

CTUR *citynews*

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CTUR Thematic Network
URBACT II Programme

CTUR IN RHODES GREECE

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The CTUR Thematic Network tour left the Baltic Sea to reach the Aegean Coasts and made its seventh stop there.

Rhodes, the third largest island located at the South East of the Aegean Sea, hosted the sixth seminar - "Governance II" - 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.

"Modern approach in a medieval port"



INTRODUCTION TO THE 7th SEMINAR IN RHODES (GREECE)



CTUR Lead Partner, Gaetano Mollura

The eighth issue of CTUR Citynews is a “tribute” to the City of Rhodes (Greece) which welcomed the eighth CTUR seminar - thematic conference on the theme of “Governance”, a further deepening on a CTUR strategic theme, also discussed in the previous seminar in Rostock (Germany).

Rhodes is becoming increasingly popular with cruise holiday makers, with local authorities expecting a record growth in numbers of cruise passengers for 2011.

So far, more than 600 cruise ships are scheduled to call at Rhodes by the end of the year, bringing to the island more than 700,000 tourists. That represents an increase of almost 25 per cent in cruise passengers compared to 2010, when 561,000 visitors disembarked at the island from 539 cruise ships. So 2011, set to be a record year for cruises in Rhodes. Rhodes is benefiting from the recent developments in North Africa - which have made many cruise lines change their itineraries - but also from recent changes in Greek governmental policies to develop cruise tourism, such as the lifting of cabotage and new infrastructure projects to enhance the Greek ports’ potential. The country is hoping that cruise visits will increase by up to 50 per cent this year, bringing in an extra £ 800 million in tourism revenue.

Greece is a cruise destination country” with still more potential , Rhodes leading estate agents the cruise tourism is fully proving the fact that Rhodes is an all year round tourism destination. Rhodes economy is mainly based on a 6 months tourism activity when in effect the weather conditions on the island can easily sustain a tourists flow for another 3 months. Rhodes with more than 300 sunny days per year and a short mild winter is considered an ideal destination for tourism outside the typical May - October period.

(Source web Tourism April 2011)

For Rhodes this is a great opportunity to work on and invest on it, taking into account the positive trend of the winter cruise tourism in the Mediterranean.

Furthermore the Local Administration is investing also in another priority with new projects, that is the one of the infra-structural system to be improved, valorizing both the pedestrian paths port /historic centre and the road connections port /city and city island.

The challenge of Rhodes URBACT Local action Plan is to give answers to the mentioned priorities and to provide for better services to the cruise tourism and to involve the local market into this new tourist segment.

In particular among the different actions contained in the Local Action Plan we should of course highlight a small big action that for CTUR become a “must” also for the passion and the determination of Mrs Voula Moraitou, architect of the City Council of Rhodes, that deals with it: I mean the “City port connection by bicycle”, that it is an opportunity of “alternative “and “sustainable” mobility also for cruise tourists.

Finally I would like to conclude this brief introduction with the words of Mr Tom Panagos, PR Manager for Rhodes Tourism in the UK, “Rhodes is one of the most vibrant Greek islands, providing a perfect day off the ship. It offers a host of activities and attractions, from UNESCO World Heritage Sites and the largest inhabited medieval town in Europe to the magnificent Acropolis of Lindos and the recently restored Kallithea Springs. The food is delicious, the people are friendly - and let’s not forget the amazing beaches that Greece is known for!”. The cruise tourism, considering the actual economic crisis that involves all Europe, confirms itself as a great opportunity for the development of Rhodes, the Greece and of the Europe itself.

For who is interested in here follows all Ctur citynews 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.5/2011 Alicante CTUR citynews available online on URBACT CTUR minisite
- N.6/2011 Valencia CTUR citynews available online on URBACT CTUR minisite
- N.7/2011 Rostock CTUR citynews available online on URBACT CTUR minisite

N.9/2011 Helsinki CTUR citynews next issue

N.10/2011 Naples CTUR citynews next issue

CTUR PARTNERS IN RHODES



All CTUR Network participants

Gaetano Mollura, Lead Partner City of Naples (Italy); **Vittorio Torbianelli**, CTUR Lead expert; **Pauline Geoghegan**, CTUR Thematic expert; **Greta Marini**, AIVP; **Gema Muñoz** (Spain); **Cait Ryan**, **Margaret Mooney**, Dublin City Council (Ireland); **Amelia Castro**, Port Authority of - Leixões; **Fiorinda Corradino**, Naples Port Authority (Italy); **Cristina Fato**, **Claudio Pellone**, **Patrizia Serena Vollero**, City of Naples (Italy), **Andreas Schubert**, **Ralph Maronde**, City of Rostock (Germany).



Source: CTUR 7th report written by Pauline Geoghegan

CTUR 7th seminar: Rhodes 9th-10th December 2010

The seventh CTUR seminar, on the theme of governance, was hosted by the City of Rhodes on December 9th-10th 2010.

The governance issue had already been addressed during the last meeting in Rostock, with specific attention to the necessity to develop cooperative frameworks between stakeholders. In this second thematic meeting, the governance issue was analysed starting from the private investors' point of view. What are the conditions and the procedures which improve the possibility for private capital to be involved in projects and plans related to the cruise tourism in port cities? What kinds of bodies (real estate developers, banks, retail district management companies) could be involved and, more important, what could be the role played by local authorities to favour a socially well balanced involvement of this private capital? What are the possible schemes to be adopted?

These general questions were faced giving space both to theoretical considerations and practical case studies.

The participants from the cities of Naples, Alicante, Dublin and Rostock, and the Port Authority of Leixões and Naples attending the CTUR meeting in Rhodes were welcomed by the mayor and vice mayor of the city as well as officers from the urban planning department and members of the Rhodes Local Support Group. The focus of this meeting was again on governance: following on the previous meeting, as outlined above.

All had the opportunity to see at

first hand the world heritage historical centre which is located close to the cruise tourism berths in Rhodes. The challenge for the city is to find ways to maximise the potential of cruise tourism in the city whilst at the same time avoiding the deterioration of the fabric of the city due to the influx of tourists, and in particular how to manage tourist pedestrian and vehicle circulation along the sensitive line between sea and the city walls. Governance and the planning framework for the integrated development of the former industrial area of Korva, which incorporates a major new marina, were also presented and discussed.

Participants of the hosting city

Municipality of Rhodes:
Moraitou Voula, Programming and Documentation office
Chatziefthimiou Chatzis, former Mayor
Kampouropoulos Manolis, Deputy Mayor in charge of the Technical Services Department
Santorinios Nectarios, Programming and Documentation office

Local Support Group members

Magos Kiriakos, Chatziioannou Panagiotis, Medieval City Department - Municipality of Rhodes
Deligianni Marika, Municipal Harbour Fund of the Southern Dodecanese
Xanthis Agapitos, Technical chambers of Greece

CITY OF RHODES (GREECE): A PLACE WITH A LONG STORY AT THE CROSSROADS OF MEDITERRANEAN ROUTES

The city

Location: Capital of Rhodes Island
 Population: 53 709 (2001)
 Number of people in employment: 24 935 (2001)
 Unemployment rate: 16%
 Income per capital: > € 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

Source: CTUR Baseline Study R.M.

Source: CTUR Baseline Study R.M.

Nectarios Santorinios, Programming and Documentation Office, Municipality of Rhodes

Rhodes Island is located at the South East of the Aegean Sea and is the third largest island of the Aegean (1.401,46 sq. km).

The island of Rhodes is located at the crossroads of two major sea routes of the Mediterranean between the Aegean Sea and the coast of the Middle East, as well as Cyprus and Egypt.

Throughout its long history the different people who settled on Rhodes left their mark in all aspects of the island's culture: art, language, architecture. Its strategic position brought to the island great wealth and made the city of Rhodes one of the leading cities of the ancient Greek world.

Rhodes Island was inhabited as early as the late Neolithic period (4000 B.C.). In 408 B.C. the three major cities of the island - lalysos, Kamiros and Lindos - founded the city of Rhodes. The three centuries that followed were the "Golden Age" of Rhodes. The urban plan of ancient Rhodes directly reflects the urban and philosophical ideas of the famous ancient Greek planner, Hippodamus.

The independence of the city came to an end in 164 B.C. when Rhodes became a Province of the Roman Empire. But even as late as the 1st century A.D. Rhodes preserved much of its splendour and developed into one of the greatest centres of learning, science and the arts.

During the early Christian period (330-650 A.D.) Rhodes belonged to the eastern part of the Christianised Roman Empire, which is known in history as the Byzantine Empire. The Arabs, who appeared for the first time in the Mediterranean in the 7th century, occupied the island for some decades. In 1309 the island was sold to the Order of the Knights Hospitaliers of Saint John of Jerusalem. In 1522 the Ottoman Turks conquered the city after a second long siege. New buildings were constructed: mosques, public baths and mansions for the new patrons. The Greeks were forced to abandon the fortified city and move to new suburbs outside its walls.



During the Italian Occupation (1912-1943) Italians undertook extensive infrastructure works (roads, electricity, port, etc.) and radically transformed the town of Rhodes, which was supplied with a new urban plan, building regulations and many new public and private buildings. The island was finally reunited with Greece in 1947.

Rhodes today

Rhodes city is the capital of the Prefecture of the Dodecanese and of the island, located on the northern edge of the island.

Rhodes municipality occupies an area of 20 340.87 acres. The Urban plan covers 8 491,40 acres with vast archaeological grounds of 1280.91 acres. The port area covers 461.59 acres.

The local economy is based on services and tourism development: over the past decades the work force has moved from the 1st and 2nd sector to the 3rd sector. Rhodes city offers 142 hotels/15447 beds (in 2001). The city also hosts the Administration, Healthcare and Economic Services of the Prefecture, and is the commercial, industrial and administrative center of the island.

The City's official population (2001) is 53 709, and the island's official population (2001) 117 007. Almost 50% of the population resides in the city of Rhodes, which covers the 1.45% of the island's total area. The population of Rhodes has almost doubled since 1951 and is constantly growing, contrary to other areas of Greece which have diminished over the past decades.

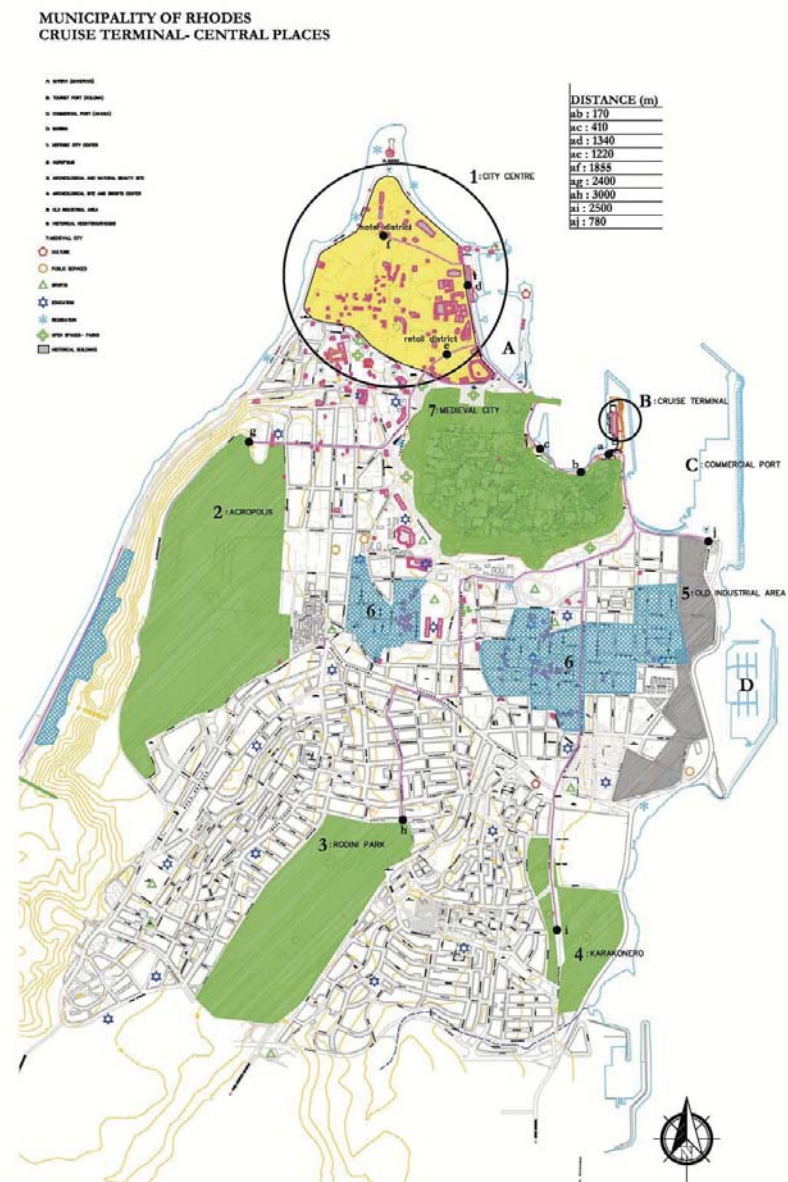
Rhodes is an international tourist destination, with the International "Diagoras" airport situated at the West of the island, and hosts almost 3 500 000 visitors annually.

Source: CTUR 7th report written by Pauline Geoghegan

Tourism trends in Rhodes

According to a recent interview released by the president of the Rhodes Hotel Association, in Rhodes, quantitatively, the British tourist market ranks first, followed by Germans, Scandinavians, Russian, and French. Israelis have shown an impressive growth, and the Russian market will double its numbers in 2011 as opposed to 2010 probably. New markets, mainly due to their volume, can be considered Russia, France, Spain, Israel and the Eastern European countries. Some problems arise from the visa procedures. For the Russian market, things have improved considerably but similar arrangements should be made with Turkey, from which Rhodes, due to proximity, expects many benefits. The indicators for marine tourism are also positive. Rhodes receives over 700,000 visitors per year from cruise ships and it ranks second in Greece after Piraeus port.

Source: Europe Travel



THE POINT OF VIEW OF THE CITY BY THE ELECTED MEMBER

CTUR Interview collected by Voula Moraitou to the Mayor of Rhodes and President of the Municipal Harbour Fund of the Southern Dodecanese Mr. Stathis KOUSOURNAS



What is the importance and the priority level your city/port organization ascribes to the development of cruise tourism? What are the expectations and the expected benefits?

The economy of Rhodes Island and of the Dodecanese depends almost exclusively on tourism. Moreover, Rhodes is a pioneer in the tourism business in Greece and one of the major destinations worldwide. The tourism product of Rhodes was based primarily on a mass tourism model, according to global standards of previous decades. Consequently the tourism business has suffered a major blow due to the appearance of new markets and products and the global economic crisis. That's why local agencies are trying to alter the current product and switch to new qualitative and more efficient forms of tourism. Towards this direction, the development of cruise tourism is highly desirable, as it already gives a new boost to the island's market. Cruise business developed rapidly in Rhodes the last few years and it is our intent to make Rhodes a home port according to the standards of similar cruise destinations.

What is the role played by your organization in developing cruise tourism in the destination and what is, in general, the degree of strategic and operational cooperation with the port authority/city on the specific "cruise tourism"

issue? What are the most positive and problematic aspects of the city-port cooperation?

The Municipality of Rhodes pursues in many ways the development of cruise tourism. The City of Rhodes seeks to improve the infrastructures of the port, but also to improve the attractiveness of the medieval city and the historic city centre. These actions are more or less included in the Local Action Plan. The Municipality supports anyway all bodies that are involved in the tourism business in all their activities. The City has also established the organization for Rhodes' tourism promotion with sole purpose the advertising and promotion of the island.

Furthermore the Municipal Harbour Fund of the Southern Dodecanese is an entity supervised by the City of Rhodes that ensures the continuous improvement of safety and infrastructures of the ports of Rhodes, especially the cruise port. The rapid growth of cruise tourism in recent years has been aided significantly by the interventions made by the Municipal Harbour Fund in the cruise port.

What is the role - if any - that the development of cruise tourism could play to support urban regeneration(s) in your city and what could be the role of urban regeneration(s) to develop urban tourism?

Cruise tourism is by nature a product with high standards of

expectations from the destination. This alone is an incentive to improve the urban environment both in the city and other settlements that attract tourists on the island. Rhodes is one of the classic urban tourism destinations because of the significant settlements that are part of the cultural and architectural heritage of the island but also because of its natural beauty sights and landscape. Already in an effort to improve the tourism product, the Municipality of Rhodes has pursued integrated interventions for the improvement and enhancement of the Medieval City of Rhodes.

What are your personal opinions and your suggestions about the LAP proposed/ carried on within the CTUR framework?

I think that, the Local Action Plan developed by the local support group, largely addresses the total of issues to be resolved in relation to cruise tourism. After the ascertainment of problems and the formulation of optimal solutions we're half way there. The rest of the task is finding the resources and implementing the actions. In the current context one realizes that this is a very difficult and demanding task.

GREECE: A CRUISE “DESTINATION COUNTRY” WITH MORE POTENTIAL



CTUR Lead Expert Vittorio Torbianelli

Greece, together with Italy and Spain, is one of the most visited countries in the Mediterranean by cruise tourists. With reference to the economic role directly played by cruise industry in Greece (European Cruise Council 2010), Greece is primarily a cruise destination market - and not a “home port” country - just having some ship repair services and a total employment impact of nearly 11,800 people. Approximately 45% of these jobs are in the transportation sector and 8% in manufacturing. Direct cruise lines expenditures rank also not very high, in comparison with other

Mediterranean countries. However there is a strong interest from foreign investors operating in the cruise industry to invest in the construction of port facilities in Greece, to ensure the infrastructure that will attract very large cruise ships and the development of home ports. “Greece has the opportunity to be a big player. This business offers big opportunities, but too many recognize this after they have lost the opportunity. There is a need for port infrastructure to be upgraded, there is need for privatization and cruise companies can be involved here. There are a lot of beautiful very interesting places within a reasonable distance. Greece, Turkey and Cyprus have a future role in cruising, but certain obsta-

cles have to be eliminated first,” said during The Posidonia Sea Tourism Forum in Athens (06/2011) the president of Costa Crociere, which already brings 2.3m guests to Greece annually. He also said the infrastructure and fee structure have to be examined. “Greek ports lacked infrastructure especially to handle large vessels. Both said berthing on a first come first served basis has to go, as you can not have captains of large ships racing to get a berth. They said Greece is the only country in Europe with this system. Berthing is becoming more important as fuel costs force ships to reduce speeds”.

European Cruise Passengers by Country of Destination, 2009

Country	Passengers	Share of Total
Greece	4,973,000	20.99
Italy	4,956,000	20.99
Spain	4,118,000	17.39
France	1,851,000	7.89
Norway	1,672,000	7.09
Portugal	825,000	3.59
Denmark	524,000	2.29
Sweden	514,000	2.29
United Kingdom	454,000	1.99
Estonia	416,000	1.89
Malta	414,000	1.79
Gibraltar	348,000	1.59
Finland	329,000	1.49
Germany	328,000	1.49
Cyprus	225,000	1.09
Ireland	160,000	0.79
Poland	153,000	0.69
Iceland	144,000	0.69
Netherlands	113,000	0.59
Other EU + 3	255,000	1.19
EU +3	22,772,000	95.99
Other Europe	984,000	4.19
Total	23,756,000	100.09

Source: European Cruise Council, 2010

**Direct Cruise Industry Expenditures by Country, 2009
€ Millions**

Country	Direct Spending	Share of Total
Italy	€ 4,331	30.8%
UK	€ 2,408	17.1%
Germany	€ 1,918	13.7%
France	€ 1,158	8.2%
Spain	€ 1,119	8.0%
Finland	€ 906	6.4%
Greece	€ 598	4.3%
Norway	€ 417	3.0%
Netherlands	€ 290	2.1%
Denmark	€ 203	1.4%
Top 10	€ 13,348	95.0%
Portugal	€ 169	1.2%
Sweden	€ 158	1.1%
Malta	€ 62	0.4%
Cyprus	€ 49	0.3%
Austria	€ 32	0.2%
Rest of the EU +3	€ 233	1.8%
Total	€ 14,051	100.0%

Source: European Cruise Council, 2010

Total Employment by Country, 2009

Country	Total Jobs	Share of Total
Italy	96,076	32.4%
UK	55,599	18.8%
Germany	31,395	10.6%
Spain	24,248	8.2%
France	15,128	5.1%
Finland	13,658	4.6%
Greece	11,794	4.0%
Norway	10,897	3.7%
Portugal	7,296	2.4%
Netherlands	4,753	1.6%
Top 10	270,844	91.4%
Malta	2,531	0.8%
Poland	2,411	0.8%
Sweden	2,036	0.7%
Denmark	1,931	0.7%
Cyprus	1,052	0.4%
Rest of EU+3	15,483	5.2%
Total	296,288	100.0%

Source: European Cruise Council, 2010



Re-designing and promoting the medieval city waterfront: fighting against the car

Rhodes Municipality recently carried out a study about reorganising and promoting the coastal zone in front of the medieval fortifications. It was realized with the cooperation of many different departments, such as the department for the Medieval city, the Municipal department of urban planning, the Municipal Harbour Fund of the Dodecanese and the Ministry of Culture.

After the Italian occupation the area was never studied as a whole. In 1971, during the study of the Doxiadis Urban Plan, the need to control the pressure generated by intense tourism growth in the area was identified as well as the need to set targets for permanent and effective solutions for existing issues. However, interventions made at the time were fragmentary mainly due to the joint authority of the Ministry for Culture, the Port Authority and the Municipality of Rhodes.

It seems that the car imposed its own reality, ignoring the unique natural and historical surroundings while displacing pedestrians and

Cruise terminal and the city... a problematic path

The cruise terminal in Rhodes is situated at the northeast of the city, beside the Medieval town. The buildings within the port are mainly occupied by offices (Port Authority, Municipal Harbor Fund of Southern Dodecanese and Customs) and warehouses. There is also a visitor's lounge. A significant archaeological ground is situated within the port area.

The distance between the city centre and the port is approximately 1Km. Although the city centre is quite close to the terminal and is even visible when on board the cruiser, there isn't proper and adequate signing within the port or along the path to inform passengers of where to go.

In order to get to the city centre you move along the waterfront and by the fortifications of the Medieval city. Heavy vehicle traffic along the way and the insufficient geometrical characteristics of the path itself, make it really hard and even dangerous for pedestrians and disabled people to access the city centre. Although the path does not intersect with main urban roads, the presence of traffic lights twice along the way is necessary due to heavy traffic.

cyclists. In the proposed study it is considered essential to redefine a different perception of space, where the needs are ranked differently for the benefit of the monument and the visitor. The servicing of vehicles' daily requirements (parking and transit) can be managed so as to avoid negative effects for pedestrians.

To reverse the current image of the coastal zone of the medieval city, it is necessary to take measures in order to forbid vehicle circulation in

the area, even for a few hours per day. Developing an effective system of public transport will play a crucial role in achieving this goal.

Transit vehicles should be limited to buses and vehicles serving emergency needs (ambulances, fire trucks, police and port patrol etc) disabled and permanent residents, etc. The proposal to launch electric cars for mass transportation in the greater monumental zone is important and should be explored. The area however is treated as a space

reserved primarily for pedestrians and bicycles and secondarily for motorcycles and cars.

The project is aimed at transforming different sections of the waterfront fronted by the ancient walls. In particular, some key-points are strategic. For the commercial port, the central idea for the redesign of the “mole of the mills” was to promote it as a landmark. It will be what visitors first see when approaching the city by cruise ship. Promoting the surrounding environment, the mills and the fortified tower, together with the upgrading of facilities and services, will provide a great competitive advantage for the cruise tourism .

The waterfront area at the Marine Gate is the focal point of the stroll of the entire coastline. However the current use of the site does not meet the above. The creation of a square with a new dynamic, where pedestrians can stop, study and enjoy this unique part of the fortifications, is proposed in contrast to the current situation where the site only works as a passage (and a hasty one) to and from the Medieval city. To achieve this, it is necessary to shift the road to the north as part of a new design of the

square. The restoration of the “fluid” element in front of the gate will be in the form of surfaces that are, or resemble, water.

The arrangements described above for traffic management in the area will seriously improve the existing situation. Furthermore a series of other measures will be taken to allow pedestrians and drivers to feel safer. These are:

- the construction of a two way cycle path between the sidewalk and the road, along the coast allowing a smooth transition between the different modes and speeds of traffic.
- the construction of a second sidewalk - pier, made of wood, metal and reinforced concrete, below the existing pavement that will serve fishermen and pedestrians who want more privacy or just to make a stop. This new structure must (as mentioned above for the entire length of the coastal zone) give the impression of a light, non permanent, construction.
- the construction of a low wall on the west side of the highway, which will allow pedestrians to move safely and comfortably next to a moving vehicle.

All the area will be adequately highlighted to improve the quality of the panoramic view.

Regenerating the Kova former industrial area

The “KOVA” area at the east coast of the city of Rhodes was designed as an industrial area by official urban planning, the Italian Urban Plan (“Piano Regolatore”) in 1926. While the area was at first situated at the outskirts of the city, it was soon surrounded by the city grid as the city grew to meet population needs. The area was already declining in the early nineties.

Currently, land uses are mostly commerce, services and light industry while there are residential areas in the inner industrial area. Many properties are abandoned or underused, public and green spaces are degraded, and infrastructure projects are left incomplete. Most properties are large sized and there is a high percentage of state and municipal property in contradiction with the rest of the island, and Greece in general where land is mostly made up of small sized private properties.

Comparative advantages of “KOVA” area are its central and waterfront location, its proximity to the medieval city and to the city centre, its closeness to the port, its road accessibility, its historic/ cultural resources, the public land and large sized properties.

Rhodes is a vital node of international character in the SE Mediterranean, with rapid development of

Moving the nightlife noise outside the medieval city

A master plan of buildings is needed to then be able to transfer warehouses from the area near to the cruise port to the commercial port, to be able to then convert the former warehouses to a museum. All nightlife is in the medieval city, and at the same time this is a residential area, so the plan is to “move” the noise (of nightlife) out of the medieval city, using the new areas (waterfront and Kova). The population of the old city once reached 9,000, but is now only 2,500. Houses are being restored to give a better quality of life.



The legislative framework for the redevelopment of the KOVA area

The issue of renewal is very recently being dealt within the Greek legal framework. Although the law 2508/1997 was issued almost 13 years ago it has been applied in very few cases all over the state, as it is complicated and time consuming. The renewal of "KOVA" area has major perspective. It is an area totally within the CTUR framework of Port- City- Heritage. The necessary studies have to be completed on time as the area at the moment is being rapidly transformed according to market needs and cultural and historical resources are meanwhile slowly being downgraded.

cruise tourism during the last decade. However there is a lack of infrastructure facilities in the east coast of the city and the former industrial area is cut off from the main city functions despite its favorable location.

Currently the General Urban Plan of the city is in progress. In phase A it is proposed that the area is redesigned as "Secondary city centre" while the re-establishment of the link between the city and the port is pointed out. In phase B the area is characterized as an "Area of new economy". Land uses will be supporting port functions, and central city functions, such as services, recreation, tourism and residential uses.

In the study it is pointed out that total liberalization of maritime transport will give a boost to commercial and tourism activity. There is also degradation of the image of the area and the waterfront, as well as land use conflicts

The area is also characterized as a "Renewal area/waterfront" and is proposed as a mixed use site. Land uses will be relevant/ in support to port and city functions and are also required to boost local economy. Residential facilities and public and green spaces will also be included. Pedestrian and cycle ways are an essential part of the project.

Funding sources are 30% Trust Fund for Urban Plan Implementation, Structural funds, National funds, Subsidised loans for housing.

(V.T. - Source. Rhodes 7th Meeting Report)

From the ship by bicycle? The Rhodes bicycle network project

The project of a bicycle network in Rhodes was planned in 2002, and realised, in part, in 2009, with the help of funding from the EU.

The bicycle network aims to provide an alternative mean of transport for residents and visitors, providing accessibility to all significant parts of the city.

The project is located in the old historic port area, with the possibility to link the port to the city centre; a master plan is currently in progress. It is being prepared in the context of an overall city urban development strategy and port regeneration strategy.

Through CTUR the idea has developed to combine the cycleway with cruise tourism and plan eventually to cover the entire city. Specific objectives of the project are to integrate the bicycle network into cruise tourism, to provide bikes at the terminal for cruise passengers and maps of the cycling network that would also indicate places of

interest, and to integrate bicycles with other means of transport. They will have to inform cruise companies, and provide information on cycle hire to cruise companies in the cruise terminal. So far this is not included in the tours offered to cruise tourists.

The Perimeter of the action/scale is the whole city/ 850ha. The first phase ("A") of the project is in the historical areas; part a of phase "A" has begun and involves 9km of cycle wayslanes, in most significant and interesting parts of the city, and is scheduled to be complete soon. The main network is around neighbourhoods, the secondary network goes into the neighbourhoods.

The cycle way gives access to the main historical locations, e.g. the acropolis, archaeological sites, historical areas, sports ground and an old industrial area (including the temple of Isis). They are using many parks for the cycle route, to make it "interesting, easy and pleasant". The total cycle way planned is for 40km.

Issues and problems faced include the licensing process, different procedures for different parts of the city (Historical areas, archaeological areas and Waterfront), financing the project and gaining social acceptance. It is difficult to introduce cycling in the city of Rhodes that depends almost exclusively on private automobile circulation (there is opposition because in Greece people make intense use of their cars). Moreover, there is a lack of experience in similar proj-



ects; also the licensing process is very complicated and time consuming. The project is also difficult because of a lack of communication to beneficiaries and other citizens. It has been difficult to gain social acceptance. A solution to these difficulties is to organise meetings with residents who are opposed to the project.

The Project leader is the Municipality of Rhodes. Construction is by a private company, and supervision is carried out by the Municipality Technical Services Department. Funding is European and local.

The project is delayed (due to a change in authorities) but not cancelled: it is one of the specific goals of the new authority, so actions will be continued.

(V.T. - Source. Rhodes 7th Meeting Report)

A PPP for a new marina

The project for a new marina in Rhodes has been discussed since 1984. The project leader at the time was the Hellenic Tourism Organization. The final location of the project was decided in the early '90s after several setbacks. The Hellenic Tourism Organization assigned the study of the marina to a private firm in 1992. The total capacity of the marina would be for 1000 yachts, with a first stage of the project for 567 yachts.

The first stage of the project was financed by the Community Support Framework/Greece 1994-1999.

The construction was undertaken by a private company after an open public call for tender. The cost of the construction exceeded the estimates. The land structures were left half finished in 2000, and the project was then undertaken by the State.

The Municipality claimed the control of the project, and after heavy negotiations, the State handed over the use of the marina facilities in 2003 to

the Municipality, for 40 years. The Municipality then turned to the private sector for funds in order to complete and operate the project.

Following an International call for tender in 2005, a consortium of companies "Marines Rodou S.A." signed a contractual agreement with the Municipality in 2006. The consortium was granted the use of the site for 35 years. Specifically it must design the project according to the set of standards set by the Municipality, and finance the project. Construction is currently in progress, and the marina will be operational in approximately 2½ years. Through this partnership, the municipality gains indirectly a major development infrastructure, an opportunity to develop new tourism products, local market development, and local taxes.

(V.T. - Source. Rhodes Meeting Report)

The Rhodes Local Action Plan - 'Integrating heritage in the harbour'

Cruise traffic has become a promising developing sector of the economy in Rhodes, at least since 2004. However, the structures of the city and those of the local market were not ready to fully support the cruise tourism needs. The result was a massive problem in the harbour's everyday traffic as well as significant imbalances in the local market. The challenge of Rhodes LAP is to provide better services to the cruise tourism and to involve the local market into this new tourist segment.

The primary object of the Rhodes LAP is re-qualifying the medieval area of the city and in particular the waterfront (external to the walls) and maximising the social and economic impact of the cruises, with a

Investment support in Greece

The structural framework for investment support in Greece includes the Investment Incentives

Law, the National Strategic Reference Framework 2007-'13, and Public Private Partnerships (PPPs). All PPPs are approved, monitored and coordinated by a PPP Committee & supported by a PPP Secretariat within the Ministry of National Economy. Up to September 2008, 52 projects have been developed, at a cost of €5.7 billion, involving 100 international companies.

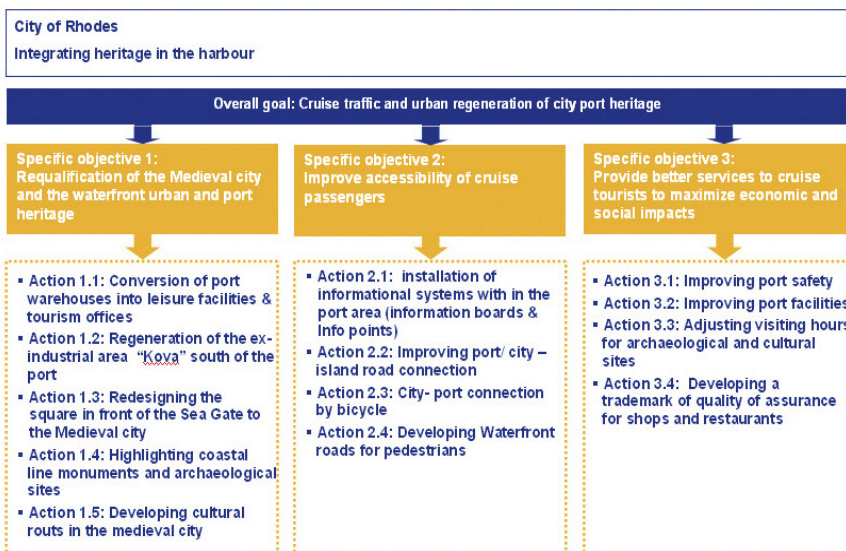
A Rhodes LSG Partner: the Southern Dodecanese "Municipal Harbour Fund"

The Municipal Harbour Fund of the Southern Dodecanese is a Public Body in which participants are the Municipalities of Rhodes, Symi, Karpathos, Kasos and Halki. The Fund is responsible for the administration of the harbour structures of those islands and its main goal is the conservation of the structures and the development of new ones.

In the city of Rhodes the Fund administers the Tourist Port, the commercial Port, the Mandraki Marina and the shipyard. At the present the Master Plan of the central Port is finalized.

In this Plan new land structures are foreseen to serve all the ports' uses, touristic and commercial.

The Fund takes part actively in the Local Support Group of the CTUR project by proposing actions for the Local Action Plan. It must be mentioned that a large part of the proposed actions are to be implemented by the Fund.



mixture of “physical” and “soft” actions.

Starting from the “physical” actions, port warehouses located within the cruise terminal will be abandoned when infrastructures in the new commercial port will be complete, so the existing warehouses will be reorganised as cultural and leisure facilities (and welcome point for cruise tourists) and could also turn into a new landmark for the city. Moreover, the area in front of the Marine Gate will be redesigned and all the coastline monuments and the archaeological sites will be adequately highlighted. Developing

the waterfront routes for pedestrians, from Mandraki to the Commercial Port is also planned. Improvements in port/city and city/island road (and bicycle) connections trough reorganizing the circulation and parking of all available transportation means and redesign the city’s and island’s bus routes are further targets.

Passing to the “soft” actions, a primary target is creating several “cultural routes” within the Medieval city, exploiting the results of a an “Inter-reg project” (Mare Nostrum). An another “soft” target is establishing an *information systems within the port:*

boards and information points to make the city understandable and accessible, e.g. touch screens, info tubes to connect via bluetooth/wifi on your phone available to the cruise (and other) tourists. Adjusting visiting hours for archaeological and cultural sites and working hours for shops is also considered. In particular, integrated tickets are being investigated. The possibility of selling integrated tickets to cruise companies will be also assessed.

The idea of *developing a Trademark of quality* assurance for shops and restaurants requires specific consideration: the action aims to establish a set of quality standards to offered goods and services to customers. The setting of standards and the certification will be carried out by a committee. The list of shops and restaurants that are certified will be published in a catalogue and through the info-points. So far restaurant owners have developed this, but only between them; owners of shops in the medieval city have agreed, but in order to be approved by the state system they are trying to find criteria to be approved by the Greek Association of Trade Marks.

MARE NOSTRUM follows the Phoenician Routes

The Municipality of Rhodes and especially the Department of Medieval City have been collaborating within other European Programmes, such as: CULTURE 2000, INTERREG II, INTERREG IIIA, RECITE, ERDF PROJECTS, and MARE NOSTRUM. The action MARE NOSTRUM - “A Heritage Trail along the Phoenician maritime routes and historic port-cities of the Mediterranean Sea” takes inspiration from the large exhibition “La Méditerranée des Phoeniciens, de Tyr à Carthage” displayed at the Institut du Monde Arabe/IMA in Paris (6.11.2007~20.04.2008) and other different autonomous initiatives in the European Mediterranean countries on the re-qualification of strategic Mediterranean port-cities. Financed by European funds under the Programme Euromed Heritage IV, the action targets six Mediterranean Countries (Italy, Tunisia, Malta, Lebanon, Syria, Greece) that in the past have been routes of the Punic people and culture. Mare Nostrum is focusing the promotion of sustainable tourism in the heritage port cities partners, along the Phoenician maritime routes, aiming to deliver visit trails and tourism plans, respectful of the heritage and promoting its interpretation.

Rhodes has proposed itself as a proper “case study” for the project: as a port-city of the Phoenician area and a historic port-city of the Mediterranean Sea, and it has developed a series of activities towards the “water front” which are in same way connected to the cultural heritage of the old city (Pallia Poli). In this regard, the Medieval City of Rhodes has provided the team of “MARE NOSTRUM” with an historical outline of Rhodes and a concept note about the cultural and historical routes and paths for inhabitants and visitors during historical periods (Knights, Hellenistic, Byzantine and Ottomans Periods), as well as a list of the main problems related to the heritage of the old city (Pallia Poli) of Rhodes and its port, what is important to do for the valorization of the City and its heritage for an economic benefit from it.



WHO WE ARE: NECTARIOS SANTORINIOTIS RHODES CTUR PARTNER

I was born in Rhodes in 1972. I graduated high school from Rhodes in 1990 and studied at the Faculty of Engineering of the National Technological University of Athens (NTUA) in the department of Chemical Engineering until 1996. I worked on Environmental and Energy Production Studies as a freelancer until 2000 when I was hired by the Municipality of Rhodes. Since then I'm working at the Programming and Documentation Office of the Municipality and recently I was promoted as head of the office. The main task of the office is raising funds, EU and National, for implementing infrastructure and development projects. Part of those tasks is the collaboration with fellow European cities and Provinces in the field of knowledge exchange and common understanding of the European cities' challenges. In my social life I am very active in environmental and social issues in local and worldwide level (e.g. I am founding member and have been a board member of the Mediterranean Anti-nuclear Watch) and I actively take part in the political life of my country since I was a candidate Member of the Parliament in the recent National elections (October 2009).



WHO WE ARE: VOULA MORAITOU RHODES CTUR PARTNER

Moraitou Paraskevi (Voula) graduated in 1994 from the Faculty of Engineering of the National Technological University of Athens from the department of Architectural Engineering. She was awarded a MSc in Environmental Urban Planning in 2007 from the Hellenic Open University. After working in private projects for a few years, in 1999 she was employed by the Municipality of Rhodes. She has worked in the Construction Licensing Department and at the Urban Planning Department of the Municipality where she participated in several urban planning projects such as the General Urban Plan, regeneration projects and traffic studies. She is currently in charge of the Planning and Documentation office of the Municipality Technical Services Department where she mainly deals with EU-financed urban projects.



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 challenges. It helps them 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 5000 active participants.

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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