Valuating the effects of beach erosion to tourism revenues: A management perspective

Κωνσταντίνος Μανασάκης
Πανεπιστήμιο Κρήτης

Διάλεξη στο Ερευνητικό Σεμινάριο ΣΔΟ, ΤΕΙ Κρήτης
Πέμπτη 11/12/2014, ώρα 13:00, αίθουσα Σεμιναρίων ΣΔΟ

Coastal erosion besides the various environmental impacts, poses a significant threat to coastal economies. For Mediterranean countries in particular, the market for tourism services is a key factor of economic growth of the local and national economies. So far, a common practice, in coastal erosion management and in the evaluation of the economic implications of beach erosion, is to address the cost of coastal protection measures, abstaining from any revenue losses considerations. In this context, the beach erosion vulnerability is related with expected land loss and economic activity. This is attained, by employing a combined environmental and economic evaluation approach along the geographical space. Beach erosion trends are estimated by a vulnerability index, induced and calculated from the environmental characteristics of the beach. The value of the eroded beach width, capitalized in tourism income, is implemented through a hedonic pricing modeling, where the width of the beach, accommodation facilities, and tourism activities, are related to establish the beach value. This study aims in providing a management perspective in mitigating beach erosion through realistic cost-benefit scenarios. An empirical investigation presented, considers the city of Rethymnon on the island of Crete as the study area.