

Tourism challenges of (un)sustainability

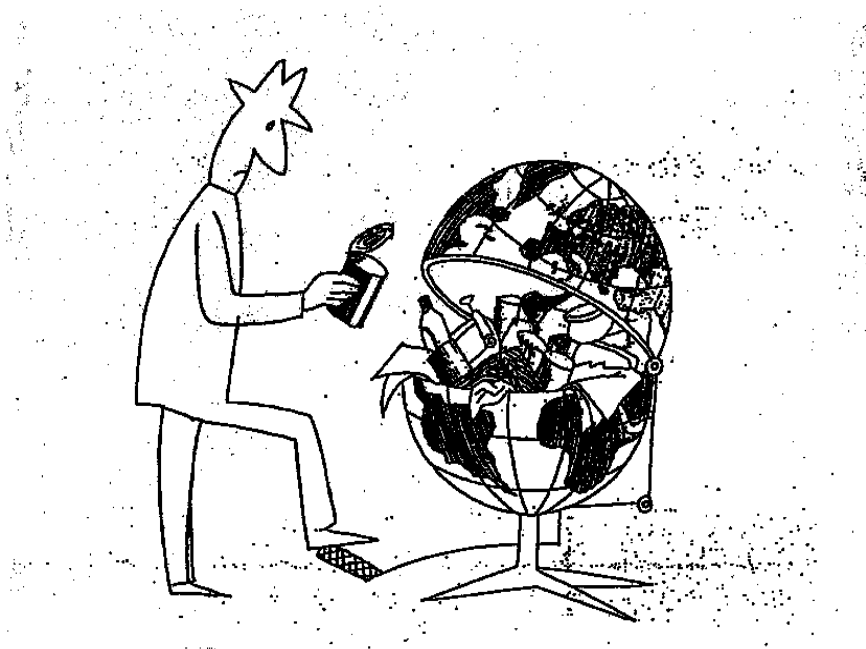
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- 1. Tourism and environment**
- 2. Redefining sustainability**
- 3. What sustainable tourism could mean**

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3 dimensions of tourism – nature

- Nature is often key resource
- Tourism can suffer from pollution (climate change)
- Tourism pollutes (ecological/carbon footprint)



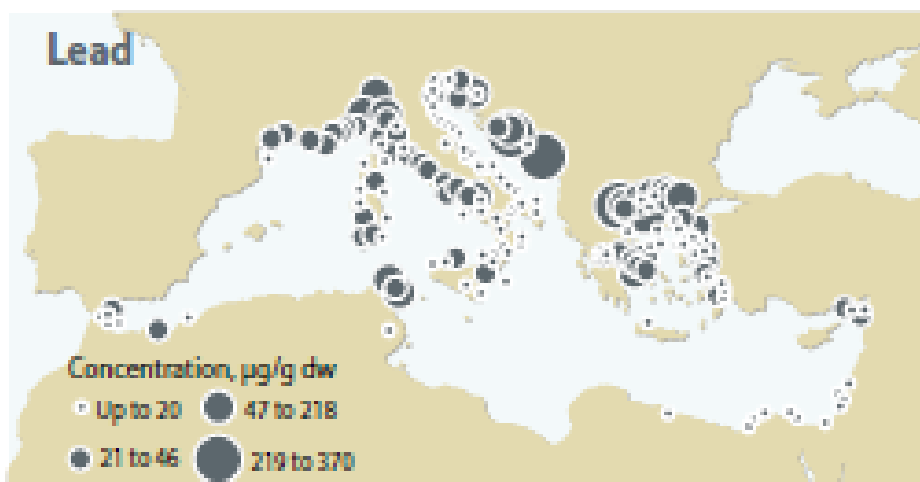
STATE OF THE MEDITERRANEAN MARINE AND COASTAL ENVIRONMENT

2012

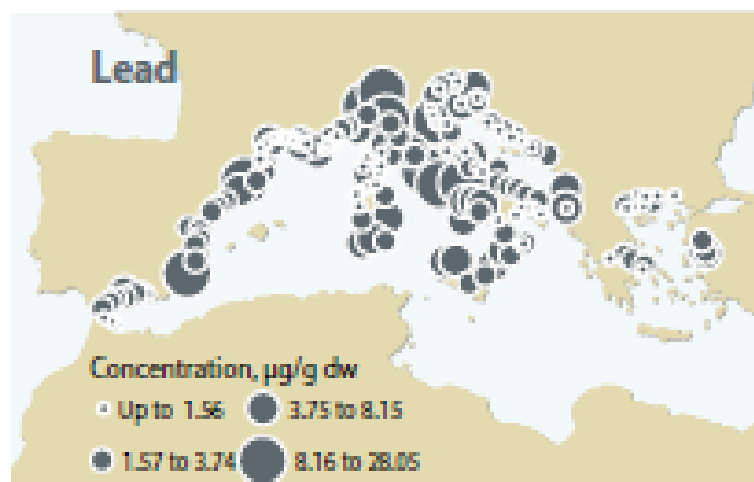
HIGHLIGHTS FOR POLICY MAKERS

Mean concentrations of trace metals

In sediments

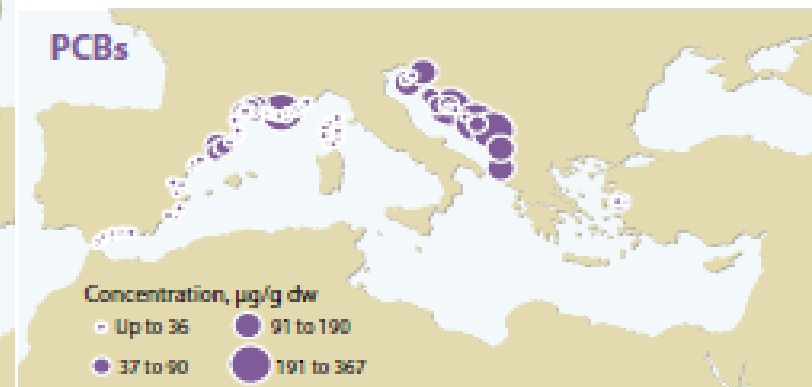
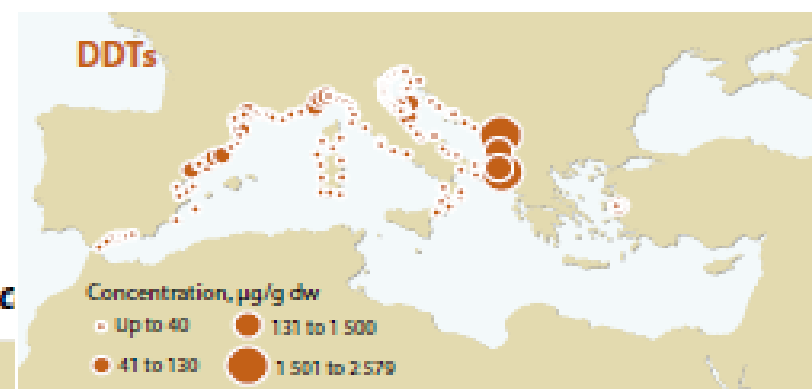
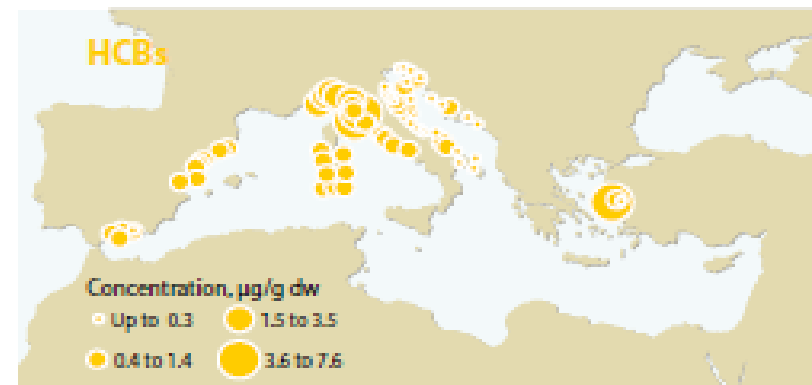


In Blue Mussels (*Mytilus galloprovincialis*)



Mean concentrations of Persistent Organic Pollutants (POPs)

In Blue Mussels (*Mytilus galloprovincialis*)

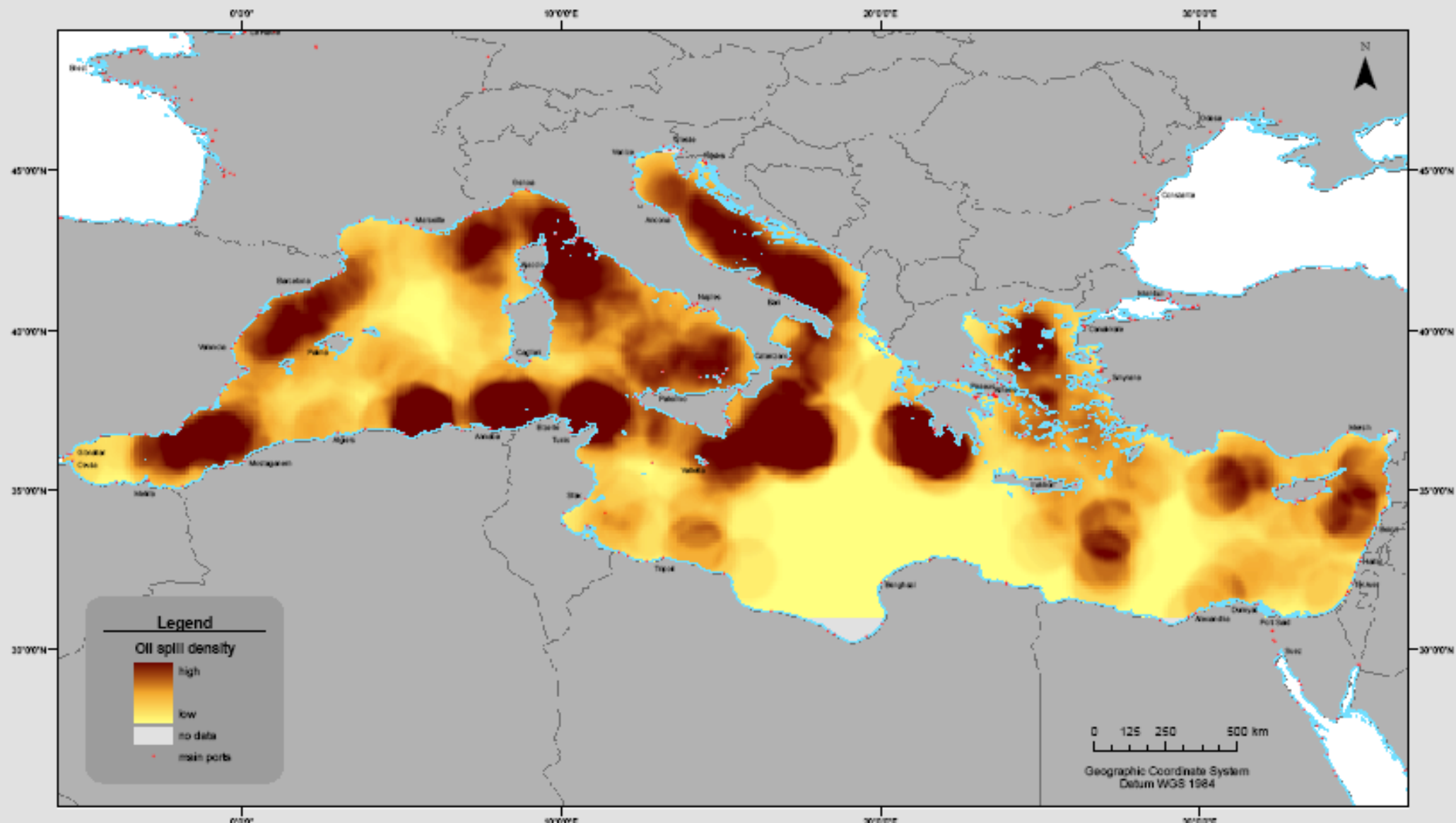




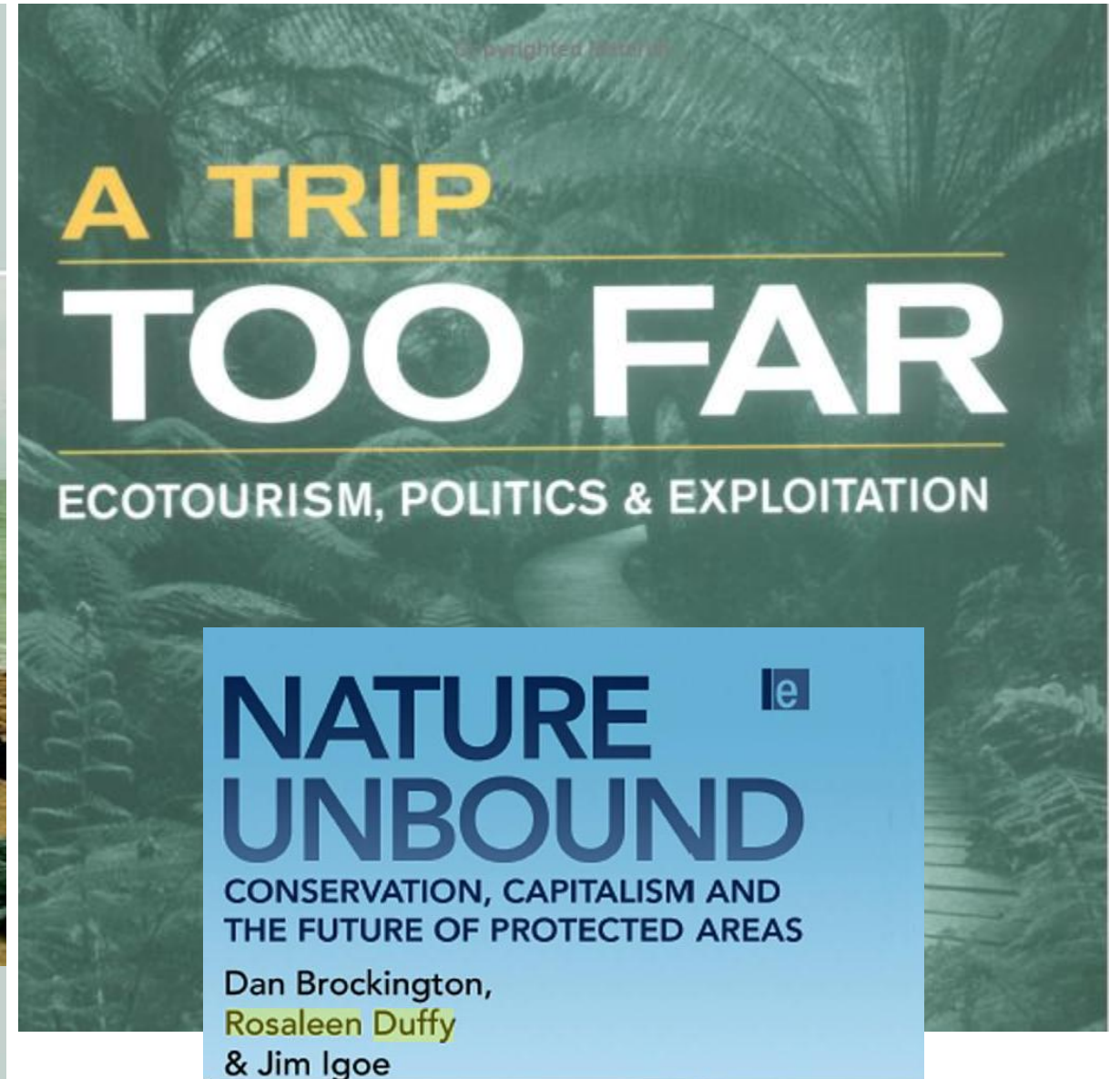
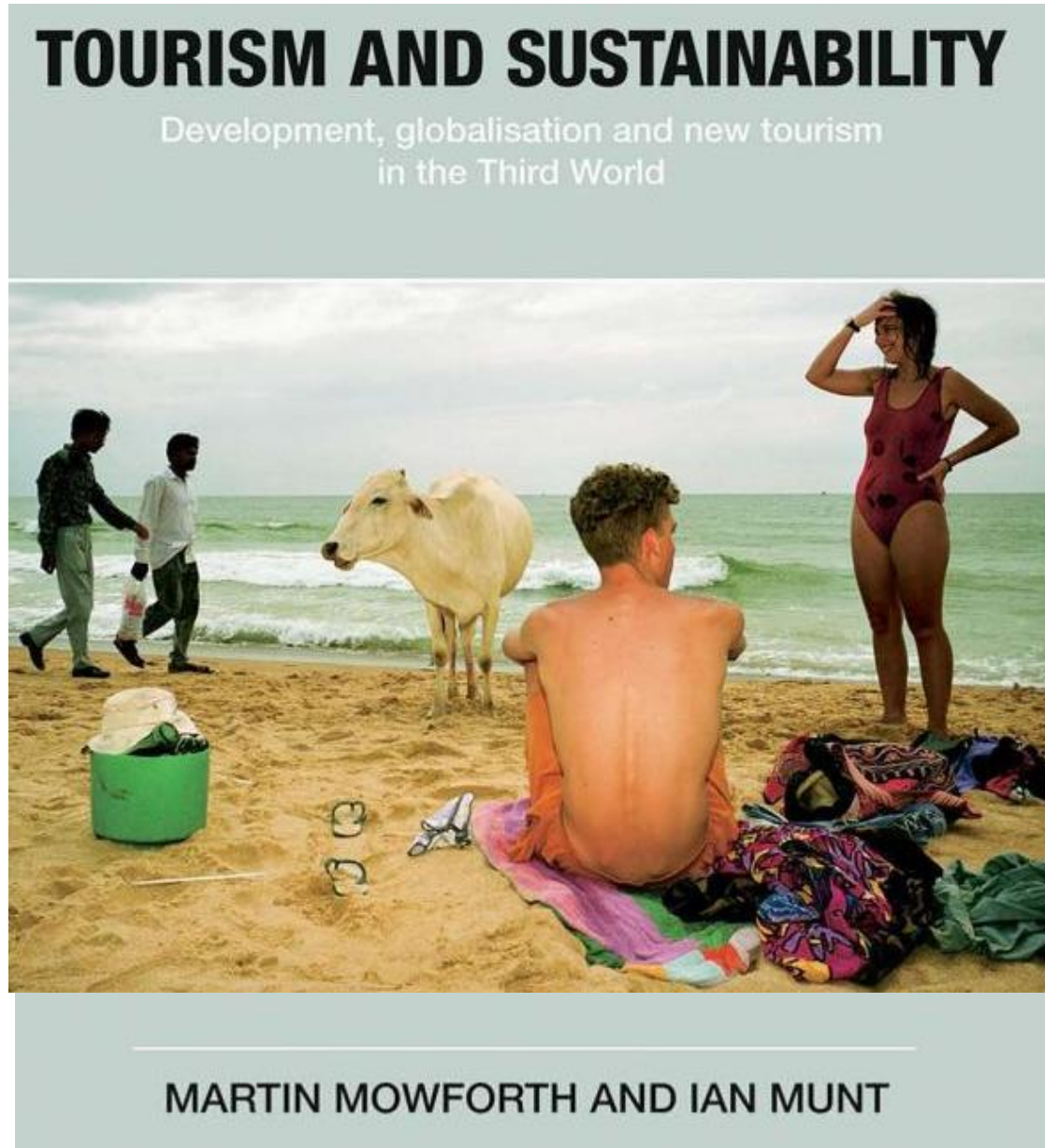
European Commission

Oil spill normalised density - Mediterranean Sea - Year 2002

This map is derived from the oil spills detected from SAR images during the year 2002.
The spill density has been spatially normalised to the spill widths and the number of images available for the detection.
More information can be found on the website of the Joint Research Centre - European Commission at: <http://serac.jrc.it/midiv/>



Critical review literature



1. Tourism and environment
- 2. Redefining sustainability**
3. What sustainable tourism could mean

Sustainable development

*meets the needs of the present without
compromising the ability of future generations to
meet their own needs.*

(Brundtland commission)

Dangers of vagueness

*meets the **needs** of the present without
compromising the ability of future generations to
meet their own **needs**.*
(Brundtland commision)

Not very
precise

Wide variety of
interpretation

Antropo-
centric

Every vision needs clear objectives ...

Sustainable development

Exploitation < *regeneration*

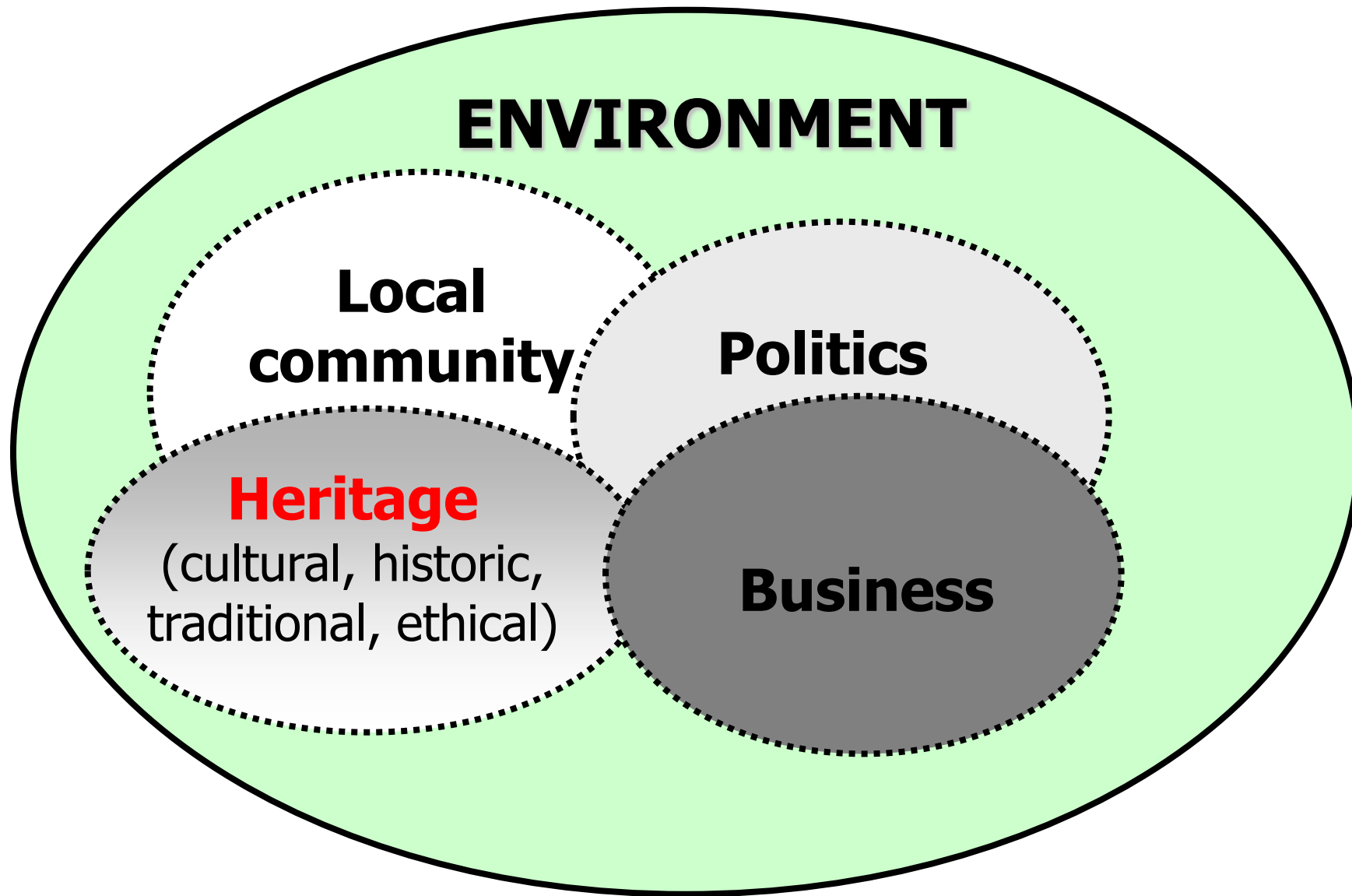
If you cannot measure you cannot manage

Indicator based approach in planning and management is the future ...

- European Tourism Indicator System (ETIS) for Sustainable Management of Tourist Destinations
- Ecosystem services and wellbeing indicators
- Crowding and carrying capacity

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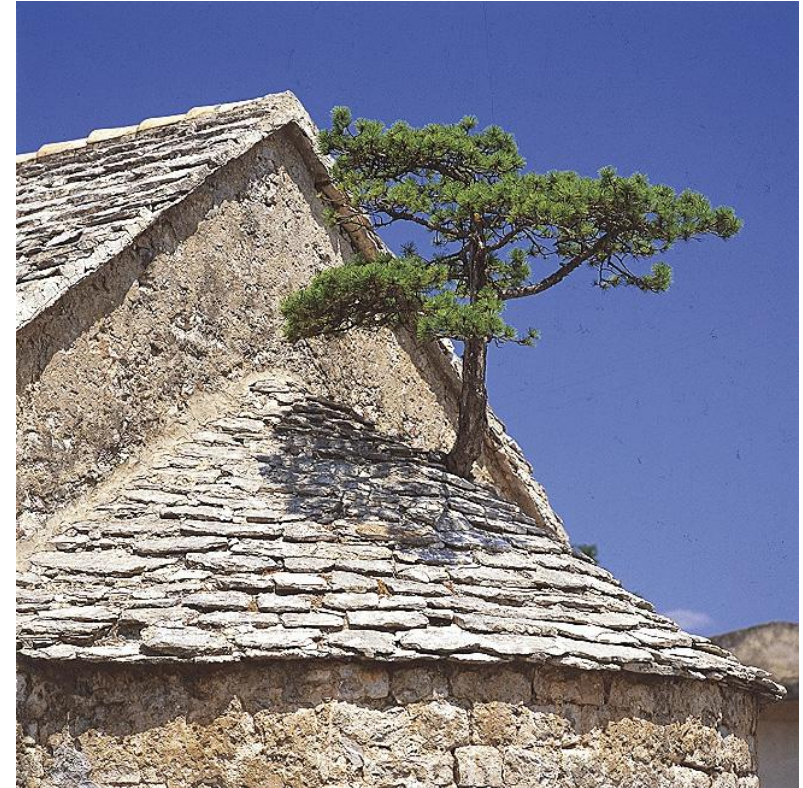
ST as the process to develop synergy between human systems to contribute harmony with environment

Heritage

- natural
- traditional
- historic
- cultural

heritage is

- comparative advantage for business development,
- Renewable resource 😊



*Heritage for development
and
development for heritage*

*Sustainable development
in practice*

=

quality care

(protection of heritage)

+

income generation

(responsible use for local profit)

+

public benefit

*(benefit for local and global
community)*



World trend - marine managed areas
as drivers of
Nature protection and economic prosperity



benefits

- Longer stay of tourists, their grater satisfaction
- New jobs (rangers, diving, souvenirs, field trips...)
- More revenue of the stays locally, stronger "branding",
- Better local fishing
- Support for traditional lifestyle



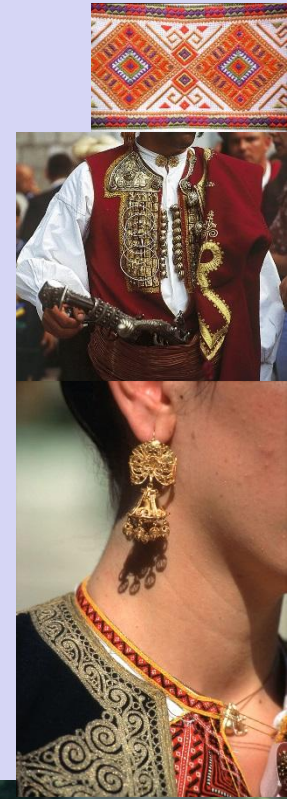
Reconstructing former military building into Marine Research, Education and Visitor Centre

- ❑ A high profile tourist attraction with state of the art exhibitions.
- ❑ Interdisciplinary study programs developed with University partners:
 - **Biology and ecology research**
 - **Marine conservation;**
 - **Sustainable development of islands**
- ❑ **Licensed Educational programmes** for high-school, primary-school and kindergarten;



Traditional heritage

Already existing
“products” and / or
experiences that refer to
the tradition (values,
customs, folklore,
religion, lifestyle,
handcraft, crafts, skills...



Reviving heritage - Gajeta Falkuša, (ARS HALIEUTICA)

- rescuing ship building tradition in form of ship and the skill
- Built replica based on "remains"
- Used in EXPO presentations for promotion of Croatia
- Business opportunities



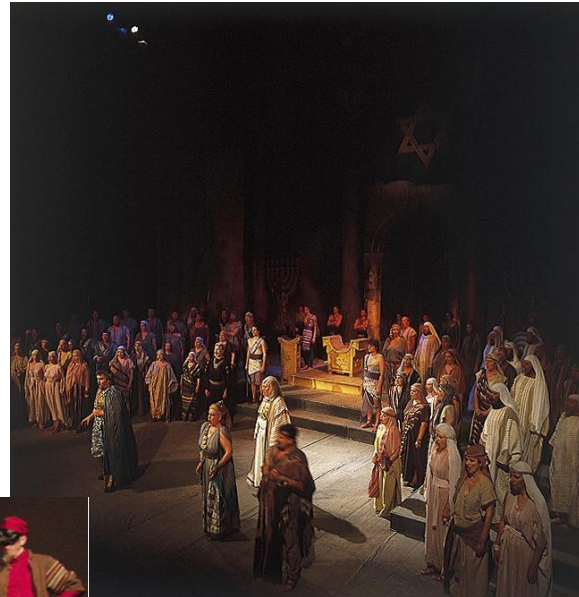
Eco-agriculture and gastronomy

- The quality of existing "resources" + green labeling
- Support to the family farming
- Maintenance of arable land (erosion, fires)
- Health, local identity



Reviving old and creating new cultural, art events

... sensible profit making through cultural management



Arheology

- Currently only seldomly used as added value for tourism
- great threats of robbery and destruction
- interpretation of past, replicas are very valued as gifts and souvenirs





Underwater archeological heritage **threatened:**

**8 Pitos of 1.200l (100BC), 25m
600 amphorae (400 AD), 22m
800 amphore (100BC), 27m
Napoleon ship wreck remains**



Protected and utilized (Epidaurum Centre Cavtat):
Local diver reported the site to the authorities.
Site was protected and consesion given to the diver.

Status and future of ST practices

Interdisciplinary, cross-sectorial nature of tourism provides a huge array of topics dealt with by business, academic and governance sectors.

ST takes part in many various EU bodies and can be traced in areas promoted by the 2020 strategy as the Flagship initiatives (resource efficiency, innovation, youth, digital agenda, jobs...).

Focal point is needed in order to make policies more effective in achieving "smart, sustainable, inclusive growth".