

Calviá Declaration on Tourism and Sustainable Development in the Mediterranean

The call for local and Regional Authorities

On the invitation of the City of Calviá, Mallorca, political leaders, decision-makers, and tourism managers from Mediterranean local authorities, representatives from tourism enterprises and organisations, trade unions, representatives from central and regional governments, public and private partnership institutions, environmental non-profit organisations, consultants, and research institutes convened in Calviá from 17-19 April 1997 to participate in the "International Conference on Tourism and Sustainable development in the Mediterranean Basin".

The participants recognise the efforts and the achievements of several co-operation programmes in the region that address the challenge of new policies and strategies, such as the Mediterranean Action Plan, Phase 11 and the Euromediterranean Conferences (Barcelona Convention). The Earth Summit in Rio de Janeiro generated a world-wide movement towards sustainable development, reaching out to all sectors of society. Shared responsibility, participation, and dialogue were key concerns laid down in the final document, "Agenda 21".

By engaging in models of sustainable local management and inter-sectorial partnerships, the participants of this Mediterranean Conference on tourism and sustainable development for local governments call for the implementation of local and regional sustainable action plans with the participation of all involved sectors.

The Calviá Conference is a milestone in promoting sustainable development in Mediterranean cities, towns, and regions. It represents a key event in developing the great potential for partnerships between all sectors involved in tourism and the different interests and perspectives.

We explored the potential of co-operation on sustainable development and have drawn conclusions on the following issues:

- I. Tourism as motor for development in the Mediterranean basin
- II. Sustainable development as a challenge
- III. Integration of sustainability in our agendas
- IV. Education, communication, and community involvement
- V. Principles of good practice
- VI. Local communities and co-operation
- VII. Towards a Sustainable Development Agenda 21 in the Mediterranean

I. Tourism as motor for development in the Mediterranean basin

The variety of natural, cultural and maritime heritage in the Mediterranean region makes tourism the main source of revenue throughout the Mediterranean region. For centuries, Mediterranean

cities and regions have specialised in offering a tourism of high quality to an ever-growing number of tourists, thus becoming the most popular tourist destination in the world. It is expected that as a result of this growing tourism employment will increase throughout the region.

II. Sustainable development as a challenge

The Mediterranean region, the cradle of great civilisations, has witnessed both cultural and economic achievements, as well as impoverishment and environmental degradation. We believe that sustainable development for our region entails tourism which respects our environmental, social, and cultural values. Sustainable tourism cannot exist without sustainable communities, and sustainable communities cannot exist without sustainable economies, social justice, and peace.

We feel the urgent need to face the challenges of increasing social injustice and environmental imbalance. We understand that we can only attain sustainability if we recognise the carrying capacity of our environment. We will only secure sustainable development for the region and for future generations if we assume the need of a cultural change in the way we manage our resources. Global sustainability cannot be achieved without sustainable local communities. Developing both a vision of a sustainable community and a strategy for its future development is the aim of the Local Agenda 21 process.

III. Integration of sustainability in our agendas

Taking the path towards sustainability requires changes in thinking, behaving, producing, and consuming. The tourism business and municipalities are two key actors in this process of change.

As citizens of Mediterranean cities, towns and villages are at the same time inhabitants of a community, voters of local decision-makers, employees of local businesses or civil services, and consumers. Sustainable development requires an integrated approach rather than one that treats issues in isolation. One appropriate framework for co-operation on local sustainable development in the spirit of shared responsibility is the Local Agenda 21 process.

IV. Education, communication, and community

Local governments are closest to the citizens and close to where problems are perceived. Therefore, city administrations are key players in the process of influencing democratisation and participation, lifestyles, production, consumption, and resource use.

We, Mediterranean cities, towns and regions, will engage in community consultation processes. Mediterranean municipalities and regions as well as non-governmental organisations and supranational programmes will foster the community involvement and enhance awareness-raising campaigns on environmentally-sound tourism concepts for our communities and for our regions.

We will call upon the tourism business sector and upon the tourists and residents to support our programmes and strategies for attaining sustainability. We shall focus on enhancing public participation at tourist locations. Tour operators and travel agencies are urged to inform and We will educate tourists on how to reduce the environmental, social, and cultural impact of tourism in these locations.

We call upon the media to take an active role in this challenging task of introducing a change in our cultures and in our development patterns.

V. Principles of good practice

Cities, towns, and villages in the Mediterranean Basin should enter into Local Agenda 21 processes in order to develop long-term, local action plans towards sustainability of their communities taking into account social, economic and environmental aspects. The Local Agenda 21 process involves seeking consensus among all sectors of the community on a common vision for future development.

We will actively create and promote the use of instruments to foster the implementation and the management of environmentally-friendly tourism, such as municipal eco-audits, labels, and awards, Good Practice Information Systems, etc. We will focus on those tools and their implementation in as many Mediterranean regions as possible and as many types of tourist resorts as possible.

VI. Local communities and co-operation

We are ready to foster good relations through partnerships and joint programmes. We are aware of the potential strength of partnerships between local government and the other sectors of the local community, such as citizens' groups, non-governmental organisations, education institutions, craft and industry, trade unions, and others. We shall seek those partnerships when working towards sustainable structures and conservation of our limited resources.

The development and management of local co-operation projects and networks require a strong commitment as well as expertise, technical and political capability, and organisational creativity. Information on such activities must be widely disseminated. Therefore, we call upon the supranational organisations to actively support the programmes of those networks and agencies that are stimulating and supporting local and regional activities heading towards sustainability.

We welcome efforts of the tourism business sector to help promote the active involvement of business and transport in the reduction and prevention of pollution, and in their efforts to co-operate with local authorities when implementing their programmes.

VII. Towards a Sustainable Development Agenda 21 in the Mediterranean

The participants of the Calviá Conference call upon all local and regional authorities, as well as the citizens and the business sector, to join together and to co-operate on the path towards a Mediterranean Sustainable Development Agenda 21 in co-operation with existing networks and organisations, whose efforts will be supported from all the Institutions.

We shall continue to undertake efforts to strengthen international and intersectorial co-operation, and to implement models for managing local development in a sustainable way throughout the Region. In doing so, Mediterranean local authorities shall take the lead in creating intersectorial partnerships and shall work to pass the torch of sustainability to further regions and peoples.

Prepared by ...

Calviá City Council

Can Vice, 29, Calviá, Mallorca, Spain, 07184

Telephone + 34 71 179100 Fax + 34 71179148