SEEKING NEW APPROACHES FOR TOURISM ALONG THE MEDITERRANEAN

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General aspects of tourism

In a very general sense tourism can be described as the movement of people to destinations of their interest. But this movement is temporary and at the end they go back to their habitats where they permanently live. During these temporary stays, these people called tourists, create a large sector which is in charge of meeting their needs by all means. In practical terms that means a serious of impacts on the environment, economy, physical, social and cultural values of receiving countries and regions. Sometimes contributing their development process, but sometimes upsetting delicate balances. And, the main direction of tourism movement has been from developed towards underdeveloped, from urban towards natural and rural, from industrialised regions and countries towards pre-industrialised ones. In other words from the rich towards the poor.

Tourism movements have gained an increasing acceleration since 1950's all around the world. And, due to increased mobility, leisure and higher incomes it turned into a mass movement concentrating on certain periods of the year and on certain regions and countries. That means tourism became a major economic and social issue, or, a large profit on which the number of share claiming groups continuously increase.

Very often tourism is regarded as an instant solution to economic problems. although socio-economic development and tourism are very much interdependent, interest towards tourism has been growing rapidly because: (Jansen-Verbeke, 1993)

(i) World wide tourism is a fast growing sector from which many areas can benefit in various ways. The initial investment costs are relatively low. Natural and man made resources can be developed into tourist products. The return on investments takes relatively short time. When planned properly local people and economy can be benefited considerably.

(ii) Although the clear evidences of environmental degradation caused by tourism especially in vulnerable areas is still considered as a pollution free industry.

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Abstract

So far our attitude towards handling and organising tourism has been quite primitive thus needs questioning. Instead of taking this process as an integrated system, all we did was to focus only on short term monetary profit. That is why avoiding all the unique values, which can hardly be rated on the basis of such kind of profit, resulted in degradation. Irreplaceable pieces of natural and cultural heritage have been sacrificed for short sighted benefits.

Although whole Mediterranean Region seems to share similar features, the diversity and variety from one country to the other, from north to south and from west to east due to ecological, social, cultural and other factors which in combination are the main reasons of uniqueness within each sub region have been forgotten. As a result of this attitude when Mediterranean coasts are considered the major attractions remained as the beaches, the sun, a little bit of cultural interest by means of archaeological sightseeing to follow the fashion very often ignoring the present day's culture, authenticity and more important than that, the existence of local people, their traditions and folklore. Such an approach created the phenomenon of today all around Mediterranean which we don't like to see, but we don't also do much to change or stop. As long as the trend continues for standardising everything this degradation and destruction seems to continue.

The time has come for us to see and understand the mistake has been made to accept tourism as a pollution free sector. We need a proper revision to correct this misunderstanding, because tourism does harm and pollute natural, cultural and social environment as much as other activities and perhaps more in some cases and undoubtedly at a larger scale.

Résumé

Jusqu'à présent la gestion et l'organisation du tourisme ont été considérées d'une manière assez primitive. On n'a pas imaginé le tourisme en tant que système intégré, mais on s'est concentré plutôt sur le profit monétaire à court terme. Ce qui a fait qu'en négliceant toute valeur unique, qui peut être difficilement évaluée en termes de profit, on a abouti à une dégradation. Des témoignages natureles et culturels irremplaçables ont été sacrifiés au profit d'avantages à court terme.

Malgré la similarité des situations dans la région méditerranéenne on ne peut pas oublier qu'il existe une diversité et des différences d'un pays à l'autre, du nord au sud, de l'ouest à l'est liées à des facteurs écologiques, culturels et d'autres qui rendent chaque sous-région unique. Une telle attitude a mené à considérer les côtes méditerranéennes comme les attractions majeures, avec les plages, le soleil, un petit peu d'intérêt culturel qui se manifeste par le tourisme archéologique et qui suit la mode en négliceant très souvent la culture de nos jours, l'authenticité, ce qui est encore plus important, l'existence des populations locales, de leur traditions et de leur folklore. Une telle approche explique ce qui arrive aujourd'hui dans tout le pourtour méditerranéen; on ne l'accepte pas et pourtant on ne fait pas grande chose pour le modifier ou l'arrêter. Dans la mesure où cette tendance à la standardisation continue, la dégradation et la destruction semblent être inévitables.

L'heure est venue de prendre conscience de l'erreur faite qui consiste à considérer le tourisme en tant que facteur non polluant. Le tourisme aussi abîme et pollue l'environnement naturel, culturel et social dans la même mesure que d'autres activités et peut être même plus dans certains cas et sans aucun doute à une échelle plus vaste.

(iii) In many countries and regions tourism is considered as a prestigious sector in which large scale infra structure projects are involved. This feature of tourism industry attracts the attention of the masses and the policy makers.

According to Mathieson and Wall (1993), more than 270 million tourists spend 92 billion $ (US) annually in places outside their own countries. This is one of the largest items in the world's foreign trade. In spite of serious economic problems tourism sector tends to continue expanding, covering many other directly or indirectly involved sectors. The total number of tourist arrivals in general has six folded since early 1960s. According to the data provided by World Tourism Organisation the number increased from 80 million in 1962 to 476 million in 1992. And 200 million of

these arrivals occurred between 1982-92. Within the same period tourist revenue has been 35 folded most of which belonging the last decade. According to the estimates of Word Tourism Organisation same growth rate should be expected in the future. In other words the number of tourist arrivals is likely to be 638 million and the revenue is 527,000 million $ (US) by the year 2000 (Montanari, 1991). As these figures may indicate tourism is a very interesting sector in which large number of mobile people, numerous professional disciplines, various industries and trade, a huge monetary power, various investment areas, population of the host countries and above all, environmental values are involved. But this large sector is very sensitive and success is closely related to number of factors:

(i) a high proportion of the costs are fixed or semi-fixed while the demand is often concentrated into one or more peak seasons,

(ii) the tourist product is perishable: unoccupied beds cannot be stored for periods of high demand,

(iii) there is no flexibility in supply: the number of beds is fixed as demand fluctates,

(iv) the tourist product has a fixed location and cannot follow the customer,

(v) the accommodation industry needs highly qualified and expensive man power which is most efficiently used only during the tourism season,

(vi) tourism is extremely sensitive to any disturbances such as economic problems, political-administrative crises, safety considerations associated with the origin and destination countries (Baud-Bovy and Lawson, 1977).

Tourism industry must consider the paradoxical requirements of tourists. For example: tranquillity and rest but also facilities for entertainment and sport; anonymity but also the opportunity to meet other people and participate in the social activities of the changing community; contact with nature, with foreign countries and customs, with pre industrial societies but with the standards of home comfort; seclusion and privacy but with the benefit of security and close proximity to a variety of facilities.

Most tourist come from highly organised large urban settlements. For these people tourism, in general, means a unique opportunity to escape from over organised urban life, noise, pollution and artificial atmosphere. To meet these expectations tourist facilities must be planned as anti-towns offering: quietness, change of pace, and opportunities for relaxation; contact with nature, sun, sea, snow forest and mountain; human scale; contacts with other people outside the circles of work and home; discovery of other cultures and other ways of life (Baud-Bovy and Lawson, 1977) As above given brief explanation indicates tourism is a highly sophisticated sector.

Tourism and environment

Mass tourism starting to develop after the Second World War in the industrialised West, reached its peak during the 1980s supported by economic well being.

The number of tourists increasing from 25 million in 1945 to 240 million in 1977 has been the main reason for OECD (Organisation for Economic Cooperation and Development) to take serious action for conservation of natural environment and cultural heritage. Because the member states receiving 70% of the international arrivals faced serious problems. OECD decided to set up a " Tourism and Environment" working group which completed its report titled "The Impact of Tourism on the Environment" in 1980. The Working group first

Figure 1 *Tourism development strategies.*

Mass Tourism	Green Tourism
Development Without Planning	First Plan, then Develop
Project-led Schemes	Concepted-led Schemes
District-Level Planning Only	Regional Coordination of District Plans
Scattered development	Concentrated Development
Building Outside Existing Settlements	Development Within Existing Settlements
Intensive Development in Areas of Finest Landscapes	Fine Landscape Conserved
New Building and New Bed Capacity	Re-use Existing Buildings- Better Utilisation of Bed Capacity
Building for Speculative Unknown Future Demand	Fixed Limited to Development
Tourism Development Everywhere	Development Only in Suitable Places, and Where Local Services Already Exist
Tourism Development by Outside Developers	"Native" Developers Only
Employment Primarily for Non-Natives	Employment According to Local Potential
Development Only on Economic Grounds	Discussion of all Economic, Ecological, and Social Issues
Farming declines, Labour Force into Tourism	Farm Economy Ratained and Strengthened
Community Bears Social Costs	Developer Bears Social Costs
Traffic "Plan" Favours Cars	Traffic "Plan" Favours Public Transportation
Capacity for High Season Demand	Capacity for Average Demand
"Natural" and Historical Obstacles Retained	"Natural" and Historical Obstacles Removed
Urban Architecture	Vernacular Architecture
High Technology and Mechanised Tourist installations	Selective Mechanised Development-"Low Tech" Development Favoured

Source: Butler, 1991

collected national reports (from Australia, Austria, Canada, Greece, Italy, Japan, New Zealand, Holland, Switzerland and Turkey) which set out the general issues related to tourism and environment, government policies, planning and management programmes adopted by touristic regions to protect the environment (Montanari, 1991). According to the report, although the policies of different countries related to protection of the environment were sometimes contradictory, in general it was agreed that tourist's preference is affected by the countryside, the quality of the natural and cultural environment.

Tourism threatened the environment in a number of ways. Apart from its direct effects on air, water, land and quietness resulting in pollution, tourism has been the major reason for degradation of natural, non-built up land and unique agricultural areas; destruction of flora and fauna; decay of the landscape and cultural heritage. The report identified new tourist destinations based on new tendencies and on the reduction in the price of transport. The new destinations certainly took the pressure off the traditional destinations, but also exposed untouched areas in exotic destinations to environmental decay.

Despite its importance for the majority of OECD countries, little is know about the tourism sector either globally or in its component parts. And its relationship to the environment has been ignored. Politicians and the decision makers can be blamed for not having taken into consideration the link between the environment and tourism and for having underestimated the seriousness of the problem and academics must be hold responsible for not having undertaken enough research especially of the interdisciplinary kind.

The Mediterranean countries especially the south Mediterranean states which had to go through the most intense and rapid growth in the sector are the least prepared ones. They are neither well equipped nor properly organised to cope with the environmental problems caused by tourism. Inevitably tourism started developing freely in less industrialised, thus least equipped OECD countries.

The OECD and the International agencies of the United Nations have played a significant role in analysing and providing data related to environmental degradation caused by tourism. They also warned tourism enterprises, local and national governments against the danger of improper environmental management damaging the tourism based profit and development. Unfortunately very little has been done in this field by administrations. But rising awareness in the tourist source countries towards environmentally-sensitive lifestyle and culture has been the major factor for searching ways and means for environmental friendly or sustainable tourism in the receiving countries.

To assess the impact of tourism, it is necessary to identify the characteristics of the

Figure 2 *Principal agents of change relating to types of tourism.*				
	Conventional tourism		Alternative tourism	
	Short term	Long term	Short term	Long term
Tourists				
Number	Growth	Large	Slow growth	Small
Behaviour	Sedentary	Sedentary	Explorer	Explorer
Location	Limited/resorts	Resorts	Communities	Wide spread
Time	Short	Short, definitive	Long, indefinite	Medium, definitive
Contact	Some, economic	Great, shallow	Some, intensive	Intensive
Similarity	Little	Little	Very little	Very little
Resource				
Fragility	Possible pressure	Ruination/little	Little pressure	Pressure
Uniqueness	Possible pressure	Ruination/little	Little pressure	Pressure
Capacity	Problem	Probably exceeded	Minor problem	Problem
Economy				
Sophistication	Some	Developed	None	Very Little
Leakage	Some	Some	Maybe lot	Maybe lot
Political				
Local Control	Some	Little	Most	Some vulnerable
Planning Extent	Some Little	Little	Little	

Source: Butler, 1991

environment. Within this context environment includes physical and social features thus covering the setting as a whole in which the tourist activity takes place. This setting can vary from high mountains to coastal areas, from deserts to forests, from untouched nature to historical and architectural heritage towns.

The policy instruments to manage and control tourism development are still at an exploratory stage, whereas they should progress simultaneously with the actual expansion of tourism in an area. But this is not the case, mostly due lack of understanding of the tourist growth process itself and the characteristics of each stage in the life-cycle of a tourism product and to poor or inefficient management with a lack of adequate instruments and machinery to prevent and control the undesirable effects of tourism (Jansen-Verbeke, 1993).

Environmental degradation resulting from tourism uses is closely related to the tourism carrying capacity which is determined by the characteristics of a certain environment.

According to Jansen-Verbeke (1993), the interaction between tourism resources and the environment is a dynamic process with

three different dimension.

These are: *mentifacts, artefacts and sociofacts*. In order to form a basis for a proper tourism planning and policy, the impact of tourism on the environment must be evaluated with respect to each of these dimensions and the carrying capacity must be determined from these evaluations.

Mentifacts (people) refer to images, attitude, activity patterns of tourists and host population, trends in the tourism market, changing values, preferences etc.

Artefacts (place) refer spatial organisation of tourism activities at macro and micro scale, the way in which tourism resources are developed into a tourist product by making the site accessible, integration of tourism infrastructure in the built environment and/or the natural and cultural environment. Due to lack of that kind of approach, very often tourism related environmental stress becomes inevitable.

Sociofacts: the way tourist activity impacts the environment also depends on social organisation of tourism. Social and economic involvement of the local population, employment structure in the tourism industry, professionalisation of the labour mar-

ket, the role of private and public organisations in tourism development, internalisation of the tourism market, tourism policies etc.

Accordingly we can conclude that tourism planning and policy should be based on the understanding that a tourist product follows a particular life-cycle the stages of such a life-cycle, can be described as follows:

(i) the exploratory stage in which tourism development begins

(ii) accelerated development

(iii) maturation or consolidation

(iv) saturation, during which the critical limits of the capacity for tourism m a y be reached

(v) rejuvenation (upgrading) or decline (downgrading) of the tourist product (Jansen-Verbeke, 1993).

This life cycle must be related to the mentifacts, artefacts and sociofacts in order to make a reliable evaluation otherwise despite all expectations, investments and loss of certain environmental values tourism may result in total disappointment, not only effecting the delicate environmental values of unique regions such as Mediterranean but also disturbing socio-economic balances.

Mediterranean-tourism-environment

In the era of global thinking it is not very easy to define the geographical boundaries of the Mediterranean Basin which gave birth some of the most remarkable civilisations of history. Those civilisations, even when they became extinct, continued to complete and enrich one another bringing about the distinct and regional identity which is seen in the living styles of the people and their temperament which, because of scarcity of resources, is rare; on the other hand the sea makes men excellent mariners and tradesman; Men and Sea shaped together a unique but varied landscape over the past millenniums.

To produce a clear picture of Mediterranean Basin so that its boundaries can be understood, various criteria have been used such as olive tree cultivation, climatological, hydrographical and sociocultural. But the boundaries seem to vary depending on the chosen defining criteria. When pollution is included among the criteria its borders must be extended. Because even if the Mediterranean is primarily polluted by the countries around it, the origin of a problem may be found farther afield. The cross-roads of the world, the Mediterranean, located between three continents and two oceans, carries 20 % of world oil transits through its waters. And about 100 million tourists rush to the beaches of the Mediterranean to enjoy the favourable climate, delicious food and diversity of natural and cultural landscapes.

In terms of Barcelona Convention the Mediterranean Sea area means the maritime

Figure 3 _Possible implications of alternative tourism._

	Impacts		
	Social	**Environmental**	**Economic**
Tourists			
Numbers	Positive	Positive	Negative
Behaviour	Questionable	Slightly positive	Negative
Location	Negative	Negative	Negative
Time	Positive	Negative	Positive
Contact	Negative	N/A	Neutral
Similarity	Negative	Slightly negative	Positive
Resource			
Fragility	Neutral	Negative	Neutral
Uniqueness	Neutral	Negative	Neutral
Capacity	Neutral	Slightly positive	Positive
Economy			
Sophistication	Positive	Neutral	Negative
Leakage	Slightly positive	Neutral	Negative
Political			
Local Control	Positive	Unknown	Neutral
Planning Extent	Slightly negative	Unknown	Neutral

Source: Butler, 1991
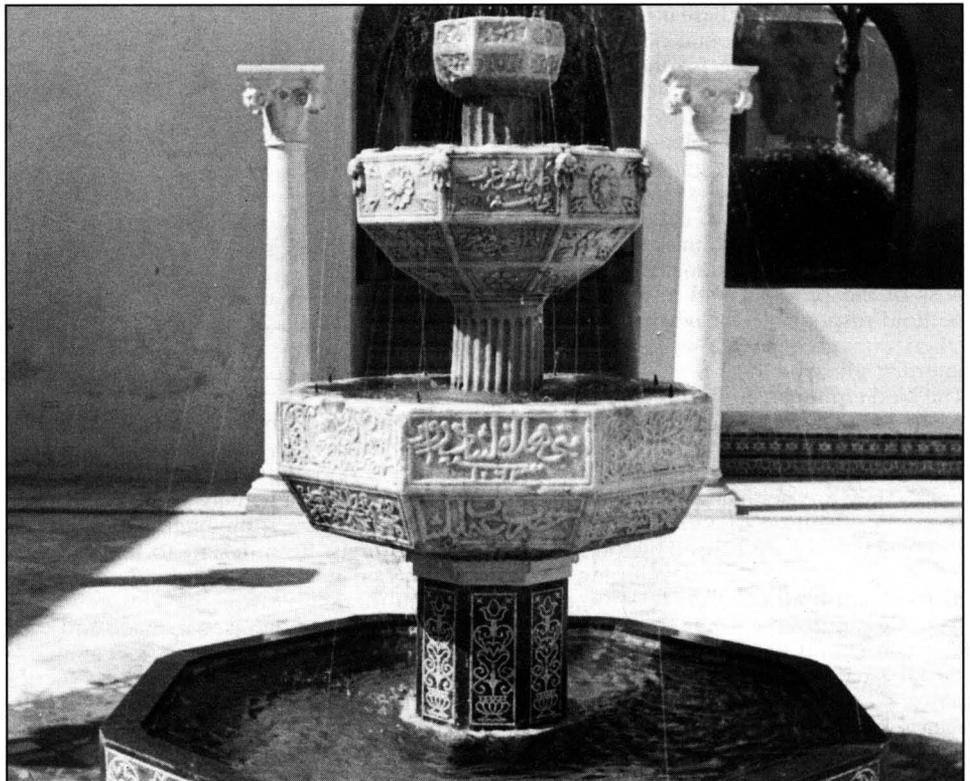
waters of the Mediterranean from the Straits of Gibraltar to Straits of Dardanelles. From Latin _medius_ and _terra_, means surrounded by land. The surface of Mediterranean is only 0.7 % of the world seas and oceans. It is almost an enclosed sea; its waters are renewed every 80 to 90 years from the Atlantic surface water through the narrow Gibraltar Straits. Only 75 % of what is lost through evaporation is compensated by rainfall and river inputs. Its weak tides are good for navigation but bad for dispersion of pollutants near the coast. And because the Mediterranean is an enclosed sea, self cleaning of its waters is not easy. Most of the area around the Mediterranean is mountainous and fragmented except for the South-eastern coast and the Egyptian-Libyan coast, where Sahara table comes directly to the sea (UNEP,?).

Man's intervention to alter Mediterranean ecosystem is very old. Most crops and plant species considered typical to the region were gradually imported over the centu-

ries. The long declining of the forest led to a new type of vegetation of small trees, the maquis, which in turn becomes garrigue and bareland exposed to erosion. Today forests cover only 5 % of the land area. The Mediterranean is the only sea in the world to have given its name to a type of climate with hot and dry summers, mild and humid winters. The Mediterranean coast line which is very popular now, until the end of 19.Century was considered a hostile unhealthy environment open to various dangers such as high seas, the pirates, the conquerors, the settlers etc. Especially after the Second World War it became industrialised and urbanised. By the year 2025, the population of the coastal regions from 133 million in 1985 will reach 195 and 217 million (up 45 to 78 %). The rate of urbanisation which is around 60 % will go up to 74-78 %. In terms of jobs, housing, education, health, transport etc. a proper coastal management is required. When dealing with coastal management projections concerning tourism must be taken into consideration. Because the 100 million tourists both foreign and national that come to the beaches will become by the year 2025 170 to 340 million. The impact will be felt in the allocation of space, production of solid and liquid wastes, fresh water shortage, unique environmental values. Social problems, tensions and conflicts are also inevitable due to economic and demographic differences between the North and Southeast Mediterranean (UNEP,?).

With all the unique features and its traditionally "take it easy way of life" Mediterranean region takes place on top of the list in terms of world touristic arrivals and most important for the EU (European Union) in so far as it directly concerns several member states, and because the majority of EU citizens spend their holidays there. And of course Mediterranean costs host tourists from all around the world. This growing interest and Northern Mediterranean countries having reached to maturation or even the saturation phase of tourism, nowadays attention is focused on the south and east coasts of Mediterranean for tourism developments.

It must not be forgotten that these areas are also the economically weak conflict areas. Tourism must not cause additional conflicts and economical imbalances within and among the Mediterranean countries. Considering tourism as a fast profit making industry, remaining ignorant to the jointly agreed facts and the necessity of cooperative action to reduce the stress caused by tourism on the natural, cultural and social environment have been among the main reasons to add new problems and damage to the existing ones during the last decade. This unfortunate phenomenon turns all the costly joint works, plans, programmes, meetings, reports etc. into time and money consuming useless efforts. As an inevitable product of this kind of attitude the supply remains concentrated on certain locations, the decay of beaches and

Figure 4 Negative impacts of visitors on the environment.

Factor involved	Impact on natural quality	Comment
Overcrowding	Environmental stress, animals show changes in behaviour	Irritation, reduction in quality
Over development	Development of rural slums, excessive man-made structures	Unsightly urban like development
Roads and gravel pits	Habitat loss, drainage changes, natural scars if not well-sited and constructed	Aesthetic scars Ecotonesdamaged
Recreation:		
Powerboats	Disturbance of wildlife and silence	Vulnerability during nesting seasons, noise pollution
Foot safaris	Disturbance of wildlife	Overuse and trail erosion
Pollution:		
Noise (radios, etc.)	Disturbance of natural sounds	Irritation to wildlife and other visitors
Litter	Impairment of natural scene, habituation of wildlife to garbage	Aesthetic and health hazard
Vehicles:		
Speeding	Wildlife mortality	Ecological changes, dust
Off-road driving, night driving	Soil and vegetation damage	Disturbance to wildlife
Miscellaneous:		
Feeding of animals	Behavioural changes of animals	Hazards to wildlife from diet changes, danger to tourists
Souvenir collection	Removal of natural attractions, disruptions of natural processes	Shells, coral, horns, trophies, rare plants
Power lines	Destruction of vegetation	Aesthetic impacts

Source: Butler, 1991

habitats due to lack of improper land use and untreated waste, traffic jams, atmospheric pollution and high level of noise caused by cars and tourist coaches in the narrow streets of historic towns and natural areas along with profound alteration and their excessive dependence on tourism market are likely to continue of the lives of the resident.

Over the last two decades, conservation organisations and associations have been calling for forms of tourism which are more suited to the fragility of certain environments. Already in the 1970s the United Nations Environment Programme pointed out the decay of the natural environment, countryside and sociocultural components of the Mediterranean area caused by the rapid and disorganised growth of tourist industry. In 1974, UNEP calculated the presence of three tourists for every linear metre of coastline in the North Mediterranean, and predicted that by 1990 it would be more than five per metre. The EU estimated the presence of 2.74 tourists per linear metre in the Mediterranean countries in 1980 with a 4 % annual growth rate. For the sustainability of the resources UNEP proposed new models for touristic development based on correct regional policies,

the inland extension of coastal tourist areas, lengthening and flexibility of the holiday season, the utilisation of already existing lodgings, strict pollution regulations, the training of tour operators, provision of information for tourists and the setting out of a series of rules for both suppliers and consumers of tourism.

New approaches, new solutions

Tourism-adventure tourism-green tourism-mass tourism-responsible tourism- alternative tourism- sustainable tourism-eco tourism (Nelson, 1993) What do all these terms mean? In what aspect they differ? Which one expresses best the environmental dimension of tourism? Perhaps all or none depending on the implementations. The term "green tourism" was first used to define the tourism in rural areas where rural features and silence were to be preserved. As early as 1970s French Government concentrated on the issue. For most of the people green tourism means tourism which protects the environment and its resources, which cares for the proper develop-

ment of the facilities and circulation of visitors so that the environmental values are not damaged. But this term does not necessarily refer to greening process of tourism. Green tourism cares for the needs and views of the host communities and of the tourists in addition to being environmental friendly. It covers the social and economic dimensions of tourism as well as environmental. It calls for tourism which enhances the distinctive character of local cultures including their history and ways of life, works through host community control, provides employment opportunities for local people and keeps economic benefits within the local economy (Bramwell, 1991).

When we talk about alternative tourism we must answer the question: alternative to what? Obviously not alternative for all other types of tourism, but perhaps alternative to most undesired type of tourism in other words mass tourism. Or correct but also unique alternatives to tasteless and ordinary development, environmental and social alienation and homogenisation. Alternatives to prevent the loss of identity in the tourism process. It might appear as a reasonable solution at the first sight, but problems associated with alternative tourism and rejection of mass tourism must be carefully examined. Contribution of mass tourism to the regional and national econ-

omy cannot be denied. Majority of the people prefer the convenience of being a mass tourist. Because they hesitate arranging their own travel and accommodation. Upon arriving at a destination being able to obtain reasonable services, considerable comfort and familiar food without learning a foreign language are among the reasons for mass tourism still keeping its place (Butler, 1991).

Another term is sustainable tourism which is closely related to sustainable development. Within this context tourism can be described as follows: .... tourism which is developed and maintained in an area in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment in which it exists to such a degree that it prohibits the successful development and well being of other activities and processes (Nelson, 1993).

The interpretation of sustainable development put forward in the Brundtland Report has gained the widest political acceptability. Development including tourist development, meets present needs without compromising the ability of future generations to meet their requirements. The rate of use of renewable resources is kept within the limits of regeneration and natural growth. In the case of non-renewable resources the rate of depletion is measured. There is an

emphasis on recycling and economy to ensure the resource does not run out before acceptable substitutes are available. The idea is attractive but in reality it needs questioning, for example it may not be possible to establish the rates at which tourism resources are renewed so that their management can respond accordingly. Even if tourism resources are managed correctly, the resource systems themselves may not continue to maintain a flow of renewed resources. It may also be questioned whether any industry in a competitive economic system can restrict resource use to the point of renewability. Sustainability is the goal, the task of greening or softening tourism is urgent, but it requires appreciation of problem related to wellbeing of host communities and tourists (Bramwell, 1991).

Another form of tourism is ecotourism. Although it seems to be a new concept its roots lie in the curiosity of man towards mature and different cultures. Among the past ecotourists we can think of the travellers, mountain hikers, safari photographers, explorers worth remembering. We owe most of our knowledge of today to their risky travels. Today's ecotourism follow these paths.

Conservationists, economists and tourists a like have awakened to the realisation that you can't save nature at the expense of lo-

cal people. Therefore ecotourism is responsible travel to areas of natural and cultural interest which concerns the environment and improves the welfare of local people. Ecotourism is about creating and satisfying a hunger for nature, about exploiting tourism's potential for conservation and development, and about averting its negative impact on ecology, culture and aesthetics (Western, 1993). But very little is known and done for developing a workable model of ecotourism which can really balance economic benefits and minimise environmental stress factors.

Environmental problems and conflicts resulting from mass tourism have been dealt in detail within Fifth EC Programme on the Environment (1993-1997). These can be summarised as follows:

(i) the characteristics of a form of tourism which can be defined as sustainable,

(ii) the control measures for the exploitation of the resources in areas of touristic interest,

(iii) an efficient environmental monitoring and management system,

(iv) a mobility system which doesn't exert any stress upon the quality of the environment within and around the tourist areas. EU is preparing to improve the type and mean of tourism offered within member states and at the same time, serious attempts have been made to influence the attitudes and habits of tourists and the quality of services offered. These aims will be pursued in stricter fulfilment of the rules already in force. These decisions of EU are clear reflections of growing concerns about the quality of environment in tourism and leisure areas. It should be expected to have a type of eco-labelling for tourism within EU member states. The relationship between tourism and environment is of particular importance for the whole Mediterranean region due to its delicate natural resources and ever growing pressure of the mass tourism in this region. The Mediterranean is indeed the most important tourist region in the world. The Blue Plan of UNEP forecasts that, in future about 50 % of the tourists will be concentrated in the coastal regions. Rapid changes and liberalisation taking place in Eastern European countries may generate millions of new tourists for Mediterranean coasts.

The mass tourism movement to the Mediterranean in the next decades will have a major impact on the environments of Mediterranean countries. EU member countries which are overcrowded and over used for tourism purposes cannot increase their supply to accommodate more tourists to satisfy the need without adopting different forms of tourism. Within this context EU and the national governments have responsibility for the growth of tourism in EU member countries and Mediterranean basin in general. There are clear evidences of the growth of tourism in all the countries of the Mediterranean basin (Montanari, 1991).

There seems to be a great difference between Northern and southern countries

Figure 5 _Contrasts between hard and soft tourism development._

Characteristics of	Hard Tourism	Soft Tourism
Sociofacts	short term	long term
	fast progress	slow progress
	rash action	well considered action
	great leaps	step by step
	offensive	defensive
	quantitative	qualitative
	uncontrolled	controlled
	no regulations	regulations
	no resistance to change	(strong)resistance to change
	maximal benefit	optimal benefit
	prices	values
	tourism is big business	alternative forms of tourism
	economic objectives	socio-cultural & economic objectives
	economic benefits	balance of assets and liabilities
	social costs for the community	other solutions
	special interest groups	general community interest
	external control	self-control
	dependent of real estate developers	involvement of local entrepreneurs
	imported labour	local labour
	capacity in function of high season peaks	working on seasonal dispersion
	quantitative personnel management	qualitative personnel management
	standard holiday packages	individual holiday programmes
	aggressive selling techniques	customer friendly approach
	aggressive use of communication	modest publicity
Artefacts	spatial expansion without planning	spatial organisation with planning
	focused on projects	focused on concepts
	sectorial-dispersed projects	integrated plans for the area
	dispersed construction	selected locations
	tourism all over	delimiting the tourist zone
	space consuming	space budgeting & preservation
	renovation of old buildings	preservation new buildings
	meeting the demand	selective towards market demand
	preference for private transport	stimulating public transport
	international architecture	vernacular architecture
	growth	development
Mentifacts	mass tourism	individual tourism
	time is money	relaxed
	fixed programme	improvisation on the spot
	rapid transport	adapted transport/possibly slow
	commanded behaviour	free choice
	cosmopolitan behaviour	attempts to adapt to local customs
	comfort & passivity	dynamism & activity
	little knowledge about the destination	previous study of the destination area
	no notion of the local language	attempts to communicate and assimilate
	chasing for souvenirs	explore the local supply
	international restaurants	local eating places
	hates alienation	looks for alienation
	standard accommodation	experiments the local facilities
Evaluation of the experience=	Been there and done that!	personal enrichment, learning, continuation of the contacts return,visit!

Source: Jansen-Verbeke, 1993

the countries of the South Mediterranean, then the sector must:

(i) understand and respect the cultural, socio-economic and natural environment of the areas, regions and countries in which it develops,

(ii) involve the local population, local food, tradition, handicrafts and other features,

(iii) take into account the cost and benefit of the tourism industry and business not only on short term but also on long term basis ensuring all costs and benefits are properly distributed between the tourists and the local people and also between the present and future generations,

(iv) ensure the integration of the tourism with other existing sectors of local economy,

(v) evaluate the possible impacts of tourism on the natural, cultural and social environments and take necessary measures,

(vi) make use of the existing buildings and infrastructures, where necessary renovate them,

(vii) encourage to design in harmony with existing landscape values if new building are to be built,

(viii) adopt technologies and materials to reduce water, energy consumption and production of waste,

(ix) benefit from local products and food preparation techniques,

(x) provide transportation system of low emission of pollutants,

(xi) develop a general plan for tourism which is based on the conservation of natural resources and cultural heritage.

A comparison between forms of tourism may lead to correct policies. Such a policy might be jointly adopted by the Mediterranean countries so that the benefits and also the impacts can be shared. ●

around the Mediterranean. One can imagine if EU member states are to follow strict rules to sustain the resources and have to deal with concepts such as eco-tourism, sustainable tourism, green tourism, alternative tourism, cultural tourism etc., and take restrictive measures to prevent environmental degradation, mass tourism which is one of the most polluting sectors tends to head towards other countries where initiators don't have to spend effort, time and money on matters related to sustainability. This would be a narrow minded approach, but it is inevitable. Non member countries must be very careful not to import abandoned tourism forms and associated environmental problems but also not to cause economic losses while trying to establish sustainable and/or eco-tourism infra-structure. Such an infrastructure is not easy to establish because it takes a lot of expertise, deep knowledge of environment, highly sophisticated new concepts, a different way of management and organisation and new investments. Competition over these new concepts between Northern and Southern countries is not easy, because Southern countries are among the major consumers of the products of Northern countries and they are readily effected by the attitude of the Northern countries. Therefore when Mediterranean basin is considered the matter must be handled

as a whole and monopoly of the certain interest groups must be avoided. If properly handled such a joint tourism policy while reducing the existing heavy pressure of tourism in some countries may also contribute solving the problems caused by population growth and economic development in South Mediterranean countries. But here we face another problem which is the competition between tourist facilities, holiday houses and unique and primary agricultural land. Unfortunately so far tourism seems to replace most fertile land along Mediterranean coasts. For example in Turkey, most of the banana and orange plantations along with other crops unique to Mediterranean have been replaced by holiday inns, huge hotels, summer houses etc. As the population of the world continuously increasing areas of fertile land and favourable climate will always be required to feed the increasing population and Mediterranean Basin has a major role in this task due to its favourable ecological conditions, a great variety of crops and diversity of life forms. These unique features can create a very profitable symbiosis between tourism, settlements, infra structure and agriculture instead of a destructive competition.

If the development of the tourism sector is to take place in accordance with the principles of sustainable development in

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