

Francesco Antonio Anselmi

**SUSTAINABLE TOURISM
DEVELOPMENT**

**Ecotourism and Governance
of Glocal Tourism**

FrancoAngeli

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*To my family, Giuseppina, Davide and Daniela,
my pride and light of my life.*

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PREFACE

This work is composed of three papers in which the author seeks to highlight three different aspects of tourism that have appeared in a unique and impactful way at the end of the twentieth century. They are: 1) the sustainability of the development of tourism; 2) a new typology of tourism: eco-tourism; 3) a new way to govern tourism in the age of the second globalization, summed up by the words: “Think global. Act local”.

The first section is entitled “Sustainable Tourism Development: A Guide for Local Planners” and it discusses a chronology of positive and negative impacts on the environmental, socio-cultural and economic nature of resources.

Sustainable tourism represents a strategy to ensure vitality in the industry. It aims to protect nature from the impact of human activities, given that in the past, mass tourism, which seemed to be a strategic economic sector for the national economy and even more so for the local economy, entered a period of crisis, as it had been less attentive to nature and the environment in general and had few prospects of emerging from the crisis given the global changes taking place.

It should be noted that the development of sustainable tourism represents an integrated management of resources so that all economic, social, and aesthetic needs can be met, while sustaining biological integrity and the basic conditions for life. This will be increasingly necessary in the future and involves both economic sustainability and environmental sustainability.

We are aware that the quality and the conservation of environmental, natural, and man-made resources are constitutive elements of a new well-being, not only a function of economic development based on quantitative criteria.

Hope, therefore, is placed on a model of soft economy based on knowledge and innovation, identity and history, creativity and quality, com-

binning social cohesion and competitiveness and drawing strength from communities and territories. Territories are positively connoted by possession and by the power of relational and social capital, and thus blend the heritage of their roots in innovation through research with new technologies in the implementation of development policies that play key roles in the landscape environment and are binding not only for the actions of the actors involved but for the variety of the policies themselves.

This research begins with the examination of the impacts that tourism has had from an economical, socio-cultural, and environmental perspective. It continues with an analysis of the environmental qualities of the tourist industry, with the indicators to measure sustainability and the policies for a sustainable use of the environmental resources at the local level, which involve the networks of the various cities.

The principal aim of this research is to fill two gaps in the current literature on sustainable tourist development: 1) the positive relationships between growth and tourism at the regional (local) level in associated models of endogenous growth of a tourist specialization; 2) the functions and the institutional duties of the public and private sector for a sustainable tourist development in theoretical terms, with a view to empirical data and “best practices”.

The second paper is entitled “Ecotourism: a New Typology of Tourism, Characteristics and Potentiality of Development in Italy”. At first, the work focuses attention on the ideology of ecotourism, which advocates a lifestyle that features two historical currents of experiential and existential tourism; the importance of the return to the nature, that gives us insight into our impact as human beings, and also a greater appreciation of our own natural habitat, or rather, of the authenticity of human existence. The topic is part of sustainable tourism and the main elements that characterize it include, in addition to tourism in protected areas, an educational and interpretative approach to nature and the local culture, the respect of tourists for the environment and the different culture of the destination, the preservation of local culture, and the benefits for the socio-economic development of the local community.

In the second part of the paper, the Italian ecotourism market is analyzed in the prevailing form of nature tourism, which has become very important. At a global level, the tourism sector is one of the fastest growing, while in Italy, growth rates similar to those of the world market are observed only for forms of ecotourism and nature tourism. These types of tourism are aimed at protecting nature from the impact of human activities; the very presence of tourists creates negative impacts on this natural heritage and possibly also on local communities. The benefits of ecotourism, therefore, are not created authentically; within an area to be protected, tourism must be managed to avoid

damaging the features that attract it. The tourists themselves are focused upon, their education, their distribution in various receptive structures, their origin, their preferred activities, etc. Among the main destinations of this new and growing tourism demand are protected areas, primarily the national parks that attract a spending capacity that was estimated at 12,007 million euros in 2015 (Gazzetta del Turismo e dei Viaggi, Turismo Natura secondo Ecotur, Google, 16 May 2016).

In conclusion, this study seeks to spread the values of ecotourism, giving a recognizable economic value to nature without destroying it, to develop a type of tourism that strengthens the protection of nature and culture, creating lower environmental impacts and, finally, it seeks to highlight the importance of local authorities and private operators in this sector, who have more serious problems in the Italian market than in other markets.

In the third paper, we examine some innovative aspects of tourism in a discussion entitled “Governance of “Glocal Tourism”, which is the reconciliation of two aspects of tourism in the early twenty-first century: Globalization and Local Identity. Globalization and local identity are fundamental and equivalent processes within society. The chapter reveals innovative aspects of the sustainable tourism phenomenon that favor development, arising from globalization, which has radically changed human life, and initiating research processes by philosophers, sociologists, historians, and theologians (among others Kung, Hans. *A Global Ethic for Global Politics and Economics*. Oxford: Oxford UP, 1998. Print; Morin, Edgar. *Penser l’Europe*. Paris: Gallimard, 1987. Print.), who have developed a successful concept: “Think globally, act locally”. This idea has been proposed in different contexts with different variables from professionals in other fields, defining it as “glocal” (neologism introduced by the English sociologist of Polish origin Zygmunt Bauman (Z. Bauman, *Dentro la globalizzazione. Le conseguenze sulle persone*, trad. it., Rome-Bari, Laterza, 1999) and which has consistently influenced tourism activity. In fact, in the chapter we note that tourist activity requires a general knowledge of the specificity and uniqueness of other places (global need) and the intertwining of facts that operate at the level of impacts on the territories (local needs). In short, glocal tourism is a field where all actors must put into practice an ethos of responsibility to safeguard the uniqueness and traditions that have made the territory an economic and cultural store of value to be managed with dynamic and innovative criteria, and this entails a more in-depth knowledge of the system and leads to its becoming exclusive and imitation-proof with respect to factors of global competition.

The tourist in this stage of globalization creates a direct relationship with the places visited, with the land and its historical memory, its culture and its environment, revealing aspects of authenticity, uniqueness, spontaneous products, which often were not created for tourism and which cannot be found in another part of the world (local aspect). Today, tourism is a phenomenon involving a range of social actors, operating in and around the local resources that can create reports based on: the delicate balance between visitors, local communities and the environment; the awareness of critical environmental and cultural differences between places; the strong dependence of tourism activities on the quality of local resources. In addition, the development of tourism in general must guarantee the integrity of the ecosystem in which it is located and must still become part of a project for overall socio-economic development at the local level, consistent with the more general choices of development on a global scale, ensuring the full involvement of stakeholders, so that all actors can express their potential for development. These aspects are incorporated in the term “Glocal Tourism”.

In this context, initially, the tourism product must become a “Local Tourism Offer System” (LTOS, whose acronym in Italian is SLOT, meaning “Sistema Locale di Offerta Turistica”) and with the prospect of becoming, in time, a “Tourist District”. There will be two winning strategies for the development of a destination, which over time will transform it not only into a tourist attraction, but an offer that includes services, facilities, and infrastructure that will enable the tourist to have an unforgettable positive experience.

Finally, these three sections create a line indicating a period of profound changes in tourism, related to anthropological and cultural changes of modern society that have led to changes in the eating habits of tourists and indeed have created a new way of thinking about holidays. The observed trends in the habits of tourists from the 90’s till now (2018) show an evolution in demand towards new forms of tourism and tourists, with an increasingly selective decision-making process oriented to the variables of quality of service, respect and safeguarding of the environment, and especially, a new price sensitivity. At the same time, the seasonal adjustment of tourist flows, the quantitative expansion of the tourism industry, the ever more complex segmentation of demand (by income, generation, levels of education, place of residence, eating habits, etc.), growth rates in volumes of tourism, the increasing amount of wealth held by consumers of tourism and “leisure” are driving the actors both in public and private tourism to reformulate their logics and methods so as to succeed in competitive markets.

This book deals with complex issues and anticipates future trends, aiming to be a useful tool for educational support to students and university faculties,

for institutions and associations, and to those interested in tourism that respects the environment and the well-being of local people. This is also a work that should encourage and promote Ecotourism, with the potential to meet each of these requirements and define new aspects of strategic planning and development of tourism focused on destinations in the sphere of glocal tourism.

This book also investigates the characteristics and problems of the tourism phenomenon, focusing on three aspects that highlight the uniqueness of direction required for lasting development, which must pursue realistic goals sustainability components over time – not only from the ecological, social, and economic point of view, but above all in the innovative dynamics of both the global and local aspect, called “glocal tourism”.

This book offers many insights into fascinating social, cultural, and economic factors related to tourism which are changing so fast that even commentators find it hard to keep abreast of them. This book will at least help the reader to understand what is driving these changes in tourism and what is likely to stimulate future changes.

The monograph reflects three recent studies undertaken to meet the needs of changing economic, social, and environmental factors in assuring the continuous growth of sustainable tourism.

In short, the monograph reflects the evolution, the changes, and the role of tourism management in the growing challenge and dynamics of economic, social, and environmental changes, examining the complex phenomenon of tourism in three chapters with closely related themes. The purposes of this monograph reflect significant changes in various aspects, such as economic, environmental, socio-cultural factors. The impact of tourism in the development of sustainable tourism in the glocal sphere involves: a) protection of the environment and heritage; b) ensuring long-term productivity; c) providing for greater fairness and opportunity between different countries; d) a new typology of sustainable tourism – “ecotourism” – nature tourism, which is unequivocally linked to natural tourism attractions.

Palermo, Italy, June 2018

Francesco Antonio Anselmi

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Palermo, Italy, June 2018

Francesco Antonio Anselmi

1. SUSTAINABLE TOURISM DEVELOPMENT: GUIDE FOR LOCAL PLANNERS

Abstract

The global awareness of the harmful effects caused by mass tourism and other unsustainable forms has encouraged the creation of tourism development models that are more respectful of the environment and local cultures. In conceptual terms, sustainable tourism for development implies the management of all resources based on criteria for the protection of the environment and its species and cultural promotion. Sustainable tourism is the realigned tourist activity in such a way as to meet the requirements of sustainability, becoming at the same time a test bed and a multifunctional growth engine, respectful of the natural system for the benefit of future generations.

The principal aim of this contribute is to fill two gaps in the current literature on sustainable tourism development: 1) the positive relationships between growth and tourism at regional (local) level in associated models of endogenous growth to a tourist specialization; 2) the functions and the institutional duties of the public and private sector for a sustainable tourist development in theoretical terms, empirical and of “best practices”.

In this contest we have examined, among other events in subject: the first World Conference on Sustainable Tourism of Lanzarote (Holden 1995) organized in 1995 by UNEP, UNESCO and Europe; the International Conference on the tourist development held at Rimini (June 2001), that underlined particularly how tourism uses big part of the resources that are public and how the local public sector had to assume a more active role, and also how a network of local governments has been proposed for the sustainability. The birth of the European Network NECSTouR aiming to develop and strengthen a coherent framework for the coordination of regional development programmes and research on sustainable and competitive tourism following the communication of the European Commission [(COM (2007) 0621 – 19-10-2007)]; the trial (experiment) of the “management model NECSTouR” in Tuscany.

Finally, in this paper it has been highlighted, for the competitiveness of the European territories, the decision of the European Commission, issued on the 22nd February 2013, that regards the ETIS (European Tourism Indicator System) which includes a list of critical issues.

The United Nations has designated 2017 the International Year of Sustainable Tourism for Development.

Key-words: Sustainable tourism • Environment and tourism • Sustainable tourism for Development

1.1. Introduction

Tourism as activity for the economic development of territories and States it has been for some decades place in prominence both by the researchers, and by the data, that unstoppably confirm a trend of growth of the sector on international scale. International tourist arrivals have increased from 25 million globally in 1950 to 278 million in 1980, 674 million in 2000, and 1,235 million in 2016. Likewise, international tourism receipts earned by destinations worldwide have surged from US\$ 2 billion in 1950 to US\$ 104 billion in 1980, US\$ 495 billion in 2000, and US\$ 1,220 billion in 2016 (UNWTO, 2017 Edition). In 2000 the world international tourism represented a 4.9% growth rate to current prices of the Gross Domestic Product (GDP) and a rate of the 6% of the international export (global). A few studies of the World Tourism Organization (WTO) (2002) pointed out that around the 7% of the workers in the world was employed in the tourist industry.

In 2011 the World Travel & Tourism Council observed the direct contribution to the Gross Domestic Product (GDP) of the world was estimated at US\$ 1,850 billion, by taking account of the pre-spending of tourist dollars, US\$ 5,992 billion. This amounts to a direct contribution of 2,9% and a total contribution of 9,1% to world GDP. The world travel and tourism industry supported 99 million of jobs and a further 160 million of jobs indirectly, some 8,8% of total world employment (World Travel & Tourism Council, 2011).

In 2016 the World Travel & Tourism Council (WTTC) has relieved at despite the ever-increasing and unpredictable shocks from terrorist attacks and political instability, to health pandemics and natural disasters, and it has continued to show its resilience, contributing direct GDP growth of 3.1% and supporting 6 million net additional jobs in the sector. In total, Travel & Tourism generated US\$ 7.6 trillion (10.2% of global GDP) and 292 million jobs in 2016, equivalent to 1 in 10 jobs in the global economy. The sector ac-

counted for 6.6% of total global exports and almost 30% of total global service exports (WTTC, 2017 Edition).

Today, as a worldwide export category, tourism ranks third after chemicals and fuels and ahead of automotive products and food. Tourism has become one of the major players in international commerce, and it represents at the same time one of the main income sources for many developing countries. This growth goes hand in hand with an increasing diversification and competition among destinations.

This global spread of tourism in industrialized and developed States has produced economic and employment benefits in many related sectors: from construction to agriculture or telecommunications.

The contribution of tourism to economic well-being depends on the quality and the revenues of the tourism offer. UNWTO assists destinations in their sustainable positioning in ever more complex national and international markets. As the UN agency dedicated to tourism, UNWTO points out that particularly developing countries stand to benefit of sustainable tourism and act to help make this one a reality.

Current developments and forecasts:

- Tourism is a major category of international trade in services. In addition to receipts earned in destinations, international tourism also generated US\$ 216 billion in exports through international passenger transport services rendered to non-residents in 2016, bringing the total value of tourism exports up to US\$ 1.4 trillion, or US\$ 4 billion a day on average;
- UNWTO forecasts a growth in international tourist arrivals of between 3% and 4% in 2017;
- International tourism represents 7% of the world's exports in goods and services, after increasing one percentage point from 6% in 2015. Tourism has grown faster than world trade for the past five years.

These very meaningful percentages explain the extremely articulated nature of the tourist industry, that understands different productive compartments, different among them (transports, receptive, refreshment, activity of intermediation and information, produced local, etc.), but all complementary ones within the tourist product.

At the same time and in particular way in the last two decades, nevertheless, it has been in relief from more parts the ambivalent nature of tourism. It can positively contribute to the economic, social and cultural development of the destination, but it can cause, at the same time, phenomena of environmental, social and economic degrade.

If until a few decades ago tourism was considered a sector of easy development and without requiring a lot in terms of planning, experience has noticed the contrary one: in absence of suitable public politics of planning, that contemplated to the tourist development in the long period, heavy negative impacts are ascertained on the tourist destinations of type economic, social and environmental. In fact, the increasing environmental pressures practiced by the tourist activities in the territories, underline a series of negative externality on the social and cultural identity, as the increase of the consumption of the primary resources (water, energy, etc.), the modification and the destruction of the mountain ecosystems, lake, coastal sea, the aesthetical and visual impacts, the pollution of the ground and the water, the erosion of the beaches, the congestion and the acoustic pollution, the increase of the mobility and the black job.

Besides, not only the natural environment, but also the historical and cultural heritage can suffer impacts from the tourist pressure. Among the documented cases the deteriorations of the religious statues at Katmandu are quoted in Nepal and the tomb frescos in the valley of the Kings in Egypt. Pollution is a negative element of tourism. Transports produce acoustic and of the air pollution.

Another source of pollution is that architectural that derives from the construction of great hotels and other structures that are not in tuning with the surrounding environment and that they don't respect any environmental criterions. In a lot of seaside resorts of the Mediterranean and in the South-western coast of Barbados the diffusion of constructions along the coastal areas they often obstruct the access to the beaches or they deny the natural sight on the sea. Again, tourism produces specific costs. The necessity of development and improvement of infrastructures for tourists (roads, airports, etc.) often asks for elevated expenses for the governments and for the local communities and it feels in some cases to sacrifice investments in other important areas as education and health.

Finally, the problem of the "tourist single-culture" is known. An economy based alone on tourism, particularly on mass tourism, determines strong risks for the countries that are not able to have a diversity of economies, in fact sudden decreases of the tourist demand, caused by external factors as economic recessions, natural disasters and terrorist threats, they can have a collapse on tourism and on the whole economy of the region.

In answer to these events it is gradually spreading, both inside the sector and in the international community, the notion of sustainable tourism, that extrinsic a model of careful offer to the guardianship of the natural resources,

to the promotion of economic benefits for the local populations and to the respect of the socio-cultural peculiarities of destination.

The taking of conscience to global level regarding the harmful effects provoked by tourism of mass or other unbearable forms it has favoured the birth and the express development of respectful models of tourist development of the environment and the local cultures, defined tourism sustainable.

This research begins with the examination of the impacts that the tourist activity managed under the followings aspects, economic, socio-cultural and environmental, and it continues with the analysis of the environmental qualities of the tourist industry, with the indicators of measure of sustainability and with the politics for a sustainable use of the environmental resources at local level, that involve the network of the cities.

1.2. The impact of tourism

Economic Effects of Tourism

Tourism is one of the economic sectors able to offer a meaningful contribution to the economic growth of a territory.

The fast growth of tourism in the last years has given a meaningful contribution to the various sectors of the economy and particularly to the labour market. Tourism directly produces occupation, through hotels, restaurants, souvenir shops and indirectly through the supply of goods and the necessary services for tourist activities. Besides, tourism has contributed and it contributes in consistent measure to the tax system of a country, thanks to direct taxes, direct contributions and indirect taxes.

According to the World Tourism Organization (WTO) around 7% of the workers in the world is employed in tourist industry. From the other side, the tourist industry has produced negative effects in economic terms and also positive and negative collateral effects, that will be considered in the following pages of this study.

The economic impacts of tourism, or any economic activity, can be grouped into three categories: direct, indirect, and induced. *Direct Impacts* are those arising from the initial tourism spending, such as money spent at a restaurant. The restaurant buys goods and services (inputs) from other businesses, thereby generating *Indirect Impacts*. During the direct and indirect impacts the value of expenditure, income will accrue to local population (in the form of salaries, wages, profits, rent and interest) that will, in part, be spent in local economy, on various goods and services generating yet further economic activities, thereby generating *Induced Impacts*. Of course, if the