

THE COAST: OBJECT OF CONSUMER OR PLANNING? COMPARING CORSICA AND BALEARIC

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I. INTRODUCTION

The Mediterranean is one of the world's leading tourist destinations, with an offer based primarily on the product of «sun and sand». This attractiveness of the coast, and especially the island coast, the center is often a strong public debate ranging from the vision of its tendency to exploitation and protection. Corsica and the Balearic island destinations were two that were faced, about the same time, the need to conduct a tourism development and, therefore, to use the resources available to them that were basically natural resources.

Despite this coincidence, the evolution of these two areas was very different, looking to the Balearic bowed by strong tourism development of sun and beach, while Corsica opted for limited growth, based on environmental protection and local culture preservation against capital accumulation in the Balearics.

Due to this development, it has not missed people who think that Corsica, thanks to this policy, enjoy a competitive advantage at the moment, with its virgin beaches and its territory little busy, off the Balearic who are already a mature tourist destination and hard problems of rejuvenation.

The reality, however, is much more complex. After a look at the last fifty years, and especially to the legislative and policy initiatives of the last thirty years, we can see the evolution from the sixties is therefore much greater extent, an economic history and other social good rather than a different cultural and ideological view of the coast. However, if we focus on the last two decades, we see that there is an approximation of the evolution of two very interesting spaces.

Both destinations are to be found in the concept of sustainability a chance to consider their future to renew the offer and give a completely different product, but within a commodified world, the coast that caused social and political ruptures with visions of freedom and

oppression about the occupation of coastline, currently we are facing with a simple process of adaptation to the demand.

II. ¿REFERRED TO COAST COAST OR USED?

Since the beginning of mass tourism in the 60s are to produce large differences in the tourist development of the Balearic Islands and Corsica. While the Balearic known a great development that will lay the foundations for a real tourist industry in Corsica a period of suspicion towards him begins.

The coastline is referred to as a space for contemplation in Corsica, which knows from the mid 70's a reaction of contempt and denial of tourism that is based on principles of environmental protection, especially along the coast. Under the guise of environmental protection are hiding many other reasons, according to the different social groups, and a fear of the changes that were taking place in the world. This reaction is the result of a third-world culture and ideological and political struggle against the multinationals, with the support of a local bourgeoisie do not want to lose control being exerted. Together they will present tourism as an activity that symbolizes the destruction of the environment and action against foreign bondage. These ideas will shape for a long time the reason for a strong political struggle.

The company has a strong Corsican clannishness right now and strives to maintain power, offering a secure life through a rich subsidies from the central state, but, many years later, with the decline in public subsidies, setbacks in the credits and some angst against a nothing hopeful future, will create the basis for a change in the evolution of the things.

It was from the first decade of the 2000s to be the first to present tourism as a driver of the local economy, creating a certain consensus about its necessity, which has yielded three million tourists. Investments of Territorial Collectivity Corsica will be a great investment in tourism, contributing 45 million euros on 60 total aid invested in tourism. Aid offered mainly in two areas: housing and seamanship.

Anyway, these investments will generate some environmental battles and results to be limited to the reception of tourists, without the tourist flow control due to the low critical mass of local firms.

By contrast, during this time, the Balearic been offered nature and climate to mass tourism, to achieve more than twelve million tourists and a population of over one million one hundred thousand inhabitants.

From the beginning, the Balearic society has taken this massive influx of tourists to form its development, with the creation of tourist services. Initially agreements and partnerships with foreign tour operators, and then move to completely control the services and create real tourism multinational companies. His specialization as tour managers has led them to export their knowledge to the Canaries and the Caribbean at the beginning and subsequently worldwide.

To achieve this strong growth and development has required a double social consensus: the population accepted that tourism was the mainstay of social development (with some conflicts) and chose to invest in the only recourse available (sun, beach, climate) accepting the cement to change the establishment of industrial tool to push for growth.

Faced with these two very different positions might wonder what roads have led to this and the answer is not simple, but could think of four-way approach:

- The first, of economic order. Says that a society accepts sacrificing an environmental good, hoping that this sacrifice be offset by future wealth.
- The second, of social order. Based on current theories í as landscape and heritage as social constructions. The will of protection or n is based on the esthetic side. The evolution from the esthetic side to go towards environmentalism and ultimately to sustainable development, as different stages of evolution.
- The third, of cultural order. Looks like development Balearic is the result of its open character and relative wealth, but especially their historical ability to sell, trade, negotiate and act as an intermediary. This differs greatly to the Balearic entrepreneur towards the Corsican entrepreneur.
- The fourth, of historical order. As there will í to see the situation in which territories were at the beginning of mass tourism. The Balearic after the Spanish Civil War and World War II, saw tourism tool that will allow to leave their economic backwardness. Corsica after World War II received many grants and economic subsidies from the central government, which required the tourism requirement to succeed.

III. TIME FOR MANAGERS

In the period between 1990 and 2005, public actors try both Corsica and Balearic launch a program to bind growth and protection. In the Balearics, this process is based on the legislation, with strong community involvement, which will reach the break between the Regional Government and the economic powers with ecotasa. In Corsica a framework for action, both contractual and regulatory, implementing a sustainable development plan that will end in failure will be attempted. Apart from the political issues, it seems that it wants to develop business development part of the community collide with corporatist locks.

In Corsica the problem will be the lack of professionalism. For local business, tourism is limited to business circumstances, added to other main activity that preserves and improve the standard of living, or a seasonal gainful activity. With this profile, these businessmen are not inclined to consider things, innovate and organize. In this problem there are the local deficiencies in transport and high prices.

The most important attempt to change things has been the project «qualité Corse» based on the creation of a brand and the commitment of local actors. The brand wants to express half preserved environment, human structures to measure and identify the territory as a destination with character, without any reference to the coast. But this will conflict with the economic and social reality and needs to be done before a policy of treating waste or sewer system, or a network of public transport. The entire campaign is limited to highlighting the beauty of the places (especially coastal) individual detached and support efforts without medium-term strategies.

In the Balearic Islands, from the 60 tourism generated wealth and employment for society and when a structural crisis a legislative frame is accepted hitherto little implied. The public authorities shall act in accordance with tour operators to rearrange the product and adapt to changes in demand. This territorial planning shall be based on three axes:

- Change the image of the product to give a strong environmental connotation to attract new clientele.
- Increasing professionalization with new hospitality and tourism schools.
- Diversifying the tourism product and extending into the islands and especially the Sierra de Tramuntana.

These axes blurred image of the Balearics, but keeping the weight spa coastal tourism, which favored the enormous growth of second homes, helped by the establishment in Palma airport hub of Air Berlin.

A new problem that occurs and it is difficult to manage, this is the heterogeneity of the human population from the north, south and east. Foreigners become the 20'18% of the population.

At the end of this period we see that a certain parallelism occurs in both cases, with maintenance of the coast as a star product, from, him, a post-Fordism growth diversification. But Corsica lack a true Territorial Plan, integrating tourism to the island in an overview of economic development, while in the Balearic while there and allows the company to move from specialization to diversification of their product.

The two areas seem to be facing a crossroads, but at first glance, are not the same paths.

IV. THE MOMENT OF THE DOUBTS

This situation made of questions, classified and setbacks, a continuity Corsica is a novelty for the Balearics. While the first attempts to diversify is not to say his name, mixing genres and actors to not disturb anyone, in the second and seeks a way for the post-tourism.

In Corsica, the new local government is trying to seek a balance transformations satisfying lobbyists, and thus aims to:

- Marketing of new products (watersports, hiking ... and the ever-present golf).
- Reappearance of identity tourism that has absolutely into account local realities and rural desertification. Tourism being called to the aid of an abandoned agriculture and looking for the survival of a population considered guardian of values.
- In the environmental aspect, the utilization of natural heritage by tourism purposes, is justified with a generalization of implantation rates.

In Balears recycling stations and tourist destinations sought, with a deep reflection on his immediate future.

V. CONCLUSIÓN

The strategy is being in Corsica with the ultimate plan is to show the public the impacts of tourism in terms of quality of life and the distribution of added value, which has not been done before. This awareness is currently running through the control of access to certain places. This measure is a defensive option. This strategy of payment for the commons is widely accepted, but is far from being a true alternative to more complex social demands, crossed by conflicting desires and jealousies. The current doubts about the defense of the coast and interior use should not be reduced to a simple debate between tourism and poverty or hide a reflection on wealth and production.

In the Balearic Islands, the type of debate on the conditions of development has long since passed. The current debate is about its form and evolution. While there are supporters continue to tourism development based on the experience of entrepreneurs and a renewed shoreline, which is further justified by the increase in tourist arrivals in recent years, others seek a quaternary growth based on a technological growth, based on innovation and high technology, taking advantage of the quality of life, infrastructure and communication networks and transportation, as reflected in the Parc BIT with logic clusters or centers of activity, specialized research and engineering services.