

MASS TOURISM IN MEDITERRANEAN REGION - IT'S IMPACT ASSESSMENT

*Dissertation Submitted to the Jawaharlal Nehru University
in partial fulfilment of the requirements for the
award of the degree of*

MASTER OF PHILOSOPHY

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1996



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CERTIFICATE

This is to certify that the dissertation entitled "MASS TOURISM IN MEDITERRANEAN REGION - IT'S IMPACT ASSESSMENT" submitted by GAURI SEWAK in partial fulfilment of nine out of twenty four credits for the award of the degree of MASTER OF PHILOSOPHY of this University, is her own work and may be placed before the examinee as for evaluation. This dissertation has not been previously submitted for the award of any other degree of this or any other University.

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*Dedicated
To
My Parents*

ACKNOWLEDGMENT

I gratefully acknowledge my teacher, Professor R.C.Sharma, for his valuable guidance, assistance, and supervision in the completion of this dissertation.

My special thanks are extended to Dr N.K. Sharma, Mrs Gulshan Sharma and Ms Meenakshi of ITFT, Chandigarh for providing relevant information and material.

I owe sincere gratitude to Bhagirathy and Shahnawaz for helping me prepare the computer generated cartographic maps and figures.

My special thanks are also due to my friends Krishan, Banita, Damini, Kavita and Moti Ram for extending all possible help.

I would be failing in my duty, if I forget to thank my brother, Mahesh and sister, Lakshmi for constant encouragement and moral support in the accomplishment of this task.

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CHAPTER I
INTRODUCTION

In 1950s, a mere 25 million crossed international borders; by 1990, 425 million persons travelled abroad and in the year 2000, this figure is expected to reach 637 million [World Tourism Organization, 1990]. When it is considered that international arrivals account for a mere 10 per cent of tourism flows, the tourism industry [domestic and international] is enormous. Employing some 130 million people worldwide and generating over US \$3 trillion in gross sales for 1992, the travel and tourism industry is already the largest in the world. This booming international tourism industry is the result of mass tourism.

Mass tourism basically refers to the characteristics that the international tourism industry displayed during the 1960s, 1970s and 1980s. It is a distinctive form of tourism and can be seen as a form of Fordist mass consumption, which implies certain conditions in its production and its consumption. Urry [1990: 14] summarizes the features of mass consumption as: 'purchase of commodities produced under conditions of mass production; a high and growing rate of expenditure and consumer products; individual producers tending to dominate particular industrial market; producer rather than consumer as dominant; commodities little differentiated from each other by fashion, season, and specific market segments; relatively limited market choice'.

According to Shaw and Williams [1994], 'both domestic and international mass tourism would seem to fit this model of mass consumption, given the main characteristics of mass tourism as follows:

⇒ The Sheer numbers involved mean that the tourism product has to be offered under conditions of mass production;

- ⇒ There is a growing level of expenditure on consumer goods associated with tourism, i.e., surf boards for the beach holiday and skis and skiing accessories for the winter holiday.
- ⇒ A few producers dominate particular markets; Disney in the world of theme parks, and travel companies such as Thomson and Neckermann in the world of package holidays in Europe.
- ⇒ Producers take the lead in developing new tourism attractions, whether opening up new mass destinations such as Thailand, the Gambia and Turkey or in designing new theme parks such as Euro-Disney.
- ⇒ By and large, mass tourism products are little differentiated: the Mediterranean beach holiday offers much the same mix of architecture facilities food and drink and entertainment whether it is located in Turkey, Greece or Spain.²

Mass tourism is a product of the late 1960s and early 1970s. Several inter-related developments in the world economy produced mass tourism. Important circumstances [e.g., post-war peace and prosperity, paid holidays, government's promotion of tourism and generous incentives offered by developing countries to attract international hotel chain] provided the necessary conditions within which mass tourism flourished. Sun-lust and inexperienced mass consumers also aided the creation of mass tourism. While on the technology front, the jet aircraft, computer and reservations system facilitated its development. In the area of production, cheap oil, charter flights, package tours, standardization, economies of scale and mass production helped in its maturation.

Different factors played relatively different roles in producing mass tourism. In the USA, for example, international hotel chains, airline, oligopolies, business travel, domestic tourism were important forces for mass tourism. In Europe, tour operators, by creating cheap package tours using charter air services, were the main

instruments of mass tourism. Travel in Europe was mainly intra-European in nature often involving air transportation to the Mediterranean sun destinations.

However, it was the European countries especially those surrounding the Mediterranean sea which came to epitomize mass tourism. Tourism came to be fundamental for the economies of the Mediterranean countries. By the 1960s, the developing countries had come to the realization that tourism, could help them to generate much needed income, employment and foreign exchange. The phenomenal growth of tourism industry in the Mediterranean countries since 1960s changed their economic fate and transformed the countries from that of a near Third World to that of an industrialized market economy.

1.1 LITERATURE REVIEW

The phenomenon of mass tourism which overwhelmed the tourism industry for the past three decades has generated extensive literature from its origin to the speculation of it being in crisis.

The studies by Turner and Ash [1975], Towner [1985], Young [1973] have primarily emphasized on the history of tourism and the subsequent innovations which laid down the foundation of modern day mass tourism. According to Towner [1975], the notion of tourism, within the modern times is closely linked to the idea of the 'Grand Tour' which spanned the 16th to 19th centuries. The Grand Tour is 'a tour of certain cities in Western Europe undertaken primarily, but not exclusively for education and pleasure' [Towner, 1985]. The growth of tourism to 'mass' proportion, as it is known today, has its foundation in several timely innovations; technologically

in the field of transportation; and in the existence of a critical facilitating force, entrepreneurship - in the person Thomas Cook [Turner and Ash, 1975]. The work of Pearce [1981]; Robinson [1976]; William [1995] and Nylon [1972] all have examined the tourism development and have reiterated that Mediterranean region represents the most highly developed form of mass tourism. The growth of Mediterranean tourism has been underpinned by the development of all-inclusive tour holidays or package tour. While these were popularized by Thomas Cook in the nineteenth century, the first package holiday by air — from the UK to Corsica — was launched only in 1950. Therefore, growth was so rapid that by 1970 the volume of charter traffic within Europe surpassed the volume of scheduled traffic [Pearce 1983: 183].

In the Mediterranean countries, international tourism versus development is the most developed field. Many studies have dealt with the development of mass tourism in terms of 'spatial and temporal polarization' [Urry, 1990: 47]; 'market segmentation' [Williams and Zelinsky, 1970]; 'dependency and external control' [Richter, 1983] and [Rewis and Williams, 1988]; 'seasonality' [Hartmann, 1986: 25] and the 'intense environmental pressures' [Tyler, 1989:38]. All the above dimensions of mass tourism are explored in their respective studies.

International travel induces economic growth at different levels; the international, national regional and local, though the magnitude of growth will be different in the various levels. The economic studies encompass the change induced by international tourism at many levels, viz., generation of income in different sectors of the economy. There may be many costs involved such benefits of the tourist development like developmental and operational costs and social and cultural

problems. Many studies have been taking into account these factors. Notable among them are works of Williams and Shaw [1988] on tourism and economic development [Cals, 1974: 121] [Alcaide, 1984:34] and [Fiquerola, 1983: 24] have analyzed the important economic effect of tourism in their respective studies.

There are many studies in which tourism has been treated as an industry having multi-dimensional impacts. The assumption in such studies mainly focuses on the multiplicity of tourist spending. Each time a tourist makes an expenditure, a 'ripple' of additional spending is sent through the economy. This ripple is called the tourist multiplier. The multiplier indirectly describes the tourism induced socio-economic changes. A large multiplier mean that an expenditure of one unit produces a relatively large amount of additional economic activity. If the 'leakage' factor is high the total multiplier will get reduced. However, there are innumerable studies available on the multiplier effect of tourism. A few examples include John A. Brydom [1973], Archer [1976], J.S.D. Santos *et al*, Elwood Pyci, 1979] etc.

The review of the studies on mass tourism industry reveals that there exists a number of works on tourism development and its consequences. However, the beginning of this decade has witnessed global economic restructuring, massive political upheavals, global concern for planet Earth etc. which has had its share of bearing on the tourism industry. More integrated approach is still lacking on this particular aspect and therefore the following objectives have been concentrated upon in this work.

1.2 OBJECTIVES

The study has set before itself the following main tasks —

- i. To analyze the tourist resource of the Mediterranean region;
- ii. To analyze the current growth trends and patterns of mass tourism traffic in the Mediterranean region;
- iii. To examine the effect of mass tourism on the economy of the region, with special focus on foreign exchange for improving the balance of payment position and employment generation;
- iv. To assess the associated impact of mass tourism on socio-cultural, economic and environmental fields of the Mediterranean countries;
- v. To assess the potentials for future development of mass tourism.

1.3 METHODOLOGY

In order to study the pattern and trends of tourist traffic in the study region, quantitative techniques have been used, viz., growth rate and percentages and represented by bar diagram, pie diagram and line graphs.

1.4 CHAPTERIZATION

Keeping in view the objectives of the study the material is organized into six chapters. Starting with introduction which deals with the theme of the study and main objectives apart from the literature survey. Second chapter discussed the geography of the study area like climate, physiography and the physical and cultural factors influencing the location of tourism.

Chapter three discusses tourism in Mediterranean Europe with focus on the growth of international tourism in tourist arrival, tourist receipts and tourist expenditure. Apart from analyzing the general trend in growth of international

tourism in the Mediterranean countries, case studies of Spain and Cyprus have been taken up to get a deep insight of their tourism industry. Similarly, the fourth chapter deals with tourism in Mediterranean African and the Levant region, taking case studies of Egypt and Turkey.

In the fifth chapter changing nature of the mass tourism industry is examined and its impact assessment has been made. Lastly, it is followed by conclusion in which summary of the main findings is presented along with a brief discussion on the potential and future of mass tourism.



MAP NO. 1

CHAPTER II

THE MEDITERRANEAN REGION

2.1 INTRODUCTION

Nature has framed a distinctive geographical region in and around the basin of the Mediterranean, the shores of which are most often referred to as “cradle of civilization”. The uniqueness of the Mediterranean region lies in its distinct geographical individuality very different from that of its surrounding lands in terms of physically invigorating climate and the variety of cultural attractions possessed by the region. Apart from the climatic conditions, the rich historical heritage of the Mediterranean lands in the form of ancient towns, picturesque villages, monumental buildings, heroic battlefields and archaeological sites; makes the Mediterranean land as a unique region of study among the geographers and the historians. This uniqueness of the Mediterranean lands has made the region popular as a tourist destination, so much so that it has virtually monopolized the sea side tourist trade of the old world [Mill. R.C., 1985]. Hence, it is imperative to discuss the Mediterranean region in terms of the historical-cultural and physical factors influencing the tourism industry of the region.

2.2 Influence of History & Culture on the Mediterranean Lands

The Mediterranean basin witnessed the development of trade and travelling among the oldest civilizations of the world. Trade-by-sea and shipping were highly developed by the ancient civilization of the region such as Phoenician and Greeks. Trips to discover new lands originated from the Mediterranean parts. Apart from this, the centre of civilization in the ancient world emerged and developed along the shores of the Mediterranean. The Egyptians, Sumerians, Babylonians, Persians, Hittites,

Phoenician, Hebrews, Mycenaeans, the Greeks, the Romans and later the Muslims, as they spread onwards, have all left deep visible impacts on the culture of mankind. Interactions among the different cultures that coexisted on the shores of the Mediterranean took place through commerce on the one hand, and through invasions and conquests on the other hand. The foundation of western culture in general and of the sciences in particular, were laid in the Mediterranean basin. The domestication of plants and animals, agriculture and irrigation commenced here. Mathematics and geometry, the calendar, the alphabet, arts and crafts, navigation, the city and the state, also appeared and were developed. Interaction among different parts of the basin was possible, due to the relatively limited size of the Mediterranean sea. Also its navigation conditions, even with the technological level of the second millennium B.C. enabled the formation of links between all parts of the basin [Avshalom Shmueli, 1981].

Thus, the historical events lead to the emergence of many sites of prime historical and archaeological importance, especially in those countries which were once cultural centres, such as Egypt, Asia Minor, Greece, Italy, Israel and Spain. The region also contains world centres of the three great religions in Jerusalem and Rome forming major tourist attractions. This cultural and historical heritage of the Mediterranean countries holds out the attraction to the tourists and appeals as a tourist destination. Egypt's historical, archaeological sites are world famous and has been taken as a case study in the following chapters.

2.3 Physical Environment of the Mediterranean

Of all the factors influencing the location of tourist activities, the most important are the physical setting. The mass development of tourism in the Mediterranean is attributed to the physical environment, i.e., landforms, climatic pattern etc. Therefore, it is necessary to look at the various aspects of the physical setting of the region which makes it attractive for tourism.

2.3.1 Mediterranean Sea

The most important feature of the Mediterranean region is its sea the shores of which provided the “cradle of civilization” and served as a vital trade route for thousands of years.

The Mediterranean Sea (Map 1) literally the sea in the midst of the land or landlocked sea of Europe, Asia, and Africa, is connected to the Atlantic Ocean through the Gibraltar Strait, and to the Indian Ocean through the Suez Canal. Known to the Romans as ‘Mare Nostrum’ (our sea), the Mediterranean is of great political importance as a maritime outlet for the countries of the former Union of Soviet Socialist Republic, via the Bosphorus, Sea of Marmara, Dardanelles, and Black Sea, and for European and American access to the petroleum of Libya and Algeria and the Persian Gulf region, via the Suez Canal and overland pipelines. The Mediterranean, a remnant of the old Tethys sea, which was squeezed almost shut in the Oligocene epoch, 30 million years ago, is thus located along the boundary of the African continental plate and the Eurasian one.

An undersea sill from Tunisia to Sicily divides the Mediterranean into eastern and western basins. Another sea floor sill from Spain to Morocco, lies at the outlet of the Mediterranean. Only 300 m (1000 ft) deep, it restricts circulation through the narrow Strait of Gibraltar, thereby greatly reducing the tidal range of the sea.

Malta and Sicily have commanded shipping through the strategically located Straits of Sicily and Messina. Other important islands include the Balearic islands [Spain]; Corsica [France]; Sardinia [Italy]; Cyprus; and the Ionian, Cyclades, Dodecanese, and Aegean islands [Greece]. Arms of the Mediterranean include the Tyrrhenian Sea [located off western Italy], the Adriatic Sea [between Italy and the Balkan Peninsula] and the Aegean and Ionian seas [off Peninsular Greece]. Barcelona, Marseille, Genoa, Trieste, and Haifa are important seaports in the region. Major rivers entering the Mediterranean are the Ebro, Rhone, Po, and Nile.

Within and around this Mediterranean sea a truly mountainous world of Peninsular and island exists and has been recognized as a “geographical region”, the homogeneity of which is reflected in the common historic and cultural background of the countries bordering the shores of the Mediterranean. Moreover, the Mediterranean climate, with mild winters and hot dry summers, the mountainous landforms, soil, vegetation, rural farming way of life etc. has been a strong force for the homogeneity of the region which are discussed briefly in the following sections.

2.3.3 Mediterranean Climate

The Mediterranean climate is one of the most agreeable in the world. This type of climate is found in many parts of the world but the area around the

Mediterranean sea has the greatest extent of this type of 'winter rain climate', and gives rise to the more popular name Mediterranean climate.

Bright, sunny weather with hot dry summer and wet mild winters are the typical of Mediterranean climate. Considering its mid-latitude position, the Mediterranean region have a very favourable climate, unrivaled by any other climatic regions. The climatic features transitional between those of the trade wind Hot Desert in the south and the Cool Temperate Maritime climate in the north. Summers are warm and bright and winters are so mild and cool that many tourists come at all times of the year. The skies almost cloudless and sunshine is always abundant. In July, Rome has as much as eleven hours of sunlight, and with the Mediterranean palm trees around, tourists feel very much as if they are in the tropics. Even in mid summer, the intense heat is never sultry. The combined effects of on-shore winds and the maritime breezes keep the temperature down to about 50°F in winter and not often exceeding 75°F in summer. The annual temperature ranges between 15°F and 25°F. No wonder, the Mediterranean regions are famous for their health and pleasure resorts with tourists frequenting the region by millions and round the years.

2.3.3 Mediterranean Relief

The landforms of the Mediterranean lands are generally quiet rugged. There are two large plateaus dominating the region, one in Spain and the other in Turkey. Meseta is the central plateau of Spain. Between 2,000 and 3,000 ft above sea level, it is cut by deep river valley and crossed by high mountain ranges. The Anatolian plateau in Turkey is circled by ring of mountains. To the north of the plateau are the Pontic mountains, the Taurus mountains borders the southern rim of the plateau,

separating it from the Mediterranean. Other mountain stretch westwards from Turkey across Aegean sea. Here the mountains are below sea level and there peaks form the islands called Aegean, Archipelago. High mountains again appear on the mainland of Greece. They continue up the Balkan Peninsula and finally join the Alpine are that sweeps around northern Italy into south-eastern France.

Apart from the high mountains dominating the landscape an important landform of the Mediterranean are the long coastlines with outstanding beaches especially along the Peninsula of the Iberian [Spain and Portugal], the Italian, and the Southern tip of the Balkan [Greece].

Population, economic activity and tourism are concentrated in coastal low lands around the mountains of the region. Important low lands are found along the coasts, in the central plateau of the Iberian Peninsula; in the north of Italy, and along the rivers of the region. The coastal low lands of the Iberian Peninsula vary from rocky and picturesque strips to broader expanses of coastal plain, such as around Valencia. The majority of the interior of Spain consists of the Iberian plateau or Mesa. The Po river valley in northern Italy is one of the few wide plains in the Mediterranean lands. The Po valley is almost enclosed by the arc formed by the Alps. This Po valley is the focus of economic development in the country. The broad flood plain of the Po river represents one of the most fertile areas in Mediterranean Europe. South of the Po valley, the Apennine Mountain run down the centre of Italy to the large islands of Sicily at the foot of the Peninsula. The coastal low lands are subject to earthquakes and volcanic hazards from the Apennines. The eruption of mountain Vesuvius near Naples in 79 A.D. destroys the Roman cities of Pompeii and

Herculanum, whose excavated ruins have become popular tourist attractions today. On Sicily, Mount Etna has been very active all during modern history. In spite of this, the coastal low lands are densely populated.

The coastal plain of southern France is part of the Mediterranean lands. Mediterranean conditions extend as far north as the foothills of the Massif Central, which rises north west of the coastal plain. At its western end the French coastal plain continues into Spain. Here it is almost pinched out by the Eastern end of the Pyrenees Mountains which form a natural barrier between France and Spain.

South of the Pyrenees, the Iberian Plateau is known by a number of smaller mountain ranges. Most of these ranges run east and west. The Cantabrian Mountains in the north border the Bay of Biscay. They shield the plateau to the south from the cool, moist Atlantic winds. The northern slopes of the Cantabrian and the hilly northern coast of Spain are too cool and wet to be called Mediterranean in climate. The Sierra Nevada, in the south of Spain, is part of a mountain range that crosses the sea to Africa and curves around to form the mountains of northern Morocco. This mountain arc is cut in two by the narrow Strait of Gibraltar.

A much larger mountain range called the Atlas Mountain stretches across northwest Africa. Part of the great Saharas lies in the rain shadow of these mountains. North of the Atlas Mountains are the parts of Tunisia, Algeria, and Morocco called Maghreb which forms major tourist attraction with its Mediterranean climate and long beaches.

A host of small islands dot the Mediterranean basin. Like the mainland, they tend to be rocky and mountainous, and have similar climates, beaches and historical attractions. Because sailing was the most efficient form of transportation until the development of the railroad, many of these islands were important trading centres in ancient times. Major islands or island groups include [from east to west]: Cyprus, which is now divided between Greek and Turkish people; Rhodes [Greek]; a plethora of Greek islands in the Aegean Sea; Crete [Greek]; the Iovian [Greek] and other islands of the Adriatic sea, Sicily, Sardinia, and smaller Italian islands west of the Italian Peninsula; Corsica [France]; and the Balearic Islands [Spain].

Conclusion can be drawn from the above described Relief that the Mediterranean lands are broken up by mountains. On the one hand, the mountains give a picturesque relief, on the other hand, it forms a barrier, slowing the pace of development. Thus, the Mediterranean lands have very little level and with mountain barrier isolating the region so much so that even with modern equipment, it is difficult to build roads and railroads over mountains. Moreover, lack of rainfall in summer with long periods of drought makes farming a difficult prospect. In this situation, neither agriculture nor industry forms the base of the economy. But the picturesque sites with attractive climatic conditions, long beaches and blue, calm sea makes the place a haven for sun loving tourists, who visit the place in millions making tourist industry a leading sector of the economy of the Mediterranean countries. For example, Spain economy is solely dependent on its tourist industry, which has been discussed in detail in the following chapter.

2.4 TYPES OF TOURISM OFFERED BY THE MEDITERRANEAN COUNTRIES

Based on the physical and cultural environment of the Mediterranean countries, it is possible to identify the types of tourism which are popular in the respective Mediterranean countries:

Mediterranean Europe

- SPAIN - Beach, Resort, Mountains, Culture, Night Club and Boating
- FRANCE - Beach Resort, River Cruise, Riviera, Culture, Skiing, Hiking, Chateau
- ITALY - Beach Resort, Skiing, Culture, River Cruise, Riviera
- GREECE - Beach Resort, Hellenic Culture, Island Cruise
- YUGOSLAVIA - Beach Resort, Mountains, Culture

Mediterranean Asia

- TURKEY - Beach Resort, Culture [Mosques], Turkish Baths, Island Cruise
- ISRAEL - Beach Resort, Birth Place of Jesus, Mediterranean Cruise.
- SYRIA - Beach Resort, Culture
- LEBANON - Beach Resort, Culture

Mediterranean Africa

- EGYPT - Beach Resort, Archaeological Sites, River Cruise
- ALGERIA - Beach Resort, Culture
- TUNISIA - Beach Resort, Culture, Archaeological Sites, Wild Life [Flamingoes], The First Mediterranean Vacation Village formed here.



MAP NO. 2

MOROCCO - Beach Resort, Culture

Mediterranean Islands

CYPRUS - Beach Resort, Culture, Island Cruise

MALTA - Beach Resort, Island Cruise

CHAPTER III

TOURISM IN MEDITERRANEAN EUROPE
AND
THE MEDITERRANEAN ISLANDS

3.1 INTRODUCTION

The Mediterranean region is divided among three continents: Europe, Asia and Africa. [Map 1 and Map 2].

Although, common physiography, climate, vegetation, soils and the Mediterranean sea itself form a unifying force creating a homogeneous Mediterranean region, but on examining the political, social and economic aspects of the countries bordering the shores of the Mediterranean basin, one finds a contradiction between the Mediterranean Europe, Asia and Africa. "Mediterranean Europe is catholic, mostly Latin culture, characterized by medium to high GNP level, high life expectancy rates, medium to low illiteracy rates and above all existence of multiple party systems and democracy. On the other hand, is Africa and Asia, which are Muslim, oriental in their culture, typified by low to very low level of GNP, high illiteracy, life expectancy medium, population growth high and characterized by authoritarian regimes and militancy dictatorship" [Kliot,N., 1981]. However, interesting fact surfaces when we examine the countries like Turkey and Israel which are much advanced than there counterparts.

Thus, one can conclude from the above facts that the Mediterranean, both separates and unifies 'white Christian Europe' with 'non white Muslim Asia and North Africa' presents a different milieu. Hence, it is imperative to divide the Mediterranean region into two study areas keeping in mind the ethnic, cultural and religious diversity characterized by the countries and there influence on mass tourism.

The following are the two divisions of the Mediterranean region for which tourism industry has been discussed in detail.

- I. **Mediterranean Europe and the Mediterranean Islands:** This region includes the countries of Spain, France, Italy, Greece, Portugal, Cyprus and Malta.
- II. **North Africa and the Levant:** North African countries are Morocco, Tunisia, Algeria, and Egypt while the Levant includes Turkey, Israel, Jordan, Syria and Lebanon.

Notwithstanding the division of the Mediterranean region on the basis of economic and social heterogeneity, the Mediterranean region as a whole represents the most highly developed form of mass tourism, drawing towards it, the maximum flow of international tourists. However, the intensity of tourism development may differ from Mediterranean Europe to North Africa to the Levant as it would examine in the present and the following chapters respectively, but first an overview of International Tourism and its place in the world economy.

3.2 INTERNATIONAL TOURISM

International tourism represents an immense, temporary migration of population. It is now the third largest item in the world trade, accounting for more than 7 percent of all the world exports, and a level of expenditure exceeding the GNP of all countries. Together, international and domestic tourism accounts for 12 per cent of world GNP [WTO, 1992]. Tourism indeed is a big business.

Tourism has thus become one of the foremost economic activities around the world. It is estimated that in 1991 there were 449 million international arrivals in the

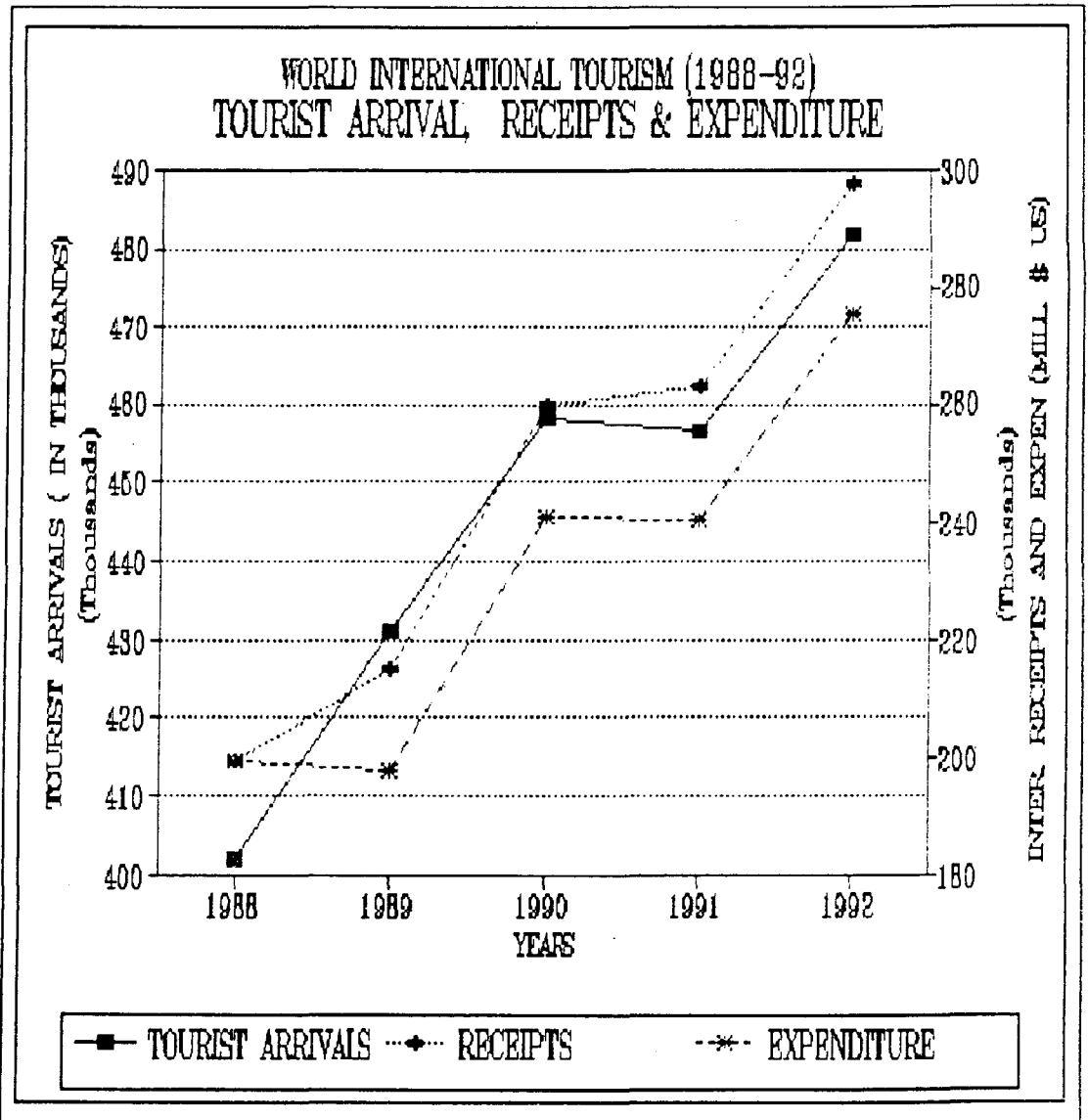


Figure 1

world [Fig. 1] which increased to 483 million in 1992. In 1990 tourism generated 62.5 billion dollars for the developing countries [WTO, 1991]. Even travel and tourism to a highly developed country like the USA generate more foreign exchange than does exports of automobiles, agricultural goods or chemical products.

Table 1

WORLD TOURISM OVERVIEW

Year	International Travel of World Population	Annual Growth Rate	Receipts from International Tourism
1950	25 Million	23%	6.9 Billion US \$
1960	69 Million	6.3%	
1989	405 Million	8%	280 Billion US \$
1990	415 Million		

Source: UN, *Statistical Yearbook*

3.3 MEDITERRANEAN EUROPE AND TOURISM

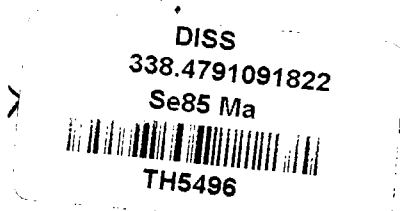
3.3.1 Introduction

Spain, Portugal, France, Italy and Greece constitute a separate group in the continent of Europe typified by the famous Mediterranean climate with wet mild winters and dry hot summers, bordering the shores of Mediterranean basin, forming a unique region in itself— “Mediterranean region” or the Mediterranean Europe.

Mediterranean Europe became the focus of mass tourism, since its origin in 1960s and the International mass tourism has subsequently developed into a major industry epitomized by the country of Spain. Hence, case study of Spain has been taken up in this chapter, it being the representative of mass tourist industry. Other countries of southern or Mediterranean Europe cannot be ignored, since they have also been no less attractive to mass tourists, recording massive increase in tourists arrivals and forming major tourist destinations. The first half of the chapter thus discusses tourism in southern Europe followed by the case study of Spain in the latter half.

“Mediterranean Europe has become the play ground of Europe, epitomizing the concept of continental play ground. While there are major cultural and historical attractions in the region, the massive number of European tourists to the region return regularly because of the favourable climate, warm sea and excellent beaches” [Hudman and Jackson, 1993].

Mediterranean Europe has become the centre of tourist activity especially in the 20th century. It has also rivaled manufacturing as a source of national income as we would see in the case study of Spain. Initial impetus to tourism was provided by the Industrial Revolution in Europe whereby the residents of the more industrialized and wealthy nations of western Europe turned south to the warm climate of southern Europe bordering the Mediterranean sea. Italy was the earliest destination because of its history and transport connection to northern and western Europe. After the second world war, tourism increased to Spain and Greece. “The Swedes, Germans and the



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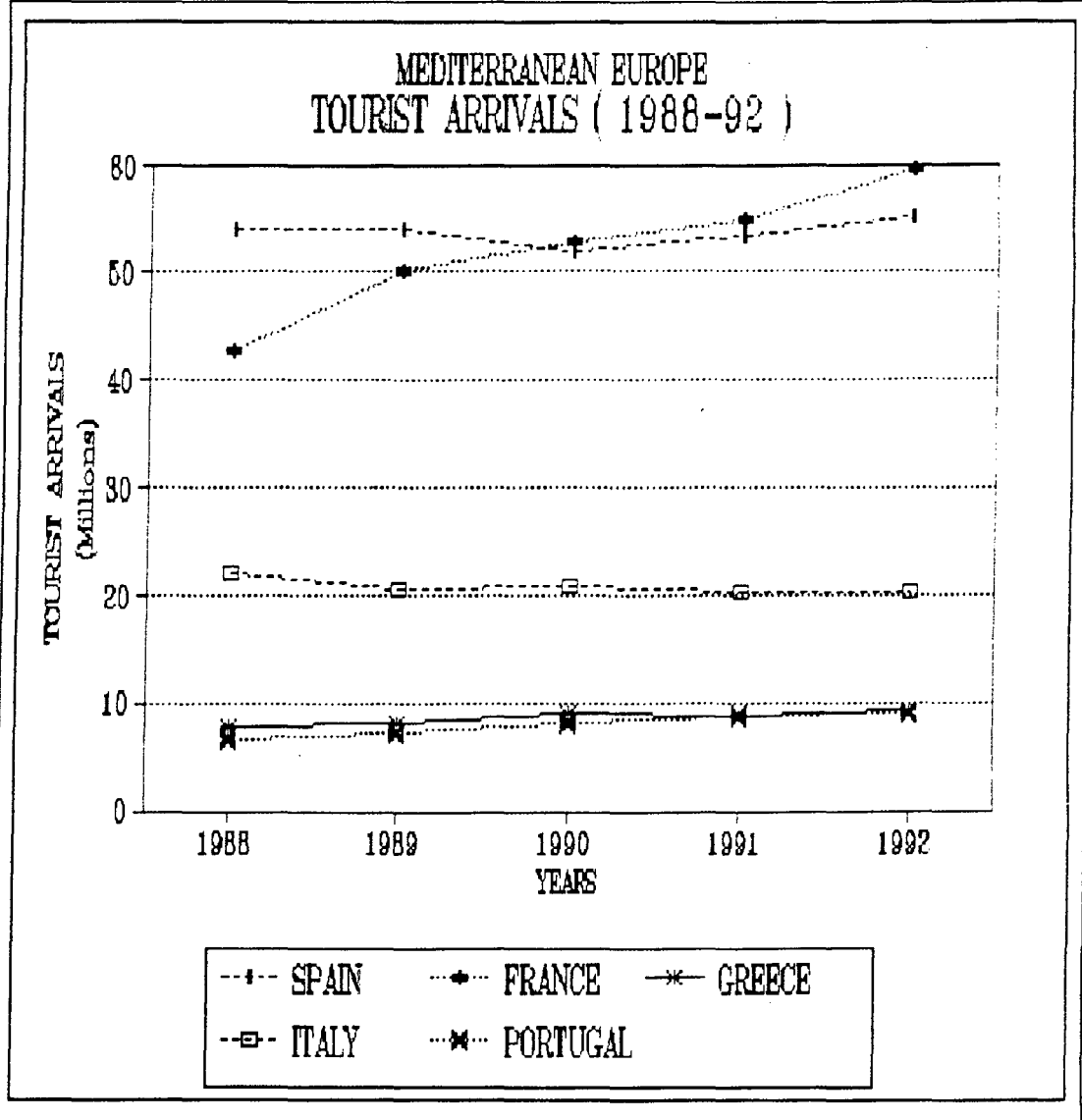


Figure 2

British have historically escaped temporarily from the cloudy damp, cool lands of the north to the sunny lands of the Mediterranean” [Hudman and Jackson, 1993].

There are three major attractions common to the Mediterranean countries especially that of Spain, Greece, Italy and Portugal, viz., Sun-Sea-Sand, religious and historic sites in the same order of importance. These attractions have been the basis for the growth of tourism as we would examine in the following paragraphs.

3.3.2 Growth and Development of Tourism

Since the emergence of international mass tourism in the 1950s and the 1960s, international tourism became Europeanized from the 1960s onwards as phenomenal growth occurred in Europe especially in the popularity of the Mediterranean region as can be seen from Table 2.

Table 2

INTERNATIONAL TOURISM OF MEDITERRANEAN EUROPE

Country	Number of Tourist Arrivals (000)		
	1972	1982	1992
Spain	3250	26106	55330
France	9876	33467	59590
Italy	13562	22297	26113
Greece	2439	5033	9331
Portugal	3925	1123	8884

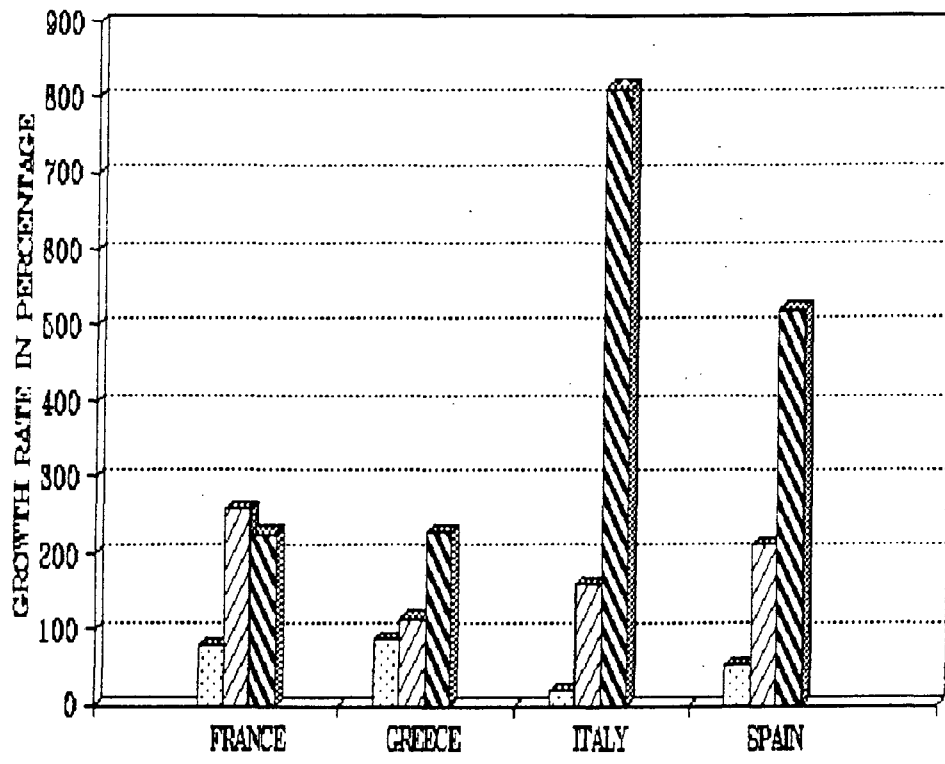
Source: UN, *Statistical Yearbook*

The above table indicates, Spain, France, and Italy to be the major destination countries of Mediterranean Europe followed by Portugal and Greece. Until overtaken

by Spain in 1964, Italy had more foreign visitors than any other country in the world, so much so, that Italy had been at the centre of international tourist traffic for more than a century — in the days of the ‘Grand Tour’ Italy was the ultimate destination of all continental travellers. 1960s witnessed some 20 million people a year visiting the country. However, recession in foreign tourism which hit Italy in 1970s, relegated Italy to the third rank among Mediterranean Europe countries [Fig.2] with only 26 million tourist visiting in 1992. Between 1982-92, visitor traffic increased by 17 per cent with an average annual rate of 1.7 per cent; this was the slowest rate of growth compared with other Mediterranean countries [Fig.3]. However, Italy’s receipts from tourism continued to grow with record 158.7 per cent between 1982-92 and so did tourist expenditure which stood at 812.9 per cent [1982-92] the highest. However, the rate of tourist growth which had begun to level off after 1988 can be attributed to the increasing popularity of Spain, Portugal, Greece, offering cheaper holidays, thus the industry is facing strong price competition. The frailties of weather and monetary exchange have become perennial problems coupled with lack of infrastructure, good accommodations and trained personnel for the service sector are major obstacles [Rafferty, M.D., 1991]. Little wonder, that tourist industry of Italy is now lagging behind Spain and France.

Both Portugal and Greece have a significantly smaller number of visitors [Fig.2]. This is due to their relatively isolated locations and similar attractions of sun-sea-sand of Spain and Italy which are closer to the major market of western Europe. Greece has only slightly more visitors than Portugal, reflecting its cultural importance, its location between Europe and the Middle East, a more favourable climate and its numerous attractive islands. However, “the importance of tourism to

MEDITERRANEAN EUROPE (1982-92)
GROWTH IN TOURIST ARR. , RECPT. & EXP.



TOURIST ARRIVALS RECEIPTS EXPENDITURE

Figure 3

Mediterranean Europe became the focus of mass tourism, since its origin in 1960s and the International mass tourism has subsequently developed into a major industry epitomized by the country of Spain. Hence, case study of Spain has been taken up in this chapter, it being the representative of mass tourist industry. Other countries of southern or Mediterranean Europe cannot be ignored, since they have also been no less attractive to mass tourists, recording massive increase in tourists arrivals and forming major tourist destinations. The first half of the chapter thus discusses tourism in southern Europe followed by the case study of Spain in the latter half.

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half of foreign travel], cheaper charter flights by jet aircrafts and the introduction of “economy and tourist class fairs” by airlines and shipping companies — plus the lure of almost guaranteed sunshine made this new popular tourism price conscious, viz., Spain and Greece. Hence, the warm and less expensive countries of Spain, Portugal, Italy and Greece around the Mediterranean have shown the most rapid growth in tourist earnings as well as arrivals, apart from being major tourist destination.

But among the Mediterranean European countries Spain emerges as the leader of the tourist industry. Hence, it is imperative to examine Spain tourist industry which has been taken up as a case study to get a deeper insight of mass tourism phenomena and its profound effect on the Spanish economy apart from the popularity of Spain as a leading tourist destination.

3.4 CASE STUDY: SPAIN

3.4.1 Introduction

At 504, 750 km², the area of Spain is only slightly smaller than that of France [Map 3]. Most of the country is contained in the Iberian Peninsula, stretching some 800 km north to south. Outside the Peninsula are the two Spanish possessions on the north African coast of Ceuta and Melilla, as well as the Balearic and Canary islands. The peninsula is basically a plateau — the Meseta — surrounded by mountain range, which, in the Pyrenees and Sierra Nevada reach over 3000 m in altitude. The peninsula is fringed with coastal strips which face the cold waters of Atlantic and warm water of the Mediterranean. Around the Mediterranean coast of the Peninsula, there are hot dry summer and mild winters with annual average number of sunshine



MAP NO. 3

hours exceeding 2500. Environmental diversity is complemented by a rich cultural heritage [EIU, 1984]. Such a variety of environment and human interest offers a multitude of possibilities for tourism development, yet the overriding emphasis has been of the sunshine coasts.

Tourist activity is largely concentrated in a few areas of Spain particularly the Mediterranean coast and islands. With the exception of Madrid, the capital as well as the home of World Tourism Organization including a centre of attraction and a good base for visiting. Some of Spain's historic cities — Segovia, Avila, Salamanca, Toledo, the Meseta [Map 3] — make only a small contribution to the tourist trade. Scenically the Meseta is not very attractive, but many of the town have a rich cultural legacy.

The Biscayan and Atlantic coasts of Spain have much to offer to the tourism but the industry has rather languished here, at least in comparison with that in the south. However, “the Mediterranean coastlands and the Balearic Islands form the great tourist zone of Spain: The Costa Brava, the Costa Blanca, the Costa de Sol and the Costa de la Luz. The world famous Costa Brava [Rocky coast] stretches all the way from Port Bou at the French border to Blane some 64 km east of Barcelona” [Robinson, H., 1976].

The Balearic Islands [Mallorco, Monorca, Ibiza and Formentera] are the principle destination for many tourists and account for one-third of all nights spent by tourists in Spain especially popular for Britons.

3.4.2 Mass Tourism in Spain

Mediterranean mass tourism is epitomized by Spain. It has the distinction of being one of the largest destination countries for international tourist receipts.

The nature of the dominant tourism product is clearly illustrated by surveys of the motivations of foreign holiday makers. According to Graviria et als [1973] classic study, the sun, beaches and low prices were the dominant reasons for tourists visiting Spain in the 1970s. The four principal reasons, accounting for 86% of motivation were:

- Sun, climate and good weather 51%
- Like Spain 16%
- Low prices 11%
- For the beaches and bathing 8%

A 1989 survey of visitors motivation [reported in Martinis, 1990], confirms the largely unchanging appeal of Spain as a tourism destination, climate, landscapes, taking the sun and low prices were the principal motivation of 86% of German and 81% of British visitors.

3.4.3 Growth of Tourism

Prior to the second world war, Spain was unimportant as a tourist country. However, the most outstanding features of Spanish tourism surfaces after the second world war in terms of phenomenal growth in the number of visitors and the

incorporation of domestic and foreign middle-and lower class social groups. On the eve of the civil war of 1936-9, foreign tourism to Spain was still relatively small scale involving little more than 200,000 tourists. However, with the emergence of international mass tourism in the 1950s, there was a rapid expansion in volume of visitors. There was a phenomenal increase from 2.5 million visitors in 1955 to 43.2 million in 1985 and to 55.3 million in the year 1992 [Table 3].

Table 3

FOREIGN TOURIST ARRIVALS TO SPAIN

Year	Number of Tourists
1955	2,522,402
1960	6,113,255
1965	14,251,428
1970	24,105,312
1975	30,122,478
1980	38,022,816
1985	43,235,362
1988	54,178,150
1990	52,044,056
1992	55,330,716

Source: *Yearbook of Tourism Statistics*, WTO

The increase in the number of tourists continued until 1973, with a reduction between 1973 and 1976 reflecting the economic crisis in a sector which was particularly affected by rising oil prices. After 1983, there was a further increase in tourism which has made Spain the second most important country in world tourism [with 8.8% of all tourists and 10.5% of all foreign exchange earnings]. Another crisis hit the Spanish tourist industry in 1991 attributed to the problems in Middle East and Gulf war, which led to decrease in the flow of tourists, from 54 million to 52 million in the year 1988 and 1990 respectively. However, in 1992, Spain was the centre of world attention, hosting the summer Olympics in Barcelona and the world's fair in

Seville. Madrid was selected as the European city of culture for 1992. There were also a number of celebrations marking the 500th anniversary of both Columbia discovery of America and the unification of the country under King Ferdinand and Queen Isabella which ended 8 centuries of Moorish domination [Hudman and Jackson, 1993]. All these occasions lead to sudden spurt in tourist arrivals reaching 55.3 million in 1992 as seen in Table 3.

3.4.4 Spain's Tourist Market Segmentation

Europe is the most important market region accounting for 91.7% of Spain's total visitors in 1992 as seen in Fig.4. Tourists from Americas especially USA and Canada accounts for only 3% of all tourist arrivals. Africa accounts for 4.4%. Thus, we find the dominance of Europe as the major market.

There has been a domination of the Spanish market by particular nationalities as well [Table 4].

Table 4
SPAIN: TOURISM BY NATIONALITIES
1992

National Group	Percentage
French	21.37
Portuguese	20.19
Germans	14.02
British	11.77
Dutch	3.82
Moroccans	3.67
Italian	3.34
Belgians	2.46
Swiss	2.00
American	1.49
Other Nationalities	15.87
Total	100

SPAIN
TOURIST ARRIVAL BY REGION OF ORIGIN '92

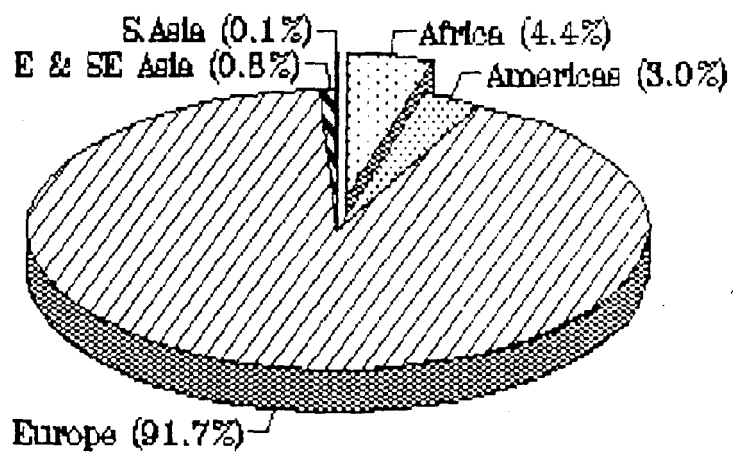


Figure 4

Source: *Yearbook of Tourism Statistics*, WTO

Table 4 reveals that the French and Portuguese are the major national groups dominating the foreign tourists. It is difficult to convince as to why so many Portuguese visit Spain where conditions are very like those obtaining in their own homeland. The reason French and Portuguese go to Spain because of sunshine would not be convincing and may sound absurd. The logical reason as far as Portuguese are concerned is that they are short term and campers or are passing through Spain. French forming the predominant national group visiting Spain can be explained in part by close geographical proximity. More important reason is that Spain was late in developing tourism, hence, prices were much lower than in France and Italy which had a long established and well developed tourist trade. When tourism began to grow in Spain during the early 1950s, the French tourist was the pioneers who first exploited such low prices on the Costa Brava on large scale [Robinson, H., 1976].

It is interesting to note that the climatic conditions of the Mediterranean coastlands with their assured sunshine exert a tremendous attraction to sun-starved Britons but the British form only a comparatively small proportion of the total number of tourists. However, the French, German and Britons have together contributed more than 50% of Spain's foreign tourists in most years with Germans and the British leading in total bed nights in hotels. This is due to the fact that it is far cheaper to holiday in Spain's Costa Brava than that of greater expenses involved in holidaying at home. Although costs in Spain have gone up quite appreciably since the late 1960s, it is still true to say that they compare very favourably with those in other west European countries.

Another interesting feature of Spanish tourism is the dominance of the regions with the most sunshine which forms the chief motivation of the foreign tourists in Spain. This is especially most important for the British and German and least important for the Italians. "In fact, the coastal region and the Spanish Archipelagos [Balearic and Canary Islands] offer a very attractive environment to British and Germans; dry and sunny climate picturesque, landscape and inexpensive meals. Promotional campaigns emphasising the bright and pleasant climatic conditions, contribute to this image. This stressed in the official slogan of Spanish tourism ['Everything under the sun']" [Williams and Shaw, 1988].

In an effort to break the dominance of the region with most sunshine, has lead to an encouragement of non-Europeans tourists [mostly north Americans and Japanese]. This is particularly in view of their far superior spending capacity to that of the European. Secondly, they are more likely to participate in island and quality tours [cultural tourism, hunting, golf, etc]. Thus, apart from the sea side resorts, the foremost attraction in Madrid, the 'door to Europe' for most north and south American tourists. It combines the attraction of a big city [museums, palaces, fist class hotels, luxury shopping etc.] with good air links with the rest of Europe.

3.4.5 Mass Tourism and the Spanish Economy

The single most important effect of the growth of tourism in Spain has been its influence upon the Spanish economy. According to the Economic Intelligence Unit Report, 1984, "the development of tourism in Spain contributed to the 'economic miracle' of the 1960s, which transformed the Spanish economy from that of a near third world country to that of an industrialized market economy. Spain has

moved much closer to western Europe since 1950 and became closely integrated into Europe with EC entry”.

“The fact that Spanish tourism has experienced largely uninterrupted growth reflects its intrinsic strength as much as that of the economy as a whole. Hence, it is not surprising that tourism has been favoured by successive policy makers. Tourism has played an important role in balancing some of the structural deficiencies of the Spanish economy in the 1960s [lack of industrial investment, a commercial deficit, low consumption capacity etc.]. Even the advent of democracy in the mid-1970s at the height of a global economic crisis, has not substantially changed the attitude of Spanish governments. Ideology seems to have little influence on the importance attached to tourism and the policies developed for the industry” [Williams and Shaw, 1988].

In the last three decades tourism has made a substantial contribution to the Spanish economy and its share of GDP— around 10 per cent —underlines this. Equally important is its contribution to the accumulation of foreign exchange reserves, without which Spanish development in the 1960s would have been much more problematic. In this way, tourism has stimulated several sectors of production, but especially accommodation [hotels and restaurants have secured about half of the economic growth generated by tourism], followed by transport, travel agencies, recreation and commerce [Alcaide, 1984]. Tourism provides a stimulus to virtually the whole of the economy through the process of secondary expenditure effects. It has also contributed to capital development, derived from the savings of residents as

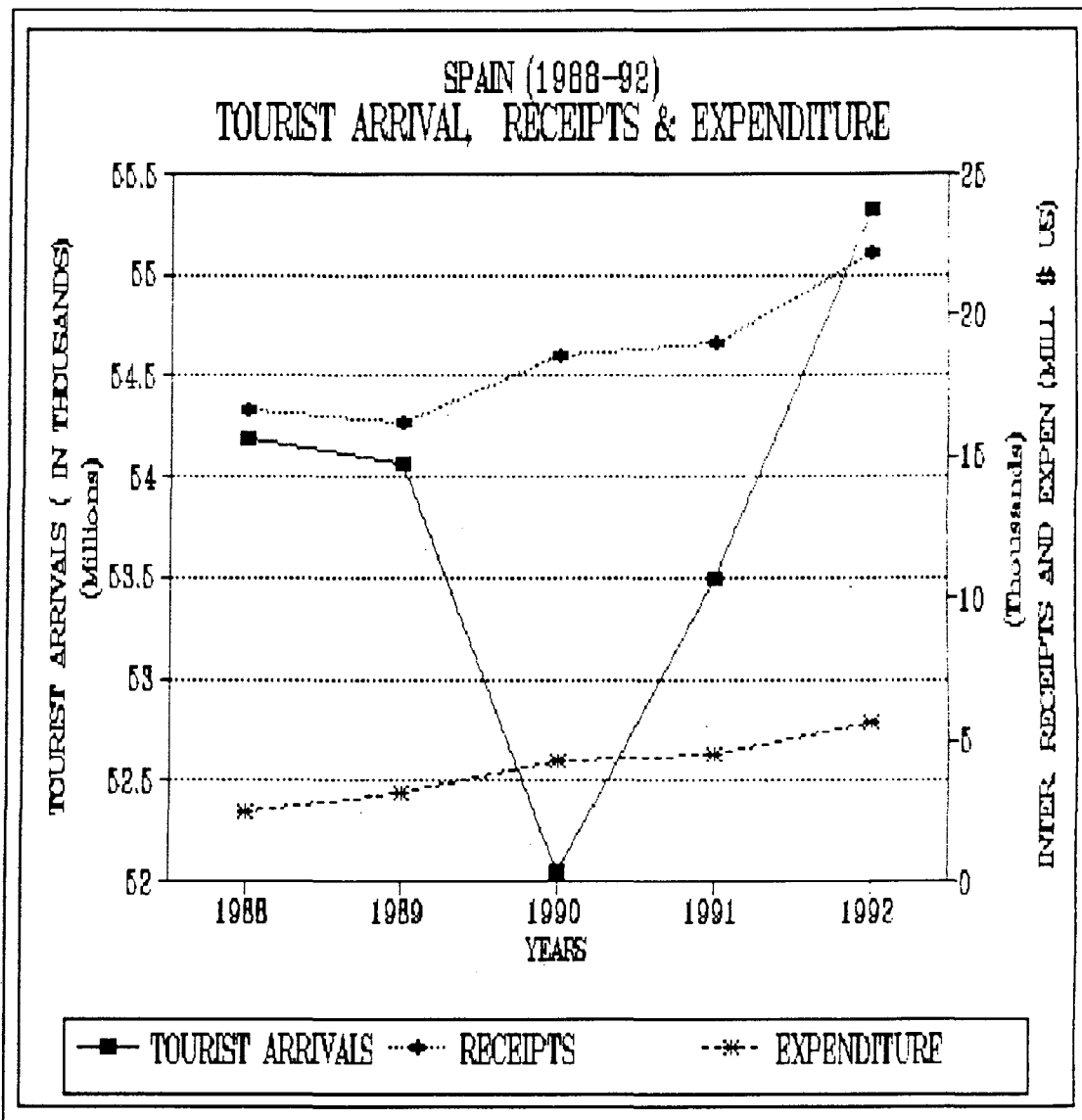


Figure 5

much as from foreign investment, this has mostly been channeled into real estate [Figuerola, 1983].

The most important economic effect of tourism at present is its contribution to employment creation, whether directly or indirectly. Partly due to tourism, the 1960s flow of emigrants to Europe has been stemmed [Williams and Shaw, 1988]. Tourist activities directly employed 500,000 persons in the mid-1960s, this increased to one million in 1975. Tourism in 1986 was responsible for 1.2 million jobs.

Nevertheless of all economic changes brought about by tourism the most spectacular is the generation of foreign exchange earnings which have been a critical element in the balance of payments as shown in Table 5.

Table 5

**FOREIGN EXCHANGE EARNINGS
OF TOURISM IN SPAIN
1975-1992**

Year	Earnings [US\$ Million]
1975	3,404
1980	6,967
1985	8,150
1986	12,058
1988	16,686
1989	16,174
1990	18,593
1991	19,004
1992	22,181

Source: UN, *Statistical Yearbook*

Following the stagnation of growth in the mid-1970s, the position of tourism in the Spanish economy strengthened after 1983 and it became the principal

economic sector by 1986. From 1988 onwards the tourist arrivals although decreased marginally in 1990 but the tourist receipts shows consistent rise and so does tourist expenditure.

3.4.6 Conclusion

One can conclude that the tourist industry in Spain has grown at a prodigious speed and its value has been enormous. Each foreign tourist arriving in a country is equivalent to an export for that country and, thanks to their tourist industry, countries such as Spain can now boast that they are exporting millions of dollar worth of sunshine a year. Thus, Spain owe much of its economic growth to its booming tourist industry.

3.5 MEDITERRANEAN ISLANDS AND TOURISM

3.5.1 Introduction

A host of small islands dot the Mediterranean around the countries of southern Europe. Like the mainland, these islands tend to be rocky and mountainous with a mild Mediterranean climate combined with good beaches, scenic views and historical attractions. Because sailing was the most efficient form of transportation until the development of the railroad, many of these islands were important trading centuries in ancient times [Hudman and Jackson, 1993]. To the tourists, the image of the islands are that of holiday paradise with pleasant climate and warm, blue seas, bereft of pollution and congestion.

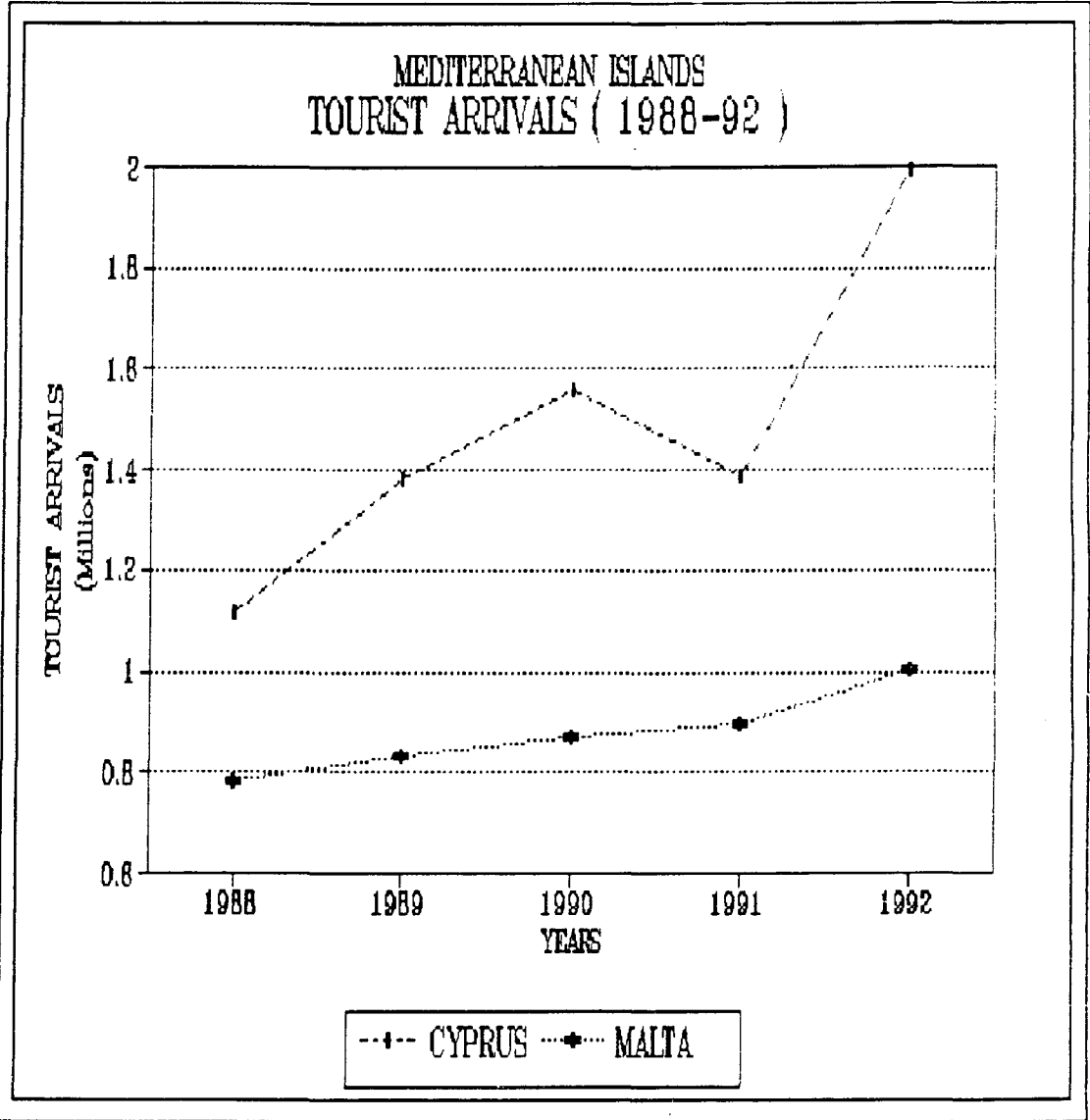


Figure 6

However, most of the islands dotting the Mediterranean sea are the occupied territories and have become the part of that country, except for the Republic of Cyprus and the Republic of Malta which are independent countries with tourism as an important economic activity. The other major islands or island groups in the Mediterranean basin includes from east to west;

Rhodes	}	Part of Greece
Crete		
Ionian		
Sicily	}	Part of Italy
Sardinia		
Balearic Islands	}	Part of Spain
Canary Island		

Since the Republic of Cyprus and Malta are the only two independent countries, hence the focus of the tourist industry are only on these two islands.

3.5.2 Tourism in Malta

The Republic of Malta consists of three islands [Malta, Gozo and Comino] approximately 58 miles south of Sicily in the Mediterranean. Malta and its associated islands, though topographically lean and bare with dissected plains and coastal cliffs, have plentiful sunshine, invigorating climate, good beaches and scenic views. In addition to this, Malta also offers for tourism, a rich cultural legacy [the traditional village and life-styles are important cultural attractions], major archaeological and historic places.

MEDITERRANEAN ISLANDS (1982-92)
GROWTH IN TOURIST ARR. , RECPT. & EXP.

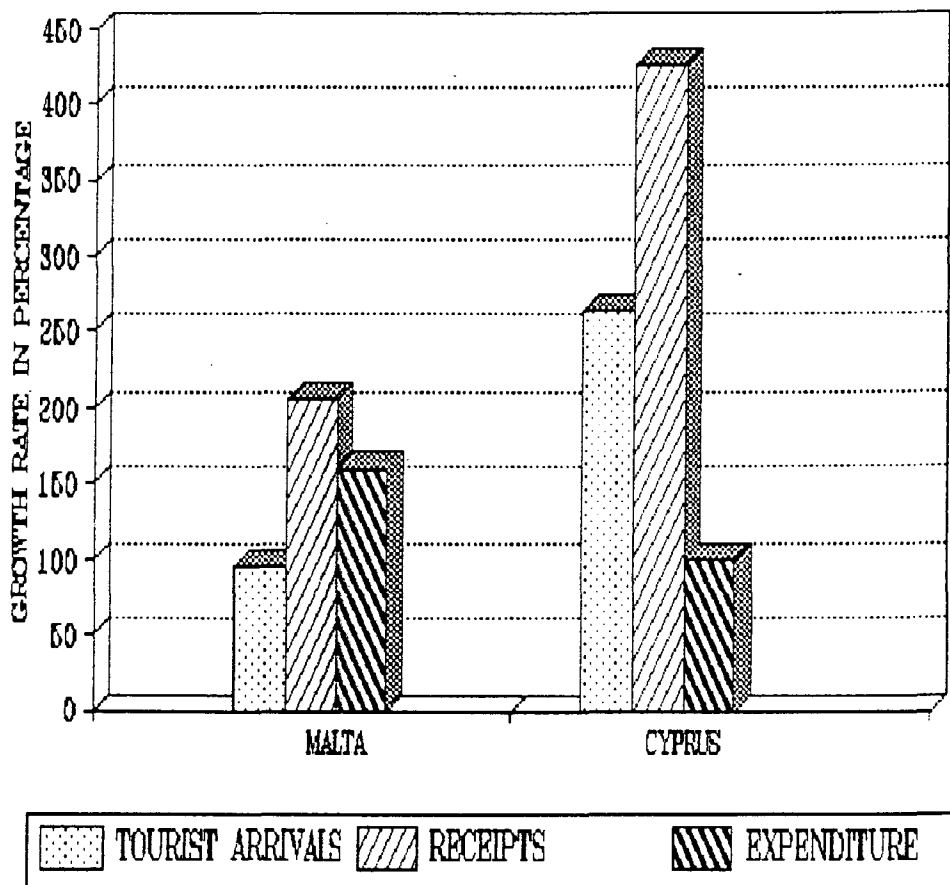


Figure 7

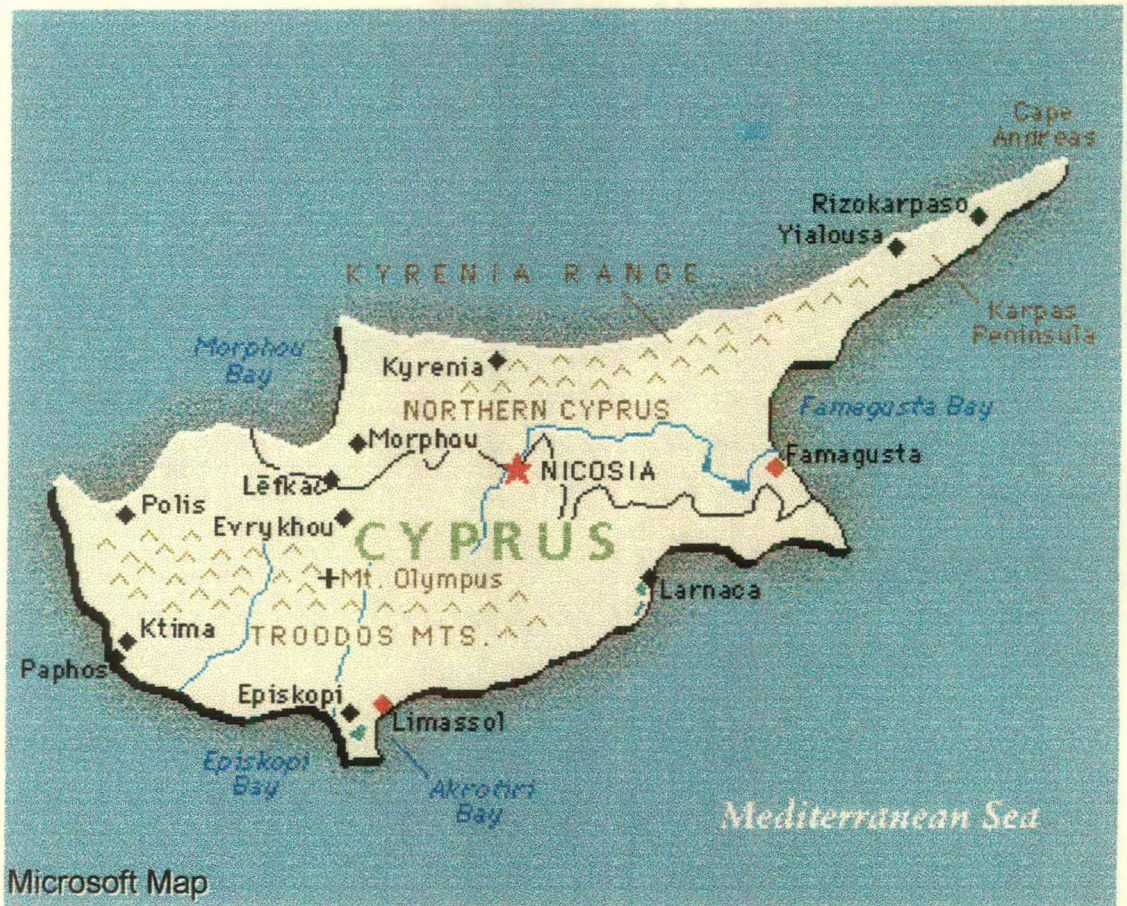
Malta was first colonized by the Phoenicians followed by the Arabs, Italians and the British. After 150 years of British control and influence, Malta gained its independence in 1964. The island was historically an island fortress because of its strategic location in the Mediterranean. However, after independence, Malta tourism potential was realized which led to promotion of tourism in order to earn invisible exports.

Tourist industry in Malta is of very recent growth. Prior to independence, the islands had few visitors. Tourism, until 1970, had become the fastest growing industry since then the tourist industry has been growing steadily recording a growth rate of 96 per cent in tourist arrival. The period between 1988 to 1992 saw a steady rise in tourist arrivals from 0.8 million to 1 million [Fig.6]. Tourism is of more than ordinary significance in the Maltese economy. It earns much needed foreign currency. But the tourist arrivals are heavily skewed toward the British market, and generally are low spending types of tourist. The growth in tourist receipts between 1982-92 was 207 per cent almost half of Cyprus's revenue earning [Fig. 7]. In the late 1980s, the tourism development issues were identified by the government as the need to increase income and employment from tourism. At the same time, it wished to improve the quality of tourism, including attracting higher spending tourists.

3.6 CASE STUDY: CYPRUS

3.6.1 Introduction

Cyprus is the third largest island in the Mediterranean after Sicily and Sardinia, situated in the eastern Mediterranean sea south of Turkey. The central plain



MAP NO.4

from Morphou Bay to Famaqusta Bay in the east has mountains on both the south-forest covered Troodos mountains and the north barren Kyrenia Range. It has an extensive coastline with numerous beaches and coastal plains. Much of the southern interior is occupied by the scenic, forested troodos mountains. These are flanked by the central plain where the capital city of Nicosia is located, and the coastal lowlands [Map 4].

The country has a long history of pre historic development, followed by successive periods of classical and Hellenistic Greek, Roman, Byzantine, Frankish, Turkish and British occupation, and now independence. This history has left a rich heritage of archaeological and historic sites, picturesque villages and cultural traditions.

“The major tourist destination and attractions are historical and archaeological, with sites from the Neolithic, Hellenic, Macedonian, Roman crusader and Ottoman periods. This illustrates the crossroads nature of the island in the eastern Mediterranean. It is a major cruise stop at the ports of Limassol and Larnaca. The major sites are Nicosia, with its Venetian walls ringing the old Toucan, Kyrenia, with its crusader castle; Famaqusta, with its walled Turkish quater; and the Monastery of St Gvrovouni at Lanarca. The island is popular for both water and snow skiing [Hudman and Jackson, 1993].

3.6.2 Growth of Tourism

Tourism in Cyprus in the 20th century has undergone several changes. Before independence in 1960, tourism was small scale, based on the cool mountain

CYPRUS
TOURIST ARRIVAL BY REGION OF ORIGIN '92

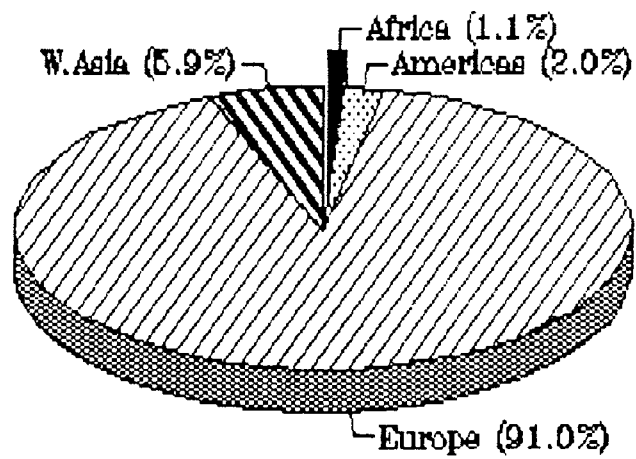


Figure 8

environment. During the early post-independence years, there was greater emphasis on coastal tourism appealing to a wider international market. Since the partition of the island in 1974, coastal tourism has experienced a dramatic growth, making the country a mass tourist destination by the early 1980s.

Expansion of tourism has been considerable since the early 1980s, with tourist arrivals reaching almost 1 million in 1987 and 1.7 million in 1990, increasing to 2 million in 1992 [Fig.6]. Thus, there has been a tremendous growth in tourist arrival [250 per cent growth rate between 1982-1992] as well as tourist receipts. Growth rate of 450 per cent in a decade [at the rate of 37.5 per cent annually] of tourist receipts [Fig.7], shows the importance of tourism industry as an important source of foreign exchange and their economic dependence on tourism.

The conflict between the two major ethnic groups, Greeks and the Turks, combined with the problems in the Middle East seriously affects tourism in Cyprus. This is true particularly for tourists from United States and Canada which accounts for 2 per cent of the visitors [Fig. 8]. However, most of the visitors are from Europe [91 per cent], West Asia and Africa account for 5.9 and 1.1 per cent respectively. The following table gives the foreign visitors by country of origin.

Table 6

**CYPRUS TOURISM
FOREIGN VISITORS BY COUNTRY
OF ORIGIN 1992**

Country	Percentage
Germany	6.51
Greece	2.98
Lebanon	1.90
Scandinavian	8.86

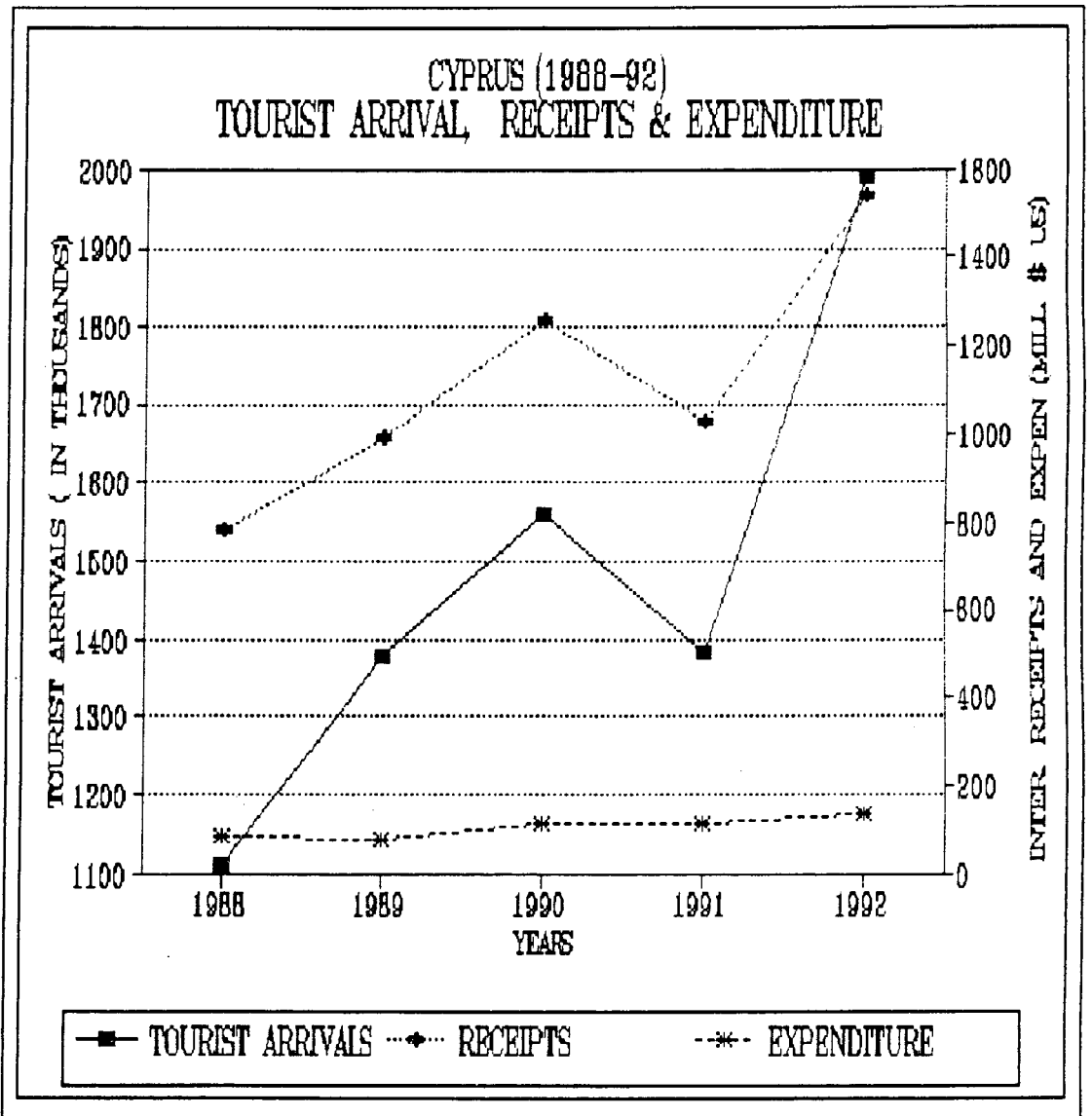


Figure 9

countries	
U.K.	51.60
USA	1.46
Others	26.69
Total	100

Source: UN, *Statistical Yearbook*.

The major objective of tourism based on the present government policies is the growth of tourism's contribution to the Gross Domestic Produce. While the expenditure of the tourists have more or less levelled off at 180 million \$US, but there has been a quantum jump in the tourist arrivals and tourist receipts especially after 1991, which recorded 2 million and 1800 million \$US respectively [Fig. 9]. The tourist industry of Cyprus has come a long way since early 1980s, recording 263 per cent growth rate in tourist arrival and 427 per cent growth in tourist receipts between 1982-92.

According to WTO's comprehensive Tourism Development Plan for Cyprus, 1988, "the emphasis is now on the contribution of tourism to the GDP; gross expenditure of tourists; number of tourist arrivals; number of total bed nights; and number of additional tourist beds required. The emphasis of market mix is on attracting higher spending tourists. This implies improving and diversifying the tourism product".

3.6.3 Conclusion

It could be added conclusively that the appeal of Cyprus as tourist destination lies in its being an interesting, attractive, non polluted and non-congested environment thus providing quality environment to the tourists.

Malta and Cyprus form major tourist Island destination, which offer many attraction for tourism — sea, beaches, scenic landscape, historical sites and non-industrial environment. Since these islands are rocky and mountainous and are not very attractive for agriculture, and their insularity does not provide a suitable location for industry, hence, the economic fate of the Mediterranean islands is largely dependent on the fluctuation of tourism.

CHAPTER IV

**TOURISM IN MEDITERRANEAN AFRICA
AND
THE LEVANT**

The countries of North Africa and the Levantine have shared with other Mediterranean countries the great upsurge of tourism since 1960s. Tourism industry of North Africa has been examined in the first half of the chapter with the focus on Egypt as case study. The latter half is devoted to tourism in the Levant taking Turkey as the case study.

4.1 MEDITERRANEAN AFRICA AND TOURISM

International tourism on a large scale in North Africa is of recent origin and essentially represents an extension of the southwards push from northern Europe towards the sun, which the southern littoral of the Mediterranean guarantees. The regions attraction, however, are by no means limited to sunny beaches and include hot springs, ski resorts in the High Atlas and desert oasis in the Sahara, while the architectural and archaeological legacy of the various cultures which have moved across it offers a completely different type of tourist activity. Atlas region of Mediterranean Africa is the most visited region which has been discussed below:

4.1.1 The Atlas Region

The Atlas lands of north-west Africa, the countries of Morocco, Algeria and Tunisia, comprise the region known to the Arabs as the Djezira-el-Magherb or Island of the west surrounded and isolated by sea and desert, this mountainous area with its high plateaus and intermontane depressions is very like an island. The peoples of the Maghreb are mainly either Arabs or Berbers although during the French rule many immigrants from southern Europe settled in the region. French political control brought widespread and fundamental changes to the region and its impact produced

great changes in the cultural landscape and in economic, social and political life. Morocco and Tunisia were recognized by France as sovereign independent states in 1956, Algeria in 1962. Since then all the three states have been faced by many problems and achieved different levels of political development and economic growth [Robinson, H, 1976].

Each of the three countries has increasingly turned to tourism development to help solve some of its economic problems.

The fact that the North African [Maghreb] countries have gone through the process of being discovered by the Europeans seeking the warm coastal beaches of the Mediterranean, these three countries constitute the major tourist destination in North Africa. If Egypt is included then the four countries, i.e., Morocco, Tunisia, Algeria and Egypt command the lions share of tourism in Africa.

“The physical attraction of the beaches in a Mediterranean climate combined with the lure of a culture much different than Europe’s intrigues many Europeans. These countries being a French colony, hence French is used widely as a lingua franca. The tourist is much more comfortable, therefore, than would be the case with a completely foreign tongue. Thus, Tunisia, Morocco and Algeria cater to Europeans and have developed resort centres, allowing the tourists to escape the puritanical milieu of Islam while still being able to enjoy the cultural landscape” [Hudman and Jackson, 1993].

4.1.2 Growth of Tourism

Morocco was the first of the Atlas countries in the field of tourism. The tourist trade was an asset of growing importance in Morocco in the 1950s and Tunisia developed an accelerating tourist business during the 1960s. Algeria came last, largely because of the disturbed conditions within the country, and it is only since 1970 that she has appeared on the scene as a tourist destination of any consequence. Table 7 shows the growth in tourist numbers for each of the three countries during the period 1966-92. It will be seen that the total number of visitors to the Maghreb has gone up almost nine times during the period 1966-92. Compared with Spain's total of 55 million in 1992, the numbers are small, but the chances of rapid growth are good.

Table 7

NUMBERS OF TOURIST ENTERING THE MAGHREB

Year	Algeria	Morocco	Tunisia	Total
1966	127	424	219	770
1968	137	481	330	948
1970	240	747	411	1398
1972	350	905	621	1876
1982	920	1815	1355	4090
1986	849	2128	1502	4479
1990	1137	4024	3204	8365
1992	1120	4390	3540	9050

Source: *Yearbook of Tourism Statistics*, WTO

With a view to consolidating and expanding tourism in the Maghreb, the three countries formed in September 1972, the confederation Magherbine des Operateurs

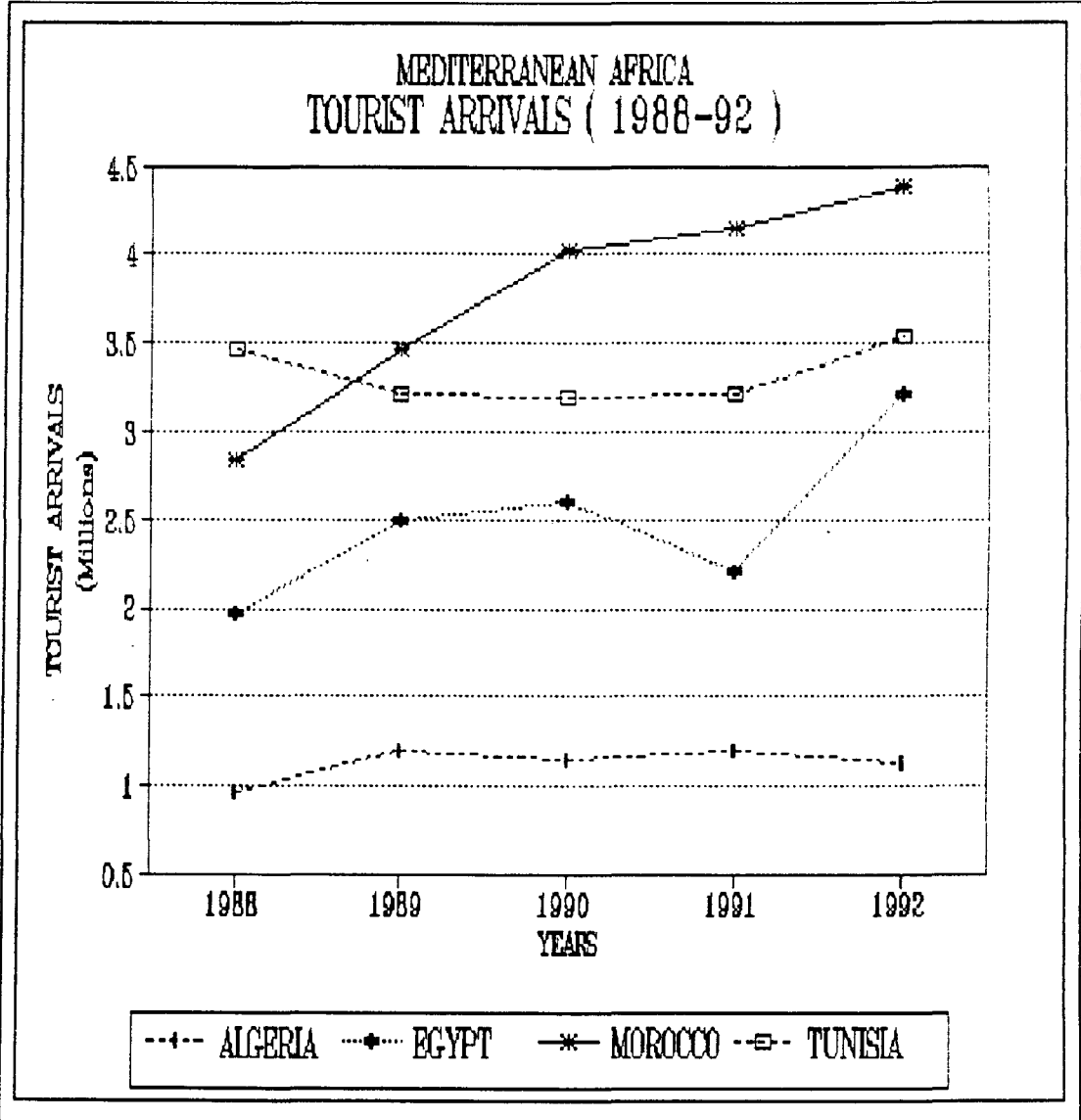


Figure 10

de Tourism [CMOT], the objectives of this association were to sell North Africa to the tourist, to cooperate in market promotion and to pool their resources..

Fig.10 reveals Morocco to have made great strides in tourism among the Maghreb states. There has been a consistent rise in the arrivals of tourists, since the government made tourism a priority industry in 1983 when foreign investors were allowed to recoup 100 per cent of their investments and all profit in foreign currencies. Tunisia follows Morocco in the number of tourist arrivals. However, Tunisia was a rather late and sky entrant into the tourist business, but prompted by the growing success of the Moroccan industry, the government decided in the early 1960s to embark upon the experiment. The tourist industry is now beginning to boom and between 1982-92, Tunisia showed the fastest growth rate of any Mediterranean country [Fig.11]. Compared with her immediate neighbours, Algeria was a late starter and her tourism industry is small. Total visitor arrivals since 1988 amounted to only 1 million and hovered around the same in 1992 [Fig. 10] and a large part of these “tourists” were Algerian expatriates now resident in western Europe who returned home from their annual summer holiday. Because of Algeria's preoccupation with oil and industrialization, the country attracts for fewer foreign tourists than its favourable location and substantial tourism resources would seem to dictate.

The Atlas region's proximity to western Europe is a major advantage in attracting tourists, for tourists from Europe who want a truly “foreign” vacation, north-western Africa is the lowest-cost alternative. For North Americans travelling in Europe, a brief side trip to north-west Africa provides another opportunity to explore another culture and another continents [Rafferty, M.D., 1993].

4.1.3 Tourism and Economy in the Maghreb

Tourism is of considerable importance in the Maghreb and could become a very important factor in the economy with the promotional activities of the countries. Until late 1970s, North African countries were a destination for the wealthier tourists but with the expansion in mass tourism, the countries have increasingly attracted a number of middle and lower class group. More the number of tourist arrival, higher is the tourist receipts. But this is not always true, since the earnings depend upon the duration of stay, individual tourist expenditure etc.

Fig.11 reveals that Morocco among the Maghreb countries has witnessed highest growth rate of 284 per cent and 191 per cent in tourist receipts and tourist expenditure respectively for 1982-92. Revenue from tourism has increased at the rate of 23.66 per cent a year. In 1992, the receipts were in excess of 1360 million dollars, thus forming a major value of its commodity exports from tourism. Thus, tourism is the second largest foreign exchange earner after phosphate. Morocco being one of the most politically stable countries in North Africa, it has allowed the industry to continue to develop. The major market area is Europe with four developed nations — France, Spain, United Kingdom and Germany — accounting for two-thirds of all international visitors reflects the high expenditure growth rate [Fig.11].

Tunisia has showed the fastest growth rate in a decade [161 per cent] in tourist arrivals since 1982-92 [Fig.11] among the North African countries. Despite the high growth rate in tourist arrivals, it is interesting to note the corresponding low growth rate in tourist receipts [97 per cent] and tourist expenditure [22 per cent]. The high growth rate in tourist arrivals can be attributed to overwhelming proportion of arrivals

MEDITERRANEAN AFRICA (1982-92)
GROWTH IN TOURIST ARR. , RECPT. & EXP.

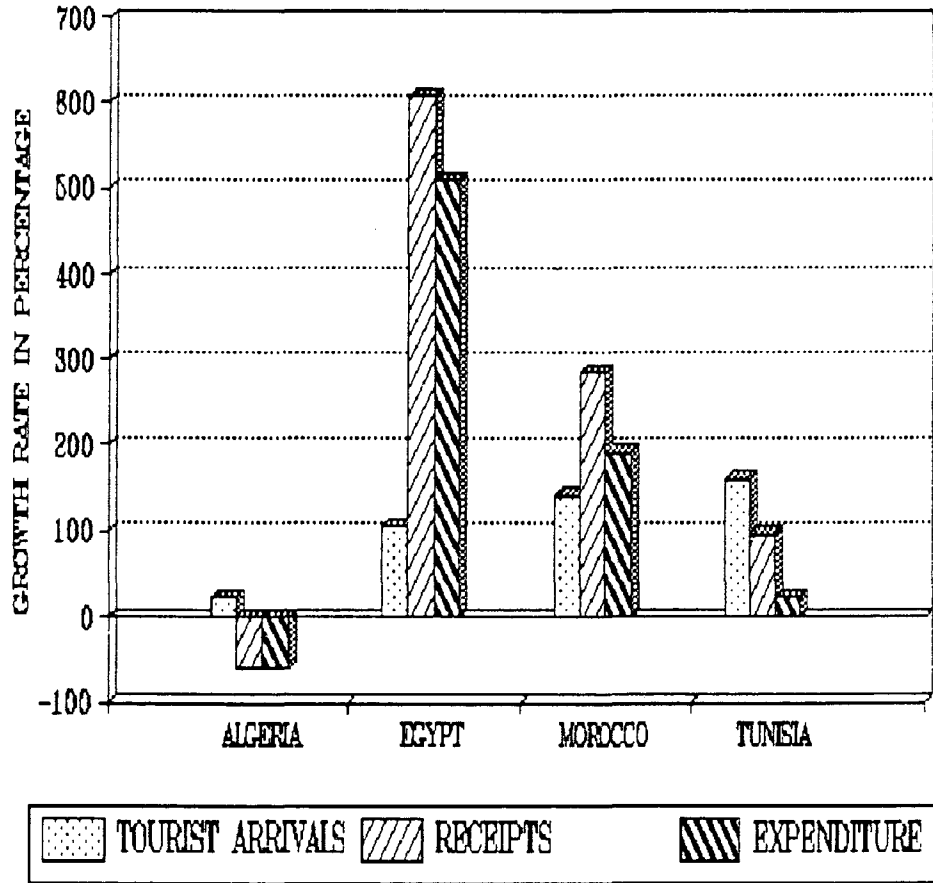


Figure 11

from her immediate neighbours Algeria and Libya. Although Tunisia is one of the most modern Arabian countries, but in recent years, there has been a movement toward Islamic fundamentalism that has affected tourism considerably. The number of visitors fell in 1991 due to popular support for Saddam Hussein of Iraq in Tunisia during the gulf war. The political unrest coupled with decline in overseas visitors reflects the low growth rate in revenue earning.

Algeria differs from Morocco and Tunisia in that its tourist sector is entirely state controlled, with the exception of a few small business that supply the industry with consumer goods. While Algeria has a host of rich natural attractions for tourism — expansive beaches on the Mediterranean, mountains, and archaeological sites of Roman, Berber, Arab and French culture — its tourism industry is small. The government has been slow to respond to tourism potential. The country has been negatively affected by internal political instability, rise of fundamentalism and terrorism, so much so, that there has been a negative growth rate of -61.9 per cent and -61.8 per cent in tourist receipts and expenditure respectively [Fig.11]. The number of visitors in Algeria in 1992 was over 1.1 million with a growth rate of only 1.75% per year. Visitors stay only for a short time and the individual tourist expenditures are the smallest here.

4.1.4 Conclusion

From the above analysis, one can draw few conclusions about the tourist industry of North Africa. Firstly, although being late entrant into the tourist business, two developments above all — quick air transport and the introduction of the



MAP NO. 5

inclusive tours — have speeded up their participation in the industry. However, since most are also developing countries and so have problems of infrastructure and provision of amenities. They see in tourism a partial and relatively speedy solution to their problems of earning foreign exchange, unemployment and regional economic imbalance. Secondly, these countries are heavily dependent in most cases upon foreign investment, foreign imports and foreign expertise to help them develop and run their tourist industries. Finally, the internal political difficulties too affect tourist industry, so much so that it has made tourism impossible as in the case of Algeria.

4.2 CASE STUDY: EGYPT

4.2.1 Introduction

Egypt lies in the great belt of arid land that stretches across Africa into Southwest Asia. The countries of Libya and Egypt in North Africa cover immense areas of the desert so much so that the national boundaries are straight lines which have been drawn by men through uninhabited regions instead of following natural division such as river [Map 5].

In this region of little rainfall, scanty vegetation and large uninhabited areas, the life giving river Nile forms the true heart of Egypt, supporting millions of oasis dwellers along her banks. The strip of green garden and farms on either side of the river shows the importance of water in the arid land. The river valley floor is about 10 to 15 miles wide and at its outer edge a high embankment rises sharply to a plateau. Away from the life-giving water of the Nile, there exists an endless dry yellow-red desert stretching away into miles. The population on the long oasis

formed by the Nile river becomes densest near the delta. Near Cacao, the valley ends in a broad stretch of lowlands covered with alluvium. The Nile cuts its path to the Mediterranean sea forming a delta which once used to be a wasteland, till the dams were built across the distributories and navigation made cotton growing possible. The Nile delta is now one of the most densely populated areas in the entire world.

Civilization in the Nile valley began several thousand years before the time of Christ. The agricultural wealth of the long series of Egyptian dynasties was based on the desert climate with the Nile River and its life giving water and fertile silt deposited during the regular floods. The productive delta [lower Egypt] and the ribbon of alluvial land along the river [upper Egypt] were served by a navigable stream and were protected from invasion by sea and desert. The people of the ancient civilization supported themselves primarily through agriculture just as the farmers of modern Egypt do today. Wheat, a grain grown by the ancients still is grown today along with sugarcane, cotton, rice, corn, and vegetables. Cotton and sugar are the leading agricultural exports. The largest and most productive farms are run by managers and employ the latest in agricultural mechanization and technology. The peasant farmer still lives in a small mud dwelling that would be familiar to the farmer of many centuries ago. The tools of the peasant farmer are as primitive as any still in use: the wooden buffalo-drawn plough, the hand hoe and the sickle [Rafferty, M.D., 1993].

In this ancient, arid land of Egypt, it is surprising that millions flock to this exotic land of pharaohs.

4.2.2 History of Tourist Attraction and Destinations

Most of the tourist attractions of modern Egypt were built during the period called the Old Kingdom [2650-2350 B.C.], a period of the great pyramids and tombs, when Egypt had a strong government that exercised control over the annual floods of the Nile and constructed a vast system of dikes and navigation channels. "The regular surplus of food stimulated commerce, paid for the pyramids and other great monuments, and supported the armies that marched up the Nile to return with resources and slaves" Rafferty, M.D., 1993].

Thus Egypt has a long history of tourism. The Pharaohs of ancient Egypt were the first tourists as they brought together nobles, priests and hundred of slaves in their travels to the holy places along the upper Nile River. The pyramids, cliff carvings and temples of the ancients later attracted such notable as the Roman Caesars, Herodotus and Napoleon. But it was Englishman Thomas Cook who introduced Egypt to the modern tourist when he included it as one of his first overseas holiday tours in the nineteenth century. Before the turn of the century, Egypt had become the leading tourist destination in the Middle East, a position it has retained ever since. By 1934, tourism had become so important to Egypt's economy that a Government Office of Tourism was established. This agency developed into a full fledged Ministry of Tourism in 1967.

Egypt's historical sites are unmatched and millions crowd into the country every year to experience its unique attraction. The pyramids, the Sphinx, the temples of Luxor and Kornak and the Valley of the Kings and Queens are world renowned.

There are good beaches near Alexandria on the Mediterranean and at the Red Sea resorts like Hurghada and Zoafarana are quite popular destinations.

Cairo is the main gateway to Egypt and with a population of over 14 millions, it is the largest city in Africa. The most famous attractions are the ancient Egyptian monuments — the Giza pyramids — which rise up at the west edge of the city where the desert begins. The Great pyramid of Cheops and the Sphinx attract most of the visitors, apart from the Egyptian Museum and several mosques. Against this backdrop exists the flourishing tourist industry of Egypt.

4.2.3 Growth of Tourism

The growth of tourist industry in Egypt has been affected by the political scenario of the region.

1960s witnessed a gradual growth in Egypt's tourist industry, but it was severely disrupted by the June 1967 war which involved Egypt in the 'Six Day War' with Israel. This led to a cut in tourist receipts by 50 per cent. After 1970 the number of tourist began to increase again [Table 8], but with the resumption of hostilities between the Arab countries [including Egypt] and Israel in the Yom Kippur War of 1973 caused another setback for Egypt's tourist industry.

Table 8

EGYPT: TOURIST ARRIVALS
[Millions]
1970-1992

Year	Visitors
1970	0.33
1971	0.41
1975	0.79
1980	10.25
1982	1.42
1988	1.96
1992	3.08

Source: UN, *Statistical Yearbook*

The cease-fire proposed by the UN Security Council after the 1973 war, was accepted by Egypt which seemed to be a more lasting nature. This gave the tourist industry a fillip from the government and witnessed a steady rise in the number of tourist arrivals in the 1980s [Fig.13]. However, the Gulf war of 1991 was another setback to the industry registering a growth rate of only 2.22 per cent between 1981-92. The tourist arrival for 1991 was only 2.2 million which increased to 3.08 million in 1992.

4.2.4 Tourist Industry Market Segmentation

Egypt as a major tourist destination in the Middle East attracts tourists more from West Asia, Africa and America [Fig.12] unlike Spain which accounts for 90 per cent Europeans. The majority of the visitors are Arabs which is due to the cultural and religious inheritances of the region which affects tourists. However, Arab countries are mostly visited by Arabs [Table 9] due to the cultural affinity and geographical

EGYPT
TOURIST ARRIVAL BY REGION OF ORIGIN '92

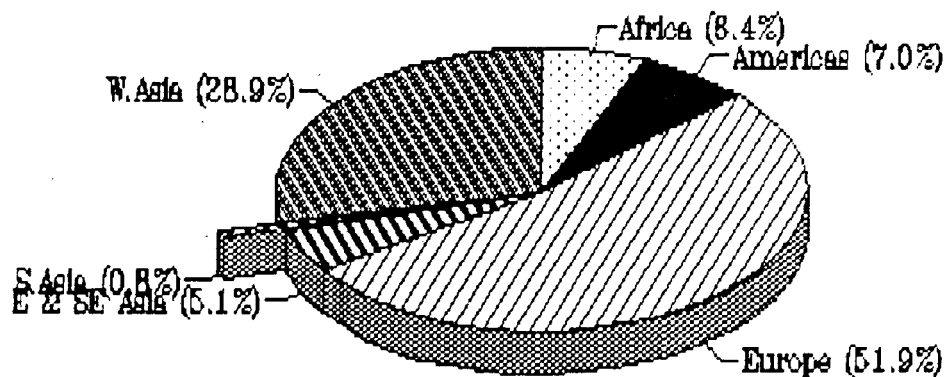


Figure 12

proximity. On the other hand, for the Americans, the Islamic countries have an exotic appeal. The leading market countries nationals in 1992 are given in the Table 9.

Table 9

**EGYPT: TOURISM BY NATIONALITIES
1992**

Nationals	Per cent
Arabs	34.38
OECD Nationals	58.22
Nationals of Socialist Countries	2.29
Other Nationals	5.12

Source: UN, *Statistical Yearbook*

4.2.5 Importance of Tourism in Egypt's Economy

Tourism is one of the main foreign exchange earners in Egypt, apart from cotton and oil which are exported. However, the political instability in the region is a major drawback to the massive tourist development in Egypt. However, among all the African countries, Egypt has the highest growth rate in tourist receipts and tourist expenditure [Fig.11].

After a new tourist development plan by the government in 1982, there has been tremendous improvement in the tourist industry. Between 1982-92, the growth of tourist receipts stood at 607.8 per cent and that of tourist expenditure at 507.9 per cent. The revenue earnings by tourism has given further fillip to the industry. Initiative is being taken to promote new accommodation for the ever increasing number of tourist arrivals including concentration of development into a few selected areas such as Luxor, Aswan and Abu Simbel [Map 5], the Mediterranean coast west

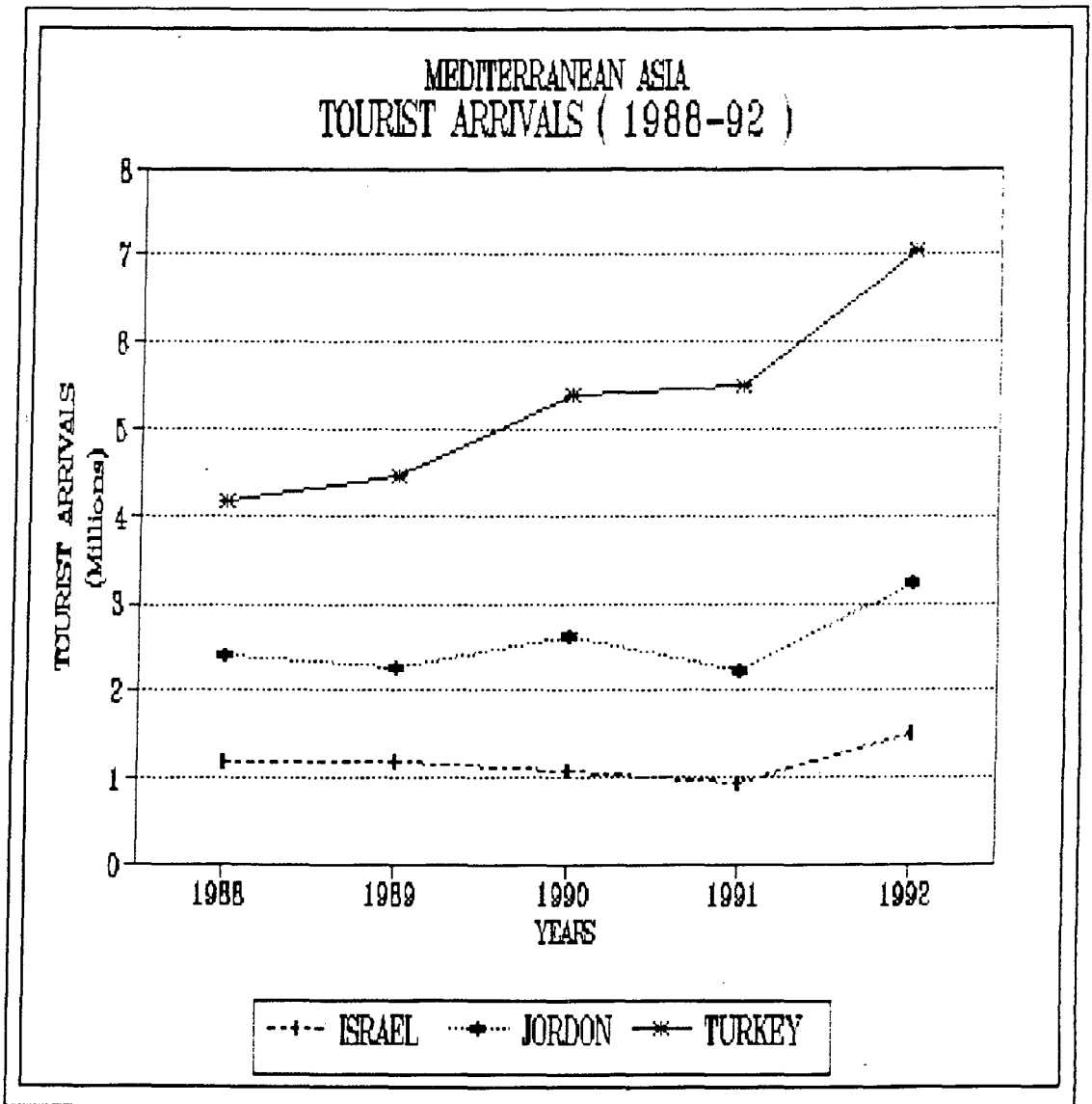


Figure 14

of Alexandria and the Red Sea coast. The government is also encouraging foreign investment to boost the country's foreign exchange. Revenue earning for 1992 stood at 2730 million \$US, highest among the Arab States and the tourist expenditure was 918 million \$US [Fig.13]. The bulk of the tourist expenditure is by the Americans and Europeans, however, the greater proportion of visitors come from the Arab countries chiefly Libya, Sudan, Saudi Arabia, Jordan and Lebanon and hence the tourist expenditure is always lower than the revenue receipts [Fig.13]. Thus, the government look for potential tourists only at individuals and families in higher income bracket.

The popularity of Egypt as a major tourist destination has brought its crop of problems, especially in respect of accommodation and catering. There was an acute shortage of hotels. However, investment in new hotels has increased rapidly in Egypt since 1980s. Most of the new hotels are in Cairo and Alexandria, but there has been substantial investment in resort hotels along the Red Sea beaches. Egypt's bid to become a site for international conferences was enhanced in 1987 with the competition of the Cairo International Convention Centre. The 2,500 person capacity convention hall is located just 7.2 miles east of Cairo, where the UN World Population Conference 1991 was held.

The exotic appeal of Egypt is there to stay, the above indications point to the face that Egypt is going to become increasingly popular as a tourist destination.

4.3 CONCLUSION TO TOURISM IN MEDITERRANEAN AFRICA

One can perceive a number of factors which have assisted expansion of tourist industry in the Mediterranean Africa.

Firstly, tourists are becoming more adventurous and there seems to be a switch to medium and long distance holidays, especially where package tours are available, thanks to mass tourism. Secondly, the tourists are becoming tired of going to the place, e.g., Spain and of the growing crowds and congestion of some of the more popular centres. Thirdly, Mediterranean Africa has all the physical attraction of the Mediterranean tourist playgrounds - hot and abundant sunshine, spacious uncrowded beaches, warm blue seas. Fourth, the African countries has a touch of magic and mystery of another world, old customs, traditions and way of life.

However, if one examines the other side of the coin, one finds that there are certain social religious and political drawbacks to a massive tourist development in the Arab and Muslim countries of Africa on the shores of the Mediterranean basin as well as limitations of insufficient infrastructure and services [such as lack of hotel rooms in Egypt]. Nevertheless, a tradition of hospitality exists in these countries. They are aware of the importance of tourism and they possess attractive tourist sites. Need of the hour is to realize the potential and exploit the industry to its fullest.

4.4 TOURISM IN THE LEVANT

4.4.1 Introduction

The countries along the south-east shores of the Mediterranean are known as Levantine - "of the Rising Sun".

They form the western arc of the "Fertile Crescent" which extends from the head of the Persian Gulf to the Nile Valley. Owing to its position between the desert and the sea, it has long been a bridge land between Asia and Africa and between the Mesopotamian plain and the Mediterranean. It has been crossed by generations of traders and invaders. Pockets of these invaders have been left so that the population is very cosmopolitan [Cornish, W.B, 1969].

Structurally, the area consists of much fractured and faulted north-western edge of the Arabian crust block. Syria contains a large area of the Plateau itself and extends eastwards across a considerable part of the Middle Euphrates basin. The faulting has been roughly parallel to the coast, so that the area is divided into a series of north-south belts. Firstly, there is a narrow coastal plain, which is a mere foothold in much of the north and centre but which widens considerably towards the south. Backing the coastal plain, the land rises steeply to high ground in the north and centre, being particularly high in the Lebanon mountains where some summits reach 8000 ft and are snow covered in winter. Beyond this belt of high lands, there is a sharp drop to the rift valley, the northern end of the "Great African Rift". In the north, it is drained by the Asi northwards, and in the centre by the Rilani southwards. Then, as it widens and deepens, it is occupied first by L. Tiberias [Sea of Galilee]

which is drained by the Jordan into the Dead Sea, whose floor is 1,290 below sea level. To the east of the Rift Valley has the Arabian Plateau, whose western edge form a high barrier except in the extreme north.

Four countries share the area each with its own characteristic, which causes varying degree of antagonism —

- a) Syria, the largest
- b) Lebanon with higher proportion of Christians than the others
- c) Jordan, a Kingdom
- d) Israel, the Jewish State, Surrounded by the hostile Arabs.
- e) Turkey

These countries surrounding the Mediterranean Sea has become vitally important bridgeland for carrying of oil by pipelines from the Arabian and Iraqi oil fields which in turn has led the region to be one of the most inflammable areas in the world.

The Arab-Israel dispute ever since the creation of the Jewish State in 1948, has created a hostile environment with outbreak of series of wars which has crippled the economy of the Levantine countries especially those whose revenue earning from tourism formed major source of economic development viz., Jordan.

Upsurge in tourism was shared by all these countries since the origin of mass tourism. In addition to the common advantages — abundant sunshine, attractive beaches, varied scenery, historical monuments and art treasures — possessed by all the Levantine countries, country like Israel has the spiritual appeal of a country that

contains Holy places of three monotheistic religions. Tourism was ripe for development, but for the 1967 and 1973 wars which seriously jeopardized the tourist industry and since then, the region has become one of the most tumultuous areas in the world.

Civil wars, coups and military autocracy in Syria and Lebanon till date has virtually halted the tourist industry and hence due to non availability of the data, these two countries have been excluded from the present study of their tourist industry

4.4.2 Growth of Tourism

The leading tourist destination country in Mediterranean Asia is Turkey with 7 million foreign tourists in 1992 [discussed in detail in the case study]. Tourist arrival to Jordan were 3.1 million in 1992 greater than Israel for the same year, which recorded 1.5 million [Fig.14]. However, the data regarding tourist arrival in Jordan and Israel creates discrepancies and misleading ideas. These figures seem strange when one considers that Israel has a sea coast with beaches and serves as the gateway to Jerusalem, the great tourist magnet city. On the other hand, Jordan is a landlocked desert with limited access to Jerusalem. Yet Jordan reported 3.1 million foreign visitors and Israel only 1.5 million. Perhaps part of the answer is that “tour operators negotiated better round-trip airfares via Jordanian Air and entered Israel through Jordan . Another explanation could be the great amount of truck traffic along the Great Desert Highway that connects the Jordanian port of Aqbah with Turkey and the countries of the Arabian peninsula. The truckers and large number of migrant labourers passing through Jordan are counted as foreign tourists. The revenues

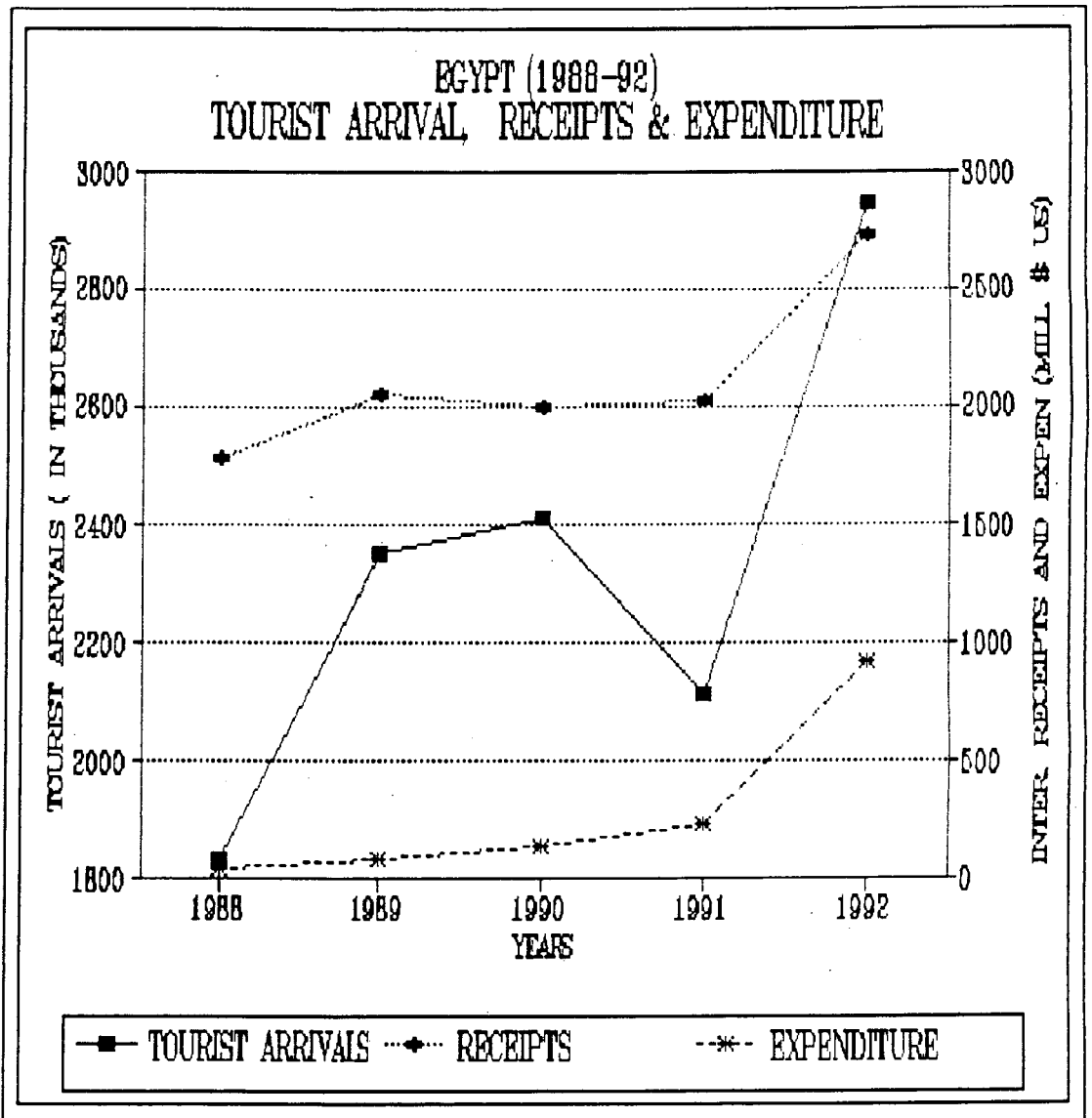


Figure 13

derived from such transit visitors is no where near the amount gained from bona fide tourists” [Rafferty, M.D., 1993].

Until 1960 Jews from other parts of the world formed the majority of the tourists visiting Israel. In 1960 the number of visitors first reached 100,000. The Six Day War in 1967 brought a setback to the tourist industry, but gave an added impetus later as the unification of Jerusalem [formerly divided between Israel and Jordan] put all the Holy places in Jewish hands. Upward trend in tourist arrival began from 1970 but the outbreak of the Yom Kippur War in 1973 severely disrupted tourism in Israel. The growth rate [1982-92] for tourist arrival recorded an increase only by 58.27 per cent [Fig.15]. 1980s also witnessed a drop in tourist arrival. In 1982 the industry slumped by 12 per cent with only 997,510 tourist entering Israel. The war in Lebanon, labour disputes at El Al and the less attractive exchange rates for tourists were all responsible for the situation. Fig.14 gives a trend to tourist arrival between 1988-1992. The continued unrest in the occupied territories of Israel kept the tourist flow between 1 million and 1.2 million. However, following Iraq’s invasion of Kuwait in August 1990 and the ensuing crisis in the Arabian Gulfs region, the number of tourist arrivals declined sharply [Fig.14].

In 1991, the Scud Missile attacks on Israel and the political tension in Jordan brought tourism to a virtual standstill [Fig.14]. Tourism revived again when some 1.5 million tourist arrivals were recorded.

In view of the political instability of the region, Israel’s growth in tourist receipts and expenditure has not been spectacular [Fig.15]. Growth rate between 1982-92 stood at 109 per cent for both tourist receipts and expenditure.

MEDITERRANEAN ASIA (1982-92)
GROWTH IN TOURIST ARR. , RECPT. & EXP.

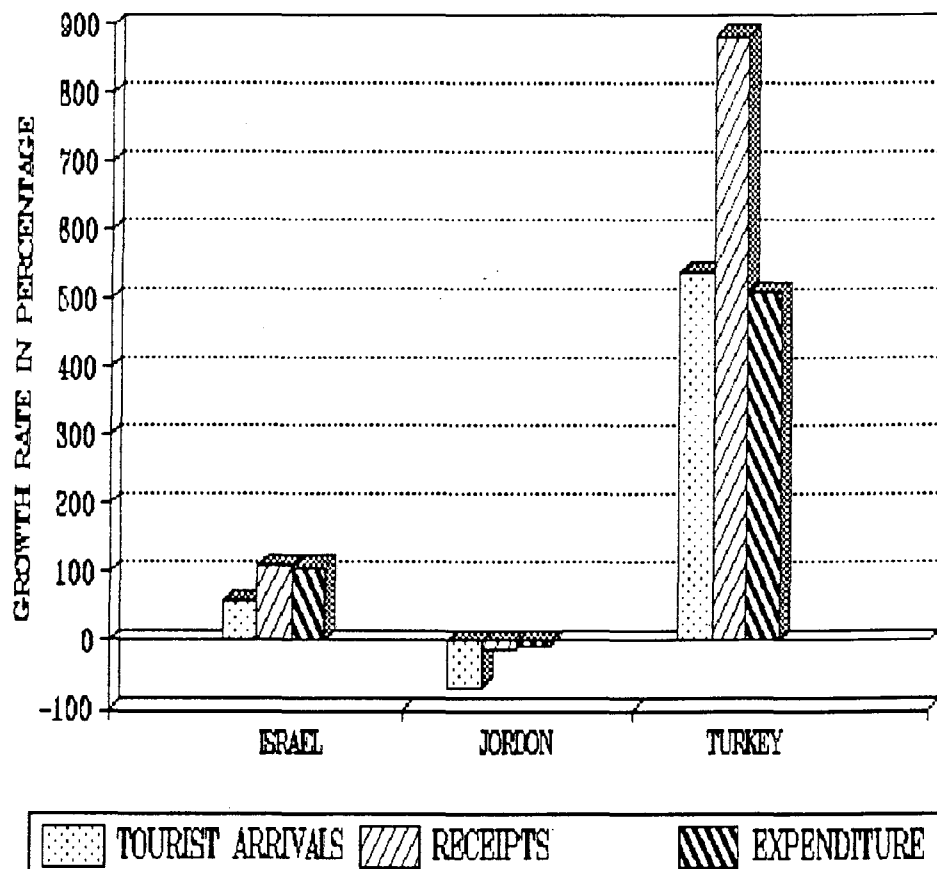


Figure 15

Before the June 1967 war, tourism in Jordan had developed into a very important industry especially in view of limited resources and high dependence on foreign aid. Tourism played a valuable role in the country's economic development and its significance was growing yearly since nearly a million tourists used to visit Jordan annually and the revenue derived from tourism made a significant contribution towards improving the countries balance of payments position. However, the war of 1967 practically destroyed tourist industry overnight as a result of the loss of Jordan's sacred and historic sites in the Holy land on west bank and annexation of Jerusalem. The growth of the economy slowed in the 1980s. Foreign aid of various kinds continued to account for more than 40 per cent of budgetary revenues and workers in the service sector greatly outnumbered those in directly productive activities. The growth rate shows a negative impact the country's political unrest had on tourism. The tourist arrival [1982-92] had negative growth rate of -68.14 per cent with tourist receipts and expenditure being -10.2 per cent and -5.4 per cent respectively [Fig. 15]. The negative growth rate is accentuated by the regional conflict during the Gulf crisis and hostilities of 1990-91 when Jordan's economy was severely affected, especially the tourist industry. Jordan, however, is at present making an effort to revive tourism on the East Bank, where the major attractions are the Roman ruins at Jararh, the rock city of Petra and the crusader castles, but the result have so far been disappointing.

4.4.3 Conclusion

The potential for the tourist industry in the Levant is immense, but for the political unrest, heightening antagonism, wars, terrorism which has all wrought havoc to the tourist industry, so much so that Lebanon and Syria's industry has grinded to

half with that of Jordan's recording negative growth. Despite the region passing through a long period of instability, it is commendable to note Israel's tourist industry growing [if not rapid, but at a slower pace] unimagined in a volatile situation as this. However, Israel stands out as the only non-Arab country whose achievements in the field of science and technology, medicine and agriculture has kept her as an advanced nation among the developing Arab nations.

4.5 CASE STUDY: TURKEY

4.5.1 Introduction

Turkey is, in a remarkable sense, passage land between Europe and Asia, boasting land frontiers with Greece, Bylgano, Armenia, Georgia, Iran, Iraq and Syria [Map 6]. Thus, it lies partly in south-eastern Europe and partly in western Asia. The west, the richest and most densely populated part of Turkey, looks towards the Aegean and Mediterranean seas and is very conscious of its links with Europe. However, in culture, racial origin and ways of life there are frequent reminders of Turkey's geographical situation primarily as a part of Asia.

Turkey consists essentially of the large peninsula of Asia Minor, which has strongly defined natural limits. It has sea on three sides viz. the Black Sea to the north, the Aegean to the West and the Mediterranean to the South. On the fourth [eastern] side has high mountain ranges. The small region of European Turkey containing the cities of Istanbul [constantinople] and Adrienne [Adrianople] is on the other hand defined by a purely artificial frontier the exact position of which has



MAP NO. 6

varied considerably since the 19th century, according to the fluctuating fortune and prestige of Turkey itself.

In general outline, Turkey consists of a ring of mountains enclosing a series of inland plateau with the highest mountains to the east, close to Armenia and Iran. Mt Ararat is the highest peak in Turkey, reaching 5,165 m and there are neighbouring peaks almost as high. The irregular topography of Turkey has given rise to many lakes, some salt, some fresh and generally numerous than elsewhere in the Middle East. The largest, lake Van, covers nearly 4000 sq. km.

Because of the presence of mountain ranges close to the coast, and the great height of the interior plateau [varying from 800 m to 2000m], Turkey has special climatic conditions of Mediterranean region. The Aegean coastlands is climatically by far the most favoured regions of Turkey. Round the Aegean, winters are mild and fairly rainy and the summers hot, but tempered by a persistent northerly winds.

The variety of geographical conditions within Turkey has led to uneven development and this unevenness has been intensified by poor communication due to broken nature of the topography. Thus one finds that the west of Turkey situated close to Aegean Sea, is by far the most densely populated and most intensely developed with tourism as one of the leading sectors of the economy.

Tourism industry of Turkey is boosted by the fact that it has a wide range of attractions and opportunities for tourists. Among these are a wonderful climate, at least on the Aegean and Levantine coasts, and a long season which in some areas extends up to ten months, splendid unspoilt beaches, mountains high enough for

skiing resorts, numerous lakes on the interior plateaux, the great city of Istanbul and archaeological sites and historic remains from a dozen different civilizations. Apart from these, Turkey possesses a cultural blend of East and West which provides great attractions for many tourists especially the European.

4.5.2 Growth of Tourism

The Government was slow to realize the potential of tourism and until the mid-1960s showed scant interest in the industry. However, in 1966 Turkey participated in the Estoril seminar organized by OECD and in the second five-year plan [1968-72] money was allocated for tourist development-promotion of the industry, hotel building and the development of tourist attractions. One aim of the second five-year plan was to develop those areas of the country where tourism was already of some significance and could, therefore, be more easily exploited, i.e., the coastal regions of Marmara, the Aegean and Levantine seas. Ninety per cent of the total investment in tourism was, thus, put into these coastal areas [The Europa World Yearbook, 1995].

Since then, the Industry underwent spectacular developments and the early 1980s saw the realization of Turkey's tourism potential in terms of growth in tourist arrivals, receipts and expenditure which have been analyzed in the following section.

According to data reported by the World Tourism Organization, the leading tourist destination country in North Africa and Southwest Asia is Turkey with 7 million foreign tourists in 1992 [Fig. 14].

Table 10

**TURKEY: TOURIST ARRIVALS
[000]**

1970-1990

Year	No. of Visitors
1971	926
1975	1540
1978	1063
1980	865
1981	997
1982	1026
1985	2230
1987	2468

UN, *Statistical Yearbook*

Table 10 shows the tourist arrivals to Turkey over the period of three decades. Tourism fell off because of the political turmoil in 1977-79, and the downfall continued till 1980-81. During this period, Turkey experienced severe economic crisis compounded by political uncertainty and social instability. In 1980, there were severe shortages due to rampant inflation and the inability to finance necessary imports. However, from 1982 onwards, tourism industry recorded continuous growth from 1 million tourist visitors in 1982 to 7 million in 1992 [Table 10]. Decadal analysis of growth rate shows that the tourist industry has recorded highest growth rate. Fig.15 shows the growth rate of 538.3 per cent in tourist arrivals, highest in the region between 1982-93.

Tourist industry is now an important source of foreign exchange. In 1992, the tourist receipts have totaled around US \$3639 compared to 1988 [Fig. 16] when the

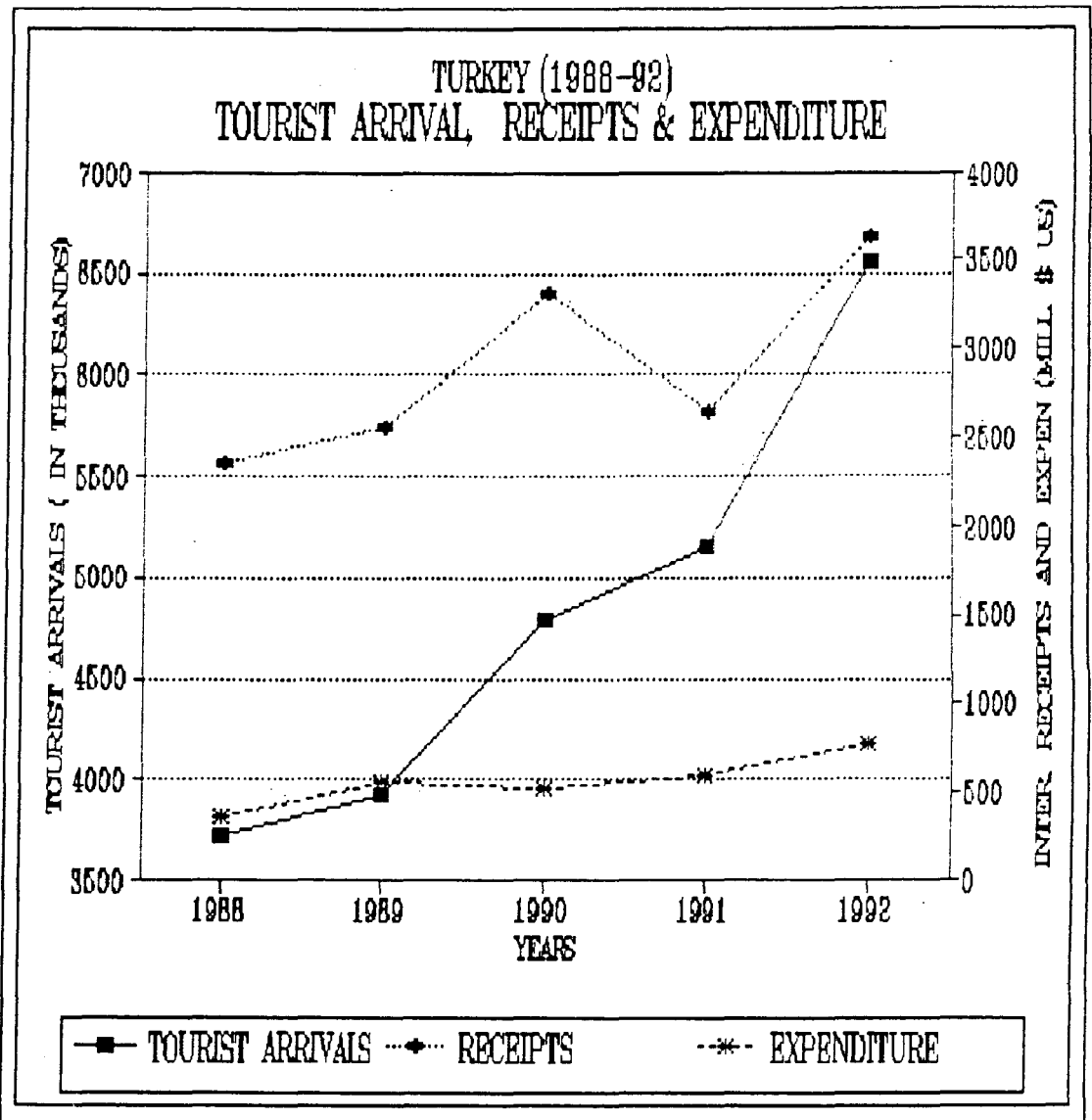


Figure 16

earning stood at US \$2355, the rise is quite rapid. Decadal analysis of the data in terms of growth rate in tourist receipts between 1982-92 shows a spectacular development and rapid growth in foreign exchange earnings with 883.5 per cent [Fig. 16]. These figures indicate that Turkey has become an increasingly popular holiday destination benefiting the Turkish economy considerably.

4.5.3 Tourist Industry Market Segmentation

Turkey's peripheral geographical position with respect to countries of western Europe and being a predominantly Asian and Muslim nation within western economic and political alliances, makes the country a cultural blend of east and west which provides great attraction for many Europeans. Thus, Europe accounts for 89 per cent of tourist arrival [Fig. 17]. The cultural affinity to Turkey attracts 3.3 per cent of west Asian. America is the other great generating region accounting for only 3.3 per cent, and yielding high earnings thus forming an important source.

Table 11

TURKEY
TOURISTS BY NATIONALITY [000]
1992

Nationals	No. of Visitors
Germans	1165
British	315
French	248
Americans	182
Italians	158
Yugoslavians	156
Iranian	150
Greeks	147
Syrians	123

Source: UN, *Statistical Yearbook*

TURKEY
TOURIST ARRIVAL BY REGION OF ORIGIN '92

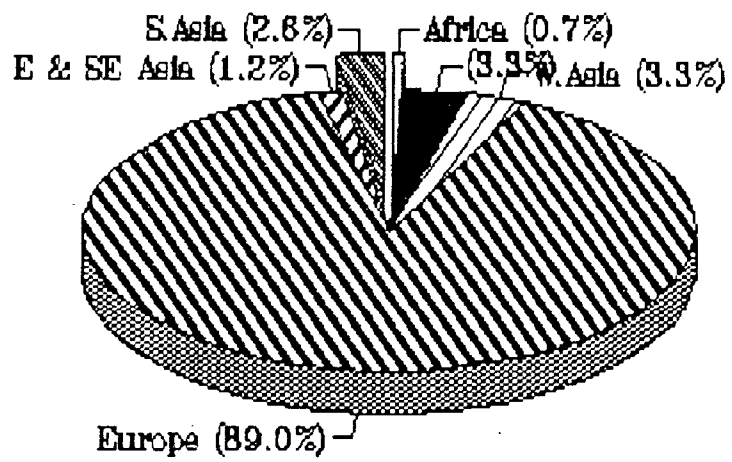


Figure 17

Table 11 shows the foreign tourists by nationality. The Germans rank first among the Turkey's tourist clientele. The predominance of the Germans may be explained partly by the fact that there are a substantial number of Turkish nationals working in Germany, which has without doubt stimulated interest and curiosity in Turkey. The British market ranks second followed by French. However, it is the American market which is essentially a luxury market which is being assiduously cultivated because the Americans are big spenders and form an important long stay market. The tourists from neighbouring countries are numerically small. However, only Iran and Syria among West Asian countries contribute in excess of 100,000 a year [Table 11].

4.5.4 Conclusion

The allegiance of Turkey to the west and its position as a predominantly Asian and Muslim nation within western economic and political alliances gives it an interesting blend of east and west. The close geographical proximity to Mediterranean Europe, tourists' zeal to search for new places and promotional campaigns and government efforts for tourism development, all these have led to a substantial improvement of the Turkey's tourism industry on the previous decade. One problem, however, over the past few years has been the escalation of Kurdish nationalist activity which frequently spills over into the tourist resorts of the west, severely damaging the prospects of tourism industry.

CHAPTER V

**IMPACT ASSESSMENT OF TOURISM
IN THE MEDITERRANEAN REGION**

5.1 INTRODUCTION

The objective of all development is to add to the economic well being of the people and their country. Tourism development has, beyond doubt, proved at all levels [as illustrated by the case studies of Spain, Cyprus, Egypt, and Turkey] a source of economic prosperity. However, it has to be remembered that developmental activities can lead to not just the desirable but also adverse and unanticipated impact. It is, therefore, imperative to study the complex impact of this development.

Tourism development has a bearing on the social as well as the economic and environmental texture of tourist destination. The complex impact of this development is evident mainly in countries that have undergone rapid tourism development processes as a result of their urgent need to overcome major economic and social problems, such as balance of payments deficit, heavy foreign debt, high unemployment and urbanization rates. This has precisely been the case of some of the Mediterranean countries. The impacts of three decades of mass tourism in the Mediterranean region have been far reaching in terms of constructive and destructive consequences. However, the negative impacts of mass tourism are significant, but the positive side cannot be ignored. Hence, both need examination and the focus is on the economic social and environmental impacts.

5.2 Economic Impact Of Tourism

The positive economic impact of tourism basically focuses on the contribution tourism makes to foreign exchange, to the GDP and to employment.

As examined in the preceding chapter, Spain emerged as one of the most important examples of economic prosperity based on the international mass tourism in the Mediterranean region. In the last three decades, tourism has made a substantial contribution to the Spanish economy and its share of GDP —around 10 per cent — underlines this. Equally important is its contribution to the accumulation of foreign exchange reserves which led to “economic miracle” in Spain. Apart from Spain, international tourism has been an important source of foreign exchange to Morocco, Tunisia, Egypt, etc. where tourism is a relatively high contributor to both exports and GDP, dependence on tourism is considerable as in Morocco and Spain and Tunisia.

Tourism development has a ‘multiplier effect’ by way of stimulating several sectors of production, viz., accommodation [which secure half of the economic growth generated by tourism], transport, travel agencies, recreation and commerce [Alcaide, 1984]. In Spain, since 1970, official input-output tables for tourism have made it possible to trace the impact of tourism on the national economic system as well as providing estimates of the multiplier effect of tourist spending; the latter has been calculated at around 2.5 [Institutes Español de Turismo, 1978]. Tourism has provided stimulus to the countries economy through the process of secondary expenditure effects. It has also contributed to capital development derived from the savings of residents as much as from foreign investment which has mostly been channelled into real estate especially in Spain.

Contribution made by international tourism to employment has so far been the most important economic effect of tourism. Job creation in the tourism sector costs

as little as one-twentieth of the cost in the industrial sector [Nila Umesh, 1993]. The employment creation, however, has been direct as [in hotels], indirect employment [as created in other sectors of the economy which do not depend on tourism for their existence on taxis, retail outlets, theaters, restaurants as well as country's arts and crafts] and induced employment which has arisen from an increased general demand for goods and services which has been prompted by an expansion in tourist expenditure. In countries like Spain, Egypt, Tunisia and Morocco, importance of tourism as generation of employment is evident. Apart from creating employment and generating foreign exchange, tourism has been proved as one of the key sector in which profit margins have been high enough to attract national and foreign capital.

In a nut shell, tourism development has been most fruitful in combating economic backwardness of the countries from way back in 1960s when 'mass tourists' made their presence felt as a source of providing stimulus to the economy of the destination country.

However, on examining the other side of the coin, the negative impacts of tourism are realized and felt in the economic sphere.

Economically tourism is seen to bring the benefits of foreign exchange, but various studies reveal [Charles Tyler, 1990]. That the "effective economic gains by the host nation are usually rather less than might be expected. This is particularly true of mass package tours organized from industrialized countries. It has been calculated that if both the airline and hotels are owned by foreign companies, only 22-25 per cent of the retail tour price ever gets through to benefit the host nations.

Valuable foreign exchange is also lost by importing foreign goods and drinks and other luxury goods. This 'leakage' of foreign exchange is very difficult to quantify but can mean that the host nation ends up with practically no gain of foreign exchange. An analysis of 1980 data by World Bank showed that on average only 9.1 per cent of all gross foreign exchange earnings were retained in the host country when typical 'leakage' was taken into account. Suddenly, the lure of easy foreign exchange begins to look less attractive.

Thus, in short, the beneficial impact of tourism in national economies is weakened by:

- ⇒ The high import content of tourist expenditure [the need to import food, wine, pots and pans to cater to the tourist trade];
- ⇒ Disruption of the agricultural sector [locals prefer to work in hotels rather than in the hot sun];
- ⇒ High seasonality;
- ⇒ Sensitivity to income savings [e.g. caused by oil crisis, recession, movements in exchange rates, changes in personal disposable incomes and prices];
- ⇒ Domestic and international political conditions [e.g., political unrest in Israel, Yugoslavia and the Gulf war];
- ⇒ The dominance of short stay [cruise tourists] over long-stay [hotels] thereby generating less revenue to the local economy in Portugal, Jordan , Morocco.

Despite, the economic ill effects, the tourism industry is still flourishing, forming the base for the economic growths carving foreign exchange and not deterring the government in promoting tourism as illustrated by the case studies in the previous chapter.

5.3 Environmental Impact Of Tourism

After three decades of economic prosperity based on tourism developments, the most visible impact of mass tourism has been on the environment. “The energy-and-environment-intensive production patterns of mass tourism destroys exactly what it seeks — such things as quiet, solace, pristine cultures and landscapes, unpolluted water, intact reefs, fishes, turtles, mountains, ski slopes, wildlife and virgin forests” [Auliana Poon, 1992].

The most obvious effect of tourism is on the physical landscape. For e.g. in Spain, the sheer volume of tourism caused a transformation of the human landscape of the popular stretches on the Mediterranean coast so much so that large stretches of the Spanish ‘Costas’ have been turned into concrete jungles. To accommodate large number of tourists, hotels, apartment buildings, weekend homes, vacation bungalows, camping grounds etc. have led to over-crowding of the coasts. The fast growth of the industry has encouraged the entrepreneurs to develop tourist facilities in a manner that is detrimental to the environment. In the eagerness to attract more tourists in order to develop the local economy as well as to improve the balance of payments, there has been spate of indiscriminate development, often leading to ruined beaches, polluted coastal water and overloaded public services. Large number of tourists can be a strain on local natural resources, such as water, especially when they are in limited supply. In Egypt, Morocco, Tunisia, tourism is an important factor in the growing problem of water supply since systems were not planned to accommodate the growing numbers of temporary and permanent residents, the problems of sewage disposal traffic jams, air pollution and polluted beaches have cropped up along the

Mediterranean shores. Pollution of the Mediterranean sea due to ever growing concentration of urban population in the coastal cities and through the touristic activities along the beaches has made it a potential health hazards in some areas. This undermines the very notion of a beach holiday.

The effect of tourism on the quality of the environment has become an important issue in the Mediterranean. In some cases, specially sea beaches, the situation has reached extreme case of IRRIDEX index when the host population no longer desires to have any more tourism on account of environment—natural/social—being affected adversely. It has become apparent that environmental quality is an important natural asset for tourism development and therefore, needs to be preserved.

5.4 Social Impact of Tourism

A major phenomenon arising from an economic oriented tourism development is its socio-cultural impacts. Uncontrolled tourism development has a bearing on the society. The studies have indicated that “any social conflict produced in the wake of tourism development could cause tension between hosts and guests as well as among the hosts themselves, leading to a decline in inbound tourist flows” [Yoel Mansfield, 1992].

The social impact is often judged by “social-carrying-capacity”, which refers to a certain threshold that represents a community’s ability to tolerate all the negative social effects of tourism development [D’Amore, 1983; Murphy, 1985]. If tourism development is not carefully planned to meet local residents’ requirements and expectations, this threshold will be low and locals will most likely develop negative

attitude toward the process [Gunn, 1988]. A display of dissatisfaction will cause an unfriendly atmosphere and therefore, deter to tourists' visit [Murphy, 1985].

In most cases, tourism has played a major destructive role by changing the prevailing cultures. The change in traditional life-styles have alarmed many anthropologists. The young are keen to adopt the 'Coca-Cola culture' and leave behind their rural homes and traditional life-styles [Tyler, 1989] yet it is often these traditional life-styles, art-craft and culture which tourists come to see.

Tourism has clearly affected the production and nature [and more arguably the quality] of local art form. According to Graburn, indigenous production has moved from 'functional traditional art' rooted in religious rituals, towards commercial production for the tourist market ultimately in the form of souvenir and novelties. Studies reveal that there has been weakening of traditional social bonds, which has contributed towards a less orderly society and rising crime rates, especially in major tourism areas. Similarly, there has been the danger of cultural contact, overwhelming the traditional culture so much so that it has been reduced to another form of tourist entertainment.

However, there exists some positive impact of tourism. The increased mobility associated with tourism and culture contact with foreign tourists, have served to reduce isolationism and contribute to an acculturation process. In some cases tourism has contributed and helped countries [e.g., Cyprus, Egypt] to rediscover and focus on its own heritage and have revitalized indigenous arts and crafts by providing new markets.

In conclusion, one can say that in international tourism 'modern' and 'traditional' stand in stark contrast to one another. The effect of 'modernization' of which tourism is but one element are most evident. However, while its economic consequences are usually welcomed, but it is the cultural, social and environmental impacts of international tourism which rouse the most passion.

CHAPTER VI
CONCLUSION

[The mass tourism industry followed manufacturing sector during the last couple of decades, when it adopted the principles of mass production. Turnabout came when tourism industry surpassed manufacturing and is now one of the lead sector of the world economy.]

[The growth in tourism came with the increase in incomes and in free time and mass tourism has brought a large number of people of low and moderate income] formerly not within the economic range of tourism. With the introduction of scale economies, the cost of spending a vacation in a foreign country has declined in relation to income, attributed to package tours, group fares and chartered air flights which have reduced the costs of travel appreciably in the last three decades.

[Mediterranean region has the most developed mass tourism industry in the world. The countries bordering the shores of Mediterranean have considerable advantages in attracting tourists] long beaches, relatively little rain, much sunshine, a relatively high sea temperature even in winter, and mount ranges near the coasts. In addition to the natural elements — sun, landscape and sea — there are many sites of prime historical and archaeological importance, especially in those countries which were once cultural centres, such as Egypt, Asia Minor, Greece, Italy, Israel and Spain. The rise in income and in the standard of living, the increase of leisure time and the worldwide improvements in means of transportation, contribute to the increase of tourism in the Mediterranean countries. Hence, most of the countries bordering the Mediterranean are interested in maintaining and developing tourism, so much so, that in a few countries tourism was introduced deliberately. However, the level of development of the tourist industry has not been the same for all the countries. The

south is less developed than the north in the Mediterranean basin, the latter being an early starter in the tourism industry with its affinity to European Union, have wide base of infrastructural facilities and hence took the lead. However, the equation seems to be changing. It appears that European tourists [as well as North Americans] are continuously looking for new and less dense seashores and have moved in a general southern and eastern direction. From the old tourist centres of France and Italy, tourist first moved to Spain, Yugoslavia and Greece and have recently turned to the Middle Eastern and North African countries. There are enough indication to suggest that the sprawl of tourism to the southern and eastern Mediterranean is partly associated with price differentials. To many of the tourists who flocked to Spain, price was the real persuader, and currently, it is the countries with lower service prices that attract many of the tourists. As Italy and France are becoming increasingly expensive for tourists, the less developed countries with substantially lower wages, are drawing the tourists as well as the operators of organized tour and developers of resorts. [The competition of the less developed countries in the Middle East][The Levant][and North Africa is increasing as travel fares decrease and the distance disadvantages of these countries is diminished.]

However, there are certain social, religious and political drawbacks to massive tourist development in the Arab and Muslim countries on the shores of the basin; as well as limitations of sufficient infrastructure and services. Wars, terrorism and political instability is reversing the upsurge of tourism.

The real challenges for mass tourism in the Mediterranean region lies in rapid change of economic, social and environmental texture of tourists destination. Mass

tourism resorts could easily become areas of mass problems unless massive interventions are made to restructure their economic bases and putting the environment first.

Despite the predictions of new areas of growth such as eco-tourism or cultural tourism, mass tourism is here to stay. Since its debut in 1960s, mass tourism has survived from the 'hiccups' of 1973-1974 [oil crisis], 1980-81 [mild recession] and 1991 [the Gulf War] and is not going to disappear in future. [Mass tourism is a social phenomenon which is as deeply embedded in the European society as it is in the built landscapes of the Mediterranean coast.] There is no alternative for the existing areas of mass tourism except to pursue a future which continues to be based on this market segment. The capital invested in these regions virtually demands that mass tourism continues in order to fill the hundreds and thousands of hotel beds and camping sites.

The prediction of Mediterranean market nearing saturation point and is being deflected to the exoticism of places such as Gambia and Turkey may hold some truth, but there is likely to be new market growth that the Mediterranean countries can draw upon, i.e., the domestic market which will continue to grow with increasing per capita income and affluence. Moreover, there still exists a vast market to be tapped in central and eastern Europe, especially with newly achieved freedom of these countries. [The industry will 'continue' to 'grow' even if the rate of growth will slow down.]

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