



Mediterranean Commission on Sustainable Development

Regional Workshop

Promote sustainable tourism in the Mediterranean

Sophia Antipolis, France, 2 & 3 July 2008



Programme

With the financial support of:

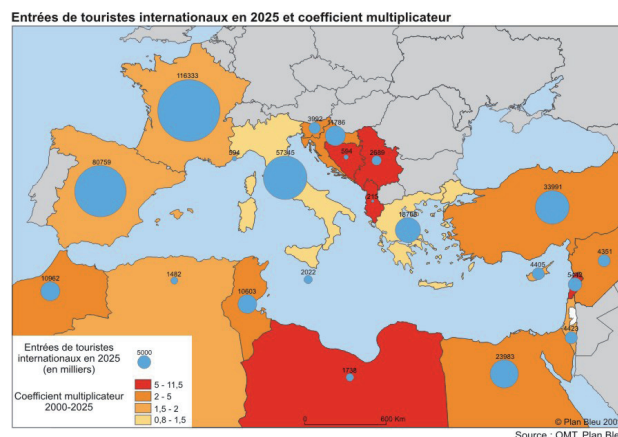


Context

Tourism in the Mediterranean is a dynamic sector: in 2005, Mediterranean countries received 246 million international tourists, that is 30.5 % of global international tourism. Over the decade 1995-2004, certain Mediterranean countries reported a quite high average annual growth in international arrivals, such as Croatia (20 % per year), Syria (15.7 %), Egypt (11.7 %), Algeria and Turkey (10.1 %).

By 2025, national and international tourism visits would be about 637 million in Mediterranean countries, of which 312 million in the Mediterranean coastal zones alone.

Projections for 2025 of international tourist entries show that the Southern and Eastern Mediterranean Countries and the Eastern Adriatic Countries are likely to report the highest growth rates.



These few figures are eloquent enough about the extent of the pressures exerted by the tourism sector on the environment and natural resources, as well as about the economic and social development potential which it represents. Its relations with the overriding dimensions of sustainable development are scarcely one-to-one.

❖ Environment

The tourism sector is an emitter of greenhouse gases, which is a factor of **climate change**. The emissions associated with it are due, on the one hand, to transport from the residence location to the destination location and, on the other hand, on destination site; besides, they are associated with the consumption of fossil energy connected with accommodation and equipment. However, while tourism has an impact on climate change, the latter should equally have a strong impact on the sector.

The rise in seawater level—which exacerbates beach erosion—, the greater frequency of extreme weather phenomena—such as heat waves—, the warming of surface water—likely to induce eutrophication peaks—, could not, indeed, be free from impact on future choices of tourists.

Likewise, the tourism and **biodiversity** nexus is a strong one. In fact, while tourism may contribute in loss of biodiversity by inducing an artificialisation of the land and marine environment, the degradation of interest sites (trampling, picking, moorage), introduction of non native species (ornamental plants, pets), it may also contribute—via the resources it generates—to its protection and, hence, to safeguarding the attractiveness that biodiversity can exert.

Being mainly a seaside tourism, the latter's impact on the **quality of coastal water**—itself an attractiveness factor—must be always a key concern.

❖ Economy

In 2005, international tourists spent 195 billion USD in the Mediterranean. Generally speaking, the tourism sector contributes quite significantly to economic **growth**, but less to the **distribution of its windfalls**, since flight coefficients may be quite high. Yet—and, herein, lies one of the stakes for the coming years—, this activity has significant potential for equitable local development under certain conditions, can foster revitalisation of enclosed areas (small islands) and give impetus to traditional activities (farming, fishery, handicrafts, construction and public works).

Tourism remains, besides, a strongly **employment-creating** sector, both direct and indirect jobs, even though tourism jobs are often little skilled and little remunerated.

❖ Social

By facilitating drinking water and power supply, sanitation and waste collection, tourism development can promote **access by all to basic services**. For this to obtain, it must be designed within a sustainable development perspective, failing which it will give rise to prosperity enclaves which can hardly reduce social disparities and inequalities—a still marked feature in all riparian countries.

The Mediterranean Strategy for Sustainable Development

Since its establishment in 1996, the Mediterranean Commission on Sustainable Development (MCSD) has listed tourism as a priority topic. The early works conducted within this framework were presented and discussed during the regional workshop organised in Antalya (Turkey) in September 1998. Following this workshop, the MCSD Tourism Task Force drafted a set of recommendations and proposals for action which were adopted by the Contracting Parties to the Barcelona Convention in 1999.

Upon a proposal by the MCSD, the Parties to the Barcelona Convention adopted, in 2005, a Mediterranean Strategy for Sustainable Development (MSSD) comprising, in particular, seven areas of priority actions, of which one relates to the promotion of a sustainable tourism. This “Tourism” chapter selects three main objectives which may be broken down into nine items.

Mediterranean Strategy for Sustainable Development 2.4 Promote sustainable tourism

Reduce the adverse territorial and environmental impacts of tourism

1. Strengthen the implementation of the recommendations on tourism adopted in 1999 by the Contracting Parties, identify good practices and produce an in-depth assessment of the progress made by 2008;
2. Promote within countries, on the basis of studies of carrying capacities, a more balanced distribution of tourists in terms of destinations and seasons;

Promote the products and the supply of sustainable tourist facilities and increase the added value of tourism economy for local communities

3. Draw up, as soon as possible, not later than 2010, a 10-year promotional framework programme for the Mediterranean together with the Ministries concerned, the private sector, sustainable tourism professionals and promoters, highlighting the assets of the Mediterranean cultural and environmental heritage, with a view to developing a “Mediterranean tourism quality label”. Promote a pilot action at the regional level to support the implementation of national and sub-national programmes;
4. Develop “tourism pay-back” formulae so that tourists contribute to the preservation of the natural environment, cultural heritage and the sustainable development of destinations;
5. Explore the possibility of implementing taxation systems based on transport, especially sea and air transport to islands, as a means of contributing to the sustainable development of these regions;
6. Adapt tourism more effectively to the constraints and opportunities offered by protected natural areas, especially with a view to preserving biodiversity and the natural and cultural heritage in regional parks, biosphere reserves and protected coastal areas;
7. Encourage countries to promote rehabilitation programmes in destinations where hotel facilities and tourism infrastructure are becoming obsolete, and where historical sites are poorly maintained;

Improve governance for sustainable tourism

8. Improve coordination between countries and major operators to improve the harmonization of regulations and develop synergies at the regional level;
9. Improve cooperation mechanisms between tourism and environmental authorities and strengthen the capacities of local authorities to manage the development of tourism and promote sustainable tourism.

The MSSD is a framework strategy. It should inspire the design of the National Strategy for Sustainable Development (NSSD) and of sectoral strategies, or help towards their updating, it being up to each country to set its own objectives. In particular, the MSSD calls for a strengthening of regional cooperation towards monitoring progress based on indicators and the analysis of best practices, as well as for the sharing of experiences, by organising—under the aegis of the MCSD—of workshops on the seven priority fields.

Plan Bleu work plan

It has been requested from Plan Bleu to help the Contracting Parties build information facilitating the implementation and monitoring of the MSSD (Mediterranean-wide) and the NSSD (country-focused). Plan Bleu is particularly mandated to define and document a set of indicators for monitoring the MSSD, to further refine the analyses and to identify best practices in the field of sustainable tourism.

In delivery of this mandate, Plan Bleu organised, in July 2007, a restricted experts meeting in order to select a set of additional indicators in the field of tourism. The nineteen (19) additional indicators, added to the two priority indicators, will enter a testing phase for the monitoring of the MSSD.

For a better grasp of the determinants of a sustainable tourism in the Mediterranean, Plan Bleu has commissioned national studies in order to:

- 1) Collect information on national policies and strategies of tourism development, main trends and their possible implications; assess the mainstreaming of the MSSD in national policies;
- 2) Conduct an in-depth assessment of the progress made since adoption by the Contracting Parties of the recommendations on “Tourism and Sustainable Development” (Malta, 1999), and analyse the factors of success and/or bottlenecks;
- 3) Identify best practices with a view to contributing towards their dissemination in the Mediterranean;
- 4) Propose ways of improvement of the processes in order to promote a sustainable tourism.

Plan Bleu has also asked experts to prepare a regional focus on a few major stakes marked by a tourism/sustainable development nexus. Four topics have been selected:

- ❖ Tourism and climate change in the Mediterranean: Challenges and prospects;
- ❖ Promoting a sustainable tourism in the Mediterranean: Tourism flows and biodiversity;
- ❖ Yachting and cruising in the Mediterranean: Current situation and future prospects;
- ❖ Employment and wages in the tourism sector in the Mediterranean: Current situation and future prospects.

The whole range of these works will be shared and discussed during an exchange workshop due to be organised in Sophia-Antipolis on 2 and 3 July 2008, which will lead to drawing up a work plan and/or an action programme to be implemented in the near future.

This work plan should notably take into consideration the Point 3 of MSSD Tourism chapter: “Draw up, as soon as possible, not later than 2010, a 10-year promotional framework programme for the Mediterranean together with the Ministries concerned, the private sector, sustainable tourism professionals and promoters, highlighting the assets of the Mediterranean cultural and environmental heritage, with a view to developing a “Mediterranean tourism quality label”. Promote a pilot action at the regional level to support the implementation of national and sub-national programmes”.

Activities of the Priority Action Programme in the field of tourism

Since 1985, the PAP/RAC engaged in the field of tourism. Following a first phase (1985-1989) of discussions dealing with national reports and case studies a methodology for Carrying Capacity Assessment (CCA) in tourism has been proposed, presented and discussed upon a workshop organised in 1990 by UNEP's Industry and Environment Office and World Tourism Organisation. Afterwards CCA Pilot studies were undertaken in Croatia (the Brijuni archipelago and the island of Vis), and in Greece (central-eastern part of the island of Rhodes).

From 1994 to 1997, *Guidelines for Carrying Capacity Assessment for Tourism in Mediterranean Coastal Areas* have been worked out to be used within the integrated coastal zones management (ICZM) of the Mediterranean. These *Guidelines* have been implemented within several MAP Coastal Areas Management Programmes (Egypt, Albania, Malta) as well as in other projects (Rimini and Island of Elba in Italy, Calvia in Spain).

In 2003, PAP/RAC published a *Guide to Good Practice in Tourism Carrying Capacity Assessment*. Recently, Ashgate published a book *The Challenge of Tourism Carrying Capacity Assessment: Theory and Practice* where Mediterranean experience in CCA is widely elaborated. Today, CCA is being used within a project called *Destinations*, financed by LIFE-Third Countries programme of the European commission. In 2007 PAP/RAC was contracted by UNEP/DTIE office in Paris to prepare a *Manual* for integrating tourism strategic planning and ICZM process.

Workshop objectives and programme

As regards monitoring the MSSD, the objective of the workshop is to take stock of the situation of the region in matter of promotion of a sustainable tourism. It will allow the participants (i) to **assess** the control of land and environmental impacts of tourism, (ii) to **discuss** the overriding regional stakes in the tourism/ sustainable development nexus, while seeking ways of mainstreaming them in the objectives of the MSSD, and (iii) to **propose** work and action options for the future.

The participants present a wide range of profiles: the MCSD task force, the Plan Bleu Tourism panel of experts, representatives of international institutions, the Regional Activities Centres (RACs) of the Mediterranean Action Plan (MAP), professionals, donor agencies and investors, NGOs, etc.

The workshop will extend over two days. In the opening session, an overview of the works conducted by MAP since 1999 will be presented, as well as an analysis of MSSD orientations and actions for promoting a sustainable tourism in the Mediterranean and an overview of tourism trends, policies and strategies, which overview is derived from the national studies.

After which, three sessions will be dedicated to an assessment of the control of land and environmental impacts of tourism: the first session will be devoted to the assessment of the implementation of the 1999 Recommendations, the second will be dedicated to an exchange of experiences in matter of best practices, while the third will consider the findings of the carrying capacity assessments in matter of distribution of tourist flows in time and space, as well as the mainstreaming of such assessments in the process of sustainable management of coastal areas.

As for the next two sessions, the participants will break up into working groups to discuss the regional stakes on the tourism/sustainable development nexus: climate change, biodiversity, yachting and cruising, employment and wages. The proceedings will be organised according to the same pattern: a presentation followed by discussion in order to propose working tracks for works and actions for the future. The purpose will be to seek out, in particular, a range of linkages with objectives 3 to 7 of the MSSD Tourism chapter.

During the following short session, the working groups will report on their findings and an overview of proposals to enhance the processes of promotion of a sustainable tourism in the Mediterranean will be presented, which overview is derived from the national studies.

The last session will entirely be dedicated to debates on (i) working tracks for the future and on (ii) proposals to enhance the processes of promotion of a sustainable tourism.

Following the workshop, proceedings as well as the national and regional studies will be published.

09h00-09h30 *Welcome and registration*

Session 1 **Opening and introduction of the workshop**

09h30-10h00 Mr. Henri-Luc Thibault, Plan Bleu
Mr. Campbell Thomson, European Investment Bank

10h00-10h20 MAP works in the field of “Tourism and Sustainable Development”
❖ Mr. Ivica Trumbic, Regional Activity Center/Priority Action Programme (RAC/PAP)
❖ Mr. George Kamizoulis, MEDPOL

10h20-10h30 Tourism in the Mediterranean, regional overview, Mrs. Elisabeth Coudert (Plan Bleu)

10h30-11h00 *Coffee break*

Session 2 **Assess : 1999 recommendations**

Chairman : Mr. Petro Ortun Silvan, director, New Approach Industries, Tourism and CSR, European Commission

11h00-11h15 Sustainable tourism, Mr. Luigi Cabrini, World Tourism Organization (WTO)

11h15-12h00 Presentation of national studies :
❖ Prof. Mohamed Berriane, Morocco
❖ Prof. Miguel Segui Llinas, Spain
❖ Dr. Zoran Klaric, Croatis

12h00-12h30 Debates

12h30-14h00 *Lunch*

Session 3 **Assess : best practices**

Chairman : Mr. Stefanos Fotiou, Tourism Programme Officer, UNEP-DTIE

14h00-14h15 Works of the International Task Force on sustainable tourism development , Mr. Thibault Devanlay, MEEDDAT

14h15- 15h00 Presentation of national studies :
❖ Mr. Jean Mehdi Chapoutot, Tunisia
❖ Dr. Cevat Tosun, Turkey
❖ Mr. Anthony Ellul, Malta

15h00-15h30 Debates

15h30-16h00 *Coffee break*

Session 4 **Assess : Results of tourism carrying capacity assessments in terms of a better distribution of tourism flows in time and space, linkage with the ICZM Protocol**

Chairman : Mr. Ahmed Smaoui, former Tunisian Minister of Tourism (*pending confirmation*)

16h00-16h15 Tourism carrying capacity assessment, Mr. Harry Coccossis

16h15-16h25 Manual for sustainable coastal tourism development, Mrs. Zeljka Skaricic

16h25-16h40 The “Destinations” project in the Maghreb countries, Mrs. Zeljka Skaricic & Mr. Ghislain Dubois

16h40-17h00 Tourism strategic planning in Sardegna, Mr. Alessio Satta

17h00-17h30 Debates

18h45-23h00 *Dinner in Sainte Marguerite island*

08h30-09h00

Registration

Session 5 Discuss: Four major regional stakes in the tourism/sustainable development nexus; linkages with MSSD objectives

WORKING GROUP 1 Climate change		WORKING GROUP 2 Biodiversity	
Moderator	Mr. Ghislain Dubois, TEC	Moderator	Mr. Lucien Chabason, IDDRI
Presentation	Mr. Raphaël Billé, IDDRI	Presentation	Mr. Chedly Rais, Tunisia
Debate: linkages with objectives 3 to 7 of the MSSD Tourism chapter			
Working tracks for the future			

09h00-09h15

09h15-10h15

10h15-10h30

10h30-11h00

Coffee break

Session 5 Discuss: Four major regional stakes with a tourism/sustainable development nexus; linkages with MSSD objectives (continued)

WORKING GROUP 3 Yachting and cruising		GROUPE DE TRAVAIL 4 Employment and creation of wealth	
Moderator	Mrs. Christine Bouyer, ODIT France	Moderator	Dr. Adel Rady, Marsa Alam for Tourist Development
Presentation	Mr. Alberto Cappato, IIC, Italy	Presentation	Mrs. Valérie Brun & Mr. Thierry Sebah, university Paul Cézanne Aix-Marseille
Debate: linkages with objectives 3 to 7 of the MSSD Tourism chapter			
Working tracks for the future			

11h00-11h15

11h15-12h15

12h15-12h30

12h30-14h00

Lunch

Session 6 Propose

Chairman : Mr. Pierre Icard, Plan Bleu

14h00-17h00

Reporting on the Working groups results

Recommendations and conclusions, Henri-Luc Thibault, Plan Bleu



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