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EUROPEAN LANDSCAPE CONVENTION

7th COUNCIL OF EUROPE CONFERENCE ON

THE EUROPEAN LANDSCAPE CONVENTION

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REPORT ON "LANDSCAPE AND LEISURE"
[Document for action: CEP-CDCPP (2013) 10]

Considering that the Preamble of the European Landscape Convention states:

"The member States of the Council of Europe signatory hereto,
...

Noting that the landscape has **an important public interest role in the cultural, ecological, environmental and social fields**, and constitutes a resource favourable to **economic activity** and whose protection, management and planning can **contribute to job creation**;

Aware that the landscape contributes to the formation of local cultures and that it is a basic component of the European natural and cultural heritage, contributing to **human well-being** and consolidation of the European identity;

Acknowledging that the landscape is an important part of the **quality of life for people everywhere**: in urban areas and in the countryside, in degraded areas as well as in areas of high quality, in areas recognised as being of outstanding beauty as well as everyday areas;

Noting that developments in agriculture, forestry, industrial and mineral production techniques and in regional planning, town planning, transport, infrastructure, tourism and **recreation** and, at a more general level, changes in the world economy are in many cases accelerating the transformation of landscapes;

Wishing to respond to the **public's wish to enjoy high quality landscape**s and to play an active part in the development of landscapes;

Believing that the landscape is a key element of **individual and social well-being** and that its protection, management and planning entail rights and responsibilities for everyone;"

the Conference is invited to:

examine the report prepared in the framework of the Council of Europe Work Programme of the European Landscape Convention and in particular its conclusions, and to decide on possible follow-up to be given.

Report

European Leisurescapes

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Report prepared in the framework of the Council of Europe Work Programme of the European Landscape Convention with the support of the Swiss Federal Office of the Environment

This report is based on information in Facts and figures, landscape and leisure, a symbiotic relationship Brinkhuijsen, M. Ch. Jong; H. de Jonge and the epilogue (in Landscape and leisure, Hazendonk et al,) enriched with recent material.

Photographs and images: N. Hazendonk if not otherwise stated. Maps on p 7, 8, 9 are from worldmapper.org

1.   Introduction

Leisure has a big impact on our landscape; the relationship between the two must not be underestimated. It deserves to be considered at the European level. Healthy and diverse landscapes for everyone are a continental responsibility, as the European Landscape Convention says it. The planning and guiding of the tourism and leisure industry and at the same time the planning of the landscape are necessary to reach that.

Leisure is a broad concept with many different meanings, depending on culture, context etc. This essay focuses on international tourism. This does not mean that domestic tourism, outdoor recreation and other forms of leisure, in the weekly and daily living environment are less important.

They have many things and aspects in common and they differ also greatly. Also all types of leisure are interconnected functionally, economically and in other ways. The landscape offer and infrastructure for different types of leisure are overlapping and intertwined. In the Netherlands for every euro spent by an international tourist two euros are spent domestic.

The word "tourism" appeared in the Oxford English Dictionary for the first time in 1811, but this human activity actually goes back considerably further. In the time of the ancient Greeks, travelers such as Herodotus visited various countries and places and reported their experiences. Romans travelled to Egypt and Greece to visit sanctuaries, thermal baths and to enjoy new and exotic horizons. Later on, during the Middle Ages, people mainly travelled for religious reasons: pilgrimages to holy shrines in Rome, Santiago de Compostela and Canterbury, sometimes crossing whole continents.

After the Renaissance people began to travel in greater numbers for pleasure, education and knowledge. Young aristocrats were sent on the Grand Tour after their education had been completed in order to acquaint them with foreign cultures. This tour normally lasted two to three years and would typically go from London via Paris to Italy, Greece or Egypt. One could say that the first package tours marked the evolution from a static society to a mobile one.

In the early nineteenth century, many people worked themselves to death, eighteen hours a day, six days a week, with no days off. Leisure time was scarce. Only few people had the time and means to repose, divert and travel. Leisure and tourism were the privilege of a small elite. But times have changed. The introduction of a five day working week and (paid) holidays combined with rising incomes and affordable transportation (private cars, the Jumbo Jet and the low cost carriers) have brought leisure and tourism within reach of most people in developed countries. In Europe, the average amount of free time has gradually increased to 4-6 hours a day (Aliaga 2006) and a wide range of leisure and tourist opportunities have come within reach in contemporary society.

The era of package tourism began 1841, with Thomas Cook's exceptional train trip from Leicester to Loughborough. The explosion of travel and tourism in the last 50 years could be compared in its impact to the Industrial Revolution. From 1950 to 1996 the number of international tourist arrivals increased by more than twenty-fold (Eckert and Cremer 1997).

We can distinguish 4 manners of using landscape for tourism ends:

–   Landscape as aesthetic scenery,
–   Landscape as play-ground,
–   Landscape as biological areas,
–   Landscape as living areas (Donadieu 2007).

Even though the majority of free time is spent in and around the house, the impacts of increasing free time have gone far beyond daily living environments. From the late 19th Century, city centers, peri-urban areas and scenic landscapes have grown into true leisure and tourist landscapes, both in a

functional and mental sense. Coastal and alpine areas have turned into mass tourist resorts, city centers and derelict areas have been redeveloped for urban entertainment, and rural landscapes have gradually transformed into 'rurban' residential landscapes with ample supply of leisure attractions and facilities.

Many regional economies have become largely dependent on leisure and tourism. In other areas the impacts of leisure and tourism have been less conspicuous. In the absence of leisure and tourist facilities and attractions these landscapes appear unchanged, but in use and meaning they are clearly leisure and tourism related.

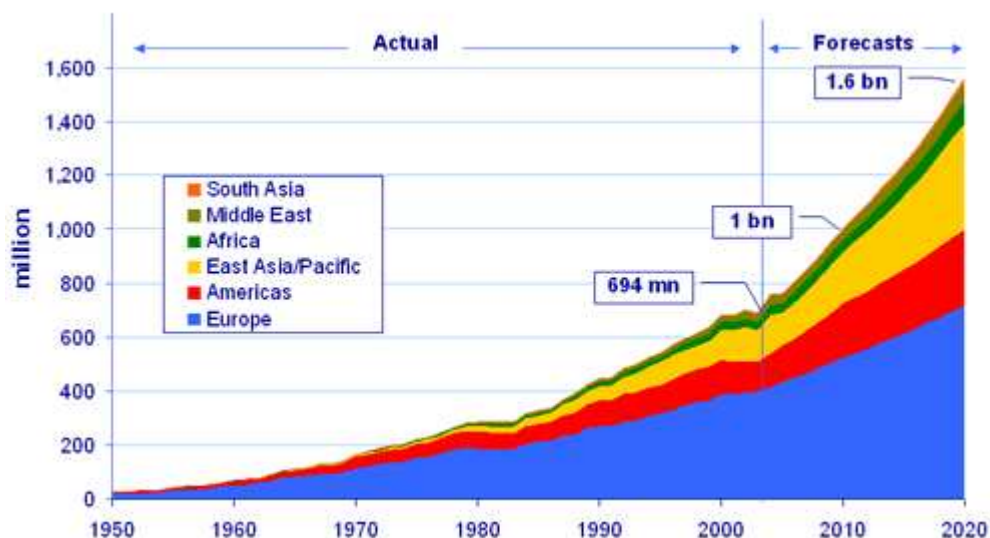*1.1 Relation between leisure and landscape perception*

A person's wish to visit a particular environment (landscape) is socially constructed, and thus inherently subject to change and diversity (Urry 1995). "Shifts in perception of what are regarded as being desirable landscapes are associated with social and cultural changes in the society that tourists originate from" (Holden 2000). For example, in the mid eighteenth century a marked shift was noticed through the increased preference for romantic and picturesque scenery. "The previous landscapes of fashion were those of the European low countries, the Netherlands, because they illustrated the human ability to dominate nature to provide agriculturally productive terrain" (Holden 2000). In the nineteenth century, sublime landscapes of 'wilderness' (like mountains and rugged coastlines) gained prominence as places to visit. The English developed mountaineering and laid the foundations for Alpine tourism. When looking at the impacts of leisure and tourism on European landscapes, regional differences become apparent. Climate, tradition, presence of cultural and natural attractions, socio-political conditions, geographical position and other factors determine landscape appearance, use and meaning.

2. Developments in leisure and tourism

The nature and importance of leisure and tourism have changed considerably over the last decades. International tourism has grown dramatically over the last fifty years.

Tourism has become highly dynamic in all dimensions, including its character and locations. Improved infrastructure, car ownership, aviation and better integration of transport systems have increased people's action radius. World leisure and tourism demands continue to exceed expectations and show sustained growth, not even stopped by recent crises. Leisure and tourism have become major economic activities which add substantially to national economies and employment rates.

Consumer culture, based on intensified commodity circulation, has caused expanding leisure industries providing an increasing and varied supply. The range of leisure and tourism products and activities becomes ever more diverse and dynamic (Mommaas et al. 2000; Meethan 2001). Products, services and places are no longer primarily assessed and chosen for their functional value but for their symbolic and experiential value. The expected experience value of products and activities has become increasingly dominant (Schulze 1992; Jensen 1999; Pine and Gilmore 1999). Free time is seen less as 'spare time' than as 'ultimate experience time' (Metz 2002) and people expect assured leisure satisfaction. Traditional supplies of sun, sea and pleasure or a simple, tranquil stroll in the countryside no longer do. Consumers have become very demanding. They expect high quality goods and services and unique, memorable experiences. In their competition to attract consumers, leisure industries and authorities have introduced new, ever more spectacular, leisure and tourism facilities, and transformed landscapes. However, these tendencies to intensify, enlarge, multiply or accelerate experiences are counteracted by a re-appreciation of their counterparts: modesty, deceleration, quietness and complete relaxation.

Tourism: Actual growth and forecast Source: http://www.world-tourism.org/facts/menu.html)

A greater diversity in life-styles, values and attitudes implies that the behavior of consumers and travelers will be harder to predict and marked by a greater diversity. It is increasingly being polarized into large global players and really regional ones, losing its middle ground (Nordin 2005).

Small independent tour operators thrive in highly differential niche markets. In the UK for example there is a strong demand for specialist activities such as walking, cycling and golfing holidays (Mintel 2006). The English Tourism Council (2000) described some of the changing values and attitudes likely to have an impact on tourism and include for instance a growing search for more authentic products: a focus on nostalgia, roots, other cultures and identity, an increasing interest in spiritual and intellectual activity.

Rural tourism still, despite the crisis, is a growing segment. This increase is caused by the development of new tourist markets and changing economies caused by European integration. In practice, rural tourism usually involves small-scale, low profile forms of leisure and tourism (Veer 2005).

Another growth market is health and fitness tourism, which can be seen as part of a larger societal trend, places ever higher value on well-being and balance. "With more material wealth and well-being leisure has emerged as an ever more important value factor". Although health tourism has existed for a long time, being popular in many European (mountain) regions, its appeal has now broadened to a much larger market segment (Nordin 2005). Leisure and tourism also change through the arrival of new consumer groups: a rising number of urban dwellers, vital and well-to-do seniors, tourists from growth markets like Central and Eastern Europe and the BRIC countries (Brasil, India, China). Significantly improved education levels increased the demand for more complex forms of entertainment, often characterised by 'active exploration' rather than passive consumption. At the same time, people are increasingly looking for simple pleasures, which they seek to find in the countryside: 'peace and quietness', 'space', 'authenticity', 'nature' and 'health'. Due to growing mobility and lower prices new, alternative, destinations have come within reach. As people's reach increases, the distinction between typical leisure and tourist destinations diminishes. A competitive, globalizing market and high consumer demands have made quality a major distinctive factor. Remote places which offer high-quality, varied, safe leisure or tourist supply will be preferred over nearby mediocrity. Traditionally popular destinations are no longer obvious; if quality is inferior and no action is taken, decline is inevitable.

6

Leisure and tourism in facts and figures

Tourism is an economic activity capable of generating growth and employment in the EU, while contributing to development and economic and social integration, particularly of rural and mountain areas, coastal regions and islands, outlying and outermost regions or those undergoing convergence. International tourist arrivals in Europe grew from 25.3 million in 1950 to 414.4 million in 2002, which represent a progression of 1537% in half a century (Leidner 2004). Although Europe is losing market share to other continents, it will remain the world's largest tourist receiving region in the short and medium term, in both inbound and outbound international tourism (Spörel 2007). Six of the world's top 10 tourist destinations (in terms of arrivals) are in Europe: France, Spain, Italy, the United Kingdom, Germany and Austria (Mintel 2006). Tourism produces 5% of European GDP (Gross Domestic Product) and indirect, tourism related spending produces another 10% of European GDP (Mintel 2006). Depending on the definition of the sector, tourism employs 7 to 9 million persons in the European Union. If indirect employment is taken into account, over 20.6 million jobs could be recorded (the share of tourism employment varying between 4 and 12% of total EU employment, depending on the definition) (Leidner 2004). In total about 900 million holiday trips (88% of all nights spent in EU-25 collective accommodation), almost evenly distributed between short (1-3 nights) and long holidays (4 and more nights) were made by EU tourists in 2005. France, Germany, the United Kingdom and Spain together accounted for almost two thirds of these trips (Spörel 2007).

Inbound tourism takes a considerable share: residents represent almost 60 % of all nights spent in collective accommodation in 2005 (Spörel 2007). In addition

The main three destinations for outbound tourism, measured by the number of trips of 4 nights or more are Spain, Italy and France. Germany, the United Kingdom and the Netherlands generate most tourism in the EU-25 (Spörel 2007). Germany is set to reinforce its number one world ranking in 2006 in terms of international tourism expenditure, with United Kingdom and France in the top 4 as well. If current trends are maintained, the Russian Federation will continue to be one of the markets offering the best growth potential over the foreseeable future (ETC 2006).

Over recent decades, travel and tourism have been large contributors to the world economy. International tourism has been growing at a slightly faster pace than the world economy and this seems likely to continue in the long-term despite the current recession.

International tourism has been the fastest-growing component of tourism, although for many OECD countries it remains less important than domestic tourism. While its economic importance varies widely, it is clear that tourism plays a crucial role in supporting economic growth and development, in sustaining employment and in generating foreign currency receipts. OECD countries continue to play a predominant role in international tourism both for outbound and inbound flows. Tourism enterprises have contributed greatly to the overall employment increase in the OECD. In the OECD area, for example, the employment growth rate in the hotel and restaurant industry exceeded 2% per year between 2000 and 2007, more than a percentage point ahead of the total employment growth rate. (OECD, 2010)

International tourist arrivals in the pan European region continue to grow, as does the economic importance of the tourism industry in some traditional and new destination countries. Growth is particularly rapid in SOUTH EAST EUROPE and EECCA, but from a far lower level than in WCE, which remains the main tourist destination globally with 43 % of the world total arrivals (EEA 2007).

Although accurate statistics about leisure related expenditures cannot be found at a European scale, national statistics suggest that they exceed tourism expenditures.

Global crisis

Tourism has been variably impacted by the financial and economic crisis that hit the global world economy in 2008 and 2009. Tourism flows started to decline in the second half of 2008 (inbound OECD arrivals declined by 1.8% in the third quarter of 2008 compared to the third quarter of 2007 and by 4.3% in the fourth quarter of 2008 compared to the fourth quarter of 2007); that decline deepened at the beginning of 2009 (–12.5% and –6.5% respectively in the first and second quarters of 2009). International tourism has been affected more than domestic tourism, business tourism more than leisure tourism, hotels more than other types of accommodation and air transport more than other types of transport.

Paradoxically, certain forms of tourism have been impacted only slightly or have even experienced growth in this crisis period, for example, cruise tourism fared pretty well and the 2008-09 winter seasons in the Alps enjoyed a record year (OECD 2010). Demand trends have been changing tourism; in particular, there is a tendency towards more frequent trips during the year, coupled with shorter individual stays.

Over the last two decades, competition on tourism markets has sharpened with the emergence of new destinations (OECD 2010).

Different types of tourism and leisure

The conventional form of tourism of package holidays is generally labeled mass-tourism. Alternative forms of tourism, often labeled as 'independent' or 'rural tourism' if they are geographically situated away from urbanised (seaside and mountain) areas are predominantly believed to play a pivotal role.
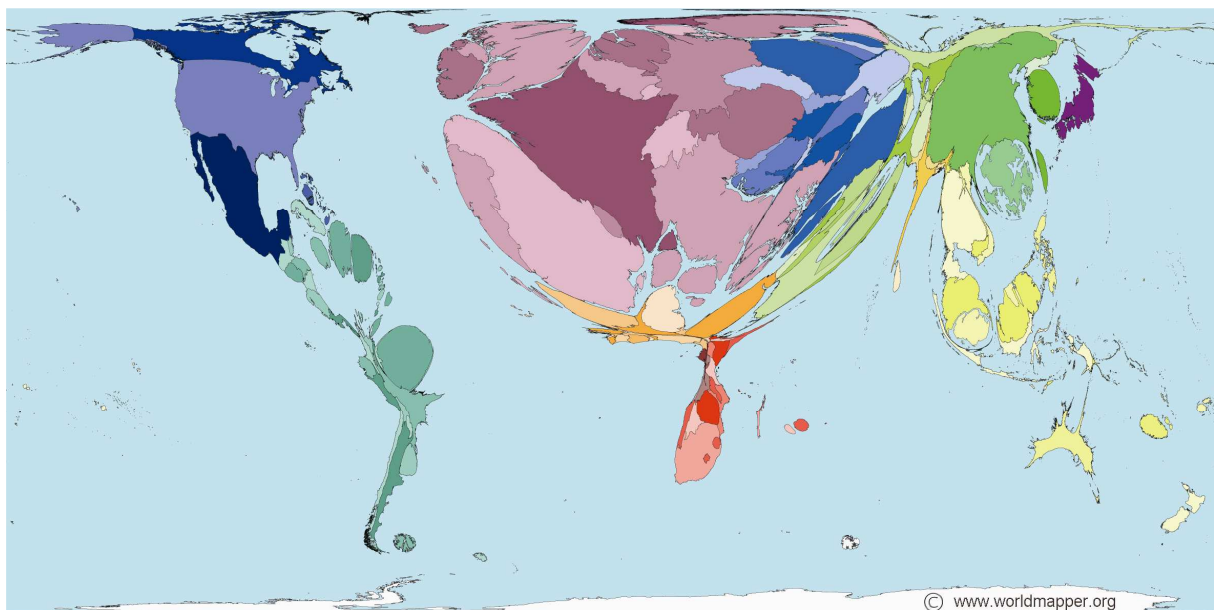
Main segments are agro tourism (tourism related to the participation in agricultural activities), cultural tourism (based on cultural resources), ecotourism (based on natural resources), active tourism (sports and adventure), and health tourism (physical and mental personal care, wellness). However the distinction between mass tourism and 'independent' tourism is not as strict and clear as it seems. These days, many hybrids exist and a variety of package deals is offered in 'independent' segments. Consequently, it is very difficult to get hold of reliable data on the relative share of mass tourism and 'independent' segments.

Hall et al (2003) estimate the contribution of rural tourism to the total supply at 10 to 25 %. . In 2002, the World Tourism Organization estimated yearly growth rates of 6% against an average of 2 %. Some countries in Southern en Eastern Europe showed much higher rates, up to 20 %. According to Eurogites, there are about 400.000+ rural accommodation units in Europe / 4.000.000+ bed places. The multiplier ratio of rural tourism is above 2,2 (one Euro of tourism spending creates 2,2 Euros for the local economy).
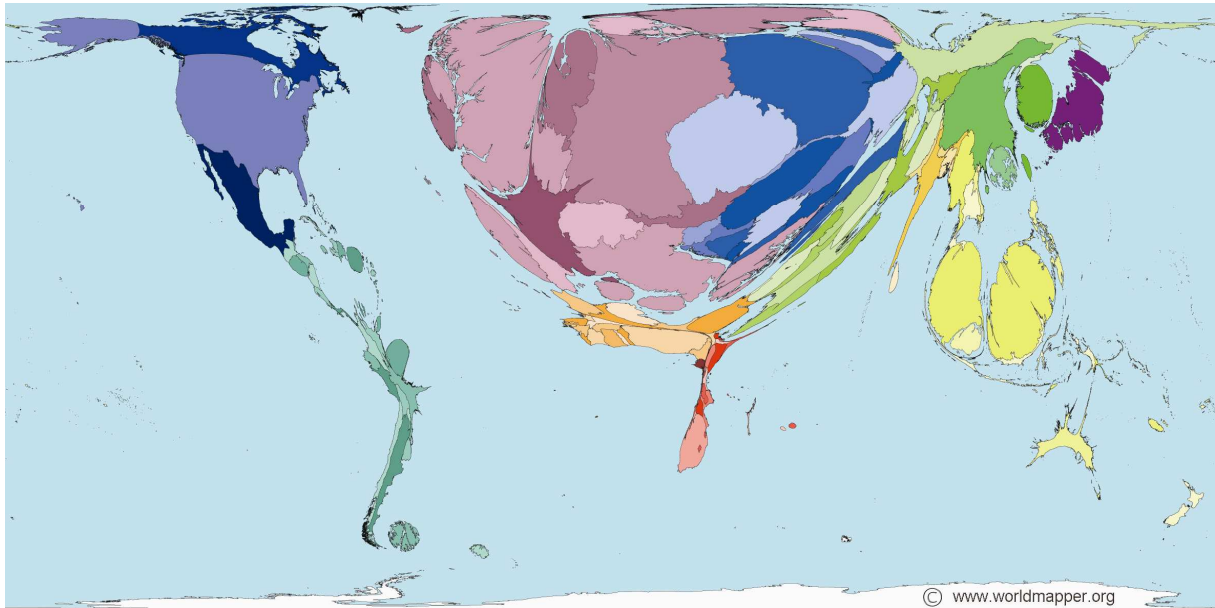
Agrotourism is a substantial complementary income: 4 bed places create income equivalent to 1 employment and in Austria for example, 1 out of 5 farmers provide this service (Ehrlich 2006). "Ecotourism, in the strictest sense of the word, still only accounts for a small proportion of the total tourism market. Current estimates are between 3-7% of the market (WTTC, WTO, Earth Council 1996). Tourist volumes throughout Europe are increasing. Tourism is often fragmented: its growth is concentrated in specific environments and destinations, creating localized pressures. Tourism generally makes heavy calls on environmental resources.

However, tourism makes major contributions to economic development in many places throughout Europe. Inbound tourism expenditure in the pan-European region in 2005 was more than USD 338 billion. Moreover, tourism is an important factor in social development and cohesion; at the pan-European level the travel and tourism industry provided employment for an estimated 12 million people in 2006.
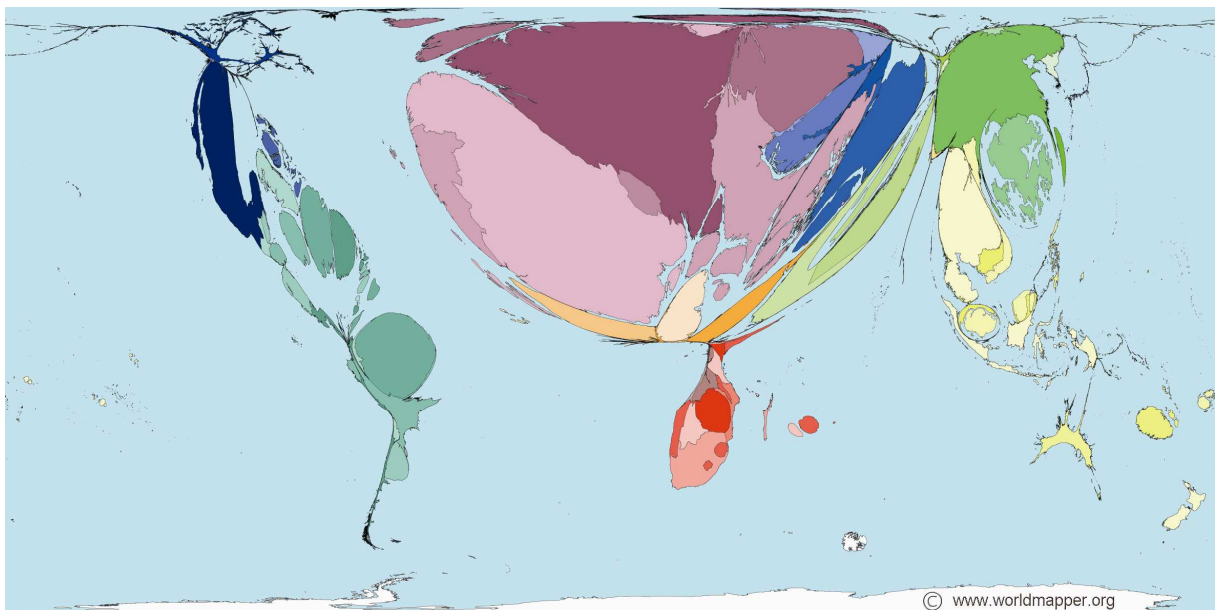
The challenge remains to develop and encourage patterns of tourism that do not jeopardize the benefits to tourists, the local and national economies, and the natural resources of the areas and countries visited. Sustainable tourism development is widely recognized as the way of fostering the economic and social viability of destinations (EEA 2007).
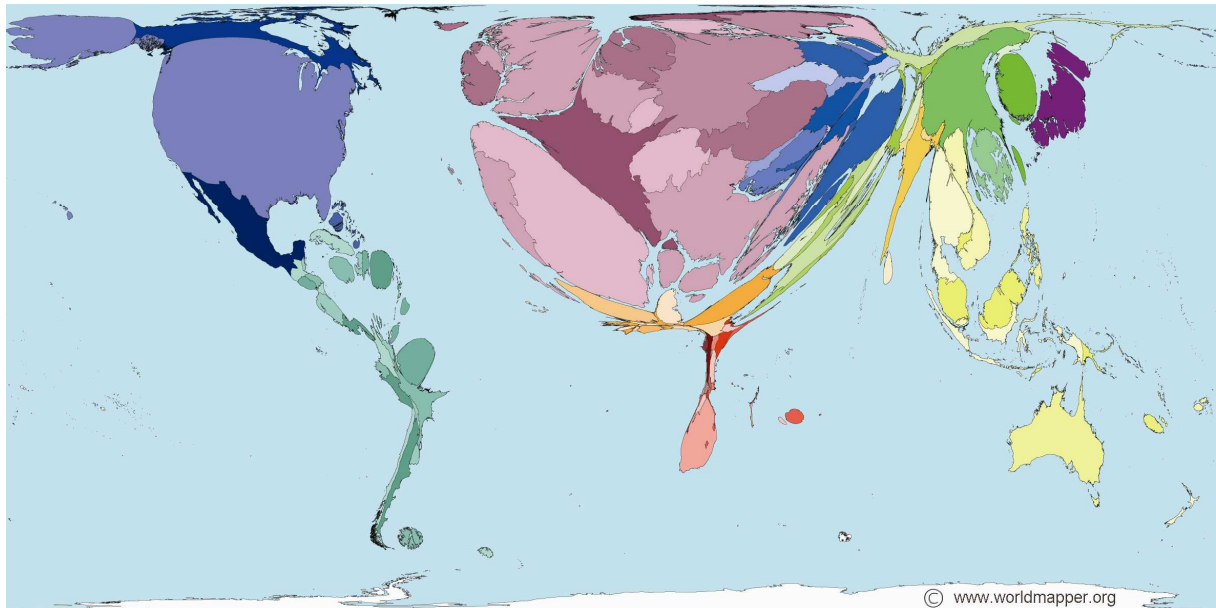

Territory size shows the proportion of world international tourist trips to that territory. Western Europe is the most popular destination for international tourists. The region receives 46% of world tourist trips in 2003

Territory size shows the proportion of the world international tourist trips made by residents of that territory abroad. The international tourists that made 665 million trips in 2003 were primarily residents of Western Europe, North America and Eastern Europe

Net-in tourism. Territory size shows the number of tourists received less those leaving each year. France and Spain together receive over one third of world net tourism. Spain, which receives fewer visits than France, is visited three times more than the next three territories with high net tourism: they are Austria, Italy and China
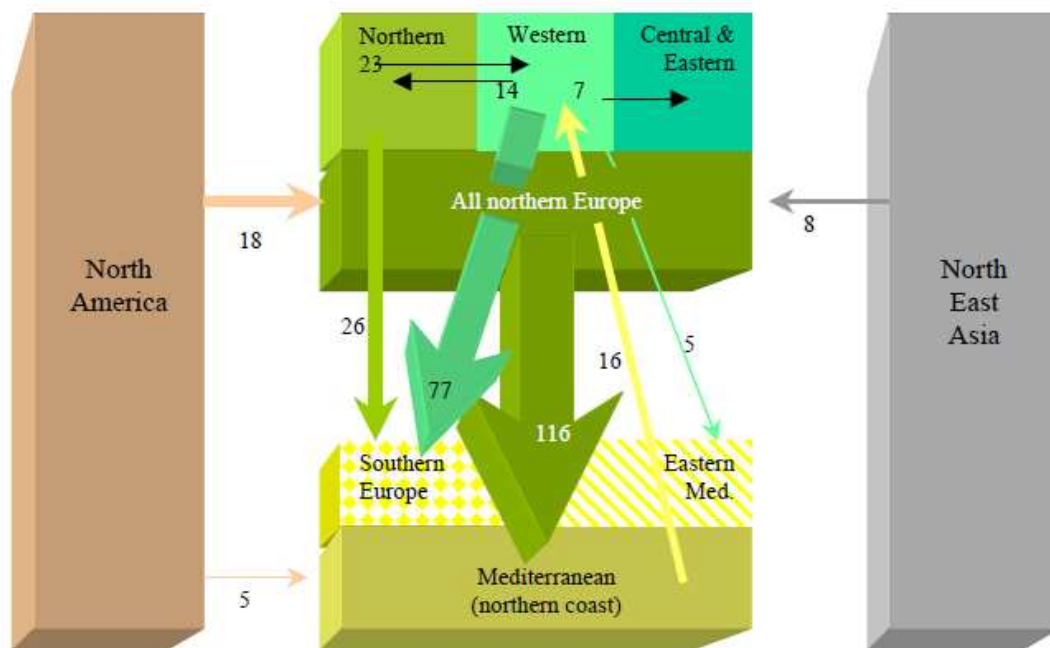
Territory size shows the proportion of the world's tourist dollars received in 2003. This money mainly goes to rich countries such as the United States, Spain, Italy and France

3.   Leisure and tourism as driving forces for regional and landscape development

Because of their great economic importance leisure and tourism are increasingly seen as the main contributor to current and future regional economies and their landscapes. Isolated locations, difficult climate conditions, inaccessible terrain and suchlike hamper the economic viability of agriculture in various areas. Leisure and tourism developments are supposed to provide pining communities with alternatives to stay alive. Great scenic or natural beauty is and become important assets for leisure and tourism development. Lively and strong cultural identity and traditions can also contribute to the tourist potential of a region (Jouen, 2000, European Communities 2003). Derelict areas are being transformed from hostile no-go areas into attractive leisure destinations with the objective to create new employment and attract new residents. In regions where the dominant position of agriculture is under pressure due to urbanization, processes of transformation and diversification can be observed as well. In rural areas agriculture increasingly has to compete with other sectors and functions which are claiming their place in the countryside. Entrepreneurs have to deal with increasing competition and different requirements in regard to the quality of products, production processes, plant and animal health and welfare and the environment. Rural areas are in demand both in terms of housing and leisure activities. This in turn leads to new opportunities for socioeconomic developments (Veer 2005). Leisure and tourism are considered as important economic supports of future rural economies.

All these processes combined cause major changes at the local, regional, national and international scale. Leisure and tourism have made serious contribution to the changing of the landscapes of Europe. These processes are complex, multi-faced phenomena influenced by a variety of economic, socio-cultural and other driving forces. Depending on the context, these driving forces are dealt with in many different ways, causing both positive and negative impacts. Some landscapes turn out to be temporarily attractive, geared towards short-term economic profits; others prove long-lasting, beautiful, attractive and imaginative. Leisure and tourism act like parasites; consuming life, space and meaning without regard. "In the sheer volume of its geographical flows and presence impact, tourism represents a highly effective factor of change in the landscape" (Terkenli 2002: 227). "The pre-existing landscape is either greatly modified (as in heritage planning in urban areas) or totally obliterated (as in the building of Disney theme-parks)' (Rodaway 1995: 262 in Terkenli 2002). Yet, leisure and tourism can also create new landscape qualities and contribute to sustainable landscape development; settling a symbiotic relation with mutual profits. Positive and negative impacts often turn out to be two sides of the same coin: people and regions profit from leisure and tourism developments, but these come at a price. The development of leisure and tourism needs to be subjected

to careful planning in order to become and remain a valuable contributor to people and landscape. 'Sustainable development' strategies attempt to find more well balanced approaches.

Major tourism flows within and into Europe in 2000 (million arrivals); source travel research international from WTO data
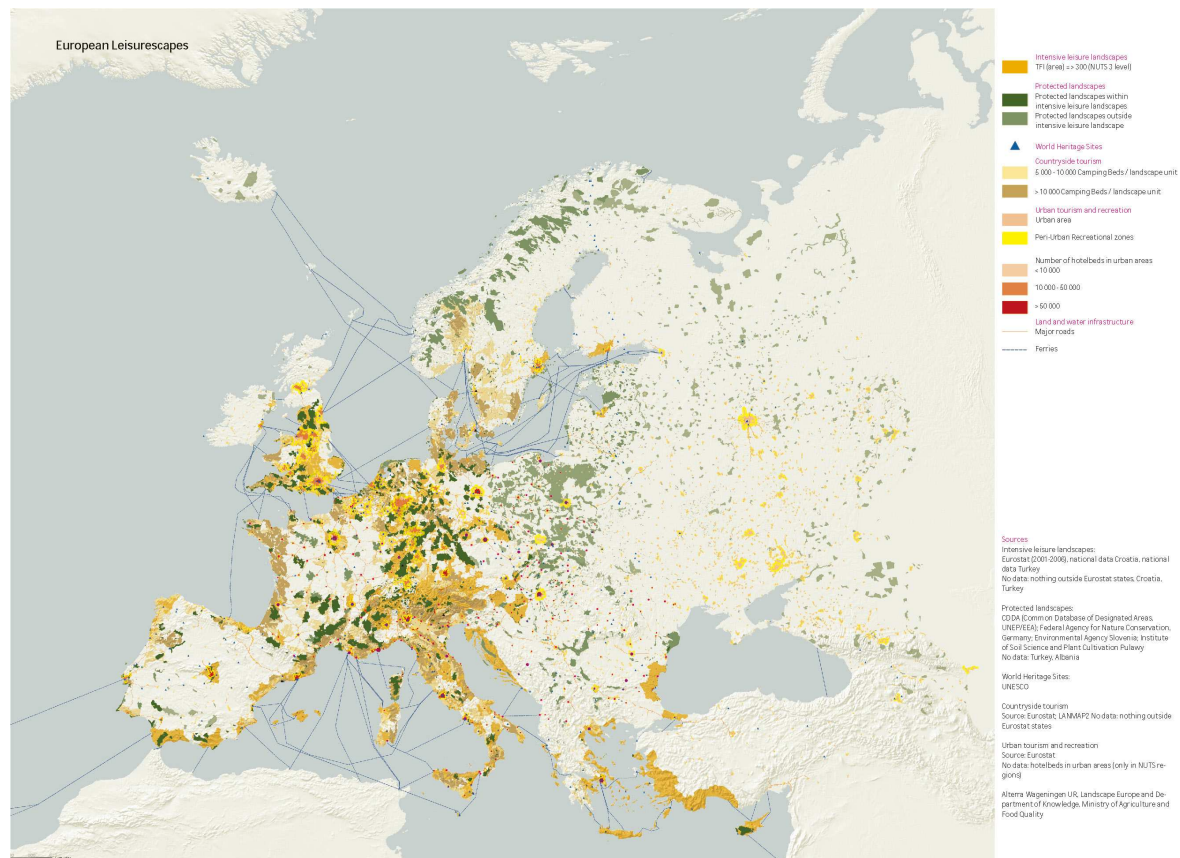
3.1 Changing landscapes

Some landscapes have become mono-functional tourist areas, others have absorbed leisure and tourism activities maintaining their original character. Some areas have been popular destinations for many decades or even centuries, others recently appeared on the scene. "Over-reliance on tourism, especially mass tourism, carries significant risks to tourism-dependent economies and their landscapes. Economic recession and the impacts of natural disasters as well as changing tourism patterns can have a devastating effect on the local tourism sector" (UNEPTIE 2002). The North Sea for example has encountered a serious competitor in the Baltic Sea after the fall of the Iron Curtain.

The British countryside suffered severely from foot and mouth disease. With the intention of controlling the spread of the disease, public rights of way across land were closed by order. As walkers play a vital role in the British rural economy, the ban severely damaged the popularity of areas such as the Lake District (www.ramblers.org.uk). Mass tourist areas, scenic landscapes, cities and highly urbanized regions; the main tourism and leisure destinations of Europe, are all undergoing many changes.

4.   European landscape region typology

The CEMAT adopted the Guiding principles for sustainable territorial development of the European Continent (Recommendation of the Committee of Ministers Rec(2002)1) in which it used a typology to describe and analyse the different developments and approaches in the vast European territory. They talk about mountains, seas and islands, rivers, cities... In this essay more or less the same territories or landscapes are used, to describe by doing so it follows the line of the European wide study on Landscape and Leisure: Greetings from Europe of Hazendonk et al. (2008)

European Leisurescapes

Intensive leisure landscapes
TFI (area) => 300 (NUTS 3 level)

Protected landscapes
Protected landscapes within intensive leisure landscapes
Protected landscapes outside intensive leisure landscape

▲ World Heritage Sites

Countryside tourism
5 000 - 10 000 Camping Beds / landscape unit
>10 000 Camping Beds / landscape unit

Urban tourism and recreation
Urban area
Peri-Urban Recreational zones

Number of hotelbeds in urban areas
< 10 000
10 000 - 50 000
> 50 000

Land and water infrastructure
Major roads
- - - - Ferries

Sources
Intensive leisure landscapes:
Eurostat (2001-2006), national data Croatia, national data Turkey
No data: nothing outside Eurostat states, Croatia, Turkey

Protected landscapes:
CDDA (Common Database of Designated Areas, UNEP/EEA); Federal Agency for Nature Conservation, Germany; Environmental Agency Slovenia; Institute of Soil Science and Plant Cultivation Pulawy
No data: Turkey, Albania

World Heritage Sites:
UNESCO

Countryside tourism
Source: Eurostat; LANMAP2 No data: nothing outside Eurostat states

Urban tourism and recreation
Source: Eurostat
No data: hotelbeds in urban areas (only in NUTS regions)

Alterra Wageningen UR, Landscape Europe and Department of Knowledge, Ministry of Agriculture and Food Quality

4.1 Areas of mass tourism

Apart from cities, which attract many tourists, coastal and mountain areas are the most popular tourist landscapes. Large parts of these landscapes have been completely transformed and adapted to tourism, consisting of agglomerations of mass tourist resorts.

Landscape qualities that were once the main motive for tourist developments have become side issues. Amusement, shopping and social activities come to the forefront. Souvenir shops, theme parks, clubs, discotheques and marinas with luxurious yachts have surpassed beaches and picturesque fishing ports as major attractions.

Coasts, islands and mountains - and in general settings characterised by attractive natural resources - remain particularly sensitive to tourism development. Degradation, sometimes irreversible, has already occurred in some popular and mass destinations (EEA 2007). In popular Alpine tourist resorts, the 'Après-ski' seems to have replaced the ski slopes as the main attraction.

Increased consumption in mass tourist areas puts pressure on scarce natural resources. Environmental impacts range from land take to habitat fragmentation and biodiversity loss, over use of water and energy, and the need for additional waste and wastewater disposal facilities. Pressure on areas surrounding harbours is also common.

One of the most critical resources is fresh water. Excessive personal use and a rise in facilities such as swimming pools and golf courses have lead to scarcity, especially in dryer regions and on small islands. In terms of water consumption, it is well known that tourists consume more than residents. In Majorca, for example, UNEP reports daily average water consumption of 440 litres by tourists, compared with 250 by residents in urban areas and 140 by residents in rural areas (UNEP, 2004). In the Balearics for example as a result of this groundwater levels have dropped over 90 meters since 1975 (www.iucn.org). A benchmarking exercise for accommodation establishments (Hamele H.,

Eckardt S., 2006), based on data collected from a few hundred businesses in West and Centraal Europe, has calculated an average water consumption per overnight stay in a hotel of 394 liters, the benchmarking value being 213 liters; water consumption in a campsite was 174 liters per overnight stay, against a benchmarking value of 96 liters. Similar gaps between average and benchmarking values were recorded for energy consumption; 77.2 kW/h per overnight stay in a hotel against a benchmark of 30 showing that lower consumption and thus lower pressures on local resources is possible.

Vast numbers of tourists also produce large amounts of waste. Many small communities have increasing difficulty dealing with this mountain of rubbish. On Mallorca and Ibiza, relatively small islands, authorities have had to introduce tourist taxes to deal with waste and litter caused by the millions of tourists that visit each year (www.iucn.org). In 1994 the International Federation of Tour Operators presented a study, ECOMOST, examining the development and corresponding environmental and economic impact of tourism on Mallorca over the past 40 years. The study then proceeded to test its broad applicability on Rhodes, another Mediterranean island, which unlike Mallorca, then was on the brink of intensive tourist development.

Many resorts show little respect to local and regional identity. Ski resorts all over Europe are being built in a generic Alpine-look tourist chalet style which has little to do with traditional building styles and their subtle local architectural differences. Some examples are known were new quality landscapes in modernist style are created, like for instance the ski resort Flaine by Marcel Breuer.
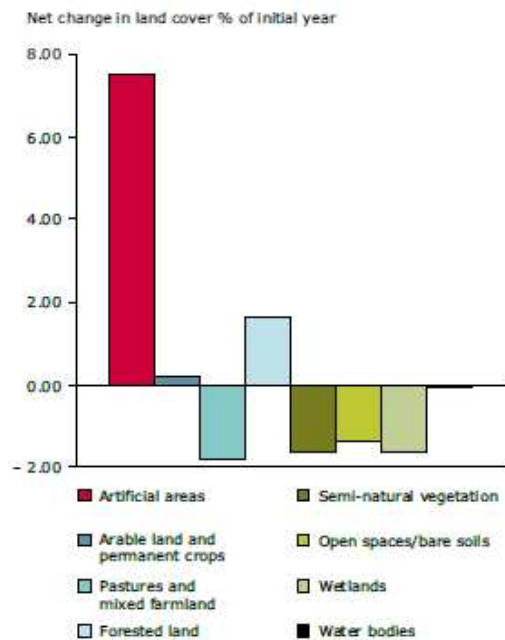
4.2 Coast

Since the seaside is the favourite destination for most Europeans, coastal areas and islands are subject to significant pressures. Land take for tourism related buildings and infrastructure (e.g. hotels, second homes, apartments, leisure and commercial activities and marinas) has historically occurred along the French Riviera and the Spanish coast (Costa del Sol and Costa Brava), sustained by the growth of a European middle class, but it has been occurring as a development model in other coastal areas such as Brittany, the south Baltic and around the Black Sea (EEA, 2006) and lately Turkey. In Italy for example, 43% of the coast is completely built up (www.iucn.org).

Playa del Ingles is one of those examples where tourism totally urbanised and transformed landscape

Coastal regions often account for the highest number of bed places; the number per inhabitant (tourism intensity, usually expressed per 100 inhabitants) is an indicator of accommodation capacity and highlights potential socio-economic pressures. In the EU-25, within the ten highest values are six island/coastal regions (COR, 2006): Balearic Islands, Spain (52.5 bed places per 100 inhabitants), Notio Aigaio, Greece (49), Corsica, France (42.3), Ionia Nisia, Greece (34.6), Algarve, Portugal (33.3) and Zeeland, the Netherlands (30.1).

The construction of accommodation, infrastructure and other tourist facilities has changed landscapes and has had severe physical impacts like land degradation and damaged coastal and alpine ecosystems. The same can be said for tourist activities; intensive and unsustainable use of vulnerable ecosystems like marine and coastal areas and alpine regions contribute to the loss of biodiversity and cause erosion. The Alps, for example, have managed to obtain 12 % of the worldwide sales in tourism. But the 40.000 kilometers of ski runs that have been created for tourism have brought about large deforestation and severe erosion (www.iucn.org). Adaptation to climate change may increase the impacts of tourism on the environment. Reduction of areas with reliable snow coverage (66 % in the Alps, under the worst scenario) may result in higher pressures from winter tourism (EEA 2007). Biodiversity also suffers due to trampling and disturbance (In't Veld et al. 2006).

Net change in land cover % of initial year

Legend	
■ Artificial areas	■ Semi-natural vegetation
■ Arable land and permanent crops	■ Open spaces/bare soils
■ Pastures and mixed farmland	■ Wetlands
□ Forested land	■ Water bodies

Land cover change within the 10 kilometer coastal zone of 17 EU countries (1990-2000) EEA 2006

Besides causing pressure on natural resources, tourism also leads to socio-economic pressure. Small communities host numbers of visitors that exceed their population by far.

Once areas become more attractive for tourists, every day living costs and real estate prices rise, often making places unaffordable for those people that grew up in them. The development of tourism can produce cutting contrasts of rich, tourism enclaves in poor surroundings and can negatively affect the relationship between hosts and visitors. In addition, the reliance on tourism makes regions very vulnerable.

Besides (potentially) leading to negative impacts, examples of responsible tourism development strategies exist as well. Artist Cesar Manrique for example encouraged tourism development of the Canary Island of Lanzarote based on environmental capacity and local identity. He lobbied successfully for the use of traditional materials and colours in buildings and for a ban on high rise hotels on the island. Nowadays a new POT (Plan de ordenación teritorial) is being developed for Lanzarote to refresh this old inspiration for a sustainable development of the island and its tourism. Tourism is the carrier of the islands economy and thus its landscape. Example for this plan and other island developments could be the POT for Menorca.

Islands are good places for experiments on sustainable landscape orientated development, an older well known example is the development strategy of Lanzarote inspired by Manrique

The areas of mass tourism most likely to become the subject of change are those that have a narrow focus. Most coastal tourist resorts for example aimed to attract mass tourism by focusing on market segments on the lower end of the socioeconomic scale.
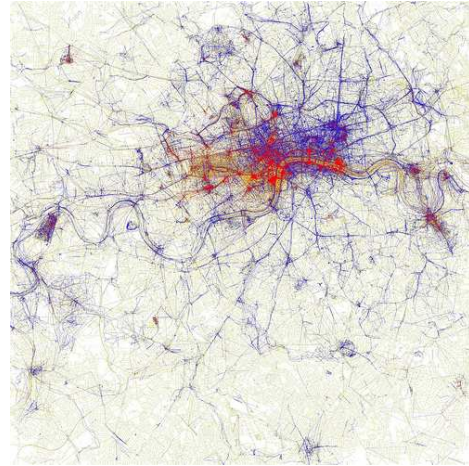
Price was favoured over quality and standards. However, times have changed. People are no longer content with just sun, sea and amusement. The experienced tourist has come to expect better quality and a more varied supply. This has led to the diversification of leisure and tourism, creating new and different segments: sports and adventure, culture, wellness and nature. Hinterland landscapes of main tourist destinations are likely to be exploited and developed in order to meet contemporary needs and wishes and to compensate decreased expenditure.

4.3 Cities and urbanized regions

The major driving force behind the use and adjustments of landscapes for leisure purposes is ongoing urbanisation.

The physical pattern of urban growth in Europe is predominantly one of urban sprawl:
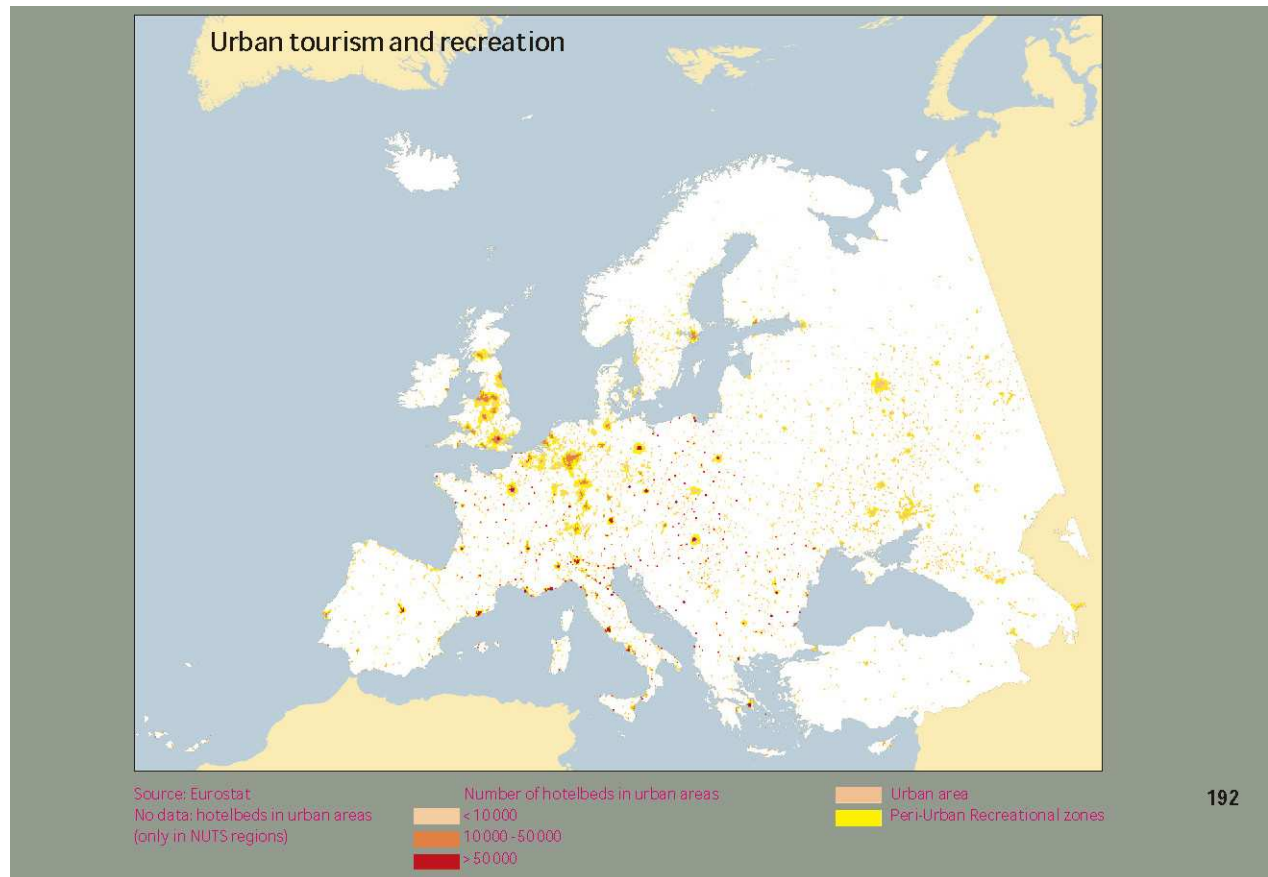
Not all cities are expanding, some regions experience urban shrinkage, most noteworthy in Post-socialist Central and Eastern Europe, especially in former Eastern Germany. The collapse of industries, unable to cope in a highly competitive global market, have lead to high levels of unemployment, forcing people to move away. The coming decades more and more regions will experience this shrinkage.

Rome: Most leisure activities take place in an urban environment Intensity of tourism in Paris visualized through uploaded pictures on internet

Most leisure activities take place in urban environments. "Citizens prefer urban areas over the countryside, not only in general but also for outdoor recreation" (Harms 2006). Even for outdoor recreation, walking and cycling, about two third of the activities takes place in urban areas. In the Netherlands, 90 % (!) of leisure activities in 'green' areas take place in the city (Dagevos 2004); public gardens, parks and park forests are very popular leisure environments. However, many cities suffer from high deficiencies of green areas for leisure purposes and people generally aren't prepared to travel long distances for (leisure) activities undertaken on a regular basis. As a result, pressure on peri-urban areas is high. Attractive cultural and natural landscapes in the vicinity of urban areas are increasingly being adjusted to accommodate leisure needs and wishes of urban dwellers. Although the predominant land use may still be agriculture or nature; the character of these landscapes is plural and diverse. When agricultural landscapes in the vicinity of urban areas are considered unattractive or unsuitable to accommodate large volumes of visitors, recreation areas, park forests, golf courses and other outdoor recreation areas are being developed, as enclaves or intertwined with other land use.

On a landscape scale most of Europe's metropolises have developed several greensystems, often based on urban forests (Konijnendijk, C). There are several typologies of greensystem landscapes such as the finger model (Copenhague and Amsterdam), a green heart (the Netherlands), or the greenbelt of London. Most capitals have a famous city forest sometimes out of earlier centuries (Paris, Berlin, Bruxelles and London) sometimes developed in last century (Amsterdamse Bos or Parque Monsanto of Lisbon).

Urban tourism and recreation

Source: Eurostat
No data: hotelbeds in urban areas
(only in NUTS regions)

Number of hotelbeds in urban areas:
< 10 000
10 000 - 50 000
> 50 000
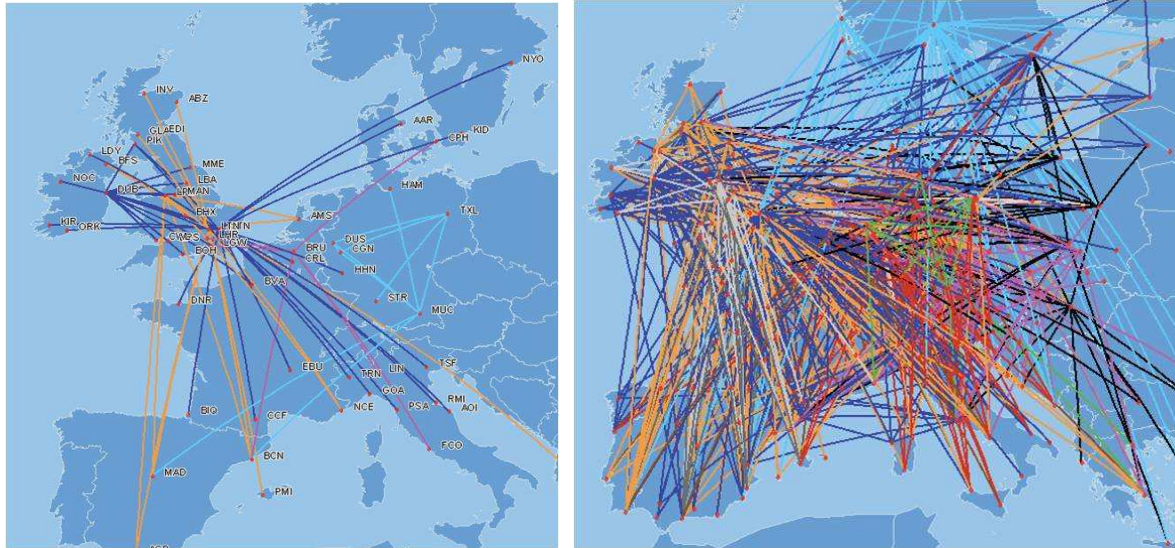
Urban area
Peri-Urban Recreational zones

192

For non-regular or incidental leisure activities though, people tend to accept longer distances and more travel time. From a supply point of view, it means that the catchment area of recreation and tourist attractions has increased. Mega attractions like Eurodisney in France or Europa Park in Germany have only been able to flourish because of increased mobility and people's changing habit to go on holiday more than once a year.

These mass attractions tend to be located in the vicinity of metropolitan areas. Cities and theme parks profit from their mutual presence and good access.

Cities are popular tourist destinations as well; they are short trip destinations par excellence with their accumulation of diverse attractions and events. In London, tourists buy 30% of theatre tickets and account for half of all visits to London attractions (www.visitlondon.com). Commercialized entertainment has become indispensable for urban economies, therefore urban revitalizations has become crucial for feasibility and survival (Hannigan 1998). In 2004, city tourism had a share of 38% of all European outbound travel (UN WTO 2004). Germany and UK are the two top source markets of European City Tourism demand, Paris and London are the most favorite destinations.

The explosive growth of low cost carriers has also made a major contribution to the growth of urban tourism. Many cities that were previously out of reach have now become viable options for a weekend break, or short holiday, and are now direct competition for short holidays in one's own country. In France for example, average tourism growth rates are about 2%, but for Paris these were 9%. Non-urban landscapes follow these trends, for information the access to Costa Brava takes place through Girona as LCC airport.

Also city trips open up or reopen the attention to certain regions and landscapes and foment the economic touristic growth of those.

The development of low cost carrier connections between countries has an enormous effect on the development of the leisurelandscape of Europe

4.3.1 Second residences

Second residences have become more and more popular, either in the home country or abroad. Most second homes are acquired for leisure purposes. "The proportion of second homes across the EU varies considerably, with some of the highest concentration located in Southern European countries because of both the high local demand and their attraction as classic holiday destinations. In countries such as Greece, Italy, France and Spain, between 10 and 15 % of housing stock is comprised of second homes. Although Southern Europe is better known for its second homes, there is also a high proportion of second residences in Northern Europe because of the number of affluent countries in the region. […] Northern and eastern countries have their own very specific traditions on "second" homes, datsjas and summer houses. The trend for second homes is likely to grow in the long term because of cheap flights and lower living costs abroad" (RICS 2005). A large share of the rural second houses in Europe seems to be coastal, especially in France, Greece and Spain. (Gallent 2006). The distance from owners to their second home has increased where for instance Dutch before had homes in Northern France, nowadays Spain and even Morocco and Turkey are in the picture. The economic crisis combined with the real estate **crisis** has and will have a great effect on the second home market (Cf. Koutoulas, 2007 in Hazendonk et al.) In the second run this will also influence the surrounding landscapes and their development.

4.3.2 Para tourism

The importance of the connected phenomenon of « para-tourism » is, also for landscape development, no longer negligible. Tourists come and go, but holiday homes, that sometimes become permanent addresses, are here to stay. Retired people or even the active population choose more and more to live in their former holiday destination, often mature destinations. The transforming of tourist areas into homes is another stage in the landscape evolution of Provence, Catalonia, Tuscany, Andalusia, the Balearic Isles and Istria.

Even if those with holiday homes, or new arrivals, should have something to say in the governance of the tourist regions, which are progressively becoming "shared landscapes", the speed of change and a lack of preparation can give the impression of an invasion. Towards landscape management it's obvious that the newcomers have a different background and lack knowledge of the "genius loci". In any case this phenomenon leads to diversification of the local economy. On the Languedoc coastline (France), for instance, the resort La Grande Motte, created in 1966 now combines a town-resort of residents (6500 in 1999, including many retired people) and a tourist-resort for temporary summer

visitors. These two groups mix with local visitors, those with holiday homes and the winter holidaymakers who are increasing. Henri Bava from Agence Ter worked on a commission for the transformation of these urban leisure landscapes

4.4 Scenic landscapes and their appreciation

While amusement and social motives appear to prevail in mass tourist areas, scenic landscapes are, first of all, valued for their landscape qualities: scenic views, cultural heritage, wildlife and picturesque villages.
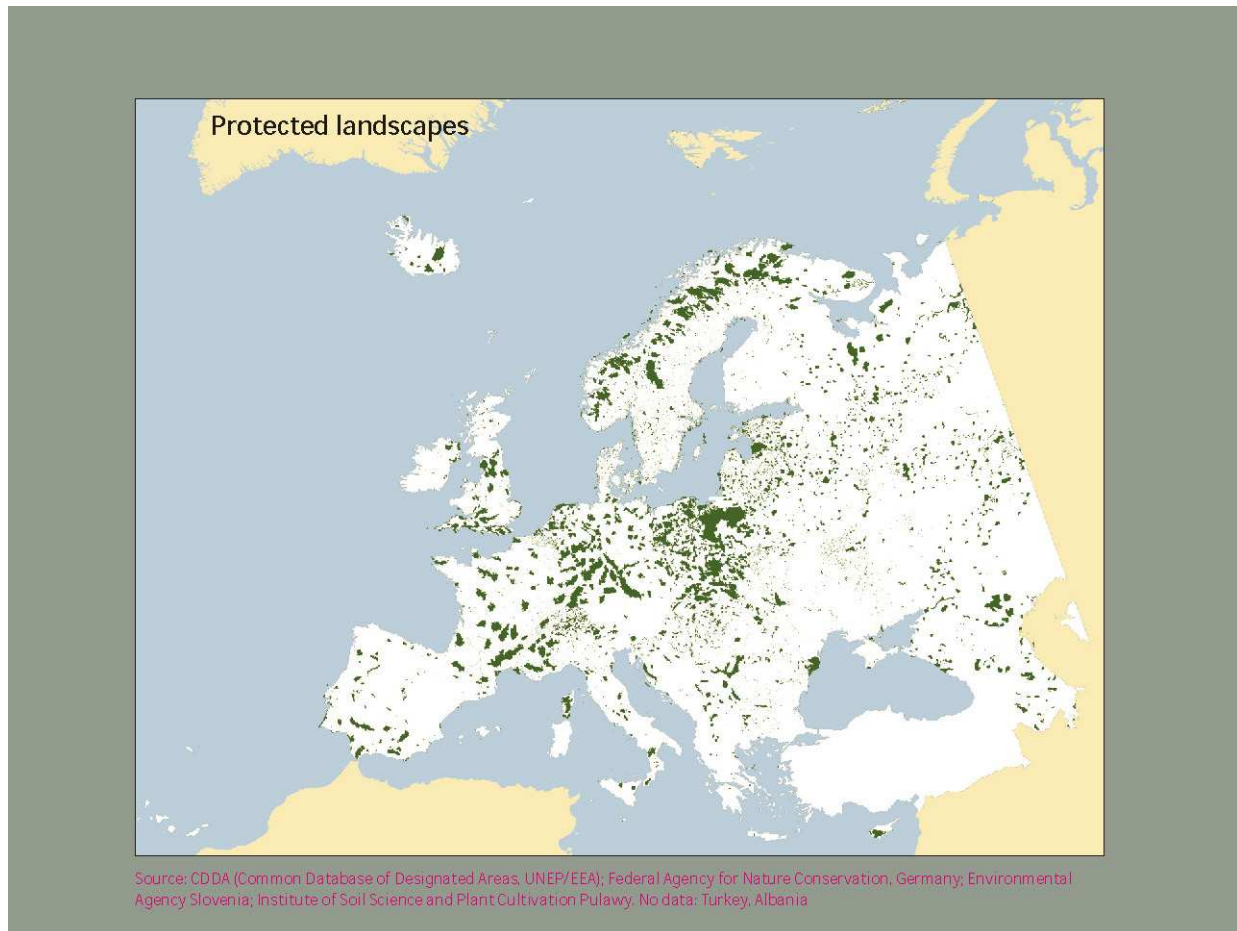
The English Tourism Council (2000) describes some of the changing values and attitudes likely to have an impact on tourism: a growing search for more authentic products, a focus on nostalgia, roots, other cultures and identity, and an increasing interest in spiritual and intellectual activity. These trends are articulated in the emergence of products that capitalize on the cultural resources of a certain area. Cultural tourism is defined by ATLAS as 'The movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs'. Many sub segments can be identified such as heritage tourism, spiritual tourism, agri-tourism, gastronomic tourism etc. Motivations may be very different but nature, experience, and cultural authenticity are always core factors. The popularity of many of these landscapes lies in their supposed un-spoilt and authentic character.

Forests are widely appreciated for their recreational values with range form nature appreciation to intensive use for picnic and sport activities

Other landscapes are especially attractive for their natural qualities. Nature areas and rural landscapes attract people who enjoy landscapes for their natural beauty and like watching wildlife. Again, the conception of un-spoilt, intact landscapes prevails: the 'wilder' the better. Obviously, this is all illusion, as most landscapes have undergone major changes. In countries such as Germany, Denmark, Sweden, France and Italy, structural transformations date back to the beginning of the twentieth century or the 1950s. In other countries such as Portugal, Ireland, Spain, Greece and Finland, the countryside only recently had to deal with problems such as the exodus of the rural population, increasing unemployment and the accelerated restructuring of production. In addition, tourism itself has also caused considerable change to scenic landscapes. The more these landscapes are physically adjusted to leisure purposes, the less 'wild' and authentic they become. Like areas of mass tourism, they have been adjusted for tourist purposes, though not that radical. Tourist facilities and accommodations were developed, the landscape was opened up, natural and landscape features were transformed into tourist attractions. However, compared to mass tourist resorts, entrepreneurship is more local, individual and less organized. Scenic landscapes are subject to fundamental economic and socio-cultural changes caused by leisure and tourism. Leisure and tourism can improve local livability, for example by means of better infrastructure and investments in green space and recreational areas. Residents benefit from commercial (shops) and public (cultural events and communal activities) facilities that are primarily developed for tourism. In rural areas with pressurised and heavily subsidised agricultural sectors leisure and tourism form a welcome diversification of the local

economies, as rural leisure and tourism are closely related to the consumption of locally produced goods. 'Leakage' – tourist spending that leaves the local economy through the import of goods and services – is significantly lower than in the case of mass-package tourism. Tourism and recreation are beneficial for the local labour market and can help to counteract the depopulation of the countryside.

Protected landscapes

Source: CDDA (Common Database of Designated Areas, UNEP/EEA); Federal Agency for Nature Conservation, Germany; Environmental Agency Slovenia; Institute of Soil Science and Plant Cultivation Pulawy. No data: Turkey, Albania

Positive spin-offs for the environment are improved environmental management and planning of the area. Similar to the improvement of local awareness about the value of cultural heritage of a community, tourism can raise awareness about the value of natural resources. Visitation and appreciation of natural areas will increase the willingness of local and national governments to invest in nature preservation. In some cases visitors contribute directly to finance of natural park protection. Many scenic landscapes have come under strict protection to conserve their special qualities. These areas are designated as National Parks, National Landscapes, Protected Area Network Parks, Areas of Outstanding National Beauty and as a variety of other conservation formulas.
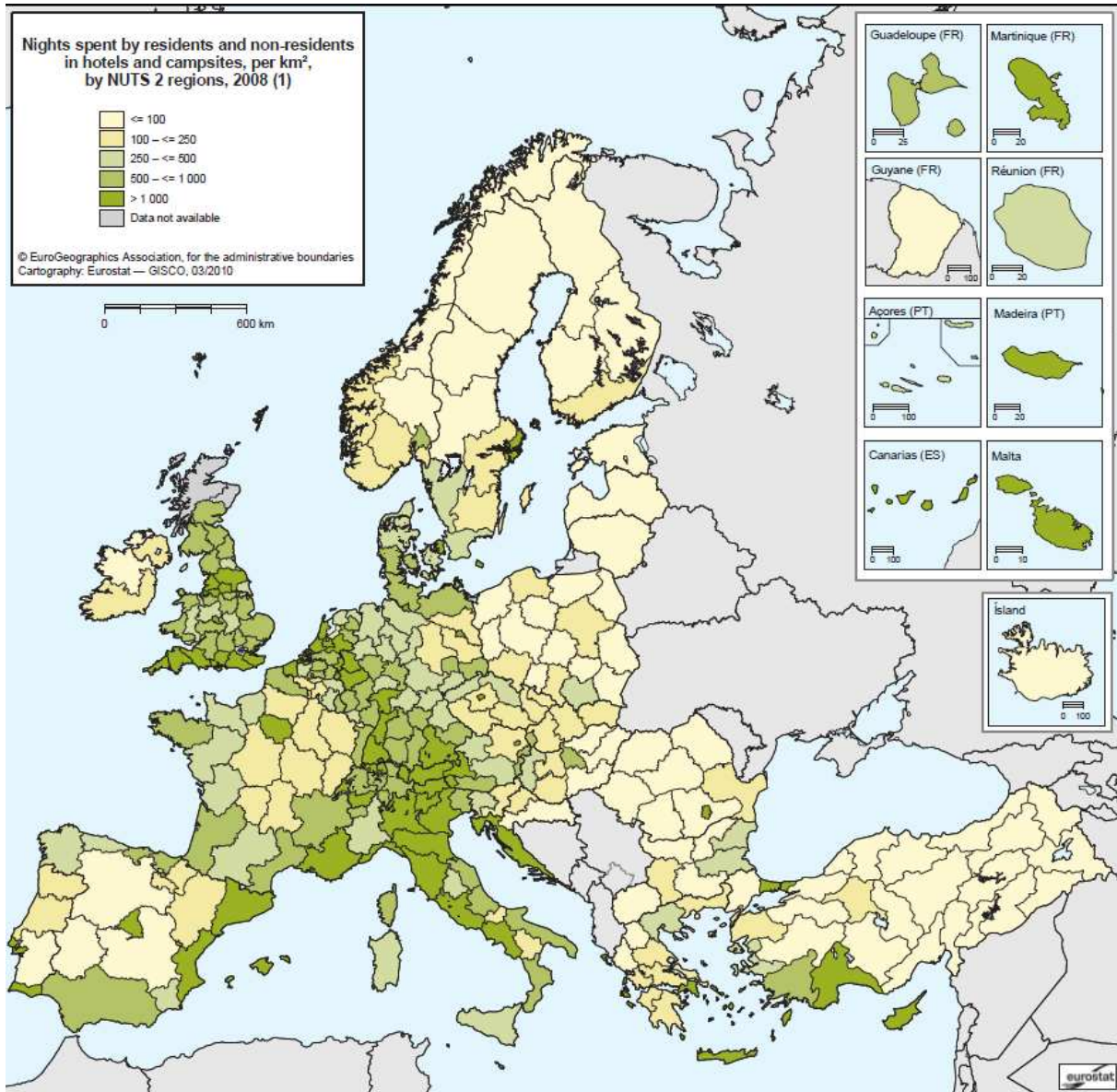
Landscapes are packed, commoditized and presented for consumption
Photo: Aarsman

Yet the impacts of leisure and tourism are not purely positive. It is clear that also scenic landscapes have to cope with both positive and negative impacts of leisure and tourism.

Often, they appear two sides of the same coin. "The seasonal character of much tourism may create problems for destinations that are heavily dependent on it" (UNEPTIE 2002). Negative impacts include increased traffic and littering. Vulnerable ecosystems and heritage sites can suffer degradation at the hand of uncontrolled tourism. Moreover, when the social and cultural carrying capacity of local communities is overexploited, it tourism can cause clashes. Areas are increasingly subjected to extensive regional branding. "Rural areas are becoming a green backdrop setting for present-day pleasure. Landscapes are packed, commoditized and presented for consumption; the more 'authentic' the better" (Metz 2002: 181). When religious rituals, traditional ethnic rites and festivals are reduced and sanitized to conform to tourist expectations, and the original identity is lost (UNEPTIE 2002), commoditization becomes a problem. Local 'identity' and privacy of community members may deteriorate.

Current markets make demands on rural tourism in terms of quality, safety, hygiene and comfort. "While landscape, accommodation, food and drinks etc. must meet the visitors' desire for the new and unfamiliar, they must at the same time not be too new or strange because few visitors are actually looking for completely new things".

Nights spent by residents and non-residents in hotels and campsites, per km², by NUTS 2 regions, 2008 (1)

- <= 100
- 100 – <= 250
- 250 – <= 500
- 500 – <= 1 000
- > 1 000
- Data not available

© EuroGeographics Association, for the administrative boundaries
Cartography: Eurostat — GISCO, 03/2010

0   600 km

(1) Sweden and the United Kingdom, 2007; Turkey, 2007 and hotels only; Switzerland, hotels only; London (UKI), no breakdown by NUTS 2 regions; Bulgaria, Italy, Lithuania, Hungary, the Netherlands and Slovenia, 2007 area data; Spain, Cyprus, Luxembourg, Malta, Poland and Croatia, 2006 area data.

5.   Tourist mobility

Tourism implicates mobility. Touring has always been one of the origins of tourism and leisure. The evolution of leisure is strongly linked with that of mobility. Strolling in contrast with walking had from the beginning both a leisure and a personal development reason. The Parkway and Autobahn concepts as types of the development of automobile infrastructure landscapes were invented primarily for leisure purposes. The first highways in France and Italy served touristic purposes and were sponsored by the national touring clubs. In the Netherlands, and probably in many other countries in Europe, half of all traffic movements are leisure orientated.

Tourism is still one of the main drivers of increased demand for transport, particularly the most environmentally damaging and landscape effecting modes: private cars and, more critically, air transport. In Europe, in 2005, about 59 % of the tourists reached their destination by road and 34 % by air. Low-cost airlines are playing a significant role in increasing the mobility of visitors. (EEA, 2007)

The most environmentally damaging modes, car and air, are still the preferred ways of travelling to destinations (EEA 2003). Road travel is by far the dominant mode at the pan-European level, closely

followed by air in WCE and SEE. Rail is still frequently used in EECCA. Access to tourist destinations needs to be managed on a wider scale than the individual locations, including at the trans-European level. For example, deregulation of the air transport system has widely encouraged the use of low-cost airlines, which in turn have sustained the growth of air transport and contributed to increasing the average distance travelled to a destination. (EEA 2007) anyway it has a profound impact on the landscapes concerned.

According to a market update (Eurocontrol 2006) covering 30 countries at the pan-European level, 16.3 % of all flights by May 2006 were by low-cost airlines. There are 50 low-cost carriers operating out of 22 countries. The UK is the biggest market with more than 32 % of flights operated by low-cost companies, followed by Ireland; traditional destinations such as Spain, Italy and France have market shares ranging between 10 and 20 %. The 11 member airlines of the European Low Fares Association reported 106 million passengers for 2006, about 15 % of total air-transported passengers in 2005 to, from and within the EU-25 (Eurostat, 2007).

Marketing strategies, thus, do not always encourage environmentally sound behavior, and their effects need to be counteracted by appropriate measures.

The example of low-cost carriers is self-evident. Apart from the ecological effect on landscapes it affects the accessibility of landscapes and thus the distribution through Europe a landscapes of the tourism flows. First city orientated leisure but linked to this the lesiure inm the countryside landscapes. Taking into account the increasing contribution of aviation to global climate change, the Commission has proposed legislation to include the aviation sector in the EU Emissions Trading Scheme (ETS). According to the Commission, this will not significantly affect tourism, but will generally affect the growth in demand which will inevitably have some effect on tourism, since it is expected that compliance costs will be passed on to passengers (European Commission, 2006d).

Other policy areas that interact with tourism, such as spatial planning, transport, energy and marine, remain key to tourism development. Therefore a clear need exists to rationalise measures that affect tourism through better regulations and policy coordination.

6.   Future challenges for the European landscapes and tourism

Preceding examples, facts and figures have shown that the influence of leisure and tourism on landscapes is extensive and radical. The affected landscapes include not only environments designed and built purely for leisure purposes but almost any landscape. Cityscapes, areas around urban agglomerations, traditional tourist landscapes, remote new tourist destinations in former peripheral regions; their meaning as leisure and/or tourist landscape increases. The main function of many landscapes is gradually shifting towards "offering relaxation, space and recreation" (Frerichs and De Wijs 2001). It is obvious that such changing attitudes bring about different expectations of usefulness and experiential qualities. The more dominant the consumptive image of landscapes, the more obvious the process of commodification. Many regions attempt to make a profit from leisure and tourism, especially when other economic carriers are failing.

After all, leisure and tourism are major economic forces worldwide and Europe is still one of the major players. The impact of leisure and tourism is noticeable everywhere, from local daily life to international, global flows, with complex interference on all levels. However, regional differences within Europe are manifold and dynamic. Both landscapes and local, regional and national contexts are diverse. Shifting tourist flows, ongoing urbanization and changing wishes and demands force existing leisure and tourist areas to adjust in order to prevent decline and stimulate other areas to develop landscapes as leisure and tourist destinations.

The wish to make quick profits and the lack of interest from market parties and authorities has lead to rapid, unregulated growth of low quality leisure and tourist destinations.

Landscapes degenerated and suffered biodiversity loss and environmental problems. Where tourism was primarily focused on amusement and fun, and had little relation to landscape features, developments turned out to be nothing less than parasitic. These forms of tourism have degraded the environment, long term economic viability, social structures and cultural traditions of local landscapes and communities. The preceding paragraphs made clear that such impacts are certainly not restricted to mass tourist areas. Leisure and tourist developments can have diverse negative impacts if economic interests prevail one-sidedly. Yet, when landscapes hold the main assets on which the tourism industry depends and tourism flows are in proportion to the regions capacity, conservation and careful management of key qualities are a must. If mutual profits are better balanced, leisure and tourism can develop a symbiosis with local communities, and landscapes will thrive. Quality and sustainability are directly linked and interdependent (UN WTO).

"Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments" (UNEP). This statement makes clear that sustainable leisure and tourism is as complex and diverse as leisure and tourism in general. Sustainability is a concept open to various interpretations and elaborations. Different stakeholders in different contexts will produce different visions and solutions for different landscapes, based on the same general principles of sustainable development. The challenge is to develop sustainable forms of leisure and tourism taking people, planet and profit into account and elaborating them into size-fit solutions that appeal to both local communities and visitors. It will add to the planning and management of "future changes in a way which recognises the great diversity and the quality of the landscapes that we inherit and which seeks to preserve, or even enhance, that diversity and quality instead of allowing them to decline", as formulated by the European Landscape Convention.

7.   Policy and action at international level

The Convention on Biological Diversity and the EU's Sixth Environment Action Program identified tourism as one of the key sectors having an impact on the natural environment (and thus the landscape). The general consensus amongst the various international organisations is that the integration of environmental dimensions in all major policy areas has to be the motif in the evolution of environmental policy. Full commitment to agreed measures can only be achieved by shared responsibility between the various parties involved, i.e. governments, industry and the general public.

7.1 Worlwide organisations

UNESCO's World Conference on Sustainable Tourism 1995 passed the Charter for Sustainable Tourism urging governments to draw up action plans for sustainable development applied to tourism. In the same year, three key international organisations - the World Travel and Tourism Council, the World Tourism Organisation (WTO) and the Earth Council - jointly produced a report, Agenda 21 for the Travel and Tourism Industry: towards environmentally sustainable development, which translated Agenda 21 into a program of action for travel and tourism.

WTO is the intergovernmental organisation for tourism. It developed a Sustainable Tourism Development Guide for Local Planners. It has worked with various National Tourist Associations (NTAs) to develop courses on planning for sustainable tourism development at local level.

WTTC is a global coalition of chief executive officers from all sectors of the travel and tourism industry. One of its primary goals is to promote environmentally compatible developments by establishing a policy framework for sustainability based on Agenda 21 and by encouraging environmental industry initiatives such as the Green Globe program. The prime objective was to provide low-cost, practical means for all travel and tourism companies to improve cultural and

environmental practice. It supports companies in entering a continuing cycle of improvement as well as helping to adapt corporate culture and practice.

A growing number of tourist destinations are working with private sector companies to ensure that development which brings wealth and jobs to the community occurs in a sustainable way. It offers common Agenda 21-based standards as well as global best practice techniques and technologies for such endeavors.

7.1.1 International Conventions

International conventions contribute further to developing international tourism activities in a sustainable manner, one good example for an environmental legislative framework on an international level being the Tourism Protocol of the Alpine Convention. All alpine states commit themselves to develop sustainable tourism in all alpine regions. Another example is the Mediterranean Tourism Charter whose primary objective is the preservation of the common heritage.

7.2 European institutions

Although it does not offer specific competence in tourism, the Treaty on European Union acknowledges that EU actions should include measures in this field in order to accomplish the other tasks which have been specifically assigned. The environmental objectives were set out in the Fifth Environmental Action Program in 1992 where tourism was declared a priority field of action.

In 1995 the launch of wide consultation on the basis of the Commission's Green Paper on the role of the Union in the field of tourism represented a major effort in the assessment of the needs and scope of Community action. Amongst others, the paper described actions in progress in the field of tourism and the instruments it has for this purpose.

From an operational point of view, this period was marked by the finalisation of several programs, the evaluation of implementation, and the definition and launch of new initiatives and proposals, such as the Commission's proposal for a first multi-annual program to assist European tourism, "Philoxenia".

7.2.1 The Council of Europe

Several activities have been implemented by the Council of Europe in the past years in the field of tourism and environment; the specialised colloquies on the themes of the protection of the Mediterranean coast, seminars on the specific problems in central and eastern European countries, topics as tourism in forested and mountainous areas, protection of deltas, sustainable tourism development or the integration of socio-economic factors in tourism.

Within the special programs for co-operation with central and east European countries, technical assistance has been provided in order to assist authorities in drafting their integrated schemes for the development of sustainable tourism.

The Pan-European Biological and Landscape Diversity Strategy established a coordinating framework for the conservation and sustainable use of nature **and** landscape throughout Europe. The Strategy sought to integrate nature and landscape conservation objectives into tourism and recreation policies and stimulate their ecological sustainability, in order to prevent significant damage to biological and landscape diversity.

Action Theme 2 of the Action Plan on Biological and Landscape Diversity 1996-2000 specifically dealt with the above-mentioned challenge of maximum integration of biological and landscape diversity conservation and its sustainable use into all economic and social sectors, including tourism and leisure. (Eckert & Cremer, 1997) the program stopped but the strategy is still valid.

The Pan-European Biological and Landscape Diversity Strategy provided a new and wider framework for environmental activities linked with tourism. They are pursued and enlarged upon by an intergovernemental of specialists on tourism and environment which is working with the then 40 member States' relative organisations for the promotion and implementation of the principles of sustainable tourism. Within this framework, a report on tourism and environment in European countries was prepared and submitted to the Ministerial Conference "Environment for Europe" (Sofia, 1995). In the same document landscape was first addressed on a European level.

The **European Landscape Convention** of the Council of Europe promotes the protection, management and planning of European landscapes and organises European co-operation on landscape issues. The convention was adopted on 20 October 2000 in Florence (Italy) and came into force on 1 March 2004 (Council of Europe Treaty Series no. 176).An important objective of the treaty is to incorporate and integrate landscape into sectoral policies such as leisure and tourism.

Many specific Recommendations to member States have already been issued, one on the general policy for sustainable and environment-friendly tourism development Recommendation No. R (94) 7) and two specific recommendations on a sustainable tourist development policy in protected areas (Recommendation No. R (95) 10) and on the development of sustainable environment-friendly tourism in coastal areas (Recommendation No. R (97) 9).

A colloquium on a new code of ethics in tourism was organised (1996). The group of specialists has also launched pilot studies on tourism and the environment, aimed at enhancing Europe's natural and cultural heritage in the framework of their sustainable use for tourism. These pilot studies take into account the natural, socio-cultural and financial considerations of the programs, together with the transferability of the methods used in other European regions in the aim of sustainable development through tourism.

A standard course on tourism and environment has also been prepared in order to incorporate the requirements of biological and landscape diversity protection into the curricula in schools, institutes and universities where tourism is taught. Tourism has been studied by several organs of the Council of Europe as a multi-disciplinary sector. The Parliamentary Assembly of the Council of Europe has devoted several discussions to the tourism issue in Europe. Recommendations on various tourism aspects have been issued, among them Recommendation No. 1133 (1990) on European tourism policies, Recommendation Rec 1(2003) on the promotion of tourism to foster the cultural heritage as a factor for sustainable development, Recommendation No. R (94) 7 on a general policy for sustainable tourism and environment-friendly tourism development, and Recommendation No. R (95) on a sustainable tourist development policy in protected areas.

Colloquies have been organised under the auspices of the Conference of Local and Regional Authorities of Europe (Eckert & Cremer 1997). One of the latest specific actions in this field was the Landscape and tourism conference in November 2010 organised by RECEP-ENELC together with NECsTour and the Götaland region (vimeo.com/groups/73659)

7.3 Strategies and measures to a good relation between landscape and leisure

In collaboration with the travel and tourism industry, several European member States have taken initiatives with **National strategies** to promote sustainable tourism. Subsequently, the tourism industry developed environmental codes of practice (Eckert & Cremer, 1997).

Individual regions and communities are primarily responsible for implementing measures towards sustainable tourism. Likewise they should also be the key beneficiaries of tourism. Initiatives at local and regional levels are manifold - the activities aim at the following:
Responsible land-use planning; declaration of protected areas; and purposeful visitor-channelling in sensitive regions (Eckert & Cremer 1997)

7.3.1 Laws, rules and regulations

Potential solutions to the extensive (landscape) problems caused by tourism are being introduced in the form of programs, strategies and guidelines amid governmental, intergovernmental and nongovernmental organisations. Nevertheless, the means of controlling the existing laws and regulations that do exist are limited. Some are explained below.

7.3.2. Parks and protected areas

Through national parks, individual governments have the means of successfully protecting vast ecosystems and landscapes. In order to support these favoured tourist destinations, the concept of sustainable tourism development receives special attention. In the context of its Action Plan for Protected Areas in Europe, the IUCN Commission on National Parks and Protected Areas turned to governments in 1994 requesting that for each protected area, management and zoning plans should be prepared in order to prohibit certain activities on a zone by zone basis. By publishing its report "Loving them to death?", the Federation of National and Nature Parks in Europe, while acknowledging the need for development in protected areas, stressed the need for a controlled and balanced tourism policy. Following the publication of this report, a European Charter for sustainable tourism, to be adopted in European nature and national parks, was launched. (Eckert & Cremer 1997) **So far (2012) 89 parks** in nine European countries have signed this Charter and respect its principles for integrated management of tourism, protection of natural resources, support to the local economy and co-operation with the local population.

7.3.3 Natural and landscape protection laws

Denmark's coastal conservation laws are the most developed. The latest edition of these nature conservation laws extends the protected coastal strip. The laws and regulations dealing with city planning stipulate that all "undeveloped" coastal areas should remain protected natural resources. All local and regional authorities are requested to examine already existing plans to this end. Following a French decree of 1977 on the protection of nature, developments such as marinas and camping sites are subject to environmental impact assessment. Since 1993, with the amendment of the decree, golf courses and theme parks are also subject to such studies (Eckert & Cremer, 1997).

By means of national parks, individual governments have the means of successfully protecting vast ecosystems. In order to support these favoured tourist destinations, the concept of sustainable tourism development receives special attention. In the context of its Action Plan for Protected Areas in Europe, the IUCN Commission on National Parks and Protected Areas turned to governments in 1994 requesting that for each protected area, management and zoning plans should be prepared in order to prohibit certain activities on a zone by zone basis (Eckert & Cremer, 1997).

7.3.4 Eco-labels and competitions

A good technique to support sustainable development in tourism is by holding competitions or by awarding eco-labels. The objective is to encourage those responsible for tourism to increase their environmental commitment and to provide the tourist with help in choosing destinations, hotels etc (Eckert & Cremer 1997). In 2008 criteria for an Austrian tourism ecolabel were under development to provide an incentive for environment-friendly management of tourist accommodation.

Since 1995 the project of eco-islands unites six European islands in a co-operation network. One of the islands included in the project is Hiiumaa, belonging to the Biosphere Reserve in Estonia. The aim of this co-operation is to study ways of to developing environmentally sound tourism on the island. The Hiiumaa Green Label has been created. (Eckert & Cremer 1997) Since 2009 the island is involved in the Baltic Sea Ecoregion, another project with attention for sustainable tourism which includes 40 other initiatives.

Competitions of environment-friendly tourism communities have been organized p.e. by in the nineties the German Tourist Board together with the German Ministries of Environment and of Trade and Commerce. The competition produced an overview of the ecological effectiveness and economic efficiency of initiatives and activities of the almost 6 000 German tourist destinations. Also performances in nature and landscape conservation were evaluated (Eckert & Cremer 1997).

7.3.5 Finance

Tourism and leisure could be a source of finance for nature and landscape conservation and development. Possible mechanisms to realise this are direct and indirect ones:

–   Mechanisms related to the use of an area (entrances, users fees, taxes, concessions);
–   Mechanisms related to experience of visitors (equipments and facilities, events, arrangements);
–   To the marketing of an area (merchandising and labelling, branding, cross product marketing);
–   To the support of an area (donations, sponsoring & opt-in, in-kind support, friends of, investments).

In 1995, the European Council in its Recommendation R(95)10, relating to a policy for the development of sustainable tourism in natural protected areas, recommended allocating part of the tax on overnight stays to financing environmental infrastructures and the preservation of the environment. In Austria, the Land of Salzburg instituted in 1992 a tax on second homes that is allocated to local actions for preserving the landscape. The Balearic Islands levied an ecotax on hotel stays and a tax on passenger transport to small islands is levied in France. A diving tax in the natural reserve in Medes Islands (Catalonia, Spain) generated 68 % of the budget of the reserve.

8.   Sustainable tourism in the European Union

When the EU first began to address the issue of tourism, it was already clearly concerned about the sector's environmental aspects. European Parliament (Resolution on the expedition, promotion and consolidation of tourism in the European Union" DOCE 49/1988, from 22-02-1988, series C) European Union should show a greater determination in certain essential aspects of tourist activities such as the protection of natural, social and cultural areas against mass tourism. (Villanueva-Cuevas, 2011). Middle of the 1990s, Commission's Green Book on the EU's role in matters of tourism (DOCE 97/1995, from 4-04-1995, series COM) emphasized that an objective by the EU on tourism was a contribution to sustainable development.

The program "PHILOXENIA" outlined actions to increase the quality of European tourism through the promotion of sustainability: such as the application of environmentally respectful management systems and a "European Tourism and Environment Prize".

The prize had three objectives:

–   publicising the concept of sustainability;
–   setting up permanent communication between locals, tourism entrepeneurs, administrative representatives and the political sectors;
–   rewarding a wide-ranging "exemplary" policy in the field of tourism and the environment.

The tourism sector can benefit considerably from EU support. There have been many different schemes which provide funding; some grant schemes for environmental projects are relevant to players in the tourism sector.

Life for information supports demonstration projects for sustainable tourism, such as the protection of natural, cultural or traditional resources in regions that are economically dependent on these, as well as projects containing new concepts in environmental protection.

Under the Commission's Action Plan to assist tourism, a number of sustainable tourism pilot projects were supported financially: for example the transnational project "Soft mobility in tourism resorts and regions", in order to improve the traffic situation in tourist resorts. (Eckert & Cremer 1997).

The absence of a true common European policy in matters of tourism can be considered the main obstacle for the achievement of goals in relation to the EU tourism sector. The prevailing notion, then and now, that tourism is a sector whose primary activity must happen at a state, regional or local level, and that EU actions must be only supplementary, has caused actions taken on a European level to be inefficient, resembling mere intentions than clear decisions.

8.1 Involvement of all affected sectors

Beginning of the 21st century the need for sustainable tourism within the EU started to become widely felt and action in matters of tourism became a priority.

The EU followed international guidelines. Among others, (1996), the World Travel &Tourism Council (WTTC), the World Tourism Organization (OMT) and the Earth Council drew up the Agenda 21 for the industry of travel and tourism (1999), the OMT general assembly adopted the Global Code of Ethics for Tourism, with a commitment to the principles of sustainability; and the document entitled *International Guidelines on Sustainable Tourism* (UNEP) and the Convention on Biological Diversity. The EU wrote the COMMISSION WHITE BOOK "European transport policy for 2010: time to decide", to achieve more efficient and sustainable means of transportation for tourists.

The Commission wrote up "Basic guidelines for the sustainability of European tourism" (21-11-2003, COM 2003), which outlined directive measures to be carried out by the EU, and attempts to involve all parties with an interest in the tourism sector, starting with the EU itself, including international organizations, national and local governments, private parties and finally citizens and tourists.

Important specific measures are the creation in 2004 of a group dedicated to the sustainability of European tourism (experts in representation of business associations, representatives of tourist destinations, labour and civil society organizations, administrations of Member States and international organizations) and the creation of the European Agenda 21 on tourism. (Villanueva-Cuevas, 2011)

8.2 European Agenda 21 for Tourism

The "Agenda for a sustainable and competitive European tourism" (19.10.2007, COM 2007, 621 final) insists on the need for the development of a European tourism industry which is more competitive and which is also more respectful of the environment. That is to say, sustainable, an element whose quality sets it apart from other emerging destinations. In order to do this, the creation of sufficient public policies was fundamental, policies based in the sustainable management of destinations and the integration of sustainability in the actions of businesses and of tourists. (Villanueva-Cuevas, 2011)

The Commission outlined the following principles and invited all participating parties to respect them:

– Take a holistic and integrated approach.
– Plan for the long term.
– Achieve an appropriate pace and rhythm of development.
– Involve all stakeholders.
– Use the best available knowledge.
– Minimize and manage risk (the precautionary principle).
– Reflect impacts in costs (user and polluter pays).
– Set and respect limits, where appropriate.
– Undertake continuous monitoring."

The Commission encouraged all involved parties in the tourism sector to intensify their level of participation. In addition, it acknowledged its responsibility for action in these matters, continuing in the role of carrying out initiatives on the EU level with the following objectives:

–   Mobilizing actors in the tourism sector to produce and share knowledge;
–   Promoting destinations of excellence;
–   Mobilizing the EU financial instruments;
–   Mainstreaming sustainability and competitiveness in Commission policies.

The most important point came about as the result of the adoption of a new EU framework on tourism following the receipt of this material in the Treaty of Lisbon, and that featured sustainability as one of its basic tenets.

Until that time, attempts at sustainability were made only through sector-specific policies which influenced tourism, like transport, for example, or isolated actions for the protection of specific territories in the EU vulnerable to excessive tourism, like the Protocol on Tourism from the Alpine Convention (29-06-2005, Or. in, 14218/05, and 22-06-2006, Or. in, 10193/1/06 Rev 1, respectively).

The problem of sustainability and of landscape in European tourism could be found in the limited powers the EU had for imposing on Member States a true EU policy in the tourism sector and in landscape matters. From the beginning of EU intervention in these matters, it has been held that the key actions in tourism should be locally based in their majority, because the Member States, regions and Local Entities are most directly familiar with the problems facing tourism, and these bodies are able to present solutions more quickly and more in accordance with the specificities of each territory, making it necessary for EU actions in the sector to remain absolutely respectful to the principle of subsidiarity. European measures could only provide added value to the actions of each State.

Many demanded that a specific chapter dedicated to tourism be included in the Constituent Treaties. But over and over again this was rejected. the limited possibility for EU action, lower budgetary limits for actions on tourism, a shortage of human resources in the common organization of the sector, a certain lack of coordination between actions carried out by the Member States, and more.

In the beginning of this century, a variety of factors contributed in a decisive way to a change in EU strategy on tourism: European tourism is growing, but below the world average, especially when compared to emerging destinations. Also, the need to respond to the new challenges facing tourism (new internal destinations, outside competition, the lack of qualified labor, quality of services, the introduction of the Euro, the deregulation of public transport and more). All this made it necessary to ensure a higher level of coordination. A new strategic framework was created for a genuine common policy on tourism.

This trend found definitive backing in its incorporation in the Treaty of Lisbon (art. 195 from the Consolidated Text of the Treaty on the Functioning of the European Union, DOCE, 30.03.2010, C 83/47) regarding specific material powers directed at the support, completion and coordination of actions by Member States, thus moving toward clearer, more coherent action, making sure that this does not result in the coordination of legal and regulatory provisions by Member States.

Certain is that this new framework of action has seen results: focusing exclusively on the field of sustainable tourism, the informal ministerial meeting organized by the Spanish Presidency of the Council held on April 15th, 2010 was a decisive step with the goal of obtaining the commitment of the EU and all Member States, to work toward a tourism sector that is more competitive, sustainable, modern and socially responsible.

In June of 2010, the Commission presented a Communication based in these new powers in order to describe a wide range of measures that aim to foment European tourism and its evolution and adaptation to the challenging economic times we are currently facing (European Commission

Communication, "Europe, the world's number one tourist destination: a new political framework for tourism in Europe" Brussels, 30.6.2010, COM 2010 352 final). And the new framework the Commission attempts to establish in favour of tourism is based in four basic central ideas, one of which is to promote the development of sustainable, responsible and high-quality tourism.

In order to reach this goal, the Commission outlined a series of specific measures:

"… – Develop, on the basis of NECSTouR or EDEN, a system of indicators for the sustainable management of destinations;

– Organize awareness-raising campaigns for European tourists;

– Develop a European 'Quality Tourism' brand, based on existing national experience;

– Facilitate identification by the European tourism industry of risks linked to climate change in and explore opportunities for developing and supplying alternative tourism services;

– Propose a charter for sustainable and responsible tourism and establish a European prize for tourism businesses and destinations respecting the values set out;

– Propose a strategy for sustainable coastal and marine tourism;

– Establish or strengthen cooperation between the European Union and the main emerging countries (China, Russia, India, Brazil) and Mediterranean countries to promote sustainable and responsible tourism development models and the exchange of best practice."

8.3 Sustainability as an identity for European tourism

The EU treats sustainability not the same as it does other specific actions in the tourism sector. It is not just another line of action.
It says that it will only consider tourism that is sustainable. It identifies competitiveness, quality and development of the European tourism business model with sustainability to such a point that it considers that the future of this sector will be tied to the quality of the tourist experience, in which sustainability must be integrated. In the opinion of the Commission it should not be possible to speak of European tourism without speaking of sustainable European tourism.

Nevertheless, this must not prevent us from keeping in mind how tourism has been treated by the EU. Even if the EU now has new powers which can at least coordinate, complete and support the actions of the States for the achievement of a sustainable tourism, what is certain is that these States must develop, and whether they reach their goal will depend on their evolution. (Villanueva-Cuevas, 2011)

It will be the job of European institutions, the Council of Europe included, to teach the Member States and regions that the future of European tourism must be based in sustainability as a path toward quality and competitiveness, but in such a way that this characteristic is the "mark of quality" for European tourism, not merely another characteristic.

We would suggest that a trump card for Europe and for marketing Europe with this mark of quality is the European Landscape, are the European landscapes. So landscape should be introduced to European policy, strongly connected to the newest ideas about tourism policy on Union level.

9.   Recommendations

In the following paragraphs we make tentative projections for the future, including recommendations on how the relationship between landscape and leisure should be dealt with in Europe, and outline a number of new tasks for policy makers, planners and landscape architects. It is a first draft of a vision on the leisurescapes of Europe.

On 19 October 2007 the European Parliament adopted the Agenda for a sustainable and competitive European tourism" (19.10.2007, COM 2007, 621 final) on new prospects and new challenges for sustainable European tourism by a large majority. That and later the European Commission Communication, "Europe, the world's number one tourist destination: a new political framework for tourism in Europe" Brussels, 30.6.2010, COM 2010 352 final marks a turning point in how we view tourism. Its content is interesting. The diagnosis of current tourism is incisive and includes numerous valuable recommendations which demonstrate a thorough understanding of the issue. The resolution expresses the broad consensus in the European Parliament on the urgent need to make tourism in Europe more sustainable. Nevertheless, the resolution is ambiguous, to say the least, when it comes to the issue of not allowing the drive for sustainability to jeopardise Europe's position in the tourism market. Sustainability is essential, but preferably without damaging the industry's competitive position. Whether that is feasible is the crux of the matter. Climate change, high energy prices and recently the economic crisis will inevitably force the leisure industry to pursue a different course.

Two diametrically opposed scenarios come to mind. One assumes continued globalisation and the increasing proliferation of leisure in society; **the party – planning for growth**. The other foresees globalisation and the associated growth of the leisure industry provoking such a reaction that drastic changes to the world as we know it will become unavoidable; **after the party - planning for sustainability**

9.1 Slow regions

First and foremost, a durable *collaboration and network* needs to be created between all those involved in landscape and leisure. *Collaboration* between farmers at a regional level in agricultural co-operations, aimed at landscape conservation, is developing in many places. The most successful *networking* model is the Italian 'slow region' approach in Tuscany and Umbria, which has emerged from the Slow Food movement.

The wine landscapes form an important heritage of Europe which form the base of the ever-growing wine tourism. Wine as a quality product has a long tradition in connecting landscapes, agricultures and leisure

The Slow Food movement was born of distaste for the fast food industry and the way regional food products, local cuisine, with its wealth of savours, traditional farming and cattle breeding were being ousted. It was initiated by a group of concerned private individuals and took shape in the late 1980s. Within a short time the organisation expanded into a *horizontal collaboration, a network* of farming

cooperations, shops and customers. This network structure proved the ideal model for expanding the Slow Food movement, as the entire chain, from production to consumption, can be kept under close control. The promotion of slow food cannot survive without defence and restoration of the cultural landscape in which all these delicacies are produced. And so the movement was expanded and adopted a 'slow region' approach, based on the combined marketing of accessible countryside, *agriturismo,* culinary delights and a rich array of culture. Decisive for the scale on which the movement is organised locally is the cultural unity of the region, in which the cultural landscape plays a major role. Since its establishment, the number of farms participating in Tuscany has increased by 165% to around 20% of the total number of agricultural enterprises. The movement has since spread throughout the world, gaining a firm foothold in various corners of Europe. The network model of a slow region has also caught on in Germany, France, Switzerland and various Eastern European countries.The use of regional products in the catering trade can further make a significant contribution towards safeguarding jobs and supporting the regional economy, in full harmony with the preservation of agriculturally formed historic landscapes. Increased use of local agricultural produce in the food and restaurant industry has a positive effect on reducing long-distance transportation, thus reducing noise and exhaust fumes (Eckert & Cremer, 1997).

9.2 Regional narratives and networks

The integration of the local population plays another essential role in successful implementation of sustainable tourism. It is advisable to integrate the local population at the stage where tourism concepts are developed. A model for the region can be designed, for example, by introducing a round table with experts of the tourism industry, politicians and interested and committed representatives of the local community (Eckert & Cremer 1997)

In the Netherlands tourism entrepreneurs work together in a PPP with the government. They form a network which is focused on innovation in leisure and landscape. The foundation STIRR facilitates the innovation of the system by supporting innovative projects and by organizing the knowledge around so called regional narratives projects.

Regional narratives are storylines developed by leisure networks which explore and invent regional identities which can be enhanced and valorized. A good example is the narrative for Dike of the Delta, which is a collaboration of twelve enterprises. In the storylines they focus on the struggle against the water in Central Holland.

Agritourism is a good way to generate new income for local people and to connect to people and landscape

Another example is the recent development of the identity of the Hadrian's Wall in the northern part of England. Culture heritage protection and leisure development go hand in hand here (Berkers, 2009).

Governments should facilitate the development of so called Regional narratives by regional networks of entrepreneurs, administration and the public. In a regional narrative the unique identity and future development scenarios of a region are connected. It mobilises entrepreneurs and organisations to direct together with administrations the development of the quality of landscape. By (innovative) sector crossing collaboration the region can become a attractive touristic destination and a economic impulse (Mommaas, 2006; Berkers et al., 2011).

The combination of heritage conservation and touristic development of the Hadrian Wall is a example of the force of regional narratives

In our view, regional development based on these new collaboration networks is the model for future European landscape and leisure policy. Europe could promote this development by making sure that not only farmers but also other rural businesses, often in the field of healthcare and leisure, benefit from the monies destined for the countryside. Conversely, the money flow from tourist income, such as tourist taxes, should also be spent not exclusively on recreational projects but also on agricultural projects connected with tourism and recreation, like the ecotax tried in the Balearic Islands. The difficulty in breaking down set patterns is demonstrated by the state of affairs in the English countryside, traditionally the example of a close-knit relationship between landscape and leisure; witness the lamentation of the Countryside Commission that in the thirty years of its existence it has never succeeded to any great extent in ensuring that money flows also benefit farmers.

Along the lines of the 'European cultural capital', the proposal in the European Parliament resolution mentioned above to annually appoint regions committing themselves to sustainable tourism, in conjunction with improving the landscape and cultural heritage, is a good step in this direction. Attaching a condition that the appointed regions must have a cohesive collaborative structure between the parties involved in landscape and those involved in leisure, as described above, would give the proposal added impetus. It would 'kill two birds with one stone' and the movement could spread like wildfire from region to region. Islands, in particular, are eminently suitable for experiments in the area of sustainable tourism and landscape improvement. Baleares, Mallorca and Menorca, are famous for their experiences**.** Nature protection was high on the agenda of Calviá, Mallorca. With 60 000 beds and more than 11 million overnight stays, Calviá was one of the first local authorities to have a local Agenda 21 with a binding model based on the principles of sustainable development. It is working in close co-operation with residents, other local authorities and private businesses. The town drew special attention not only to the spectacular blowing-up of 12 extremely run-down hotels and buildings, but he has also applied to the Government of the Balearics for the designation of large areas and several islands as nature protection areas. This should mean that the building boom of the previous years had finally ended. Calviá and Mallorca were considered to be a model for the rest of the Mediterranean (Eckert & Cremer, 1997). The establishment of a European fund for financing such experimentation and model situation could provide extra motivation for this development.

9.3 Infrastructure

In keeping with the contours and possible solutions outlined above, we ask for special attention to be devoted to the issue of making the landscape accessible by appropriate modes of transport. Encouraging countryside tourism as part of a more comprehensive strategy for securing the great diversity of European landscapes for posterity requires tailor-made solutions. 'Slow region' implies 'slow travel'.

All kinds of slow travel are gaining importance   *The long distance bicycle roads are a vital infrastructure*

We have to take good care of the finely-meshed infrastructure on which Europe can still pride itself. Too much has already been lost. In half a century of agricultural reorganisation, the Netherlands has been deprived of roughly 50,000 kilometres of church paths, country lanes and footpaths. In Spain, innumerable drove roads have disappeared from the landscape. We now regret that. It is crucial for countries in Eastern Europe to avoid making the same mistakes and indiscriminately restructuring their landscapes and infrastructure to meet the demands of modern times, as times appear to have changed.

The 'capillaries' of the landscape not only offer good access for leisure and tourism; in bringing consumers in direct contact with producers they also provide the indispensable infrastructure for the expansion of the new rural economy. The open spaces that have already been lost will have to be restored kilometre by kilometre, and that is an expensive job. Nevertheless, added value from investments made initially for recreation can be recouped for tourism. Measures to reduce traffic-induced impact on the landscape could be this network of cycling paths and more pedestrian zones, as well as financial support for public transport or increased use of new transport technologies (e.g. electronically operated buses). Through increased co-operation in local networks and joint marketing efforts, tourism resorts and regions can make use of the existing potential for synergy. (Eckert & Cremer, 1997).The ultimate objective is to create a fine-grained network of routes and paths for walking and cycling throughout the whole of Europe. Mention should be made of the various and **prestigious Cultural Routes** integrating the promotion of the European cultural identity into tourism.

The Pilgrim route to Santiago is one of the prestigious Cultural Routes designated by the Council of Europe.

Torvdalshalsen, Norway, Good facilities and designed touristic highways
Photo: the National Tourist Route Project

Things can also be improved for motorised tourists. There are countries with wonderful facilities, such as Norway; with their beautifully designed touristic highways. There are others with absolutely no facilities for people who would like to stay with their campers or caravans outside the organised campsites; and there are a number of countries where it is quite simply forbidden. The right to roam in your motor home should, in our opinion, be a basic right in Europe, except where explicitly prohibited.

A good example in then nineties in the last century was the Gemeinschaft Autofreier Schweizer Tourismusorte, a conglomerate of seven Swiss tourist areas with car-free zones, car-free being defined as no private car traffic and generally as few internal combustion machines as possible. Instead, these areas promoted their destination, as offering peace and quiet, an abundance of sports activities in an intact and clean landscape embedded in local, original culture (Eckert & Cremer, 1997).

The transition to more sustainable forms of tourism also demands a different view of air traffic, certainly for short distances. Europe's tourist product has to be as independent as possible from the

airline infrastructure. There is a good alternative: the high-speed train. Completion of the high-speed rail network also has a high priority from the point of view of tourism. Making large tourist areas accessible by building new high-speed railway lines would be a good idea. The revival of the intercity sleepers like those in Germany is an example worth imitating.

9.4 Leisure landscapes at varying development speeds

Not only the rural economy and European 'slow regions' are at issue, however. Over the past five years, partly under the influence of inflated grain prices and the demand for biofuels, there has been a rapid expansion of large-scale agriculture and cattle farming. It is therefore important to prevent the *otium* and *negotium* from frustrating one another in the landscape. The economics of expanding agriculture could easily come into conflict with regional economics in which, in addition to leisure, homes, tourism, healthcare, forestry, drinking water abstraction and nature conservation, for example, are directly or indirectly dependent on the quality and diversity of the landscape. The task, therefore, is to provide a sustainable future for both 'economies' in the countryside. This can be done by separating them spatially or giving the new production areas a look that is also appealing to leisure. Do not misunderstand me, development should not be obsessed with quality, but geared to quality. No industrial landscapes, but no Disney landscapes, either. Authenticity is the key word in landscape development. That demands regulation at various levels.

At the European level, it is essential to carefully consider any possible undesirable effects of generic agricultural support (first pillar of the Common Agricultural Policy) on leisure potential in the countries that have recently joined the EU. We have to learn from the mistakes made after the previous expansion. European money was then used to develop areas of virgin nature (blanket bogs in Ireland) and restructure cultural landscapes (the intricate small-scale landscape in North Portugal), without realising that more could have been earned from them through tourism.

At member state level, spatial and landscape policies should be formulated in which different conservation and planning strategies are developed for areas where the emphasis is on regional economics and areas where the reasoning is based primarily on commercial economics. New member states such as Poland and Hungary have valuable cultural landscapes still richly adorned with natural features. Considering beforehand how we wish to deal with this heritage is essential for preventing the destruction of this natural (leisure) capital. Some highly exceptional landscape, were sacrificed on the altar of progress long after it was in any way necessary. If they had not been 'modernised', some landscapes could now have earned a fortune.

Even more careful planning is required for landscapes where both developments are to be pursued. Highly skilful regional spatial planning is needed to link or zone the two components; or to create an illusion by restaging the landscape; or to construct a framework in which nature, recreation, forestry and water abstraction are safeguarded, independent of economic developments in agriculture, or given time to develop; or to plan the new developments in such a way that they enhance – or at least do nothing to reduce – the appeal of the landscape.

9.5 Town and country

Despite the sometimes major sociocultural differences, there is a strong emotional relationship between European towns and their surrounding countryside. That is a potential that should be activated. The direct vicinity of towns is the ordinary landscape in which the 225 million urban dwellers in Europe take their Sunday stroll or drive. Preserving, restoring or creating the links between towns and their landscapes should be elevated to a European standard quality. In terms of welfare economics, these are the profitable investments. They also have the side effect of putting the landscapes on the visitor's mental map and therefore increasing the chance of careful management or even survival. A tourism economy will also be able to graft itself onto these primarily recreational investments. A well-connected town generates a large market for high-quality landscape tourism: the connection between Strasburg and its Vosges, Amsterdam and its Waterland, London and its Green Belt, for example. Each individual member state or each urban region should determine the most

effective ways of preserving and planning urban landscapes. In view of the high land prices in urban areas, this is not self-evident. A financial formula will have to be found to underpin the twinning of town and country, a form of income transfer between town and countryside. Depending on the administrative and formal context, tailor-made solutions will ensure effective use of such tools for planning the landscape.

For holiday and second homes located further from town, but which can still be seen as a form of urbanisation, new forms of responsibility for the surrounding countryside will have to be devised for the newcomers. If the population (and internationalisation!) of the European countryside is successfully deployed as a positive landscape-forming force, that could have a formidable effect. Organisations like owners associations can assume some of the responsibility for landscape maintenance, once agricultural modernisation makes certain landscape elements superfluous to the requirements of production.

If, due to inflated energy prices, our mobility pattern changes drastically, this will have implications for the holiday home market in Europe. The consequences may ultimately not be as bad as we fear. The trend will then lead to fewer, but longer, visits. These private landscape paradises will continue to lead a tough existence and even make people opt for an alternative – bipolar – way of life, facilitated by wireless internet connections.
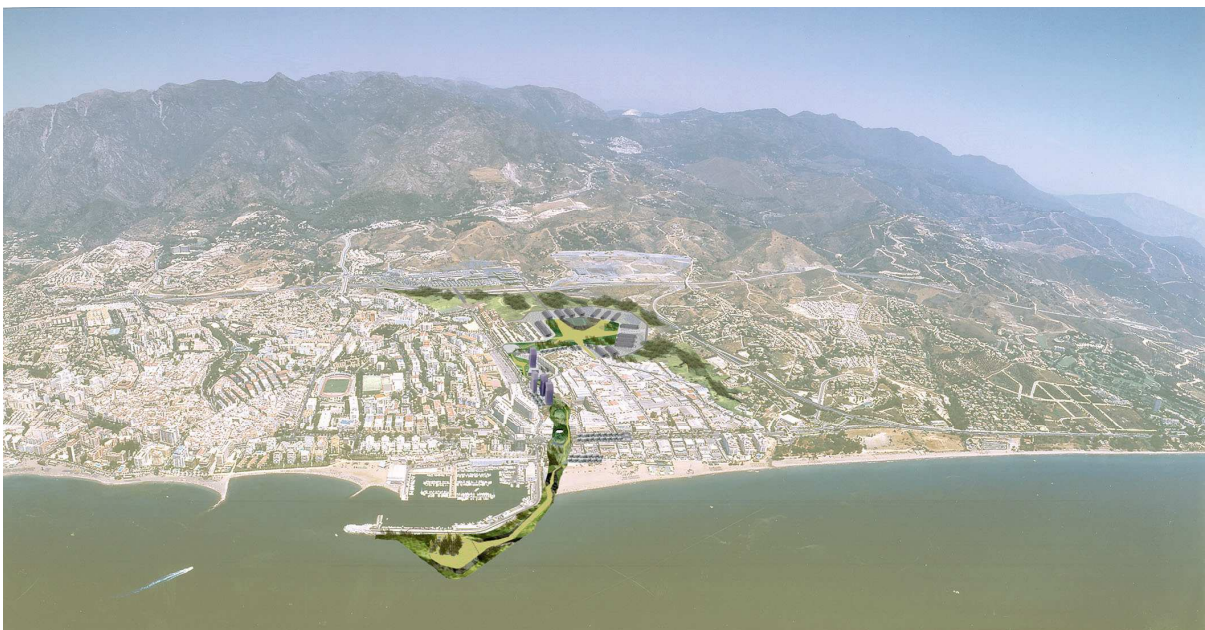
9.6 Landscapes and mass tourism

Mass tourism, the most capital-intensive form of the leisure industry in Europe, is under pressure in several ways... Its space and time developments exhibit a rapid succession of discovery, development and vacation. Landscapes and coastlines provide scenery, but cheapness, accessibility (by air) and guaranteed sun also play a role. Some concentration spots have been systematically developed and still offer a significant tourism product, but the development has often been over-hasty, sloppy and loveless. These areas, in particular, are having a hard time in the highly competitive market of the 'party' scenario, where more appealing and cheaper destinations have come within the reach of many people through increasingly cut-price packages. With a touch of irony, it can be said that this segment is pricing itself out of the market, abandoning the existing tourist infrastructure to an increasingly desolate fate. In these regions, with European support from regional funds, we urgently need to develop a vision for an efficient conversion and dismantlement strategy for processes that have gone too far. Seen from the perspective of the post-party era, the question is how such areas will fare in a primarily intra-European market. Our intuition tells us that the last few decades of 'the party' should chiefly be dedicated to redevelopment for sustainable quality. Neither competing with theme hotels in Turkey or Morocco, nor taking a quantum leap forwards, as in the Spanish province of Aragon where a European combination of Orlando and Las Vegas is planned to rise from the desert, but perhaps by picking up on the fact that Southern Europe, in particular, will be cashing in on the market for the ageing population in Europe. This could also buffer the destructive seasonal influences in these resorts. In other words, the beautiful southern European coasts as the Florida of Europe. In a number of places, a further, more diverse urban development could be imaginable. The French Mediterranean coast, a continuous ribbon of development with millions of inhabitants, is a good example. The redevelopment needs to be aimed primarily at linking the landscape of the hinterland to these tourist monocultures.

Emscher Park in Duisburg, Germany, is one of the first sites where innovative design created interesting new leisure landscapes out of derelict industrial areas

The qualitative improvement of seriously degraded coastal areas does, naturally, have its limits, but there has to be a certain basic quality and scenic setting. Not all bathing resorts are ageing as well as Menton, a monument to tourism with it tangible grandeur and faded glory. Those seaside resorts that become completely run down and written off can, in the long term, be coaxed back to life through a cultural design strategy similar to the revitalisation of the Emscher Park industrial area in Germany's Ruhr region.

The proposals for the Andalusian coast by the office of Jose Segui in the Plan de Ordenacion de la Costa give some good examples of how those regions can march ahead and gain a second life as urban regions where a modern generation of leisure plays an important role because of para tourism, permanent stay of former visitors and concentration on delivering of high quality services.

Green systems help to requalify the leisure landscape of the Andalusian Coast in a plan of Estudio Segui

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10.   Conclusions

In this period where international society is undergoing many types of changes and suffering diverse crisis (economic, ecological and f.i. real estate) there is possible danger for those landscapes and regions which depend economically greatly on (incoming) tourism. Changes in tourism flows can undermine these landscapes and societies. But also other change as climate change or changes in hydrology can have impacts on the touristic attractiveness of a landscape and thus direct and/or indirect influence the future of a landscape. We can remember out of the early past Foot and Mouth disease, the volcanic eruption on Iceland, revolutions in societies for example the North African Arabic world.

One of the trends is a growing interest in quality in the broad sense, the quality and identity that offers landscape and the landscapes of Europe are so a chance for the tourism industry.

Often up till now landscape lacks in most of the policies and programs with attention for sustainability as a own separate or integrating concept or objective.It has to be said that attention for the landscape concept is in all attention for sustainable development mostly the last to be addressed. Commonly sustainability is focused on the environmental problems related to flows of water, energy and materials and in a lesser way also to natural and cultural heritage. The holistic concept of landscape as mentioned in the ELC is seldom used or applied. This means that mostly or natural or cultural heritage are at stake, Also in general the common every day landscapes are in oblivion and get no attention at all. The last are also object of the ELC.

European and national policies to stimulate tourism and the industry can be helpful to support the industry and thus the landscapes developed and managed by the same industry. But therefore we should understand and look at the leisure industry as a driving force of utmost importance for the development of landscapes and their quality (Mommaas, 2006; Berkers et al., 2011)

The Council of Europe and the contracting parties of ELC should give attention to this fact and use the opportunities given to introduce the landscape concept as the ELC brings it to us. Especially the present momentum where the European Union gets more and more involved in policy and programs for sustainable tourism the minds are open to the landscape concept. Of course the national level and other levels are of the same importance.

The notions of landscape and tourism (and leisure) are from their early appearance strongly intertwined. The Landscape convention should make possible that it will be a fruitful relationship also in the future. National and international even European visions on leisurescapes are needed.

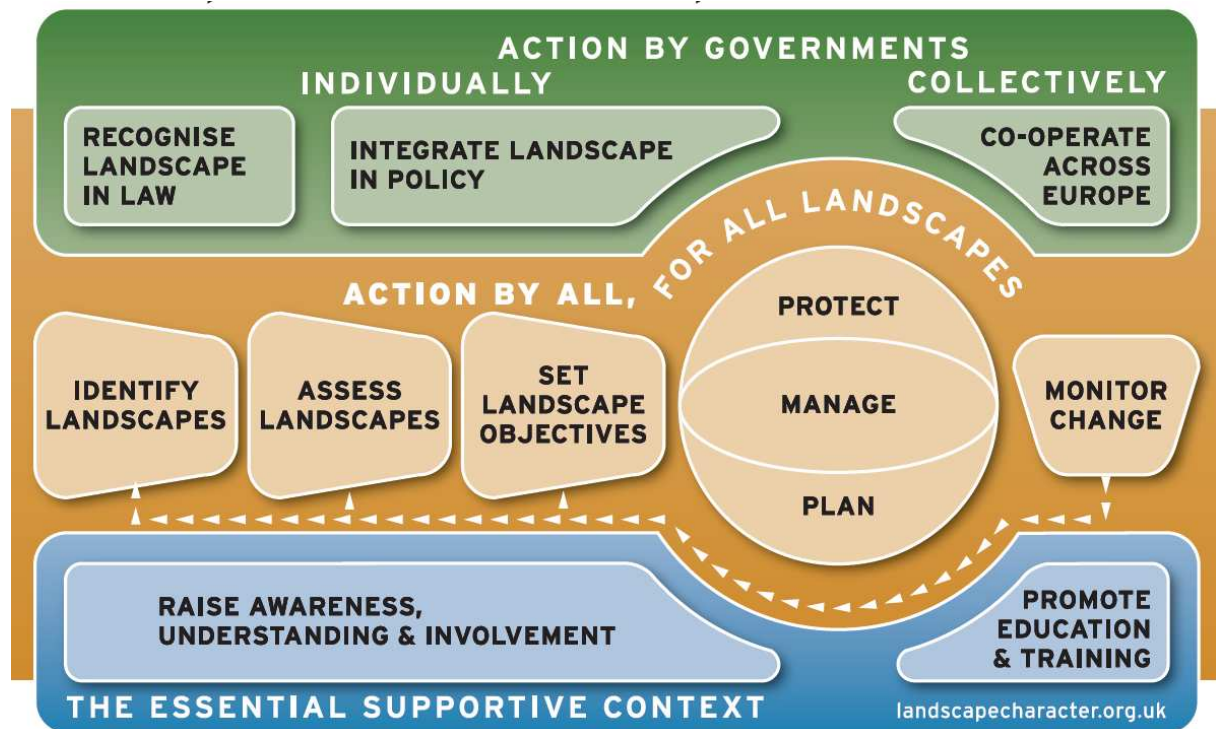### 10.1 The European Landscape Convention in action

On all levels, on international, national, regional, local and business scales sustainability should lead our thinking and acting for tourism and leisure policies. It is advisable that the landscape concept as promoted by the European Landscape Convention should form an important aspect in this sustainable development. The general method of working as stated in the Convention and more explicitly explained by Michael Dower in LCN News Issue 27 Spring 2008 give outlines for this integration of leisure and landscape. Landscape should be integrated in tourism policy. And leisure and tourism should be integrated in landscape and territorial development!

When drawing up tourism policies, plans, developments and projects landscape assessments, identifications should be a part of it. Also landscape objectives should be developed. (Leisure) landscapes should be properly protected, managed and planned. When realized or developed the plans should be monitored. Raising awareness, understanding and involvement for landscape as for the tourism plans as such should be part of all the undertakings in the field of tourism and leisure.

Also international data information on leisure and the relation to landscape data are needed if we want to organize good planning. In the base literature for this essay a lack of comparable synchronized data appeared. This was especially the case for sectors of leisure outside the tourism field. Such as

domestic tourism and national outdoor recreation. EEA, Eurostat and ESPON could have a role in this. The development of the map of European Leisurescapes should be further developed. It can be an interesting tool to monitor the development of European landscapes and tourism policies and to combine analyses with other sectors such as agriculture.

We have attempted to construct a European viewpoint. The Landscape Convention relates to all landscapes, so also to all leisurescapes; leisure in urban, peri-urban and rural environments; the ordinary and even the despoiled, as well as the exceptional.

Landscapes are perceived as the setting of people's lives, crucial to the quality of those lives. Leisure needs and leisure as a driving force in landscape development interferes in our daily, weekly and yearly living environment. So, the general public should be encouraged to take an active interest part in caring for them. The same though should be the case for entrepreneurs and firms, from small business to multinationals.

Moreover, Europe's leisurescapes are of value to all Europeans, being cherished outside the locality and beyond national borders: therefore, public authorities at all levels should take action to protect, manage and plan landscapes so as to maintain and improve landscape quality, as part of the process of leisure development in a context if sustainable development.

In the case of landscapes of leisure there is always a tension between inhabitants, visitors and users of the landscapes we would like to emphasise that during the planning, developing and maintaining of leisurescapes there should be explicitly paid much attention to the rights, the involvement and the needs of the inhabitants and leisure workers. Authorities have the outmost responsibility to realize so.

The recommendation of the Committee of Ministers to member states on the promotion of tourism to foster the cultural heritage as a factor for sustainable development (2003) says it like this: "Tourism is a means of access to culture and nature. It should be an opportunity for self-education, fostering mutual tolerance, learning about other cultures and peoples and their diversity, as well as for enjoyment, rest and relaxation. Cultural tourism provides particular opportunities for learning about other cultures through direct experience of their heritage. In Europe, cultural heritage tourism can help to forge the European identity and develop awareness and respect of the cultural heritage of peoples.

The member states which ratified the Landscape convention have:

–   to recognise landscapes in law, for instance in laws on leisure and tourism: leisure is or can be also an expression of the diversity of (shared) cultural and natural heritage, and a foundation of identity;

–   to establish and implement landscape policies aimed at landscape protection, management and planning (brought into relation with leisure needs and development);

–   to establish procedures for of the general public, local and regional authorities, and other parties such as market parties to participate in defining and implementing landscape policies (leisure has to play a roll in this also);

–   to integrate landscape into regional and town planning policies and so also into leisure policy and related to that cultural, environmental, agricultural, social, and economic policies which may have direct or indirect impact on landscape. The action as such lies mainly with public bodies, but working closely with all stakeholders including market parties

Thus much of the action may lie with regional or local authorities, who are the prime guardians of the planning system, landscape quality and leisure possibilities.

All authorities and other actors who want to strive for quality leisurescapes have:

–   **to identify landscapes**, that is to describe their character and the key elements in that character; the roll of leisure and tourism should be studied thoroughly knowing the importance of these functions;

–   **to assess the landscapes**, that is to analyse what contributes to, and what detracts from, their quality and distinctiveness; again leisure is an important factor;

–   **to define objectives for landscape quality, after public consultation** (public means inhabitants, visitors and users): these objectives should form the frame for the main process of physical action, embodied in the next three verbs;

–   **to protect what should be protected**; this could be features important for leisure, old leisure quality landscape and of course features or landscapes to be protected form leisure pressure;

–   **to manage what needs management in order to be sustained;** all landscapes should be proper managed, leisure can help to bring new income, spoiled or rundown landscapes need revitalisation and specialised management. A special aspect forms the management of visitors and users;

–   **to plan**, in the sense stated in the Convention, namely to take strong forward-looking action to enhance, restore and create landscapes;

–   **to monitor what is happening to the landscapes,** in terms of change and the impact of that change upon the character of the landscapes and upon the achievement or not of the stated objectives.

Lastly, both the transition and the boost need to be guided by Europe's abundant design talent and landscape expertise. In this transition, the leisure industry and designers can be of great use to one another. The member states and regions can generate and perpetuate these contacts via their spatial planning and/or architectural policies. It would be nice if a relevant percentage of the investments for each member state in leisure could be set aside for linking design and artistic applications to new developments in the tourist/recreational infrastructure. If all the thousands of individual projects are executed properly, in the long term a quality improvement and a leap forward in sustainability can be realised across the full spectrum. The outlook for leisure landscapes will benefit more from 'doing the ordinary extraordinarily well' than from a few isolated 'extraordinary exceptions'. Landscape architects should have the ambition of adding the sustainable leisure landscapes of the twenty-first century to the series of leisure commissions with which they previously enriched the European landscape (Hazendonk et al. 2008).

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