

Sustainable Tourism versus Sustainable Development

Attempting Sustainable Tourism Development for Egypt

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Abstract:

Tourism development is an opportunity but is also a threat if not managed appropriately. In the emerging tourism destinations, it is essential that tourism sustainable development initiatives be prepared to prevent the deterioration of their resources and guarantee their continued viability in the future. The achievement of tourism sustainable development will only be secured if there is openness for a "cultural change" in shifting the region's patterns of development. Integrated planning, local communities, and monitoring are key players in this process of change. The WTO's different definitions for sustainable tourism concentrate on the satisfaction of the tourists while protecting the tourism destination resources including environment, cultural biodiversity, and heritage. This approach presents us with a type of a tourist-centric development. While sustainable development presenting us with a community-centric approach where the benefits of the development are directed to the local communities of the development locations. Recently, debates have shifted toward more global thinking and local action where emphasising is set about tourism's relationships with host communities within the frame of sustainable tourism development process. This paper, however, argues the ability of sustainable tourism development to bring to the fore the maximum satisfaction to the tourist (tourism-centric ST), while saving the ability to direct the development to the benefits of the local communities (community-centric SD).

Accordingly, the paper is organized in two parts, the first, conducts a profound definitions and analysis for the meaning and components of ST and SD process aiming to prove the ability of STD to maintain the balance between the concepts in the most economical, environmental and socio-cultural sustainable manner. Case studies of success efforts of coastal areas management and sustainability were demonstrated in the second part to identify how can STD contribute to link the development of the coastal areas to their hinterland thus providing a ST product within a comprehensive SD process of the development areas combining its coastal to its hinterland. The paper is concluded with a proposed framework that aims to positively contribute to the objective of implementing sustainable tourism development in coastal areas with reference to Egypt.

Key words: Sustainable Development, Sustainable Tourism, Sustainable Tourism Development, Local Community, Sustainable Tourism Principles, Egypt.

1 Introduction

The concept of sustainable tourism was born due to the severe environmental damage caused by tourism activities, particularly to sensitive habitats along the coast. It has only become apparent over the last 20 years that the role of the local community is also a key component to ensuring the sustainability of tourism development. Two factors were instrumental to the incorporation of local community development issues into the tourism industry; the emergence of Agenda 21, which has driven guidelines such as the charter for sustainable tourism, and documented examples of where the community has been ignored and therefore tourism has proved unsustainable. Now there is a need to focus on local action, since “the true proof of ‘sustainable tourism’ will be the sustainable development of local communities that serve as tourist destinations”. Mass tourism sometimes clashes with the aspirations of locals, even though at times it seems to trigger the revival of cultural traditions and handicrafts. Moreover, it is difficult to dismiss the charge that tourism often ignores the needs and rights of local people, in spite of some benefits in terms of increased employment opportunities. Hence, the theoretical part of this paper is of great importance, as it forms the base of interrelations between different elements related to sustainable development and sustainable tourism. Case studies of successful efforts of coastal areas management and sustainability were demonstrated in the second part to identify how can STD contribute to link the development of the coastal areas to their hinterland thus providing a ST product within a comprehensive SD process of the development areas combining its coastal to its hinterland.

2 Concepts and Definitions

In tourism, the concept of sustainability has been initially established as a notion that there is a need to account for the interrelationships between tourism, development, and the environment, that there must be a compromise between the various conflicts and that planning must be exercised in such a way that the long term viability of the industry is safeguarded. Since then, academic debate has grown and different considerations on what different terms of coastal zone, coastal tourism development, sustainable development, sustainable tourism, and finally, sustainable tourism development indicate.

2.1 Coastal Zone & Coastal Tourism Development

The broad definition of coastal zone is the transitional areas between the land and sea that characterised by a very high biodiversity and where the richest and most fragile ecosystems like mangroves and coral reefs are mostly found. In 2004, more than half of today's world population lives in coastal areas (within 60 km from the sea), and this number is on the rise. Additionally, among all different parts of the planet, coastal zones are those, which are most, visited by tourists where they present the most important economic activity in the tourism destination. There are many user groups of coastal zones among a multitude of other different stakeholders of land and water resources with often-conflicting interests. Coastal tourism development is a process involving tourists, residents of the local community, and the coastal environment and its natural and cultural resources. Based on these resources, various profitable services have been developed in many coastal destinations such as well-maintained beaches, diving, boat-trips, etc..

At the same time that coastal tourism promotes economic relationships between industry producers and tourist consumers, in a process that has shown itself to be an enormously effective in transforming the natural environment and the lives of people who are neither part of the business of tourism nor a member of the community of tourists. One of the tools that lead to a more sustainable development of the coastal regions is the Integrated Coastal Zone Management (ICZM), which is "a process aiming to attain the goals and objectives of sustainable development in coastal areas within the constraints of physical, social and economic conditions and the constraints imposed by legal, financial and administrative institutions and systems".¹

2.2 Sustainable Development

Sustainable development has undergone numerous definitions, the first of which was formulated in the 1987 Brundtland report, i.e. "sustainable development is a mode of development that meets the needs of current generations without compromising the capacity of future generations to meet theirs".² its findings and recommendations made sustainable development a buzzword in the international development community. Since the inception of Brundtland report, many authors have carried out prospective studies on the interactions of "development and the environment". They considered the Brundtland definition, i.e. sustainable development is "a development which is environmentally respectful, technically appropriate, economically viable and socially acceptable to meet the needs of present generations without compromising the ability of future generations to meet their own needs". This concept often is tied to sustainable use, referring to the notion that careful and sensitive economic development is possible without degrading or depleting natural and human resources needed by present and future generations. Sustainable use has become a central organizing principle for global environmental policy. Finally, sustainable development in the literature reveals a concern with three issues; (1) equity across and within generations; (2) importance of the environment to humans, as a constraint to economic activity in terms of the biophysical limits that it can pose as well as a contributor to human well-being; and (3) a concern with the poor and the disadvantaged, both with regard to intergenerational equity and to protection of the environment for future generations. Sustainability thus requires attention to the domains that support or influence human health and well being economic, social, and environmental.

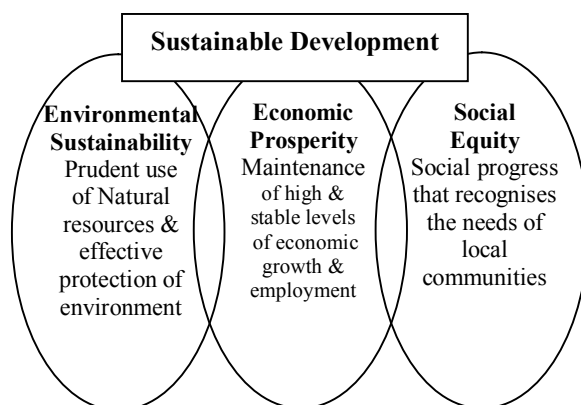


Fig. 1, Major Aspects of Sustainable Development

¹ Miller, Auyong, Hadley, "Sustainable Coastal Tourism: Challenges for Management, Planning, and Education", 1991

² W.C.E.D., "Our Common Future", New York, Oxford University Press, 1987

2.3 Sustainable Tourism or Sustainable Tourism Development

It was the Rio Conference in 1992 and subsequent Rio Declaration on the Environment and Development and Agenda 21, which prompted global attention to the concept of sustainable tourism.³ The result of this conference was the charter for Sustainable Tourism in 1995, where the (WTO) stated the meaning of sustainable tourism in Agenda 21 as “Sustainable tourism meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future”. In 2004, the WTO revised its definition of sustainable tourism to reflect better the sustainability issues in tourism, in light of the results of the Johannesburg Summit on Sustainable Development.⁴ The new conceptual definition places emphasis on the balance between environmental, social, and economic aspects of tourism, and the need to implement sustainability principles in all segments of tourism. Another definition stated by the Organization of Eastern Caribbean States (OECS) for sustainable tourism, as “the optimal use of natural and cultural resources for national development on an equitable and self sustaining basis to provide a unique visitor experience and an improved quality of life through partnership among government, the private sector and communities”. In literature, Hunter argued that “sustainable tourism should meet the needs and wants of the local host community in terms of improved living standards and quality of life, satisfy the demands of tourists and the tourism industry, and continue to attract them in order to meet the first aim; and, safeguard the environmental resource base for tourism, encompassing natural, built and cultural components; in order to achieve both the preceding aims”.⁵ At the same time, many literature have perceived sustainable tourism as the opposite of mass tourism, which is the dominant form in most of the resorts, therefore, there is an acute need to shift their tourism development towards a more sustainable direction. On the other hand, the concept of sustainable tourism, which has existed for decades, encompasses mass tourism as well as ecotourism.⁶ However, all definitions agreed on basic points, which should maintain sustainable tourism as it:

- Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

³ W.C.E.D., “Our Common Future”, New York, Oxford University Press, 1987

⁴ The WTO Committee on Sustainable Development of Tourism, 2004

⁵ Hunter, C., "On the Need to Re-conceptualize Sustainable Tourism Development", *Journal of Sustainable Tourism*, 3 (3), 155-165, 1995

⁶ There are number of definitions for Ecotourism, for example: it is “A form of tourism inspired primarily by the natural history of an area, including its indigenous cultures. The ecotourism visit relatively undeveloped areas in the spirit of appreciation, participation and sensitivity. The ecotourism practice a non-consumption use of wildlife and natural resources and contributes to the visited areas through labour or financial means aimed at directly benefiting the conservation of the site and the economic well-being of the local residents”, Conservation International (Ziffer, 1989); it is “environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature that promote conservation, has low negative visitor impact, and provides for beneficially active socio-economic involvement of local populations” World Conservation Union (Brandon, 1996), and; “ecotourism is travel to fragile, pristine, and usually protected areas that strive to be low impact and usually small scale. It helps educate the traveller; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; Marth Honey (Honey, 1999), and finally, “Responsible travel to natural areas that conserves the environment and sustains the well-being of local people” International Ecotourism Society (2004).

- Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.
- Maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

In many ways, sustainable tourism exemplifies the relationship between ecotourism and sustainable development. Many groups have proposed sets of guidelines or principles for sustainable tourism and ecotourism. Two major components were found contributed to the emergence of ecotourism. First, ecotourism is linked to the environmental movement of the 1970's and 1980's. Second, there was a great dissatisfaction with mass tourism due to over-development, environmental pollution, and the invasion of culturally insensitive and economically disruptive foreigners.⁷ This combination of an increase in environmental awareness and the emerging dissatisfaction with mass tourism led to an increased demand for ecotourism.

The definition of sustainable tourism development is quite different and more elusive, as it is a relatively recent concept whose definition will continue to evolve. Inskip, for instance, perceives sustainable tourism development as "meeting the needs of present tourism and host regions while protecting and enhancing opportunity for the future".⁸ This means that sustainable tourism development involves management of all resources in such a way that economic, social, and aesthetic needs are fulfilled, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.

Butler, argues that a working definition of sustainable development in the context of tourism could be taken as tourism which remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well-being of other activities and processes".⁹ He stressed that the element of change in tourism is a crucial factor since sustainable development implies some measure of stability and performance, at least in the very long-term view, and this does not blend with a highly dynamic and consistently changing phenomenon such as tourism.

In general, sustainable tourism development should be considered one part of a planning process that integrates tourism with other economic development initiatives in attempting to achieve sustainable development. Therefore, the goals of sustainable tourism development are to endorse an enhanced awareness and understanding of the significant contributions that tourism can make to the environment, people, and the economy. It also aims to sustain equity in development to improve the quality of life of the host community; to provide a high quality of

⁷ Orams, M., "Towards a more Desirable form of Ecotourism", *Tourism Management*, 16 (1), 3, 1995

⁸ Inskip, E., "Tourism Planning: An Integrated and Sustainable Development Approach", 461, 1991

⁹ Butler, R., "Tourism, Environment and Sustainable Development", *Environmental Conservation* 18(3), 201-209, 1991

experience for the visitor; and to maintain the quality of the environment on which the foregoing goals depend. While achieving sustainable tourism development "requires a vision which encompasses a larger time and space context than that traditionally used in community planning and decision making"¹⁰

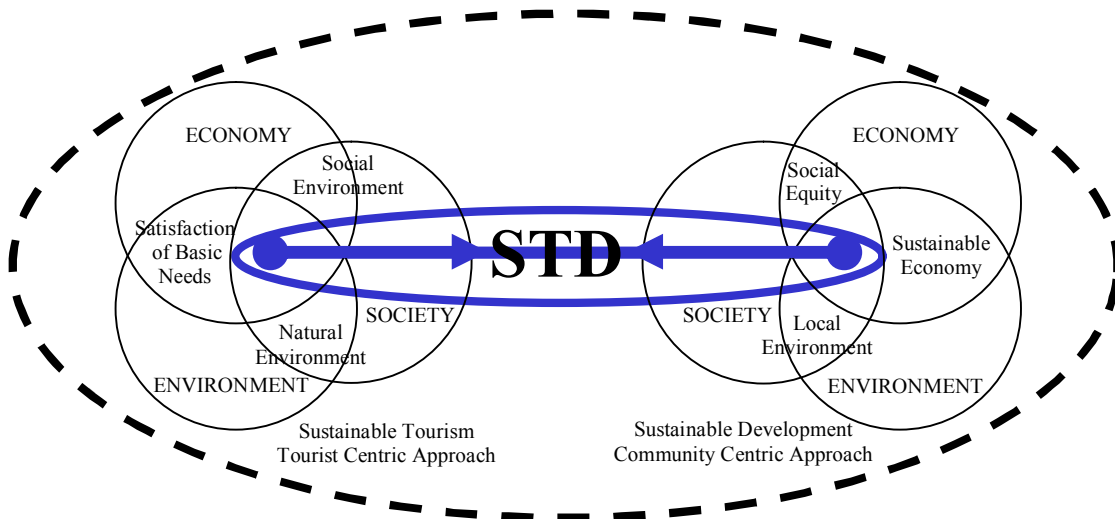


Fig. 2, Sustainable Tourism Development
Tourist & Community Centric Approach
(Source: after Hunter, 1995)

Hunter criticizes some of these emerging notions of sustainable tourism as tourism centric. Sustainable tourism, Hunter argues, may not be consistent with sustainable development because it focuses more on specific tourism sites and their protection than on the surrounding geographic area. With such a narrow geographic focus, the potential exists for environmental problems associated with tourism in one location to be passed on to surrounding areas.¹¹ He indicates a functional scale mismatch in how tourism sustainability has been conceived by both researchers and policy makers. Hunter has also criticized much of the sustainable tourism literature for its lack of concern with how tourism sustainability fits within the larger umbrella of sustainable development. The tourism-centric paradigm (Partial Immersion), he states, considers only sustainable tourism development, and thus may encourage inappropriate and inconsistent consideration of the scope. While the concerns of sustainable tourism development fit within the bounds of sustainable development in general (Total Immersion) which means that sustainable tourism development fits within a broader economic development package. Total immersion model is more suitable for developed countries where the total immersion of STD in SD is a must to insure maximum compatibility for the wider area and region of tourism development.

¹⁰ McKercher, R., "The Unrecognized Threat: Can Tourism Survive Sustainability?", *Tourism Management* 14 (4), 85-90, 1993

¹¹ Hunter, C., "On the Need to Re-conceptualize Sustainable Tourism Development", *Journal of Sustainable Tourism*, 3 (3), 155-165, 1995

In developing countries, the situation is different, as there are difficulties in implementing the SD without compromising the chances of promoting the required STD. Here comes the third model (the Gradual total Immersion) which have the ability to maintain the desired SD while at the same time minimising any impact on the ability to maintain the desired STD where the process of the SD and the STD are one process by achieving the holistic effective planning framework.

However, failing to properly interpret the relationship between tourism sustainability and sustainable development can lead to a tourism industry that eludes the fundamental goals of economic development because it may not consider either the purposes of development nor how tourism meets these purposes.

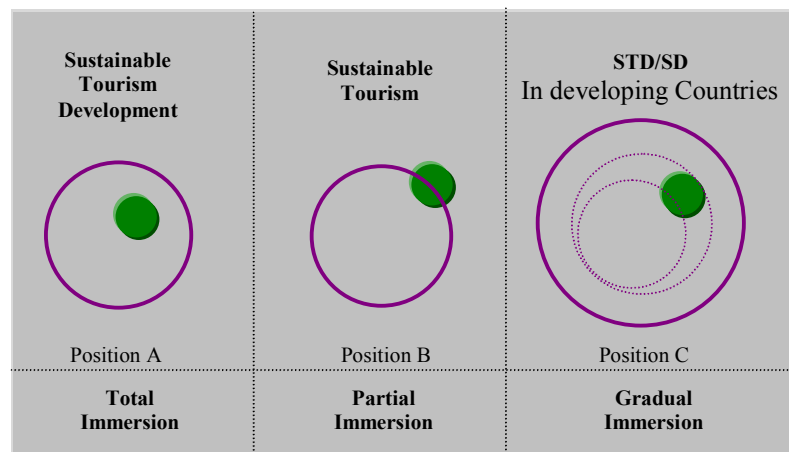


Fig. 3, STD & SD Model of Relationships
(Source: El Barmelgy, H., 276, 2002)

2.4 The Role of Local Community

Sustainable development is mainly considered as community-centric process works for the sake of the living communities through development that can satisfy their needs without exposing the environment, culture and heritage to any degradation due to that development. Despite the importance of the local communities as one of the resources at which tourism depends, their needs are often neglected although sustaining the local community is an essential element of sustainable development.

In sustainable tourism development, local community participation is necessary to ensure that tourism benefits reach residents in destination areas, and it must be an essential part of tourism planning if goals of sustainable development are to be met. Yet, sustainable tourism has been, with a few exceptions, a top-down process. It considers local communities (the host) as resources to be developed or exploited for their tourism potential.¹² This was based on the assumption that the job and wealth-creation that tourism provides is certainly going to be appreciated by the community. In some cases, involvement in the process is welcomed, but major changes to the local community structure will be seen as unacceptable. Just because the local community does not wish to be involved economically in the tourism

¹² Joppe, "Sustainable Community Tourism Development Revisited", *Tourism Management*, 17(7), 475-479, 1996

development process, does not mean it does not have the right to benefit in other ways, and so should be equally involved in the process. This highlights the need to involve local communities at the earliest stage of any tourism development i.e. at the planning stage, so aims of the project can be agreed with all stakeholders.

Most literature agreed that community participation in the tourism development process is the key to achieving community sustainable development. To achieve effective participation in tourism planning, the local community needs to be empowered to decide what forms of tourism facilities programmes they want to be developed in their respective communities, and how the tourism costs and benefits are to be shared among different stakeholders.

Tosun suggests that although local community participation in the tourism development process is highly desirable, there seems to be impressive operational, structural and cultural limitations to this tourism development approach in many developing countries.¹³ Lastly, the relationships that exist between the host communities whether in the context of environment, economy, or social fabric, and the visitors, are many, complex and constantly changing. Therefore, the success of local community participation is further questioned when local communities want to develop a more intensive mode of tourism. Evaluating the success of local community participation can be, from at least two viewpoints, in the decision-making process, and in the benefits of tourism development.

3 Sustainable Tourism Development Principles

To understand the principles behind sustainable tourism development, it is first necessary to appreciate how the idea evolved. Sustainable tourism development principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. It is envisaged as leading to 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".¹⁴ In the literature, several sets of principles for sustainable tourism development have been proposed in an effort to operationalise the term of sustainable tourism and facilitate its implementation.

Bramwell & Henry (1996); Eber (1992); McIntyre (1993) as well as International Organizations (WTTC, WTO & Earth Council, 1996; WTO & UNEP, 1998) among others have proposed principles for sustainable tourism development. Most of the sets refer to aspects such as involving local communities, sustainable use of the resources, planning for tourism, promoting information and research.

The following is a partial list of principles that define sustainable tourism (Table 1). The demonstration of the ten principles of sustainable tourism development is based on and assessed before four key pillars of STD as stated below.

¹³ Tosun, C., "Limits to Community Participation in the Tourism Development Process in Developing Countries", *Tourism Management*, (21), 613-633, 2000

¹⁴ Sirakaya, et al., "Developing Indicators for Destination Sustainability", in David Weaver (Ed), *Encyclopedia of Ecotourism*, 412, 2001

Table 1, Principles for Sustainable Tourism Development¹⁵

Pillars	Principles	Concept
Economic Sustainability	1- Maintaining Diversity	Maintaining and promoting natural, social and cultural diversity is essential for long-term sustainable tourism, and creates a resilient base for the industry
	2- Supporting Local Economies	Tourism that supports a wide range of local economic activities and which takes environmental costs and values into account, both protects those economies and avoids environmental damage.
	3- Marketing Tourism Responsibly ¹⁶	Marketing that provides tourists with full and responsible information increases respect for the natural, social and cultural environments of destination areas and enhances customer satisfaction.
Ecological Sustainability	4- Using Resources Sustainably ¹⁷	The conservation and sustainable use of resources - natural, social and cultural is crucial and makes long-term business sense.
	5- Reducing Over-Consumption and Waste	Reduction of over-consumption and waste avoids the costs of restoring long-term damage and contributes to the quality of tourism. Adequacy relates to the capacity of the existing infrastructure to handle the waste generated and the right method of treatment.
Culture Sustainability	6- Training Staff ¹⁸	Staff training, which integrates sustainable tourism into work practices, along with recruitment of local personnel at all levels, improves the quality of the tourism product.
	7- Undertaking Research	On-going research and monitoring by the industry using effective data collection and analysis is essential to help solve problems and to bring benefits to destinations, the industry and consumers.
Local Communities Sustainability	8- Integrating Tourism Into Planning	Tourism development, which is integrated into a national and local strategic planning framework undertakes environmental impact assessments, increases the long-term viability of tourism. Integrated planning is also about good coordination and liaison between the various agencies involved in making decisions that affect the coast.
	9- Involving Local Communities ¹⁹	The full involvement of local communities in the tourism sector not only benefits them and the environment in general but also improves the quality of the tourism experience.
	10- Consulting Stakeholders and the Public	Consultation between the tourism industry and local communities, organisations and institutions is essential if they are to work alongside each other and resolve potential conflicts of interest.

¹⁵ Based with adaptation on Eber, S., "Beyond the Green Horizon: A Discussion Paper on Principles for Sustainable Tourism", 1992

¹⁶ Marketing is a part of the planning process whose goals objectives can be established locally, regionally or nationally. The way an area is marketed can influence perceptions, expectations and attitudes of the tourists before and after they reach their destination.

¹⁷ For natural resources, water and energy are the key concerns for sustainability since both are extensively used by the tourism industry in the host areas, most often at rates exceeding use by local population.

¹⁸ There is a need for continuous training in every type of job related to tourism. Better quality, greater productivity, increased effectiveness; introduction of new technologies and environmental extensions should be some of the subjects to be worked on.

¹⁹ Involvement of the local communities on the processes and the decision-making of tourism can better ensure locals' positive attitude to tourism as well as their commitment to developmental goals –where these later exist.

These principles along with a brief statement or example to help clarify their meaning appear as a foundation and provide direct utility to sustainable tourism development. These principles were produced to coincide with the Rio Earth Summit and aim to influence the policies and programmes adopted to attempt sustainable tourism development.

Among several principles of sustainable tourism development there is a strong relationship given the complexity of tourism, the interrelation in the different components of sustainable development and the need for holistic approach.²⁰ The local planners can use these principles as basic guidelines when attempting to incorporate broader vision into local policies and practices.

The principles were grouped into four main pillars, which are economic, ecological, cultural, as well as local community sustainability. These pillars could be explained as follows:

- **Economic sustainability:** that is profitable in both the immediate and long term:
 - Form partnerships throughout the entire supply chain from micro-sized local businesses to multinational organizations.
 - Use internationally approved and reviewed guidelines for training and certification.
 - Promote among clients an ethical and environmentally conscious behaviour.
 - Diversify the products by developing a wide range of tourist activities.
 - Contribute some of the income generated to assist in training, ethical marketing and product development.
 - Provide financial incentives for businesses to adopt sustainability principles
- **Ecological sustainability:** development that is compatible with the maintenance of essential ecological processes, biological diversity and biological resources:
 - Codes of practice should be established for tourism at all levels.
 - Guidelines for tourism operations, impact assessment and monitoring of cumulative impacts should be established.
 - Formulate national, regional and local tourism policies and development strategies that are consistent with overall objectives of sustainable development.
 - Institute baseline environmental impact assessment studies.
 - Ensure that the design, planning, development and operation of facilities incorporate sustainability principles.
 - Ensure tourism in protected areas, such as national parks, is incorporated into and subject to sound management plans.
 - Monitor and conduct research on the actual impacts of tourism.
 - Identify acceptable behaviour among tourists.
 - Promote responsible tourism behaviour.
- **Cultural sustainability:** increase people's control over their lives and is compatible with the culture and values of those affected and strengthens the community identity:
 - Tourism should be initiated with the help of broad based community input.
 - Education and training programs to improve and manage heritage and natural resources should be established.

²⁰ Farsari, Y., "Sustainable Tourism Indicators For Mediterranean Established Destinations, 1999

- Conserve cultural diversity.
- Respect land and property rights of traditional inhabitants.
- Guarantee the protection of nature, local and the indigenous cultures and especially traditional knowledge.
- Work actively with indigenous leaders and minority groups to insure that indigenous cultures and communities are depicted accurately and with respect.
- Strengthen, nurture and encourage the community's ability to maintain and use traditional skills.
- Educate tourists about desirable and acceptable behaviour.
- Educate the tourism industry about desirable and acceptable behaviour.
- **Local communities sustainability:** as the host and the beneficiary of tourism
 - community consultation, including consultation with indigenous community groups, help to enhance local community relationships and reduce the potential for negative reactions to the tourism development.
 - account must be taken of the local community's aspirations.
 - the benefit of local communities and generate/retain income in those communities' stakeholder participation and community involvement.
 - understanding the intricacies or functions of the host community and local resources usually make decisions relating to the likely impacts on the area.²¹

4 Case Studies

The purpose of the case studies demonstrated below is to explore the prospects of tourism sustainability dimension in coastal areas. It shows whether these prospects have been taken into consideration, either in the form of a mechanism directly built into the initiative, or in the form of a context created to allow the long-term implementation of the initiative's proposals. Most projects aim to raise public awareness and educate the different agents involved in tourism activities, tourists, local administration, local communities, and all the social and economic sectors related to it about the need for greater integration of environmental problems in the planning and consumption patterns of all tourism activities in order to ensure sustainable tourism development in the coastline. The selection of case studies reflected the diversity of types of destination and tourism-related issues encountered: mature and emerging destinations, urban, seaside tourism, and regions under both high and more moderate tourist pressure.

4.1 The Mediterranean Coastal Areas; Integrated Planning and Management of Coastal Areas (ICAM)²²

Over the last 20 years, the Mediterranean Action Plan has provided the organised structure for the implementation of activities aimed at the protection of the sea, and at sustainable development of the Mediterranean coastal areas. The environmentally sustainable development became the basic goal of the majority of interventions in the Mediterranean coastal areas. Integrated planning and management

²¹ Wearing, S., "Exploring Socio-cultural Impacts on Local Communities", in David B. Weaver (Ed), *Encyclopedia of Ecotourism*, 395-410, 2001

²² Assessment of Integrated Coastal Area Management Initiatives in the Mediterranean: Experiences From Metap and Map (1988-1996)

of coastal areas (ICAM) has become a major tool in the implementation of sustainable development in Mediterranean, as a permanent process of achieving goals and objectives for environmentally sustainable development within the constraints of physical, social and economic conditions.

The experience of ICAM in their thirty projects identified at the outset of its work is a good example for integrating sustainable development with sustainable tourism sound activities. These interventions were located in fifteen Mediterranean countries, eleven of these initiatives were from the northern part of the Mediterranean, ten were from the southern, and nine from the eastern part of the region. All of the projects were located in coastal areas. From the projects considered, nine were designed as national level interventions (the entire national coast), five were at sub national levels (provinces, regions or districts), and sixteen at the local level (like urban agglomerations). Regarding the nature of activities, sixteen were of a very comprehensive nature (consisting of a large number of activities, or sectors), nine of them dealt specifically with biodiversity issues, two with pollution abatement, one with institutional aspects of ICAM, one with cultural heritage and biodiversity, and one with tourism development. With regard to the organizational level of the interventions, eleven were conceived as programmes (consisting of a larger number of interrelated coastal area oriented activities), nine were plans (mainly coastal plans), while nine were more detailed projects preparatory works for big investment projects, or smaller area management plans. Only one project dealt with wider policy issues; large but single sector policy proposals, such as tourism, infrastructure, etc..

4.1.1 Sustainable Coastal Tourism; Concerted Coastal Management and Tourism in Turkey: Cirali and Belek, Turkey²³

The study was launched in 1989 and included two coastal sites, Belek and Cirali, located in the broader area of Antalya in the southern part of Turkey. Belek is an area where large-scale tourism development has taken place during the past decade, which coupled with the mass construction of secondary houses, has resulted into significant environmental and landscape deterioration. On the southern tip of the region, Cirali presents a model of sustainable tourism on the Mediterranean coast of Turkey. The tourism activities realized with the cooperation of WWF-Turkey and the local population contribute to both the safeguarding of the population's interests and the preservation of natural values. The value of the area is significant from a natural, historical and socio-cultural perspective. The main goal of the project was to promote sustainable development in the area and particularly the



Fig. 4, Intensive Tourism Development on the Coast of Belek

²³ Assessment of Integrated Coastal Area Management Initiatives in the Mediterranean: Experiences From Metap and Map (1988-1996)

conservation of bio-diversity and natural resources in Belek and Cirali coastal areas. Within this context, three main objectives have been pursued as follows:

- Implement and monitor a Management Plan (MP) for the large-scale tourism developed area of Belek.
- Promote environmentally and socially sound development through integrated planning, traditional and alternative economic activities and nature protection in the small-scale tourist destination of Cirali.
- Disseminate results from Belek and Cirali case studies in order to promote legal enforcement and regulatory development at the national level.

The main results of the project can be summarised as follows:

- Developing conservation oriented plan aiming at the conservation of the very high level of biodiversity of the area.
- The sustainable tourism development program has improved the economical situation of the local community through the creation of new working opportunities.
- The work intimately with the local community, contrasts the power of the development lobbies, and collaborates with the local and central authorities.

4.1.2 An Attempt for Sustainable Development, Fuka – Matrouh, Egypt²⁴

The Fuka - Matrouh area is located in the central coastal part of the Matrouh Governorate, which occupies the north-western portion of Egypt, located approximately 210 km to the West of Alexandria. The region encompasses almost 500 km of coastline. The area covered by the Project is approximately 100 km of coastal belt covering the area which starts from the City of Matrouh to the Fuka area in the East. As regards the depth, the area covered by the Project ranges from 10 to 20 km from the coast. In recent years, the business of building tourist villages along the coast is considered a main economical source. Most of these villages are planned as domestic secondary homes. The area is taken as a representative of the wider Mediterranean coastal region in Egypt, to develop strategies and procedures at local and national levels for sustainable development.



Fig. 5, Sustainable Tourism Development Plan in Fuka-Matrouh, Egypt
(Source: CAMP, 1996)

²⁴ Assessment of Integrated Coastal Area Management Initiatives in the Mediterranean: Experiences From Metap and Map (1988-1996)

▪ **Problems:**

- Uncontrolled development of domestic tourism, which excludes local population and produces negative impacts on natural environment and infrastructure.
- Complex natural conditions that requires sensible agricultural policies, whose main beneficiaries should be native population.
- Ecologically and environmentally sensitive areas, as well as valuable cultural heritage.
- Absence of an effective land-use planning and development control system, as well as of a participatory approach in overall development planning.

The main goal of the project (launched in 1991) is establishing the future development of the area based on the principle of sustainability, achieved through integrated planning and management of coastal resources and directs the attention of the policy makers towards ICAM and modern tools in the planning process. Objectives can be summarised as follows:

- to develop strategies and procedures at local and national levels for a sustainable development, environment protection and rational utilisation of coastal and marine resources, to be also used as inputs for Mediterranean strategies for sustainable development;
- to identify, adapt, and test, in a realistic operational context, methodologies, tools and practices for sustainable coastal management in the region;
- to contribute to the upgrading of relevant national/local institutional and human capacities; and
- to secure a wider use, at national and regional levels, of experience and results achieved by the programme and its individual projects, and create conditions for follow-up.

The Integrated Coastal Area Management Planning Study had revealed the development concept proposed for the Fuka-Matrouh Project within the study area boundaries. This is the result of the considerations not only of the resources and processes within the study area but also of the whole Mediterranean coast of Egypt, its development potentials as well as present development trends. This regional development concept has the following objectives:

- to support the national population decentralisation policies attracting people from the overpopulated Nile valley;
 - to support the idea of the North African coastal transportation and development corridor,
 - to enable spatial dispersal of international tourist development, which will provide reduced pressure on the sensitive coastal environments while ensuring more equitable distribution of benefits nation-wide;
 - to introduce measures and technologies to develop most of the land suitable for agriculture to revitalise rural communities, and take advantage of their intimate knowledge of this environment;
 - to ensure protection of the area's natural and cultural heritage; and
-

- to promote mixed-use, linear concept of peri-urban villages east and west of Matrouh City, with tourism installations closer to the waterfront, residential or rural areas behind, and agriculture and light industry facilities closer to the main transportation corridors.
- to ensure diversification of the tourist product and activities (larger share of commercial and international tourism) providing for more jobs in tourism as well as in other tourism related sectors;

Finally, the project had experienced some weaknesses as:

- Public participation was not given a high priority in this project.
- Lack of obligatory monitoring and follow-up procedure.

4.2 Sustainable Tourism Development of South Sinai, Egypt

The development of tourism in the southern Sinai peninsular is an example of a working partnership between the public and private sectors that combined with the natural attractions and affordability of resorts continue to attract international tourism.²⁵ The staggering growth in tourist numbers has had devastating impacts on the surrounding environment. However through protection and planning, made possible by public and private partnerships, this has been limited and the carrying capacity of the area has been successfully expanded.

The Red Sea Sustainable Tourism Initiative (RSSTI), set up in 1999, is one of the first tourism programmes in the Middle East and Africa to embrace the principles of sustainable tourism development. Through the RSSTI programme, the TDA has formulated a mandate for sustainable tourism development throughout Egypt. The mandate encompasses ten key principles to advance sustainable tourism development, including developing environmentally, socially and culturally compatible forms of tourism; integrating planning strategies; forming partnerships and encouraging local community participation; developing eco-efficiency and environmental management systems and designing with nature to create low impact buildings. It also places a high priority on enforcing legislation against any kind of illegal or exploitative tourist activity, informing tourists about cultural, ecological and other values and organising and taking part in international and regional efforts to address issues relevant to sustainable tourism development.

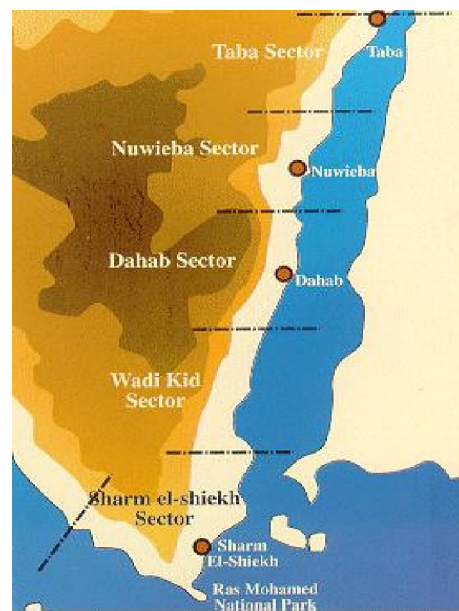


Fig. 6, Tourism Development Sectors in South Sinai

²⁵ Baldwin, Feurgeson, Saterson, and Wallen, "The Biological Resources of the Arab Republic of Egypt: Status and Recommended Conservation Needs", 1992

Tourism Centres is an example of a planned tourism development concentration of tourism facilities within a defined area according to an approved Master Plan. Private developers are responsible for all facilities and infrastructure and operate under a contract with TDA. The centres consist of tourist accommodation, recreational, commercial, and cultural facilities, together with workers housing and urban services (such as schools and medical services). The TDA has released national guidelines for Best Practices for Tourism Centre Development along the Red Sea Coast, which provides information, support and mentoring to developers and their consultants so that they can adapt and apply internationally recognised best practices in environmental planning and design. Comprehensive guides have also been published covering solid waste management, landscaping, water and sanitation, energy efficiency and environmental management systems with practical examples to guide developers and practitioners.

4.2.1 The Impact of Tourism Development on the Local Community in South Sinai

In Sinai there are increasing signs that mass tourism is having a detrimental effect on the culture of the local nomadic Bedouins. Tourism has become the primary source of income for most of the Bedouin coastal communities on the Gulf of Aqaba. It is the dominant economic activity to which all other means of livelihood are connected both directly and indirectly. Most Bedouins make a living from informal tourism-related activities. The importance of tourism development to the economic livelihood of Bedouins living on the coast of the Gulf of Aqaba in South Sinai is not contested. In that sense the coastal Bedouin communities have become very vulnerable due to their complete dependence on international tourism demand. On a regional level, Bedouins are not fully incorporated into tourism development activities. They remain marginalized in terms of ownership of tourism facilities, management of tourism operations, and in generating benefits from international tourism. Problems associated with Bedouin ownership include high prices of land and impeding financial and permit-granting regulations.²⁶ For these reasons it is difficult for Bedouins to become entrepreneurs in the tourism business. Tourism development is not equally distributed among different areas in South Sinai, which creates disparities among Bedouins in those areas. Unequal tourism distribution exists among different urban settlements. A city such as Sharm El-Sheikh is considered the primary tourism hub of South Sinai due to concentration of luxurious hotels and tourism facilities. By contrast, a city such as Dahab does not receive many wealthy tourists from overseas but travellers looking for a low-budget trip.



Fig. 7, Bedouin Rest Stop near Sharm El Sheikh

²⁶ Ali D., "Case Study of Development of the Peripheral Coastal Area of South Sinai in Relation to its Bedouin Community", Blacksburg, Virginia, 65, 1998

5 Lessons Learned & Conclusion

Sustainable tourism is an integral part of overall sustainable development. Now more than ever, there is a need to further consider the importance of sustainable tourism in the context of our development plans for the 21st century. The examination of the case studies also revealed that all of the strategies were problem-driven, meaning that they were reactions to acknowledged problems related to the tourism activity in the area. Although this is not a practice to be criticized, it could be argued that a combination of sustainability principles and problems elimination approach would contribute to a solid and coherent framework taking into account all-important aspects in a manner consistent with the notion of sustainable development. Based on the above conceptual and case studies discussed earlier, it is possible to identify essential points to attain sustainable tourism development applicable to Egypt. This could be summarized as follows:

- **Integration:** which consists of:
 - environmental concerns must be integrated into the design and implementation of an initiative from the very beginning;
 - a programme could be issue-oriented at the outset, taking primarily into account most of the factors contributing to these problem issues, but will have to become more comprehensive at a later stages in order to deal with all complex linkages and provide integrated solutions;
 - the interested national institutions, demanding and initiating the project, should be better identified at an early stage;
 - policy interventions must be closely linked to the objectives of the ICAM initiative;
 - without undermining the importance of technical capacities, it is advisable to ensure that the solutions to technical problems relevant to coastal environments be adapted to the local customs and cultural context.
 - the provision of institutional arrangements; this may involve creating new institutions, but will more commonly be a matter of improving horizontal and vertical linkages between existing ones. This includes also the importance of adverting tourism impacts, which is to be found in the shared interest of local communities, tourism businesses, and tourism consumers to maintain the natural wealth and social heritage of the tourist destination. In the first instance, therefore, an institutional mechanism must be established, relative to each destination, to articulate and develop this sense of shared interest.
 - technical capacity for both technological and human capacities as a necessity for compiling inventories in the planning phase and during the implementation of the program, and for monitoring the changes.
- **Sustainability:** which consists of
 - strong political commitment at all levels to the preparation and implementation of initiatives is the most important determinant of sustainability of an initiative;
 - participation of stakeholders and end-users from the design phase through project implementation is of utmost importance;
 - a longer-term sustainability of the project should be secured, while greater importance should be accorded to an easier utilization of project results by the institutions and those who benefit from these results.

- the need for initial leadership for the planning process; for sustainable tourism development to be effective, institutional responsibility must be distributed not only between different sectors and throughout hierarchies, but also within government and between central government and local groups.

6 Recommendations

To secure the legitimacy of these mechanisms, the participation of all interested local groups or interests must be guaranteed. Practices demonstrate that if dialogue among interested parties is to have a real impact on development, it must generate accountability among these parties with regards to future investments, practices and policies. Consensus or decisions arising from dialogue must be reflected in institutional action. Only through such accountability can interests maintain a commitment to continued dialogue and a common agenda for local tourism development. Practices demonstrate that this accountability should be reciprocal between individual or private interests and societal or public interests. Without such reciprocal accountability, local communities are typically forced to choose, in conflict, between private and public benefits. On the one hand, accountability requires that property owners be provided with opportunity to retain the economic value of their property, through either sale or income generating activity. On the other hand, private market relationships, including property ownership, do not provide sufficient basis for social accountability related to public goods, including ecological integrity and social heritage.

Finally, the paper recognises the process of achieving sustainable tourism development should include the following three steps:

- **Integrated Planning:** coastal tourism developments should be compatible and integrating with other activities and requirements of the region, local communities, local infrastructure, tourism needs, environmental and management plans for the area. This will help protect fragile environmental assets and sites of cultural significance, and deal with the cumulative effects of tourism growth.
- **Local Community:** Coastal tourism developers should consult and negotiate with the community in the pre and post application stages to allay or accommodate community concerns, and thus gain wide community support. At the same time, local communities must play a major role in deciding what the tourism product in their communities should be developing.
- **Monitoring:** Both the construction and operational phases of development must be monitored and evaluated. While a development may appear to be ecologically sustainable in the early phases, environmental degradation may be slowly occurring.

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