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Sustainable Tourism Development Based on Integrated Coastal Zone Management At the Bulgarian Black Sea

A Case Study of Varna

Master Thesis Research

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Preface

At the beginning of my Master in Environmental and Infrastructure Planning in September 2013, I knew exactly what the focus of my research would be because the topic itself was one of the reasons for choosing this particular program. Considering my background Bachelor degree in Tourism and the fact that I have studied in the biggest coastal city Varna (Bulgaria), I have always been interested in the coast and the challenges related to it. I have come to realize that tourism was continuously affecting the quality of the natural environment because of its expansionistic character. The sector overtook favorite to me, my friends and many other sites for recreation. The little left wild beach areas that we could access free and camp together were surrounded by fences and construction warning signs and were no longer reachable. Years ago I became part of a protest group aiming to protect what was left of our coast, despite the initiatives, plans for construction of luxurious hotels and villages were continuously introduced. This changed my perceptions about the sector and made me realize that tourism as it is at present, is not the tourism that respects and grows within the bounds of sustained environment, economy and society. Sustainable tourism is needed in Bulgaria and introducing ICZM to the coastal management practice seems like a logical effort to try to reach it.

To conduct the interviews for this research was a big challenge, but I managed to gather interesting information via e-mail responds from three experts in Varna. I am very grateful to the Black Sea Basin Directorate in Varna and especially to the director Mr. Georgy Parlichev who has been really helpful in sharing his opinion on ICZM with me. His studies and visions on the impact of tourism on the coast of Varna were very helpful to support my thesis. My gratitude is to Varna's Chamber of Tourism too. I understand that it could have been much better if I could go on the site and conduct the interviews personally, but I am thankful that the respondents supported my research despite my limitations.

I am glad I chose the EIP programme and the Faculty of Spatial Sciences, the courses, discussions, group or individual assignments have challenged me, but also enriched my knowledge on planning. As planning is so needed in the Bulgarian tourism, I am certain this was the right direction of knowledge for me.

My gratitude would be incomplete without mentioning the support and help from my supervisor Dr. Elen-Maarja Trell who once met me as a girl with passionate ideas on environmental protection and guided me so well and patiently throughout the process of this research. Thank you also to my parents and friends believing in me and supporting me all the way. The end of this journey is just the beginning of a new one. Thank you all sincerely!

Groningen, August 2014

Radina Mladenova

Abstract

Tourism is one of the main driving sectors and sources of economic gains in Bulgaria. After the middle of the 90's tourism became a major source of profits and economic power for the city of Varna as the most visited and the biggest coastal municipality at the Bulgarian Black Sea Coast. Multiple problems arose from the pressure that the sector put on the quality of the environment in the area. These problems alarmed for a better integration of the activities and stricter regulations for new resort constructions. In this thesis it is suggested that Integrated Coastal Zone Management (ICZM) could contribute to balance the conflicting stakeholder interests and keep the tourism growth within certain bounds – environmental, socio-cultural and economic. Using this approach can try to achieve more sustainable levels of tourism development.

The triangulation method integrated the three methods of research used in this thesis – case-study research, policy document analysis and interviews in order to investigate the tourism impacts in Varna, the ICZM perspectives and what governance approaches are used to cope with the coastal issues. The results of this study indicated the need for creation of a holistic National Strategy for ICZM, stronger stakeholder involvement and public participation and co-operation in decision making related to coastal issue. Policy legislation to coastal spatial planning needs improvements in order to ensure that the tourism growth is not damaging the environmental quality of the resources on which it depends and respects the carrying capacity of the area.

Key Words: tourism impacts; sustainable tourism; ICZM; Varna; coastal management constraints

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Abbreviations:

EC: European Commission

EU: European Union

BNB: Bulgarian National Bank

BSBD: Black Sea Basin Directorate

ICZM: Integrated Coastal Zone Management

IPCC: Intergovernmental Panel on Climate Change

NGO: Non-Governmental Organization

NSI: National Statistical Institute

UNEP: United Nations Environment Programme

UNWTO: United Nations World Tourism Organization

WCED: World Commission on Environment and Development

WTO: World Tourism Organisation

Chapter I: Introduction

1.1 Tourism

According to the United Nations World Tourism Organisation (UNWTO), over the past six decades, tourism has experienced continued growth and diversification to become one of the largest and fastest growing economic sectors in the world (Dwyer, 2010). Worldwide, it counts 1 billion international tourist arrivals by 2010 and more than 400 millions in The European Union (EU). In EU, tourism is 5% of the GDP, (12% of the GDP, linked activities included) and it is among the sectors that count the best upward trends (annual 4.3%), with ever-growing pushes to the globalization of the services and the whole value chain. From environmental perspective tourism is very impacting industry and it places itself at the center of a complex system linked to other problematic activities in terms of consumption and emissions (transports, agro-industry, energy, etc.) (CoastLearn, 2012).

1.2 Impact of tourism in coastal areas

This research is going to focus on the Bulgarian Black Sea Coast as it is vulnerable to pressure from land based human activity and inadequate resource management (Black Sea Commission, 2004). Camarda and Grassini (2003) state that coastal tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce.

It is important to clearly define the coast in order to understand its importance for business, society and economy. Coastal areas are transitional areas between the land and sea characterized by a very high biodiversity and they include some of the richest and most fragile ecosystems on earth, like mangroves and coral reefs. Usually, coastal areas are those which are most visited by tourists and in many coastal areas tourism presents the most important economic activity (Yunis, 2001). The coast is important for tourism because of its unique resource combination at the border of land and sea environments: sun, water, beaches, outstanding scenic views, rich biological diversity (birds, whales, corals etc), sea food and good transportation infrastructure (CoastLearn, 2005).

At the same time, Mediterranean and Black Sea coasts have been under very high population pressure due to rapid urbanization processes. Burke et al. (2001) indicate that

more than half the world's population lives within 60 km of the shoreline, and this could rise to three quarters by the year 2020. Because of the seasonal character of the tourism industry high demand is placed upon these resources to meet expectations tourists have.

According to Butler (1980), Prosser (1994), Ceballos-Lascurain (1996) and Glasson et al. (1995), tourism contains the seeds of its own destruction - tourism can kill tourism, destroying the very environmental attractions which visitors come to a location to experience. The study of Vehbi (2012) indicates crucial negative impact is being caused and relates to land degradation, increased construction of tourism and recreational facilities that have led to increased pressure on the resources and scenic landscapes. Sunlu (2003) also indicates that overcoming the building capacity, unregulated recreation and vehicle use can result in destruction of habitats and disruption of land-sea connections.

Tourism does not only have negative impacts, but also many advantages. For the host countries, towns and heritage sites tourism provides jobs, brings in foreign currency, and sometimes leads to an improvement in local infrastructure. Tourism also allows people to learn more about other countries, their environment, cultures, values and ways of life and hence promote international understanding (Albert and Richon, 2012).

1.3 Fragility of the coast in the case of Bulgaria

A total of 6,897,484 foreign tourists (except transit visitors) visited Bulgaria in the period January - December 2013, which is an increase of 5.5% compared to the year 2012 (National Statistical Institute, 2014). This have put a pressure on the coast taking into account the tourism demands and building new infrastructure to meet them, rather than the sustainability of the coastal zone (Stanchev et al., 2006). The urban changes are mainly located in the two-kilometer strip of land along the coast, where they cover 20.1 % (757.7 ha) of the total changed area, therefore tourism can be considered as a main driver for urban change in the country (Vatseva, 2006).

There are some examples indicating the obvious physical impacts caused by different tourist activities and extensive developments on the coast. One of the popular touristic seaside resorts in Bulgaria - Saint Vlas is an example of these negative physical and environmental impacts as it is shown in Figure 1 and Figure 2 below:

Figure 1 Map A: New South Vlas. Development missing (The Bulgarian Insider, 2008)

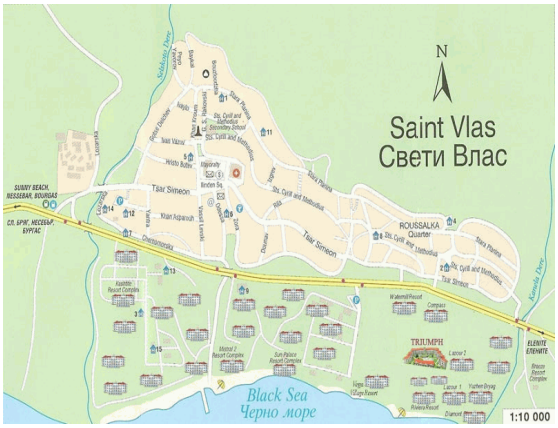

Figure 2 Map B: South Vlas. Developments showing (Bulgarian Sea Resorts, 2010b)

As the maps indicate, for a period of time of just two years, the intensive developments in Saint Vlas have led to increased construction of tourism and recreational facilities and therefore loss of biodiversity and land degradation. This and many other cases at the Black Sea coast are examples of similar problematic impacts on the landscape caused by tourism and its fast growing tendencies in Bulgaria (Frick, 2010).

1.4 Sustainable tourism development

While environmental change is an unavoidable consequence of the growth of coastal tourism, it is necessary to keep the change within acceptable bounds (Clark, 1992). As a developing coastal country Bulgaria is caught in the typical dilemma of growing tourism and preservation of nature. This research is focused on finding opportunities for Bulgarian tourism to grow within acceptable bounds, by exploring opportunities that Integrated Coastal Zone Management (ICZM) approach could have to achieve environmentally, socially and economically sustained tourism.

The example of Saint Vlas is representing just part of the issues that the Bulgarian Black Sea coast is facing today. At management level, Dieperink et al (2012) study shows that Bulgaria is still one of the member states that have fragmented tools to address coastal issues and that the country lacks a national ICZM strategy, despite the massive and increasing pressure on its coastal zone. The national and regional development plans guide the development of the Bulgarian coastal zone, but they mainly focus on short-term returns and profits. Pressure from the great number of investors, combined with lack of coordination between the coastal municipalities, limited national funds to support needed development of infrastructure and utilities, a sectoral planning system and a weak legal basis for enforcing top down implementation of plans, contribute further to this short-term thinking (Dieperink et al, 2012).

Considering the problematic aspects of tourism indicated at the Bulgarian Black Sea coast, there is a need for a strong focus on sustainable tourism development. The World Tourism Organization and Agenda 21 (1996) define sustainable tourism development as one that meets the needs of present tourists, host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems (CoastLearn, 2005).

Sustainable tourism in essential part of this research because it can make optimal use of environmental recourses, conserve natural areas, provide socio-economic benefits to all stakeholders and contribute to inter-cultural understanding and tolerance (UNWTO, 2004a). The Bulgarian coastal management and the decision makers involved in it should recognize that sustainable tourism can be achieved by creating a planning format to integrally manage the area of the Black Sea coast. This research is based on the theory of ICZM that can be defined as the integral framework that can create good conditions and be useful in developing sustainable tourism.

The aim of this thesis is to find ways for implementation of more sustainable tourism development in Bulgaria by using as guidelines the principles of the ICZM approach in order to provide a long-term perspective for the coast.

1.5 Research objectives and questions

The focus of this thesis is on finding new opportunities for implementation of more sustainable tourism development using as guidelines the principles of the ICZM approach in the Bulgarian Black Sea Coastal management system. It is necessary to formulate a sustainable coastal tourism management plan for mitigating the process of degradation of coastal community considering the physical environment, local economy and culture. Research on this topic can contribute to the better understanding of the concept of ICZM which is relatively new and not well implemented in the Bulgarian coastal management practice. From scientific point of view it can enrich the existing literature and provide new insights on ICZM in Bulgaria in order to give ideas and recommendations for better practice to decision-makers and researchers. At the same time, it can bring more awareness on coastal issues and encourage public participation in coastal developments.

Concerning the essence of the problems indicated so far, the main research question of the thesis is: **To what extent is ICZM considered in the coastal development in Bulgaria?**

There are several research questions as an effort to assist the objective above, as follows:

1. What is ICZM and in what ways does it safeguard environmental interests?

   The aim is to use the theoretical concepts of ICZM and explain the relation of the concept to tourism and sustainable tourism development.
2. What are the preconditions that are necessary for sustainable tourism development?

   The aim is to indicate the guiding principles and indicators for sustainable tourism development.
3. What kind of coastal management is there in Bulgaria at present?

   This question aims to investigate the current management and policy pertaining to coastal zones in Bulgaria in order to understand the problems in the case study of Varna and reveal the need for integration of the activities that are affecting the area.

1.6 The Scope of Study

Considering the broad character of coastal tourism I am going to focus on the environmental and management challenges on tourism in main tourist destinations along the Bulgarian Black Sea Coast. The main case discussed in this research is the one of Varna Bay and the resorts of its region. Varna is the biggest city along the coast line and critical area of

developments. The main reason for choosing primarily Varna Bay as a case is the size of the city as Bulgaria's second-largest economic center and the multiple interacting stressors from human activities that impact the coast. This study is also framed focusing more on the aspects of development impacts and decision making, not on the technical issues of tourism development. The theoretical framework will include the concept of ICZM and its principles for more sustainable tourism development.

1.7 Structure of the thesis

This thesis is divided into 5 chapters:

Chapter 1: *Introduction*

This chapter presents an introduction of the tourism industry first from a global then from a specific national and regional perspective.

Chapter 2: *Integrated Coastal Zone Management and Principles of Best Practice*

This chapter describes the context of ICZM within a regional level. It also gives an insight of specific criteria for sustainability and best practice examples.

Chapter 3: *Methodology*

This chapter provides the reader with the methods used to collect and analyze the data in this research.

Chapter 4: *Analysis of the case of Varna and ICZM perspectives for the area*

This chapter presents data from different sources related to coastal legislation to coastal zones in Bulgaria and evaluates the main factors of tourism impacting Varna coast.

Chapter 5: *Conclusions and Recommendations*

This chapter shows what the results of the data collection and analysis mean and answers the main research questions, while at the same time gives recommendations for better practice.

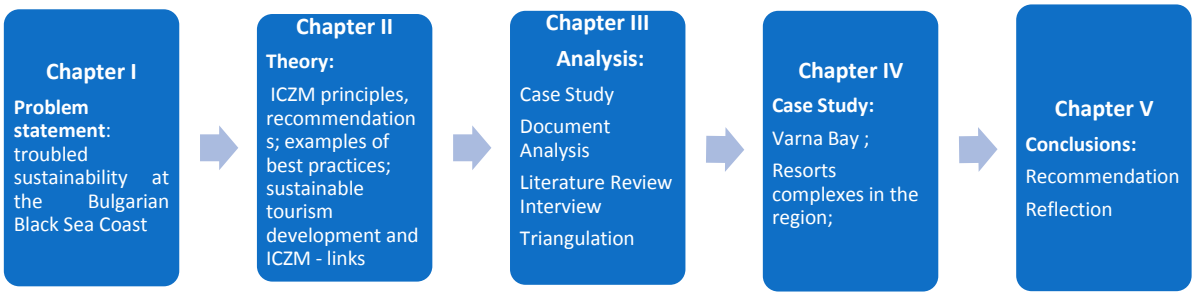

Figure 3: Set up of the thesis

Chapter II: Integrated Coastal Zone Management and Principles of Best Practice

It is important to understand the meaning of ICZM in relation to the conflicts of interests that arise from demand for coastal space and use of resources. The emphasis in this chapter is on the theoretical concepts of ICZM and the significance of its principles for sustainable tourism development of the Bulgarian Black Sea coast. Furthermore, the chapter provides an insight and investigates the reasons why the ICZM could be a suitable solution for the current issues related to the Black Sea Coast. Furthermore, here are explained the links between sustainable tourism development and ICZM and why they are essential part of this study.

2.1 Why Integrated Coastal Zone Management?

Cummins (2011) indicates the importance of the coastal ecosystems as they are highly productive containing high biological diversity and support diverse array of related industries, one of which is tourism that provides enormous economic productivity. At the same time following the focus of this thesis multiple conflicts arise from the tourism demands upon these natural resources. Often shared demands by human activities in coastal regions impose stress on finite coastal systems and resources.

Development of hard structures is causing significant change on the environment. Over development is impacting on seascape and landscapes, and is limiting traditional public access to the foreshore. The multitude of activities associated with tourism industry can have a detrimental effect on coastal habitat and water quality, in addition to creating conflicts of use among stakeholders. Impacts on coastal area, as described by Connolly et al., (2001) were categorized as:

Coastal Development: Developmental pressure on the coastal area continues is a result of social and economic driving forces such as urban expansion, retirement, second homes and the tourism industry. For example, coastal tourism has led to increases in the numbers of marinas, golf courses and residential buildings near the coast (EPA, 2000).

Coastal Agriculture: Intensive agriculture can lead a reduction in semi-natural habitats and to a decrease in biological diversity (Lee, 1999).

Coastal Erosion and Flooding: It is now recognized that the regional impacts of climate change are becoming more severe (IPCC, 2001). If sea level rises in tandem with greater and more frequent storms, coastal flooding and erosion problems will become exacerbated in vulnerable coastal areas (Devoy, 2000).

Tourism and Recreational Use: According to Cummins (2011) coastal tourism depends on the quality and diversity of the coastal environment; increases in tourist numbers have been shown to threaten areas of high ecological and resource value in our coastal marine environment.

Fishing and Aquaculture Industry: Serious concerns exist regarding the sustainability of our fisheries. Developments in aquaculture need to be balanced with requirements for protecting coastal habitats. Loss of seascape due to the sitting of aquaculture installations can cause potential conflict with the tourism industry (Cummins, 2011).

Water Quality: Direct discharges into coastal waters include urban wastewater, domestic sewage and industrial (trade effluent) inputs from hotels in the in-resort complexes can cause serious pollution of the bathing waters.

All of these impacts described above show that there are conflicts of interests that arise from demand for coastal space and resources. ICZM can provide a logical solution since it aims to reduce or eliminate such environmental problems, resulting in ethical and economic benefits. Ethical benefits include sustainable development, the promotion of social equity (through consideration of the viewpoints of all stakeholders) and protection of traditional uses of coastal resources. Economic benefits accrue from an integrated approach to management, which can have cost benefits when compared to management for separate sectors. Effective planning for the future also provides cost benefits. Decisions relating to coastal development should consider ICZM and its long-term implications in order to ensure better integration of the activities (Cummins, 2011).

2.2 Theoretical concepts of Integrated Coastal Zone Management

This section is aimed to give answer to the first question of this research in order to understand ICZM and its contributions to sustainability. The coastal zone is a complex system that varies in relation to its environmental, socio-economic, cultural and governance factors. Integrated Coastal Zone Management (ICZM) seeks to develop an integrated model for sustainable development that is based on finding points of convergence among these factors (Diedrich et al., 2010).

Knecht and Archer (1993) define ICZM as "a dynamic and continuous process of administering the use, development and protection of the coastal zone and its resources towards common objectives of national and local authorities and the aspiration of different resource user groups". ICZM is also a process of governance and consists of the legal and institutional framework necessary to ensure that development and management plans for coastal zones are integrated with environmental goals and are made with the participation of those affected (Post and Lundin, 1996).

European Commission (2000, p. 547) defines ICZM as: "a continuous process of administration the general aim of which is to put into practice sustainable development and conservation in coastal zones and to their biodiversity. To this end, ICZM seeks, through more efficient management, to establish and maintain the best use and sustainable levels of development and activity (use) in the coastal zone, and, over time, to improve the physical status of the coastal environment".

The definition given in Post and Lundin (1996) is most appropriate for this thesis, because it aims for sustainability not only on socio-economic level, but also respects the limitations of the natural resources. The purpose of ICZM is to maximise the benefits provided by the coastal zone and to minimise the conflicts and harmful effects of activities upon each other, on resources and on the environment. This definition of ICZM contributes to the better understanding of the concept and also has essential meaning for its successful implementation at the Bulgarian Black Sea Coast.

Coasts are not uniform by nature; they are shaped by different physical, social, economic and cultural factors. As a result, there is no one standard for implementing an ICZM solution. Olsen et al (1998) describe iterative stages of ICZM that are broken down into five steps

which form a typical policy or project development cycle. Figure 4 below shows these stages as essential part of the process of ICZM. There are several different coastal management cycles included aiming to achieve improvements in coastal management scenarios and also integrate coastal management between sectors (Cummins, 2011).

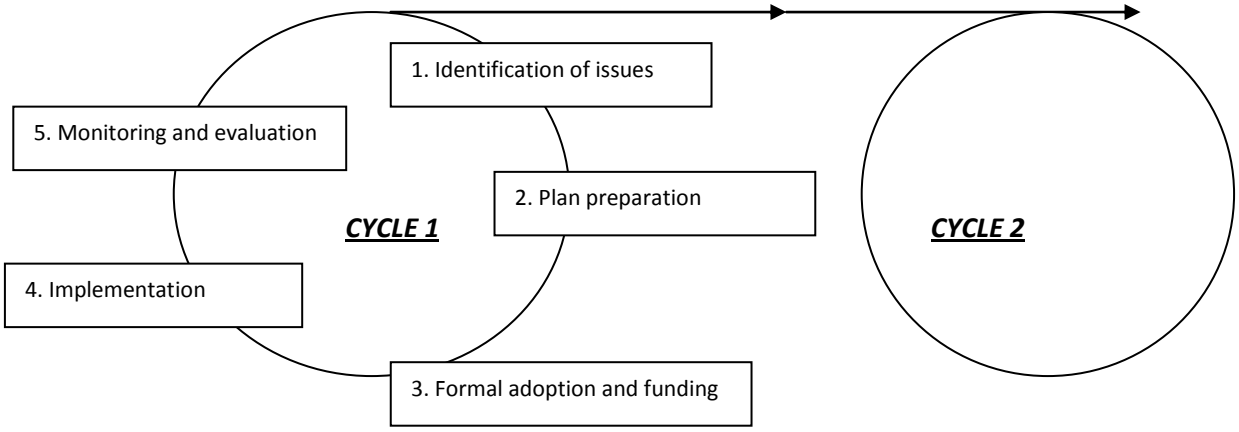

Figure 4: The stages of the ICZM cycle representing an iterative and circular approach (Adapted from Olsen et al., 1998)

UNEP (2009) simplifies the cycle and proposes that decisions can generally be taken in three separate stages - initiation, planning and implementation.

The initiation of ICZM includes the analysis of triggering factors which could strengthen public awareness of coastal issues and the need to take actions in coastal areas. If the identified coastal issues are open to public, this could initiate the participation of more parties concerned with these issues. Therefore, the decision-makers must be provided with information which shows them the urgency and benefits of such an integrated approach. The level of the decision makers to approach - local, provincial, national - depends on the geographical scope of the problem(s) on which the process will focus (CoastLearn, 2012).

Planning in ICZM refers to the development of policies and goals, and the selection of concrete sets of actions (strategies) to produce the desired mix of goods and services from the coastal area over time. It may contain the following phases: preparatory phase; analysis and forecasting; definition of goals and strategies; integration of detailed plans and management policies. Furthermore, by its nature ICZM is, to a large extent, a strategic planning activity. Negative impacts and conflicts discussed in this research are due mainly to ignorance of coastal environments and inadequate planning. This means that better

knowledge of the physical environment of coastal zones, the identification of existing and potential uses, the assessment of their mutual compatibility and their individual compatibility with the environment, and finally, the development of integrated strategies and plans, offer a good solution for a more socially and environmentally sound development process.

Implementation is the vehicle through which the plan is put into effect. It is the process of operational decision-making, working towards the objectives of the plan through interaction with relevant administrative, legal, financial and social structures, and with public participation. In addition to the direct implementation of plans, in this stage, the monitoring and evaluation, as well as eventual plan revision are carried out. Implementing a particular plan aiming the improvement of the coastal management also taking into account the ICZM objectives can lead to more sustainable development in the long run.

Complimentary to the guiding stages of the cycle, in May 2002, the European Council and Parliament signed ICZM Recommendations (2002/413/EC) to encourage action on ICZM within Member States. The Recommendations towards the EU Member States propose the formulation of national strategies and measures based on eight principles of best practice on integrated coastal zone management. These principles are as follows:

Principle 1: Adaptation of a broad holistic perspective – this principle includes a "systems" approach to ICZM due to the complexity of the biological, cultural and socio-economic factors shaping coastal areas. The focus is on taking into account a more wide-ranging perspective, which traces coastal influences to the extent of their natural and/or social boundaries.

Principle 2: Local specificity – complimenting the approach thorough understanding of specific issues in the coastal area of interest. The collection and analysis of the data and information concerning local conditions is required to achieve this goal.

Principle 3: Use adaptive management – with its ability to respond to new information and conditions during a gradual process of developing and implementing ICZM programmes.

Principle 4: Work with natural processes – in order to mitigate against negative impacts of hard engineering, alternative solutions which work with natural processes should be sought, including the use of soft engineering and/or "setback or retreat" options where possible.

Principle 5: Take a long-term view – planning ahead for the future to ensure that current management plans will have long-term benefits for the coast. Consideration should also be given to the life span of coastal management programmes to ensure sustainability of coastal management initiatives.

Principle 6: Use participatory planning – this principle is calling for collaboration of all stakeholders in the formulation and implementation of ICZM plans. This inclusive process has many direct benefits and is essential if consensus is to be achieved.

Principle 7: Ensure the support and involvement of all relevant bodies – ensure equality of input to the process by responsible administrations. ICZM can only be effective if it is supported by all of the relevant administrative bodies ("horizontal integration" e.g. between government departments), and across all levels of government ("vertical integration" e.g. between local and central government).

Principle 8: Use a combination of instruments – include mixture of legislative measures, policy programmes, economic incentives, technology solutions, research, voluntary agreements and education. The mix to be applied depends on the specific situation, which will differ according to: the geographic area, the nature of the issues to be addressed, the level of participation and cooperation among stakeholders, institutional structures, the legal basis of the initiative and the level of political and financial support available (EC, 2000, p.11-14).

The principles of ICZM are of great importance for promoting sustainable tourism mainly because they are a precondition to: renew damaged resources; respect the carrying capacity of the resource base; reduce the risks to vulnerable resources; respect the natural dynamic coastal processes; ensure the environmental and economic benefits are achieved at tolerable cost to society; develop human resources and strengthen institutional capacities; introduce the participatory approach; protect traditional uses and rights and equitable access to coastal resources (UNEP, 1995). Following these objectives, the development of

any type of tourism should take into account all the ICZM principles. The principles above can also be used as guiding for the successful integration of the activities around the Bulgarian Black Sea coast. Thus, they should be considered in the decision making of coastal developments. Following these principles the Bulgarian coastal municipalities can coordinate their activities and achieve more sustainable management of the coast by respecting the natural resources in the long term.

Krelling et al (2008) state that The Integrated Coastal Zone Management (ICZM) is the most expressive effort heading to the sustainable use of the coastal resources, therefore it should be considered in the practice of countries with intensive coastal tourism development like Bulgaria. The concept is linked inextricably to the three pillars of the sustainable development: social progress, economic growth and environmental protection. ICZM focuses mainly on harmonization, participation and strategic planning to reach sustainable development in coastal areas. Therefore, these three pillars have not been taken into account in the management and tourism developments at the Bulgarian coast and this have led to the recreational exhaustion of many territories.

At last, the definitions on ICZM reveal its importance and possible contribution to more sustainable levels of development. Furthermore, following the process and the principles of the approach can create a legal basis for better management of the coastal zone. Additionally, it can create an institutional framework to maintain and cope with the unsustainable trends of tourism in Bulgaria. This can be only be achieved and assisted by cooperation between the institutions and the local coastal communities that commonly agree to initiation of ICZM, proper planning followed by actual implementation.

2.3 Principles for sustainable tourism development

Bulgaria is a country where the economy is often driven by the tourism industry, thus multiple non-governmental organizations and societal groups have become increasingly concerned with the environmental, as well as the socio-cultural problems associated with its unsustainable trends. The activities driven by the tourism demands have led to the troubled sustainability at the coast and societal movements demanding preservation of the valuable natural areas. In this relation the understanding of the concept of sustainability plays an important role for this research. This section is also going to answer the research question

on the preconditions that are necessary for the achievement of sustainable tourism development.

The generic concept of Sustainable Development was highlighted in "*Our Common Future*" (widely known as *The Brundtland Report*) published in 1987. Sustainability was defined as: Meeting the needs of the present without compromising the ability of the future generations to meet their own needs (WCED, 1987:43). This implies that sustainable development leaves future generations with sufficient resources for quality of life. Planning over long time and the involvement of all people in development are essential.

The purpose of this section is to consider the importance of sustainable tourism development and its importance for effective coastal management. Brundtland (1987) also indicates the essence of sustainable development as a process of change in which the exploitation of resources, the direction of investments, the orientation of technological development; and institutional change are all in harmony. This harmonization of the human activities is particularly needed in relation to the space and land use of the coast by the tourism industry in Bulgaria where natural resources have been overexploited.

The concept of sustainable development is underpinned by the three fundamental principles which emanate from both its developmental and environmental contexts and against which sustainable tourism development may be compared (Sharpley, 2010). Arts (2005) explain the three contents or pillars of sustainability mentioned above. These pillars are shown in Figure 5 below:

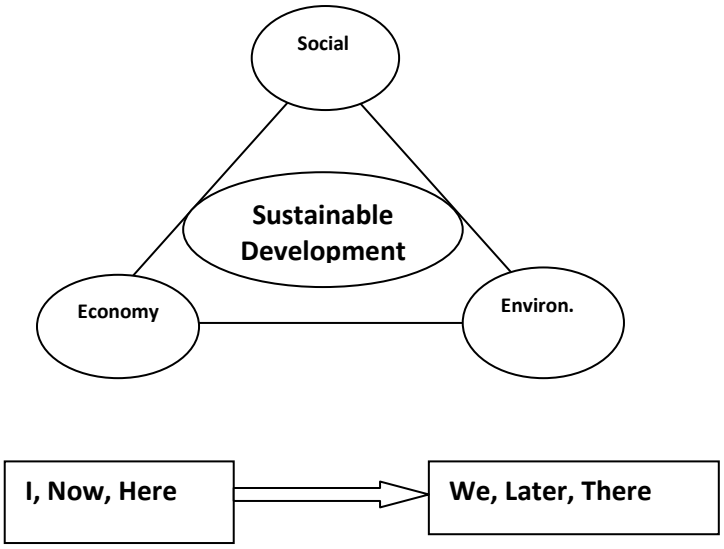

Figure 5: Pillars of sustainable development

Suitable balance must be established between these three dimensions to guarantee long-term sustainability. Respecting these three criteria for sustainable development can reduce and eliminate many of the problematic impacts caused by the tourism industry indicated so far in this research.

The concept of sustainable tourism, as developed by the WTO in the context of the United Nations sustainable development process, refers to tourist activities "leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems" (Neto, 2003). Furthermore, it is of importance to define the goal of sustainable tourism development which is a well-balanced relationship between the different types of land use and economic activities, especially in regard to the eco-system and the welfare of the indigenous population (Gormsen, 1997).
Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Considering sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development,

Thus, sustainable tourism should:
1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed (UNWTO, 2004a).

Respecting these objectives is of crucial importance for coastal management in countries with troubled sustainability caused by tourism. Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus-building. Achieving sustainable tourism is a

continuous process and it requires the constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

The Bulgarian coastal management can benefit from sustainable coastal tourism as it provides positive economic impacts related to foreign exchange earnings, contribution to government revenues, generation of employment and business opportunities. Sustainable coastal tourism can contribute directly to the conservation of sensitive areas and habitats. User fees, income taxes, taxes on sales or rental of recreational equipment and license fees for activities can provide the government with the funds needed to manage natural resources. The benefits from sustainable tourism can be expressed not only for the hosting country and its resources, but also for the visitors as they can enjoy unspoiled nature and landscapes, environmental quality (clean air and water) a healthy community with low crime rate and authentic culture and traditions (CoastLearn, 2005).

After defining the benefits and the aims of sustainable tourism it is logical to point out a way for reaching it as having in mind there is no standard recipe for it. The most certain way to approach it is the involvement of all major interest groups that have stake in local coastal development (involve local people in shaping tourism policy and decisions). Next step should be analysis of the status-quo (stakeholder analysis, facts and figures on the local economic and social structure, traditional knowledge). Strategy development must be part of the key steps in reaching sustainable tourism as it involves conservation of specific coastal landscapes that make the area attractive or is protected under nature conservation legislation, linking other sectors of economy with the tourism sector, maximizing local revenues from tourism investments, etc.

2.4 The ICZM approach to sustainable tourism development

According to King (2003) in many ways ICZM is a paradigm for sustainable development. Critical issues for the Bulgarian coast can be expressed in high intensity of resource use and development that in multiple cases exceeds the capacity of the area. Managing these issues requires an integrated approach that can coordinate the implementation of all three major objectives of sustainable development (environmental, social and economic). Integration is needed also because of the overlapping interests in the coastal area that need to be coordinated in a rational manner. The coastal resources should not be used only for economic benefit, but also for optimal balanced social and ecological use.

Integrated Coastal Zone management seems to be suitable solution for many of the issues the coast is facing as it is proactive, continuous and adaptive process of resource management for sustainable development. It achieves more comprehensive goals and focuses on the links between sectoral activities. ICZM can take into account these factors that have been missing at the tourism management level – fragility of the coastal ecosystems and landscapes, the diversity of activities and uses and their impact on the environment. European Environmental Agency's report (2009) developed a report in which ICZM is carried out through the different indicators (Figure XY) and sustainable goals that could strengthen public awareness to coastal issues and the need to take actions for sustainable tourism development in coastal areas. The ICZM indicators and their application to assess sustainable tourism are shown in Figure 6 below:

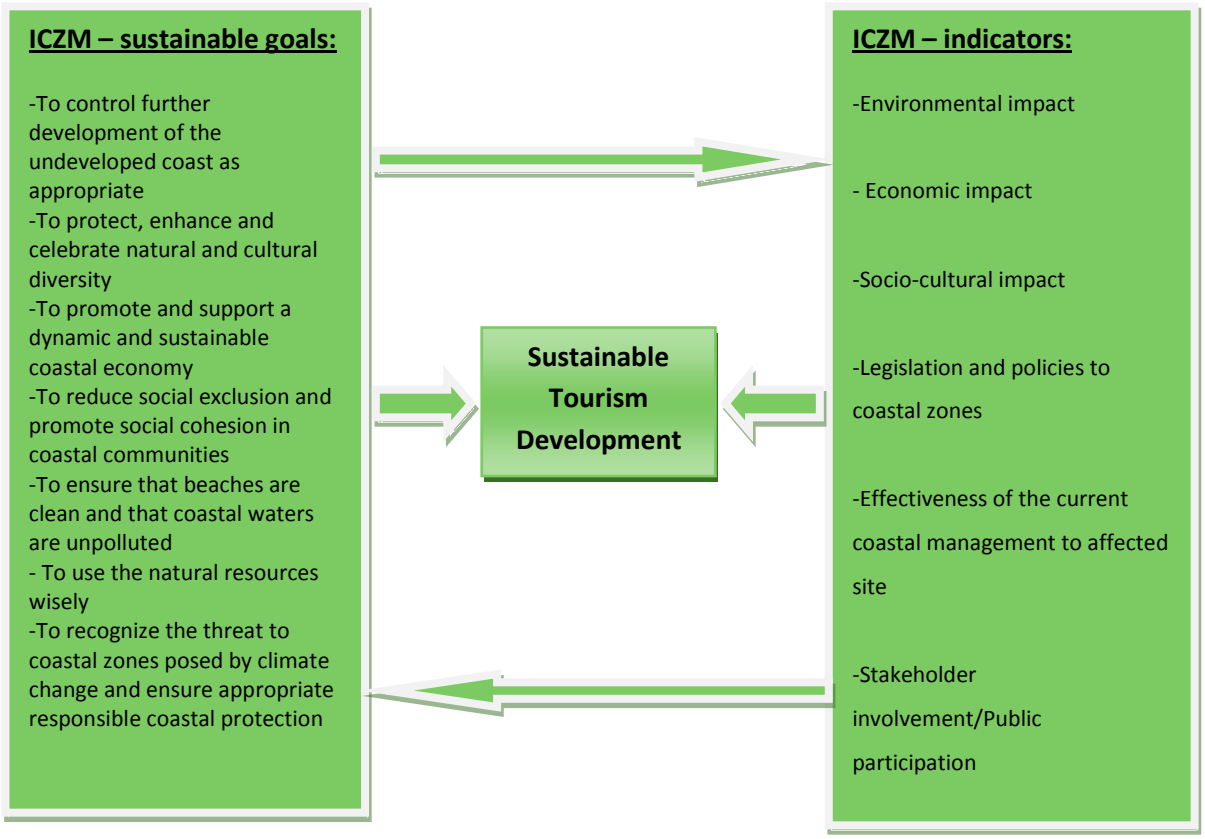

Figure 6: Conceptual Model, ICZM Indicators towards Sustainable tourism development

The sustainable goals of ICZM were developed in compliment to the EU Recommendations and focus on the sustainability of coastal areas as they indicate multiple aspects that need to be taken into account in the management practice. Introducing these goals can be a step further in reaching more sustainable levels of development in the affected coastal areas in

Bulgaria. The ICZM have essential pro-active and re-active approaches for the actions that have to be taken to deal with coastal areas reclamation and protection. The goals that can be regarded as pro-active aim to limit future negative human activities that can affect the coastal environment and community like – deterioration or pollution of the natural resources and control of further development in areas with already existing overdevelopment (example of Saint Vlas), etc. While, re-active goals look back at what have already caused damage to the natural environment and community and what actions are needed to stabilize the condition of the area.

The indicators included in the figure need to be put in a holistic strategy that would bring them in a balance of interaction. This would help in achieving the sustainable goals of ICZM as none of them can be achieved without proper policy regulation, stakeholder and public involvement, cooperation between the governmental bodies and decision makers and acceptance of the concept.

2.5 Overview of the activities to support ICZM in Bulgaria

This and the next section are going to provide an answer of the third question of the research aiming to investigate how Bulgaria implements ICZM and what is the progress achieved so far.

The Final Report of the European Commission shows that ICZM has not a long history in Bulgaria, as the country is an EU member state since 2007. Nevertheless it can be mentioned some activities related to ICZM mainly voted to preserve the coastline from erosion. The realization of interventions to strengthen the coastline allows to preserve the coastal environment and to promote the coastal development in accordance with the requirements of environmental protection. From a legal point of view, in the years 2005-2010 many new laws on transposition and implementation of environmental acquis have been issued. The themes concern the protection of the environment (protected areas, marine environment, biodiversity, ect.) and the spatial planning and development (The Regional Development Act and the Law on Spatial development).

In the years 2005-2010 several plans and programmes have been adopted both at national and local level: River Basin Management Plans (Varna region), Environmental plans (National Environmental Protection Strategy, Biodiversity Conservation Action Plan, Protected areas

Management Plan, and so on) and Sustainable development plan (National Strategy for Sustainable development of tourism).

The institutional coordination's competencies are scattered among different institutions. The Ministry of Environment and Water and the Ministry of Regional Development and Public Works are responsible for decision-making in the area of integrated coastal zone management and sustainable development. The Ministry of Environment and Water and the Ministry of Trade and Tourism are responsible for decision-making in the area of marine environmental protection. The coordination is achieved within the framework of the activities included in BSEP (Black Sea Environmental Program). Some boards for cross sectoral coordination also exist in the field of Biodiversity, environmental protection, water management, planning). In recent years the coordination mechanism has improved even if it is still underestimated the importance to coordinate ICZM activities with other sector policies (EC, 2011, p.21/839). The Black Sea Trends in implementing ICZM in shown in Appendix A where both countries Bulgaria and Romania's strategies are compared.

2.6 Progress in the implementation of the ICZM principles in Bulgaria

Based on Principle 1 of the EC Recommendations, The National Environmental Strategy (2009-2018) includes the priority goal of an integrated management of water resources in the coastal areas of the Black Sea, based on an ecosystem approach. Achieving co-ordination between the goals of the spatial development policy and those of regional development is a mandatory condition for the sustainable and balanced development of the entire national territory. The approval of the Regional Development Act and the Law on Spatial Development lays down renewed opportunity for integration of the approaches in these two fields. The competences are still scattered among different institutions involved in the integrated coastal zone management, sustainable development and marine environmental protection. The coordination that is necessary for the achievement of principle 1 occurs within the framework of the activities of Black Sea Environmental Programme.

Principle 2 has faced difficulties of implementation since no significant progress were made in the long term perspective and in the adaptive management (Principle 3), even though the National Conservation Action Plan, taking into account adaptation of the biodiversity to climate change, as well the National communication for climate change are some attempt in the recommended direction.

The municipal bodies (emphasized in Principle 4) play an important role in the implementation of the policy in the environmental sector and in this respect their main functions are related to the development of environmental protection programmes, the policies on transportation and safe disposal of municipal waste and urban waste water treatment plants. The municipal bodies inform the public about the state of the environment and control the implementation of the environmental legislation. The municipal bodies are mainly involved and are responsible for spatial planning and the adoption of the General and detailed spatial development plans. However, a further support to small municipalities in their coastal development activities is needed.

Principle 5 has also little success since no significant progresses were reported in curbing unsustainable development trends. Hotspots in the Bulgarian coast refer to industrial activities, pollution due to oil products and wastewaters along the beaches. Shipping as well is considered to be one of the greatest pressures on the environmental coastal quality.

The participatory process, involving all the interested parties, is widespread in the coordination activities of local and regional policies. Some examples concern the EIA public discussions, the River Basin Management Plan discussions, the protected areas and Natura 2000 sites assessment of compatibility, etc. (Principle 6). Several examples of public database are available to widespread information on coastal zone, concerning coastal uses, protected land and sea areas, landslide and erosion processes.

Little progress in the vertical coordination can be reported both at national and local level thanks to the inter-institutional boards and new development plans (Principle 7).

In recent years the coordination mechanism has improved in Bulgaria, even if the importance to coordinate ICZM activities with other sectoral policies it is still underestimated (Principle 8). The need for a better inter-institutional coordination in order to develop common actions to reinforce coastal area are furthermore highlighted (EC, 2011). The final EC report on ICZM shows the overall progress of the implementation of the ICZM principles in the Black Sea countries, and gives a comparison between Bulgaria and Romania as ones. The comparison indicates that despite the fact the countries joined the European Union at the same time in 2007. The results of the evaluation show that Bulgaria falls behind in the implementation of the ICZM approach and in following the EU principles and

recommendations. Tables with compared ICZM indicators for Bulgaria and Romania and their progress in relation to the EU Recommendations are shown in Appendix A.

2.7 Conclusion

This chapter revealed that in many ways ICZM can be a paradigm for sustainable tourism development. The existing management of the Bulgarian coastal zones can be defined as fragmented. Thus, it has provoked the kind of response that may also be appropriate in urban areas and community regeneration where many agencies operate and where the public is increasingly demanding a “say” in affairs. Following the indicators and goals listed in the conceptual model, the tourism industry in Bulgaria could find a balance between its economic interests and the rational and sustainable use of the resources on which it depends. Although, ICZM provides logical and reasonable solutions to coastal issues it should be also taken into account that the concept even well understood and implemented cannot be a solution to all of the problematic factors of tourism. The approach gives the tools which can help reducing the gaps in coastal management practice, but it should also be considered that it often requites much time, strong co-operation and financial support from the governmental bodies.

Chapter III: Methodology

This chapter describes the methods used in this research that aim to assist and answer the main research question on the possible contribution of ICZM to more sustainable tourism development in Bulgaria. The data has been collected by using various research methods that also help to investigate and analyze how tourism industry impacts the environment and the coastal communities in the main case study of Varna. First, literature review is described as a way to assist the analyze the theories on coastal management and the case study, then using the triangulation method the chapter summarizes and further describes the three main methods of research – case-study research, policy document analysis and interviews. At last, it concludes with some obstacles during the process of research. The nature of this research is exploratory, thus it uses primarily qualitative data.

3.1 Literature Review

Manalo and Trafford (2004) define the method of literature review as one that "contains a critical analysis and the integration of information from a number of sources, as well as a consideration of any gaps in the literature and possibilities for future research". It also provides the reader with a picture of the state of knowledge and the main questions in the subject area being investigated (Bell, 1999). The purpose of the literature review in this thesis is to find out what information already exist in the field of ICZM in Bulgaria; show the relationships between previous studies and theories; identify main ideas, conclusions and theories and establish similarities and differences.

The method of literature review in this thesis aims to provide the background information needed for the research. It is also used to assist answering the main research questions related to the theoretical concepts of coastal management, the case study of Varna Bay and the tourism sector. A part of the scientific literature on anthropological impact and population pressure of the coast, ICZM and tourism management and tendencies was provided by team of coastal and marine experts of the Institute of Oceanology in Varna which is part of The Bulgarian Science Academy. Journals related to the anthropological impact on Varna coast were provided by experts from The Black Sea Basin Directorate (BSBD). Useful sources of literature provided by the BSBD in Varna and 7 municipalities in

the region assisted creating a better vision of the existing coastal issues in the area. The archive of files with data on the environment could only be accessed by request on the official website of BSBD (http://www.bsbd.org/) but were still open to the public. This defines BSBD as the kind of administration that provides transparency of the information on coastal studies that can assist other research institutions and decision-makers.

3.2 Triangulation Method

Decrop (1999) explains that triangulation implies that a single point is considered from three different and independent sources. Webb et al. (1966) and Jick (1979) refined triangulation as mixing qualitative and quantitative methods, advocating that both should be viewed as complementary instead of rival camps. To simplify the definition it can be explained that triangulation is looking at the same research question, from more than one source of data.

This use of this method of research seems logical in this thesis considering the collected information is coming from different angles used to elaborate on and answer the main research problem. There are four different kinds of triangulation methods – data, method, investigator and theoretical triangulation. It can use qualitative methods or a combination of qualitative and quantitative ones (Decrop, 1999). In this research I use method triangulations, because it entails use of multiple methods to study a single problem. In this case I am using three different exploration techniques – case-study research, policy document analysis and interviews (Figure 7). Main advantage is that by using multiple methods the researcher can assist and make the information more credible and dependable.

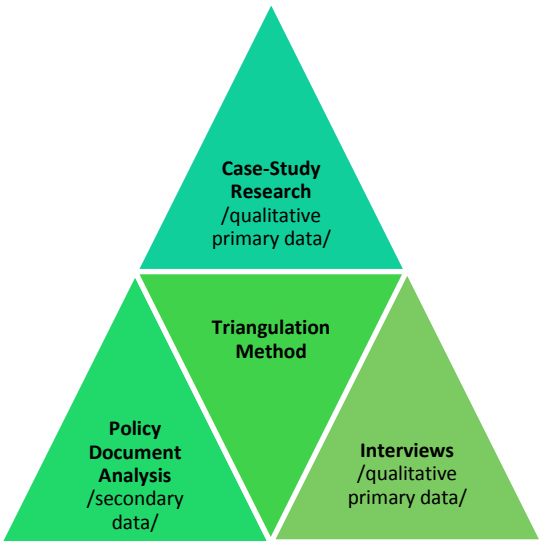

Figure 7: The Triangulation method

3.2.1 Case Study Research

The case study is a research strategy which focuses on understanding the dynamics present within single settings. Case studies can involve either single or multiple cases, and numerous levels of analysis (Yin, 1984). This research is focused on examining a single case of Varna district as it represents one of the most problematic areas at the Bulgarian Black Sea coast. This method of research typically combines qualitative data collection methods such as archives, interviews, questionnaires, and observation. However, case studies can also be quantitative in nature or a mix of both sorts of data (Kitchin, 2000). This research focuses on the qualitative evidences (from interviews and document analysis) in the case (Eisenhardt, 1989).

The reason this is the main method of research in this thesis is because of its important advantage to allow the researcher to capture the reality and detail by studying a phenomenon in its natural context (Cavaye, 1996). It is also valuable in developing and refining concepts for further study.

In order to gain an understanding of the Varna case, several interviews with experts on the ICZM in Varna representing two different stakeholder groups (NGO and BSBD) were conducted. The data was also derived from written documents, papers and archives. The way to do so was to collect different data one after another from different sites (Gable, 1994). Essential contribution to the case study has the analysis of two international projects – "MyCoast" and "SPICOSA". The projects (described in Chapter 4) give an insight of the first steps towards the integrated approach in Varna.

Case study of Varna

The case chosen for analysis in this research - Varna district is the biggest city and economic power at the Bulgarian coast. Varna is the only coastal municipality in Bulgaria that has taken the ICZM approach into consideration, but still has little experience in its successful implementation.

3.2.2 Policy Document Analysis

Documents are "anything that has to be read" (Bardach, 2009), for example: books, journal articles, government reports, statistical archives, and newspapers. This research uses primarily document type of data. Documentary sources provide a wealth of secondary data

and valuable insight into the structures and mechanisms of socio-spatial thinking and practice (Kitchin, 2000).

The most relevant documents collected in this research are in the form of: copies of handbooks, guidelines, reports, research articles on policies, reports based on statistical archives published by the government and the local municipalities, newspapers and articles. The basic data for the municipalities and settlements are obtained of the official documents collected from various censuses for the years 2009, 2010, 2011, 2012, 2013. The reports were downloaded from the websites of Ministry of Environment and Water, The National Statistical Institute (NSI), NSI Varna and the Basin Directorate of Water Management Varna.

Data from current and recent policy documents was reviewed and analyzed in order to understand the legislative framework in relation to the management and governance of coastal areas in Bulgaria. Some of the documents were in form of hard copies, like handbooks and guidelines. The most relevant and significant policy documents collected from different institutions for this research are listed below with a brief description of the content:

- *National Report on the Current Policies, Procedures, Legal Basis and Practice In Varna District Coastal Zones Spatial Planning, Year 2007* - Transnational, comparative study on current role of spatial planning in National ICZM strategies and identification of opportunities/threats - strengths/weaknesses – gaps/best practice;
- *Municipality of Varna - Program for Sustainable Tourism Development (2007-2013), Year 2007.* The program presents the vision, aims, priorities, measures and projects related to the municipality of Varna and the region. Its main objective is the effective and sustainable development of tourism in the municipality based on the principles of economic, environmental and social sustainability.
- *Municipality of Varna – Economic Structure and Growth Prospects Analysis in Connection With the Municipality Credit Rating Development, Year 2010.* The report presents the economic growth of the municipality – employment rates, revenues from business sectors, etc.
- *Bulgarian National Annual Report on Integrated Coastal Zone Management. Year 2013.* Coordinated by Lyudmil Ikonomov, National Focal Point for Bulgaria in the

ICZM Advisory Group to the Black Sea Commission. The report includes data with relevance up to 2012, using Statistical District Reviews from Varna.

- United Nations Environment Programme (UNEP) Handbook on *Sustainable Coastal Tourism – An integrated planning and management approach, Year 2009.* The purpose of the handbook is to explain how the tourism sector can coordinate effectively in the overall development of coastal zones and contribute to the long-term sustainability. It elaborates on the ICZM approach towards sustainable coastal development.
- National Strategy for Regional Development, *Year 2005-2015*
- Report from *National Statistical Institute, Territorial Statistics Bureau – Varna, Statistical Review of Varna District, Year2009 (data range 2008), Varna 2010.*
- *Executive Environmental Agency, Register of the Protected Areas and the Protected Zones in Bulgaria (online database): http://eea.government.bg/zpo/index.jsp*

3.2.3 Interviews

Dey (1993) explains that in order to analyze qualitative data good, we have to do more than just describe the data, but to interpret its meanings and explain and understand the data generated. The interview questions in this thesis seek to gain better understanding and insider's information on ICZM and explain what this approach means for the coastal management in Varna. Furthermore, they investigate what are the implications and the barriers on administrative level for the concept's successful contribution to more sustainable tourism.

The strength of the interview approach is that it allows respondents to raise issues that the interviewer may not have anticipated (Silverman, 1993). In a research on coastal area and the conflicts related, it is important that the interview questions get to the heart of the way people construct and experience the world. Thus, there is no one answer (Beer, 1997).

The interviews used as a method of collecting some of the primary data in this research were held in July 2014. The research questions of this thesis were partially answered by gathering information from people in order to understand their opinion to the related case issues of the Bulgarian coast and particularly to examine the coast of the municipality Varna. Beck and Manuel (2008) suggest that if you want to understand or explore finely shaded human issues, if your question seems best answered in prose rather than with numbers, and if you

want to explore a trend or an experience looking for themes, then the interview is a good choice for data gathering. This kind of research can better answer its objectives by conducting interviews, rather than using questionnaires. The interviews can help the researcher to look from a different perspective and more specifically the perspective of the interviewee. This perspective is very important in a complex system as the coastal zone to reveal possible solutions for the better integrated management.

Because of the complex relationship between the institutions involved in the coastal management in Varna and the limited or no implementation of the ICZM approach, in this research I have analyzed competence opinions from three experts representing two different stakeholder groups. One of them was the director of the Black Sea Basin Directorate (BSBD) who is an expert on the marine and coastal management in Varna and two experts on tourism development from the Non-governmental organization "Varna Chamber of Tourism" (VCT), which is the biggest tourism organization in Varna. Interviewees from two different areas were chosen because in this research it is important to draw analysis and gain understanding on ICZM from the perspective of tourism management as well as from coastal and marine expert's perspective. The purpose of choosing these interviewees is to generate information from people who are involved in the coastal management and decision-making in Varna and find out what are the actions taken in order to cope with coastal issues and what is the role of ICZM.

Due to time constraints and inability to conduct the interviews personally, I have sent the interview open questions via e-mail correspondence to limited number of experts only from the municipality of Varna (on local level) considering it is the case studied in this thesis. Appendix B presents the interview guide used as a basis for gathering the information. In Appendix D, a table presents the 10 open questions that were given to the interviewees and their responds. Sorting and splitting the data have allowed me to analyze it through comparison (Kitchin, 2000). Presenting the answers in a table seemed logical considering the limited number of the interviewees and it allows the reader to gain clearer idea of the expert's opinions and the chance to compare the differences and similarities between the data collected.

3.3 Limitations to the study

Doing research on a topic related to relatively new concept as ICZM to Bulgaria was a challenge considering the limited and inadequate segregation of information relevant to such a broad study. The concept has been widely discussed by different institutions involved in coastal management and decision-making, but the studies conducted in this area were not enough or covering all relevant information needed for this research (environmental, socio-cultural and economic analysis). ICZM requires expert's knowledge and time to be studied well and competence to be reported. The data was often outdated or covering general qualitative and statistical data from the coastal municipalities. The EU requirements and guidelines have led to discussions and theoretical reports presented from Bulgaria to the European Commission on the progress of ICZM in the country. Despite, the reports were missing the actual implementation of ICZM at the Bulgarian coast, covering statistical data and measures, rather than qualitative analysis and developed scenarios for application of the concept.

Therefore, because of these limitations any conclusions that can be drawn from the analysis of this research could be updated in case of further investigations. The conclusions of this study are limited to the existing studies on coastal management and ICZM for Bulgaria.

Chapter IV: Analysis of the case of Varna and ICZM perspectives for the area

In order to specifically detail and explore the management of the Bulgarian Black Sea Catchment area, this chapter is going to provide its background and a case analysis of Varna coast. The collected data aims to give an insight about the condition and management of the coastal zone at present and the developments that have led to the recreational capacity exhaustion of the territories and land use conflicts. Furthermore, the information is going to help answer the main research question to indicate the need for ICZM and to what extent its development can be found in the Bulgarian coastal zone management practice.

4.1 Coastal tourism in the context of Bulgaria

Bulgaria is located in south-eastern Europe and is together with Romania the only EU member state bordering the Black Sea. The total Bulgarian coastline measures 125 km and is located along the provinces Dobrich, Varna and Burgas. The coastal provinces are visualized in Figure 8.

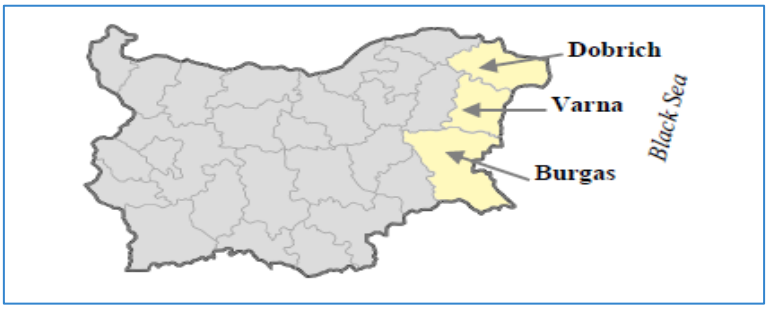

Figure 8: Source: Policy Research based on EEA, 2006.

Six countries share the Black Sea coast: Bulgaria and Romania in the west, Russia and Ukraine at north, Georgia at east, Turkey at south (Figure 9). The Bulgarian Black sea coast covers the entire eastern border of Bulgaria stretching from the Romanian Black Sea resorts in the north to European Turkey in the south, along 354 km of coastline (Rotaru, 2010). According to Solakov (2005) the coastal zone is 5.21% of the country territory and hosts 8.85% of the national population. 13 of the 262 municipalities of Bulgaria are located in the coastal zone and the 78 beaches are fully spread along the coastline. These coastal municipalities are major spots for tourism: Varna, Bourgas, Sozopol, Obzor, Primorsko,

Shabla, Kavarna, Balchik, Dolni Chiflic, Byala, Nessabar, Pomorie and Tsarevo. The coast is an important center of tourism during the summer season (May–October), drawing millions of foreign and local tourists alike and constituting one of the country's most popular tourist destinations.

Figure 9: Black Sea map. Source. Rotaru, 2010

Tourism in Bulgaria is a large and a fast growing sector, and an important driver of national economic growth over the last decade. The data from NSI indicates that the number of foreign visitor arrivals to Bulgaria has been increasing rapidly – for the period January-September, 2011 – 4.4% more visits, compared to the same period of time in 2010. The National statistics also indicate 6.7% increase in 2013, again compared to the same period of time in 2012 (NSI, 2013). These increasing tendencies can be explained by the characteristics of the The Black Sea coast, as it is known for the wide sandy beaches that in combination of good for recreation climate attracts more tourists. Following the condition of the coast Bulgaria is most famous for its beach or coastal tourism as a mass tourism. This form of tourism is potentially damaging to the environment and to local communities, and lacks a long-term sustainable strategy and supporting policy framework (Cooper, 2007). This is mainly because mass tourism aims economic growth and fast territorial expansion by building new hotels in the resort complexes (Palazov & Stanchev, 2007). The growth of mass tourism in Bulgaria has brought several disadvantages that are expressed in greater pressure on the coast and land use conflicts (Murphy, 1981).

The tourism activities on the coastline have been one of the main sources of negative impact on the environment. The sharp increase in the construction of resorts has led to overbuilding the capacity in the course of 10 years (Dimitrova, 2006). The result of the rapid development

has not been well planned. Lack of state control and imperfect legislation has resulted in massive overbuilding on the Black Sea coast. Much effort has gone into building of hotels, restaurants and other tourist buildings and infrastructure, while little care has been taken of the urban infrastructure or the remaining green spaces and the environment. Slunchev Briag (Sunny Beach), Zlatni Piasatsi (Golden Sands), Saint Constantin and Elena and Albena are the biggest and most popular seaside resorts at the Bulgarian Black Sea coast and show examples of massive new constructions built yearly to meet the tourism's demands (Bachvarov, 2007). The growth of these beach resorts is a reason for concern. In many places the restrictions on construction are not observed. Powerful interest groups like real estate companies, private business parties, international investors are trying to take entire sections of the coast that contain the most significant biodiversity (Dimitrova, 2006). Many hotels, both new and old discharge much of their waste straight into the waterways without treatment (Moncheva et al., 2012). Even this changing of the local environment can have huge effects causing water pollution, air pollution, coastal erosion and deposition, which would eventually become very costly to recover.

It can be expected that the processes described above lack integration of the activities and therefore bring about changes in the structural, legislative and policy framework in Bulgaria. There are a number of inherent weaknesses in the current structure of management and its operation that can be defined as a barrier to the successful implementation of ICZM in practice. The next section is going to examine the management of the coastal zones in Bulgaria in order to show what actions are taken on national level towards the sustainable development of coastal territories.

4.2 Overview of the policy pertaining to coastal zone management in Bulgaria

First resolutions for management of the Bulgarian coast with a general legal tools date from 1995. The country adopted a specialized Regulation for rules and norms structuring the differentiated zones along the Black Sea coastline and identified rules and restrictions for building in these zones (National Report, 2007, p.44). In 2005 additional regulations and interdictions were introduced with reference to building in coastal zones and a rigid regime for the construction on the sand strip and in a close vicinity to the coast.

There are several development schemes and plans with regard to the Bulgarian Black Sea coast that are important for the spatial planning of the coast: The Specialized Development Scheme for the Black Sea Coast; General Development Plans of the municipalities along the Black Sea coast; and Detailed Development plans. These plans are motivating the need to create scheme/plan, the territorial scope, the terms and the stages for drawing, as well as the basic requirements to it. They also aim for balanced development of territories in environmental, social and economic perspective (National Report, 2007, p.14). Despite that, in this research some examples of illegal developments will be discussed. Therefore, of importance are the General Development Plans for the municipalities along the Black Sea coast as they determine: the utmost recreational capacity of the in-resort settlements, resorts, villa zones; the measures for beach protection, reclamation and improvement of the aesthetic qualities of the territories; the territories and the zones where new building is not allowed neither the expansion of the boundaries of the actual urbanized territories; the boundaries of coastal beach strip; structure rules and legal acts on building - subject to structural planning as well as specific rules and legal acts to them (National Report, 2007, p.18).

The **Territorial Development Plans** of all Black Sea municipalities in Bulgaria were developed and adopted including Regulation 7 where a special chapter named “Structure of the Black Sea coast” was introduced. In the plans were defined the exact boundaries of two zones “A” and “B”. Zone “A” is covering: coastal beach strip; coast consolidation and coast-protection facilities, adjacent to the sea coastal lakes, lagoons, firths and wet zones; sand dunes; parts from agricultural and forest territories, adjacent of the coastal beach strip of 100m width, measured horizontally; protected territories as by the Law on protected territories, bordering the sea coast. Zone “B” covers agricultural and forest territories of 2 km width, measured from the boundary of zone “A”. The Regulation specifies that in zone “A”, it is not allowed: building of edifices, buildings, facilities and solid fences; erecting of enclosures on the coastal beach strip, restricting the free access to it; mouthing of untreated wastewater (National Report, 2007, p.11-12).

An efficient policy for **urban planning** is also important for the territorial scope of coastal zones. It is applied by drawing and implementation of general *municipal development plans* in compliance with the provisions of the Territory Structure Act (TSA), by which are defined

the rules and legal acts for building of separate parts of towns, according to the functional zoning of the territory, as well as determination of indices for building (density, intensivity, minimum green area) of the separate structure zones and stand-alone areas (National Report, 2007, p. 22). This was also indicated in Regulation 7 for the determination of urban structure indices of the resorts, holiday settlements and villa zones reference. The legal acts are restricting the density of building up to 30%; there is a provision of a minimum green area of 50%, limitation of the stories up to 15 m in the cases of new resort territories, as for the holiday settlements up to 10 m and in villa zones up to 7 m (National Report, 2007, p.12).

Since Bulgaria joined the EU in 2007, the country was expected to follow specific directives and requirements regarding air quality, water quality, waste management, etc. in order to ensure sustainable and balanced development of the Black Sea Coast.

The policy of Bulgaria in the field of **environment** to a large extent corresponds to the European legislation, as the country has adopted its frame legislation by the end of 2003, thus achieved harmonization with the European Union law (National Report, 2007, p.24).

Convention for **Environmental Impact Assessment** in transboundary aspect /ESPO Convention 1991 was signed by Bulgaria on 25.02.1991. The country follows the requirements of Directive 85/337/EEC applicable to Environmental Impact Assessment that is organized and coordinated by the Ministry of Environment and Water. The aim of the Environmental Assessment and EIA is the integration of the provisions with regard to environment in the process of development as a whole and the implementation of the sustainable development principle which has important contribution to sustainable tourism (National Report, 2007, p.25)

In order to provide a high level of protection of the environment and for the achievement of sustainable development, **Strategic environmental assessment (SEA)** of the Operational Programme “Environment” 2007-2013 has been also carried out in Bulgaria. The main purpose of SEA was to contribute to the integration of environmental considerations by exploring the current state of the environment, environmental priorities and objectives, environmental impacts and indicators for the impacts, monitoring, etc. (MOEW, 2007).

Water management in Bulgaria is performed and guided by the Ministry of Environment and Water, the Basin Directorates, including the Black Sea Basin Directorate (BSBD), as responsible institutions at national level and regional level for the application of the Frame Directive on Water in the Republic of Bulgaria (Annual Report, 2013, p.3). In compliance with the requirements of the Frame Directive on Water was prepared a plan for coastal seawater monitoring, including monitoring for pollution and biological monitoring, which is realized systematically since 2002 to date (National Report, 2007, E, p.45)**.**

A key legal document related to the regulation of the activities in the coastal zone trough measures for integrated water management in the Water Act (Prom. SG. 67/27 Jul 1999). According to the requirements of the Act, the territory (and the aquatic areas) of Bulgaria are divided into river basins as a basic unit for integrated water management, each of them having their own management structure and their own management plan. In 2012 the Water Act was amended with a requirement for the Minister of Environment and Waters to participate in the National Council for Spatial Planning when spatial plans concerning coastal zones, coastal biodiversity and coastal infrastructure will be discussed and approved (Annual Report, 2013, p.4)

The **Water Management Plan** for the Black Sea River-Basin Management Region was adopted in 2010 by the Order of the Minister of Environment and Waters. The Plan is the main inter-sectoral strategic tool for water management in Bulgaria. It includes a set of measures (Programme of Measures) for water protection and restoration, most of which are related to the activities still to be implemented in the coastal zone, thus setting the frame for integrated coastal zone management in Bulgaria (Annual Report, p.4)

Regarding the **Air quality requirements,** Bulgaria has adopted the Clean Air Act in 2001 in compliance with the EU directives. The requirements of Frame Directive 96/62/EC for *assessment and management of the quality of atmospheric air,* Directive 99/30/EC applicable to the norms for sulphur dioxide, nitrogen oxides, dust particles and lead in the atmospheric air and Directive 92/72/EC on the pollution of atmospheric air with troposphere ozone are adopted to the Bulgarian legislation and there is organization created for control on the sources of pollution and monitoring of the environment in settlements (NRDS, 2005, p. 25).

The country adopted Law on **Waste Management** which sets the legal framework for introduction and application of the European legislation in "Waste management" sector. The harmonization of the national legislation to a considerable extent corresponds to the EU legislation, applicable to the specific wastes and installations for rendering them harmless. From the application of the polluter pays principle result obligations for the generators of dangerous wastes and for the manufacturers and importers of products, after the use of which dangerous wastes are generated, so that they assume the expenses for separate collection and waste treatment. Charges were introduced for products, which after use turn into widely spread wastes. Orders were adopted to implement the EU law on harmful wastes and chemicals.

Regarding the protected territories along the coast, in the period 1990-2007 the building-up /"Kamchiya" reserve, "Golden sands" natural park, the wet zones and protected localities – Irakli, Pasha Dere, etc./ was defined in the Law on Protected Territories and individual administrative acts of the Minister of Environment and Water issued in this respect (EEA, 2013). The protected territories are included in the list of the national Executive Environmental Agency following the NATURA 2000-list (an ecological network of protected areas in the territory of the EU).

No matter, that the policy framework, related to the sustainable land management of the coast is to a large extent available and that the Bulgarian legislation offers a wide range of legal devices for protection and land management, there is still lack of clearly regulated interconnection between the goals and the specific provisions of these Laws. One of the basic weak points, which are observed in this aspect, is related to the insufficient implementation of legislative regulation and the requirements for prevention and control.

The next section is going to present a case study of the most problematic area of Varna (the sea capital of Bulgaria) as an example of chaotic developments and insufficient management and control of the human activities in the area.

4.3 Presentation of Varna's Coastal Area

Varna district is the biggest costal municipality at the Bulgarian Black Sea coast and occupies the third place in the country by population number. According to the official data of NSI Varna (2013) the total number of the population in Varna district for the period of 2007-

2013 had increased from 459,613 to 474,076. The highest employment on the average for the reviewed period for Varna is in the sectors of “Industry” (23.04%) and “Trade, repairs and maintenance” (23.74%). The employment rate is almost twice as high in the sectors of "hotels and restaurants" (12.12%) and “construction” (13.04%) in Varna, as compared to those in Bulgaria (5.84% for hotels and restaurants and 8.24% for construction). The district's economy is highly specialized in the services sector which accounts for approximately 69% of the overall revenues for the district. In 2010 GDP of Varna is well-represented constituting 6.3% of the national GDP (Municipality of Varna, 2010, p.4).

The geostrategic location of the municipality of Varna, the developed economy, along with the tourist potential and the excellent sea communications make it an attractive place for investments and precondition the opportunities for a prosperous social-economic development. Thus, in Varna are located 49.4% of the hotels along the Bulgarian coast. Prognoses point out that the process of increase of bedroom capacity goes on, including also the smaller and distant settlements along the Black Sea coast (National Report, 2007).

Varna district has a comparatively good natural, economic and human resource, high bioclimatic potential, coastal zones with varied landscape, water basins, a network of protected territories and rich biological diversity. Several sand beaches with great significance for the region are located in the bay of Varna (Figure 10) (Stancheva et al., 2011). The great weather conditions in summer and the natural characteristics of these beach areas are good preconditions for tourism development and attract thousands of tourists yearly.

Figure 10: Locator map of Varna Bay. Source: http://serc.carleton.edu/details/images/14921.html

Varna scores with the highest number of tourists visiting the area. Number of tourists, who prefer to have a rest at the seacoast, is increasing continuously. For the period 1999-2004 they had been increased with 118 % and the total number had reached 1 450 188, or more than twice of local coastal population. Again in the municipalities of Varna, Nessebar and Balchik in 2004 the number of tourists was 1 241 127 or 85.58 % from all tourists resting at the Bulgarian Black Sea coastal municipalities. During the year the most crowded months are July and August, as in these months, total coastal population of the Bulgarian Black Sea coast could be increased with approximately 20%, but at the some resorts more than 200%.

The National Statistical Institute (NSI) of Varna shows that the municipality was visited by 734 657 tourists in 2010 and 856 651 in 2012. The statistics show growing interest from tourists coming from neighboring countries (NSI-Varna, 2014).
Moncheva et al. (2012) indicate that the tourist resorts, built on the coast of Varna Bay from the early 1950s on, expanded greatly after the mid-1990s, and tourism became one of the area's main sources of income, wealth, and employment, while exerting additional pressure on the ecosystem. The tendencies of increasing developments have perspectives to continue further, since the number of overnight guests and night accommodations in the shelter facilities in Varna Municipality is expected to grow in 2015 by 70% and 80% (BSBD, 2014).

The following section is going to describe what kind of changes occurred in result of the tourism expansion and the factors negatively impacting Varna coast.

4.4 Evaluation of the tourism impact on Varna coast

The coastal developments related to the tourism sector in Varna were increasing in order to meet the tourism's demands. Thus, these activities have caused some of the basic problems of the area's coastal zone spatial development. Therefore, this section is going to investigate whether the tourism sector in Varna is contributing to a sustainable development or not.

Because of the increasing developments and the fact that Varna Bay coastal area is one of the hot spots along the Bulgarian Black Sea coast multiple environmental pressures are to be faced. The impacts of the tourism industry are the reason the ecological state of Varna's coastal ecosystem suffers serious pressure and deterioration from the increased construction of new residential and recreational houses. Stanchev et al. (2013) have studied the actual impacts and implications of population and tourism development growth in the

Bulgarian coastal zone. The study shows that Varna is the coastal municipality that scores highest number of tourists and constructions situated in the coastal zone. The exact expansion of construction and increased number of tourists in Varna and the municipalities are shown in Appendix C.

Following the environmental challenges the municipality of Varna developed a regional Strategy for Sustainable Tourism Development that took place in 2007-2013. Analysis of this report is important because it indicates the tourism's main factors affecting Varna coast also the advantages and the shortcomings of the coastal management in the municipality so far. Some of the major implications of the strategy are linked to the socio-economic and environmental tourism impacts in the region. According to the afore mentioned Strategy, the main objective for the tourism development for the period up to year 2013 is "to increase the competitiveness and effectiveness of the tourist sector in Bulgaria through efficient exploitation and preservation of the existing natural and anthropogenic resources in compliance with the principles for sustainable tourism development". As the factors are evaluated from environmental, economic and socio-cultural perspective they are also linked to the ICZM approach and its possible applicability.

4.4.1 Environmental impacts

After analysis of the national report document, the following key factors which have importance to the environment were indicated:

- *Air quality*

Varna is one of the cities where monitoring with regard to the state of the atmospheric air is performed. In order to decrease the levels of pollution municipal programmes were adopted which envisage decrease of the pollution down to the admissible concentration limit by 31 December, 2008. However, the pollution levels with sulphur and nitric dioxides in Varna which is subject to assessment and management of the quality of the atmospheric air (AMQAA) are above the upper permissible limits (set by the EU Directives). Varna is still one of the areas, which have emitted the largest quantities of nitric dioxides per 1000 inhabitant (NSRD, 2005-2015, p.26). The air quality in Varna district has been majorly impacted from the growing number of tourists travelling by car, mostly from neighboring countries. There is a need for development of regulations restricting the traffic in the central part of the city

(National Report, 2007, p.88). Using as guiding the ICZM principle of *local specificity* the municipality of Varna can collect relevant data on the amount of traffic in the area and analyze it according to the local conditions. Consequently, measures have to be taken in order to restrict and limit the traffic in the area and therefore decrease the air emissions caused in the busy summer season.

- *Water*

Water resources in the region have also been affected by the tourism industry. Main sources of pollution of the underground water in Varna bay are caused by leaks from the sewage system of the seaside resorts. The condition of the surface water and mostly the sea water has a significant importance for tourism development and land use for recreational purposes. Sometimes the waste disposals from the hotels are pumped to the sea without the processing first. There are severe problems along Varna central beach, much of it from plastic bags and drinking straws. The sources of pollutions consist of land-based and sea-based pollutions. From the land, mostly hotels especially small classes do not have integrated waste disposal. Pollution can be indicated in small areas (300-400m) around the resorts – “Chaika”, “Sunny Day”, “St. Konstantin and Elenna”, “Grand Hotel Varna” and Evksinograd. In these areas there is a high concentration of ammonium, phosphate ions, etc. Thus, the same factors of pollution lead to degraded microbiological indicators. The results show that the polluted zone’s length is 2700m and width 1800m (National Report, 2007, p.89). As one of the sustainable goals of ICZM is to ensure that beaches are clean and that coastal waters are unpolluted, the highly polluted sewage areas need new sanitary limiters to prevent the use of water resources in the bathing zones. There is a need for renewing the existing sewage systems with highly protective ones, in order to ensure the good environmental quality of the water in the area. The environmental pressures and their pathways are shown on Figure 11.

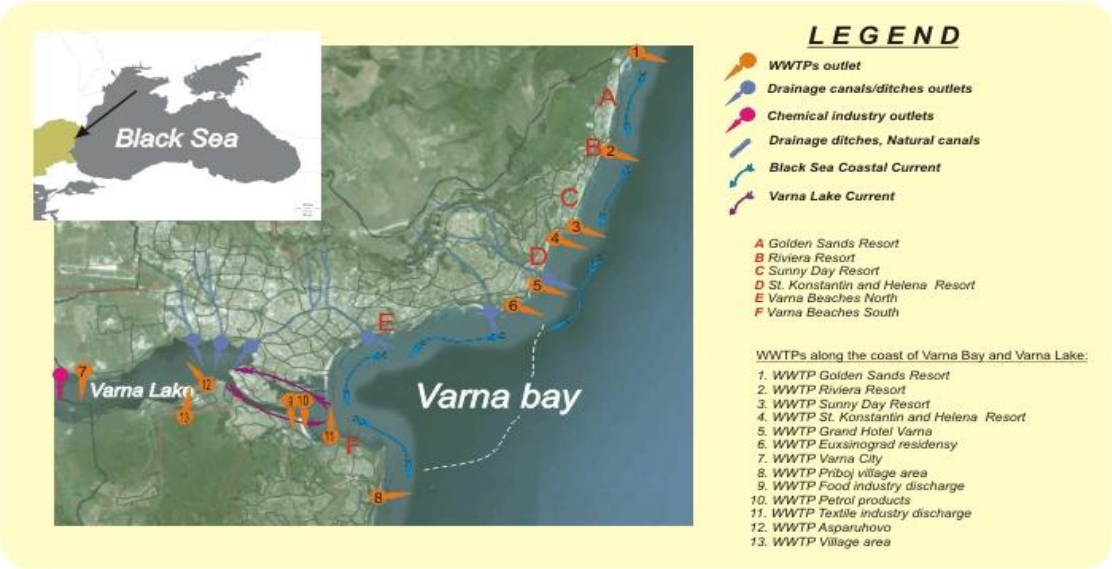

Figure 11: Map of Varna Bay–Varna Lake system–environmental pressures and their pathways: Varna Lake current, Black Sea coastal current, waste water treatment plants (WWTPs)

- *Waste disposal and pollution*

In the touristic areas of Varna region there has been organized waste collection and transportation. Around some of the small village resort zones where tourism takes place no service to collect the waste has been organized. The reason for this is the lack of infrastructure and the difficulties for waste trucks to access the area. In result of the increased resort construction works in the past few years, tourism has become a source of significant amount of waste. Therefore, much of construction waste in the resort zones and the new vacation villages has been disposed in the specified locations and bins (where possible). The rest has been disposed in the nature conservation area of the Golden Sands Park. Much of the waste is concentrated at the Central beach of Varna where tourists do not dispose their litter in the appropriate locations (Figure 12). Having these negative impacts in result of the tourism industry, the municipality of Varna needs to develop and implement system of waste sorting and collection, together with recycling system in order to limit the negative consequences. In relation to the requirements of the Law on Waste Management, the municipalities from Varna district bordering the Black Sea have drawn municipal orders regulating the management of household and construction wastes generated on their territories and adopted municipal programmes for management of the operations related to wastes (National Report, 2007 (c), p.90).

Figure 12: Waste disposal and pollution at Varna Central Beach. Source: http//www.moreto.net

- *Coastline*

There are several anthropogenic activities linked to the tourism industry that accelerate the negative impact on the natural resources along the coastline in Varna – additional pressure caused by construction of new infrastructure, illegal construction, absence of sewage network, insufficient coastal protection strategies, etc. Despite Regulation 7 discussed in the previous section, multiple examples of illegal coastal developments show that constructions have been built on the specialized sand strip (Zone "A") protected zones. Illegal construction of hotel "Ramona" near Varna is shown in Figure 13.

Figure 13: Illegal construction of "Ramona" hotel near Varna Source: http://www.vesti.bg

Another example is an illegal construction of a hotel directly located on the beach strip close to Varna. It is shown in Figure 14 that the construction in positioned in the protected zone "A", but it is also built directly on dunes which is against Regulation 7.

Figure 14: "Fichosa" beach 17km from Varna, Hotel construction on dunes. Source: http://offnews.bg/news

Implementing ICZM in this case can contribute to stricter regulations for developing new constructions and also strengthen the coastal protection strategies and support sustainable tourism related activities. Ensuring sustainable coastal protection and rehabilitation is of great importance for Varna. Part of ICZM is the *use of combination of different instruments* according to the essence of the problem, if this principle is taken into account this could prevent further disturbance at the coastline and limit the landslides in the area of Varna district.

- *Noise*

The activities related to tourism have increased the noise factor in the area of Varna district. The community has experienced more severe the negative consequences from the noise coming mostly from attractions and night clubs and especially the noise coming from the increased traffic. Furthermore, the increased departures and arrivals at Varna Airport, 10 km northwest from the city center of Varna, have contributed to sharp increase of the overall noise levels. Although, this happens for a limited period of time and only in particular zones in the city it still affects the locals. Most affected are the south parts of the central city zone and "Troshevo" borough and in particular weather conditions the boroughs of "Levski" and "Vinitsa". The discomfort caused by the noise coming from the airport is mostly felt during the summer season and is most disturbing at night. The forecast for the next few years is that the noise levels will remain the same and even increase because of the rise in the number of tourists travelling by car in the summer season. Furthermore, more tourists are expected to arrive at Varna airport because of the growing tourism industry (National Report, 2007 (e), p.91).

4.4.2 Economic impacts

Tourism is one of the main branches in the economy structure of the municipality of Varna, while at the same time, it is one of the most developed in the region and it continues to increase its share in the general growth of the city economy (Municipality of Varna, 2010). Based on the existing literature and studies on economic impacts of tourism in Varna district are both positive and negative. Positive economic impacts are the following: The tourism industry on the territory of the district is continuously growing; the investments in tourism for 2000-2006 are over 600 000 000 euros; the growing business is a factor for increasing the overall profits and budget of the municipality. From 60 000 000 leva in 1999 the budget reached 200 000 000 leva in 2007. The collected financial benefits from touristic taxes was 2 500 000 leva in 2006. The employment rates have increased together with the municipality budget as 10.5 % of the population works in hotels and restaurants business. The real estate prices have also risen up which contributed to growth in the local population income (National Report, 2007, p.92).

In contrast to the positive incomes, some negative ones have also affected Varna district, as follows: There is increased tendency of short-term seasonal employment, as the percentage of the registered unemployed is higher in winter that it is in the summer season; Job opportunities for highly qualified specialists is decreasing in comparison the lower qualified employment has increased; Real estate and property prices are rising, also the overall prices for goods and services, which considering the standard of life creates difficulties for the local population especially in the active summer season of tourism.

From economic perspective the benefits of ICZM are not always easy to identify, especially in financial terms. What is certain is that a lack of integrated planning and management will almost surely result in the degradation of the coastal environment, thus can lead to negative economic trends in the longer term. A simple way of demonstrating the benefits of ICZM for the economy is to compare the coastal resources management strategy on the basis of a “without ICZM” approach with an “ICZM based” one. There have been attempts to calculate the net economic benefit of the implementation of ICZM programmes. Some evidence shows that, after an ICZM initiative, there has been an increase in GDP in some of these coastal areas. However, there are still no methods that can precisely state whether that

increase could be solely attributed to ICZM intervention and not to some other developmental factors as well (UNEP, 2009).

The economy of Varna district can benefit implementing ICZM because the approach supports sustainable economic activities and therefore ensures income in the long run; allows better zoning and use allocation; improves management and thus permits gains in efficiency ways; develop new economic instruments to finance environmental protection.

4.4.3 Socio-cultural impacts

Tourism in the municipality of Varna has overall positive impacts for the social and cultural system as it attracts millions of tourists each year which creates positive image for the city and it contributes to its vibrant environment. In contrast to that, the factors considered as negative are related to the increased criminal rates in the in-resort complexes during the summer season (National Report, 2007, p.93). Another issue is that private investors create conflicts by occupying even common beach areas and prohibit free public access to them (case "Irakli"). These created conflicts between the stakeholders have to be resolved as interests and rights of the locals should be considered in decision making.

The municipality of Varna can benefit from ICZM as it is provides diverse opportunities for recreation, leisure and cultural activities and thus improves the quality of life; helps resolving conflicts between different stakeholders as the one mentioned above; strengthens institutional frameworks and enforces cooperation among stakeholders on the basis of shared objectives; raises public awareness and information exchange on sustainable development and environmental issues; encourages broader public participation (UNEP, 2009).

The evaluation of the environmental, social and economic impacts that the tourism sector has in Varna answers the question on how management copes with coastal issues by revealing an imbalance of outcomes and insufficient implementation of strict regulations to coastal zone developments. To explore the essence of the multiple problems that Varna coast faces, the next section describes the management constraints that are in place for the land of coastal zones.

4.4.4 Management constraints

Varna has adopted multiple plans related to the water and waste management and as important coastal center is required to follow the directives and the EU requirements on air quality and preservation of the valuable natural resources at the coast (National Report, 2007, p.5). Also, the overview of the national policy showed that the municipality is provided with the legal tools for sustainable development. However, the actions taken so far are not enough condition to ensure them. For instance, the operational programmes for the waste management activities, renewal of the WWTP and limitation of the harmful air emissions are in place, but the efforts made did not succeed in completing the plans aiming to renew and improve the facilities (Moncheva et al., 2012). This is mainly because there is limited or no integration and communication of such plans.

Another reason for the still present negative impacts is that the regulations on the construction activities were delayed. This is mainly because of a lack of a National Strategy for Sustainable Development of the coast and integrated management of resources. It took 10 years until the Regulation 7 on the territorial development to take place (1995-2005) and was introduced after the tourism growth in Varna (beginning of the 90's) caused significant impacts on the environment. SEA was also carried out late (2007) and was not in place in the time the developments took place (MOEW, 2007). Despite the clearly defined protected territories included in the list of the Executive Environmental Agency and NATURA 2000, plans for construction of new resorts in the restricted localities continue being introduced (examples of Irakli and Pasha Dere near Varna district). This is shown in Figure 15.

Figure 15: Protected area of Irakli (left) and plan for construction of "Riverside Village" (right)

One of the major reasons for such illegal plans for developments to happen is the corruption activities driven by the growing tourism demands in the area (Dieperink et al., 2012, p.12).

This is also reason the problems of Varna coast have not been solved yet. The narrow interests of fast economic gains and the principle of "quantity over quality" dominate over the legal restrictions. Documents and permissions for constructions are often falsified or issued by the administrative bodies without respecting the regulations or any public discussions (www.e-vestnik.bg). This shows lack of transparency in the policy, planning and decision making. It is hard to define who owes the problem, because of the multiple stakeholders involved in coastal decision-making in Varna, but can be indicated that on municipal level the local administration is the one that issues the permits for constructions (National Report, 2007, p.15). The media often discuss the role of the mayors of the coastal municipalities for allowing such plans of reaching implementation (www.vesti.bg). There is a lack of trust, control and therefore cooperation between the national and municipal level. The general feeling of corruption and a lack of transparency of governmental steering accounted for this attitude (Dieperink et al., 2012, p.11). ICZM is a transparent process and aims for open planning, integration and communication of the activities, however with corruption in place it can be difficult to realize.

The Strategy for Sustainable Development of Varna lacks measures for control over the developments and pays little attention to the implementation of the national coastal zone policies. The role of the stakeholders and their responsibility for the concerning outcomes on the coast is not clearly defined (National Report, 2010, p.13). The adoption of sustainable schemes and plans is necessary, but it turns out that is not enough condition to prevent the intensive developments, massive urbanization and disturbance of the sustainability in the area. One of the experts in the interviews stated that "The expansion of tourism has reached critical point – hotels, apart-hotels and apartment residential complexes. The capacity of places for accommodation overcomes the capacity of the technical infrastructure" (See Appendix D). In order to limit these activities Varna has to consider transferring open planning processes such as the integrated area approach and also develop sanctions for the ones disregarding the regulation (Dieperink et al., 2012, p.12).

Another obstacle for the sufficient management of the coastal area in Varna is the complex relationship between the stakeholders that are involved in the decision making in the area. The list of possible stakeholders involved in the coastal management and decision making in Varna is long, but the main are listed from the interviewees: "Regional Inspections of Water

and Environment Varna (RIOSV), the Black Sea Basin Directorate (BSBD), the Institute of Oceanology (BAN), Marine Administration, DP Harbor Administration, private business investors foreign and local (real estate), resort complexes, residents, fisheries, Ministry of Regional Development, Ministry of Water and Environment, Municipality of Varna, NGOs like "Varna Chamber of Tourism", "Green Peace", "Zelenite", etc.". The examples show that the communication between government institutions and the local stakeholders remains rather limited. Experts are not used to meet and discuss policy within shared areas in an early stage of plan development. Application of the integration approach should result in linked communicative and organizational capacities of all these stakeholders and contribute to generate mutually supportive and feasible actions.

Although public participation is also of great importance for sustainable tourism development, it is rather not taken into account in the coastal management of Varna. It is hardly possible to comment on anything this legislature accomplished. The examples show fragmented tools, and individual projects and plans operating without co-ordination between the parties concerned (Dieperink et al. 2012). Evidence for that was also indicated in one of the experts' responds stating that "The public participation is very important, but the initiatives are not sufficient enough or often happen post factum". NGO groups have been formed aiming conservation of the protected beach areas, but these actions were only temporary holding the construction works. This reveals the power imbalance in decision-making in the area.

It can be concluded that complex measures are needed: legislative – adoption of uniform law for the Black Sea Coast, stricter regulation, monitoring and control on the permissions for land use and development limiting the corruption that is part of these activities; strict control from national to regional level on new constructions and communication and control of the plans (BSBD, 2014). ICZM cannot provide a fast solution to these problems, but it can set a framework that can help in co-ordination of the activities affecting the coast and improve the communication between the stakeholders and the knowledge on coastal issues. The next section describes the perspectives ICZM has for Varna coast by collected data from interviews and analysis of the first efforts made by the municipality in relation to the framework.

4.5 ICZM perspectives for Varna

Use of experts knowledge

- *Implementation of ICZM in Varna*

All three interview respondents supported the argument that so far ICZM exists only in plans, discussions and recommendations, but has no actual implementation in Varna. The reasons pointed out are the lack of mechanisms to co-ordinate the parties concerned with coastal issues and therefore little effort put into understanding the approach and gaining more knowledge on it. This alarms the need for urgent intervention, changes in the policy and institutional change. Furthermore, creation of a coordinating institution for sustainable development and a National Strategy of ICZM that includes developed scenarios for the concepts successful integration and implementation in the coastal management.

- *Tourism growth implications on Varna Coast*

All experts indicated the need of renewing the existing sewage systems and improvement of the treatment plants in the tourists resort complexes. They all discussed the increased constructions that have put significant anthropological pressure on the coast and exceed the tourism demands. On one hand, this has led to deterioration of the natural resources and on the other hand affected negatively the economy by decreasing the prices in tourism. All three interviewees agreed that the coastline of Varna can be considered as overbuilt (hotels, apart-hotels, apartments, etc.) and building in restricted areas is also a common practice for the area and generally for the Black Sea coast. This means that stricter regulations for constructions and developments of undeveloped areas have to be set in order to control these negative human activities. For instance, a permit system could be implemented for stricter control of the new constructions.

- *ICZM potential benefits for Varna*

The interviewees agreed that ICZM can regulate the human activities impacting the coast, restrict the construction expansion of touristic superstructure and has the preconditions to achieve a balance between the recreational potential and use of the natural resources and the capacity of the coastal area.

- *Coping with the unsustainable trends*

Both members of Varna's Chamber of Tourism (VCT) looked at the natural factors impacting the coast as putting a priority to the prevention and control of landslides that have been

affecting the coast for the past 10 years. According to these experts there is a need of governmental action and financiering in order to control such future threatening events. Therefore little attention was given to the human impact that has been causing the major issues in Varna coast. Only the director of BSBD linked the development of the coast to ICZM and again pointed out that their administration is the one supposed to be more involved in the concept but falls behind with little common understanding from the members on it. In this relation, step forward in the coastal management of Varna would be the use of informational strategies as organized working shops and discussions to enhance knowledge on coastal issues and ICZM with its benefits for sustainable tourism.

- *Sustainability*

"Sustainability" is a goal of ICZM and plays a major role in this thesis. Both respondents from BSBD and VCT concluded that "sustainability" as a term exist only in plans and documents, rather than being actually implemented and integrated in the coastal management of Varna. One of the VCT's respondents mentioned the development of the next "Program for Sustainable Tourism Development" in Varna for 2014-2020, but did not discuss "sustainability" further and no link with ICZM to it was indicated.

- *Importance of participation for Varna*

Participation is an inevitable part of the ICZM indicators towards sustainable tourism therefore the importance of civil society participation in costal decision making in Varna is rather limited according to the expert's opinion. The interviewees agreed that participation is very important and the key to successful coastal management, but define it as weak, often in delay and rather insignificant in the overall decision making. One of the respondents stated that the parties involved in coastal decision making need high competence and knowledge, but this is not necessarily always the case with all the parties concerned (citizens) with coastal issues.

- *Indicators for ICZM in Varna*

It is not clear what indicators are used in support of the IZCM approach in Varna. Experts stated that indicators are hard to define where practice shows little or no implementation. Therefore, one of the respondents from VCT pointed out that the only indicators used so far are single measures applied in different plans and strategies of the national, regional and local development.

- *Crossing the line*

The interviewees were asked to give some concrete examples of overdevelopment or illegal constructions causing conflicts between the private investors and the public rights in Varna coast. The director of BSBD pointed out Saint Vlas (discussed in Chapter 1) as one of the examples of a tourist resort with increased developments and overbuilt capacity of the beach area. In his answer was indicated the expansion of the tourism industry that has reached critical levels as many of the hotels were built directly on the beach which is in conflict with the Bulgarian coastal legislation (that prohibits any kind of construction within 100m on the beach). An example of personal experience was also given as it mentioned Kara Dere which is a recreational area close to Varna district and defined it as free to public access, thus intensified constructions have also taken place, restricting the citizens' rights of free access to the beach zone. The example of Irakli previously discussed in this chapter was also mentioned as one of these areas where construction works are not allowed, but plans still operate.

First steps towards ICZM

In 2005-2007 Bulgaria was actively involved in discussions organized by the Black Sea Commission aiming to develop a project on Regional strategy for ICZM. In 2007 the national coordinators and members of the expert group of ICZM to the Black Sea Commission were invited to fill in a poll. It was concluded that Bulgaria has to create a specialized committee for ICZM inter-sectoral coordination, National Strategy for ICZM with time horizon of 10 years and ICZM Protocol to the Black Sea Commission (National Report, 2010, p.3).

In 2006-2008 Bulgaria followed the framework of the project Plan Coast and conducted analysis and evaluation of the main implementation of the existing legislation to coastal zones and decision-making related to the coastal issues at the Bulgarian Black Sea. Main goal of the project was to show the advantages of the instruments of spatial planning contributing to the effective implementation of ICZM (National Report, 2010, p.4). The results of this evaluation showed that in Bulgaria there are multiple examples of existing legal acts and plans that consist of the necessary elements for ICZM. The main strategic and plan documents indicated are:

- *The National Strategy for Regional Development* (2005-2015)
- *The National Strategy for Environmental protection* (2009-2018)
- *River basin and Black Sea Basin management plans* (2009-2015)
- *Plans for management of protected territories at the Black sea coast and creation of a network of protected zones included in NATURA 2000*
- *Development plan for the North-east region* (NUTS2) (2007-2013)
- *Regional plans for development for Varna, Dobrich and Burgas*
- *Strategic action plan for protection and restoration of Black Sea territories* (BS SAP) (2009)

All of these plans consist of the essential tools for the implementation of ICZM. Therefore, the aims of each one of them should be considered and well communicated between the stakeholders involved in coastal development. At the same time, a pilot proposal for a Plan Coast for the use of Varna's 12-mile sea zone in accordance with the ICZM principles has been presented. This is the first action plan for Varna that indicates highly the principles of ICZM and the need for development of a functional informational system.

Projects

There are two international projects that contribute significantly to the better understanding of the ICZM principles and the following process of planning in Varna.

In order to achieve coordination and better integrated management of the coastal area which are main objectives of ICZM the municipality of Varna joined, in the last years, the international project "My Coast"- Elaboration of a vision and a strategy for Integrated Coastal Zone Management in Bulgaria (Integrated Maritime Spatial Planning in Varna Region). The project has been funded by the Netherlands ministry of Housing, Spatial Planning and Environment and executed by the EVD, agency for international Business and Cooperation under the framework of the Environmental Facility of the PSO Pre-accession Program. The project was meant to create a management plan for the seaside.

Diepering et al (2010) state the importance of stakeholder communication and involvement for coastal developments at the Bulgarian Black Sea. The authors examine the work of team "My Coast" who developed a communication strategy using a media plan and a website (www.mycoast.eu). The team managed to get media attention for the project (by radio,

television, printed press and internet). Apart from this, several meetings were organized to involve Bulgarian stakeholders in the process. In February 2007, team members introduced the project team, purpose and approach in meetings with representative organizations from tourism, business, NGOs, municipalities, ministries and district administrations.

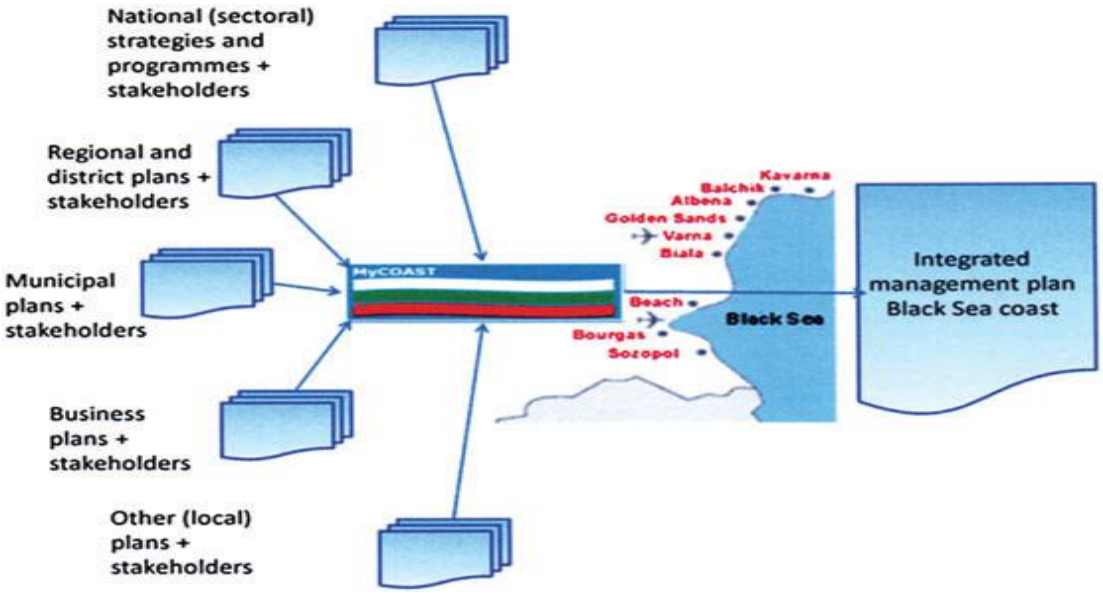

Figure 16: Developing an integrated management plan for the Black Sea coast through the MyCoast project (van Duivenbode et al., 2007)

It becomes clear from Figure 16, that Varna and the municipalities in the region were part of the discussions between different stakeholders and their involvement and participation in decision making. The stakeholders have to share their vision for ideal development of the coast taking into account the concern about rapid developments. Important step of the integration plan is the involvement of stakeholders from the very beginning. This way interests can be communicated, ideas can be exchanged in order the municipality of Varna to develop better integrated management plan and prevent negative outcomes of tourism developments.

Another key objective of this project was the coordination and synchronization of the policy-making and the actions of the coastal municipalities together, rather than separate. Some of the other main objectives are: integrated urban and nature development to ensure high quality contact between humans and nature; good quality of bathing water; coastal protection from erosion and other negative impacts; regional preservation of the “Sea

Spirit". This integration if well implemented can limit the negative consequences that have caused the recreational capacity exhaustion of the area caused by the tourism activities.

Since late 90-ies the internationally recognized resorts situated along the coast of Varna region represent the key source of nutrient inputs to the system through the coastal current due to the expansion of the tourism industry in the area. Both natural and human pressure exceeds severely the carrying capacity of the area (SPICOSA, 2007). In this relation, another important project related to ICZM was introduced to Varna. The coastal ecosystem of Varna is part of an EU integrated project (SPICOSA project www.spicosa.eu) which aimed to create a self-evolving, operational research framework for the assessment of policy options for sustainable management of coastal zone systems. The project's main task is to test and improve the methodology (ecological system approach) in different areas of the European coast in real time. For this purpose are selected 18 scientific experimental sea zones across Europe. The coastal zone of Varna is one of 18 scientific experimental test sites across Europe. The main focus in the application of the ecological approach is placed on the growing tourism industry as one of contemporary threats to the ecological balance of the coastal zone of the northwestern part of the Black Sea and the challenge of formulating and implementing appropriate science-based strategy for sustainable management.

Despite, the cooperation and support to project "My Coast" from the Dutch Ministry, the pilot project in Varna was not developed well because of the lack of co-operation between the main beneficients. Many of the stakeholders were not willing to participate. The project shows that in Varna, communication between the municipal authorities and the environmental NGO's failed in the efforts of discussing the coastal issues. Also, the relationship between the municipal authorities and the state proved to be distrustful. (MyCoast Varna, 2008). SPICOSA is also new idea to Varna and so far the project also does not show significant results. This very same lack of co-operation and commitment to projects like "My Coast" and "SPICOSA" relate to the main issues with the management and development of Varna coast. Without willingness to reach common agreement and communicate the projects that are important for the coastal management, Varna's efforts towards ICZM cannot be successful.

Chapter V: Conclusions and Recommendations

This research is based on the idea that successful and sustainable tourism can be achieved by implementing Integrated Coastal Zone Management that seeks to maximize the total benefits to development, while preserving the natural environment on which tourism depends. Multiple constraints and limitations were indicated in the coastal management in Bulgaria in relation to the implementation of ICZM. Official reports sent to the European Commission have covered basic information and statistical data from the coastal municipalities, but lack detailed analysis or developed scenarios for ICZM implementation. Bulgaria's coastal management lacks co-ordination and integration of the human activities affecting the coast. Legislation is not missing, but it has proven to be rather insufficient in implementing restrictive measures, regulating and controlling the construction expansion of the tourism industry. The studied case of the biggest coastal municipality of Varna presented most of the coastal issues and conflicts that troubled the sustainability in the area for years. This thesis can contribute in creating a vision for better and sustainable development of tourism that should be based on achieved balance between the three pillars – environmental, socio-cultural and economic. Introducing and use of the ICZM approach can contribute to this balance and long term sustainability of Varna and generally to The Bulgarian Black Sea coast.

5.1. Conclusions

In this thesis the links between the implementation of ICZM and its contribution to sustainable tourism were investigated. The main research question was trying to explore to what extent Bulgaria develops ICZM. This was answered by analysing the case of Varna and by using the theories on ICZM to safeguard environmental interests by focusing on proper dimensioning of tourism growth with regard to the capacity of the local system.

A careful case study research and analysis of the coastal management and the multiple tourism-induced impacts to the environment was conducted. The results showed that the main barrier for the effective management of the coastal zones is the lack of a common single strategic and normative framework defining the role of the governmental bodies and

institutions in relation to the implementation of the ICZM principles. This is because ICZM is still a relatively new concept that is not well understood in Bulgaria which was also indicated in the interviews. On national level there is a lack of detailed analysis and evaluation of the current strategic documents and international conventions aiming to create a single strategic document and administrative body to implement ICZM in the practice of the Black Sea coast. The process of planning and governance of the activities affecting the coastal zone need clearer indicators and measures, and the decisions have to be made by competent bodies on regional and national level. The same decisions need to be publicly discussed and monitored.

The case of Varna showed that the unsustainable trends in the coastal development have not been resolved yet, the illegal tourist resort construction and the difficulties in completing the investment projects for improvement of the technical infrastructure (water supply, sewage, building new waste water treatment plants, etc.) with regional and local significance. This means that in Bulgaria, the instruments on an international, national, regional and local level are not implemented effectively and little attention is paid to the coordination and control mechanisms of the planning activities. Furthermore, lack of single informational system for the coast is an obstacle to the decision making related to the planning and use of the territories. Another weakness is the lack of conformity and the weak commitment to regional plans, programmes and projects on a higher level from the local authorities to secure direct implementation of the regional development planning and development of coastal territories.

Balancing of the ICZM indicators can be a logical solution to the issues related to the coast and effective tool towards sustainable tourism development. Bulgaria has achieved the following progress in relation to the indicators so far:

Environmental impact – Bulgaria has adopted a legislation framework for environmental protection in order to comply with the EU requirements. Following this, SEA, EIA, and multiple waste management, water management plans and acts also related to air quality were carried out. However, the legal tools were in place, the examples from the case study and the Bulgarian practice show that the actions made were rather insufficient to ensure the good environmental state of the coast.

Socio-cultural impact: on one hand, tourism in Bulgaria has overall positive impact for the social and cultural system as it attracts many tourists to the Black Sea coast, major efforts were made in relation to the investment in the sector. On the other hand, it creates conflicts between the private sector investors and the public rights for access to beach areas. *Economic impact*: tourism is one of the major sources of economic gains in Bulgaria, therefore it has contributed to positive employment rate, increased income for the population and national and foreign investments.

Legislation and policies relevant to coastal zones: in Chapter 4 was described the policy framework, related to the sustainable land management of the coast that is to a large extent available in the Bulgarian legislation. Wide range of legal devices for protection and land management are provided, but there is still lack of clearly regulated interconnection between the goals and the specific provisions of these Laws.

Effectiveness of coastal management: Major shortcoming of the coastal management is the insufficient implementation of legislative regulation and the requirements for prevention and control. Major efforts are needed to improve the control and therefore cooperation between the national and municipal level.

Stakeholder involvement/Public participation: the examples of the Bulgarian practice show that there is weak public participation and stakeholder involvement to projects and lack of communication between the parties involved in coastal decision-making.

By integrating these indicators in the Bulgarian coastal management practice, the country can realize the institutional change that is needed to control further development and enforce stronger policies which can protect the natural and cultural diversity of the coast. The case of Varna alarms the need for changes in the Bulgarian approach towards managing the coastal zones – changes in the policy, institutional change, change in public awareness, changes in the user relationships, changes in the human activities and societal development.

5.2 Recommendations

Coastal tourism is of great importance for a developing country like Bulgaria as it is a source of socio-cultural and economic benefits, therefore the coast and its natural resources on which the industry depends should be preserved, protected and receives strong focus from the governmental bodies and decision-makers. If tourism development is to be better controlled at the Bulgarian coast, plans have to be formulated, guidelines and standards

derived, parks and reserves have to be created and rules have to be not only written but implemented and enforced by the government. The steps to be taken for further improvement of the coastal management and achievement of more sustainable tourism in Bulgaria are as follows:

- Improvement and enforcement of the existing legislation on coastal protection and ICZM;
- Creation of a coordinating institution for sustainable development and integrated coastal zone management to help balance the various stakeholder interests in tourism;
- Make an "ICZM Urgent plan" in short term, which must include the following components: policy change; process management; communication; permission system for new coastal developments; application;
- Strict control on further development of the undeveloped coast (including sanctions and fines to the ones disturbing the environmental quality and violating the coastal zone legislation);
- Transparency in the coastal development projects and decision-making;
- Develop scenarios and a National Strategy for ICZM implementation that include strong stakeholder involvement and public participation;
- Use information strategies to enhance knowledge about national, regional and international environmental legislation on ICZM in order to reach common understanding on the concept and bring awareness to coastal issues (Different forms of awareness-rising to improve and encourage stakeholder participation by – organizing workshops; newsletters; local media; flyers; web-based information adapted from an ICZM context);
- Replacing of the expansionistic policy of tourism with policy of sustainable development of the coastal zone aiming balanced environment, socio-culture and economy;
- Renewal or replacement of the waste water treatment plants and setting of effective waste collection facilities in the tourist-resort complexes;
- Support the development of ICZM training and education programme;
- Development of local ICZM pilot projects – to demonstrate the benefits of ICZM;

- Adopting and implementing standard reporting system according to EU ICZM Recommendation;
- Work on improvement of the availability of data and information on the state of the coastal zone, projects and plans.

In conclusion, the increasing environmental stress from rapid tourism development in the Bulgarian Black Sea coastal zone has forced a decision to be made on how to achieve sustainable development in this special and valuable area. Efforts should be made from the perspective of coastal management to minimize the impact of human activities on the natural coastal system.

ICZM is still on a level of an idealized model for Bulgaria, but has the potential to provide a strong legal and institutional framework within which control of development and pollution, protection of natural resources and management of multiple agencies can be effectively undertaken. This model can only be achieved step by step following the theoretical indicators and goals. An ICZM system for the current stage in the development of the coastal zone of Bulgaria should emphasize on coordination, cooperation and public involvement. It is certain that this kind approach in order to be successfully implemented needs time for the desired changes to occur, but the integrated management system will undoubtedly lead to the development of the coastal zone in more sustainable way.

5.3 Reflection

After concluding the results of the analysis and drawing out the conclusions for this thesis, there are several factors that affected the process of collecting the data essential for it. One of the major barriers was conducting the interviews in order to gather the qualitative data needed to investigate the ICZM implications in the main case of Varna and therefore to understand their meaning for the Bulgarian Black Sea Coast as a whole. After reaching different institutions involved in the coastal management and decision making, for example the Ministry of Water and Environment, the Institute of Oceanology (Varna) and BSBD the responds to the e-mails were often delayed or re-sent from one institution to another. Also, it was difficult to find competent experts on ICZM, because of the limited knowledge and studies conducted in the area. Furthermore, the lack of governmental support, co-operation and financiering were of the major reasons this kind of studies have not been conducted so far. Another obstacle was the confusion on the topic as sustainability for The Bulgarian coast

has generally not been taken into account in the practice. It is necessary to recommend further research on ICZM and better qualitative analysis related to the environmental, socio-cultural and economic impacts that tourism has on the coast. Many of the reports were linked mostly to population growth, infrastructure and economic benefits of tourism, as little was studied in the area of coastal local environment (the studies were limited to marine environment, water quality, etc.). More detailed reports not only on a national but also on local level (from each one of the coastal municipalities and problematic touristic areas) and adequate monitoring and evaluating on the different components of the environment could help planners, researchers and decision makers in the long run.

ICZM has a broad character and includes analysis of multiple factors and sectors that can have an impact on the coastal environment (agriculture, fisheries, shipping, etc.) this thesis could not investigate all of these factors. The focus remained limited only to the impacts caused by the tourism sector. Therefore, for a successful implementation, the ICZM approach needs to be studied from all different perspectives and sectors that are involved in the Bulgarian coast.

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Appendix A

	Black Sea	
National ICZM strategy	**Bulgaria**	**Romania**
ICZM National Strategy (Ready/Implemented)		**X**
No ICZM National Strategy but equivalent framework		
ICZM National Strategy under development	**X**	
No equivalent, sectoral tools in place		
Activities		
Legal instruments	↑	↔
	Sec (SP, EUt, MP, F)	
Plans and programmes	↑	↑ ↑
	Sec (Env.Pr, RBMP, Bio, SD)	Int Sec (SP, Bio, SD, CC)
Coordination	↑	
	Ins Sec (SP, Env.Pr., Bio, SD)	

Sec= Sectoral, EUt= EU Directives transposition, CC= Climate Changes, MP= Marine spatial Planning, En= Energy, SP= Spatial Planning, SD= Sustainable Development, RBMP= River Basin Management Plan, Bio= Biodiversity, F= Fishery, PP= Pollution Prevention; Coas = Coastal groups; DaSH= Information and data sharing, **Int**= Integrated, Spp= Spatial planning process, Ins= Institutional, ♦ Sub-national level. ii= Insufficient information
↔= some actions were made but still insufficient; ↑ = actions are still necessary; ↑↑= major actions were made.

Principles of Good ICZM	**Bulgaria**	**Romania**
1) Is there a holistic thematic and geographic perspective in the process?	✚	✓
2) Is there a long-term perspective envisaged?	✚	○
3) Is an adaptive management approach applied during a gradual process?	▪	✓
4) Is the process local-context specific?	▪	✓
5) Does the ICZM respect and work with natural processes?	✚	✓
6) Is the process based on participatory planning?	✚	○
7) Does the process support and involve all relevant administrative bodies?	✚	✓
8) Is there a balanced combination of instruments in planning and management?	❖	○

Level of Observance

- ✓ **Yes, fully:** the principle is fully covered by the strategy/equivalent and in place (or close to).
- ○ **Partly fulfilled:** Essential aspects of the principle are covered by the strategy/equivalent and in place. Serious initiatives for implementation are taken or foreseen.
- ❖ **Significant gaps:** Only some aspects of the principle are covered or implementation is foreseen.
- ✚ **Not fulfilled:** The principle is not or only marginally covered.
- ▪ **Insufficient information:** Insufficient information available for assessment

(Source: European Commission, 2011)

Appendix B

Interview guide for Bulgaria (questions translated from Bulgarian to English)

1. Основен принцип при ИУКЗ е въвличане и участие на заинтересованите страни в управлението и вземането на решения. Посочете, на какъв принцип участват и кои са заинтересованите страни при решаването на проблемите по Черноморието във Вашата администрация?

(Main principle of ICZM is the involvement and participation of the parties concerned in governance and decision-making. Can you point out what is the principle which has been followed by the parties concerned in your administration in relation to solving issues at the Black Sea coast?)

2. Как може да бъде класирана страната в прилагането на ИУКЗ принципите (например по скалата от 1 до 10, какъв напредък е постигнат в това отношение?)? /предвид дейностите с тази насока на Вашата администрация/

(How can the country be classified in the implementation of the ICZM principles (for example on scale 1 to 10, what is the progress achieved in this respect? (having in mind the actions your company/administration takes in this direction)

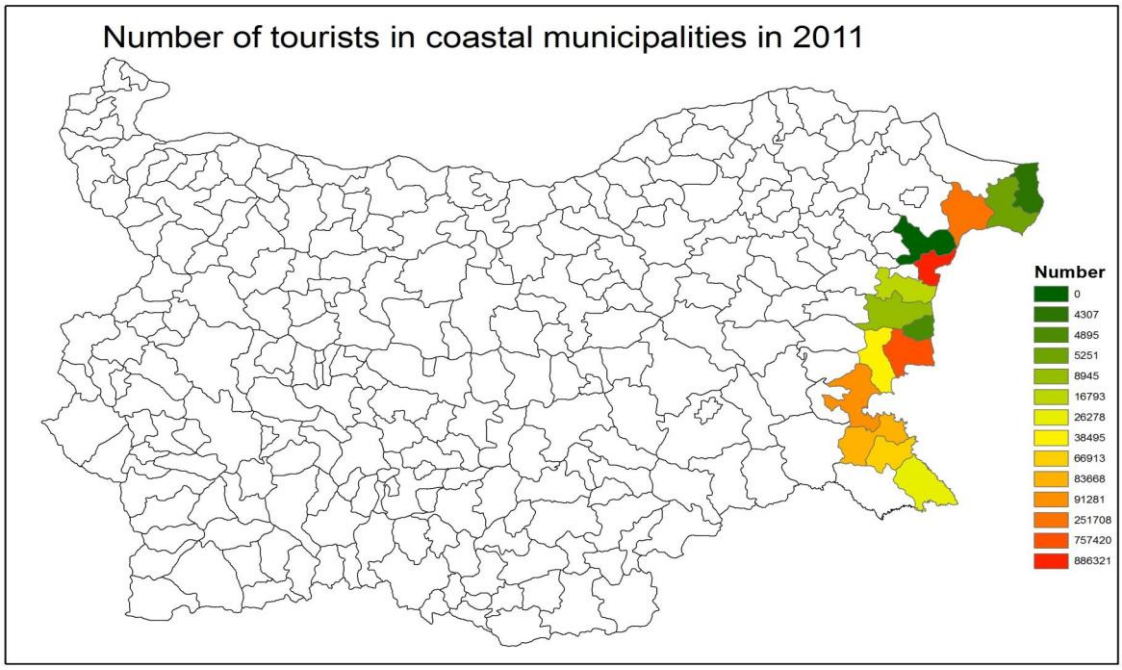
3. Как се развива състоянието на брега? Къде е най-голям напредъка в борбата с неустойчиви тенденции на развитие? Какви са възловите въпроси, които все още изискват значителни действия за Вашата администрация във връзка с прилагането на ИУКЗ?

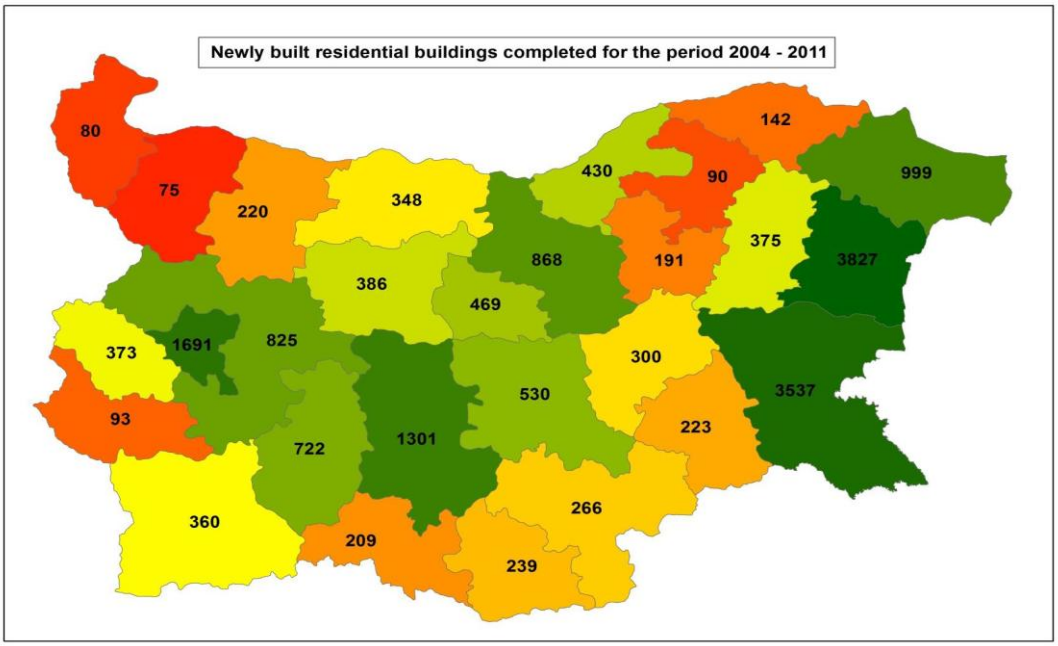
(How is the coast developing? Where are the actions causing unsustainable development and how can the risks be tackled best? What are the key questions that still need actions in your administration in relation to the implementation of ICZM?)

Appendix C

Impact of coastal tourism development – Bulgarian Black Sea Municipalities

Source: Stanchev et al. (2013)





- **19 169** newly built residential buildings were completed
- **8 363** newly built residential buildings were completed in the three coastal regions (Varna, Dobrich,Burgas) meaning over 43% of the newly buildings were situated in the coastal zone

Appendix D

	Interviewees		
Interview questions	1. Georgy Parlichev, Director and expert from BSBD Varna	2. Stoyan Marinov, expert from Varna Chamber of Tourism (VCT)	3. Ralitsa Gavrilova, representative from VCT
1) How well is ICZM implemented in Varna district? Is it implemented at all? (If not – what are the reasons for this?)	"In the governance of the Black Sea coast the concept of ICZM has never been truly implemented, despite the fact that there are on-going discussions on the topic for the past 10 years."	"The information in relation to the existence of ICZM shows that it is a concept on papers and plan documents, but no more. I personally could not point out examples of its practical implementation in Varna. The reason is the lack of mechanism to motivate and co-ordinate the parties concerned about understanding and realization of such approach."	"We do not have any information about the impact of ICZM in the municipality of Varna"
2) In what ways tourism and its fast economic growth affect Varna Coast? What are the impacts from the increased development of the tourism industry?	"There are plans for construction of "Alley 1" which is directly on the beach line. Although, more significant is the impact on regions where until recently or at present recreational construction of facilities are being developed, thus increase the anthropological pressure on the beach line and the coast. Examples are the resort complexes and the issues related to them (sewage water) and golf courses which are sources of diffuse pollution with herbicides. Another example is the construction on restricted areas like groins and dams, which started in the 70s and 80s."	"The coastline of Varna is overbuilt with constructions – hotels, apart-hotels and apartment residential complexes. The capacity of places for accommodation overcomes the capacity of the technical infrastructure – road network, parking space, treatment plants, etc. The outcome is excessive supply of beds for tourists and decrease in the prices for stay in the destination."	"The ambition for fast economic growth has led to the overbuilt coastline not only in Varna, but in other coastal municipalities too. Because of the relatively terrestrial landscape of the area, in the resort complex "Golden Sands" this tendency has not reached critical point yet. As a result of the intensive construction at the complex tourist resorts, there is a surplus of places of accommodation which leads to increased competition in the tourism industry, decreased quality of the natural resources and prices for stay."
3) Do you consider that the implementation of ICZM can contribute to limiting the negative impacts caused by the tourism industry on the environment? (If yes – in what way?)	"ICZM is expected to regulate the human activities impacting the coast from ecosystem approach perspective"	"Yes, because it is going to achieve a balance between the recreational potential of the natural resources at the coast with the capacity of the infrastructure, superstructure and the rest of the industry sectors in the area."	"Yes, because using this approach can regulate and restrict the construction expansion of the hotel superstructure that negatively impacts the environment."
4) How is the condition of the coast developing? Where can you indicate progress in coping with	"BSBD Varna is expected to participate in this	"There are still many areas at the coast where	"Varna Chamber of Tourism does not fall into

the unsustainable trends of tourism? What are the key questions that still need significant actions from your administration in relation to the implementation of ICZM?	process, but so far in our administration there is no common understanding for the concept of ICZM. At the moment there is a project related to the Directive for ICZM, which is expected to be transplanted to the Bulgarian legislation after its acceptance."	construction is being chaotic. Maybe, the progress is at its best in the city coastal area. Most essential objectives are: prevention of landslides, and controlling the risk of potential ones (Asparuhovo, Trifon Zarezan, etc.); enlargement and modernization of the treatment plants; provision of parking areas in Varna city and "Golden Sands", overall renewal of Varna harbor, etc.	the category "administration", because it is neither governmental, nor municipality institution, but NGO. What is necessary is governmental financiering for prevention of future landslides that have been affecting the area for over 10 years."
5) One of the main principles of ICZM is related to involvement and participation in coastal issues from the parties concerned. Which are the parties concerned in decision making and problem solving in coastal management at the municipality of Varna and in your administration?	"Everyone who develops any activity at the coast – the list is too long, but the main parties concerned are – citizens, concessionaires of beaches, fisheries, DP Harbor Administration, the resort complexes, the Ministries (Water and Environment, Regional Development…), etc."	"Main parties concerned are: Ministry of Energy and Economy; Ministry of Regional Development; Ministry of Water and Environment; Regional Administration Varna, Municipality of Varna, tourism sector, NGOs (VCT, ecological organization, etc.)"	"The parties concerned with the coastal management and developments are: Ministry of Energy and Economy; Ministry of Regional Development; Ministry of Water and Environment; Regional Administration Varna, Municipality of Varna, tourism sector, NGOs.
6) Is "sustainability" taken into account in tourism development and decision making in Varna?	"The term "sustainability" based on my practical experience, exists only in books."	"Sustainability" is only a term reflected in plan documents, but there is no practical implementation."	"At the moment in process of preparation is the Program for Sustainable Tourism Development in the Municipality of Varna for 2014-2020. One of the main objectives of this program is to guarantee the sustainable development of tourism. "
7) Do you consider as important enhancing the participation of civil society in the process of decision-making?	"Of course, this is important, but the civil society and their participation is rather insignificant. The decisions are made from the corporative parties with political power. For example, nobody wanted the construction of "Alley 1" but the citizens' protests did not influence the decision. "	"The public participation is very important, but the initiatives are not sufficient enough or often happen post factum"	"We consider that the governance of the coast requires high competence of the parties involved, which is not always the case for the parties affected or simply the citizens".
8) Because of the lack of reliable analysis and information about ICZM on national and regional level, what are the indicators to support the concept so far?	(No respond to this question)	"The only indicators are related to the single measures, applied in different plans and strategies of the national, regional and local development."	"We are not aware what the indicators are for ICZM".
9) Is the capacity of the coastline in Varna overbuilt? Can you point out examples of illegal constructions? If yes - How can these conflicts be resolved and what measures should be taken? (Or – Are there existing conflicts between private investors and public rights for free access to the beach zones (examples of Irakli and Kara Dere)	"I can give many examples of Sunny Beach, Saint Vlas and Nessebar. The expansion of tourism has reached critical point – hotels are still being built directly on the beach line, which is against any rationality and legal	"There are many examples of illegal constructions – in the neighborhood in Varna "Asparuhovo" illegal constructions were built in landslide zone (which caused the tragedy of the disastrous floods in	"Recent examples are the illegal constructions in Asparuhovo"

	restrictions. Conflicts of interests – yes indeed – part of the beach zone at Kara Dere is closed and there is a construction activity at the moment, a friend of mine tried to do camping there, but he was not allowed to place tent, although citizens should have the rights for free access in this particular zone."	June). In Irakli private investors have limited the access to the beach zones and make the access difficult or even impossible for citizens."	
10) Where does municipality of Varna can be positioned in the progress of the ICZM principles? (for example what is the progress on a scale from 1 to 10)	"I would not rate on such scale, since I already mentioned that in our administration where ICZM is supposed to have implementation, there is no common understanding on what ICZM actually is."	"I believe – 4"	"Based on our experience – 4"