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Strategic Planning of Municipality: The case study of Municipality Kallikrateia
Halkidikis

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ABSTRACT

The Municipality of Kallikrateia, usually called “Gateway to Chalkidiki”, is situated in an area just 30 kilometres far from the second largest city of Greece, Thessaloniki. The Municipality consists of five Municipal Districts, which, in turn, include ten settlements. It is to be noted that four of these settlements are seaside settlements, extending along a coastline of approximately 17 kilometres. Citizens and visitors are served by a wide, ever-increasing network of infrastructures and services (which, certainly, needs further improvement, upgrading and expansion), e.g., Regional Health Centre, Police Station, Municipal Police, banks, post offices, insurance funds (branch of the Social Security Institution – IKA including offices and an outpatients’ department), school units for all levels of education, Citizens’ Service Centre (KEP), Social Welfare Service, youth information and support centre, intercity bus station (KTEL), etc. In addition, remarkable activity is seen in the field of culture and sports. The availability of a few – sufficiently – appropriate areas, which are continuously being updated, the great interest of the youth in culture and sports, and the small distances from one settlement to the other, are determinative for the cultivation of a spirit of noble emulation and for the tightening of social ties, through sports and cultural events. The Municipality of Kallikrateia has known rapid tourist development in the past decades. Nowadays, it is a summer resort for a large number of tourists/visitors, and one might even say that it has developed into a suburb of the urban area of Thessaloniki. Consequently, it represents an attractive option both for permanent residence and just a few days’ vacations. However, the price to every process of development is – unfortunately – that this requires more or less intervention in the environment. On the other hand, the fragmentary solutions found in order to face the consequences of sea pollution through appropriate works (e.g., Sewage Treatment and Disposal Plant), with no provision for the causes that have created and recreated the problems (e.g., arbitrary, scattered, and unplanned residential, urban, industrial and tourist development), leads to a dead end, since it is expected that, prior to the completion of the works with the aim of restricting any pathological situation, the environment will have deteriorated even more. As a consequence, a true, urban-planning and land-planning policy oriented towards the thorny problems of the coastal zones of the Municipality – affecting both the land and the sea – is required. This will contribute in the development of tourism, which is the chief coastal activity, and also in the development of other residential, industrial and rural activities, which, along with tourism, form a unity. Therefore, a complete, environment-oriented intervention is required, so as to achieve the protection of the



coastal zone of the Municipality, along with its well-balanced development. According to Law 3852 / 2010, known as “ New System of Local Self – Government and Regional Administration – Programme Kallikratis”, the municipality of New Proponditha has been established. It consists of the former municipalities of Kallikrateia, Triglia and Moudania which have been abolished. The head office is in New Moudania. In addition, development in the Municipality of New Proponditha – which is described as an environmentally and culturally sensitive area – must be accompanied by a fulfilling, well-planned policy-strategy of protection, success and viability, adapted both to the problems of the Municipality and the wider area.

KEYWORDS

Project, Municipality, Kallikrateia Halkidiki