

Model European Parliament 2nd Mediterranean Regional Session Athens 5-10 October 2018

Committee on Transport and Tourism (TRAN)

Taking into account the social and economic impact of mass tourism, what measures can the EU implement to ensure the conservation of Mediterranean coastlines whilst supporting economic growth in such areas?

1. *Key Terms*
2. *Measures in Place and Annual Events*
3. *Main Stakeholders*
4. *Graphs*

1. Key terms

Mass tourism¹

Mass tourism has been part of academic discussions for decades. However, conceptually it seems to remain an ‘ambiguous’ term, lacking a clearly agreed definition (Torres, 2002: 89), perhaps because its multidimensional character evokes different meanings for different people (Miller and Auyong, 1998: 11), and overall, the nature of tourism is multifaceted (Pearce, 1992). This suggests that there is all the more reason for scholars to pay attention to it. Instead, researchers have been more interested in focusing on the further segmented forms of tourism, which reflects the postmodern times in which the individuality is valued over the idea of mass. Nevertheless, better access to transport and economic capacity has made it possible to tap into a multitude of places (Hall, 2005), and levels of global air traffic are now four to five times higher than in the 1970s (ICAO, 2010, 2013). It would have seemed odd to have talked about masses earlier and highlight specialization at its expense in a time when mass tourism continues to be the way to travel for millions of people (Aramberri, 2001; Obrador Pons et al., 2009b; Wheeler, 1993).

Conservation of Mediterranean coastlines²

The importance of coastal tourism in particular can be clearly appreciated when we consider that most tourists choose to stay in coastal areas. In 2001, for example, 65% of foreign tourists in Catalonia chose the coastal area as their first destination (Generalitat de Catalunya, 2002).

¹Retrieved from

https://s3.amazonaws.com/academia.edu.documents/40888159/Vainikka2013TS.full.pdf?AWSAccessKeyId=AKIAIWOWYYGZ2Y53UL3A&Expires=1527327837&Signature=vViwLMyAD6BQCiRSPoJGww%2BNkNU%3D&response-content-disposition=inline%3B%20filename%3DRethinking_Mass_Tourism.pdf

²ResearchGate. The Influence of Shoreline Dynamics on the Use and Exploitation of Mediterranean Tourist Beaches. 2006. Retrieved from

https://www.researchgate.net/profile/Jose_Jimenez30/publication/263329613_The_Influence_of_Shoreline_Dynamics_on_the_Use_and_Exploitation_of_Mediterranean_Tourist_Beaches/links/542a862d0cf29bbc1267a63a.pdf

These figures exclude the city of Barcelona, which by itself attracted 30.6% of foreign visitors. Because of this, the coastal region has undergone intense urban and tourist development. Mainly, this started in the 1960s and reached its zenith during the 1970s. As a consequence, land occupation in some areas has clearly reached saturation level in such a way that such areas have attained the stagnation stage in the tourist cycle of evolution. This has been reflected in the fact that these areas have reached the peak number of visitors and capacity levels for many variables have been also reached (see, e.g., Priestley & Mundet, 1998). This means that in some places the tourism carrying capacity (TCC) has been attained or even exceeded. TCC can be defined as the maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, and sociocultural environment and an unacceptable decrease in the quality of visitor's satisfaction (PAP, 1997). This excessive development of resorts, as well as the associated infrastructure to support the tourist industry in coastal areas, has become one of the main elements affecting the quality of the coastal environment and it has been identified as one of the main factors inducing coastal degradation (Smith, 1991; Wong, 1998; Sarda & Fluví a, 1999).

Economic Growth³

A positive change in the level of production of goods and services by a country over a certain period of time. Nominal growth is defined as economic growth including inflation, while real growth is nominal growth minus inflation. Economic growth is usually brought about by technological innovation and positive external forces.

2. Measures in place

A) In June 2010, the European Commission adopted the Communication, 'Europe, the world's No. 1 tourist destination – a new political framework for tourism in Europe'. This communication set out a new strategy and action plan for EU tourism.

B) The European Commission adopted the Communication, 'A European Strategy for more Growth and Jobs in Coastal and Maritime Tourism' on 20 February 2014, presenting a new plan to enhance coastal and maritime tourism in Europe in order to unlock the potential of this promising sector. The Commission is currently implementing the strategy through an action plan, which contains 14 actions. As part of Action Four “to strengthen the role of cluster organisations and networks as drivers for growth and jobs in the maritime and coastal tourism sectors”, the Commission held a conference on Smart cooperation in coastal and maritime tourism - Encouraging transnational partnerships through clusters and networks on 20 January 2015⁴.

³Investor Words: Economic Growth. Retrieved from
http://www.investorwords.com/5540/economic_growth.html

⁴ European Commission: Growth. Coastal and Maritime Tourism. 2018. Retrieved from
https://ec.europa.eu/growth/sectors/tourism/offer/maritime-coastal_en

C) The Commission Communication, 'Agenda for a sustainable and competitive European tourism'⁵ proposes solutions to the challenges of sustainable tourism. As part of its work in diversifying the tourism experiences on offer in the EU, the Commission co-funds sustainable transnational tourism products that can contribute to tourism growth (i.e. cycling routes, sports and wellbeing tourism, nature tourism, and cultural routes crossing Europe).

D) Because the performance of tourist destinations is contingent on sustainability, the Commission has developed a European Tourism Indicators System as a simple method for measuring sustainability performance. The EU Ecolabel⁶ is a voluntary tool that is available to tourism accommodation services willing to prove and promote their environmental excellence. Specific EU Ecolabel criteria have been developed for tourist accommodation.

E) EMAS registration allows actors in the tourism sector to improve their environmental performance and promote the quality of their services. EMAS best environmental management practice document can guide them in this process⁷.

F) The 'Guide on EU funding for the tourism sector (2014-2020)' gathers information on sources of EU funding of interest to the European tourism industry from both private and public sector.

G) The Commission also supports the Tourism and Cultural Heritage Group of the Enterprise Europe Network. This organisation helps small businesses in the EU⁸.

Annual events

A) European Tourism Day

The European Tourism Day is an annual event where stakeholders can discuss specific themes. The themes are selected on the basis of current policy priorities.

[See European Tourism Day 2017](#)

[See all European Tourism Days](#)

B) European Tourism Forum

⁵ European Commission: Growth. Sustainable Tourism. Retrieved from https://ec.europa.eu/growth/sectors/tourism/offer/sustainable_en

⁶ European Commission. Environment. Retrieved from <http://ec.europa.eu/environment/ecolabel/>

⁷ European Commission: Growth. Sustainable Tourism. 2018. Retrieved from https://ec.europa.eu/growth/sectors/tourism/offer/sustainable_en

⁸European Commission: Growth. Support to Tourism Businesses. 2018. Retrieved from https://ec.europa.eu/growth/sectors/tourism/support-business_en

The European Tourism Forum is an annual event, co-organised with the country that holds the Presidency of the Council of the European Union during the second half of the calendar year. The Forum's objectives are political and they are often linked to an informal meeting of Ministers responsible for Tourism from EU countries.

Other past events⁹

- [Mind the Accessibility Gap: Rethinking accessible tourism in Europe](#), 6 June 2014
- [Kick-off meeting of the Digital Tourism Platform](#), 27 March 2015
- [Pan-European dialogue on cruise tourism](#), 5-6 March 2015
- [Workshop on Smart cooperation in coastal and maritime tourism - Encouraging transnational partnerships through clusters and networks](#), 20 January 2015
- [Info Day: EU funding for tourism](#), 20 March 2014
- [Presentation of the feasibility study for the European tourism indicator system for sustainable management at destination level](#), 22 February 2013
- [Seminar on Current Cooperation and Future Perspectives in Sustainable Tourism in Mediterranean countries](#), 21-22 June 2012

Additional links on the issue of tourism in the EU

→European Parliament. Tourism and the European Union: Recent Trends and Policy Developments.

http://www.europarl.europa.eu/RegData/etudes/IDAN/2015/568343/EPRS_IDA%282015%29568343_EN.pdf

→Eurostat. Tourism in a Nutshell. <http://ec.europa.eu/eurostat/web/tourism>

3. Main Stakeholders¹⁰

Austria

- Federal Ministry of Science, Research and Economy
- Parliamentary Committee for Tourism
- Austrian National Tourist Office (ANTO or Österreich Werbung)
- Austrian Federal Economic Chamber
- Austrian Hotel and Tourism Bank (ÖHT)
- Austrian Trade Union Federation
- Tourism Marketing Organizations of the Länder

⁹ European Commission: Growth. Conferences and other Events. 2018. Retrieved from https://ec.europa.eu/growth/sectors/tourism/conferences-events_en

¹⁰ AALEP: Key Tourism Stakeholders in EU 28. Retrieved from <http://www.aalep.eu/key-tourism-stakeholders-eu-28>

- Austrian Hotel Association (ÖHV)
- Austrian Tour Operators Association (ÖRV)

Cyprus

- Ministry of Energy, Commerce, Industry and Tourism (MECIT)
- Cyprus Tourism Organisation (CTO)
- Local Tourist Information Offices
- Hotels Committee
- Catering Establishments Committee
- Associations and Federations of hotel and catering establishments' owners and operators
- Cyprus Hoteliers Association
- Association of Cyprus Tourist Enterprises
- Hotel Managers Association
- Tourist Guides association
- Restaurant Owners
- Agrotourism Company
- Cyprus Health Services Promotion Board
- Special Interest Tourism Association
- Conference, Incentives, Meetings Association.
- Trade Unions, local authorities, NGOs etc.
- Regional Tourism Development and Promotion Companies (RTDPC) (Local authorities, hoteliers, restaurateurs, regional chambers of commerce, and others, from each of the regions of Lefkosia, Lemesos, Larnaka, Pafos, Ammochostos and the Mountain Resorts).

France

- Direction générale de la compétitivité, de l'industrie et des services (DGCIS)
- Ministère des affaires étrangères
- Atout France (Agence de Développement Touristique de la France)
- Maison de la France (Agence de Promotion de la France à l'étranger)
- Conseil Régional (Comité régional du tourisme (CRT))
- Conseil Général (Comité départemental du tourisme (CDT)).
- Conseil Municipal (Office de tourisme chargé des missions d'accueil, d'information des touristes et de la promotion touristique locale).
- Alliance 46.2 (regroupe certaines des très grosses entreprises du secteur)
- Rencontres nationales du tourisme
- Conseil National Supérieur de la Navigation Aérienne
- Conseil National du Tourisme.
- Conseil Stratégique de filière pour le tourisme
- Conseil de la promotion du tourisme

Greece

- Ministry of Tourism
- Coordination and Implementation Authority of the Ministry of Tourism
- Greek National Tourism Organization (GNTO)
- Hellenic Chamber of Hotels (HCH)
- Association of Greek Tourism Enterprises (SETE)
- Marketing Greece S.A.
- Research Institute for Tourism (ITEP)
- Hellenic Statistical Authority (EL.STAT.)
- Bank of Greece (BoG)

Italy

- Ministero dei Beni e delle Attività Culturali e del Turismo.
- Comitato Permanente di promozione del turismo in Italia
- Agenzia nazionale del turismo (ENIT)
- ACI- Automobile Club d'Italia (ACI)
- CAI- Club Alpino Italiano (CAI)
- Agenzia di Assistenza Tecnica
- Federturismo (Confindustria)
- Confturismo (Confcommercio)
- Assoturismo (Confesercenti).

Malta

- Ministry for Tourism and Aviation.
- Malta Tourism Authority's (MTA)
- Institute for Tourism Studies
- National Commission for Persons with Disability
- Malta Environment and Planning Authority
- Malta Hotels and Restaurants Association
- Federated Association of Travel & Tourism Agents;
- Professional Diving Schools Association
- Federation of English Language Teaching Organisations
- Association of General Retailers and Traders
- Heritage Malta
- Malta Competition and Consumer Affairs Authority
- Gozo Tourism Association

Portugal

- Turismo de Portugal I.P., the National Tourism Authority (NTA)
- Secretary of State for Tourism and the Ministry of Economy and Innovation
- Entidades Regionais de Turismo - ERTs
- Regional Directorates for Tourism (Madeira and Azores)
- Regional Agencies for Tourism Promotion (ARPT's) (Porto e Norte, Centro de Portugal, Lisboa Região, Alentejo, Algarve Açores and Madeira)
- Strategy and Promotion Tourism Council (Conselho Estratégico do Turismo) -CEPT
- Portuguese Tourism Condeferation (CTP)
- Tourism 2015 (Turismo 2015)
- Hospitality Management Institute
- Strategic Council for Education and Training in Tourism (Conselho Estratégico de Educação e Formação em Turismo) CEEFT
- Entrepreneurship Association for Innovation- COTEC Portugal
- Product's 'Clubs' (Clubes de Produto)

Spain

- Ministry of Industry, Energy and Tourism
- State Secretariat for Tourism
- Spanish Tourism Institute (TURESPAÑA)
- Paradores de Turismo de España
- Instituto de Estudios Turísticos (IET) (Institute for Tourism Studies)
- Autonomous Regions
- Patronato de Turismo" (mostly in the main cities)
- Congress Offices
- Inter-Ministry Committee for Tourism (Comisión Interministerial de Turismo)
- Sectoral Tourism Conference (Conferencia Sectorial de Turismo)
- Spanish Tourism Board (Consejo Español de Turismo) (CONESTUR)
- Trade Chambers
- National Employer's Association (CEOE)
- Professional Associations
- Trade Unions
- Executive Committee (CECET) (presided by the General Secretary for Tourism and Domestic Trade.

Croatia

- Ministry of Tourism (NTA) Directorates (Travel Market and International Cooperation; Development and Competitiveness of Tourism; Tourist Board System and Destination Management; Legal Affairs)
- Croatian National Tourist Board (CNTB)

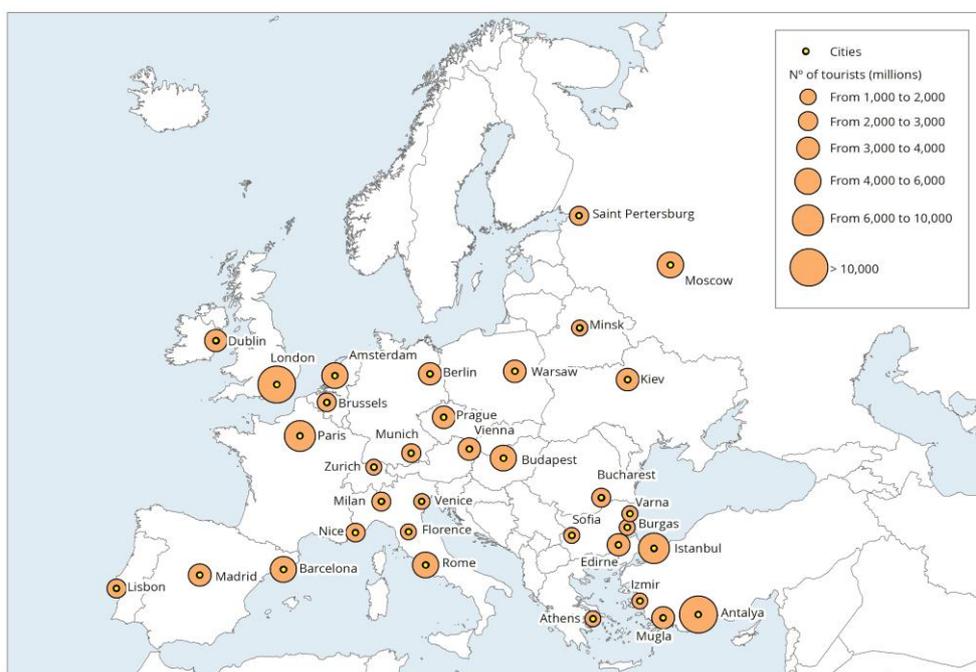
- Tourism Committee of the Croatian Parliament
- Croatian Tourism Competitiveness Cluster (Association of Employers in Croatian Hospitality, Association of Croatian Travel Agencies, Croatian Camping Union, Small & Friendly Hotels in Croatia and Croatian Youth Hostel Association).

Netherlands

- Ministry of Economic Affairs
- Netherlands Board of Tourism & Conventions (NBTC Holland Marketing)
- Hospitable Netherlands (Gastvrij Nederland)
- Nationale Raad voor toerisme, recreatie, horeca en vrije tijd

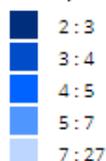
4. Graphs¹¹

MAIN EUROPEAN CITIES RECEIVING INTERNATIONAL INBOUND TOURISM



Source: Euromonitor International

2014-International tourism, expenditures (% of total imports)



¹¹ Eurostat. Tourism in a Nutshell. Retrieved from <http://ec.europa.eu/eurostat/web/tourism>

The World Bank. World Development Indicators. Retrieved from http://databank.worldbank.org/data/reports.aspx?Id=747dda8e&Report_Name=Tourism-arrivals#

