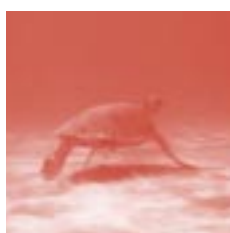


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With around 175 million visitors in 1996 (WTO 1997), the Mediterranean is one of the areas in the world that undergoes the highest tourism-related human pressure, mostly concentrated in the summer period. The rapid changes in land use that result from the need to accommodate growing numbers of visitors, are increasingly encroaching on the remaining pristine ecosystems thus seriously threatening biodiversity.

The main consequences of tourism activities on the environment can be summarised in two main effects: excessive use of resources (land, water, energy, etc.) and pollution (solid waste, wastewater, noise, air emissions). These problems are exacerbated by the concentration of visitors in time and space in destinations that are not geared to withstand such pressure. Environmental impacts are both direct and indirect:

direct destruction of biotopes, especially on the coast, through inadequate planning and construction of tourism infrastructure (hotels, marinas, camping grounds, secondary homes, theme parks, etc.)

indirect damage such as fragmentation of habitats caused by infrastructure designed to bring tourists to an area (roads, airports, etc.) or by accommodation built for staff employed by the tourism industry

Without careful planning and efficient management, tourism can frequently have adverse impacts on the environment as well as on indigenous peoples and their cultural values. This is the reason why more and more national governments and international organisations recognise the importance of an accurate management that could minimise the negative implications of tourism.

In recent years, companies involved in the tourism industry have responded to concern about environmental

and social impacts of tourism by introducing self-regulatory measures. Most of them have started to recognise that environmental policies can be not only useful for business but also essential to its long term economic survival. Many businesses have moved beyond compliance with environmental legislation towards more proactive policies, which involve implementing programmes and adopting environmental codes of conduct on a voluntary basis. Such codes aim both at improving environmental performance and at demonstrating that self-regulation is viable, as well as the cost-effective alternative to government legislation.

However, following an in-depth review of the most widely available tourism-related codes of conduct (57) it appears quite clearly that none of them provides a complete picture of the complex social, economic and environmental situation of the Mediterranean. For this reason, WWF decided to develop a new set of principles and codes of conduct to help steer the necessary changes in the tourism sector in the Mediterranean leading to the improvement of the current situation. The document consists of a set of general principles that provide a broader framework, and the codes of conduct themselves that are directed at three major target audiences: tourists, the tourism industry and government authorities.

WWF, of course, recognises the limitations of the codes of conduct in the absence of a truly independent system of verification of their implementation and without appropriate governmental regulations and enforcement. Therefore, the next stage of the work of WWF and its partners will be the practical application of the ideas contained in the Principles and Codes. This will be done through policy activities, fieldwork and a Pan-European public awareness campaign.

WWF Mediterranean Programme

For further information about the WWF Mediterranean Tourism Project, please contact:

Simone Borelli
WWF Mediterranean
Programme
Via Garigliano 57
00198 Rome, Italy

Phone: +39-06-84497339
Fax: +39-09-8413866
e-mail: sborelli@wwfnet.org

WWF has been active in the Mediterranean region for more than 30 years, having established National Organisations (NOs) in France, Italy, Greece and Spain. In 1992, WWF International also established a Mediterranean Programme, with its co-ordination office in Rome, managing and funding an increasing number of regional projects.

In addition to the above four NOs, the Mediterranean Programme works with an associate organisation in Turkey, the Society for the Protection of Nature (DHKD), and has opened Project Offices in Tunis and Barcelona. This institutional presence enables WWF both to be sensitive to local needs and to intervene at national level influencing government policies.

In 1995, WWF further strengthened its Mediterranean Programme and developed a comprehensive five-year strategy, which focuses on three priority biomes, Forests, Freshwater, Marine and the Education and Capacity Building area. The Mediterranean Programme also recognises the relevance of communication and public awareness and incorporates both of these together with crucial cross-cutting issues such as energy and pollution, agriculture, and tourism in its strategy.

The overall goal of WWF's strategy is to work towards a Mediterranean region where nature is conserved and restored, where resources are sustainably used for the benefit of all and in which social and cultural characteristics are enhanced.

Ten Principles for Mediterranean Tourism

1. Support integration between tourism development and environmental conservation

Like any other use of the environment, tourism activities should be compatible with and part of international, national, regional and local conservation plans and therefore:

- ❖ Tourism activities should be planned at the appropriate levels in a way to integrate socio-economic, cultural and environmental considerations. Development, environment and tourism planning should be integrated processes.
- ❖ Tourism related activities and infrastructure development that may have significant impacts on nature and biological diversity should be subjected to prior environmental impact assessment.
- ❖ Companies responsible for tourism activities should co-operate with environmental organisations and other groups working to protect the environment.
- ❖ Whenever possible and appropriate, economic instruments and incentives should be used to encourage the private sector to meet its responsibilities in achieving sustainable tourism.

2. Support the conservation of biodiversity

The remaining natural areas in the Mediterranean are a unique environmental resource. Visitor demand and tourist expenditures can support existing protected areas and lead to the creation of additional ones.

- ❖ Tourism should support nature conservation throughout the Mediterranean, including the protection of terrestrial, coastal and marine wildlife, habitat and ecosystems.

- ❖ Tourism should support attempts to stop and, wherever possible, to reverse physical fragmentation of the Mediterranean landscape, which both reduces the quality of the tourism experience and degrades the environment.
- ❖ Tourism should support all efforts to clean up and restore areas where the environment has been damaged.

3. Use natural resources in a sustainable way

Conservation and wise use of natural resources are essential to the long term health of the environment. The concentration of tourists both in time and space imposes a very heavy toll on scarce resources such as water.

- ❖ Tourist management systems should be adopted in order to establish a better distribution of flows throughout the year. An acceptable number of visitors should be established on the basis of the site's carrying capacity.
- ❖ Sports and outdoor activities, including recreational hunting and fishing in ecologically sensitive areas should comply with the existing regulations on conservation and sustainable use of species and habitats.

4. Minimise consumption, waste and pollution

Reducing pollution and consumption also reduces environmental damages. This improves the tourism experience and reduces the high cost of cleaning up the environment.

- ❖ Encourage the use of waste disposal techniques with the least impact on the environment, such as recycling and waste management systems.
- ❖ Dispose of waste in a safe and appropriate way.
- ❖ Use biodegradable or recyclable product packaging.

- ❖ Minimise the consumption of fossil fuels and avoiding motorised transport whenever possible. Negative impacts of transport on the environment should be reduced and particular attention should be devoted to environmental impacts of road and air traffic, especially in ecologically sensitive areas.

5. Consider local cultures and attitudes

Tourism should not change the lifestyles of peoples and communities unless they want it to be so.

- ❖ Tourism should respect the rights and wishes of local people and provide the opportunity for the wider community to take part in discussions and consultations on tourism planning issues.
- ❖ Local traditions should be taken into account in buildings, and architectural development should be in harmony with the environment and landscapes.
- ❖ Tourism should give the opportunity to share local heritage, culture and traditions with visitors.

6. Respect historic sites

Archaeological, historical, prehistoric and scientific sites and remains are important to local heritage and science. Disturbing them diminishes their value and is often illegal.

- ❖ Tourism should be planned in order to prevent their degradation and it should financially support their conservation.

7. Provide benefits to local communities

Local involvement in the planning of tourism addresses environmental and cultural concerns. This should maximise benefits and minimise damages to communities.

It should also enhance the quality of the tourism experience and:

- ❖ Seek and support local community involvement and partnership in tourism.

- ❖ Promote the recruitment, training and employment in tourism of local people.



Fishing village of Cefalonia - Greece/Photo M Gunther

8. Educate and train staff to support sustainable tourism

Staff education and training should include environmental, cultural, social and legal issues. This type of training increases the quality of tourism.

- ❖ Staff should be role models for tourists, behave responsibly and encourage tourists to do so as well.
- ❖ Staff should be informed and updated on applicable laws and regulations.

9. Ensure that tourism is educational

When tourists learn about local customs and environmental issues, tourism provides the most benefits for all concerned and does the least damage. Knowledge and positive experience enable tourists to feel directly involved in Mediterranean environmental conservation.

- ❖ Information about environmental, cultural and social issues should be provided to tourists as an essential part of responsible tourism attitudes and actions.
- ❖ All efforts should be made to apply this code of conduct as a way to promote responsible tourism attitudes and actions.

10. Comply with regulations

Tourism activities and development must respect the scale, nature, character and capacity of the physical and social environment of the place in which they are located.

- ❖ Information on tourism activities, their environmental impacts and their regulation should be given to tourists.
- ❖ Tourism activities should comply with international conventions and national, state and local laws in relation to the environment.
- ❖ People who are responsible for tourism activities development should consider, whenever necessary, adequate enforcement of environmental protection regulations.

WWF's Code of Conduct for Mediterranean Tourists

1. Support integration between environmental conservation and tourism development

- ❖ The money you spend on your trip helps determine the development and direction of Mediterranean tourism. Use your money to support reputable, conservation-minded tour operators and suppliers.
- ❖ Get any necessary permits before visiting nature reserves and other protected areas. Leave these areas as you found them and do not disturb the wildlife there.
- ❖ Find out about the laws that protect wildlife in the areas you will visit, learn about the endangered species in these areas and avoid hunting and fishing of these species, or buying products made from them.
- ❖ Your feedback makes a difference. If a tour, tourist service, or supplier was environmentally sensitive and informative, or if it could have been better, tell the owner or the operator.



Red corals for sale, Bizerte - Tunisia/Photo M Gunther

2. Support the conservation of biodiversity

- ❖ The remaining pristine areas in the Mediterranean are a unique environmental resource. Oppose development that may damage these areas or that may disrupt wildlife populations and ecosystems.
- ❖ Visit parks and nature reserves. Visitor demand and tourist expenditures support existing protected areas and can lead to the creation of additional protected areas.
- ❖ Oppose land-based actions and activities that may affect marine and coastal biodiversity.

3. Use natural resources in a sustainable way

- ❖ View and photograph wildlife from a distance and respect signs.
- ❖ Undeveloped natural areas are a resource too. Leave them the way you found them so that others can enjoy them. Don't collect specimens unless it is allowed.
- ❖ Choose sports and recreational activities that are compatible with the requirement of nature, landscape and environmental protection. Respect local regulations.

4. Minimise your environmental impact

- ❖ Choose lodgings that have effective waste treatment systems, that recycle, that are energy efficient, and where possible, use environmentally-friendly energy sources and cleaning products.
- ❖ Limit energy use, including your use of air conditioning and hot water.



Castle of Miramare, Trieste - Italy/Photo WWF/Miramare

- ❖ Whenever possible, walk or utilise public transportation or vehicles with the least environmental impact. Encourage drivers of public vehicles to stop engines when parked.
- ❖ When available purchase eco-labelled products and avoid buying elaborately packaging products, non-returnable bottles etc.
- ❖ Whenever possible plan your visit during the off-peak periods. These usually coincide with the driest months when the pressure on resources, particularly water, is highest.

5. Respect local cultures

- ❖ Learn about the culture and customs of the areas that you will visit before you go.

- ❖ Ask permission before you photograph people or enter their property of living spaces.
- ❖ Respect the privacy and dignity of the cultures you visit by not imposing your values and culture on them.
- ❖ Respect your guide's advice on local customs, gifts and compensation for services, and be aware of expectations you may create for future travellers.

6. Respect historic sites

- ❖ Respect monuments and archaeological sites, avoid inscriptions and graffiti and do not take with you any souvenirs.

7. Local communities should benefit from tourism

- ❖ The money you spend as a tourist contributes to the economic survival and development of the communities you visit. Whenever possible, buy local and choose tour companies, excursions and suppliers that are locally owned and that employ local people.
- ❖ Buy locally made products and handicrafts. By buying local products you contribute to add value to the local economy and also to reduce transport-related traffic.

8. Choose a reputable tour operator involved in environmental protection with trained, professional staff

- ❖ Whenever possible choose a tour operator, travel agency or hotel which has written policies and proven practices to conserve natural resources including wildlife, energy, water and waste management, and which provide experienced, well-trained staff dedicated to strong principles of conservation.
- ❖ Ask if your accommodations have been certified by any of the associations now acknowledging progressive practices.
- ❖ Pay particular attention to your tour

operator's use of local products and construction materials.

9. Make your trip an opportunity to learn about the Mediterranean

- ❖ **Learn about the Mediterranean environment before you go. Make your trip an opportunity to learn about nature conservation in the Mediterranean.**
- ❖ **Encourage local conservation efforts.**



Clean up operation in Genoa gulf, Italy/Photo M Gunther

- ❖ **Choose tours and excursions that provide information on the climate, species, habitats, local peoples and cultures and appropriate behaviour in the areas you will visit.**

10. Comply with regulations

- ❖ **Make sure that your behaviour complies with international conventions and national, state and local laws in relation to the environment.**
- ❖ **Encourage other tourists to know and respect national, state and local laws related to the environment.**
- ❖ **Encourage other organisations to adopt these guidelines.**

Specific Measures for tourists

1. Prefer showers to baths, it reduces your consumption of water and reduce the length of your shower as hot water is energy.
2. Minimise the use of personal care products and detergents to wash linen and reuse your hotel towels and bed-linen.
3. Recycle newspapers and magazines you use, reduce the number of brochures, maps, booklets you take and return the publications you do not need.
4. Respect the environment, stay on trails during hikes, do not remove plants or feed animals, never litter. At the sea do not take any corals, shells, dried fish, starfish, sea-fans and other marine souvenirs. Removal can seriously disrupt ecosystems. If you have a boat do not anchor on reefs. You can easily break or damage them by anchor, it is better to anchor carefully in sand or rubble patches. Navigation in reef water needs special care. Do not discharge litter into water: it is environmental unfriendly and illegal.
5. Do not buy shells and or other animal products as souvenirs as this encourages further plundering of the reefs and beaches and products which are made from endangered species as forbidden by the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES).
6. Reduce the number of bags, napkins and disposal cups you use when you eat fast food and recycle your beverage containers (many can be returned for refunds).
7. Reduce the use of your car choosing other ways to move like trains, buses or bikes etc. ; share taxis and take shuttles to and from the airport. Encourage drivers to stop engines when they are not used.
8. Respect local culture, traditions and religious places. Insensitive behaviour such as taking photographs of people without their consent or failure to observe local customs can cause offence. Note that being nude or semi-nude is unacceptable in public and illegal in some countries (e.g. Islamic countries).
9. Reduce the impact of your recreational activities by avoiding sports which have a significant harmful impact on the environment or choose more progressive establishments (e.g. golf courses which recycle water).
10. Respect rules and regulations, pay attention to signals and behave responsibly (e.g. do not light fires where it is forbidden).

WWF's Code of conduct for Industry

(tour operators-hotels-airlines)

1. Support integration between environmental conservation and tourism development

- ❖ Formulate environmental policies, incorporate environmental awareness and competency at the corporate level and throughout your organisation.
- ❖ Develop an environmental plan for your activities such as implementing environmental measures in own office facilities and evaluating and analysing your activities through periodical audits.
- ❖ Communicate your environmental plan to your customers and make them aware of their role in achieving it by providing copies of your policy to travellers.
- ❖ Use post-trip evaluations and use feedback from customers as a good way to find out if your tour was environmentally sound and met customer's environmental expectations.
- ❖ Implement and support conservation activities such as eco-sponsoring.
- ❖ Exert influence on political decision-makers at destination and extend this code of conduct to your purchasing activities by circulating criteria for sustainable management and making them a requirement for signature of contracts.
- ❖ Choose means of transportation to destinations that have less harmful impact on the environment and encourage your customers to use them.

2. Support the conservation of biodiversity

- ❖ Support clean up efforts by providing resources, lobbying governments and businesses and encouraging your customers to support them.

- ❖ Develop a positive relationship with organisations and people that play a role in conservation, particularly in areas of your tourist destination.
- ❖ Collaborate with government authorities and other associations to develop environmentally friendly tourism programmes.
- ❖ Support creation of networks for research, diffusion of information and transfer of appropriate knowledge on tourism and environmental sustainable tourism technologies.



Boat tour in Foca - Turkey/Photo P Guglielmi

3. Use natural resources in a sustainable way

- ❖ Run your tours in an environmentally sensitive way considering the nature and any special vulnerability of the site you will visit in order to determine the carrying capacity of the site. Ensure that no evidence of your visit remains behind.
- ❖ Organise your excursions only where there are specific routes for visitors and inform tourists on environmental aspects of their tour destination in order to prevent disturbing wildlife.
- ❖ Adopt practices to conserve the environment including the use of more sustainable modes of transport and the use of renewable resources (e.g. wind and solar energy).

- ❖ Organise sports and recreational activities that are compatible with the requirements of nature, landscape and environmental protection.
- ❖ Encourage your customers to use means of transportation which have less harmful impact on the environment as public transport, bicycles etc.
- ❖ Promote sustainable agriculture by buying organic products whenever possible.

4. Minimise consumption, waste and pollution

- ❖ Establish environmental criteria for your water management system in order to minimise the water consumption in tourist facilities and reduce production of wastewater.
- ❖ Dispose of treated sewage properly. If you are a ship borne tour operator do not dispose of bilge or treated sewage within 12 nautical miles from land, or in the vicinity of communities or sensitive marine and coastal areas.
- ❖ Introduce environmental criteria for your energy management system in order to reduce energy consumption and use renewable resources such solar energy. Adopt Best Available Technologies not Entailing Excessive Costs (BATNEEC).

5. Consider local cultures and attitudes

- ❖ Inform and co-ordinate with local communities so that your visit is welcome, expected and not disruptive.
- ❖ Be aware of the laws and regulations in the area in which you are operating and obtain the necessary permits.
- ❖ Choose accommodation compatible with local traditions and that minimises negative environmental impacts.



Organic products, Prespa - Greece/Photo M Pagliani

6. Respect historic sites

- ❖ Respect historic sites and make sure that your customers do not remove any artefacts.
- ❖ If access to historic and archaeological sites is restricted, get a permit before visiting.
- ❖ Ensure that your customers behave respectfully particularly if the site has a religious significance.

7. Provide benefits to local communities

- ❖ Use locally owned businesses as subcontractors. Develop long-term partnership with local operators, businesses, and suppliers.
- ❖ Train and hire local people for your operations whenever possible and if necessary, provide them with the training you require.
- ❖ Encourage your customers to buy local hand-made products.

8. Educate and train staff to support sustainable tourism

- ❖ Hire environmentally and culturally aware staff and train your existing one on how to avoid and minimise negative environmental impacts.
- ❖ Evaluate the performance of your staff, including their compliance with this code of conduct at least annually.
- ❖ Have a proper staff-customers ratio (e.g. for land-based tourism the recommended ratio is 8-15 customers to one staff member and for ship-based tourism is 15-20 passenger to one staff member).

9. Ensure that tourism is educational

- ❖ Provide your customers with information about the Mediterranean environment and its conservation, the culture and its relevant characteristics.
- ❖ Provide your customers with the Code of conduct for Mediterranean Tourists and encourage them to follow it.
- ❖ Make sure that the customers understand the responsibilities outlined in the Code.

10. Comply with regulations

- ❖ Make sure that your activities comply with international conventions and national, state and local laws in relation to the environment.
- ❖ Encourage your customers to know and respect national, state and local laws related to the environment.
- ❖ Encourage inclusion of sustainable tourism in decision-making planning process.

Measures for tour-operators, hotels, airlines

General measures

- ◆ Adopt environmental tools such as EMS (Environmental management system), eco-labelling, environmental report
- ◆ keeps records about your activities
- ◆ create environmental awareness among staff and local community through:
 - ◆ organising environmental showcases
 - ◆ exhibitions
 - ◆ creating an environmental information board with relevant information in each department
 - ◆ an environmental awareness day
 - ◆ environment-oriented guest speakers
- ◆ create employee incentives and career development that include an environmental component
- ◆ hire board members who have environmental expertise to provide guidance and leadership and create an environmental committee to advice
- ◆ take initiatives to safeguard the environment and anticipate environmental legislation and changes in public opinion

Specific measures for tour operators

- ◆ Inform travellers on their potential environmental and social impacts by providing them with documentation and information about all aspects of the destination country and with the tourist code of conduct for responsible behaviour before their departure
- ◆ monitor environmental awareness and satisfaction of your clients providing them with a checklist to return after their trip in your business activities :
- ◆ prefer accommodations which require environmental criteria and follow safety standards
- ◆ prefer airlines which have adopted environmental policy and standards
- ◆ choose whenever possible environmental friendly means of

transport on site destination as public transport, etc.

- ◆ hire local people and provide them with adequate training
- ◆ support local conservation efforts
- ◆ establish partnership with local authorities to confront environmental, social and economic problems due to tourism

Specific measures for hotels

Adopt measures in your environmental strategy for :

1. Energy

- ◆ check your heating system regularly and introduce new form of heating coming from renewable sources (e.g. solar energy)
- ◆ recycle heat and monitor power
- ◆ adopt energy saving bulbs, time switches and infra-red sensors
- ◆ avoid electric hand dryers and don't leave televisions on stand-by
- ◆ supply hot water centrally
- ◆ inform your guests on energy saving procedure

2. Water and waste water

- ◆ adopt flow regulators for bathroom sinks and showers
- ◆ reduce WC flush capacity and fit a double flush
- ◆ inspect all points of water consumption regularly
- ◆ avoid toilet ducks, odour neutralisers and aggressive toilet and drain cleaners
- ◆ choose mild cleaning agents and reduce consumption of washing powder
- ◆ let the guest decide when to change towels and bed-linen
- ◆ only use laundry/dish washing machines on full load
- ◆ inform your guests on water saving procedure

3. Waste reduction

- ◆ avoid individually wrapped portions of food, bath and showers products
- ◆ avoid canned drinks and disposal bottles and take advantages of full bulk size of returnable containers
- ◆ minimise plastic packaging and separate materials

- ◆ minimise your paper consumption and use recycled paper
- ◆ provide your information desk with a point for returnable brochures and invite your customers to return them after the use

4. Waste disposal

- ◆ provide your customer with a booklet which explain how to select and separate wastes
- ◆ collect and dispose organic waste separately (e.g. meal leftovers, coffee grounds with filter bags, tea bags, flowers and plants, napkins and paper towels)
- ◆ sort your rubbish into :



New hotels in Langan Bay, Zacinto - Greece/Photo M Gunther

- ◆ paper (e.g. regular paper, brochures, newspapers magazines, adverts, envelopes), card, liquid cartons packages (as milk, cream, juice, yoghurt, wine, paper plates), paperboard packages (e.g. packages from biscuits, coffee and tea, sugar etc.). Rinse the liquid cartons packages and flatten the paperboard packages before putting them into containers
- ◆ metal (such can food, lids from glassware, bottle caps from beer and soft drinks, tinfoil, containers)
- ◆ glass, separating porcelain and window glass from recyclable bottles. Separate all lids and caps from the bottles and put them in the containers for metal

- ◆ plastic, (such juice bottles, plastic containers, films, buckets, etc.) rinsing the bottles before bringing them to the container
- ◆ special and hazardous waste (e.g. all batteries, pharmacy medications, household chemicals, fluorescent lamps, aerosol sprays and paints, etc.)
- ◆ mixed or residual waste. These category belongs to waste which cannot be recycled.

- ◆ return packaging to suppliers

5. Air

- ◆ monitor the quality of your indoor air, use air conditioning only when it is necessary
- ◆ avoid products or equipment which pollute the environment

6. Noise and light

- ◆ If you organise leisure activities such as discos etc., make sure they do not exceed limits of tolerance
- ◆ Avoid all kind of lights which can cause disturbance to wildlife (e.g. nesting turtles)

7. Local environment

- ◆ do not use chemical products to take care of your grounds and gardens
- ◆ prefer bio-agricultural products in your catering service and purchase local products
- ◆ encourage the use of public transport providing your staff and customers with special tariffs and bonus
- ◆ make available bicycles to your guests and whenever possible encourage their use
- ◆ if you organise sports activities make sure they comply with environmental criteria
- ◆ avoid sports activities which have significant environmental impact (e.g. golf courses)

8. Environmental awareness

- ◆ inform your guests about your environmental and cultural initiatives and provide them with information environmentally responsible behaviour

- ◆ train your staff members periodically and ensure that they comply with environmental policies

9. Safety

- ◆ make sure that all measures to avoid fires are taken, and means to face them are available
- ◆ inform your guests about forest fire risks and encourage them to behave responsibly

Specific measures for airlines

1. Establish specific targets to reduce:

- ◆ air emissions (such CO₂, UHC unburned hydrocarbons, NO_x)
- ◆ ground traffic and noise pollution
- ◆ fuel consumption
- ◆ aqueous effluents (e.g. anti-freeze, cleaning fluids)
- ◆ food packaging
- ◆ food wastage

2. use the best available technology

3. use organic products in flight meals

4. recycle wastes on board as packaging

5. reuse crockery and cutlery

6. use biodegradable detergents in toilettes

7. provide your staff with training and seminars on sustainable development and behaviour

8. inform your passengers during the trip about environmental and social impacts on destination country and how to avoid them (use videos, documentaries, leaflets, brochures and spoken announcements)



Small harbour/Photo P Guglielmi

WWF's Recommendations for local authorities

1. Support integration between environmental conservation and tourism development

- ❖ Carry out and reinforce responsible land-use planning which integrates environmental, cultural, and socio-economic consideration in your decision-making process.
- ❖ Provide an environmental impact assessment for those tourism activities (including tourism planning, infrastructure, and tourism operations) which may have significant impacts on nature and biological diversity.
- ❖ Co-operate with environmental organisations and other groups working to protect the environment.
- ❖ Support monitoring and research on the effects of tourism and enforce environmental inspections if necessary.
- ❖ Use economic, social and other incentives to promote environmentally friendly tourist programmes.
- ❖ In your planning adopt standards/indicators for sustainable tourism programmes.
- ❖ Choose only environmentally sustainable tourism projects.
- ❖ Promote and participate in the creation of networks for the diffusion of information and transfer of appropriate knowledge on tourism and environmentally sustainable tourism technologies.

2. Support the conservation of biodiversity

- ❖ Invest part of the income from tourism activities to support conservation.
- ❖ Oppose development that may damage

these areas or that may disrupt wildlife populations and ecosystems, and land based activities which may affect marine biodiversity.

- ❖ Promote the establishment and appropriate management of new protected areas.

3. Use natural resources in a sustainable way

- ❖ Provide purposeful visitors-channelling in sensitive areas. Support and promote alternatives form of tourism that are compatible with principles of sustainable development.
- ❖ Encourage the use of renewable resources (e.g. recycling material, solar energy).
- ❖ Make sure that sports activities by tourists are regulated in such a way which are in keeping with the requirement of nature, landscape and environmental protection.

4. Minimise environmental impacts

- ❖ Reduce materials and energy consumption in your activities.
- ❖ Introduce a waste management programme and promote recycling.
- ❖ Introduce a water management system to face high pressure on water resource during the driest months.
- ❖ Promote the adoption of Best Available Technologies (BAT) i.e. by introducing economic and fiscal incentives.
- ❖ Reduce traffic and promote sustainable transportation. Tourist development should be devised on the basis of sustainable transportation programmes.

5. Respect local cultures

- ❖ Make sure that tourism activities respect culture and customs of the areas and preserve traditional cultures and life-styles.
- ❖ Consider interests of the indigenous population in promoting sustainable tourism.

6. Respect historic sites

- ❖ Make sure that tourism activities respect archaeological and historic sites, and monitor tourist behaviour on site.

7. Local communities should benefit from tourism

- ❖ Involve local communities in the planning of tourist activities in order to ensure that they benefit from the tourist development.
- ❖ Promote locally made products and handicrafts. By buying local products they contribute to add value to the local economy.

8. Choose reputable tour operators involved in environmental protection with trained, professional staff

- ❖ In your activities, introduce environmental criteria to select tour operators, travel agencies or hotels which have adopted environmental policies and have proven practices to conserve natural resources and which provide experienced, well-trained staff dedicated to strong principles of conservation.

9. Ensure that tourism is educational

- ❖ Inform tourists about the Mediterranean environment. Make tourism an opportunity to learn about conservation in the Mediterranean.
- ❖ Provide information on the climate, species, habitats, local peoples and cultures and appropriate behaviour in the areas tourists will visit.
- ❖ Support environment-related education and information campaign (e.g. reducing water energy consumption, wastes in general and promoting recycling campaigns).

10. Design and enforce appropriate legislation

- ❖ Design appropriate legislation and make sure that tourism activities at the local level comply with international conventions national, state and local laws in relation to the environment.
- ❖ Encourage other institutions to know and respect national, state and local laws related to the environment and encourage information exchanges.
- ❖ Encourage others to adopt these guidelines.



Le Cinque Terre - Italy/Photo M Pagliani

Measures for local authorities

For a responsible land-use planning

- ◆ make sure that tourism activities and amenities are located in carefully chosen areas and wherever possible, before building any new amenities consider first the possibility of using, modernising or rehabilitating existing infrastructures
- ◆ provide an environmental impact assessment for projects
- ◆ if new buildings are considered necessary,
 - ◆ locate them outside the coastal strip avoiding to place infrastructures and facilities in dunes areas, salt marshes, beaches, caves, cliffs and other natural habitats or nearby important cultural monuments
 - ◆ make sure that they are compatible with the architecture and the environment of the surrounding area
 - ◆ use systems, design, materials and technologies which allow to save energy

In the use of economic, social and other incentives

- ◆ make a preliminary assessment of incentive measures, their current application, consequences and use
- ◆ carry out a site specific survey in order to establish the most appropriate incentives and their consequences in the natural environment
- ◆ carry out an analysis on land status ownership and acquisition changes and its implication on the environment
- ◆ define which national tourism investment incentives are utilised
- ◆ explore the mix of national and local incentives available, and the need for their modification in order to ensure the long term sustainability of the surrounding environment and sustainable development of the area
- ◆ consider the possibility to introduce subsidies and taxes

In promoting sustainable tourism projects

- ◆ avoid creating additional pressure on the environment
- ◆ encourage the use of public and non-motorised transport
- ◆ encourage and make it a legal requirement the use of the most suitable technology for saving water and energy, treating effluent and processing and recycling waste
- ◆ accompany a monitoring programme to ensure that once in operation, the project keeps to its environmental commitments and that unforeseen negative impacts are detected and dealt with immediately. Eco-audits should be required by law on large scale developments
- ◆ strive to make visitors aware of the need to protect the environment and the constraints that this entails



Caretta caretta/Photo P Guglielmi

In enforcing environmental monitoring

- ◆ exert control over tourist development with potentially significant environmental consequences through regional, local and urban planning policy and a policy of nature and landscape protection
- ◆ establish local tourism plans, based on inventory of sites and biotopes and on their carrying capacity and social accommodation capacity as well as land use plans
- ◆ use environmental indicators in your monitoring and planning activities
- ◆ make the issue of building permits contingent on requirements such as a guarantee of quality development and respect for the environment and ensure that these criteria are respected
- ◆ work closely with all public and private sector operators to ensure co-ordination between different tourism development projects, and maintain a regular, two-way flow of information

To save natural resources

- ◆ promote the use of solar energy or other renewable energy sources
- ◆ introduce energy saving technologies
- ◆ provide for appropriate sewage system and make sure that its capacity is adequate to the highest number of tourists
- ◆ wherever possible establish inventories of private sewers in order to ascertain the volume of untreated waste entering the coastal system.

In informing tourists and local communities

- ◆ provide for educational campaign to convey a proper cultural message and to avoid damages to the natural environment and cultural heritage
- ◆ carry public awareness programmes regarding consumption and disposal habits



Pine forest in Belek - Turkey/Photo P Guglielmi



Greater Flamingos, Camargue - France/Photo WWF R LeGuen

To make the existing modes of transport as environmentally friendly as possible

- ◆ reduce traffic load revising motorised circulation system as establishing one way street
- ◆ create vehicle-free zones inside and outside town and villages
- ◆ support financially public transport and increasing the use of new transport technologies (e.g. electronically operated buses)
- ◆ establish strict and controlled speed limits

This document was prepared
by Simone Borelli* and Stefania Ministrini**,
with the collaboration of Luigi Guarrera*.
This is intended to be a working
document and will be gradually fine-tuned
through concrete applications of
the Principles and Codes of Conduct.

*WWF Mediterranean Programme
Via Garigliano 57
00198 Rome - Italy
** Tourism Consultant

WWF International
Director General: Claude Martin
Europe and Middle East Programme Director: Magnus Sylvén
Mediterranean Programme Office Director: Leonardo Lacerda

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