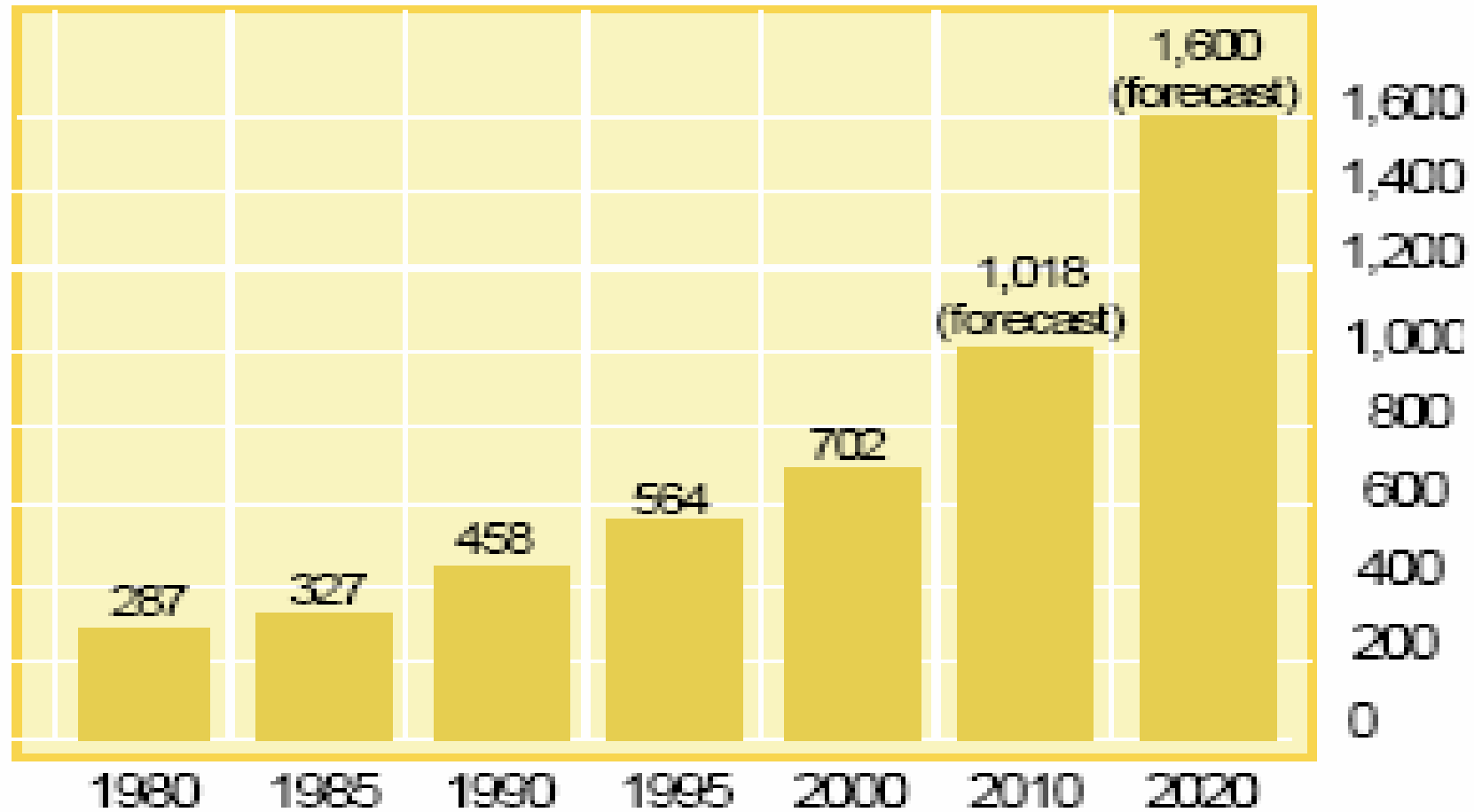


Tourism - big and growing

'Facts' (WTO 2005)

- 5% world GDP
- 6% world exports (and 30% of service exports)
- 200m employed
- Most tourists from - and to - developed nations 2/3 of visitor arrivals plus 90% world travel market
- Fastest growth in developing/ transition states Angola 41%; El Salvador 17%, Cambodia 19%, Armenia 41% p.a average 1995-2005

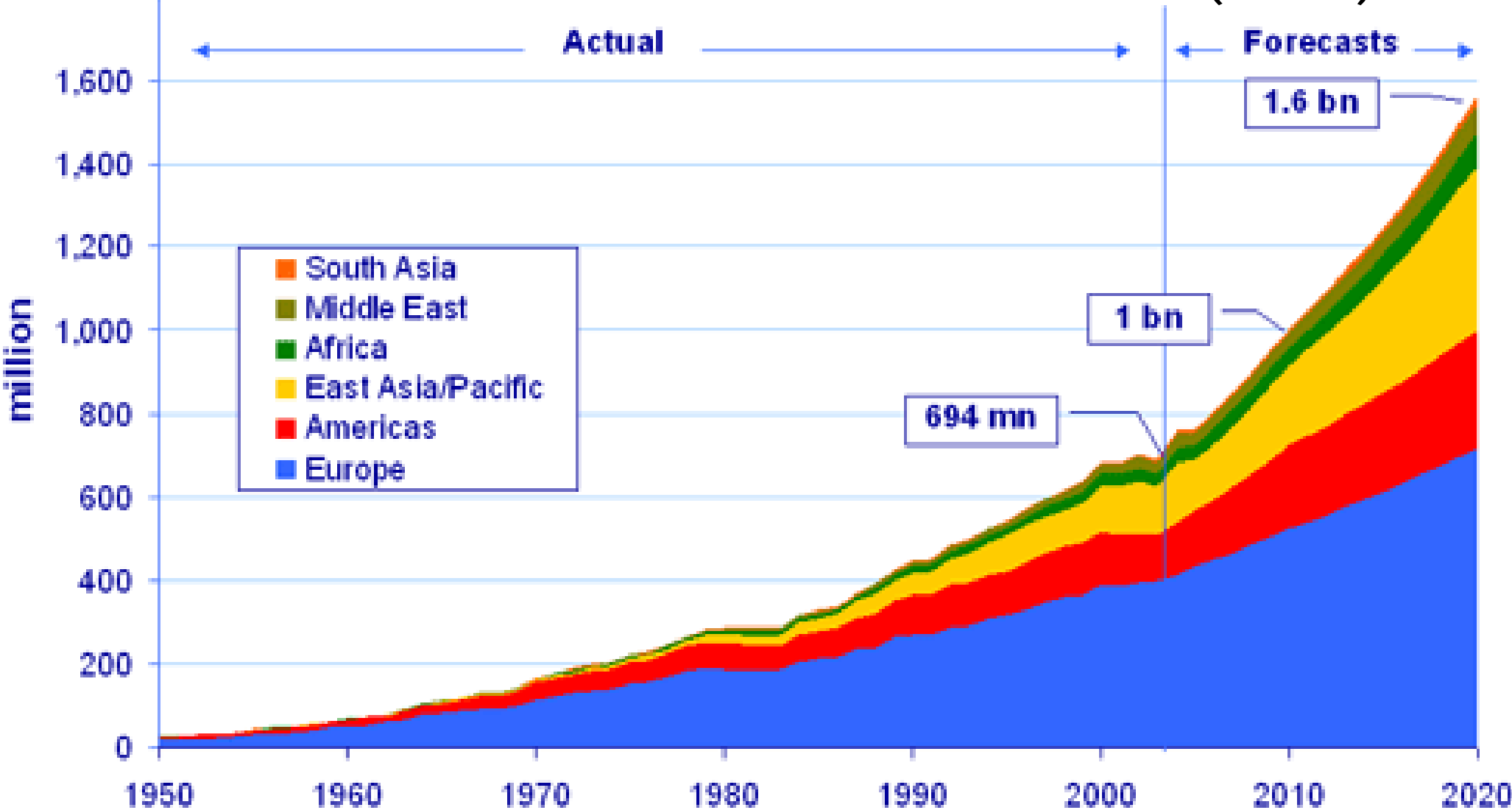
Figure 3.2 International tourism arrivals
(figures in millions)



Source: WTO, 1997.

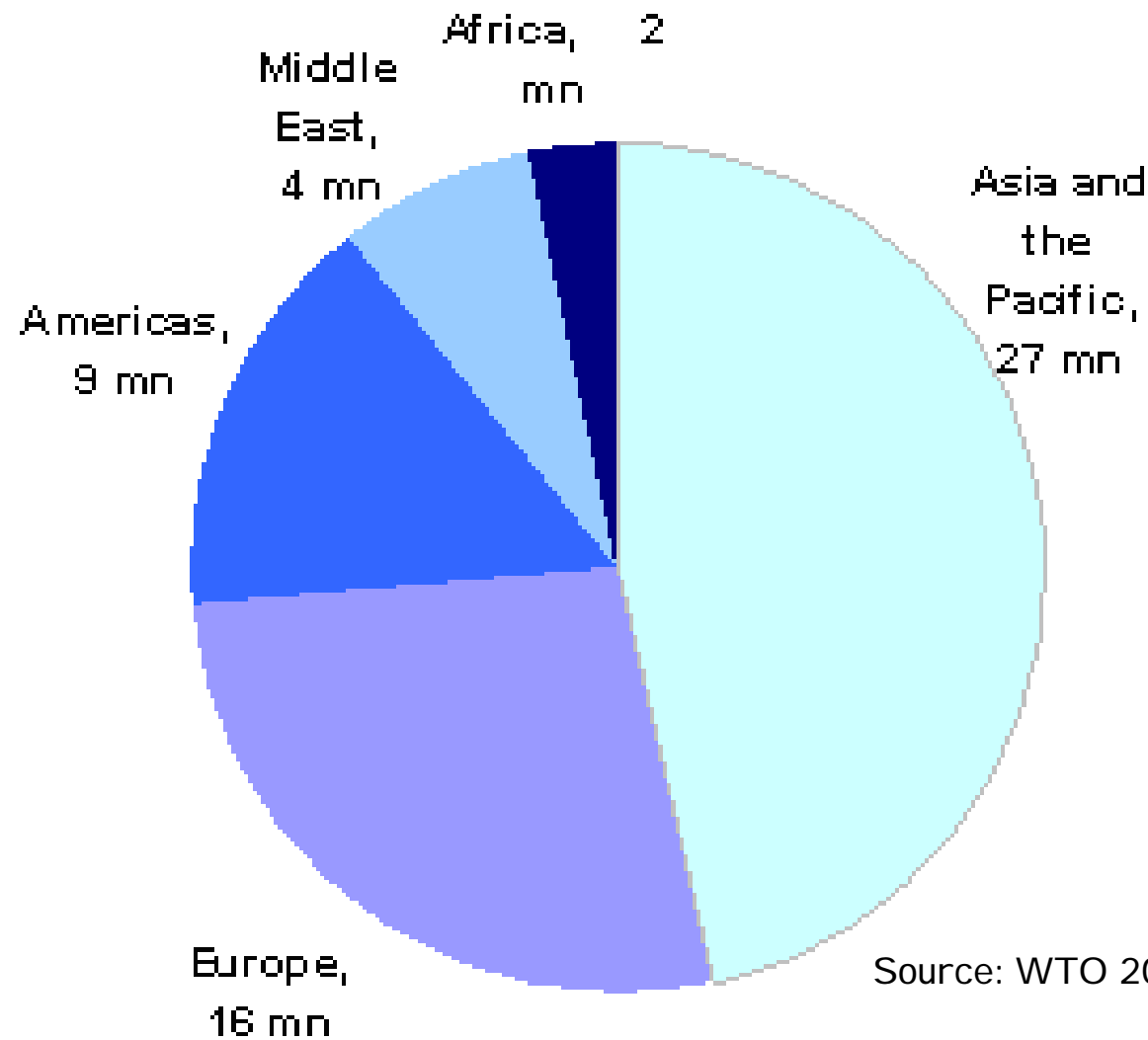
Source: IUCN/Eagles et al 2002

International tourist arrivals 1950-2004 (2020)



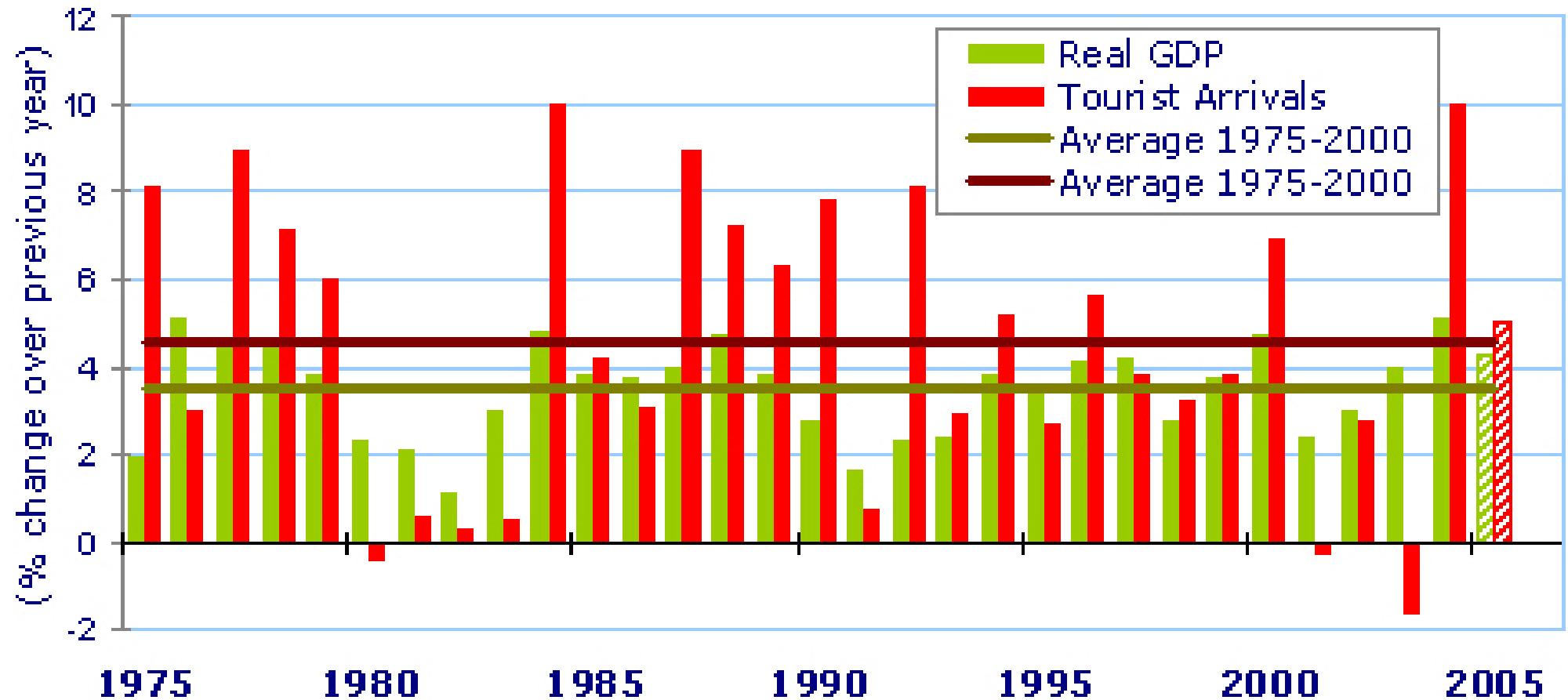
Source: WTO 2005

**Increase in International Tourist Arrivals
January-August 2004, worldwide 58 million**



Source: WTO 2005

Economic Growth (GDP) & International Tourist Arrivals



Source: WTO 2005

'New' tourism

Tourist/ market

- Poor in time – rich in cash
- Experienced, discriminating, demanding, critical
- Increasing media exposure world-wide
- Added value/ multi-interest/ flexibility
- 'Second holidays'/ outside traditional season
- 'Unspoilt nature'/ cultural landscapes/ contact with local population
- Segmented markets - young/old; family/single &c

Host/ destination marketing

- competitive advantage
- quality environment, provision and service
- good (niche) marketing/ direct (web) communication
- Socioeconomic groups > Separate > integrated activities
- Single> multiple activities; Seasonal> all weather tourism
- Fully packaged tours > menu of optimal experience
- Mass marketing > targeted direct communication, database, web &c
- Plus, meetings, incentives, conferences, exhibitions



The Slovenia Tourism Report

Published by Business Monitor International Ltd



Slovenia Tourism
Report 2005

(Exercise)

I identify 5 (or more)

- Strengths/
weaknesses

(or)

- Opportunities/
threats

in respect of
(sustainable)
tourism in Slovenia

Slovenia – features. :

Slovenia is:

- Small (20.273 km²)
- Few (1.98m = 98/km²)
- Diverse natural envt
- Safe social envt
- 'Advanced' (GDP 72% EU average), high living standards, health, welfare, education
- Well geared for tourism

Slovene tourism:

- bb
- 20.4% of tourists spent their holidays only in Slovenia, 60.5% only went abroad and 19.1% travelled both in Slovenia and abroad.

Golobiè, Mojca et al. 2002..

Slovenia **Tourism 'strengths**

- **accessible** – position in Europe and membership of EU
- **accessible heritage** (access traditions, plus 7,000 marked footpaths)
- **great environmental diversity** (mountain, forest, rivers, lakes, coast)
- **multiple tourist activity potential** (walking, cycling, riding, canoeing, rafting, mountaineering, paragliding, golf)
- **comparative distinction, competitive advantage**

developing:

- motorway construction, new planes for Adria, new regular & charter airlines
- investment in hotels and recreational facilities
- regulations on accommodation standards
- local tourist organisations


source: Van den Broek, 1997, World Tourism Organisation, 1998 and others

Slovenia **Tourism 'weaknesses'**

- **tourism focused on Adriatic littoral** (<50km; decline since '92 in favour of Croatia; significant declines in Portoroz & Piran)
- **and on 'traditional' Alpine areas** (but declines in Triglav, Bled and Bohinj)
- **poor facilities elsewhere** (rural depopulation, little accommodation)
- **'change'** motorways, local roads constantly in construction, huge transit traffic
- **'transition'** privatisation, restitution, asset- stripping, uncertainty?
- **reaction against tourism 'management'**
- **a transit country** (for flows to the Adriatic coast of Croatia or the European Alps)
- **tourism product unclearly defined or recognised**
- **unclear image in international marketplace**
- **traditional training for hospitality trade, lack of tourism entrepreneurship**
- **funding difficulties for marketing and Slovenian Tourist Board**
- **association with Balkan instability, vulnerable to fashion changes**
- **newly unleashed entrepreneurial sector little inclined to take long term view of sustainability**

source: Van den Broek, 1997, World Tourism Organisation, 1998 our 2004 course & others

Slovenia **Tourist motivations**

- Nature/ alpine countryside/ tranquillity
 - People/ hospitality
 - Unspoilt/ untouristic
 - History/ traditions
 - Cheap
 - Food & wine
- 
- 30%
- 6%

source: Van den Broek, 1997

Slovenia **Tourism trends**

- tourists move from one long holiday to multiple holidays (not necessarily in Slovenia)
- visitors demand a higher level of service, including better hotel rooms and an unspoilt environment
- 'political and business segment' increased cf package holidays
- strong increase in independent travellers
- steady increase in spending
- increase in share of repeat visitors
- international tourist arrivals grow by 15% pa 1995-2000; 10% pa 2000-2001; overall GDP growth 8.3% pa (but not yet reached mid-1980s levels) predicted 8% pa average to 2050 source: World Tourism Organisation, 1998:137

ST- environment

Opportunity

- environmental resource & local character is the basis for tourism
- so has greater value to local communities, who have an incentive to protect it
- and tourist income provides the funding to do so
- visitors gain knowledge, understanding, commitment
- tourists demand high environmental standards - good practice spreads
- tourism replaces polluting agri & industrial practices

Threat

- tourists value only particular aspects, and impose their own expectations
- valued features often frozen in museum 'pastiche' & others often devalued
- tourist numbers damage sites and features
- visitors seldom understand or care about underlying detail
- whole environment may suffer detriment of infrastructural development
- tourism consumes resources and pollutes generally

Tourism and the environment

4 main links:

- *components/features* of the natural resource
(as the basis for a marketable tourism attraction or product)
- *impacts* of tourism operations on the
environment (and management in order to minimise or reduce
them)
- economic or material *contribution of tourism to
conservation* (direct and indirect)
- *attitudes* of tourist towards the environment
(including environmental education of and by tourist operators)

Source: Buckley 1994

ST- environment to check!

- what legal protection exists, and what has been applied
- what mechanisms for enforcement and are they effective?
- are there existing plans, and/or administrative & implementation procedures?
- what educational/ interpretative provision?
- any community involvement & commitment?

(if information unavailable advocate the Precautionary Principle?)

ST- economy & political

Opportunity

- servicing tourism produces diversified employment & jobs
- tourist spend sustains economy and local communities
- openness to outside contact and ideas enhances civil society,
- empowerment through involvement in tourism policy and planning

Threat

- local employment patterns distorted and traditional occupations destroyed
- potential tourist income usually appropriated elsewhere
- tourists seldom understand or care about local politics or issues
- governments may use tourism to hide repression; local democracy and accountability reduced.

Tourism and the economy

- tourism creates jobs but also displaces them – either through direct competition or the displacement of employment opportunities elsewhere
- often, income does not circulate through the local economy; it may be retained by the tourist enterprise; and the 'spend' is often remote from the host country
- There may be a restructuring of employment towards low skill, low wage, and often few opportunities for the community as a whole to benefit.
- knock- on effects may include local residents being banned from areas or activities which are seen to interfere with the tourist experience; impacts on wage levels extend to the wider economy
- tourism is a notoriously fickle industry - highly sensitive to national and international economic changes and also to local changes in fashion. The consequences of a downturn for the local economy can be devastating.

ST- economy to check!

- what existing employment profiles and trends?
- evidence of local spend/ local businesses?
- skills & training/ career enhancement?
- mechanisms for recycling tourism income (visitor payback, predicated taxes)?
- learning about/ engagement with political realities?

(if information unavailable advocate the
Precautionary Principle?)

ST- society & cultural

Opportunity

- communities in social decline are revived,
- training and skills improved
- better infrastructure, more social cohesion

- enhanced cultural understanding and tolerance
- revival of local customs as tourist attractions brings enhanced pride in heritage

Threat

- high property prices exclude locals,
- low paid service sector jobs
- social inequalities increase, together with crime & alienation

- little real contact between locals and visitors
- local traditions and customs may be abandoned or displaced, or commodified and turned into 'ethnic heritage' pastiche

Tourism and local community and culture

- Virtually impossible for local culture and customs to remain unaffected by the 'tourist gaze' and activities
- Impacts range from facilitation to suppression
- Some form of commodification is inevitable
- Market requires predictability, 'value for money'
- 'Cultural exchange' is rarely a reciprocal process

ST- society to check!

- has tourism increased or bridged social differentials?
- what changes in demography, jobs, housing opportunity?
- what 'customs' (food, dress) - as display or integral to society?
- how have perceptions of heritage changed?
What is promoted, what is concealed?

(if information unavailable advocate the
Precautionary Principle?)

Ecotourism

"a form of tourism inspired primarily by the natural history of an area, including its indigenous cultures. The ecotourist visits relatively undeveloped areas in the spirit of appreciation, participation and sensitivity... practices a non- consumptive use of wildlife and natural resources and contributes to the visited area through labor or financial means aimed at directly benefiting the conservation of the site and the economic well-being of the local residents..." Ziffer, 1989 quoted in Goodwin, 1996: 279

"... is a particular form of tourism dependant on high quality experiences in the natural environment during which the tourist is provided with opportunities (through an appropriate interpretation programme) to learn about the natural environment and as a result become more committed to environmental conservation...
Ecotourism can be seen as an agent for personal and social change"

(Markwell, K and B Weiler. 1999: "Ecotourism and interpretation" in *Contemporary Issues in Heritage and Environmental Interpretation. Problems and Prospects* (eds. D Uzzell and R Ballantyne). London: The Stationery Office pp. 98-111)

'Characteristics' of ecotourism

- should minimise negative environmental and socio-cultural impacts on the host destination
- should be ecologically sustainable
- should involve the active promotion of a conservation ethic.

Markwell, K and B Weiler. 1999: "Ecotourism and interpretation" in *Contemporary Issues in Heritage and Environmental Interpretation. Problems and Prospects* (eds. D Uzzell and R Ballantyne). London: The Stationery Office pp. 98-111

if ecotourism is to contribute seriously to conservation and sustainable development, it must:

- provide significant benefits for local residents
- contribute to the sustainable management of natural resources
- incorporate environmental education for tourists and residents
- be developed and managed to minimise negative impacts on the historic environment and local culture

World Resources Institute and IUCN. 1992: *Global Biodiversity Strategy: Guidelines for Action to Save, Study and Use the Earth's Biotic Wealth Sustainably and Equitably*. Cambridge: World Resources Institute/ International Union for the Conservation of Nature/ United Nations Environment Programme/ FAO/ UNESCO

Ecotourism - *demand*

Opportunities:

- ✓ Demand for cheap, mass, 'sun and sand' has peaked
- ✓ Travel market has matured: niche marketing seeks additional elements
- ✓ The 'New' Tourist

is

- educated, knowledgeable
- sophisticated, discerning
- moderately affluent

seeks

- personal well-being
- relatively unspoilt 'natural' environment
- nature based recreation and sports
- multi-interest travel and innovative experiences
- participation in a wide range of activities
- comparative distinction

Weaknesses:

- × elitist, unrepresentative
- × false consciousness - the 'new orientalism'?
- × demand for 'nature' and 'culture' may
 - destroy the resource base
 - negate local activities and economic needs
- × impacts (and motivation) may be little different from 'conventional' tourism

Ecotourism- *supply*

Opportunities:

- ✓ reduce impacts
- ✓ increase income
- ✓ support local economy and community
- ✓ alter existing tourist behaviour and attitudes

Weaknesses:

- × increasingly competitive international market
- × most areas/ parks ill-equipped to maximise benefits
- × few guides, little interpretation, poor management infrastructure
- × inadequate facilities for spending money or for benefiting local communities/ economies when tourists come.

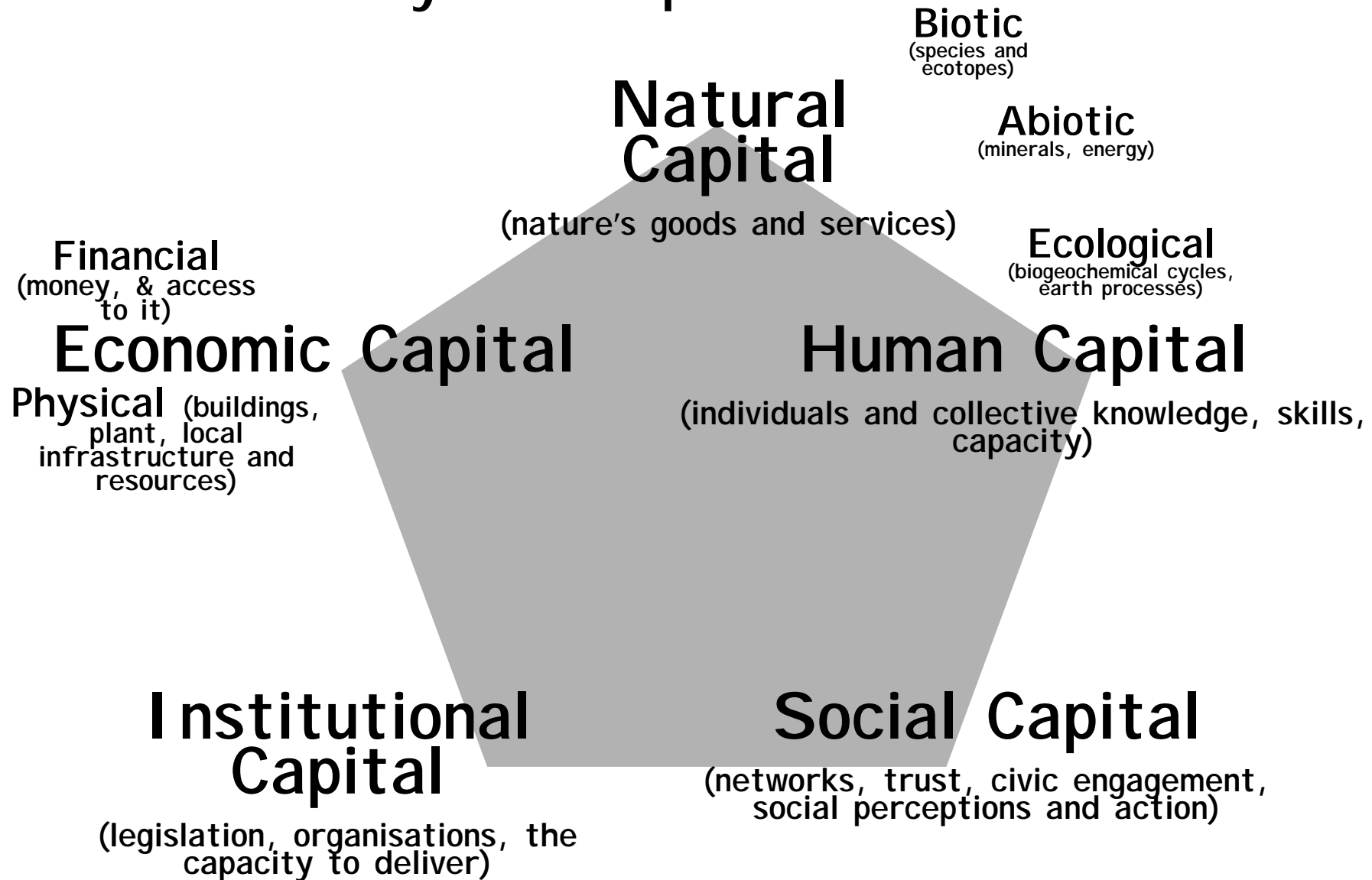
Sustainable Tourism Definitions

"Tourism development shall be based on criteria of sustainability... Sustainable development is a guided process which envisages global management of resources so as to ensure their viability, thus enabling our natural and cultural capital to be preserved"
World Tourism Organisation 1995

Sustainable Tourism *"meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future"* Goodwin et al. 1997

"Tourist activities are sustainable when they are carried out in such a way as to flourish in the tourist area for an unlimited period, without altering the environment (natural, social or cultural) and when they neither obstruct nor inhibit the development of other social and economic activities" World Commission on Environment and Development 1987

Sustainability and 'capitals'



Tourism and PA history

- **Early C19th PA advocacy based on tourism**
Wordsworth (1810) English Lake District a “sort of national property”
- **US ‘wilderness’ model of PAs itself tourism dependant** Yellowstone 1872 “a public park or pleasuring ground for the benefit and enjoyment of the people”
- **PA history pre 1872 recreation based**
(Birkenhead Cem’y, NY Central Park, Yosemite)
- **European PL models <1945 tourism based:**
 - cultural landscapes
 - tourist economy
 - (later) community involvement

IUCN PA Categories and tourism

Table 3.1 Compatibility/suitability of forms of tourism with IUCN's Protected Area Management Categories (after Lawton, 2001)

IUCN protected area category (see Table 2.1)	Hard ecotourism (see para. 3.2.1)	Soft ecotourism (see para. 3.2.1)	Other forms of tourism
Ia	no	no	no
Ib	yes	no	no
II	yes	yes	no
III	yes	yes	no
IV	yes	yes	no
V	no	yes	yes
VI	no	yes	no

Source: after Lawton, 2001.

Source: IUCN/Eagles et al 2002

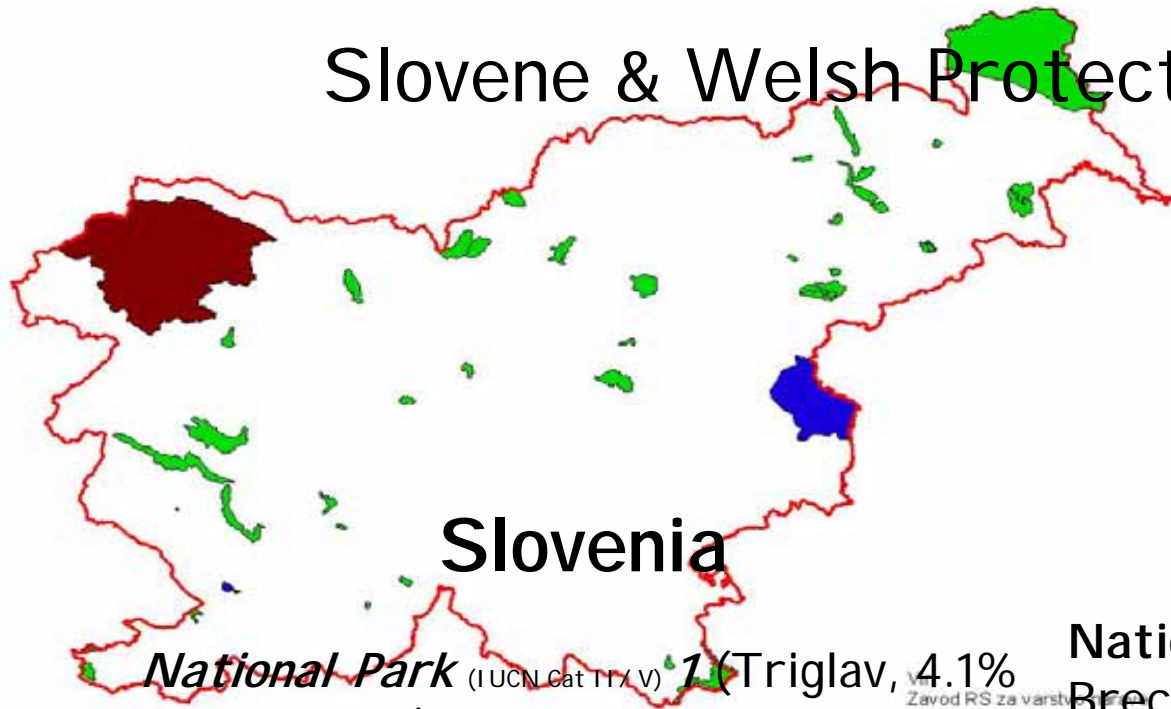
Tourism and protected landscapes

CATEGORY V - PROTECTED LANDSCAPE OR

SEASCAPE “Nationally significant natural landscapes which are characteristic of the harmonious interaction of man and land while providing opportunities for public enjoyment through recreation and tourism within the normal lifestyle and economic activity of these areas, usually a mosaic of public and private ownership and protected by planning or other control”.

IUCN 1994 Guidelines for Protected Area Management Categories

Slovene & Welsh Protected Landscapes



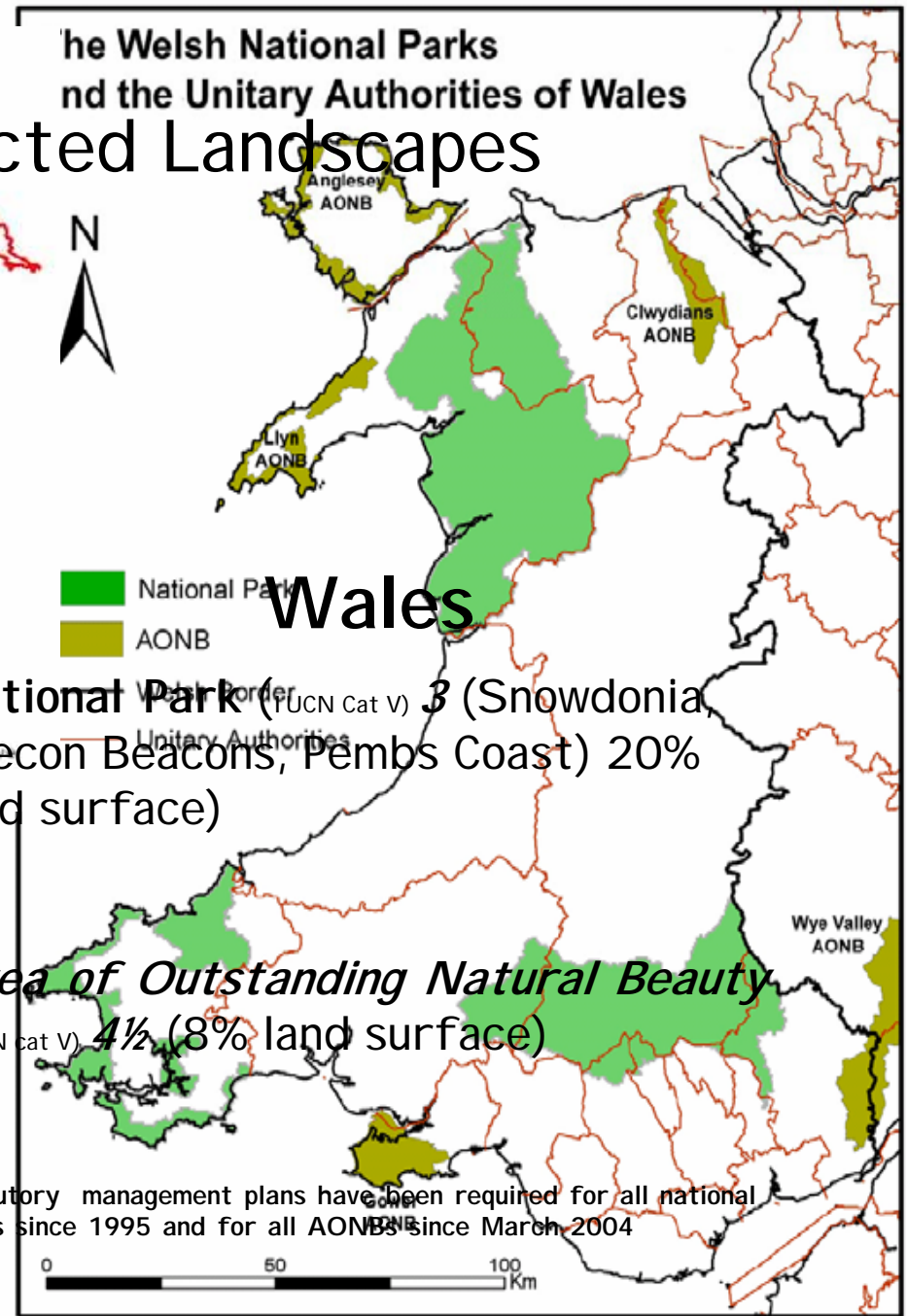
Slovenia

National Park (IUCN cat II/V) **1** (Triglav, 4.1% land surface)

Regional Park (IUCN cat V/III) **2** (Kozjansko, Skocjansko 1.0% land surface)

Landscape Park (IUCN cat V/III) **34** (2.8% land surface)

Based on Skoberne 2004 Only Triglav, the 2 Regional parks and 1 landscape park (Logarska) currently have a permanent administration and/or management plan



The Welsh National Parks and the Unitary Authorities of Wales

Wales

National Park
AONB

National Park (IUCN Cat V) **3** (Snowdonia, Brecon Beacons, Pembrokeshire Coast) 20% land surface)

Area of Outstanding Natural Beauty (IUCN cat V) **4½** (8% land surface)

Statutory management plans have been required for all national parks since 1995 and for all AONBs since March 2004

'Statutory Purposes and duties'

National Park

to *"conserve and enhance the natural beauty, wildlife and cultural heritage"* of the park

to *"promote opportunities for the understanding and enjoyment of the special qualities [of the park] by the public"* S 61 of the 1995 Environment Act

to *"seek to foster the economic and social well-being of local communities"* S 61 of the 1995 Environment Act

AONB

"to conserve and enhance the natural beauty of their area"

S 82 of the 2000 Countryside and Rights of Way Act

[Recreation / tourism not a purpose of English AONBs]

(local authorities) *"promoting or improving the economic, social and environmental well-being of their area"* 2000 Local Government Act Cons board

AONB same as NP S 87 of the 1995 Environment Act

Sandford principle applies

Protected Areas and Tourism

The European Charter



EUROPARC
FEDERATION



**EUROPEAN CHARTER
FOR SUSTAINABLE TOURISM IN
PROTECTED AREAS**



'European Charter'

for Sustainable Tourism in Protected Areas



Aims

- increase awareness and support for Pas
- improve the 'sustainable development and management of tourism' in Pas

meet needs environment,
local residents, businesses
and visitors

Charter mark/ certification

- PAs apply individually to EUROPARC for recognition
- Independent verification

Require to demonstrate

- A 'permanent structure for working in partnership with others'
- A 'strategy for sustainable tourism'
- A 'set of actions which address sustainability issues'



'European Charter'

for Sustainable Tourism in Protected Areas



'Working in partnership' - 'involve all those implicated in tourism in and around the protected area in its development and management'

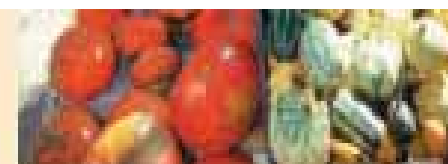
'Adopting a strategic approach' - 'prepare and implement a sustainable tourism strategy and action plan for the protected area'

- conservation/enhancement of the environment and heritage
- economic and social development
- preservation/ improvement of quality of life for local residents
- visitor management and enhancement of quality of tourism

'Addressing key issues'

- protect and enhance natural and cultural heritage
- provide all visitors with a high quality experience
- communicate effectively
- the special qualities of the area
- encourage specific tourism products... enable discovery and understanding
- knowledge (training)
- participation, communication, negotiation
- local economic benefits
- monitor and influence visitor flows

Addressing key issues



Each protected area is different. Strategic priorities and action programmes should be determined locally, using the approach described above. However, the Charter requires that the following key issues should be addressed:

- To protect and enhance the area's natural and cultural heritage, for and through tourism, and to protect it from excessive tourism development, by:
 - monitoring impact on flora and fauna and controlling tourism in sensitive locations
 - encouraging activities, including tourism uses, which support the maintenance of historic heritage, culture and traditions
 - controlling and reducing activities, including tourism impacts, which adversely affect the quality of landscapes, air and water; use non-renewable energy; and create unnecessary waste and noise
 - encouraging visitors and the tourism industry to contribute to conservation
- To provide all visitors with a high quality experience in all aspects of their visit, by:
 - researching the expectations and satisfaction of existing and potential visitors
 - meeting the special needs of disadvantaged visitors
 - supporting initiatives to check and improve the quality of facilities and services
- To communicate effectively to visitors about the special qualities of the area, by:
 - ensuring that the promotion of the area is based on authentic images, and is sensitive to needs and capacity at different times and in different locations
 - providing readily available and good quality visitor information in and around the area, and assisting tourism enterprises to do so
 - providing educational facilities and services that interpret the area's environment and heritage to visitors and local people, including groups and schools

- To encourage specific tourism products which enable discovery and understanding of the area, by:
 - providing and supporting activities, events and packages involving the interpretation of nature and heritage
- To increase knowledge of the protected area and sustainability issues amongst all those involved in tourism, by:
 - providing or supporting training programmes for staff of the protected area, other organisations and tourism enterprises, based on assessing training needs
- To ensure that tourism supports and does not reduce the quality of life of local residents, by:
 - involving local communities in the planning of tourism in the area
 - ensuring good communication between the protected area, local people and visitors
 - identifying and seeking to reduce any conflicts that may arise
- To increase benefits from tourism to the local economy, by:
 - promoting the purchase of local products (food, crafts, local services) by visitors and local tourism businesses
 - encouraging the employment of local people in tourism
- To monitor and influence visitor flows to reduce negative impacts, by:
 - keeping a record of visitor numbers over time and space, including feedback from local tourism enterprises
 - creating and implementing a visitor management plan
 - promoting use of public transport, cycling and walking as an alternative to private cars
 - controlling the siting and style of any new tourism development

Sustainable Tourism in Protected Areas

Guidelines for Planning and Management

Paul F. J. Eagles, Stephen F. McCool
and Christopher D. Haynes

Adrian Phillips, Series Editor



Best Practice Protected Area Guidelines Series No. 8

World Commission on Protected Areas (WCPA)

Management Guidelines for IUCN Category V Protected Areas Protected Landscapes/Seascapes

Adrian Phillips
Author and Series Editor



Best Practice Protected Area Guidelines Series No. 9