

SUSTAINABILITY IN DESIGNING TOURIST DESTINATION OFFER

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For many countries tourism is one of fundamental pillars of development because it is dominant economic activity of that country. Sustainable tourism development is identified as process of quality change. Political initiative and local population accept institutional and legal framework, they focus activities in development of tourism that respects destination's attractions and identity and preserve them for future generations. When planning tourism development, stakeholders in tourism aim to obtain balance between environmental, socio-cultural and economic sustainability. Receptive capacity of tourist destination should be taken in consideration. Sustainable tourism development ensures equitable access to all destination areas to tourists and locals and it promotes the values of special natural and cultural heritage sites to all. Sustainability enhances the quality of life, and the quality of the tourist experience that consequently leads to the positioning of tourist destination to the upscale level. Environmental issue such as nature and beaches preservation should be take in consideration together with quality waste management. The example of tourist destination Pula, Croatia shows how successfully offer of one destination follows principles of sustainability.

1. Stable and sustainable tourism development

Sustainable development¹ is one of the most important world's initiatives for future. It impacts overall human activities that are related with environmental issue and usage and preservation of natural and cultural resources for future generations.

World business council for sustainable development focus areas amis strategies of developments on four focus areas that include: energy and climate, development, the business role and ecosystems².

While tourism has long been an important part of our lifestyle, only recently has it received increased attention for its role in determination of global importance.

Sustainable tourism development recognizes the interdependence between the long term viability of economic investment in tourism projects, programs and policies and the successful management of the natural, built and human resource bases. That includes close cooperation and coordination among business community, local and national government and other organizations involved in sustainable and stable development. Without such a partnership, implementation of sustainable development becomes a problematic issue between an industry which seeks to

gain more profit and a public sector which aim to protect public goods and wealth for future generations.

Sustainable tourism development enhance the quality of tourist destination and the quality of the tourist experience through the promotion of economic developments which preserve and conserve local natural, built and cultural resources

2. Economic, environmental and social impact of sustainable tourism

Recognition of the potential economic benefits of increased travel have led many countries, and local communities to

intensify their tourism development efforts. As example we can present Croatia who declares itself as tourist country and consider tourism as an economic savior.

The economic impact is measured with economic impact studies which are preformed for variety of reasons and users. such as private sector and hotel industry, area and regional travel organizations, and city / country visitor and conventions bureaus who have traditionally used them to assess impact in the form of expenditures, payroll income, jobs and taxes.

At National level, studies are produced by Ministry of tourism, Tourism Board and Tourism institute and by them; the benefits of tourism are proven, and according to them, the future strategies and actions in tourism development are planned. In considering the costs of tourism to the community, all the facilities and services provided by the public agencies for the community, must be identified. Facilities and services are categorized in several categories. Those are:

- Transportation access - Historically, the tourist attractions developed only when they became accessible. Today most centers of tourist travel depend on visitors arriving by private automobile or by mass transport systems- air, rail, bus or boat. Cities that expect to attract tourism business beyond a radius of a few hundred miles should have good, dependable, commercial transportation which reasonably priced, well scheduled, and well advertized bus, taxi or limousine service to the community's attractions and lodging areas.
- Local roads- Includes traffic organization in tourist destination, roads and parking spaces.
- Signs - Signs help visitors find their way easily to attraction and keep them longer in destination.
- Water- tourists demand for fresh quality water
- Sewage and trash disposal - Communities should be prepared to handle it and streets and public area should be kept clean.
- Public safety - Public safety largely includes medical care, police and fire protection. As tourism brings more people to the community additional police will be needed to control crowds, assist visitors, and handle any increase in crime.

¹ WBCSD – World Business Council for Sustainable Development is a CEO-led, global association of some 200 companies dealing exclusively with business and sustainable development. The Council provides a platform for companies to explore sustainable development, share knowledge, experiences and best practices, and to advocate business positions on these issues in a variety of forums, working with governments, non-governmental and intergovernmental organizations.
²<http://www.wbcsd.org/templates/TemplateWBCSD1/layout.asp?type=p&MenuId=NJE&doOpen=1&ClickMenu=LeftMenu>, 15th March 2011

• Operation costs - amount must spend in serving travelers in a state, city or country – variety of costs

Over the last three decades, the impacts of tourism on the environment, especially those encountered through mass tourism, have been carefully analyzed. The study of tourism impact on natural environment is requires multidisciplinary approach to their description categorization and assessment has yet to fully emerge. A classification of tourism environment is important because the environmental quality is to become a major component of tourism impact assessments, allowing a more systematic and comprehensive appraisal of tourism projects, programs and policies. There are a number of possibilities of classification of environmental impacts. Frequently the environment is considered fewer than three main headings. Physical (a biotic), biological (living) and socio economic (including cultural) The heading may also be expressed as natural, human made, and cultural. This categorization closely relates to the typology utilized to describe the environmental assets that attract tourists, and provides the simple framework for the discussion of tourism impacts.

1. The natural environment includes such features, as air, water, flora, and fauna, soil nature, landscapes (including geological features) and climate .
2. The built environment includes urban fabric and furniture , buildings and monuments, infrastructure, human

made parks and other spaces and other elements of „ townscapes „

3. The cultural environment includes the values, beliefs, behavior, morals, arts, laws and history of communities. The cultural environment will include „ high „ culture, such as opera and ballet, and popular culture, including elements of native expression such as folk music and craft work. Taken together, these aspects of the environment make up the sense of place and can be viewed as the basic environmental resources which attract tourists. Environmental change occurs naturally, making tourism induced change more difficult to quantify

A lack of detailed knowledge of environmental conditions prior to the advent of tourism in an area frequently limits the viability of post development investigations.

In addition to direct environmental impacts, tourism may have indirect impacts and induce further development and associated consequences, which may be difficult to identify. Also, components of the environment are inter linked and a tourism activity which impacts on one aspect of the environment may produce an indirect impact an another

The impacts of tourism development on the natural environment, and specific inter-related aspects of environment are listed in the table 1

TABLE 1 Major potential impacts on the natural environment

Impact aspect	Potential Consequences
Floral and Faunal species composition	<ul style="list-style-type: none"> • disruption of breeding habits • killing the animals through hunting • killing of animals in order to supply market for souvenirs • inward and outward migration of animals • trampling and damage of vegetation by feet and vehicles • destruction of vegetation through the gathering the wood • change in extend and/or nature of vegetation cover through clearance or planting to accommodate tourism • creation of a wildlife reserve/sanctuary or habitat
Pollution	<ul style="list-style-type: none"> • water pollution through discharges of sewage , oil, petrol • air pollution from vehicles, airplane emissions • noise pollution from tourist transportation and activities
Erosion	<ul style="list-style-type: none"> • compaction of soils causing increased surface run-off and erosion • change in risk of occurrence of land slips/ slides • change in risk of avalanche occurrence • damage to geological features (pits, caves) • damage to river banks
Natural Resources	<ul style="list-style-type: none"> • depletion of ground and surfaces water supplies • depletion of fossil fuels to generate the energy for tourists activities • change in risk of occurrence of fire • depletion of mineral resources for buildings materials • over-exploitation of biological resources (e.g. overfishing) • change in hydrological patterns • change in land used for primarily production
Visual Impact	<ul style="list-style-type: none"> • facilities (e.g. buildings, chairlift, car park) • litter • sewage, algal blooms

Source: Hunter C., Greene H., "Tourism and the Environment – a Sustainable Relationship", Issues in Tourism Series, Routledge, London, UK, 1995., page 14.

Social and cultural effects to tourism have to do with the way in which the tourism affects people and the communities. This effects are often less tangible than economic effects and have been more difficult to quantify. Tourism has a number of potential social and cultural costs. While tourism can help recognize and promote distinctive cultures, it can also alter and distort cultural patterns in the process. Most tourists who visit resort in developing countries are vacationers who have no particular personal and religious ties with these countries. For these tourists contact with the local population is often limited on employees working in the tourist industry. The package standardized culture (shops, dances, sight-seeing) soon leads to a blurring of the distinguishing features of unfamiliar cultures. The impersonality of mass tourism is further reinforced by the nature of tourist accommodations - for example, large hotel chain built in Western style, serving primarily western cuisine, along with few local foods to add a touch of the exotic. Another issue of cultural distortions are simplified and sometimes inaccurate images created by tourism marketing and

promotion. By false promotion, tourists expect to find the images that attracted them to a specific destination at first place, and these destination areas may adopt such cultural elements to satisfy tourist expectations and demand.

A number of attempts have been made to trace the sequence and the timeframe during which values of local host community change. It is believed that irritation resulted from contact between tourists and locals cannot be completely avoided and will ultimately destroy tourism unless kept under review and proper control. The levels of irritation are following:

- *Euphoria*: initial phase - both the visitors and investors are welcomed.
- *Apathy* - Transition to that stage varies in length, depending on the speed and amount of development. Tourists are seen as stereotypes and taken for granted
- *Annoyance* - Host population begins to express the doubts
- *Antagonism* - Overt expression or irritation, All social and personal problems are attributed to the tourists

Table 2 summarizes some of the major potential impacts of tourism on the cultural environment brought by the globalization and development.

TABLE 2. Major potential impacts of tourism on the cultural environment

Impact Aspect	Potential Consequences
History	<ul style="list-style-type: none"> • loss of artifacts by unscrupulous sales people • enhancement by museums with greater interest in cultural resource (development of specialized museums) • Changes in cultural landscape (loss of traditional agriculture, or a move away from traditional dwellings to houses built using more Western methods.)
Traditional arts	<ul style="list-style-type: none"> • The development of the market for traditional paintings, crafts and sculptures increasing the demand for local crafts people • Increased demand for traditional drama, music and dance • Renaissance of traditional festivals and other cultural and artistic events • Increased awareness of , any demand for traditional literary forms
Language	<ul style="list-style-type: none"> • Changes in the vocabulary of languages, use of western words • The growth of minority languages (as an element of cultural tourism)
Religion	<ul style="list-style-type: none"> • Increased importance of religious festivals and pilgrimages • Pressures on religious places and shrines as an result of increased visitor numbers
Traditions	<ul style="list-style-type: none"> • Changes to the traditional economic order (move away from sufficiency to dependency) • Pressures to adopt Western rather than traditional clothing • Dominance of the leisure time by Western television • Increased variety of food • changes in eating habits • Growth in availability of international drink products and alcohol
Values and Norms	<ul style="list-style-type: none"> • Changes in family structures and values • Adoption of servile attitudes towards tourists • Increase in prostitution (sometimes even sex tourism) • increase in criminality

Source: Hunter C., Greene H., "Tourism and the Environment – a Sustainable Relationship", Issues in Tourism Series, Routledge, London, UK, 1995., page 35.

3 PLANNING AND IMPLEMENTATION OF SUSTAINABLE TOURISM

Governments wishing to attract tourists must plan carefully. For the less developed countries creating an environment for tourism requires significant financial resources that could be found at international investment market.

Considering investments, investors need guaranties or concessions in order to reduce the risk they are taking. This situations put the tourist country in position where it is required to give to the investor:

1. The right to buy or control land
2. Special tax rates for the business they built

3. The right to bring their own employees
4. The right to take their profits home with them
5. The right to keep the competitors out
6. The right to „get involved „ in governing tourism

Without proper planning and proper understanding of the tourism development investment effects, and business growth, there is a potential danger of serious problems in the future. Because of the economic, political, social, and environmental impotence of tourism, there is a real need for policies, regulations and rules. Regulations quoted in The Global Code of Ethics for Tourism¹ are essential they emphasizes how tourism in destination should be operated after moral code and principles. Lack of cooperation and coordination slows down and jeopardize progress or promotion of special or self interest groups can result in decision making that benefits a few but potentially negatively affects the majority. The evolution of the GATS agreement, and the consistency of future commitments of developed countries with the economic, social and environmental sustainability of tourism in developing countries in the GATS negotiations, should mark a turning point favoring more profitable tourism for all WTO members, particularly the most vulnerable small developing countries.² Some countries have developed very strict regulations while others have been more moderate in policy making. Listed there are some of the general areas of legislation and regulation in the tourism industry:

- Classification and ratings
- Fire and safety codes
- Health and safety codes - regulations and ratings
- Building and zoning codes
- Laws and regulations governing services for the handicapped
- Liquor licenses
- Liability personal property of guests customers and employees
- Truth in advertizing and promotion
- Labor laws
- Fair pricing and antitrust legislations
- Licensing of business services
- Licensing of employees (pilots, drivers, engineers...)
- Safety regulations, carrier operation and equipment maintenance
- Limitations of weights and capacities
- Regulations regarding use of roads, rails, airspace , waterways and public facilities
- Taxation

4. SUSTAINABILITY IN ORGANIZATION OF TOURIST DESTINATION

Most of tourist arrivals are taking place at coastal areas that are attractive by its natural beauties. Since coastal areas are the most highly populated regions on Earth, their protection requires unique attention and the effective

management of numerous interests. In many coastal areas, tourism development is jeopardizing natural habitats for marine life and consequently traditional fishing families and villages.

Problems that are facing popular tourist destinations are mostly related with³:

- water and soil pollution
- change of landscape
- unregulated human activities – sport
- deny of equitable human access to beaches and coastal waters, cutting off local populations from their coastal heritage
- Excessive private tourist development.
- Mass tourism that overcrowd destination carrying capacity

When tourist destination reaches its saturation point, flows of tourist demand decline. Destination can be viewed then as having reached the mature - declined stage of the tourism life cycle model.

Attractions of tourist destination can be categorized as follows:

TABLE 3 : KATEGORIZATION OF TOURIST ATTRACTIONS

A. BASIC TOURIST RESOURCES	
1. Potential and real tourist attractions of destination	
B. OTHER DIRECT TOURISTIC RESOURCES	
1. Hotels and resorts	
2. Other hotel and resort offer	
3. Staff – personell	
4. Tourist centres (comercial tourism)	
5. Tourist places – villages	
6. Tourist destinations	
7. Tourist agencies	
8. Tourist organization (tourist offices)	
9. Tourist information and promotional material	
10. System of touristm information	
11. Tourist education of local inhabitants	
12. Tourist activity of neighbouring destinations	
C. INDIRECT TOURIST RESOURCES	
1. Preserved environment	
2. Geo-traffic position	
3. Traffic connections	
4. Infrastructure	
5. Quality of organization in space /destination	
6. Landscaping	
7. Political stability	
8. Other resources	

1 World Tourism Organisation (1999) *The Global Code of Ethics for Tourism. Ethics Code*(recognised by UN in 2001). World Tourism Organisation, Madrid.

2 Diaz David, *The Viability and Sustainability of International Tourism in Developing Countries*, World Trade Organization, Symposium on Travel and Services, Geneva, February 2001, str. 12

3 <http://www.gdrc.org/uem/eco-tour/wttc.pdf>, 15th Marc, 2011

Source: Kušen, E., Turistička atrakcijska osnova, Institut za turizam, Zagreb, 2002., page. 17

Overcrowded, over commercialized, tacky and nosy image, combined with environmental deterioration particularly through uncontrolled hotel construction degrade the reputation of tourist destination. Issue of noise, dust, and blocking the views and the spread of tourism infrastructure to previously unspoiled areas with a consequent loss of scenery and wildlife resources also reflects negatively to the tourist demand. In an attempt to solve these problems, private and public sector bodies should carry strategies upon environmental and infrastructure improvement programs and adopted development control planning procedures.

a. Tourist offer of arenaturist pula and sustainable development

Pula is a tourist centre, coastal town situated in South Istrian Region, Croatia. The main provider of hotel services is hotel company Arenaturist d.d. Pula. Company operates with 8 hotels, 5 resorts and 6 Camping sites in destinations Pula and Medulin.

1.

Table 4 : Structure of overnight Arenaturist d.d. Pula after type of property 2005.-2009. year

	2005.	2006.	2007.	2008.	2009.
OVERNIGHTS - Arenaturist Pula	ukupno	ukupno	ukupno	ukupno	ukupno
Total Arenaturist	1.506.764	1.434.249	1.429.748	1.364.586	1.320.715
Total Hotels	451952	430441	448055	414403	388440
% Share of hotel overnights in total	30,0	30,0	31,3	30,4	29,4
Total apartments	369052	363423	368112	337406	313770
% Share of app overnights in total	24,5	25,3	25,7	24,7	23,8
Total Camping sites	685760	640380	613581	612777	618505
% Share of camp. overnights in total	45,5	44,6	42,9	44,9	46,8
TOTAL %	100,0	100,0	100,0	100,0	100,0

Izvor: Author interpretation after: Statistical data Arenaturist d.d., 2010.

Arenaturist hotel company produces about 1,3 millions overnights per year. The figures listed in table shows that about 30 % of overnights is realized in hotels and about 25 % in resort apartments. This figures shows that more than 55 % of overnights are produced in basic accommodation units and 45% in complementary units, camping sites and private accommodation. To follow principles of sustainability, this 45% of overnights require well developed infrastructure of destination. At this moment, unfortunately this is not the situation and all parties, Hotel Company and tourism board and local government are seeking solutions how to improve infrastructural demands in accordance with principle of sustainability. Next issue is related with seasonality of tourism demand both in Croatia and Pula.

Table 5: Accommodation facilities in Croatia and average occupancy in days - 2005.

Type of property	Beds	Overnights	Average occupancy - days
Hotels and apart-hotels	115.815	14.963.754	129,20
Torust resorts - apartments	61.991	4.703.035	75,87
Camping sites	217.324	13.358.701	61,47
Private accommodation - houses, app.	400.454	13.859.005	34,61
Marinas - nautical tourism	58.045	1.138.7661	19,62
Other properties	55.581	3.379.689	61,13
TOTAL PROPERTIES	909.210	51.420.948	56,56

Source: Author after Državni zavod za statistiku, prema: Ministarstvo mora, turizma, prometa i razvitka, www.mmtpr.hr,

1 Diaz David, *The Viability and Sustainability of International Tourism in Developing Countries*, World Trade Organization, Symposium on Travel and Services, Geneva, February 2001, str. 15

Tourist season is very short, in average according to the structure, in hotels 129 days, in resorts 76 days, camping sites 61 days, private accommodation 35 days. This data show how short tourist season in Croatia and in Pula is and reflect the need of prolongation that will keep in operation all stakeholders and capacities for longer period of time.

For season prolongation all the strategies should be reconsidered. Attractions should be valorized, segmentation of tourist market should be done and special programs for market niches created. Identified are following niches¹:

1. Fiscal activity and sport orientation
2. Learning oriented tourism
3. Cultural tourism
4. Environmentally oriented tourism
5. Lifestyle oriented tourism

Arenaturist Pula hotel company creates special programs aiming to prolong tourist season and intensity of tourist arrival. Pula and Medulin as Istrian coastal destinations with abundance of biodiversity have possibilities of sustainable development of niche - selective tourism that is profitable both for hotel company and for local community. Special programs that include selective activities and that could be organized in destination Pula and Medulin are following²:

- Adventurist tourism: "of road" programs, free climbing, cross biking. Programs include Natural Landscape Kamenjak – Premantura and abandoned quarries in region
- Diving bases in Pula and Medulin
- Golf - plan of development of golf courts in Ližnjan - Medulin respecting sustainability principles
- Education oriented tourism focused on workshop of traditional ethnic handicrafts
- Cultural and historical heritage - Programs oriented on sightseeing and manifestations in roman Amphitheatre Arena.
- Tourism of National Parks and Natural Landscapes: visit of National Park Brijuni, Natural Landscape Kamenjak and Učka Natural park.
- Mountaineering, tourism with backpack: Čičarija, Bijele Stijene (Labin)
- Agrotourism – visit and stays in rural farms, tasting domestic food and products.
- Wine and gastronomy tourism: Wine roads of Istria organized after wine - growing zone (Bujština, Poreština, Vodnjanština...), Olive oil roads, truffle region (Livade)...

CONCLUSION

Although the economic benefit is often the key motivating factor of involvement in tourism, communities identify social and environmental benefits of sustainable tourism development too.

Tourism is a service industry requiring large numbers of employees in relation to the amount of the investment. The employment benefits generated by the tourist industry are many. Tourism creates demand at jobs market and

employs personnel of all skill levels. Regarding age level, data of youth employment suggests that the tourism industry favorite younger population which also implicate problematic issue.

The tourism industry attracts consumers which produce income and profit generated from tourist expenditures. Tourism expenditures vary directly with the number of visitors and length of their stay in tourism destination. The tourism profit is dependent on "net foreign currency effect" which is calculated when the segment of imported goods are deducted from the services provided to the guests. The part of tourist's dollar that stay in the community, usually in the form of wages, profits, and additional expenditure on locally produced goods and services, does benefit the community. Multiplicatively, local income from tourist expenditures leads to increase local income and more local expenditures in general.

When tourist's expenditures are high, so are the sales tax revenues. Special tax, aimed specifically at tourists, is often implemented by communities. Tourist tax and entrance fees are based on the premise that tourism imposes certain public costs, such as increased police protection, lifeguards, additional public facilities, and upkeep of monuments, museums and historical sites. Taxation regulation enables to develop parks, recreational areas, and other local attractions,

Visitors are attracted to a values that present community heritage; culture, architecture, scenery. An awareness of the value of heritage and natural attractions spur interest and pride among local inhabitants to conserve and preserve those elements which contribute to the uniqueness. Traditional crafts, ethnic customs, and historical sites and structures are segments of valorization beyond the local boundaries. Sustainability in destination management reflects the conservation of the higher quality aspects of the community and elimination of those which are detractions. Many communities that are suffering from bad reputation have to make a new and quality positioning at the tourist market and the process of recognition aiming to strike the path of development.

The potential cultural benefits from tourism, though less obvious than economic benefits is significant. It reflects in the richness of the residents experience by stimulating an interest in the area 's history through restoration and preservation of historical sites.

Sustainability in development is key answer for developing nations and nations in transition both, in economy growth and in sustainable human progress together with preservation of environment.

¹ http://en.wikipedia.org/wiki/Tourism#Niche_tourism, 23 March 2011
² Florićić T., *Magistarski rad: Marketing u funkciji prodaje hotelskog proizvoda - studija slučaja Arenaturist d.d., Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija 2008*

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