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Symbol for the Council of Europe's nature conservation activities.

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Leisure in nature

Man usually seems to be at odds with his environment. This is strikingly apparent if, for instance, we look at his increasing pursuit, in an ever-more-accessible world, of leisure activities and relaxation.

Naturopa 59 is devoted entirely to the environmental implications of human leisure and of tourism, which will very shortly become one of the world's leading industries. Heavy pressure from millions of tourists who have access to the most distant parts of the world is a danger to habitats, which are often vulnerable.

Yet tourism, whether in the form of an afternoon in the woods on the city outskirts or time spent on a remote island, can substantially benefit the local population. In order to avert the risks of damage not only to nature but also to society and, in the long term, to the economy, an attempt has been made in this issue of Naturopa, with the help of the experts that contributed to it, to find universally acceptable solutions. Naturopa 60 will be entirely devoted to marine life — at a time when it is experiencing serious difficulties.

H.H.H.



Photo: Frases-Triemann

Editorial

"The protection, enhancement and improvement of the various components of man's environment are among the fundamental conditions for the harmonious development of tourism." WTO-UNEP Joint Declaration on tourism and environment, July 1982.

Though not all countries can claim a tourist vocation, few have been unaffected by the rapid development of modern tourism. Rising disposable incomes and the spread of leave with pay have especially favoured tourism's growth in the 21 member states of the Council of Europe which accounted for more than half of the 355 million international arrivals recorded worldwide in 1987.

Proclaimed as a "passport to peace" by the United Nations in 1967, tourism has undoubtedly contributed to the development and preservation of friendly relations between European nations in recent times. However, like so many social advances that have served to foster a truly international spirit in European society, this progress was, in the early days at least, achieved at some cost to the natural, social and cultural environment.

The fact is that international tourism was used in many European countries as a tool of post-war reconstruction and economic and social development. In this process, governments were quick to lavish incentives on the infant tourism industry but slow to provide the necessary controls and planning framework.

The results were obvious for all to see. Overcrowded coastal resorts, insensitive, unaesthetic architectural developments, litter-strewn woodlands and forests, polluted lakes and rivers were among some negative outcomes of the tourism boom. There were human consequences too. Mass tourism led, in many areas to undesired social changes, loss of cultural identity and economic subservience to the tourist dollar. The mistakes were all too clear.

Fortunately, correction of the situation has come largely from within the tourism sector itself, for governments and the travel trade have been quick to perceive that an unspoilt environment is a key factor attracting the present-day tourist. WTO, created in 1975, has regularly included environmental conservation and protection of the tourist heritage on its agendas.

Tourists themselves have played an important role in this process. Increasingly educated to be aware of environmental issues, today's travellers have become more discerning and require better value for holiday periods. Today, demand is steadily increasing for higher quality products, and it looks certain that the future lies with quality tourism.

Competition and choice have grown significantly. Long haul travel is now possible even on a modest budget, and an array of possible destinations is marketed. Consumers' organisations and travel guides have sought out not only value for money but also, above all, quality on behalf of their members or readers.

But market forces alone have not been sufficient to bring about the revolution in attitudes to tourism and the environment. It has grown to be realised that tourism should be subject to integrated environmental planning and management. This has necessitated the involvement of local, regional and national planning authorities, liaison between national tourism administrations and environment ministries and sizeable investments.

An integrated approach to tourist development has yielded a number of valuable concepts and approaches. Among them is tourist carrying capacity. This is the term used to describe the number of tourists that an area or resort can accommodate without the environment being seriously impaired.

Better seasonal and geographical distribution of tourism is an important objective of present-day environmental policy. The European Communities, for example, are taking important steps in this direction.

The spread of tourism, even in the principal receiving countries, is still uneven, a matter that causes concern to the national tourism administrations. Many countries find their tourist traffic concentrated in coastal and island areas while rich cultural heartlands remain less frequented by tourists. Upland communities only a few kilometres from crowded beaches suffer from economic decline and depopulation.

Faced with this situation, many regional and national authorities have decided that action should be taken to create poles of tourist attraction that would counteract the flight from the countryside. In this respect tourism was destined to become, and is indeed becoming, an ally of the Council of Europe's Campaign for the Countryside and a friend of the environment.

WTO warmly welcomes the Council of Europe initiative of devoting a symposium to tourism and leisure in the countryside. Properly and sensitively developed, tourism could do much to bring life back to Europe's rural areas, "using" natural resources without impairing them. Such a policy is, moreover, fully consistent with the principle of "sustainable development" elaborated in the report "Our common future" of the World Commission on Environment and Development under the chairmanship of Norwegian Prime Minister Gro Harlem Brundtland. It deserves the wholehearted support of the international community. ■



Willibald P. Pahr
Secretary-General
World Tourism Organisation



A major impact

Herbert Hamele

The world is getting smaller all the time." This statement, which may once have had some originality, has become a mere commonplace, now that the annual "expeditionary force" of millions of tourists goes ever further afield and ever faster. There is no shortage of people who claim to have "seen everything". More and more people are travelling, while the pressure on the planet's entire ecosystem is increasing. The blame for this is now being laid fairly and squarely on us human beings, yet nothing will really change until individual polluters are identified and made to shoulder their responsibilities.

The development of tourism

Tourism has been booming since the fifties. In 1987 the people of the Federal Republic of Germany alone went on a total of 38 million holidays of at least five days, compared to a figure of barely 10 million such trips in 1954.

The main reasons for this boom, which various institutes expect to continue, have been the increase in real disposable income in industrial countries, greater mobility (better roads and transport facilities, and especially the growth of car ownership), free time and increasing urbanisation. For example, income increased fourfold in the Federal Republic of Germany between 1950 and 1982, and there are now almost 50 times as many private vehicles (the figure of half a million has grown to 24 million!), while annual working hours have fallen from 2,350 to 1,900 and the population of towns and cities has grown from 27 million to 46 million over the same period: urban centres are now home to almost 60% of the population. As the quality of the environment declines, and as people

experience increasing stress in their everyday lives, combined with social pressure ("everyone travels nowadays"), tourism in the shape of holiday trips is also seen as a means of getting away from it all. Holiday-makers from the Federal Republic of Germany (off on trips of at least five days, either in Germany or abroad) quote their main reasons for going their desire to "get away from routine", "find purer air and cleaner water and escape from the polluted environment" and "experience nature"; the 60% or so of Federal citizens who go away on holiday are thus indirectly criticising the environmental situation at home. The reasons for the annual voluntary "mass exodus" are probably similar in the other industrial countries. Because our environment at home is in poor shape.

However, more and more environmental problems are coming to light in the holiday areas too. Tourists frequently fall victim to disasters (accidents involving tankers, river pollution or radioactivity), yet sometimes tourism is itself the culprit.

Tourism as a source of pollution

Unfortunately, tourism is often partly, or even principally, to blame for pollution of the environment, entailing as it does huge amounts of traffic, large numbers of tourist facilities, the "necessary" infrastructure and the countless activities of individual tourists in holiday areas like the Alps or the Mediterranean.

Water, soil, air, plants, animals and even people suffer the detrimental effects.

Water

It is precisely in warmer latitudes, for instance around the Mediterranean, where fresh water is frequently scarce, that tourists use above-average amounts of water. Hotels can easily use 400 litres of water a day per guest, for the purposes of washing, showering, filling the swimming pool, watering the lawns, etc., while the average local person in the same place may have to get by with a maximum of 70 litres. Even the watering of golf courses requires large quantities of fresh water,

although this sport is regarded by many as being "compatible with the environment".

Over and above this, there is also the problem of lake and sea pollution through the extra sewage generated by, for example, 100 million tourists in the Mediterranean area where in many cases, instead of the necessary water purification facilities, waste water is discharged through pipes into the seas and lakes where people swim. The water is further polluted by suntan lotion, oil residues left by yachts and refuse in the shape of umpteen million plastic bottles and bags.

Soil

The soil in the Alps and along the coasts is being concreted over, as hotels and holiday apartments, sports and leisure facilities, restaurants, marinas and ski lifts are built, and as transport infrastructure is created in the shape of roads, car parks, airports, etc. Even the 15,000 ski lifts and cable car systems in the winter sports areas of the Alps are still not enough, according to many officials. Ramblers compact the soil, those who take "short cuts" in the mountains increase the risk of erosion, snowcats and skiers damage the surface and compact the snow layer, which consequently thaws very slowly, reducing the growth period of the plants below. The ecological balance suffers further damage as people throw away their rubbish and the soil is polluted by oil, soot and lead from the exhausts of tourists' cars.

Air

The effects of holiday travel on air quality are far more serious. It is not just noise which disturbs the people and animals in communities along roads or near flight paths; aircraft and private cars also bear responsibility for some of Europe's air pollution. About half of the nitrogen oxides emitted in the Federal Republic of Germany come from traffic. Forest blight and soil deterioration are attributed mainly to the vast quantities of nitrogen oxides (NO_x), sulphur dioxide (SO₂)—one source of which is heating systems in tourist accommodation—and other emissions. Air pollution in many health resorts (!) has now reached city levels, and private vehicles have been barred from the city centres of Rome and Florence.

Plants

The people of the Federal Republic of Germany take 60% of their annual total of 35-40 million holiday trips of five or more days' duration by car, and almost 20% by air. To this total must be added a further 40-50 million shorter holidays, of between two and four days, and approximately 1,200 million day trips, the great majority also by private car. What is more, forest clearance has been, or is being, carried out, involving the destruction of many plants, for the sake of many of the 40,000 or so kilometres of ski runs in the Alps and for other tourist facilities. The damaged plant cover on the Alpine slopes is less and less capable of holding back water, avalanches and landslips, and disasters are the result. At

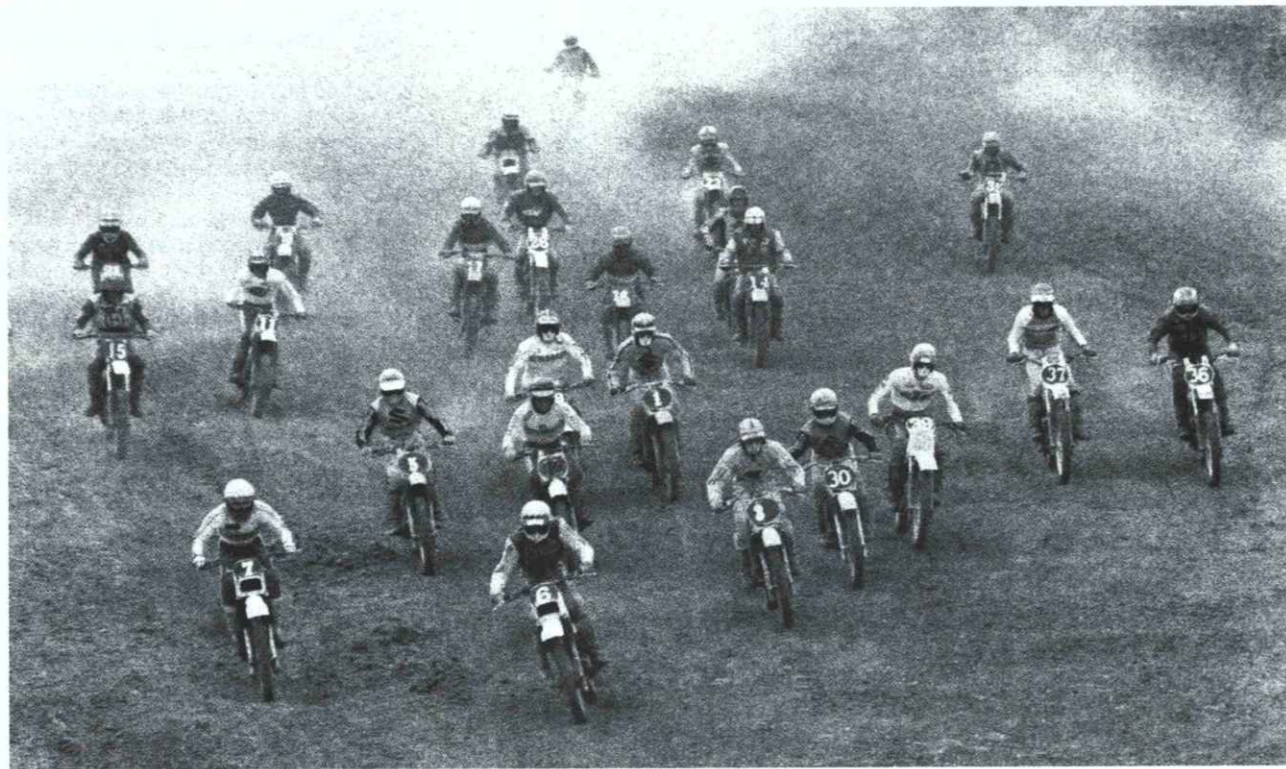


Photo Friess-Irmann

the same time, many "insignificant" actions taken by tourists may also in the long term have major, irreversible effects. Rare or fragile plants are trampled underfoot or pulled up, reed beds are damaged by motor boats, people on surf boards and yachtsmen, ski edges shave off mountain plants, thus denying basic food or living space to many animals.

Animals

In the waters of the Mediterranean, coral reefs are damaged by divers' flippers or choked by the sediment they throw up. Harpooning and the collecting of starfish, mussels and coral are still widespread. Further inroads are made on the stocks of animals and on the variety of marine species through the souvenir trade in animal products such as turtle shells.

The living space available to the last remaining seals and sea turtles in the Mediterranean is also under threat from tourism, such as a planned hotel/tourism project in Dalyan bay, in Turkey. Even the young chimpanzees and other exotic animals which are made to pose for holiday snapshots on Spanish beaches, and some of which are given tranquillisers, are ultimately European sacrifices on the altar of tourism.

Some of the animals in mountain forests are severely disturbed by the activities of ramblers and skiers. For example, a capercaillie or black grouse which is frightened by a skier passing 150 metres away uses up several days' energy ration in its "cata-pault" take-off. If this happens too frequently, it will starve.

People

It should be realised that the local population in tourist areas, which is a part of the environment, sometimes has a heavy burden to bear. Human diversity and

capabilities are impoverished through a "culture drain", which involves tourists buying up all the antiques, people's customs and traditions being disrupted, family and social values being transformed, not just in the so-called Third World countries but also in Europe's industrialised countries, and local people being treated as servants and second class citizens.

Tourism thus contributes in many cases to the dangers facing our environment. Yet it is itself increasingly the victim of these "home-made" problems, and this fact is the key to our search for solutions and for opportunities to reconcile tourism with the environment.

Risks and prospects

The tourist's desire for an intact environment, for nature and for an unspoiled landscape is a crucial factor. But if those areas of Europe which are still close to nature continue to shrink, as people settle in new areas, urbanisation continues to grow, new roads are built and the use of chemicals in the countryside continues, and if the distinction between work, as the "grey" part of our everyday lives, and leisure time—the part which is worth living—continues to be made and even becomes more widespread, the

growth of tourism, which exerts huge pressure on nature and the countryside, will also continue. It is already the view of a large proportion of German holiday-makers that "travel is in fact the only way of finding unspoilt nature nowadays".

Yet the remedial action a sick environment requires is going to become ever more expensive. Avalanche barriers on Alpine slopes now cost approximately 500,000 ECU per hectare, for example. And if forest blight continues in the mountains, hundreds of thousands of hectares are at risk!

In future, the question will no longer be whether we can afford such expensive environment protection measures, but whether we can still afford a type of tourism which imposes such a burden on the environment.

The requirements and scope of an environmentally and socially compatible pattern of tourism have been increasingly discussed over recent years under the heading "clean tourism". The Tourism with Insight and Understanding association, which groups 17 organisations from various countries, issued a highly respected catalogue of "food for thought" in March 1988. Hopeful signs have also appeared in practice; one is the long-distance path known as the *Grande Traversata dei Alpi* (GTA) in the Piedmont Alps near Turin, Italy, and another, in the Bayerischer Wald National Park (Germany), is the development by local authorities, in collaboration with the Tourism Study Circle, of a concept of tourism based on: "experiencing and preserving nature and culture."

There are similar examples in many countries, but far too few people know about them, and they are of little significance in the overall context of tourism.

The fact that International Friends of Nature are working with other organisations, across national frontiers, on the campaign planned to take place in the Saarland, in Germany, in 1989, on "Clean tourism in the Saarland", and that nature conservation groups and tourist associations intend to carry out a campaign on "Travel without harming the environment" in the Alpine area, are encouraging steps forward. Intensive European co-operation will be required for the attempt to protect the Rhodope Mountains, in north-east Greece, through the creation of a national park, some parts of which could quite well be accessible for the purposes of a type of tourism compatible with the environment and society. The creation of national parks would certainly be a sensible "clean" alternative to "commercial" tourism in many areas, such as Dalyan bay, in Turkey, which has already been mentioned.

But there is a need for more natural areas in the conurbations, so that nature here at home can also be perceived as an asset which is worth preserving, and to ease the growing pressure on overcrowded recreational areas.

Alternatives to tourism and to the obligation to travel must also be on offer, as the *Gruppe Neues Reisen* (New Travellers's Group), which views tourism with a critical eye, has been demanding for 10 years.

After all, the question which will in the long run be decisive for all of us in our ever-shrinking world is not whether it is possible for us to go anywhere we like, but whether there is actually any point in going at all. ■

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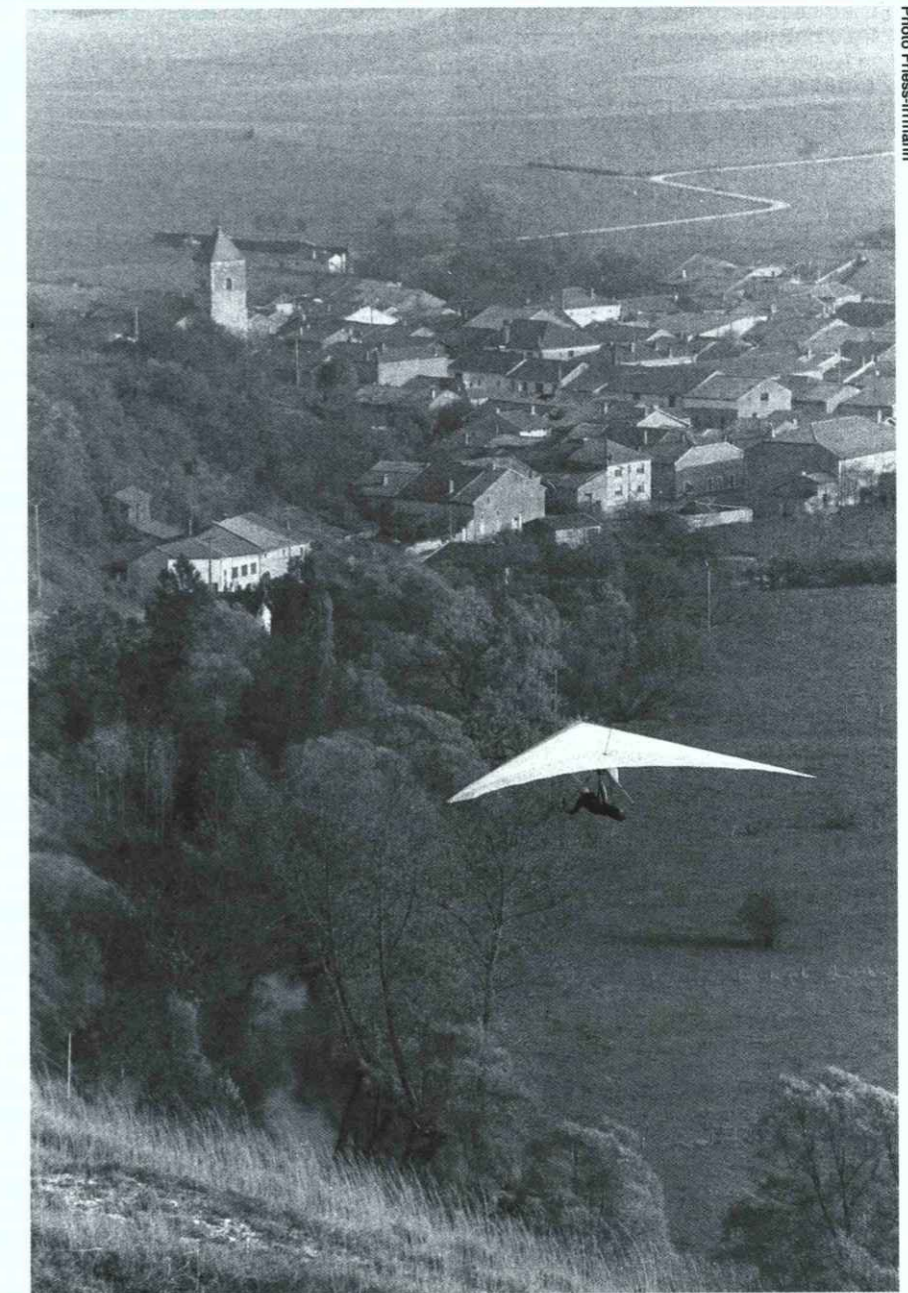


Photo Friess-Irmann

It's nature we want

Gerd Kramer

Qualitative market research into holidays in Schleswig-Holstein, carried out in 1972 by the Tourism Study Circle, encouraged the Schleswig-Holstein Tourist Association to launch one-year "tourist campaigns", as they were called, in 1974, followed by two-year campaigns.

These campaigns, involving advertising within our "Land" and the co-operation of everyone concerned with tourism, are intended to lead to a wider range of opportunities for specific target groups.

The first tourist campaign, which was designated "The Kiddies' Year", was followed by seven on themes such as: "In the footsteps of Columbus", "1,001 ways of enjoying hiking", "Children come first" and "Schleswig-Holstein for lively and invigorating holidays".

In 1986, the management committee of the Schleswig-Holstein Tourist Association decided to adopt the watchword: "Nature holidays (*Naturlaub*) in Schleswig-Holstein" for its 1987 campaign.

Until the 1980s, the Association and its members, in common with other tourist bodies, faced up to issues of the protection of nature and the environment only rarely and after much hesitation. The Association's aims were primarily economic, so there was a fear that if it concerned itself with environmental matters, there might be unfavourable press and a consequent decline in the numbers of visitors.

This attitude began to change while arguments from diametrically opposed points of view were raging about the law on the Schleswig-Holstein Wattenmeer National Park which came into force on 1 October 1985.

The wrangling about the National Park led to a clear division into two opposing camps, one consisting of nature conservationists and the

other of representatives of economic interests, and this almost put an end to co-operation, which was then in its early stages.

Concern about the effects of the National Park on tourism in Schleswig-Holstein led the Association, when a new survey of tourist motivation was carried out by the Tourism Study Circle for submission in 1986, to place particular emphasis on ascertaining the attitude of people who might take their holidays in Schleswig-Holstein to environmental and nature conservation issues and to environmental and natural resources. At the same time an appraisal was made of the "Tourism and the Environment" section of the 1985 Analysis of Tourism.

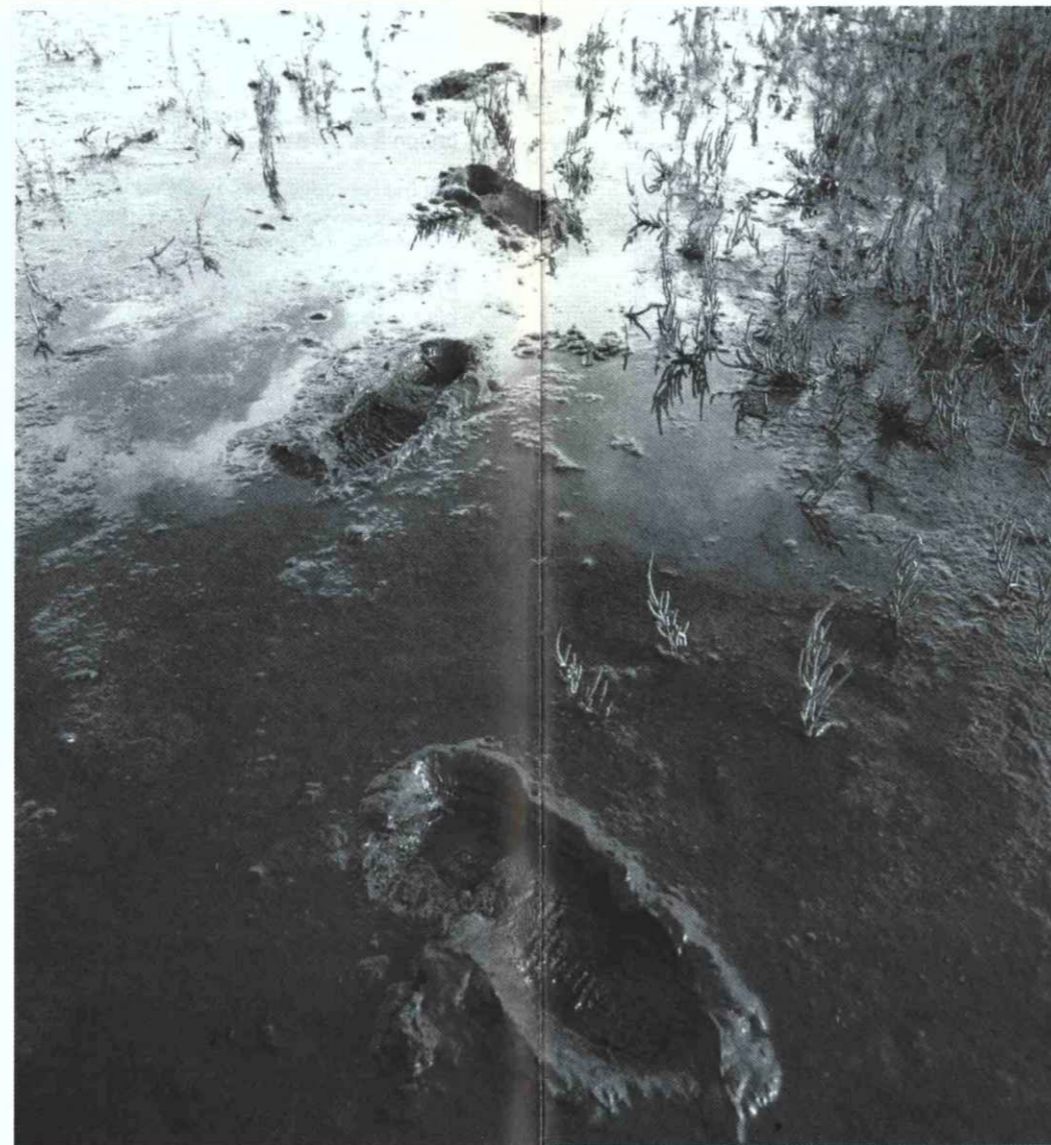
Preliminary statements

Both these activities led the Association to the following conclusions:

1. The area's unspoilt nature and environment are among the most important factors in people's decision to come to Schleswig-Holstein and are one of the main reasons given for preferring Schleswig-Holstein to other holiday destinations.
2. Holidaymakers in Schleswig-Holstein notice and are disturbed by environmental problems far more than those in other areas. Personal experience of environmental problems obviously has, to some extent, more serious consequences for the area's image than do media reports.
3. Many people choose holidays which make it possible for them to experience nature at first hand, and this is an important element of their holiday.
4. Giving holidaymakers and day-trippers access to nature is also the best way of informing them about the need for nature conservation and encouraging them to treat the environment with respect.

In view of these findings the Association's committees decided to base a new tourist campaign on the tourist trade's relationship with nature and the environment.

During the preparatory phase, the Association contacted the four major nature conservation organisations: the German Society for the Protection of Birds (Schleswig-Holstein Section), the Wattenmeer Conservation Centre



Don't leave your tracks on the landscape.

Society for the Protection of Nature, the WWF Wattenmeer Foundation for the Schleswig-Holstein Environment and the Jordsand Association for the Protection of Seabirds and Nature, all of which manage nature reserves in Schleswig-Holstein.

In conjunction with these nature conservation organisations, and with the support of national and "Land" nature conservation authorities, an action programme was developed, and nature conservationists and representatives of the tourist trade discussed this at the Association's annual conference.

The resulting programme for the tourist campaign on the theme "Nature holidays in Schleswig-Holstein" was forwarded to members of the Association and to nature conservation organisations and authorities.

Tourist centres and nature conservation organisations were also supplied with a poster to use for advertising natural history events arranged by communities or nature conservation societies.

A brochure on "Nature and holidays in Schleswig-Holstein" had already been on view at the international tourist trade fair in Berlin in 1987. The Association's purpose, in publishing this pamphlet, on which agreement had been reached with the nature conservation societies, was to inform people about nature and the environment in Schleswig-Holstein, whilst at the same time encouraging them to treat the environment with respect. The annually updated monochrome brochure insert provides information about nature-based holidays offered by communities and inclusive holidays with a natural history element.

In addition, special natural history holidays have been developed in co-operation with the ADAC motoring organisation and the Eiderstedt tourist centre, and these were included in the ADAC's 1987 and 1988 summer catalogue. AMEROPA, a travel agency, has also arranged special "nature holidays" for 1988.

The activities of the societies were accompanied by intensive public relations efforts. The nature conservation societies and the Schleswig-Holstein Tourist Association held press conferences, ran a public information service and arranged a press trip in May 1987, to disseminate information about their joint objectives and the action taken.

District authorities, tourist centres and tourist associations have undertaken numerous activities in the context of the campaign, ranging from the creation of biotopes and the development of natural history programmes to the preparation of informative material and to activities related to the environment.

Particularly important actions

The District of Dithmarschen, with the assistance and support of the Association is working out an environment-friendly concept for adaptation of the whole economy in the context of the Schleswig-Holstein National Park.

Early in 1988 the Schleswig-Holstein Ministry for Agriculture, Forestry and Food concluded an agreement with the Tourist Association and the Schleswig-Holstein Association of North Sea Resorts covering co-operation on information services, the shaping of tourist opportunities and public relations.

In November 1987, the Schleswig-Holstein Association of North Sea Resorts, in conjunction with nature conservation societies,

other tourist organisations and municipalities, chartered a ship during the period of the second International Conference for the Protection of the North Sea, held in London, enabling it to arrange exhibitions about the dangers facing that sea and to hold press conferences and lectures advocating action to save it.

Progress was reviewed in November 1987 at a meeting of members of the Tourist Association. The German Society for the Protection of Birds, the Bredstedt Nature Centre, the Eiderstedt tourist centre, the Flensburg Tourist Information Office and the municipality of Sylt-Ost were commended for their exemplary activities in the context of the campaign.

The nature conservation societies and the Tourist Association decided that, as their action so far had been successful, it would be continued in 1988. In the meantime, the "Nature and holidays in Schleswig-Holstein" brochure had been revised and re-issued, with the addition of up-to-date information provided by the nature conservation societies and the Association.

Tourist centres have been given new suggestions with a view to improving co-operation between nature conservationists and the tourist trade. Information already available shows that the campaign is meeting with an even wider response in 1988, not just among conservationists and the tourist trade, but also among local people and visitors.

The best thing that the campaign has done is to make a significant contribution to preventing polarisation and to promoting mutual understanding and communication between nature conservationists and the tourist trade. ■

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Strasbourg - the green capital

Marcel Rudloff

The 2,000-year-old city of Strasbourg is anxious to protect not only its architectural heritage, but also another of its assets—its 3,770 hectares of woodlands.

More than a quarter of this area lies within the city boundaries: the fortunate inhabitants of Strasbourg need go no further than five kilometres from the cathedral to reach the countryside. The woods around the outskirts of Strasbourg are remnants of the huge alluvial forest that grew up on both banks of the Rhine after the Ice Age. The region's climatic and hydrographic features fostered the proliferation of an exceptional type of flora and fauna, and the Rhine forests are now among the few in Europe to have kept such a remarkable variety of species. Over the past 20 years the City of Strasbourg has been showing its awareness of this privileged situation by pursuing the twofold objective of recreation and conservation in its management of its woodlands.

Leisure for all

Several thousand people avail themselves each year of the keep-fit circuits in the Neuhoef and Robertsau forests. These two-kilometre routes, interspersed at regular intervals with gymnastic apparatus, enable everyone to exercise at his or her own pace on rings, horizontal bars and other types of equipment. In 1982 a third circuit was laid out near the Baggersee boating and bathing lake. This former gravel pit was one of the first to be converted for leisure purposes, but is now far from being the only one. The various other pits which supplied gravel for the construction of dykes along the Rhine have gradually been adapted for such pursuits as angling and sunbathing. There are also many kilometres of woodland tracks for cycling and horse-riding enthusiasts.

Car parks (confined to the edges of the forests), picnic areas, playgrounds and chalet-type shelters have been provided for the benefit of users, not forgetting the numerous litter bins to encourage tidiness. For those who wish to walk about, there are many roads, paths and tracks which are just as suitable for Sunday strolls in town shoes as for more energetic jaunts in special footwear. Some of the paths have signs pointing out the main species of trees to be seen, thus constituting botanical circuits as it were.

Density, luxuriance and variety of vegetation

There is a lot to learn in the Rhine forests, whose density, luxuriance and variety give them a certain tropical aspect. Typical examples of vegetation are the eight different species of creepers whose swaying foliage intertwines with the branches of neighbouring trees.

The most common of the 50 tree species are oak, alder, black poplar and ash, which easily reach heights of 30 metres. Even some elms have survived. Amid the multitude of bushes and shrubs there are herbaceous plants which often assume gigantic proportions: it is not uncommon for balsams to grow to 2.8 metres in height and butterburs to 90 cm in diameter.

A wildlife Eldorado

The abundance of vegetation is matched by the variety of animal life. There are 40 listed species of mammals, and the careful observer can spot the tracks of roe deer and wild boar as well as foxes, squirrels, coypus, hares, badgers, pine martens and weasels.

Under the moist cover of the reeds, horsetails and irises, thrive some 13 species of batrachians. These include edible and common frogs, toads, crested and palmate newts, lizards and, of course, the harmless grass snake (on the other hand there is no risk of encountering adders). And what can be said about the amazing profusion of avifauna, with over 200 species of birds, more than half of which nest locally? This is a true paradise for stalkers—provided they are armed with nothing more lethal than a camera, for shooting.

Conservation measures

The ban on shooting is one of a whole range of protective measures, which also include the prohibition of motor vehicles and the phasing out of all commercial activities. More recently, the City of Strasbourg asked the Ministry for the Environment to classify the Robertsau, Neuhoef and Ile du Rohrschollen forests as nature reserves. The Council of Europe, incidentally, is not unconnected with such developments: in 1982 its Committee of Ministers issued a recommendation for the "protection of alluvial forests, within the framework of the Convention on the Conservation on European Wildlife and Natural Habitats".

Water, the mainstay of the Rhine forests

Since 1984 Strasbourg's priority objective has been to restore the flow of water through the old channels that traverse the forests. The reason for this is simply that Rhineland

vegetation owes its extraordinary variety to the copious irrigation of the soil by the nearby Rhine and its massive network of tributaries as well as the constant supply of groundwater. This ecosystem was adversely affected last century by the canalisation of the Rhine, as a result of which the Rhine channels, which once teemed with fish, either dried up altogether or became stagnant. Restoring the hydrographic system to its original state was therefore an essential preliminary to any other conservation measure. Plans dating back to 1770 and 1833 enabled the exact courses of the old channels to be located. It was possible to carry out the operation without using the waters of the Rhine, as the water table in the area is less than one-and-a-half metres below the ground. Accordingly, the clear, fairly tepid water of the Rhine Valley aquifer was brought up to the surface by removing the layer of gravel covering it.

Regeneration of the Rhine's backwaters: the results

So far a 14-kilometre stretch of the Rhine's backwaters has been regenerated in the Robertsau and Ile du Rohrschollen forests.

Similar projects are under study for the Neuhoef forest. The first results of the operation were not long in emerging. Vegetation has been shooting up in spectacular fashion along the banks as well as on the channel beds, where the clarity of the water makes it easily visible. Moreover, several species of fish and batrachians have reappeared and are proliferating in profusion.

The same is true of bird and mammal breeding, fostered by the "sanctuaries" dotting the waterways at regular intervals in the form of islands of various sizes. These islands are accessible only by boat and thus protect the animals from all intrusion.

An environment prize for Strasbourg

The City of Stuttgart, which is twinned with Strasbourg, has contributed to this regeneration scheme by supplying money and equipment for the restoration of the "Auenheimergiesen", one of the numerous Rhine channels which once more flows across the Robertsau forest. In recognition of this effort, Strasbourg and Stuttgart were jointly awarded the 2nd Environment Prize for Twinned Towns by

the Council of the European Communities during European Year of the Environment 1987.

Of horses and men

Thanks to these endeavours, the otter has come back to the area. But apart from wildlife, there are more and more domestic animals to be seen in the forests of Strasbourg. These include the horses used by the city's forestry department for carrying out most of the maintenance tasks with the least possible damage to the environment. As a pollution-free substitute for motor vehicles, teams of horses are employed for transporting timber, keeping the area tidy and maintaining the paths. Moreover, to provide protection for the flora and fauna, a "green brigade" of mounted municipal forest wardens has been set up. It is also responsible for managing all the wildlife in association with the National Hunting and Wildlife Board.

Of course, many plans are still afoot, such as further regeneration of the Rhine's backwaters, the provision of more botanical walks, the reintroduction of species which have disappeared and the creation of a conservatory of threatened plants, i.e. a nursery for reproducing rare or endangered items like the woodland vine.

However, Strasbourg owes its title of "Green City" not only to its forests. Mention should also be made of the 210 hectares of parks, gardens and walks along the River Ill, the Rhine tributary encircling the city's historic centre. Indeed, urban trees are afforded the same protection as rural ones: none may be felled without prior permission from the Mayor. And whenever felling is really necessary, every tree removed must be replaced by at least three others. This is the price that Strasbourg is prepared to pay in order to remain "a nice place to live". ■

Marcel Rudloff
Mayor of Strasbourg



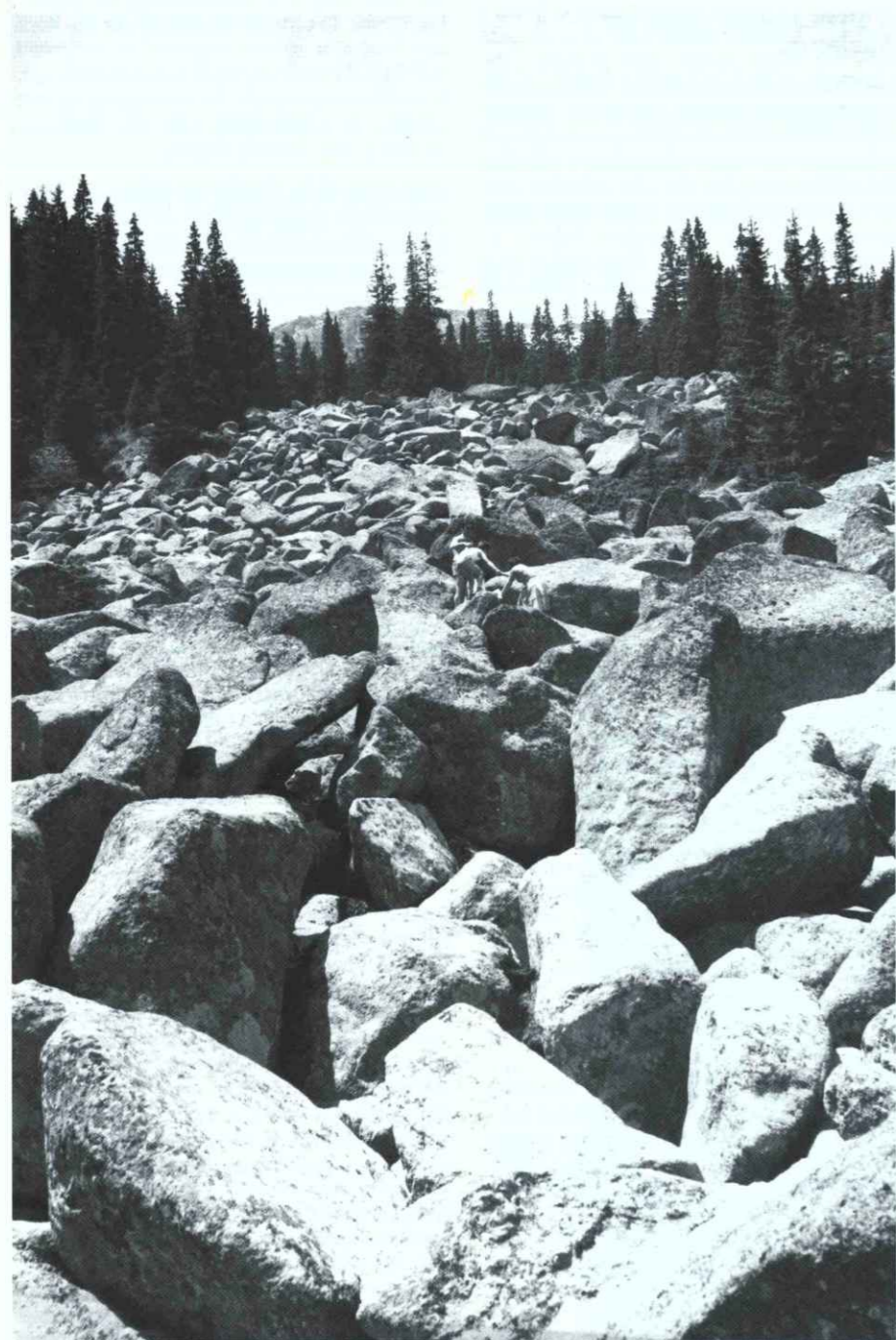
Photo Fries-Irmann

Oxygen for Sofia

Dimitar Stoyanov

The Bulgars know and love all their mountains, and particularly Mountain Vitosha, which forms part of their capital city and their history, rising to 1,380 m. above Sofia, like a guardian spirit.

Stony Rivers.



Snow-covered in winter, clothed in blue and green from April to October, sunlit or shrouded in cloud, Vitosha attracts thousands of excursionists, who find rest, exercise and inspiration in its forests, plains and rock-faces. At its foot lies the chapel of Boyana, with its superb murals.

The stony "rivers" are the most typical feature of Vitosha's landscape. The largest of them begins on the west side of "Tchernata scala" and disappears two kilometres further on in the "Zlanité mostové" ("golden bridge") region. Like many watercourses and rivers here, these have small islands of silver birch. In summer, sunbathers take advantage of their enormous rocks.

Its nearness to the capital makes Vitosha the favourite target for outings from Sofia: at weekends, there are 60-80,000—and sometimes as many as 120,000—visitors. In winter, too, it offers good ski-slopes, as well as a sports complex.

It is easy to understand why Vitosha's visitors should be eager to scale its highest peak, "Tchéni vrah". From its 2,290 metres, the view is an impressive one. The French explorer, Ami Boué, who knows the Balkan mountains and has climbed "Tchéni vrah", has asked: "Where else in the world can one see so many delightful views from a single peak?"

Hunting is forbidden on Vitosha. Its 114 species of bird, 21 species of mammal, 25 species of reptile and amphibian, and thousands of species of insect are all fully protected. There are ten bears or so, hidden with their cubs on the mountain and obviously totally at home. Fishing, picking flowers, damaging trees, lighting fires and polluting watercourses are also forbidden.

Any human spoliation of natural beauty is prohibited on this mountain, which allows Sofia to breathe. ■

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Photo T. Farkas

The Mediterranean — a hundred million tourists

Louis J. Saliba

Nearly 100 million tourists visit the coastal zone of the Mediterranean every year. This annual migration, both from the hinterland of Mediterranean countries themselves, and from elsewhere, particularly central and northern Europe, is heavily seasonal, normally reaching its highest levels between May and September. In most countries of the region, tourism has already developed into a rapidly expanding industry.

As the sea provides the main recreational amenity during the relatively long summer period, the main site of development is the immediate coastal zone, where ribbon urbanisation is in constant progress. This has already involved the lateral extension of major cities and towns along the sea-front, the metamorphosis of several formerly small fishing villages into seaside resorts of varying size, and the establishment of tourist complexes and other tourist-related facilities in previously unoccupied coastal areas. Most of this development has been achieved through replacement of natural land supporting a variety of

ecosystems by man-made structures, and the impact has been felt on both terrestrial and marine habitats on the respective sides of the waterline. While terrestrial habitats have suffered mainly through physical removal, the major effect on marine habitats has been due to pollution caused by the large amounts of municipal wastes discharged directly into the sea, in most cases without any treatment prior to such discharge.

The extent of the impact of mass tourism on the coastal Mediterranean fauna and flora cannot be gauged with any degree of accuracy, as there are other major factors arising out of various aspects of national socio-economic development, which have contributed to destruction or degeneration of the natural habitats in question. In any case, however, the major cause is certainly not the tourists themselves, many of whom are more conservation-minded than Mediterranean populations, but the infrastructure which has been established for tourist accommodation and related amenities.

Specially protected areas — the Mediterranean Action Plan

Environmental protection programmes, including many on nature conservation, have been ongoing in the Mediterranean region for a number of decades, either on a purely national or local scale, or within the framework of international activities. In this context, international organisations which have been active in this field, and have assisted various countries within the Mediterranean region, include the World Wildlife Fund (WWF), the International Union for Nature Conservation (IUCN), the Council of Europe, and UNESCO through its Man and the Biosphere (MAB) programme. A number of activities have dealt, though only peripherally, with problems arising from tourism.

The only programme which is tackling the problem of protecting the Mediterranean environment on a global scale is the Mediterranean Action Plan, adopted by the coastal states of the region in 1975, and ongoing since that time. Coordinated by the United Nations Environment Programme (UNEP), and with the active participation of the major agencies of the UN system, the Action Plan deals primarily with pollution of the sea, and its basic legal instrument, the 1976 Barcelona Convention on the Protection of the Mediterranean Sea from Pollution, is an accurate indication of its scope. The four protocols so far adopted under the Convention, respectively covering dumping from ships and aircraft, cooperation in pollution emergencies, pollution from land-based sources and specially protected areas, are, similarly, primarily concerned with the marine environment. Other aspects of the Action Plan, however, also cover the terrestrial part of the coastal zone, and therefore are intimately linked with the problem of tourism and its effects, which are mainly felt in this particular area.

The Protocol concerning Mediterranean Specially Protected Areas was adopted and signed by Mediterranean states in Geneva in April 1982, and came into force in March 1986. The scope of the Protocol is to establish protected areas within the region, in order to protect (a) sites having a biological and ecological value, (b) the genetic diversity of species, as well as the conditions necessary for their populations, zones of reproduction and habitats, and (c) representative types of ecosystems and ecological processes.

In connection with the implementation of this Protocol, a Regional Activity Centre for Specially Protected Areas has recently been established in Tunisia, in close cooperation with IUCN. The Centre has already prepared a directory of marine and coastal protected areas in the Mediterranean region, guidelines and criteria for selection, establishment and management of specially-protected areas, and case-studies utilising these guidelines and

criteria. The main objectives of the Centre during 1988-89 are to assist those Mediterranean countries which so request in the selection, establishment and management of specially protected areas, to place data at the disposal of the Mediterranean Action Plan, to work towards the preservation of national Mediterranean ecosystems, to train personnel in relevant management techniques, and to establish a regional network of coastal and marine protected areas.

As part of the work currently being performed under the coordination of the Centre, Mediterranean countries have already started, on an organised basis, to survey their marine and coastal areas to the extent possible to identify sites worthy of protection. Surveys are considering *inter alia*, environmental characteristics, socio-

economic uses and recreation potential, and existing and potential threats. The last two considerations include tourism.

One particular species which has been given priority consideration is the Mediterranean Monk Seal (*Monachus monachus*). An expert consultation jointly convened by IUCN and UNEP in January 1988, after reviewing available information on the present status of the species, and on activities and plans for its conservation, agreed on a set of priority recommendations in the form of an Action Plan for its management. This Action Plan included both immediate and longer-term activities which, if taken together, could succeed in reducing pressures on the remaining seal populations enough to permit gradual recovery.

Monk seal.

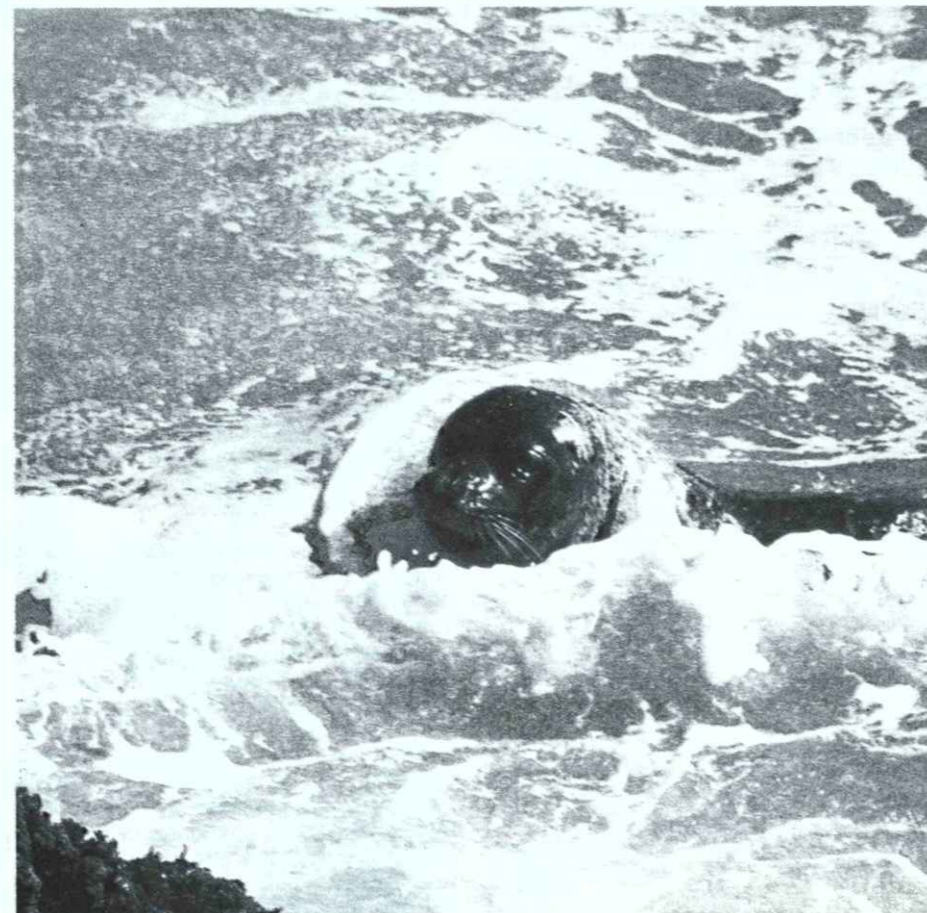


Photo: Troilignon-JACANA



Environmental assessment: the MED POL programme

The scientific component of the Mediterranean Action Plan is the Long-term Programme of Pollution Monitoring and Research in the Mediterranean Sea (MED POL Phase II) designed to cover the period 1981-90. Its predecessor, MED POL Phase I, operational between 1975 and 1981, provided a baseline picture of the state of pollution of the Mediterranean Sea, including studies on levels of major pollutants in marine plants and animals, and effects of pollutants on marine organisms and their populations, as well as on marine ecosystems. The current programme includes the development and upgrading of national pollution monitoring programmes, as well as a research component containing, among other aspects, studies on the toxicity of pollutants to various species of marine fauna and flora, eutrophication, and modification of natural ecosystems. While the MED POL programme tackles the problem of marine pollution in the region in an integrated manner, a significant part of its monitoring and research components con-

cern natural marine fauna and flora. Furthermore, there is a link with the problem of tourism, as a significant part of the domestic pollution load of the Mediterranean Sea is related to population increases during the summer months as a result of the tourist inflow.

The amount of information accumulated through studies undertaken within the framework of MED POL Phase II during the last six years includes a large amount of data on the state of the Mediterranean marine fauna and flora. A considerable amount of these results are proving of value in the progressive implementation by the countries of the region of the 1980 Protocol on the Protection of the Mediterranean Sea against Pollution from Land-based Sources.

Environmental management: protection of the coastal zone

The environmental management component of the Mediterranean Action Plan is made up of (a) the Blue Plan, a prospective

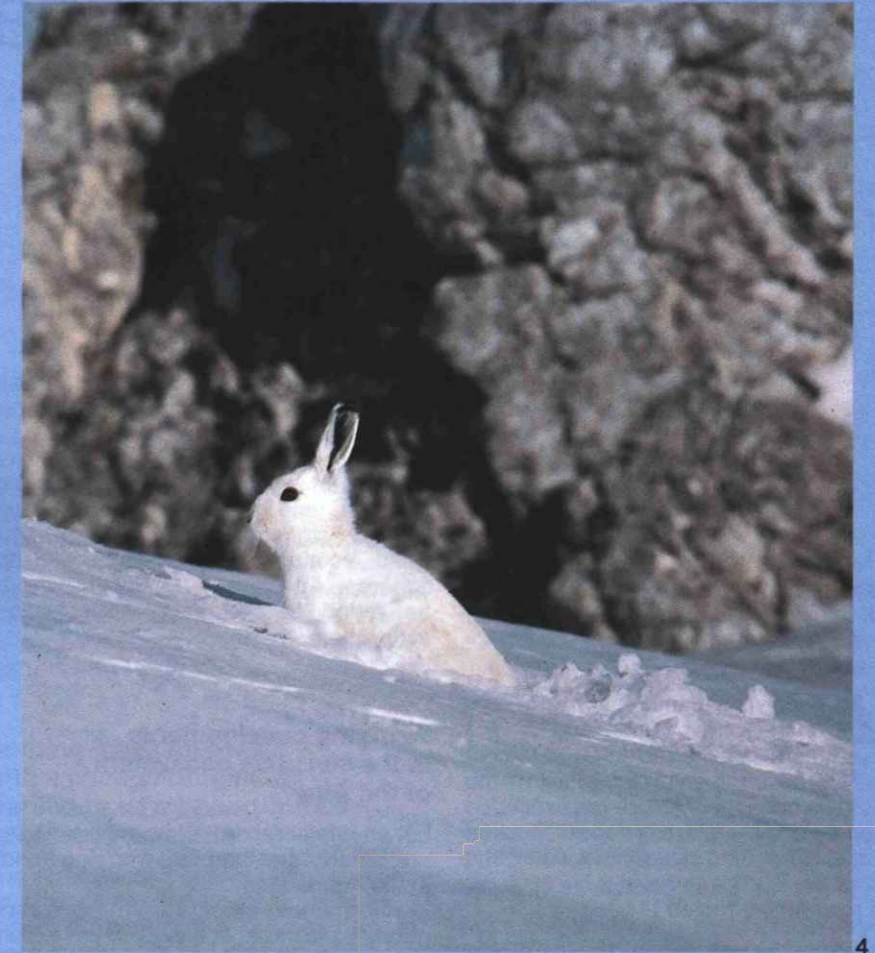
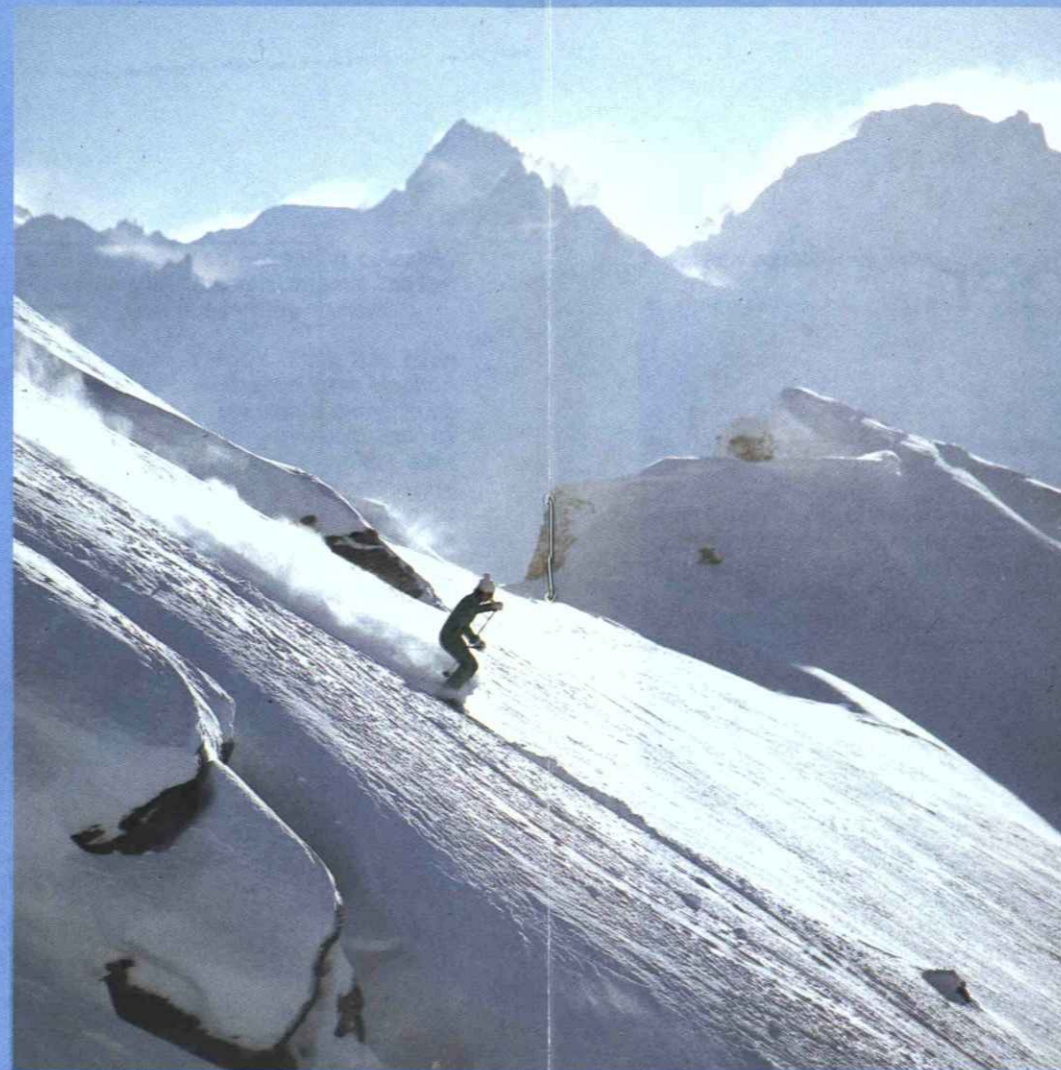
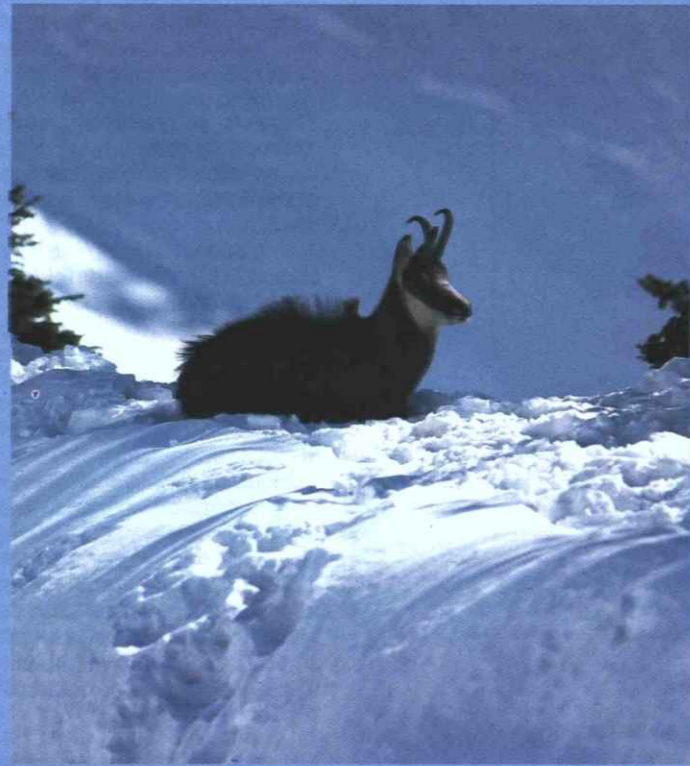
intersectoral study aimed at providing countries of the region with the data necessary to combine socio-economic development with environmental preservation, and (b) the Priority Actions Programme—a set of sub-regional case-studies and other activities in various fields where the state of existing knowledge enables immediate practical action. Both components include in-depth studies on tourism and its effects. Again, the problem is tackled in an integrated manner, aimed at providing the solution towards the rational development of tourism as an industry, while at the same time ensuring the minimisation of adverse effects, keeping the preservation of Mediterranean natural coastal ecosystems well in mind.

There is a gradual orientation in the appropriate components of the Mediterranean Action Plan towards activities aimed at the integrated management of coastal zones. In this context, one should also recollect the formal Declaration issued in Genoa in September 1985, by Mediterranean governments, on the tenth anniversary of the Mediterranean Action Plan. This Declaration outlines ten objectives to be aimed at during the second decade of the Action Plan. These objectives include, apart from various measures to minimise pollution of the sea at source, protective measures aimed at the preservation of marine species, the utilisation of environmental impact assessment studies as a tool in developmental activities, and the identification and protection of at least 50 new marine or coastal sites or reserves of Mediterranean interest, as well as the intensification of effective measures against forest fires, soil degradation and desertification.

While the Mediterranean Action Plan, therefore, cannot direct its activities specifically towards the impact of tourism in the region on the Mediterranean natural fauna and flora, it can be said to be catering for this particular aspect through its inclusion, within the proper context, in its overall programmes, which are designed not only to make the Mediterranean environment safer for local populations and tourists alike, but also to minimise the deleterious effects caused by either of the two groups. ■

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Our leisure activities must not destroy their world.



The Alpine region in danger

Mario F. Broggi

"Apocalypse in the Alps", "The Alps on the road to Disneyland", or the more detached scientific statement that "The environmental stress limits of the Alps have been reached or even exceeded in some places"—who has not encountered phrases of this kind that all is not well in that part of the European natural heritage we call the "Alpine region".

The Alps have rapidly become a sort of green appendage to the conurbations, while the basis of their economy, hill farming, has fallen on very hard times. Let us briefly note that this mountain range alone, 1,200 km long and only 200 km wide, is used every year by 60 million day or weekend trippers in search of recreation—especially skiers—and by a further 40 million holidaymakers of one sort or another. Approximately 12,000 lifts have already been built for them.

The transport revolution and its consequences

Anyone at all acquainted with the Alps knows that modern tourism does not develop evenly everywhere, but spreads out in ribbons, keeping fairly close to the main roads. In the past the intrepid tourist travelled by rail; today the big modern roads have virtually turned the Alps into suburbs, as distances have shrunk. With every new section of road that is opened, hitherto remote areas are caught up in the maelstrom of commuterism, and especially weekend traffic. And so the quality of life in many Alpine valleys suffers, because different kinds of roads, plus the railway, overhead power lines and canalised rivers squeeze their way through them, and frequently there are few controls on residential development.

The fate of our countryside depends mainly on mobility, and on how much higher we are going to set our demand for speed.

A good part of this travelling takes place in our free time, as tourist traffic. Every change has its winners and losers in the social, economic, political and ecological spheres. At present the losers are to be found in mountain areas almost everywhere.

Worrying developments in the sensitive ecosystem of the Alps

Let us briefly record a few important, but undesirable and therefore worrying trends in the Alpine area:

- the marked change from a predominantly agricultural economy to the expansion of tourism in mountain areas, which exacerbates the conflicts between all the different kinds of uses and increases dependence on this major sector of the economy to the exclusion of all others, while leading to a drift from peripheral areas not frequented by tourists and thus causing areas which traditionally bore a wide range of crops to fall into disuse;
- the type and density of expanding tourism which, especially in the case of winter tourism (with holiday flats, ski runs and the levelling of large areas), overstretches the ecology's capacity to absorb it and can thus impair the balance of nature;
- the diminished scope for participation in decision-making and policy-making, while traditional values are destroyed by the rapid changes taking place in mountain areas and there is no time or energy to develop independent new ones.

Are there any hopeful signs for the long-term future of the Alps?

Given the above-mentioned developments, do mountains areas still have a financial, economic, cultural and ecological future? The following observations sketch the situation in broad outline. I would preface them by saying that even adverse trends hold the promise of a more meaningful future for the Alpine area.

The sensitive ecosystem maintained by hill farming

Over the past thousand years, the hill farmer has considerably influenced and shaped the landscape by clearing land along the fringes of the Alpine forest and by terracing and cultivating the lower slopes and draining the broader valleys where in some cases it was not until the 20th century that the watercourses were controlled by man. Although this work of clearance and settlement of the land made the ecological balance less stable and therefore more vulnerable, the Alpine farmer managed to give the resultant arable land some stability through his continuous use of it. We should appreciate that in so doing he created many new biological interfaces with a variety of valuable natural features. Through his multifarious activities, man simultaneously took on the duty maintaining this artificial balance instead of allowing nature to take its course. Without his active presence the Alpine environment will once again become less stable.

These man-made landscapes, covering approximately two-thirds of the Alpine area, are in danger of being altered by natural processes some of which we as humans regard as disasters. Man would thereby lose the living space he has laboriously created in the course of centuries.

The fact is that the landscape we often describe as "natural Alpine scenery", and which strikes us as particularly rich and varied, is shaped to a great extent by man and is not at all "natural" in the strict sense of the word, although on the whole it has remained fairly close to the natural state.

The agricultural resources of mountain areas are underestimated

A further point is that we might once again urgently come to need the Alpine region as an agricultural resource. Modern, semi-industrialised agriculture is in danger of finding itself in a blind alley on account of the long-term threat it represents to the fertility of the soil and its heavy demand for energy. The worrying question is whether the soil is now dying, as well as the forests: it is a question linked not only to overacidification due to air pollution, but also to the grave ecological consequences which must be expected from today's intensive cultivation methods. The traditional but extensive forms of cultivation which previously placed mountain farming at a disadvantage will prove to be a blessing in

The natural equilibrium is disturbed by ski-runs.



Photo M.F. Broggi

disguise in the longer term. Similarly, the tremendous wear and tear on arable land might well remind us of the resources that exist in the Alps. Indeed, it is quite conceivable that different areas can be used for different types of agriculture, with the emphasis on livestock and other special products like medicinal herbs, etc., in mountain areas and on arable farming in the central plains. Switzerland is seeking to do this and thereby ease the problem of hill farmers somewhat.

Curbing mass tourism, with a change of thinking leading to new opportunities for peripheral areas

The Alps' second chance also rests on a trend which was previously rather adverse, namely the marketing of the mountains for mass tourism. The investment boom has led to overcapacity in some places here. In Switzerland one-third of all mountains railways are in the red. Is there an opportunity here for the many peripheral areas without bringing "rough, tough" development upon them? Is there any chance of a "gentle" kind of tourism compatible with the natural and social environment and which success will not automatically make "rougher and tougher"? What are we looking for is a new type of visitor to whom education and information have given a different set of values. If the "gentle" visitor is not to be seen as an exception to the rule, he should not be a "dropout" but an "innovator" in whom a greater interest in educational, regional and environmental holiday can be inculcated. Some small existing schemes nourish the little plant of "hope" for a policy filling this market niche. Hope is also growing on the part of the locals that they will no longer have to put up with whatever comes their way. Citizen action groups are already being set up here and there in mountain areas to oppose unwelcome large-scale projects and land speculation, and to search for alternatives.

In the long term, a change in thinking is vital not only for "gentle tourism" but also for a better quality of life in mountain areas. We must therefore develop a renewed awareness of our own roots and above all of the fact that the rural world is vanishing.

Maintaining the man-made landscape means keeping it in good shape, and that is the job of mountain farmers. We must realise that we have unconsciously always understood our landscape and were part of it because it always could be understood and "read".

The impressions of our native areas are our psychotopes

For a long time we believed that the countryside around us was immortal but now, under man's influence, it is in danger of proving to be transient. Development, the maximisation of profits, pesticides and automation are a few of the key things that have so marked the landscape so that in some places it can no longer be "read". A generation who were victims of war and recession have brought us boom and affluence. Things were to be better for their children. The generation born in early years of the century, who were still to some extent the decision-makers, were long required to bear responsibility for the elusive "whole" and for a much more complex world around them. We have gone on pushing up our standard of living until in some cases landscape and life itself have been blighted. But the countryside is more than just somewhere to live, a "biotope" for humans, animals and plants: in the world of the Zurich geographer Emil Egli, it is also our "psychotope".

The Alpine valleys, each of which is a rich and highly individual world of its own, is the picture the locals always carry with them of their native area. They should not be fobbed off with the emptiness of a trivial, prettified landscape. A great deal still needs to be done. I am thinking of some sort of recompense for all that agriculture and forestry have done for the economy of mountain regions. I am thinking of fairer compensation for the use of the raw mate-



Photo M.F. Broggi

rial "water", possibly in the form of a regional equalisation fund with the inner Alpine regions receiving more—on the pattern of oil prices. And I am thinking about the elimination of subsidies which are detrimental to the landscape.

Intact structures, not broken ones, will inspire our civilisation to tackle the difficult tasks facing it in the future. ■

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Natural space by and for man.



Photo P. Tuunanen

Tourism in Nordic countries

Pekka Tuunanen

With the exception of Denmark, the Nordic countries are only sparsely settled and the environment is relatively untouched by civilisation. Indeed, the unspoiled state of nature is widely regarded as the prime attraction of the Nordic countries. In the case of Denmark, tourists are drawn by the idyllic cultural landscape and by the expansive coastal plains with their fine opportunities for outdoor activity. Norway has her fjords, mountains and fast flowing rivers, while Sweden and Finland have their lake districts, forests and myriad islands. Iceland boasts a unique volcanic landscape. Tourists visiting the Nordic countries often come specifically to engage in pursuits that bring them in contact with nature—hiking, landscape touring, gathering of berries and mushrooms, boating and fishing, cycling and camping.

Climate and nature in the North are marked by the rhythm of the seasons. Tourism peaks in summer when the typical water-based activities are at their best.

To many the culture and highly developed social system of the Nordic countries are of interest. In particular, the Lappish culture in the Far North—where life continues to be lived close to nature—has an exotic appeal. The recognised achievements in art, architecture and science draw both leisure and business tourists.

During the high season, the Nordic countries can provide 1.6 million beds. Campgrounds account for 50% of the accommodation capacity in the high season, holiday resorts and cottages for 24%, hotels for 22% and youth hostels for 4%. There are just under 20 million overnight stays in hotels a year.

In the case of outdoor tourism, the environmental effects are concentrated near roads and travel services, along the coast, beside lakes and rivers and in the Arctic. The effect on the environment is less pronounced in cities and built-up areas and in ordinary farming and forestry regions. Compared with industry and settlement, tourism contributes in only a minor way to environmental damage in the Nordic countries.

Impact of tourism on the environment in Lapland

In the cold climate of Lapland, the biological processes of production and decomposition occur slowly or, in colder periods, even cease completely. This has a profound effect on the ability of nature to withstand an onslaught of tourists. Any damage suffered can be repaired only slowly, and the decomposition of wastes—man's own cleansing process—is sluggish. The ecosystems of Lapland are simple and many plant and animal species are living at the limit of their distribution. This makes ecosystems in Lapland exceedingly vulnerable.

Outdoor tourism has its chief impact on those ancient industries that rely directly upon nature. Reindeer husbandry is the prime example of such an industry. More highly developed industries like agriculture and forestry, which also depend on exploitation of the land are far less vulnerable to tourism.

Litter, especially along roadsides, is one of the worst side effects of tourism. Even litter in wilderness areas is now of worrisome proportions—on the shores by popular fishing spots, in the vicinity of hiking centres and wilderness cabins and along the trails between cabins. In general, the stress on the flora and fauna and the pollution of watercourses are still fairly minor problems.

A study made in Finland shows that over half of the Lappish people consider tourism a threat to reindeer husbandry. Among the

more serious problems are damage to the grazing grounds, disturbance of herding practices and the reindeer themselves, and accidents and pollution occasioned by road vehicles and snowmobiles.

The biggest problem with the ski resorts mushrooming in Lapland is the eyesore they present on the landscape. Especially in summer, the tree-cleared slopes and ski-tows are visible for miles around, intruding upon the tranquillity of the landscape. Finland is attempting to cut down on the construction of new ski resorts by encouraging a more efficient use of existing ones.

Coastal areas and shores

The coast, archipelagoes and inland waters of the Nordic countries offer exceptionally fine opportunities for boating and water-based activities. The coast of Norway is 20,000 km long, the coast of Sweden 13,000 km and the coast of Finland 4,600 km. Finland boasts 180,000 lakes and some 30,000 islands one hectare or more in size.

Danes own 40,000 to 50,000 motorboats and sailboats, Finns 266,000 and Swedes 210,000. Not only is the number of boats continually increasing but also the size, so that trips become increasingly longer. The boating season is relatively short in the Nordic countries—only about three months—with the result that harbours and services are easily overloaded. The increase in the

number of boats with sleeping quarters and the tendency to stop in one place for a longer time constitute a growing problem. Toilets, both chemical and ordinary, and waste disposal in general, are still a big problem, especially in harbours. Family pets brought along on the holiday are likely to inflict considerable damage on the indigenous island fauna. The increasing popularity of boating also increases the danger of accidents, especially in the heavily travelled fairways.

High-powered car ferries running on tight schedules damage harbours with their wake, interfere with the spawning of fish and pollute fish catches. Over time, the waves tend to erode shores along the fairways. The environmental damage caused by the car ferries is most evident in the Turku, Åland and Stockholm archipelagoes. Efforts are being made to minimise the damage by lowering speed limits. As a result of the new waste management legislation and the environmental protection agreements and recommendations regarding shipping in the Baltic Sea, the environmental damage associated with passenger ships has been more effectively reduced than other types of environmental damage.

Camping

Camping is highly popular in all of the Nordic countries. The number of overnight stays in campgrounds is equal to the number in hotels, holiday resorts and youth hostels put together.

There are currently some 780 campgrounds in Sweden, and in the course of a year over 13 million overnight stays. Caravans—about 180,000 of them—account for most of these.

The number of campgrounds in Denmark appears to have stabilised at about 500. Visits to Danish campgrounds, measured on a day basis, exceed 12 million a year. In many respects, Denmark is considered to offer the finest camping in Europe.

Norway has about 1,350 campgrounds and overnight stays total some seven million a year. The more than 10,000 cabins available for hire are a major form of accommodation in Norway.

Though Finland has only some 360 campgrounds, they include about 6,000 cabins. The number of overnight stays is greatest in the country of Lapland. 80% of the visits to campgrounds are crowded between mid-summer and the first weekend of August, which puts tremendous pressure on the campgrounds and reduces the profitability of running them.

The detrimental effects of camping on the environment fall more or less into two groups: those related to the exercise by campers of the right of common access and those associated with the campgrounds themselves. In a study on the environmental impact of campgrounds in Finland, it was found that detrimental effects such as noise, litter and stress on the land could be prevented relatively easily on the campgrounds.

The damage to the environment from unrestricted camping can effectively be reduced by education. In particular, visitors from other countries need to be better informed. At the same time, from the viewpoint of the visitor, greater uniformity is needed in the rights of common access applying in the different Nordic countries.

Impact of tourism on the local population

In a study of local attitudes in three districts in the Nordic countries, jobs and improved earnings opportunities were cited as the most significant consequences of increased tourism. The results of the study nevertheless revealed an opposition to tourism, of some intensity where tourism was well developed. The type of accommodation is a decisive factor in determining attitudes: local populations react more positively to small units (hireable cabins and rooms, campgrounds and holiday resorts).

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Proper management is a must

Niels F. Halbertsma

In more than 25 years of its existence, WWF, the World Wide Fund for Nature (formerly World Wildlife Fund) has stimulated the development of as many new national parks and reserves as possible, all over the world. In addition WWF has contributed to the strengthening of already existing parks and reserves by providing management advice, management plans, surveys, research, legal advice, vehicles and other material needs. This policy has been quite successful and WWF has, over the years, been involved in some way or another in over 300 national parks and reserves. The size of protected areas in the world has been increased and so has the number of natural areas. This activity has benefited the preservation of the biological diversity of many plant and animal species. Today scientists stress more than ever that the degradation of our natural areas worldwide will have a serious impact on the future of life on earth and life for man. Think of the medicinal plants which we can still harvest from the wild to combat a variety of illnesses. And what about the seeds from plant varieties growing in the wild, needed to cross-fertilise and thereby increase the yield

of commercial rice seeds. These are some examples of the storehouse of nature from which man can benefit. Preserving natural areas is a bank for the future and those who will be living on our planet then!

Unfortunately, while WWF has succeeded in convincing governments to focus their attention on its natural resources, proper government support and measures have not always been forthcoming to protect the "paper" parks and reserves. Valuable resources such as tropical hardwoods and the rare species of animals or plants which can be turned into quick money have often resulted in the destruction of the unique natural areas set aside for a different purpose. Short-term value still overrules long-term benefits!

In many cases national governments have not been convinced that it is worth investing in natural areas and that these investments will turn into profit, if properly managed.

Nature tourism

Nature tourism has in many cases shown to be a valuable source of income and foreign exchange. For instance the great national parks of East Africa, the unique Galapagos Islands or the national parks of the USA and Europe. What is required is the proper management by competent people, supported by good information and education programmes. Natural areas will then attract tourists who are willing to spend money in return for the benefits of nature. It is essential that funds received through nature tourism are made available for the upkeep of the national parks and reserves in order that these become part of the national economy. And those people living in or around the nature areas should, if possible, be integrated in the scheme.

Only by involving the local inhabitants will long-term success be possible. Getting people committed and making sure that these people benefit from the revenues so that through the economic advantages the ecological advantage will become clear is a first necessity. Where there is poverty we can not expect that the protection of natural areas is seen by the poor as a daily priority or responsibility.

And how important it is. Loss of forest, erosion, desertification are threatening the livelihood of millions of people. The tragedy in Ethiopia which we call a natural disaster is



Photo P. Tuunanen

Panda.



Photo WWF/N. F. Halbertsma

a human-made one. Mismanagement of the earth's resources is, if it continues at its present rate, the greatest threat to man. In Ethiopia the national parks such as Awash (established in 1966) and Abijata-Shalla (established in 1970) are now being overrun by people and livestock and seriously threatened by industrial development and irrigation schemes. The degradation of these biotopes will result in over a thousand square kilometres of new wastelands in a continent where already 6.9 million square kilometres are now threatened with desertification, an area 167 times the size of Switzerland. The intrusion into established nature parks and reserves has already led to the setting up of fences around parks to keep people—including poachers—out. But is this a long-term solution?

By not sufficiently involving local people living around or even by tradition inside these natural areas, by not paying park guards sufficient salaries nor providing them with the proper housing and equipment to make their work possible, many of the impressive animals which tourists come to watch have already diminished in numbers in an incredible way. Of the 35,000 elephants in Tsavo National Park in 1960, there are now only 5,000 left. And the black rhino population of 1,000,000 20 years ago is today a mere 3,700.

Nature tourism, if properly guided and controlled, will be of great value to the protection of the natural habitats on which the life of man in every nation depends. Stimulating nature tourism and harvesting the financial benefits can provide jobs in many ways, provided governments give the essential support and status to the protection of our world's natural heritage. Nature tourism need not only come from foreign visitors. Because of the fact that in many countries awareness of the many values of nature has been insufficiently promoted, nature tourism from people living within those countries of the third world which have spectacular natural areas, is practically nil. Promoting national and international nature tourism will not only give the world natural resources, it will also make us aware of each other's needs and thereby help mutual understanding and hopefully stimulate our sense of responsibility that as affluent nations we must help where poorer nations at this stage need it. International development aid should be geared much more to nature conservation and tourism. Just to mention one example: Why promote massive extension of cattle breeding at the cost of the destruction of natural habitat with all its consequences for the future? Tourists will not come to look at cows.

Proper management is a must

That there are limits as to how much nature tourism specific areas can support, is a matter WWF is well aware of. Proper management is a must. Studies for instance on the Galapagos indicate that 15,000 tourists is

the maximum allowed per year in order to maintain a proper balance between nature tourism and the conservation of nature. Plans to double this number are highly questionable. Experience of mass tourism in Yosemite Park, USA, has shown a massive decline in mammals. And what would be the effect of an increase of tourism in an area like Ujung Kulon in Indonesia where the last 50 Javan rhinos live? Will these shy and reclusive animals survive if the area is opened up? Roadbuilding in natural areas has its influence on the survival of species who may get cut off from their fellow species. This is the case with the rare Panda in China. These animals live in such fragmented areas that they may not be able to survive as breeding becomes impossible. Their natural habitats must be enlarged while human disturbance must be reduced.

The preservation of life on earth is a concern of all of us. The setting aside of natural areas and their proper management is a responsibility which all governments around the world share. If the ethical argument, the richness and the beauty of nature, has not been sufficiently strong, we need to focus much more on nature tourism as a way to fight the degradation of our world's natural heritage.

Recently the idea was voiced in the Netherlands to set up a special World Tourism Bank to financially help governments in the third world in their efforts to set up proper management of their natural parks and resources and promote tourism. Funds should come forth through international aid but also from all those involved in tourism such as tour operators, airline carriers and hotel chains. It may be well worth exploring this idea further.

Time is running out fast and we must realise that what we destroy in our natural habitat can never be repaired. Extinction is forever. ■

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Black rhinoceros

Photo WWF/N. F. Halbertsma



Photo G. Laoumaitie

“Alternative” tourism

Anthony S. Travis

Tourism policy-planners today work in a world in which there are widening global disparities in life chances, environmental standards, shelter, food and warmth, as well as in resource utilisation between the advanced and the developing societies (the “North-South” conflict). Paradoxically in a time in which world tourism participation expands and booms, and uses the media like television for its marketing, it shares space and time with images of drought and mass starvation in Ethiopia, Sudan and the Sahel of Africa. It is thus timely and necessary to relate reviews of changing tourism policies to recent phases of ecological awareness, and the focussing on conservation and changing social and cultural expectations of those in the developed and developing worlds.

As early as the 1950s at a world symposium in Chicago, two polarised perspectives were introduced on the conservationist versus the

developmental approaches to change. Is there an inevitable conflict between the perspectives of conservationists and ecologists and of tourist planners and developers? The hypothesis that is put forward in this paper is the optimistic one: “that two ecological and conservationist phases of thinking and awareness have led to changing tourism policies—which also reflect the changing socio-cultural needs of host communities, and of tourists”.

The first phase of the ecology movement (1950s to mid-1970s)

The period of the Second World War took Europe through phases of reconstruction, then economic optimism and boom, before economic recession, the energy crisis, and crises of confidence in our economic and environmental futures were heralded. The post-Keynesian philosophy of the management of sustained demand did not become the new norm; The economists and futurologists of the 1950s and 1960s, with few exceptions, tended to be optimists, with a belief in growth, trend-extrapolation, and an overt technological determinism.

It was only in the later 1960s that alternative assumptions and alternative projections started to be introduced. Official optimistic forecasts of demographic growth went together with high levels of resource exploitation and energy use—necessary to achieve the consumer revolutions that went with patterns of growth and progress that were taken for granted. Tourism growth from the 1960s on was but another consumption revolution. As early as the start of the 1970s there was a wind of change: pointers were there towards a more ecologically-conscious way of handling change. The choice was that we “adapt or perish”. Against this changed backdrop, the implications for the growing phenomenon of world tourism were to be considerable.

A first set of significant changes can be identified in the 1972-74 period, which interacted with the world energy crisis, which caused both fundamental questioning and destabilisation of the conventional wisdom.

This phase of change had already brought to the fore two key issues for those concerned with developing and managing tourism:

1. the need to fit tourism development into ecologically-conscious parameters, so that planning respected the functioning of natural systems;
2. the need to manage the scale and forms of international tourism, so that it did not destroy nor badly damage the ecology, built heritage and local culture of the environments which hosted tourism.

The turning point as far as large-scale responsiveness to ecological factors, both generally and in relation to tourism, is there in the 1976-77 period. From 1976-80 the work on the “Blue Plan” for Mediterranean was undertaken, the three reports on the Adriatic were conducted, including studies on the environmental state of the sea and waters, air, soils, flora, fauna, built heritage of regions being developed for tourism. The global propositions of Stockholm and Vancouver were being translated into national, regional and basin programmes of research, planning and action. The seas, the coasts, the estuaries, the uplands, all became subjects of conferences based on research, and leading to positive action programmes for some parts of our globe.

The second phase of the ecology and conservation movements

If the need to protect our environment and to measure the impacts of possible changes in advance had dated back to the late 1960s in the USA, so one had seen environmental impact studies and environmental protection legislation spreading in the 1970s from North America to Europe, and even to some Middle East countries. Even by the 1980s though, were we to be constantly reminded by spectacles of drought, starvation, environmental decay, acid rain, disease, pollution, etc., of how uneven legislation, effective action,

resource allocation and political interest is across the continents. The important initiative of the IUCN in launching in 1980 the World Conservation Strategy was timely. It again emphasised the need for partnership of conservation and development, the need to counter our over-exploitation of resources, the loss of genetic variety, the damage to ecological processes and to life-support systems of this planet. One small planet Earth has a reducing capacity to sustain people and life, yet world population continues to explode in numbers. General world guidelines were set out, but more importantly, each country (i.e. each nation-state) was asked to produce national conservation strategies.

However, it was the altar of economic production and growth which was still the place of worship not only of the mixed economies of the capitalist world, but also of the state-capitalist economies of the Soviet Union, of East European states and of China. If the need was there to refocus on resource conservation and upon management, and to view tourism within this context, first we had to define the constraints. Those constraints were not, and are not technological, but were and are attitudinal, behavioural and institutional. The stable state has been lost, the groping continues for alternative economic formulations, post-Keynesian, post-monetarist, and yet the economic and ecological systems are treated as though they have no relation to each other! Whilst the majority employed of the developed world weight-watch, diet and exercise, those in the developing world struggle for basic food, resources, and some work. The "North-South conflict" in the world is exacerbated, rather than diminished...

Tourism guidelines in the Conservation Strategy context relate to low-energy policies, locally focussed, based on small units, resource-conserving and protecting, intimate, humanistic, relating to self-sufficiency and interchange, which is socially life-enriching and sustaining—a set of terms often remote from the realities of mass tourism in the early 1980s. Yet in the developed world, conservation is a major force, green—or, ecology movements have become a factor of some political importance in several countries. Significant and vocal minorities are concerned with healthier diets and alternative lifestyles, more exercise, purer foods and drinks, and increasingly active pastimes.

Movements for "nature in the city", "greening our cities", seeking better policies for the wetlands, seeking a better future for the uplands, have led to new levels of environmental consciousness. Bit by bit this has been reflected in the revised thinking about tourism, too. The 1983 Conservation and Development Programme for the UK, for instance, looks at re-industrialisation, the bio-economy, sustainable cities, conservation and development of rural resources, of

marine and coastal resources, as well as looking at environmental ethics and education. Tourism does occur in the identification of economic sectors which will contribute to sustainable development, and can be low waste, low energy and essentially resource-conserving.

Ecological consciousness, conservation and tourism policies

The last decade has seen tourism-planning starting to reject its old ethos, and adopting a new one. Creative conservation-planning or tourism-planning as applied ecology has come with the low-growth, energy-conserving and resource-protecting society. Whether dealing with Australia's Barrier Reef or Ayers Rock, the European Alps, the Yugoslav Adriatic Coast or elsewhere, the ecological responsiveness is reflected in resource-conservation planning, linked to tourism. Such approaches become practical propositions in the developed world, whose resource consumption has been depleting the resource and energy base of this planet. It is a harder question for third world countries, where the battle is still waged for subsistence-survival for a large part of humanity. There, rapid tourist development of any sort is often wanted politically as an "alternative sugar crop", regardless of social or cultural costs. If the battle is one for jobs, income and food, then cultural protection may be viewed as a disposable luxury.

In the last years it has been encouraging to see in Britain the mushrooming of resource-conservation based development strategies for tourism. With conservation agencies launching tourism, we complete a cycle from opposition and confrontation to acceptance and promotion of tourism—as an agent of change. Resource-based active holidays for the young, offered in several countries, reflect a new phase of appropriately fitting conservation and resource management to appropriate levels of tourism.

Conservation and socio-cultural roots of "alternative tourism"

After the World Tourism Organisation's General Assembly at Manila, the World Council of Churches was using much Manila-based evidence to show the destructive cultural impacts of tourism on third world countries. That case summarised is that tourism of rich westerners to poor third world countries:

- illuminates and hardens the great difference between the extreme poverty of the local hosts and the wealth and spending of the guests;
- exploits and damages not only scenic resources, but the cultures of host societies, and also converts "proud people" into prostitutes, gamblers, servants, thieves and drug addicts;

— debases the values, cultures and norms, and degrades the lifestyles of the hosts.

Consumer protection of the tourists and guidance to tourists are insufficient in themselves to change all this. Independent academic researchers have shown that different host cultures have a varying degree of robustness or resilience in relation to the impact of tourists upon them. Bali may survive such impacts, so may Dalmatia, but other places have experienced severe cultural disturbance, if not destruction.

Forms of "alternative tourism" have grown partly out of the host desire to avoid undesirable cultural impacts, partly out of their pride and desire to promote their culture, and partly out of desires of hosts and of guests to enable those things which tourism represents at its best:

- the peaceful coming together of people from different lands, cultures and occupations;
- the promotion of cultural contact, understanding, exchange, collaboration, friendship and development of mutual respect;
- renewal and refreshment of the individual in a different but friendly setting;
- contrast, interest, stimulus, learning and fulfilment of intellectual curiosity;
- tourist fun and enjoyment in new places, in ways which respect host cultures and lifestyles;
- scales and levels of meetings that encourage contact between visitors, and between visitors and hosts.

Alternative tourism is thus not mass tourism, with isolation of mass visitor ghettos from the host societies. Alternative tourism

is found in the subtle but complex system of Danish farmhouse tourism, in the small hotel/pension tradition of rural Austria, the room-letting traditions of fishing villages in Poland and Yugoslavia, in the paying house-guests of small tavernas and pensions in Greek islands, in kibbutz guest-house tourism, or the home hospitality schemes of folk festivals such as that at Llangollen. These examples of alternative tourism are effective at realising many of the earlier stated criteria, yet there is nothing particularly "radical", "wild" or "strange" about them. They make good sense economically, socio-culturally and ecologically. The minority backpackers who find their way to US-designated wilderness areas, or to the glaciated plateaux of Iceland could also be seen as followers of alternative tourism.

Changing tourism policies and alternative tourism

There is a happy coincidence of several factors which encourage these small-scale, integrated examples of tourism that generally fit under the alternative tourism umbrella. First, there are economic advantages to the hosts: as Archer and other writers have shown, small guesthouses get maximum direct economic benefits in terms of income, jobs and lowest level of leakage from the local economy, if run and owned by local residents. Second, small-scale tourism of this type has least visual intrusion (by large unacceptable buildings) in the landscape and because numbers are limited, is likely to minimise ecological impacts. Furthermore, the tourist encounter, the stage or setting, is the one most likely to have "authenticity" and to allow/encourage

ease of contact and social interaction between guests and hosts. Thus there are socio-cultural advantages to guests and to hosts and the models examined here remarkably have advantages—ecologically, socially and environmentally.

Understanding of the nature of tourism's impacts can give rise to more appropriately devised policies.

The socio-cultural needs of tourists and of hosts

The research evidence on socio-cultural dimensions of tourism is often crudely skewed because the authors want to show how destructive tourism is culturally, or indeed how great is the weight of its net benefits! It is this lack of adequate rigorous evidence which has led a group of us, from several European countries, to come together in the Vienna Centre cross-national comparative project on "Tourism in its socio-cultural context as a factor of change". This project, which has already had two years' fruitful work done on it, is trying to separate out changes attributable to tourism from other factors of change. It is also trying to get adequate evidence on the views of all the actors—tourists, tourist brokers, employees in tourism, hosts not involved directly in tourism.

Tourism by its very nature fosters the relationship between three cultures: the tourist culture and the imported culture. Only slowly is the tourist industry coming to grips with the nature of guest populations—the tourists—and starting to break them down into adequate market segments. Belatedly, research is starting to get into deeper motivational studies of tourists, in tourism. The general theories on allocentric and psychocentric characteristics of tourists are not yet adequately proven.

Similarly, attitudinal data of different segments of the host population (especially those with and without economic gains from tourism) towards tourists is lacking. How far the scale relationship of tourist numbers of host numbers should be set—for socio-cultural and ecological reasons, as opposed to economic reasons—is barely discussed, let alone seriously researched.

Tourism policy needs

From all the foregoing evidence, it should be clear that the author is taking a strongly propositional line in viewing the evidence. It is suggested that the ecological consciousness which has come with the strengthened conservationist philosophy can enable adequate protection of the natural environment's life processes, and of maintaining quality of resources. Furthermore, certain newer forms of tourism, small-scale tourism of the types often associated with alternative tourism, can not only bring

direct economic benefits to the host as such, but can protect the socio-cultural parameters of the host societies, and even generate circumstances for more easily fulfilling some of the socio-cultural personal needs of the hosts and the guests. New forms of "cultural tourism", in former industrial as well as in rural environments, may well be the desired catalyst in this positive next step forwards. ■

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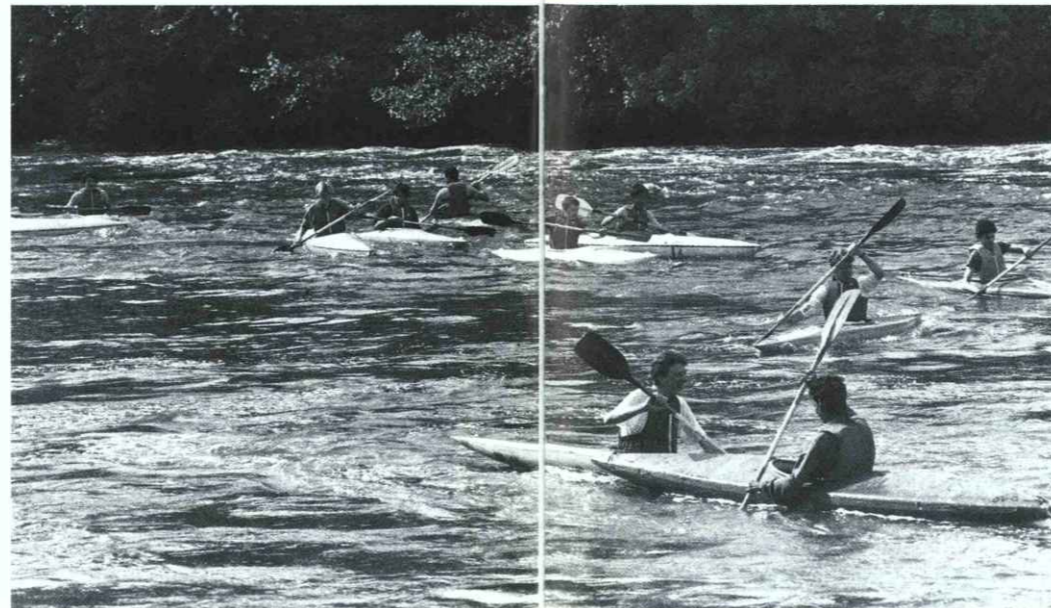


Photo: Friess-Irman

A responsibility to be shared

Working group "Tourism with insight and understanding"
Jost Krippendorf

"Tourism with Insight and Understanding" group, whose membership had meanwhile grown to 17, made its first public appearance in 1987 at the International Tourism Fair in Berlin to alert specialists and visitors to this, the world's biggest travel exhibition, to the economic, social and ecological problems engendered by tourism. In 1988, it now offers for discussion the following propositions, or "insights", intended as a contribution to solving those problems.

We, the responsible host population

1. We need tourism for our economy: it creates jobs and brings income. We know, however, that it also represents a danger to our culture and our environment. We therefore want to supervise and control its development so that our country may be preserved as a viable economic, social and natural environment.

2. By independent decision-making in tourist development we mean that the host population should decide on and participate in all matters relevant to the development of their region: tourist development by, with and for the local population. We encourage many forms of community participation in decision-making, without neglecting the interests of minorities.

3. The tourist development we aim for is economically productive, socially responsible and environment-conscious. We are prepared to cease pursuing further development where it leads to an intolerable burden for our population and environment. We want to avoid the pitfalls of economic imperatives.

4. We determine the tourism development targets in our areas in a binding way, limiting them to what is desirable and not what is feasible. We adhere to this policy and are prepared to put up with the bottlenecks that may arise from doing so.

5. We want to keep control over our land. We pursue an active planning and land use policy. We limit our new construction by carefully considered zoning policies. We decline to sell land to non-locals. We promote and encourage the utilisation of the existing buildings and infrastructure.

6. Our infrastructural development policies are based on restraint. We are therefore careful in building new or extending the existing infrastructure (especially roads, parking lots, airports, water supply and sewage systems) and tourist transport facilities (aerial cableways, ski-lifts) and strictly observe the set development targets.

7. We want to protect nature and the landscape effectively. In addition to careful land management and conservative infrastructural development, we create large nature reserves in order to preserve particularly valuable ecosystems. We ensure the participation of environmentalists and nature conservation experts in all planning and construction activities.

8. We want to counter the danger of one-sided economic development and over-dependence on the tourist trade. We support the strengthening of agriculture and small-scale trade as well as their partnership with tourism. We strive for a qualitative improvement of jobs in tourism. We also continually explore all possibilities for the creation of new jobs outside the tourist trade.

9. One of our principles in tourist development is to observe and foster the natural and cultural characteristics of our region. We expect our guests to be prepared to accept this principle. We want our local culture to remain independent and alive. We protect and promote our architecture, our handicrafts, our art, our language, our customs and our cuisine.

10. We shall provide information for all concerned: the local population, the tourist trade, politicians and tourists, and try to win their support for socially responsible and environmentally conscious behaviour. We shall use all tourism marketing tools and general information channels to promote our concept.

I, the tourist

1. I look forward to the weekend outside my four walls, I look forward to my holidays. I need the relaxation and I fully deserve it. I know, however, that I (and others) will get much more out of it if I do not use leisure time thoughtlessly.

2. Away from home and free: it is very tempting to do things I would never do at home. I shall avoid this danger by observing myself critically while on holiday, and behave with restraint. I want to enjoy myself without offending or harming others.

3. I know: when I travel, I am a tourist like any other, just one among thousands. I accept this role and shall not try to stand apart from other tourists. I shall try to establish contact with my fellow travellers.

4. The areas that I visit are inhabited by people who have a different culture. I want to learn more about the country and its population. I shall adjust to the host population instead of demanding the opposite and acting like royalty. Asking instead of answering, exploring instead of finding.

5. I shall try out and learn from new experiences, for example new customs, new food, other forms of life, a different rhythm.

6. What constitutes leisure and enjoyment for us tourists means work and a burden for our hosts. Our money is their bread. I shall try not to exploit this unequal situation.

7. I am willing to accept some responsibility for the environment in which I travel: I shall be content with what is offered and shall not continually demand more comfort, luxury and leisure facilities; I shall use environment-friendly transport and walk wherever I can. I shall be happy without a second home. I want to experience nature and live in harmony with it: this is difficult in everyday life but I want to try it at least during the holidays.

8. I want to take my time and avoid hectic travelling. I want to have more time to observe, meet other people, more time for my companions: more time to experience new things and take them back home.

9. I am a critical buyer and examine carefully seductive travel promises. I choose those



Lynx.

Photo G. Lacomme

offers which I know will produce the greatest possible benefit for the host population. Bargaining for lower prices may mean exploitation.

10. I occasionally choose to stay at home instead of always going away. There is much to be discovered in my neighbourhood. Travel should not become routine. Moderation will make my next trip all the more enjoyable.

We, the travel business

1. We act as a business organised on commercial principles, which tries to meet the travel needs of its clients while achieving reasonable economic results. We can reach this goal in the long run only if we succeed in making better use of the opportunities of travel and simultaneously reducing its dangers. We shall therefore promote such forms of tourism which are economically productive, socially responsible and environment-friendly.

2. We see our clients as people who enjoy life and who want their holidays to be the "most pleasurable weeks of the year". We also know that there is an increasing number of interested, considerate and environment-conscious tourists. We shall try to respond to and encourage this trend without "preaching" to our guests.

3. We shall bear in mind the interests, independence and rights of the local population. We shall respect local laws, customs, traditions and cultural characteristics. We shall always remember that we as travel agents and as tourists are guests of the local population.

4. We want to collaborate as partners with the service industry and the host population in the tourist areas. We advocate fair business conditions, which will bring the greatest possible benefit to all partners. We shall encourage active participation of the host population wherever possible.

5. Our efforts to improve travel should include a careful selection and continuous training of our staff at all levels, as well as development and supervision of our services.

6. We want to provide our clients with expert and comprehensive information about all the aspects of the country they want to visit through catalogues, travel information and guides. Our advertising must be not only attractive but honest and responsible. We shall try to avoid the usual superlatives and clichéd texts and pictures. Special emphasis will be placed on a respectful description of the population in the host areas. We shall desist from any advertising with erotic enticements.

7. Our guides and social directors will have a particular responsibility in promoting tourism with insight and understanding. We shall provide special, and continuous, training for personnel working in these areas.

8. We shall not organise travel, trips or expeditions to ethnic groups who live apart from our western civilisation. We shall not promise our clients "contact with untouched peoples", because we know that they are vulnerable and must be protected.

9. All our activities and those of our business partners will have to meet the same strict quality standard. We want to make our business partners aware of the fact that they too should contribute to an environment-conscious and socially responsible tourism.

10. We are prepared to formulate within our professional associations a set of principles encompassing "the ethics of the tourist trade", which shall be binding for all members. ■

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At the Council of Europe

“Nothing is more fragile than the harmony of places of beauty”, said Marguerite Yourcenar in her “Memoirs of Hadrian”. This sentiment has been echoed by politicians and participants at gatherings of the Council of Europe. The impact of tourism on the environment, the harmonious development of tourism and agriculture, and the dangers presented by mass tourism to the sensitive nature of mountains and coastlines have long been topics of discussion and action by the Parliamentary Assembly and the Secretariat of the Council of Europe. The following review may serve as a reminder that national parliaments and local authorities have been urgently called upon to act.

The Parliamentary Assembly, adding to its Resolutions 687 (1979) on regional planning and environmental protection in Alpine regions and 992 (1984) on coastal regions and its Recommendation 935 (1982) for a European campaign to revitalise rural areas, adopted Recommendation 1009 (1985) on tourism and agriculture, calling on governments of member states:

- to encourage a more qualitative, “ecology-orientated” tourism, in partnership with agriculture and forestry;
- to fund farmers as caretakers of the countryside and its natural and cultural heritage vital to tourism;
- to give priority to interests of the local population over absentee landlords;
- to pass on some of the costs related to “consumption” of the countryside to the tourist industry through a “nature-fee”; and
- to plan a European campaign for the countryside.

The report of the Committee of Agriculture’s Mr. Lanner (Doc. 5423, 4 June 1985) re-emphasised the mutual dependence of agriculture and tourism: farmers help take care of the land and its visitors; tourists help take care of the farmers.

Places where the environment is degraded become less attractive to tourists: the conclusion that environmental protection is essential for a tourist economy was drawn by Madrid counsellor Mr. Manuel Ortuno in his report to the Standing Conference of Local and Regional Authorities of Europe at its 21st session, held in Strasbourg, 14-16 October 1986. While state and regional administrations must pass legislation, implement national agreements and create nature reserves, only grass-roots action by local authorities and the private tourist industry could achieve practical results.

The Standing Conference adopted Resolution 172 (1986), presented in document CPL (21) 4, calling upon local and regional authorities (i) to make integrated plans, inventories and environment impact assessments, (ii) to pass appropriate sectoral legislation and regulations to prevent land speculation and pollution, (iii) to create jobs through “green tourism” and environmental protection schemes, (iv) to promote rural tourism and small local initiatives and (v) to co-ordinate schemes with neighbouring authorities to share the benefits and disperse the costs of a tourist economy. The Organising and Steering Committee for the European Campaign for the Countryside was asked to study opportunities for rural tourism; and the Committee on Environment and Town Planning was instructed to begin drawing up specific codes of conduct for selected tourist areas.

At its second conference of Mediterranean regions held in Malaga, 16-18 September 1987, the Standing Conference of Local and Regional Authorities discussed as a major theme the impact of tourism on the environment and regional planning in the Mediterranean basin. An urgent appeal was made by Professor Aurelio Dozio of Italy who warned that short-term, profit-motivated, un-planned catering to “the unpredictable and disorderly migrations of the sometimes uncertain and always irregular hordes of tourists” threatened the basin’s cultural identity and natural ecosystems. Private initiatives needed to be co-ordinated and subordinated to the general public interest to preserve the Mediterranean civilisation, its environment and its economy.

Tourism and environment was also passionately discussed at the Council of Europe’s Symposium on Rural Tourism, held in Saint Peter, Federal Republic of Germany, 16-20 May 1988, within the framework of the European Campaign for the Countryside. One study showed that every third tourist is bothered by environmental damage in his vacation area; every fifth tourist who notices such environmental problems will not return. As part of their holiday, tourists expected lovely landscapes and lots of nature. The study group for tourism analysed tourist trends in rural areas and concluded that:

- tourists needed more information and education in order to “travel with insight”,
- that the environment was the basic “capital” of a tourist economy and therefore needed care and conservation, and
- local people in host regions needed assistance in training and infrastructure to offer alternative “soft” and “green” forms of tourism.

For rural tourism, experts agreed that farming on a family scale was essential to maintain the landscape, provide the infrastructure, supply the fresh local produce, and preserve the local culture, all of which attracted rural tourists in the first place. Participants at the European Symposium on “Tourism and leisure in rural areas” suggested that the Council of Europe should continue its activities on the future of the countryside, especially rural tourism, and do further work concerning transfrontier information and publicity, standardised international symbols, practical handbooks on developing rural tourist enterprises. Local and regional co-operation, setting goals and limits, guidelines for buildings and plans which are environmentally friendly and fit into the landscape, modern management and facilities, all applied in accordance with the expectations of rural people.

Since places of beauty are so fragile, we cannot hope that while we lose our own, we can always become tourists and find others. Both the bits of Europe which are home and which we visit as tourists need care and conservation if we are to be able to pass on to our children a Europe that endures as a place of beauty. ■

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