



**ENVIRONMENTAL CONTROL THROUGH
URBAN PLANNING**
**Development of Tourist & Recreation Coastal Zones
of the Mediterranean Sea**

Thesis Submitted For Examination for
The Degree of Doctor of Philosophy

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DEDICATION

To my dear Mother and Father

*To my Cherished Husband
And my precious Mirna*

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INTRODUCTION

Background

The Mediterranean coasts are endowed with special beauty, abundance of natural resources and a rich cultural heritage. However, a dichotomy exists between the need to exploit the coast for economic development; and the need to protect the environment along the coast for sustainable use.

Tourism is a multifaceted human and socio economic phenomenon. It has special economic importance. It is often seen as a means of counteracting the economic difficulties that would face both developing and developed countries.

Tourism development, along the Mediterranean coasts, is mainly dependent on the natural environment because it is its resource base. At the same time, environmental degradation, along the Mediterranean is threatening its nature. Tourism in terms is not responsible of such degradation, but in fact there are enough evidence that show that tourism could enhance the scenic beauty, preserve the existing archeological and historic areas, protect the socio-cultural heritage and contribute to achieve an environmentally sustainable development.

Therefore, this research postulates that despite the fact that tourism could damage the natural environment along coastal areas, it could be a catalyst for preservation, conservation and enhancement of the nature environment. Accordingly, it is important to explore causes that prohibit the environmental improvement through planning process in order to achieve sustainability.

Aims of research

This research attempts, therefore, to derive causes of failure of environmental improvement through tourism development on coasts, then, to instigate a methodology to prevent tourism development along the Northwest coast of Egypt from having a negative impact on the natural environment.

Accordingly, this research discusses the major forms of tourism development, and the failures that threaten sustainability of such development.

Methodology of the research

In order to derive the suitable methodology to develop tourism along the Northwest coast of Egypt, it is important to follow several ways to explore positive and negative factors affecting planning process in order to prevent weak points, to achieve sustainability.

The research methodology advances in two parallel axes.

The first axe depends on the comparison of the NWC experience in tourism development with other cases of development along the Mediterranean coast. These cases are either successful case as the Case of Languedoc-Roussillon de France or critical case as tourism development along the Spanish coast. These comparisons serve in defining the place of the Egyptian experience between fails and success, i.e., in evaluating the Egyptian experience and in the prediction of its future environmental situation.

This prediction can explain the problem that has not yet appeared at present. The environmental forecast can be ensured through the analysis of the existing tourism development on the Delta Coast of Egypt, its growth, expansions and relative environmental situation and the relative demand changes'.

Through that axe, positive and negative factors affecting tourism growth in the Northwest coast are defined.

Through the second axe, the research attempts to evaluate different step in the tourism development procedure that are divided mainly into planning process and implementation process.

The evaluation of their efficiency in providing environmental improvement is based on the analysis of the environmental slightness or weight in each step. It examines the influence other factors such as the economical or political factors in making decisions that can negatively affects the environmental aims.

Such evaluation goes through either existing experiences using that process or by analyzing criticism revealed in other literatures.

This axe serves in identifying positive and negative aspects that affect the environmental goals attainment.

In the light of the local conditions, the instigation of the proposed approach, suitable for the NWC in based on the prevention of negative factors derived through the two axes and the stress on the positive factors.

The Structure of the research

The study attempts, in its three parts, to show, with reference to the NWC region, the reasons that transform tourism from being an activity enhancing the natural environment into being a major source of degradation.

Through the descriptive part of the research, where multiple cases study are analyzed, the forms of development along Mediterranean will be defined and

evaluated, with the highlight on the economic significance of tourism development in both developing and developed countries. This part of research serves in defining the economical factors affecting in tourism development.

Accordingly, in the first part, that is an introductory part, the study focuses on the common feature, natural and man made resources that are characterizing this region. To identify the tourism image, forms of tourism developments and its expansions in the Mediterranean region are analyzed. In The second chapter, the economic significance of tourism development as a dominant activity is explained to recognize the tourism importance for both developed and developing countries.

Drawing the pollution image on the Mediterranean coasts identifying the most and the least polluted zones, by surveys and reports in the second part of the research. Comparing them with arrivals and receipts of zones of tourism development along coast will verify the relationship between the set back of tourism and environmental degradations.

Then the study discusses and analyzes the tourism development responsibility of such degradation by the application of Models of tourist product life cycle on the Spanish case that can explain causes of tourism failures in environmental improvement. The focus on the most affected cases shows the problem facing the region.

By comparing the environmental impacts of tourism development in the French case that considered the most successful representing example of developed countries case and the Egyptian case, factors affecting tourism development can be derived. The two experiences are compared according to the environmental results of development. This evaluation qualifies the existing development of the

north west coast of Egypt in order to determine point of failure and then available solutions.

The third part of the study attempts to explore causes and conditions of failure or success in different cases of Coastal developments. Both management and measurement of tourism development regulations will be examined with focus on their efficiency in respecting environment through multiple cases study in the worldwide, in order to explore factors contributing to reach the sustainable development in coastal areas. This is carried out by evaluating different approaches to an environmentally sensitive tourism development, in several case studies in Egypt and abroad. Such evaluation includes not only the environmental regulations that had been applied, but also environmental measures currently used and planning methodologies, in order to evaluate their effectiveness in providing environmental improvement. Different approaches are compared and analyzed in order to deduce a suitable approach towards sustainable tourism in the north west coast of Egypt.

Accordingly, the study, proposes the appropriate approach toward sustainable tourism development in the Northwest Coast that enrich its environmental conditions after exploiting causes of failures that prevent tourism development from realizing its objectives.

ONE

PART ONE: THE MEDITERRANEAN REGION'S RESOURCES TOURISM POTENTIALS, FORMS AND ECONOMIC SIGNIFICANCE

Introduction

Most the Mediterranean countries share not only the sea but also the environmental problems.

Some problems are common or private; some common problems are shared by two or more countries in the region and require collective action. Some of them occur separately in several countries and may be addressed on a country basis; but the solution to them may be transferable.

The research will focus in this part on the common feature characterizing this region. A defining study for the tourist natural and man made resources will be shown. The economic significance of tourism development as a dominant activity will be explained in the following chapter to recognize the importance of tourism for both developed and developing countries.

Forms of tourism developments in the Mediterranean region will be analyzed in order to derive the relationship between forms and tourism development and the environmental degradation shown in the next part.

TWO

PART TWO THE ENVIRONMENTAL DEGRADATION IN THE MEDITERRANEAN REGION TOURISM IMPACTS AND INFLUENCES

Introduction

This part of the study attempt to explain the significance of the environmental degradation in the Mediterranean region, and its influence on the tourism development along its coasts. It will focus on the most critical cases to show the wider impact of the problems facing the region.

Then, in chapter four, the study examines and analyzes the impact of tourism development on the environmental degradation by analyzing different case studies of tourism development projects along the Mediterranean coasts. Tourism growth and its relevant impacts on the environmental degradation will be discussed.

In chapter five, the study evaluates the Egyptian experience of tourism development in the north west coast of Egypt, while comparing it to the French experience.

The experiences of both countries will be compared against framework of environmentally sustainable development.

This evaluation is important to appraise the existing development of the north west coast of Egypt in order to determine the weaknesses and failures and then propose the appropriate solutions.

Accordingly, this part attempts to determine the relationship between tourism and the environment and to highlight conditions of failure and success.

THREE

PART THREE SUSTAINABLE TOURISM MANAGEMENT & APPROACHES

Introduction

The previous chapters have argued for, the need for an approach for tourism development, which aims at not only controlling the environment but also protecting and conserving it for the future. Despite the scarce financial resources and political constraints, many countries have started to initiate programs for environmental protection.

The United Nations Conference for Environment and Development, (UNCED), 1989 established working groups to produce action plans for protecting the environment and promoting development, "Agenda 21". This Agenda had set guidelines for countries of different situations and conditions to achieve sustainable development.

In this part of the study, different approaches towards sustainable tourism will be compared and analyzed in order to deduce a suitable approach towards sustainable tourism in the north west coast of Egypt.

Accordingly, Coastal management processes and legislative framework that aim to regulate coastal development in the Mediterranean region will be discussed being the most important factors contributing to achieve the sustainable development in coastal areas.

ABSTRACT

Ghada Farouk Hassan
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Accordingly, this research discusses the major forms of tourism development, and the failures that threaten sustainability of such development. The research advances in two parallel axes.

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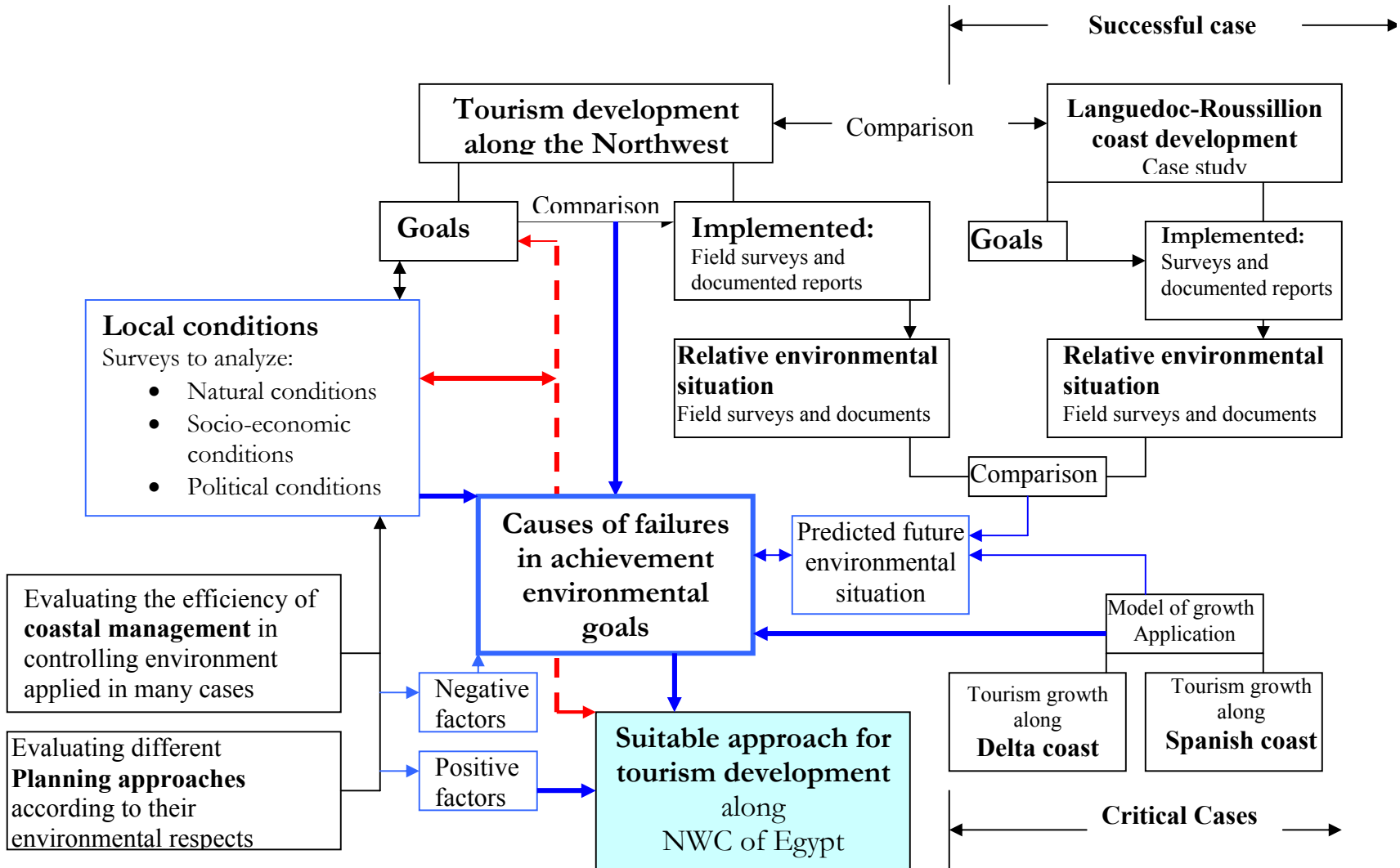
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Keywords:

Environment – Tourism - Coast

Methodology Framework



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CHAPTER ONE

TOURISM & RECREATION POTENTIAL & FORMS

At The Mediterranean Coastal areas

CHAPTER ONE

1-Tourism & Recreation Potential of the Mediterranean Region

In this chapter the research attempts to identify main forms of development along the Mediterranean region, with the stress on the relationship between the natural feature that represent the tourism resources and the type of tourism product.

Accordingly, this chapter is divided into two main issues; the first highlights the main characteristics and natural features of the Mediterranean coasts. The second explains the forms of development on coasts through different example of development along the Mediterranean coasts. The chapter ends by the focus on the tourism forms along the Northern coast of Egypt.

That study serve in visualizing the exiting tourism product on one hand and the competitive situation that faces the Northern coast of Egypt against different successful destination areas. On the other hand, describing the dominant forms of development is important to compare them with related environmental degradation, explained in the next part, in order to derive their relationship

Introduction

The Environmental degradation in the Mediterranean Basin has reached serious levels in recent years, and is likely to worsen. There is a significant danger of irreversible consequences.

In the light of this fact, Mediterranean countries have been paying increased attention to the environmental management of the coastal areas. So it is important for the northern Egyptian coast -as a part of the Mediterranean region sharing its nature as well as its problems- to cooperate in environmental matters in order to reinforce the global development and to achieve sustainable development.

Stressing on the absolute necessity for the cooperation of the Mediterranean countries as one unity, it is useful to start this thesis by a

brief study of the Mediterranean Sea and coasts. In this chapter, common characteristics, features, and resources, will be identified focusing on the Egyptian coast and its characteristics.

1.1 The Shared Natural Characteristics of the Mediterranean Region

The Mediterranean Basin, with a recorded history of more than 5000 years, is home to some of the world's oldest cultures: Pharaonic culture in Egypt; Roman and Greek culture in Europe; etc.

Despite their diversity, the people of the Mediterranean region have much in common. They share not only the sea itself but also a natural environment that the historian Fernand Braudel has described as:

(Far from fertile and often cruel, one that has imposed its long lasting limitations and obstacles.)

Centuries of the commerce and communication have strengthened the regional identity of most Mediterranean countries.

The research will focus in this chapter on the common feature characterizing this region.

1.1.1 Site & Location

The Mediterranean region is located in the center of three main continents .It is located between latitude of 30 to 45 degree to the north and longitude of -5 degree to 35 degree to the east.

It is the meeting point of Africa, Europe and Asia a cradle of human civilization the Mediterranean sea, almost enclosed, water renewal period 80-90 years, weak tides 18 coastal countries. Total population in 1993 more than 400 million i.e. about 7% of the world population and 65% of coastline is urbanized. Coastline length is about 45000 km without island coastline, which is about 17700 km. Maximum depth of the sea is -450 m and the average depth is -335m.

The Mediterranean region consists of eighteen countries sharing the Mediterranean coastline; they are grouped according to their location, common character and history as follows:

- Spain; France; Italy; Greece; Cyprus; Malta, Monaco and Yugoslavia, in the northern part of the region and the southern part of Europe.
- Morocco; Algeria; Tunisia; Libya and Egypt in the southern part of the region and the northern part of Africa.
- Albanian, Turkey, Syria, Lebanon, Palestine & Israel; in the eastern part of the region, i.e. the western part of Asia.

1-1-2 The Common Geophysical & Biological Characteristics of the Mediterranean Sea

The Mediterranean Sea has four noteworthy geophysical and biological characteristics.

- The natural exchange and circulation of its waters are limited. The hot dry climate of the region causes a high level of evaporation. Only 75% of which is balanced by rainfall and by fresh water flowing into the sea from the land. The remainder is offset by water entering the sea through shallow and narrow openings at Gibraltar and the Dardanelles.
- The enclosed nature of the sea hinders tidal movements and currents, and a shallow undersea ridge running from Sicily to Tunisia further restricts water exchange. This limited circulation means that substances introduced into coastal waters are unlikely to be dispersed quickly; they can remain in the Mediterranean for close to a century.
- Because the Mediterranean Sea lacks a continental shelf and has a low level of suspended natural nutrients, it does not sustain abundant sea life. Mixing of warmer, less saline waters with deeper, cooler waters is limited, and so nutrients that move into deep water generally do not return to the surface.
- A large number of rivers, like: the Ebro of Spain, the Rhone of France, the PO of Italy, the Nile of Egypt, and many smaller rivers, flow into the Mediterranean, carrying along pollutants, nutrients, and other materials. The deltas of these rivers are important natural ecosystems that are responsible for part of the Mediterranean' s biological diversity.

1-1-3 Common Natural & Ecological Characteristics of the Mediterranean Region

The main common natural and ecological characteristics of the Mediterranean region are summarized according to (WTO & UNEP, 1983) as follows:

- Climate of the Mediterranean region has hot and dry summers; mild, moist winters, irregular rainfall pattern, uneven water cycle. Rainfall decreases sharply toward the south and east.
- Active plate tectonic processes: divergence of the Arabian-African plates, subduction of the African to the European plates.
- The surface geologic features of the basin, standing on a layer of limestone deposited in a deeper and more ancient sea, are remarkably consistent throughout the region. Soils are erodible and of low moderate fertility in the coastal areas, except in the river deltas, and grade to richer upland soils in the north and to the desert sands in the south.
- Crops growing throughout the region, such as wheat, barley, grapes, and olives, can be considered as an indicator of its ecological unity.

As it has been clarified, the Mediterranean region has many common and related characteristics. This fact explains the influence of negative action that takes place in one part of the region on the other areas. That means that the Mediterranean region has a very sensitive situation.

Determining the landscape feature of that region will complete the image of that sensitive area. This is discussed next.

1-2 Landscape Features of the Mediterranean Region

It is important on the regional level to outline the landscape personalities of the different part of the region in order to provide a method of classifying the diversity in the Mediterranean region. So reading the total landscape by defining the earth shaping or the landform, the vegetation cover, the water pattern and the wildlife is shown below.

1-2-1 Topography Pattern:

The landform pattern of the region can be simply described as successive groups of mountains taking the crescent shape surrounding the western and the upper side of the Mediterranean Sea coast. In contrast, flatness and quietness characterize the southern part of the coast.

The groups of mountains, starting from Tunisia and ending in the west at Morocco are called the Atlas Mountain. Similarly, there exist a chain of mountains known by the Alps in the northern part of the region.

The eastern coasts include shorter mountains extending from Sinai to Turkey. These mountains vary in slopes, color and pattern, but they all slope to the direction of the sea.

Figure 1.1 Topography pattern of The Mediterranean Region



Source: UNEP (Blue Plan)- 1990 World Bank & The European Investment Bank.

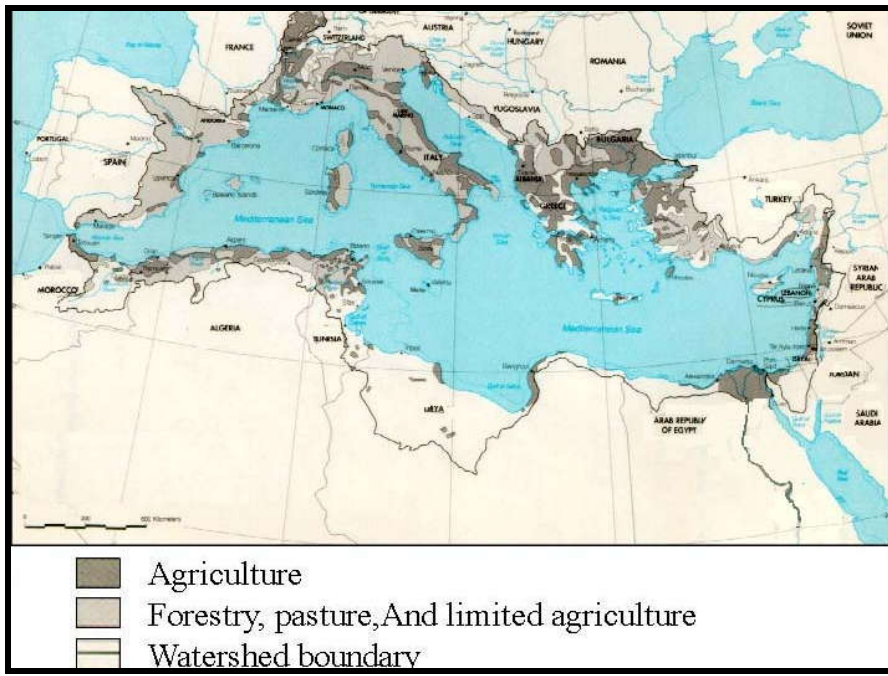
1-2-2 Vegetation cover:

The Mediterranean region has a great diversity in colors and in the density of plantation and vegetation. The north of Africa -the southern part of the region- is defined by the great yellow desert, which is penetrated occasionally by some green spines around rivers. The greatest one is the Nile Valley.

In the opposite side, the greenery is the dominant color. A great diversity in height and flatness can be distinguished between forest of dense trees and low grass. These types of natural vegetation cover the mountains in the northern part of the region. Cultivated areas of uniform pattern are mainly located in valleys.

Map (1.2) shows the location of vegetation cover in the Mediterranean region

Figure 1. 2 The vegetation distribution along the Mediterranean coasts



Source: UNEP (Blue Plan)- 1990 World Bank & The European Investment Bank.

1-2-3 Surface water pattern:

Mediterranean salt water and fresh water wetlands include marshes, shallow water coastlines, estuarine and delta systems, rivers and man made wetlands such as reservoirs.

Most of the existing rivers such as: the Nile of Egypt, the Seine of France and others, define an organic natural radial pattern, cutting the heights surrounding the sea, which is their final destination. Most of them end by the delta system determining the coastlines of the sea forming successive groups of bays and estuarine.

Coastal lakes exist in several places adjacent to the coastline and are an important feature characterizing the Mediterranean Sea coasts

1-2-4 Wildlife:

The wetland of the Mediterranean region trap silt and receive organic substances and dissolved nutrients, estuaries also receive organic substances from adjacent salt marshes and from the open sea by tidal action.

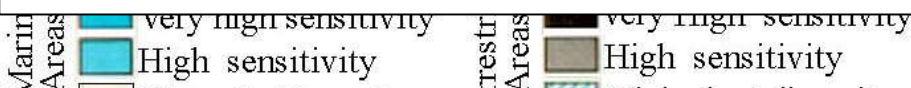
This supply of nutrients provides ideal conditions for plantation. The plant biomass supports diverse invertebrate and fish species on which many animals, including birds, feed.

The diversity of food sources attracts large numbers of predatory fish and a wide variety of wildlife. Each year an estimated 2 billion migratory birds use Mediterranean wetlands as seasonal sites or migratory stopovers. Of particular concern are waders and ducks that migrate between Africa and Europe and species that migrate from northern Europe to winter in the Mediterranean. Map (1.7) shows the migration routes of soaring birds and congregating points on migratory routes. With respect to the landscape personality, the Mediterranean region can be divided into four groups of similar features as follows:

- A- The south of Europe from Spain to Albany: An area that is rich of topographical variation and vegetation cover and Forests with special and similar culture.
- B- The West of Asia and Part of Europe: From Turkey to Sinai; more similar to the precedent groups in topographical features but with different climate.
- C- The North of Africa from Suez Canal in Egypt to Libya: Flatness, and yellow deserts are dominant elements and characterized by warm climate and beautiful sandy beaches.
- D- The North west of Africa in Tunisia, Algeria and Morocco: Different topography from the above groups.



Figure 1-3 : The ecologically sensitive areas in the Mediterranean Region



A transformation in the tourism market had been occurred ever since World War II. The number of tourist coming to the region from north Europe raised from 2 million to 20 millions tourists.

Gradually, encouraged by tour operators, the mass began to move to France, Switzerland, Northern Italy, and Northern Spain.




The travel trips were limited for one or two day-travel according to the length of the rail journey available at that time.

The tourists firstly tended to follow the same pattern of life as their predecessors. They traveled to see the historic sights and the beauty spots: Italy was on the top of every ones list of priorities. In the 1950s proportionally, higher number of tourists arrived in France than elsewhere.

Between the 1950s and the 1960s the main means of travel was the train. Special charter trains arrived in Barcelona and their passengers spread along the Costa Brava and traveled by ship to Balearic Islands. The natural resources such as the sea, the beaches and mountains attracted the

Fig 1.4 the Culture Patrimony in the Mediterranean Region



-  World Heritage Cultural Sites
-  Concentrations of archaeological and historical sites
-  Watershed boundary

Source: UNEP (Blue Plan)- 1990 World Bank & The European Investment Bank.

Europeans and the North Americans. They arrived in an ever-increasing numbers and the development of the Spanish Costa got under way. The Spanish coasts became an arena for the first economic transformation due to tourism. Most of the Spaniards were involved in the new tourist industry, which was spreading freedom. When the jet aircraft released the turbo-prop fleets of European airlines for charter, the boundaries were extended to the southern shores of the Mediterranean. As the jet aircraft flight became cheaper in other parts of the world, the Spanish tourism reflections was being felt in other parts of the region, and the tourism developments has been spreading all over the Mediterranean coasts.

1-3-2 Tourist Products of the Mediterranean Region

The Mediterranean region has a unique and competitive nature that attracts tourists from different parts of the world.

The demand of tourism and recreation in the Mediterranean region has been one of the earliest concerns attracting developers. The rapid growth of tourism development in that region was due not only to the natural resources such as: the sea, the climate, etc... but also to the man-made resources such as: the monuments and the spectacular activities. The amalgam of these resources is called the tourist products.

1-3-2-1 Natural Resources

As the world's major industry, tourism is an invaluable mechanism for education, recreation, and economic stimulus. Tourists are attracted to a particular area to be educated about regional resources, thereby satisfying a natural curiosity and informing their direction.

Historical, cultural, and natural values are the basis upon which the tourism industry at the Mediterranean region depends for survival.

These sources, very unique and very diverse, grouped or dispersed at several sites, provide to the Mediterranean region a very important position on the world map of tourism. The natural resources influencing tourism development could be summarized as follows:

(a) The Climate

As mentioned before, the climate of the Mediterranean region is generally hot and dry in summer, mild and moist in winter. Irregular rainfall pattern with an uneven water cycle characterizes the region. Rainfall decreases sharply toward the southern and the eastern parts of the vicinity.

This temperature-humidity ranges, within comfort zone, and long duration of sunshine associate to provide long high season for recreation and tourism at most of the coastal zones of the region.(World Bank, 1990)

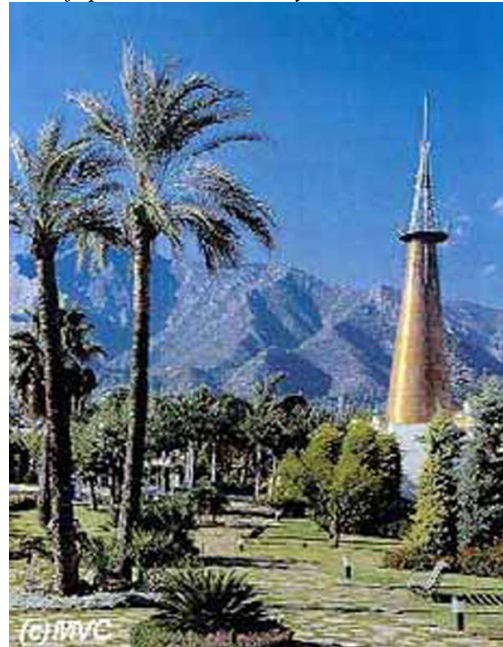
On the other hand, snow covers the Alps, in France and Italy, offering a minimum of a four-months season, as well as in the Eastern part of the Mediterranean region, especially in Lebanon that provides some very famous ski resorts. (For examples, Les Orres and Les Menuires in France, which is considered as the world s largest ski area, and Faqra at Lebanon.)

The above discussion shows that the Mediterranean region has been an important destination areas in both the summer and winter season.

(b) The Geomorphology

Fig 1.5 Variation in the natural landscape feature of the Mediterranean coasts

The left picture shows Sandy dunes that



characterize African coast and the right one shows mountains and vegetation cover that characterize European coasts

The diverse topographical feature defines the Mediterranean region. It varies from a flat desert with sand dunes in the southern parts of the

region, and rugged topography and mountains sloped to the sea like the Alps, the Atlas, with major rivers and an extensive forest cover in the northern to the eastern part of the region.

Each of these features reflects the special qualities that make the Mediterranean beaches unique, and provide a wide range of tourist activities such as climbing, skiing, camping, photo-safari, hunting and fishing. The region is also endowed with several attractive scenes and offers specific curiosities for tourists by viewpoints on beaches, desert, sand dunes, mountains and caves.

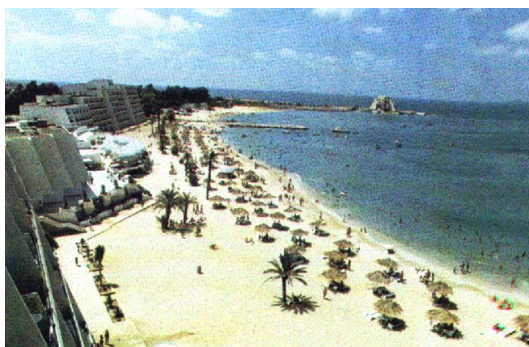
(c) Water Resources

The Mediterranean Sea is a dominant resource for tourism in the region .It is a basic resource for a numerous water-based activities. Sun shining, warm water, and sandy beaches give the region its importance as the most beautiful coast in the world. Many of its beaches are internationally famous having an outstanding beauty such as Cannes and Roussillion in France, Costa del. Sol in Spain, Vouligmeni in Athens and the sandy beaches of north coast of Egypt, Tunisia and Morocco.

Fig 1.6 illustrate tourism image of the Mediterranean coasts

The upper picture is at Syria Beaches (AlSham hotel), and the lower one is at Tunisia beaches.

The existence of several ports and marinas like: Port Leucate, Port-Barcares in France, Antalya at Turkey, la Nueva at Spain, provide not only access and a tourist mode of transportation through the sea, but also a linkage between different sites located along the coast. These linkages provide an opportunity to take a cruise



and to visit more than one site during the same trip. Water sport activities such as sailing, yachting, and fishing, taking place at these marinas are very important factor for increasing the tourist demand in the region.

The existence of water bodies like the Mediterranean sea, the lakes and the rivers, increase the visual value in several places as well as the waterfalls in Lebanon and in Syria, in addition to dense vegetation and the very beautiful landscape which all contribute to making the Mediterranean region an aesthetically appealing destination..

1-3-2 -2 The Man-Made Resources

(A) The Archaeology and The Monuments

Fig 1.7 shows some of Roman Monuments spreading in the Med. Region



According to the WTO, 53 percent of the international tourists travel to beaches while 30 percent of them travel to visit monuments and historical places.

The Mediterranean region can be considered as the most important archaeological site in the world. It groups most of the cultures, which defined the history of the world. The tourist value of the oldest culture, such as:



The Pharaonic civilization, the Pantheon of Rome, the suspended Garden of Babel, Versailles, Arc de triomphe tour Eiffel, are examples of the diversity of the archaeological areas representing millennia of civilization in the Mediterranean region..

The quality of experience in such places is the representation of history to indicate what had had

been in the past. The general impression created by the monumentality of such scene, the precious material found largely in the nature of the region

and the activities still practiced, are very appealing for tourists as well as scientists and archaeologists.

The Vatican, Le chapel de Notredame, the Gothic monument of Egypt can show easily the significance of one of the religious culture in the region. Islamic and Arabic monument and culture have a great importance as a dominant culture especially in the south. El Masjuid El Aksa ,El Azhar, AyaSofia mosque , Mohamed Ali castle, Andalusia city , are examples of the most famous Islamic monuments situated in different parts of the Mediterranean region. Some features in such areas, which do not appear on the classical list of monuments, can be mentioned on the list of tourists' interests like the bazaar street: Khan El Khalily in Cairo. As the above discussion shows, the diversity of the many cultures, civilizations, historic areas in the Mediterranean region adds to the uniqueness and richness of the Region and puts it on the top list of the historical and religious destinations in the world.

(B) Cities as a Major Tourist Destination

Many cities in the region are themselves major tourist destinations. Large metropolitan cities such as Paris, Athens, Sousa, and Cairo are appealing tourist because of their significance in art, culture, sciences, and technology. Additionally, a city's technological progress and its advancement in tourists' facilities are factors affecting their attractiveness to tourists. More over, the authentic architecture and the unique urban pattern of some well-preserved old town in the region such as Cordoba in Tunisia, Athens in Greece, and Fatimid Cairo in Egypt, are major attraction to many tourists.

(C) Spectacular Activities and Technical Achievements

Ports' activities and yachting became one of the most significant tourists' activities in the region provided through the several bays and lagoon along the Mediterranean Sea coast. Marinas play a significant role in attracting tourists to destination areas. Culture and recreational activities are promoted for tourism purposes in many countries of the region. Euro Disney is an example of man-made theme parks, which attracts tourists who want an opportunity to escape into a world of fantasy, and to experience strange adventures.

(d) Traditions

Traditions play an important role in tourism. Folklore and ethnic peculiarities in the Mediterranean region are unique and characteristic and differ not only on the country level but also on the city level. The

Flamenco, the French Cancan, the Haggala, and the Dabka, are different examples of famous folklore dances in the region. Moreover, bullfighting is a very significant tradition in Spain, which becomes a carnival that attracts many tourists.

1.4 Tourism/Recreation Development along Mediterranean Coasts: Forms and Examples

Introduction

Historically the use of coastal areas for tourism started at the Roman époque when holiday villas were available on the northern side of the Bay of Naples. Bathing at the seaside resorts became wide spread in Europe only after the mid-eighteenth century following the recommendation by the Dr. Richard Russell on the therapeutic effects of the salt water. Seaside resorts indicated that there was a demand for vacation travel. Most visitors did not stay overnight but made one-day excursions to the seaside.

Mediterranean coasts were the first areas that attracted tourists, and the nature was their primary motivation. While seaside resorts were first visited for health reasons, they soon became centers of entertainment, and recreation, attracting the rich and fashionable. The protected harbors, used by fishermen and maritime commerce, were sought out for recreational boat berthing. Specialized facilities were developed to provide related services and eventually marinas. Other forms of coastal activities such as diving skiing were also introduced and developed during this century.

Today the Mediterranean Sea is the one of the leading forces for recreational tourism developments. According to the WTO, coastal tourism attracts over than 30% of the international tourism markets.

At this stage, the research tries to describe the typical forms of tourism/recreation development as well as major activities located along the Mediterranean coast, to define the whole image of tourism in the region

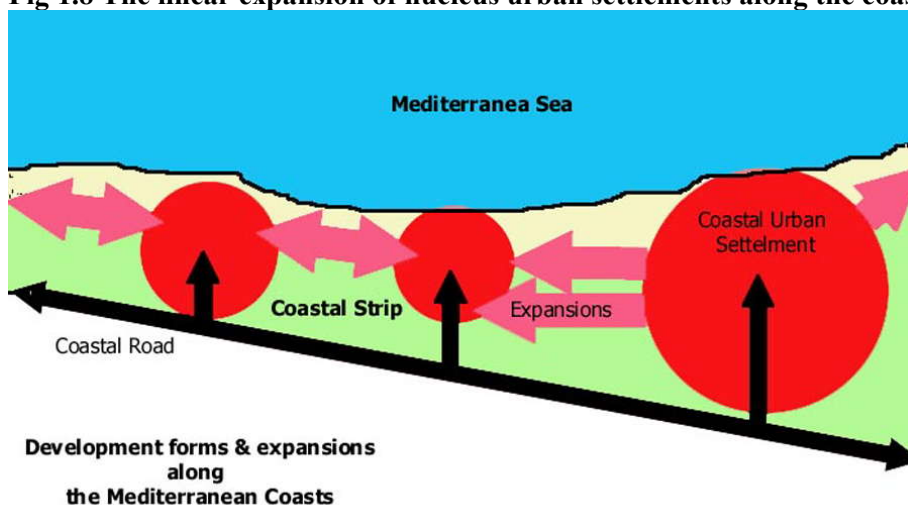
1.4.1 Forms of Tourism Development along Mediterranean Coasts

Coastal developments and the phenomenon of tourism have proved to be a subject of attention that has to be studied. The general views through the region history¹ explore the similarity of tourism growth forms on the

¹, Mary Blume, 1992, *Cote d; Azure, Inventing the French Riviera*, Thames and Hudson New York

coast. Their growth were always limited in the coastal strip along the coast and usually begins around a core and expands outwards from that center in a linear expands. The metropolis of Barcelona, capital of Spanish Catalonia, being a seaside city with a story to tell, became the core of a wide tourism development in Spain. The Costa Brava, which extends to Spain's borders with France, is a prime example of the emergence of mass tourism in Europe in the 1960s. Le Cote D'Azur de France is one of the very famous tourists beaches, such as Cannes, extended by the Languedoc-Roussillon development (Smith, V., 1989). The coast around Genoa, Italy is comparable. Motorways, railway lines, and harbor areas, separate this city from the sea, and from the backland. Even the development plan was based on having nucleus zones of development, which expanded linearly to join each other unless there were no topographic barriers that stop their growths.

Fig 1.8 The linear expansion of nucleus urban settlements along the coast



In coastal resorts the core area of major shops, dining and entertainment facilities, large hotels and businesses is located in close proximity or adjacent to the main zone of frontal amenities. As the resorts grew, a concentric pattern of architectural and social stratification developed. Railway development, which stimulated the growth of many European seaside resorts, created a characteristic T putter as the main street developed from the station to the linear shoreline promenade. Older French resorts developed along the waterfront. Typically, they consisted of a parallel association of beach, a promenade, a highway and a final line of accommodation and commerce where the best hotels and most expensive shops and departments are to be found along with a casino.

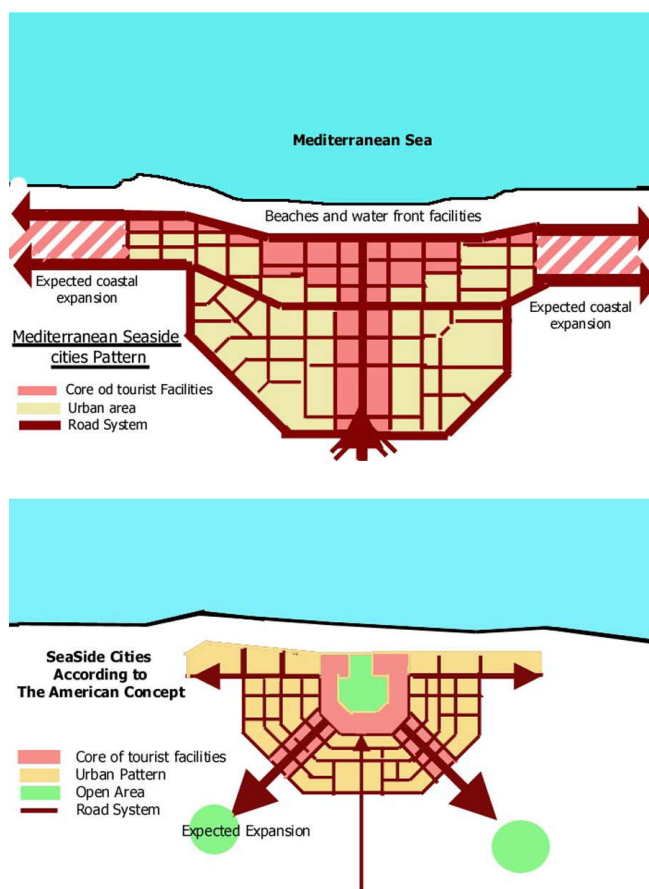
These resorts are different than the American coastal resorts where that the road runs behind the accommodation units and does not separate it from the beach as it usually does in the Mediterranean case. The core area as Mohny(1991) argued is usually the oldest and most intensively developed section of the resort. It is also the area, which has undergone the greatest transformation. Core areas of resorts, which have experienced a long history, differ markedly from those of recent origin. Resort landscapes extend beyond the core areas. As the intensity of tourist, development has increased and competition for resources has intensified, resorts were forced to expand and new ones have been established on the fringes of the existing resorts. The patterns of expansion take one of two major forms:

**Radial expansion along transportation routes or the valleys;*

**Linear developments especially parallel to the coast.*

Many seaside resorts have expanded in a narrow strip along the coastline, developing distinctive accommodation zones in an unbroken succession along the seashore.

Fig 1.9 Comparison between the linear Mediterranean Seaside development and the nucleus Seaside development and direction of their expansions

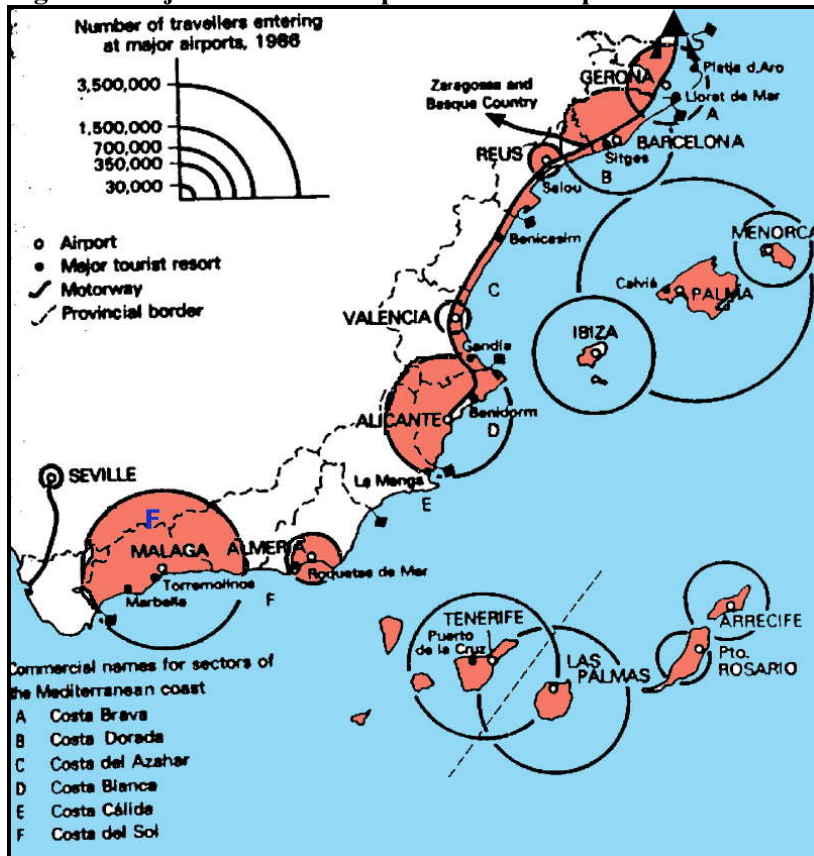


This elongated pattern of expansion is the typical of European coastal resort (De Graff, 1997). Actually, the pattern of expansion of tourist resorts can be explained by the effect of the nature of the

surrounding topography, transportation networks, the existence, and enforcement of planning regulations and restrictions.

The comparison between the two development forms shows the direction to the water based activities in the Mediterranean coastal areas. The linear expansions lead to multiple problems such as densities, and coastal barriers and over development. The Spanish coasts represent the appropriate example of the transformation of the poly-nuclear form of development to the linear expansion along the very narrow strip. This expansions or uncontrolled growth are in fact allowed by government to meet tourism demand on coasts in order to get economical benefits.

Fig 1.10 Major tourist development zone at Spanish coasts



Source: Badran, I (1990)

1.4.2 Types of Tourism & Recreation Development on Mediterranean Coasts

As it is difficult to discuss all types of development on the Mediterranean coast, this research focuses on studying the forms of tourism products that represent the major forms of development. These forms contain different facilities and services that are grouped around attractive resources. However some tourist facilities and services could also exist individually along the coast,

Forms of coastal tourist development can be simply divided into the shore development in or near of cities or resorts in remote areas.

1.4.2.1 Shore development within cities

This very common type of tourism can take place in cities or large towns, where tourism may be an important development sector but is not the primary economic activity of the urban area or even in remote areas along the coasts. Tourism, in general, takes advantage of the waterfront.

The tourist development in this case has usually the linear form parallel to the shoreline but sometimes has the poly-nuclear form when there is difficult topographical conditions, natural obstacles...

The waterfront is the water's edge, and in cities and towns is known as the "urban waterfront". Traditionally, some cities and towns recognized the primacy of their waterfronts and planned them adequately with parks, plazas, and walkways, such as in Nice and Barcelona. Others concentrated on industrial uses such as shipping, storage, and shipbuilding. Andalusia is an historical city where tourism facilities became dominant activities. However, with the technological changes of the post-World War II Era, thousands of acres of industrial land along shorelines suffered abandonment and deterioration. This led many of them from 1960 onwards to develop their shorelines to promote economic and social development. They developed or redeveloped their waterfronts to attract residents, and visitors.

Example of shore development within cities

Case Of Barcelona City

Barcelona is a unique model. This area, which includes a large metropolitan conurbation with a population of 3.5 million, is centrally located on the coastal side of a triangle formed by the Pyrenees Mountains, the Mediterranean, and the Ebro River. It plays a very important role in attracting foreign tourist and greatly contributes to the supply of leisure options, as well as urban and culture tourist facilities,

which complement seasonal tourism on the coast. According to Y.Barbaza,² the popularity of seasonal tourism began in the 1950 and resulted in a large demand for seafront property. The holiday accommodations increased from 120,000 beds in 1964, to 1000000 in 1986. Barcelona grew inland with Ildefonso Cerda's, or expansion plan.

Fig 1.11 Aerial view of Barcelona city showing the urban pattern and development along the coast



Source :Mohny, 1997

Suburban nuclei with industrial and resident areas were formed. The rail way created the urban fabric of the industrial area occupying available land along the coast and separating the city from sea. In 1992, obsolete industrial and railways facilities were demolished in preparing for the 1992 Olympic games, with the creation of new urban beaches. The old harbor was transformed into a regional sports and leisure area. In addition to several large scale facilities, such as museums, stadium and theaters, a range of urban tourist amenities became available.

The features of public space for every day use are combined with the unique appeal of the following tourist elements.

- The Cultural waterfront: artistic, culture, educational installations, including public art, aquariums, and fountains
- The Environmental activities: shore stabilization, wetland preservation and reclamation.

² Barbaza, Y. 1988, Le Paysage Humain De La Costa Brava, Barcelone.

- Sport activities: including water sports center and Olympic stadiums.
- The Historic activities: including maritime preservation, adaptive reuse, lighthouse and ferry preservation, and warehouse conversions
- The mixed-use activities: include projects with some combination of housing, retail, office, restaurant, market and cultural spaces.
- The Recreational activities: includes parks, walkways, and boating facilities.
- The residential activities: different types of residential facilities including suites and condominiums.
- The Working activities: commercial fishing, boat repair, heavy industry, and port uses.

Comments

The case of Barcelona is a clear example of the dominance of the tourism activities on the waterfront, and explains the typical phenomena of growth of tourism in the seaside town from the 1960s until present.

It also represents a successful example where all tourist activities were coordinated and planned in an integrated manner, as it was the case during the Olympic games.

The combination of sports, leisure and cultural activities contributes in expanding the tourist season that reaches 10 months/year.

1.4.2.2 Tourism development in remote areas

As explained before, tourism development along the Mediterranean coasts are either integrated large resorts or individual resorts such as town resorts and social holiday resorts.

(Inskip 1991)³ A Tourist resort can be defined as a relatively self-contained destination area. It is essentially a place developed for the stay of tourists, and typically provides a wide range of tourist facilities and services including those designed for recreation and relaxation. With the

³ 1991, E. Inskip, Tourism planning, An Integrated and sustainable development approach, library of congress, new York

growth of tourism, resorts changed into more defined categories serving several types of vacationers. Two points need to be mentioned regarding the size and planning of the resorts, these are as follows:

1.The size of the tourist resort:

Resorts differ in size. Some are very large with a variety of types of accommodation, including self-catering units, and many recreation and commercial facilities. Resorts of 10,000 to 15,000 beds are considered large and are prominent in terms of their impacts on travel pattern and publicity. These large resorts could reach up to 50,000 beds, while in other resorts they may be composed of only one hotel but still offer a range of facilities, services and activities.

2.Integrated resorts

The integrated resort are the planned resorts for virtually an exclusive use. Although employees may live in, or near, the resorts, their services and facilities are included in the plan. The integrated approaches apply to different sizes of resorts mentioned above.

Resorts can be categorized as:

A. The integrated large-resorts

One of the most important forms of tourism development in the Mediterranean region is the integrated large-resort. The growth of tourism generated by these resorts has brought significant economic and social benefits to their respective countries, including increased foreign exchange earnings, and direct and indirect employment.

Over the last two decades, a number of large tourist resorts have been developed around the world. Many of which have become highly popular holiday destinations. The success of these resorts can be largely attributed to the adoption of an integrated approach to their development- careful planning and implementation that took into consideration regional environmental, economic, and socio-cultural factors. Integrated large resorts contain a wide range of accommodation from various types of hotels and cottages to self-catering apartments, townhouses, and villas. They include facilities and services such as commercial facilities, recreation and sport facilities, sometimes-cultural facilities, and convention facilities.

In Tunisia an integrated large resort, south of Hammamat, is currently under construction, with 41 hotels (Abou Gad, 1997) and many services and attractions. Languedoc-Roussillon integrated resort in France is the most famous and will be discussed in chapter five. It is more feasible to develop large resorts in areas of warm and sunny climate, unique natural or historic interest with important archaeological and historic sites and national parks, and convenient transportation

Example of Large integrated resorts

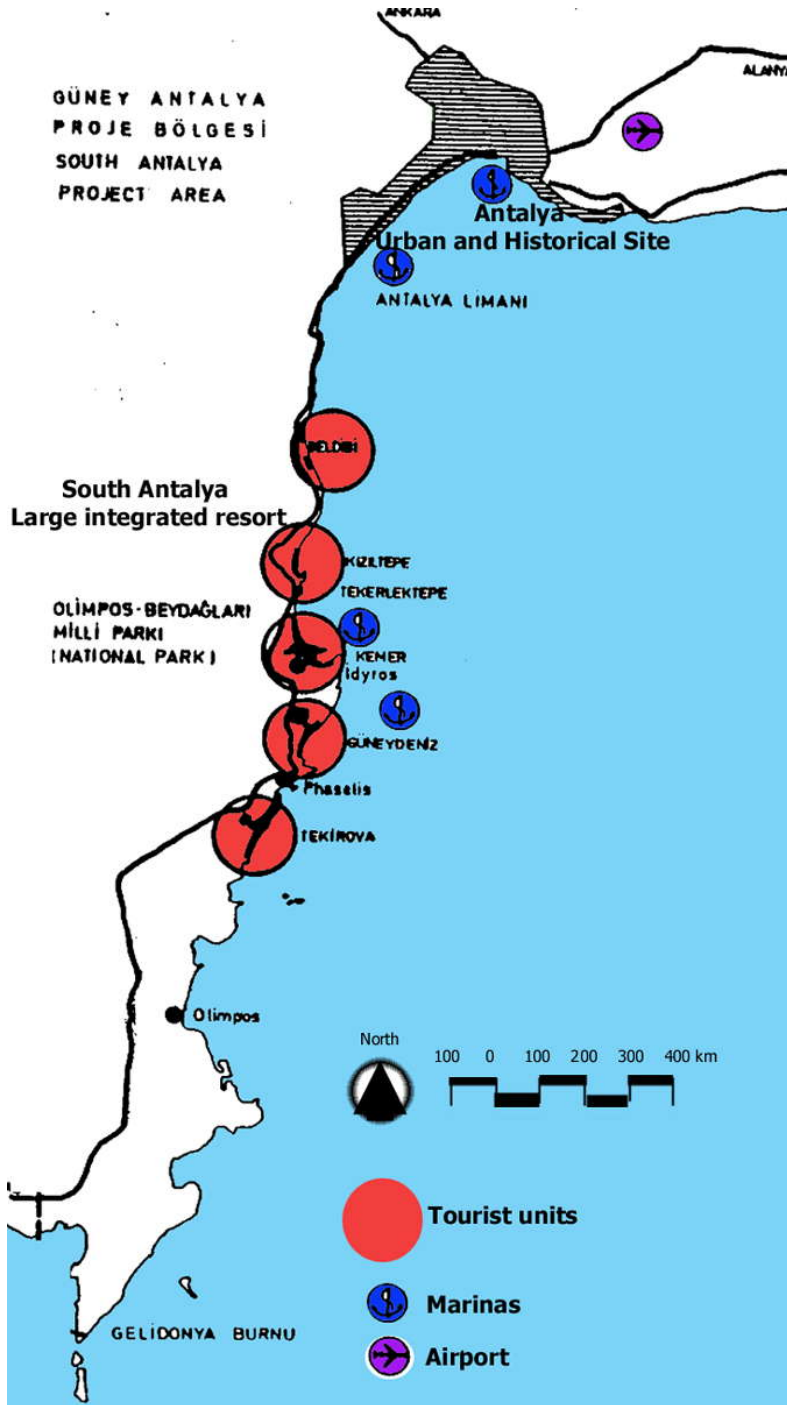
Case of South Antalya resort; Turkey

The site is situated along the Mediterranean coast, south of Antalya (20 km from Antalya region). The 25km along the coast has a distinguished aesthetic value with virgin beaches and attractive scenes. In January 1974 The Organization of planning and development decided to develop the site (about 9000 ha), under the supervision of the Coordination Committee that was responsible of landscape planning.

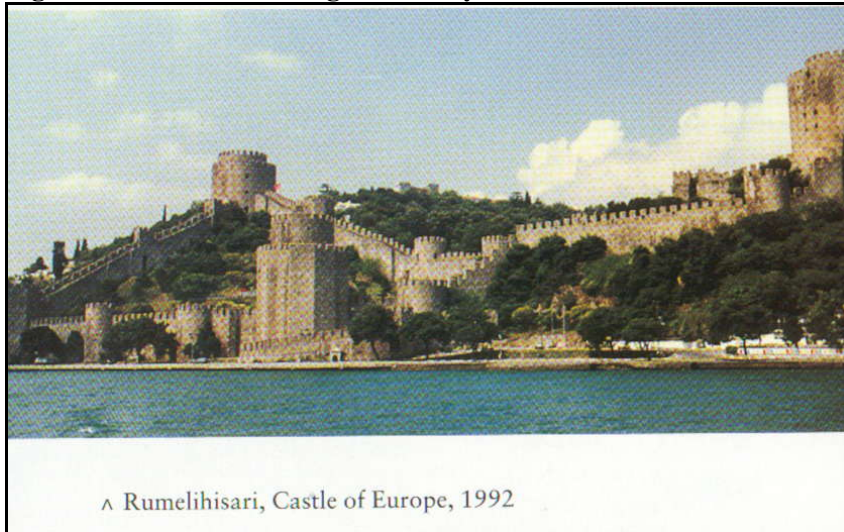
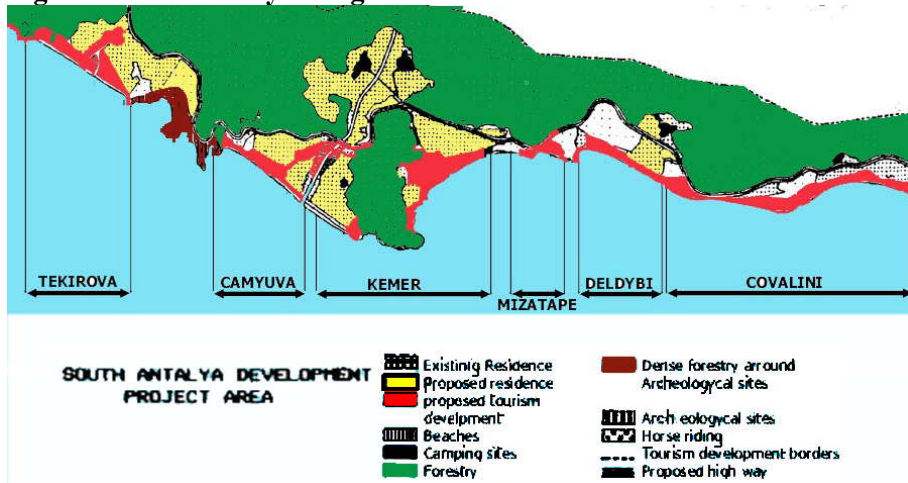
The development's objectives focused on the realization of tourist and recreational development as well as economic and social benefits. Creating job opportunities and providing the necessary services and infrastructure was the primary regional goals. The protection of the natural resources and cultural heritage was on the top of goals. The planning concept depended on the idea of poly-nuclear centers that elongated along the coast. The concept was based on difficult topographic conditions that represent natural constraint to the linear concept.

The integrated resort constitutes five independent tourist and recreational centers including services and facilities with an identification of a unique character and theme for every center. Large areas in the backland were planned as forestry and many sites were protected for their cultural heritage or natural beauty, and the actual developed area did not exceed 15 % of the total land. The average gross density was 100 bed /ha and building heights varied between 3-8 stories. (Lawson, F., 1998)

Fig 1.12 South Antalya integrated resort: tourism expansion along the coast



Source: Badran, I., 1990

Fig 1.13 Historical Heritage in Antalya On the Turkish Coast**Fig 1.21 South Antalya integrated resort land use**

Source, Hassan, G., 1994

The major activities in the South Antalya project can be summarized as follows:

- Accommodation, through resorts village as Kemer resorts or hotels, and second houses
- Water based activities such as swimming and relaxation beaches, marinas and indoor and outdoor water sport center.
- Cultural activities: visiting historical sites and museums
- Adventure activities: Camping and forest discovery.

- Sports and Parks: playing yards and natural parks.

Comments

As the climate of the site offers a long tourist season, from spring to spring, the integrated resort escaped the seasonality problem that face most of remote resorts. The essential role of landscape planning offers a great opportunity for successful protection of resources and historical sites. Moreover, the poly nuclear concept realizes the densities control.

The south Antalya integrated resort acts as a pioneer of tourism renaissance in Turkey after the environmental degradation and the mass tourism that affected tourism in Turkey before that project. It is considered as one of the most successful examples of tourism development in the region.

B- The town resorts

Town resorts were often not planned as integrated developments. They combine the usual land uses and activities of town community, and include hotels, motels, and other types of accommodation and a variety of tourist facilities and services.

The traditional resorts developed from existing villages and towns, either changing the town itself or growing in its immediate vicinity. The term resort is applied only to those towns where tourism plays a major economic role, and where the percentage of tourists' beds to inhabitants of the town is very significant. As a rule, the number of tourists accommodated in a resort comprises at least half the permanent population-

It is important to note that even in the towns, which cannot be classified as resorts, many of the principals of resort planning apply, particularly to those parts of the town in which tourists tend to congregate and in which most of the facilities for tourism are located.

Example: Cannes town resort in France

Cannes, the most famous town resort worldwide, is situated on the Mediterranean coast of France as part of the Cote D'Azur.

In Cannes, tourists constitute more than 120% of the total population (Bilanges, J. 1987).

Fig 1.14 shows waterfront development of Cannes town resort

Cannes is not only the destination for rich and famous but also a destination for the mass tourists. Its fame arises from the international Film Festival. Its shoreline promenade La Croisette has 27 beaches of which 7 are public; it includes luxury accommodations, restaurants; the Old and New Port that is home for many world-class yachts; and many other attractions.



The beautiful relatively low-rise buildings and villas, luxury boutiques, and terrace cafes characterize the town. The very high densities especially in festivals times, the crowd and the outstanding beaches, still attract more and more visitors every year.



The linear development along the coast is ensured by the long road way and promenade along the coast that tie different parts of the town. The streets are either perpendicular or parallel to the coast road. That grid pattern continue along the coast but disappear in the backland where the creation of other attractive land-based activities.

Comment

Cannes is classified as a town resort according to its relatively high densities combined with its dominant tourist and recreational activities. The Cinema Festival in the town is a good example of the creation of attractive activities that profit mutually from the site.

The grid pattern reflects the dominance of the sea-based activities. In addition, the most important activities are located along that coastal road. It is important to note that regardless the planning evaluation, it represents the shape of most town resorts on the Mediterranean region that is different from the American seaside town. The American seaside town concept is based on the creation of a center of activities starting

from the coast and expands to the backward area with a surrounding grid that maximizes the opportunity of sea view to the back.

C- Holiday village resorts

Holiday villages are centers of accommodations, and provide a "break from routine", which happens on several fronts e.g. location, culture, design, and exotic local themes. The accommodation is typically multiple small-scale units clustered around recreational centers and landscaped grounds. They, in general, are grouped under two different categories: the first as a social service and the second as a commercial service. The latter is the type considered as a resort:

First: Social holiday villages.

Operated by a specific association such as the Villages Vacances Familles (VVF) in France, or trade union groups and co-operative societies, or by commercial companies providing holiday accommodation as a social service for families, special groups and employees. Sizes of these villages vary between 300 and 800 beds with collective or individual catering.

Example of social holiday village:

Case of Port Barcarès, France

The accommodation includes 1800 beds in family bungalows, usually with one small children's room (total gross area for 4 beds: 23sqm) and 600 beds in family bungalows with a small kitchen and patio or terrace. All bungalows are located on two levels; the units on the upper floor are linked together by footbridges.

The resort and its regional plan are demonstrated in chapter five

This development is particularly interesting in that it is the result of several groups and associations collectively creating an integrated village, with common services. Their planning concept is discussed in chapter five.

Second: Commercial holiday villages (resorts)

Commercial holiday villages are usually large with a bed capacity ranging from 600 to 1200 beds or more with a density of 60-80 beds/acre. They are usually planned as self-contained resorts, with extensive opportunities for sport and recreation in an attractive natural or created setting. Village style accommodation may also feature in large-resorts

and marina developments, or as part of resort hotel complexes. They are based on the leisure attractions of water both as a visual setting and recreational amenity. Resorts have in general two forms from the point of view administration:

Resorts hotel: are developed as a form of hotel providing a wide range of outdoor activities, and imaginative landscape. According to Fred Lawson (1998) 300-800 rooms are common for major developments and 200-300 rooms for more exclusive luxury hotels. In addition to the main hotel buildings, the development may include supplementary accommodation in form of executive suites, individual villas or village-style developments to provide an alternative for longer-stay or family visitors. These resorts can be developed either as "mixed used resorts" sited near the beaches with a wide range of water-based activities as well as mountain-based activities, and other activities, or as a part of a large mega-resort development.

Condominium and timesharing resort: involves joint ownership of a complex. The condominium owner purchases and has full benefit of a unit, using it for his own enjoyment or rent it to tourists. In this type of resorts accommodation has become increasingly important and, in some large resort areas, constitutes considerable competition to the resort hotels. The units may be self-contained villas, apartments, convertible studios or suites of one or more bedrooms. These resorts usually offer extensive recreational facilities such as water sports, health facilities, marinas, swimming pools, tennis courts, gardens, and with or near golf course. A newer trend in holiday village development is the "double village" development, such as the Club Med. in Morocco that combines a down town tourist hotel with a remote beach site reached by a daily tour bus for those who prefer balancing daytime natural surroundings with the city night times

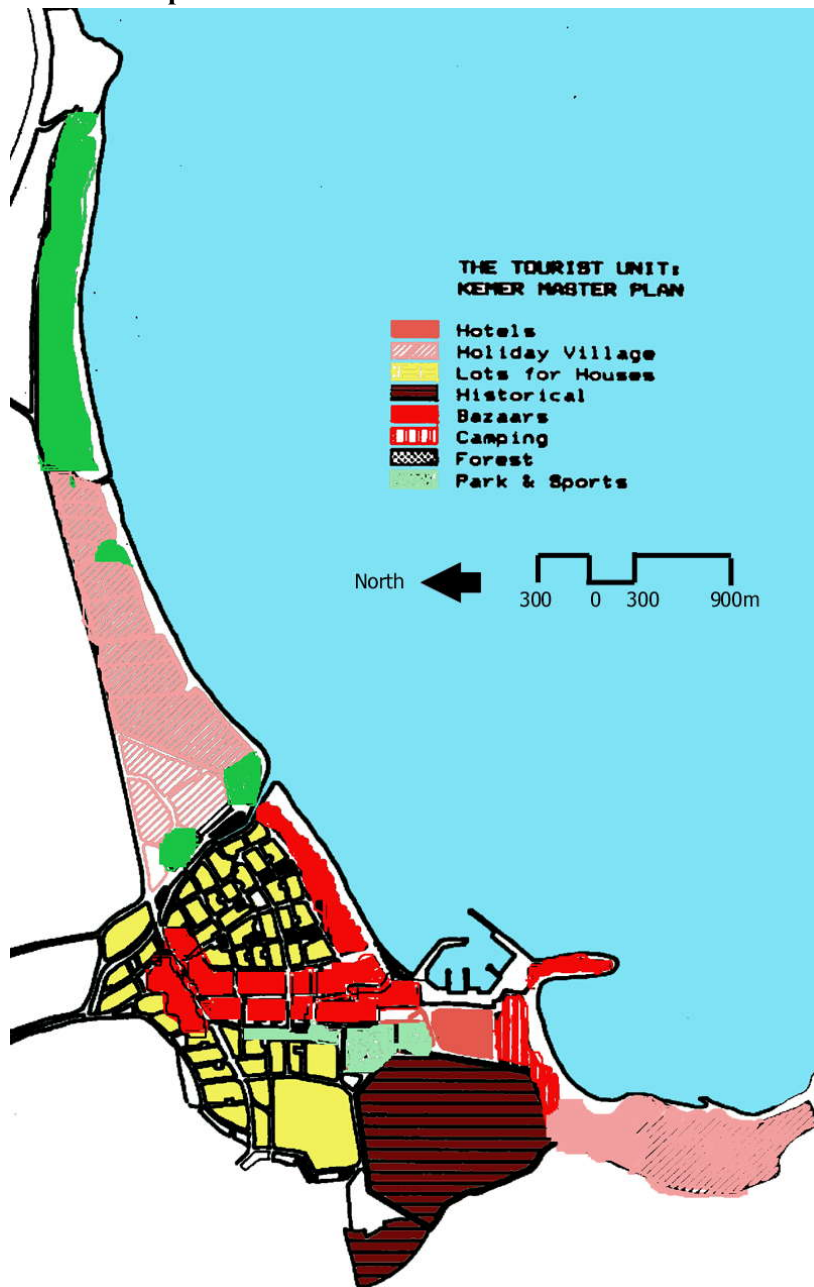
Example of commercial holiday village

Kemer Tourist Village, Turkey

It is one of the first developments in South Antalya Region. The village is situated on a rocky promontory amongst pine forests. The starkly simple forms of architecture echo the character of the region and its archeology. Under Turkish law all trees are protected, dictating the layout of the site and buildings. A low area is planned with an open plan building around a

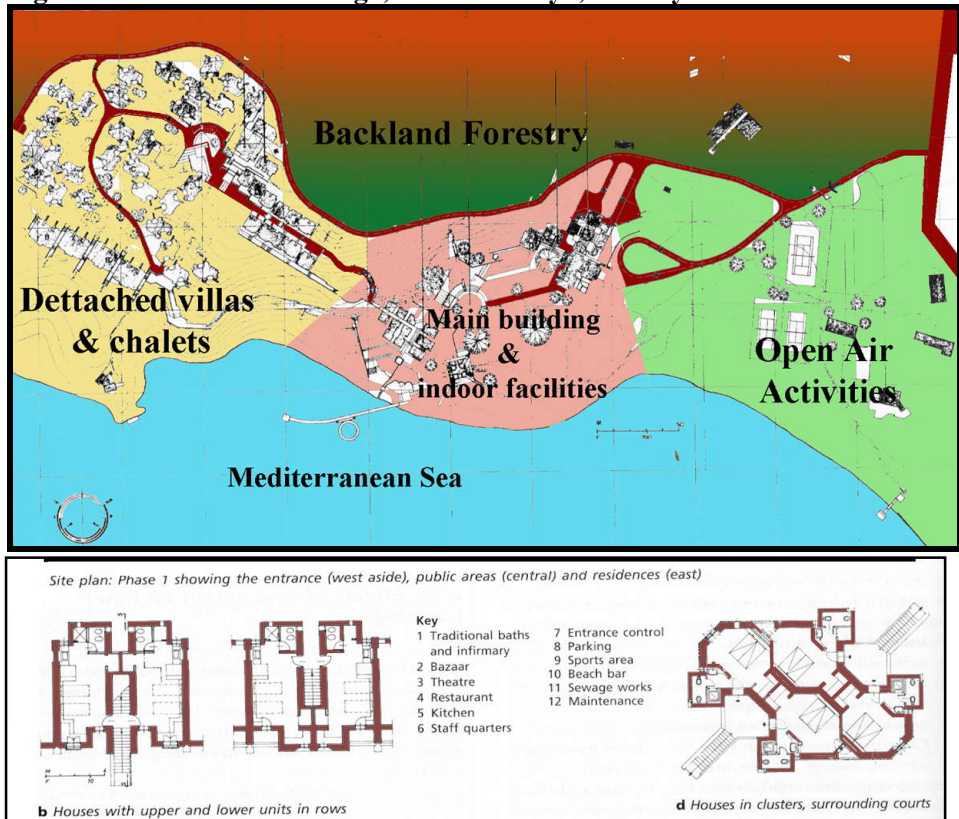
garden plaza. The upper area contains the residence with a path to the rows and clusters of two-floor units.

Fig 1.15 Land use plan of Kemer tourist unit



Source: Hassan, G., 1994

Fig 1.16 Kemer tourist village, South Antalya, Turkey



Source: Lawson, F. (1998)

The planned capacity was 1200 beds. Its first phase (completed in 1973) provided some 700 beds. The resort village includes a restaurant with terraces, bar pavilion, coffee terrace, Turkish baths, open-air theater, bazaars, tennis courts, sub aqua and sailing schools and a landing stage. Due to the hard topographical conditions, the open-air activities and courts were located in the low flat areas.

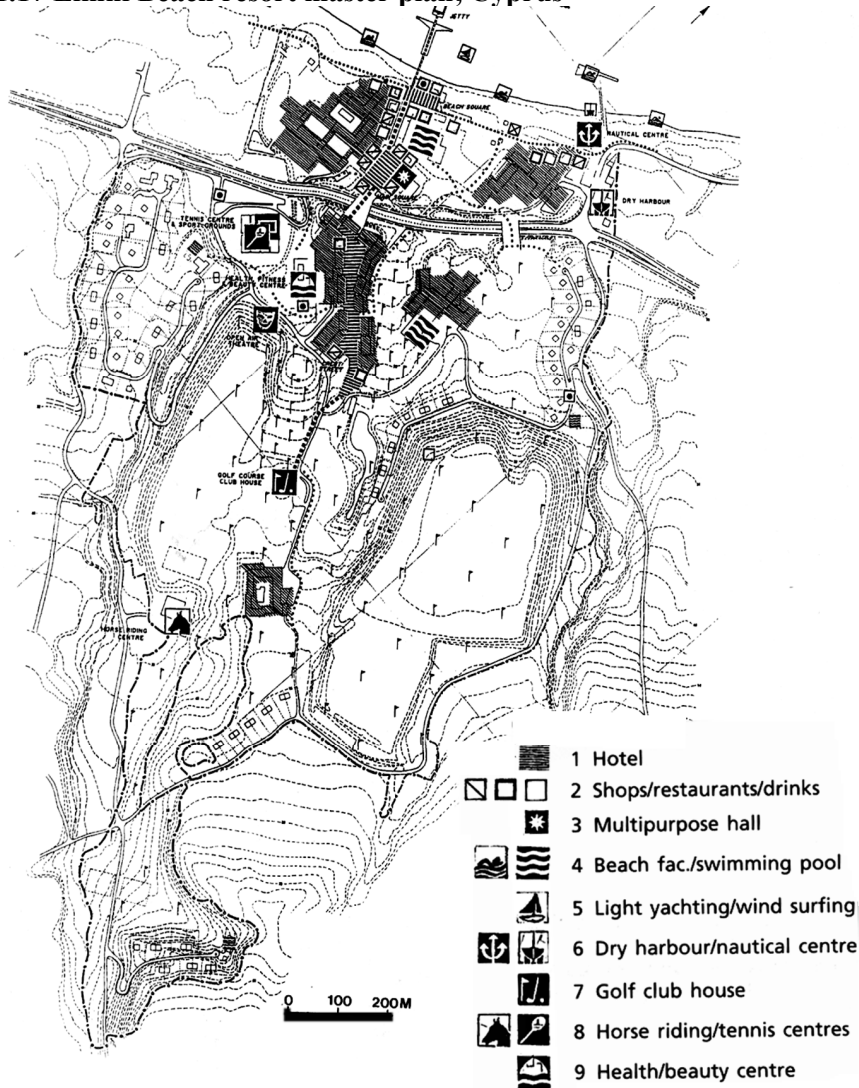
Comment

The project is a good example of tourist resorts planned in the 1970s and its proposed activities (usually water-based activities) were the example of activities created in similar projects along the Mediterranean coasts. The concerns for environmental protection are reflected through the protection of trees.

Terraced houses characterize the architectural features of the resort that is in harmony with the topography of the site.

Example of double village development

Limni Beach resort, Cyprus

Fig 1.17 Limni Beach resort master plan, Cyprus

Source: Lawson, F. 1998

The resort is situated on cliffs near the Mediterranean beach of Cyprus. It was planned in 1990 on a site (113 ha)(Croall, J, 1995) previously used for the preliminary treatment of copper ore, excavated from a nearby mine. Two large tailings, created by the mud deposits of the plant, tower over the whole site. Accommodation capacity was 2200 tourist beds in hotel or apartment-hotels and 400 beds in 80 villas. The whole complex

is planned around integrated facilities. The gross density of the project is about 20 beds/hectare and the net density is about 60 beds/hectare, which is considered a very reasonable density for similar projects.

The main activities created by the project could be summarized as follows:

- Two large swimming pools (1000 to 1500 m²) and smaller indoor pools;
- Water sport center and school for sailing, water skiing, windsurfing diving hoist and dry harbor;
- 18-hole golf course, partly on the rehabilitated tailings;
- Tennis center with ten courts, squash and coach riding center (25 horse);
- Shopping center, five-specialty restaurant and two-dance nightclub
- Health fitness beauty center

Comment

The Limni Beach project represents the new trends in tourism development and its complementary activities. The transformation of activities to the sports and golfing besides the water-based activities reflects the trends of the 1990s.

The stress on the relationship between the backland and the waterfront is a new concept in planning coastal resorts. In addition the allocation of golf courses on the rehabilitated tailing was one of the first efforts to create such activities in order to solve environmental problems.

1.4.2.3 Backland development (hinterland)

While linear development usually takes place along the coastal strip in the Mediterranean region, hinterland settlements have been expanding and thoroughly connected by an effective network. It is developed as separate urban zones or centers serving the tourist development in the front land. These Urban centers usually include settlements for employees who work directly or indirectly in tourism, commercial centers for handicrafts, environmental and local products, restaurants etc. interacting tourists with habitants.

The backlands can themselves become important destinations, not just as complimentary areas, when it is a part of an important city such as Madrid, Nice, and Capri. (De Graff 1997) They are appealing to tourists because of their significance in art, culture, and technology. Only in few cases, developments were assigned to the backland especially when the

coastal strip is very narrow or the topographic conditions of the backland permit a better sea view.

Backland that has beautiful scenery or a special character are developed as residential tourism areas, or as special theme-based resorts.



CHAPTER TWO

The Economic Significance of Tourism Development

In The Mediterranean Region, with Particular Reference to Egypt

CHAPTER TWO

2-The Economic Significance of Tourism Development

In The Mediterranean Region, with Particular Reference to Egypt

Introduction

As tourism is considered one of the dominant activities on the Mediterranean coast, this chapter discusses the significance of the present-day tourism and the world's economy. It focuses on the position of the Mediterranean region in the world's tourist map, its significance to both developed, and developing countries. It will compare the tourism development while in each case focusing on the Egyptian situation. Through this chapter, the changes in total arrivals and tourism receipts in the Mediterranean coast are compared with the international tourist motion in order to describe the tourism demand worldwide and the type of new products that compete with the Mediterranean coastal tourism product.

Then the study will focus on the tourism situation in Northern coast of Egypt and its economic significance and highlights on its importance in the gross national products with the evaluation of its position relatively to the total investment for tourism development in Egypt.

This chapter serves in defining types of tourism products and current demand for tourism in the Northern coasts and its evaluations according to the new demands trends and the competition of other destinations providing similar products.

This evaluation could deduce some causes of failures of tourism development in the Egyptian North west coast.

Background

There is no doubt that tourism has a major impact on the economics of the tourist destinations. According to Mathieson, A. (1982):

“Tourism is often bringing the desperately needed benefits for exchange, employment, and a modern way of life.”

With respect to the revenues from international tourists arrivals, as reported by the world tourism organization (WTO 1997), tourism contributes significantly to the Gross National Product (GNP) of many countries world wide,

The study of the Canadian government’s Office of Tourism, in 1977, showed that the international tourist receipts, at the federal level, represented 1% of the national income and 5% when the contribution of domestic tourism was included. The Canadian government office estimated that directly and indirectly, tourists’ expenditures created 900,000 jobs. These results were achieved with an annual investment of 1.5 billion Canadian dollars, from public and private sources, to meet the need for services generated by travel to and within Canada.

In 1978, tourism emerged as the top foreign currency earner in Britain. The 11.5 million foreign visitors spent about 2,750 millions pounds in 1977, rising to 14% from the previous year, and extending tourist employment figures to 1,5 millions jobs.

In countries such as Jamaica, Spain, Mexico, tourism is the largest earner of foreign exchange and a leading industry in terms of income and employment.

This introduction briefly clarifies the influence of tourism on the economies of some destination areas in the early 1970s, which was named by the Tourism Revolution.

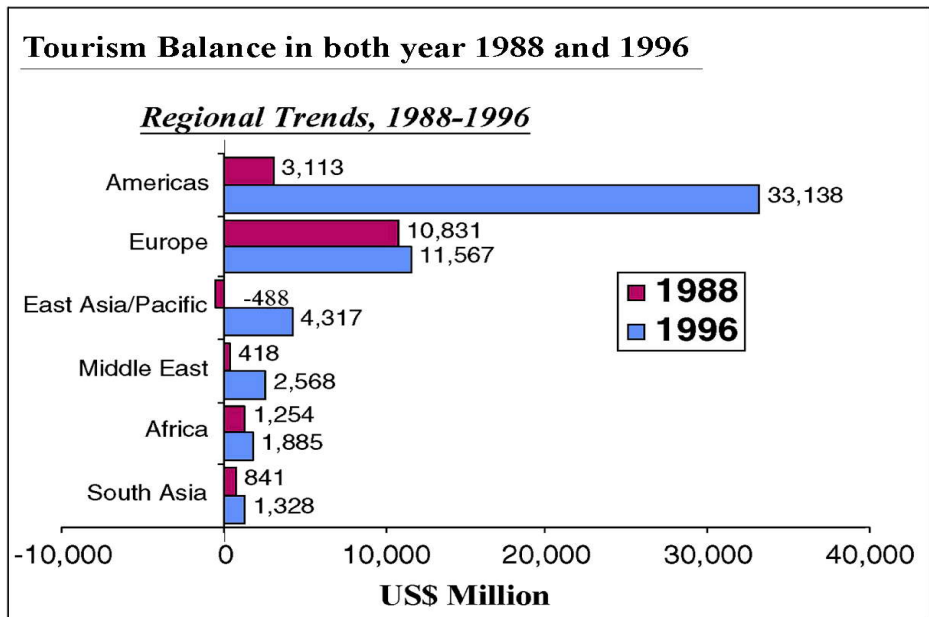
2-1 The Economic Significance of Tourism Worldwide

In the last few years, tourism has become a significant determinant of the world’s economic performance. The significance of the tourist expenditures to the economic performance of a country is reflected in its role in the country’s economic indicators (e.g. the Gross Domestic Product (GDP), and the Gross National Product (GNP)ⁱ.

ⁱ GNP is calculated by assessing visitor expenditures at current prices, then subtracting the goods and services purchased by tourist sector. The contribution of tourism to GNP is a useful measure of the economic significance of tourists' receipts to the national income or total export.

The following chart shows increase in tourism’s contribution to the world’s economy between the year 1988 and 1996. That increase in tourism’s balance was due to the diversity of the tourist product and the equivalent tourist services provided by each region.

Chart 2. 1 illustrates the trend of the tourism balance (i.e. receipts and expenditure of the various regions of the world)



Source: The World Trade Organization.

WTO, Final report, 1997

Tourism receipts plays a very important role in the international economics and is considered an industry that offers the most job opportunities, (127 direct and indirect job opportunities/tourist trip.) (Gunn, C. (1994))

Because of its high benefits and high growth rate in a short period, tourism is also an industry, which attracts more investment than any other economic sector.

The following statistics shows the increase in tourist receipts due to the rise in the number of tourists in the world after the World War II. Over the past 45 years, the travel and tourism sectors worldwide has grown in an average of 7% per year and 12% a year in receipts.

Table 2-1 shows the growth of the tourist arrivals and the tourist receipts between 1950 and 1995.

YEAR	TOURIST ARRIVALS (In million)	TOURIST RECEIPTS (million \$)	RATE OF changes in RECEIPTS (%)
1950	25,282	2,100	-----
1960	69,320	6.867	227
1965	112,863	11.604	69
1970	165,787	17.900	54.3
1975	222,290	40.702	127.4
1980	287.787	103,535	154,4
1985	329.538	117,374	13.4
1990	459.212	264,714	123,8
1995	561,027	380,693	43.8
TOTAL GROWTH IN INTERNATIONAL RECEIPTS (From 1950 to 1995)			443,8

Source: The tourism potential of the middle East- by Al Iktissad Wal-Aamal, Arab Business Magazine. 1995

The international income due to tourism increased from 2,1 milliards \$ at 1950 to 17,9 milliard \$ in 1970 and became 380.693 milliards \$ in 1995. (Al Iktissad Wal- Aamal (1995))

These indicators clarify the tremendous growth of income from tourism sector that increased significantly in the last 20 years. Because of such increase, the promotion of tourism as a catalyst for economic growth has received widespread attention, particularly among policy-makers in both developed and developing countries.

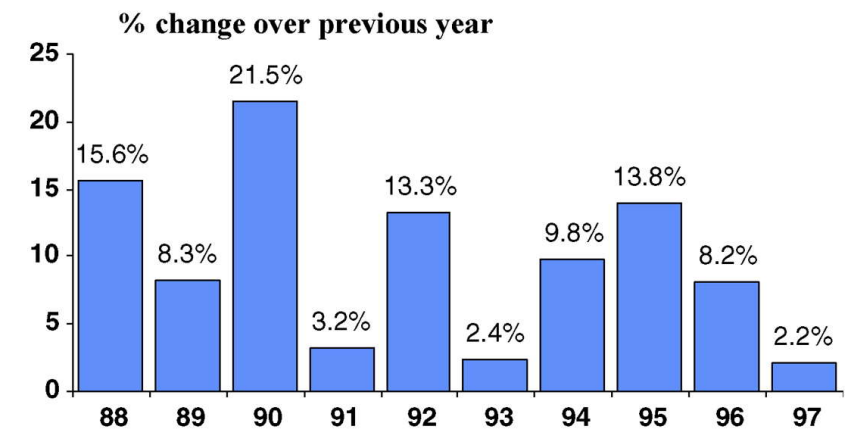
According to the World Organization of Tourism forecast, tourism will be responsible for 11,4 % of the total investment in the world and its total receipts will reach around 10.9 % of the gross national product by year 2010. (WTO (1997))

The average annual growth in receipts slowed from 11.4 % between 1988 and 1992 to 8.4 % between 1993 and 1997. This slowdown and annual

fluctuations in international tourism receipts resulted from the fluctuating value of the US dollar over the past ten years. It is important to note that despite of this set back, tourism has had stability of receipts against different economic events.

However, such information needs to be interpreted with caution: it predicts the great competition facing the tourism market in the future.

Chart 2.2 shows the change in the global tourism receipts worldwide
Percent change in global tourism receipts 1988-1997



Source: World Tourism Organization (WTO)

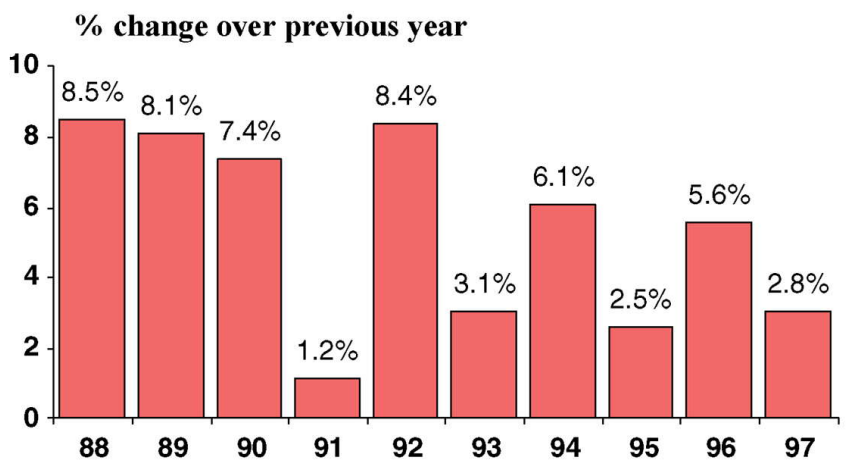
Final report 1997

The above table indicates the consistency & stability of the growth of tourism receipts, which demonstrates that tourism, is remarkably resistant to economic fluctuations. It clarifies that the rate of growth in arrivals is still increasing, but with different curves.

Between 1993 and 1997, the average annual increase in arrivals slowed down and reached around 4.3%. However, this can still be considered as a remarkable stability as an economic source, in comparison with the slow economic recovery, and sustained high unemployment in major industrialized countries, as well as the Asian financial crisis in 1997.

Chart 2.3 shows changes in global tourism arrivals in the world

Percent change in global tourism arrivals 1988-1997



Source: World Tourism Organization (WTO)

Final report 1997

The above chart demonstrates the stability of tourists' arrivals shown by the comparative statistics of the yearly change in receipts of tourism and other economic sources.

From 1995 to 1997, as shown in table (2-2) the average increase of international tourism receipts has outstripped the world's exports in commercial services.

Table 2-2 The yearly change in, merchandises, commercial services and the international tourism receipts

	VALUE In million \$			YEARLY CHANGE (%)		
	1995	1996	1997	1995	1996	1997
Merchandise	4.916	5.125	5.295	20.0	4.0	3.0
Commercial services	1.200	1.270	1.295	15.0	6.0	2.0
International tourism receipts	401	434	443	13.8	8.2	2.2

Source: World Trade Organization and World Tourism Organization (WTO) final report 1997

In 1996, international tourism showed an increase of 5.6% for arrivals and 8.2% for Tourism receipts (excluding international transport). In 1997, tourism receipts accounted for a little over 8% of the total world exports of goods and 35% of the total world exports of services. Despite the setback in the rate of tourism activity worldwide (shown by the figures of international tourism), it is still considered an important source of international receipts.

These trends were mainly affected by the stagnation of international tourism in East Asia and the Pacific since 1989.

For example, tourist arrivals increased by 2.8% annually and reached 612 million by year 1997 and tourism receipts (excluding international transport) were growing by 2.2% per year and reached US\$ 443 billion in year 1997. (WTO final report (1997))

Thus, the above discussion demonstrates the importance of tourism as an important economic activity for a country and its relative resistance to economic events and fluctuations.

This was the reason that Governments, development agencies, financial organizations, and planning departments that support and promote tourism development, have often seen tourism as a means to ease the economic difficulties of their countries.

This was reason also that tourism, in the Mediterranean region, has been seen by governments and planners, as an important component for economic development.

2.2 The Economic Significance of Tourism Development in the Different Regions of the World

The Mediterranean region has not been considered as one region in any tourist statistics or surveys. This fact was due to the regional division outlined by the World Tourism Organization. Through that division, the Mediterranean region has been part of three important regions: Europe, Africa, and the Middle East. This division explains the difficulty to acquire accurate data about the Mediterranean region as a whole.

The study of the trends of the important tourist countries of the Mediterranean region could describe the economic conditions needed for this study.

As noted above, the Mediterranean Sea represents an attractive destination for most tourists. Therefore, discussing the tourism trends in the Mediterranean countries and its economic importance is necessary and this will be carried out in the subsequent sections..

2-2-1 The Tourist Regions of the World According To the World Organization of Tourism (WTO)

The classification of the World Tourism Organization is mainly based on the geographic conditions that have similar tourist product, potentials, and identification.

The World Tourism Organization (WTO) divided the world into six tourist-regions, which are:

Africa:	includes eastern, middle, northern southern and western Africa and does not include Egypt
Americas:	include Caribbean, central, northern and Southern America
East Asia & Pacific:	includes northeastern Asia, southeastern Asia, Australia, and Melanesia. Micronesia, Polynesia.
Europe:	includes central /east, northern, southern, western, eastern Europe and east Mediter-Europe, i.e.: Israel.
Middle east:	includes Egypt and Western Asia.
South Asia	

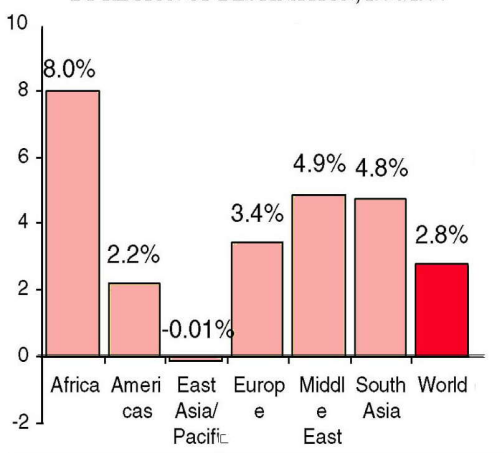
N.B.: for statistical purposes Israel is grouped within the European region of the WTO. Its international arrivals in 1993 has raised 5% from the year 1992 and topped 1.5 million \$, placing Israel second to Egypt in tourist arrivals Receipts from international tourism to Israel reached US\$ 2.2 billion in 1993, up 17.3 %, making it the number one tourism earner in the Middle East.

2.2.2 Trends of International Tourism in Regions

The Africa region showed the highest increase in arrivals for 1997 rising from 8% in the 1996. Less significant increases were experienced in South Asia, where a growth of 4.8 % in arrivals is a lesser growth rate compared to the 5,6% that was recorded between 1995 and 1996.

After an increase of 9.6% in 1996, the arrivals' growth rate in East Asia & the Pacific slowed dramatically to reach 0% in 1997.

Chart 2.4 comparison of tourists regions
PER CENT CHANGE IN GLOBAL TOURIST ARRIVALS
 BY REGION OF DESTINATION, 1996/1997



Source: World Tourism Organization (WTO)

Final report 1997

The decrease in the growth of tourism in the region occurred because of the financial crisis in most traditional tourism destination.

In the Americas, the rate of growth of arrivals slowed down, decreasing from a growth rate of 5,8% between 1995/96 to 2.2% between 1996/97. The rate of growth of tourist arrival in Europe also dropped 4,5% in 1995/96 to 3.4 % between 1996/97, which could be considered as a less dramatic changes.

The Middle East experienced a little recovery in its growth rate of arrivals from 4.3 % in 1995/96 to 4.9%t in 1996/97.

Despite the terrorist attacks on tourists in Egypt, the Middle East region experienced the highest increase (14.7%) in receipts among all regions between 1996 and 1997.

The following table shows the international tourism percentage of arrivals for different region.

**Table 2.3 Trends of international tourist arrivals per region
Average annual growth rate, 1988-1997**

Region	Increase between 1988 & 1997 Million tourist arrivals	Average annual growth rate (%)		
		1988-92	1993-97	1988-97
Africa	10.8	9.7	5.8	7.1
Americas	36.2	5.7	3.5	4.1
East Asia / pacific	42.2	8.1	5.8	7.4
Europe	120.3	5.9	3.9	4.6
Middle East	6.4	7.0	6.7	6.6
South Asia	1.8	5.8	7.3	5.6
WORLD	217.7	6.2	4.2	5.0

Source: the world tourism organization, WTO , final report 1997

The following table shows the percentage of international tourism receipts for different regions.

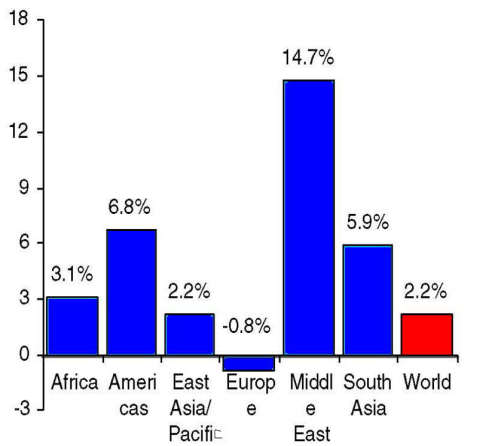
**Table 2.3 Trends of international tourist arrivals by region
Average annual growth rate, 1988-1997**

Region	Increase between 1988 & 1997 US\$ Million	Average annual growth rate (%)		
		1988-92	1993-97	1988-97
Africa	4.0	7.7	8.2	7.2
Americas	69.2	13.6	7.2	10.0
East Asia / pacific	52.7	11.6	12.2	11.8
Europe	106.6	10.6	7.6	7.7
Middle East	4.7	3.6	13.1	8.7
South Asia	2.3	10.4	11.7	9.4
WORLD	239.5	11.4	8.4	9.0

Source: the World Tourism Organization, WTO final report , 1997

Chart 2.5 Comparison of tourists regions

Rate of change in global tourist Receipts per regions , 1996/1997



Source: World Tourism Organization (WTO)

Tourism receipts in the Americas and South Asia also experienced growth of receipts between 1996/97, 6.8 %, and 5.9 % respectively. Receipts increased more moderately in Africa by 3.1 % in the same period.

East Asia & the Pacific had a low increase of 2,2 % compared to the 10.1 % increase between 1995/96.

Final report 1997

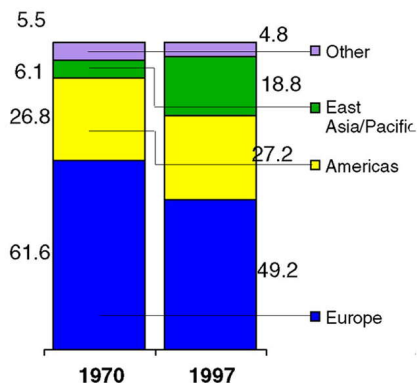
Europe exhibited the strongest drop in the growth of tourism receipts with less than 1% between 1996/97. With respect to tourist’s arrivals, the drop in East Asia and the Pacific was due to the financial crisis, whereas in Europe, the strong American dollar against European currency markets had a strong impact.

2.2.3 The Regions’ Rank

Europe continues to maintain its overall dominance as a tourist destination. However, it has experienced a significant loss of 9.2 percentage points in its share of arrivals since 1970.

The Americas remain a distant second in the overall share of arrivals with 19.5 % of the market in 1997 (a loss

Chart 2.6 The share regions from the world receipts between 1970 and 1997



Source: World Tourism Organization

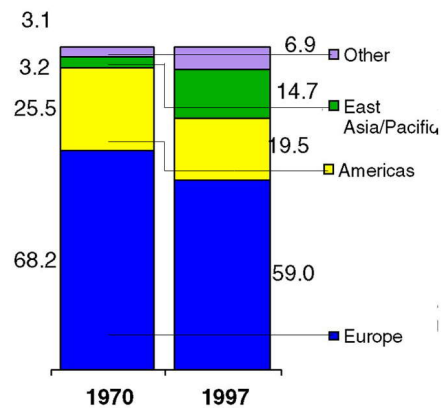
of 6 percentage points since 1970). Amongst those regions, which have been increasing their share of world arrivals since 1970, East Asia and the Pacific had made the most significant gains.. Less dramatic gains were achieved by south Asia (from 0.6% in 1970 to 0.8 % in 1997).

Whereas Africa more than doubled its share of arrivals (from 1.4% in 1970 to 3.8% in 1997) and the Middle East made a 1.3 % gain (from 1.1 % in 1970 to 2.4 % in1997).

Chart 2.7 The share of each region from the world's arrivals between 1970 and 1997

In the case France, Italy, and Spain that are considered as important destination areas in the world, the total receipts from international tourism in national currency shows an increase of 10% between 1997 and 1996, reflecting a booming tourism sector.

The above discussion shows that the Mediterranean countries have been on the top destination areas in the different regions of the world. They earned in 1997, 23,2 %of the total international tourism receipts worldwide.



Source: World Tourism Organization

Final report 1997

However, the statistics curve shows the shift of the traditional tourism market into a new market in Asia and Australia.

The following table shows the changes in rank of the top 40 earners destination areas through the year 1995 to 1997.

Table 2.5 The top forty destination areas in the world.
International tourism receipts (excluding transport)
(US\$ million) - 1997

1985	Rank 1990	Rank 1997	Country	Receipts (mn US\$) 1997	% change 1997/96	% of total 1997
1	1	1	UNITED STATES	75,056	7.4	16.9
2	3	2	ITALY	30,000	-0.1	6.8
4	2	3	FRANCE	28,316	-0.1	6.4
3	4	4	SPAIN	26,595	-3.9	6.0
5	5	5	UNITED KINGDOM	20,569	6.6	4.6
6	6	6	GERMANY	16,418	-6.5	3.7
7	7	7	AUSTRIA	12,393	-11.4	2.8
21	25	8	CHINA	12,074	18.4	2.7
27	14	9	AUSTRALIA	9,324	5.8	2.1
12	11	10	CHINA, HONG KONG SAR	9,242	-14.7	2.1
9	9	11	CANADA	8,928	0.7	2.0
23	13	12	THAILAND	8,700	0.4	2.0
77	65	12	POLAND	8,700	3.6	2.0
13	12	13	SINGAPORE	7,993	0.4	1.8
8	8	14	SWITZERLAND	7,960	-10.5	1.8
10	10	15	MEXICO	7,593	9.5	1.7
18	21	16	TURKEY	7,000	17.4	1.6
16 (1)	23 (1)	17	RUSSIAN FEDERATION	6,669	-3.0	1.5
15	16	18	NETHERLANDS	6,597	5.5	1.5
41	26	19	INDONESIA	6,589	8.2	1.5
14	15	20	BELGIUM	5,997	1.8	1.4
34	18	21	KOREA REP.	5,200	-4.2	1.2
29	27	22	ARGENTINA	5,069	10.9	1.1
24	17	23	JAPAN	4,322	6.0	1.0
24	19	24	PORTUGAL	4,264	0.0	1.0
37	31	25	MALAYSIA	3,850	-1.9	0.9
47	44	26	EGYPT	3,847	20.1	0.9
19	24	27	GREECE	3,800	2.1	0.9
22	22	28	SWEDEN	3,785	3.6	0.9
33	29	29	TAIWAN (Prov. of China)	3,705	1.9	0.8
55 (2)	62	30	CZECH REPUBLIC	3,700	-9.2	0.8
-	34	31	MACAU	3,317	2.9	0.7
40	35	32	IRELAND	3,250	8.2	0.7
20	20	33	DENMARK	3,159	-7.8	0.7
32	33	34	INDIA	3,152	6.4	0.7
30	40	35	PHILIPPINES	2,831	4.9	0.6
26	37	36	ISRAEL	2,800	-4.8	0.6
17	36	37	BRAZIL	2,602	5.4	0.6
56	50	38	HUNGARY	2,570	14.4	0.6
49	45	39	NEW ZEALAND	2,510	3.2	0.6
36	32	40	NORWAY	2,497	3.9	0.6
TOTAL 140				392,943	1.8	88.6
WORLD TOTAL				443,265	2.2	100.0

(1) Former USSR. (2) Former Czechoslovakia.

Source: World Tourism Organization (WTO)

The above table shows that Italy, France, and Spain remained on the top of destination areas. Turkey ranked the sixteenth, with a significant

progress between 1990 and 1997. Egypt advanced from the 44th to the 26th place. It is clear that both Turkey (17,4% growth rate) and Egypt (20.1% growth rate) had significantly progressed in that field. On the other hand, there has been a sharp decrease in tourism receipts in Italy, France, Spain, and Israel, mainly due to the environmental degradation that has been taking place in those countries as will be discussed in part two of this study.

However, the previous table illustrates that seven countries of the top forty tourism earners are located at the Mediterranean region, and three of them ranked the top of that classification.

2.2.4 The Importance of Tourism Significances in Developed and Developing Countries:

A Comparative Analysis

Tourist development could have variable benefits and cost in different areas. Many of these differences are attributed to the variations in the economic structure of destination areas and their geographical locations. For example, changes in the numbers of tourist arrivals in particular destination countries have, in general, followed a similar trends of those for the world as a whole. The increases in tourist's arrivals and receipts have been most spectacular in the Mediterranean countries (e.g. Spain, Turkey, Yugoslavia, Cyprus, Tunisia) but, equally, these have become more vulnerable to fluctuations in the economic and social conditions in both the destination countries and in originating nations. In the 1970s, dramatic reductions in the numbers of tourist arrivals have been the result of political unrest, war or terrorist attacks, for example in Egypt, Israel, Cyprus, and Lebanon. This reduction reduced tourism development, and accordingly affected economies of these areas. Therefore, that variation in tourism growth had caused the variable performance between Mediterranean countries. The most obvious distinction is seen between developed and developing countries.

In the light of the above discussion, the Mediterranean region can be divided into developed countries in the north, especially in Europe; and the developing countries, in the south and in the Middle East.

The significance of tourism for the developing countries has demonstrated the ways in which tourism could contribute to the process of economic development. Developing countries usually have low

income levels, uneven distribution of income and wealth, high levels of unemployment and underemployment, low levels of industrial development, (which are hampered by the small size of the domestic market), a heavy dependence on agriculture for export earnings and a high level of foreign ownership of manufacturing and service industries (Mathieson, A. 1982).

These trends have been associated with large regional disparities in economic wealth within many of the developing countries.

Therefore, tourism in the developing countries is, in most cases, a relatively new activity, which has grown to significant levels over a very short period. It contributes to the national balance of payments, the creation of employment opportunities, and the increase of foreign exchanges, and multiple effects of tourist expenditures.

As result of such arguments, the promotion of tourism as a strategy for economic growth has received widespread approval, particularly among policy- makers in developing countries and has encouraged them to promote their tourist industries.

Then economic benefits of tourism in the developing countries can be summarized as follows:

- Increase incomes
- Contribution to the Gross National Product
- Foreign exchange earning
- Development of infrastructure and services
- Creation of skilled job opportunities
- Diversification of the economy
- Increase in government revenues.

Although many of the discussed economic problems such as unemployment, had also plagued developed countries, the economic benefits of tourism in developed countries can be summarized as:

- Increase incomes
- Contribution to the Gross National Product
- Creation of skilled job opportunities
- Diversification of economy

However, the rapid injection of tourist expenditures and foreign investments into the developing economies has rather different and more significant effects than if equivalent investments were expended in developed economies.

Developing countries, overloaded with economic difficulties, usually use tourism revenues in solving their socio-economic problems, rather than for managing or controlling tourism projects as it is usually the case in developed countries. However, this does not necessarily mean that tourism development is more successful in developed countries than in developing countries, because it depends on many other contributing factors such as the tourism image, products, and environmental conditions.

In conclusion, tourism offers considerable potential for economic growth to developing countries. The degree to which tourism is an agent of development depends upon the characteristics of the country, the identification of realistic goals, which are in line with these characteristics, and the ability to achieve these goals. Successful tourism development can only take place where the prerequisites, or conditions, exist for the goals to be achieved.

2.3 The Economic Significance of Tourism in Egypt

Egypt is a large and a fast expanding market, it is indeed the second largest market in the Arab World. It also has the lowest cost production base in the Middle East and in the Mediterranean region. Among foreign investors, there is a growing awareness that the Egyptian economy is ready for renewed high growth at more than 7 percent. The following sections signify the Egyptian economic profile, the tourist development indicators, and its importance to the economic development.

2.3.1 The Egyptian Economic Profile

Egypt has been trying to reach valuable position as a destination among the developing economies. This has been recognized by many international agencies.

- According to the World Economic Forum's (1995) World Competitiveness Report, Egypt is placed among the key emerging markets, with top ranking for equal treatment of foreign business and a ranking of fourth on the national culture being open to foreign cultures. Major strengths are seen to be the country's manufacturing base, industrial location, and fast growing services sector. Egypt also ranks first in import coverage of reserves and export coverage by imports.
- While, the Economic Research Forum's (1996) opinion survey shows that in Egypt plans to expand their investment, hire additional labor and increase exports. Foreign business agrees that in Egypt, the costs of setting up a company and the level of taxes are reasonable. Full foreign ownership and free movement of capital and foreign currency are judged as strong incentives.

2.3.2 Egypt's National Strategies for Economic Development and Tourism Promotion

Egypt has been undergoing major legislative and policy changes to further enhance its investment climate. At the international level, stability has contributed to creditworthiness and donor confidence.

- Significant and sustainable adjustments are reflected in a current account surplus of 1.5 percent of Gross National Product (GNP), a budget deficit of only 1.4 percent of GNP and inflation of 7 percent. Foreign

exchange reserves have risen from \$5.3 billion in mid 1991 to over \$18 billion in 1996, (representing over 16 months of imports), and providing a cushion against fluctuations in the exchange rate or capital outflows. In the past two years, Egypt's stock market has become one of the most dynamic emerging markets in the world, attracting foreign as well as domestic savings. (Ministry of tourism, 1997)

- The Free Trade Agreement currently under negotiation with the European Union is expected to improve Egypt's export opportunities in Europe, which already accounts for 45 percent of Egypt's trade. The European Partnership, the prospects for Egyptian goods of penetrating EU & US markets are better than ever. Egypt's economy is also expected to reap important gains because of the regional peace process. The service sector is growing dramatically and Egypt boasts highly sophisticated and cost-competitive services that support domestic market and export-oriented industry. . A decline in the population rate of 1.2 percent over the coming 20 years, as predicted by the rapid decline scenario, will result in Egypt's population reaching 75 million by the year 2015. (Stewart, D. (1999))

Hence, Egypt has considerable potential for developing its tourism sector having the advantage of its wealth in variety of tourist locations and, attractions. Moreover, the export of services has become the major contributor to Egypt's balance of payments. The tourist industry has projections for an annual seven million visitors by the year 2010. Coastal tourism projects are becoming progressively larger, and plentiful conference facilities are available. The fast expansion in tourism, finance, transport distribution and recreation activities over the past ten years, Egypt's services sector has sustained its growth performance. The export of services has become the major contributor to Egypt's balance of payments. (Economic Conference 1996)

The above discussion highlights that tourism development is seen as important rapid solution for many economical problems facing Egypt to realize a valuable place in the host developing economies.

2.3.2.1 Tourism development objectives

The national strategy for the tourism sector has been formulated, and priority areas and projects were identified as shown in figure (2.2)

To help accomplish the country's tourism goal, the Tourism Development Authority (TDA) was established under the Ministry of Tourism auspices TDA's primary objectives include:

- Establishing a national strategy for tourism development
- Decreasing the role of public sector
- Promoting tourism investment opportunities with a larger role for the private sector
- Coordinating between the authorities involved in the tourism industry
- Taking a leading role in promoting Egypt's tourist potential
- Promoting sound policies of environmental planning to preserve the natural assets

2.3.2.2 Tourism market in Egypt

The growing importance of tourism in Egypt is reflected in the structure of the economy. It is one of the four primary sources of the national income together with the Suez Canal, oil, and gas exports, and the remittances of Egyptians living abroad. Although tourism still contribute less than 3 % of the Gross National Product, It has been since 1987, the fastest growing sector of the economy.

For example, tourism in Egypt as measured by the number of international arrivals, has grown from 72,00 in 1952, to 680,00ⁱ in 1976 to 1.4 million in 1980 to 4,1 million tourists in 1996. In that period the growth average (13,6%) exceed the worldwide growth (5.9%).

Tourism in Egypt has traditionally focused on cultural tourism, namely the presence of ancient Egyptian antiquities. This has been the main determinant of tourism until the 1970's. However, new regions, are currently being developed for tourism purpose, for example :

ⁱ Organization of Information, 1976

- The shorelines of the Sinai Peninsula, with its coastal strips along the Gulf of Suez, and Gulf of Aqaba,
- The stretch along the Red Sea,
- The long sandy beaches on the Mediterranean Sea,
- The various Oases and depressions found within the Western Desert.

These regions offer unmatched locations for relaxation as well as recreational and sporting opportunities. The availability of these tourist virgin regions certainly compliments Egypt's historical and cultural heritage, thereby placing the country in a unique situation among competitors.

The period between (1986 & 1995) has witnessed an increase in the flux of tourists and the number of tourist nights in Egypt. The number of tourist arrivals – table 2.6- increased from 1.3 million in 1986 to 3.9 million in 1997. Further more, tourist nights also increased during the same period from 7.5 million to 23.00 million

Table 2.6 the number of tourist arrivals in Egypt through the year.

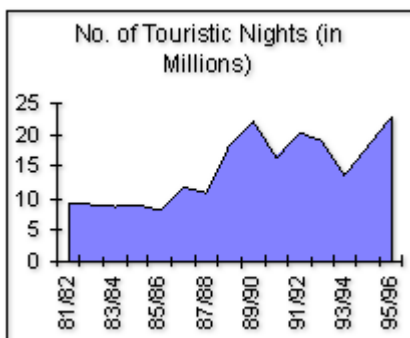
Year	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997
Jan	97.713	118.21	152.744	162.558	210.989	86.309	209.79	201.271	181.26	196.357	246.086	259.89
Feb.	85.499	108.249	150.028	155.347	208.376	57.325	251.016	174.476	137.702	106.648	248.09	317.092
Mar	101.735	133.967	181.35	219.816	238.065	96.95	248.348	216.217	184.208	244.888	326.841	354.423
Apr.	102.856	163.022	165.628	174.172	240.617	138.417	295.4	211.777	172.158	238.181	322.07	344.141
May	91.361	132.767	136.384	167.181	205.794	150.765	256.373	192.893	201.586	245.197	314.929	331.278
Jun.	118.561	140.747	143.458	173.012	227.552	171.573	224.678	201.119	172.123	213.747	246.391	298.763
July	136.36	204.197	206.267	266.652	315.287	242.099	295.56	250.202	286.999	305.907	354.444	425.079
Aug.	134.657	176.153	172.97	258.297	269.614	276.482	361.315	277.46	366.195	354.923	386.701	444.719
Sep.	107.075	162.336	157.296	218.818	202.001	238.159	318.363	215.965	253.062	310.781	366.497	352.066
Oct.	114.885	169.668	176.858	261.169	179.537	226.388	302.267	216.631	245.363	332.738	387.634	390.884
Nov.	97.777	132.768	160.77	211.887	134.681	202.41	243.702	175.832	180.247	285.563	318.083	265.16
Dec.	122.773	152.869	165.74	234.516	267.604	224.749	200.128	173.919	201.082	244.531	368.206	177.921
Tourism arrival	1311.25	1794.95	1969.49	2503.43	2700.12	2111.63	3206.94	2507.76	2581.99	3079.46	3885.97	3961.42

Source: Ministry of Tourism(1997)

2-3-3 Tourism development indicators in Egypt

Chart 2.8 Tourist nights in Egypt

In addition to Egypt’s significance as a major destination for historical and cultural tourism, it has recently emerged as a well-known destination for recreational tourism. Indeed the last two decades has become an important destination for Europeans who are seeking the sun, sea, and sand, as well as relaxation and adventure.



It has also become the summer destination for tens of thousands of Arab Gulf States' families, who escape the summer heat of their countries. The following statistical figures substantiate these arguments. Between 1982 and 1996, hotel capacity increased from 18,000 rooms in 1982 to 68,000 rooms in 1995. Similarly during the period between July 1995 and June 1996, the number of incoming tourists has reached 3.9 million and the number of tourists has more than doubled from 11.8 million in 1986 to 22.8 million. Ministry of Tourism (1997)

Furthermore, during the period 1993-1995, registration of tourism-related investment projects, to be implemented in a maximum time span of 4 years, has reached 200 projects with a total value of 11.8 billion Egyptian pounds.

Chart 2.9 Number of tourists coming to Egypt

Indeed, tourism has been the fastest growing sector of the Egyptian economy during the past few years. Between 1986 & 1995 the number of international arrivals grew at an average of 12.1% per year. Over the same period, tourism growth throughout the world increased at an average annual rate of 5.9%, Egypt's share of world tourism from 1986 to 1995 are shown in table (2.7)

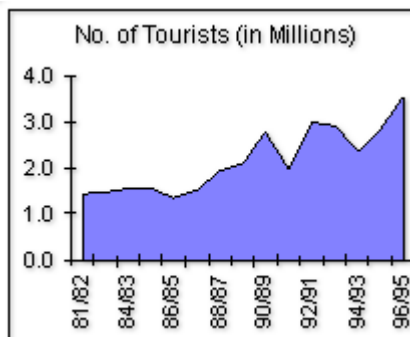


Table 2.7 Shows the Egypt's Share of the World tourism from 1986 to 1995

	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>
Arrivals in Egypt	1.30	1.80	2.00	2.50	2.60	2.10	3.20	2.50	2.6	3.1
World Arrivals	330.70	356.60	390.0	415.0	455.60	455.10	475.60	500.00	546.00	567
Change %	1.53	7.83	9.37	6.41	9.78	-0.11	4.50	5.13	5.40	3.90
Egypt's Share	<u>0.39</u>	<u>0.50</u>	<u>0.52</u>	<u>0.60</u>	<u>0.57</u>	<u>0.46</u>	<u>0.67</u>	<u>0.50</u>	<u>0.48</u>	<u>0.55</u>

Source: Egypt online, Economic Conference 1996 News

The International Visitors

According to the published report of Information Agency (1997), the number of visitors in October 1997 has reached 390,884 where Western and Southern Europe had the big share, followed by the Middle East then Eastern Europe. While in October 1996, the rise in the number of visitors was 3250 with a growth rate of 0.8% of which the Middle East had the lion share followed by Eastern Europe then North America.

With respect to tourist nights spent by visitors, the number of tourist nights has amounted to 2,477,017 during October 1997 of which Western and Southern Europe had the lion share followed by the Middle East then North America. In October 1996, the rise in tourist nights marked 406,212 at a rate of 19.6% of which Western and Southern Europe came at the top followed by North America, then East Asia, and the Pacific .

Arab Tourists:

The number of Arab tourists who visited Egypt during October 1997 has reached 66,888 of which Libya had the lion share, followed by Palestine then Saudi Arabia.

In October 1996, the number of tourists amounted to 6358 at a growth rate of 10.5% of which Palestine had the lion share followed by Iraq then Jordan. The Arab tourists had spent 377,017 nights during October 1997 of which Saudi Arabia was at the very forefront followed by Libya, then Syria, and the Sudan.

In October 1996, the decline in the number of tourist nights reached 23,308 at a rate of 5.8% of which Saudi Arabia had the lion share followed by Tunisia then Morocco, whereas tourist nights of the Sudan, and Yemen had risen .

Table 2.8 Number of visitors coming to Egypt from each region

Region	Visitors to Egypt in 1996	Visitors to Egypt in 1995	Change %
Middle East and Arab	54652	51105	6.9
Africa	10256	11606	-11.6
East Asia and the Pacific	23692	20036	18.2
Eastern Europe Western and Southern Europe	276043	227568	21.3
Canada	3052	2217	37.7
USA	13948	14372	-3.0
Latin America	22832	22244	2.6
Others	159	179	-11.2
TOTAL	387634	332738	16.5

This information is published at courtesy of the Central Agency for Public Mobilization and Statistics (CAPMAS) 1997.

Middle East tourists

The increase in tourist arrivals reached 6605 tourists (a growth rate of 12.1% from the previous year) where the number of Palestinians has risen by 24.6%, and Jordanians by 15.7%.

Eastern European tourists

The increase has reached 3963 tourists with a rate of growth of 17.2% from the previous year, where the number of tourists from the former USSR has mounted by 46% and Polish tourists by 15.3%. The tourist nights have amounted to 348,764 nights by 25.9% growth from the previous year where the tourist nights of the Italians have reached growth

of 42.8%, while the Israelis have reached growth of 55.2%, the Germans 14.7% and the French 30.8%.

From North America

The increase has reached 3822 tourists by 22.5% where the number of North American tourists has risen by 26.7% and Canadians by 3.1%. The tourist nights have amounted to 3513 by 39.4% where the nights of the United States have reached 38.1% and the Canadians to 49.1%.

From Asia and the Pacific

The tourist nights have risen to 23,513 nights by 35.1% where the nights of the Australians have increased by 52.8% and the Japanese by 22.7%.

2.3.4 Investment Opportunities for tourist development in Egypt

Investment opportunities for the development of tourism projects in Egypt have recently started to bloom. In recent years, efforts have been made on behalf of the Egyptian Ministry of Tourism which resulted in the adoption of some government decrees aiming at encouraging investment in Egypt, particularly in tourism-related projects. Accordingly, a number of mega projects have been planned for the coastline of the Mediterranean and the Red Sea. These projects are ready for international and local developers, operators of hotel chains, and investors

Moreover, several investment opportunities have recently become available to the private sector, these include:

- a- Development of integrated projects (new tourist centers),.
- b- Development of various tourist facilities.

In 1974, a national tourism strategy determined six tourist regions (priority regions) in Egypt that are:

- 1- The Metropolitan Cairo
- 2- The Nile Valley from Bany Sweaf to the Sudanese borders
- 3- Red Sea Coast and the Suez Canal
- 4- The North West Coast region
- 5- Sinai Peninsula
- 6- The Sahara and the Oases

Each region includes natural attractions and tourism potential that vary in importance and significance

Table 2.9 The Tourist Investments In Each Tourist Egyptian region

<u>REGION</u>	<u>AREA 1000m²</u>	<u>INV. Costs MILLION L.E.</u>	<u>CAPACITY ROOMS</u>	<u>NO. OF PROJECTS</u>	<u>JOB OPPORTUNITY</u>
GULF OF AQABA	1804	622.0	2215	48	4.984.00
AIN SUKHNA	5883	1303.0	9190	29	13.785.00
RED SEA	36253	5126.0	54285	52	122.141.25
RAS SEDR	3423	929.0	6877	23	10.315.00
N. COAST	564	134.8	950	3	1.425.00
EL-ARESH	0	0	0	0	0
TOTAL	47927	8114.8	73517	155	152.650.25

Source: Ministries Of Tourism and Housing and Reconstruction s, 1997

The indicators shown in table 2.9, demonstrate the favorable areas visited by tourist in Egypt and highlight the achievement in the progress of the tourism sector as part of Egypt's ambition plan of diversifying its tourism product. The national plan seeks to double Egypt's share of the world tourist arrivals by the next decade.

According to the previous discussion, it is important to note that the North Coast region has potentially great opportunity to attract international tourism investments, but actually, it is faced with a major competition from both the tourist development projects along the Mediterranean such as Tunisia, Spain, Turkey, and by tourism developments inside Egypt especially on the Red Sea Coast.

Such competition in addition of the lack of adequate investment to provide the necessary tourism facilities, infrastructure, and services, plays a significant role in the set back of international tourism in the region.

Findings and Conclusions

- The number of people who seek tourism and recreational activities had grown in the last 30 years. The growth of the tourist demand was accompanied by significant economical development of many destination areas.
- International tourism receipts plays a significant role in the worldwide Gross National Product. However, tourism receipts are more stable than, for example commercial activities, against economic fluctuations and crises.
- Tourism is considered an activity with great economic significance to destination areas. It is considered as the economic activity that realizes better economic performance for both developed and developing countries. This was the reason for governments and development agencies to see tourism as an important catalyst for economic development.
- Developing countries, overloaded with economic difficulties, usually use tourism revenues in solving their socio-economic problems, rather than for managing or controlling tourism projects as it is usually the case in developed countries. However, this does not necessarily mean that tourism development is more successful in developed countries than in developing countries, because it depends on many other contributing factors such as the tourism image, products, and environmental conditions.
- Egypt is currently experiencing a transitional period with the aim to solve its economic problems. With the trends of global development, in services and infrastructure, tourism investment is encouraged significantly by government because it increase incomes foreign exchanges, creates skilled job opportunities and increase governmental revenues.
- The increase in tourism arrivals and receipts in Egypt, has lead the government to promote tourism development in many areas where the North coast is included.

- Despite the attractive environment and culture of the north coast, it is lacking the adequate investments and facilities, It could not, until now, compete with the internal destination areas such as the Red Sea and the Upper Egypt. In addition, It failed to compete with other Mediterranean countries in attracting international tourists.
- In Conclusion, the main objective of tourism development in any country and in Egypt is to realize a rapid economic development. This objective is, in fact, the key factor that directs development for tourist projects. That fact must not be denied or neglected but must be taken into consideration when planning is under way, because tourism development without the economic benefit is destined to fail
- In addition, the economic benefit of tourism development is, as demonstrate in this chapter, very important for economic development on the national and local levels. However, development needs several studies to be able to face challenges including the environmental degradation that will be discussed in the next chapter..
- Tourism demand in Egypt is directed towards new lands and the north coast of Egypt with its virgin land and coast, must be developed in a way to attract international tourism and to compete with other destination areas.



CHAPTER THREE
The Significance of the Environmental Degradation
In The Mediterranean Region Focusing
on the North-Coast of Egypt

CHAPTER THREE

3. The Significance of the Environmental Degradation

In The Mediterranean Region Focusing on the North-Coast of Egypt

INTRODUCTION

This part of the study attempts to explain the significance of the environmental degradation in the Mediterranean region with reference to the Northern coast of Egypt.

It started with the demonstration of the significance of environmental degradation, then it continue with the analysis of different stage of coastal degradation in the Mediterranean coasts.

The chapter, therefore, emphasizes on the Egyptian Northern case of environmental degradation and its impacts on the national economy.

The previous issues explain the environmental problem and its impacts on the resources and economy.

Then the study attempts to explain the complexity of the problem on tourism as an introduction the analysis of the relationship of tourism and environment in the next chapter.

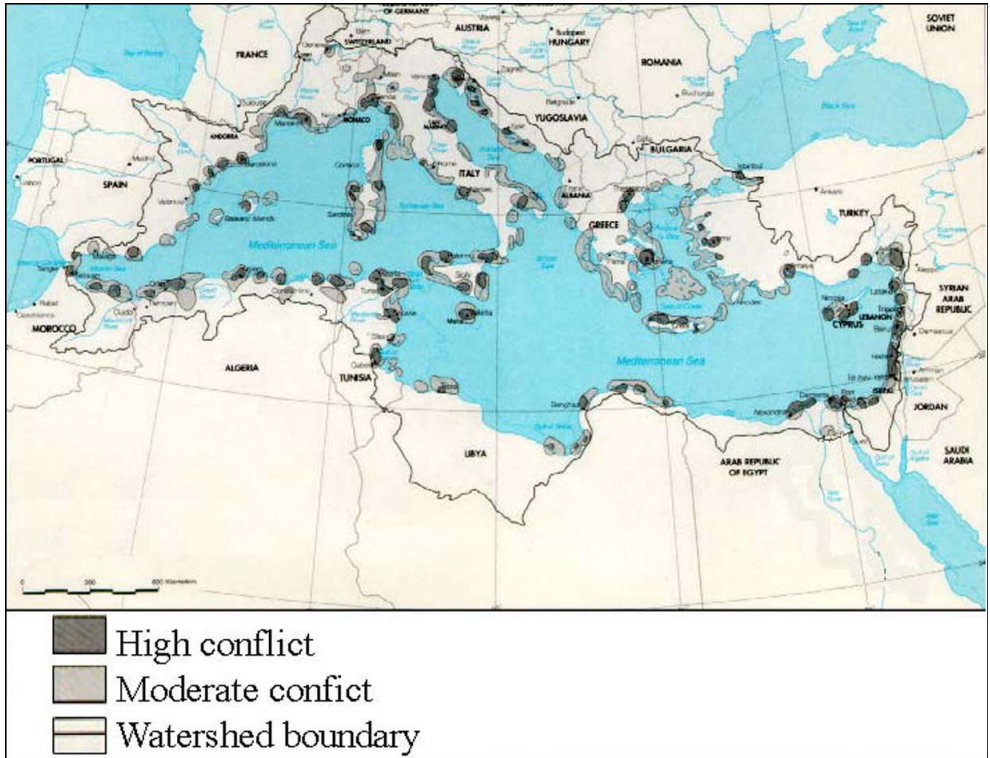
Background

In recent years, the environmental degradation in the Mediterranean Basin had reached serious levels, and is likely to worsen. (The world Bank (1990)) There is a significant danger of irreversible consequences. In order to reverse the present trend, it will be necessary to study the nature and causes of this degradation.

Most of the countries in the Mediterranean region share the environmental problems. Some problems are common or transnational and require international cooperation these include maritime pollution, the loss of habitats for migratory birds and for such endangered species as marine mammals and sea turtles.

There are also sub-regional incidents of pollution and resource depletion that threaten more than one country. An example is the Northern Adriatic, which was the subject of the recent agreement between Italy and Yugoslavia. Such sub-regional problems, although currently limited in number, are accumulating.

Fig 3. 1 Resource use conflicts in the Mediterranean Region



Sources: UNEP (Blue Plan)- World Bank & the European Investment Bank (1990)

3.1 The Significance of the Environmental Degradation in the Mediterranean Region

The rich natural and cultural heritages of the Mediterranean countries have made tourism one of the most significant activities in the area.

Accordingly, it had attracted the enormous investment and employment. Therefore, Mediterranean region has been suffering from the degradation of its nature and consequently, tourism is threatened.

In this chapter, the environmental degradation significance will be discussed to highlight the nature of problems involved.. The environmental degradation is described and classified according to the different environmental components such as water, air and land resources.

3.1.1 The Degradation of Marine Resources, the Wetlands, and the Coastal Areas

Marine resources, wetlands, and coastal areas in the Mediterranean are being over exploited. Their continued survival depends on appropriate measures to restrict development to sustainable levels.

3.1.1.1 Marine resources

In comparison with the Atlantic Ocean, the Mediterranean is relatively poor: in fisheries (1.2 % of the volume of world catch). About 38% of the total Mediterranean catch comes from the area west of Sardinia and Corsica; the central Mediterranean between Sardinia and the Peloponnesus, yields 47%. Only 15% is caught in the eastern zone owing to the decline in nutrients from west to east.

Urban and industrial pollutants and the degradation of basic habitats have reduced fish harvests in some areas. Furthermore, overexploitation of fisheries is a serious threat. (World Bank (1990))

Coastal species are heavily exploited in areas such as Turkey. Fishing is intense in the coastal areas of Italy, where the stock is only 20% of natural levels. Cyprus in contrast is making important headway's in controlling fishing. The Mediterranean area has become a net importer of fish. Recent, the Food & Agriculture Organization (FAO) data show a combined regional fisheries product consumption of 14 kilograms per capita per year, of which approximately 3.4 kilograms are imported from outside the Mediterranean.

In Egypt, according to the World Bank report 1990, the construction of the Aswan High Dam on the Nile decreased production of sardine and anchovies. Therefore, better management of nutrients inputs will provide increase aqua-cultural production of fish in many Mediterranean countries.

Aqua- cultural facilities however must be protected from pollution and must be compatible with wetland conservation. Urban and industrial pollutants causes the degradation of the Neptune grass (*Posidonia Oceania*), a native Mediterranean Sea grass found near Egypt and the principal deltas produces large amount of oxygen and provides shelter for small fish but is vulnerable to excessive sedimentation, sewage, trawling and dredging.

3.1.1.2 Wetland

Mediterranean salt water and fresh water wetlands include marches shallow water coastlines estuarine and delta Systems Rivers and man-made wetlands such as reservoirs. Wetlands trap silt and receive organic

matter and dissolved nutrient estuaries. They, also receive organic matter from adjacent salt marshes and from the open sea by tidal action.

Since ancient times, Mediterranean wetlands have been progressively drained for land reclamation. In the Roman period approximately one tenth of Italy or almost 3 million hectares were wetlands. By 1865, only 764000 hectares of wetlands remained and by 1972, only 190,000 hectares remained (UNEP, 1990). The conversion of wetlands has reduced the habitat for native wildlife and migratory birds, and contributed to a decline in fisheries.

There has also been extensive damage of river deltas for agriculture in Greece (Nestos) and Turkey (Seyhan, Buyuk Menderes). Deltas are maintained, and grow, through the accumulation of silt transported by rivers and are then susceptible to changes in land use upstream.

Lake of El Manzala, a major Lake in the Nile Delta of Egypt covered an area of 1. 700 square kilometers in 1900. However, it had been reduced to 900 square kilometers by 1981 and continues to shrink. (PUD & Pacer (1983))

3.1.1.3 Coastal areas

The concentration of population in coastal areas which is accompanied by an increasing density of industrial and other economic activities has led to a high pressure on limited coastal resources and to irreversible changes in land use.

Such changes have generally been associated with severe environmental problems that affect the health of population and the resource base required for sustainable development in the coastal area . This situation is expected to worsen significantly according to the Blue Plan¹, and the coastal population of the Mediterranean is likely to more than double by 2025 from 82 million at present to between 150 million and 170 million.

Taking Spain as an example, where the country area accounts for 17% of its land surface, while the share of the population living there has increased from 12% at the beginning of the century to 35% in 1990. In addition 82% of Spain's tourists stay on the coasts during the summers months. That over crowded coast is an essential cause of the environmental degradation on coast: congestion in traffic, sewerage problems, etc..

The ecological vulnerable coastal areas face threats from competing interests such as urban development, tourism, industrial and agriculture

¹ The blue Plan is an action program on the Mediterranean coastal degradation issue proposed by the UNEP in Spain in 1980

development that affect delicate and valuable coastal ecosystem, wetlands and archeological sites.

3.1.2 The Depletion and Degradation of Fresh Water Resources

The depletion of fresh water resources for domestic, industrial, and agricultural proposes is likely to become the single most important environmental issue facing the Mediterranean countries and in particular the coastal areas. Even the countries that are not yet facing water crises are likely to experience large increase in the cost of providing water to meet growing demand. Failure to protect fresh water resources will render existing water base patterns in development (unsustainable in a number of countries) by significantly increasing the cost of water over time.

Cyprus and Malta face immediate watering crises. High cost desalination plants provide about 50% of Malta's water requirement, but at a cost of about 15 times the average cost of water in France. The northern countries and Turkey have water surpluses whereas the southern countries and the islands have serious water resource constraints. Ground water throughout the region represents about 20 percent of total resources. There are twenty-nine important fresh water river basins but since topography restricts inter-basin transfers, the distribution of water resources is highly skewed. Cyprus Libya and Malta already use groundwater resources faster than they are being naturally replenished. The effective stocks of fresh water- both surface water and ground water- is limited by pollution. The water quality is questionable in twenty of the twenty-nine drainage basins that discharged into the Mediterranean as the result of pollution from industrial domestic and agricultural sources much of which originates far from the coast. (The World Bank (1990)

In Naples ground water is so toxic owing to industrial pollution that it is unusable for domestic purposes. Pollution of ground water by nitrates and pesticides of agricultural origin has become a serious problem in the Po Basin.

In Algeria, a recent study showed that of 72 pumping stations monitored 35% had nitrate level that exceed the water hygiene's standards guidelines. In Izmir Turkey over pumping has led to saline intrusion into the aquifer and to localized subsidence. (Hardoy, J. , Mitlin, D. (1992))

A study, sponsored by the Blue Plan (1980) of a sample of Mediterranean cities estimate that: “per capita water consumption will increase from 90 cubic meters per year in 1978 to 110-130 cubic meters by 2025; in the south it is expected to increase from 45 cubic meters per year to 65 - 82 cubic meters by 2025.

In the light of the above discussion, it could be argued that the rapid depletion and degradation of fresh water supplies could have three important implications:

- 1-The real cost of supplying water is increasing over time because the rate of technological change cannot keep pace with the decreasing accessibility of new resources.
- 2-The demand for urban water and sanitation will grow at rates well beyond the ability of governments to provide services.
- 3-The public health and environmental effects of inadequate water supply and poor sanitation will be significant.

Since water prices in every country are significantly below the marginal costs of supply, uneconomic decisions are often made concerning water resource's use. .

In Egypt as in Algeria, Israel, Libya, Morocco, and Syria and in the parts of Italy and Spain, the scarcity of fresh water sources is likely to be a significant brake on development. It has already had an influence in Cyprus, Israel, and Malta and is adversely affecting development on large and small islands throughout the region. As the pressure of freshwater resources mounts, the possibility of both surface and groundwater pollution increases. Indeed these could happen years before the decline in volume become critical.

3.1.3 The Degradation of Land Resources

Arable land is a scarce resource in many part of the Mediterranean region and is under intense development and population pressures.

Large areas of fertile land are being taken out of production for urban, industrial, and transport needs. Land of low capability is being overused or overgrazed. In addition, farmers cultivate low rainfall areas without adequate fallowing or fertilization and forest products are harvested at rates far in excess of annual growth

This pressure on land is felt in a region where the land surface itself is generally fragile (often already degraded) and subject to high levels of

natural erosion exacerbated by severe storms and periodic drought. Almost three quarters of the region is mountainous or rolling terrain and more than half is subject to erosion. The evidence of land degradation is widespread and striking: little remains of the original forests that covered much of the region in ancient times and large areas have gone out of cultivation.

Five indicators of land sources degradation will be discussed in the following sections:

3.1.3.1 The loss of agriculture land

The direct loss of cropland is most acute in the southern Mediterranean countries. Land is scarce and is concentrated in the narrow strip and river valleys. The productivity of the new reclaimed land however is in many cases a fraction of the old ones, and new land is being brought into production more slowly while the old land is being lost in urbanization. Reclamation also requires high levels of water use, more sophisticated water management. Moreover, since drainage is generally inadequate and the water table is close to the surface, increased water use would increase the risk of salinization. Soil erosion also degrades land capability and causes productivity to decline. About 35% of the farmland in the region experiences erosion of between 5 tons and 50 tons per hectare per year. The Blue Plan (1980) estimated that about 300 million tons of productivity of sediment is lost each year from agricultural land alone. According to the same source, the countries with the greatest areas of erodible surface are Israel (84%) Tunisia (76%) Greece (72%) and Spain (71%). In Morocco, topsoil is completely lost from 22000 hectares each year; in Tunisia, the figure is 18000 hectares. It appears that during the past twenty-five years increased cultivation of marginal land and poor management of rangeland has contributed to serious erosion problems and the loss of 2 million hectares of agricultural land in North African countries. In Syria and Tunisia, no net increase in cultivated land has taken place since 1975. (World Bank (1990))

3.1.3.2 Rangeland degradation and desertification

Soil erosion is one aspect of the complex process of desertification that in the southern countries of the region typically begins with intensive livestock grazing. Between the mid 1960s and the mid 1980s as the livestock population of the south rose by 35% the rangeland area decreased by 10%. In North Africa and the Mediterranean basin it is estimated that about 132 million hectares of rangeland had been worsened significantly and that additionally vast areas have become desert. Overgrazing of marginal land compounds land degradation caused by

increase use of these same areas for cultivation. Rain-fed areas that are marginal in terms of climate, topography, and soils cannot support continuous cultivation without periodic fallowing. (World Bank (1990))

Fig 3. 2 Desertification along coasts specially the southern coasts of the Mediterranean

Continuous cropping can exhaust soil fertility and destroy soil structure and eliminate vegetative cover. Even appropriate practices crop yields will be highly variable owing to low and erratic rainfall.

By exposing the area to greater risk of erosion by wind and water, over cultivation also contributes to the onset of desertification. When overgrazing and over cultivation are combined with the use of fire to clear marginal lands, the danger of desertification increases significantly.



3.1.3.3 Deforestation

The forests of the Mediterranean region are among the most degraded in the world. Forests that once covered most of the region now cover only 5% of the land surface and the forests that remain are concentrated in the north. For example 25% of the land area in Turkey (about 20 million hectares) is classified as forest, but 4 million hectares of this area used as resources for wood, and 6 million are degraded. In Morocco, less than 60% of the 8 million hectares classified this forest or (esparto grassland) as productive. (WCED, (1987))

Natural and man-made fires together with poor forestry management and over grazing damage forest resources throughout the region.

3.1.3.4 Salinization

Salinization of irrigated soils is a result of the lack of drainage and the evaporation of water, which cause salts to accumulate, and then destroy the value of soils. 5% of the surface area of the Mediterranean basin is believed to be affected including large parts of formerly productive irrigated zones. In Syria 12% of the Mediterranean watershed suffers from salinization and water loggings. (WCED, (1987))

3.1.3.5 Fertilizers, Pesticides, and Herbicides.

According to the Blue Plan (1980), the excessive application of Chemical fertilizers is a problem throughout the Mediterranean and leads to contamination of surface water and ground water.

The use of pesticides also causes contamination of groundwater sources and damage to non-target plant and animal populations and the ecosystems, and the exposure of workers to toxic substances.

The use of water from irrigation channels for domestic needs in rural areas makes herbicide use especially problematic.

Egypt faces the degradation of land resources, loss in the agricultural land value desertification and salinization. An estimated 32% of the Nile Delta, and 30% of the Nile Valley, are affected by salinization and water logging, lowering, or eliminating their potential for crop production. Much of Egypt's salinization is recent as the result of excessive water use and inadequate drainage. Formerly the salt was leached out by the annual flooding of the Nile, which no longer occurs because of the impoundment of the river waters by the Aswan High Dam.

3.1.4 Solid Wastes And Hazardous Materials

The amount and composition of solid waste produced by Mediterranean coastal cities varies widely by location and income levels in the coastal cities of the region. About 500000 cubic meters of wastes (10 liters of waste per linear meters) of the Mediterranean coast are generated each day. (World Bank (1990))

In Tunisia and many other countries, all types of waste including hazardous materials are disposed of together.

In Turkey, the city of Izmir has an effective recycling and composting system but smaller cities have open dumps and only informal recycling rather than sanitary landfills.

In Algeria for example, where 70% of the population resides in the fertile narrow coastal zone, it has been difficult to find enough appropriate landfill sites

In Yugoslavia more than 200 thousands tons of hazardous material are generated annually. Landfills in Rijeka Spit and other cities are virtually exhausted and hazardous wastes have to be stored on site

The situation in Algeria provides a good insight into this region wide problem

The results of inadequate solid waste management can be seen throughout the region: floating refuse at sea, littered beaches, dumps along road sides and riverbanks, open burning littered city streets, and clogged storm sewers. Even solid wastes that contain no hazardous material, can endanger marine life, pollute surface and ground water resources, menace tourism and spread disease.

3.1.5 Air Pollution

Air pollution is becoming the more widespread problem in the Mediterranean region. Most atmospheric pollutants are generated by industrial thermo electric plants, residential heating and motor vehicles

The problem is less intense than in northern Europe. There is an evidence of air pollution in rural areas, an even of trans-boundary air pollution among the Mediterranean countries. Forestry production in the northern republics of Slovenia and Croatia in Former Yugoslavia has fallen owing to the acid rain mainly caused by sulfur dioxide emissions from the burning of low quality coal and lignite in the thermo-electric plants.

In Athens, traffic is responsible for about 75% of the air pollution. In Egypt, air borne dust from the Helwan cement plant in Cairo exceeds Egyptian standards by the factor of eight and affects agricultural products.

Air pollution accelerates the deterioration of limestone and marble structures, this is already occurring in many cities with important archeological and historic structures especially, Cairo, Athens, Rome and Milan.

That introductory discussion demonstrates the severe environmental conditions that are facing countries along the Mediterranean Sea, in general. That introduction was important to know threatens that face the region and that results from different human actions in order to prevent it when proposing the appropriate actions. The following sections will focus on the significance of environmental degradation on the Mediterranean Sea coasts.

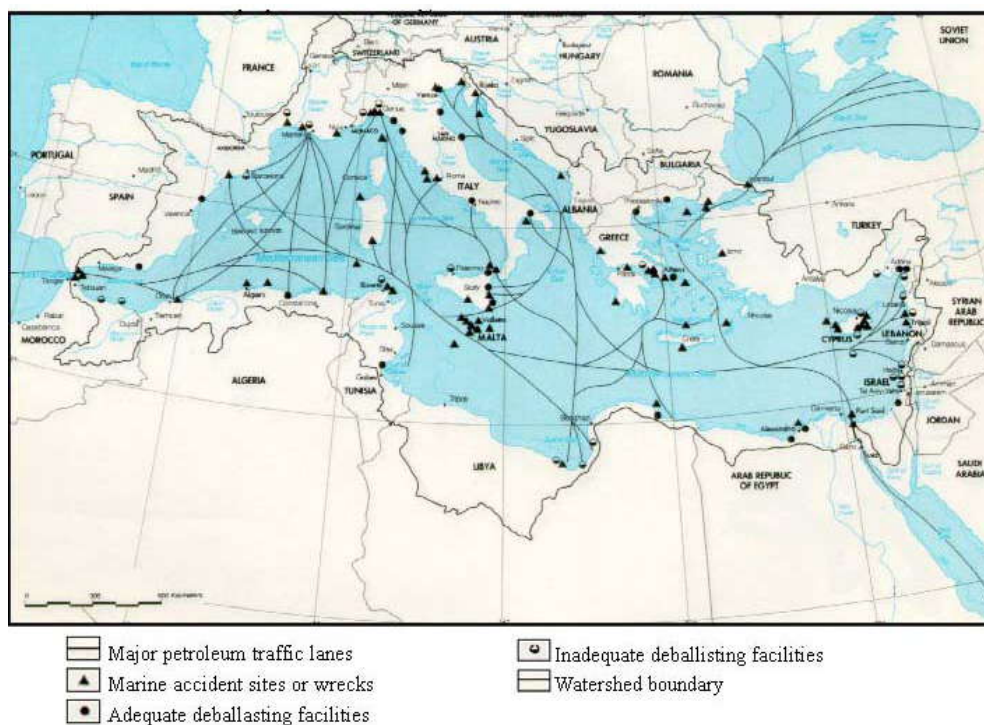
3-2 Analysis of Different Stages of Coastal Degradation in the Mediterranean Sea

Environmental issues arising from the degradation of the coastlines can be defined in terms of different stages of coastal zone developments, all of which coincide at any given time. Such a typology makes it easier to specify concrete action and reflects the differing approaches of various countries.

For example, while some countries have focused on the protection of the native coastlines, others such as Italy and Spain have adopted the broader approach that includes the environmental problems of urbanized coastlines.

The UNEP defined four stages of coastal degradation, (environmental report 1990). According to these definitions, Mediterranean coasts are environmentally classified.

Fig 3. 3 The Mediterranean Region Polluted Area and Accident Site



Source: UNEP (Blue plan) World Bank & the Uuuropean Investment Bank

Stage one: The natural coastline.

The principal environmental issues with regard to the natural coastline include preserving and managing unique natural and historical sites. Although the immediate threat may be limited preventive measures are needed because - as coastal populations become increasingly dense - there is a great likelihood of future development along most segments of the Mediterranean coastline.

For example, the simple opening or paving of an access road may cause significant changes in the place and nature of local development. More over, managing or protecting important archeological and historic site may be limited.

Stage two: Urban dispersion.

The second stage of coastal zone development is being a threshold phase. A large part of the coast remains undeveloped, but certain small urban areas grow rapidly. The result is a sprinkling of small, but swiftly, growing urban areas along the coast. Tourism that can increase local resources can also degrade the coastal environment. All too often local institutions pay little attention to managing urban growth and preserving unique nature and cultural sites. Urban areas tend to grow haphazardly and inefficiency. Most developments are unplanned and unregulated. Except in France, Israel, Malta and more recently Spain. This is the stage at which local institutional structures (usually weak if not present at all), are the least prepared to handle development pressures. This, too, is when the maximum prevention can be achieved at the lowest cost. The southwest coast of Turkey is now in the midst of this stage. (UNEP, 1990)

Stage three: Large, stable urban areas

A significant portion of the coastline has already been developed, with roads, ports, high- rise buildings, and industries. A characteristic pattern is a medium to large urban area with a moderate rate of growth and a few significant sources of pollution. Conflicts over land use intensity occur among industry, agriculture, tourism, housing, infrastructures, and historic or natural areas. Lower density urban areas may be under pressure and agricultural land, significant natural assets, and the quality of the urban environment, may suffer.

Stage four: Fully degraded coastline

This stage is typified by fast growing urban areas with many significant sources of pollution the natural coastline has almost completely disappeared. Environmental questions become graver as the population is

affected by water and air pollution and as the natural resources become heavily burdened. Municipal and industrial waste discharges can also pollute coastal waters. Solutions to these complex environmental problems are often elusive because of the requirements placed on the institutions responsible for addressing these issues. Problems cut across both administrative and sectoral lines. At this stage, the two main concerns are therefore pollution control, abatement, and the containment of further environmental degradation in the core and peripheral areas. The environmental problems become exacerbated if the urban concentration begins a process of urban decline, further reducing its capacity to take remedial action.

The urbanization of the Mediterranean coastline is unlikely to slow in the coming decades. The share of coastline at the intermediate and advanced stages of development is, therefore, bound to increase underlining the urgent need for environmental development. This is particularly true for islands and estuaries with specific and fragile ecological conditions.

The discussion of the different stages of coastal degradation highlights the importance of understanding the life cycle of development on coasts. Such understand help in determining the suitable actions to development or preservation. The following chapter will discuss the life cycle of tourism on coasts and its relative impacts on coastal degradation.

After determining generally the most important aspects of the environmental degradation in the Mediterranean region, the next section will highlight the significance of environmental degradation in the Northern coasts of Egypt.

Such discussion would explain the impacts that could affect development and the resources of the region, in order to explore the appropriate actions to cope with such challenge.

3.3 The Impacts of Environmental Degradation in Mediterranean Coasts of Egypt

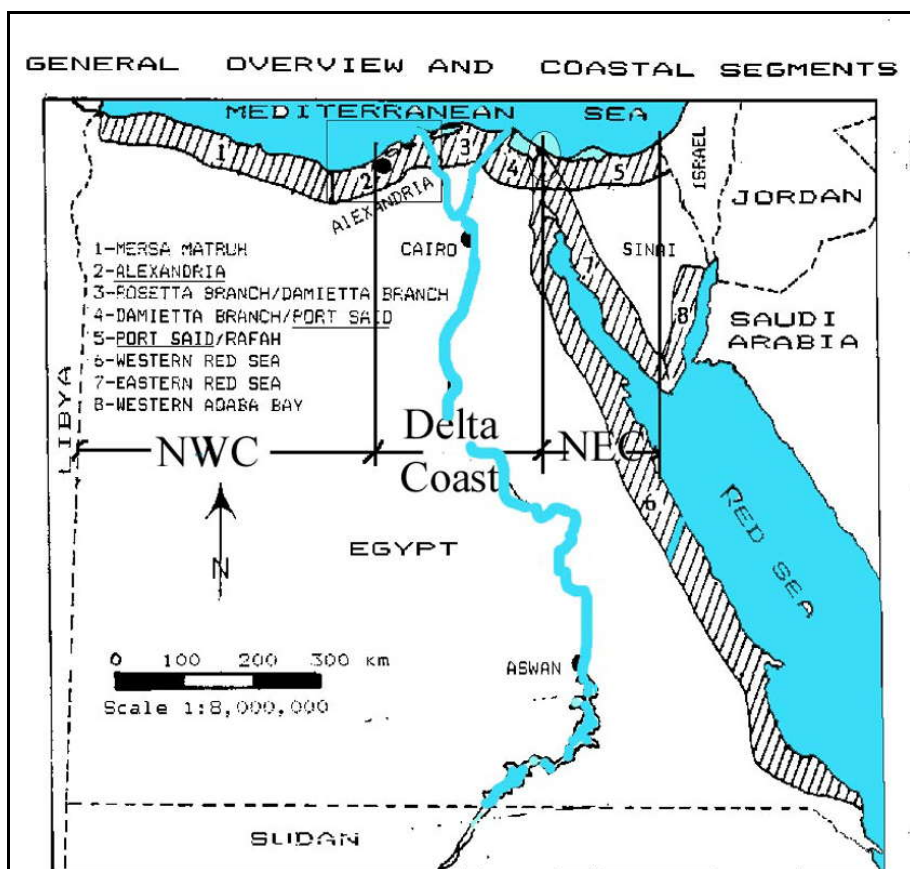
The case of Alexandria

Egypt is potentially one of the countries most at risk from the effects of environmental degradation. It is located in an arid to semi-arid zone. The inhabited area of the country constitutes only 4% of the total area of the country (1million km²), and the rest is desert.

The coastal zone of Egypt extends more than 3,500 km and is the home of more than 40% of the population.

3.3.1 Zones of Northern Coast of Egypt

Fig 3. 4Coastal Zones Of Egypt & Subdivision of North Coast



Source : Ministry Of Tourism Of Egypt

Fig 3. 5 The Different Geological Feature Of The Delta Coasts From the Northwest Coasts & the Northeast Coasts



Source: The National Geographic Society Magazine, Washington DC , 1998

Egypt's coastal zones constitute particularly important regions from economic, industrial, social, and cultural points of view. In addition to

the increasing tourism activities, a tremendous move towards building new industrial complexes is in progress at present. Fig (3.4) shows coastal zones of Egypt.

The coastal zone of Egypt suffers from major urbanization problems as a result of the high rate of population growth. In addition, it suffers from severe environmental problems including, excessive erosion rates, water logging, salt-water intrusion, soil salination, land use interference, ecosystem pollution and degradation. Moreover, it suffers also from the lack of appropriate institutional management systems.

The Northern coast of Egypt can be divided according to the geological and the ecological feature to three zones:

1. The North west coast is located between Al Salloum and Alexandria cities.
2. The Intermediate zone, or the Delta zone, which is extended from Alexandria to Port Said cities
3. The Northeast Zone is also called the North of Sinai.

Fig 3. 6 Densities of beaches uses' in the NWC and the Delta Coast

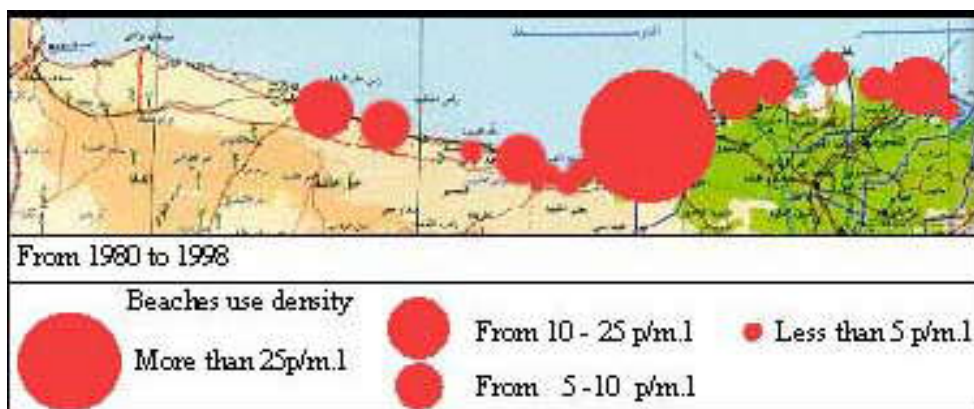


Fig 3. 7 :Density on Alex. beach during summer

As the northwest and the northeast coast, are less populated and developed than the Intermediate coast, the environmental degradation there is yet immeasurable. Studying the environmental impacts of the Intermediate part helps in the evaluation, then, in the prediction of the future



impacts of the existing development. The evaluation of the Northwest coastal development, which is the core of this study, will be discussed in chapter five.

Figure 3.6 shows the distribution of densities along the northern Egyptian beaches according to the field surveys. While figure 3.7 shows crowded beaches in Alexandria.

The over population at the high season in Alexandria as in coastal cities, where provided facilities and services are inadequate to the seasonal needs, causes many environmental problems. The next part highlights the environmental problems at the Northern coast of Egypt.

3.3.2 Environmental Degradation at the North Coast (Delta Zone)

Case of Alexandria Coasts

Fig 3. 8 Aerial photograph showing urban pattern and marine constructions in Alexandria



Resource: Remote Sensor Studies Center, Egypt

Most of Egyptian people live in and around a number of very important and highly populated industrial and commercial cities: Alexandria, Port Said, Domiet, Rosetta, and Suez.

Alexandria city is one of the oldest cities on the Mediterranean coast, and is an important tourist, industrial and economic center. The city has a waterfront that extends for 60km, from Abou-Qir in the east to Sidi Krier in the west and includes a number of beaches and harbors. Alexandria

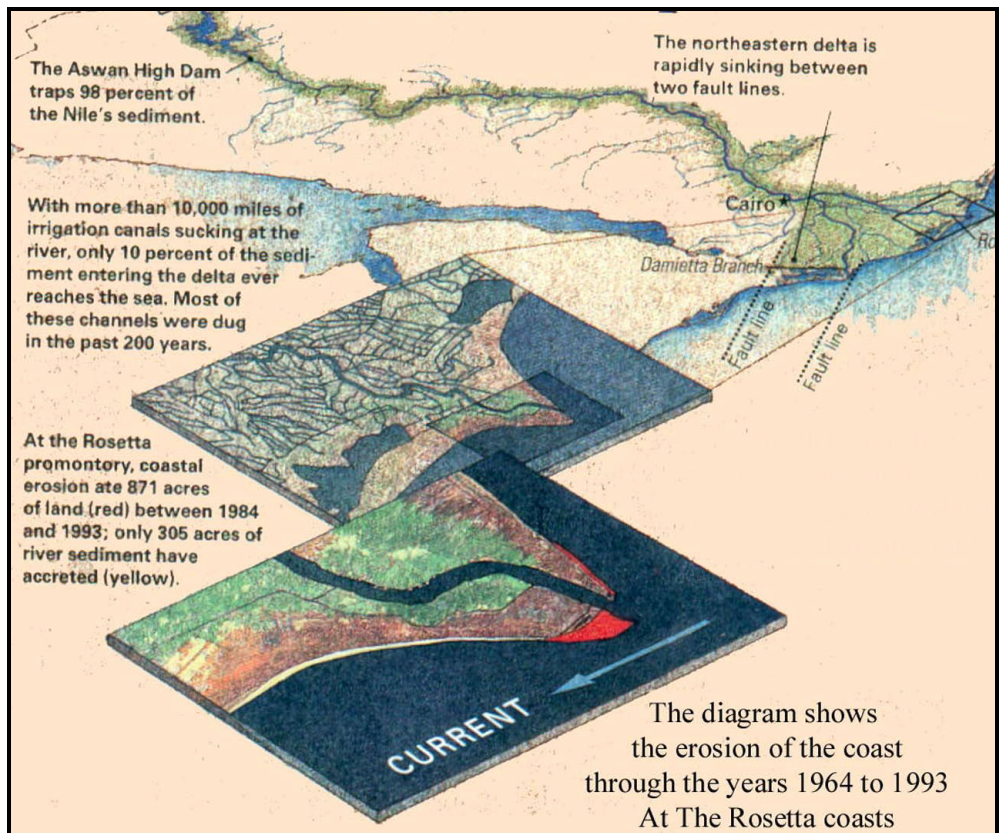
beaches are the main summer resorts of the country, and its harbors are the most important import/export link between Egypt and Europe. About 40% of all Egyptian industries are located within the governorate of Alexandria.

The aerial photo 3.8 demonstrates the dense pattern along the coasts that reflect the high density along the coast. On the other hand, the figure shows the marine contractions, and the ports that represent the direct cause of the depletion in marine resources, and coastal erosion.

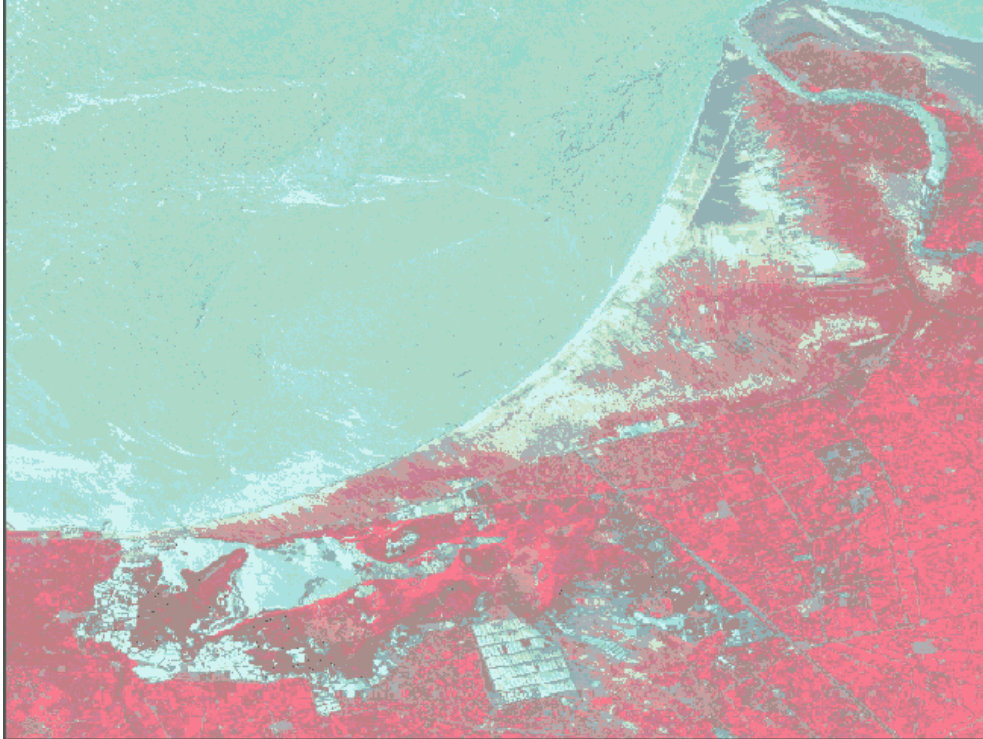
Coastal erosion is an indicator of environmental degradation that will be explained in the next part

3.3.3 Indicators of Environmental Degradation

Diagram 3. 1 shows Formation of The Delta Through Years and Erosion of its coast in the last 40 years



Source: *National Environmental Society Magazine*, 1998

Fig 3. 9 Satellite photo Shows The Erosion On the Rashid Coasts

Source Remote Sensor study center Egypt, 1999

Diagram 3.1 and figure 3.8 illustrate coastal erosion along Rosetta coast as consequence of man-made actions. That coastal erosion causes resources loss and economical losses. The next part of the study demonstrates the results of researches concerning detailed environmental impacts on Alexandria coasts.

Because of its high population density and industrial pollution, environmental problems have affected a large sector of the community in Alexandria. Climate changes, and Coastal erosions are the most the most important indicators of environmental degradation, that has secondary regional impacts including the followings:

1. Increasing temperature increases soil erosion and wind speed, which in turn increases the amount of Saharan dust carried across the country, which could cause health and economic problems.
2. Increased unemployment increases immigration pressure on major urban cities such as Alexandria, which already suffer from environmental problem, and lack of facilities and services.

3. Decrease of water resources increases friction among countries sharing the same water resources, and leads to political unrest.
4. Increases in temperature and humidity increase rates of deterioration of Egyptian archaeological treasures, which are considered among the most important in world.

The precedent factors are direct and indirect causes to the reduction of tourist's flow, which could constrain tourism development and consequently the economic development.

3.3.3.1 Coastal erosion

The North coast of Egypt, especially the Delta zone, suffers from very significant environmental degradation including the polluted air and water and land degradation.

Erosion of coast is the most vulnerable aspect. The erosion that reshapes the coast profile of these areas threatens resources. Coastal erosion is results of many environmental factors such as the constructions of the breakwaters.

Loss of lands, beaches, and resources are the main results of the coastal erosions. Such problems contribute in the set back of the economy and constrain development.

Protecting coastal zone areas at risk from the affects of climate changes that contributes in coastal erosion has been internationally recognized, particularly in Agenda 21¹.

The Mediterranean shoreline is most vulnerable to sea level rise due to its relatively low level. The wetland of the Nile delta constitutes about 25% of the total area of wetlands in the Mediterranean region, and produce over 60% of the fish catch of Egypt. The coastal zone of Egypt is therefore particularly vulnerable to the impact of sea level rise in addition to impacts on water resources, agriculture productivity and human settlements.

3.3.3.2 Impact Assessment of Climate Change in Alexandria

Many studies attempted to calculate environmental damages in economic terms; by for example measuring the impacts of climate changes and its

¹ Agenda 21 was adopted in june 1992 by 182 governments at the united nations conference of Environment and development (UNCED), THE Earth Summit.

components on resources. The study made by The ESS, Co in Australia¹, assessed the environmental impacts at the intermediate coastal zone (Delta zone).

The objective of this study was to present a vulnerability assessment of the coasts of Alexandria and Port Said against the effect of the environmental degradation.

A- Impact assessment of sea level rise

A study made by ESS co. using the satellite images of the Alexandria governorate undertaken to collect information on land uses in the coastal zone. It included parts of Alexandria and Behaira governorates, Port Said and Dommiatta governorate. A geographic information system (GIS) was built and checked with information based on available ground data.

The study contended that, according to the general changes in climate, it would be a rise in the sea level. That rises would cause many losses in different development sector. Accordingly, if no protection action was to be taken, the agricultural sector will be the most severely impacted: a loss of agriculture lands (over 90 %), followed by the industrial sector (loss of 65%), and tourism sector (loss 55%) due to the sea level rise of 0.5m.

The study also estimated that there would be several negative socio economic impacts as a result of the loss of land and accordingly, jobs. The socio-economic impacts are summarized in table (3.1)

Table 3.1: potential loss of areas, population and land use due to SLR over Alexandria (%)

Elevation	SLR 0.5m	SLR 1.0m	SLR 2.0m
Loss of coastal lands	51%	62%	76%
Population displacement	50%	64%	79%
Loss of agriculture land	93%	95%	100%
Loss of industry	65%	70%	90%
Loss of residential	45%	50%	75%
Loss of municipal services	30%	50%	70%
Loss of commercial Areas	20%	25%	35%
Loss of facilities	15%	20%	30%
Loss of archeological sites	48%	55%	

SLR: means sea level rise

Source: El-Raey: 1999 - "Egypt: Coastal Zone Development And Climate Change" -

¹ M. El-Raey: 1999 - "Egypt: Coastal Zone Development And Climate Change" - research published by Environmental Software & Services GMSH - www.ess.co.at/GAIG

Diagram 3. 2 Potential loss of areas due to SLR 0.5 m over Alexandria

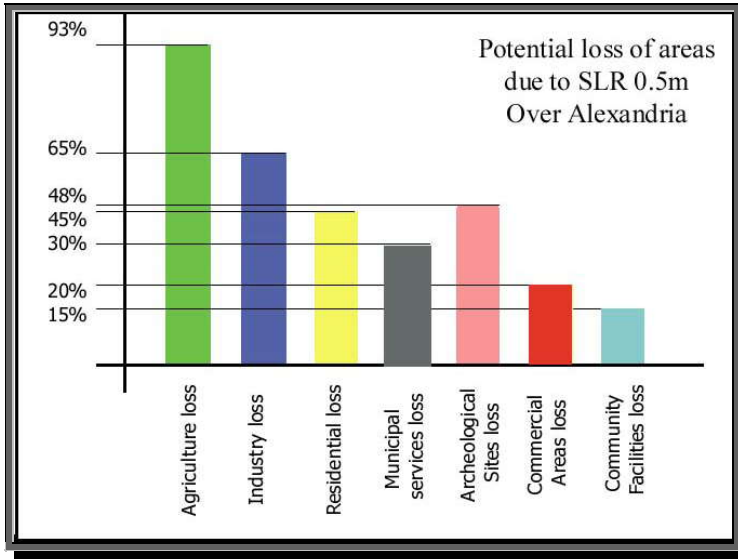


Table 3.2: Population expected to be displaced due to SLR in Alexandria

Year	2000	2010	2030	2050
	SLR:5cm	SLR:18cm	SLR:30cm	SLR:50cm
Area at risk (km ²)	32	144	190	317
Population to be displaced (Thousands)	57	252	545	1,512

Table (3.3): Loss of employment due to SLR in Alexandria

Loss of employment (thousands)	2000	2010	2030	2050
	SLR:5cm	SLR:18cm	SLR:30cm	SLR:50cm
		m	m	m
Agriculture	0.336	1,37	3,205	8,812
Tourism	1,359	5,737	12,323	33,919
Industry	5,754	25,4	54,936	151,200
Total loss of employment	7,449	32,509	70,465	195,443

Source:.. El-Raey: 1999 - "Egypt: Coastal Zone Development And Climate Change" -

B- Change of precipitation and wind velocity impact assessment

Alexandria would also be subject to the impact of changes in precipitation, wind velocity, and heat wave patterns. No assessment of the vulnerability of the coastal zones or inland areas to this impact is available for Egypt, nor there is any reliable model for prediction. However, according to AlRaey, (1999), the following impacts are to be expected to a greater or lesser degree:

1. Increased vulnerability of slum areas to wind and flood damage, and increased frequency of floods and fires in rural, as well as in some urban areas. Settlements built in the path of old stream torrents will be particularly vulnerable.
2. Increased vulnerability of livestock due to shortage of water resources, increased salinity, and loss of grazing sites.
3. Changes in the frequency, timing and duration of heat waves will affect agricultural yields, and increase number and variety of insect pests.

c- Socio- economic impact on coastal settlements

The study included the following:

1. Changes in the ecological system of lakes would reduce fish catches and drive away a large portion of fishermen and their dependants
2. Loss of beaches would reduce the number of tourists in coastal areas, forcing tourism dependent individuals and communities to abandon their settlements to look for jobs elsewhere.
3. Increased saltwater intrusion will affect the management and access to archaeological sites; reduce tourism, and result in socio-economic impacts on the inhabitants of these areas.
4. Increased unemployment induces political and civil unrest.

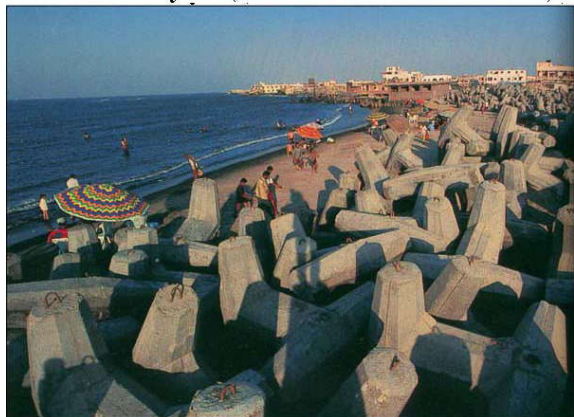
Fig 3. 10 Fisheries Ports at The Delta Coasts



Source: National geographic society magazine

5. Increased water-logging and salinity could give rise to insect and pest problems which in turn causes health problems
6. Increases in temperature would lead to increased soil erosion and dust. Increased dust has direct adverse impacts on health, installations and equipment. Increased wind speed would encourage sand dune movements and threatens coastal infrastructure.
7. Increased humidity and temperature would affect the human comfort zone, and would reduce human productivity.

Fig 3. 11 Accelerated shoreline erosion , about 15 feet a year and its influence on tourism



Comments:

The above study reveals many important points that are:

Environmental problems could become very critical in the populated Egyptian coasts due not only to uncontrolled development, but also to a general pollution and its effects could cause serious dangers. Environmental degradation threatens not only comfort or health of people at the area from Alexandria to Port Said, but also their shelter and food, i.e. their whole life.

The resources and the economy of Egypt is also threatened and this required the review of the policies already taken in that matter

It is important to react quickly to reduce erosion resulting from climate changes through action plans that would propose alternative solutions and management. Action that has to be taken to face the environmental problems must be based on serious studies that could determine the problems and the most effective ways towards their resolution.

3.4 The Complexity of Environmental Degradation and Its Influence on Tourism Development

The complexity of environmental degradation could be seen in the case of land and coastal resources. For examples, when tree cover or range land is depleted, soils become more exposed to wind and rain erosion rates are accelerate, run off increases, and productivity declines. Through hydrologic linkages, soil erosion contributes to downstream sedimentation, which affects reservoir level, river flows, the availability of water for irrigation, and power generation and the costs of maintaining channels and equipment.

Another cross-sectoral aspect of environment degradation that affects the sustainability of growth and the quality of life is the consequences of inefficient operation of the existing urban, industrial, agriculture, and transport infrastructures. This is generally a result of weak or nonexistent preventive maintenance. The deterioration of these capital assets, which are often financed through revenues from the exports of nonrenewable resources, leads to economic loss and increased waste as well as more air, water and soil pollution.

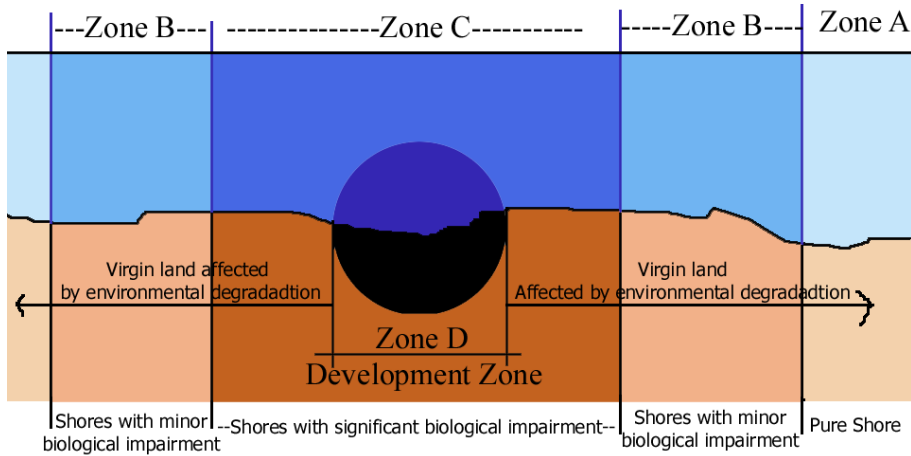
The complexity of the environmental degradation especially on the coast is due to the expansion of its effects, This degradation does not only affect the areas where pollution is generated, but also the surrounding areas, even there were an absence of any type of development.

This fact is clearly distinguished by a researchⁱ made by Southern California Association of Governments, (SCAG, (1972)) on the marine pollution in the South California coast. It was undertaken in order to set the new development plan of undeveloped areas. The research classified the degradation in marine resources into four grades:

- A-Shores essentially in a natural state
- B-Shores with minor biological impairment
- C-Shores with significant biological impairment
- D-Shores with major biological impairment

ⁱ Interim regional coastline planning program, SCAG, progress report#2, July 1972

Fig 3. 12 Shores that are environmentally affected by development in an area



The research showed that even the developed areas on the coast do not exceed 37% of the total coast length; the pure coasts of A-grade shores do not exceed 10 % of the total coast length.

This means that about 53% of the coast, which was not yet developed, yet (89% of the non developed areas) had been affected already by pollutions but in different grades according to the water currents, winds, temperatures and the type of the pollutant itself.

In other terms, the complexity of the environmental degradation can reach serious level when proposing the development of new lands, which has been already effected by the pollution of surrounded areas.

Then tourism developments on coast, mainly based on nature and environment as its main resources, suffer from such situation that can threaten its sustainability.

Impacts of Tourism on the Environmental Degradation

The Mediterranean is a unique repository of archaeological treasures, many of which coincide with important natural sites, and historic buildings and settlements. These entire factors are cooperated to produce a unique destination for tourist from different parts of the world.

However, during the past 40 years decay and pollution have contributed to the damage of the culture heritage in the region.

Historic urban centers are also valuable parts of the Mediterranean region and they are considered as important tourist's sites. In some countries, as

well as in Egypt, air pollution has displaced the combined action of frost, salts, and earthquakes as the principal cause of damage to the built heritage. Air pollution in Rome and Athens is so severe that sculptures have been taken indoors.

Table 3. 4 show the comparison of the environmental degradation in different countries on the Mediterranean coast and change in tourism receipts between 1996-1997

Changes In tourism Receipts Resources Degradation	France	Spain	Italy	Turkey	Greece	Egypt	Cyprus	Israel	Malta	Morocc	Tunisia	Syria
		-0.1	-3.9	-0.1	+17.	+2.1	+20.	-----	-4.8	-----	+1.4	+11
Marine resources	Grey	Black	Black	Black	Black	Grey	Black	Black	Grey	White	Grey	Black
Degradation of fresh water	White	Grey	Grey	Black	White	Grey	White	Black	White	Grey	Grey	Grey
Degradation of land resources	Grey	Black	Grey	Black	Black	Grey	Grey	Black	White	Grey	Black	Black
Solid waste and hazardous materials	White	Grey	White	White	Black	Black	Grey	Grey	Grey	Grey	Black	Black
Air pollution	Grey	Black	Black	Grey	Black	Black	Grey	Grey	Grey	White	White	Grey

--- No available information)

Source of data: (WTO 1990) and (World Bank1990)

Moreover, rising water tables, poor drainage, and sewerage would cause excess humidity, another reason for the loss of historic sites in the Mediterranean region, which would affect tourism by consequences.

Almost everywhere in the region- in Cartage (Tunisia), Paphos (Cyprus)- the demand for land for urban expansion, urban renovation threatens archaeological sites

Therefore, pollution and urbanization are causing irreparable damage to cultural properties, with the potential of their complete loss and the loss of tourism revenues.

The comparison of the environmental degradation in different countries on the Mediterranean coast and change in tourism receipts between 1996-1997 conclude that there could be a relationship between extend of development in a country and the environmental degradation. However this relationship do not mean that tourism development cause directly that environmental degradation, but related congestions and tourists behaviors are the responsible of such degradation. The following chapters will discus that relationship in order to identify the real causes of environmental degradation.

It is important to notes that changes in tourist receipts and environmental degradation in table 3.4 was representing the situation in different country generally and do not representing coastal zones because of the leak of corresponding data.

On the other hand, the coastal zones that are generally considered as sensitive natural areas can be rapidly affected from the environmental degradation and the resource on which tourism depends could be destroyed. According to World Bank study (1990):

1. The coastal and marine pollution taking place now in the Mediterranean region leads to closed beaches; lost aesthetic values, and then lost tourism revenues
2. Depletion and degradation of the quality of fresh water can be an obstacle for tourism development and other serving facilities needed for tourism development because of the high costs of water treatment.
3. Degradation of coastal areas and ecosystems leads to the damage of wetlands (rich genetic diversity), plants, birds, haphazard development using beachfront (natural resources), and absence of planning control.
4. The coastal erosion decreases beaches and eliminates opportunities of some water-based activities. This situation can affect the success of tourism development along coasts.

This situation caused more complicated environmental problem and a cycle of natural resources loss and successive tourism loss.

In table (3.4) the comparison between the environmental degradation effects and the change in tourism receipts reveals that destination areas such as Spain, Italy that suffer from significant environmental

degradation, began to lose their position on the top of destination areas. Then, that loss is relatively tied to the environmental degradation that occurs in those countries.

Moreover, if Egypt succeeds in the tourism development that takes place currently with its relatively undeveloped coasts, it could suffer from a set back in tourism in the future if development does not consider environmental protection.

In addition, as clarified obviously, tourism development in the Mediterranean coasts is threatened by the following factors:

- The environmental degradation due to other development sector in the same areas
- The environmental degradation due to development in the surrounding areas
- The environmental degradation due to the tourism development itself

These conditions complicated the environmental problems in areas where tourism growth could take place. Hence, as tourism on the Mediterranean coast depends on the natural environment, such situation might diminish the demand on its products, and can affect its tourism image. Then the possibility of its success decreases. It is important to add that that situation leads to an unsustainable tourism in the region, as well as in areas with unique tourist appeal such as France, Spain and Italy, especially, with the presence of other new destination areas in the East which would appeal to the tourists searching for virgin land and natural environment.

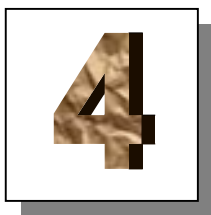
Findings and Conclusion

- The rich natural and cultural heritage of the Mediterranean has made tourism one of the most significant activities in the area. It has attracted enormous investment and created employment opportunities. But Mediterranean region had suffered from degradation of its natural environment, which consequently threatens tourism.
- In the case of Alexandria and Port Said in Egypt environmental degradation recorded some serious levels, and the coastal erosion is one of the most threats facing this area. Coastal erosion is a result of general environmental degradation, uncontrolled growth, marine constructions, and climate changes.
- The coastal zones of Egypt are seriously vulnerable to the effects of sea level rise and changes in weather conditions from both the physical and the Socio-economic points of view. Large areas of the governorates of Alexandria, Kafr El-Sheikh, Port Said, Domietta, and Suez are particularly vulnerable to sea level rise. Other vulnerable areas include Lakes Bardawil, coast of Obeyed near Matruh and the coasts of Bitter lakes.
- The impacts of accelerated sea level rise, salt-water intrusion, deterioration of ecological systems and associated socio-economic consequences, have been addressed. Moreover, impacts resulting from changes in the precipitation pattern, shortages of fresh water resources, loss of already scarce vegetation cover, increased desertification and associated Socio-economic impacts, have yet to be studied in depth.
- Resources and economy of Egypt is also threatened and this requires the review of existing policies addressing the environmental issues.
- The complexity of the environmental degradation especially on coast does not only affect the areas where pollution is generate, but also the surrounding areas, even it was undeveloped
- Tourism development on The Mediterranean coast is effected by degradation: Beaches erosion and pollution, scarcity of water, deforestation and desertification can cause a set back of tourism products qualities. On the other hand, damages caused to the cultural heritage and monument that attracts tourists results essentially from environmental degradation, and a cycle of nature resources loss and consequently, successive tourism loss.
- In addition, tourism development in the Mediterranean coasts is threatened by:

- The environmental degradation due to other development sector in the same areas
- The environmental degradation due to development in the surrounding areas
- The environmental degradation due to the tourism development itself

Such situation complicates the environmental conditions of areas where tourism growth took place.

- The comparison of the environmental degradation in different countries on the Mediterranean coast and change in tourism receipts between 1996-1997 conclude that there could be a relationship between extend of development in a country and the environmental degradation. However this relationship do not mean that tourism development cause directly that environmental degradation, but related congestions and tourists behaviors are the responsible of such degradation. The following chapters will discus that relationship in order to identify the real causes of environmental degradation.
- It is important to react quickly to decrease erosion resulting from climate changes through plans proposing alternative of solution and management. Actions that had to be taken to face the environmental problem must be based on serious studies that determine problem and the most effective ways to their resolution. A program based on a strategic policy for coastal protection and adaptation must be advanced and implemented.



CHAPTER FOUR

Tourism and the Environmental Degradation

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4. Tourism and the Environmental Degradation

Introduction

This chapter is divided into two main topics: the first topic represents a debate about the tourism and environmental relationship. That discussion attempts to discover the reality of that relationship. In other words, it attempts to determine the cases of tourism development in which tourism and environment became in conflict or in symbiotic relationship. Multiple cases study are analyzed to prove such results

Then the study proceeds through the discussion of the model of tourism product life cycle that is the second topic in this chapter. It attempts to analyze the model to derive the datum line at which tourism change its goals and begin to fail.

The case of Spanish coasts that are considered the worst environmental cases, deduce, according to that model, causes that lead to the conflicts between tourism and environment.

Consequently, through this chapter, causes of environmental degradation happened due to tourism occurrence are determined

Background

The history of tourism clearly indicates that the natural environment has contributed to the initiation and promotion of tourism. Scenic sites, amenable climates, and unique landscape features have had an important influence upon the patronage of specific localities, regions, or countries. The relationship between tourism and the environment is felt during all phases of the development process.

The waters of the Mediterranean are an important resource to the tourism industry of Italy, Greece, Yugoslavia, Spain, Tunisia, and France. Unfortunately, the Mediterranean is also a repository for municipal and industrial waste, for oil spills from tankers and for pesticides brought down by the rivers, which flow into the sea.

In swimming fishing and many types of boating, high quality of water is essential. The introduction of pollutants into water is both

environmentally damaging and economically disastrous for water-based tourist resorts.

Tourism development along the coasts of the Mediterranean is also responsible for large quantities of waste materials. It is difficult to distinguish between environmental changes induced by tourism and those induced by other activities.

In such situation, tourism threatens to undermine the resource, which has been primarily responsible for its existence.

Tourism can provide an incentive for the restoration of ancient monuments and archaeological treasures, and for the conservation of nature resources as well as the economic means by which they can be achieved.

However, tourism means people, congestion, noise, and litter. It means the disruption of animal life cycles, the extinction of fragile plants, and the pouring of human wastes into the sea and upon beaches.

4.1 Tourism and Environment Relationships

Three different relationships may exist between those promoting tourism and those advocating environmental conservation. This relationship is highly dependent upon natural resources.

1. Tourism and environmental conservation can exist in a situation in which both camps promote their respective position, remain in isolation, and establish little contact with each other. This situation is unlikely to remain for a long period because of the substantial changes in the environment, which are apt to occur with the growth of mass tourism. This stage, therefore, is usually succeeded by other symbiotic or conflicting relationships;
2. Tourism and conservation may enjoy a mutually supportive or symbiotic relationship where they are organized in such a way that each benefits from the other. From the perspective of the conservationist, environmental features and conditions are left as close as possible to their original state but, at the same time they provide benefits to the tourists who view and experience them. There are few places where this has been achieved;
3. Tourism and conservation can be in conflict, particularly when tourism induces detrimental effects to the environment. Most documented relationships between tourism and the environment fall into this category. On some occasions, effects of tourism have stimulated conservatory measures in order to protect fragile ecosystems. More commonly, the damage has already reached irreparable proportions.

4.1.1 Tourism/Recreation and Environment in Conflict

Tourism may also become in conflict with the environment. The destruction of coastlines, the pollution of waters: sea and rivers, from human wastes and detergents and traffic congestion.

This chapter will discuss the impacts of tourism on particular environmental components. Aspects of the natural environment will be considered first, and will be followed by an examination of the effects of tourism on a number of different ecosystems.

4.1.1.1 Tourism impacts on natural environment's components

Tourism and vegetation

Vegetation is one of the major attractions of many destination areas. Large grassland, forests or greenery in general, create beautiful scenes for tourist projects. In spite of vegetation being a primary tourist resource, it is important to mention tourist and recreational activities affecting vegetation. The collection of flower plants and, the careless use of fire in parks, the excessive dumping of garbage, the construction of campsites and the vehicular traffic could involve the removal of vegetation.

According to (Mathieson, A. 1982) the following can summarize the problem:

- Some vegetation cover in grassland ecosystems registers little deterioration because of its high proportion of resilient species. Hence, the effects of tourism will vary greatly from ecosystem to ecosystem.
- The reproduction rates of vegetation are greatly reduced in trampled areas.
- There is a strong relationship between soil and vegetation. Soil compaction will influence plant growth and the age structure of vegetation.

In Egypt, large tracts of fig trees were covering the hinterland of the north West Coast. These tracts are disappearing because of tourist development of this region, especially at El Agamy and its surrounding areas (Amer, E. 1987). Such productive trees were not only representing beautiful scenes and considered as a natural important resource; they were also protecting the region from the sandy winds coming from the southern desert. Because of such situation, the sandy dunes are menacing the high way of Alexandria – Matrouh, and the tourist development at the region by consequence.

However, it is important to note that vegetation's damages, which occur, as the result of tourism development is less than the damages caused by other development such as, industrial and urban development.

Tourism and water quality

In the Mediterranean region, water pollution has reached crisis proportions in several of the older tourist resort. There is a real threat that this could occur around the Mediterranean.

Tourist developments along the coast are responsible for large quantities of waste materials. Accordingly, tourism threatens to undermine the resource, which has been primarily responsible for its existence. For activities such as swimming, fishing, and many types of boating, the need of high quality water is essential. The introduction of pollutants into water bodies is both environmentally degrading and economically disastrous for water-based tourist resorts (Mathieson A. 1982).

Tourism and air quality

As tourism involves traveling, normally by motorcar, ship, train, bus or airplane, the contribution of each to air pollution is intrinsic. Although the contribution of tourism to air pollution may be less than for some other forms of human activity.

The airlines are a major mode of travel for international tourists.

Studies undertaken London's Heathrow airport, and at Tokyo and Los Angeles (Mathieson, A. (1982)), showed that carbon monoxide levels were less than one third of those recorded in the downtown areas of those cities.

On the other hand, the creation of parks and gardens for tourism purpose could be a factor enriching environment and protecting air from pollution.

Tourism and wildlife

Hunting animals and, more recently, the viewing and photographing wildlife are important tourist activities. Such activities may cause some impacts on wildlife.

The direct effects of tourist activities on wildlife depend largely upon the intensity of tourist development, the resilience of species to the presence of tourists, and their subsequent adaptability. Some of the major effects, which have been mentioned in the literature, as follows (Lipietz, A (1995)):

- The pressure of tourists taking photographs has caused a noticeable decline in the breeding success of many species of coastal birds.
- The chasing of animals has increased markedly in recent year, and the erratic behavior of some divers caused great damage to the coral reefs and scared fish and animals.
- The development of highways and urban areas in areas, which were, traditionally feeding and breeding areas such as forests and natural grassland, has forced wildlife to relocate.

Tourism and geology

Information on the effects of tourism on geology is scarce. There has been occasional mention of the impact of collectors of minerals, rocks and fossils, and in some areas the stripping caves of their natural formations has become a serious problem. Damage has also occurred to the coral reefs, and in areas of unique features, it consequently would be a major problem in coastal tourist areas.

4.1.1.2 Impacts of tourism on ecosystem

Coastlines:

In addition to tourism, coasts are also sites for other activities such as ports, power generation, and refineries. Thus, tourism adds to stresses, which are already imposed upon fragile coastal resources. Most effects of tourism have been largely negative because of inadequate planning. Detrimental effects include the elimination of some plants, animal habitat, the obliteration of geological features, by excavation, water pollution, and a diminution in the aesthetic qualities of scenery. These acts lead inevitably to a reduction in the attractiveness of the resources itself: the disposal of wastes in the water of many resort beaches has reduced the bathing and boating potential of those areas.

The large number of marine constructions and marinas, if they are not located according to comprehensive studies based on a simulation of the water currents and the sea reactions, can cause an inevitable erosion and pollution of the coasts,

The coastlines of Spain provide numerous examples of the deterioration and the destruction of natural ecosystems from unplanned tourist development. Concrete walls along the Costa del Sol are an example of what has been required in the past and what should be avoided.

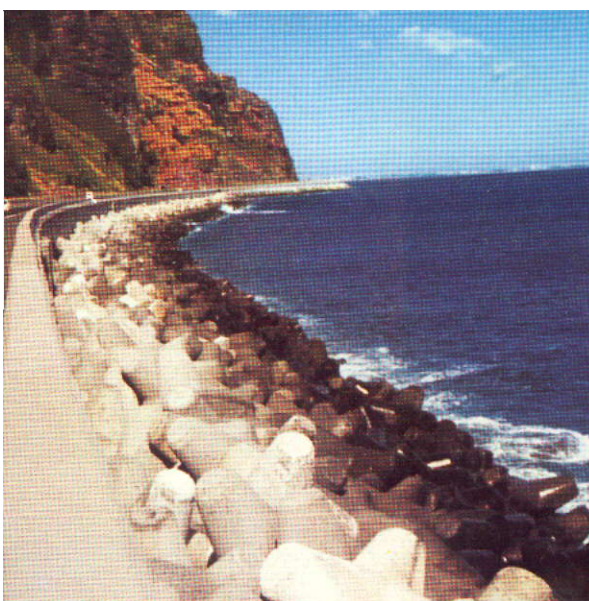
Large-scale tourism has invaded The Mediterranean coasts and, is converting this sea into a dead sea where people will soon be unable to bathe unless they want to catch some disease.

Tourism, which has been so helpful in bringing foreign exchange to the countries along the Mediterranean shore, is, in the long run, destroying the sources of its success.

Fig.4. 1Coast erosion and the huge sea breakers

This scene is frequently seen along the Mediterranean coasts. The breakers are trying to stop erosion caused mainly by another marine man made construction

Source: Coastline amenity development for tourist and leisure activities



Coastlines are key areas where planning measures and land-use controls must be implemented if that environment is to make a lasting contribution to the tourist industries. Attention must be devoted to environmental health and the purification of wastewater, to the prevention of development on unstable areas such as dunes and eroding cliffs, and to the regulation of aesthetically displeasing architecture.

Mountains

Mountains have attracted tourists for several centuries and they have been the location of a large proportion of national and other park developments. With the emergence of mountain and upland recreational activities, such as skiing, climbing, and some forms of hunting, these environments are being more intensively used. Previously remote and inaccessible areas are being opened to the influence of tourism. The diversity of vegetation is of great importance to mountain wildlife for both food and protection. (Theobald, W. (1994))

The disruption of these life zones by tourist accommodation, ski lifts, cable-cars, access roads, power lines and sewage systems are, in effect, squeezing the life zones into even more compact conditions and, on some occasions, even obliterating one or more of them. Roadways alter drainage patterns and run-off them can pollute streams. Being both highly attractive and ecologically valuable, but have low resilience to the impacts of mass tourism; such special environments pose difficult, but urgent questions for environmental protection.

4.1.1.3 Impacts of tourism on man-made environment

Natural attractions, by themselves, are insufficient to satisfy the tourist, for they must be complemented by other tourists facilities and supporting infrastructure such as tourist resorts of different forms, hotel development in cities and second home development in rural areas. One of the most obvious environmental effects of tourism is the development of these facilities and infrastructure. From the limited research that has been undertaken, the following impacts are the most prominent effects: (Mader, V. (1988))

Fig.4. 2 Shows attractive pattern and urban feature in Tunisia Coast

The picture shows a very traditional feature and architecture that enhances the culture and social heritage. It is clear that man made environment plays an important role in defining features and improving culture



Source: The environmental Magazine (1997)

Visual pollution

There has often been a failure to integrate resort infrastructure with aesthetically pleasing characteristics of the natural environment. Large, dominating hotel buildings are often out of scale and clash with their surroundings. It is the inevitable result of the juxtaposition of buildings in widely different architectural styles. The failure to incorporate adequate environmental considerations into the architectural design of hotels, dining, and entertainment facilities could lead to consequences that are both aesthetically unpleasant and economically unprofitable.

Ribbon development and sprawl

**Fig.4. 3 Shows the high rise building
Along the coast (Barcelona, Spain)**

Coastal resort development, particularly in the absence of planning regulations or restraints, has tended to sprawl along the coastline. This is the response to the need to take advantage of the beach as a primary resource, and because of the availability of less expensive land for building. Ribbon development has also occurred along valleys and scenic routes in inland areas. In many cases, the development has been of low quality and has left unoccupied for most of the year.



Source: Environmental Magazine (1997).

Overloading of infrastructure

Fig.4. 4 shows the building density at Larvotto beach, Monte-Carlo

In many resorts, infrastructures are unable to cope with the intensity of tourists' visitation at the peak period of the year. The result is supply failures, pollution, and health hazards. This problem results from the seasonality of tourist activities on the coasts.



This seasonality is the consequence of the interest in water-based activities that mainly stop working in winter because of the weather. That fact increases the gap between the number of visitors throughout the year, The planning that is based on the peak season conditions is economically considered as waste of resources, particularly, when the peak season is just two months as it is the case of NWC of Egypt and most of the resorts in the Mediterranean region.

Segregation of local resident

The special separation of tourist areas from the rest of the resort, or the surrounding countryside, makes for social segregation. The mass tourist may be surrounded by, but not integrated with, the most society. Separation is clearly seen in cases where tourists enjoy special facilities which are unavailable to resident, or where resident go to areas other than the core for their recreation or purchase of goods. This situation may be aggravated by the line of heigh-rise hotels, which may constitute a physical barrier, both visual and real, between the inner residential zones and the prime attractions of the core areas.

Traffic congestion

This has emerged as one of the most serious consequences of resort development. For example, in the Swiss holiday resorts, this problem is felt the most.

According to Haywood, K.M. (1988) The traffic problem takes three forms:

- a- The mutual obstruction of different modes of traffic, particularly the conflict between pedestrians and motorcars.
- b- Traffic overload and congestion at key points within resorts, specially at access points and in the main street of the core area
- c- The discrepancy between the demand for and availability of parking space. Parking space is required by excursionists in close proximity to points of attraction, by tourists at hotels, shops and restaurants, and by local inhabitants at their places of residence and work. The lack of unused space in resorts and the high cost of providing such facilities have been major factor contributing to the imbalance between supply and demand.

Remedial measures to alleviate such secondary effects as traffic congestion, visual pollution and inflation, have met only mixed success. In absence of adequate legislation and planning controls, the development of tourist infrastructures has been left largely to the interplay of market forces. These have failed to ensure that adequate attention has been devoted to environmental and social concerns, and have induced conflicts between developers, local residents, and tourists.

4.1.2 The Symbiotic Relationship between Environment & Tourism and Recreation Development

According to Mathieson, A. (1982) conservation grew from four independent roots:

- 1- The demand for parks and open spaces is stimulated after the growth of industry and commerce and their associated ills. The provision of public land was seen as an antidote to the immoral values of urban society and as an escape from the routine of work and urban living.
- 2- There was an emphasis on the efficiency of resource use, particularly of non-renewable resources. Early expression stressed maximum utilization but with a minimum environmental degradation. The current definition of sustainable tourism provides more protection of resources as will be shown in the third part of the study.
- 3- Conservation also incorporated a notion of aesthetic enhancement. This is particularly significant in a recreational context. One major tourist activity is sightseeing which depends heavily on the qualities of the natural environment.

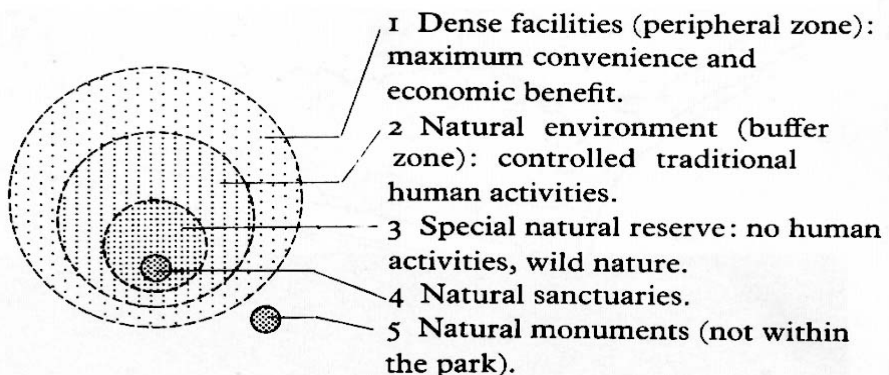
- 4- More recently, conservation has gained a scientific and ecological emphasis in which the maintenance of a balance between man and environment is of prime importance. The outcome of this perspective is the application of stringent controls to protect and preserve the natural environment from unsystematic and unplanned human manipulation.

Conservation and the preservation of natural areas, archeological sites, and historic monuments, have emerged as important spillover benefits of tourism. In turn, the protection of these prime tourist resources enhances and perpetuates tourism by maintaining its foundation. The tourist industry has as much interest in maintaining a quality environment as organizations specifically dedicated to that cause. The following part demonstrates example of tourism development in symbiotic relationship with environmental conditions

Conservation Planning Concepts

Generally, in countries, which are sparsely populated, the main facilities may be conveniently located in the core of extended parks. However, in densely inhabited countries, they have to be located at the periphery of smaller parks. In planning terms, this may be presented by the principles of concentric zoning Lawson, F. (1998)

Fig .4. 5 shows the principle of concentric zoning for natural sanctuaries protection



Source: Lawson, F. 1998,

A. National Parks in Japan

The Japanese national park law distinguishes national, Quasi-national, and perfectual natural parks. In densely populated Japan, most parts of the land are cultivated.

This case represents the typical case of conservation of natural reserves through tourism development plan.



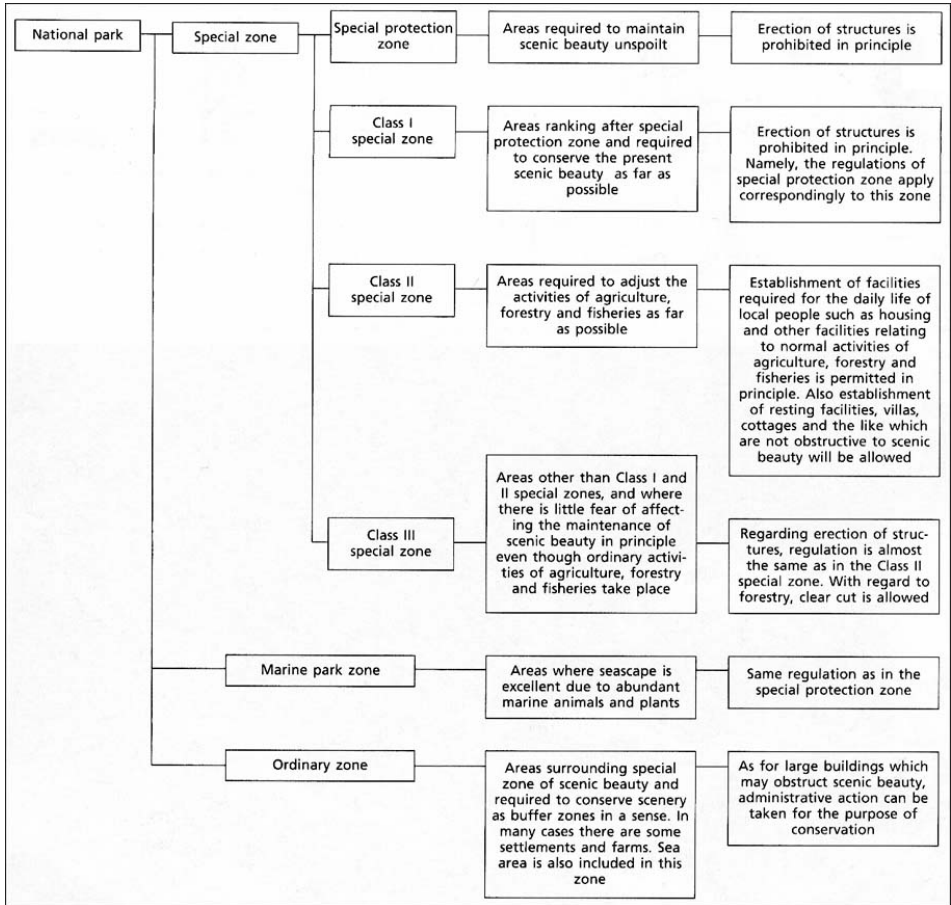
Fig.4. 6 Map of Rishiri island national park, Japan

Source: Lawson, F. (1998)

Therefore, the national parks cover not only state-owned (mostly national forests) and local government-owned land but also much privately owned land.

The regulations for the protection of the park and the implementation of activities or facilities inside its boundary are defined by the Environment Agency and reviewed about every five years. The proposed zoning classified the park into zones (special protection zones, special marine park zone, and ordinary zones). It takes into consideration the natural grades of ecosystems and scenic beauty, the degree of human impact into the natural environment and the importance for visitor use.

Diagram 4. 1 shows zones and regulations in the national parks in Japan



Source: Lawson, F. (1998)

Tourism can also be credited with extending environmental appreciation. The tourist industry has discovered, made known and rendered accessible, specific regions and aspects of nature.

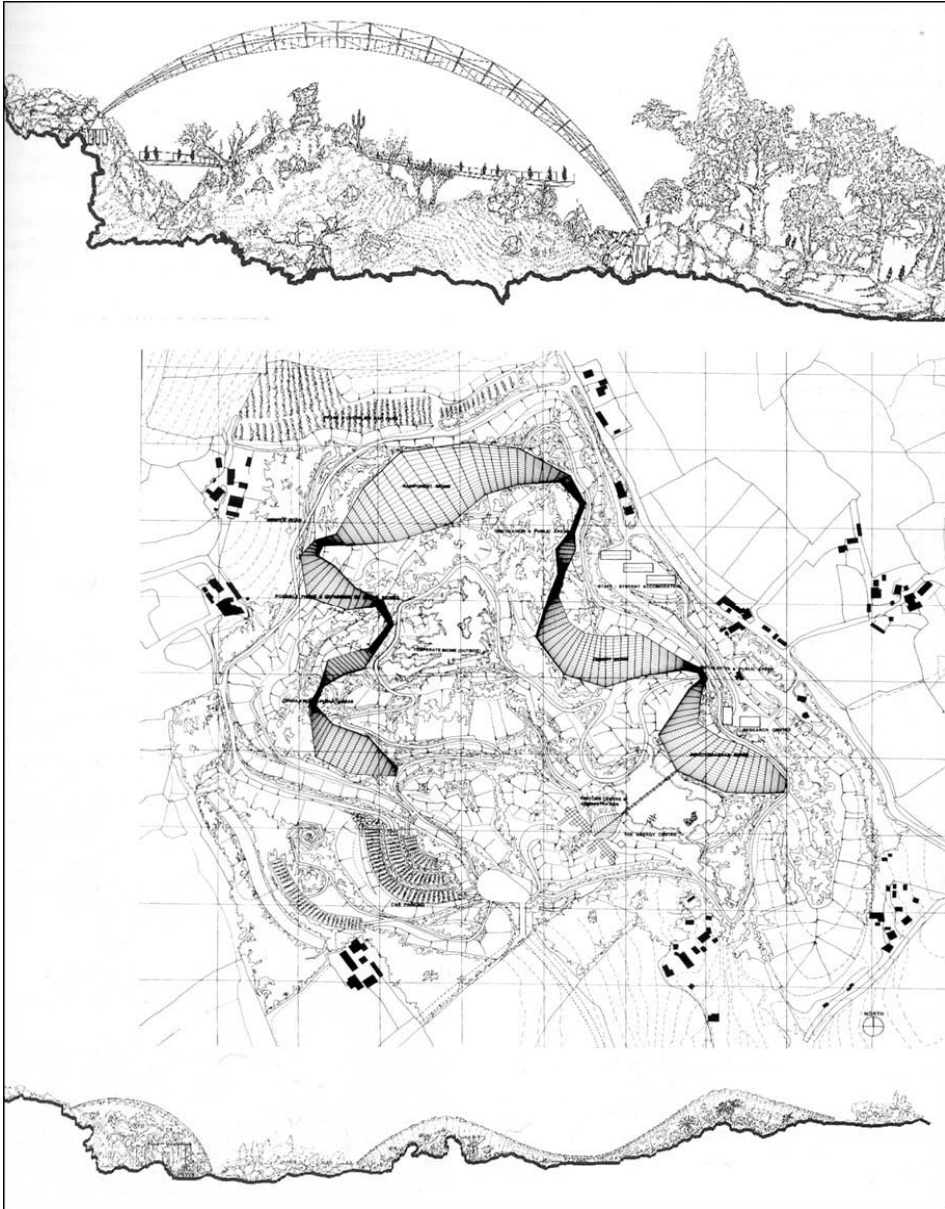
B. The Eden Project, Cornwall, UK

An ecological center, that is to be created in a 14 ha derelict clay pit near St Austell, in Cornwall, consists of half mile long greenhouse enveloping four controlled ecological Zones (Mediterranean, desert, rainforest and sub-tropical).

Visitors would arrive by a shuttle bus from the car park, descend to a visitor center, cross a bridge over the pit floor to enter the Mediterranean section, then the Tropical, then the next, with restaurants and service spaces at each junction. In the rainforest

section up to (30 meters high) several paths, some well above ground level, will allow visitors to appreciate the ecologies of different levels.

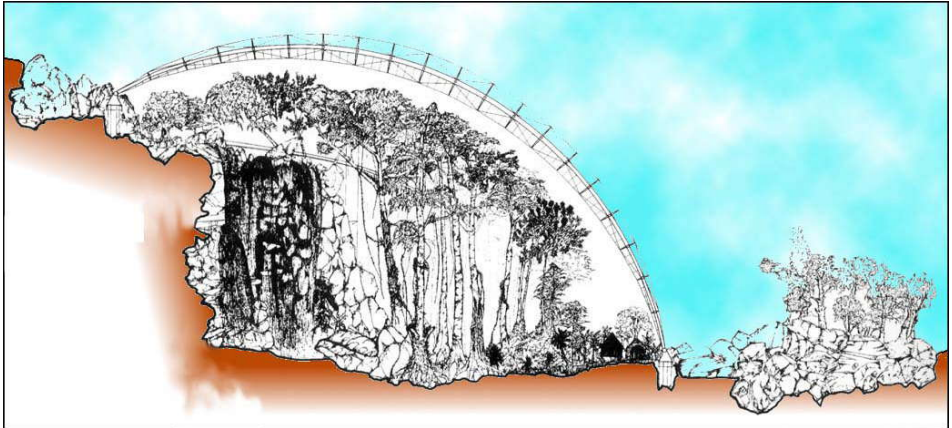
Fig.4. 7 shows the proposed project of ecological protection (Eden project) designed by: Nicholas Grimshaw & Partners



Source: Lawson, F. (1998)

The project is proposed as a candidate for major funds from the Millennium Commission

Fig.4. 8 section showing the rainforest ecological zone protected through the Eden Project



Source: tourism & recreation; hand book of planning and design

As the Eden project represents a way for environmental improvement, in Switzerland, another example will be discussed. For example, mountain vacations in winter were relatively unknown until after the development of mountain railways and sports resorts.

C. Anzere Ski Resort, Switzerland

This resort was planned for a total 7500 beds, 3500 being built in the first phase. In 1997, 50 % of the beds were private apartments and 40% are available for rent, and 10 % of beds in hotels.

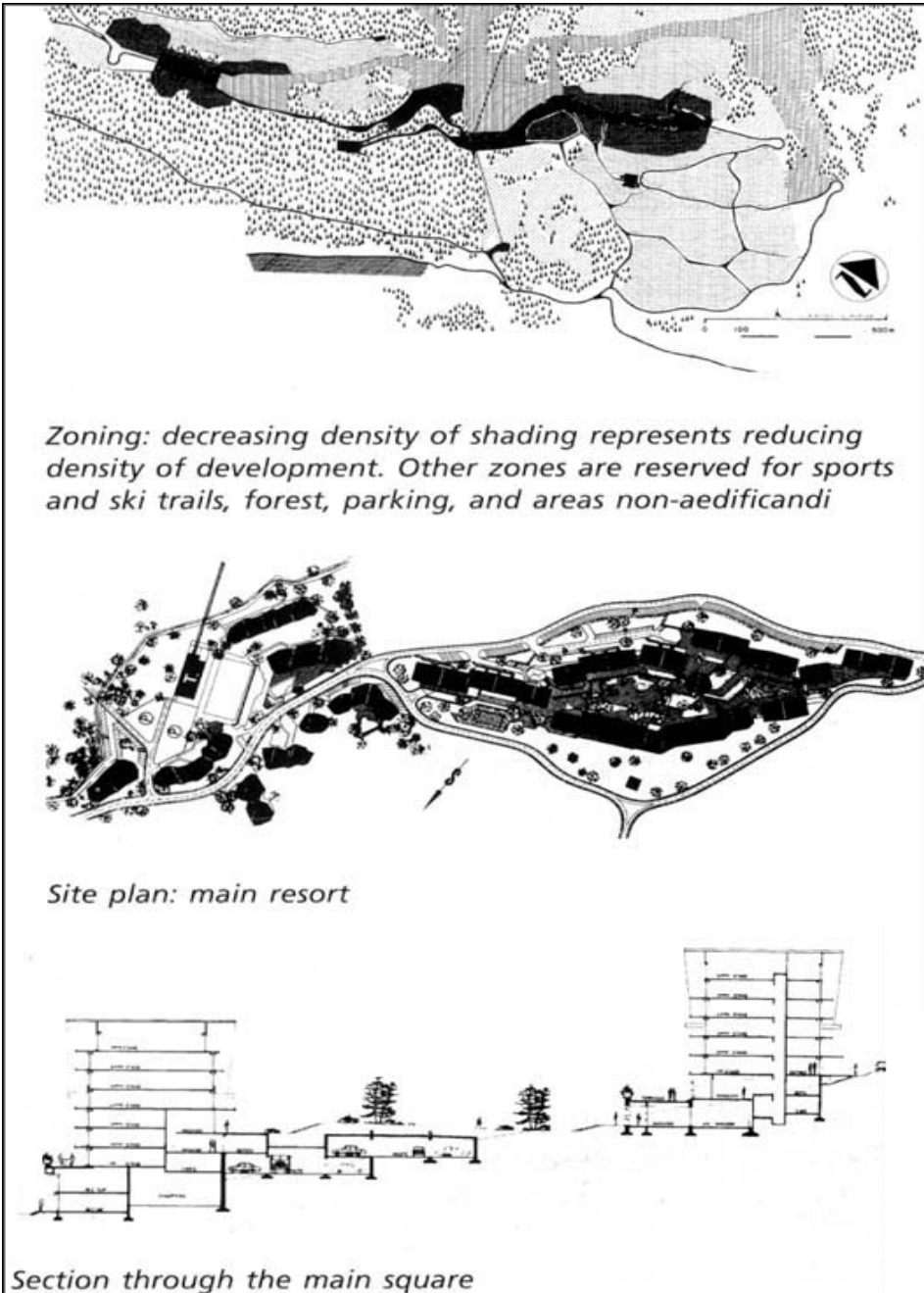
The main resort is characterized by large chalet-type condominiums built around a square, with shops and recreational activities (indoor swimming pool, ice skating and curling rinks, and trails for skiing) located in the basement linked by pedestrian arcades.

Its important to notes that such development is the main cause of the transformation of that area to a tourist destination area, and accordingly, insure its maintenance.

Fig.4. 9 The distribution of accommodations units on the



Fig.4. 10 shows the Anzere ski resort plan and its location on the mountain



Source: Lawson, F. (1998)

In Canada, a similar example can be found. Ecotours in the Canadian tundra, an area not visited previously by people other

than scientists and hunters, is becoming an important site to be visited.

D. Park de Frontenac, Québec ; Canada

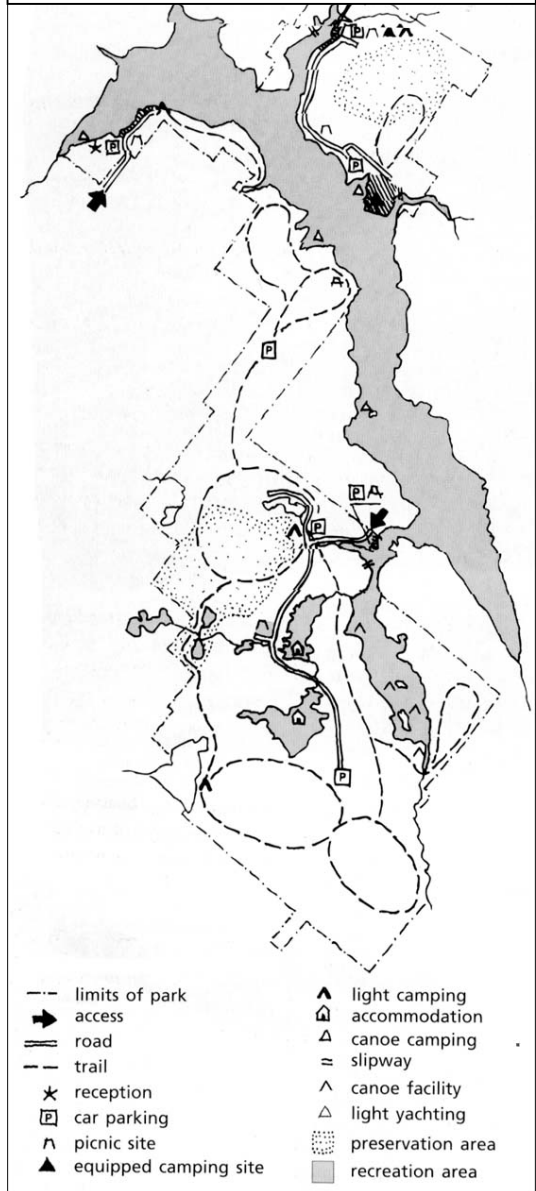
Park de Frontenac is a recreation and nature park and was created at the beginning of the 1980s along the large lake of St-Francois, following the studies undertaken in 1967. within less than two hours drive 1.5 million people have access to the park.

The park (155 km²) is public land but surrounded by private agricultural properties, which have limited its extension. Its main resources are the lakes, maple forest, peat areas and conifer forests on marshy land, and a rich fauna.

The development plan in 1985 distinguishes:

- Two preservation areas (access limited to a few trails)
- Few intensive small recreation areas with facilities for parking, camping, swimming, sailing:
- The rest of the park, essentially for excursions by foot, horse or canoe, with very light facilities only, along the trail system.

Fig.4. 11 shows planning concept for recreation within preservation, Park de Frontenac, Quebec, Canada



In absence of an attractive environment, there would be little tourism. Ranging from the basic attractions of sun, sea and sand to

the foundation of the tourist industry. Tourism, if it is to be successful and sustained, actually requires the protection of the scenic and historical heritage of destination area. The protection of such prime attractions has come to be viewed as an investment as the economic potential of tourism has become widely recognized. This is also a compelling reason for planning and development agencies to concern themselves with environment issues.

Conservation and preservation measures can be presented to the public as being economically necessary and not simply as a means of satisfying tourist demands.

Actually, it is very difficult to identify the net responsibility of tourism development on the environmental degradation. Tourism development is a part of large phenomena of development, including policies of development on the national level, infrastructure, and management.

In fact, it cannot be denied that tourism development plays an important role in enriching the environment and the visual scenes in areas of poor values in order to attract more visitors. It is revealed in many tourist projects where the addition of artificial lakes or parks, golf courses, and many other activities, add positively to the environment.

E. Suburban park in Wienerberg, Austria

The large park (85 ha) has been created on disused clay quarries and brick works which had been used for domestic refuse disposal. Quarrying and deposits have left traces on the landscape, which still characterize the site.

Wienerburg was designated a forest and meadow belt protected area by City of Vienna in 1975. At the city's edge, surrounded by satellite towns and lower density residential development, it provides the nearest

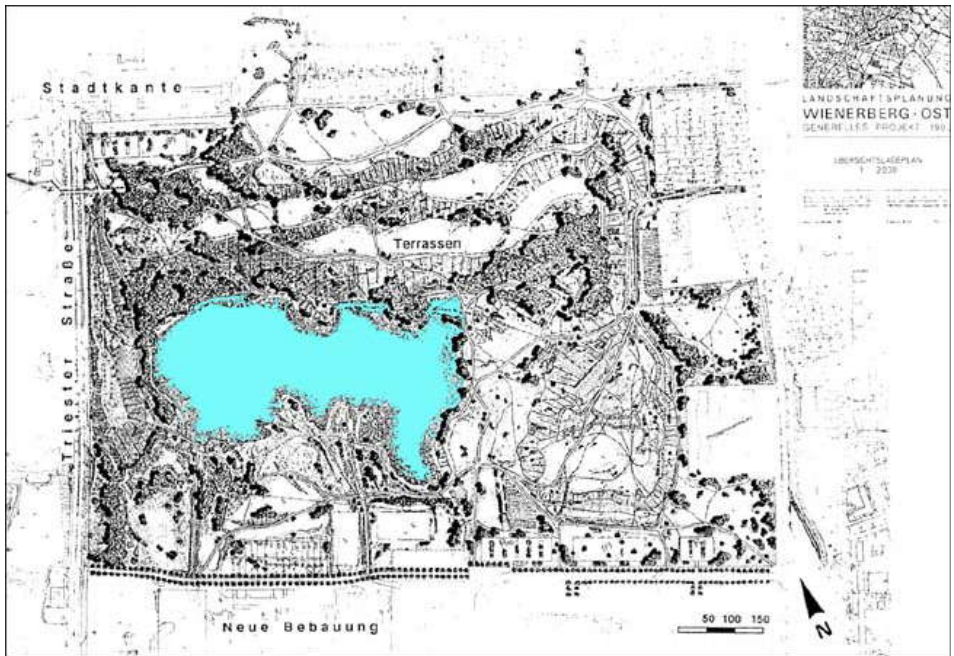
countryside recreation area for the 160000 inhabitants living in the south of Vienna.

Fig.4. 12 the new scene of the park after development



The contrast between its moist low areas (with a lake of 16 ha) and its dry mounds has been maintained. The existing vegetation retained and extended with natural (11 ha) grazing lands and reforested areas (14 ha). Today the area is open to pedestrians only (with bicycle at the periphery). Amongst the few facilities there are: Paths (a few paths only being planned and constructed; subsidiary paths and tracks have been created by the users of the park); Sitting areas, playgrounds and day camping (in boundary areas only).

Fig.4. 13 The master plan of the park in Wienerberg, Austria planned by: Marja Kirchner, Vienna



Source: Bauvy, B. 1977

Then, the challenge in tourism and recreation development is not only, to prevent the negative impacts on the nature and the environment, but also to add positively to it.

After discussing the relation between tourism development and the environmental degradation, it is important to search for the way to cope with this conflicting relationship. To do so, we need to explain the dynamics of tourism growth, its actions and relationship with the environment at every stage of growth. A model scenario of the tourism growth explaining the Cuban case can be utilized as a general model of tourism growth.

The following sections will trace the trajectory of tourism development while this model could have applications in a variety of countries -

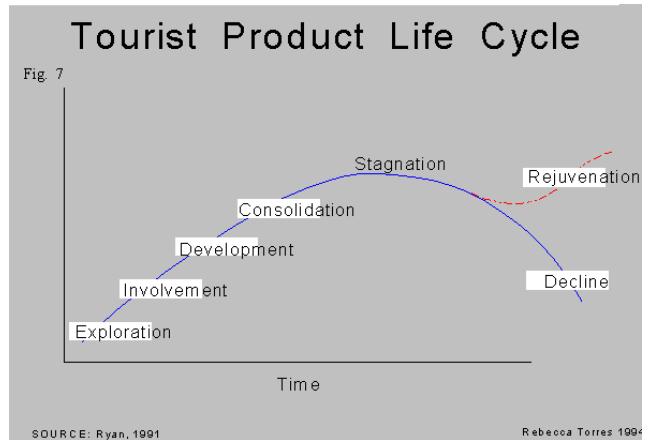
4-2 Tourism Products Growth Models

There exist several evolutionary stage models which attempt to describe the common development trajectory followed by conventional international tourism areas. While these models tend to be linear and are not predictive, they do provide insights into the common pattern of rise and decline of international tourism resorts.

4.2.1 Tourism Product Life Cycle

Butler 1997¹ provides a six-stage model of the evolution of a tourism area based on marketing theory product life cycle (see diagram 4.2)

Diagram 4. 2 shows the curve of the tourist product life and its relation with the environmental degradation



During the early 'exploration stage' of the cycle a small number of unobtrusive visitors arrive seeking 'unspoiled' destinations. These early 'explorer' tourists generally speak the language and identify with the local culture. The social impact in this stage is generally small and resident attitudes are fairly positive towards tourism.

During the second involvement stage the number of incoming tourists increases. The host community responds to the increasing numbers of tourist by providing facilities. Entrepreneurial activities remain family based and the visitor-resident relationship is still harmonious. Later in this stage as the demand for tourist facilities grow, the community may borrow from outside sources for expansion and 'entrepreneurs' will rise in the community.

¹ 1997, Rebecca Torres, development and environmental conservation in Cuba, University of California, Davis

The third development stage is reached as visitor numbers increase and the community becomes a tourist resort. Outside interests become involved in developing businesses and tourist facilities.

Migrant workers attracted by the prospect of tourist-related jobs may enter the community and reduce resident contact with visitors. The tourist-relationship is converted into one of business as the novelty of new visitor arrival declines. The more culturally sensitive 'explorers' have moved to new 'unspoiled' areas and are replaced by the mass market.

As the resort becomes less fashionable the growth of the industry may decline and enter the 'consolidation' and 'stagnation' stages. During these stages resort owners attempt to maintain visitor volume as revenue per tourist has dropped with the loss of 'exclusivity'.

Finally falling profits lead to the sixth stage of decline. Tourism investors and tourists leave that areas trying to attack new land and the community is left to 'pick up the pieces' (Butler, 1980).

4.2.2 Relative Transformations During the Different Stages of Destination Life Cycle

Conventional tourism development may also be viewed in terms of key stakeholder inputs and outputs. The government generates revenues from the tourist resort, while also fulfilling its role of stimulating "economic development"

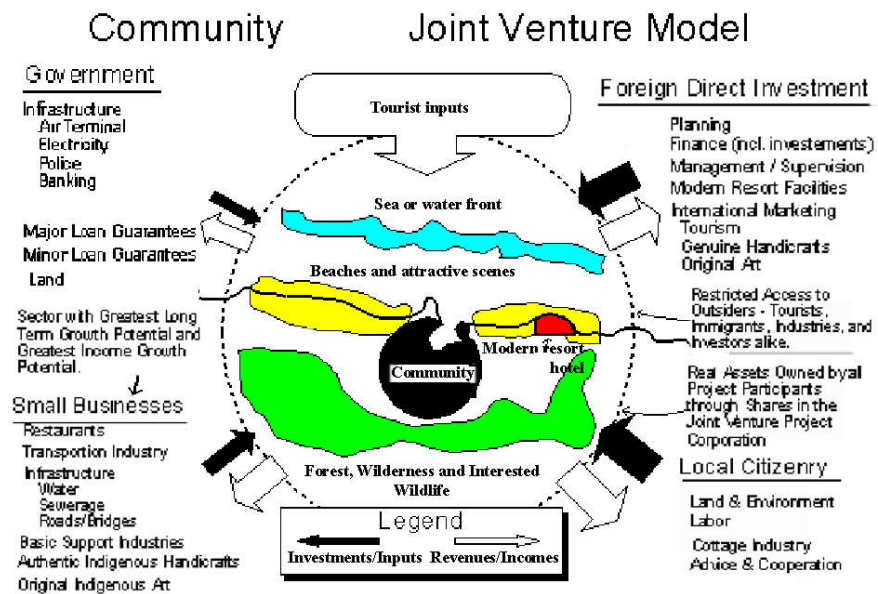
In the conventional investment scenario the primary development plan of tourist core offers generally, a modern resort hotel. It provides management expertise and experience to the resort but often brings its own people for high paid management positions.

Second tier management positions may be filled by nationals imported from the capital city. The lower paying service jobs remain for local residents. Although the actual investment concentrates on a small portion of the region (the resort hotel), there is an assumed value derived from the entire surrounding environment. In the minds of the investors they are purchasing the surrounding beach, reef, forest, wildlife and community assets (i.e.: historical sites, local customs).

In the conventional development scenario local small business development follows the major investment after a lag period.

The resort becomes a magnet for opportunistic, and often corrupt, entrepreneurs from urban centres seeking to tap into the incoming tourist dollars. These small businesses develop in an uncontrolled and unplanned manner to tap into the larger tourism industry through retail, local restaurants, taxi services and cheap accommodations. It is often these small-unregulated businesses that will indiscriminately exploit the local environment for short-term gain. This may be a point of conflict with the planned tourism development, which considers the local environment part of its assets.

Diagram 4. 3 model of tourist development along coasts



Environmental degradation significantly lowers the value of resort assets. Generally the beneficiaries of these businesses are outside entrepreneurs and local elite. Poorer sectors of the community may benefit indirectly from this small business sector through low paying jobs (usually lower paying than resort hotel service employment).

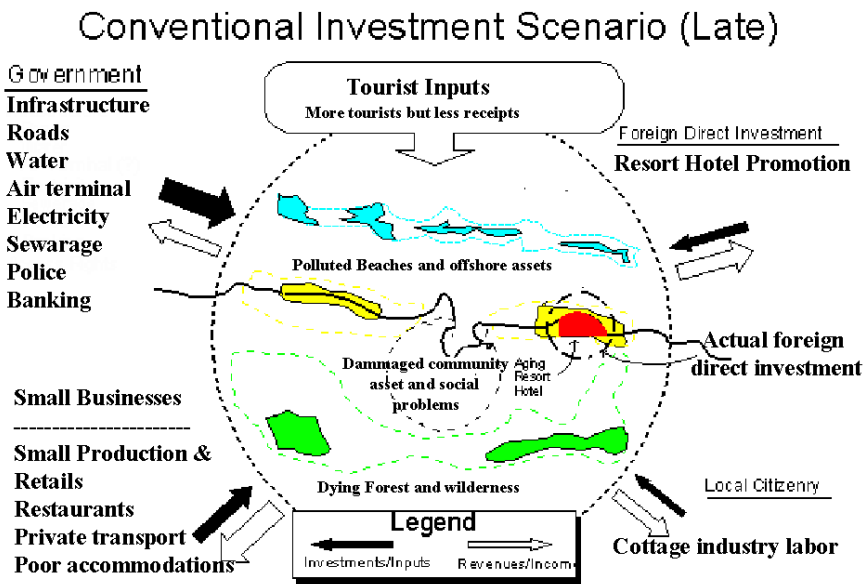
In the conventional investment scenario the local citizenry is the most alienated stakeholder group from tourism industry benefits. Benefits to this group rarely exceed the availability of low paying jobs. Even

this benefit is questionable given the large influx of outside labour, which normally follows the establishment of a major tourism resort. Normally this group has little input into the tourism industry and virtually has no input into the planning or decisionmaking of local tourism developments. This majority group derives the fewest benefits from tourism, yet is often the most negatively impacted.

Diagram 4.4 presents the long-term results of the conventional investment scenario. Both the inputs and outputs of the planned tourism development have diminished as the ageing resort area declines. With the loss of exclusivity and the environmental deterioration, the resort area becomes less attractive to high value tourists.

The resort is therefore forced to attract mass tourists who generally bring in relatively fewer dollars per tourist. As a result of the declining value of the area, the tourists begin to change their destination from the ageing resort area to new developments in more pristine areas

Diagram 4. 4 shows scenario of resource degradation and the tourist development set back



Source: Butler, R., 1997

Therefore there is a vicious cycle - as the environmental resources, which initially attracted the resort decline, the resort seeks to attract larger numbers of the lower value tourist through discounts and package deals to maintain profit levels. This larger number of low-end tourists accelerates environmental decline by producing more waste and pollution, and increasing tourist traffic through reefs, beaches and forests. The lower paying mass tourists also attract the influx of tourist-related small businesses catering to the low-end market. These small businesses often exploit resources such as forests, reefs, beaches fish and wildlife to serve the incipient mass tourists. As resources decline, there is a "feeding frenzy" to extract profits today because clearly there will be no tomorrow.

In this later stage of the conventional investment scenario, the local citizenry suffers a decline. Virtually excluded from the majority of direct benefits from the tourism industry, poorer sectors of the community find new sources of income in panhandling, prostitution and petty crimes. The resort area also attracts outside elements, which foster crime and prostitution in the community. Local culture is often commercialised and distorted to fit the tastes and expectations of the indiscriminating "incipient mass" (Smith, 1989) tourists. Perhaps the most glaring examples of negative cultural impacts of tourism are manifested in local arts and crafts. Indigenous art production is transformed from 'functional traditional art', often with religious meaning, to a type of 'airport' art devoid of meaning, which trivializes local culture (Harrison, 1992).

This conventional tourism investment scenario has been played out countless times throughout the world. There exist key flaws to the model, which inevitably lead to decline of the resort and environment and community assets.

Perhaps the principal weakness to this model for conventional development is that the environment is considered a "free good" by all stakeholders. Often the ownership rights of environmental resources surrounding resorts such as beaches, reefs and forests are unclear.

The belief of using rights of surrounding nature resources, as free goods can be one of the major important aspect of environmental failure, especially when there has been no direct control or mechanisms to stop the damage. However, as mentioned earlier, governments have proven to be largely ineffective in protecting resources given their lack of resources and often rampant corruption. Also, governments often have their own agenda to extract fishing,

wildlife, petroleum, and forest resources to generate revenues. Local communities have little incentive to protect the environment, as they are themselves often struggling at the margin to derive what little benefits they can from the tourism industry which often translates into exploiting the environmental "free good". More over the neglecting of the important role of the local culture and the resident participation in the tourism development contribute in its failure.

Comments**Fig 4.13 Mater plan of Costa del sol (Tourism expansion of Spain Coasts.**

The cycle of growth of tourism and recreational products as discussed above is in fact applied in most tourist areas when inadequate development is established.

Similarly to the Cuba example, the interest of the water based activities, with the neglect of the role of social culture, and other attractions in tourism development at the Mediterranean region, might cause the narrow linear strip development along the coast. Due to its natural environment, the Mediterranean coast attracts enormous numbers of tourists. Countries become obligated to be involved in great competition to attract more visitors in order to solve their economical problems. The competition in many cases, especially in Spain, is based on the supply of more beds with minimum expenses. These situations lead to the mass tourism phenomenon, where facilities and services are inadequate to the tourist



number, specially, with the seasonality problem. In the Spanish coasts, the number of visitors to the residents' ratio is 3 to 1; which affects infrastructure, services, and facilities. Beaches become overcrowded, and the waters polluted, and the linear strip becomes over developed. At this Stage the curve of the tourist product begins to decline with the affection of the environment and the inadequate facilities.

At present, the Mediterranean coast of Spain, face a very critical situation, that affects its rank as an important destination, especially with the new trends of “New-Land tourism” and competition from the Caribbean, and Asian coasts. Therefore Spain tries to establish new policies to solve this problem.

According to the above argument it is important to evaluate the development of the Northwest Coast of Egypt, in order to cope with the decline in the tourist product, which will be carried out in the next chapter.

Fig 4.14 Aerial view Costa Brava

The Costa Brava was isolated topographically, and was not joined to any large city, even Gerona further inland.

The form of tourism in this area was either typically reflected in large densely settled resorts, comprised of high-rise hotels and apartments; or as sprawling subdivisions of villas known as urbanizations.



That tourism loss is a tragedy that replicated in many coastal areas along the Mediterranean, and that can explain the displacement of tourism demand from the traditional resort such as AL Maamorah, Ras Albar, and at AlAgamy recently, to the Northwest coast of Egypt. The application of that model on the Egyptian Northern coasts will be analyzed in chapter eight.

Findings & Conclusions

- Tourism and recreational activities are responsible for the environmental degradation. To control the environmental degradation due to the tourism development, a relationship discussion was presented
- Tourism exhibits two contrasting relationships with the environment. Tourism may exist in conflict with the environment: the trampling of vegetation, the pollution of resort beaches, and the irresponsible behavior of tourists disrupting the feeding and breeding habitats of wildlife are examples of this conflicts. The concentration of tourists' facilities in resorts has induced pressure on land use, infrastructure, overloading, traffic congestion, and the segregation of tourists and residents.
- A symbiotic relationship exists when the interacting sets of phenomena are mutually supportive. The roles of tourism in the creation of wildlife parks and preservation of historic buildings are examples of this relationship. The Japanese national park set different level of criteria controlling development around natural reserved area provoking recreational related activities. Such concept offers ways to afford maintenance of reserved area or cultural heritage.
- This chapter concludes that in addition to the fact that tourism and the environment are in conflict, tourism may also support the environment: tourism development create beautiful scene and positive environment when the developed site has poor scenic conditions. The creation of golf courses, the artificial beaches the creation of artificial parks are examples of the symbiotic relationship between tourism/recreation and the environment. This positive action is clearly demonstrated in the case of the creation of recreational park on disused clay quarries and brick works, in Wienerberg, Austria
- The risks are particularly acute in areas of rapid, intensive tourist growth and in delicate, special environments. As coastal zones are considered sensitive areas, the development control on coasts is then the most important

step in the development process, in order to keep that symbiotic relationship.

- By analyzing the model of growth of tourism development in the Cuban Case, it concludes six stages of destination life cycle related to changes that occur to the environmental qualities. The study explains that at the long term of uncontrolled development, with the environmental deterioration, the tourist-developed site becomes less attractive, and tourists change their destination from the ageing resort to new developments.
- Once applying the growth life cycle on sites of tourism development on the Mediterranean coast, it can be conclude that tourism development in the Mediterranean coast will face a decline in the future if there is no serious preventative policies are taken
- From the above, it can be concluded that:
 - A-Tourism development has also dynamic characteristics similar to the dynamic nature of the environment.
 - B-Their relation ship can be defined as successive actions and reactions from both sides
 - C-As tourism growth has an impact on the environment environmental degradation deteriorates tourism.
 - D-These dynamics have to be considered in the planning process and in the strategies of development on the coasts and in the creation of the whole tourist image of a site.
- With the growing awareness of conflicts between conservation and development, planners should reorient their emphasis from planning the environment for tourism, to defending the environment from the negative impacts of development, which is the only way to create successful sustained development.



CHAPTER FIVE

Comparison Between The North west Coast Of Egypt and The Languedoc-Roussillon Of France

Aims Of Development, Planning Concepts,
Implementation, And Relative Environmental Impacts

Chapter Five

5- Comparison Between The North west Coast Of Egypt and The Languedoc-Roussillion Of France

Aims Of Development, Planning Concepts, Implementation, And Relative Environmental Impacts

Introduction

As pointed out in the previous chapter, applying the growth life product cycle on sites of tourism development on the Mediterranean coast, it can be concluded that tourism development in the Mediterranean coast will face great set back in the future if there is no serious actions taken.

A comparative study takes place in this chapter, between the French and the Egyptian experiences in developing tourism in remote areas. Tourism development in remote areas was considered while selecting different cases to neglect the impacts of other development sector on the environment.

Choosing the French case that is considered the ideal example of tourism development on the Mediterranean coast (Bovy, B. 1977, Lawson F. 1998) to be compared with the Egyptian experience that has similar natural conditions and planning concepts, would enrich the comparison.

The study will analyze the tourism planning development at the regional and the local level. It will compare the two experiences according to four main arguments:

- A. Aims of development
- B. Natural conditions before development
- C. Planning concepts
- D. Provided activities through each development
- E. Actual environmental impacts of development

The relative environmental degradation will be evaluated to explore the relationship between stages of tourism development and the environmental degradation.

According to the precedent, the comparison between the French case and the Egyptian case of coastal development will take place in order to:

1. Evaluate the Egyptian experience comparatively to a successful experience as the French experience
2. Derive causes of failures in different stages of planning and implementation of development.
3. Highlight the environmental problem in the NWC

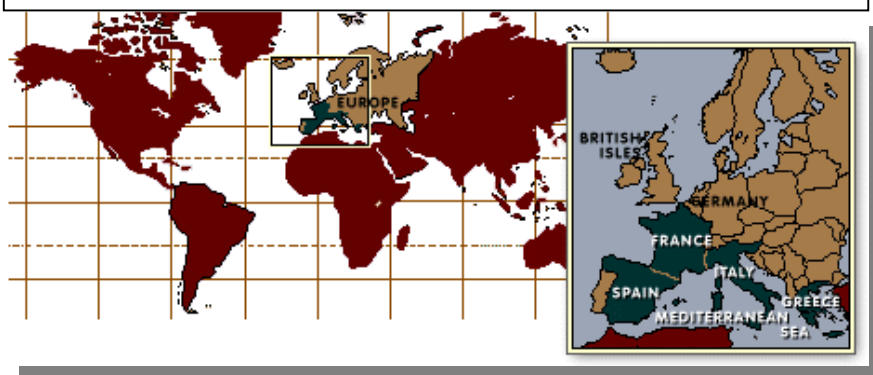
5-1 French Planning for tourism and recreation

Case of Languedoc-Roussillon

Background

The tourist industry in France has achieved unprecedented international tourism as shows in table 2.5. In fact, tourism in France began in the second half of the 19th century. It flourished into becoming the leading economic sector of the country and has been growing considerably, ever since the emergence of the mass tourism phenomena.

Fig 5. 1 France location within the world and its Mediterranean coast



Source: *Geographic Atlas education ministry ARE, 1980*

After the Second World War, tourism and the leisure industry have been playing an important part of the French economy (France is the second¹ largest earning tourist countries in the world after the USA). This is mainly due to its natural resources, landscape, and its favorable climate. In addition, France is the sole European country with three coastal fronts. Its 3200 kilometers of coastline include cliffs in the Cote d'Azur and Normandy, Sandy beaches in the Languedoc and the Aquitaine and jagged, rocky coasts in Brittany, marshlands in the Rhone Delta.

5.1.1 National Strategy of Tourism Development

The sixties represent a period of exceptional tourism expansion, which can be explained by a whole series of factors (1 to 4):

¹ The WTO *Trends on tourism in the world*, final report 1997

Until then, France was a country of farmers. During the 1960's, it became a country of city-dwellers (chart enclosed). This rural exodus brought about an important steady decline in the rural population, as table 4-1 shows.

Table 5-1 shift of the French population from rural to urban areas in percentages (from 1801-1982)

	1801	1901	1946	1975	1982
Population in urban areas	23%	41%	53%	68%	73%
Population in Rural area	77%	59%	47%	32%	27%

Source : adapted from Roger sue " vivre en l'an 2000 "ed. Albin Michel –paris 1985 – quoted in temps et loisirs -A.P.A.S. œuvres sociales –January,1986.

Modern towns where people were forced to live to find work, and new conditions of industrial work in particular provoked among the city dwellers a violent desire to flee from urban areas. Accordingly, they became:

- In contact with nature again, and to feel free;
- Free from pollution (noise, second rate accommodations, stress) in town life. The themes of fresh air, pure water and unspoiled landscapes became major ones in commercials;
- Able to rediscover their rural family roots with a certain nostalgia.

In addition, the extremely rapid rise in the standard of living enabled the families to allocate an increasing part of their budget to tourism. In the same way the development of the car industry allowed an easier "way of escape" from daily surroundings.

Furthermore, the extension of paid holidays constituted an essential factor to the French attitude about tourism. From two weeks a year in 1936, it went to three, then to four weeks in 1969.

In the light of the above, France promoted many areas for new tourism development. This chapter will focus on one of the places, the Languedoc-Roussillon, which is considered an expansion of the Cote D'azure and for establishing new tourist products and activities.

5.1.2 Aims of Development

The need for new land to be developed on coast to attract and redistribute tourists along the Mediterranean sea coasts was becoming very important specially after the over development of the Cote D, Azure.

The French government considered tourism expansion as an important step in order to provide new activities and new services

to preserve its rank on the top of the list of favorable destination areas in the world

As Pasqualini and Jacquot (1989) explain, the French state has practically intervened since the end of the Second World War. The first national plan (1948-1952) made provisions for the extension of transport infrastructures, and the creation and modernization of hotel facilities. The next plans dealt with the development of camping, social tourism for the underprivileged, and tourism in the rural milieu. The fifth plan (1966-1970) marked a new direction. It stressed:

- The expansion of winter sports, giving rise to the creation of winter resort;
- The development of sailing;
- The development, under the impulse of the state, of the Languedoc-Roussillon coast-line; and
- The creation of the first natural parks, both natural and regional

5.1.3 Regional Development of Languedoc-Roussillon

The Languedoc -Roussillon is of 180 km along the Mediterranean coast of France near of the famous Cote d'Azur.

Natural conditions, planning concept, and provided activities of the projects will be discussed.

5.1.3.1 Natural conditions before development

The seashore was the first destination for the touring public. By 1910 and 1920, the beaches were regularly by holiday-goers. At first, swimming and beach games constituted the primary recreation attitudes at the seashore.

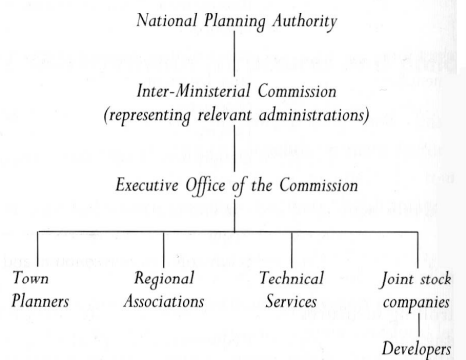
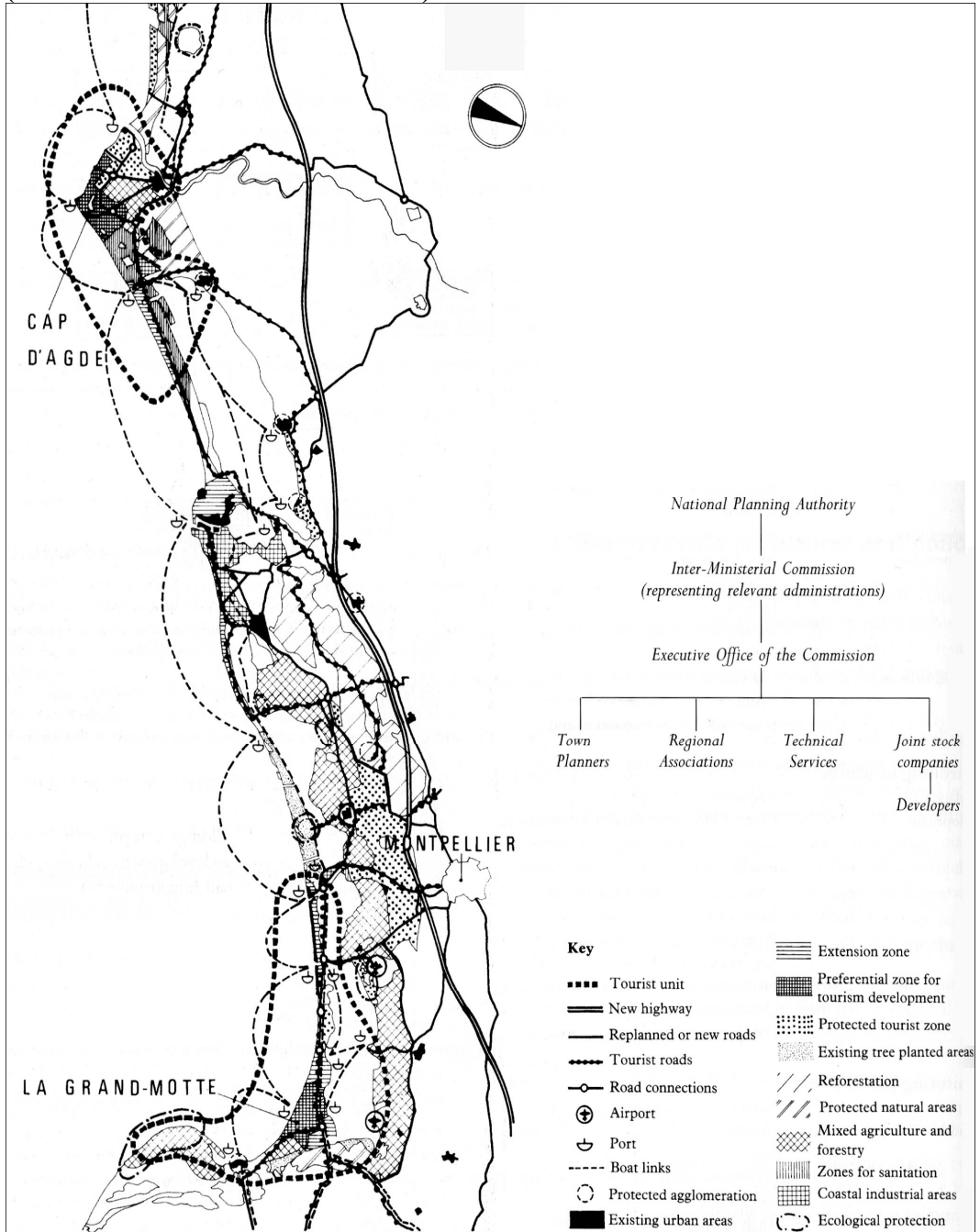
The site had rich histories, and a complex combination of ancient human settlements in original, characteristic sites, has given rise to a range of prestigious tourist sites.

- The marshlands reserves for horses, bulls, and birds such as the Camargue, or the Sologne ponds, silent and misty, ideal for shooting and fishing;
- The vast harbors of Brest, Arcachon, Toulon;

The Languedoc-Roussillon was one of the very first examples of regional tourism planning. It is located along coastline of about 180 km, of which, 120 km was a low flat sandy coast, without trees, with numerous ponds, formed by small, coastal rivers and separated from the sea by an offshore bar of sand dunes. The

proliferation of mosquitoes made this region, which was very hot and dry in the summer, very unpleasant indeed. At the same time, the road network was very poor.

Fig 5. 2 The regional plan of the Languedoc-Roussillon coasts (The Mediterranean coast of France)



Source: Fred Lawson; Handbook of tourism and recreation development 1998;

5.1.3.2 Planning concept

The planning of Languedoc-Roussillon coast was the responsibility of “ Interdepartmental Mission” established in 1963, but it was to associate local communities, and private promoters.

The mission aimed at displaying this region to its best advantage while respecting the environment, to develop the local economy and create jobs.

The State’s direct financial involvement has been in the development of more than ten yachting harbors, highways and roads, and water supplies, i.e. the entire infrastructure.

The principal idea was to build “integrated” tourist resorts, which were big enough to constitute new small towns (each with from 100 to 120.000 inhabitants) but separated by stretches of coastline, which had been left as zones for agriculture and forestry. The planning concept prohibited the construction of any road along the coastline, where accessing the site would be by an inland motorway, with spur roads leading to the coast.

The development program, which has become definite by 1964, consisted of the following:

- The definition of an intervention perimeter along the coastline (10 to 20 km deep) was important. It affected 4 public institutional departments and 67 rural districts council.
- The realization of the development plans on three levels:
 - The regional planning,
 - The local plans (“communes”),
 - The mass-plans for the new resorts
- The acquisition of 4.500 hectares (11.250 acres)
- The establishment of all infrastructures
- The total cleaning of mosquitoes from the coast by chemical treatment, in particular, and by removing the marshlands
- The reforestation of 6.000hectars(15.000 acres)
- The adaptation of inland lakes for water sports
- The creation of 20 sailing harbors each with a capacity of 400 to 2.000 boats
- The creation of six new tourist towns, linked as far as possible with existing towns such as “la Grande Motte”, “Cap d’Agde”, “Gruissan”, and “ Barcares-Leucate”

By 1992, the population density of this development had reached 250 inhabitants per square kilometer, and had absorbed 20 % of the population increase. On the cote d'Azur 90 % of the coastline has been urbanized, with over 40 % elsewhere. 2,800 kilometers of the coastline had thus been built up out of a total of 3,200 kilometers. Obviously, such upheavals have brought about important consequences concerning the landscape and the environment, which will be discussed in section 5.1.4

5.1.3.3 Examples of resorts and provided activities

In the 1960s, rapid advances in innovative recreation technology broadened the array of recreation opportunities. Affordable and portable boats, underwater diving equipment, water skiing equipment, and growth in ownership of pleasure craft, caused spectacular changes in tourism markets.

The new resorts, planned for all sorts of clientele, from the most modest to the richest, were to contain 250.000 beds. They were also planned to add 150.000 beds in old towns, that is to say 400.000 beds, accommodating 2 million tourists a year. The infrastructure of each resort was implemented by non-profit joint stock company authorized to borrow from the main government credit establishments. The land so equipped was then resold with detailed specifications to the public or private developers to build the actual facilities.

Port Camargue

Port Camargue lies in the east of the Languedoc-Roussillon coast on the edge of the Camargue marsh delta.

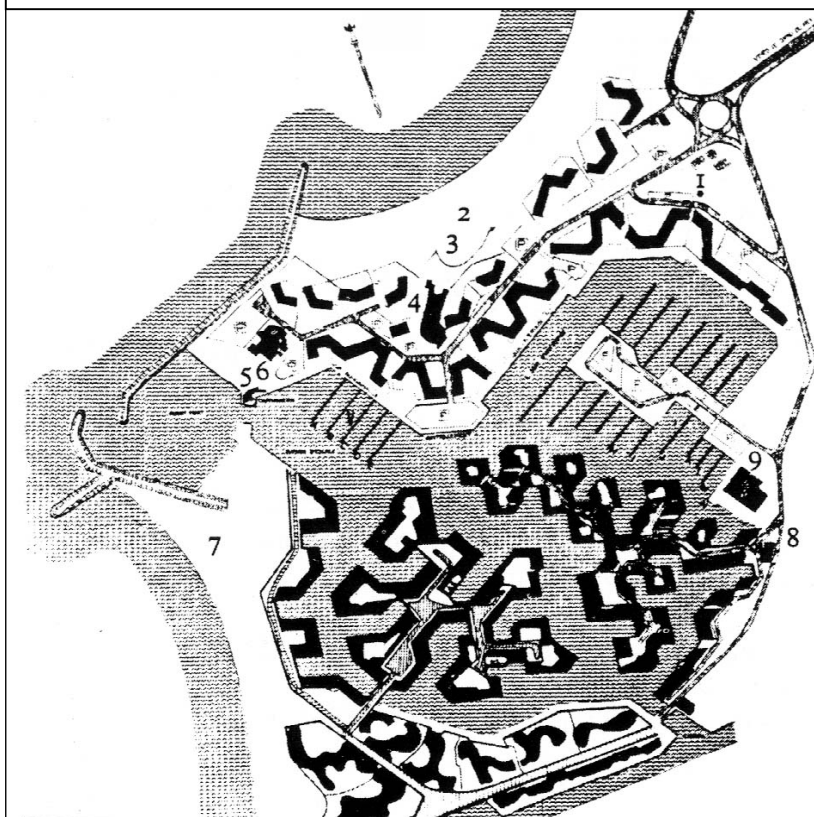
Its construction began in 1970 on an overall program of 12,000 beds occupying a land area of 120 hectares (300 acres).

The plan provided a high proportion of marina bungalows with private moorings and low -rise condominium buildings. These different types of accommodations provided 6000 beds in 1977, (21% being apartments and villas, 21% in holiday villages, 14% in hotels and 44% in camping sites). The development had produced a shift in the balance of accommodation in 1997.

The total number of beds has become over than 100,000 beds by 1992 (Taylor, V. (1993)). Developed harbor facilities in 1976 included 1000 quayside berths (over 2500 planned), a harbor

service, a ship chandler, and the Mediterranean yachting center, which is available to both daily visitors and members.

Fig 5. 3 Detailed master plan showing the Port Camargue resort



Key

- 1 Tennis playing fields, club
- 2 Children's club
- 3 Beach facilities
- 4 Commercial centre
- 5 Harbour Master
- 6 Mediterranean Yachting Centre
- 7 Hotel zone
- 8 Commercial centre
- 9 Harbour service

Source: Fred Lawson; Handbook of tourism and recreation development, 1998;

La Grande Motte

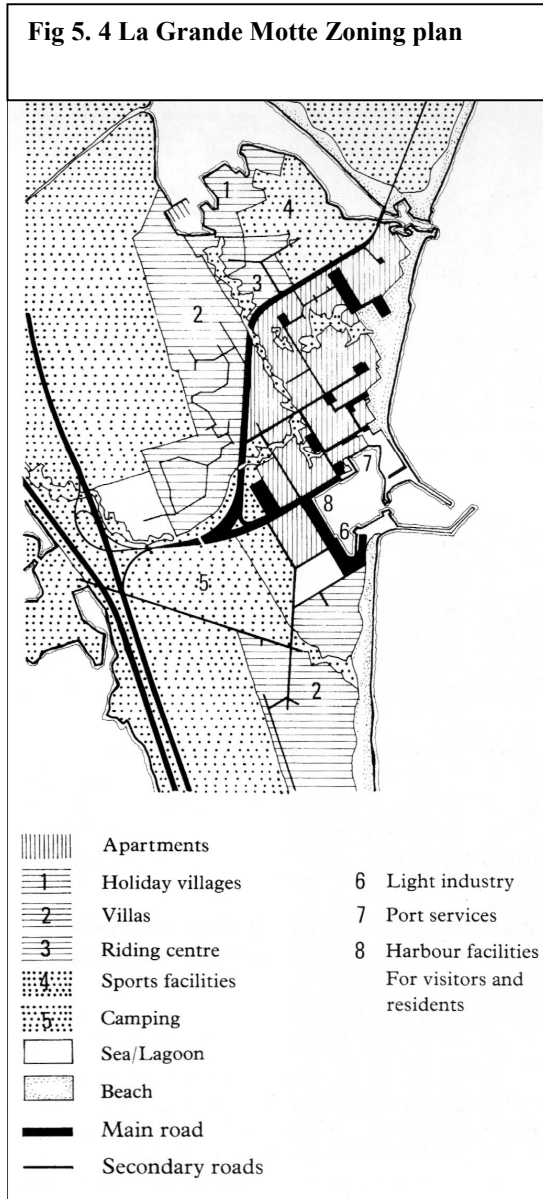
It is the most controversial of the new resorts with buildings of dominant architectural form rising out of a flat landscape.

43,000 beds were planned in the resort area of 1000 ha of which 200 ha were pine forests. A 65% of the accommodation was intended to be in condominium apartments, 9% in hotels, motels, and rooms for rental, 9% in individual bungalows and 17% in campsites and social villages (Lawson F. (1998)).

The harbor provided about 1000 fully equipped berths and there were extensive boat servicing and repair yards.

La Grande Motte, have also a well-developed shopping area, nightclub restaurants, casino, sports grounds, and shore-based recreation.

Fig 5. 4 La Grande Motte Zoning plan



Source: Fred Lawson; Handbook of tourism and recreation development, 1998;

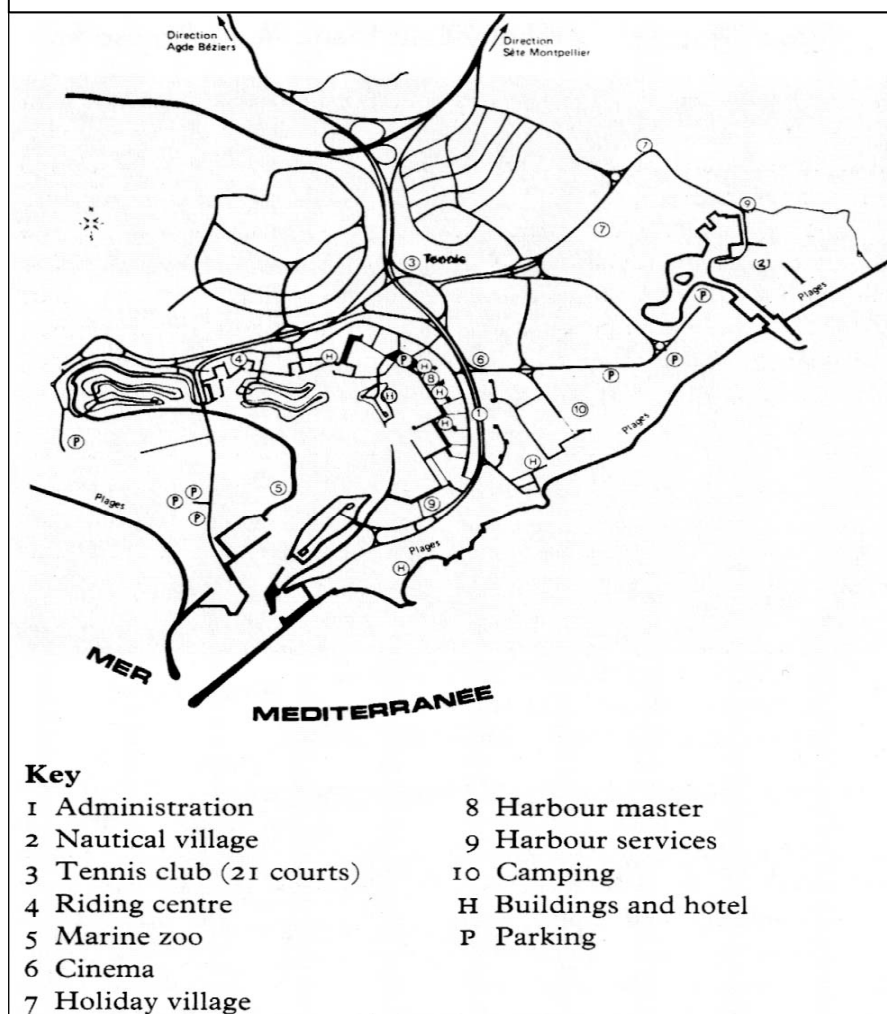
Cap d' Agde:

About 30,000 beds were planned in the resort partly housed in collective apartments that had been constructed to have the style of

a small town, partly in holiday villages, campsites, and individual houses. An important naturist village has its own beach and port.

In total, there were nine separate ports around a natural inlet from the sea extending over 80 ha (200 acres) with a capacity of 2000 moored boats and 1500 sailing dinghies.

Fig 5. 5 The Cap D'Agde resort plan



Source: Fred Lawson; *Handbook of tourism and recreation development*, 1998

A characteristic local architecture had been ensured by regulations requiring:

- A tiled roof (25% gradient) or, alternatively, a flat roof with terracotta tiles;
- Selected colors for the exterior walls;
- Selected materials (including local basalt) for the pedestrian streets and squares;

A main pedestrian street, parallel to the quays; (1 km in length), links the main services, cultural and recreational facilities, commercial centers, swimming pools, ...etc.

The roads used by cars were distinct from pedestrian ways but allowed vehicles to reach every place in the resort (beach, port, commercial areas...etc). 1,5 parking spaces were provided per apartment. In addition to sailing, over than 40 courts mostly covered were planned for tennis players.

Fig 5. 6 Aerial view of the Cap D'Agde resort



Source: Fred Lawson; Handbook of tourism and recreation development, 1998

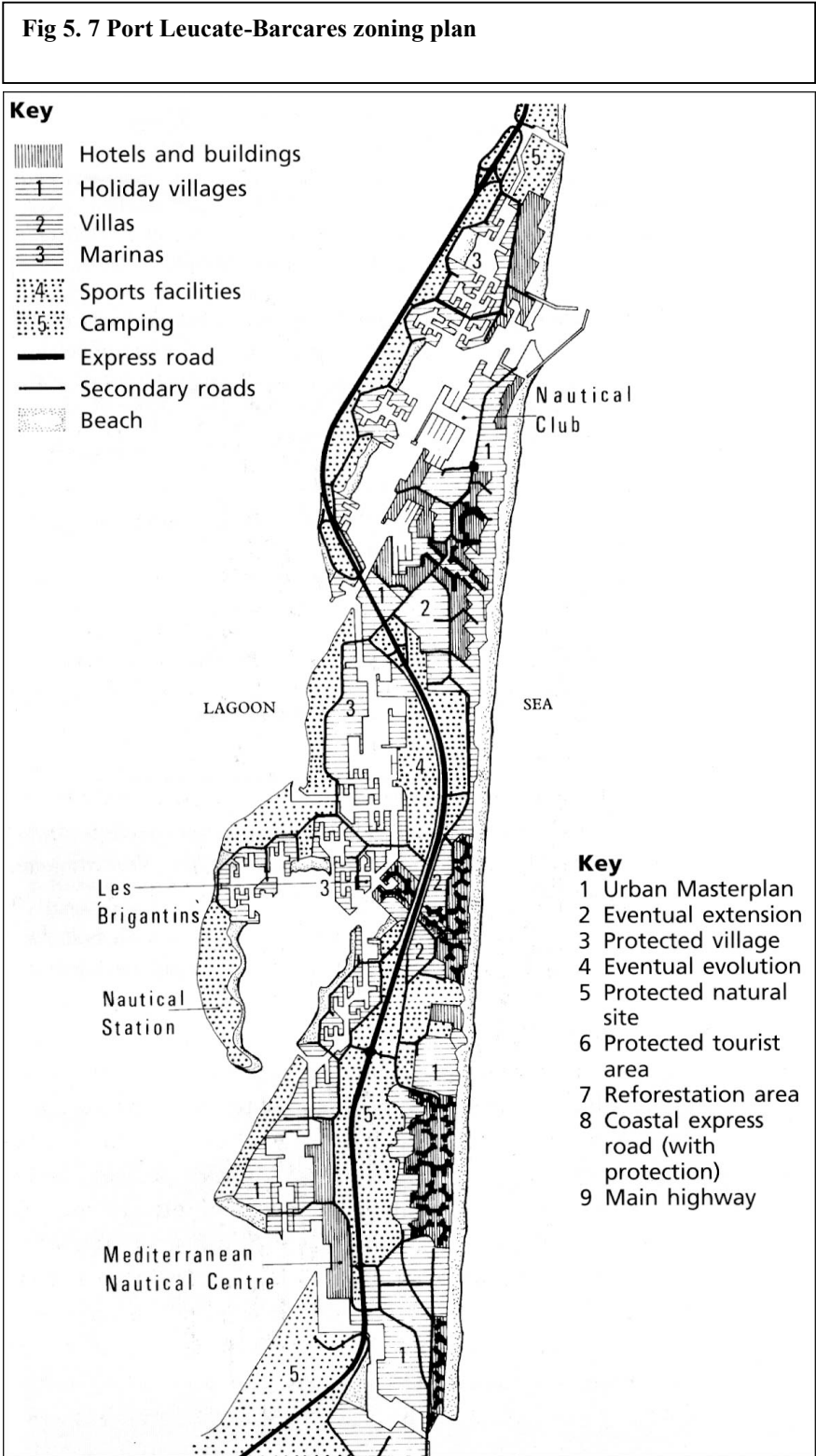
Port Leucate-Barcares:

Port Leucate-Barcares, the largest resort of Languedoc-Roussillon, is a flat stretch of land between the sea and a large lagoon of 4000 ha. The resort extended along 4000 ha and 10 km of beach and provided about 90,000 beds in a built area of 75 ha (185acres).

Provision is made in the regional master plan for the two distinct centers of port Leucate and port Barcares surrounded by protected areas.

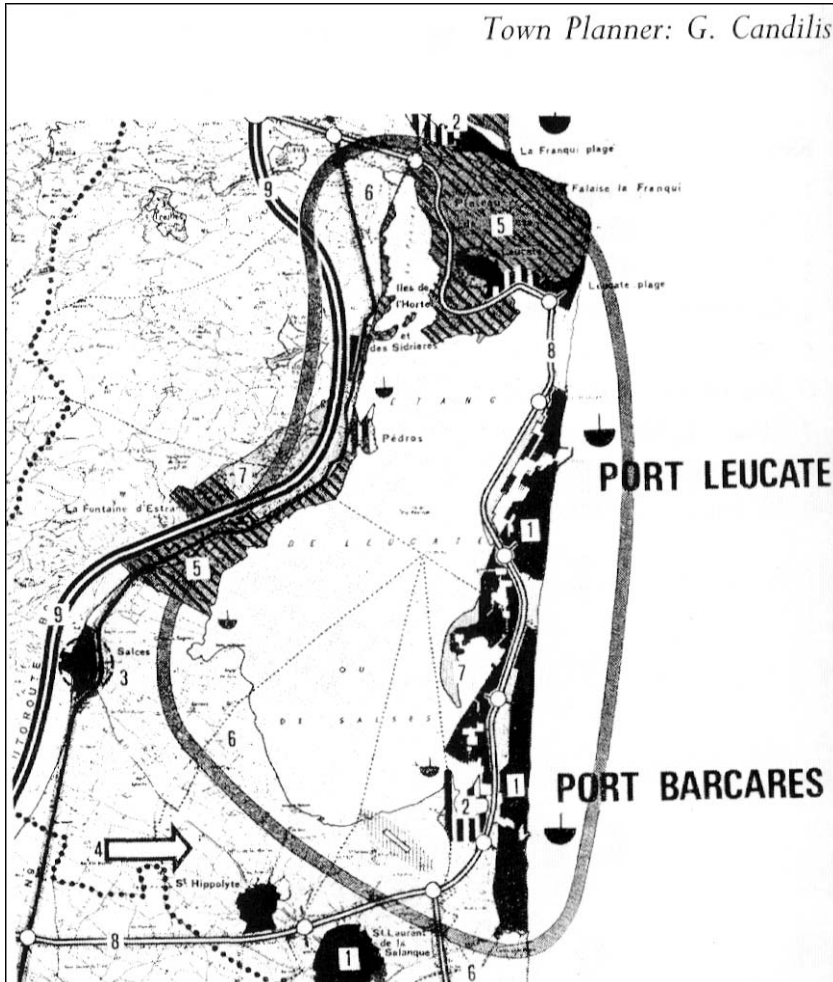
Accommodation is widely diversified including:

- Marinas with individual moorings in front of each house
- Small condominium buildings of 3 to 4 stories
- Economic bungalows, grouping eight apartments (each with a patio terrace) on two levels
- Several social holiday villages
- Campsites and other units



The image projected by the resort is not distinctive but reflects the result of considerable research into the development of bungalows and holiday villages of a modest, economic unpretentious architecture adapted to the prevailing climate.

Fig 5. 8 Regional zoning plan of Port Barcares and Port Leucate



Source: Fred Lawson; *Handbook of tourism and recreation development*, 1998

Among the main attractions are;

- Port Leucate for large yachts
- Port Barcares for smaller pleasure boats and fishing boats
- The Mediterranean Nautical Center

In summary, most of shown resorts are based on the establishing of water-based activities, such as marinas, harbors. In addition, the high-rise buildings or high building densities located along the coast were usually planned in order to realize maximum economic benefit. Then, beaches became over crowded, and many environmental impacts appeared. Next section, will discuss the most important environmental impact that was due to that massive development.

5.1.4 Evaluation of Actual Environmental Impacts of the Studied Development

The Languedoc-Roussillon appear to be economically the most successful project according to the traditional measures (Increased the rate of international arrivals, and realized maximum economical benefit) However, the rapid development of tourist activities in the absence of protective measures had already brought about a certain number of negative consequences of which the French were only just beginning to be aware.

On the Mediterranean coast, most tourist resorts are included in a 3 km wide strip next to the sea, as well as the greater part of the infrastructure, especially harbor infrastructure. Closer to the shore, one finds most of the holidaymaker and their amusements. The 200 meters wide strip, overall, is the zone for bathing and games. Such growth threatens the fragile coasts. By consequence, the overcrowded beaches especially in summer are becoming less attractive to tourists searching the quietness and the relaxation and are transferring to the mass tourism.

The disappearing of excellent farmland due to establishment of tourist activities and infrastructure on agriculture land grounded in the borders of the tourist zones. In addition, sites of important ecological value (rivers, marshlands) are simply destroyed.

Moreover, the problems caused by the increase and the variations of tourist number in the peak seasons, including the sewerage problems, liquid wastes discharged in the sea, the solid wastes problem, pollution, overcrowding, traffic, and noise, has been challenging the sustainability of tourism in the Languedoc-Roussillon. Finally, the structures of building such as hotels, at the water edges, have displaced the original natural landscape in which the charm of the site lays and the region's resource base.

As a consequence, the Languedoc –Roussillon was transformed from a means to enhance the environment and from an example to

be followed as a better practice, it has added to the environmental problems of the Cote D'Azur.

The discussion now turns to explore the Egyptian experience of tourism development along the Mediterranean coast. Sections 5.2 focuses on the tourism development plan of the NWC region of Egypt in order to obtain insights on the effectiveness of tourism development within environmental improvements.

5-2 Egyptian Planning for tourism and recreation

Case of The North-West coast of Egypt:

Background

Egypt ranked the 35th of top 40 tourism destinations with advanced situation from the two precedent years and the 26th of the top 40 earners from tourism as are noted in the final report of WTO in 1997. Egypt earned a considerable income from foreign visitor to Egypt (0,9% of the total international tourism receipts) and received 0.6% of the international tourist arrivals. This introduction explain the importance of tourism development as one of its four primary resources of national income together, with the Suez Canal, oil gas exports, and the remittance of Egyptians living abroad (Abdel Wahab, S. (1997))

Tourism development is distributed allover the Egyptian coasts through three main regions: the Sinai region; the Red Sea region; and the Mediterranean coast region. The Mediterranean region is divided to three sub regions; the Northeast coast, the Delta coasts, and the Northwest coast.

The Northwestern coastal region is one of the most important tourist regions of Egypt. It extends on about 500 kilometers along the Mediterranean coastline from Alexandria to Al Salloum cities.

The region is divided into the coastal strip, and the backland or hinterland, by a coastal highway. The coastal area includes several tourist villages while the hinterland include some dispersed Bedouin settlement.

5.2.1 National Strategy of Tourism Development

The national strategy of development in Egypt, as in many developing countries, considered tourism development as the solution of many economical problems and the way to create new job opportunities.

Tourism development has achieved considerable attention in many regions in Egypt such as Upper Egypt and Red-Sea region. The

new strategy of development established in 1980 was to reinforce tourism development in Sinai region and in NWC region.

The five-year development strategy of Egypt (1982-1987) considered tourism as the mainstay of planned economic development in the north west coast, which must be integrated with agriculture and industrial development to obtain a comprehensive development in order to reach the social and economic objectives.

This plan was reinforced by comprehensive studies for the exploitation of the natural resources. The next diagram shows the headline of the national strategies of development.

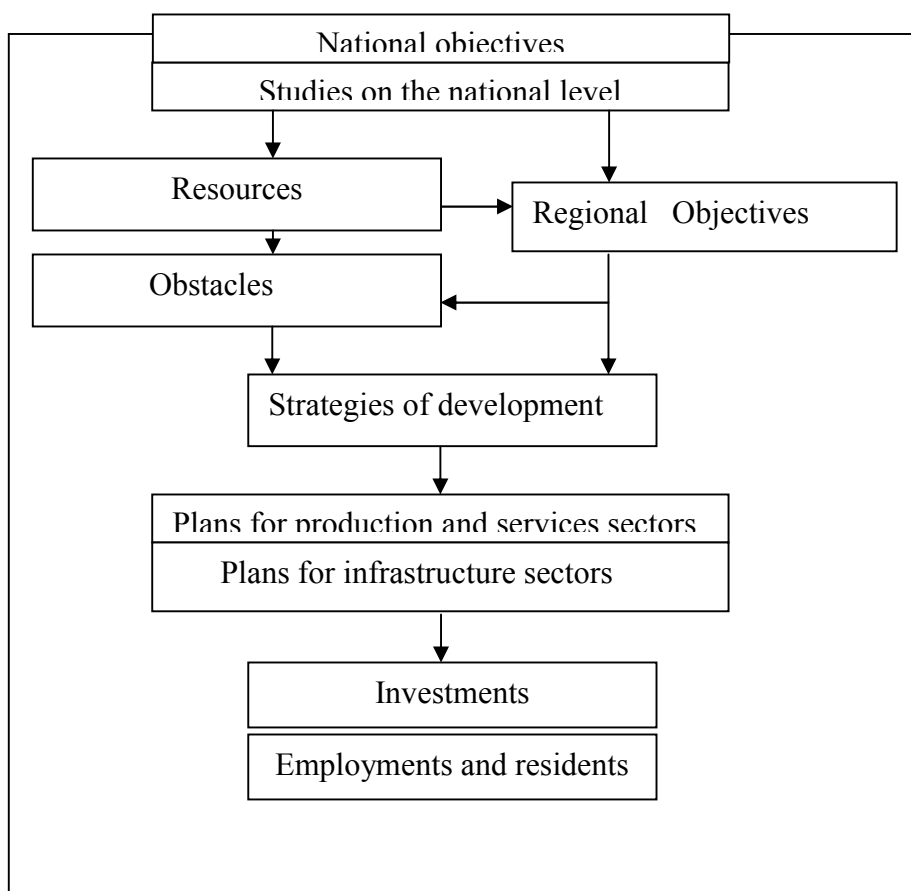
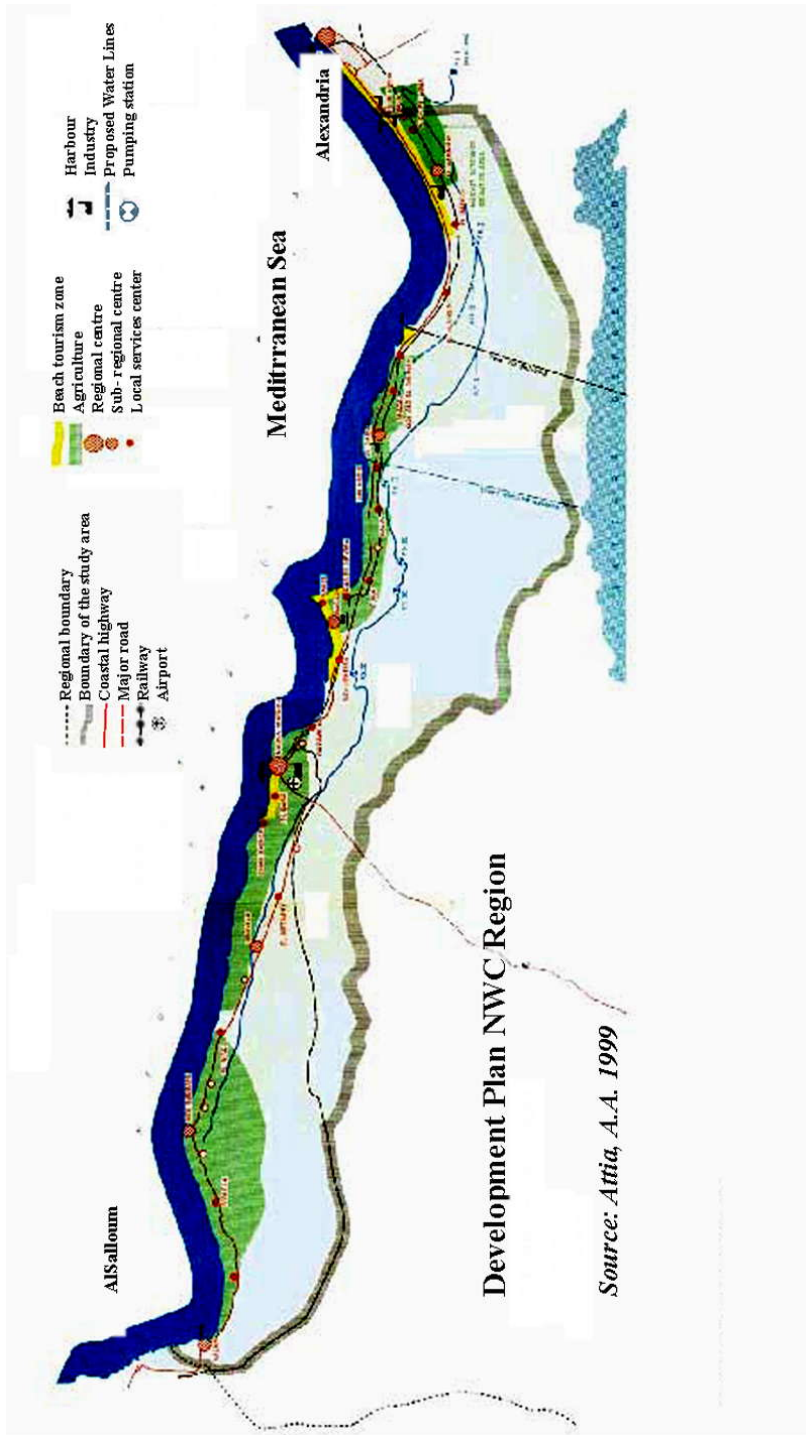


Diagram 5.1 shows the articulation of the National strategies for the NWC regional development

Source: PUD, PACER, Physical plan of the NWC (km 34-100) from Alexandria; ministry of reconstruction and housing and land reclamation, fourth report; December 1982.

Fig 5. 9 the Regional planning of The NWC region



5.2.2 Aims of Development

- Developing tourism attractions that residents as well as domestic and international tourists can use;
- Improving the general income level and economic and social welfare of people in the region, and encouraging the distribution of economic benefits of tourism as widely as possible throughout the society, including development of activities related to tourism such as agriculture and manufacturing;
- Encouraging domestic tourism in order to help redistribute income within Egypt, and encouraging foreign tourism in order to increase the country's foreign exchange, improve regional economic development, and expand international understanding of Egypt and the North West Coast;
- The development of the backward area to attract the population from densely populated cities and regions;
- Elevate the social and education level of the Bedouin (the initial residents of the sites with the stress on their involvement in the development project.
- Utilizing existing infrastructure for tourism to the extent possible and developing new infrastructure that is multi-purpose for both general and tourism use; and
- Promoting conservation of the natural environment and minimizing negative environmental impacts

5.2.3 Regional Development of the Northwest Coast of Egypt

Study area lies close to the densely populated cities in and around the Nile Valley and Delta. Therefore, from the demographic point of view, the development would be affected² by, for example, Alexandria City (the second largest city in Egypt) and by the cities in the Nile Valley and Delta as well as by urban centers in Behira Governorate (to the east of the study area). Some population influx from Alexandria was to be expected to work in the region's new development

² It was recognized that urban growth would be successful, cheaper, and faster if emerged from existing urban centers and then directed towards uninhabited areas rather than initiating new growth centers in the middle of the desert.

Before 1980, the Awqaf and the Organization for Reconstruction and Agricultural owned most of the coast between Alex-Matruh. These organizations did not establish any regulations controlling the development of the land parcels. In 1980, a physical planning started from km 34 to km 104 to provide an integrated regional development of the coast. See figure 5.9

5.2.3.1 Natural conditions before development

Until mid 1980s, beach oriented tourism in Egypt had reached major proportions only in Alexandria. Unfortunately, most of the beaches near Alexandria have been polluted with oil, debris, and seaweed, and the beaches east of the city have been generally unattractive owing to dark, silted sand and unclear water.

In the coastal area that extends about 500 km west of Alexandria, however, the beaches are generally endowed with fine white sand and clear blue-green water. Indeed, the NWC is among the least polluted waters in the Mediterranean vicinity (World Bank 1990). The best area lies between El Alamein and Aguiba (between the 100th to the 300th km west of Alexandria).

Domestic tourists have continued to be attracted to the NWC region especially for day visits from Alexandria, where the beaches have been overcrowded in summer. According to (PUD consultant and Orplan, 1978) natural characteristics of the NWC region before development was:

1. Along the coast, the distance between the sea and the road ranges from 600 to 1500m.
2. The area on the shoreline available for sitting and swimming varies from one area to another and becomes narrow in some areas where it is limited by sand dunes.
3. Areas suitable for construction are limited and controlled in some areas by sand dunes, derelict land (abandoned) or agricultural land. In some areas, this problem extends inland for 250-550m.
4. White sand dunes in some areas are considered as a valuable natural element and must be kept, instead of removing or building on them at high cost. The depth of this layer varies with a maximum of 45m in some areas.

5. Abandoned land can be found close to the existing road (with a maximum width of 400m). Building on this area is expensive and the sea view is broken by sand dunes.
6. There are areas cultivated with figs and dates that sometimes extend from 50-200m inland.

According to the regional plan, the NWC is divided to four development zones (Sub-regions); each of them has specific natural characteristics.

Table 5.2: The Four Tourism Sub-Regions according to the NWC regional plan 1976

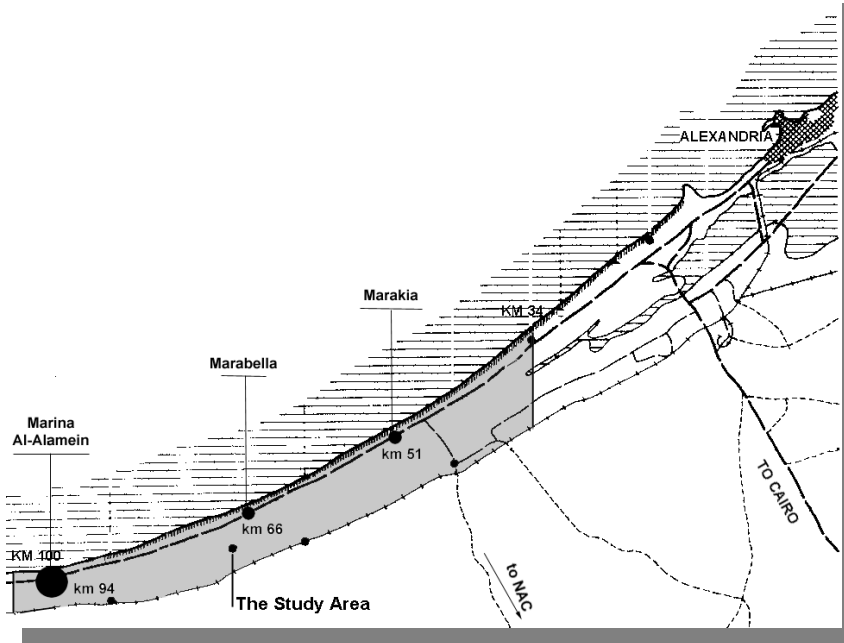
Sub-region	Characteristics
Alexandria to Omayed zone. Includes 300 ha of sandy beaches in along a 90 km coastal strip	An uninterrupted fairly straight sandy beach with dunes
Al Alamein to Ras El Hekma zone. Includes 72 ha of sandy beaches along a 130 km coastal strip	With more or less isolated dunes and scattered, mostly small bays
Marsa Matrouh zone. Includes 44 ha of beaches along a 120 km coastal strip	Includes large bay complexes
Neguil to Salum zone. Includes 34 ha of beaches along a 120 km coastal strip	With few minor beaches

Source: Ilaco and Pacer (1976)

5.2.3.2 Planning concept

The ‘Regional Plan for the Coastal Zone of the Western Desert’ was submitted to the Ministry of Reconstruction (MOR) in 1976. In 1980, Sub regional plan covered the area between the 34th km west of Alexandria to the Egyptian western borders with Libya and from the Mediterranean coast in the north, to contour line +200 meters to the south. That covers an area of around 450-500 km from east to west, and between 30-50 km from north to south. Figure (5.9) shows the distribution of land uses and tourism activities in the NWC regional planning.

Fig 5. 10 The location of the planned areas at 34-104 km from Alexandria to Matrouh



Source: A. A. Attia, 1999, *planning for sustainable Tourism development*

Hence, the government commissioned for the preparation of a physical plan and development program for Alex-Omayid sub-region. The ‘*NW Coastal Zone: Physical Planning and Development Program*’ (PUD and ORplan 1978) was envisaged as the tourism development planning of the study area. Later, the government commissioned for the preparation of the ‘*Structure Planning of the North West Coast Between the 34th and 100th km from Alexandria*’ (PUD and Pacer 1983). Figure 5.10 shows the location of the planned area.

The structure planning included detailed analysis of the natural, economic and social constraints as well as alternative solutions and policies in accordance with those constraints.

The planning concept is based on the division the study area into four major zones (A, B, C and D) on the bases of topography, geology, existing land uses, the existing hinterland settlements and the appropriateness of each zone for the proposed development pattern. Three types of settlements were considered in every zone. Proposing those new settlements in the structure planning was to “encourage the growth of urbanization towards the hinterlands.”

- The **first** type included settlements for tourists on the coastal strip located between the sea and the existing coastal road followed by eight settlements
- The **second** type would be dependent on services and industrial activities. With respect to settlements along the coastal strip, detailed proposals were formulated to alleviate any property development problems, which would arise. In this manner, the proposed new settlements on the coastal strip were in the form of

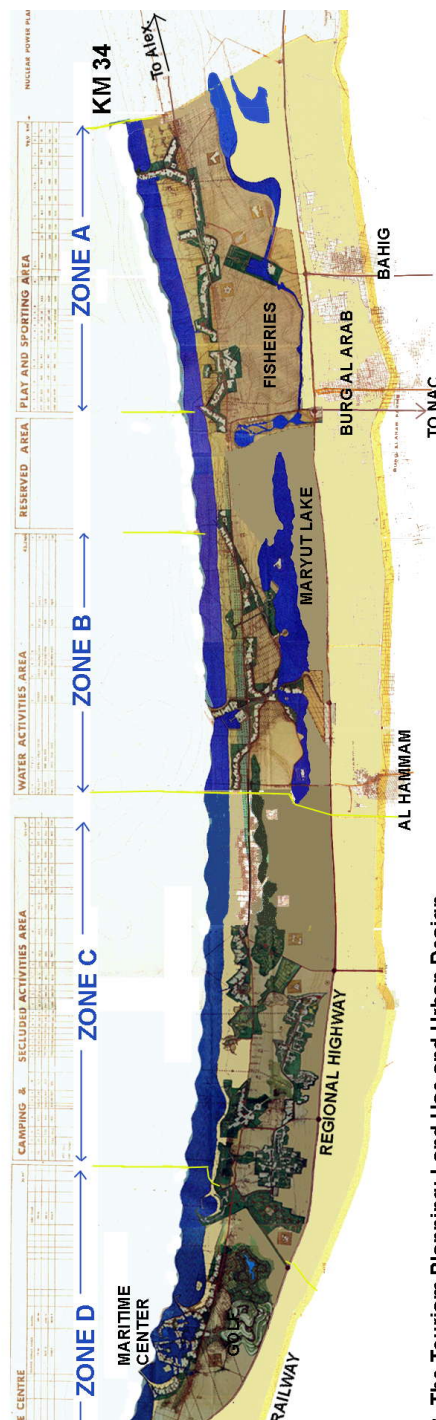


Fig. 5. The Tourism Planning: Land Use and Urban Design

Fig 5. 11 Zoning Plan of the 34-104 km Alex-Matrouh of the NWC of Egypt

Source: Attia, A. 1999

‘poly-nuclear’ patterns of development.

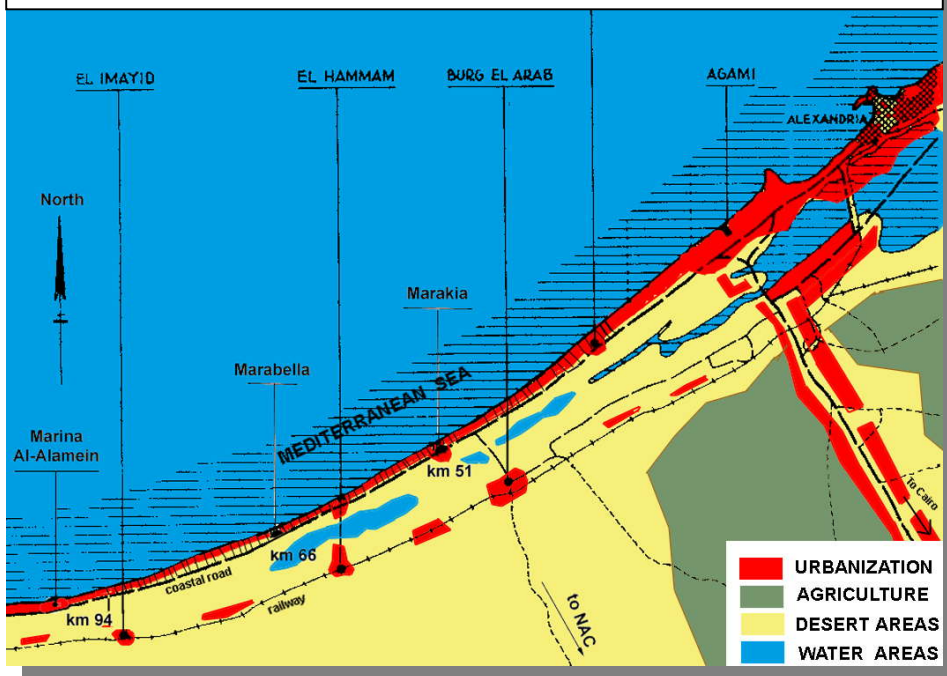
- The **third** type is the upgrading of the existing settlements in the hinterland located near the railway line in order to accommodate the permanent settlers. The redevelopment and expansion of the existing hinterland settlements was recommended where they would be thoroughly connected by an effective transport network.

According to the structure planning, urban growth of the proposed nodes (growth poles) as well as the extension of the linear development on the coastal strip would be facilitated and connected to the hinterland settlements through a flexible network of recreational activities and infrastructure development.

The general image of tourism development in the northwest can be summarized as:

An undulated development parallel to the shoreline and the coastal road consisting of a series of resorts of different sizes and types. This development being the natural extension of Alexandria-major tourist urban town- to alleviate the pressure on the tourist facilities there.

Fig 5. 12 Actual development along the NWC and the Backland settlements



Source: A. A. Attia, 1999, *planning for sustainable Tourism development*

In general, the structure planning included a conceptual land use plan and pre-feasibility analysis of the region to make sure that the development would be environmentally and economically feasible.

It proposed that Alex- Matrouh road would be dedicated for the development of tourist accommodation, services, and leisure activities, while settlements for permanent and semi-permanent residences would be located to the south of the road.

Finally, the existing settlements in the hinterland were to be re-planned and upgraded. These new settlements were prescribed in terms of size of population, function, location, and building and urban design regulations.

The structure planning proposed constructing a regional highway that lies in the north of the existing hinterland settlements, and routed about 6 km. to the south of the sea and parallel to it. The construction of the highway was thought to stimulate the growth of tourism development in both parallel and perpendicular directions to the coast; and would allow the existing hinterland settlements to reach their planned growth capacity. In addition, the highway was planned to relieve the traffic congestion from the existing coastal road and particularly to accommodate trucks and construction transport facilities. It was planned that the coastal road would be restricted to serve the tourists and day-trippers. (See figure 5.12)

5.2.3.3 Examples of tourist resorts and provided tourist activities in the NWC

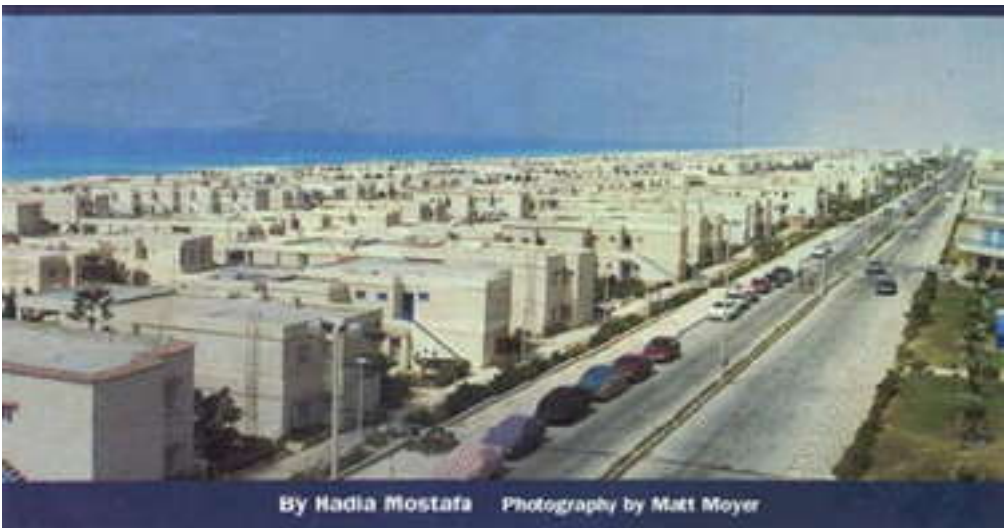
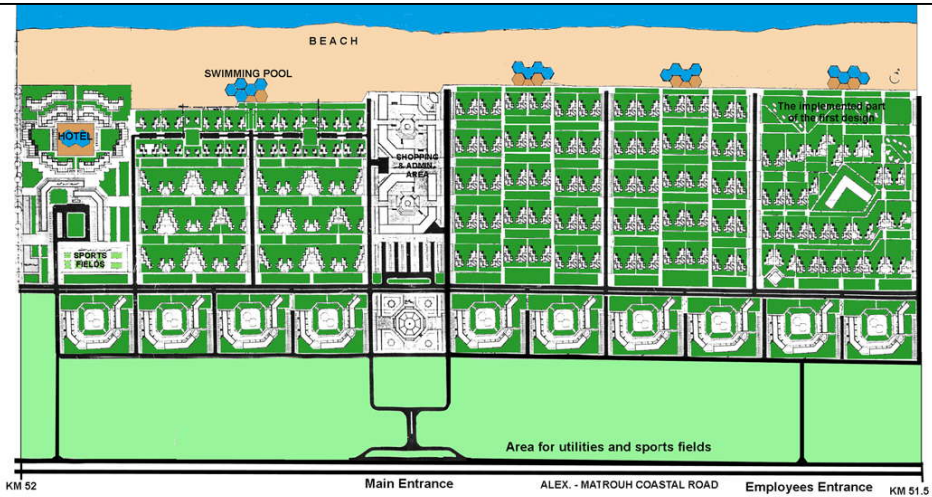
In the implemented development, tourist activities were essentially based on water, such as swimming, marinas, entertainment lakes, and beaches. The concentration on such activities was accompanied by a general disregard of other important activities that could have been created by the region such as cultural and historical-based activities. In addition, Bedouin based activities were not taken into consideration as advised by the structure planning of the region. This fact is illustrated in the following example of resorts created in the region.

Marakia village:

With the high demand for vacation homes, it was the first village developed by government in the north west coast. It was based on the construction of some second homes (villas, chalets) as an expansion to the west to meet the demand on such type of accommodations at that time (Abu Gad, 1997). But unfortunately

this village and its building lacked the attractiveness and beauty and the views needed in any tourist village and is directed to the building block style. Even though the building heights, which were the only environmental restriction, were respected in that project, it is important to note that regulations that were applied in the region disregarded the specific condition of every site. This explains the inadequate systems of environmental control in the project and the other similar projects.

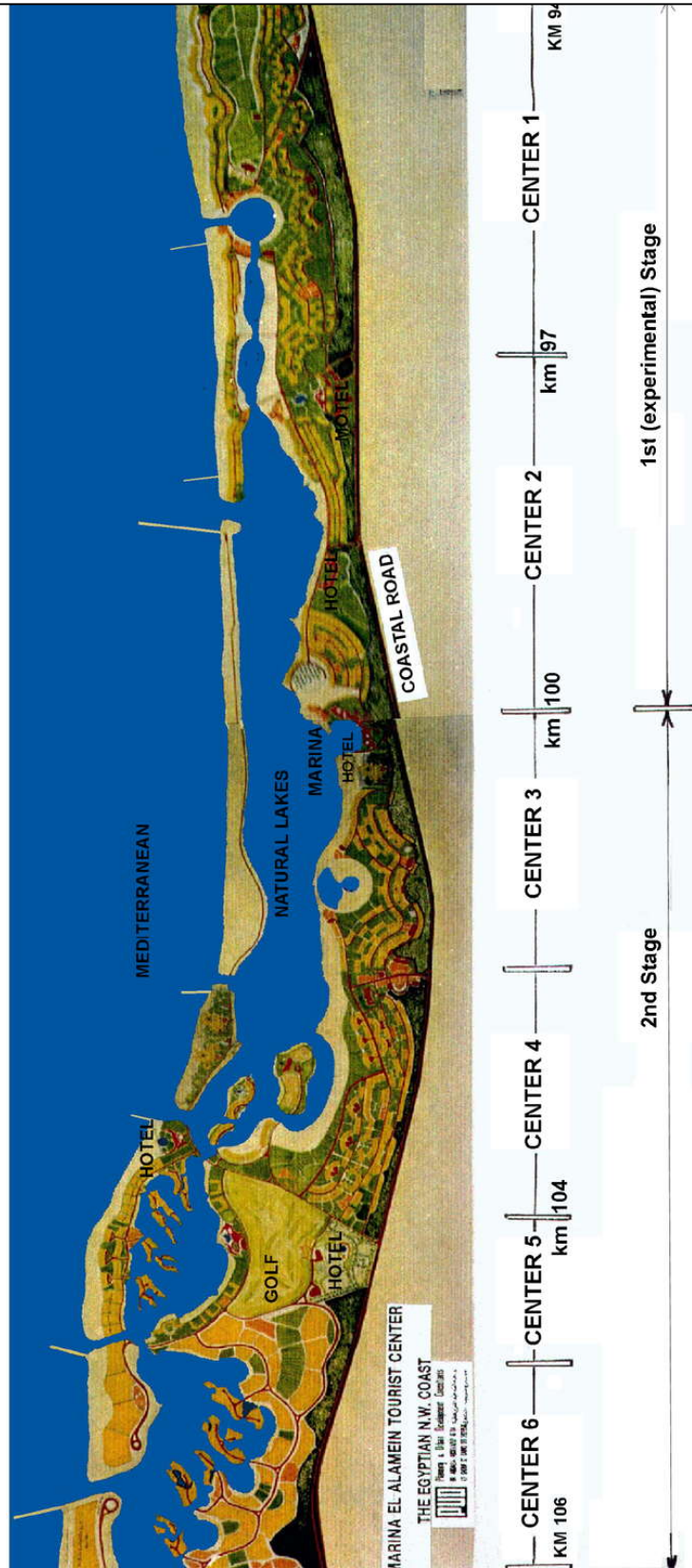
Fig 5. 13 Master Plan of Marakia resorts in the NWC



Source: A. A. Attia, 1999, *planning for sustainable Tourism development*

The photo shows the Architecture and the unattractive urban pattern of Marakia resort

Fig 5. 14 Master Plan Of Marina Al-Alamein Resort 94-104 km from Alex



Marina Al Alamein resort:

A large integrated resort can be distinguished between the many other smaller resorts that are almost social and residential resort villages. Marina Al Alamein is located along the Mediterranean coast from the km 94 to km 114.

Its location near the historic site of Al Alamein adds to its advantage as an area of high tourist potential.

The present capacity of Marina El Alamein is about 20 000 beds distributed in the 430 villas, 1162 chalets, 1154 apartments (Abu Gad 1997). The project contains natural and artificial lakes and lagoons, which are environmentally treated and used in water-based activities. The artificial lakes to not only add new beautiful scene and environmental solution to the project, but also add greatly to its economic value (Badran, I. 1991).

The project is divided into phases of development and these phases are shown in figure 5.14

The design concept was based on dividing the project into five main leisure centers (in addition to several other sub-centers), so that every center could have sufficient services and facilities that could easily be reached by tourists. The idea was to design and implement centers 1 and 2, as an experiment (between the 94th and the 100th km). While centers 3, 4 and 5 were to be implemented after the construction of the experimental area.

The design concept for the experimental area was to create tourist residential clusters (within centers 1 and 2) for second home development to bring about fast return on the government's investment to finance the infrastructure and tourist attractions, accommodation, and services. Center 1 serves the area between the 95th and the 97th km, while Center 2 serves the area between km 97.5 and the 100th km. The area between the two centers was not assigned any uses so that the tourists would enjoy the prevailing natural environment. The area between the 94th and the 95th km was assigned for implementing few large private villas to ensure low density at the beach. A large village for the employees was allocated in the southeastern edge of the project. The main components of the experimental area can be summarized as follows (PUD, 1987): -

- Holiday homes to bring a quick return on investment (they could be sold during, and even before, construction);
- Two motels and a 5-star hotel, to attract international and domestic tourists and provide job opportunities;

- A marina to serve yachts coming from other Mediterranean countries;
- Fishponds, for fish raising;
- Cabanas, for day use only to encourage day-trippers from other areas to visit;
- A camping area, to attract camping and caravan tourists; and
- Employees housing, to attract and accommodate the workforce

Tourism accommodations vary from special villas, villas, chalet, and apartments. Cabanas are located to meet needs of daily trippers. Camping sites are provided, as well as open areas, and environmental-featured landscape. In addition, marinas for different sized boat are provided.

However, the government attempted to profit from the success of the experimental phase. For many political reasons and with the desire to earn quick returns, this



plan was violated by the government, which aimed to increase the number of beds by building on the reserved areas and by increasing the building density. The governmental decision was not based on any environmental impacts study to derive the capacity or the new density.

Different types of recreational activity were recommended to be located to the south of the tourist development area according to the natural resources and the topographical features. In addition, the development in the hinterland is series of dispersed concentrations of population and economic activity.

Communities and commercial centers were planned to be situated in hierarchy to the south of the development strip. However, according to need of the quick return of benefits such activities were not considered during the implementation of the planning

In addition, hotels and Bedouin based activities were neglected in the project with the concentration the water-based activities is taking place. In the light of the previous discussion, it is possible to

explain the domination of the domestic tourists instead of the international tourism: As concluded in chapter one, attraction of international tourist needs unique feature, that can compete with other major destination areas. As natural resources such as beaches, sea, climate are common in many areas along the Mediterranean coasts, then the cultural feature (Bedouin feature) that identify the NWC can represent the motivate, that attract international tourists. Therefore, the scarification of Bedouin activities for the dominance of water based activities, with the directions to lands and building sales, and the lack of hotels and corresponding activities explain the failure of the NWC to attract international tourists.

5.2.4 Evaluation Of Actual Environmental Impacts Of The Studied Development

The physical and socio-cultural resources were given considerable attention in the NWC policy. The concern for avoiding irreversible changes to environmental assets had been a guiding principal for development policy. With respect to the social and cultural environments, the aims of development focused primarily on the integration of the local population into the Egyptian society as a whole in order to dissolve economic stagnation and social frustration. The development policy recommended the preservation of the local traditions and cultures, indigenous architectural styles, traditional economic activities, etc. It also recommended that priority should be given to local people in employment opportunities in the industrial and tourist activities. In terms of the natural environment, the policy gave considerable attention to establishing carrying capacity standards as well as building and planning regulations. Considerable attention was given to the allocation of industries that would pollute the environment).

However, preserving the natural environment for continuous use has not been receiving the same attention it received during policy formulation (as Amr 1999}. The establishment of cement and gypsum factories in addition to other heavy industries has been in conflict with the objective of promoting tourism development

In addition, the works in the stone quarries along the coast has been causing visual pollution as well as changes in the ecological balance of the region.

The desertification of the region that was one of its major problems continues being unresolved while disregarding the hinterland

development. It is important to note that the NWC had vast areas that were cultivated with Figs trees that were cut when development took place.

Fig 5.15 Shows works of stone along the coastal road in the north west coast



Source: A. A. Attia, 1999, planning for sustainable Tourism development

Furthermore, the case of the socio-cultural environment is similarly displeasing. Although the policy succeeded in decreasing the isolation of the Bedouin societies, local traditions and cultures have been disintegrating (Rose El Youssef 1998). This is reflected in the changes (influenced by immigrants and visitors) that occurred to the Bedouins' clothes, food, houses, and lifestyles.

The north west coast region had began to be developed from only 20 years. Environmental degradation did not become evident yet but by observing the expansion around Alexandria such Al Agamy and Al Maamorah, it can be concluded that tourism development in the north west coast is just a part of a chain of resources depletion and environmental degradation.

Comparing the Egyptian experience, which began at the eighties, with the French experience that began in the sixties, illustrates the importance of the review of what had happened and what should be done. Such review must predict environmental damages that would occur if development continues with the same policies.

It is important to note that Languedoc-Roussillion that was considered as a successful example of coastal tourist development suffers currently from being affected by environmental

degradation. This problem represent a threat to its rank on the top list of destination areas, especially with the appearance of new competitive destination on the pacific coast where virgin and pure land. French government began in the nineties to develop a new strategy for tourism development that is compatible with environment. This strategy will be discussed in the third part of the research.

Findings and Conclusion

Table of comparison between the French and the Egyptian experience of tourist development on the Mediterranean coasts

	Languedoc-Roussillion of France	Northwest coast of Egypt	Comment
Aims of development	<p>Aims of development can be summarized as:</p> <ul style="list-style-type: none"> - The expansion of tourist development at the Cote d'Azure - The creation of new tourist products that can compete with other tourist sites of the Mediterranean region in order to keep its famous tourist position - Tourist development in that site is a part of a global development in the region (agriculture, industrial, forestry,...) - The creation of new solution of environmental problem as deforestation and marshlands - The preservation of nature environment through the intervals 	<ul style="list-style-type: none"> - Development of new tourist products to encourage both international and domestic tourist - The development of the backward area to attract the population from densely populated cities and regions - Improving regional economic development and creating new jobs opportunities - Developing Bedouin communities and their life style - Promoting conservation of natural environment and minimizing negative environmental impacts 	<p>In the two cases, the economic benefit is the main objective of the development, but in France, the concentration on the competitive factor and the creation of new product is more defined. In the Egyptian experience, The fact of general goals is lacking realistic guidelines to realizing them. The execution of the plan failed in attracting international tourist and in realizing its goals concerning the Bedouins. Conservation of nature was common goal in the two projects.</p>
Environmental condition before development	<p>180 km along the Mediterranean coast Low flat sandy coast, without trees, with numerous ponds, formed by small coastal rivers and separated from the sea by an offshore bar of sand dunes. The proliferation of mosquitoes made this region, which was very hot in summer, very unpleasant.</p>	<p>70 km along the Mediterranean coast. Ares on the shore line available for sitting and swimming varies from one areas to another and becomes narrow in some areas where it is limited by sand dunes. White sand dunes in some areas are considered as a valuable natural element and must be kept, The site is generally considered as a valuable natural beauty.</p>	<p>In the Languedoc-Roussillion, the site was naturally poor and had some environmental problems that needed solutions. Contrarily, the North west coast was of a distinguished quality of nature.</p>

Main development concept	The principle idea was to build integrated tourist resorts, which were big enough to constitute new small towns, but separated by stretches of coastline, which had been left as Zone s of agriculture and forestry with largely prohibited building.,	The planning concept is based on the division of the site into four major zones on the base of topography and geology, and existing settlement An adulated development parallel to the shoreline and the coastal road consisting of series of resorts of different sizes and types. While settlement for permanent and semi permanent residences would be located to the south of the road (the hinterland)	Even though the two concepts appear similar but there is a great difference. The French plan considered the tourism development as part of an integrated and comprehensive plan that realizes general development. Tourism act with industries and agriculture as one unit that provide the economical and ecological improvement. But in the Egyptian case although the plan was considering the integration development but the actual plan is developing tourism on the coastal strip separately from other development.
Actions improving environment	Total cleaning of mosquitoes from the coast by chemical treatment in particular and by removing the marshlands. The reforestation of 6.000 hectares The adaptation of inland lakes fore water sports The establishments of all infrastructures.	Action improving environment was limited on the local level such as the creation of some artificial lakes and greenery, while the intervals were been disappears due to the uncontrolled expansions The only natural reserve at AlAmyd was not getting any importance or plans.	In the Egyptian experience, The actions improving environment was only mentioned in reports. They had not actually been executed mainly because either financial problem or because of the lack of awareness of their importance from government or investors part..
Main created activities	Water based activities such as: Harbors and marinas, water cruise and boats link, swimming and fishing. Nature and culture related activities: ecological sites, natural preserves, and camping sites and forestry. Besides industrial and agriculture activities. Ports and airport.	Water based activities are the only focused established activities. Some night entertainment activities are managed through some resorts, and no culture based or Bedouin based activities were been encouraged.	The Egyptian management failed in establishing new activities that can compete with other destination areas of the Mediterranean region. Neglecting other activities ensure seasonality problem that faces the North west coast of Egypt.

Environmental evaluation	Although that project is considered one of the most successful tourist project, the environmental degradation and the competition factors convince the government to review the projects action and impacts in order to solve its problems	There is no serious environmental degradation caused directly by the projects yet. However works in the stone quarries that take place along the high way changes the ecological balance and causes serious visual pollution	If the NWC development impacts are not serious now but according to the French example surely will be serious in the future.
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CHAPTER SIX

Legislations and Coastal Zone Management In the Mediterranean Region

CHAPTER SIX

6- Legislations and Coastal Zone Management In The Mediterranean Region

Introduction

Having discussed the tourism growth phenomena and the threats posed to the environment, it is necessary to explore the tourism development legislations controlling environment in coastal zones.

This would help in identifying points of failure of tourism development on coasts, and evaluating the efficiency of present legislations in protecting nature and resources, in order to derive the measures or regulations that could protect the natural environment towards achieving sustainable development.

In addition, this chapter attempts to discuss the regulations of different countries to avoid environmental degradation. It analyzes the efficiency of different measures on which regulations for controlling tourism development towards the sustainability of tourism on coasts are based.

This chapter concludes with a critique of the present management of the Northwest coast of Egypt

6.1 The Legislations Controlling Environment at the National and International Levels in the Mediterranean Region

With the significant awareness of the importance of the environment, the countries in the Mediterranean region have participated actively in the negotiations for environment related international agreements and are parties to almost all-major agreements. Most of them have ratified the regional agreements related to the Mediterranean Sea and have to a large extent, incorporated the substance of such agreements into their laws

6.1.1 The Mediterranean Region & International Agreements

Because of its intense oil tanker traffic and its peculiar oceanographic features, the Mediterranean Sea has been defined in the Maritime Pollution Convention (MAR POL) as a "special zone" in which discharge of hydrocarbons, chemical, and other substances from ships is strictly forbidden. The convention obliges all Mediterranean states to establish port reception and treatment facilities and to vary compliance by visiting vessels.

Pilot projects supported by the European Community have been successfully (as mentioned by the World Bank, 1990) implemented in Egypt, Greece, and Yugoslavia.

The global picture nevertheless remains unsatisfactory: a review of 60 ports in 40 Mediterranean countries showed that only 35 have reception facilities and that some of these are only partly adequate.

The countries of the European communities, Egypt and Israel have national contingency plans for oil spills. Yugoslavia and the North African states have yet to formulate plans.

Among the most important agreement are the Ramsar Convention which is concerned with the protection of waterfall habitat and other international significant wetlands; the Bonn Convention, which deals with the conservation of migratory species; and the 1983 Convention on International Trade in Endangered species of wild Flora and Fauna, which limits trade in endangered species. Except for Egypt none of the southern and eastern countries has ratified all these conventions.

6.1.2 Legislations & National Policies Controlling Coastal Development To Improve Environmental Protection

The first efforts to develop national legislation for environmental protection where responses to immediate problems and were not fully effective (World Bank 1990). Legislation that is more comprehensive generally followed, as in Algeria and France, to fill gaps or eliminate contradictions. An exception to this piecemeal pattern was Turkey's Environmental Law of 1983 (the country's first major attempt to address environmental problems).

Some countries are using older related legislation such as water quality or health laws. Furthermore, pollution control typically has a higher priority than resource conservation. Only, France, Israel, Malta and more recently, Spain, have effective legislation on coastal land use (Algeria and Syria are developing such programs). Laws and regulation to protect wildlife and cultural property although adequate in most European Community countries and Israel need improvement in most other countries in the region.

The review of national policies for controlling development in the Mediterranean coasts is important to identify the different methods of resolving problems. France and Turkey have laws for environmental protection, which will be shown as examples for appropriate legislations.

a- France: Laws, Organizations and Legislation for protecting the environment

The general law established in December's 16th, 1964, on water management and conservation is the first major "environmental" law in France. It created six new organizations "les agences financieres de bassin" or (basin financial agencies), to manage the development process (Bartone, 1995).

These agencies have been responsible at the level of a major hydrologic basin or group of basins, for supporting actions of common interests- mainly investments but also plant operation, monitoring, and research. They rely on their own resources from tariffs on water users and water polluters.

Their creation and organization reflect the basic concepts that water is a scarce economic resource and that its management requires a coordinating organization able to deal with associated externalities and to implement appropriate incentives.

In 1990, there was a significant shift from new investment to maintenance and operation (since the most necessary investments had already been made) and within investment, from treatment plans to collection networks.

The remaining expenditures are related to improvement of water resources, river rehabilitation, and scientific and technical assistance.

B- Turkey: Environmental laws and pollution control policy

Turkey's environmental laws are based on the principal that the polluter pays: an important and universally held principal of environmental policy that is only rarely put into practice in most countries of the region. But effective pollution laws also depend on regulatory and enforcement procedures, appropriate incentives, and political resolution to implement difficult decisions (Badran 1991). The city of Izmir has recently embarked on an aggressive campaign to deter industrial polluters- a campaign that is already showing results.

The program, launched in 1986, is managed by a newly created department of the city's water and sewerage authority, which monitors and controls industrial effluents. Effluents have been analyzed and placed in categories according to their respective levels of pollution

Izmir also uses pricing policy to encourage reduction of pollutants. Companies are billed for water discharged and recently introduced. Sewer use tariffs give special attention to suspended solids and other indicators. Incentives have also been used intensively.

The municipality provides assistance and financial incentives to industries willing to relocate from areas where the risk to public health is high. New industrial parks located away from the main

urban center will provide better facilities and lower costs pretreatment plans.

To encourage cooperation between the authorities and the private sector, routine discussions had taken place between the municipality and the Izmir Chamber of Industries, which represents six thousand private industries. These discussions seek pragmatic solutions to problems of compliance with the environmental laws.

Industries have found significant benefits in relocation, especially since the new industrial estates offered opportunities for expanding production, improving efficiency and reducing pollution. Industries have also incurred significant penalties for not complying with the new laws.

Comments

The two cases show the organized systems to support the environmental maintenance or conservation. Directing investment towards environmental issues is significant in France. On the other hand, Izmir pollution program demonstrates the importance of complementing national environmental legislation with effective local regulatory procedures, introducing incentives (especially in pricing), giving attention to urban land use planning, and securing full cooperation of the private sector with the local administration

The greatest significance of those examples for other Mediterranean countries is the establishing of agencies concerned with the environment, which could generate funds internally from pollution charges without relying on national budgetary support and in the implied threat of legal sanctions if charges are not paid. The main problem in that issue is that most of the national legislations are noncompliant due to some political and economical factors as will be discussed in (7.3.3).

The environmental control on the regional level is based on many criteria and several measures. Carrying capacity and environmental impact measures are the most important ways to manage coastal development. The following section evaluates the utility of those measures as efficient measures towards achieving sustainability.

6.2 Environmental Control Measures In Development

The behaviors, policies, and approaches to recreation and tourism have been changing. Agenda 21¹ defined nine priorities for government department, and representative trade organizations:

- 1 Assessing the capacity of the existing regulatory, economic and voluntary framework to bring about sustainable tourism
- 2 Assessing the economic, social cultural and environment implications of the organization's operations
- 3 Training, education, and public awareness
- 4 Planning for sustainable tourism development
- 5 Facilitating exchange of information skills, and technology relating to sustainable tourism between developed and developing countries
- 6 Providing for the participation of all sectors of the society
- 7 Design of new tourism products with sustainability at their core
- 8 Measuring progress in achieving sustainable development
- 9 Partnerships for sustainable development.

Those priorities can be defined as general guidelines for a new understanding of tourism and recreation. In the light of those priorities, planning and design methods showed new developments and approaches. They embrace all forms of tourism not just small scale; nature or culture based products and applies to cities, man made, visitor attractions, seaside resorts, small towns, national parks and other countryside areas.

The new understand of tourism based on the following principles:

- Travel and tourism should contribute to the conservation, protection and restoration of the earth's ecosystem,
- Travel and tourism should be based upon sustainable patterns of production and consumption.
- Nations should cooperate to promote an open economic system, in which international trade in travel and tourism services can take place on a sustainable basis.
- Environmental protection should constitute an integral part of the tourism development process.

¹ Agenda 21 was adopted in June 1992 by 182 governments at the United Nations Conference on Environment and development (UNCED) "The Earth Summit". The document prepared in 1996 by three major organizations translates Agenda 21 into program of action for travel and tourism. Source; WTO, towards environmentally sustainable development, Madrid, 1996

- Tourism development issues should be handled with the participation of concerned citizens, with planning decisions being adopted at the local level.
- Travel and tourism should use its capacity to create employment fully.
- Tourism development should recognize and support the identity, culture, and interest of local people.
- Tourism should respect international and national laws protecting the environment.

That importance of environmental protection through the sustainable tourism development approach creates a conflict between the different forces promoting tourism as will be highlighted.

Forces promoting tourism development

A. Supportive forces

1. Consumer pressures: - destination choice is influenced by environmental quality; and in the increase in alternative forms of tourism (green tourism, eco-tourism, special interest groups).

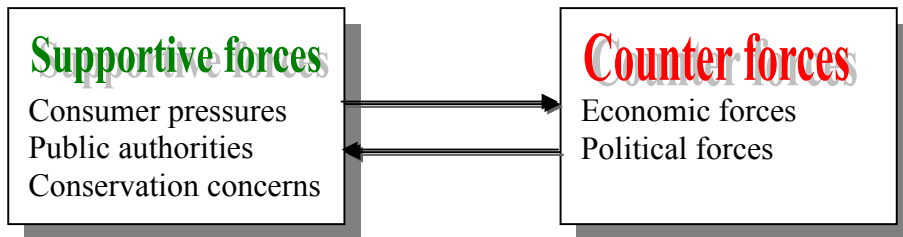


Diagram 7-1 shows the conflicts between forces supportive and counter environmental improvement in tourist projects.

2. Public authorities- not simply regulating development but encouraging good environment practice (e.g. polluter pays policies)

3. Conservation concerns and local opposition requiring environmental impact assessment and environmental auditing for major developments (e.g. channel tunnel, Euro Disney).

B. Counter forces:

1. Economic forces: economic imperative developers' interests in obtaining best return on investment and commercial profit in the short term.

2. Political forces: in Developing countries, the needs of foreign exchanges and employment often outweigh environmental considerations.

3. Conservation and preservation of natural resources and natural heritage are global as well as local concerns. For tourism to be sustainable, the type and extent of tourism activities must be balanced against the carrying capacity of the natural and man-made resources available.

According to the new understanding of the environment as a resource that has to be saved, and the forces acting to promote it, measures of environmental control will be explained in the next section

6-2-1 Carrying Capacity Measures

Carrying capacity is a measure of the maximum extent to which particular location or resource can be used without detriment to its image and sustainability (Inskeep 1991). The early definition provided by J. Tivy (1972) is:

The number of user-unit use-periods that a recreation site can provide each year without permanent biological and physical deterioration of the site's ability to support recreation and without appreciably impairing the quality of the recreation development.

This definition is still relevant. The WTO (1990) defines the carrying capacity as:

- The levels, which can be maintained without damage to the surrounding physical environment and without generating socio-cultural and economic problem to a community;
- The maintenance of balance between conservation and development;
- The numbers of visitors that are compatible with the image of tourist product and the types of environmental and cultural experiences that visitors are seeking.

The main problem facing the understanding of the carrying capacity concept is the way to determine that balance and the way of testing it, it cannot be tested in a place then applied in another. Each area and its type of tourism is unique, and the criteria for measuring carrying capacity must be specifically defined for the

area. Carrying capacities must vary from place to place depending on factors such as:

- The fragility of the environment and local lifestyles and customs;
- The quality of experience sought by tourists in choosing that destination;
- The benefits sought from tourism and the extent to which the local community is involved;
- The facilities and services available and the extent to which the infrastructure can meet demand;

For practicing purposes, some literatures try to measure carrying capacity in a number of ways

Table 6.1 shows different criteria according to which the Carrying capacity measurements are based.

Criteria	Example of measurements
Physical	Density of development (beds/ha), intensity of use (visitors/ha), ratios (tourists/residents), floor coverage, plot ratios
Psychological	Perception of crowding and spatial quality (area/user), disturbance, conflicts with other user activities (behavioral studies, travel behavior models)
Biological	Changes in land use, damage to vegetation, disturbance of wildlife, pollution (environmental impact analysis)
Social	Extent of interaction and tourism dominance acceptable to host community (social surveys)
Economic	Benefits achieved (economic models), employment gains (direct and indirect), opportunity costs and negative impacts, congestion models
Infrastructure	Cost of infrastructure provision (cost/heat), capacity available (roads, water, power, waste treatment), benefit to community

The analysis of the final carrying capacity levels must establish a balance among positive and negative factors and hence the volume of tourism that will bring optimum benefits to a country or region, the local population, and the tourists themselves to maintain their satisfaction levels.

Seasonality that characterizes most of coastal areas is an overriding consideration in the concept of carrying capacity. The peak tourism demand must be considered in calculation of carrying capacities

The capacity of beaches is probably the most studied of all tourism capacity standards, in part because they are one of the most important types of tourism resources and have too often been overdeveloped. Beaches are easily measured in relation to the length of the sea frontage and depth. Quality of the beach underwater features and hinterland topography are taken into account measuring capacity.

Comments

What complicates the analysis of carrying capacity for some areas is the fact that the physical level of damage, the residents' and tourists' perceptions of saturation levels may be different. Tourists may accept higher saturation level in terms of crowding, than do residents, or the actual level of environmental damage may exceed both the residents' and tourists' perceptions of environmental problems.

In addition, perceptions of congestion vary among cultural areas of the world.

Then determining carrying capacity standards for an area can be misleading in the case of the existence of conflict between the actual environment saturation and its perception. That conflict explains the difficulties of measuring the carrying capacity of an area and can cause failure of environmental improvement in many areas especially when economical measures dominates the decision the decision making process.

Carrying capacity analysis does not replace environmental and social impact assessment of destination areas or continuous monitoring of impacts of tourism. Impact assessment should still be done as a complementary action to carrying capacity analysis for providing another technique of ensuring that capacities are not exceeded and especially to detect specific impact problems that may have been overlooked in the capacity analysis.

6.2.2 Limits of Acceptable Charges (LAC)

The concept of limits of acceptable charges (LAC) provides an interesting alternative to the concept of carrying capacity. Developed by the US forester service (Stankey .1985) the LAC system is a framework for defining acceptable resource use,

emphasis being given to the conditions desired in the area rather than to how much the area can tolerate. It requires a political decision about what is acceptable. It may be based in addition on a collective agreement (by managers, users and experts) on the limit of use, which should not be exceeded. Agreed conservation/ use standards corresponding to these objectives are to be defined and permanently monitored. The monitoring applies to both resources and visitors, (patterns of use and satisfaction).

Comments

This approach calls for a good match between the site and its resources on the one hand and corresponding segments of the tourism market on the other. However, it plays as an agreement or convention between forces of development monitoring to tolerate some beneficial balance between protection and development.

However, such approach could not ensure sustainability to tourism development in some critical cases. The dynamic feature of tourism and the relative environmental impact needs decisions that are totally based on the future forecasting of environmental condition in order to prevent its degradations. In the LAC process, such degradation may be tolerated in order to realize economical benefits. In case of areas of unique values, this tolerance may cause controversial results on both economical and environmental levels. This argument must be taken in consideration when convincing economic and political forces.

6.2.3 Environmental Impact Measures

The specific environmental impact control measures that are applied during the planning process to prevent environmental problems or that can be applied as remedial techniques to lessen or eliminate existing problems, and are also important in maintaining or improving overall environmental quality are listed below:

- Installation of water supply and sewage disposal systems for hotels and other tourist facilities that meet local standards, if they are of sufficiently high level, or internationally accepted standards in order to prevent pollution problems.
- These systems should utilize conservation techniques where feasible.

- Development of electric power systems that, in addition to providing adequate and reliable power, utilize conservation techniques;
- Use of proper solid waste disposal techniques with recycling of waste products to the greatest extent feasible.
- Construction of adequate drainage systems to prevent flooding during rainy periods and standing water that may cause health problems;
- Development of adequate road and other transportation systems in order to prevent traffic congestion, and maximizing use of mass transit and pedestrian systems;
- Provision of open space and parks and generous use of suitable landscaping on hotel and resorts sites, at tourist attraction features, in urban areas, and along shorelines, roads, and walkways.
- Application of land use zoning regulations with suitable development standards and good site planning principles in tourism areas, including standards such as adequate setback of buildings from shorelines, attraction features, and roads, and maximum densities and building heights. Recreational use zoning must also be applied to water areas.
- Careful management of visitor flows and, where necessary, application of visitor use controls at natural and cultural tourist attractions to avoid congestion and environmental deterioration of these places.
- Application of suitable architectural design standards and use of building materials for all structures in tourism areas so that they are architecturally and environmentally compatible, and make use of energy conservation design techniques.
- Prevention of linear commercial development along roads and shoreline through effective land use planning and zoning;
- Requirement for under grounding of utility lines in tourism areas and careful siting and landscape screening of utility stations;

- Control of littering through tourist and general public education and placement of litter receptacles; Legal prohibition of littering is commonly enacted with fines imposed on letterers.
- Proper maintenance of tourist vehicles (buses, taxis, rentals cars, boats, etc.) so that they do not generate an undue amount of air and noise pollution, and use of nonpolluting vehicles, such as electric cars or shuttle buses in resorts.
- Establishment of controls on ship bilge cleaning operations and dumping of garbage and litter into any water areas;
- Control or prohibition on use of motorized boats in environmentally sensitive water areas in order to prevent water and noise pollution;
- Establishment of control on:
 - 1- Collection of live seashells, coral, turtle shells, and ornamental fish by tourists and by local persons for sale to tourists as souvenirs;
 - 2- Spear fishing;
 - 3- Mining of beach sand and coral formations for constructing purposes;
 - 4- Use of boat anchors in coral-bottom bays and harbors;
 - 5- Collection of scarce species of plants and animals by tourists or for sale to tourists;
 - 6- Cutting of trees for use as firewood in camping and trekking areas; and
 - 7- Feeding of wild animals
 - 8- Any other tourist use controls necessary to prevent environmental problems in tourism areas should be applied.
- Requirement for proper design of boat piers and marinas so that they do not lead to erosion or other problems
- Organization of proper building, park, and landscaping maintenance programs for public areas, and encouragement of good maintenance in private development;
- Maintenance of environmental health and safety standards for both residents and tourists, especially to control environmentally derived diseases and high accident rates resulting from traffic congestion, fires, and other hazards.

Comments

Even with the accumulation of the considerable understating about environmental impacts, it is very difficult for a development and management plan to anticipate all types or extents of impacts that may occur.

Those measures are used as guidelines for the development process, but establishing them as regulations to control development is not taking place in many countries. On the other hand, countries where environmental impact assessment is established, the precise format vary from one country to another.

Therefore, these variations are not due to different environmental conditions but are influenced by political and economic factors.

This is due to the open ended means of some measures, *-suitable planning,, careful management...-* which mean that the datum line of environmental control is not determined through pure environmental studies -Minor impact and moderate impact on environment may be sometimes acceptable when the economical benefit is significant.

Despite the best planning and controls, some environmental problems may arise. Continuous monitoring of environmental impacts must be maintained, with any necessary remedial measures taken.

In the case of tourism development on coasts, environment is the main resource on which development is based. According the growth cycle of tourism products, the degradation that occur to a site can cause the rejection of that site as a destination area. This fact needs a very careful control system and management that not only prevent the negative impacts but also provide positive additions to the environment that is already threatened by surrounding developments. Then the environmental impact measures for tourism development on coasts must vary according to the context and positively directed towards sustainable development.

Having discussed the different measures for managing coastal development, the discussion extends to explore some management approaches in some Mediterranean countries.

6-3 Coastal Zone Management In The Mediterranean Region

The Mediterranean coast is a favorable destination to many tourists. Tourists flock there, cities began there and continue to expand, and industries chose coastal sites for factories. In almost every country of the region, this land-water interface is under pressure from conflicting land uses. Because of the sensibility of the coastal ecosystems and the pressure arising from competing claims on their scarce resources, coastal zone management represents a critical challenge to environmental policy makers in the Mediterranean region.

The process of concentration of different uses such as tourism, industries, and large cities in the coastal areas, it is essentially irreversible- once coastal land has been developed for urban, industrial or tourism purpose, it is almost impossible to turn it to open space or agricultural land.

UNEP's Mediterranean action plan (1990) gives priority to coastal zone management and is working closely with several countries to develop pilot projects that are likely to lead to major investment.

Some of these management programs will be analyzed while focusing on ministries and agencies concerned. As failure of environmental improvement can be a direct cause of noncompliance with legislation and regulations, the factors behind such problem will be discussed below.

6.3.1 Examples Of Coastal Management

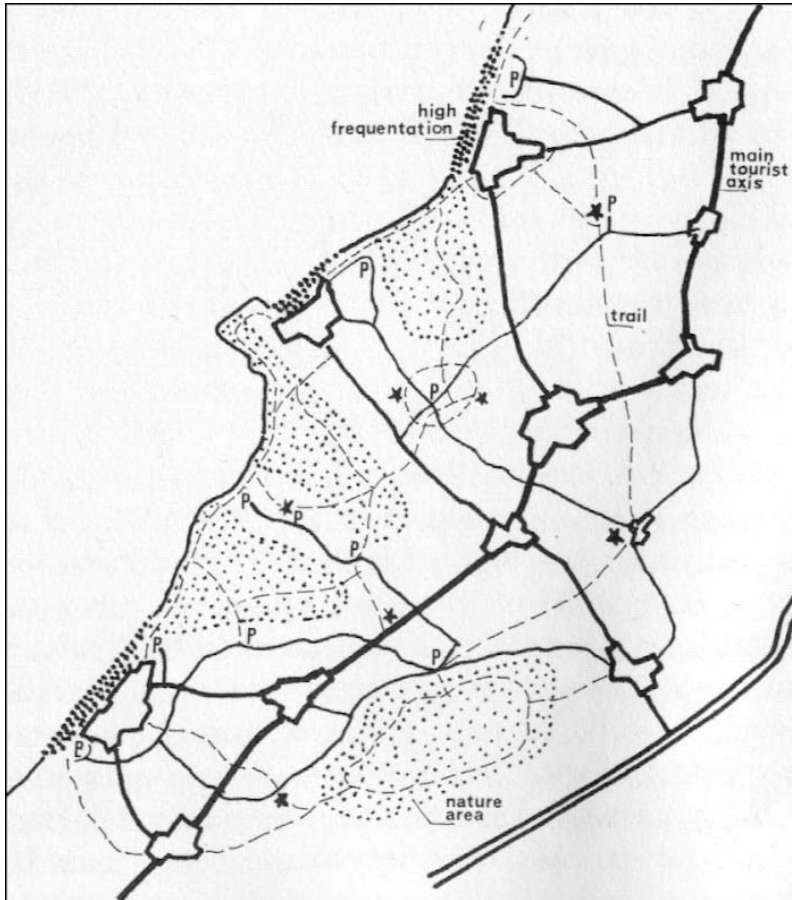
France, Spain, Turkey, and Israel management experience are representing different trends of managing coasts on the Mediterranean coasts. These experiences are summarized as follows

6.3.1.1 Coastal zones management in France

The coastal zone in France, which is intended to avoid, the uniform strip development along the coast, prohibits construction within a minimum of 100 meters from the water's edge as well as in the nature preserves.

Other regulations are to limit the construction of new roads and to guarantee public access to the shoreline.

Fig 6. 1 shows the French policies of access to the seashore



Source: Bovey, B. and Lawson, F. 1977

The Recommendations designed to conserve the prime areas of the shore whilst facilitating recreational use include:

- Conservation of important natural areas along the seashore and its hinterland, and prohibiting access by car
- The in-depth development of facilities is not necessarily related to the seashore
- Access to the parking near the popular beaches and areas of high frequentation
- Specialization of the existing road network with the main tourist axis parallel to the coast but at a distance of at least 2 km
- Perpendicular roads leading directly to the high frequentation areas

- Secondary roads offering tourist circuits around the main attraction areas

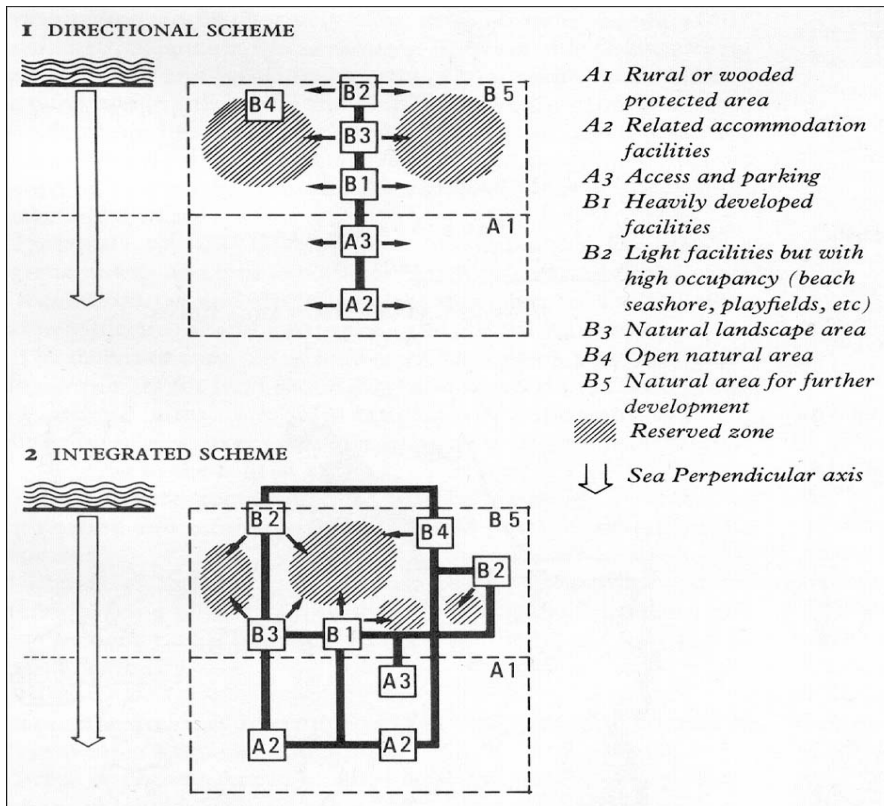
Source: *tourism and recreation development*, (Baud-Bovy, 1977)

Land use and urban planning regulations support coastal zone management; they provide master plans (shemas directeurs) and more specific municipal land use plans (plans d'occupation de sol) that are compulsory in coastal area and include provisions for environment protection.

Many planning regulations refer to a general law for protection of nature (law 76/629 of July 10, 1976), which recognizes environmental conservation as being in the public interest, and calls for environmental assessment for major investment projects. (Taylor, V. 1995)

Fig 6. 2 Shows the development plan of Basse Normandie, France:

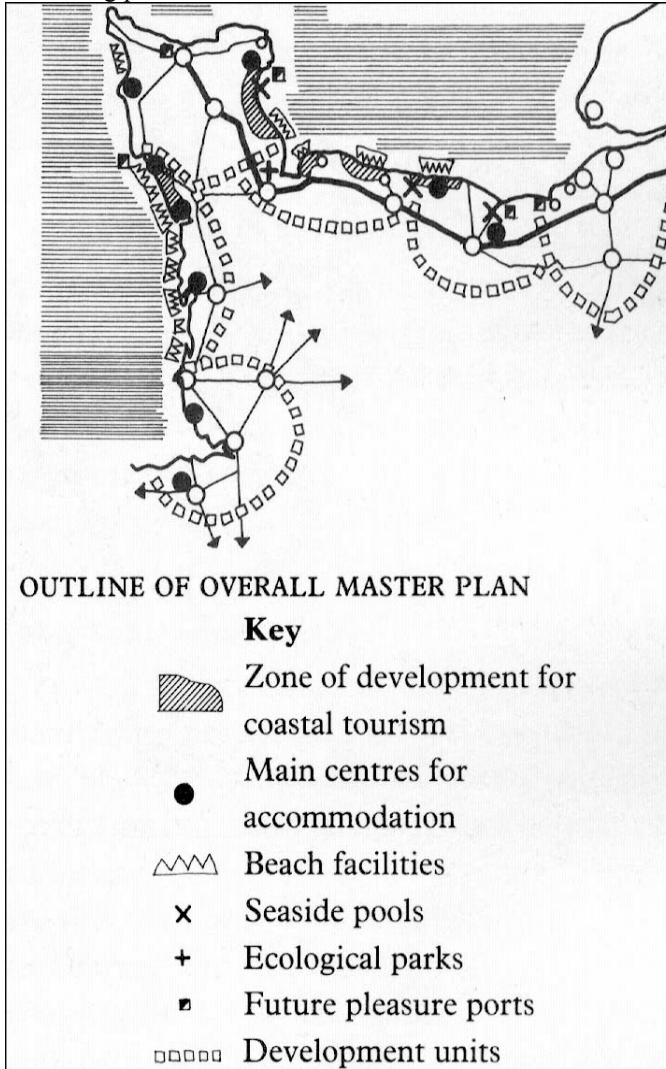
Providing protection of sensitive areas on the coast



Source: *tourism and recreation planning*, Manual Baud Bovy, 1977

Fig 6. 3 Shows the development plan of Basse Normandie, France:

Providing protection of sensitive areas on the coast



Source: *tourism and recreation planning, Manual Baud Bovy, 1977*

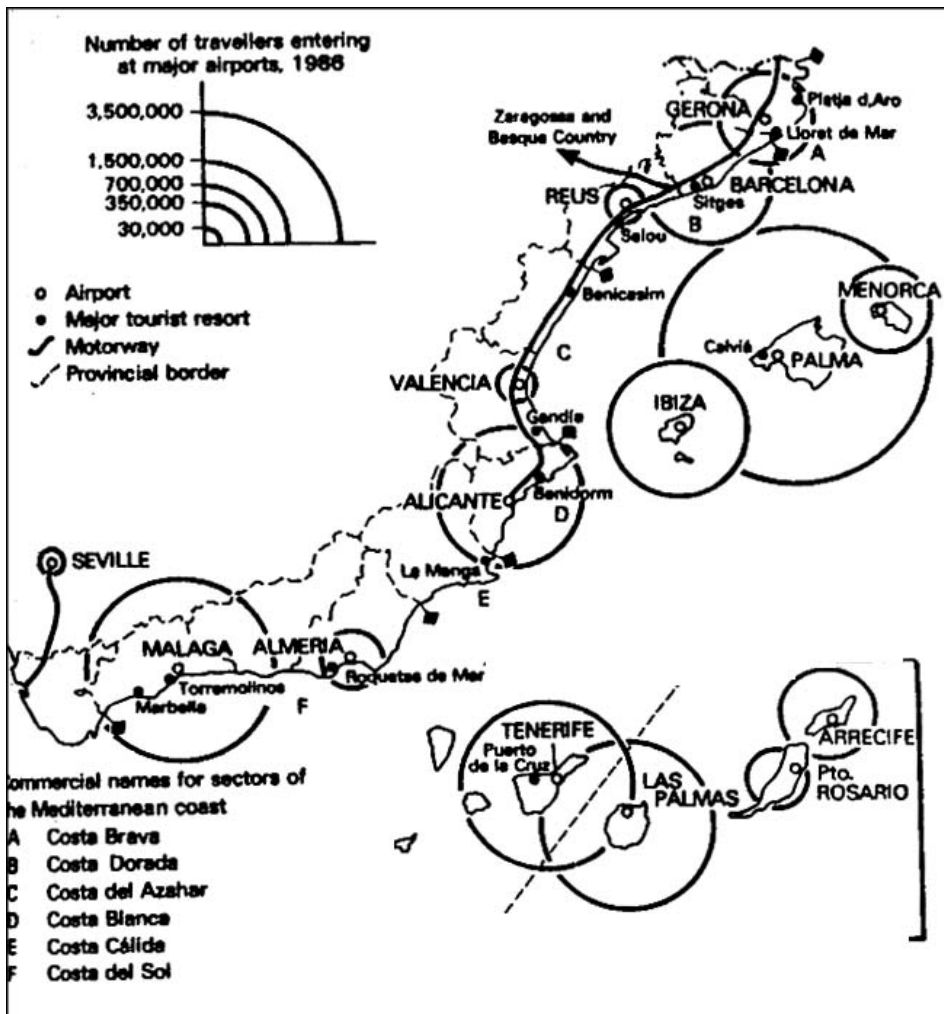
The "conservatoire de l'espace littoral et des rivages lacustres", founded in 1975, has purchased coastal land of special ecological interest.

6.3.1.2 Coastal zone in Spain

Inadequate development control in Spain's coastal areas has had detrimental consequences for the environment and has led to a blight of high-rise buildings in prime locations.

About 42% of the country's 8,000 kilometers of coastline is still unoccupied, and a new coastal law (ley de costas 22/88) has been enacted to protect these areas from unregulated development.

Fig 6. 4 Shows the distribution and volumes of tourist development areas on the Mediterranean Coast of Spain



Source: Badran, (1991)

This law reaffirms the traditional status of the coastline as a public domain and defines more precisely the conditions for access to and use of coastal land.

It identifies an inner coastal strip of 500 meters in which development is subject to more stringent rules than in the hinterland.

Public access to the sea is guaranteed, and few exceptions are narrowly defined.

Regional or municipal regulations can be more stringent than the national law.

6.3.1.3 Coastal zone in Israel

In Israel most of the 190 kilometer coast is either unoccupied or is used for activities that do not especially need to be near the water's edges.

About 70% of the population lives within 15 kilometers of the coast.

Today, the demand for coastal recreation is rising, and pressures is mounting for development of coastal land.

At the same time, environmentalists are insisting on conserving parts of these lands, and policymakers are coming to appreciate the coast as valuable resources.

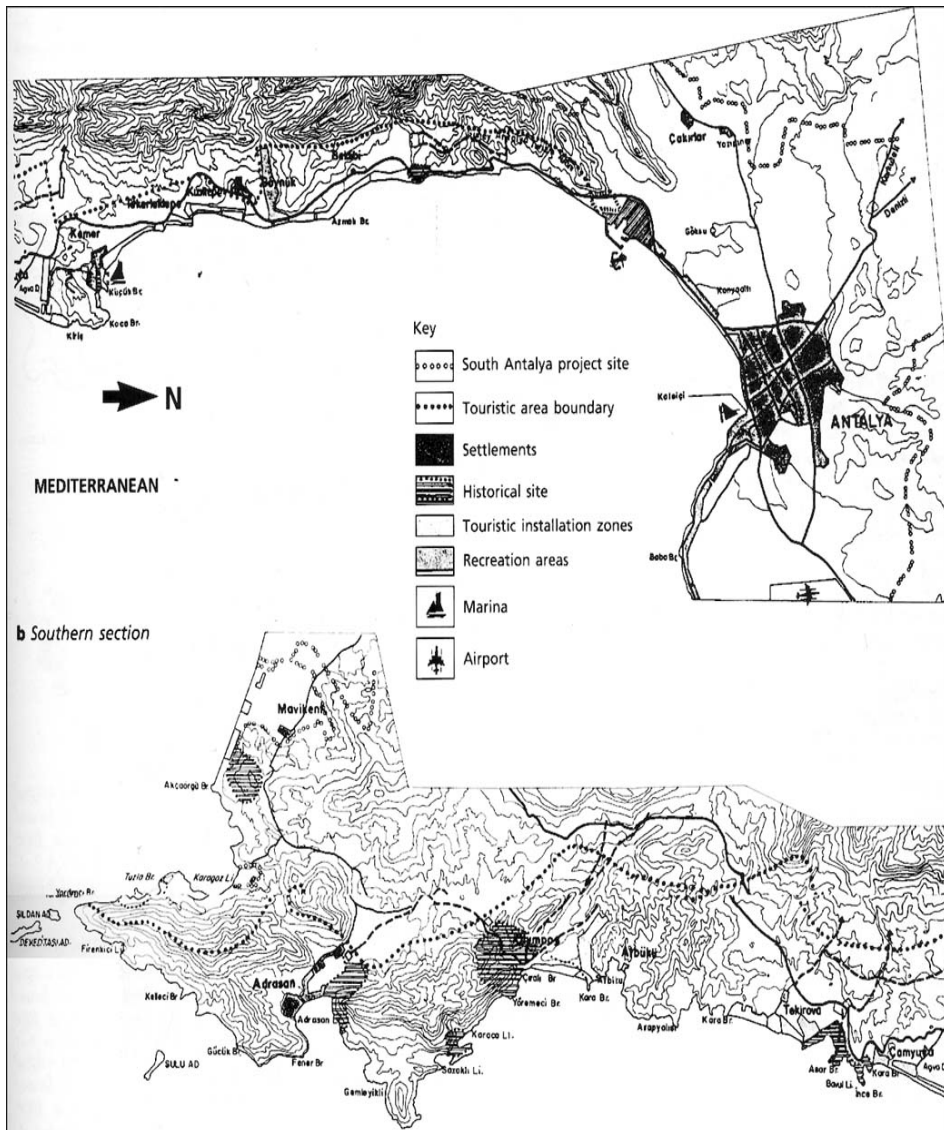
A multidisciplinary team commissioned by the Israeli environmental protection service in the mid-1980s prepared a statutory land use plan for the coast, which assessed its suitability for tourist and recreation development based on geologic, vegetation, and landscape surveys.

The plan includes regulations for the protection of natural and man-made resources, for maximum visitor capacities, for beaches services and accommodations, for location of offshore structures, and for development of river mouths.

6.3.1.4 Coastal zone in Turkey

Very few examples of successful coastal zone projects exist. One is the South Antalya tourism project in Turkey, which was assisted by a World Bank loan appraised in 1976. The project includes development of infrastructure, (roads, water supply, sewerage, solid waste disposal, electricity and telecommunications) and tourism services (small crafts harbors, campgrounds, and beach facilities) to support private sector hotel development.

Fig. 6. 5 shows South Antalya tourism development, Turkey



Source: tourism and recreation planning, Manual Baud Bovy, 1977

The project covers a coastal area extending 80 km south from the new Antalya¹ Port to the Gelidonya headland and is entirely within a national park. In 1976 a master plan was prepared and a list of priority projects was stated, including major roads, water supply, sewerage, hotels, marinas, etc.. Revisions to the master plan were incorporated in 1988 and 1990. The current plan aims for a total bed capacity of 65 500, plus a golf course and additional facilities to attract visitors inland, away from the seashore. The state was responsible for the protection of the natural and historic environments as well as providing social facilities (health centers, tourist offices, hotel training center).

Other components include national park facilities, preservation of archaeological sites, and training and housing for employees. All this was done within the framework of comprehensive coastal master plan.

The above approaches of coastal managements depends mainly on the Polluter pays concepts, and, or the building restrictions, on the beaches. Restrictions are always the results of not only the environmental issues, but also economical and political factors. Such regulations face usually non-compliance because of many factors that will be discussed in section 6.3.3, this is one of the reason of the inefficiency of such regulations.

6.3.2 Ministries & Agencies who are Concerned With The Environment In The Countries of Mediterranean Region

Until recently, few countries had given sufficient emphasis to environmental matters in their national administrations. Recently, Israel, Italy, and Egypt stressed their commitments to environmental protection by creating ministries of environmental affaires.

Most others countries have a special agency in the prime minister's office (Tunisia and Turkey) or in the Ministry Of Public-Works (Greece and Spain) agriculture (Cyprus) interior (Morocco) or, education (Malta). These ministries and agencies typically have a role in setting policy, although there is often a high level council

¹ *Source: Tourism & recreation, Handbook of planning and design; Fred Lawson, 1998)*

that makes final decisions and coordinates with other agencies. Some central agencies are also responsible for monitoring, but usually they share this function with other bodies.

In Yugoslavia, tourism functions are delegated to the republics and communes.

In Italy, where environmental laws are national in scope and authority, most implementation is delegated to regional and local agencies.

In Turkey, national capacity is still being built up, but the principal municipalities can do much within their existing powers.

In Algeria, the devolution of some environmental responsibility to local governments is gaining momentum.

France, Israel, and Spain are following a similar path. Regional river basin authorities such as the (Agences Financieres de Basin) in France are working effectively in both the allocation of water resources and the funding of pollution control measures.

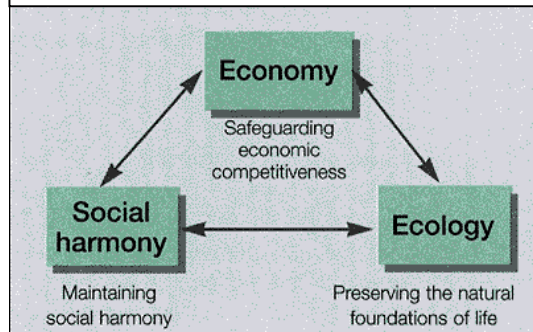
In most Mediterranean countries steps needed to be taken towards the more active and effective enforcement of environmental laws and regulations. Ensuring that public sector industries comply with environmental standards requires particular attention.

6.3.3 Conflicts And Factors Behind Noncompliance With National Legislation and Regulations

The World Bank (1990) determines factors behind noncompliance with national legislation as:

An important factor behind noncompliance with national legislation is the delay, once a general framework law is adopted, in issuing the necessary supplementary decrees. Furthermore, the subsidiary legislation and regulations are often unenforceable because they are inappropriate or unaffordable.

Diagram 6. 2 shows relation between economy and environmental components as explained by the new trends of tourism



This is particularly true in the South, although it applies in the industrialized North as well. Enforcement agencies often do not have the capability to enforce standards, especially in countries in which environment is not a political priority. Many countries have ineffective regulatory measures, such as fines that have not been indexed to inflation.

Only recently, have environmental impact assessment studies become a common element of the projects preparation and approval process. The European Community is implementing the strong directive that requires such impact assessment for public and private sector projects.

Algeria, Cyprus, Egypt, Malta, Turkey, and Yugoslavia, either are using these assessments for selected projects or are developing systems that are more comprehensive. UNEP and the priority action programs have developed simplified impact assessment methods. Effective environmental management usually requires regional and local monitoring and enforcement, but it has sometimes proved difficult to balance responsibilities among central regional and local authorities.

The overlapping of responsibility of different agencies and ministries makes controlling environment and the execution of regulations difficult and unaccomplished.

What compounds the property rights issues is that the coordination between land management agencies is often inadequate. Local management is underdevelopment and funding is insufficient. In some sectors jurisdiction over land management is split among several agencies and good mechanisms for coordination are lacking and there is a strong confusion between ministries and agencies concerned with environmental control.

The World Bank research about environmental degradation specify the main causes of environmental degradation in (World Bank 1990):

1. The inappropriate economic policies.
2. The inadequate environmental management and planning
3. Inadequate environmental awareness and political wills
4. The inappropriate technologies

These previous factors cause serious failures in the maintaining of the environmental control through development. it is important to understand their impacts on environmental degradation and on tourism sustainability by consequences.

6.3.4 National Policies Failures causing Environmental Degradation

Every country of the region sees economic growth as a means of alleviating poverty and improving the welfare of its people. However, the disregard for the environment and the natural resource base could jeopardize the long-run prospects for that very growth. This is particularly true in the South, where the depletion of scarce natural resources could seriously limit economic growth unless greater efforts are made to hold the use of resources to the rate of regeneration.

At this part of the study it is important to notify the numerous and complex causes of environmental degradation in the Mediterranean region. These causes are directly or indirectly related to the tourism development management and organization as they are related to all other types of development, but by identifying them, the whole perspective could be explained. They can also influence tourism growth itself. Many of these factors have been exacerbated in the failure of the economic system to take the costs of environmental degradation into accounts and to provide adequate incentives for environmental protection and the conservation of the natural resources.

Such causes are notified in a study of the World Bank of the pollution in the Mediterranean Sea

6.3.4.1 The Inappropriate Economic Policies.

Efficiency in energy consumption is an important issue especially in the South, where large aggregate increase in energy consumption will occur in the future. Adequate prices would encourage the efficient use of resources and would provide an incentive for the recovery and reuse of many types of materials Thereby reducing environmentally detrimental practices.

The deficits and large fiscal losses brought about by low fixed output prices also leave few resources for abating pollution.

Higher output prices would encourage investment in pollution abatement. In Egypt, the net budgetary burden of public industrial companies in 1984 equaled 22 percent of the fiscal deficit.

In most countries, particularly in Algeria, and in Egypt land irrigation accounts for 75 to 90% of water demand subsidies for irrigation water discourage both reuse of treated industrial wastewater in irrigation and investment in water conservation techniques.

If prices of water supply and disposal were equal to their long run marginal cost, water consumption would be in better equilibrium with long term supply. However, in most countries of the region prices are far below marginal costs. In Algeria, Egypt and Yugoslavia water prices are at most 20% of marginal costs and do not vary within the county to reflect differences in supply costs. The rapid adoption of such pricing policies however is likely to be impractical for several reasons:

- Water prices are far below economic costs in almost every country in the region and in some countries, the required price increase would be so large especially for farmers, some industrialists, and low-income households as to be politically untenable. In countries where ground water is important, many employees have legal and cultural precedent of free access to water. The long-term cost of water supply is uncertain (cost estimation however is more predictable in countries that are already experiencing water crises and have limited technical options.
- Underpricing of nature resources and environmental goods and services so that they are treated as free goods
- Use of subsidies that lead to negative impacts on environment: poorly planned coastal development; inappropriate farm mechanization; and over use of agricultural chemicals; livestock feed supplement; and subsidize irrigation.

6.3.4.2 The Inadequate Environmental Management And Planning

Because of the intense pressure being placed on the land in coastal areas, development pressures and property rights issues frequently clash with land use planning and environmental protection. Governments often find it difficult to control land use effectively especially in cases of acute conflict. Land use planning is often unrealistic and government lacks the will and means to enforce them. These problems affect not only delicate coastal areas and wetland but also agricultural land and disposal sites for solid and hazardous wastes. The expansion of urban and agricultural areas increases the pressure on wetlands and other natural areas.

As has happened in Egypt and Tunisia, governments often tolerate encroachment on public lands by small-scale private developers and only later regularize land titles. This leads to the exploitation of

public land that have either been reserved or for other issues or those remain, uninventoried on the government land register.

For example in Egypt, the Ministry of Agriculture & Land Reclamation and the Ministry of Irrigation shared responsibility for irrigation. In Tunisia, the directorate of forestry oversees grazing and grassland management and the directorate of soil and water conservation is responsible for erosion control and catchments management. Turkey's forestry Ministry has four directorates with overlapping in jurisdictions for: logging and timber management afforestation and erosion control forest village affairs and national parks and environment.

Except in France Israel Malta and areas adjacent to some large cities, zoning and other forms of land management has largely been ineffective as means of controlling coastal development. Although plans are often technically consistent they are generally formulated without consultation with public or private interest, which undermines their commitment to land implementation.

The scientific and economic value of coastline lands and ecosystems has not been adequately inventoried or assessed. National parks wildlife areas and fisheries reserves have been created in the region but there is little active management. The physical and biological degradation of wetlands and other coastal ecosystems by water pollution and local disposal of wastes compounds this exploitation.

Inadequate environmental management and planning can be mainly caused by:

(a) Land use and property rights

- Weak or conflicting property rights to land and water resources and lack of access to institutional credit
- Imposition or adoption of inappropriate system of rights
- Complexity of rights for example simultaneous application of national traditional and legal systems
- Breakdown of traditional rights to land and water resources
- Strict maintenance of traditional regulations and laws of land inheritance

(b) Lack of organization and management

- Inadequate data and poor use of data for decision making
- Weak institutions
- Lack of coordination poorly defines institutional mandates
- Inappropriate or under developed legislation

- Inability of environmental and natural resource management agencies to retain users fees or to receive priority in national budgeting process
- Inadequate use of physical and economic planning especially in coastal zones and urban areas
- Under-investments in research and development limits use of applied research

6.3.4.3 Inadequate environmental awareness and political wills

Historically environmental action has rarely been initiated by the public and private sectors, which usually focus on short-term concerns. Environmental issues often found their way into governments and private sector agendas and into industrial policies; owing to the efforts of non-governmental organizations, which particularly in the European countries have succeeded in articulating public concerns about environmental degradation. In the southern countries, scientists and their organizations are striving to bring environmental issues to public attention but public awareness still lags. Environmental concerns are likely to be voiced in terms of increase demands for public health and social services, as environmental problems affect primarily the rural and urban poor. Governments already challenged by rapidly expanding needs for education, housing and health will find increasing difficulty to address environmental issues as immediate priorities give out long-term needs.

6.3.4.4 The Inappropriate Technologies

Combination of property rights issues prices and subsidize that makes inappropriate technologies attractive. Examples are deep tube-wells in non-recharging aquifers and deep tube-wells in areas traditionally reserved for shallow wells; mechanization of marginal agriculture and feed and water supplements for livestock on nonproductive ranges; insufficient investments in drainage.

The following table summarizes causes and impacts of inadequate national policies, and regulations.

Causes	Impacts	Environmental effects
<p>1. The Inappropriate Economic Policies</p>	<ul style="list-style-type: none"> • Inefficient use of resources and abuse of the natural capacity of the environment to absorb wastes under-investment in efficiency of use protection and remedial measures • Discouragement of cost efficient solutions, tendency to overuse resources 	<ul style="list-style-type: none"> • Accelerated depletion of forestland range natural habitat air and water resources inadequate investment for remedial measure extension of agricultural and urban development into inappropriate area especially coastal areas. • Excessive uses of pesticides that pollute ground and surface water and create health hazards. • Degradation of coastline areas fisheries forests and rangelands water-logging and salinization.
<p>2.The Inadequate Environmental Management And Planning</p> <p>(a) Land use and property rights</p> <ul style="list-style-type: none"> • Unwillingness to invest in conservation • Conflicts between governments and users , , encouragement of short term approaches to resource use • Difficulty in reconciling competing uses of for example water, rangeland, and conflicts over the rules in effects. • Replacement of common property regimes by systems of individual maximization affecting for example fisheries and grazing • Continuing land-holding fragmentation, multiple ownership of parcels makes management decision difficult and reduces incentive to invest in land. 	<ul style="list-style-type: none"> • Continued degradation of resources inability to finance conservation or remedial measures • Inappropriate policies heightened conflicts concerning use with displacement of traditional use and customary users and pressure on marginal lands • Difficulty in transferring resources from one use to another users uncertainty about rights and tenure promotes resource depletion • Resource depletion by over-investing and over stocking soil erosion damage to sources of basic productivity • Over-cultivation and over use of water inefficient use of agricultural chemicals slow adoption of new technology and management system 	

<p>3 Inadequate environmental awareness and political wills</p>	<ul style="list-style-type: none"> ● Failure to recognize scarcity and the insidious effects of moving from higher to lower capability land and acceptance of short term gains with inadequate attention to long term costs ● Increased intensity of resource use, failure to recognize fragility and finiteness of such resources as coastal zones wetlands deep aquifers wildlife habitats and estuaries emphasis on cure rather than prevention. ● Transfer of costs from one jurisdiction to another and incentive to pollute more and to use resources to preempt use by others . 	<p>(b) Lack of Organization and management</p>	<ul style="list-style-type: none"> ● Weak policy analysis program development inefficient targeting of resources ● Poor data and planning methods ,weak implementation, tolerance of inefficiency ● Gaps overlaps and conflicts in policy planning and implementation ● Ineffective laws and regulation laws and regulations ● Under-funded agencies for environment and natural resource management ● Inappropriate land development, poor access to services, congestion, problems and higher cost in services ● Advocacy and use of inappropriate or outdated technologies lack of scientifically based solution to problems 	<ul style="list-style-type: none"> ● Ineffective implementations; limited information on outcomes, distribution, and status of resources; reactive management ● Ineffective management failure to enforce legislation inability to raise resources Institutional friction waste of resources high cost provision of inefficient services ● Lack of progress even on key environmental issues ● Continued passive approach to management ● Irreversible destruction of resources especially in the coastal zone and inefficient use of available land . Unnecessary destruction of natural habitats ● High cost solution public-unwillingness to accept or inability to afford recommended practices
	<ul style="list-style-type: none"> ● Acceptance of over use of land and water resources and of irreversible change in land-resources inadequate attention to resource conservation. ● Increased use capital inputs and failure to recognize critical points beyond which resource systems fail to recover. ● Damage to health, soil and vegetation from air pollution and inefficient use regional aquifers and displacement of shallow wells by deep tube-wells over fishing. 			

<p>4 The Inappropriate Technologies</p>	<ul style="list-style-type: none"> • Over-pumping of groundwater • Mechanized clearing and cultivation of areas unsuited to continuous cultivation • movement of livestock into marginal areas • Overuse of water failure to drain irrigated areas 	<ul style="list-style-type: none"> • Excessive pumping of aquifers and poor waste use contributing to salinization Irreversible loss of resources displacement of traditional shallow well users • Depletion of nutrients soil erosion loss of land productivity an desertification • Rangeland degradation and loss of organic matter creating preconditions for desertification • Water logging and preconditions for salinization.
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Table 6.2 Shows Causes, Impacts and effects of inadequate national policies

6.4 Northwest Coastal Zone Management In Egypt

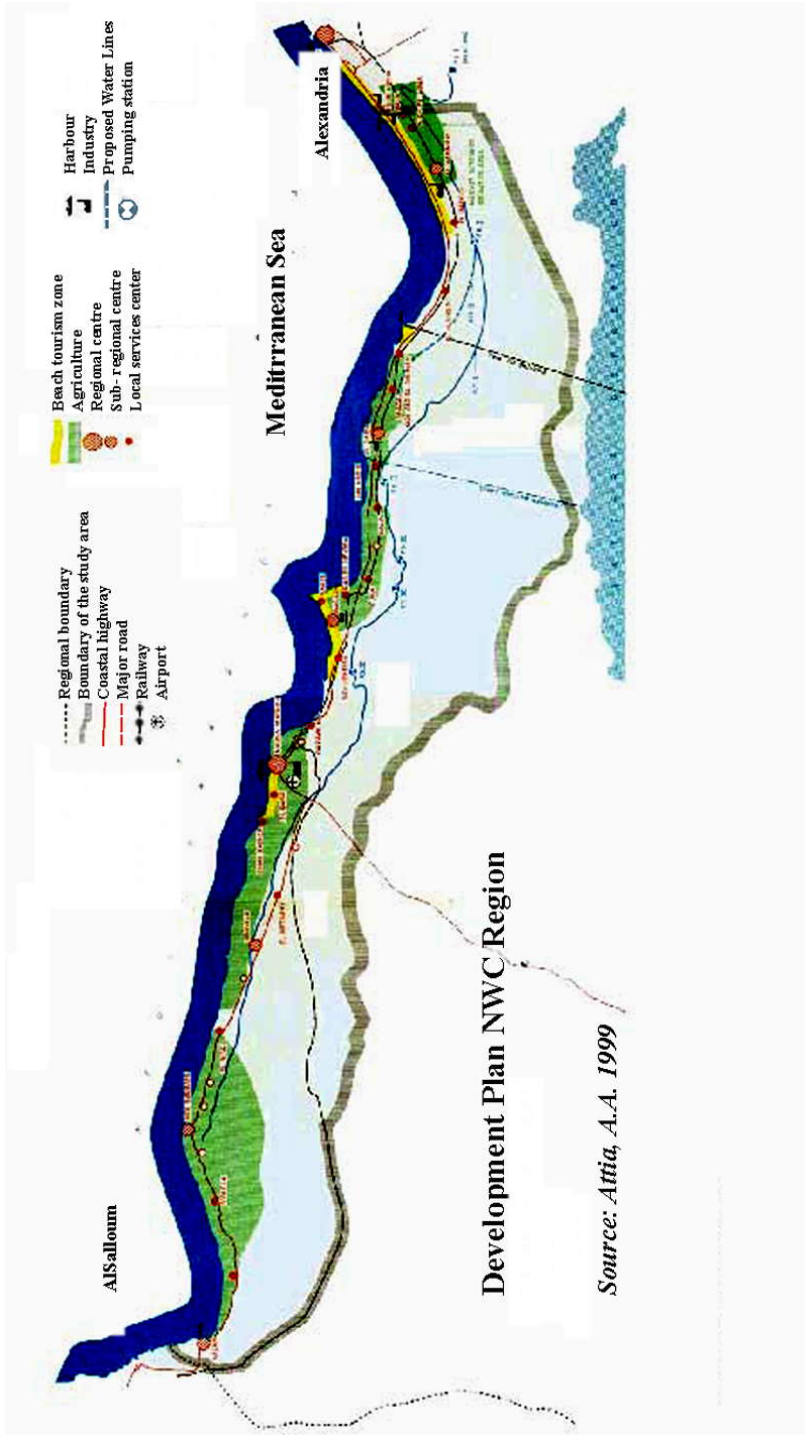
The Northwest coast has been place for conflicts between many ministries in the last 30 years. Accordingly, strategies and policies have been changing.

In 1973, the NWC was the responsibility of the the Ministry of Tourism, because it was an areas that should be planned for tourism purpose. Therefore, Law no 2 in 1973 stated that the NWC region is a tourist region in the first degree, and that the following conditions should be carried out:

1. Preparing a comprehensive plan for developing and exploiting the tourism areas
2. Regulating the tourism development in the region according to the carrying capacities, densities, specifications, and building regulations of the ministry of tourism in the light of the holistic plan of tourism development.
3. Preparing an execution program and time schedule for exploiting the tourism areas and supplying them with the necessary services and infrastructure.
4. No person or agency may exploit, benefit, or use any area of the NWC without a previous agreement with the ministry of tourism.

The regional plan was formulated to the whole region in 1976, where development strategies were decided. Accordingly, the Ministry of Tourism prepared the following development regulations, which are to be applied in NWC

- Any person who wishes to exploit any site or develop any project in the area between km. 12 from Alexandria to the Libyan borders along the Mediterranean should apply to the ministry of tourism and describe the project's objectives and reasons for development in addition to a feasibility study if the project is of a tourist nature.
- A coastal strip with a minimum depth of 100m from the coastline should be left as a beach and freed from any developments.
- The built up area should not exceed 25% of the area allocated to the project
- A maximum height of 12 meters for any building along the coast must be maintained
- The maximum density of permanent residents should not exceed 5000 persons per km²



- Cars should be prevented from reaching the beaches and other modes of light transport facilities should be accommodated for transporting the tourists
- Terraced housing should be used in order not to obstruct the view of residents.

Then the responsibility of development on the NWC was transmitted to the Ministry of Housing and Lands Reclamation. According to that change, strategies focused on Bedouin resettlement and the creation of new urban settlement in the hinterland while the tourism development was limited in the front coastal areas. It is important to note that tourism development was directed at attracting the international with domestic tourists.

In 1980, a comprehensive physical plan for the area between km 34 to km 104 was proposed. This physical planning was based on a serious study of landscape feature, tourist demand and socio economical factors and it was one of the leading examples of government intervention in tourism as a means for regional development

Its main goals were to protect the Northwestern coast from the uncontrolled development, alleviating the pressure on the tourist facilities in Alexandria, and create an attractive tourist image for the region that is compatible with the environment.

Its main concept can be summarized in the following points:

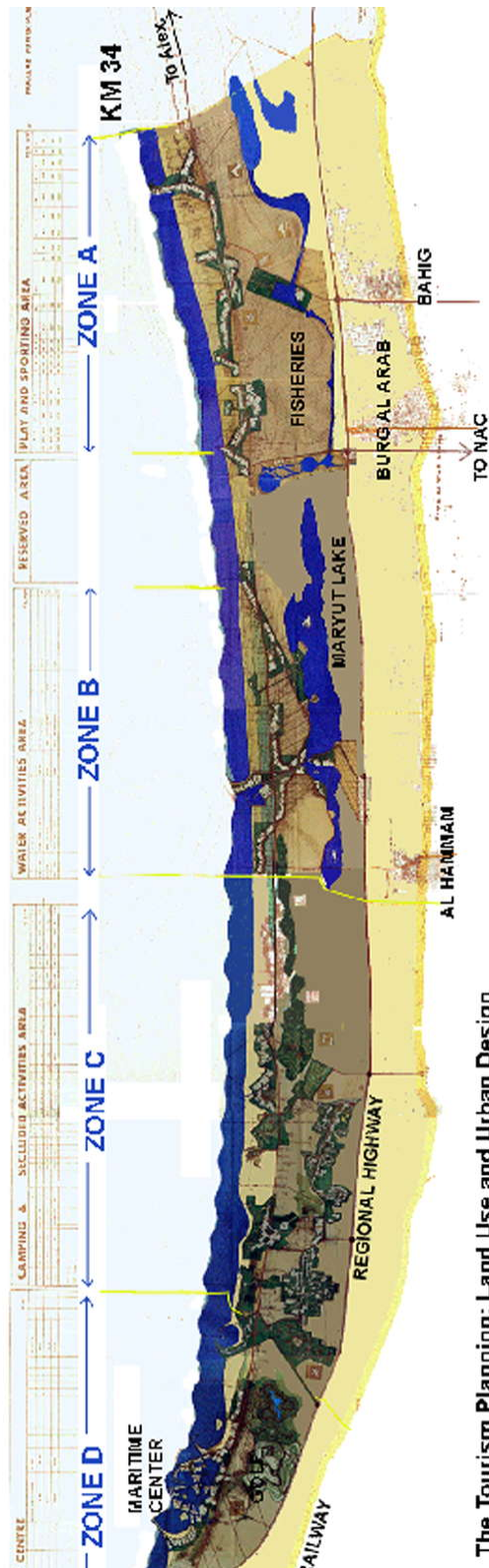
1. The coastal strip was divided into several unique zones of tourist and recreational activities, with intervals of open land that are of natural beautiful scenery and permit to merge into the wide recreational strip.
2. Four centers were proposed and situated juxtaposition to the various recreational areas. Communities of diverse volume are situated in the hinterland of agricultural and industrial base to serve the coastal tourism development.

Accordingly, the Prime Minister issued a decree in 1981, which included the following decisions;

1. Cooperatives, who have legally bought their lands, are given the rights to develop their land according to the master plan. But, cooperatives who bought lands through illegal channels will submit their lands to the NWC Development Authority and receive either a financial compensation or will be given lands in other sites.
2. If the cooperatives that have the right to carry out their land development by themselves do not follow the planning recommendations and regulations, or its scheduled time for implementation, their lands will be withdrawn and the NWC Development Authority will take charge.

The regulations controlling urban growth on the north west coast were as follows:

1. Building boundaries were determined in relation to the shoreline and the existing road, where 130 m. are to be reserved as a beachfront and for beach uses; and 50 m. are reserved as a buffer area from each side of the main road.
2. The built up area (total ground floor area) is not to exceed 10 percent of the site's area; while the plot ratio (total floor area) is not to exceed 25 percent of the site's area.



The Tourism Planning: Land Use and Urban Design

3. Building heights were determined in relation to every site, however they must not exceed 8 m. above sea level.
4. The gross population density should not exceed 5000 persons per 2 km. length of coastline (50 persons per Hectare) for areas assigned to domestic tourists; while areas assigned for international tourists were allowed 3000 persons per 2 km. length of the coastline (30 persons per Hectare).

Then, such regulations had been modified, and the current management of the coastal zone is limited to some few regulations, which are not supported by any regional plan such as: the prohibition construction within minimum 200 meters from the water's edge, and the plot ratio=0,4. It is important to notes that these regulations are applied also in the coasts of the Red sea.

However, due to the large scale of the projects and because of economical aspects, the government found itself under pressure to amortize costs quickly. The government found that it could get higher and quicker returns by encouraging the selling of luxury apartments rather that from social tourism for domestic tourists.

That action limited the interests of international tourists to visit that areas where development are directed to selling villas rather than implementing hotels and attractive international facilities, that could meet the Mediterranean market.

With the growth demand on tourism in the Northwest coast, government allowed the expansion on the interval land in spite of controlling development on such natural beautiful sites.

Despite the establishment of the concept of environmental fundsⁱ such as the Italian project funds that was suggested to solve the problem of the movement of sand dunes in Siwa Oasis, as well as through taxesⁱⁱ, the NWC does not yet have an agenda for environmental protection.

ⁱ it is important to note that there is many international agencies that supply funds for the reservation and maintenance of environment in Egypt as said Mr. Tarek Guenena, manager of professional cooperation, ministry of Environmental Affaires: such as the Danish funds for the unique nature maintenance of Sinai, American funds fore protection of natural heritage, and Lake Nasser development.

ⁱⁱ -“*taxes of environmental resources development*”-which is 10% of the air flight ticket- used for the maintenance of natural reserved.

In 1986, the UNESCO selected Omayed area, near AlAlamein, as one of important environmental wildlife areas in the world, and the government classified it as a natural reserved zone, but still until now there is no serious project for its management or maintenance.

In 1996, Government established a Ministry of Environmental Affaires that is concerned with environmental protection. The EIA is becoming an important document to acquire permission to build in the NWC. It is recommended that man-made action for tourism as for other purposes must not cause any significant damages to the environment.

The EIA in Egypt does not determine the limitsⁱ of studying the environmental effects. Then the evaluation of projects according to such study will not be equivalent. That fact left the impression of the transformation of such study from being a serious study to evaluate projects to only a pass for the acceptance of projects

As the north west coast do not show serious level of pollution or environmental degradation, but according to the present situation of development, an increasing portion of the natural coastline will be under active threat from the lack of adequate development regulations.

To avoid irreversible damages to these vulnerable areas, the following sequence of planning steps as suggested by the World Bank action programs:

1. Identification of critical coastal zones
2. Mapping and resource inventories that extend to relevant hinterland and offshore
3. Preparation of land use and socio-economic plans
4. Development of an appropriate legal and regulation framework for implementing the plan.
5. Implementation of the plan, including coordination of public and private sector and of local, national and international sources of funding.

Appropriate attention must also be given to avoiding the further degradation of urbanized coastlines.

ⁱ Limits of studying the EIA vary from one area to another according to many factors as explained in section 6.2

Findings & Conclusions

The Mediterranean countries became aware of the importance of improving environment to protect the future of tourism in the region.

Much legislation on both the international and the national level are established in order to control environmental degradations. However, the overlapping of responsibility of different agencies and ministries, and the incapable enforcement agencies, makes protecting environment and execution of its regulations difficult and unaccomplished.

The main problem facing the environmental improvement is the financial support especially in the developing countries. That problem is solved by the establishment of the concept of *polluters' pay* as in France and Turkey or by taxes on some tourist activities as in Egypt.

According to the announcement of the new means of tourism development through the Agenda 21, measures of development controls such as carrying capacity and limits of acceptable charge as well as environmental impact assessment needs to be revised. Then determining carrying capacity standard for an area can be misleading in case of conflict between actual environment saturation and its perception. That conflict explain difficulties of measuring carrying capacity of an area and can cause failure of environmental improvement in many areas especially when economical benefits have the dominant power for taking the decision.

The dynamic feature of tourism and the relative environmental impact needs decisions that are totally based on the future forecasting of environmental condition in order to prevent its degradations, and in the LAC process, such degradations may be tolerated in order to realize an economic benefit. In the case of areas of unique values, this tolerance may cause controversial results on both economical and environmental levels.

In the case of tourism development on coasts, environment is the main resource on which development is based. According the growth cycle of tourism products, the degradation that occurs to a

site can cause the rejection of that site as destination area. This fact needs a very careful control system and management that not only prevent negative impact but also provide positive additions to the environment that is already threatened by surrounding developments. Then the environmental impact measures for tourism development on coasts must be determined and positively directed.

The management of coastal areas had become important in the mid of the 1970s. However, most of them failed in improving environment. All management systems at that time, were based on regulations of beach wide or building densities, that according to the old concept of development could realize the maximum economical benefit with the minimum environmental damages which is not tolerated in the new concepts of tourism development. Even in France, (which has the most organized management system for controlling tourism development) tries to modify its management procedure as will be shown in the next chapter, to achieve sustainability.

The northwest coast of Egypt has been exposed to a misleading management from about 30 years that could produce an irreversible damage if no remedial actions are taken.

The concentration on the purchase of lands and buildings, and the neglect of adequate activities and hotels are main factors behind the set back of that area in the international tourist market. The encouragement of the international tourism was one of the most important objectives of the regional plans. The failure to achieve that goal is due to the uncontrolled linear narrow strip growth. In addition, it is the cause of the separation and isolation of the Bedouin society.

Regulations in the NWC are not based on a detailed study of the coast or its capacity, and must be modified according to the characteristics of each areas in the light of the new understand of the relationship between tourism and environment. Tourism in fragile areas must not only have a neutral action to the environment but also must add positively to the environment to reach sustainability.

That misleading management was due essentially to the dominance of the economical and political forces and to the misunderstanding of the reversible results. Such conflict must be solved by a serious study of resources and environmental degradation forecasting.

Such study focuses on the environmental importance of the northwest coast as well as its fragility, in order to obtain economical support for its maintenance and protection.

To achieve an adequate coast management a resources inventories must be seriously studied. The aesthetic values must have an important consideration when analyzing resources, because of its importance in tourism development. Lack of information base is become very important obstacles to improve a successful coastal management.

General regulations controlling the coasts would not have the same effects to protect the environment on sensitive areas. The coastal areas even in the same region differ from the point of view aesthetic values as well as in landscape feature, and the implementation of general regulations, (such as beach depth), can be a cause of environmental loss in spite of gain. Therefore, the way of treatments of each area must be different according to different circumstance.

Natural and man made environmental evaluation must be exercised on areas of different features on the coast and a suitable classification of land values is important in making decisions and in establishing regulations fitting each area.

As environmental and natural features are the main resources on which tourism depends, the aim of tourist development towards sustainability must be more than just protecting the environment, it important to try to enrich environment. These special aims must characterize tourism development rather than the other types of development.



CHAPTER SEVEN

**Evaluating Environmental Improvement through
Planning Approaches for Tourism Development**

7- Evaluating Environmental Improvement through Planning Approaches for Tourism Development

The previous chapter has evaluated the role of regulations and different ways of management controlling tourism growth. This chapter, therefore, attempts to evaluate different approaches for tourism planning. It focuses on the integration of the environmental factor in tourism development. Through that evaluation, it is important to detect the efficiency of that integration, i.e. if that integration could effectively provide the hoped environmental improvement.

These approaches are divided into:

1. Traditional approaches: that are used before the Earth Summit conference (1990) and that can be summarized mainly in:

- The physical approach
- The unit use standard approach
- The economic policies approach
- The PASOLP approach

2. The recent trends approaches: that had arisen according to the Agenda 21 for environmental protection:

- Sustainable tourism approach: including the green tourism concepts, the ecotourism concepts, and others
- The environmental impact assessment approach

This chapter also investigates the efficiency of the new approaches concerning about environmental improvement through development in order to derive the suitable approach of tourism and recreation development on the Northwest coast of Egypt.

Then the chapter will end by the demonstration of the new strategy of tourism development modified by the French government. That example represents the guideline of the new trends in the world to develop tourism that improve environmental condition.

The association of this chapter's results with the previous one helps deriving the suitable approach of tourism development along the NWC according to its feature and conditions. That instigation will take place in the following chapter

7-1 Traditional Approaches to Regional Tourism Planning

Historically, most studies for tourism or recreational planning have tended to concentrate either on the physical requirements or on the economic considerations, often with serious shortcomings (Inskeep, E. 1991). In this section, different concepts of integrated approaches to planning are compared from the environmental respects, in other words, the environmental weight through the development process as important aspects.

7-1-1 The Physical Approaches

A- Extent of studies

In this earliest approach, most tourism development plans were based on the following:

- Detailed surveys and appraisals of the physical resources of country or region
- Market information was often deficient; this deficiency was due to the fact that the global demand of the tourist emanating countries was growing at a fast rate, then, market information was invariably followed by ambitious projection forecasts
- An assumption was a common factor to many of the reports produced in this period.

Assumptions were usually based on the fact: that, with adequate planning and incentives, the destination country or region under consideration would within a specific period (10 years in usual) greatly increase its share of the total market.

Diagram 7.1 the physical approach

B- Planning procedures

1. The preparation of a physical master plan involved a series of stages of survey, evaluation, and planning.

2. Proposals generally included a very detailed map of locations for future facilities, and allocation of zones for different tourism uses, including areas designated for protection and the steps to be taken for their conservation.

The master plan was intended to provide a general framework for



state and municipal investments and for guiding and evaluating proposals from private developers.

Example: Case of lower Costa Brava in Spain

The physical approach was usually used in the coastal zones of Spain where a development of master plan was established at Costa Brava in the light of the existing studies and the market assessment.

The area stretched from Blanes to Begur. It begins at the delta of the Tordera river, which was home of an international famous resort.

The site was characterized by its stones sloped to the beach and its natural entourage and predominance of sunny days.

Tourist development took the form of enormous sea-front expansion.

In many cases, the frenzy of construction from 1960 to 1975 was excessive. The tourism growth at that part exceeded the expected, by 1990; the summer population of this area was 15 to 20 times greater than the number of permanent residents (Graff and Camp, 1997).

Fig 7.1 Aerial plan of Costa Brava resort, Spain

According to that unexpected growth and the inappropriate environmental control, facilities, and infrastructures were becoming inadequate. Beaches became over crowded, and the site became over developed. The administration and political system tolerated this expansion however, putting no resistance to real-estate speculation and permitting to build without providing necessary services and infrastructure that from the beginning were based on wrong assumptions and rigid plans and indeed there was no way to readapt them.



Source: De Graff, J 1997, Europe Coastwise; Rotterdam

The despair is the perception of these resorts as illustrated of a sharp contrast between natural scenic beauty and the incoherence of a tourist architecture that follows no rules but those of the speculator.

Comments

The Costa Brava master plan had not been successfully implemented because of the negligence of factors as land control through its process. In addition, the plans were not sufficiently adaptable to changing conditions such as economic changes, and the negative impacts of tourism growth on the natural resources. Rigidity of this approach is resulted from the full dependence on the current state of such physical information resources and market assumptions.

What was lacking here is the misunderstanding of the dynamics of the environment and its changes according to the occurred development. Then detailed study of the current natural state will not be efficient especially with the growth expected of the tourism movement.

Moreover, analysis did not take into considerations the real mechanisms of the market, and the divisional powers among the several authorities involved

The detailed master plan, which was proposed, missed the needed flexibility to meet different changes that would happen according to inadequate assumptions.

The environmental and nature considerations are deficiently treated and confined to defining some natural zones to be protected or conserved. This protection always failed to be implemented because of the lack of corresponding management or investment.

7-1-2 The Unit Use Standard Approach

Another approach, giving equal weight to the market and resources, has been widely used in state planning for outdoor recreation in the USA (e.g. Florida recreation plan). This approach incorporates the followings:

A-Extent of studies

The study of existing recreation activities, including:

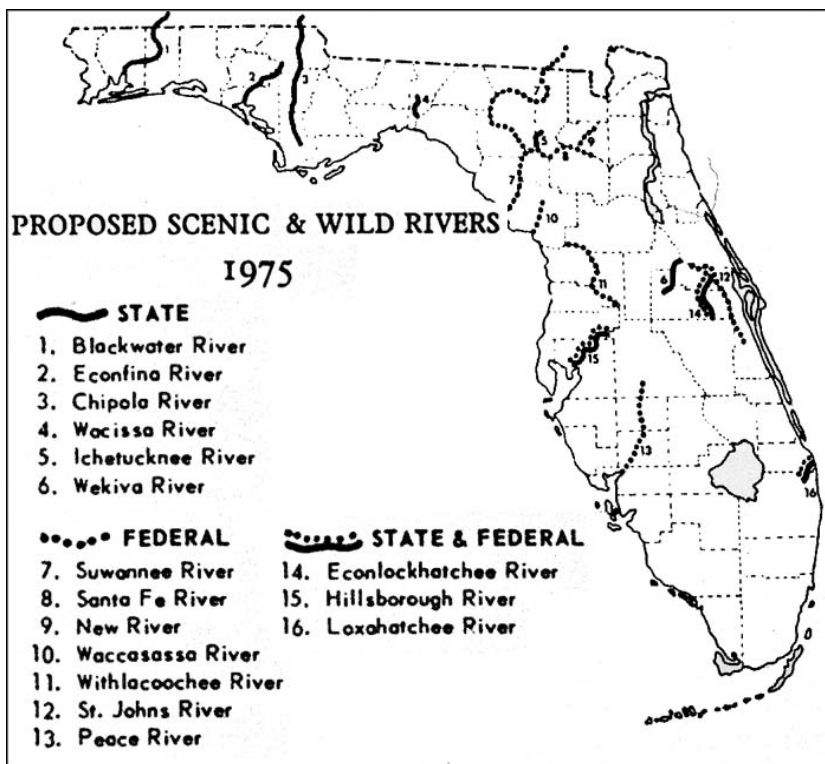
- 1- The evaluation of unit use standards (the average area necessary for one person uses in given activity)
- 2- An inventory of the land currently available for each activity (present recreational capacity).
- 3- An evaluation of present demand (through surveys) and forecasts of future demand by activity (Bovey, B and Lawson, F, 1977).

B- Planning procedures

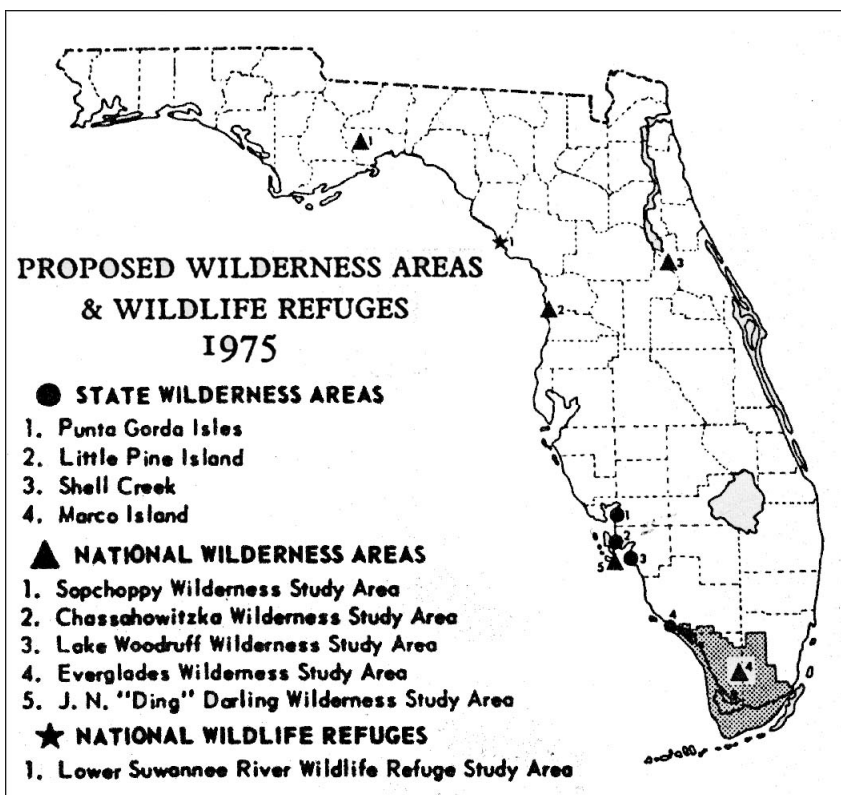
- Determining deficiencies in the present situations by an analytical comparison of the future demand with present capacity
- A program of necessary additional sites and facilities should be proposed to meet the tourism growth needs and to control expansions

Example: Outdoors recreation planning in Florida (1976)

Approved by the Governor and Cabinet of Department of the Interior, the official state of outdoor recreation plan for Florida serves as an overall guide for outdoor recreation programming. It qualifies the State to participate in the Federal Land and Water Conservation Fund at April 1981 (Lawson, F. 1998).

Fig 7.2 National studies of Florida Resourcesⁱ**Fig 7.3 National studies of Florida Resourcesⁱ**

ⁱ Source: Fred Lawson. *Tourism and recreation planning handbook* (1998)



¹ Source: Fred Lawson. *Tourism and recreation planning handbook* (1998)

The comprehensive program included a detailed study of the physical resources of the state, existing recreation programs, and the public and private agencies involved.

On the other hand, the demand and need for outdoors recreation until 1990, and the factor influencing participation in recreation. These were combined to produce the proposals for implementing the State Recreation Plan.

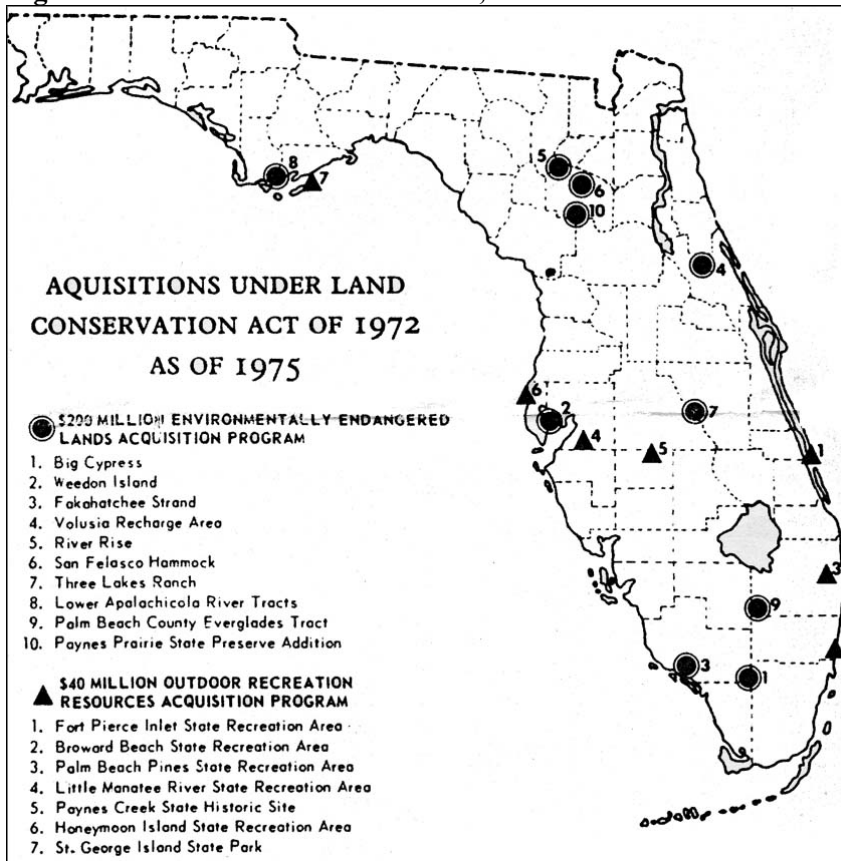
The criteria used to establish the outdoor programs were as follows:

- 1- Volume of participation: -measured in annual user-occasions for each type of recreational activity determined for both the resident population and tourists.

ⁱ Source: Fred Lawson. *Tourism and recreation planning handbook* (1998)

- 2- Design demand: -the demand on an average weekend holiday (peak day).
- 3- Existing regional supplies and use-standards: for recreation, to determine the extent of additional supplies required by 1990.
- 4- Relative need: establishing priorities for implementation by establishing a relative need index showing the proportionate provision compared with other activities and with other regions. Twenty-four main areas of recreational activity were considered.

Fig 7.4 Conservation act of 1972-1975, Florida



¹ Source: Fred Lawson. *Tourism and recreation planning handbook* (1998)

In addition to assessing the volume of user-occasions, the ratio of residents and participating tourists, the number of individuals taking part in each activity was determined.

Comment

Even though the approach was able to improve environmental conditions by the study of the unit use standard, the main limitation of this approach is the difficulty of determining appropriate unit use standards and of forecasting the future demand by activities.

This difficulty results from the fact that corresponding densities of different uses in the proposed planning can be very misleading if they are not relative to a defined site. Densities must vary from an area to another according to its environmental condition and its sensitivity to nature.

Therefore, studying the required areas for an activity with regardless of the site's feature and characteristics where those activities will take place in order to standardize it could provoke by contrary damages to environment and nature.

7-1-3 The Economic Policies' Approach

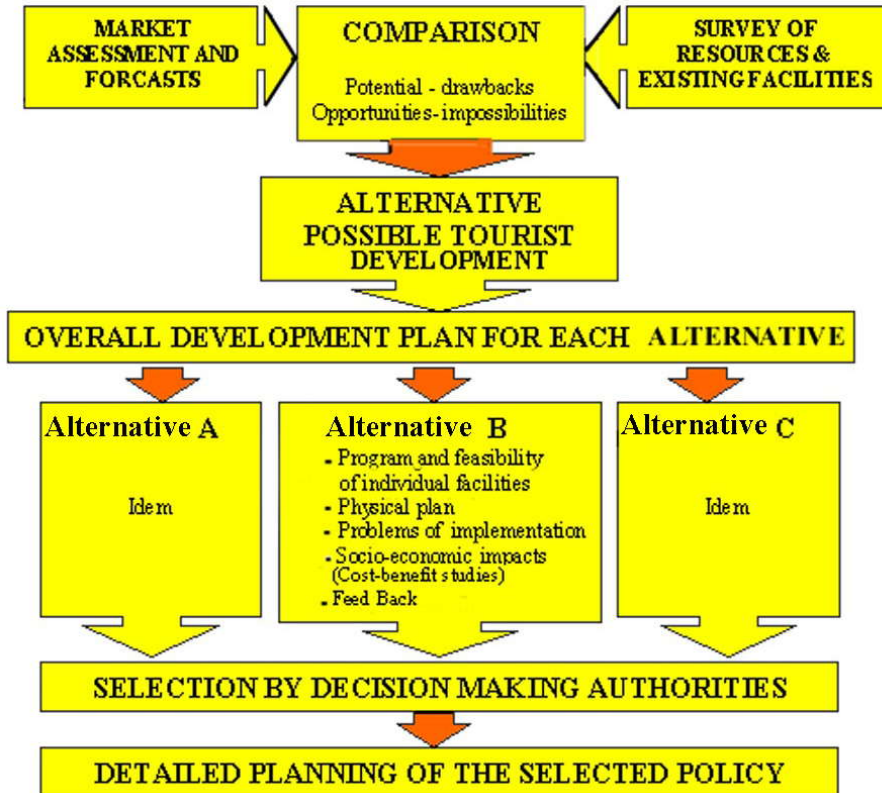
In recent years, influenced by the introduction of more flexible land-use techniques (such as in structure planning, or the systems approach to planning) and by growing awareness of the socio-economic impacts of development schemes, by cost-benefit analyses, an elaborate planning sequence has evolved.

Extent of studies

- 1- A detailed Market assessment and forecasts
- 2- Surveys of sources and existing facilities

Planning procedures

The market assessment is compared with the resources to determine of alternative possible development policies, which could be analyzed to determine their feasibility, limitation and socio-economic impacts. The same procedure may be applied to assess alternative economic policies or the effects of development in alternative locations.

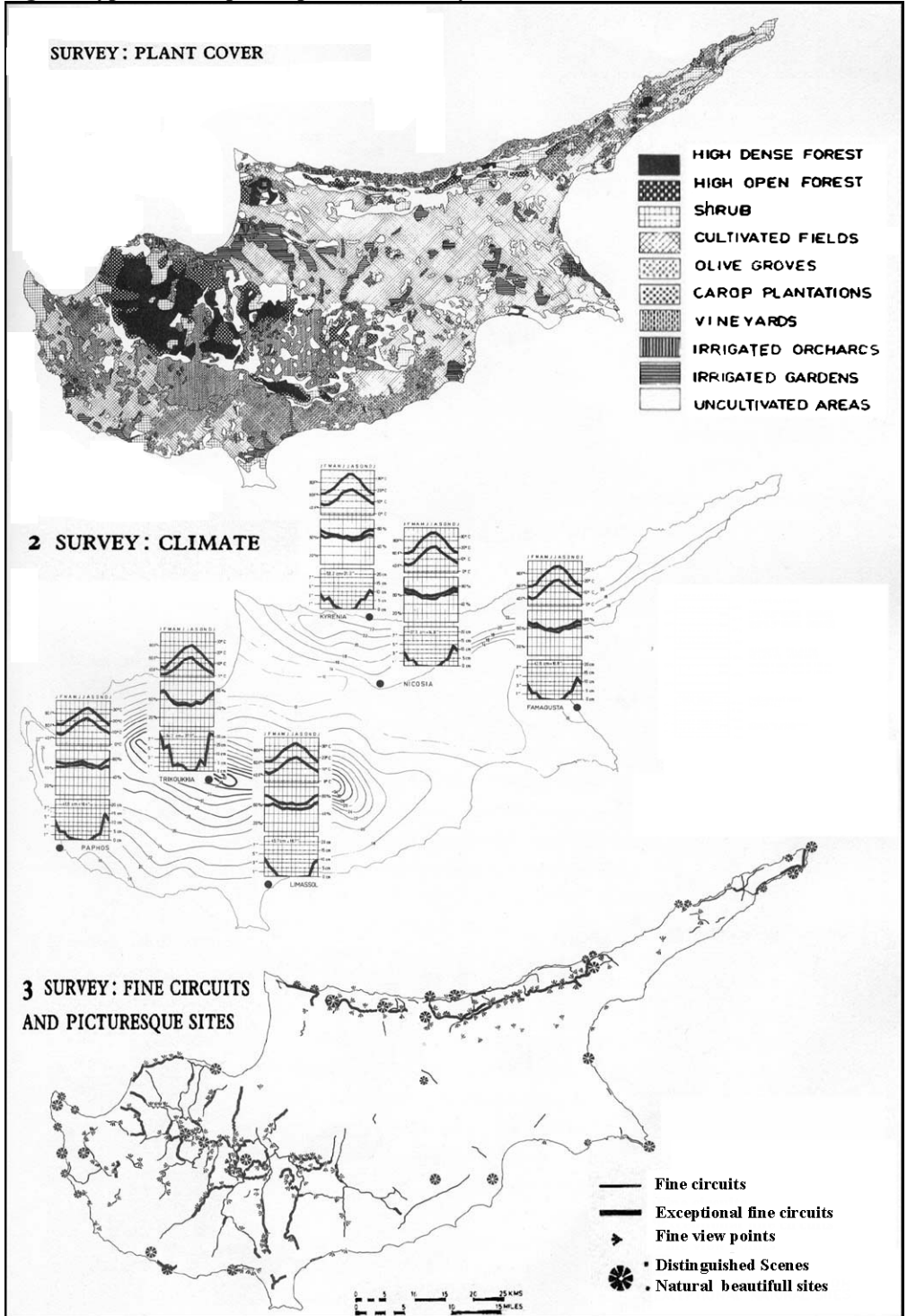
Diagram 7.2 showing the Economic Policies Approachⁱ**Example: Cyprus tourism development**

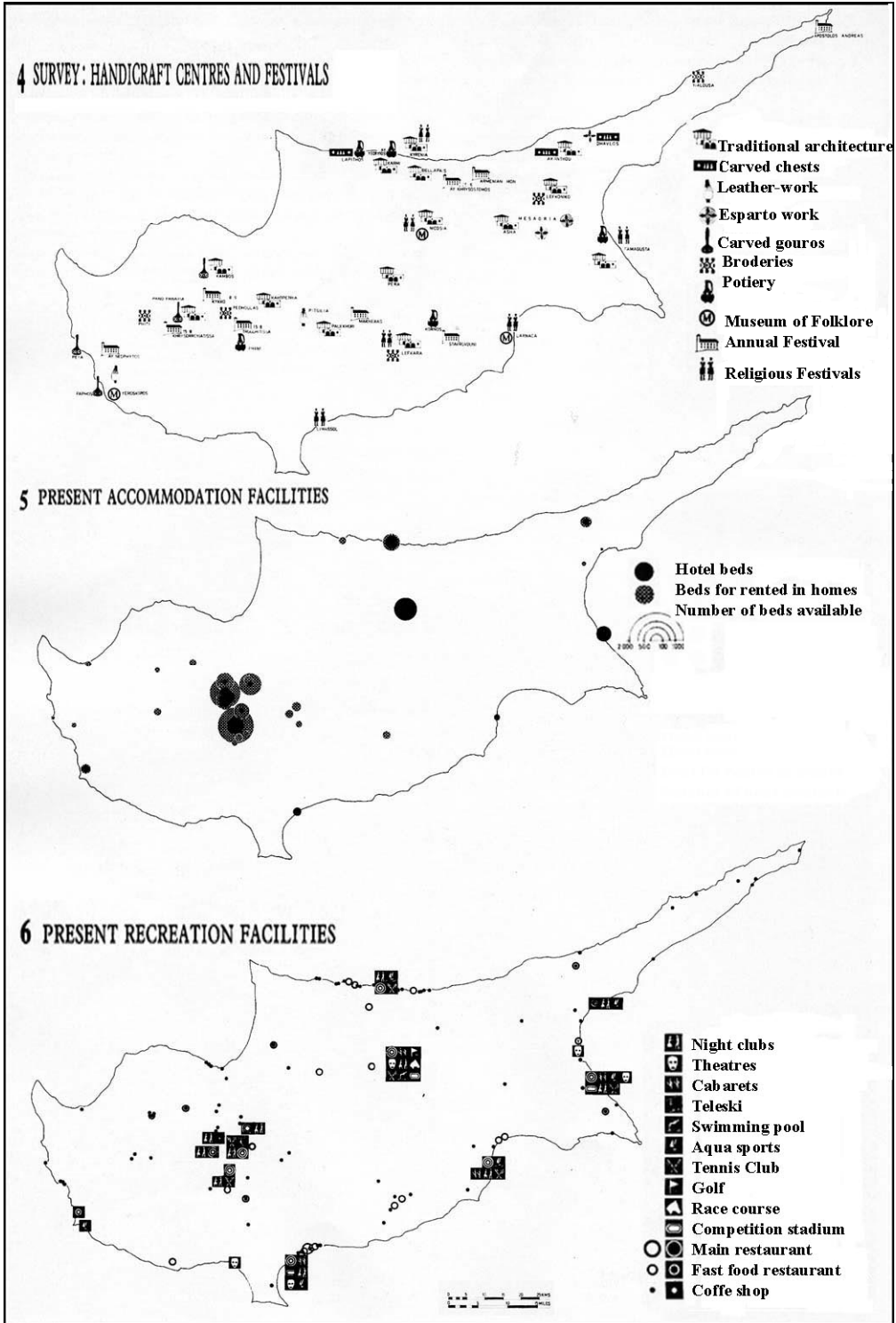
This case is shown as an example of the detailed physical analysis.

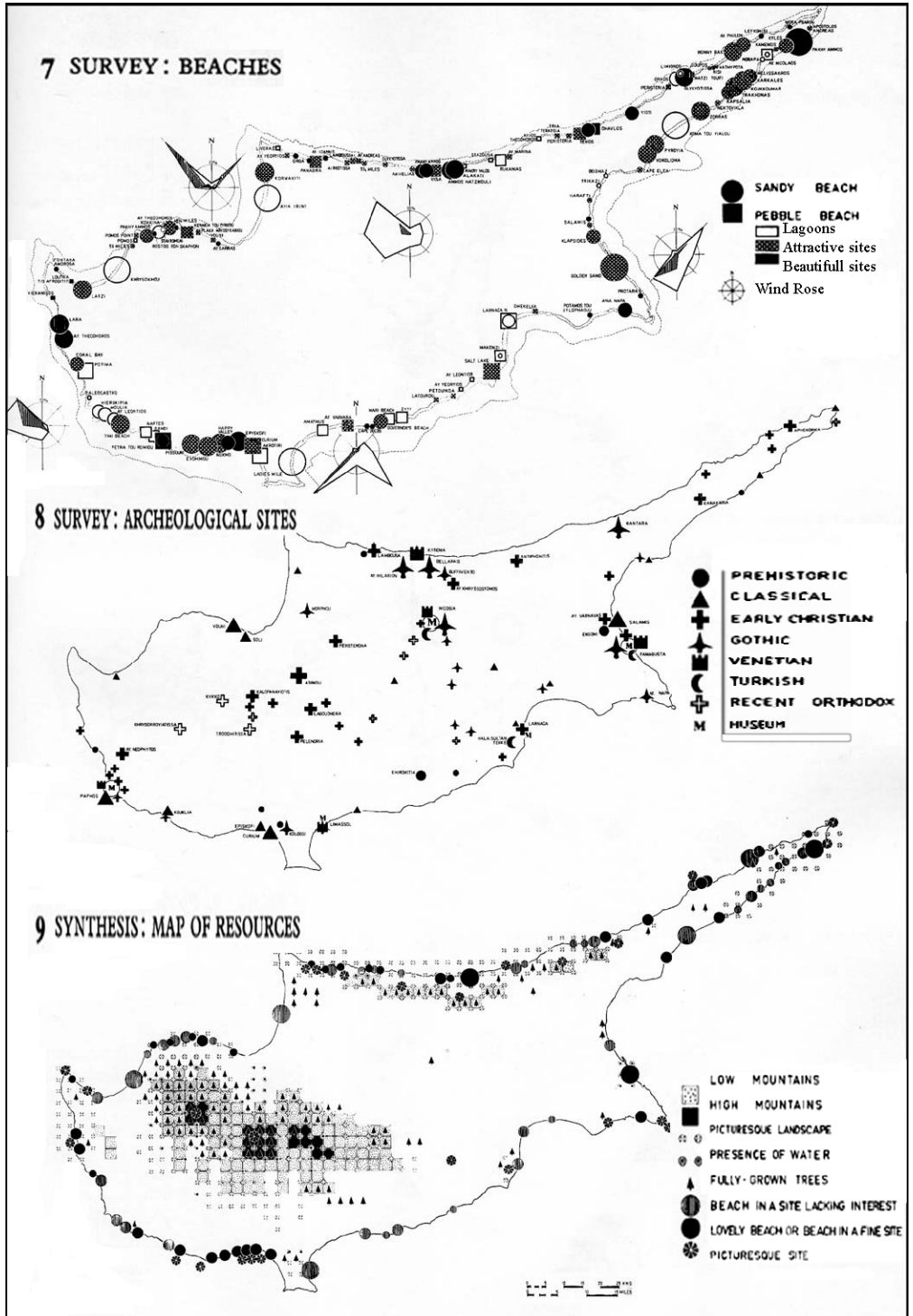
The tourism development of Cyprus was seen as a delicate undertaking requiring the maintenance of a harmony between traditional landscapes, sites of monuments, and beaches. If any of these were to be spoilt, developed too soon or on too small scale or with insufficient standards, the whole development could have been compromised.

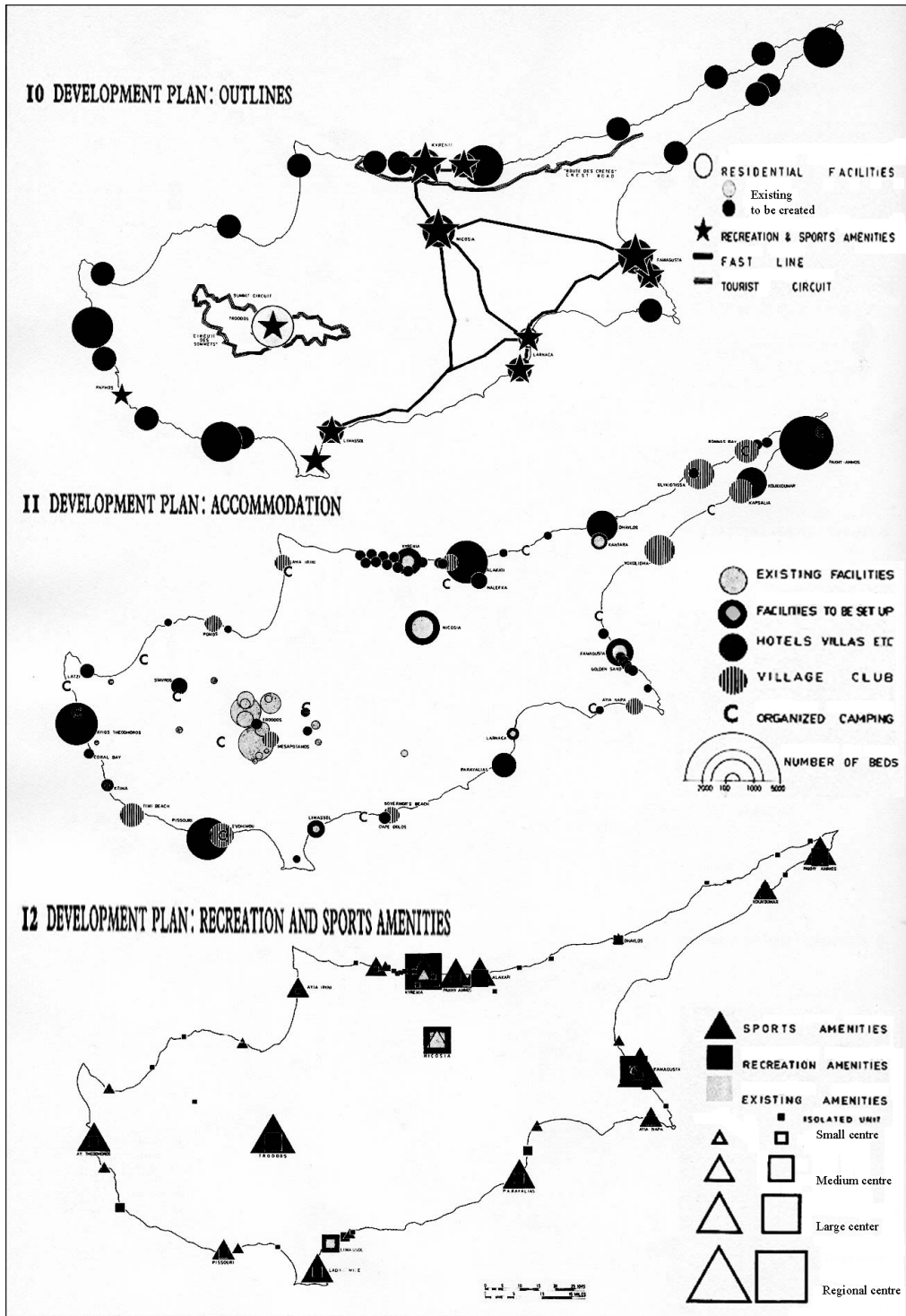
ⁱ Source Baud Bovy, *Tourism and Recreation Development*, (Bovey, B. 1977)

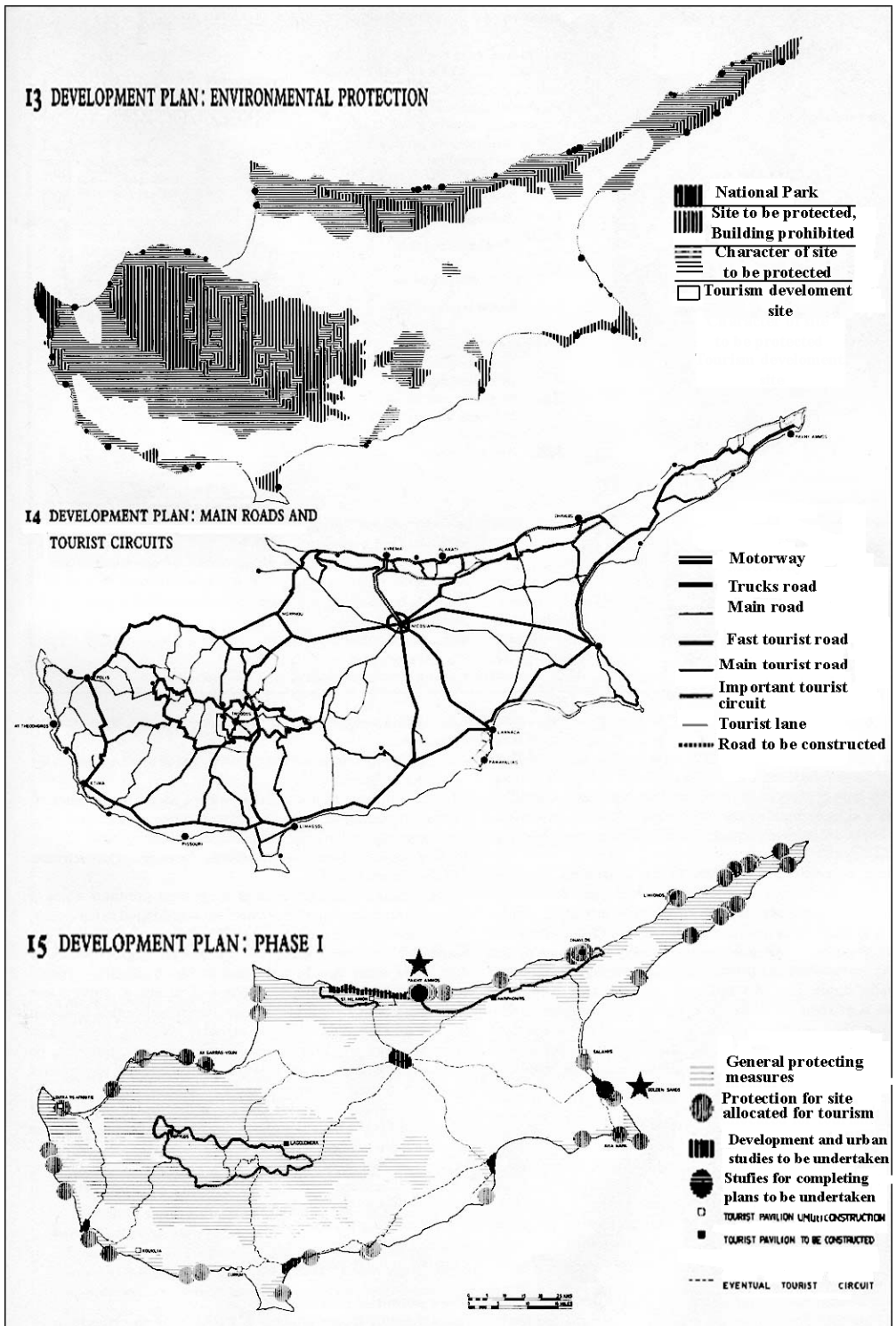
Fig 7.5 Cyprus development plans and surveys











The main maps summarizing the tourism potential of the island are shown in the above maps. Symbols of varying size represent the relative importance of the resources. The maps summarize the surveys of natural sites and show the relationships between the surveys and the master plan.

The graphic representation shows the respective sizes of the beaches, their material, (sand or pebble) and the value of surrounding site.

Amongst the main characteristics of the plan are proposals to develop the following:

1. Accommodation in the form of seaside resorts tourist facilities were built or planned for construction in the hills.
2. Major recreational facilities near of the main towns of the islands and on mount Troodos to attract people to the existing establishments.
3. Some basic tourist circuits in the heart of the island.

The plan considered three types of protection:

- a) National Park in the Akamas peninsula
- b) Extensive protection against building in prohibited zones in the mountain and seaside areas
- c) Environmental control of other attractive landscape

Comment

The study of alternative policies implies a good deal of research. However, ignoring the dynamicⁱ character of the environment in such study could lead to inadequate decision.

For instance, the alternative options often appear similar and the relationships between alternative policies and their global impacts are rarely explicit owing to the mixed nature of tourism flows.

Establishing significant and reliable figures in quantifying incomparable with the qualitative aspects of tourism development especially the environmental aspect, may lead to an invalid comparison with other economic sectors. An evaluative study needs to be applied, to convert the tourism aspect quality to such quantity

ⁱ As concluded in part two in the growth cycle of tourism products that environment in an area changes according to the development phase occurred in that area, then it has a dynamic character according to development in or around that area.

values, which is for some cases impossible (value of an area of special esthetic or ecological importance, can be immeasurable).

In that approach, environmental involvement is limited in the analyzing phase. The following phases, where factors are contributing for taking decisions, are totally dominated by either political or economical forces. This is one of the major failures in most of tourism and recreation approach.

Even in approaches that place great consideration for environmental issues, the incorporation of the environmental issues in the development process is only carried out in the preparation phase. However, in the evaluation phase, they are not considered mainly due to its non-quantifiable character.

7-1-4 The PASOLP Approach

PASOLP - Products' Analysis Sequence for Outdoor Leisure Planning

The fundamental notion of a tourist product is the tourist image. Its suitability for tourist planning is due to its two essential characteristics:

- 1- Maximum attractiveness: the tourist product has to be as attractive and original as possible for the segment of the market under consideration, and must counter competition from rival destination.
- 2- Maximum implementation: the implementation of the tourist product necessitates the collaboration, concerted or not of all parties involved in tourist development: public authorities, hotel keepers, real estate developers...

The Extent of Studies

- 1- Surveys and analysis:
 - Determination of the main potential tourist flows and the main sites and areas of tourist interest are determined by comparing the existing and potential overall demand with existing and potential tourist attractions and resources.
 - Analysis and comparison of policies and priorities and identifications of possible objectives in developing tourism.
- 2- Tourism policies and priority flows

- An analysis to define the best options of tourist development is undertaken flow by flow.
- For each flow, alternative tourist products are defined and analyzed in collaboration with all interested parties who will control their implementation.
- Each product is compared for cost and attractiveness, etc, with competitive products in competing destinations.
- The investment feasibility of each tourist product is evaluated, as well as its socio-economic impacts on the region under consideration.

The Planning Procedures

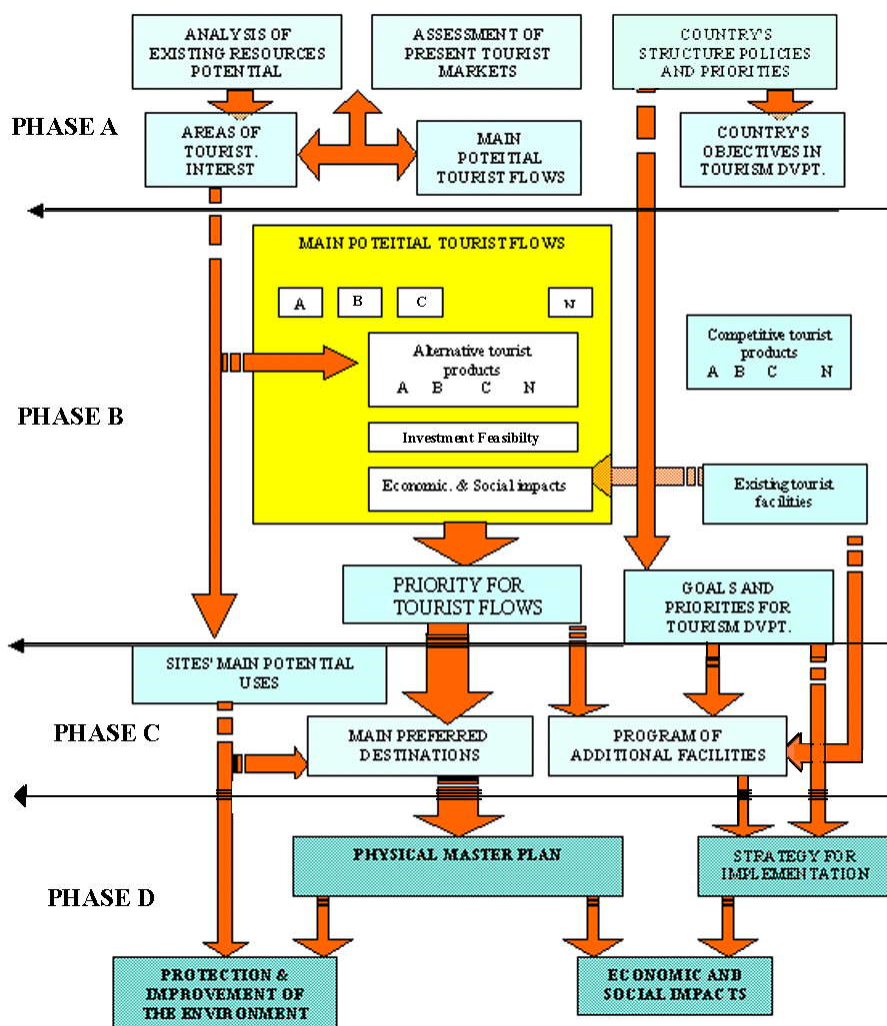
1. The preparation of a detailed physical master plan is preceded by three preliminary studies which examine: the additional facilities needed, the main prospective uses for each of the major sites or regions, and the main destinations preferred by tourists
2. A corresponding strategy for implementing these provisions is produced, taking national policies and priorities into account.
3. The possible economic and social consequences of tourism development can be assessed from the previous analysis of flows and products.
4. Problems of resources and land control are given specific attention through a monitoring system that control, correct and re-adapt the plan.

The PASOLP approach is proposed by Fred Lawson and Baud Bovy, in 1977, and has been modified 1998 to meet new trends of tourism development.

The modification is concentrated in the fourth phase, which is defined as the implementation phase. It adds measures for effective implementation (legislation, finance, administration), as well as procedures for monitoring progress and correcting imbalances. An action plan (instead of a master plan) is proposed for first phase of development to realize flexibility to face the unexpected changes.

PASOLP is equally appropriate for demand-led approaches to determine how resources can best be utilized to maximize benefits and supply-led requirements to identify appropriate markets and the feasibility of development.

Diagram 7.3 Showing the PASOLP approach for tourism development



Source: Fred Lawson, *Tourism and recreation handbook of planning and design* 1998.

Comment

It is a more appropriate approach providing the balance between socio economic interests and the tourist products taking into considerations, the international situation, and competing destination.

It calls for the opinions of the parties liable to be affected by tourism development, combining their common interests and settling their eventual conflicts.

It identifies the proposals, which can fully be implemented, by taking into consideration, the motivations, customs, needs, and financial abilities of the potential clientele.

Environmental control through this approach has a relatively secondary importance to other factors controlling the decision. An Environmental Impact Assessment needs to have a considerable weight accordingly to the importance of nature and environment as main base and a competitive factor for tourism development.

Even this approach is modified to reinforce the implementation phase by creating a monitoring system to readapt plans according to changes, but the environmental problem is remaining, because of the inadequate relative consideration of its irreversible impacts.

7-2 Recent Trends in Recreation and Tourism Planning Approach

As concluded in the previous chapters, the economic and social opportunities associated with tourism will only be sustained if the bases on which tourism in the Mediterranean region depends were taken into consideration: the unique environment, heritage culture, and diversity of landscape and features.

Tourism covers the activities of people traveling to and staying in places outside their usual environment for leisure, business, and other purposes. It also includes leisure day-visits away from home.

According to Agenda 21 (Environmental Magazine, 1999) for environmental protection many new concepts for tourism development criteria have been evaluated. This section attempts to review some of these recent approaches.

7-2-1 Sustainable Tourism

There exist several definitions for sustainable tourism, which are often ambiguous and different. Term like alternative, appropriate, responsible, green eco- and soft generally refer to alternative forms of tourism. These are usually small scale, locally controlled, value conscious activities which take place in rural rather than urban areas, to minimize the overall impact on the environment, benefit the host community, and are sustainable.

Within the overall paradigm, there are a number of more specific definitions:

Green tourism is an attitude or philosophy of kind of tourism which is sustainable and which has regard for and respects the landscape, the wildlife, and the existing infrastructure and the cultural heritage of tourism destinations (Croall, J. 1995).

Alternative tourism: has been described as an approach, which promotes a just form of travel between members of different communities. It seeks to achieve a mutual understanding, solidarity and equality among participants (Croall, J. 1995) (Lawson F. 1998).

Ecotourism: generally refers to travel to relatively undisturbed or uncontaminated natural areas with a specific objective of studying, admiring and enjoying the scenery and its wild plants and animals as

well as any culture manifestation found in these areas. The Australian definition is 'nature-based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable'.(Smith 1995) (Inskip, 1991).

Sustainable development is broadly defined as (meeting the needs of the present without compromising the ability of the future generations to meet their own needs) (WCED, 1987)

The World Tourism Organization (WTO, 1991) describes sustainable tourism as

"Tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future."

According to that new definition, on some tourism development sites, tourist development will unavoidably disrupt the natural ecosystem balance. It may be decided that this is justified in order to implement the development for other reasons. In such situations, the plan should recommend ways to establish a new ecological balance and stability in order to prevent future environmental problems resulting from the development.

Despite the best planning and practices, some environmental problems may arise. Continuous monitoring of environmental impact must be maintained, with any necessary remedial measures taken. Even with the accumulation of considerable understanding about environmental impacts, it is very difficult for a development and management plan to anticipate all the types or extent of impacts that may occur.

With respect to visitors' use controls that inevitably must be established, it important to inform tourists not only about the controls but also about why they exist so that tourists would understand the reasons for controls. It is useful, if sometimes, unpleasant technique is to show tourists illustrations of what had happened in place where environmental aware were not applied. Residents also must often be informed about environmental management so that they would appreciate the reasons for why controls must be established.

7-2-2 Environmental Impact Assessment (EIA)

Many countries and regions as presented in the previous chapters have adopted environmental protection legislation. Environmental impact assessment is an approach used to identify the key attributes

of the natural environment and the natural assessment of a site or region.

The objective is to identify in advance, factors, which may affect the ability to build a desired development, or be affected by the proposed activity.

The results can then influence the decision whether or not to precede, the choice of design and phasing, and identify the need to mitigate unwanted effects.

EIA stems from the United States National Environmental Assessment Act 1972 (Inskip, 1992). The US department of commerce requires a comprehensive approach, which includes:

- Inventory of social, political, physical and economic environments;
- Forecast or projection of trends;
- Setting of goals and objectives (usually at the project level);
- Examination of alternatives to reach these goals;
- Selection of preferred alternatives;
- Development of implementation strategy;
- Implementation;
- Evaluation;

Other authorities may accept simpler review procedures. For example, site focused EIAs examine the engineering concerns, (drainage, soil depth, stability) and selected on-site phenomena (vegetation, fauna), which would be directly disturbed.

Whilst site-specific reviews, have value in identifying key physical and biological factors there is neither examination of alternative sites, options, nor of the off-site effects (damage down stream or cumulative impact of pollution. The trend in EIA is towards evaluation ecological damage or disturbance against the wider benefits which the ecosystems profile (ecosystem evaluation, ecosphere approaches).

Comments

The environmental impact assessment is a way to forecast environmental impact resulting from development. This way

succeeds in transforming damages to environmental degradation resulting by man-made actions in quantitative means. Then comparison between environmental factors and other qualitative factor would be acceptable.

Therefore, the problem remains when the loss of environmental values could not be translated in physical or economical loss, such as loss of beautiful scenes along the high way of Alex-Matroh for example as result of mining and stone quarries. Such environmental impact may not be of valuable importance versus economic gains due to those actions. Consequently, environmental impact assessment is not then taken into consideration and then it cannot defend environmental values, in other term; this approach can only be useful when environmental damages cause direct economical damages that are greater than the economic benefit in the short term.

Another draw back of the environmental impact assessment that constrains its efficiency is the fact that it has no defined output. Some approaches, as notified earlier in chapter six, are concerned with engineering issues, others of biological impacts, and others are concerned with ecological balance. This diversity of fields of study is usually a result of the involvement of political or economic forces that determine the study context. As a consequence, the resulted approach is directed according to political or economical aims and not to environmental aims

In tourism and recreation development, environment is their resource base and the reason of their evolution, and the EIA approach in that case must be different from the EIA approaches for other types of development. To reach sustainability, development must not only protect the environment but also should add new values to that environment so that it could resist to changes due to tourism itself or due to other surrounding types of development.

In the light of that conclusion, some of the positive movements (approaches) of tourism development will be analyze next.

7.3 Approaches to Avoid the Negative Impacts of Tourism Development

Introduction

As the previous discussion has highlighted, tourism and environment are interdependent. The environmental degradation of an area results in an ineffective tourism development. This section attempts to highlight the strategies and solutions that could produce tourism development that improves environment.

Observing Butler's model of tourism life cycle product discussed at chapter four, It is concluded that the disregard of the local resident when the development is proceeded and the segregation between the residents and tourists is one of the important causes of the rapid failure of development (Cuban Model 1999). Accordingly the improvement of the social conditions in the tourism development, and the collaboration of the local residents can sustain tourism development in an area.

Additionally, the environment in which tourism interacts is broad in scope and includes, land, air, water, flora and fauna, but also the man-made environment. The physical environment is just one facet of the surrounding with which the tourist comes in contact. Culture of the place, life-style of residents usually attracts tourists, as well as the wildlife, or rich archeological discoveries. As described in the first chapter the man made environment and the unique was the first motivates that encourage tourists to visit the Mediterranean coasts.

In addition, it was because the disregard of the culture based activities and the direction to the water based activities, that tourism developments along coasts take the linear form and that their growths are usually uncontrolled. That uncontrolled growth is considered the beginning of tourism failure in an area as remarked in the Spanish case study.

Whatever the environment may comprise; it must be protected to benefit future generations.

7.3.1 Improving Socio-Culture Through Tourism Development

The current rapid growth of tourism puts special pressure on the socio-cultural environment as noted in chapter five.

A carefully planned, well-organized tourist destination could benefit the residents through the exposure to a variety of ideas, people, languages, and other cultural traits. It could add to the richness of the resident's experience by stimulating an interest in the area's history through restoration and preservation of historical sites. For example, some of the cultural richness in the U.S. black communities is being revived as potential for tourism development.

The revitalization, of Harlem district in New York for example, has increased the area's attractiveness to tourists. The myths, realities, folklore, and legacies of Harlem, New York are now known around the world. It is increasingly being recognized domestically and internationally, through its churches, parks, and architectural structures.

Organized cultural tourism development could provide opportunities for local people to learn more about themselves, thus increasing the feeling of pride in their heritage and heightened perception of their own self-worth. For example, resident of Mexico City speak with great pride about their Ballet de Folklorico, their national museum of Anthropology and their Palace of Fine Arts.

Tourism could also contribute to cultural revival. There are numerous examples where the demand by tourists for local arts and crafts has heightened the interest and maintained the skills of local artisans and craftsmen by providing an audience and market for their art.

As Manila Declaration ⁱ summarizes tourism contribution to socio cultural and environmental benefits as follows:

"The protection, enhancement and improvement of various components of man's environment are among the fundamental conditions for the harmonious development of tourism. Similarly, rational management may contribute largely to protecting and developing the physical environment and the culture heritage as well as improving the quality of life.... Tourism brings people closer together and creates an awareness of the diversity of ways of life, traditions and aspirations...."

In other words, the socio- cultural and environmental aspects of an area could enrich tourism in general, and provide different and unique opportunities for tourists to experience art, music, foods, and history.

ⁱ Manila declaration on World Tourism, World Tourism Conference, Manila. Philippines, September 1985.

At the same time, tourists bring socio-culture traits to the local area from their homeland. This cross-cultural manifestation could have positive or negative results depending on the way tourism is handled in the receiving countries.

In planning for attracting international visitors, the host country must understand the great socio-cultural variety in the background of the visitors as well as their reasons for the visits, but at the same times they might be apprehensive about strange languages, customs, and social structures. Salah Abdel Wahab (1997) has one prescription for this paradox. He states:

The tourist country should be sufficiently different to be exiting and diversified, offering the tourist with the novelty and the escape he seeks, but sufficiently similar in comfort and security conditions to the tourist's own country to make him feel relaxed and at ease".

Certainly one of the challenges for planning a balanced tourism product is being able to take into account socio-cultural wants and needs of the visitors that are in balance with positive attributes for the host.

Comments

The previous paragraphs declare an important role of the socio-culture environment which could be an important motivate for attracting international tourists to an area. The north west coast in Egypt, for example, include different socio-culture patterns distributed along the coast and in the hinterland, where Bedouin or "Al Arab" as emphasized by citizens are the most interesting culture. The existing tourism development on the northwest coast of Egypt shows the isolation of the Bedouins and the negligence of their culture. This situation leads to a type of social segregation as well as a threat to traditional and culture heritage of Bedouins.

The life-style, tradition, products, and foods of the Bedouin could become attractive elements for international tourists. Moreover, desert based-activities that the Bedouins undertake, could also be utilized to attract tourists. Thus, the consideration of the socio-cultural environment of the Bedouins could act as an important resource if it was carefully incorporated and in an overall tourism development plan. In addition, such considerations could also help meet the needs of the Bedouins. This could only be achieved if the local population have been involved in not only the decision making

processes but also in the implementation of each phase. Therefore, the participation of the locals and the respect to their culture and needs are important key of sustainable tourism.

7.3.2 Respecting National Heritage through Tourism Development

Fig 7.6 Urban Pattern of Sea Side Development at Morocco

Some communities seek to restore old buildings and similar edifice in an effort to maintain the historic preservation of the area and draw visitors to participate in the local cultural heritages. In addition, there are many examples of great effort to preserve the cultural, historical, and environmental heritage through tourism.



historical, and environmental heritage

Fig 7.7 Sea Side Citadel at Morocco

In order to fulfill the national objective of increasing the economic benefit, from tourism, governments try to protect monuments or natural areas they might otherwise have neglected, as shown in fig7.6, 7.7 where sea side pattern and monument in Morocco are preserved



for tourism purposes. The entry fees of tourists in famous historical sites help to maintain their structure and parks. Heritage tourism appears to be gaining widespread acceptance as both a part of the overall tourism effort and separately as special attractions.

**Fig 7.8 Natural Archeological reserved seaside sites
At Tunisia**

Similar to other aspects of socio-cultural tourism, heritage tourism often creates a source of community pride, which helps to ease resentment towards visitors and to prevent displacement of residents and businesses, particularly in downtown areas which often need economic revitalization and which often present an opportunity for culture enrichment.

**Fig 7.9 shows artificial beaches and tourism development****Comments**

A key point is made where, in order to achieve a balance the economic benefits of tourism development and the negative impacts that sometimes result from it, (e.g. as traffic congestion and lack of parking broad on by visitors), their need to be a well structured with efficient leadership have the necessary community support.



This could also overcome the negative social impacts by providing the necessary public awareness to explain to the local communities the benefit that tourism could bestow on their local areas. In Summary, a well-planned effort can reap economic benefits, preserve buildings of historic significance, and create community pride in what the community offers to locals and outsiders alike.

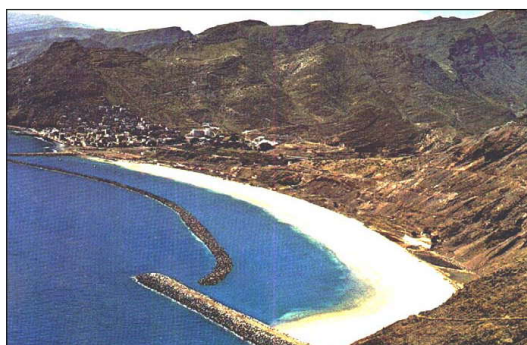
7-3-3 Improving Natural Environmental Conditions Through Tourism Development

Even though many evidences suggest that the development of tourism infrastructure and facilities has generally caused physical environmental damage but in fact these damages are less than what, for example, timber or mineral extractions or industrial plants, may cause. Moreover, according to the natural interdependence of tourism and natural environment, tourism could become a vehicle for the realization of man's highest aspirations in the quest for knowledge, education, affirmation of originality of culture, respect for the moral heritage of different people, and the enrichment of the environmental diversity.

Fig 7.10 Artificial beaches parks, add to the environmental qualities (Monte Carlo)

Through tourism planning many of the environmental problems such as pollution, erosion, or desertification, could be controlled. For example the creation of artificial parks, or lakes could eliminate air pollution. Some related activities such as the establishment of golf course, and artificial parks, not only could create beautiful scenes, in order to create an attraction element in areas of poor attractions but also could solve land erosion, or deforestation problems, as noted in chapter four.

In addition, many seaside resorts attempt to clean their beaches, or reclaim it in order to enrich the image of their products. Such actions could eliminate some of the environmental damages caused by tourism development it self or by other sort of development affecting these areas.



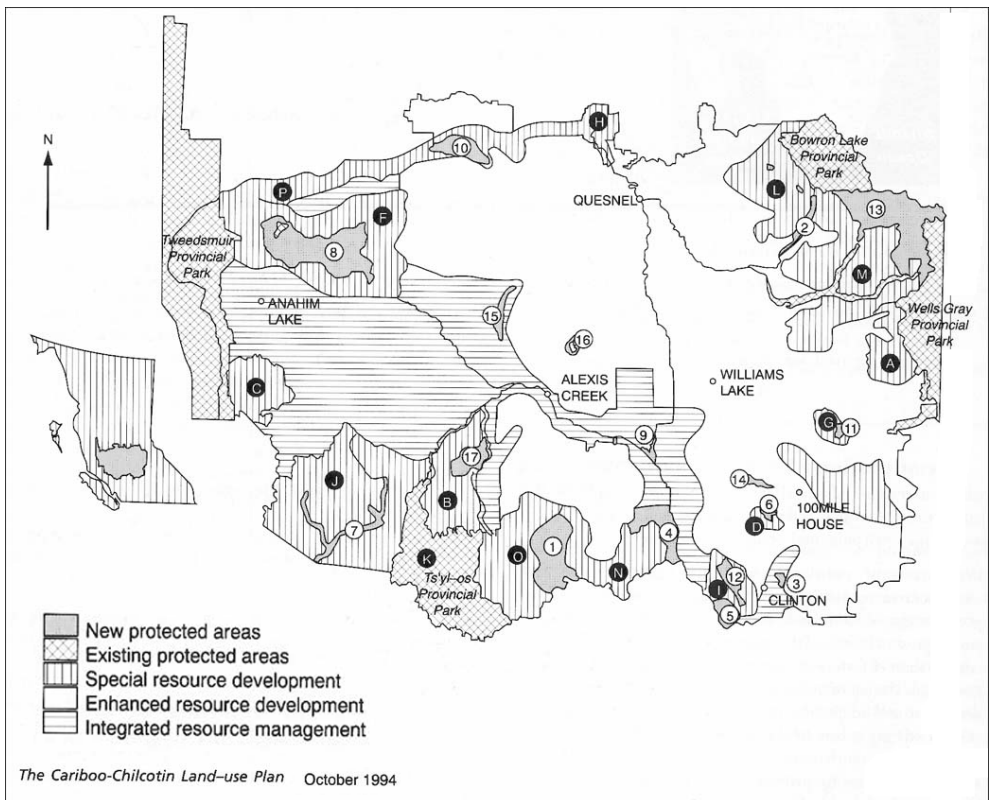
Comments

As tourism development could be exposed to that threat, a global change must be realized and implemented through tourism development to achieve sustainability. This change necessitates a change in tourism development's main objective, from protecting environment to enriching it. This is a challenge that could avoid tourism's negative impacts especially on the coast.

The Colombia example is one of the recent planning approaches that attempt to realize environmental improvement through tourism development. The next section explain that approach

Example: Cariboo-Chilcotin land use plan, British Columbia

Fig 7.11: Cariboo-Chilcotin land use plan, British Columbia



Source, *Tourism & Recreation handbook of planning & design 1998*

Cariboo-Chilcotin region, located in the south-central part of British Columbia (Canada) is dominated by high mountains. It is endowed with an extensive forest that has significant economic value. The main objectives of the plan proposed in 1994 are as follows:

- Protection of resources, doubling the area of the parks;
- Greater security for industry and worker;
- Promotion of tourism;

Measures for implementation included the establishment of a regional resource board, educational centers grazing enhancement fund and reforestation. The plan is of interest for tourism/recreation planning approach in term of the combination of conservation and socio-economic development and the characteristics of the different zones described below:

- **Enhanced resource development zone** (40% of region):
Land with high intensity of usage where economic benefits and jobs will be increased through intensive resource management and development in all fields: (forestry, mining, cattle grazing, tourism, agriculture, wild/agro forestry, fishing, trapping, hunting): as well as government's aid for intensive reforestation and other developments.
- **Integrated resource management zone** (14% of the region)
Sustained integrated resource use, but local conditions do not warrant enhancement activities; In this case, management objectives are social plus environmental plus economic.
- **Special resource development zone** (26% of the region)
Areas with low intensity of usage recognizing the sensitive nature of certain lands outside protected areas, with measured resource development activities full access of minning, agriculture, tourism, wild-craft, agro-forestry, fishing, wildlife, and recreation.
- **Protected areas** (12 % of the region)
Set aside to protect the province's diverse natural and culture heritage and recreational value; inalienable; industrial extraction, mining, logging, hydro dams, oil or gas development are not allowed in protected areas.

The protected areas are divided into five categories presented in the table 7.1 with their adjectives and management guidelines.

Cariboo-Chicotin categories of protected areas:		
Category	Objectives	Management guidelines
<p>Strict preservation Outstanding ecosystems, features, fauna, flora, etc. Normally free of human intervention. Highest degree of protection. May appear as a separate zone within another category</p> <p>Wilderness Large areas of natural character unaffected by human influences. Opportunities for solitude and personal interaction with nature. Travel within the area by non-mechanized means</p> <p>Heritage areas and natural/cultural sites Generally small, with little or no present human activity, of outstanding natural, historical, archaeological, cultural or spiritual significance</p> <p>Natural environment-based outdoor recreation sites Protected significant/unique natural ecosystem; landscape for education and recreational enjoyment. Recreation opportunities of direct interaction with the natural environment. May vary substantially in size</p> <p>Intensive recreation and tourism sites Generally small. Natural surrounding providing variety of outdoor recreation and nature-orientated learning opportunities. Emphasis on provision of corresponding facilities. May appear as a separate zone within another category</p>	<p>Protection to ensure perpetuation of genetic material and natural ecological units. Providing opportunities in improving and understanding of natural process</p> <p>Protection of large representative ecosystems, natural/scenic areas for scientific, educational and recreational uses. Travel/camping opportunities for unstructured exploration to the extent compatible with preservation</p> <p>Protection and opportunities for education. Stewardship with native peoples and continued traditional cultural uses</p> <p>Protection. Variety of recreation opportunities and services. Full range of interpretative and educational programmes. Unstructured individual exploration to the extent compatible with preservation.</p> <p>Extensive outdoor recreation opportunities. Protection of outstanding recreation resources such as beaches and of small local/regional significant natural features</p>	<p>Scientific research/environmental monitoring. Public use (where permitted) limited to education and nature appreciation activities (nature study, hiking). Natural process (fire, diseases, etc.) allowed to continue unimpeded. Not allowed: activities mentioned in text, or roads, hunting, fishing, grazing</p> <p>Recreational uses: non motorized, low intensity dispersed recreation (backpacking, trail riding, canoeing. Fishing (sometimes hunting) permitted. Minimal facilities. Natural process allowed to continue unimpeded. Not allowed: activities mentioned in text, or roads, commercial fishing, grazing</p> <p>Facilities limited to those needed for education, interpretation, protection. Fishing (sometimes hunting) permitted. Direct intervention in natural process may occur for protecting the area. Not allowed: activities mentioned in text</p> <p>Potential permissible uses (may be restricted): auto-accessible camp ground and day use areas, (powered boating, hiking, trail riding, skiing, snowmobiling, aircraft landing, shelters, cabins and lodges, corrals. Fishing (sometimes hunting) permitted. Natural processes unimpeded. Not allowed: activities mentioned in text</p> <p>Diverse recreation/tourism activities of an intensive nature with emphasis on those interacting with the natural environment. Facilities as above plus commercial and staging area services. Fishing permitted (hunting dangerous in densely used area). Direct intervention may be allowed to control natural process may occur. Not allowed: activities mentioned in text</p>

Source: Government of British Columbia, the Cariboo-Chicotin Land-use Plan, October 1994

Table 7.1, Guidelines of protected areas at the Colombia Strategies

The following section discusses the French new strategy for tourism and recreation development that aims to reach sustainability in the light of environmental problems and new economic conditions. That strategy was the result of the relative environmental studies of tourism development impacts along the coasts. The government, in order to keep tourism success and the competitive French market, modified its national strategy for development on coasts. It is important to demonstrate that strategy as guideline to develop the suitable approach for the NWC.

7-4 The French new strategy for development on coasts

According to problems mentioned in chapter six, due to tourism evolution, France tried to develop a new strategy for tourism development to avoid problems and to sustain its successful tourism development.

Far from being at the end of its evolution, The field of tourism and leisure forecast spectacular development.

Fortunately, many lessons have been drawn from the mistakes of the last few decades.

Over development on French coast (Cannes)

Great efforts must still be made, however, regarding the organization of the profession, and public authority support. Gilbert Trigano, President of the Mediterranean club speaks of a disorganized profession, which is not yet ready to be thought of terms of products.

Because demand changes quickly, one must understand the tastes of the clientele. Clientele that are more demanding will not accept the Barrack-building solution of the 1960. These consumers are also very



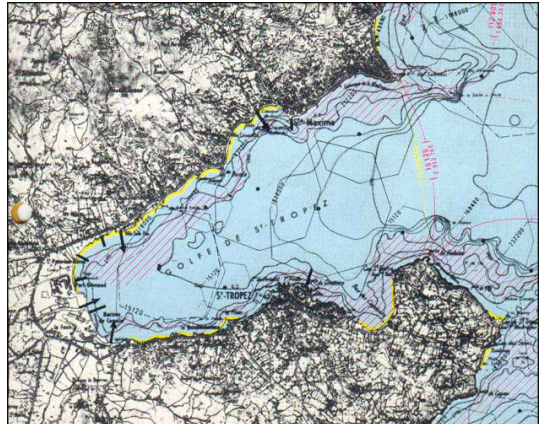
sensitive to crises such as accident, and terrorist attacks. Such events helped causing the re-establishment of visas to visit France, resulting in a considerable drop in tourism. Therefore, progress must be made in several fields (Taylor, 1993):

- 1- The staggering of holidays;**
- 2- The development of studies concerning resources, physical planning and ecological analysis**

According to the French new approach, the need to carry out a series of preliminary studies before any tourist operation is taken into account is important. At present, these studies are more complex and more thorough than two decades ago:

Fig 7.12 Polluted areas in the French Coast¹

A. Resource studies, on local and regional scale, undertaken by corresponding commissions, and including list of sites, monuments, rivers, and cultural traditions.



B. Biophysical and environmental studies,

That set the maximum capacity of an area, especially concerning mountains, which is important. Environmental impact assessment has been obligatory since 1977, and has to be carried out in a serious way once the operation has been defined and the sites chosen.

C. Studies of global physical and economic planning are important to ensure its integration in local and regional development. Ecological planning can be a precious addition at this stage of studies.

¹ J.Tait, Practical Conservation, Site assessment & Management Planning, 1988

Such studies were used in the preparation of the principal scheme for the development and urbanization of Toulon region where an integrated planning based on physical environmental, socio-economic, and cultural studies was carried out.

3- *Management and the use of market analysis, even if it is difficult to define precisely, the socioeconomic objectives;*

The French territory was thus divided into 3 zones for which the dates of school holidays, especially in the winter, were different for each zone. Until recently, this policy has not achieved satisfactory results. On the other hand, an attempt has been made to find out-of-season programs such as business courses, training courses, and periods reserved for elderly.

The publication of figures such as, the tourist observatories, carrying out annual surveys on tourist flow, expectations expressed, and expenses is an important guide for public and private organization.

4- *The choice of new products and service, the quality of the facilities and the commercial organization;*

New trends towards small-integrated unities, new programs appeared recently and there is no end to innovation in this field. Besides traditional programs, all sorts of new services are making their appearance. Health tourism (including water cures, health spas, sea water therapy) culture tourism (including economic or industrial discoveries), business conferences, gastronomic, and photographic tourism (safari photos natural parks to study wildlife), shooting or fishing tourism, are different types of new activities that according to the new French trends had to be grouped together.

Renovation of poor town centers into lively pedestrian streets containing luxury shops, restaurants, or displays has been undertaken in many French towns. Car use has also been limited to the benefit of public transport, and car parks have been built on the outskirts and the town center declared a pedestrian zone (Bilanges, 1987)ⁱ.

ⁱ Bilanges, J.P., 1987. „*Géographie touristique de la France* » édition B.P.I., Paris 252

5- The coordination of research between European countries

Above all one must be prepared for constant changes and adaptations according to public demand.

It must also be recognized that in the present French context, the role of the state and local communities seems to be essential. Their role has become more important and will become more so, because the authorities will inevitably have the power to make more decisions as living space becomes increasingly scarce. On that subject, decentralization had not always had positive results.

Many sites have been built today the strategically stakes seem to be the exploitation of rural space, with few facilities. Rural sites, overall, are less attractive. Therefore, holiday centers must develop programs that are attractive enough to draw the public. This implies heavy investments and great efforts to attract enough clientele. Because of the uncertainties, private developers will not invest on their own. Thus, considerable aid, support, and management are needed from the public authorities.

Tourism calls into questioning the whole policy of national planning and development. A supplementary effort of control is therefore necessary. For example, better quality urbanism could have discouraged the weekend leavings just to get away from ugly urban surroundings. The leisure civilization has contributed, perhaps more than elsewhere to shaping new styles of living, in the modern French landscape. In the future this evolution must be more harmonious.

Findings & Conclusions

The previous chapter has evaluated coastal management and regulations with the environmental considerations. This chapter tries to detect the points of failures in the tourism development approaches as an initial step of development, and whether environmental improvement has been always in the top of its aims. Then the research is directed to the new meaning of tourism development. It evaluated the environmental impact approach, which is the correspondent approach, based on the environmental control. Through this evaluations it is concluded:

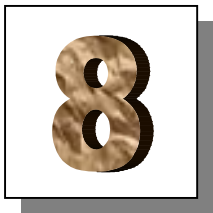
- In the traditional approach, there was an understanding of the environment and nature, as resources that must be studied in order to realize the maximum profit, to serve tourism development.
- According to that perception, other forces such as economical and political forces has great domination in taking decision to realizing the maximum benefit which has very short term benefit. This is clarified by the development of lower Costa Brava, where growth was left to market forces, then, over-development became a repellent factor despite the nature beauty.
- Some earlier efforts tried to improve the environment by defining the unit standard, which is based on the minimum area needed for using an activity. This approach failed according to its non-reliance on a specific place. The application of these standards disregarding the specific environmental condition lead to contradictive results. Then, the improvement of the environment results from the consideration of the relative environmental condition of each place.
- Despite the comprehensiveness of the dynamic character of tourism development the PASOLP approach still do not improve environmental conditions. Although it identifies the proposals, which can fully be implemented, by taking into consideration, the motivations, customs, needs, and financial abilities of the potential clientele, environmental control through this approach has a secondary importance relatively to other factors controlling the decision. Environmental impact needs to have a considerable weight accordingly to the

importance of nature and environment as the main competitive base for tourism development.

- Even the PASOLP approach is modified to reinforce the implementation phase by creating monitoring system to readapt plans according to changes, but the environmental problem is remaining, because of the inadequate relative consideration of its irreversible impacts.
- New meaning of tourism development changes its objective from:
“Maximum profit from resources” to “saving resources”. This change is clear in the definition of **Sustainable Development**
“Meeting the needs of the present without compromising the ability of the future generations to meet their own needs
or
"Tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future."
The environmental impact assessment approach, which is based on that new definition, evaluates proposed alternatives according to their environmental impact. This approach is not efficient mainly because there is no defined field of study, which in some cases concerns of engineering issues, or of others of biological impacts, or are concerning about ecological balance. This diversity of study-fields usually results from the involvement of political or economic forces.
- In tourist and recreation development, environment the base of their improvement, and the EIA approach in that case must be different from the EIA approaches of other type of development.
To reach sustainability, tourism development must not only protect environment but also add new values to that environment that can resist to changes due to tourism itself or due to other surrounding types of development.
- Positive approaches to tourism development can avoid environmental negative impacts. Tourism can reinforce socio-cultural values by the involvement of local resident in the development process. The creation of socio-cultural based activities that attract tourists who mainly want to know the initial culture of destination areas can reinforce the value of the socio-culture of local resident.

- Tourism development has improved the cultural heritage of many historical sites by supporting their preservation and maintenance in order to attract more visitors.
- Tourism development, in some areas with poor aesthetic values could create beautiful scenes as well as reclaim beaches and support its maintenance.
- Tourism development can then be a tool of not only protecting environment but also enriching and adding to its value. And the challenge is to try to define a suitable approach that provides a positive effect and avoids negative impacts, which is definitely could be applied by a comprehensive study of environmental conditions, and then proposing suitable strategies.
- The French new strategies of tourism development is a successful approach to environmental improvement, it is based on the following actions:
 - A-The staggering of holidays;
 - B-The development of studies concerning resources, physical planning, and ecological analysis
 - C-Management and The use of market analysis, even if it is difficult to define precisely what socioeconomic effects are desired;
 - D-The choice of new product and service, the quality of the facilities and the commercial organization;
 - E-The coordination of research between European countries

That strategy can be useful as a guideline to develop the suitable approach that is needed to control the environment through tourism development but that must be adapted according to the difference in circumstances.



CHAPTER EIGHT
Towards Tourist and Recreation Development
Improving Environmental Conditions
The North West Coast of Egypt

CHAPTER EIGHT

8-Towards Tourist and Recreation Development Improving Environmental Condition

Introduction

This chapter is considered the deductive chapter in which the study will derive the suitable approach of tourism development on the NWC. The summing up of the study's findings and conclusions will be linked to the Egyptian case as follows.

According to findings and conclusions derived through the previous chapters, the study has remarked many causes of the failure in realizing the environmental goals through tourism development on coasts.

In order to derive the suitable approach for tourism development on the NWC of Egypt, it is important to start this chapter by determining causes of failures in the Egyptian experience regarding the Egyptian conditions.

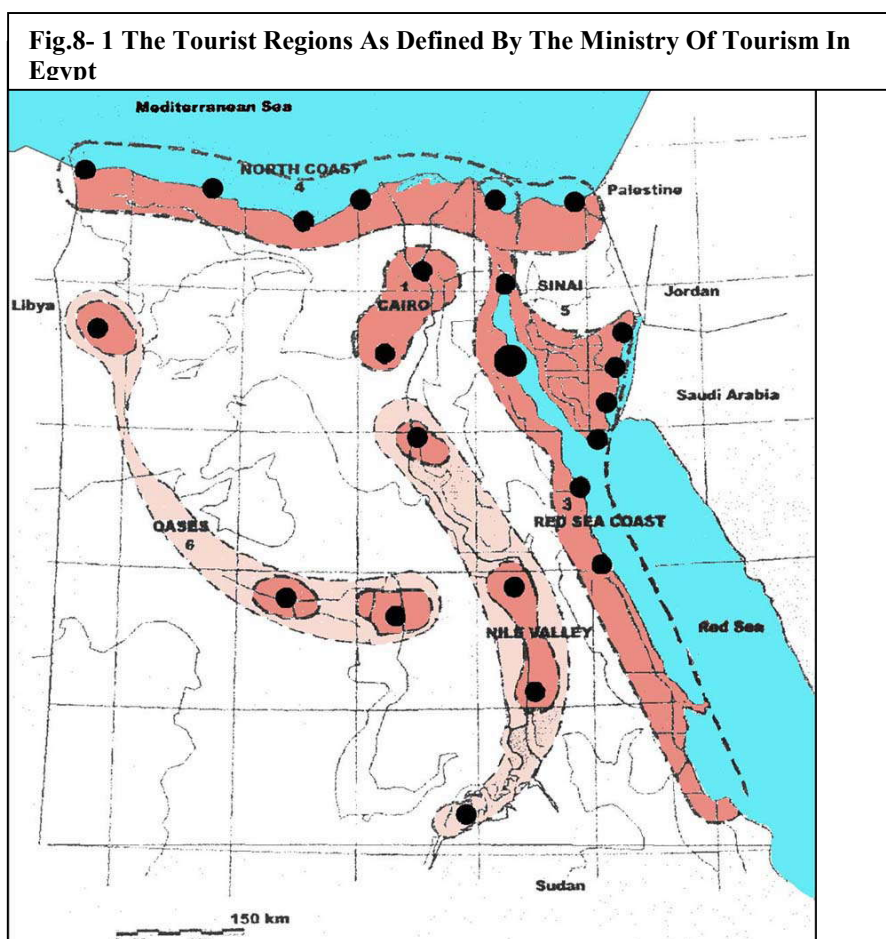
Therefore, the chapter will begin by the evaluation of tourism and recreation growth along the Northern Coast and the relative environmental degradations. This evaluation is considering the Tourism product life cycle model, to explain relative environmental, and market changes corresponding to each phase of growth.

The study then will estimate the scenario of growth according to the existing situation. That scenario reveals the problems that need to be solved or prevented. Then, according to the proposed needed actions the second scenario of growth is predicted.

The study will end by tracing the outline of the proposed approach of tourism development along the NWC of Egypt.

Summing up

The research has highlighted the importance of thinking differently about tourism and recreation development and their growth. The misunderstanding of both tourism growth phenomena and the



dynamics of the environmental characteristics, leads to complex
Source: Ministry of tourism, 1997

negative impact on the socio-economic and environmental conditions. To prevent the negative impacts of tourism development on environment and nature and to transform it to be a tool of preservation and enrichment of the nature, it is important to understand three important factors:

First: Tourism that plays an important role in alleviating the economic condition of countries is threatened by the environmental degradation (part one).

Second: Environmental degradation has been due to the unmanaged growth of tourism as well as other activities such as manufacturing industry, agriculture, and residential activities (part two).

Third: According to the two previous facts, achieving sustainable tourism needs not only minimizing the overall impact on the environment (that has usually failed to be realized because of the complex nature of environmental degradation), but also adding positively to that environment.

Based on these factors, the tourism and recreation growth experience of the north west coast of Egypt- as any tourist development on coasts- needs to be analyzed in order to propose an adequate tourist and recreational approach

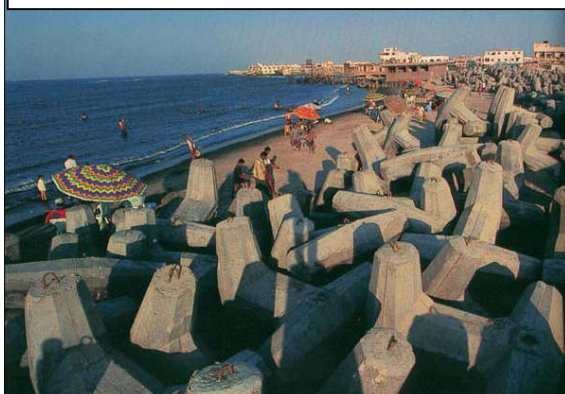
8-1 The Evaluation of Tourism & Recreation Growth in The Northwest Coast of Egypt and relative impacts on the environmental degradation

As mentioned in chapter two, the growing importance of tourism in Egypt is reflected in the structure of economy. It is one of the four primary sources of the national income together with the Suez Canal, oil, and gas exports, and the remittances of Egyptians living abroad.

According to these facts, a regional development planning has proposed tourism development in the northwest coast of Egypt. According to these objectives, as mentioned in chapter six:

The growth of tourism as a

Fig.8- 2:Accelerated shoreline Erosion - about 15 feet a year (Alamal beach near Baltim)



dominant activity took several phases:
 During these phases, The NWC of Egypt has been exposed to a misleading management that produced irreversible damages, and indeed needs remedial action.

Phases of growth:

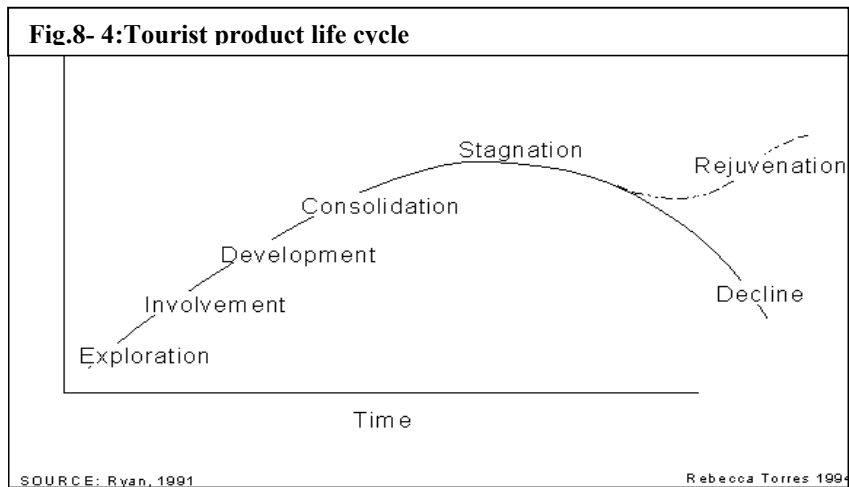
A. First phase of growth:

In the early-twentieth-century, foreign tourism has focused on historical and culture heritage visits related to ancient Egypt. Local tourists have been, and remain, mainly oriented towards holidays at seaside resorts, usually during the summer. Alexandria has been the main summer destination for the Upper class who was able to afford travel, and take summer holiday

Fig.8- 3: Density on Alex. Beach during summer.

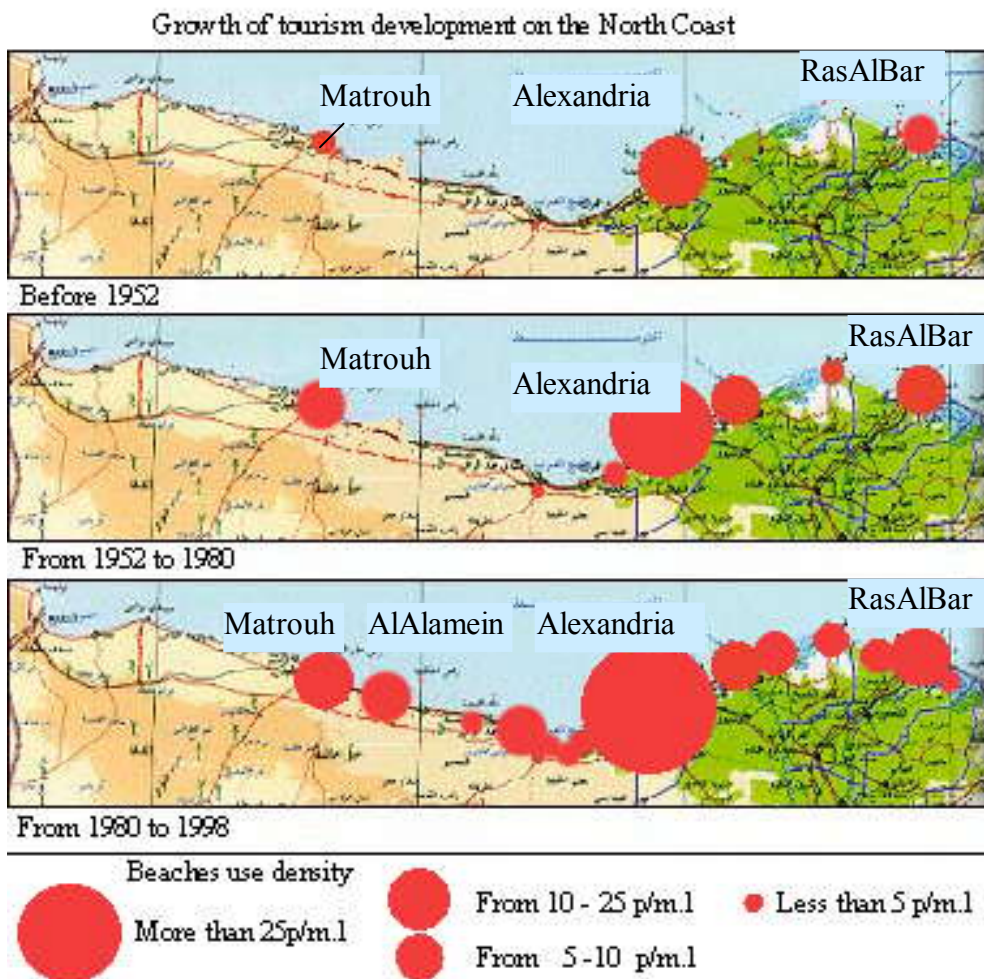


The relative Environmental situation



In facts, Alexandria had several natural beautiful beachesⁱ, and the city provided at that time, one of the most important national coastal Parks: AlMontazah, where some of rare flora and fauna were found, as well as many designed promenade along the beach providing

Fig.8- 5: Growth of tourism development on north coast



sitting areas. Accordingly recreational and tourist activities enhanced the scene of natural environment. These privileges were also clear in Marsa Matrouh, the backland where the Bedouin city with traditional activities, and the coast with minimum built up area, showed outstanding beauty of nature.

ⁱ The National geographic Magazine, January 1997

Egyptian Mediterranean coasts were seasonally, place of landing of immigrating birds, crossing the sea. Beaches were very calm, with moderate densities.

B. Second phase of growth

According to Altorki, S (1998): -the IESTA Conference in Egypt 1998- after 1952, the need for summer vacation increased following the new trend of the need for vacations Worldwide particularly, after the Second World War. Although the overcrowding due to the new visitors, and the beginning of its environmental degradation, Alexandria could maintain at that time its attractiveness to tourists, which consequently raised the values of lands and rents.

Due to the previous facts, many of Alexandrian citizens rented their homes in summer to earn more money and went to Marsa Matrouh because it was cheap and calm. Accordingly, informal land sales in the West of Alexandria took place towards Matrouh that was the natural expansion direction along the coast.

As Marsa Matrouh was far from Cairo, new cheap resorts were built along the Mediterranean coast in the Nile valley such as Baltim, and Gamasa to meet the need for summer vacations of the middle class and industry workers that were generated at that period, particularly after the republican revolution. Later, appear other types of upper class resort (Al Maamourah) located at the peripheries of Alexandria, to escape the crowded beaches.

The relative environmental situation

Despite the emergence of the local tourism, tourism was not responsible for the resources degradation, which appeared at that time. Actually, sea pollution at that time was due to the industrial booms that accompanied the Republican Revolution, where massive numbers of industries were located near the Alexandria port.

Despite the planning regulations set by the site planning of public resorts, (one floor chalets, with front and back garden), they could not avoid the negative environmental impacts that had occurred later.

These resorts suffered from being vacant in the of-season months of the year especially because of their poor planning that leaked aesthetics and adequate facilities, which could provide longer stay. However, until late 1970s tourism development in the NWC was still under control.

C. Third phase of growth

The emergence of the open economy in the late 1970s had resulted in the expansion of the new-rich class. The beaches, in the public resorts became overcrowded (over occupation of the same unit). On the other hand, the informal land sales from the Bedouin in west of Alexandria, (Alagamy) to local tourists, had taken place. This area suffered from some massive and quick unplanned growth that threatened the natural vegetation of Alagamy.

In 1980, a comprehensive physical plan for the area from km34 to km 100 was proposed, to control the expected tourism growth to the western direction.

As mentioned in chapter five, the physical planning of the NWC was based on a serious study of landscape feature, tourist demand and socio economical factors and it was one of the leading examples of governmental investment in tourism as means for regional development

Its main goals was:

- Protecting the north western coasts from the irrational development,
- Alleviating the pressure on the tourist facilities in Alexandria,
- Creating an attractive tourist image for the region that is compatible with the environmental aspects

Its main concept can be summarized in the following points:

The coastal strip development was divided into several unique zones of tourist and recreational activities, with intervals of open land, which are of natural beautiful scene and permit to merge into the wide recreational strip.

Four centers were proposed and situated juxtaposition to the various recreational areas. Communities of diverse volume are situated in the hinterland of agricultural an industrial base to serve to the front tourism development.

Although the development plans was based on a comprehensive study of nature and environment, but due to the large scale of the projects and because of financial aspects, the government found itself under pressure to amortize costs quickly. Then, it found that it

could get higher and quicker returns by encouraging luxury apartments rather than from social tourism for domestic touristsⁱ. With the growth demand on tourism in the Northwest Coast, the government allowed the expansion on the open landⁱⁱ in spite of controlling development on such natural beautiful sites. Consequently, land sales emerged again but led by the government and also in the absence of planning regulations. The benefit in this case was only a virtual short economic benefit; (it is described by virtual because, it decreased national resources (LAND))

The relative environmental situation

It is important to note that the environmental regulations of tourist and recreational development on the NWC was limited to only identifying the beach width, within minimum 200 meters from the water's edge, and the plot ratio: 0,4. Such regulations were not based to a regional plan, and were applied to all projects along Egyptian coasts.

In contrast, in the 1960s by sixties, despite the limited awareness of environmental importance, there were effective restricted regulations to control buildings on the beach, so as not to obstruct view of the sea from the back lands, (villas, and low rise building in the front). Such regulations that controlled densities on the coasts, had maintained the environmental sustainability in that period. However, unfortunately, the uncontrolled development on beaches that appeared later has been causing significant degradation of beaches, such as erosion of the beach, sea pollution, air pollution, etc.

As well as the over development of Alexandria coasts, expansions and the replacement of low rise buildings with high rise walls along the coast, had raised the densities significantly. In addition, the wall barrier has prevented winds from going through the city.

ⁱ Depending on local market demand in Egypt, land in the north west coast became of very high value, due to the clean beautiful beaches, the supplied recreational activities, and the reputation as a second home for upper, class. Six Octobre magazine, 26 Aug, 1997

ⁱⁱ PUD consultant 1995

Generally this modest development had been violated in the Northwest-Coastal tourism development during the period after 1980, which involved large-scale construction of apartment buildings for visitors from Marsa Matrouh, as the residents of the private chalets, villas, and palaces in about 90 new tourist villages which are used almost for short-term holiday use in summer.

D. The complexity of the environmental situation was due to:

As concluded in chapter five and according to the above discussion, tourism in an area can be threaten by the following:

- The environmental degradation due to the tourism growth itself at an area
- The environmental degradation due to other development at that area
- The environmental degradation due to tourism or other development in other places but their effects expand to attack noted areas

The effect of that degradation, usually combined in one area, could be serious. The environmental degradation has no reversible remedy, once an area is affected; the recapture of its previous environmental values is impossible. Therefore, it causes the failure of tourism development in such areas and the loss of important economic resource.

Indeed, this very important fact is the basis for the proposed approach toward tourism development, which could improve the environmental conditions

8-2 Towards Tourist and Recreation Development Improving Environmental Condition

In the light of the previous analysis of the environmental problem in the Northwest Coast of Egypt, the causes of failure to achieve the environmental improvement through coastal development could be summarized in the following sections.

8.2.1 Causes of Failure of Environmental Improvement in the North West Coast of Egypt

As Concluded by the Study

As concluded previously, the abandonment of the development plan proposed in 1980 and the random and informal development has been the main cause of failure of tourism to improve the environment. However, that inadequate control could be explained through the misunderstandings of the tourism growth phenomenon, and the main objective of tourism development. Indeed, the main objective of tourism was narrowly understood as:

“The realization of maximum benefit, within minimum negative environmental effects”

However, it should have been understood as:

“The realization of maximum benefit by not only saving environment but also adding, and enriching it, which is the only way towards sustainable tourism ”

The causes of failure of environmental improvement in the Northwest Coast could be related to the followings:

A-The misunderstanding of the dynamic performance of environmental impacts

As concluded in chapter three, development of a particular area had negative environmental effects not only in that area but also in surrounding areas. The intensity of environmental impacts varies according to the pollutants' nature and to the sensitivity of adjacent areas. With the growth of development, those impacts became more intensive, and accordingly the effected areas had increased. Consequently, areas of certain environmental sensitivity, recommended to be restored or preserved can be polluted severely by development of adjacent sites.

This fact causes the unexpected degradation of the environment, in areas with vulnerable ecological environments and consequently causes the degradation of resources.

B-The misleading current data base information

As a consequence of the previous problem, the information about natural resources could become misleading because resources would probably diminish in the future due to negative impacts of the present development. These impacts that are difficult to measure at present, surely will affect resources in the future. As planning is concerned with forecasting the future situation, such kinds of data which have to be regularly adapted, are misleading, and could produce inadequate plans.

C-The misunderstanding of the growth cycle of coastal tourism

The understanding of the growth cycle could resolve the conflict between economic and environmental issues. Cultural and the natural environment are the only motivations that encourage the growth of tourism on coasts. As mentioned in chapter four, when virgin lands that have certain natural and cultural values are developed for tourism purpose, tourists searching for relaxation and quiet beaches are willing to visit. This could contribute to the success of destinations and attract more tourists. Such success would encourage small businesses to be developed around it to share that benefit, then land values becomes higher due to the increase in demand. Land sales become the way to acquire quick economic benefits. Small businesses, in order to get additional economical gains, recompensing the high land values, offer low-level facilities, with reduced prices, which is the beginning of the attraction of mass tourism. This action is the beginning of the environmental degradation, due to the over loaded beaches, and over loaded services. By consequence the higher-class tourist, leave the area to another new virgin land. The project managers, in order to prevent the loss of economic benefits are involved in encouraging mass tourism as well, which would increase the environmental degradation, followed by gradually tourist's abandonment of the site, then chains of economic losses.

From the above explanation, it argued that economic and environmental issues are not in conflict but their success or failure is interrelated. It is the misunderstanding of that phenomenon, which would create that virtual conflict.

D-The inadequate regulations controlling growth on coast

The present regulation controlling the development in the NWC of Egypt are only concerning with the beach width, and the plot ratio.

Those regulations are not effective because they are applied in general terms, despite the differences of environmental situations relative to each area. (The 200 m depth of the beach as regulations is too general; simple and illogical to be applied in the Mediterranean coasts and the Red Sea coasts as well.

E-The misleading ways of Environmental Evaluation of the tourism development project

In Egypt, the environmental impact assessment EIA is the most common evaluating methods of the tourism projects. According to the EIA, any project is considered environmentally viable if:

“It does not make significance negative impact on the environment.”

This statement gains the permission for the implementation of such project. Assuming that such assessment, was effective, (which is usually not the case due to the lack of accurate information), therefore in tourist project the objective must be the

“*Enrichment of the environment*”
and not only

“*Not causing significant negative impacts.*”

This modification of the main objective of the tourism and recreation project, that are based essentially on the environmental situation, leads to more appropriate evaluations, and consequently leads to sustainable tourism development.

F-The non-subjective choice of recreational activities

The shift to the relaxation and water sports activities, and the abandonment of the cultural and traditional activities, (Bedouin tradition-based activities) had curtailed the main objective of development in the Northwest Coast of Egypt. Water-based activities encouraged in the Northwest coast usually cannot compete with the similar activities in the European Mediterranean coasts; appeal generally to the local tourists. It is important to note that some water-based recreational activities, in other countries, such as Marinas, diving centers, and fishing, are direct cause to the marine pollution in fragile ecological sites

The above-mentioned six failures of environmental improvement in the Northwest Coast could explain the trap that both, government as controller and developer, as well as planners for tourism and recreational development fell in. In the light of that discussion, the following sections propose an appropriate approach for tourism and

recreational development in the NWC of Egypt towards improving the environmental conditions.

8.2.2 Scenarios of The Expected Tourism and Recreational Growth

The findings of the research showed the tremendous increase of urbanization of coastal land, increased from only 8% before 1980, to about 30 % in 1995, of coastal areas. This expansion is distributed as 90 tourist villages along the narrow coastal strip, (the narrow strip is generally of 500 m wide and rarely reaches 1000m wide).

When the government was promoting such development, the investors were encouraged to buy and develop areas around the government projects because of the presence of infrastructure made by the government such as water pipe lines, which carries water from the Nile valley to feed the Northwest coast. As a result, the rate of growth of urbanization around the initial project has been rising rapidly.

The involvement of the government in the development of the NWC directed the demand of tourism in that region to local tourism market and, not to international tourism market as was noted in the development plans of the Northwest coast region.

Table 8.1; The comparison between projection and actual situation of international tourism in the Northwest Coast of Egypt

	Local tourism			International tourism		
	Tourist number	Available beds	Approximate occupancy	Tourist number	Available beds	Approximate occupancy
Projected for 1990	250,000	200,000 beds	200 days	37,500	30,000 beds	140 days
Situation in 1996	366,000	550,000	90 days	800	2000 beds	10 days

Source: PUD and ORplan (1976); Matrouh Governorate (1996)

The government concentrated on establishing second homes for Egyptian local tourist while disregarding the establishment of hotels, airports, facilities, and services for international tourists. As a consequence, the region attracted only the owners of the second homes, while no international tourists were attracted mainly due to shortage unique attractions that could have increased the region competition versus other major tourists magnets such as Spain, Tunis, where mixed culture-nature environment play important role in their success.

The focus on water-based activities and relaxation (that actually attract local tourists) with the disregard of the proposedⁱ desert-based and the cultural-based activities had decreased international tourism. It is important to note that the NWC of Egypt was not attractive to international tourists versus the other competing destinations in Mediterranean countries as well as the other tourist regions in Egypt (the unique natural environment in Sinai region, and the cultural heritage in Luxor and Aswan).

It is important to point out that the development of the NWC was left to the market forces with the absence of limitations of environmental studies.

In addition, investors were seeking to profit from the trendy resorts of the Northwest coasts that appeal to the Upper class local tourists that affected the real estate market in the region.

The trends in the market, raises the price of lands amazingly in the last past 10 years, to reach about more than one million Egyptian pounds for the chalet and about three thousands for renting a single week. It is important to add that those values of lands and buildings comparatively with the average week rents in the peak season in other local tourist resorts that are ranging from 500 to 2000 EPⁱⁱ show that the North west coast is on the top of destination of the local tourists. (Attia, A. 1999)

Therefore, because of the dynamic character of tourism, and its related variable conditions, (political, social economic and environmental), it is necessary to review the models to derive the suitable approach for tourism development.

ⁱ the development plans in 1980 of the km34-100 of The NWC was proposing some activities based on desert and Bedouin product to ensure the comprehensive plan.

ⁱⁱ this values are derived from the observation of the real estates, announcements in the daily Al-Ahram during the summer 1999.

The models of growth could be predicted according to the existing condition and the growth cycle of tourism while considering the environmental conditions.

8.2.2.1 FIRST SCENARIO

The expected growth according to the present situation

This model is based on the observation of the growth of tourism and recreation development in the Northwest coast of Egypt that had occurred until present and the similar cases of growth on coasts, studied in chapter three and five. This prediction of growth is based on most noted failures, within the context of the regional and governmental strategies.

The areas developed by government, represent 3% of the total development of the NWC coasts, while the private sector is responsible of 97%.

The development of the NWC was based on the study of natural resources; market assessment to propose areas possible to be developed as multi nuclear centers of development with natural interval buffers to preserves the special values of natural environment. According to the trendy market, the increasing demand from investors and users (usually the upper class tourists) encouraged the government to sell additional land either separately or within the expansion of its projects. That expansion has not been based on any serious assessment of environmental and has been expanded overlapping the proposed reserved intervals.

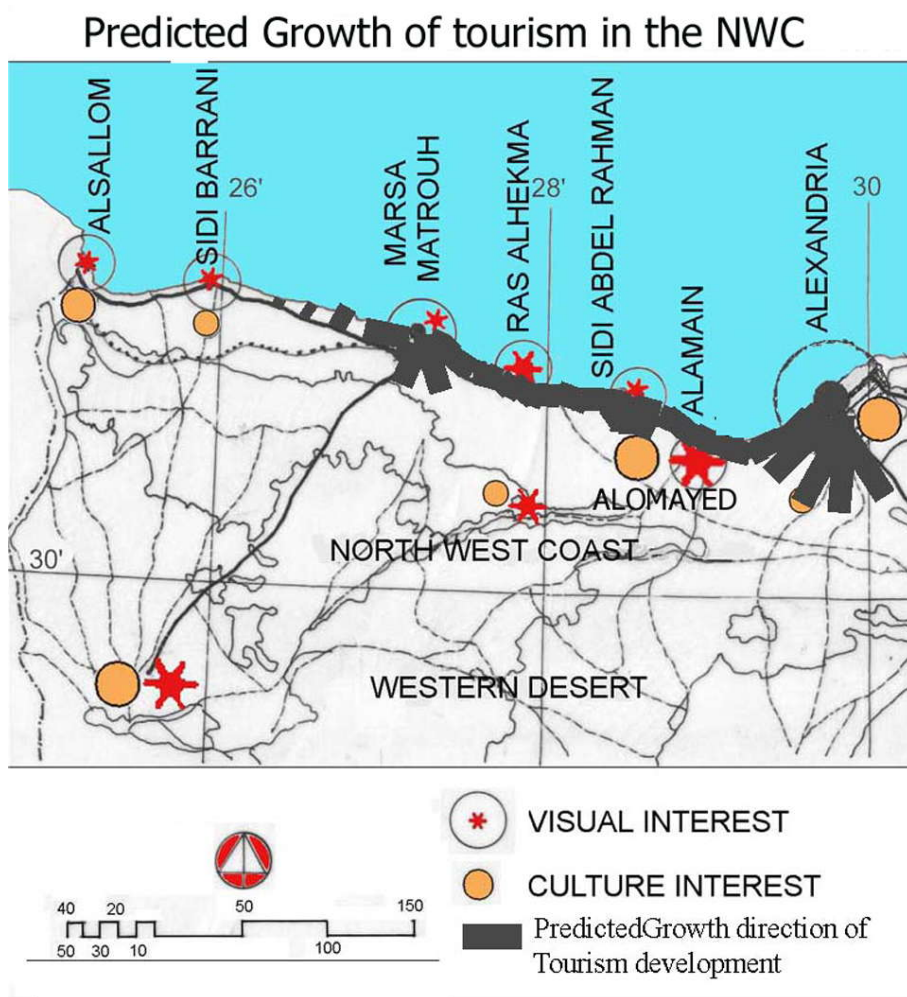
The new landowners believed that they had the right to profit from the whole surrounding natural environment, specifically the sea, that lead to the linear expansion on a very narrow strip and the spread of private beaches in the most of the coast as shown in fig 1.14.

The forecast scenario of the growth, is explained as follows:

First stage of growth

The growth of tourism in the NWC will continue, increasing pollution in the summer resorts. Local tourists attempt to escape the pollution and crowds, while looking for area with less environmental degradation.

Fig.8- 6



The growth would continue horizontally taking the linear shape along the coast, in narrow coastal strip with no intervals. The growth would totally abandon the backland, as the result of the need for quick benefit from the exploitation of the beach. The government, due to the weak economic conditions, would encourage such trends as it has been investing in the infrastructure, as well as investors and owners are not interesting of the cost benefit, or the social benefits to acquire profits.

It is because of non-sustainability of the trendy market that moved through the last 20 years from AlAgamy, the first expansion, to Marakia, Marbella, then to Marina Al Alamein, that the NWC would develop new resorts to continue attracting upper class tourists.

Accordingly attracting international tourism is not expected because of the lack of adequate competitive activities and facilities such as hotels

The relative impacts

The above scenario would have several impacts

The environmental impacts

- The Loss of land as an available resource for comprehensive development
- The abandon of the existing development that caused pollution or significant land degradation, as well as the over use of the network and the infrastructure, will cause some significant effects such as beach erosion, sea pollution, unstable sand dunes, that actually will need more complicated solutions and more costs
- The construction on the interval reserved areas would increase the built up densities and beaches use densities.

The social impacts

- More isolation of the Bedouin will occur in contrast to the main objectives of the development plan where it was advised to alleviate their problem.
- More segregation between social classes

Economical impacts:

- The land values would continue rising, and the strategy of land sales to acquire quick financial benefit will dominates the situation, and land speculation would increase as result of the investors need to profit from the market forces. This situation is simply the transformation of natural resources (lands) to goods of which only few people profit. Moreover, the quick economic benefits are in the reality, loss in the long term.
- The disregard of the recommendations of the regional development plan increased the seasonality of the area which is economically unfeasible.

Second stage of growth

Due to the scarcity of water, and the high costs of the water extractions, or desalination, the horizontal expansion will stop after few kilometers far from Matruh. Therefore, the increasing demand, on one hand, and the needs of recompensing the high values of lands on the other hand, expansion will take place vertically.

At this stage, densities will increase and the beach will be over developed. Having no other option for growth, and in order to acquire any economic benefit after selling lands, the government will be obligated to change its regulation of development and increase building density.

Upper classes searching for new calm beaches will leave, sell, or rent their property to mass tourists who are encouraged to visit the area by investors to reward their economic loss. The land value decrease dramatically, and the NWC, become polluted, resources are degraded, and then, there will be no opportunity for recapturing its lost natural qualities.

Relative impacts

The environmental impacts

- Overcrowded beaches, high densities, over development
- Significant degradation of environment and resources

The social impacts

- Degradation of cultural tradition, with the abandon the Bedouin situation
- Loss of job opportunities, according to the unsustainable tourism cause several social problems.

The economical impacts

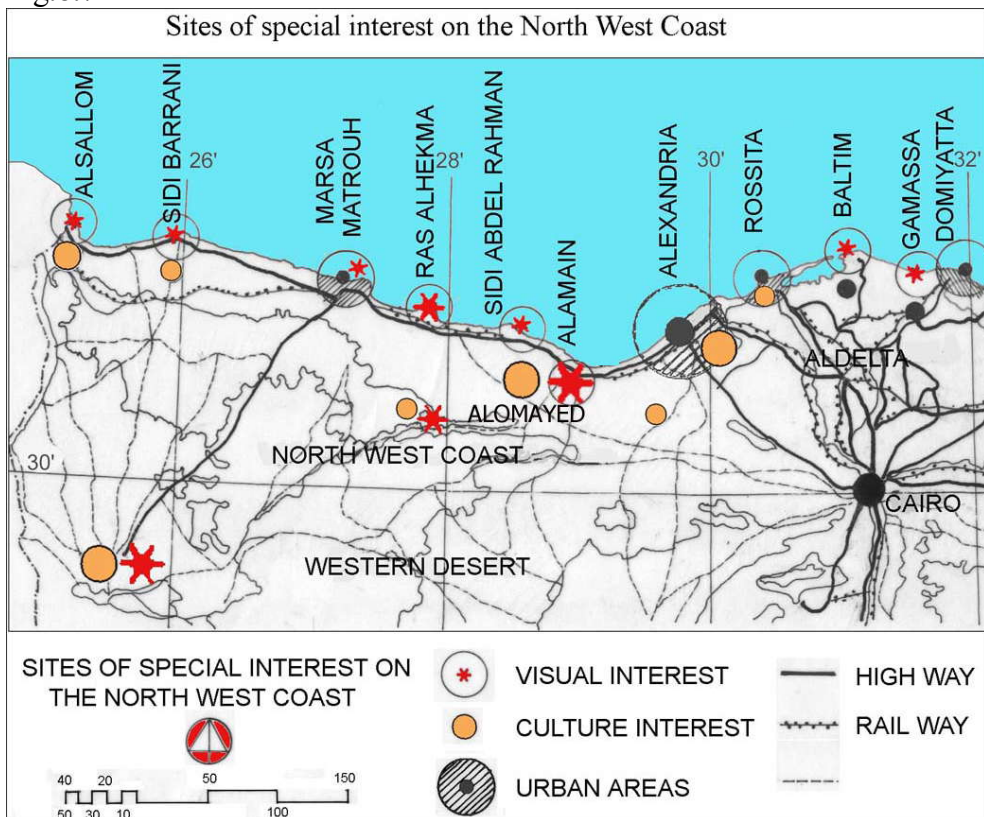
- The decrease of land values would affect the national income, but the investor would have acquired their benefits.
- Loss of jobs and the decrease in the level of income would cause complicated economic problem on the level of individuals as well as at the macro level.
- Generally, the loss of benefits that could be gained by adequate tourism development of the NWC would be considered the major economic loss.

- Actually, this growth and expansion can be described as false expansion because of the seasonality character that shaped it. The development without environmental studies, nor comprehensive plans to develop all resources together within tight and strong environmental understanding, is a “development to death.”

8.2.2.2 SECOND SCENARIO

The Expected Growth According To the Proposed Situation

Fig.8.7



The proposed solution to prevent the expected consequences is the foundation of environmental database that allows the detection of areas of certain importance.

Areas of outstanding visual importance, unique or fragile ecology, or attractive cultural traditions will be defined and considered as

spots for development centers, that attract international touristsⁱ. It is important to note that in 1986 the AL Omayedⁱⁱ, area at km 83 of Alex-Matroh, was defined by the UNISEF as international reserved area, because of its unique ecology and rich and rare flora.

Then, as development for the future needs adequate economic forecasts, the study of the future environmental impacts of present development are needed to identify the threatened areas and for setting adequate strategies.

Areas such as Omayed and others that had to be selected according to the study, will need a conservation strategy that could vary according to their relative importance, and situation: (existing man made construction or expected pollution.) The landscape planning, as an approach to solve pollution and resource degradation impacts is important on the regional level as a first action based on the precedent study, such approach must provide new scenes that serve tourism development as well as to enrich of environmental conditions of poor areas.

Proposed Development of Non-Developed and Non-Polluted Areas

According to the previous interpretation, coasts, and backlands has to be developed as one unit, ensuring the environmental improvement. Reserved areas, which are public resources, can be managed as well as maintained by the private sector that have the primary right to develop service and recreational center on the periphery of the reserved areas (buffer zones), where very restricted regulation of densities and limited motorization is recommended.

Development of activities at these centers will be based mainly on serving and managing and controlling tours to those reserves, while

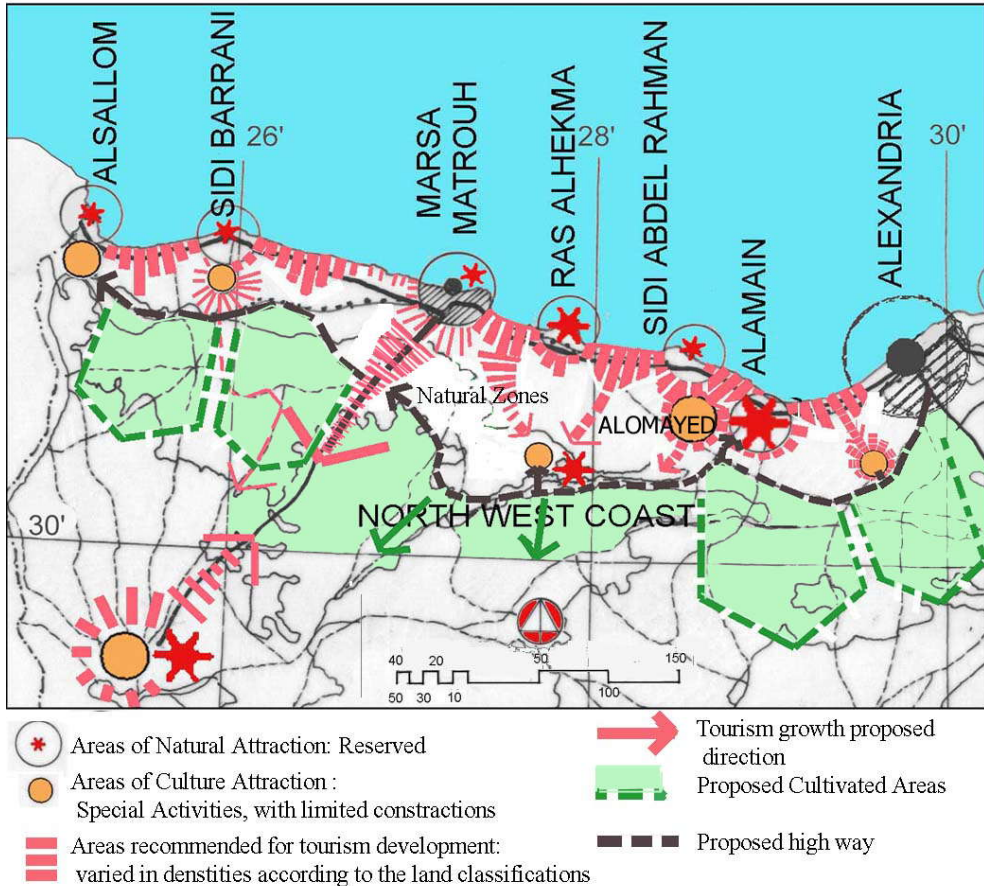
ⁱ It is important to notes as it was conclude through the study that the strength on the unique traditional (Bedouin traditional life) feature can characterized, and put the NWC in an equivalent competition with the great international tourism products of other Mediterranean countries as well as of other tourist region of Egypt such as Sinai region.

ⁱⁱ Alameed is one of 18 international reserves defined in Egypt representing about 8 % of its area of about 19 million feddan

providing some related activities, such as terrarium or cultural museum that can be located at the buffer zones.

Fig.8- 8:

Proposed Tourism & Recreation development Strategy for the North West Coast of Egypt



The focus on Bedouin culture, and their environmental product, can be by the creation of some related tourism and recreation activities, such as desert- based activities, Bedouin festivals, Bedouin market for handmade products and food, cultural and traditional museum that show their history and style of life.

It is by these activities that the growth of tourism development would be initiated. In addition, the participation of the Bedouins in

those activities will raise their income and profit from comprehensive development.

That strategy of development can build the reputation of new and beautiful beach, within the context of Bedouin features, and unique backland ecology. This identity of place will put the northwest coast in an equivalent competition with other destination in the world.

Apart from centers of natural or cultural based activities, regulations would tolerate the gradual raise of densities according to its remoteness to those centers, in order to remote crowds from conserved areas.

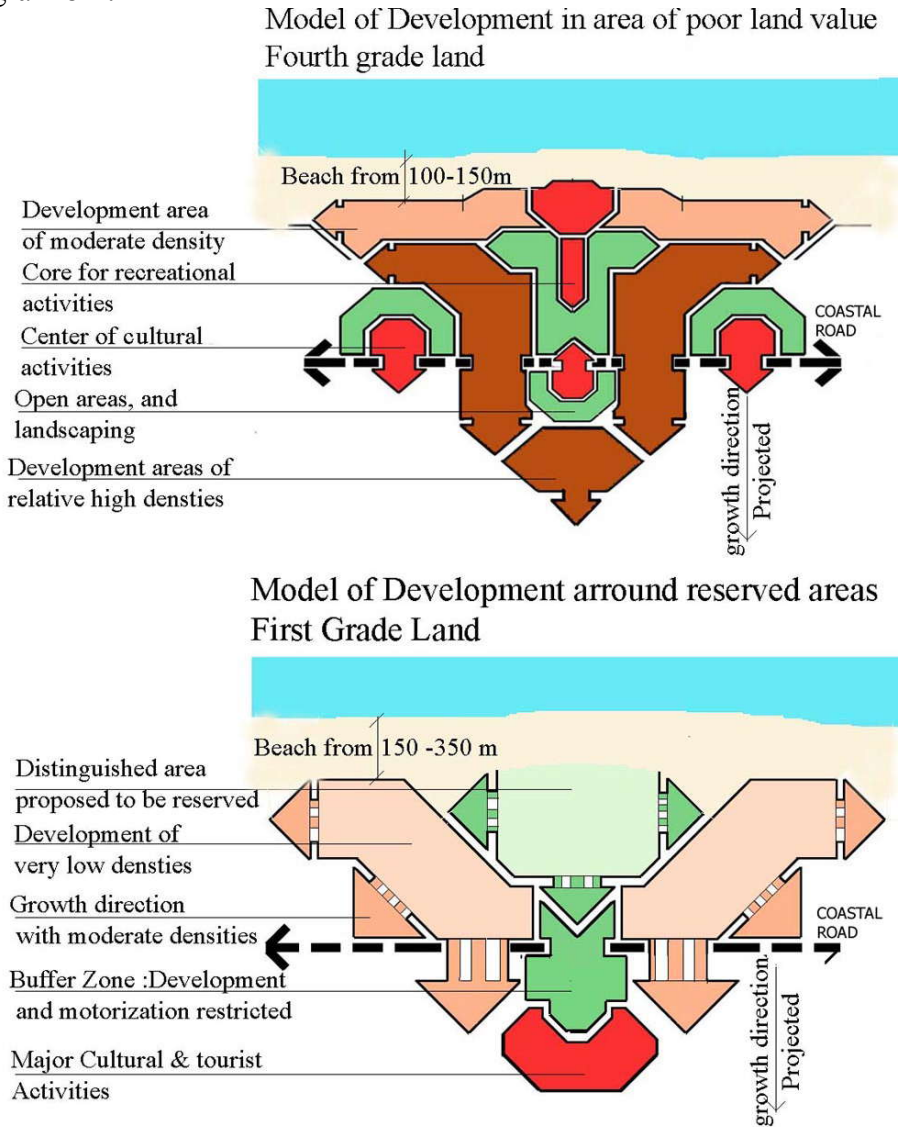
Then, regulation that control development on the coast will vary according to the environmental definition of each area, which can be explained by the following sentences,

- Areas adjacent to the proposed reserved zone, have limited tolerated activities, limited motorization, and no accommodation.
- Closer areas have lower densities, wider beach if there is, higher percentage of open areas, and higher land value Remote areas have higher densities, narrower beach, and relative lower land values: those areas are generally of poor aesthetic values that have to be enriched by tourism development
- Land values, as described, will be based on the environmental condition; the areas of high land values are the areas of the maximum profit from the environmental and natural conditions.

The hinterland must be treated in a way that complements the development strategy: Cultivation and forestationⁱ of the backland can solve the desertification problem in one hand and provide permanent economic improvement of the region, on the other hand.

ⁱ Many field surveys and reports (Amer, 1987) (PUD consultant, 1978) studying that sites and reports recommended the cultivation in that region using the underground water spreading in the region, using the convenient crops

Diagram 8-1:



Proposed Resolutions for Polluted Areas of Existing Development

In this case, which is the worst, pollution cannot be observed right away. However, pollution will occur in the future (due to a present situation or existing over development). Then, the detection of the pollutant factor is important, and according to the position of such areas relative to reserved areas, strategy should be based. First, the pollution sources should be treated, immediately, either by its repairing or its removal.

Then, in areas, far from the proposed reservation site, high density is tolerated, visual upgrading will be needed, e.g. adding artificial landscaping element in order to reduce pollution effects such as parks, artificial lakes, and forestry. In addition, closer areas will need reduction in its densities as well.

Second phase of development will be along the Matruh –Siwa axis. This development can happen in parallel with the previous development. This development is based on the strength of a spine where consecutive cultural feature, from coasts to inner Oasis is presented. At that stage water-based activities, cultural-based activities, as well as health purpose-based activities, will share attraction of tourists, and raise tourism potential in the region.

Relative effects

In this model, the growth will take radial shape around reservation areas in contrary with the previous alternative where growth was linear, and emerges from developed areas.

Environmental effects

- Improvement of natural environment will occur due by classification of lands and setting adequate regulations.
- Improvement of cultural environment will occur due to the improvements of Bedouin activities and their share in the development.
- The control of pollution in the region by landscape planning will reduce environmental degradation.

Social effects

- The Bedouins' involvement in tourism development ensures the incorporation of their cultural and traditional values.

- Job opportunities will be provided to local resident (the Bedouins), this would raise their average income, and then solve many social problems.

Economical effects

- The transformation to international tourism would elevate the economic conditions at the national, regional, and local levels.
- The redistribution of land values provides an imbedded economic support of undeveloped areas (reserved). Moreover, the privatation of management and maintenance of reserved areas will ensure its preservation
- The governmental participation will be limited to the constructions of roads and the provision of transportation modes. Then it would provide, elements of growth, and control it by reasonable regulations, that preserve natural and cultural resources. These actions would raise the benefit of international tourism.
- The maximum development in poor areas with the minimum development would produce equilibrium in the distribution of benefits from development and in revenues on the regional level.

8-2-3 The Suitable Proposed Approach

The proposed approach can be considered as a guideline for establishing tourism development on the north west coast of Egypt on both regional and local level.

According to the previous models of growth, the proposed approach attempts to illustrate an approach to avoid these problems and to ensure the new understating of tourism development on the coast and its relationship with the environment.

The proposed approach is based on the prevention of points of weakness in different used approaches clarified in the previous chapters, and the stress on positive actions that can solve the environmental problem in the limits of the local conditions of the Northwest coast of Egypt.

A. The main cause of the inefficiency of the previously used approaches of the tourism development was the conflict between the economical factors and the environmental benefits.

Accordingly, the proposed approach attempts in two parallel ways to avoid that problem:

- As concluded through the study, the environmental improvement provided sustainable economical benefits. Accordingly, environmental benefits had to be considered in the first priority when building the development strategy.
- The decision determining extends of development or conservation is taking in the earlier stages of planning according to the natural and environmental studies. Then, the economical factors are involved to determine ways of implementations.

B. The second cause of failure is the linear growth along the coasts. To avoid that problem, the new approach proposed the development of new activities such as Bedouin based activities, or cultural based activities. Such activities allocated in the backland may attract development to the inside and permit the restoration of coastal intervals, and the environmental protection consequently.

C. The study of the existing environmental conditions that were misleading, are replaced, in the proposed approach, by the estimated future environmental situation affecting the areas needed to be developed. Such study clarifies the actual environmental situation for the long term, and aids in making adequate decision.

D. The creation of new tourist products is proposed in the approach. It helps in the attractions of international tourists, and in the enhancement of services and facilities, that improve environment.

E. Finally, the goals of tourism development had to enrich and to add positively to the environment, such objective redraw new tourism, and environmental image that can face unexpected impacts.

Those points are the base on which the proposed approach is built.

8.2.3.1 First, the extend of studies needed for the regional planning procedure

Surveys on the regional level had to take place to build the database needed for planning purpose. That detailed surveys must consider:

The natural environment: Both qualitative and quantitative landscape assessment of the coast: beaches, front land, and backland. The purpose of that assessment is the classification of lands according to the natural landscape feature qualifications, Appendix (3) show the landscape components and the qualification's criteria.

The socio-cultural environment: at the survey, an inventory of all cultural and traditional feature of the region such as archeological sites, areas of Bedouin settlements and traditional production must be presented on maps, with qualification of their types and intensities.

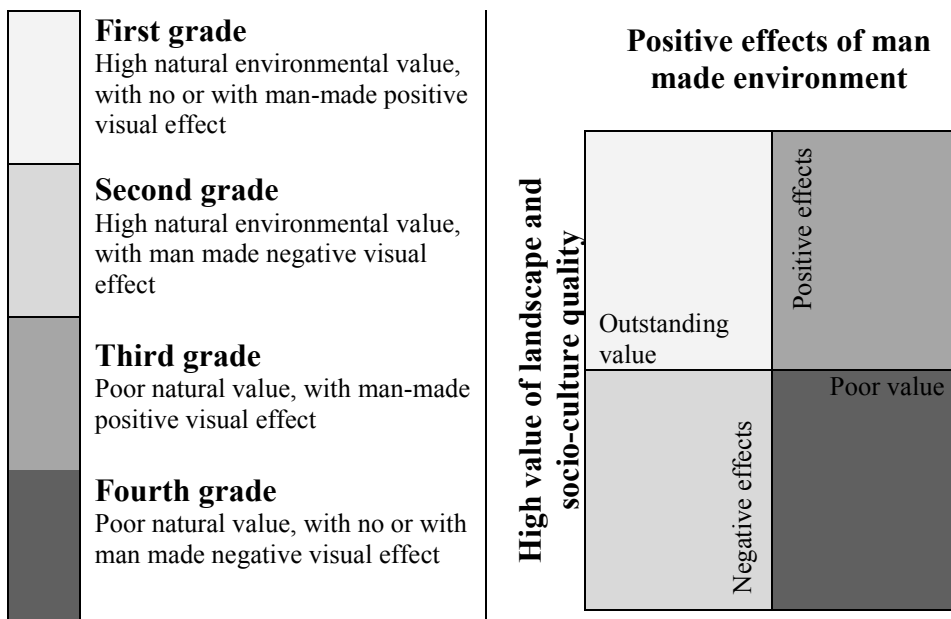
Qualification analysis must classify the socio-cultural environment according to its importance as distinguished environment promoting tourism development.

The man made environment: an update inventory of all man made construction in the NWC region. Such information must be presented with considerations of types of uses, and location. This type of survey must also present densities of population, visitors in the peak season, and built up areas. Man made construction will be qualified considering the visual effects on the general scenery of an area (positive or negative effect).

Example, the artificial lakes, or parks if well maintained can be considered as a positive addition to the nature, but very dense population in an area, can have negative impacts.

The qualitative assessment shown above is assembled in order to describe the present values of the environment on the NWC. Then, a prepared classification is indeed of the environmental grades of different areas according to the overall assembling of data. This qualification grades are:

Diagram 8-2: Land environmental values



Proposed Matrix classifies values of lands according to the natural, socio-cultural, and man-made environmental assessment.

It is important to note that the interpretation of the socio-cultural environment through the landscape values is important. The area is classified as of poor landscape value is shifted a distinguished attractive culture.

Therefore, those evaluations are classifying four grades of land representing different cases



in the NWC. Such grades help in defining the environmental needs of each area: from the conservation, (option that may be useful for first grade) to the remedial solutions needed for the fourth grade.

The second type of database is the study of the pollution extensions, in the future, (the period needed for implementation of planning goals). Such study will examine the future environmental impacts due to the present uses of land. That study must be presented to show areas that produce pollution, areas influenced of that pollution, as well as the intensities and types of that pollution.

Classifying lands according to the pollution statement, are in two main categories: polluted, and non-polluted. Such two categories have to be more précised in the local level but in the regional level, those two categories are simply guideline to identify the development strategy of each area.

Applying such classification on the four grades of environmental values, eight cases are revealed. Those different cases need different stages of either development or conservation. Defining strategies and controlling development direction from the regional to the local level is based on the evaluations of different strategies. At this stage proposed alternative strategies that concern the degrees of conservation or development according to each case, are based on non-environmental studies.

8.2.3.2 Development strategies

The proposed strategies would be

The growth strategies: primary qualitative development of tourism is postulated.

Marketing strategies: demand studies and economically efficient advertising policy that consider local and regional interest, are based on improving market research.

The relief strategies: reduce the load on the environment through tourist use, such as traffic emissions.

These strategies are the connecting links between environmental aims and practical measures. The evaluation of these strategies is

then within the environmental strategy context, and would add the economic and social dimensions (tourism market, investment, etc.) to the final concluded strategy

The table 8-2 shows strategies according to each case.

The approved regional plan will specify adequate regulations for each case as particular cases of particular conditions, as well as identify resolution needs and development responsibilities.

Then the output is transmitted to the local level where have exist more detailed studies. Then, priorities will take place. According to the regional guidelines, conservation or development will be the main headlines. Detailed studies about natural resources, land values, tourists' demands, and available supplies according to the regional strategies and regulations are taking place.

A. The case of tourism development priority

A detailed classification of lands according to their tourism potential is presented on maps with an identification of environmental problems if present.

Proposing resolutions are impacting on the alternative plans. Then proposing uses and activities achieve attractiveness, competitive, longer stay, and improvement of traditional activities.

B. The case of conservation priority

In this case, different ways of protection or conservation dimensions are proposed according to the site and to the estimated relative activities. These relative activities such as sightseeing, studying, walking, or exploring can be supported by relative agencies providing other relative attractions such as an Aquarium or a Terrarium, or museums, or parks. These agencies pay (with the contribution of incomes of developed site) maintenance and protection expenses of preserved areas.

According to the evaluation of different impacts of each alternative, (environmental, economic, and social impacts) activities and facilities and the general tourist product is developed. That product is the one that improve environmental control.

Then, the physical master plan is proposed

Implementation of the plan and its phasing is based on coordination of public and private sector and of local, national, and international sources of funding, and is tested according to the relative environmental impact of each phase.

It is important to note that this approach could provide:

1. Appropriate attention to avoiding the further degradation of urbanized coastlines by the set of conservation areas along the coast from the earlier step of regional planning. This early step solves the conflict between the environmental benefits and the economic forces, by taking the decision of development or conservation only according to the environmental conditions.
2. The economic factors are then presented positively in defining and creating activities related to reserved areas. On the other hand, the economical forces directed towards environmental improvement serve in the selection of the way of implementation.
3. Social culture had taken special interest by adding sites of socio-cultural importance, (such as Bedouin culture and tradition), to the areas of special interest in order to strengthen it as important attractions for international tourists.
4. The exploration of new-interesting sites, by the regional environmental study may clarify the environmental importance of some areas, and accordingly, creates the reputation and the needed competitive situation versus other destination areas.
5. The creation of new activities (desert based activities and cultural activities) that can appeal to the new clientele (international tourists) besides the water-based activities. Such creation can provide new products that are the important factor to attract international tourists.
6. The creation of new spines of tourism development to the inside of the backland then the production of new tourist maps. This transformation in the development form avoids the linear growth that, as proved through the study, has several negative impacts.

DIAGRAM (8.3) THE PROPOSED APPROACH FOR TOURISM DEVELOPMENT IMPROVING THE ENVIRONMENT

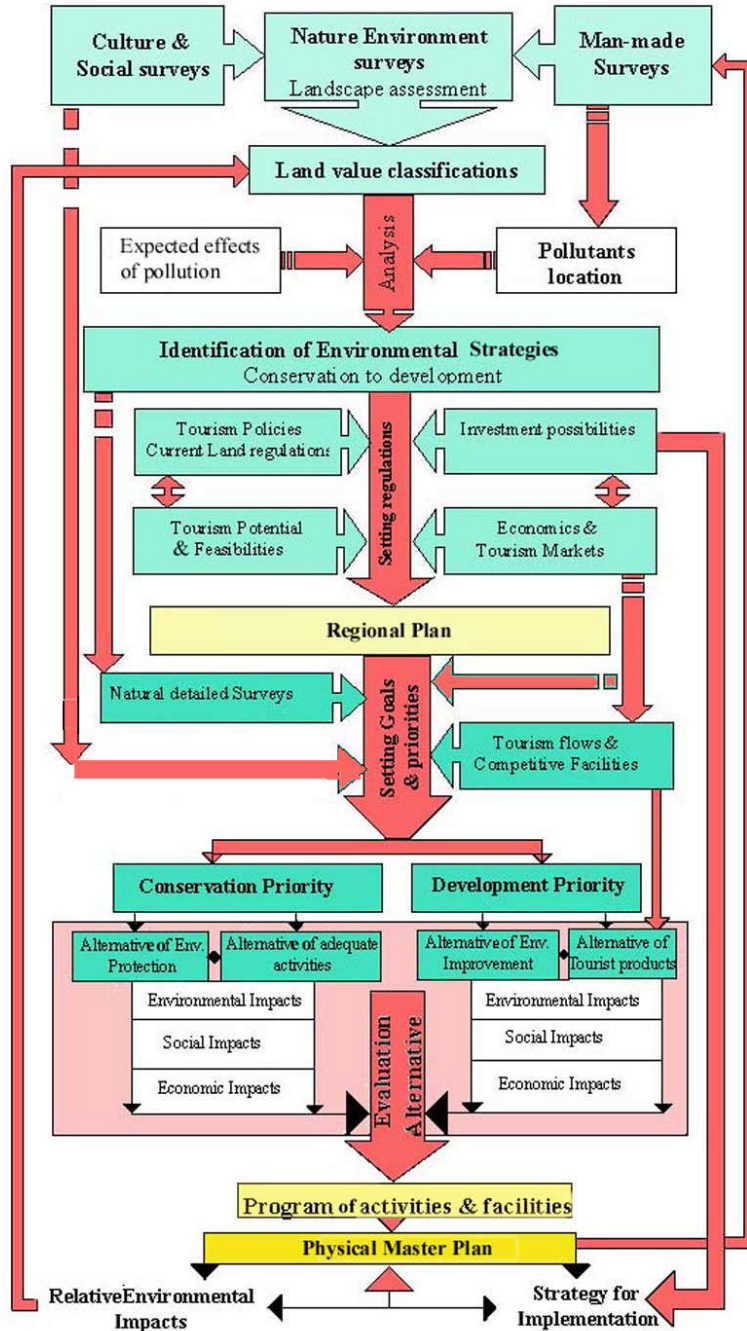


Table 8-2 : The relative development strategies of different sites

Natural Environmental value	Man-made visual effect	Pollution effects	Relative Development strategies		
Areas of distinguished environmental value	Positive effects	Non-polluted	Conservation or Restricted development (low densities, wide beach	Optimum conservation	<ul style="list-style-type: none"> • Optimum conservation • Management control
		Polluted			<ul style="list-style-type: none"> • Protection of the environmental values, with an action plan for stopping pollution complexity • Regional landscape solutions for diminishing pollution effect
	Negative effects	Non-polluted		Avoid man made construction or upgrade	<ul style="list-style-type: none"> • Upgrading of present man-made construction • Limitation of urban growth • Special management for recreational development
		Polluted			<ul style="list-style-type: none"> • Avoid the site from pollutant factor • Action plan for stopping pollution complexity • Regional landscape solutions for diminishing pollution effects
Area of poor environmental value	Positive effects	Non-polluted	Tourism development recommended with higher density, and narrower beaches	Development or upgrade existing construction	<ul style="list-style-type: none"> • Ensure tourism development as tool for enriching poor environment • Set management and regulations to control growth. • Creation of adequate recreational activities and landscape planning is important
		Polluted			<ul style="list-style-type: none"> • Tourism development must include an action plan for stopping pollution complexity • Ensuring areas of artificial landscape to provide lower densities, and growth limitations

	Negative effects	Non-polluted	Optimum resolution within development	<ul style="list-style-type: none"> • Tourism development, and updating for present constructions must: alleviate environmental values, and visual condition. • Set management and regulations to control growth. • Creation of adequate recreational activities and landscape planning is important
		Polluted		<ul style="list-style-type: none"> • Update present man made construction must include Action plan for stopping pollution complexity • Propose additional artificial feature, and recreational activities that raise attractiveness of that poor area

Conclusions & Recommendations

Overview

This study has argued that tourism could enhance the natural and socio-cultural environments provided that tourism development was planned in a way where the negative environmental impacts of tourism on destination areas are eliminated. Indeed, this study has showed, through illustrative examples, that tourism has contributed to the preservation, enrichment, and conservation of many natural and man-made environments. It argued that the success of many coastal development projects depends on the unique characteristics of the Mediterranean region including its special beauty, the abundance of natural resources, and the rich cultural heritage. It highlighted that tourism has significantly contributed to the enrichment of the natural and socio-cultural environments in many coastal development projects along the Mediterranean. In addition, it was pointed out the environmental degradation has had a significant impact on the attractiveness of the Mediterranean countries as leading tourist destinations.

Moreover, this study has recognized the importance of tourism to the economies of both developed and developing countries in the Mediterranean region. With particular reference to Egypt, it was argued that it is impossible to deny the contribution of tourism to the national income. Indeed, a country like Egypt could not afford to overlook the economic benefits associated with tourism being one of the main pillars of the economy. In Egypt, as well as in many countries, the main objective for tourism development has been to realize rapid economic development. Such objective has dominated the planning approaches for the development of tourism. It, in turn, could not be neglected but has to be taken into consideration during the planning process. Tourism development could not survive without financial and economic benefits. However, in order to realize short and long term socio-economic benefits a comprehensive and integrated planning approach for tourism development is needed to prevent the negative tourism impacts.

Tourism and the Environment: A Symbiotic Relationship

As pointed out above, the Mediterranean Coasts are rich in their natural resources and beautiful landscapes. These are combined with an extensive heritage of cultural and historical sites. This has resulted in a unique and diverse tourism image that characterizes the Mediterranean countries. Such diversity provides distinguished tourist product that

established the Mediterranean countries as a leading tourist destination worldwide.

Traditionally, tourism to cultural and historic sites dominated the tourists' motivations to travel. However, after the 1960s this was replaced by recreational, relaxation and water-based activities as the primary motivation for tourism which depend primarily on the natural environment. This reflects the importance of protecting the environment to ensure the continuous attraction of tourists and the realization of sustainable economic benefits from tourism. Therefore, a prerequisite is to realize a balance between acquiring economical benefits from tourism while maintaining and even achieving considerable environmental improvement. It is, however, important to understand that the two goals are compatible:

Environmental protection = sustainable development = sustainable economical benefit
Environmental degradation = development failure = economical losses

Environmental degradation initiates a cycle where the loss of natural resources is usually followed by the continuous disintegration of the tourist industry. This could explain the emergence of the new tourist destination areas in East Asia and the Pacific. These places have been attracting more international tourists and indeed pose a threat to most traditional destination areas such as Spain and Italy, which have suffered from a decrease in their receipts from tourism in the last few years. This could be explained through applying Butler's (1991) product life cycle model, which analyzed the tourism development experiences in the Spanish and Egyptian Mediterranean Coasts¹.

Moreover, the environmental degradation along the Mediterranean coast does not only affect the areas where pollution is generated, but could also have significant impacts on the surrounding areas. Therefore, it is necessary to point out that tourism development along the Mediterranean coast could be threatened by three important factors:

- The environmental degradation due to other type of development in the same area

¹ Butler's Tourism's Growth Model analyzed the six stages of growth of tourism product referring to the changes, which occur to the environmental qualities. In the long term, the uncontrolled and the inadequate development could cause the deterioration of the environment of the tourist destination, which as a consequence could become less attractive. Consequently, tourists may choose a different destination.

- The environmental degradation due to development in the surrounding areas
- The environmental degradation due the tourism development itself

The above factors increase the complexities and challenges for coping with environmental problems in areas where tourism had already been promoted.

Furthermore, tourism may have a negative impact on the environment, as for example, the pollution of resort beaches, and the irresponsible behavior of tourists disrupting the feeding and breeding of wildlife habitats. Indeed, the concentration of tourists' facilities in resorts has induced a severe pressure on land uses, infrastructure, traffic congestion, and the segregation of tourists and residents. Tourism is initially in a **sybiotic relationship** with the environment. The role of tourism in the creation of wildlife parks and preservation of historic buildings are examples of this relationship. Through tourism development, different criteria are established for controlling development around natural reserved areas, which are providing recreational related activities. For example, tourism development could transform a site that has poor scenic values to a beautiful place with special scenery and positive environment.

Planning Approaches

The environmental degradation is particularly acute in areas of rapid and intensive tourism growth, which takes place in delicate and special environments. Since coastal zones are considered sensitive areas, the control of development on coasts is then the most important step in the development process in order to maintain the sybiotic relationship between tourism and the environment. Consequently, planners should redirect their emphasis from planning the environment for tourism purposes, to defending the environment from the negative impacts of development, which is the only way to achieve sustainable development

The analysis of the existing forms of physical expansions along the Mediterranean coast shows that tourism expansion is either horizontal or vertical. The horizontal expansion is the replacement of the existing land uses such as industrial, agricultural and residential uses by tourist activities accompanied with the increase of densities. While the vertical expansion takes place upon undeveloped areas around the densely developed and overcrowded areas, in order to alleviate the pressure on the existing tourists' services and facilities. The vertical expansion

usually takes the linear form along the narrow coastal strip. Such linear expansion could cause many controversial impacts. Therefore the expansion should be directed towards the hinterland (backward areas) in order to prevent urban sprawl, exploit the hinterland resources and control growth along coasts.

In summary, it could be concluded that:

A-Similar to the environment, tourism development has a dynamic feature;

B-Their relationship could be defined as successive actions and reactions from both sides;

C-As tourism growth may deteriorate the environment, the environmental degradation may cause tourism's decline;

D-These dynamic features have to be considered through the planning process and the establishments of strategies for development along coasts and in the creation of the whole tourist image of a site.

However, the comparison between the NWC and the French Languedoc Roussillon development has added to the challenges facing the planning approaches. Planning control systems that had been applied in the French case could not prevent environmental degradation. This may question the effectiveness of the planning control systems that are applied in the NWC region of Egypt to be able to sustain environmental protection

1. In the NWC, the execution of the plan failed in attracting international tourists and in realizing its socio-cultural objectives particularly those concerning the Bedouins.
2. The conservation of the natural environment was a common objective in both development plans. In the Languedoc-Roussillon case, the site was naturally poor and had some environmental problems. Contrarily, the Northwest Coast was characterized by unique and distinguished natural qualities.
3. The French plan considered tourism development as part of an integrated and comprehensive plan that realizes the holistic development. Tourism, manufacturing industries, and agriculture were considered as one unit that provides the economical and ecological improvement. But in the Egyptian case although the planning aimed at achieving holistic and integrated development, the implemented

development did not integrate the tourist industry with the other economic sectors especially in the hinterland.

4. In the Egyptian experience, the actions for improving the environment were only mentioned in the planning reports and maps. They had not actually been executed due to the financial difficulties and the lack of awareness of their importance from both the government and the investors.
5. The Egyptian management failed to establish new activities that can compete with other destination areas in the Mediterranean region.
6. Neglecting the implementation of many special activities that would have eliminated the seasonality problem that has been facing the NWC of Egypt.
7. Although the environmental degradation has not yet been evident in the NWC of Egypt but the French example highlights that degradation is likely to appear in the future.

Management

Legislation on both the international and the national level are established in order to control environmental degradations. However, the overlapping responsibility of different agencies and ministries, and the incapable enforcement agencies, make the control of environment and the execution of its regulations, difficult and unaccomplished.

- The main problem that is facing the environmental improvement is the financial support especially in the developing countries. That problem is solved by the establishment of the concept of *polluters' pay* as in France and Turkey or by taxes founded on some tourist activities as in Egypt.

Measures of development controls such as carrying capacity and limits of acceptable charge as well as environmental impact assessment need to be reviewed.

- Determining carrying capacity standard for an area can be misleading in case of conflict between actual environment saturation and its perception (Lawson, F. 1998). This conflict explain difficulties of measuring carrying capacity of an area and can cause failure of environmental improvement in many areas especially when economic measures have the dominant power for making the decision.
- The dynamic feature of tourism and the relative environmental impact needs decisions that are totally based on the future

forecasting of environmental condition in order to prevent its degradation and in the LAC process degradations may be tolerated in order to realize an economical benefits. In case of areas of unique values, this tolerance may cause controversial results on both economical and environmental levels.

- In the case of tourism development on coasts, environment is the main resource on which development is based. According to the growth cycle of tourism products, the degradation that occurs to one site can cause the rejection of this site as a tourist destination area. This fact needs very careful control system and management that not only prevent negative impact but also provide positive additions to the environment that is already threatened by surrounding developments. Then the environmental impact measures for tourism development on coasts must be of determined fields and positively directed.

Many management systems failed to improve the environment. All management systems were in the form of regulations deciding the width of the beach or the building densities, which could realize the maximum economical benefit with minimum environmental damages. Even, France that has the most successful organized management system for controlling tourism development attempts to modify that management to reach sustainability.

With reference to the Northwest Coast of Egypt which has been exposed to an inefficient management that could result in an irreversible damage if no remedial actions are taken. For example, land speculation that have been occurring in the NWC and the lack of adequate activities and hotels have been the main factors behind the failure of the Northwest coast to attract international tourist markets. Such failure could explain the uncontrolled urbanization of the linear narrow strip and the separation and isolation of the Bedouin society. The inefficient management was due essentially to the dominance of the economical and political forces and the unawareness of the consequences and results.

The study of resources, and environmental degradation forecast have to be carried out to focus on the area of environmental importance in the Northwest Coast as well as its fragility, in order to obtain financial support for its maintenance and protection. However, the lack of an appropriate information base is becoming a very significant obstacle to improve coastal management.

The general regulations for controlling the coast failed to protect the environment in sensitive areas. They must be modified according to the specific characteristics of each area in the light of the new relationship between tourism and the environment. Therefore, the treatment methods and regulations controlling development in each area must differ according to different circumstances.

Because the environment and natural feature are the main resources on which tourism depends, the aim of tourist development towards sustainability must be more than just protecting the environment. It is important to attempt to enrich environment. This aim must differentiate tourism development from other development sectors. Accordingly, the causes of failures of environmental improvement on the North West Coast could be summarized as follows:

- a- The misunderstanding of the dynamic performance of the environmental impacts
- b- The misleading data
- c- The misunderstanding of the growth cycle of tourism in coasts
- d- The inadequate regulations controlling growth in coast
- e- The inadequate measurement of environmental control through tourism development projects
- f- The non-subjective choices of recreational activities on the coasts.

The above discussion could highlight that if no remedial actions are taken, the Northwest Coast would suffer from over development along the narrow coastal strip which, in the long term, would lose the quality of its tourist products due to over-crowding and environmental degradations.

Finally

This study has proposed an action plan for tourism development along the Northwest Coast of Egypt. The parameters of the action plan could be summarized as follows:

- I- The foundation of an environmental database that allows the detection of areas of certain importance; (aesthetic or cultural important values)
- II- A classification of lands according to their development extends, and its environmental values.
- III- Studying the future environmental impact of existing developments and its extends
- IV- Re-classifications of lands according to the pollution statements

- V- Proposition of strategies alternative for conservation or development
- VI- Evaluation of alternatives that realize the environmental context within the economical and social dimensions
- VII- Specifications of adequate regulations for each land grade, and the set of needed regional solutions and development responsibilities.
- VIII- On the local level, proposed projects, that follows regional plans and regulations, present detailed studies on the natural resources, land values, tourist demands and environmental impact assessment to update regional database.

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Summary

ENVIRONMENTAL CONTROL THROUGH URBAN PLANNING Development Of Tourist & Recreation Coastal Zones of the Mediterranean Sea

By

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Urban Planning Department, Faculty of Engineering -Ain Shams
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The Mediterranean Coasts as well as the North coast of Egypt are rich in natural resources and outstanding beauty, combined with large heritage of cultural and historical sites. Its tourism image has wide range of variety according to its natural landscape variety. That variety provides distinguish tourist product that put the Mediterranean Sea from the beginning of tourism action in the world, on the top of destination areas.

Tourism development on Mediterranean coasts that are based essentially on nature and environment, as its main resources, is threatened by the environmental degradation. However, tourism in terms is not an attack of nature; in contrast it creates new scenic beauty and provide preservation of archeological and sensitive sites, which provide its sustainability. The hypotheses is even thought that tourism development on coasts destroys its nature, it can be the tool for not only preserving and conserving but also enriching poor nature and elevating its values.

The research aims to derive adequate strategies for tourism and recreational development of the North West Coast of Egypt that ensure the importance of nature and environment as main resources of tourism development and that change tourism development aims from just protecting to enriching the nature and adding positively to its values.

As goals the research tries, in its three parts, to evaluate different approaches of tourism development in some selected case studies from the environmental perception, as well as the environmental legislation systems, to recognize to what extend do they provide solid situation for nature and environment in front of other powerful factors

In the First Part, The research focuses on the common feature characterizing this region. A defining study for the tourist natural and man made resources are shown in the first chapter. To identify the tourism image, forms of tourism developments and its expansions in the Mediterranean region are analyzed. In The second chapter, the economic significance of tourism development as a dominant activity is explained to recognize the tourism importance for both developed and developing countries.

The second part of research started in chapter three to explain the environmental degradation significance in the Mediterranean region, and its influences on the tourism development on its coasts. In Chapter four, the focus on the more affected cases show the whole image of the problem facing the region. Then the study examines and analyzes the involvement of tourism development in that degradation through different case studies of tourism development on the Mediterranean coast. Tourism growth and its relative effects on the environmental degradation are analyzed.

In the fifth chapter, the study evaluates the tourism development of the north west coast of Egypt experience by comparing it to the French experience. The two experiences are compared according to the environmental results of development. This evaluation qualifies the existing development of the north west coast of Egypt in order to determine point of failure and then available solutions.

The Third part explore causes and conditions of failure or success of different experience of Coastal developments.

In the sixth chapter, different Coastal management process and legislative base controlling coastal development in the Mediterranean region are evaluated, in order to explore factors contributing to reach the sustainable development in coastal areas.

In chapter seven, different approaches towards sustainable tourism are compared and analyzed in order to deduce a suitable approach towards sustainable tourism in the north west coast of Egypt.

As result of research, Causes of failures of environmental improvement on the North West Coast are determined in chapter eight as:

- a- The misunderstanding of dynamic performance of environmental impacts
- b- The misleading current data information
- c- The misunderstanding of the growth cycle of tourism on coasts

- d- The inadequate regulations controlling growth on coast
- e- The deceptive way of environmental Evaluation of tourism development projects
- f- The non subjective chooses of recreational activities on the coasts.

In conclusion, if there is no remedial acts are taking, the north west coast will suffer from over development along narrow strip, in the long term will lose the quality of its tourist products due to over crowed and environmental degradations.

Proposed action plans of tourism development on the NWC

- A- The foundation of environmental database information that allows the detection of areas of certain importance; (esthetic or cultural important values)
- B- A classification of lands according to its development extends, and its environmental values.
- C- Studying the future environmental impact of existing developments and its extends
- D- Re-classifications of lands according to the pollution statements
- E- Proposition of strategies alternative for conservation or development
- F- Evaluation of alternatives that realize the environmental context within the economical and social dimensions
- G- Specifications of adequate regulations for each land grade, and the set of needed regional solutions and development responsibilities.
- H- On the local level, proposed projects, that follows regional plans and regulations, present detailed studies on the natural resources, land values, tourist demands and environmental impact assessment to update regional database

Generally, planners must reorient their aims when developing the Northwest Coast to not only protecting environment from negative impacts but also improving and adding to nature and environmental values in order to reach sustainable tourism based essentially on nature and culture as prime resources.