

Giovanni Viel
Italy
Federturismo Veneto
Italy

Industry for a sustainable tourism

Federturismo is the organisation of the Confindustria's tourist industry and focuses its attention on the protection of the environment following the platform of Antonio D'Amato, president of the Confederation of Italian Industry.

This is why we thank those who organised this conference who let us develop the matter on the development of sustainable tourism.

Industry and tourism enterprises know that their clients are interested in a attractive environment, when choosing a destination. Attractive means beautiful for its environmental and artistic features, healthy, friendly and warm, safe, easily reachable, with a good connection between quality and cost, and eventful.

Agents know that these are the attractions that mainly influence tourists in making their choices, in going back to the same place even in a different season.

The firms are therefore interested in the quality and attractiveness of the environment, being it in a historical centre or in touch with nature, in a sea, mountain, lake or country scenery.

Therefore we can maintain that the awareness and the responsibility of tourists towards the environment has grown in the last years.

This awareness has been the subject of the debates that have brought to the present strategy for a sustainable development of tourism as well.

FROM RIO DE JANEIRO TO JOHANNESBURG

Back in June 2001, during the European Council in Goteborg, an European strategy for the environment and the sustainable development had been chosen in view of the world summit "Rio +10", which was held in Johannesburg last September. This was a very important occasion to review the situation and to verify the progress in the application of the "Kyoto Protocol" but also to monitor the programmes for the adopted forms of environmental management and certification following the Iso 14.001 and EMAS models.

The growing attention towards the environmental problems which has been recently pointed out during Kyoto summit on the water-resources of the planet, deals with a more appropriate use and saving of water-resources for the highest number of users.

At the Johannesburg summit, right attention and awareness was given to the centrality of the environmental questions and of the sustainable development so that each and everyone might contribute to a new, innovative and respectful development that takes into account the new sensitiveness of civil society, of the social sectors and of the institutions for these problems, as well as the opportunities and the effects of the application of new technologies for an appropriate use of the environment resources.

As far as our country is concerned I would like to remind that the question of the protection, conservation and regeneration of the environment has been perceived and partially faced from a scientific-cultural, political-administrative and social point of view but has not been solved.

The same worthy and responsible conception of a sustainable (and lasting) development, proposed by the " Bruntland Report" in 1987 onwards, was inspired in order to protect the environment and to guarantee its orderly and protected temporal continuity.

5th International Conference on Ethics and Environmental Policies
BUSINESS STYLES AND SUSTAINABLE DEVELOPMENT
Kyiv, April 2-6, 2003

Such conception - which is considered from the productive perspective of the human activities - presupposes the assumption of the environment as an external factor in relation to the various economical processes. Here, the cost for the very environmental protection are burden - through normative, administrative and fiscal mechanism of the public administration - according to the principle that "those who pollute, will pay". This principle is surely just and motivated but limited in the effects, little concerned with the causes, and unfavourable to an economically active use of the environment, finalised to its protection.

On the contrary, the inclusion of the environmental resources in its typical productive circuits - through possible, compatible productive activities - would make it directly active and economically productive, sharing and contributing to the social costs for its maintenance and, since it can offer alternative investments and entrepreneurship, it promotes a productive diversification so far more traditionally orientated, avoiding alternatives and directions that can provoke negative environmental impacts.

The existence of a new, motivating and self-sustaining industry of the environment, could transfer money, entrepreneurial abilities and employment, from productive sectors more material, oftentimes at risk because of the advancing economy of the immaterial and of the services, and that besides is environmentally little compatible.

Now the international debate allows to contribute to the environmental matter through the creation of economical-productive opportunities which are not only environmentally correct but also environmentally focused (environment as an intrinsic productive resource and not a extrinsic cost for third parties), that motivate territorial productive transformations, thus also contributing to the elimination, through sectorial productive transformations, of the very causes of the present environmental question.

THE TOURISM BUSSINESS FOR A SUSTAINABLE DEVELOPMENT

To foresee the productive activity called "environment" - in this context of social-economic self-sustainability - in the wide number of the enterprising systems, means inevitably to relate it to the territorialities and to their opportunities, and to integrate it in productive and occupational processes to it more constitutionally related, both as productive and occupational operators, and as feeders of possible, new economies which are environmentally centred: first amongst all to the industries of hospitality, of reception, of free-time, of tourism and of transport, of logistics and of related services to the people and the enterprises.

Such productive contexts are considered as pulling for the social-economical and occupational growth all over the world and this theme has been pointed out in the economical and socio-political trends and competitiveness of our country.

In this framework, briefly, one can consider meaningful the commitment for a definitive recognition - formal, substantial, normative and administrative - of the industry of reception and hospitality among the *Productive Activities* as it has been defined by the European Union.

This allows the overcoming of the not any more adequate interpretation and structuring of the sector that presently deals in activities of consume and commerce, mortifying the positive value of the investments, of the organisational-functional systems, of the processes, of the management and of the occupational and formative, rightly and equally industrial, assets: since, directly and indirectly, it is the leading actor in the macro-industry of the services that stands at the very root of fast and solid transition from the economy of the material to that of the immaterial.

The process that developed the awareness about tourism, not any more considered as an "act of consumption" but as a "productive activity" has shown positive results.

On this theme we remind the implementation, in Italy, of the new 135/ 2001 law that suggests the solutions for few strategic matters, such as: the modern definition of the tourist enterprise without pre-constituted categorisations constraining the economic activity,

the full extension of supports and consolidated incentives for the traditional industry, the introduction of the *"Local Logistic Systems"* of great value for the orderly and governed development of the territory, the creation of a *National Found* for the financial-support of the tourist offer regionally managed.

THE " PLAN OF ACTION FOR COMPETITIVENESS" OF CONFINDUSTRIA

More specifically, in the ambit of Confindustria, I would remind the *"Plan of Action for Competitiveness"* - April 2001 – with its chapters dealing with environment, cultural_assets and tourist infrastructures; the participation of Federturismo together with Confindustria at the compilation of the document on *"Environmental Strategy for a Sustainable Development in Italy"* promoted by the Ministry for the environment and protection of the territory. The *"Ecoenterprise Project"* of Confindustria, promoted by the vice-president Nicola Tognana, as development of the Plan of Actions for the competitiveness with which Confindustria was aiming to make 2002 *"The year for the quality of the environment in the industry"*.

In this perspective one finds also the aspiration for a " proactive" consideration in view of new categories of economical, sustainable and occupational development, not any more at the end of other production with the aim of saving the environment, but self-centred in the very same environmental resource, in the way of an initiative of comparison , study and proposal about the opportunity of preventing, together with Institute for the *Evaluation of the Environmental Impact* which regulate productive initiatives and public works of tourist value as well, and together with a Evaluation of Tourist Impact that, in advance, evaluate the third effect on the tourist economies of the territory.

Thus, the association of "cultural assets and tourist infrastructures" - adopted in the above mentioned *"Plan of action for Competitiveness"* by Confindustria - is coherent.

In such an economical-productive -environmental context valued not only the environmental configurations more directly natural (such as mountains, lagoons and humid areas, coasts and the landscape which can be lived as a dynamic opportunity for development rather than in view of a static conservation) are valued, but also the anthropic configurations (the productive and rural world with all its values, the cultural ones included) and the strictly urban ones (cities and metropolitan areas), the valorisation of cultural assets, with the whole spectrum of influencing factors (energy, water-supply, waste disposal, human pressure and social security, traffic and pollution; all critical factors that cannot be faced for what they are or from a "prohibition" perspective in their effects, but also as intervention on the causes) and with innovative solutions for a better quality of life.

In these directions has to be read also the mentioned centrality – at its beginning as at its end - of the relation between productive activities of tourism and infrastructures (material and immaterial).

The concern for an adequate management of the environmental resources is growing, within even larger contexts, and is spreading the awareness that the environment is a patrimony that has to be protected, safeguarded and implemented for the future generations.

A process of maturation is going on that involves civil society, social sectors, institutions but it isn't an automatic process: for a sustainable development whose effects will be perceived and appreciated by the future generations, choices of environmental and economical politics are needed.

"STRATEGY FOR ENVIRONMENTAL ACTION" AND TOURISM

Federturismo has been called upon by the Italian Ministry of the Environment for the Document entitled *"Strategy for environmental action in view of a sustainable development in Italy"*, so that the shared aims for an environmental improvement of our Country, but also for the sectors involved in the tourist industry, may be achieve.

In that seat " values" such as participation, responsibility, information, activities of research necessary for a sustainable development, were underlined.

5th International Conference on Ethics and Environmental Policies
BUSINESS STYLES AND SUSTAINABLE DEVELOPMENT
Kyiv, April 2-6, 2003

The demand of the community and of the not yet developed territories that the tourist industry be developed, must be in a sustainable way satisfied, in order to face the needs of free circulation but above all of reciprocal acquaintance between different human beings and people.

Resident and the even more numerous tourist people have to be thoroughly informed about the environmental characteristics of the territory in which they are and about the correct behaviours need in order to maintain the quality of the environment and favour its improvement, in their own interest.

This is a question of culture and training that must begin in the schools but that also requires appropriate initiatives of information/communication through the publication and diffusion of informative material (brochures, movies, multimedia instruments) and the organisation of focused meetings with representatives of the scientific world.

Initiatives for monitoring, at local level, the result expected and realised by the investments, must be set up, in cooperation with the local university seats of research, so as to inform in a clear and certain way about the environmental conditions of the territory.

It is necessary to underline that the investment adopted in order to favour the adoption of activities coherent with the needs of a sustainable development, in the tourism field and particularly in the hotel sector, generates a double dividend which is both economic and social.

It is precisely thanks to the resources generated by tourism that often, in our country, many typical products and traditions of the territory have been saved and, because of the exploitation for tourist purposes, have assumed the value of productive elements for the local economy.

The new sensitiveness for a sustainable development should lead the processes realizing new initiatives, in order to avoid the inappropriate use of the environmental and territorial resources (the environmental, artistic-cultural, material-cultural richness and identity of the involved community).

One should point out how tourism, more than other sectors, in these late years has increased its attention for the themes of environmental sustainability and ecological compatibility, in the awareness that the quality of the environment is often the main attraction of the tourist locations or the necessary condition for a full enjoyment of the attraction present in the territory. Such a growth is born out of the conviction that for tourism, more than for other sectors, the economic development is naturally compatible with the quality of the environment.

The concern for the "*environmental stress*" induced by an excessive tourist pressure is the result of a new and shared sensitiveness for the questions dealing with the protection of environmental resources. At the same time, the attention for the effects that this pressure can produce on the social and cultural identity has grown. The same tourist enterprises ask for control and development of the infrastructures that must be adjusted to the tourist pressure and a constant defence and exploitation of the cultural and social identities (cultural assets, typical products, artisanship).

Enterprises need certainties about strategic in order to invest on the long-term plans and to go beyond the culture of the short term investments that penalise the strategic value of the tourism enterprise.

It is necessary to create a policy in favour of tourism that is shared (by the Country, Regions, Provinces, Municipalities, Metropolitan Areas) and that allows the building of a mix of structures and infrastructures compatible with an appropriate use of the resources of the territory.

Within this framework the *Local Tourism System* - a new regulatory instrument introduced by the 135 law of 2001 - that, through the creation of *Local Homogenous Tourist Systems* (

5th International Conference on Ethics and Environmental Policies
BUSINESS STYLES AND SUSTAINABLE DEVELOPMENT
Kyiv, April 2-6, 2003

tourist districts), will allow the emergence of less obvious strata of the rich Italian tourist resources, which are not included in the areas of the main towns of the province.

These systems shall be the great opportunity for the single local institutions – because of various authorisations – to prove that they can control the plans for the valorisation of the territory and that they can realise - together with the entrepreneurial and social sectors - projects of economic development that see the tourist industry as a central factor.

These plans have to be accomplished quickly, with certainty of resources allowing the product to be quickly put into the market.

It is to precisely to the market that attention should be addressed, keeping into consideration each specific territorial feature that has to be linked to the “*Italy product*” in general, so that the specific initiatives of marketing can be better harmonized, and where the territory - with its characteristics and peculiarities - is the main aspect.

On this side, most urgently, a new push by all people concerned is needed, keeping clearly in mind what each and everyone is called to do: Enit, Regions, Provinces, Municipalities, entrepreneurs.

Italy and Europe must give tourism the appropriate role as it is the main European industry for employment and sales, and a specific protocol must be drafted in order to negotiate the levels of co-operation that can develop between the different countries which are members of the European Union (which has been enlarged in order to favour such a concrete accomplishment).

In these terms the development of tourism can play a strategic role if governed, with coherent politics from a central and local level, are able to recover or preserve even marginal or unused areas.

It must be underlined that tourism lives by the environment and because of its own nature can and must reconcile social, cultural and environmental targets for the economical growth of the firms and of the territory within which they operate.

Therefore, if on one side, it is true that this sector has suffered for a lack of a comprehensive policy making of tourism a strategic resource for the Country, and that during the 70s and 80s some initiatives have been realised that caused serious effects on the most fragile and sensitive areas, on the other side we have to consider the fact that there is a growing awareness in the field for the protection of the resources of the territory, nowadays seen as instrument of competitive progress.

It is also important to integrate tourism with other activities, in order to achieve a balanced development: to ensure the continuity of the water supply, the appropriate use and the reduction of the water consumption, as recently reminded during the Kyoto Summit on water.

New tourists can favour the development of the Italian tourist system and the redistribution and management of the tourist flows, with adequate investments and appropriate infrastructures.

This is why there must be activities aimed at “*de-season*” and managing the tourist flow so as to control the environmental stress of both the seaside and, for example, of the art-cities in order to optimise the investments, the use of resources and the labour force.

Protection, valorisation, fruition of the cultural assets of the Country must inspire the urban politics of landscape management and environment defence, of the institutions in charge.

Tourism industry hopes that a policy for the management of the territory will protect and make the most out of the primary resource of our potential that is the territory.

In this context we must consider the spreading of information about experiences of recovery, maintenance and fruition of the architectural patrimony, that find in the project “*widespread hotel*” started in Italy, in these years, the proof showing how it is possible to reconcile the need for economic development, with the conservation and spreading of the values of a rural

5th International Conference on Ethics and Environmental Policies
BUSINESS STYLES AND SUSTAINABLE DEVELOPMENT
Kyiv, April 2-6, 2003

culture, otherwise doomed to disappear, through the realisation of a receptive activity respectful of the local places and costumes.

Besides, it is also necessary to develop incentive systems for the adoption of sources of alternative energy and for the adoption of "good practice" for the tourist settlements and receptive structures.

For this, also the tourist sector can contribute to the diffusion of an environmental consciousness through the knowledge and the valorisation of the eco-compatible solutions offering to the citizens/tourists, in the ambit of their vacations, the opportunity of living and verifying directly specific behaviours derived even from the domestic context.

In order to develop this, in the future an experimentation of "fare-system" is likely to be started in the field of tourists reception, that is now penalised by a tax mechanism set up on the basis of characteristics of dimension.

FOR A POLICY OF SUSTAINABLE DEVELOPEMENT

A policy for a sustainable development demands choices which must be supported, on one side by the technical-scientific competencies at the highest level, on the other side by the largest participation of the recipients in order to realise shared and virtuous processes: precious choices with realistic, measurable and measured aims.

The widespread interest for a better quality of the environment demands participation and co-operation in the effort to achieve these goals, but also for a strong support from the activities of research, and the support of a certification based on international shared, indisputable and recognised standards.

We can place in this context the recent approval of the "Ecolabel" on the hotel structures by the European Union.

The role and the fundamental contribution of the tourism industry for the development and the employment have been the centre of the works of the first "European Tourism Forum" which took place in Brussels in the middle of December, whose continuation is previewed in November in Veneto, in Adano Terme, in order to closely examine the question of the potentialities of tourism for Europe enlarged to 25 countries, of an tourism industry that is meeting, dialogue and "industry of peace".