



A Special Planning Process for the Development of ICZM

Elena Vitkienė

Klaipeda University, Lithuania

Abstract

Today we are confronted with many important issues in regional and integrated coastal zone management. Globalisation, global competition, diverse national and international business forms, and different – often conflicting – interests among various business groups have caused a number of issues to be raised concerning a harmonized regional management strategy for the future. Empirical evidence points to some ideas, concepts and visions for regional development that would require adjusting methods and viewpoints for studying particular regions. Strategies must be developed that are more in accordance with the principles of sustainable development and supranational governance, particularly in terms of regional management and integrated coastal zone management (ICZM). After preparing special plans to develop a regional management scheme, and after performing complex analysis of different spheres of activities, we conclude that we can provide a vision for a regional strategy, define a general mission, and resolve most regional problems. In doing so, we will create better conditions and new perspectives for integrated coastal zone management.

1 Introduction

Changing nature and climate conditions, cyclones, hurricanes, and heavy winds cause significant damage throughout the world and along the European coast. The sudden onslaught of extreme weather conditions and a lack of positive action has too often led to the destruction of large parts of our coastal areas, cultural heritage and landscape. These factors have often been exacerbated by poor coastal protection and conservation management, and at times by neglect.

In fact, all over the world the natural environment, coastal cultural heritage and landscape values are influenced by decision-making and economic conditions elsewhere. Protected natural areas, coastal heritage sites and landscapes are very attractive settings for the growing demand for outdoor recreation and leisure activities in natural environments.

More than two hundred years ago, Adam Smith concluded that international exchange of goods was a source of greater wealth for all countries. Trade provides the possibility of increasing specialisation and better utilizing each country's natural resources.

Coastal management has come a long way in the past 35 years, and if we want to ensure a stable future, we would do well to remember the past. Therefore, it is essential to review history before beginning the planning process. This perspective will enable critical thinking about the current conditions of coastal areas, dunes, and beaches, and will provide a foundation from which we can establish intentionally long-term environmental and financial principles.

Hence, it is invaluable to remember and review the conclusions of several international conferences and symposia, especially the following: Littoral '96 (Portsmouth, UK), Coastal Zone '97 "The Next 25 Years" (Boston, Massachusetts, USA), Littoral '98 (Barcelona, Spain), Littoral 2002 (Porto, Portugal), Littoral 2004 (Aberdeen, Scotland, UK), Dunes & Estuaries 2005 (Koksijde, Belgium), ICCCM '05 (Tavira, Portugal), Littoral 2006 (Gdańsk, Poland), etc. These international conferences, symposia, meetings, and practical workshops, along with the LIFE-Nature project "FEYDRA" (Dunes & Estuaries, 2005, Koksijde, Belgium), and important field trips in the coastal area region of

Algarve (ICCCM '05, Algarve, Portugal), provide essential experience that is suited to raising awareness among other European nations at the national, regional, and local levels.

These international conferences were excellent opportunities to evaluate the past, to assess the present, and to plan for the future. The Coastal Zone conference of 1997 (Boston, Massachusetts) created a plan for the next 25 years, while the Dorset Coastal Strategy set out a strategic coastal plan that extends to 2050, with a vision for many more years (Brunsden, 1999, UK).

The *essential purpose* of this current research is to establish a basis of thinking about important aspects of the planning process towards an integrated coastal zone management strategy. Therefore, the *principle task* is to present a model of integrated coastal zone management that utilizes specifically designed planning processes in order to create sustainable strategies for the future.

The concept of long-term principles provides a structure of integrated socio-economic responsibility, which is essential if appreciation of coastal culture and landscape values is to increase. Within the European Economic Zone, it is necessary to formulate responsible, cooperative approaches that are committed to long-term results. Both empirical and practical evidence demonstrate that the development of effective coastal zone management policies includes the integration of responsible socio-economic practices.

The long-term principle concept is a philosophy of integrated coastal zone management which mandates that all activities be oriented towards long-term practices that protect our natural resources.

2 Methods and approaches

Several authors (EUROPEAN COMMISSION 2000, Cole 1994, Hoffman & Moore 1990, Pickaver & Salman 2006, etc.) utilize multidisciplinary approaches that unify methods from several different sciences and fields (e.g. ethics, economics, philosophy, strategic management, marketing, ecology). This approach allows for an examination of coastal zone management problems from a variety of angles, thereby leading to a more comprehensive view of the issues and the ability to formulate holistic practices for long-term environmental protection.

Management practices for the protection of coastal cultural heritage and landscape values need to incorporate specifically planned strategies of integrated coastal zone management. In addition, strategic management theory and practice (Cole 1994, p. 31), and the analysis of strategic planning (Kolter 2001, p. 96) are important for establishing environmental sustainability, and for making critical choices among the various alternate strategies. They also assist in the construction of realistic time horizons, in the implementation of effective long-term economic measures, and in creating appropriate means to test and evaluate plans. Such strategic planning, including carefully thought out mission and vision strategies, are essential precursors to effective long-term coastal zone management. With respect to the mission, specific planning principles will ensure that all activities actively contribute to overall long-term goals. And vision, which concerns the future of integrated coastal zone management, employs these special planning processes in order to create realistic time horizons.

Complex and significant ethical, economical, and management decisions are made based on the situation at any given time. The components of the long-term principle concept include goals, methods, motives and consequences as they relate to integrated socio-economic management in global, European, national, regional, and local coastal areas.

3 Results and discussion

Therefore, discussion is needed regarding the essential aspects and planning processes involved in the development of integrated coastal zone management practices. The remainder of this paper will focus on: a model of the long-term principle of socio-economic responsibility, the establishment of long-term principles for development of integrated coastal zone management, a model for creating and analyzing long-term vision strategies, and the presentation of a model for the planning process.

3.1 Model of the long-term principle

Indispensable to the development of integrated coastal zone management is the creation of long-term principles that encompass three basic components: economical, ecological and social-ethical. Figure 1 presents a diagram of the model of long-term principles of integrated responsibility for coastal zone management strategies as prepared by the author.

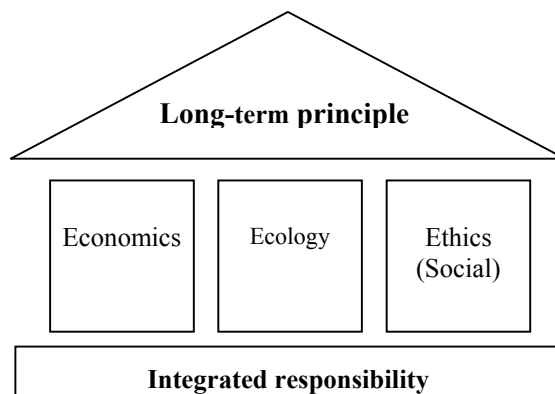


Figure 1: The model of the long-term principle of integrated responsibility in the integrated coastal zone management strategy

Economic responsibility

One basic supposition of the long-term principle is that economic responsibility must be utilized to the greatest possible benefit, and that ultimately “short-term projects need to be replaced by long-term programs” (Pickaver & Salman 2006, p. 12). Long-term financing is critical to sustaining ongoing programs, and for providing the support of new technologies.

Ecological responsibility

Ecological responsibility is the main priority in developing long-term strategies for regional and national environmental management. Opinions regarding the relationship between humans and nature are revealed in two differing moral trends: ecocentrism views and anthropocentric views. Ecocentrism raises the question whether human moral responsibility for nature at all exists. Proponents of ecocentrism acknowledge the importance of the entire ecosphere, whether animate or inanimate. In contrast, anthropocentrism, which adheres to human domination over nature, essentially dismisses the need for such questioning. Increasingly, ecocentrists demand greater responsibility from people and call for action that preserves nature rather than caters to human needs.

The model of long-term principles can be realistically incorporated into strategies for environmental protection and integrated coastal zone management.

3.2 Key features and definitions of the long-term principle concept for integrated coastal zone management

The long-term principle concept for the development of integrated coastal zone management is based around setting and achieving a vision for the future. The idea of the long-term principle concept can be presented and analyzed according to three key features:

1. Development of integrated coastal zone management must begin with an overview of the system as whole, as well as an accurate understanding of management methodology.
2. Thorough investigation of the complex causes and variables in each scenario is essential to proper planning and management of coastal resources.
3. Long-term principles of integrated coastal zone management will effect positive changes that will benefit the future.

These key features lead to several questions that must be addressed. First, in scientific terminology, what does “concept” mean? Second, how does the long-term principle concept provide resolution to the problems of integrated coastal zone management? Third, how does this concept of long-term principles impact on the future?

For our purposes, a concept (Latin *conceptus*) refers to the origin of ideas that provides the foundation for further thought. Therefore, the scientific concept is the essential starting point for examining and understanding natural phenomena. It serves as a basis for testing the means and measures used in the development and planning of integrated coastal zone management.

The concept statement, specifically the concept of long-term principles, has been used by the author of this article in analyzing possible strategic choices and considering various alternatives in the planning process. Figure 2 demonstrates the author’s model of the long-term principle concept for the development of integrated coastal zone management.

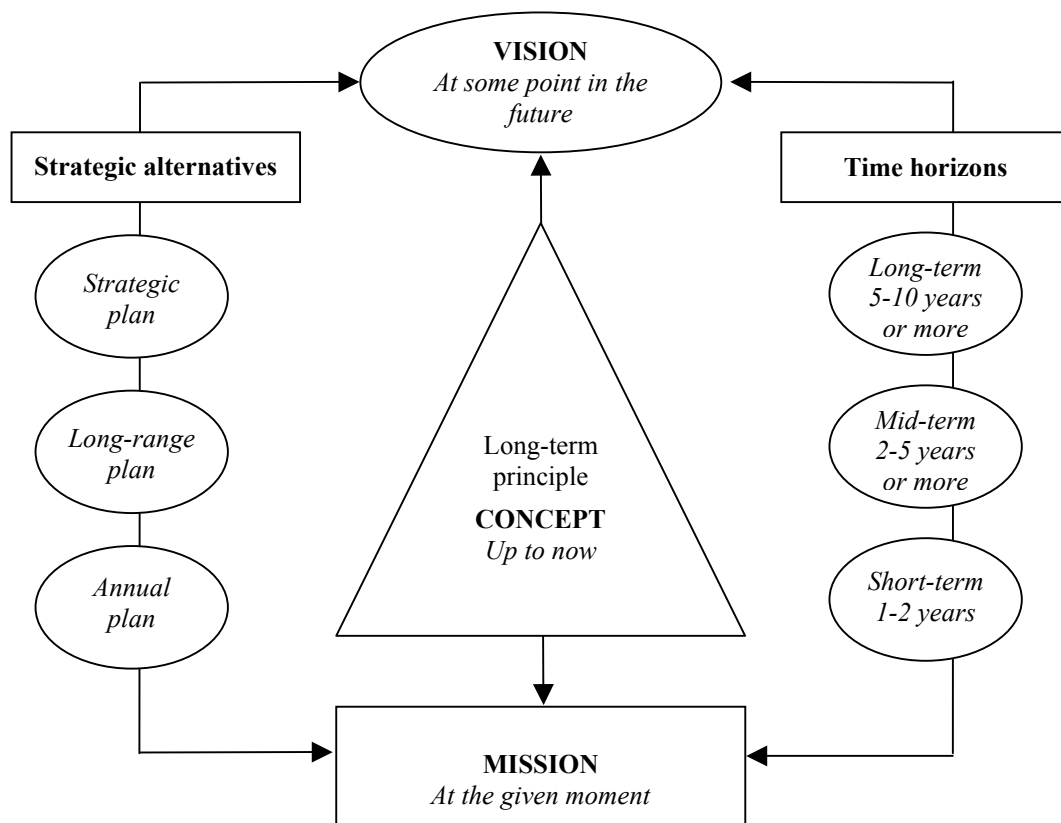


Figure 2: The Model of the long-term principle concept for development of integrated coastal zone management

Clearly, the model demonstrates that long-term principles of coastal zone management involve a variety of complex elements.

1. *Mission* refers to the development of short-term projects intended to address current issues in coastal zone management.
2. Establishing a *vision* provides confidence in the methods, means, and operational techniques implemented to reach various goals and objectives. The vision further ensures that proven methods and appropriate technologies are utilized.
3. *Time horizons* (short-term, mid-term, and long-term) help developers maintain priorities as they make strategic choices among alternate approaches.
4. *Strategic alternatives* consist of the hierarchy of plans (annual plan, long-range plan, strategic plan) that coincide with the established time horizons.

This model helps to identify the links between the different priorities expressed in purpose, goals and objectives, as well as the conflicts of opinion between scientists and practitioners as they seek to develop coastal zone management strategies.

Essentially, this model consists of the primary elements necessary to the development of long-term policies for coastal zone management. These elements can be summarized as follows:

1. The mission establishes short-term, annual plans.
2. The vision encompasses both long-range and strategic planning within the time horizons of either long-term or mid-term plans. The goals and objectives of long-range and strategic plans are founded on the principles of long-term management.

The purpose of the mission is to establish a foundation of strategies that will lead to the establishment of a future vision, including where coastal zone management will be operational and how it intends to achieve its goals. The vision, which gives long-term structure to goals, objectives and measures, is intended to motivate state bodies, scientists, public bodies, coastal project and planning managers to evaluate the socio-economic and environmental effects of solving coastal problems.

The mission and vision of the long-term principle concept can be well thought out in advance in order to avoid methodological and technological mistakes, or complicated situations where coastal projects and plans fail to materialize. The time horizons at each level have considerably wide margins, and specific time allowances - especially in terms of new coastal protection and conservation projects - will vary greatly depending on the nature of the project.

The purpose of this article is to provide an understanding of the planning process in coastal zone management, setting forth a hierarchy of time horizons along which to structure goals and objectives. Brief working definitions and illustrations in this paper demonstrate how various plans can be organised in order to provide not only short-term mission, but long-term vision.

3.3 The model for creating long-term vision strategies in the development of integrated coastal zone management

The development of integrated coastal zone management is a complex process that requires intensive planning. The creation of a long-term vision must respond to several questions:

- What do we want?
- Where are we now?
- Where do we want to be?
- How do we get there?
- Where did we get to?

A model of the planning process for developing a vision in integrated coastal zone management is shown in figure 3.

In order to provide meaningful answers to these questions, it is essential to understand the importance of the questions themselves. If these questions are to yield positive results in our coastal preservation efforts, it is critical to begin with a well-planned vision for the future.

Once a vision has been established, it is necessary to determine the general mission, and to define the operational strategies that will be employed. At this point, the formulation of general goals will help guide the planning process. Then, the current climate of coastal zone management needs to be evaluated, giving particular attention to those situations and problems that need to be addressed. Analysis of the current situation will also include examination of political and institutional bodies, cultural and historical factors, as well as existing ecological and economic problems.

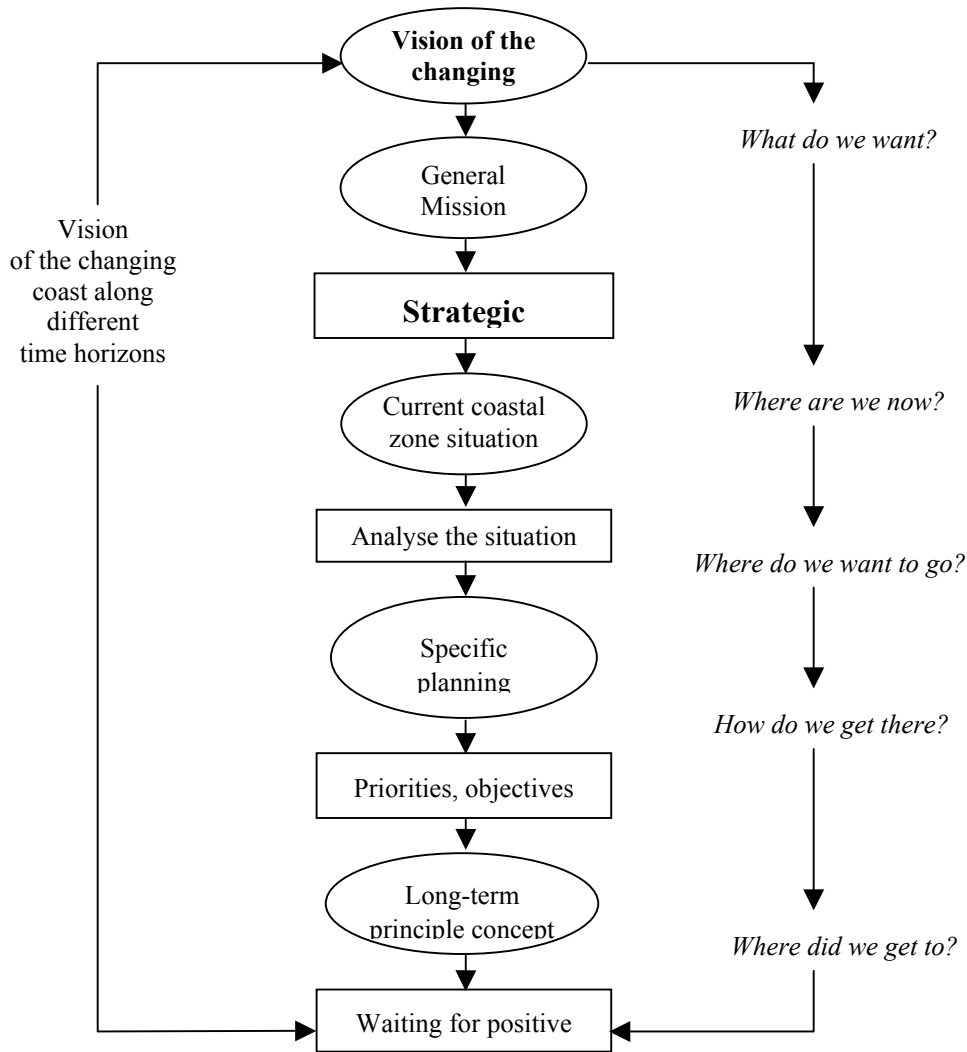


Figure 3: Model of the vision planning process for the development of ICZM

In addition to these complex variables, it is crucial to remember that successful integrated coastal zone management strategies must also incorporate open communication between scientists, planners and managers, practitioners and politicians. Furthermore, sustainable practices need to make effective use of both human and natural resources, and must balance all of these elements with cost effective measures.

3.4 Special planning process for the development of integrated coastal zone management

The development of integrated coastal zone management strategies can best be actualized through planning processes which consider all variables and have a vision for the future. Utilizing a cohesive planning process allows coastal zone management strategists to develop approaches that respond to both immediate needs and future goals. Figure 4 illustrates the model that the author has created in order to represent the planning process.

The management of integrated coastal zone problems involves a complex system of elements that can be adequately considered by implementing the following:

1. The model of long-term principles of integrated responsibility (economical, ecological, and socio-ethical) for coastal zone management strategies.
2. The concept of long-term principles, in which short-term tactics contribute harmoniously to long-term vision plans.

3. The model of the vision planning process for the development of integrated coastal zone management.

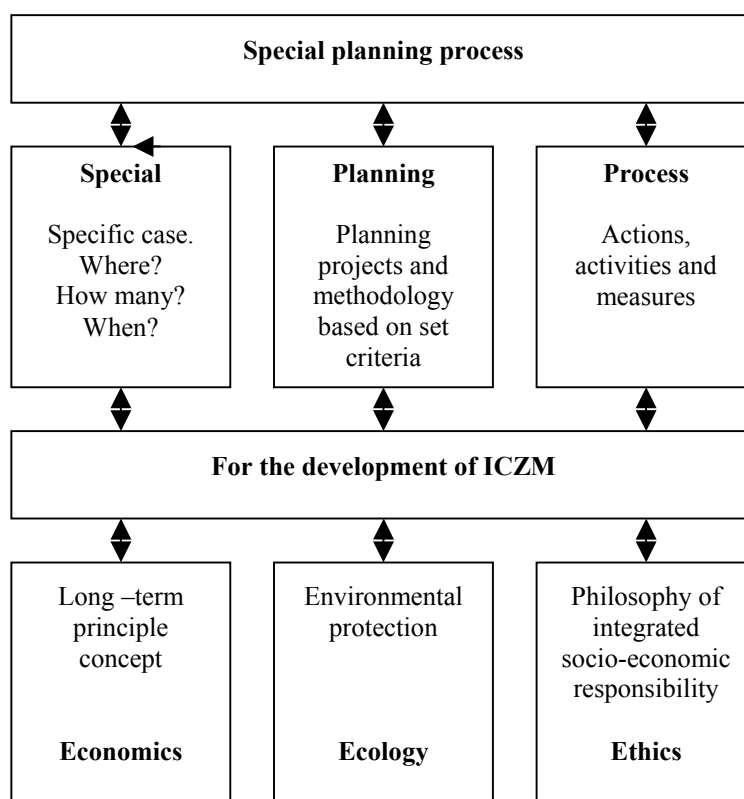


Figure 4: The model of a special planning process for the development of integrated coastal zone management

4 Conclusion

The final working definition of the special planning process for the development of integrated coastal zone management can be used as a benchmark in order to focus attention more on economic effectiveness, rather than on cost reduction.

Being focused on effectiveness, scientists, engineers, planners and managers can utilize their understanding of advancements in science and technology, as well as social and economic aspects in order to identify the most suitable technologies, to develop appropriate competitive alternatives, to align with global, European, national or local values, and to allocate resources (funds, people, heritage coasts, etc) to maximum effect.

The creation of a suitable financial plan, along with procedures for monitoring the progress of environmental protection provides an effective investment process that is able to meet the requirements of the long-term principle concept.

It is possible to end the discussion here regarding the development of integrated coastal zone management. This paper has outlined the importance of understanding the system as a whole, the value of using long-term principles, and the significance of careful planning processes in creating coastal zone management solutions that will have lasting positive impacts on our valuable natural resources.

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Address

Elena Vitkienė
 Klaipėda University
 Faculty of Health Sciences, Department of Recreation and Tourism
 Faculty of Social Sciences, Department of Economy
 Herkaus Manto g. 84
 LT - 92294 Klaipėda, Lithuania

rtk.svmf@ku.lt