



TOURISM AND MOUNTAIN DEVELOPMENT

旅游与山地发展

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The importance of tourism for mountains

Tourism is important because it is the world's largest service sector industry in terms of international trade.

The annual global turnover is **US\$ 444 billion**, which exceeds the combined Gross National Product of the world's **55** poorest countries.



The importance of tourism for mountains

Many tourist destinations are located in mountain regions. About **15–20%** of the tourist industry, or **US\$ 70–90** billion per year, is accounted for by mountain tourism. The Alps alone account for an estimated **7-10%** of annual global tourism turnover.

Long recognized as places of sanctuary and spiritual renewal, mountains will become even more attractive as places of escape in a rapidly urbanizing world.

Europe, i.e. the EU is the most visited region of the world, accommodating **54.8%** of all international travellers.



The importance of tourism for mountains

The mountains in developed countries (particularly in western Europe) are destinations for mass tourism, in which high volume and high output are the norm. For example, in **Austria**, where tourism contributes more than **4 % of the GDP** and annual per capita income from tourism is **EUR 1731 (2011)**, more than **75 %** of the total sales in tourism is generated by the alpine tourism industry. In contrast CEE (Central and Eastern European countries) has the lowest performance among the European regions, with a share of **20%** from all European international arrivals (2012).



The importance of tourism for mountains

Tourism in the European Alps has become increasingly restricted and regulated, with strict regulations and control of the quality of services and facilities, and environmental measures such as emission and pollution standards and appropriate measures for solid waste disposal and treatment of sewage.

In contrast, mountain tourism in the many other parts of the world has been characterized by unregulated, uncontrolled and haphazard development.



alpenkonvention • convention alpine
convenzione delle alpi • alpska konvencija



The importance of tourism for mountains

Mountain areas include more than **475 protected areas** in **65 countries** covering more than **264 million hectares**.

Additionally, **140 mountain areas** have been designated as biosphere reserves by the United Nations Educational, Scientific and Cultural Organization (UNESCO).

Protected areas include national parks where tourism is encouraged and promoted.



The importance of tourism for mountains

In contrast to the generally small contribution of mountain regions to national economies, **the value of mountains to tourism is thus significant.**

Tourism offers a great variety of opportunities. Tourist activities include **swimming, walking, visiting cities and national parks, skiing, snowboarding, bird-watching, diving,** and a number of **extreme sports** such as **bungee jumping, river rafting, paragliding, and mountaineering.**

Many activities are specific to mountain areas, which provide a variety of natural and cultural settings.



The importance of tourism for mountains

Mountains are **highly diverse**. Climatic zones are condensed over distances of a few kilometres. On a single mountain, one can experience a tropical climate at the base, a temperate zone at medium altitudes followed by alpine conditions higher up, and finally an arctic environment with snow and glaciers on the highest peaks. **Biodiversity** is also impressive.

To give one example, Mount Kinabalu on the island of Borneo in Southeast Asia is estimated to harbour over **4000 plant species**, more than **one-quarter** of all the species in the entire USA.



KINABALU
Summit of Borneo

The specificity of mountains for global tourism development

The promotion of tourism in mountains is based on special features that are attractive for tourism:

- **clean, cool air,**
- **the varied topography,**
- **scenic beauty of mountains and**
- **cultural landscapes.**

There are also many **diverse natural landscapes** and **resources**, the **local traditions**, and simple **lifestyles** – even if these are sometimes perceived as such only by tourists. There are the inherent dangers or challenges which attract some daring tourists, and particular mountain arenas for **special sports** and **leisure activities**. And not least of all, mountains have specific qualities that are conducive to health and **wellness tourism** and activities that focus on **contemplation** and **meditation**.



The specificity of mountains for global tourism development

In the past couple of decades a new kind of tourism has caught on, characterized by more **attention to nature**. This form of tourism, more respectful of **conservation of natural resources**, helped to raise the awareness about the enormous value of the mountain areas.

The **ecotourism** dynamics had also an impact on mountain economies, especially giving origin to a series of **micro-accommodation structures** like **farm holidays**, **country houses** and **B&B** (Bed & Breakfast). A network of hospitality solutions following **traditional criteria**, based on more awareness regarding **landscape protection** and respectful of **artistic** and **natural beauty**, has been developed in some mountain areas.



The specificity of mountains for global tourism development

Mountain regions with ecotourism potential in Asia:

-Himalaya, Hindu Kush, Karakoram and Pamir

Main destinations include areas around Nanga Parbat (Pakistan), Ladakh Kulu-Kangara, Garhwal, Har ki doon (India), Everest & Annapurna (Nepal)

-Northern hills of Thailand (Chiangmai and Chiangrai provinces)

-Highlands of China (Yunnan and Fujian provinces) and Korea



The specificity of mountains for global tourism development

The latest trends in the mountain tourism in terms of marketing and development (Morrison 2010) :

Marketing Trends	Development Trends
<ul style="list-style-type: none">• Market diversification• More packaging and programming• Increasing variety of recreational activities• More attention to off-peak seasons• Greater emphasis on fitness and health• Expanding partnerships and “co-operation”• Internet marketing now the most important channel• More sophisticated branding of mountain destinations	<ul style="list-style-type: none">• Development for all-season use• Increasing investment in new recreational activities• Development of specialized and boutique resorts• More real estate development projects• Increasing corporate consolidations; the rise of resort chains• Greater attention being given to sustainability concerns• Community involvement getting more attention



The impacts of tourism on mountains



The impacts of tourism on mountains

Tourism **affects** mountains in many ways.

Economically, tourist resorts in mountains directly depend on their customers. In addition, there are **direct** and **indirect** benefits to many sectors and communities inside and outside the resort areas.

However, a considerable share of tourism revenue leaks to areas outside the mountains.

In addition, tourist activities have biophysical impacts. For example, paths and ski-runs may modify sensitive alpine areas; tourists have well-known impacts along mountain trails; and wildlife may be disturbed.

On the social and cultural side, tourists may disrupt traditions, influence mountain communities by their numbers and lifestyles, and attract service providers from outside the mountains to become permanent residents in mountain resorts. These **negative impacts** have to be counterbalanced against **positive influences**, including **economic benefits**.



The impacts of tourism on mountains

Environmental impacts

The quality of the environment, both natural and man-made, is essential to mountain tourism. However, tourism's relationship with the environment is **complex**. It involves many activities that can have **adverse environmental effects**. Many of these impacts are linked with the construction of:

-**roads and airports**, and

-**tourism facilities** (resorts, hotels, restaurants, shops, golf courses and marinas).

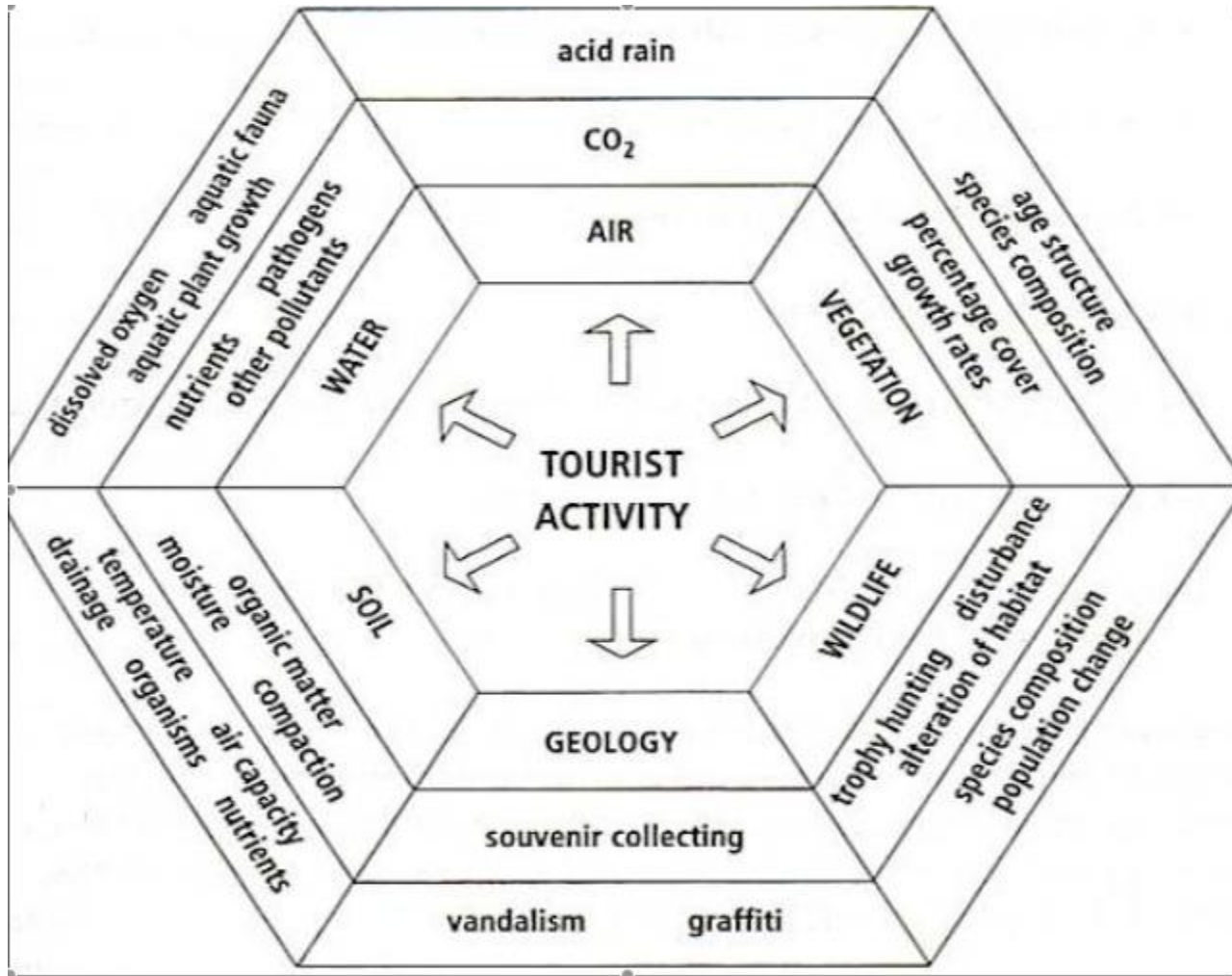
The negative impacts can gradually destroy the environmental resources on which it depends. Also various emissions can **pollute** or **degrade** the environment. Emissions are very complex since heating, air-conditioning, transport or even cooking can all have such impacts on the surrounding environment.

On the other hand, tourism has the potential to **create beneficial effects** on the environment by contributing to **environmental protection** and **conservation**. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance.



The impact of tourism on mountains

Tourist Activity and Environmental impact



The impacts of tourism in mountains

Socio-Cultural Impacts

The socio-cultural impacts of mountain tourism are the effects on host communities of:

- direct and indirect relations with tourists**, and of
- interaction with the tourism industry**.

For a variety of reasons, host communities often are the weaker party in interactions with their guests and service providers, leveraging any influence they might have. These influences are not always apparent, as they are difficult to measure, depend on value judgments and are often indirect or hard to identify.

The impacts arise when tourism brings about changes in value systems and behaviour and thereby threatens indigenous identity. Furthermore, changes often occur in community structure, family relationships, collective traditional life styles, ceremonies and morality. But tourism can also generate positive impacts as it can serve as a supportive force for peace, foster pride in cultural traditions and help avoid urban relocation by creating local jobs. As often happens when different cultures meet, socio-cultural impacts are ambiguous: the same objectively described impacts are seen as beneficial by some groups, and are perceived as negative - or as having negative aspects - by other stakeholders.



The impacts of tourism in mountains

Economic Impacts

The tourism industry generates substantial **economic benefits** to both host countries and tourists' home countries. Especially in developing countries, one of the primary motivations for a region to promote itself as a tourism destination is the expected **economic improvement**.

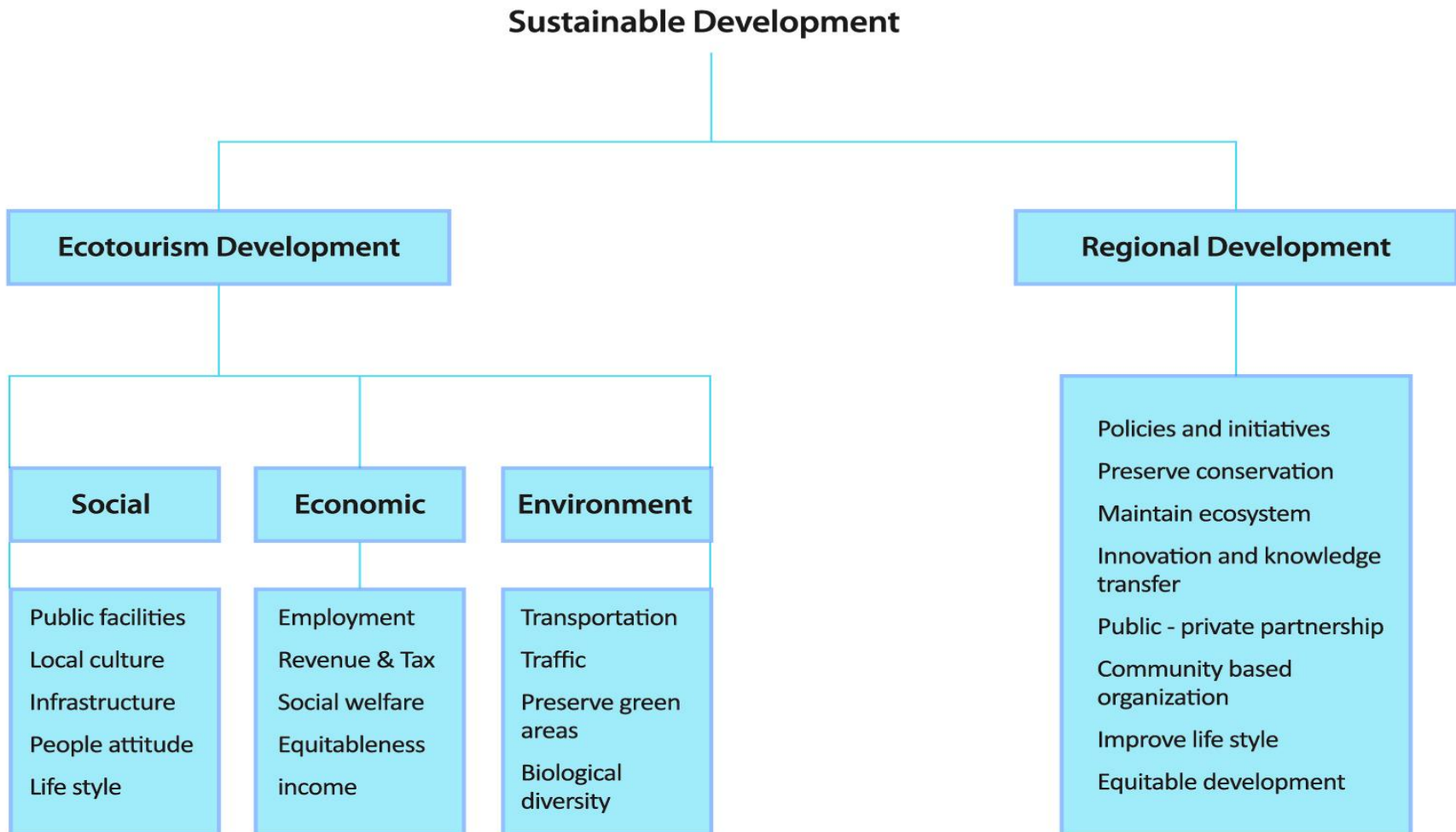
As with other impacts, this massive economic development brings along both **positive** and **negative** consequences. There are many hidden costs to tourism, which can have unfavorable economic effects on the host community. Often rich countries are better able to profit from tourism than poor ones. Whereas the least developed regions have the most urgent need for **income, employment** and **general rise of the standard** of living by means of tourism, they are least able to realize these benefits. Among the reasons for this are large-scale transfer of tourism revenues out of the host country and **exclusion of local businesses** and **products**. Still, dependency situations, i.e. when a local area or community depends on one activity, e.g. tourism, this can lead to rather disadvantageous consequences.

Many countries, especially developing countries with little ability to explore other resources, have embraced tourism as a way to boost the economy.



Dimensions of sustainability

Sustainable development through ecotourism (Bhuiyan et al., 2012)



Dimensions of sustainability

The development of tourism in mountains requires that a number of key questions related to sustainability be addressed, including:

- **does tourism contribute to sustainable mountain development?**
- **who benefits, in economic terms, from mountain tourism?**
- **are the biophysical resources of mountains degraded due to tourism activities?**
- **does tourism affect mountain communities and societies positively or negatively?**



Dimensions of sustainability

The balance of positive and negative effects of mountain tourism on sustainable development (adapted after Simpson, 2008)

NEGATIVE EFFECTS OF MOUNTAIN TOURISM

ECONOMIC

- Structural and seasonal unemployment
- Higher prices
- Economic dependence of tourism industry

ECOLOGICAL

- Damage or destroy the fragile environment
- Environment and degradation
- Pollution
- Solid waste and littering
- Deforestation and intensified and or unsustainable use of land
- Causing natural hazards

SOCIO-CULTURAL

- Alteration of local culture
- Destruction of the traditional social structures
- The growth of unwanted secondary industries and other sectors



Dimensions of sustainability

The balance of positive and negative effects of mountain tourism on sustainable development (adapted after Simpson, 2008)

SUSTAINABLE DEVELOPMENT

ECONOMIC

- Direct Employment opportunities
- Indirect Employment opportunities
- Supports the development of multi-sector or mono-sector non-profit enterprises
- Provides invigoration and development to local economies
- Provides alternatives to changing or fading traditional industries
- Increases land values, thus rates payable to council for community services

ECOLOGICAL

- Improves environment
- Encourages awareness and appreciation by the community of natural assets and the environment and other resources on which tourism relies
- Enhances management and stewardship of natural resources

SOCIO-CULTURAL

- Provides and stimulates infrastructure development
- Increases safety and security
- Fosters civic pride
- Facilitates workforce development
- Mutually beneficial
- Creates opportunities
- Promotes cultural understanding
- Supports and preserve local and unique crafts and skills
- Creates a sense of well-being
- Promotes greater cross-institutional understanding
- Appreciation of cross-stakeholder goals and agendas

POSITIVE EFFECTS OF MOUNTAIN TOURISM



Mountain tourism and sustainable development

If tourism is based on principles of sustainability and equity, it can be instrumental in **improving the livelihood conditions** of mountain communities and increasing their stakes and interests in **local, regional and national policy issues**.

Sustainability encompasses **ecological, economic and social** components. In the context of tourism development, this means that both the types and intensity of tourism activities in the mountains must have **limits**, and that benefits must reach a larger community. Thus it is clearly necessary to **monitor, regulate and control** activities that may jeopardize the resource base on which mountain tourism depends.

Economic and social monitoring are also important to ensure that differences in income and employment from tourism do not create social friction or disharmony. Ecotourism plans should not only focus on **resource conservation** but should also address issues of **equity, community development and social harmony**.



Mountain tourism and sustainable development

Sustainable mountain tourism encompasses three basic components:

- conservation of natural resources on which tourism depends;
- improvement in the quality of life of the local population; and
- enhancement of visitor satisfaction.



Mountain tourism and sustainable development

Sustainable mountain tourism can only be developed if we have **effective policies** and **control mechanisms**, **strong local** and **regional institutions** and **sound management capabilities** – based on both modern and traditional knowledge. Without these essential elements, mountain tourism could easily be a **short-term boom-and-bust enterprise**.

Without **adequate local control**, self-reliance and strong participation in decision-making, tourism is likely to benefit only a few rich individuals, often outsiders, at the expense of a large, poor section of the community. Mountain communities are often limited in financial, technical and managerial resources, which hinders their ability to develop and market tourism attractions effectively. It is often the outside stake conservation holders such as tourism developers, entrepreneurs and tour operators who have the knowledge and the resources to make tourism a competitive business.



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Tourism managed in culturally appropriate ways can help to sustain mountain cultures economically. Programs that support arts and crafts can also benefit local communities.



Mountain tourism and global warming

As recent international events have indicated, tourism is vulnerable to outside forces, and it is risky to rely too much on tourism as the only economic development opportunity.



Mountain tourism and sustainable development

The sustainable development of mountain tourism can have various positive impacts on the local mountain community which as follows:

Socio-cultural impacts	Environmental impacts
<ul style="list-style-type: none">Population is maintainedJobs created (temporary and permanent)Customs, professions kept, buildings re-used and revitalised-Healthier and more balanced community characteristics and structure-Impacts on the individual and families (e.g. better leisure opportunities, improved social mobility, knowledge of languages, more income)	<ul style="list-style-type: none">-Infrastructure developments, especially roads and utilities-Funds for conservation are created and increased-Environmental education and awareness-Change of landscape and re-use of lands (buildings)-Conservation of local architectural styles since tourists tend to prefer 'different' experiences
Economic impacts	
<ul style="list-style-type: none">-More business opportunities, especially but not only in tourism-More balanced and wider service supply-Better intra-regional transport system and services-Multiplier-effects, i.e. positive economic impacts can be traced at regional and national and not only at local level-Arrival of new technologies-Increased local tax revenues and spending by visitors at local businesses-Job creation	

Mountain tourism and sustainable development

The growth of tourism does not necessarily lead to **sustainable mountain development**.

Mountain regions are highly diverse in terms of **environment** and **culture**, and with respect to their position in national economies. Tourism development must therefore be based on **site-specific conditions** and **assets**. This can help mountain destinations to achieve distinct strategic positions in global tourism markets, but it also implies adopting a multi-level and multi-stakeholder approach including **local communities, governments, political decision-makers, NGOs**, and the **tourism industry**. Site-specific tourism development also implies consideration of **environmental** and **sociocultural aspects**.

With increasing numbers of tourists faced with a growing choice of activities and destinations, managing the future of mountain environments becomes a **major challenge**.



Mountain tourism and sustainable development

In an increasingly urbanized world, mountains are primary tourist destinations not only because of their beauty and their natural and cultural diversity, but also because they provide opportunities to escape from the stresses of modern life. But in the long term, the diversity and attractiveness of the mountains will depend on careful, far-sighted and **sustainable management** of their resources.

If this - rather than short-term economic benefit - is respected as a basic principle, tourism can provide significant opportunities to maintain the **diversity of the mountains and their role as a living space**.

Mountain tourism must be planned as part of **integrated regional economic development**; tourism should encourage investments in other activities. In the mountain context, this means diversifying the local economy through the **integration of tourism with agriculture, livestock development and other forms of small-scale enterprise** that will keep the village economy sustainable in the event of declining tourism activities.



Mountain tourism and sustainable development

Mountain tourism policies should focus on enhancing and strengthening the linkages in the overall integrated regional economic development.

These policies should take into consideration the following three key objectives:

- 1. Establishing of supportive conditions for sustainable tourism products and services, including development of a marketing scheme;**
- 2. Developing an innovative tourism management at all levels, fully integrating the needs of local populations and the preservation of natural and cultural heritage;**
- 3. Establishing a continuous process of awareness raising, capacity building, education and training on sustainable mountain tourism development and management throughout vertical and horizontal levels.**



Mountain tourism development

Conclusions

Opportunities for the development of mountain tourism are great, not only in Europe but all over the world – as long as plans and policies are in place to ensure that tourism does not pose an **environmental** and **social threat**. This threat calls for a **judicious use of natural (tourism) resources, community planning, local awareness and reliance, strong local institutions and policies** and a **vision for the long-term sustainability of tourism projects**.



Mountain tourism development

Conclusions

Mountain tourism worldwide represents the dilemma of **conservation** and **development** that is currently being debated in the context of **sustainable development**. Ecotourism and other sustainable tourism strategies have gone a long way towards minimizing the negative **environmental** and **socio-cultural** impact and ensuring that the **economic benefits of mountain tourism can contribute to environmental protection and the sustainable use of natural resources**.



THANK YOU FOR YOUR ATTENTATION

