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## Sustainable Tourism from Rio to Johannesburg

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*Tourism should be promoted respecting local traditions and cultures and promoting the use of indigenous knowledge in natural resource management (WSSD, Johannesburg, 2002)*

**Abstract:** In this paper we would like to analyze how tourism could contribute to sustainable development improving the Welfare of local communities. Therefore, we consider the documents released by international organisations, comparing and relating them around the topic of poverty alleviation through sustainable and eco-tourism.

The monetary tourism exchange, often benefiting international big chains, was gradually examined as an easy opportunity to drain foreign money into poor and marginal communities, with the double challenge of reducing poverty in rural or developing societies and improving their cultural level introducing them in a global market.

The priority's project of international organisation is to eradicate poverty on a path of sustainable growth along the way of inserting LDCs in the globalisation process.

Two principal facts are intervening in the up to date considerations about tourist problematic: the ethic and the economic one; the first promoting a responsible and a sustainable tourism, the last one-tending to eliminate poverty.

### Foreword

For years tourism has been analyzed from a market point of view, as a product attracting even more tourist's expenditures (WTO, 1990). Several studies focused on increasing statistics in tourist departures-arrivals until the experts verified a great amount of impacts affecting tourist destinations (Mathieson and Wall, 1987, Sing, 1989).

Scholars tried to assess these impacts through mathematical and statistic measures (Nelson and all, 1993) recognising the inevitably of a multi-faced safeguard, to maintain local natural and cultural resources (Wall, 1992).

The imperialism of international chains is able to drain revenues of tourism investments towards riches countries, depriving local communities of the gains of their own resources (Smith, 1989).

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In addition, the habits of consumerism and American way of life is able to deplete the uniqueness of ancient traditions, erasing the originality as the primary asset for visitors attraction (Mac CANNEL, 1973).

For all these reasons local, national, international and NGOs agree in defending and enhancing local empowerment in the framework of action-oriented decisions to support global commitment to achieve sustainable development (Globe, 1992).

From world conferences and officials documents it emerges that governments and civil society should outline practicable paths for sustainable development. These paths include commitment to improved well-being and poverty alleviation, reducing malnutrition, broadening inter-sectorial involvement securing additional resources and improving access to affordable services through indigenous knowledge (WTO, 2002, UN, 2002).

In this paper we would like to analyze how tourism could contribute to sustainable development improving the Welfare of local communities. Therefore, we consider the documents released by international organisations, comparing and relating them around the topic of poverty alleviation through sustainable and eco-tourism.

### Agenda 21

Rio de Janeiro -Brazil 3-14 June 1992

Agenda 21, the document derived from UNCED held in Rio de Janeiro in 1992, doesn't give much space to the discussion of problems related to tourism. Into that document there is some indirect connections to this problem through references to our own responsibility and education versus environment and individuals.

The 1990s have been years of strong evolution of the sustainable development concept and the very impressive increase of international tourism movement, reaching 700 millions of international travellers at the dawn of the Millennium, and its step of acceleration, around 4-5% a year, posed a series of reflection in order to reduce the massive impacts affecting the integrity of destinations. Physical, economic, social, ethnic, cultural impact can destroy the local resources through over consumption and commoditization or by imposing homogeneous models and standardized lifestyles, reducing uniqueness as a source of attractiveness. Often a local community loses its resources without sufficient profit and without any possibility to restart a new type of economic development. The global anxiety about world loss of biodiversity in terms of natural and cultural richness urged governments, international organisations

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and NOG's, to take part in the assessment of the issue. The monetary tourism exchange, often benefiting international big chains, was gradually examined as an easy opportunity to drain foreign money into poor and marginal communities, with the double challenge of reducing poverty in rural or developing societies and improving their cultural level introducing them in a global market. A democratic advancement can be seen in this social evolution, which is reachable through local involvement and employment and decision based policy processes.

## Tourism and sustainable development

*Decision of the General Assembly and the Commission on Sustainable Development  
United Nations Commission on Sustainable Development  
7th session New York, 19-30 April 1999. Decision 7/3.*

Prior to 1997 the issue of sustainable tourism had been discussed by the UN only in the context of the small islands developing states. After five years implementation of Agenda 21, during the nineteenth Special Session, the General Assembly in New York, April 19-30 1999 considered furthermore the growing importance of tourism adopting the Decision 7/3 on tourism and sustainable development. In this occasion the Commission decided to adopt an international work programme on sustainable tourism development to be reviewed in 2002.

In the Decision 7/3 Commission urged governments:

- to advance sustainable tourism development attracting foreign direct investments, providing direction for the active participation of major groups and the private sector as well as indigenous and local communities,
- to manage share of benefits,
- to promote partnership at local level,
- to undertake capacity building work with indigenous and local communities,
- to create appropriate institutional, legal, economic, social and environmental framework,
- to maximise the potential of tourism for eradicating poverty,
- to promote sustainable tourism through educational artistic activities, to sustain small industries, facilitating access to capital, recognising its employment potential,
- to fight against illegal, abusive or exploitative tourist activities,

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- to cooperate with ILO and WHO, UNEP, WTO/OMT,
- to enable consumers to make informed choices.

The Commission called upon the tourist industry:

- to develop environmentally, socially, and culturally compatible forms of tourism,
- to inform tourist on ecological and cultural values in destinations regions,
- to save costs towards eco-efficiency,
- to reduce wastes,
- to “design with nature”.

Point a) is very important in the subsequent speech addressed to tourism industry which we will propose here as an example of a top-down decision-making process. According to the Assembly, industry has: a) To promote sustainable tourism development in order to increase the benefits from the tourism resources for the population in the host communities and maintain the cultural and environmental integrity of the host community; to encourage cooperation of major groups at all levels with a view to facilitating Local Agenda 21 initiatives and promoting linkages within the local economy in order that benefits may be more widely shared; to this end, greater efforts should be undertaken for the employment of the local workforce, and the use of local products and skills.

## United Nations Millennium Declaration

New York, 6 - 8 September 2000

The UN General Assembly gathered in New York from 6 to 8 September 2000, where the Resolution 55/2, the United Nations Millennium Declaration was adopted. Reference to poor children is made in the United Nation documents. “The Heads of State recognize the collective responsibility of human dignity and equity at the global level as a duty to all the world’s people, especially the most vulnerable and in particular the children to whom the future belongs”.

Within the context of the convention, regulative instruments impinge only indirectly on tourism, but it is strongly mentioned, in chapter 19, the importance of alleviating poverty: the responsible resolved to halve, by the year 2015, the proportion of the world’s people living with less than one dollar a day and the proportion of people who suffer from hunger or can’t afford safe drinking water.

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## Structural adjustment and poverty reduction in Africa

New York 18.10.2002

*UNCTAD's contribution to the final review and appraisal of the implementation of the United Nations New Agenda for the Development of Africa in the 1990s: Structural adjustment and poverty reduction in Africa -Agreed conclusions 471 (XLIX).*

During the Trade and Development Board, Plenary Meeting 18.10.2002, UNCTAD stressed its commitment to continue its cooperation with African countries and institutions and explore ways for improved cooperation with the Bretton Woods institutions in support of the poverty reduction strategies, thus building capacity and identifying appropriate divisions of labour, even if there is no mention to tourism sector in particular.

## NEPAD

New York 16.9.2002

NEPAD, is the New Partnership for Africa's Development, the Programme of AU adopted by the 57<sup>th</sup> Session of the General Assembly on 16.9.2002 (resolution 57/2).

NEPAD is envisaged as a long term vision of an African owned and African-led development programme.

A very strong approach provide valuable insights into the main problem of poverty which occurs within the continent.

The priority's project is to eradicate poverty on a path of sustainable growth along the way of inserting Africa in the globalisation process, theme elected as a catalyst for intervention in other priority areas in the future.

Its policy framework was finalized by the Heads of State Implementation Committee (HSIC) on 23.10.2001 in order to realise three important goals that form the core of the cooperation:

- to promote accelerated growth and sustainable development
- to eradicate widespread and severe poverty
- to halt the marginalization of Africa in the globalisation process.

According to Nepad, poverty reduction and sustainable development is more than increasing growth rates, depending on infrastructure, capital accumulation, human capital, institutions, structural diversification, competitiveness, health, good stewardship of the environment.

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Africa has good opportunities to come out from poverty pitfalls; it can come out thanks to rich complex of mineral, oil and gas deposits, flora and fauna, wide unspoiled natural habitat which provide the basis for mining, agriculture, tourism and industrial development.

The NEPAD market access initiatives include:

- to identify key “anchor” projects at the national and subregional levels which will generate relevant spin-offs and assist in promoting interregional economic integration,
- to maximize the interregional demand for tourism activities.

This last point is connected with the promotion of African exports which intend to promote intra-African trade aiming at sourcing imports within Africa, previously sourced from other parts of the world.

After trade, attention is paid to service sector in general more than to tourism in particular, but the inter-regional trade framework will enhance products in adventure tourism, ecotourism and, this being very new, in cultural tourism.

In a general fostering of inter-regional trade liberalisation, Africa recognises the need for combined efforts in order to improve the quality of life of African people as rapidly as possible.

The actions will provide African people with the capacity of being actively involved in sustainable tourism projects at a community level.

The NEPAD document concludes its proposals with these words: “in fulfilling its promise, this agenda must give hope to the emaciated African child that the 21<sup>st</sup> century is indeed Africa’s century”.

### **The Quebec Declaration on Ecotourism**

Québec, Canada, May 19 - 22, 2002 - Final Report

Sustainable tourism as a wide concept, including natural, social and cultural issues become ecotourism. One of the milestone of the evolution of this concept is the world Conference on Ecotourism held between 19-22 may in Quebec City, celebrating the International Year of Ecotourism (IYE), adopted by UN in 2002, considered also the year of World Heritage and the year of Mountains. From this Symposium, discussing the topic of Ecotourism in a world-wide perspective, a document has derived: the *Quebec Declaration on Ecotourism*.

The document released in Canada has several evident references to all the other significant documents discussed later the same year, in the world Conferences in Africa.

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The Quebec Declaration states: “the sustainability of tourism should be a priority at WSSD due its potential contribution to poverty alleviation and environmental protection in endangered ecosystems” (p. 65).

According to UN, ecotourism should increase economical and social benefits for host communities, but it is even more than that, it should embrace specific principles distinguishing itself from the wider concept of sustainable tourism because it:

- “Contributes actively to the conservation of natural and cultural heritage;
- includes local and indigenous communities in its planning, development and operation, contributing to their well-being;
- interprets the natural and cultural heritage of the destinations to visitors,
- lends itself better to independent travellers, as well as to organised tours for small size groups” (p.65).

In the chapter addressed to private sector the Quebec Declaration states that tourism: “ensure an equitable distribution of financial benefits from ecotourism revenues between international, outbound and incoming tour operators, local services providers and local communities through appropriate instruments and strategic alliances (point 32).

At the point 46 - addressed to local and indigenous communities - it states that ecotourism should involve a strategy for improving collective benefits for the community, including human, physical, financial, and social capital development and improved access to technical information.

## Maputo Seminar

Mozambique, 5-6 March 2001

*Community Participation in Planning and Management - Seminar on Planning, Development and Management of Ecotourism in Africa: Regional Preparatory Meeting for the International Year of Ecotourism, 2002. Maputo, Mozambique, 5-6 March 2001. Final Report .The Quebec Symposium was preceded by ten regional conferences, the most important was the Maputo Conference.*

At the Maputo Conference the role of natural heritage was stressed in addressing the theme of involvement of local communities, especially of those living within or in the vicinity of protected areas, who can find employment opportunities, in the land tenure, and receive revenues which offer means of facing new education processes and capacity building.

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The Conference states: “there is considerable potential for local communities to become actively involved in managing tourism, through empowering inhabitants in decision making processes around development as well as in monitoring its impacts”.

During the Seminar, local communities, which benefit from tourism through natural heritage areas in Africa, were discussed as principal issue. It was argued that there is a need for well-integrated programmes of development, linked with the rural economy. There was recognition in the Seminar that the community sector is sometimes poorly developed or managed and often lacking in quality. In fact important strategies are externally driven and generally do not involve local participation to ensure local ownership.

Capacity building was identified as a fundamental part of bringing more people into tourism in Africa and that government should play a mayor role in facilitating education for communities. It was clear that in Africa there is a need to change the composition of the tourism industry, and that industry needs to become more inclusive of previously disadvantaged groups, particularly of the rural poor.

“If communities are to benefit from tourism, it is important that they participate actively in the industry and in the management of enterprises. There is scope for co-ordination with parks and for involving communities in park planning and management. Local communities should be allowed to manage wildlife outside of protected areas and to enter into joint ventures and other arrangements with the private sector. Local people need to be empowered and actively involved in managing tourism and wildlife within the community conservation areas, particularly when close to protected areas” (p. 7).

### **The Cape Town Declaration on Responsible Tourism in Destinations**

Cape Town South Africa- August 2002.

As we can see in the next pages, even if tourism is considered of—primary aspect, in the Johannesburg Final Report few notes are dedicated to tourism development, particularly concerning the ecotourism development, but, fortunately a more specific symposium for tourism management was held at the Cape Town Conference in the same period, where the most involved actors met in order to consider the issue of responsible tourism in destinations. This meeting gave origin to *Cape Town Declaration on Responsible Tourism in Destinations* sub-titled: *Shaping sustainable spaces into better places*.



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We consider now this document in relation to the general problematic about tourism and to the previous official documents.

The general problematic is related to the impacts that tourism originates in destination localities. These impacts might be described as physical, ethical, social, economic, which might disrupt a hosting civilisation originating instability and irreversible modifications in habits and traditions. As the validity of tourism depends upon biodiversity and human, environmental and cultural richness of destinations, their transformation into a global and uniform behaviour is able to destroy even the attractiveness of more exotic places. Over all because our civilisation is directed to a globalisation through *Disneyfication* and *MacDonaldisation* processes, so the uniformity is the death of tourism and of cultural interrelationships, especially in marginal and fragile areas.

The representative of 20 countries, present at the Conference in order to consider the issue of responsible tourism, agreed “in relishing the diversity of our world’s cultures, habitats and species and the wealth of our cultural and natural heritage, as the very basis of tourism, we accept that responsible and sustainable tourism will be achieved in different ways in different places” (p.1).

In fact the exaltation of local characteristics becomes a symbol of typical image able to attract not only visitors but to originate indirect activities as e.g. handicraft, small enterprises, transport and infrastructures works, generating wellness and well being for the inhabitants, using structures that would be non-existent without tourism monetary flux.

Taken that, the Document point out not only to the importance of economic, social and environmental aspects of sustainable development, but to the interest of indigenous peoples and local communities in particular, recognising that “the devolution of decision making power to democratic local government is necessary to build stable partnership at a local level, and to the empowerment of local communities”. So two principal facts are intervening in the up to date considerations about tourist problematic: the ethic and the economic one; the first promoting a responsible and a sustainable tourism, the last one tending to eliminate poverty. Poverty alleviation is considered the most important goal of all national, international politics discussed in Johannesburg. In this way the Johannesburg and the Cape Town Conferences are connecting themselves in the setting up the same corner stone.

The responsible of Cape Town Declaration are recognising that considerable progress have been made in reducing the environmental impacts of tourism, but more limited progress in increasing local development, in reducing social-economic and cultural impacts for the benefit of indigenous people. This would be the ultimate scope transforming respectfulness into responsible tourism or responsible tourism into respectfulness. The ethical consequence is that

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responsible tourism is respectful for both host and guests, and the sustainability can be realised only considering avoiding the impacts at the destination level. All this is not only responsibility for visitors, but for local government too, compelled to provide the opportune context for democracy which is able to obtain local pride and confidence, necessary to the empowerment of local communities, (in the respect of the different living forms and priorities in different destinations).

Not only governments, but private agencies and enterprises, planning authorities and businessmen have the same responsibility through commitment to supportive policy frameworks and adequate funding and through the participatory and monitoring processes of local Agenda 21 programs.

This charge for political and private organizations become every day greater and greater, tending to minimize negative impacts and maximise local economic benefits “increasing linkages and reducing leakage’s”. using tourism to assist in poverty alleviation by adopting pro-poor strategies”.

Some guidelines are proposed as leading principles for social, environmental and economic responsibility. The first social principle requires an active involvement of local communities in planning and decision making, ensuring access for all “in particular vulnerable and disadvantaged communities and individuals, finalised at encouraging social and cultural diversity and at improving health and education. All this should be translated into a more balanced relationships between hosts and guests in destinations, adding progresses towards achieving better places for hosts and guests” (p.3).

The principles of environmental sustainability ask all responsible to use resources rationally and reduce waste and over consumption, to adopt the best known practices, marketing the efforts for economic advantages, both for small and micro enterprises, through multi-stakeholders participatory strategies.

## Tourism and Poverty Alleviation

WTO Report 2002

At the 2002 World Summit on Sustainable Development the World Tourism Organization launched a new report on *Tourism and Poverty Alleviation*. The report draws substantially on work in the Pro-poor Tourism Partnership and has additional material on Tourism and LDCs and the macro economic case for tourism and development.

In the document WTO gives recommendations for action by government, the industry, development agencies and local communities.

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The background brochure of the aforementioned book would explain that tourism is particularly potent in economic terms in respect of:

- Job Creation
- Investment Attraction
- Foreign Exchange Earnings

And in social terms in respect of:

- Youth Employment
- Community Enrichment
- Gender Equality
- Cultural Preservation

The World Tourism Organization is convinced that the power of tourism can be effectively harnessed by addressing the problems of poverty more directly and the benefits of tourism should be widely spread in society.

WTO initiated research and consultation on the interrelation between tourism and poverty since the implementation of Global Code of Ethics for Tourism in 1999.

The key Articles of the Code of Ethics for Tourism cover:

- Tourism contributing to societal understanding and mutual respect
- Tourism as a vehicle for individual and collective fulfilment
- Tourism, a factor of sustainable development
- Tourism, a user of the cultural heritage of mankind and a contributor to its enhancement
- Tourism, a beneficial activity for host countries and communities
- Obligations of stakeholders in tourism development
- The human right to tourism and travel
- The liberty of tourist movements
- The rights of workers and entrepreneurs in the tourism industry

In recent years this focus has intensified as it has become clear that this sector has an immense potential to help the general fight against poverty.

Tourism can play a significant part in balancing sustainable development and generating benefits for the poor. This report reflects the World Tourism Organization's concern that the benefits of tourism should be widely spread

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in society and that the poor should benefit from tourism development. Tourism industry can make great progress to the elimination of poverty; and WTO gives effective recommendations for action by government, the industry, development agencies and local communities.

One WTO previous document also refers to poverty alleviation using tourism revenues, it is in the book: *Enhancing the Economic Benefits of Tourism for Local Communities and Poverty Alleviation*.

The book presents the proceedings of a Seminar that took place in Petra on June 2002, organized by WTO. It is complemented by case studies about success stories highlighting approaches to community based tourism.

### WSSD - The Johannesburg Summit

26 Aug. 4 Sept., 2002

Another reference to children is retraceable at the Johannesburg Summit where the speakers welcome the bow of the world's children, telling that "the future belongs to them", they are in fact considered the agents of behavioural change.

In the Johannesburg World Summit on Sustainable Development (WSSD) too, held from August 26<sup>th</sup> -September 4<sup>th</sup> 2002, great importance is given to the famine problem and to the economic and political, legal inequity in our world, In the Annex of the Final Report, titled *Johannesburg Declaration On Sustainable Development* the representatives of different countries, recognizing the deepening of poverty and the worsening of environmental concerns point to realise an equitable society, eradicating the poverty that hinders the realisation of human dignity for all and to face in a real way the problem of natural resources.

The final Report of WSSD 2002 includes only one quotation related to tourism, precisely the paragraph 43 where tourism is considered in order to promote sustainable, non consumptive development and ecotourism, according to the spirit of YIE and Quebec Declaration. The aspect of economic benefits is related to maintaining cultural and environmental integrity of the host communities, especially rural communities, and natural heritage.

The Annex *Plan of Implementation of the World Summit on Sustainable Development*, states in the article 43 that the representatives at the Summit will "promote sustainable tourism development, including ecotourism, taking into account the spirit of IYE (International Year on Ecotourism) and the Global Code of Ethics for Tourism adopted by WTO "in order to increase the benefits from tourism resources for the population in host communities".to contribute to the strengthening of rural and local communities, by e.g.:

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- “developing education and training programmes that encourage people to participate in ecotourism”;
- “enabling indigenous and local communities to develop and benefit from ecotourism and to stimulate entrepreneurial development (point b)”.

In the article 58, (point g)) the resolution states. “to develop community based initiatives on sustainable tourism and build the capacity necessary to diversify tourism products, while protecting culture and traditions and effectively conserving and managing natural resources”.

In these words a strong connection has been established between sustainable development and ecotourism

because if protection is well planned it can be translated into exploitation towards safeguard of natural, cultural, social life offered as a resource to visitors.

Further references to tourism are described in the Plans related to energy and biodiversity conservation.

In the Section VII -Plan of implementation for Sustainable Development of Small Island Developing States, all this is summarized in the point c) of article 70: (tourism should advance)

- c) respecting local traditions and cultures and promoting the use of indigenous knowledge in natural resource management and eco-tourism.

In the Final Report the relationship between tourism and the environment tends to be managed within general environmental and planning agreements.

## **Cotonou Agreement**

23 June 2000 in Cotonou, Benin

ACP-EC Cooperation dates back to the birth of European Economic Community in 1957, which expressed a commitment to contribute to the prosperity of colonies and overseas countries and territories.

After two Yaoundé and four Lomé Conventions between European Community, and the Group of African, Caribbean and Pacific States (ACP) the new EU-ACP Agreement was signed the 23rd of June 2000 in Cotonou, Benin and it will effective the 1st of April 2003.

Cotonou Agreement aims to achieve the objectives of poverty eradication, sustainable development and the gradual integration of the ACP countries into the world economy. The dialogue shall particularly facilitate consultations between the Parties within the international fora.

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The role of economic development will be based on technical cooperation and international financial aid where tourism too will find a good occasion to offer a strong contribute.

The partnership shall be centred around the “significant contribution to the economic, social and cultural development of the ACP States and to the greater well-being of their population, helping them facing the challenges of globalisation and strengthening the ACP-EU Partnership in the effort to give the process of globalisation a stronger social dimension”; through political dialogue, development, cooperation, and economic and trade relations in favour of sustainable economic policies as prerequisites for the development, and for an equitable distribution of the products of growth.

Cooperation will encourage partnership and build links between ACP and EU actors;

The actors are determined in

State (local, national and regional);

Non-State:

- Private sector;
- Economic and social partners, including trade union organisations;
- Civil Society in all its forms according to national characteristics.

The cooperation strategies shall be based on development strategies and economic and trade cooperation and shall be mutually reinforcing.

The Article 23: “Economic Sector Development” in the section 1 of Part 3: “Cooperation Strategies” fulfils this intentions:

Cooperation shall support sustainable policy and institutional reforms and the investments necessary for equitable access to economic activities and productive resources, particularly aimed (point i) at the tourism development through:

- the development of training systems that help increase productivity in both the formal and the informal sectors;
- capital, credit, land, especially as regards property rights and use;
- development of rural strategies aimed at establishing a framework for participatory decentralised planning, resource allocation and management;
- agricultural production strategies, national and regional food security policies, sustainable development of water resources and fisheries as well as marine resources within the economic exclusive zones of the ACP States. Any fishery agreement that may be negotiated between the Community

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and the ACP States shall pay due consideration to consistency with the development strategies in this area;

- economic and technological infrastructure and services, including transport, telecommunication systems, communication services and the development of information society;
- development of competitive industrial, mining and energy sectors, while encouraging private sector involvement and development;
- trade development, including the promotion of fair trade;
- development of business, finance and banking; and other service sectors;
- tourism development; and development of scientific, technological and research infrastructure and services; including the enhancement, transfer and absorption of new technologies;
- the strengthening of capacities in productive areas, especially in public and private sectors.

Article 24 deals precisely with the tourism sector. Tourism will be appreciated for its support to the growth of the global services sector and the one of trade, alleviating general unemployment. Particularly, sustainable tourism will include the development of indigenous cultures, that is very interesting and multi-faceted in the ACP countries.

In this Section we will note that: Cooperation will aim at “the sustainable development of the tourism industry in ACP countries recognising its increasing importance to the growth of the services sector and to the expansion of their global trade, its ability to stimulate other sectors of economic activity, and the role it can play in poverty eradication”. Cooperation is aimed at improving the access of women to the economic and legal enrolment of their lives and tourism is able to assure the first step is made in promoting the flow of resources.

This would be a strategy of beneficial aspect for the society because women are particularly sensitive to health, education and training programmes proposed in the article 30.

Programmes and projects will support the efforts for the development and implementation of sustainable tourism policies, improving the competitive position of the sector, especially for small and medium-sized enterprises (SMEs), investment support and promotion, product development, including the development of indigenous cultures and linkages between tourism and other sectors of economic activity.

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The Section 1 on the title 1 declare: “cooperation is aimed to create a favourable environment for private enterprises improving the availability for financial and non financial services and shall promote business development encouraging inter-firm linkages networks involving the transfer of technology and know-how”.

Aimed at the enhancement of local culture is certainly the article 25 in Section 2 regarding Social and Human Development, which will ensure adequate level of public spending in the social sectors finalized at improving education, training and building technical capacity and skills, health systems and nutrition, reproductive health, primary health care, family planning, security of household water and access to safer water and adequate sanitation.

The elements considered in the article 25 are, in our opinion, both necessary and inevitable steps before affording any economic planning. Maybe the last two points of the above article, the ones regarding low-cost and low income housing programs and participatory methods of social dialogue, can be developed, in light of their long term evolution, particularly after economic basic programs.

To the culture is dedicated the Article 27 - Cultural Development-

The above article states (p. 61) : “Cooperation in the area of culture shall aim at:

- integrating the cultural dimension at all levels of development cooperation;
- recognising, preserving and promoting cultural values and identities to enable inter-cultural dialogue;
- recognising, preserving and promoting the value of cultural heritage; supporting the development of capacity in this sector; and
- developing cultural industries and enhancing market access opportunities for cultural goods and services.

The section dedicated to culture is remarkable because all of us know how culture is a milestone of tourism attraction and we know how many positive possibilities there are in this issue for the development process.

Article 32 - Environment and Natural Resources - supports specific measures aimed, *inter-alia* (point vii), at the promotion of sustainable tourism.

The article 41 pays attention to services related to tourism and culture, besides many others.

In the Article 70 it is foreseen that cooperation shall support micro-projects at local level to induce economic and social impact on the life of the people ”.”in



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