

# Tourist Activity as Sustainable Regional Development Instrument

PhD Elena Delise

## 1. Introduction

Tourism has become a major sector of economic activity worldwide, covering a broad range of enterprises, areas and stakeholders. It is one of the largest and fastest growing industries in the world: 4,4 per cent of Gross Domestic Product (GDP) flows directly from tourism, which employs over 235 million people (WTTC)<sup>1</sup>. A substantial portion of GDP and employment, especially in developing countries, is related to tourism. It is also one of the most ramified sectors of the global economy, covering a broad range of enterprises, sectors and stakeholders. All the indications are that tourism will continue growing in the years to come. With this growth, a diversification of tourism products and destinations is taking place, with increased demand for nature-related tourism. Tourists themselves are becoming increasingly sophisticated in their demands, seeking more than pure leisure and relaxation.

Given these considerations, tourism is in a strategic position to make a positive contribution to the sustainable development of local areas, both as an effective conservation tool, and as a successful community development model. At the same time, however, it also presents challenges. In fact, if the tourist industry is not subjected to clear rules and standards, it can have negative impacts on local sustainable development (Bertucci '02). In order to achieve positive outcomes it is necessary to set up policies that consider all the implications both negative and positive that tourism has on the economic, social, cultural and environmental side, seizing the opportunities that tourism can bring, and minimizing its potentially adverse effects.

The question to resolve is how to develop tourism in a sustainable way as a tool of regional sustainable development, while respecting local conditions, communities and environment.

In this paper I will try to answer this question, considering first the relationship between tourism and environment, in order to understand better the importance of the concept of Sustainable Tourism, after that I will study how to implement a strategy of Sustainable Tourism in a local area.

---

<sup>1</sup> WORLD TRAVEL AND TOURISM COUNCIL, *Economic Impact Data and Forecast*, 2009  
[www.wttc.org/eng/Tourism\\_Research/Economic\\_Research/](http://www.wttc.org/eng/Tourism_Research/Economic_Research/)

## 2. Tourism and the Environment

The environmental consequences of tourism can be considered as the social costs that are imposed by this sector, as an Asian Proverb says, tourism "is like a fire, you can use it to cook your soup, but it can also burn down your house"<sup>2</sup>. Several of the impacts of tourism are irreversible, while in many cases the social costs are not charged to the tourist but to the local people. The problems associated with market-driven tourism are well documented. They concern not only the physical environment, but also the social-cultural environment. On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance.

### 2.1 Negative Impacts of Tourism

The negative impacts of tourism development can gradually destroy the environmental resources on which it depends. Negative impacts from tourism, on the physical local environment, occur when the level of visitor use is greater than the environment's ability to cope with this use within the acceptable limits of change. Tourism generates two main kind of external costs: one is related to the damages done to natural resources, art, cities, corals etc., and the other is the congestion caused by the presence of tourists (Markandya '00).

These impacts have been summarized by UNEP in three main areas: depletion of natural resources, pollution and physical impacts.

1) Depletion of natural resources: tourism development can impoverish the resources when it increases consumption in areas where resources are already scarce. Water is the main resource at risk, because it is usually overused and wasted by tourists (for personal use) and for tourist facilities (like hotels, swimming pools, golf courses etc.). This problem becomes even more serious in dryer regions, where it can result in water shortages and degradation of water supplies. The same problem occurs on local resources like energy, food, and other raw materials that may already be in short supply. Forests for example are threatened by deforestation caused by fuel wood collection and land clearing

2) Pollution: tourism industry produces the same forms of pollution as any other industry, like: solid waste and littering, air emissions, noise, releases of sewage, oil and chemicals, dispersion of toxic substances and even architectural and visual pollution. As a consequence of a greater tourist mobility, transportation is responsible for an important share of air emissions and noise pollution. In addition to causing annoyance, stress and local air pollution, it causes distress to wildlife, especially in sensitive areas. Another serious problem is waste disposal; especially improper disposal can degrade the physical appearance of scenic areas, roadsides, rivers, lakes and seas, causing the death of many marine animals. The same problem can be worsen by sewage pollution, threatening the health of humans and animals. Besides, it is often followed by dominating resorts of disparate design that fails to integrate with the natural features and indigenous architectural of the destination.

---

2 International Tourism Partnership, [www.tourismpartnership.org](http://www.tourismpartnership.org)

3) Physical impacts: the physical impact of tourism, endanger the species-rich ecosystem of the local environment. The most fragile ecosystems are usually the most attractive for tourist and the most affected by this interaction. The threat to local ecosystems comes from tourism-related land clearing and construction and by continuing tourist activities and long-term changes in local economies and ecology.

Those problems have also repercussions on a global scale, contributing to the loss of biological diversity, depletion of the ozone layer and climate change. At the same time, other industries, not related to tourism, play an important part in the degradation of the local environment in tourist areas; among those there are the use of destructive and polluting practices in agriculture and fishing (like blast and cyanide fishing), and industrial discharges.

Tourism has also negative socio-cultural impacts on local communities. Indigenous peoples are particularly vulnerable to interaction with tourists, losing their customary land and resources, religious freedom, and ultimately their cultures and capacity for self-sufficiency. Women and children are also at high risk, where tourism economies are built upon exploitative labour practices, and where sex tourism occurs (ILO). At the root of the problem there is the distorted notion of rights among tourists and their willful ignorance. Tourists generally feel the right to behave as they want in the host country or even worse, behaving in ways that even they would not accept at home, without any attention to the need for behavioral change necessary to respect the host culture (ECEN '99). In order to satisfy the tourist demand, there are risks of *modification of* local cultures, when they are perceived as goods to trade, *standardization* when they try to build a situation that makes the tourist find familiar environment, and loss of authenticity and staged authenticity, when tourist want just a glimpse of local atmosphere without any real knowledge and interest in it (UNEP).

## 2.2 Positive Impacts of Tourism

The economic benefits of tourism can be considerable, and if it is adequately conducted, with a careful planning and effective tourism management, tourism can contribute to a positive impact on the physical and socio-cultural environment. It could be used as a tool to finance protection of natural areas, raise awareness of environmental values and contribute to environmental conservation.

Tourism can contribute to environmental protection in many ways. It prompts conservation by convincing government officials and the general public of the importance of natural areas. Since protected areas, which are developed for tourism, become showpiece areas of a country, local government may be willing to provide extra resources to promote development in surrounding areas. It can also encourage productive use of lands, which are marginal for agriculture, enabling large tracts of land to remain covered in natural vegetation (UNEP '92). Revenue from park-entrance fees can be allocated specifically to pay for the protection and management of environmentally sensitive areas.

Another important power of tourism is its capacity to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. As it has been done by UNEP and by other international organizations and tours operators, it can be developed environmental and ethics codes of conduct for tourism, which promote public and industry awareness of the economic, social, cultural and environmental significance of tourism, and encourage efforts and behavioral patterns toward the respect on the environment.

Tourism has also positive effects on the socio-cultural side, it brings various cultures into

contact and this contributes in terms of cultural enrichment. It can also serve as a supportive force for peace, foster pride in cultural tradition and mutual understanding between host and guests. Toward mutual knowledge prejudices are reduced as well as tension, these leaves space to sympathy and thus contribute to peace (WTTC). Tourism can help strengthening communities through the revaluation of local culture and traditions. In the more developed tourism regions increasing prosperity has brought greater understanding of the need to maintain local specificity and prevent the over exploitation of resources, as well as the resolve to do so (Keller '02).

### 3. Sustainable Tourism

The positive consequences of tourism can arise only when tourism is practiced in an appropriate and sustainable way, in a process that involves the local community and consider the long-term economy, ecology and equity of all communities, building a bridge between economic development and the environment and helping to make a vital contribution to a better quality of life for both tourists and local people. Thus tourism should be embodied in the framework of Sustainable Development, which according to the world wide accepted definition is the *"development that meets the needs of the present generations without compromising the ability of future generations to meet their own needs"* (Lanza '96). The concept of sustainability has three interconnected aspects: environmental, socio-cultural and economic. Sustainability assumes its maximum value when every one of its features reach its maximum efficiency, specifically when: a) the economy is able to satisfy the human needs, using natural resources in a stable and efficient way, ensuring a long term growth, b) the incomes generated by this growth are redistributed among future and present generations in an equitable way, c) the resources used should be regenerated without altering the natural environment (Giaoutzy, Nijkamp '93).

Tourism has the potential to contribute to development which is economically, ecologically and socially sustainable, because: it has less impact on natural resources and the environment than most other industries, it is based on enjoyment and appreciation of local culture and natural environment, it can play a positive part in increasing consumer commitment to sustainable development through tourist education and provides an economic incentive to conserve natural environment and habitats helping in this way to maintain biodiversity (WTTC '99).

With reference to this, has been developed the widespread definition of **Sustainable Tourism**, which according to the UNWTO is *"development that meets the needs of the present tourist and host regions while protecting and enhancing the opportunity for the future. It is envisaged as leading the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems"*<sup>3</sup>.

As it is highlighted by UNEP, some organizations prefer to speak of "sustainable development of tourism" rather than "sustainable tourism", because they believe that tourism in order to be sustainable needs to be integrated into all aspects of development and some aspects of tourism, may simply not be sustainable with current technologies and best practices. According to this second

---

3 There are many definitions of Sustainable Tourism, among them a more detailed definition is the one by the European Commission which describe Sustainable Tourism as *"a development will be understood to constitute sustainable tourism development where it takes into account not only aspects in visitor source countries, but the form of the outward journey, on the one hand, along with the interests of visitors and region to be defined. Activities at the destination need to be based on nature 's capacity to absorb, whereby consumption of resources should be as sparing as possible "* (Tourism Division of the European Commission, 1995).

explication only ecotourism could be partially qualified as sustainable tourism<sup>4</sup>.

In this paper I will use the term sustainable tourism in its wide sense, as I took it for granted that at the actual state of the world it is impossible to reach a whole sustainability in any sector. For this reason I believe that sustainable tourism should be the final aim of any tourism niche market, and every tourism sector that is moving toward an effective implementation of a sustainable strategy is entitled to be defined as sustainable tourism. According to this, the concept of sustainability should be applied at all tourism niches market which include: exclusive tourism, agri-tourism, health tourism, adventure/sport tourism, seaturism, cultural tourism, winter tourism and education tourism (Nijkamp '00).

The essential components of sustainable tourism has been summarized by the National Geographic Society in the following requirements. Sustainable tourism must:

- inform: tourists should learn not only about the destination, but also how to help sustains its character while deepening their own travel experiences. Residents should learn that the ordinary and familiar may be of interest and value to outsiders;
- support the integrity of place: tourist seeks out businesses that emphasise the character of the local in terms of architecture, cuisine, heritage, aesthetic and ecology. Tourism revenues in turn raise local perceived value of those assets;
- benefits residents: tourism industry should do its best to employ and train local people, buy local supplies and use local services;
- conserve resources: environmentally award tourist should favour businesses that minimise pollution and waste in general;
- respect local culture and tradition: visitors should learn how to behave and respect local culture, residents should learn how to deal with foreign expectation that may differ from their own;
- not abuse its product: stakeholders must anticipate development pressures and apply limits and management techniques to prevent degradation of the environment, businesses must co-operate to sustain natural habitats, heritage sites, scenic appeal, and local culture;
- strives for quality, not quantity: communities should measure tourism success not by the number of their visitors, but by the length of stay, money spent and quality of experience;
- promote itself: satisfied, excited visitors bring new knowledge home and send friends off to experience the same thing, which provide continuing business for the destination.

### 3.1 Steps toward Sustainable Tourism

The need to strengthen the sustainability of tourism destination has been truly recognized since 1992 with the United Nations Conference on Environment and Development (UNCED), the Rio Earth Summit, which identified Travel & Tourism as one of the key sector of the economy which could make a positive contribution to achieving sustainable development. The Earth Summit led to the adoption of Agenda 21, and Travel & Tourism was the first industry sector to have launched an industry-specific action plan based on Agenda 21.

Since then, there have been statements and declarations relating to sustainable tourism, which include the Lanzarote Charter for Sustainable Tourism, 1995 (organised by WTO jointly with UNEP, UNESCO and EU), Statement on the Prevention of Organised Sex Tourism, Cairo, 1995 (WTO); Lanzarote Conference on Sustainable Tourism in SIDS, 1998 (WTO jointly with UNDEP); and Global Code of Ethics in Tourism, 1999 (WTO).

Further steps has been taken this year with the launching of the International Year of Ecotourism by United Nations Deputy Secretary-General Louise Fréchette, which offers the opportunity for interested local and national stakeholders to review the social and environmental benefits that the ecotourism industry can offer to host countries when suitably developed. Ecotourism can be considered as the cornerstone for bringing the required changes in the tourism industry, as it is a focal point of the problem of developing a balanced, sustainable and responsible tourism sector. The World Ecotourism Summit, held on May 22 in Québec City, lead to the

Québec Declaration on Ecotourism, which represent an important tool for the international development of this type of tourism. During the Summit ecotourism has been recognized as an instrument that can contribute to poverty alleviation and environmental protection. It has also been highlighted that, in order to ensure that ecotourism follows a truly sustainable path, it will require increased co-operation and partnerships among the tourism industry, Governments, local people, NGOs and the tourism themselves.

Besides, a system of voluntary regulation in the tourism industry is gaining increased popularity and importance (like certification systems, eco-labels, awards and prizes, environmental management systems, codes of conduct, etc..).

## **4. Regional Development through Sustainable Tourism**

Tourism can increasingly be regarded as a main instrument for regional development, as it comprises a complex set of interlinked activities, such as travel, accommodation, catering, shopping and so on; it supports the local economies activities and stimulates new ones. Nevertheless, because of its complexity and connection with other economies activities, the direct impact of tourism development on a regional economy is difficult to assess (Nijkamp '00). I

In order to reach its economies benefits and minimizing negative externalities, it is essential that tourism will be conduct following the principles of sustainable tourism in a long-term perspective and in a local scale viewpoint. The local scale seems in fact the most adequate to elaborate, propose and apply with success a sustainable tourism strategy, since both expectations and potentiality are expressed by the specific characteristics of the local economy, territory and environment (Losurdo '00).

### **4.1 Regional Benefits of Sustainable Tourism**

The benefits that sustainable tourism generates at a local level can be considerable; they regard not only the environment, but mainly the economy of the region.

Tourism generates local employment, both directly in the tourism sector and in the various support and resource management sectors, with the creation of full-time and part-time jobs. It stimulates profitable domestic industries such as hotels, restaurants, transport systems, souvenirs and handicrafts. It diversifies the local economy, particularly in rural areas where agriculture employment may be sporadic or insufficient; at the same time it stimulates the rural economy by creating demand for agricultural produce and injecting capitals (UNEP '94). It addresses peripheral areas and hence spreads economies activity more evenly over the country. It also increases state revenue, due to tax collection (Nijkamp '00). With the visitor incoming, tourism generates foreign exchange, and for many countries that lack industrial, financial or resources-extraction industries, tourism is the most important foreign currency earner and it can be considered thus as an export industry (Eagles '97).

Tourism improves the services offered to local people and thus their quality of life. It stimulates improvements on local transportation and communications infrastructures and it creates recreational facilities which can be used by local communities as well as domestic and foreign visitors. Especially in developing countries, tourism helps to create skill labour, as local people needs to be trained to

work in tourism infrastructures. It also improve environmental education and intercultural understanding and communication, helping local people to interact better with the global community.

## 4.2 Regional Implementation of a Sustainable Tourism Strategy

Before speaking of the implementation of sustainable tourism, it is necessary to make a premise: it does not exist one-size fits all solution or recipe for the successful management of sustainable tourism, an effective strategy implementation must be decided only case by case. The sustainability of economic growth, though focusing attention on global competitiveness, should be defined and carried out taking account of the specific features of the territory and the environment. In operative terms, the various decisions for achieving sustainable growth of tourist activities must be made in the context of an overall plan for the use of the territory's material and human resources, taking into account the integration, compatibility and synergies within the territorial system, which is composed of several local subsystems: economic, social and environmental. (Fossati, Panella, '00).

### 4.2.1 Carrying Capacity and Potentiality of Local Areas

The first step for the implementation of a sustainable tourism strategy is the recognition of the potentiality of the local area and its capacity to absorb visitors so that such use is sustainable. In concrete terms this means the capacity to organize and take advantage of territorial identity and the measurement of the territorially *carrying capacity*, which according to the definition given by UNEP, is the level of visitor use an area can accommodate with high levels of satisfaction for visitors and few impacts on resources.

The concept implies that there are limits to tourists use; the major factors in estimating carrying capacity are environmental, social and managerial. Environmental factors take in consideration the size of the area and usable space, the fragility of the environment, wildlife resources, topography and vegetative cover, and specific behavioral sensitivity of certain animal species to human visitation. Social factors includes viewing pattern, tourists' viewing choices, visitors opinions and availability of facilities. Last the management procedures can be used to increase carrying capacity like reducing conflict between competing uses, provide adequate information and interpretation services etc. The utility of this concept is that it gives a limits to tourism growth before the negative externalities will destroy the environment (UNEP '94).

After having analyzed the potentiality of a territorial area, and territory's ability to support tourism, the further step is to set goals in a long-term perspective. Usually in the tourist sector firms tend to have short-term perspective; motivated by the objective of maximizing profits, they tend to favor an increase in tourism without taking into account carrying capacity, thereby often causing a loss in the attractive capacity of tourism and thus in the comparative advantages of tourist areas (Fossati, Pannella '00).

### 4.2.2 Sustainable Tourism Goals

The "tourism product" is a mix of private and public goods, whose success is dependent on various factors: attractions (monuments, natural parks, etc.), accessibility (air connections, road infrastructures, etc.), accommodation (hotels, camping, etc.), infrastructure (sewage systems, telecommunications, etc.) and superstructure (restaurants, banks etc.) (Nijkamp '00).

The final aim of tourism industry is to attract visitors; therefore the major goal of a successful tourism strategy should be the improvement of quality referred to a "tourism product" in a local area. In the tourism sector the concept of quality goes beyond the difference between the services expected and the services received, but is the result of an experience process undergone by consumer leading to global trust in the area destination and the appreciation of the characteristic of

the tourist environment in all its components. Quality means that the customer is globally satisfied with the services, eager to come back, and to recommend the product to others.

As fully demonstrated by the industrial sector, the quality process obliges to define the goals of the economic action to be carried out, to design a plan to achieve them, to constantly control its application avoiding any dispersion of energies, time and financial resources, in other word it requires joint actions (Corigliano '00). In order to achieve a better quality of tourism, which is at the same time sustainable, it is necessary that a tourism strategy will be incorporate effectively into overall sustainable strategies. For example, regional development strategies for areas containing water resources that are potentially attractive to tourism, should carefully consider the availability of those resources in an integrated manner that considers all potential water users (Neto '02).

To the end that tourism, especially in developing countries, will be an efficacious instrument for economic growth and local development, it is necessary that considerable effort will be made to effectively involve local inhabitants in the tourism activity. Tourism can represent for those people a valid economic alternative, with the additional advantage that these inhabitants can be converted in the most efficient conservationists of these natural areas, since their welfare depends on the preservation on the quality of the environment both natural and socio-cultural (UNEP '94).

#### *4.2.3 Sustainable Tourism Instruments*

The translation of sustainable tourism goals into actions requires several policy and managerial instruments, realized both at private and public level. At the base there should be an effective tourism strategy, which, in order to reach the goals of sustainable tourism and regional development, should pay particular attention to the following recommendations.

First of all, the success and the ability to reach the goals will hinge on the implementation of national and local policies formulated in consultation with local stakeholders with the view to guaranteeing their applicability. According to Mr. Bertucci, who directed in 2001 the UN "International Colloquium on Regional Governance and Sustainable Development in Tourism-driven Economies", the promotion of decentralization and the strengthening of local governance can allow greater representation and participation of all stakeholders in the decision-making process, as well as closer involvement of citizens and indigenous peoples in the policy process and governmental discussions, achieving in this way a more democratic and participatory approach to governance. In tourism driven economies it is vital to ensure an integrated approach to development, with vertical co-ordination (between central and local government) as well as horizontal co-ordination (between policies and programmes regarding the various functional areas of the tourism industry at a local level), in order to face the challenges and to exploit the synergies given by this sector.

Of great importance in this context are the communications infrastructures and the information system in general, because they enable to achieve a horizontal relational system among local actors for the sharing of common objectives, as well as a vertical system with the other territorial systems. It is also necessary a creation of a system of relations among the various operators, through an information system capable of permitting the individual actors to carry out systematic measuring of the main costs and benefits from initiative taking place in the territory, thus allowing operators to assess the economic advantages of these initiatives and to undertake investments in the territory (Fossati, Pannella '00).

An effective and strong sustainable tourism strategy requires information and education to make stakeholders aware of the environmental problems and their role in it. It also serves to show how they can contribute to the solution of those problems and it increases public support for government policy (Nijkamp '00). Broad information, education and awareness campaign is fundamental to raise awareness among visitors of their own environmental responsibilities and to enhance the quality of environmental information provided by the tourism industry for their visitors. An effective focused marketing strategy is a valid support for the promotion of the sustainable strategy undertaken by the

local area, giving a competitive advantage over the competitors.

Environmental education should become part of tourism training, which should be based around managing and improving the appeal of environment and heritage as part of the tourism product. Local communities should be effectively involved in tourism product development, there is a need to create small-scale entrepreneurship that would ensure authentic local attractions and support local indigenous people to become involved into tourism through direct and indirect employment opportunities.

In order to guarantee a dynamic process it is important to build improved links with academic establishments and utilize their sustainable tourism research and training activities. Environmental innovation is necessary to provide a strategic resource enterprises can count on for further develop their own regional sustainable tourism strategy and to be competitive on a local market (Tourism & Environment Forum '02).

Tourism involves the development of a very wide range of equipment and facilities; a first priority is to design facilities with minimum environmental impact, like buildings that use recycled material, and low quantities of water and energy. Where possible, internal electrical generation from water wind and sun should take place. It is therefore important that sustainable design and operated facilities advertise this fact, and that regulation is taking place to ensure and promote sustainable facility design (Eagles '97). The role of development banks in promoting environmentally friendly infrastructures and establishments is significant, with the financing of eco-design initiatives according to the criteria developed by the government.

Thus, the most direct tool for promoting sustainable tourism involves the use of regulatory mechanisms, such as, integrated land-use planning and coastal zone management. In particular mass tourism should be carefully monitored, regulated and sometimes even prohibited in ecologically fragile areas<sup>7</sup>. In addition to regulation, government should also use economic instruments to promote sustainable tourism as well as pollution taxes to reduce discharges and to generate funds for proper treatment and disposal and with permissions or quotas for the amount that a company is permitted to pollute. In a free market economy, the economies actors will only attempt to maximize their own utility, thus external cost still not be reflected in prices. The best way to deal with externalities is thus to internalize them through taxes, so that the full costs of production are reflected in prices (Neto '02). The government furthermore can contribute providing infrastructures to make it easier for the private sector or tourists to act more environment benign, this type of infrastructure can also be supplied by the private sector or by public-private partnership (Nijkamp '00).

This method alone, however, has often proved to be inefficient. Regulations should be supported and enforced by other tools, more effective and flexible like self-regulations, through the progressive adoption of Environmental Management Systems. In the tourism industry, the most commonly used instruments for starting up an environmental management system have been environmental quality labels (eco-labels), which have proved to be effective marketing instruments that can improve the environmental quality of the tourism product, on a very similar level there are environmental prizes and recognition awards. At the same time, competition is being increased between different environmental awards, but this is also having a perverse effect, the profusion of eco-labels instead of helping tourists to make their holiday decisions may confuse them. It is important then to find coherence in the local application of eco-labels and to advertise them in the best way.

#### *4.2.4 Sustainable tourism monitoring and enforcement*

Policies and programs come to naught if an effective enforcement and monitoring system is not in place. The lack of enforcement of environmental rules results in environmental degradation and thus diminishing the attractiveness of the place. Some countries have difficulty in enforcing resource and visitor management regulations, this is due to underfunded tourism agencies, political corruption and bribery, as a result their sustainable tourism strategy do not reach their market potential (Eagles '97).

A solution to this problem could be the creation of an "ombuds" office to encourage

government and industry compliance and diligent self-regulation, and to support NGOs facilitating community-driven initiatives that strengthen local control of tourism (Anon '99). But an operational procedure that is based on participatory appraisal monitoring and evaluation of tourism is the only way to guarantee its effective implementation.

## BIBLIOGRAPHY

- ANTONIOLI CORIGLIANO M. (2000), *Tourism development through the quality area plans* in Fossati A. Panella G. (2000).
- BECHER A., BLAKE B. (1998), *Reflections on "Green Ratings"*, in [www.planeta.com/planeta198/0898rating.html](http://www.planeta.com/planeta198/0898rating.html)
- BETUCCI G. (2002), *Strengthening Local Governance in Tourism-Driven Economies*, statement prepared for the International Colloquium on Regional Governance and Sustainable Development in Tourism-driven Economies, [www.unpan.org](http://www.unpan.org)
- EAGLES P.F.J. (1997), *International Ecotourism Management: Using Australia and Africa as Case Studies*, in [www.ahs.uwaterloo.ca/rec/ecotour.htm](http://www.ahs.uwaterloo.ca/rec/ecotour.htm)
- ECEN (1999), *Influencing Consumer Behaviour Toward Sustainable Tourism*, [www.ecen.org/tourbhav.htm](http://www.ecen.org/tourbhav.htm)
- FOSSATI A., PANELLA G. (eds) (2000a), *Tourism and Sustainable Economic Development*, Massachusetts: Kluwer Academic Publishers.
- FOSSATI A., PANELLA G. (2000b), *Tourism and Sustainable Development: a theoretical framework* in Fossati A., Panella G. (2000a).
- GIAOUTZY M.- AIJKAMP P. (1993), *Decision Support Mode for Sustainable Development*, Aldershot, Avebury.
- KELLER P. (2002), *Management of Cultural Change in Tourism Regions and Communities*, [www.unpan.org](http://www.unpan.org)
- LANZA A. (1999), *Lo sviluppo sostenibile*, Bologna, il Mulino.
- LOSURDO F. (2000), *Social expectations and sustainable tourism development* in Fossati A. Panella G. (2000a).
- MARKANDYA A. (2000), *Economic instruments for sustainable tourism development* in Fossati A., Panella G. (2000a).
- NETO F. (2002), *Sustainable Tourism, Environmental Protection and Natural Resources Management: Paradise on Earth?*, in [www.unpan.org](http://www.unpan.org)
- NIJKAMP P. (2000), *Tourism Marketing and telecommunication: a road towards regional development*, in Fossati A. Pannella G. (2000a).
- POTTER B.(1996), *ECOSTAR: A Program for Identifying Ecotourism Activities that Support Sustainable Development in Coastal Regions* by Frankic A, Lynch P [www.irf.org/irecostr.htm](http://www.irf.org/irecostr.htm)
- SHANKAR T.S. (2002), *Call to promote tourism in southern states*, in [www.hindinet.com/thehindu/2001/10/30/stories/04302238.htm](http://www.hindinet.com/thehindu/2001/10/30/stories/04302238.htm)
- SHORES J.N. (1995), *The Challenge of Ecotourism: a Call for Higher Standards*, [www.planeta.com/planeta/95/0295shores.html](http://www.planeta.com/planeta/95/0295shores.html)

UNEP (ed) (1995), *Environmental Codes of Conduct for Tourism*, Technical Report n.29.  
UNEP (ed) (1994), *Guidelines: Development of National Parks and Protected Areas for Tourism*,