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TITLE OF DIPLOMA THESIS:

Exploring the potential possibility of developing the seafront area of Kalamaria-Pylea.

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ABSTRACT

Today, the seafront development of a city, as in the case of Kalamaria or of an area with high residential and commercial development like Pylea, falls within the modern seafront development policy as determined by the European Union. It encompasses the directives regarding the transformation of the city or the area into a commercial and tourist center and leads to the commercial development of the seafront zone with the simultaneous formation of leisure and green areas for the residents of the greater location. These directives, as set by the general city plans of Thessaloniki, Kalamaria and Pylea, are implemented through studies that concern the development of seafront areas with advantages for the areas' character, the relationship between the areas and the sea, the residents' quality of life and their relationship with public land. In order to proceed with the development of the Kalamaria – Pylea seafront, it is necessary to financially assess its value. Through a scientifically recognized process which, among others, includes the analysis of surveys through personal interviews and via the internet (electronic survey) with the Contingent Valuation Method, we reached a significant conclusion regarding the financial valuation of the development of the seafront of Kalamaria – Pylea on an annual basis. This present postgraduate dissertation extends over five separate chapters. The work's data includes the information collected from the survey that was undertaken, both through personal interviews as well as via the internet using special questionnaire forms. The first chapter contains the historical background of the areas under study. Mention is made of their geographical characteristics, an analysis of the current status of the seafront location of both areas as well as the proposed and existing land uses therein. Within the second chapter, an analysis is made of the financial methods of appraising the environment. The Contingent Valuation Method, upon which the financial valuation of the future development of the Kalamaria – Pylea seafront area is based, is especially highlighted. The third chapter covers the basic terms of statistics and the different ways of presenting statistical data. Also, IBM's statistical software program SPSS is also described, through which the study's data processing is achieved. The fourth chapter centers on issues regarding the survey undertaken and an analysis is made of the implemented questionnaire. A comparison is made between the results of the personal interviews and the answers collected via the internet questionnaire as well as the 2011 census data published by the Hellenic Statistical Authority (ELSTAT) and conclusions are reached. The fifth chapter presents the determination of the monetary sum that the residents would be willing to pay in order for the development to be carried out, the financial valuation of the seafront development on an annual basis as well as the final conclusions of the study. Finally, Appendix A includes the questionnaire used for the research through personal interviews and via the internet with the use of special question and answer forms



while Appendix B contains Government Gazette issue (GG 160/vol. Α.Α.Π./08-05-2012), which includes the Deputy Minister of Culture and Tourism's Decree No. 6292/18-04-2012 regarding the placement of Pylea's tourist harbor.

KEYWORDS

Financial valuation of the seafront area, Survey analysis, Contingent Valuation Method, Financial methods of appraising the environment, Survey.