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Mediterranean Action Plan

Report of the Consultation on the Tourism Component of the PAP
Geneva, 13-14 November 1980

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1. The meeting was convened by UNEP and was attended by representatives of WTO, UNDP/UNEP Joint Unit, PAP/RAC Split as well as by specialists serving in a consultant capacity to the Co-ordinating Unit of the Mediterranean Action Plan. The list of participants is attached as annex II. The Agenda is attached as annex III.
2. Mr. A. Manos as Co-ordinator of the Mediterranean Action Plan opened the meeting and welcomed the participants. He particularly thanked the WTO for the interest in the programme and their constructive attitude. He proceeded to describe the present status of the various components of the Mediterranean Action Plan :

Legal (Barcelona Convention, 2 Protocols, Athens Protocol on land-based sources of pollution, proposed Protocol on specially protected areas); Scientific (long-term monitoring and research programme); Oil Combating Centre, Malta; Blue Plan Centre at Sophia Antipolis; Priority Actions Programme/Regional Activity Centre at Split (PAP/RAC); Institutional and financial (staffing and Mediterranean Trust Fund).
3. Mr. Manos stressed the inter-relationship between tourism and the other PAP components (energy, aquaculture, human settlements, water, and soils) as well as with the scientific and legislative components of the Mediterranean Action Plan. He explained that the consultations had been called in order to meet the strict deadlines of the Mediterranean Action Plan. The consultations would be in the form of a brainstorming session and the output would be advisory to the Executive Director of UNEP.
4. Mr. R. Booth, as Co-ordinator of the Joint UNDP/UNEP Co-operative Projects in the Mediterranean summarized the status of the Priority Actions Programme. UNDP had joined UNEP in a common programming effort for PAP and had undertaken to review project proposals on a case by case basis. He described the preparatory assistance projects financed by UNDP in renewable sources of energy and aquaculture, and outlined the regional co-operative projects on these sectors now under review by UNDP. As regards water resources management, an inter-agency consultation had been organized by UNDP in Paris in July 1980, and a package of activities had been provisionally identified:

these sub-projects were being worked up by the UN technical agencies concerned. In human settlements a lead had been taken by PAP/RAC Split in organizing a preparatory project with financing being jointly provided by UNEP (Med Trust Fund) and by Yugoslavia; a meeting of Government experts had identified a series of activities which would be integrated into a regional co-operative programme. Finally, Mr. Booth recorded the advice of UNDP and UNEP that soil conservation was not a sector suitable for treatment as a regional programme, and the Contracting Parties to the Barcelona Conventions would be so advised.

5. Mr. R. Rawat, Deputy Secretary-General of WTO said that WTO had responded to UNEP's invitation to be present at the meeting as an indication of goodwill and to help UNEP meet its deadlines. He stressed the basic interest of his organization in the protection of the environment. He referred to the Manila Declaration on World Tourism which represented a new course established by the world community towards tourism laying emphasis on a fully integrated approach. The Declaration stressed the contribution of tourism to the enhancement of the human, cultural and natural heritage. In particular tourism should be developed in harmony with the economies and societies of host countries, in contrast to the haphazard growth observed in the last two decades. The time had come for States to assume their responsibilities to ensure the right to leisure of their populations and to improve their quality of life through the promotion of domestic tourism. Mr. Rawat also referred to the Tourism Bill of Rights and the Tourist Code which would define the rights and obligations of all tourism components.

6. As regards the Mediterranean Action Plan, Mr. Rawat said that WTO was ready to play an active role in the tourism sector. It had already participated in MAP activities since 1975, had submitted a project document for the Blue Plan and had recently undertaken a preliminary survey by correspondence with the Mediterranean coastal states. A project document envisaging a feasibility study had been submitted to UNEP and UNDP in May 1980 (this document was later circulated to the participants). WTO was ready to move this work forward, once the basic approach had been decided upon. In his remarks, Mr. Rawat also touched upon the recently signed agreement covering collaboration between UNEP and WTO. He said that it was also notable that UNDP and WTO shared an identity of view regarding the conceptual approach required for tourism development.

7. The first morning session was devoted to an extensive exchange of views on the relationship between tourism and environment, and on the over-all objectives of the regional programme to be developed. There was agreement on the principle that tourism should be planned on an integrated basis as an element in the development process of the countries in the region. It was noted that a regional approach was essential in facing the problems of tourism many of which could not be solved at the national level alone.

8. Stress was laid on the growing importance of national tourism, the increased understanding of tourism as an opportunity for broad cultural relaxation and the desirability of organizing public awareness campaigns which would enhance the prospects for greater public understanding of the wider cultural enhancement which tourism could provide.

9. There was a comprehensive discussion of the requirements for statistical projections of tourist movements. WTO had an established system for monitoring such movements, and for gathering and analysing the relevant statistics. The discussion also turned to the risk of overlap between activities that might be launched in a regional programme in the Mediterranean and the preparatory work now being undertaken by the Group of Co-ordination and Synthesis (GCS) of the Blue Plan. The secretariat briefly outlined the different methodological and organizational approaches adopted in organizing the work on the Blue Plan and the programming activities under the PAP.

10. It was agreed that the four consultants recruited by UNEP should be asked to develop a draft working paper, using as their point of departure the four themes identified earlier in 1980 by WTO as well as the substantive ideas contained in the preparatory work initiated by PAP/RAC Split. At a discussion on the second day of this consultation the resulting draft paper was examined by the group as a whole, and it was agreed upon as the basis for further programme development by the parties concerned. This paper is attached as annex I to the report of the two day consultation in Geneva.

11. Mr. Manos closed the Meeting on Friday 14 November 1980 at 18.00 hours and thanked all participants for their contributions.

ANNEX I

MEDITERRANEAN ACTION PLAN

Priority Actions Programme

Outline of a Three-year Programme in Tourism for the Mediterranean Region : 1981-1983

I. Saturation in time and space

1. Diagnosis of saturation in time

A. Tourist demand

Development of national domestic/external demand by Mediterranean coastal countries;

Development of national domestic/external demand for Mediterranean destinations by non-coastal countries between 1968/70 and 1980;

Annual and monthly analysis of flows by mode of transport by nationality of tourist for each final destination;

Pinpointing pattern changes.

Forecasts: Of the development of national and international demand between 1980 and 1990;

Of the distribution of such demand between various Mediterranean destinations.

B. Tourist supply

1. In time

Development in time and structural pattern of supply by receiving country.

2. In space

- Geographical distribution of supply (1970-1975-1980) by region and as between coast and interior;

- Frequentation rate of supply;

Comparison of present demand and supply in space and in time should bring out the seasonal saturation of certain areas and the under-use of others.

Pinpointing the saturation phenomenon should:

- Include the study of all the causes and consequences of the existing situation taking into account the tourist generating, transit and receiving areas, since problems of over-use exist at all three levels and are more or less inter-dependent (cf. chart, p.4)

- Lead to an immediate search for solutions designed to reduce ecological, technical economic and cultural stresses and to diminish over-use (1-20).

GENERATING AREA	TRANSIT AREA	RECEIVING AREA	
		Exogenous over-use	Endogenous over-use
<p><u>Over-uses A</u></p> <p>Due to the organization of working time</p> <p>Due to the organization of leisure time</p> <p>Due to cultural leisure patterns</p> <p>Due to patterns of production and of the distribution of leisure and holidays.</p>	<p><u>Over-uses A (exogenous)</u></p> <p>Relating to the mode of utilization of the transit area</p> <p>Relating to the means of transport</p> <p><u>Over-uses B (endogenous)</u></p> <p>Due to the organization of transport policy</p> <p>Due to transport technology</p> <p>Due to energy problems</p>	<p><u>Over-uses A</u></p> <p>Concentration in time</p> <p>Concentration in time</p> <p>Constraints on patterns tourist activity, (concentration of accommodation, consumption, production of services, supply of transport)</p> <p>Constraints on the production apparatus</p> <p><u>Over-uses B</u></p> <p>Concentration in space</p> <p>Constraints on patterns of activity</p>	<p><u>Over-uses C</u></p> <p>Local economic system</p> <p>Social system</p> <p>Ideological system</p> <p>Cultural patterns</p> <p>Organization of authority</p> <p>Land ownership system, structure of occupation of space</p> <p>Environmental context</p> <p>Organization of tourist resources:</p> <p>land water plant human</p>

II. A system analysis survey of the positive and negative effects of tourism from the economic and social-cultural points of view should greatly facilitate the definition of the concept of carrying capacity (Section III.)

A. Positive effects

Macro-economic and micro-economic effects of the provision of infrastructures, superstructures and facilities on:

GDP, GNP and NI;

Foreign trade and the balance of payments;

Intermediate consumption (pattern of inter-industry trade);

Employment;

Socio-cultural effects:

Protection of historical, cultural and natural sites;

Better acquaintance of peoples with each other and improved mutual understanding expressed in the emergence of a "tourist awareness";

Changes in the life-styles of indigenous populations;

Assimilation of new cultural patterns;

Improved quality of the natural environment as a result of tourist development.

B. Negative effects

1. Economic effects

Pinpointing of economic dependence on other countries (through the concept of "foreign exchange gain" from the point of view of:

Investments;

Transport;

Engineering;

Capital goods;

Consumer goods;

Distribution and marketing;

Employment, etc.

(It being possible, however, to counterbalance the above by regional, national or international measures);

Aggravation of regional imbalances (within the country).

2. Socio-cultural effects

Deterioration of the receiving environment through the adoption of a different society's pattern of consumption (imitative effect);

Introduction of new cultural patterns, leading to acculturation.

The cultural patterns of tourism-generating societies are in a state of constant development, which accounts for their vitality; the receiving society tends to be older and more stable. A "transplant rejection" effect may therefore occur.

III. Determination of tourist-carrying capacity: limits on the use of this concept

Given that, however, national and international tourist demand is certain to develop considerably, laying claim to a great deal of space, especially in coastal areas, provision should be made, within an integrated planning framework, not only for the conclusions and recommendations arising under paragraphs 1 and 2 above, but also for efforts to mitigate:

Conflicts over land occupation;

Conflicts over land utilization;

Conflicts over access to the coast;

Conflicts over inflationary spirals in the sphere of goods, services, energy and water resources; (2) (11)

Conflicts between initial "foreign exchange gain" objectives and possible domestic policy objectives, consequent upon the former, which may themselves entail conflicts (receiving area as against generating area).

This being so, it is desirable that future studies should incorporate the concept of tourist-carrying capacity (1), which could be defined as follows:

Tourist frequentation which the regional socio-economic system can absorb over a prolonged period without suffering irreversible change:

At the level of economic structures, without having to draw extensively on non-regional or foreign structures:

At the level of social structures, without radical change in domestic social balances;

At the cultural level, without profound changes in prevailing systems of values;

At the environmental level, without dangerous changes in the principal pre-existing ecological characteristics.

In the multi-disciplinary context defined above, it is desirable that precise criteria should be adopted to define the following: (1)

Physical capacity:

Provision of tourist facilities in quantities not exceeding the established carrying capacity of particular areas.

Ecological capacity:

Collection, treatment and disposal of waste waters in tourist complexes, especially those situated outside urban areas and whose inclusion into urban sewage systems is not feasible (again, seasonal fluctuations in demand lead to severe technological problems).

Collection, treatment and disposal of solid wastes in tourist complexes (technological problems due to seasonal variations in demand are present here as well).

Implementation of measures for the protection of tourist zones against pollution from other sources (industrial wastes, traffic exhausts, noise, etc).

Implementation of measures needed to prevent disorganized building of private rest houses and other private facilities (moorings, access roads, parkings, etc).

Harmonization of tourist facilities with the surrounding landscape (appropriate dimensions, architecturally pleasing design, and so on.)

The use of tourism in the protection of particularly vulnerable natural and man-made attractions (national parks, natural sanctuaries, islands, historical monuments, etc).

Participation of tourists and indigenous population in the formulation and implementation of solutions devised for environmental protection and improvement.

Technical capacity:

Provision of water-supply system for tourist settlements using the criteria of rationality (high seasonal fluctuations on the demand side being the most intractable technological problem).

Collection, treatment and disposal of waste waters in tourist complexes, especially those situated outside urban areas and whose inclusion into urban sewage systems is not feasible (again, seasonal fluctuations in demand lead to severe technological problems).

Collection, treatment and disposal of solid wastes in tourist complexes (technological problems due to seasonal variations in demand are present here as well).

Implementation of measures for the protection of tourist zones against pollution from other sources (industrial wastes, traffic exhausts, noise, etc).

Implementation of measures needed to prevent disorganized building of private rest houses and other private facilities (moorings, access roads, parkings, etc).

Harmonization of tourist facilities with the surrounding landscape (appropriate dimensions, architecturally pleasing design, and so on.)

Amelioration of problems in connection with transportation (traffic bottlenecks, parkings, ferry boats, speed boats, etc.)

The use of nonconventional energy sources by the tourist industry.

Participation of tourists and indigenous population in the formulation and implementation of solutions devised for environmental protection and improvement.

Adjustment and strengthening of the tourist supply directed at specific categories of demand (children, youth, pensioners, etc).

Economic capacity:

Participation of tourists and indigenous population in the formulation and implementation of solutions devised for environmental protection and improvement.

More appropriate use of opportunities offered by tourism development for the promotion of health tourism.

Adjustment and strengthening of the tourist supply directed at specific categories of demand (children, youth, pensioners, etc).

Promotion of local, regional and national production in order to meet the demand for inputs by tourism (food, assorted equipment, souvenirs, etc).

Mitigation of the problems in connection with seasonal employment in tourist areas.

Organization of adequate public health services in tourist areas (outpatient stations, first aid posts and teams, etc).

Encouragement of simple forms of tourism, based on the use of local facilities and amenities (accommodation in houses, built to local standards and using local materials, food prepared with local ingredients and on the basis of local recipes, etc).

Socio-cultural capacity:

The use of tourism in the protection of particularly vulnerable natural and man-made attractions (national parks, natural sanctuaries, islands, historical monuments, etc).

Promotion of more varied and socially desirable leisure activities, taking into account total time at the disposal of tourists.

Participation of tourists and indigenous population in the formulation and implementation of solutions devised for environmental protection and improvement.

More appropriate use of opportunities offered by tourism development for the promotion of health tourism.

Inclusion of basic elements of protection and improvement of the environment into the educational programmes for the training of personnel working in tourism.

Encouragement of simple forms of tourism, based on the use of local facilities and amenities (accommodation in houses, built to local standards and using local materials, food prepared with local ingredients and on the basis of local recipes, etc).

IV. Integrated tourism planning

A. Integrated approach of tourism development within the overall development of the region (economic, social, cultural, land-use, etc).

B. Integration of coastal and hinterland areas.

Guaranteed free access to the seafront, which remains the prime motivation of Mediterranean tourism, and the elimination of seafront congestion call for the following:

Halting the trend towards private ownership of the coast;

Preservation and improvement of the public nature of the coast;

Extending and opening up these vulnerable areas by concerted and complementary in-depth development.

V. Strategy for an optimum tourism policy

An interdisciplinary strategy for genuine coastal conservation calls for the adoption of the concept of carrying capacity, as defined above, with all its consequences, as well as of appropriate concurrent or successive measures bearing in mind the interdependence of tourist generating, transit and receiving areas at the local, national, regional and international levels.

Measures and positive experiences for the prolongation of the tourist season: health tourism, congresses and conferences, sailing, retired persons' programmes, weekend cultural or educational tours, etc. and promotion of more varied and socially desirable leisure activities, taking into account total time at the disposal of tourists.

Annex II

List of Participants

Consultants

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Annex III

Agenda

1. Opening - UNEP chaired the meeting
2. Introduction covering the Mediterranean Action Plan, including the Blue Plan and the Priority Actions Programme
3. Discussion on outline of a proposed programme for 1981-1983
4. Adoption of the Record of the Consultation and Closure of the Meeting