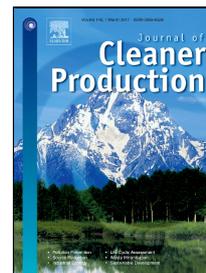


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Tourist area metabolism and its potential to change through a Proposed Strategic Plan in the framework of Sustainable Development



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Tourist area metabolism and its potential to change through a Proposed Strategic Plan in the framework of Sustainable Development.

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### Abstract

With the majority of the world's economic activities more than 50% of its residents concentrated in urban areas, cities have a vital role to play in the recognition of a Green Economy. Cities, Municipalities, Communities, Local Authorities, Tourist Destinations or more general Urban and peri-Urban Areas have expanded dramatically in size are very complex across the World. This paper focuses on the metabolism of the City of Agia Napa (Cyprus) the last 45 years due to the expansion of tourist activities and how those activities have influenced, and reflected the local population, local tourist industry, urban planning, social behaviour etc. The main objective is to understand the metabolism of the city in the framework of Sustainable Development and propose a strategy plan in order to optimize the quality of the destination and the quality of life. According to a survey audit the historic centre is in depth crisis as several SMEs have closed and jobs have been lost. The Proposed Strategic Planning will promote numeral job positions; will develop new SMEs, social equability, environmental performance, economic viability as well as better quality of life. The SWOT analysis was based on real fact and indicated that among the most important strengths are the position of the historical centre and its accessibility from all angles, the presence of the Medieval Monastery while the main weaknesses remain the economic crisis and the main threats of other more attractive tourist destinations.

Keywords: city metabolism; tourist and environment; sustainable development; strategic planning, SWOT analysis

### Highlights

- The concept of the metabolism of tourist area in an insular community
- Strategic development in the framework of Sustainability
- SWOT analysis
- Indicator progress to measure the level of sustainability

## 1. INTRODUCTION

The requirement to abide cities and urban development on the global sustainability agenda has been recognized and identified from environmentalist, stakeholders' mainly governmental bodies as well as industries (Shahrokni, 2015). Furthermore, according to the European Environment Agency, (2006) more than one-quarter of the region of the EU has now been affected by urban land use. The concept of the Urban Metabolism (UM), as considered by Wolman (Kennedy et al., 2011), and is necessary to develop sustainable cities and communities. UM may be defined as "*the total sum of the technical and socio-economic processes that occur in cities, resulting in growth, production of energy, and elimination of waste*" (Kennedy et al., 2011 and 2007) as well as described the changes in urban planning development. In practice, the study of an UM includes quantification of the inputs

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