

Model and Strategies to increase sustainability to selected cultural areas

Applying the Province of Rimini experience to Custodes pilot areas

Sustainable destination management is critical for tourism development, especially through effective spatial and land use planning and development control and through investment decisions on infrastructure and services. In ensuring that new tourism development is of a scale and type in keeping with the needs of the local community and environment, a sustainable management can reinforce the economic performance and competitive positioning of a destination in the long-term. It requires a supportive framework with the involvement of all regional and local stakeholders and an efficient structure within which partnership and effective leadership are facilitated.

Principles for achieving a competitive and sustainable tourism¹

To achieve a competitive and sustainable tourism the Commission invites all actors to respect the following principles:

- **Take a holistic and integrated approach** - All the various impacts of tourism should be taken into account in its planning and development. Furthermore, tourism should be well balanced and integrated with a whole range of activities that affect society and the environment.
- **Plan for the long term** - Sustainable development is about taking care of the needs of future generations as well as our own. Long term planning requires the ability to sustain actions over time.
- **Achieve an appropriate pace and rhythm of development** - The level, pace and shape of development should reflect and respect the character, resources and needs of host communities and destinations.
- **Involve all stakeholders** - A sustainable approach requires widespread and committed participation in decision making and practical implementation by all those implicated in the outcome.
- **Use best available knowledge** - Policies and actions should be informed by the latest and best knowledge available. Information on tourism trends and impacts, and skills and experience, should be shared across Europe.
- **Minimise and manage risk** (the precautionary principle) - Where there is uncertainty about outcomes, there should be full evaluation and preventative action should be taken to avoid damage to the environment or society.
- **Reflect impacts in costs** (user and polluter pays) - Prices should reflect the real costs to society of consumption and production activities. This has implications not simply for pollution but for charging for the use of facilities that have significant management costs attached to them.

¹ COMMUNICATION FROM THE COMMISSION, *Agenda for a sustainable and competitive European tourism*
Brussels, 19.10.2007 COM(2007) 621

- **Set and respect limits, where appropriate** - The carrying capacity of individual sites and wider areas should be recognized, with a readiness and ability to limit, where and when appropriate, the amount of tourism development and volume of tourist flows.
- **Undertake continuous monitoring** - Sustainability is all about understanding impacts and being alert to them all the time, so that the necessary changes and improvements can be made.

The Province of Rimini sustainable tourism experience

The Province of Rimini, starting with the International Conference staged in June 2001, which produced the Rimini Charter for Sustainable Tourism, has given a concrete demonstration of its commitment in favour of a sustainable tourist model.

A commitment acknowledged in Europe and the Mediterranean Basin that has produced numerous, major partnerships (UNWTO, UNEP, European Commission, TOI and ICLEI).

A commitment which, over recent years, has resulted in the first evaluation of tourist load capacity in a mass tourist destination of the Mediterranean, a coastal area integrated management plan with ICZM method, guidelines and manuals for tourist operators with the aim of cushioning the environmental impact of the services provided. A coherent and effective commitment that prompted the coordinating body of local and Italian Agenda 21s to entrust us in 2004 with the responsibility of the National Work Group on sustainable Tourism.

The most important experience of ecological hotels in Italy, begun in Riccione with the collaboration of “Legambiente Turismo”, the first Italian hotel certified with the European tourist accommodation services Ecolabel, and the first eco-sustainable bathing establishment in Italy saw the light in this Province. These records, together with the important results achieved in the LIFE Project “Strategies and instruments for sustainable tourism in the coastal areas of the Mediterranean”, have been acknowledged in terms of their excellence and as a result the Province of Rimini has received the European Prize for Sustainable Tourism “Carmen Diaz De Rivera” promoted by the Royal Awards Foundation, by the Government of the Balearic Islands and by the Environmental European Agency. The following recognition by the Generalitat de Catalunya of the value of the Rimini Charter for Sustainable Tourism and its applicability to the Catalan context are further proof that a lot of good work was done in last years to win the challenge of sustainability in mass tourism destinations.

The first and fundamental step towards the goal consisted in a research carried out by the University of Bologna, site of Rimini, on the incidence of environmental demand in Rimini and Calvià as well as on the degree of satisfaction of 1100 tourists interviewed on the control of the environmental impact. Besides the above-mentioned survey on tourists, another research examined the environmental variable in the tourist packages proposed by the main European and Italian Tour Operators as to identify features and trends of the offer in comparison to the changes of the demand.

On the basis of the results of the research were set “Ten Golden Rule of the Sustainable Tourist”, the first code of good conduct ever written up in Europe with 150 thousand copies printed in 2003. The ten golden rules are included in a wider Educational Kit translated in four languages, which was created to be popularised through Hotels and Tourist Information Offices and it is composed of a ten-minute video, a CD-Rom, a brochure, a poster, a bill and a newsletter. The Educational Kit with different communicative tools such as, written texts and multimedia CD-Rom, to explain to what extent Rimini and Calvià were engaged in bringing

forth to a more sustainable tourism and to invite tourists to change their attitude towards their holidays as to facilitate the control of a negative environmental impact.

The “toolbox” created for the hotel runners have been the most advanced experience in Italy as it was able to translate the concept of sustainable tourism into an effective entrepreneurial management. Furthermore Federalberghi, the main Italian association of Hotel Runners, shared with the enthusiasm for the project a fact that is confirmed by its constant engagement in the planning phase and the dissemination one. This “toolbox” was created through the direct involvement of those tourist operators who showed to be more motivated during all the phases of the project: “state of art” analysis, suggestions of improving criteria, its trial actions. Finally we outlined three set of guidelines: Guidelines for Ecologic Purchase in the Hotel, Guidelines for the European Ecolabel, Guidelines for a Simplified System of Environmental Management, which have been translated into English and published in specific manuals included in a CD-Rom created to maximize the intrinsic potential of the guiding tools for hotel runners by using the Personal Computer.

The success of the Guidelines mainly derives from the agreement drawn up by the Province of Rimini and Legambiente-Tourism, which is one of the partners – together with the Council House of Riccione and the local association of hotel runners – involved in the main and most popular voluntary label of environmental quality called “Hotels Suggested for the Engagement in the Environment Protection”, which is also member of the “Visit” European Network.

The work done during the “2nd International Conference on Sustainable Tourism” was a very important chance to assess the effectiveness of some “best practices” as to comparing and studying them.

Some progresses were recorded by world tourist destinations and international local authorities towards sustainability as some considerations revolved around three fundamental issues: territorial planning and tourism management, tourism product and tourism market. Local authorities, the subjects planning the territory and tourists that compose the tourism market and the subjects that build the tourist product, or in other words the entire tourism chain, ranging from tour operators right down to accommodation operators and tourist information offices.

A consideration of the effectiveness of the tools that have been used on an international, European or local level, different approaches, characterised by rules that perhaps attempt to impose sustainability, approaches characterised from the bottom-up that build, perhaps by adding parts, without necessarily starting with a global vision but by working step-by-step and showing their effectiveness in terms of the numbers, members and results achieved.

The participation of public and private stakeholders – and more generally that of all local communities – throughout the various working phases of the conference organization is a fundamental element when framed in the process.

Therefore the end results of the “2nd International Conference on Sustainable Tourism” – in terms new methods, technical tools and “good practices” – can be actually used in many world tourist contexts characterised by big numbers of visitors and tourists. As far as the Province of Rimini is concerned, for the next years it was the intention to be increasingly engaged in this field so that the tourism of Rimini will be more and more sustainable, and that is because this is the wanted future.

The methodology for monitoring sustainable development indicators on Tourism Destinations

The World Tourism Organization (UNWTO), as a UN agency specialized in tourism, has been engaged for years on the theme of sustainable tourism through the identification and implementation of practical tools to improve the sustainability of tourist areas. In this sense, the UNWTO has developed a Guide on Indicators of Sustainable Development for Tourism Destinations, as a tool to incorporate sustainability criteria in planning and management of tourism development in tourist destinations on five continents. The Province, area leading tourism resort in Italy, for years actually engaged in increasing the sustainability of its tourism development, he has promoted an agreement with the UNWTO to the Italian translation of Guide to Sustainable Development Indicators for destinations tourist to promote his knowledge from the Italian tour operators and public authorities themselves engaged in the field. The guide, designed initially as a means of adapting the themes of sustainability to every tourist destination has also achieved remarkable results in helping leaders and managers of public and private sectors to anticipate and prevent problems related to environmental, economic and related social tourism offerings. To understand the usefulness and potential of this instrument was presented the Report of monitoring of sustainability indicators in the main Italian tourist destinations. The approach used is to identify and measure the whole range of impacts that tourism can result in a certain area, preferably in advance of any tourism development so as to ensure that it is sustainable in the long term by economically, socially and environmentally. The Province, aims to promote the monitoring of sustainability indicators in all areas of Italian tourist and sensitize all the Italian Provinces.

The Province of Rimini is now to be one of the leading in the national and international level having chosen to make efforts to realize a new model of sustainable tourism. Sustainable tourism that combines a positive defense of the natural heritage and promote the area with sustainable development of economic activities, what the Province of Rimini was able to witness the organization of the Second International Conference on Sustainable Tourism held in Riccione 27 to 29 November 2008. The conference concluded with the approval of the Charter for Sustainable Tourism in Rimini Competitive which highlights how tourism contributes decisively to achieve important goals for socio-economic development of the identity of the area while allowing the reducing environmental impacts.

How to adopt a process of regular monitoring of the impacts of tourism in relation to sustainability indicators. The overall objective of the work conducted by the Province of Rimini is the adoption of a process of monitoring the impacts of tourism, in relation to sustainability indicators. Specifically, it aims to provide local governments a method that allows them to be autonomous with regard to these studies and for monitoring of impacts. For autonomy means, in this case, the ability to perform these studies using its resources and by referring to existing databases. For the specific objective of autonomy is necessary operational networking of actors dealing with the collection of statistical data and related databases, the goal is to share data and integrate these studies derived from field monitoring themselves.

To this end, it is essential to identify a common methodology for assessment of the impacts. Only when all local governments will implement monitoring processes using a common methodology will be possible, in fact, the comparison between different studies, to enable the comparison, you must define a methodology that is capable of producing data and results homogeneous. The identification of a common methodology, help to the replicability of the

processes of monitoring and what would later share good practices identified in the various monitoring processes conducted by enabling the replicability of the most successful experiences. The common reference tool proposed by the European Union to implement monitoring of the impacts of tourism is a list of 50 sustainability indicators contained in the Report of the Tourism Sustainability Group (TSG); Action for More Sustainable European Tourism; (February 2007). As noted in the first part of the Guide on Indicators of Sustainable Development for Tourism Destinations (UNWTO, Madrid 2004) even where there is already a consolidated strategy for tourism development and planning processes, the use of indicators can help improve the obtaining accurate information and monitoring processes to drive production. Where there is already a plan or program, this may represent the starting point for the selection of indicators, and information necessary to support the indicators themselves can be regularly found and made available.

Applying the model to Custodes project

Based on this study were selected sustainability indicators applicable to some areas of project partners. The methodology chosen for the selection of indicators is based on several stages, common to other normal processes of tourism planning, but consistent with the specific objectives of the project. The process of developing indicators can serve to clarify the importance of the start of a planning policy sustainable and competitive tourism industry. The preliminary phase is to verify the applicability of the selected indicators. The next step is implementation, which implies the need to find details of the chosen indicators. The next step is to verify the indicators calculated. The methodological scheme ends with the crucial stage, which is monitored regularly, aimed at detecting scans at predefined time, all changes recorded in the data context in which it operates.

Selected sustainability indicators for the CUSTODES pilot areas

N°	INDICATOR	PURPOSE OF THE INDICATOR
1	Area dimension	Volume territorial
2	Resident population	extension of the population
3	Population density	concentration of population
4	Employment rate	Labor participation
5	Total tourist arrivals	Volume of tourism
6	Total tourist overnights	Volume of tourism
7	Total seasonal overnights	Seasonality of tourism
8	Total number of hotel beds	Tourist capacity
9	Number of hotel beds per 1000 people of local population	Impacts of tourism on local populations
10	Ratio between number of tourists and local population	Potential imbalance between tourists and local people
11	Average length of stay	Added value for the local communities compared to the impacts of transportations
12	Number of employees in tourism sector	Labor participation in tourism
13	Total volume of collected solid waste	Solid waste production
14	Total water consumption	Exploitation of water resources
15	% purified water	Commitment to a sustainable management of water resources
16	Number of tourism businesses with EU Ecolabel certification recognized	Commitment of tourism operators to adopt environmental certifications recognized by the European Union
17	Number of tourism businesses that adopt environmental management systems recognized (ISO or EMAS)	Commitment of tourism operators for a sustainable environmental management

The contact area of each project partner will be responsible for finding data on selected indicators and make a brief report of the strategies and actions taken or to be undertaken for the development of more sustainable tourism in the destinations reference. It will then post the Province of Rimini to network data, compare them and produce a report of the analysis of sustainability. The expected result is to verify the applicability of indicators developed in order to achieve a common methodology for monitoring the impacts of tourism, trying to extrapolate considerations relevant as a basis for future studies.

Custodes Partners Initiatives in the field of Sustainable Development

PROVINCE OF RIMINI (ITALY)

- **Adhesion to the “Aalborg Chart”:** Yes, 1999
- **Start up of Local Agenda 21:** Yes

Since 2002 the Province of Rimini has set itself a series of thematic groups that include the promotion of “Economical Resource & heritage to protect”, “Prevention from the different kinds of pollution” e “Social Quality”. The main objectives are to promote the use of “clean” solar energy on the Adriatic Riviera, electricity and water saving, and awareness of ecological issues among tourists and those operating in the tourist industry. In order to continue the Agenda 21 process implemented back in 2003, the Province of Rimini has renewed its commitment to sustainable tourism with a programme that aims to facilitate relations between the supply of eco-friendly products and the demand for the same from accommodation facilities. The Province of Rimini has also organised two international conferences on sustainable tourism: the first in June 2001, the last in November 2008 which concluded with the approval of the Rimini Charter on Sustainable Tourism.

- **Environment sustainability policies:**
 - quality of water
 - quality of air
 - waste disposal
 - eco-compatible mobility
 - Other Green Public Procurement, Environmental Management Systems (ISO-EMAS), Quality Certification Schemes (Eu Ecolabel)
- **Programmes and on-going projects, financed by national/local public bodies, by European Union, in the field of sustainability:** ROMIT, SUVOT, MAVITRA, PARKS & ECONOMY, ADRIANET, FAREADRI, BARCA IN ADRIAS KOLPOS, PADMALAB, EUROMUSE
- **Projects or initiatives to promote the sustainable tourism through the quality certification of the destinations (“Environmental Management System”: ISO and EMAS):**

The Province of Rimini gives contributions to private companies operating in its country which introduce Environmental Management Systems according to the

international law ISO 14001 and/or EU Regulation March 2001 n° 761/01 (EMAS II) or which intend to apply for the European Ecolabel Brand for tourist accommodation service, approved by E.U. Commission Decision n° 287/2003.

REGION OF KUJAWSKO-POMORSKIE (POLAND)

- **Adhesion to the “Aalborg Chart”:** No
- **Start up of Local Agenda 21:** No
- **Environment sustainability policies:** No
- **Programmes and on-going projects, financed by national/local public bodies, by European Union, in the field of sustainability:**
In respect to the territory of whole voivodeship there are many running programmes and project concerning sustainability e.g. Regional Operational Programme 2007-2013, Operational Programme Human Capital 2007-2013, Programme for the Development of Rural Areas 2007-2013 (managed and implemented by the regional authority), ETC programmes, Culture Programme 2007-2013 and others
- **Projects or initiatives in your territory to promote the sustainable tourism through the quality certification of the destinations (“Environmental Management System”: ISO and EMAS):** No

MUNICIPALITY OF VELENJE (SLOVENIA)

- **Adhesion to the “Aalborg Chart”:** No
- **Start up of Forum of Local Agenda 21:** Yes

Municipality of Velenje adopted LA 21 in April 2004. LA 21 presents a programme for sustainable urban development in Municipality of Velenje.

This program includes:

- General provisions,
- the status of the environmental, economic and social conditions in municipality of the individual regional sources, based on the landscape-ecological and functional-geographical analysis of trends and the creation or modification. advantages and disadvantages use (utilization) of the components of the landscape municipal territory (natural, eg. water quality, and social and resources, for example. the employment structure of population municipalities),
- targets: for sustainable development-oriented and sustainable individual regional sources (components) of the three fundamental areas (environmental, economic and social) are shown for representatives of NGOs, the public and the profession, resulting in workshops and working group meetings,
- action: relation to the (desired) goals are designed proposals for improving the quality of life (the status quo) MO Velenje in NGOs, public and stroke, resulting in the workshops and working group meetings,
- provisions for the implementation of (the further conduct and guidance) the process of local Agenda 21 oz. complementarity of the LA 21 MO Velenje.

➤ **Environment sustainability policies:**

quality of water

quality of air

waste disposal

eco-compatible mobility

➤ **Programmes and/or on-going projects in your territory, financed by national/local public bodies, by European Union, in the field of sustainability:**

In Slovenia we can apply projects to calls tendered by Government Office for Local Self-Government and Regional Policy and following ministries: Ministry of Labour, Family and Social Affairs, Ministry of Culture, Ministry of Transport, Ministry of Agriculture, Forestry and Food, Ministry of the Environment and Spatial Planning, the Ministry of Economy, Ministry of Education and Sport, Ministry of Health, Ministry of Higher Education, Science and Technology. In the service of Government Office for Local Self-Government and Regional Policy, we report a project business zone Rudarski dom - Technology Development Center Rondo (I and II. Faza) and Revitalization Project of Villa Bianca (I and II. Stage). Projects have been approved and successfully implemented.

In the financial perspective (period) 2004 - 2006 the following projects have been approved:

Revitamin / revitalization of degraded areas due to mining industry, INDU.PIK / models of revitalization of industrial heritage; Business Zone Gorenje; Village Marketplace; the URBACT: Culture and regeneration of cities, URBACT: Social inclusion and exclusion; KSSENA - Energy Agency of Savinjska, Šaleška and Koroška Region; Exhibition 360 degrees; EKOSAN; EURESUN; FuturePublicEnergy - energy efficiency in public buildings.

In the financial perspective 2007 - 2009 the following projects have been approved:

Business Zone Rudarski dom - Technology Development Center Rondo (I. and II. Phase) – ERDF funds, Revitalization of Villa Bianca (I and II. Phase) – ERDF funds; Central Europe Programme: FREE – project partner and CUSTODOS – project partner.

➤ **Projects or initiatives to promote the sustainable tourism through the quality certification of the destinations (“Environmental Management System”: ISO and EMAS): No**

MIKULČICE REGION (CZECH REPUBLIC)

- **Adhesion to the “Aalborg Chart”:** No
- **Start up of Local Agenda 21:** Yes

The Mikulčice Region itself is not involved in Local Agenda 21 but the town of Hodonín that lies in the watched area (only 6 km from Mikulčice) is in LA 21 involved => project Health city of Hodonín.

- **Environment sustainability policies:** Yes

quality of water (There is also another effort: to revitalize the hydrological network (intrusion of hydrological cycle) and also to make use of river flood-plains during floods.)

quality of air (The major polluters are: power plant in Hodonín and vehicle exhaust gases; another problem is also nuisance dust generated by agricultural activities)

waste disposal (The major problem is establishment of illegal landfills and also recultivation of old landfills that can threat the underground water and also dissension in the matter of standard conception of waste disposal throughout the region.

The crucial problem is also wind and water erosion of intensively used farmlands.

1) **Programmes and/or on-going projects, financed by national/local public bodies, by European Union, in the field of sustainability:**

- ⇒ Archeological Park Mikulčice – Kopčany - not started yet. In 2006 an architectural-urban study was carried out. In 2008 the South-Moravian Region approved first financial support for the bridge across the Morava River – just for the building design. It is expected that all the studies, property purchase and construction work will cost 85 million CZK. The main goal is to connect these two archeological sites (one in Mikulčice, Czech Republic and the other one in Kopčany, Slovak Republic). The South-Moravian Conservationists are also trying to nominate the territory to the List of World Culture Heritage (UNESCO). The results should be known by June 2009.
- ⇒ Development of viticulture paths – EU Structural Funds (Regional Operational Programme)
- ⇒ The South Moravian Region’s Strategy of Tourist Trade consist of the list of the possible potential projects (e.g.: *Bicycle path from Hodonín to Veselí nad Moravou; Enhancing attractiveness and amenities of the marina in Rohatec; Bicycle paths in the Hodonín Microregion* etc.)

- **Projects or initiatives to promote the sustainable tourism through the quality certification of the destinations (“Environmental Management System”: ISO and EMAS): NO**