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**THE  
SUSTAINABLE TOURISM  
FOR  
THE EUROPE  
OF THE THIRD MILLENNIUM**

**DOCUMENTI PER LA DISCUSSIONE**

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The Sustainable Tourism  
for the Europe  
of the Third Millennium

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## 1 Foreword

The dimension and growth of tourism, as a mass expression of ever growing population and exponential mobility, requires every one of us to question the consequences of our behaviour that is influencing ever diminishing and threatened natural areas. Tourism must be managed in a sustainable manner (Council of Europe 1993), in order not to leave an irreversible impact on the environment but also to limit those effects which are reversible.

On the one hand, a good environment is indispensable for the development of tourism; on the other, however, the environment is dangerously threatened by the development of tourism which is being promoted for obvious economic reasons.

### THE CONCEPT OF SUSTAINABLE TOURISM

#### *History and definitions*

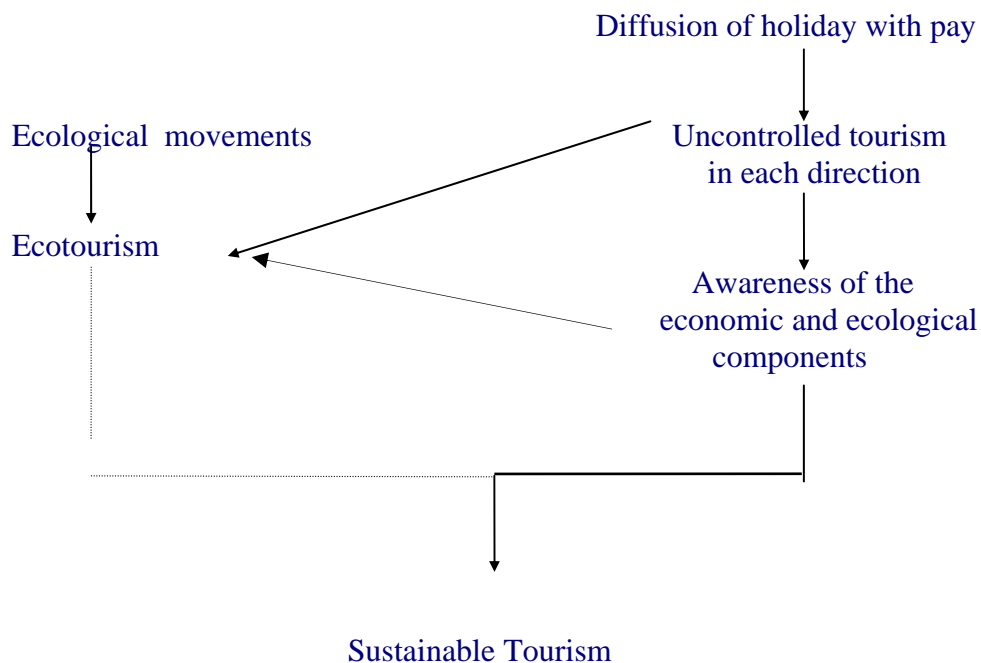


Fig.1

Source: Unity Tourism of the European Commission, 1995.

## 2 Tourism of the new millennium

Since the end of the Second World War, mass tourism, both of a domestic nature and foreign, has been a global phenomenon which, despite the rise of international terrorism, is destined to grow progressively as people get richer and transport improves.

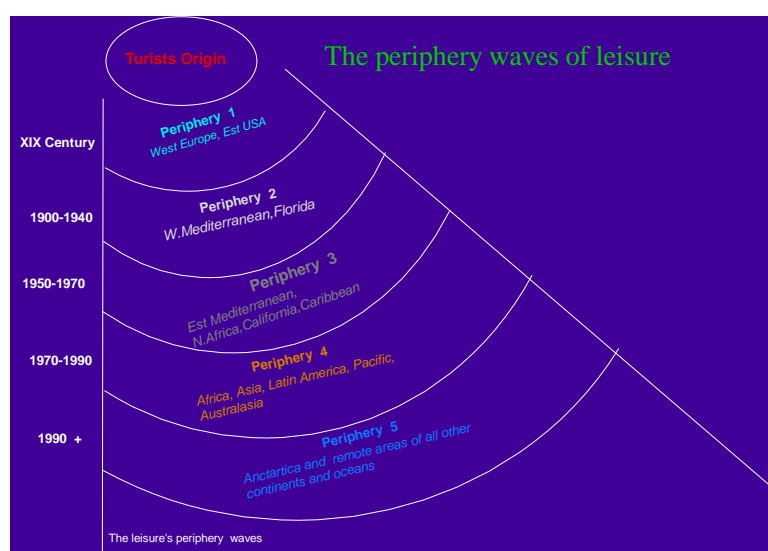


Fig. 2

The number of travellers was over 700 million in 2002; a three hundred percent increase in one generation alone. To this figure, we must add an estimated 10 fold increase in the number of domestic travellers.

This amount is expected to reach 1.5 billion by 2020, 1.2 of which will be inter-regional and 0.4, long haul travellers. Europe will continue to dominate with a

forecast of 717 million tourists, followed by East Asia and Pacific with 397 and the Americas with 282.

This is even more significant if we examine historical data which documented 300 million foreign travellers only 20 years ago, when it was estimated that there had been a ten fold increase from the fifties.

Tourism in Europe is serviced by about two million companies, especially SMEs that contribute 5% both to the GNP and workforce (COM (2001) 665, p. 4).

Europe, therefore, plays a very important role in world tourism, a role which is expected to rise even more than the average economy, even though, with the new EU countries, the economic percentage increase will drop; indeed, whilst in 1995 European tourism accounted for 60% of foreign tourism, by 2020 this percentage is expected to fall to 46%. This is supported by the fact that there appears to be a levelling off of hitherto popular European destinations in favour of emerging countries. In other words, during the ten year period from 1990 to 2000, although world tourism rose by 4.2%, European tourism increased by only 3.4%. Even more evident is the situation in the last three years where Europe has seen an increase of 2.2% against an increase of only 1% in the rest of the world; this is as a consequence of recent political crises and the rise in terrorism. Within Europe itself, there are significant regional discrepancies. Hidden within the aforementioned figure of 2.2%, resides a drop of 2.6% in tourism in western Europe, whilst, during the same period, East Central Europe has seen a rise of 9.6% and Southern Europe, 4.4%. This highlights the importance of the new EU entrants who have an indisputable wealth of natural and historical assets to offer.

### **3 Tourism and the environment**

In these first few years of the new millennium, taking the environment into account is no longer simply an option but an obligation, and even more so for tourism, which relies on the environment. “More than any other sector, tourism is dependent and influenced by the quality of the human and natural environment. It is the duty of governments to promote appropriate activities and entertainment based on The Hague declaration of Tourism (1989) and on the current programmes of the World Tourism Organisation (WTO) and the United Nations Environment Programme (UNEP). Governments should also encourage the proper use of museums, world heritage sites, zoos, gardens, national parks and protected areas” (Guides to Notebook 21, New York, U.N., April, 1992).

The “Environment”, as defined by WTO and UNEP, is very vast because it includes the biosphere, ecosystems, social and economic areas characterised by their buildings, history, archaeology, ethnicities and cultures.

As opposed to other phenomena, tourism is locked into a reciprocal relationship with nature, in that it needs a clean environment to prosper and, in turn, if it prospers, it can help save the environment. This is why it needs the environment.

Fortunately, there has been a rise in environmentally friendly holidays and journeys such as Congress tourism, green holidays, adventure holidays, etc... This requires integration between the various sectors which will lead to a general improvement in economic conditions and lifestyle.

When it doesn't have an adverse effect on the environment or doesn't destroy itself in the process, the tourism industry, like any other industry, must recognise its responsibility towards the environment and learn how to make itself sustainable.

The basic concept of "sustainable development" is that tourism must not have any irreversible adverse effect on the environment.

The WTO definition for sustainable tourism (1990, Env 3/3), which takes its inspiration from the Bruntland Report (1987) is: "tourism which meets the needs of the tourist and host regions of today while protecting and increasing the opportunities for the future" (1990).

Limiting the impact consists in the sustainability and choice of solutions which form part of the official definition of the EU: "*sustainable tourism development* is development which takes into consideration, on the one hand, the interest of the tourist and, on the other, the interests of the guests and hosts in any given area. Every activity carried out in the host area must be compatible with the ability of the natural environment to cope and making the most economical use of natural resources" (Council 21 June 1999).

Following are the fundamental points of sustainable tourism, according to the Commission:

- ❖ To practice and encourage conservation and the rational use of natural resources, in particular water and energy;
- ❖ To promote public awareness of the environment and the protection of resources through marketing initiatives;
- ❖ To create, develop and marketing products, tourist facilities and infrastructures, so as to reconcile economic objectives with the preservation and enhancement of the ecosystem, based on the understanding that sustainable tourism is only possible if accompanied by development.

## DIFFERENCES BETWEEN MASS TOURISM AND ALTERNATIVE TOURISM

| VARIABLES   | MASS TOURISM   | ALTERNATIVE<br>TOURISM  |
|---|--|---|
| <i><b>MODEL</b></i><br><br><b>SPATIAL DEFINITION</b><br><b>SCALE</b><br><b>HOUSING ESTATE</b>                         | COASTAL- HIGH DENSITY<br>LARGE SCALE-INTEGRATED<br>FOREIGN/MULTI-NATIONAL                          | DISPERSED-LOW DENSITY<br>SMALL SCALE; DOMESTIC<br>LOCAL, FAMILIAR, SMALL<br>ENTERPRISES                                     |
| <i><b>MARKET</b></i><br><br><b>VOLUME</b><br><b>ORIGIN</b><br><b>SEGMENT</b><br><b>ACTIVITY</b><br><b>SEASONALITY</b> | HIGH<br>DOMINANT MARKET<br>PSYCHO-CENTRIC/MIDDLE-<br>CENTRIC<br>WATER, BEACH, NIGHT LIFE<br>SUMMER | LOW<br>WITHOUT DOMINANT<br>MARKET<br>PSYCHO-CENTRIC/MIDDLE-<br>CENTRIC WILDERNESS,<br>CULTURE<br>WITHOUT DOMINANT<br>MARKET |
| <i><b>ECONOMY</b></i><br><br><b>STATUS</b><br><br>IMPACT  | DOMINANCE OF TOURISM<br>SECTOR<br>DISPERSION OF BENEFITS   | DOMINANCE OF<br>COMPLEMENTARY SECTORS<br>ABSORPTION OF BENEFITS   |

Fig. 3

Source: Weaver 1991, cit. by Mowforth, 1993.



Based on these three fundamental points, EU initiatives aim at three principle objectives:

- To spread the concept throughout the entire tourist industry that tourism is not just a passing phase but a permanent industry that can only be sustained if the players act within the guidelines of the EU;
- To initiate a constant dialogue between all parties involved in the tourist industry, from operators to researchers, administrators and politicians;
- To reward “exemplary” and useful ideas within the tourist industry.

To confirm this last point, one should be remember the award given to the Balearics for the dismantling of obsolete and invasive structures along the coast; an operation which helped bring back tourists who had begun to turn elsewhere for quality resorts.

This is all part of the Commission’s policy in encouraging economic activities which meet their criteria of sustainability in that they not only preserve and protect the environment but they also promote new activities and products, whilst raising awareness of tourists through information.

*“The exchange of information, good procedures and pilot experiences, finding common solutions, supporting or integrating operators and networking tourist destinations have been identified as the main needs. This helps facilitate the management and promotion of destinations, promotes the potential for tourism and a more rational use of resources and the development of a local tourist industry that creates work and competitive enterprise. This is how support for SMEs, security problems and the quality of services can be improved” (COM (2001) 665, p. 12).*



Fig. 4

# New activities and products

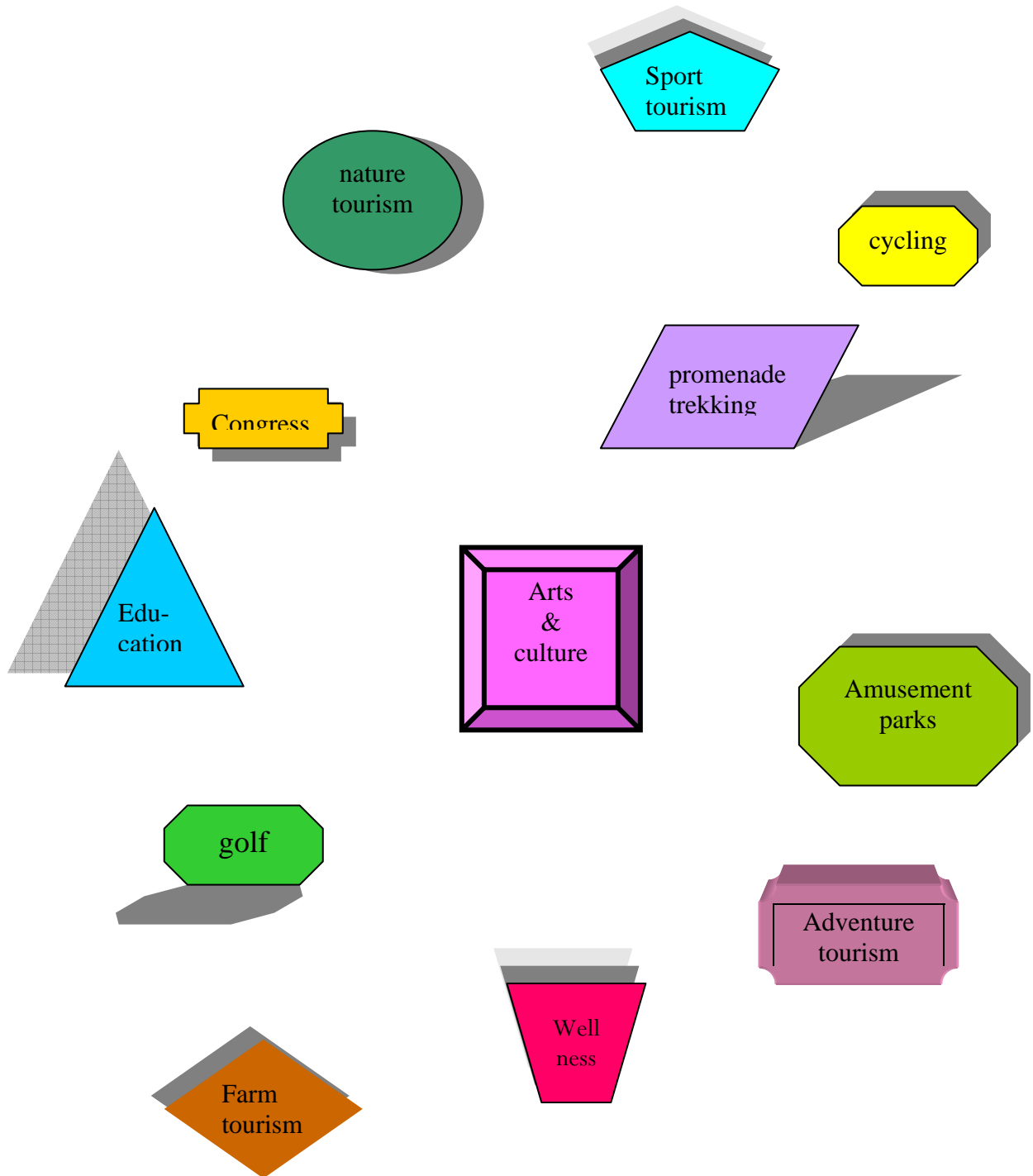


Fig. 5

## 4 Economy

Tourism has become one of the most important economic factors of our time.

To be of benefit to all those involved in the industry – entrepreneurs, clerks, proprietors, tourists and hosts – and to be sustainable, the tourist industry has to make sure that resources are not over exploited and that the tools necessary for its existence are protected economically, socially and ecologically; only in this way can holidays and leisure, which are considered to be fundamental, be catered for.

Tourism must be based around the following points:

The quality of services; diversification of products on offer and protection of the consumer. The ideal solution would be a model based on Disney and public power that reaches the results of the Languedoc-Roussillon operation.

At the threshold of the third Millennium, after years of studies into tourism and environmental impact, tourism must be included as one of the problems facing society today and this is why there should be a synergy of studies between the WTO, UN and EU programmes and other NGOs, as a range of disciplines is required.

To achieve this, governments are called upon to adopt a wide variety of measures based on economic and social considerations and on a lifestyle which can be summed up thus:

- Information and education;
- Economic measures including funding environmental protection;
- Rules and regulations;
- Programs and plans.

Tourism must be integrated into other industries and bring real benefits to the local community. It must be a fundamental element of the economy in which the local population plays an integral role in planning, and local culture and heritage must be respected.

The most important thing is to preserve all resources - both local and global - that the industry depends on, since tourism is threatened by serious problems, such as the depletion of the ozone layer, deforestation of the rain forest, pollution, soil and beach erosion and a rising sea level. This is why world government organisations must form an alliance with environmentalists, power groups and with the population and ask for better market structures, rational economic actions by tourists as well as a public-private partnership and an internationalisation of the cost of exploiting natural resources.

An area's level of economic dependence on tourism has been evaluated using initially the concept of: "relative dependency on tourism" proposed by Royer,

McCool and Hunt (1974) and updated in 1995 by Harvey, Hunt and Harris. The level of dependency is determined by calculating the rapport between hotel revenues per capita and personal income. The formula is the following:

*Total amount of hotel revenues (sales) / local population (residents) = revenues per capita;  
revenues per capita / income per capita = level of dependency on tourism.*

Since Maastricht, tourism has been identified as a primary strategy of economic development, which must be given the specific industry status which is essential for economic growth. But it is also a social factor which leads to the recognition of diversity and to a reduction in regional disparity.



Fig. 6

# What it is needed for the sustainability of tourism:

- legislation;
- planning;
- statistical analysis of frequentation;
- investigating into tourism tendencies
- studies on environmental impact (EIA = environmental impact assessment);
- management;
- information;
- culture;
- technology;
- economic integration;
- control measures.

Fig. 7

## 5 Impacts

The most appropriate way to go about planning, developing and managing tourism in any area is by doing first research into the impact that the venture will have on the environment.

A growth in mass tourism exerts a lot of pressure on the environment and the local population. These include the destruction of the traditional landscape, congestion of the transport system and various forms of pollution. These problems are more severe in areas of mass tourism that have developed over a short period; on the other hand, business tourism, rural tourism and cultural tourism tend to have a less serious effect on the environment and tourists are more easily integrated into economic, social and environmental structures. However, when politicians try to limit the spread of tourism for social or environmental reasons, this can sometimes come into conflict with private or local interests that would rather promote what they have to offer.

The various social effects of tourism are summarised in the table below by Brunt and Courtney:

| Key social effects of tourism |  |
|-------------------------------|--|
| Authors                       | Impact   |
| Mthieson and Wall (1982)      | Tourism changes the internal structure of the community by separating those who are involved in tourism from those who are not.                  |
| Krippendorf (1987)            | Tourism is colonialist in nature, in that it takes away the freedom of decision from the local population.                                       |
| Allen et al (1988)            | Moderate levels of tourism are more beneficial.  |
| Crompton and Sanderson (1990) | Tourism needs to offer more flexible work so as to enable more women to get involved.  |
| Urry (1991)                   | Tourism offers women more work opportunities, thus giving them economic independence.  |
| Harrison (1992)               | Tourism opens up more opportunities and produces social change.  |
| McKercher (1993)              | Investment is aimed more at profit than at facilities that require maintenance costs.  |
| Sharpley (1994)               | Work opportunities attract the young to tourist areas. Diversification of work towards small businesses. A rise in the quality of life.          |
| Burns e Holden (1995)         | Tourism brings socio-economic benefits on the one hand but it reinforces social inequality on the other. This forces a change in local politics. |

| Key social effect of Tourist-Host interaction |                              |
|---|------------------------------|
| Author  | Impact                       |
| Doxey (1975)                                  | Cumulative negative effects. |

|  |  |
|--|--|
| De Kadt (1979)                         | The nature of the contact with the tourists influences one's behaviour, habits and values on tourism.  |
| Mathieson and Wall (1982)              | Tourism changes safety and health conditions.  |
| Pizam et al (1982)                     | Tourism unleashes criminals.   |
| Murphy (1985)                          | The young are more sensitive to demonstrative effects. Even language is learnt for demonstrative effect.   |
| Krippendorf (1987)                     | Rarely is real understanding/communication established between tourist and host.   |
| Ryan (1991)                            | Loss of local languages and dialects.  |
| McKercher (1993)                       | There is always a degree of conflict due to different lifestyles.  |
| Sharpley (1994)                        | Tourism stimulates interaction amongst the local community.<br>Tourism guarantees the preservation of artistic and religious heritage.<br>The host is forced to learn foreign languages.<br>Stereotypes are developed.<br>Religious behaviour changes. |
| Burns and Holden (1995)                | The host copies foreigners' behaviour yet avoids direct contact with them.   |
| McIntosh et al (1995)                  | Social interaction is productive.<br>The difference in wealth generates resentment.<br>Resentment is caused by a rise in prices.   |
| <b>Key cultural effects of tourism</b> |  |
| <b>Author</b>                          | <b>Impact</b>  |
| White (1974)                           | Hotel space is a great socio-cultural risk   |
| De Kadt (1979)                         | Local arts, crafts and culture are revitalised.  |
| Collins (1978)                         | The behaviour of the locals changes temporarily.   |
| Murphy (1985)                          | Attitude change is a sign of adjustment.   |
| Cohen (1988)                           | Negative impact is derived from commercialising values.  |
| Nunez (1989)                           | Both cultures get to know each other better.   |
| Browne (1993)                          | Tourism destroys local culture.  |
| Sharpley (1994)                        | Local culture adapts to the needs of the tourist. Authenticity is not necessarily lost. Adjustment is linked to the nature of contact.   |
| Burns and Holden (1995)                | Culture is seen as a commercial resource.  |

Fig. 8

Source: BRUNT P., COURTNEY P., *Host perception of socio-cultural impacts*, in *Annals of Tourism Research*, 1999, vol. 26, n.3, pp. 495- 497.

The WTO, which had already seen the need to regulate tourism way back in 1983 due to unparalleled growth in the industry in that period, said that: “the growth of tourism will have an increasingly negative effect on the environment, unless appropriate measures are taken by governments and the private sector and tourism is used as a positive force to preserve the environment” (p.17).

To achieve this, according to the UN, everything must be done to create a “cultural revolution”.

Education is needed so that the tourist can confront realities encountered and at the same time respect them, since most damage, provoked at every cultural level, is caused more by a lack of understanding than on purpose. Education is dependent on cultural level; indeed, a rise in cultural level in many countries leads to better understanding of and respect for the environment and its cultural heritage. Culture also leads to a rise in demand for both natural and urban environments.

Thanks to a rise in culture, our historical and artistic heritage of the past is being re-evaluated through the restoration of monuments, rediscovering oral traditions, arts and crafts and traditional foods. For example, there has been a revival of *paradores* and *pousadas* in Spain and Portugal; thematic nature trails in France and historical routes in Spain; mythological and literary themes in Germany and a return to gardens and natural resources in Great Britain, Austria, Luxemburg, Holland, Finland, Sweden and to a lesser extent, in Italy and Denmark. There has also been a revival of traditional inns and music in Ireland and of arts and crafts in Belgium and Greece.

Of equal importance is the need to change people’s attitudes and behaviour so that they fully appreciate the meaning of sustainable exploitation of natural and cultural resources. Measures to achieve this were embedded in the “strategic objective defined by the Council of Lisbon ((21/6/99), whose aim was to educate people and by so doing, to transform the European Economy into the most competitive and dynamic in the world. The TIC is widely used by the Tourism industry as well as by consumers” (COM (2001) 665, p.7).



# IMPACTS

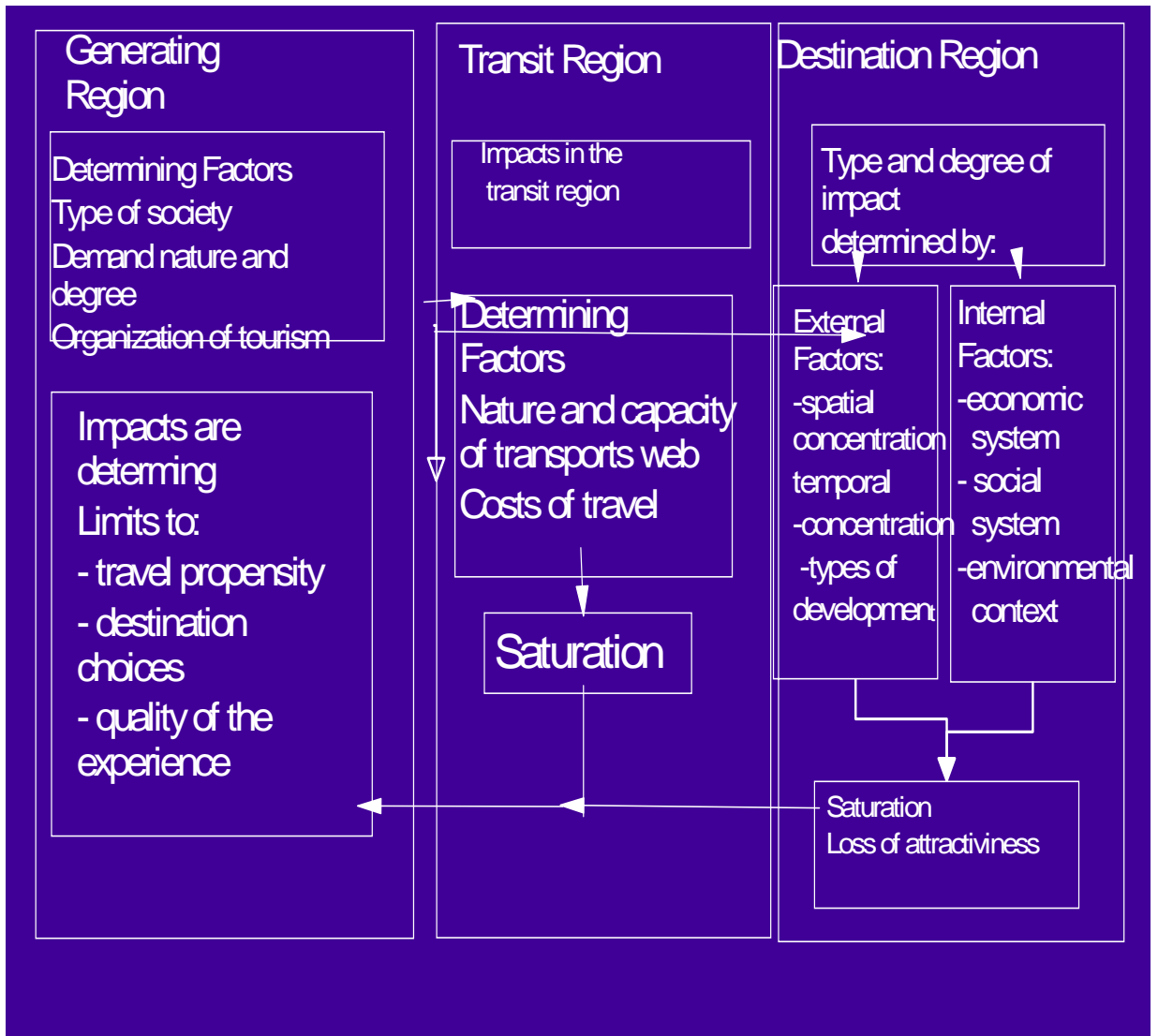


Fig. 9

## 6 Indicators

Sustainable tourism needs analysis and technical innovations, as well as social and political change.

Any political commitment must include a plan governing the use of the land, managed access to tourists, evaluation and control of its effects and attention to health and hygiene, clients' aspirations and managed supply and demand as well as targeted regulations and educational programs. Energy must also be managed as the presence of tourists can put a strain on local resources as a higher quality of services may be required.

It is universally accepted that tourism needs a systematic approach that must go from being reactive to proactive. The following principles set out by the WTTC (*Agenda 21 for Tourism*) will help to achieve that goal:

- ✓ *Integration*: of policies regarding tourism in particular with laws regarding the environment as a whole.
- ✓ *Encouragement*: financial support to help adapt tourism to changing behaviour.
- ✓ *Infrastructure*: plan and develop long term programmes based on the directives of Agenda 21.
- ✓ *Indicators*: tools for measuring the impact on the environment so as to better manage it.
- ✓ *Involvement*: those responsible for tourism must take both local and private interests into account.
- ✓ *Originality*: encourage the use of new technologies for training and to learn about the environment.
- ✓ *Certification*: international recognition, such as EMAS, to improve quality standards and to increase public awareness.

An analysis of quality indicators and methodologies established within member countries has identified the following necessary control strategies and measures: series ISO 9000 and 14000; methodology EFQM; a classification based on a star rating; various national quality systems (COM (2001) 665, p. 25).

## ENVIRONMENTAL INDICATORS OF STRESS

- prevention of alarm signals;
- measure of tourists pressure/stress;
- measure of impacts/consequences;
- measure of natural resources;
- measure of management and organisation;
- measure of effects/results.

Fig. 10

The quality of the environment is based on the following criteria:

- Supervised exploitation of natural resources and the landscape,
- Quality of water and air,
- Soil conditions,
- Sound pollution,
- overcrowding,
- overcapacity of facilities.

One of the most common indicators is determining what constitutes the “carrying capacity” of an area. In other words, it is a question of determining the environment’s physical, social, biological, ecological and psychological ability to cope with tourism without diminishing the quality of the environment or customer satisfaction.

Once overcapacity of a resort is reached, the quality of the area suffers, saturation point is reached and tourists desert the area and this could mark the death of a resort, in line with the life cycle of the tourist product (Butler, 1980).

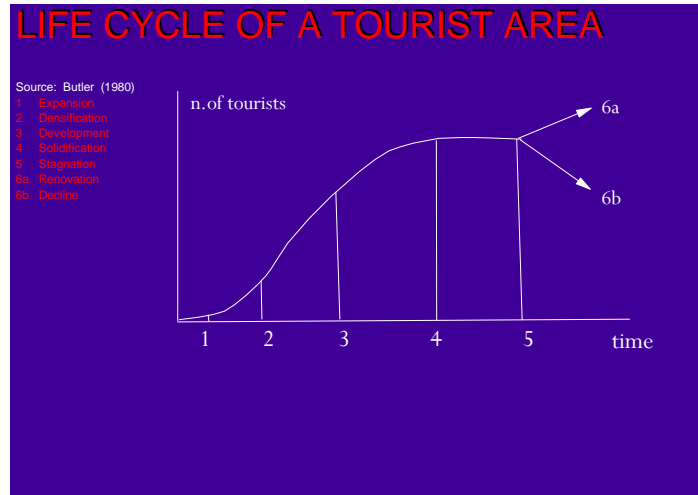


Fig. 11

According to WTO (1990), one way of measuring the extent of the effects of tourism in an area is by adopting the Smith and Krannich (1998) method which consists of two factors related to the locals themselves and two factors related to the resort:

TIR (*Tourist Intensity Rate*) = number of tourists/population x 100.

TPR (*Tourist Penetration Rate*) = average length of stay x no. of tourists / (population x 365) x 1000.

TDR (*Tourist Density Ratio*) = average length of stay x no. of tourists / (365 x area in km<sup>2</sup>).

CR (*Concentration Ratio*) = % of tourists from the three main sources of tourism.

According to Gills and Williams (1994), management of recreational infrastructure should include the following parameters:

- ROS - *Recreation Opportunity Spectrum approach* or *land zoning system*; establishes the planning and the offer;
- LAC - *Limits to Acceptable Change approach*, establishes the desired conditions in a given area and organises the strategies necessary to achieve them;
- VIM - *Visitor Impact management approach*, establishes a level that is deemed to be unacceptable; its causes and the strategies to cope with the effects.

One can also do research into whether the tourism plan would be beneficial, acceptable or unnecessary, compared to other alternative schemes. Indeed, through the use of a range of economic, social and environmental accounting methods, which provide parameters to help identify alternative projects, a range of conventions have been reached, the most notable of which are:

1. CB: cost-benefit analysis, based on measuring the economic advantages and disadvantages derived from a project;
2. VIA: evaluation of environmental impact or assessing the effects that a project will have on the environment.

Unquestionably, in order to allow for “*intergenerational equity*”, the threshold of irreversibility must be avoided.

## 7 Planning

“the key is planning”  
UIOOT<sup>1</sup> (1972)

In the 60s, people began adopting a more dedicated and systematic approach to the question of tourism. This approach, which from a programming point of view is now called strategic, was able to draw from a range of disciplines which now makes it a very precious organisation and planning tool.

Over the last 30 years, one has come to understand just how important and valuable planning a project is, because it is possibly only through planning that, what the former Secretary General of the WTO called: “*Squeezed orange effect*”, or the effect of uncontrolled growth, that leads to crisis, (Enriques Savignac’s speech, 1992) can be avoided.

A system of observation and control is needed to prevent, reduce and assess the pressure of speculation by implementing long or medium term plans, through progressive and controlled programming (*rolling planning system*), which leaves open the option for continued updating and review (*retroactive correction system*).

Environmental programming is indispensable for tackling environmental quality at the onset and thus guarantee that the tourist can indulge in their surroundings. It also promotes sustainable development of the area ensuring that the minimum requirement, to guarantee a sustainable environment strategy, is attained. Environmental programming can be carried out at different levels; through urban development, improvement of the historical centre or through Territorial Landscape Plans.

The ideal plan should go hand in hand with other socio-economic activities at every level. This ensures the best use of tourist resources at a minimum social, economic and environmental cost.

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<sup>1</sup> Currently the World Tourism Organisation WTO/ OMT.

# BASIC STRATEGIES IN THE TOURISM PLANNING

- **Analysis of the previous tourist development**
- **Assessment of the tourism priority**
- **Implementation of tourist politics**
- **Definition of development strategies**
- **Elaboration of an action programme**

Fig. 12

The discrepancy between policies, protective measures and their effects on the environment can be traced back to the fact that whilst policies are made at national level, they are invariably carried out at local level where an understanding of the problem is often weak and policy is often driven by more immediate interests. It is very difficult to integrate three different levels:

1. on an international level, with a preventative role and maximum long term effect;
2. on an intermediate level, which usually means a compromise between tourism and the local area;
3. minimum plan which allows for specific needs to combat pollution and to safeguard the landscape.

The following types of regions must be identified in any plan:

1. areas already developed for tourism but can be improved upon;
2. areas with a potential for the development of new tourist resorts;
3. areas requiring restoration of the environment.

Economic tools normally associated with determining the use of an area for tourism can help to integrate environmental policies; prohibitive and restrictive measures, qualified as “*price based*”, (environmental taxes, charges, grants) or “*entree fees*” or “*polluter-payer*” can also be adopted.

## PLANNING PROCESS

| Phases             | Stages   | Documents                           |
|--------------------|--|-------------------------------------|
|                    | Diagnoses<br>Prognosis   |                                     |
| <i>Definition</i>  | Definition of goals<br>Strategies Selection<br>Tools Selection | <u>Plan</u>                         |
| <i>Application</i> | To program<br>Evidences<br>Instrumentation<br>Assessment       | <u>Programmes</u><br><u>Project</u> |

Fig. 13

Source: Molina S, Rodriguez s., Planificación Integral del Turismo, Mexico, Trillas, 1991.



## 8 European Policy and tourism

Tourism is defined by the European Union as an industry with a powerful economic impact but “invisible”. This is why it hasn’t always been accorded due attention in the past; maybe a victim of its own success and relegated to a subsidiary policies. Today, however, it is considered to be one of the most consistent export services; it has revealed exponential growth and is one of the biggest creators of employment<sup>2</sup> and generators of wealth; it is strictly related to other industries and it is indirectly sustained by, for example, agricultural or cultural policies.

Although tourism doesn’t benefit from any specific funding programmes, a lot of Social Funds can be relied on due to its dependence on other sectors and also because it encompasses many other disciplines which inevitably means it is taken into account in national, environmental or cultural policies in general.



Fig. 14

An initial three year tourism plan based on Article 235 of the Treaty was agreed and in Decision 92/421/EEC of 13 July 1992. This plan saw the birth of a pilot project in the field of rural, cultural, social, training and environmental tourism and was accorded Structural Funding such as ENVIREG, to support environmental issues. The plan tackles the themes of quality and competitiveness and is based on the following principles:

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<sup>2</sup> 100,000 jobs have been created in Europe in recent years.

- prevention;
- polluter-payer;
- subsidiarity;
- economic, cost and judicial efficiency.

In the 1st Action Plan for Tourism, European took into consideration environmental problems, and has supported the industry with the measures drawn up in the 5th Community Action Plan for the Environment which tackles environmental policies stipulated in Article 130.

Tourism was not mentioned in the VI Programme 2001-2010 *Our future – Our choice* which deals with the principle of integration of the Treaty, by which every aspect of European Union policy must take the Environment into consideration when making decisions. The document states that: “We must endeavour to free the impact and damage to the environment from economic growth by, for example, vastly increasing eco-efficiency or by reducing the quantity of natural resources used to produce a given quantity of wealth or services. Consumption must become more sustainable” (COM 2001/ 31).

Actions in favour of culture, contemplated in Art. 128 of the treaty, especially those in favour of our more significant heritage, are included in the “Culture 2000” programme which gives funding to the arts, entertainment and research into artistic crafts until 2005.

The industry indirectly benefits from the annual designation of “European City of culture” which can be very influential in promoting the winning city’s image as a cultural destination.

More and more measures are being implemented in a variety of EU policies and cultural programmes such as the European Sustainable Development strategy in the VI Environment Action Programme of the Cardiff Process of Integration and other industry strategies such as in the field of energy and transport (COM (2001) 665, p. 26).

# TOOLS & TECHNIQUES FOR LAND DEVELOPMENT MANAGEMENT

## TOOLS

Policies and taxation

Impact Analysis

Environmental Controls

## Development Rights Transaction

Contracts restrictions

Zoning

How to limit the use of areas

Quotas Systems

Short term instruments

Credits

Income taxes

Taxations and Tolls

## TECHNIQUES

Law requirements

Integral Plans

Regional Plans

Information services

Equilibrium employees / residents

Fiscal impact

Social impact

Environmental impact

Costs/benefits analysis

Carrying capacity analysis

Determination of fragile areas

Areas under special planning

Pollution control

Localization fees

Property permits

Zoning regulations

Zoning restrictions

Planned areas of development

Special permissions (historical sites)

Minimum dimension of allotments/building sites

Strong restrictions

Demographic density

High levels requested

Geographical hindrances

Building permissions

Public transport connections

Delays

Permissions and agreements revision

Over taxation "off-site"

Land taxes

Increasing acquisitions rights

Investments programmes

Land and monetary incomes

Capital gains

Low/medium estates income

Employment

Services in urban and rural areas

Income-tax on public services

Income-tax on utilization

Local valorisation areas

Development districts

Fig. 15

Source: elaboration of Gill A. & Williams P., (1994), by Schiffman I., *Alternative techniques for managing growth*, Inst. of Governmental Studies, Univ. of California at Berkeley, 1989.

## 9 The environmental approach to tourism by international organisations

The first steps of the environmental approach to tourism were signed at the Stockholm Conference of the United Nations in 1972 and 1978, at the WTO Manila Conference of 1980 followed by the cooperation between WTO and UNEP in the same year, which led to the joint declaration on Tourism and the Environment of 1982, which stated that: “the harmonious development of holiday and leisure activities deriving from the right to rest and leisure – proclaimed in the Universal Declaration of Human Rights – and the effective responsibility of environmental problems are two essential and inter-dependent elements of the same development process which people should benefit from”.

These were reiterated by the Acapulco document on the right to holidays (1982), the Tourism Bill of Rights and the Tourism Code of Sofia (1985), the Hague Declaration on Tourism (1989), the Rio Conference of 1992, the Lanzarote Charter of 1995 and that of 1998 on small islands, the Valencia Charter of European Regions for the Environment of 1995, the WTO Code of Ethics, the research of Tourism Concern, the WTTC, the IUCN, the Council of Europe, WWF, PATA, ESCAP, the Australian Commonwealth Department of Tourism, the Canadian government, in the reports of the Globe conferences, the Charter of Rimini of 2001 and the Declaration on responsible tourism of Johannesburg of 2002.

In *Agenda 21*, the document deriving from the Earth Summit in Rio de Janeiro in 1992, there are only indirect references to sustainable tourism reminding us about our responsibility as human beings and about education with regards to the natural environment.

Local implementation of *Agenda 21* requires that sustainable development be built into the tourism industry, so as to guarantee, amongst other things, that the journey and the vacation brings benefit to many, helps conservation, protects and restores ecosystems; that the international trade in holidays and services is carried out on the basis of sustainability and that environmental protection becomes an integral part of the development of tourism (UN, 1998).

Due to the importance of the environmental theme in the Rio Conference, the European Commission suggested in the same year, 1992, the launching of specific proposals which were based on examples of sustainable tourism in Europe. Therefore, with support from the Department of Tourism and with intervention from Ecotrans of Monaco, a number of projects have been realised. A selection of these proposals is described in the publication entitled: “*Le tourisme et l’environnement en Europe - Introduction et présentation des projets touristiques en Europe (1993)*”.

A specific publication has been published in 1994 by the World Travel Tourism Council (WTTC) of London in collaboration with the WTO of Madrid and the Earth Council, it is *Agenda 21 for the Travel and Tourism industry - Towards*

*environmentally sustainable development* which concisely urges governments to make sure that any economic development of the tourist industry be linked to conservation.

2002 was an important year with the celebration in Québec City of the International Year of Eco-tourism (IYE), considered also by the UN the year of World Heritage and the year of Mountains.

The IYE Québec Declaration states that eco-tourism, by contributing to poverty alleviation and environmental protection in endangered ecosystems, should involve a strategy for improving collective benefits for the community, including human, physical, financial, and social capital development and improved access to technical information.

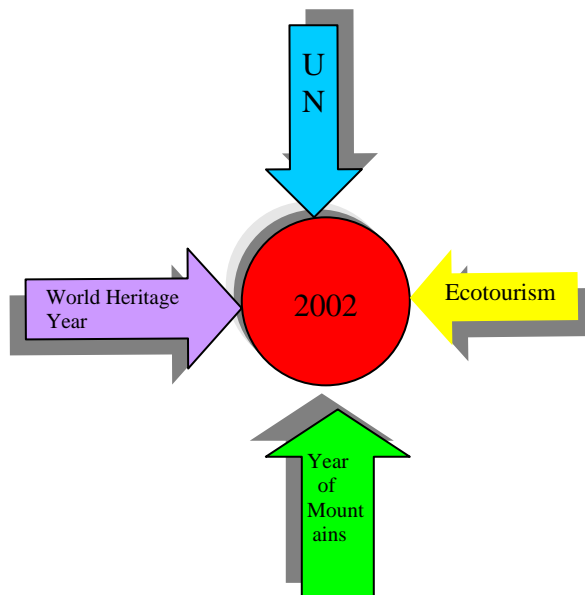


Fig. 16

In the same year the World Symposium on Sustainability and Development (WSSD) was held in Johannesburg as well as a number of other conferences on tourism pre and post Johannesburg. From the Cape Town Conference it derives the “*Cape Town Declaration on Responsible Tourism in Destinations*” sub-titled: “*Shaping sustainable spaces into better places WTO, 2002*)”.

Instead, the final Report of Johannesburg WSSD 2002 includes only one quotation related to tourism, precisely paragraph 43 where tourism is considered in order to promote sustainable, non consumptive development and eco-sustainability, according to the spirit of the Québec Declaration. The spirit of eco-tourism and the aspect of economic benefits are related to the maintenance of cultural and environmental integrity of the host communities, especially rural communities, and natural heritage.

Accepting an improvement in the conditions of the local population has been central to the discussions at the General Assembly of the United Nations in September 2000 when the well known *Millennium Declaration*, which reminds us of the necessity of a dignified and fair life for all, has been released. It will therefore also consider all possible actions to help promote and improve tourism.



Fig. 17



Fig. 18 - Landscape in the Balkan Peninsula.

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# Annexes