for tourists which will send tourist information and other free information to cruise tourists.

Passengers will receive text, photos and videos with useful information (on weather, telephone numbers, places to visit, events, etc.). New tourist guides will be developed by all the municipalities that wish to promote themselves as destinations and they will cover the most suitable products for cruise tourists, including inno-

vative products which will generate income for the destinations. The port of Alicante will use these guides as part of its promotion to cruise tour operators in national and international trade fairs, thus taking advantage of all opportunities for tourist promotion.

The physical connection between port and city is also important to develop Alicante's tourist potential. Within the port area there are parking areas and connections to public transport, which create the foundations for the home-port function.

The Municipality has contributed to this strategy quite actively through the regeneration plans that have already been implemented in the historical centre, but other goals still need to be pursued.

The challenge for the city includes further urban pathways with walks by the sea, leisure areas, a maritime museum, tours of the historical centre, tours of the commercial areas, tours of the craft market spe-

cialised in antiques, terraces, tapas bars with special opening times, and urban improvements such as street furniture, pedestrianisation, by-laws on the use of public spaces, access to the port, upgrading of the urban image and security. Cooperation among the various institutions has been pursued also in marketing. In order to improve Alicante's position in the cruise-tourism segment, continuous monitoring is carried out through an observatory consisting of representatives of the city, business, tourist agencies, the Port Authority and other agencies concerned. The observatory will monitor the development plan through indicators and this will enable to carry out evaluations of the business potential, surveys of passenger/client opinions and the evaluation of business opinions.

VT - Source: Mr. Juan Ferrer Marsal, Alicante Meeting

Cruises in Alicante

Alicante has kept itself increasing passengers continuously, nearly reaching 100.000 in 2009, while 2010 has been a consolidation year, with a small decline figures back to levels of second high historical, with approximately 76.000 passengers, after the record beaten in 2009. Over the last exercise relations with shippers have been enhanced to increase and exceeded the historical data of 2009. Thus, the port of Alicante should manage for the season 2011 more than 50 calls (around 100.000 passengers). The maritime station (Cruise Terminal) is a very modern structure and offers a great versatility, being able to meet more than 3.000 passengers. The passenger average expenditure per port call stood at 45 €. The busiest months for cruises in Alicante are from March to October.



THE POINT OF VIEW OF THE CITY BY THE ELECTED MEMBER

CTUR Interview collected by Mrs Gema Muñoz Alcaraz to the Alicante City Councillor for Tourism Ms MARTA GARCÍA-ROMEU



Is the promotion of cruise tourism an important or priority issue for Alicante? What do you think are the prospects? Alicante considers cruise tourism to be a very importance issue. As a tourism capital, the city of Alicante offers a variety of products that channel our natural attractions, namely sun, sea and sand. These tie in with a selection of proposals ranging from our rich and varied cuisine, and culture - in the shape of museums and historical buildings -, to leisure, sports and water sports, etc. Alicante offers a wide array of products all year round that are an important lure for the key segment of cruise tourism. This city looks out towards the sea, and our port is a very valuable asset. Cruise tourism is one of the most viable tourist options, and we have a lot in store for people that choose this type of holiday. Cruise passengers enter the city with high spending power, and Alicante is adapting to this unique form of tourism by offering options suited to the needs of those who are here for just a few hours. We have huge expectations, as we expect an increase in cruise passengers and in ships calling in at Alicante. Our port is fully equipped to accommodate large vessels, and we are ready and waiting for tourists to come and discover all the city has to offer.

What role is your organisation playing in developing Alicante as a destination for cruise tourism? In general, what level of collaboration is there with the port in terms of strategies and functionality? What are the main advantages and disadvantages have you encountered whilst working together?

We are just another cog in the wheel that makes the city of Alicante a first-class tourist destination. Our department contributes to establishing the

city as a cruise tourism destination by focusing on the organisational side of things. We make sure the city is clean, accessible, well sign-posted and safe. We are also aware of the importance of promoting the city as a tourism capital. The Tourism Department has designed routes around the city to cater specifically for cruise travellers, and for a host of different tastes. It has adapted museum opening times to cruise schedules to ensure tourists don't miss out on monuments or museums such as the Hogueras Museum, where they can learn about the history of our most important festivity. We work in very close collaboration with other organisations to turn Alicante into a cruise destination. Everything we do in this sense is undertaken as a joint task, always seeking consensus as regards logistics and organisation. Everything this collaboration involves is very positive. As I mentioned above, we always strive to reach a consensus.

What role (if any) would the promotion of cruise tourism play in the regeneration of the Old Quarter, and vice versa, how would the regeneration of the Old Quarter encourage cruise tourism?

Alicante is all about the sea. The origins of the city are closely bound to the sea. In fact Alicante's Old Quarter is located just a few feet from the port, so as soon as cruise passengers disembark, they almost set foot in the heart and soul of Alicante. Over a decade ago, Alicante started work on improving the Old Quarter as a showcase for the city. The promotion of cruise tourism has done nothing but encourage these improvements, considering the interest the area arouses among tourists. Practically all the historical buildings have been renovated, and

many other new constructions have been designed to blend in with the environment. This area projects a perfect and harmonious image that transports visitors back in time on a route filled with sensations. Monuments such as the Basilica of Santa María and the Co-Cathedral of San Nicolás have been renovated and, alongside the 18th-century Ayuntamiento building that accommodates the City Council, they offer an added value to the visit. We inaugurated a building called El Claustro (The Cloister) a few months ago, which operates as a visitor reception centre. A quick walk around the city reveals the increase in bars and restaurants offering top quality and excellent services.

Do you have a personal opinion regarding the Local Action Plan or the URBACT Project?

I have a very positive opinion, since the action involves European cities, such as Alicante, which have a port and an Old Quarter and are interested in encouraging and developing a city-port relationship and in improving urban locations that can energise tourism. We can build on our own experiences and from the experience of others. This type of initiative allows us to grow as a city and help us realise that we are not alone in this exciting venture to improve our city; an initiative that we have embarked upon with the port. A port that has welcomed many civilisations over the centuries, and has always adapted to the sign of the times. We are currently watching our port and our city progress hand in hand, and we are proud to showcase them to everyone who visits our city.

THE POINT OF VIEW OF THE ALICANTE PORT AUTHORITY BY THE PRESIDENT MR MIGUEL CAMPOY SUÁREZ

The Port of Alicante, a new model of integration with the city

The Port of Alicante, a new model of integration with the city

The unique configuration of the Port of Alicante, which covers most of the length of the city's seafront, involves a much needed integration and collaboration between the port and city stakeholders.

The ongoing process surrounding the integration of Alicante's harbour has enabled the creation of emblematic leisure locations in the city, such as the Explanada de España and the Paseo del Puerto boulevards. In this respect, it is important to note that over the last two decades, 50 interventions have been executed in order to refurbish the port area that borders the city.

At the turn of the 21st century, the extension of the port towards the south brought the integration process further forwards by transforming the eastern wharfs –which were formerly used for commercial and passenger traffic– and re-vamping them as areas that could be used and enjoyed by the citizens. The latter intervention was undertaken for the the Volvo Ocean Race international regatta and equipped the area with an elevated boardwalk over the dock by wharf 12.

Furthermore, the extension of the western wharfs called for a new initiative, which involved a completely novel action within the State-owned port network. The Alicante Port Authority's determina-

tion to improve the border between the port and the neighbouring districts led to the creation of an eco-friendly port network in the southern port area consisting of four plant barriers and a coastal park, known as the 'Parque del Mar' (Sea Park). These two areas play a two-fold role: on the one hand, they curb the impact on the landscape by modifying the orography of the land with small artificial hills and, on the other; they improve the area's environmental quality.

Cruises

Apart from eliminating the physical barrier between the port and the city, the coexistence of harbour and metropolis has brought about another advantage in the form of cruise tourism. The deseasonalization of this tourist product, which now exceeds average growth rates within the holiday sector, reveals the need to invest in the province of Alicante, so that it becomes one of the main destinations for cruise boats and cruise passengers.

The main appeals of Alicante's port area are its incredible infrastructures and high berth availability. Alicante would not have been able to welcome one of the largest vessels in the world, the "Independence of the Seas," if the port Investment Plan had not enabled the Alicante Port Authority to undertake the replacement of the bollards at wharf 14, which caters for

large leisure vessels. With an estimated budget of 1.5 million Euros, new 150-ton bollards were used to replace the



former 60-ton bollards, thus granting the heightened resistance required to adapt to the growing tonnage and dimensions of mega cruise ships.

These investments allowed over 35,000 passengers to visit Alicante on cruises that moored at the Terminal Marítima de Cruceros (Cruise Terminal) between January 1 and April 30 of this year, resulting in a 128% increase compared to the same period last year. Growth forecasts for the whole year show that, barring unforeseen circumstances, Alicante will end 2011 with the best figures yet, exceeding the notable 100,000 cruise passenger mark.

The Port of Alicante allows our city to look out onto the sea, given its proximity and integration. Therefore, the Port Authority strives to achieve port-city integration, allocating spaces for Alicante's inhabitants and tourists, and providing new areas for leisure, and for the community to be in contact with the sea and the port.

WELCOMING AND GUIDING CRUISE TOURISTS THROUGH THE CITY

CTUR Lead Expert Vittorio Torbianelli



In Alicante's LAP great emphasis is placed on projects that aim at establishing an optimal relationship between

(free routes) and a free transfer to the Visitor Centre marked by signposts.

Inside this building there is a lounge. When cruise passengers arrive there (by bus, from the terminal), they find some screens showing images of the different routes and activities they can do in the Old Town. There are three types of itineraries: cultural routes, shopping and handicrafts routes, gastronomic routes. Routes are also advertised on board, where they can be booked before disembarkation: this gives an idea of visitors numbers per route per day. (The Port Authority, which cooperates with the Municipality, distributes these "packages" to cruise-lines through its trade fair contacts). These routes are marked by signposts that are already displayed in the Old Town. Routes are free for passengers who want to visit the city by themselves. Among other

tourist information services, Alicante has chosen to develop a "Cruise Friends Web Page" with specific information about museums, churches and other interesting buildings, their timetables, commerce, restaurants and other activities.

(VT - Source: Municipality of Alicante)

visitors that choose to go ashore and the city.

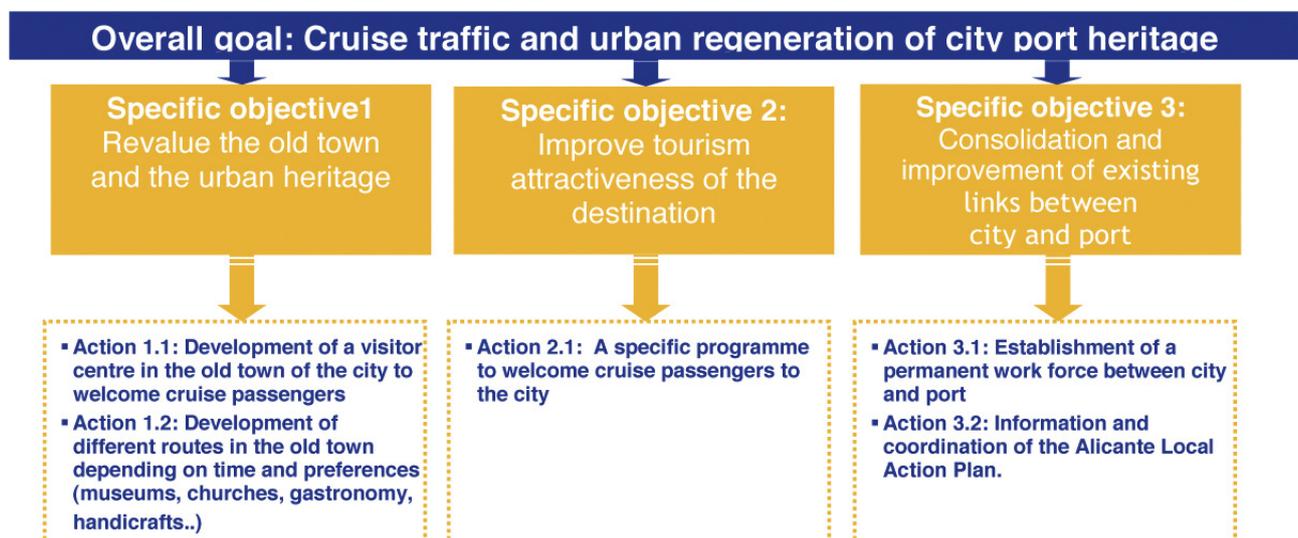
In 2010 a visitor centre was created; its role is to welcome passengers and to provide them with information on the city but it is also the starting place of some thematic itineraries. The visitor centre is located in the Old Town and it offers projections with information about tourism, official institutions, shopping and the local heritage.

The reception of passengers takes place at the cruise terminal where there is a Tourist Information Office that provides specific brochures for passenger

Plans to revitalize the old town: from the buildings to the "economy"

Since 1992, when first agreement was signed between the City of Alicante and the Valencia Region for the Rehabilitation and Architecture Plan of the Historical Centre of Alicante (Plan RACHA), the Housing Department is on charge of the revitalising this historical district through different points of view: urban planning,

The Alicante Local Action Plan





architecture and social actions. These actions were complementary with another agreement signed in 1997. The housing was characterised by a high percentage of empty dwellings and a low involvement of private initiative. The aim of the revitalisation of housing in the historical centre is the improvement of the way of life of the inhabitants to avoid older people being abandoned, through improving the character of the city and the neighbourhood. A sign of the success of this rehabilitation is a square which before the area was renovated was mainly occupied by drug dealers, and since the renovation housing and university buildings have been located in the area to generate a social revival. By increasing movement and circulation in the neighbourhood, criminality has been marginalised. The objectives of the plan included housing activity: promoting public and private housing for rental (including a social housing programme), promoting cultural activities through local associations, bringing public

spaces to life with activities, renovating the urban space through new signposting, and installing urban furniture. Renovation of the urban image is achieved through grants for signage, grants to ensure standards of new businesses, collaboration with the small market in the old town, collaboration with the campaign 'My neighbourhood smells of flowers', cleaning the facades, small improvements in urban furniture and an urban signposting project. Cultural activities involve local community associations, activities in public spaces, grant aid to activities, cultural tourism through visits to the old town, and other events, like the "Autumn Photographic exhibition", an international cinema festival, a comedy festival and a rock school.

However, the core of the strategy also focused on boosting economic activity. Regarding commercial activities in the area, there was an excessive specialisation of night time leisure use ("Pubs"), little variety of shops and restaurants/bars, strict plan-

ning limits for the installation of leisure activities, uncared-for urban image. The economic development strategy has been carried on through identifying business premises and business opportunities, securing finance for projects and funding them for business investment. Economic activity entails stimulating businesses and owners of commercial premises to bring them back into use and diversify commercial activity, through finding commercial premises for businesses, finding entrepreneurs, drafting rental contracts, grants for start up projects, grant support for investing in new businesses and advice for the entrepreneur. The 30 businesses and other economic activities supported include 90% restaurants and 10% other businesses.

(PG - Source: Maite Ripoll Asensi - Coordinator of the "Old Town Strategic Plan")

The goals of the Alicante Regeneration Plan “RACHA”

SOCIAL OBJECTIVES

- To improve the quality of life for the residents.
- To avoid social impoverishment.
- To attract new citizens.
- To equip the area with new services and facilities.
- To cooperate strongly with social organizations.

URBAN PLANNING OBJECTIVES

- To connect and integrate the Historical Centre with the surrounding urban texture and rest of the city.
- To improve the accessibility of the Historical Centre.
- To improve this area public spaces.
- To improve and renew communication urban facilities (LAN connections).

ARCHITECTONIC OBJECTIVES

- To preserve and restore the historical heritage and monuments.
- Rehabilitation of residential buildings.
- To promote private enterprise in rehabilitation of residents houses and business implant in this area.
- To establish a quality standard through public enterprise, in order to have a reference for future projects or interventions.

(Source: Municipality of Alicante)



The multifunctional building in Calle Alvarez integrated with the housing intervention for student dwellings



The enlargement of the “Casa Consistorial - the main facade of the building



WHO WE ARE: MR GASPAR MAYOR - MANAGER OF ALICANTE CITY HOUSING DEPARTMENT - CTUR PARTNER

Gaspar Mayor is the Manager of Alicante City Housing Department. He is a qualified economist with a long experience in the private sector before moving into the City Council of Alicante. He has received the recognition of his city many times because of his dedication to social housing and to the Old Town Rehabilitation Plan, which starts in 1992 and has improved Alicante Historical District.

He also promotes the participation in European Programmes since 1997 with a Syrian Restoring Project and others like ASIA URBS, RESTAURO, VALUO and extends through time up to the present with CTUR.

In addition, Gaspar has been President of the Spanish Public Housing and Land Developers Association (2003-2006) and President of the Public European Coordinating Committee for Social Housing - CECODHAS (2004-2006). He has had publications in professional journals and has been a speaker at numerous seminars and conferences related to the rehabilitation of historic centres, social housing, immigration, disadvantaged groups, etc.



WHO WE ARE: MRS GEMA MUÑOZ ALCARAZ - ALICANTE CITY HOUSING DEPARTMENT EXTERNAL RELATIONS DEPARTMENT - CTUR PARTNER

Gema Muñoz Alcaraz is graduated in Business Studies and Tourism by University of Alicante. Since 1992 has been working for tourism industry and private companies connected with marinas and nautical business.

In 2007 starts to work in the City of Alicante Housing Department as a council assistance and nowadays is part of the External Relations Department. In 2002 had a major contribution to the paper on a Nautical Study Book published by the Polytechnic University of Valencia.



WHO WE ARE: MS SARA PRIETO VIDAL - ALICANTE CITY - HOUSING DEPARTMENT - ASSISTANT MANAGER AND EXTERNAL RELATIONS - CTUR PARTNER

Sara Prieto, graduated in Business Studies and Tourism also holds a Masters Degree in Tourism Companies Management. Before moving into Alicante City Council, Sara worked in hotels companies and nongovernmental organisations related to tourism industry. Since 2005, Sara works as Assistant Manager and External Relations in Alicante City Council's Housing Department and she is the coordinator of European programs based on restoring and revitalizing the Old Town of the city, such as CTUR.



URBACT is a European exchange and learning programme promoting sustainable urban development. It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal changes. URBACT helps cities to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 300 cities, 29 countries, and 5,000 active participants. URBACT is part-financed by the European Union (European Regional Development Fund).

CTUR is a thematic network of the URBACT II Programme that focuses on the theme of *Cruise Traffic and Urban Regeneration* of city port heritage; it enquires into how port cities can be productive and no longer simple transit areas through cruise tourism activity.

Its partnership is composed of different realities which allows a fruitful cooperation: Naples (as lead partner and theme promoter), Alicante, APDL (Port Authority of Douro and Leixões), Dublin, Helsinki, Istanbul, Matosinhos, Naples Port Authority, Generalitat Valenciana, Rhodes, Rostock, Trieste and Varna. The activities are supported by the International Association of Cities and Ports (AIVP).

The themes underlying the connection between cruises and cities and on which the CTUR project is based are multifaceted: governance, image of port cities, infrastructural systems, urban tourism, creation of cultural attractions through new types of architecture, re-launching urban/port historical heritage, commercial and general economic development with positive effects on employment and social welfare.

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URBACT National Dissemination Points

ITALY : <http://www.unich.it/dart/urbact/urbactII.html>
GERMANY : <http://www.oerok.gv.at/contact-point/urbact.html>
SPAIN : <http://www.ecosistemaurbano.com/urbact>
BULGARIA : <http://www.namcb.org>
PORTUGAL : <http://www.dgotdu.pt/urbact/>
GREECE : <http://www.espa.gr/el/pages/staticURBACT.aspx>

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