

ABSTRACT

ACTION A5

In the framework of this stage, the Calculation of the Carrying Capacity of the areas to be defined in the Municipality of Amyntaio will be carried out in accordance with the methodologies provided by the international literature. The extraction of the conclusions from the number of the Load Capacity is necessary for the formulation of an effective Strategy, specialized in the tourist development of the Municipality and the enrichment of the provided tourist product.

Environment and tourism, as well as recreation, are undoubtedly the new parameters that dominate the assessment of any developmental initiative that has been attempted in recent years to improve the quality of life.

The increase in the size of the tourism product (demand, supply, supply) primarily at the global level and at the level of Greece during the last years of the economic crisis is due to a wide range of factors such as the increase in income, leisure time, means of transport, the diffusion of information through the use of digital media, and, more generally, the degradation of the quality of life and the environment, especially in urban areas. In addition, the degree of attractiveness of the natural environment, a phenomenon which has been identified by surveys and confirmed by global organizations (WCO, EU, UN), is considered to be a catalyst for providing a successful tourist product.

The overall situation in the global economy is heavily influenced by tourism as its development, is linked to disposable income (and psychological mood) for recreation as well as business travel expenses. Although global tourism is expected to continue to grow, the various regions of the world are expected to have different behaviors, some to grow faster (especially new long-haul destinations) and some slower. This makes it necessary to take appropriate measures to make the manufactured tourist product competitive with the international market, but also to combine the environment, society and the economy in a sustainable way, in order to avoid the negative consequences of the unsustainable development of tourist activity, and even to prevent disruptive trends that even affect the overall level of the economy.

With such a danger that is visible to Greece, whose tourist product has specific structural features (excessive dependence on the model of mass tourism, seasonal tourism, saturation and over-supply of accommodation, land use conflicts and environmental degradation), the effort to preserve the environment, in particular the natural and cultural wealth that attracts and develops tourism, can only be a priority for ensuring the development of tourism itself. The consequence is the development of an appropriate policy for the management of the tourist product, which monitors the dynamics of demanding growth while maximizing the benefits and minimizing the negative effects, critical guidance tools such as carrying capacity. Among the useful tools for designing the required policy for the municipality of Amyntaiou is the new directions of the quest for qualitative and quantitative elements that will enrich the experience (Greek and international) and will help decision making.