"NATURE as the Way Mobility and Well-Being": STESY Based Sustainable Tourism Development Strategy in Belgium

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Abstract. Tourism represents an opportunity for boosting the development of underexplored and peri-urban areas. However, inadequate coordination of tourism services and infrastructure can generate fragmented and inefficient territorial systems. This research explores the tourism dynamics of the Wallonia region, with a specific focus on the area between Dinant and Namur. A multi-scalar analysis of regional, provincial, and national tourism trends highlights the predominance of domestic tourism and the resilience of the area during the global pandemic. Through the application of the STESY model, the study identifies Destination Areas based on attractors, accessibility, and services, revealing structural and infrastructural weaknesses that hinder integrated development. The design proposal developed for the Dinant-Namur corridor exemplifies a sustainable tourism strategy grounded in slow mobility, environmental protection, and the valorization of local heritage. Measures such as improved pedestrian and cycling networks, alternative mobility options, and cultural programming aim to reinforce local tourism ecosystems and promote responsible tourism practices. Despite limitations related to open data sources and limited stakeholder engagement, the project offers a replicable methodology for spatial analysis and tourism planning. As part of an academic studio course at the University of Basilicata, the proposal serves both as a didactic exercise and as a conceptual framework to test the downscaling of New Urban Agenda principles. Future research should integrate participatory planning and advanced geospatial tools to support tourism policy design in Wallonia.

Keywords: New Urban Agenda · Sustainable development · Sustainable tourism ecosystem · STESY

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1 Introduction

Sustainable development strategies at regional scale is an umbrella concept linking together relevant debate from an interdisciplinary perspective. From the global perspective [1–3] to the operational level of key essays discussing various aspects of sustainable urban planning, land use, transportation, and ecological design [4]. Challenges and opportunities of sustainable urban development generally are positioned in the conflicts between economic growth, social equity, and environmental preservation in urban planning[5].

Current trends, more than standard rules, in policy recommendations are at the basis of key international institutional references [6, 7] and academic applications[8–12].

Tourism is a key sector for current debate in urban sustainability[13–17] and it represents and horizontal domain of policy making and design implementation in a multiscale[18, 19] and multistakeholder perspective.

Like many regions, Wallonia faces the distinctive characteristics of tourism growth, from regional disparities to the need for sustainable practices in tourism management.

In recent years, the need for sustainable development strategies for tourism enhancement has gained prominence, particularly in the context of post-pandemic tourism recovery. The COVID-19 pandemic severely impacted tourism globally, but Wallonia, like many other regions, has witnessed a gradual and steady recovery. The conversation around regional development strategies—focused on sustainable urban planning, land use, mobility, and ecological design—has become more urgent, especially in light of the rapid changes in tourist behavior post-COVID.

In this context, this research applies the STESY model [17] to the Wallonia region as a case study, examining how tourism can be developed in a more sustainable and equitable manner[20–22].

The region, known for its historical cities, natural areas, and cultural attractions, has experienced fluctuating tourism patterns. After the pandemic's disruptions in 2020, Wallonia's tourism sector showed signs of recovery by 2023, with international tourism rebounding and even surpassing pre-pandemic levels. Despite this recovery, there remains a need to better distribute tourist flows across the region, with cities like Namur attracting a smaller portion of the visitors compared to other areas.

The methodology employed in this research begins with the collection of data on tourist flows and trends within Wallonia, extending to the regional and provincial levels. Through a data-driven approach, including the use of cluster analysis and geographical information systems (GIS), the study identifies key Destination Areas (DAs) and highlights areas of potential improvement in terms of reachability, attractors, and services.

One of the key proposals arising from this analysis is the "Nature as the Way" project, aimed at improving the 35 km route between Dinant and Namur by enhancing cycling and pedestrian connectivity. The project also promotes sustainable mobility, supports local cultural initiatives, and strengthens the regional tourism network. This approach is aligned with principles set out in the New Urban Agenda, ensuring that future tourism development is not only sustainable but also inclusive and respectful of local identities.

This research ultimately provides valuable insights into tourism development strategies for the Wallonia region, offering a robust framework for future policy-making and

spatial planning. The next sections will outline the methodology, case study analysis, proposed development strategies, and conclusions, highlighting the importance of sustainability in the tourism sector.

2 Background and Scope of the Research

The STESY model serves as a conceptual framework for analyzing and organizing knowledge related to specialized tourism phenomena, with a particular focus on spatial and territorial aspects. This taxonomy provides a structured system for classifying and managing information, supporting the analytical process from the initial phase of territorial classification to the development of strategic decision-making frameworks. The hierarchical approach of the model enables the classification of specialized tourism into three distinct levels: Specialized Tourism Ecosystem, Specialized Tourism System, and Specialized Destination Area (DAj). The latter represents the primary unit of analysis for describing the territorial tourism supply. A DAj does not necessarily correspond to traditional administrative boundaries but is instead defined by the spatial and functional organization of the local tourism system. Consequently, a DAj may encompass multiple municipalities or, conversely, multiple DAj may exist within a single municipal boundary. The conceptualization of DAj is formalized as follows:

$$\mathbf{DA_j} = \mathbf{f}\left(\mathbf{a_j}, \mathbf{s_j}, \mathbf{R}\right)$$

where:

- a_j (Attractors) refers to physical points of interest (POIs), including officially recognized national and international tourist attractions (e.g., UNESCO sites, certified historic villages, Blue Flag locations, etc.).
- s_j (Services) includes facilities within the tourism supply chain, such as accommodations and restaurants, each defined by specific locations and attributes.
- r (Reachability) represents the accessibility of the destination, encompassing the infrastructural and organizational system that allows visitors to reach the area via different modes of transportation (e.g., train stations, bus terminals, parking facilities).

A key aspect of the STESY model is the concept of tourism specialization (j), which categorizes a destination based on its predominant tourism type (e.g., cultural, gastronomic, nature-based tourism). This approach enables a detailed understanding of the relationships between functional sub-regions within a territory, facilitating the formulation of data-driven tourism development strategies. By applying this methodology to selected case studies, it is possible to construct a territorial network, enhancing the comprehension of spatial interconnections within the tourism system.

The research approach is based on the following phases (Fig. 1):

1. Analysis: Case study description through main tourism statistics, policies and analytics.
2. Application of STESY model: spatial data selection and classification, stakeholder identification, DA identification and benchmarking
3. Design: objectives identification, territorial scenario and design solutions, NUA compliance assessment.

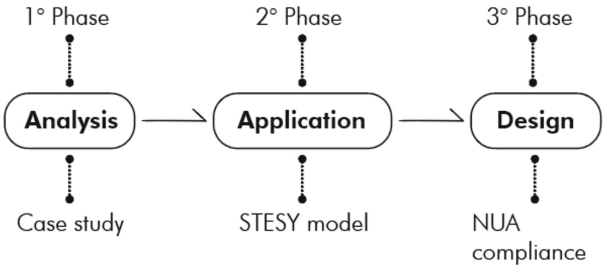

Fig. 1. Description of the methodological framework.

The methodological framework is applied in Belgium case study highlighting issues and opportunities in tourism development strategy. The framework is structured in three different phases that start from the evaluation of tourism supply in given territories to support the design proposal in order to consider specific identity values of territories.

2.1 Case Study Analysis: Wallonia Region-Belgium

The first phase of the research involves data collection on tourist flows in Belgium, with an increasing level of detail at the regional and provincial scale. The Fig. 2 below present the data extracted from the Eurostat website along with the corresponding charts.

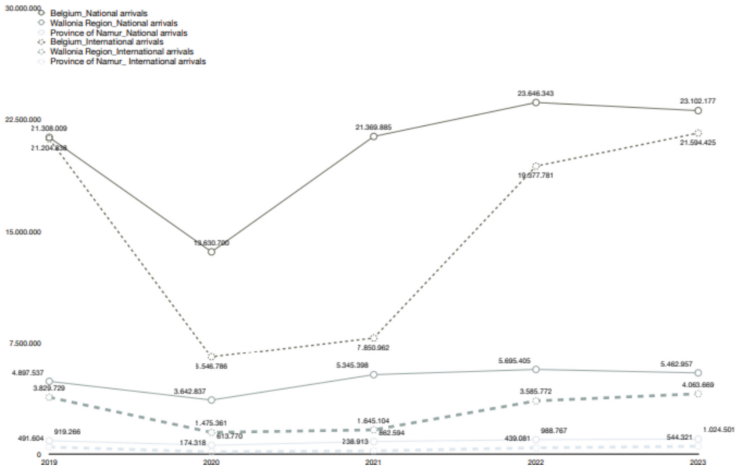

Fig. 2. Description of tourist flows from 2019 to 2023. Source: Eurostat

Observing the tourist flows data from 2019 to 2023, the trend shows a sharp decline in tourist arrivals in 2020 due to COVID-19, followed by a steady recovery between 2021 and 2023. Domestic arrivals rebounded more quickly, while international arrivals experienced a more gradual yet significant recovery, in some cases surpassing pre-pandemic 2019 levels. By 2023, the tourism sector had fully recovered, with signs of strengthening particularly in international tourism (Fig. 2).

Excluding 2020 due to the impact of the pandemic, the average tourist influx in Wallonia is approximately 7 million visitors annually. However, when comparing the overall arrivals with those registered in Namur, it becomes evident that only a minority of these tourists choose the capital as their destination, confirming a broader distribution of the tourist flow within the region.

2.2 Application of STESY Model

The analysis of the territorial system and tourism offer in the study area was carried out following the STESY model, which categorizes key elements into three main components: Attractors, Services, and Reachability.

Within the Attractors category, five main types of attractions were identified along the Namur-Dinant route: museums, historical architecture, churches, natural areas, and gastronomy. Among these, museums and architectural heritage exert the strongest influence on tourism, followed by religious sites, nature, and culinary experiences.

Reachability was assessed through the main public transport options—such as trains and buses—as well as services more tailored to tourists, including taxis, car rentals, and a cable car. It emerged that larger municipalities are generally better equipped with infrastructure supporting alternative mobility, particularly for outdoor activities.

Finally, the Services PoIs collected include accommodations, dining options, tourist information points, parking areas, and alternative means of transport. Understanding the balance and distribution of these services is fundamental to evaluating the tourism system's capacity to support and sustain visitor flows.

Using the GEODA software [23, 24], a cluster analysis was conducted to identify the Destination Areas, supporting data-driven territorial planning. Using the GeoDa software, points were grouped based on proximity, offering a functional representation of the territorial system that goes beyond administrative boundaries and allows for meaningful comparisons between areas. These clusters intended as Destination Areas (DA_) were consequently analyzed in details.

DA_2 emerged as the most critical zone, marked by a lack of accessibility and attractions, especially the absence of gastronomic offerings and alternative mobility options. On the other hand, services and routes appeared relatively balanced across all clusters. Ultimately, this analysis proves essential for informing targeted interventions, identifying areas in need of regeneration, and guiding future territorial policies toward more sustainable and inclusive development [25–27].

2.3 NATURE as the WAY: Mobility and Well-Being

The project aims to enhance the 35 km route between Dinant and Namur by addressing discontinuities in the cycling and pedestrian paths, particularly between Walzin Castle and the Citadel of Namur, to make it fully walkable in 9 h or bikeable in 2. Guided by the STESY model and the New Urban Agenda principles, the intervention includes the creation of green areas, job opportunities, infrastructure for biodiversity protection, and the promotion of local culture and mobility. Cluster analysis identified DA_2—encompassing Anhée, Godinne, and Yvoir—as the most in need of investment.

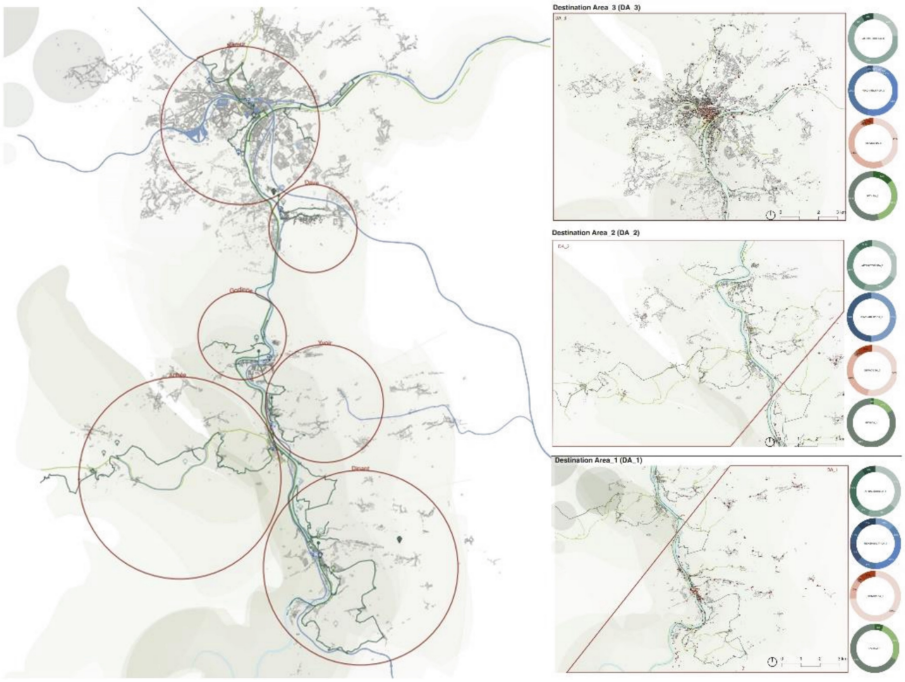

Fig. 3. Study area with Destination areas identification and evaluation.

The areas where different types of interventions will be distributed are derived from the conclusions of the Cluster Analysis, which allowed us to identify the zones where new infrastructures and services are needed. As already mentioned, a greater need emerged in the cities of Anhée, Godinne, and Yvoir, located at the center of the study area within DA_2, compared to Dinant and Namur, where most of the tourist attractions and services are concentrated. We decided to enhance these less urbanized areas, both before and after the cities, so that even the local population can benefit from these interventions. To promote tourism that is not exclusively seasonal, monthly and annual events have been planned:

- Annual Events: Beer Festival (January - February) and Chocolate Festival (November).
- Monthly Events: Local Craft Market showcasing products from local businesses.
- Semi-annual Events: National and International Handicraft Festival, which blends culture, folklore, and gastronomy.

These events will take place within the ancient walls of Polvache Castle, which will undergo an enhancement project.

The project (Fig. 4) includes 16 different types of interventions to be implemented in 8 areas along the route, based on the available services, aiming to improve the usability of the area and ensure greater tourist attractiveness, while respecting environmental and social sustainability.



Fig. 4. Project resume

3 Discussion E Conclusions

The research outlined explores tourism phenomena in Wallonia-region. Regional, provincial, and national tourism trends provide an overview of the area's attractiveness. The data show that the analyzed area was affected by the global pandemic, but the impact was not significantly disruptive. Additional data indicate that the region is primarily visited by domestic tourists.

The area between Dinant and Namur was selected as a case study for further analysis using the STESY model. By identifying Destination Areas—composed of attractors, services, and reachability—and comparing them, it was possible to pinpoint infrastructural gaps within the local tourism system through a data-driven approach. This serves as a valuable support and foundation for spatially recognizing structural weaknesses in the region's tourism system and supply. The recognized weaknesses and strengths, such as local identities, through the methodology described above, served as the guide upon which to build tailored strategies to fill the gaps in infrastructure and services.

The project for the redevelopment of the area between Dinant and Namur is proposed as an example of sustainable and integrated strategy of sustainable tourism development. In alignment with New Urban Agenda principles, the approach formalized was based on slow mobility, environmental conservation, and the promotion of local traditions through hard and soft measures.

The strategies adopted, including the strengthening of pedestrian and cycling connections, the introduction of alternative transport modes, and the creation of new services, will strengthen the local tourism network, generating a positive impact on the economy and the community. The implementation of events and cultural initiatives will also help preserve the authenticity of the area, encouraging a more conscious and responsible form of tourism [28–31].

Limitations rely on data sources (mainly based on open data [32, 33]- Open Street Map - implemented in the STESY model) and lack of local stakeholders participation in the design phases in order to enhance the local validations of the proposal.

This study is part of the output developed within a university studio course during the academic semester program of architecture students at the University of Basilicata. Therefore, the character of the application is an academic proposal more than a real case study test. It reinforces a teaching objective oriented to test downscaling of the New Urban Agenda Principles on different topics and thematic area [34–38].

Future research should explore advanced spatial analysis techniques and participatory approaches [39–41] to refine the STESY model [37, 42–45] implementation placing results in the framework of real decisions making processes for tourism policymaking in Wallonia region.

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