

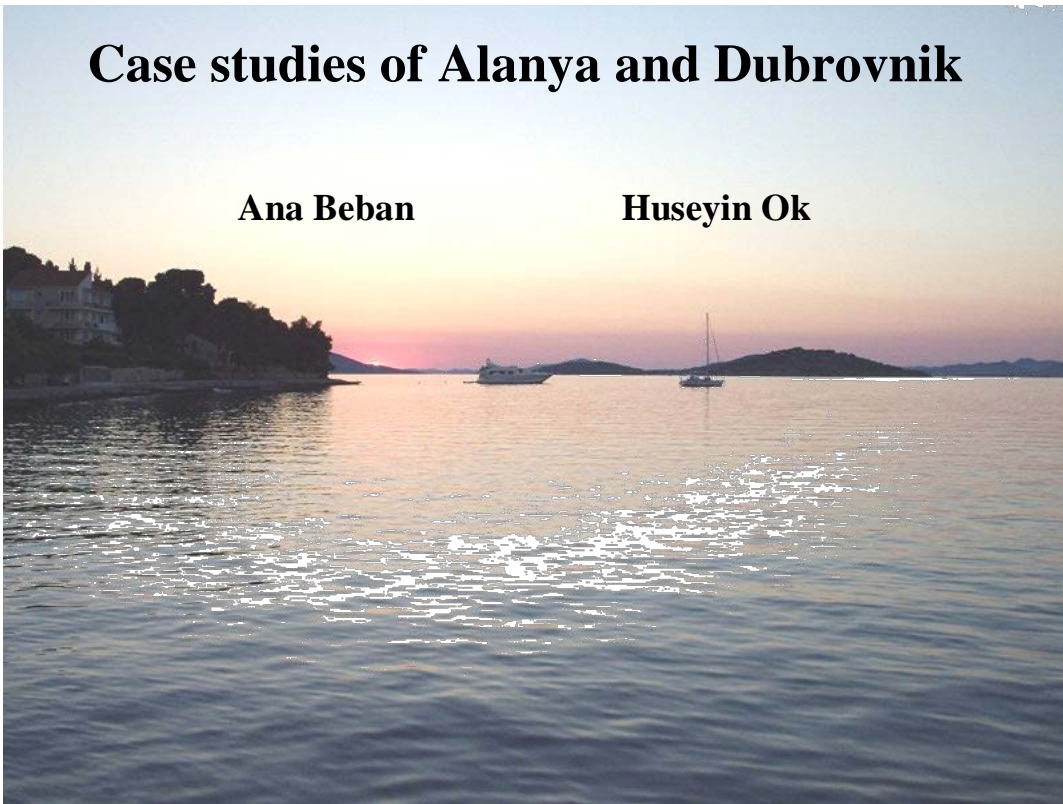
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Contribution of Tourism to the Sustainable Development of the Local Community:

Case studies of Alanya and Dubrovnik

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SUMMARY

The Mediterranean is the world's number one tourist destination and the biggest tourism region in the world, which has been visited by 260 million tourists in 1990 and what is more, it is expected that this number will increase to 655 million by the year 2025. In the last 10 years Croatia and Turkey became two of the most popular Mediterranean destinations, and joined the trend of a growing number of European cities that are promoting the development of tourism in order to overcome the post-industrial crisis, or as in the case of Croatia, the post-war crisis. Consequently, today both countries see tourism as their economic future. However, to achieve continuous and sustainable development of tourism, three interrelated aspects should be taken into consideration: economic, social, and environmental. The main question that we tried to answer is in what ways tourism is contributing to the sustainable development of the local community - based on the case studies of Alanya in Turkey, and Dubrovnik in Croatia. Both communities have experienced rapid development of the tourism sector in the last 10 years, which still seems to rise continuously. As a result, various impacts have occurred. Some of them are positive and there is an obvious contribution to sustainable development, while some of the impacts have negative influence on sustainability. Alanya is characterized by the 3S or mass tourism, while Dubrovnik is a world heritage city, which is offering cultural tourism. Notably, mass tourism in Alanya and cultural tourism in Dubrovnik have different impacts on a place. Although Alanya has the opportunity to diversify their tourism, mass tourism is still the main tourism activity. Since mass tourism generally involves a large number of people visiting a small area, it can change an area dramatically. What is interesting about Dubrovnik is that its tourism has suffered a series of devastating events throughout history, such as a major earthquake in 1979 and war between 1991 and 1995, which has left the local tourist economy in tatters. However, cultural tourism in Dubrovnik has been proven as a more sustainable type of tourism than the mass tourism in Alanya, which can be mostly seen through the environmental impacts. In Dubrovnik, tourism is used to increase environmental awareness of the local population, and moreover, the city has recognized the financial values of cultural sites, which are used for the protection and preservation of the heritage. While Dubrovnik is putting a lot of effort to preserve its culture and heritage, Alanya's main aim is to attract more tourists. For that reason, Alanya is much more sensitive than Dubrovnik concerning the possible

threats to become an overdeveloped and overcrowded destination. The rich cultural and historical heritage make Dubrovnik a special and unique tourist destination, and therefore it is facing less risk than Alanya that it will be replaced by the other destinations in the near future. What is important for both communities is to be aware that positive consequences of tourism can arise only if, and when tourism is carried out and developed in a sustainable way. In order to achieve positive correlation between tourism and the local community, an involvement of the local population is essential. In Dubrovnik, the local population has been already involved in the implementation of the tourism, but the potential is still not completely used and there is much more to be done. On the other hand, the priority for Alanya perhaps should be a development of the alternative types of tourism with the special focus on the cultural tourism, which would enable Alanya to become a year-round tourist destination and provide more jobs for the local population, as well as greater income for the community. Moreover, earned money could be used for the protection of the environment and cultural heritage, and involvement of the local population in the planning process would arguably lead to more sustainable tourism.

KEY WORDS: Sustainable Development, Sustainable Tourism, Impacts of Tourism, Mass Tourism, Cultural Tourism

SAŽETAK

Doprinos turizma održivom razvoju lokalne zajednice na primjerima Alanye i Dubrovnika

Mediterran je najatraktivnija i najveća turistička regija na svijetu, koju je u 1990. godini posjetilo 260 miliona turista, a očekivanja su da će do 2025. broj turista porasti na nevjerovatnih 665 miliona. U posljednjih deset godina Hrvatska i Turska su postale jedne od najpopularnijih destinacija na Mediteranu i tako se priključile trendu sve većeg broja Europskih zemalja koje promoviraju razvoj turizma sa svrhom da prebrode post-industrijsku krizu. U slučaju Hrvatske, govorimo o poslijeratnoj krizi. Danas, obje zemlje vide turizam kao svoju ekonomsku budućnost. Ipak, da bi se ostvario kontinuirani i održivi razvoj turizma, tri međusobno povezana aspekta trebaju se uzeti u obzir: ekonomski, socijalni i ekološki aspekt. Osnovno pitanje na koje smo pokušali dati odgovor tokom izrade rada je kako, odnosno na koje sve načine, turizam doprinosi održivom razvoju lokalne zajednice, temeljeno na primjerima Alanye u Turskoj i Dubrovnika u Hrvatskoj. U posljednjih deset godina Alanya i Dubrovnik doživjeli su rapidan razvoj turizma, koji sudeći prema statistikama dalje nastavlja rasti i kao rezultat različito utječe na lokalnu zajednicu. Neki od njih su pozitivni i značajno pridonose održivom razvoju, dok su ostali negativni i nekompatibilni sa održivim razvojem. Alanya je popularna turistička destinacija karakterizirana tzv. 3S turizmom (Sea, Sand & Sun) ili masovnim turizmom, dok je Dubrovnik poznat kao zaštićena svjetska baština i turistima nudi kulturni turizam. Očigledno, masovni turizam u Alanyi i kulturni turizam u Dubrovniku različito utječu na lokalnu zajednicu. Iako Alanya ima predispozicije za razvoj različitih tipova turizma, masovni turizam je još uvijek njena glavna ekonomska aktivnost. Znajući da je masovni turizam karakteriziran velikim brojem ljudi na malom prostoru, lako je zaključiti da promjene krajobrazu mogu biti dramatičnih razmjera. Ono što je interesantno za Dubrovački turizam je da je tokom povijesti doživio seriju razarajućih događaja, kao npr. snažan potres 1979. godine i domovinski rat u periodu od 1991.-95., što je ostavilo lokalnu turističku ekonomiju u povojima. Međutim, unatoč tome, dokazalo se da je kulturni turizam u Dubrovniku znatno kompatibilniji sa održivim razvojem, nego što je masovni turizam u Alanyi, što je najvidljivije upravo kroz utjecaje turizma na krajobraz. Turizam pozitivno utječe na podizanje svjesnosti građana o važnosti zaštite

okoliša, i što je značajnije Dubrovčani su prepoznali financijsku vrijednost povijesne i kulturne baštine, te se gotovo sav zarađeni novac koristi u svrhu zaštite i održavanja baštine. Upravo ovdje je vidljiva osnovna razlika između Alanye i Dubrovnika- dok Dubrovčani ulažu velike napore da očuvaju svoju kulturu i povijesno-kulturnu baštinu, glavni cilj Alanye je da privuče što veći broj turista pod svaku cijenu. Posljedično, Alanya je mnogo ugroženija od Dubrovnika u smislu da će u budućnosti postati prerazvijena i prenatrpana turistička destinacija. Bogata kulturna i povijesna baština čine Dubrovnik posebnim i jedinstvenim turističkim odredištem, i stoga su šanse da će Dubrovnik u skorijoj budućnosti biti zamjenjen sa drugim novim destinacijama gotovo nikakve. Ono što je važno za obje destinacije je svjesnost da turizam utječe pozitivno na lokalnu zajednicu samo pod uvjetom da je planiran i proveden u skladu sa održivim razvojem. Da bi se postigao pozitivan odnos između razvoja turizma i zajednice, aktivan doprinos lokalnog stanovništva je ključan. U Dubrovniku, lokalno stanovništvo je već uključeno u razvoj turizma, međutim sav potencijal još uvijek nije iskorišten i mnogo toga se tek treba učiniti. U slučaju Alanye, može se reći da bi prioritet vjerovatno trebao biti razvoj alternativnih tipova turizma, sa specijalnim fokusom na kulturni turizam, što bi omogućilo Alanyi da postane turistička destinacija na razini cijele godine. Na taj način povećao bi se broj stalnih radnih mjesta za lokalno stanovništvo, a nekoliko puta uvećani profit mogao bi biti uložen u zaštitu prirodne i kulturne baštine. Sve to, zajedno sa uključivanjem lokalnog stanovništva u proces planiranja daljnjeg turističkog razvoja, vrlo vjerovatno bi rezultiralo harmonijom turizma i održivog razvoja.

ÖZET

Turizmin Yerel Toplulukların Sürdürülebilir Büyümesine Katkıları: Alanya ve Dubrovnik Örnekleri

Akdeniz ülkeleri, dünya turizm sektöründeki hızlı büyüme sonucunda bugün dünyanın en çok ziyaret edilen ve turist çeken ülkeleri konumuna gelmişlerdir. 1990'da toplam 260 milyon kişinin turizm amacıyla ziyaret ettiği Akdeniz ülkelerinin 2025 yılında 655 milyon turist rakamına ulaşması beklenmektedir. Hırvatistan ve Türkiye de hızlı büyümeden payını almış, son 10 yılda en çok ziyaret edilen Akdeniz ülkelerinden biri olmuşlar, endüstri ve ya Hırvatistan örneğinde görüldüğü gibi savaş sonrası krizinin etkilerinden kurtulmak için turizmi büyüme aracı olarak kullanan Avrupa ülkeleri arasında yerlerini almışlardır. Bu nedenle, her ülke de turizmi ekonomik büyüme için önemli bir fırsat olarak görmektedirler. Her ne kadar ekonomik büyüme için önemli bir fırsat gibi görünse de, sürdürülebilir ve devamlı turizm hedefine ulaşılması için, sürdürülebilir büyümenin 3 temel ilkesi birlikte değerlendirilmelidir. Tezde cevaplamaya çalıştığımız soru, Türkiye'den Alanya ve Hırvatistan'dan Dubrovnik örneklerine bakarak, turizmin yerel toplulukların sürdürülebilir kalkınmalarına ne şekilde katkıda bulunduğudur. Her iki bölge de son 10 yılda turizmde hızlı büyüme oranlarına ulaşmış ve bu büyüme devam etmektedir. Sonuç olarak, bölgelerde turizmin çeşitli etkileri görülmüştür. Bu etkilerin bazıları pozitif ve sürdürülebilir büyümeye katkı sağlamakta olurken, bazılarının ise sürdürülebilirlik üzerinde önemli negatif etkileri olmaktadır. Alanya 3S ve ya kitle turizmi denen, deniz, kum, güneş (sun, sea, sand) turizmi, Dubrovnik ise kültürel bir şehir olması ve Dünya Miras Listesi'nde bulunması nedeniyle kültür turizmi ile şekillenmişlerdir. Bu örneklerde, Alanya kitle turizminin etkileri altında kalırken, Dubrovnik kültürel turizminden etkilenmiş ve şehirde turizmin farklı etkileri görülmüştür. Alanya'nın turizmi çeşitlendirme olanakları olmasına rağmen, hala temel turizm aktivitesi kitle turizmidir. Kitle turizmi, çok sayıda turist bir anda küçük bir alanı işgal etmesi anlamına gelmekte ve bu alanın yapısını dramatik bir şekilde değiştirebilmektedir. Dubrovnik'deki turizm aktiviteleri ise 1979'da deprem ve 1991'de başlayıp 4 yıl süren savaş nedeniyle, tarih boyunca farklı negatif etkenlerin baskısı altında kalmıştır. Sonuç olarak, Dubrovnik'te görülen kültür turizminin, Alanya'da etkileri görülen kitle turizminden daha etkili bir sürdürülebilir turizm

politikası olduğu görülmüştür. Dubrovnik'te turizm, halkın çevre bilincinin artmasında büyük rol oynamış, kültürel değerlerin korunmasında önemli bir etken olmuştur. Dubrovnik kültür ve mirasını korumak için çaba sarf ederken, Alanya'da en önemli amaç şehre daha çok turist çekmek ve ekonomik büyümeyi hızlandırmaktır. Bu nedenle, Alanya, Dubrovnik ile karşılaştırıldığında, aşırı büyüme ve aşırı kalabalıklaşma risklerini daha çok taşımaktadır. Zengin kültürel ve tarihsel yapısı Dubrovnik'i önemli bir turizm bölgesi yapmış, bu nedenle de yakın zamanda Alanya'nın karşılaşılabileceği, diğer kitle turizmi bölgeleriyle değiştirilebilme riskiyle karşılaşmamaktadır. İki şehir için de önemli olan, turizm sürdürülebilir politikalarla desteklendiğinde ve sürdürülebilir hale getirildiğinde, etkilerinin, pozitif olacağının bilincine varılmasıdır. Turizm ve yerel topluluk üzerindeki pozitif etkilerinin arttırılması için, yerel halkın turizmle içiçe olması gerekmektedir. Dubrovnik'de yerel halk hali hazırda turizm sektöründe yerini almış olmasına rağmen, hala yapılması ve ulaştırılması gereken bazı hedefler bulunmaktadır. Alanya'da ise öncelik kültür turizmine verilerek çeşitli turizm aktivitelerinin geliştirilmesi ve turizmin bütün yıla yayılması; daha fazla iş imkanları yaratılması ve şehir halkı gelir seviyesinin arttırılması için izlenmesi gereken en önemli yoldur. Turizm gelirlerinin çevre ve kültürel mirasın korunmasında kullanılması, yerel halkın turizm gelişme sürecine katkısının arttırılması, sürdürülebilir turizm kalkınmasına pozitif katkıda bulunacak önemli etkenlerdir.

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Picture 1: View of Alanya

Source: <http://www.alanya-bld.gov.tr>



Picture 2: View on the Old City, Dubrovnik

Source: <http://www.hilton.com/en/hi/hotels/index.jhtml?ctyhocn=DBVHIHI>

PART A

1. Introduction

Tourism is an ongoing process and one of the fastest growing economic sectors in the world, which has expanded dramatically over the last 50 years and has become a global industry. 'Although it has been underestimated until quite recently, tourism has long been a central component of the economic, social and cultural shift that has left its imprint on the world system of cities in the past two decades' (Dumont 2005). According to World Trade Organization (WTO) statistics, there were a total of 693 million tourist arrivals across the globe in the 2002. Furthermore, WTO is forecasting that by 2010 there will be over one billion arrivals.

At the European level, tourism is one of the biggest economic sectors and belongs to the largest key industries of the 21st century (Dumont 2005). European tourism accounts for 2/3 of global tourism (CoastLearn 2006), while the Mediterranean is the world's number one tourist destination and the biggest tourism region in the world, accounting for 30% of international arrivals and 25% of receipts from international tourism (EEA 2001). Furthermore, the European Environmental Agency is predicting that the number of tourists in the Mediterranean countries is expected to increase from 260 million in 1990 (135 million in the coastal region) to somewhere between 440 and 655 million in 2025 (235 to 355 million in the coastal region). Croatia and Turkey are both European and Mediterranean countries, where tourism is often seen as their economic future, since it contributes significantly to the GDP and the employment rates. Additionally, Croatia and Turkey have joined the trend of a growing number of European cities and urban regions that are promoting the development of tourism in order to overcome the post-industrial crisis most of them are suffering (Dumont 2005). Alternatively, in the case of Croatia, we are talking about the post-war crisis.

1.1. Sustainable Tourism

Tourism can be seen as an economic activity that produces a range of positive and negative impacts but sustainable tourism seeks to achieve the best balance between economic benefits and social and environmental costs. In order to plan and develop tourism successfully, economic, environmental and social aspects of tourism must be well understood.

A great contribution to the promotion of the sustainable tourism in Europe, as well as on the global level is coming from the Coastal Union's (EUCC) project - CoastLearn, a distance-training programme for accession countries, the New Independent States (NIS) and the Mediterranean, funded by the EU. The overall aim of the programme is to promote integrated planning and management of coastal resources and consequently sustainable development along the coast (Perez 2006). According to the CoastLearn programme, sustainable tourism is an industry that involves social responsibility, a strong commitment to nature and the integration of local people in any tourist operation or development. It is interesting to see how the WTO, the Tourism Council (WTTC) and the Earth Council define sustainable tourism:

‘Sustainable Tourism Development meets the needs of present tourists, host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. Sustainable tourism products are products which are operated in harmony with the local environment, community and cultures so that these become the beneficiaries and not the victims of tourism development.’ (CoastLearn, 2006)

According to this definition, sustainable tourism has three interrelated aspects: environmental, socio-cultural, and economic. Since sustainability implies permanence, sustainable tourism should include optimum use of resources, minimization of ecological, cultural and social impacts, and maximization of benefits for conservation and local communities (Creaco, Querini 2003).

1.2. Research Questions and Aims of the Thesis

Tourism, whether is sustainable or not, produces both positive and negative impacts, which are evolving since the tourist activity is also changing throughout time (number of visitors, composition, etc). Dumont, Ruelle and Teller (2005) made an interesting discussion about tourism being 'volatile, unstable by nature, fashion driven and plagued by political conflict, natural disaster or still perceptions of security'. Moreover, they are seeing tourism as a consumer of natural environments, historic buildings, urban spaces and local culture, which are facing the danger of being abandoned if the destinations become overcrowded and overdeveloped.

The impacts of all types of tourism are largely dependent on the physical and cultural capacity of a place to absorb tourists without them becoming an obstruction to daily life. Therefore, large capitals, such as Paris or London, can arguably absorb the impacts of tourism easier than the smaller towns and communities. There, pressures are much greater and impacts are immediately felt (Orbasli 2000). As a result, there is a risk of losing destinations' values that tourists are looking for, so they are being replaced by the new and fresh destinations. Since Dubrovnik and Alanya are small communities largely influenced by tourism, and consequently threatened by becoming overcrowded and overdeveloped, we will try to examine whether the threat of those potential problems is justified or not.

Finally, impacts of tourism depend on visitors and type of tourism. Notably, mass tourism in Alanya and cultural tourism in Dubrovnik have different impacts on a place, even though exceptions can occur. All this leads us to define the research questions of the thesis in the shape of the following questions:

- In what ways is tourism contributing to the sustainable development of the local community?
- What are the economic, environmental and social impacts of tourism in Alanya and Dubrovnik?
- How is Dubrovnik dealing with cultural tourism?
- How is Alanya dealing with mass tourism?
- Are Alanya and Dubrovnik facing the danger of becoming overcrowded and overdeveloped?

Although there are many negative impacts of tourism which leads to various economic, social and environmental problems, tourism still has a significant positive influence on the community and contributes to its sustainable development. As tourism has grown very rapidly, its further development is usually considered as a win-win strategy. It enhances the urban growth while supporting a renaissance of housing, while new 'cultural and leisure activities may serve both tourists and local residents in search of a richer and denser life' (Dumont 2005).

The main aim of our thesis is to show how tourism contributes to the sustainable development of the local community using the examples of Alanya and Dubrovnik, as well as to examine the possible threats to sustainability in the long-term.

1.3. Methodology

Sources that we used to collect needed information about Turkey and Alanya in order to write this thesis were the Alanya Chamber of Commerce, Ministry of Culture and Tourism, State Planning Organization, official websites of Alanya, as well as relevant literature and articles about the tourism.

In the case of Croatia and Dubrovnik, used sources were the Croatian Chamber of Economy (CCE), CCE Dubrovnik, Croatian National Tourist Board, Croatian Central Bureau for Statistics and Institute for the Restoration of Dubrovnik, as well as official websites of Dubrovnik, and relevant literature and articles.

Likewise, we have used a number of articles and official websites of the various world known organizations, such as UNEP (United Nations Environment Programme), WTO (World Tourism Organization), UNESCO and WTTC (World Trade and Tourism Council).

It is important to define that later on when we are mentioning the war in Dubrovnik, we mean the Croatian War for Independence which lasted from 1991 till 1995.

1.4. Limitations of the Study

Two major limitations of the study were:

1. Time - since tourism in general is a very complex activity, and both Alanya and Dubrovnik have been experiencing rapid development of tourism in the last 10 years, to make a detailed analysis of the tourism sector, its impacts and contribution to the sustainable development of the community, a lot of time is required. Arguably, we can say that the ambitious goals that we have set to ourselves correspond more to the doctoral than to the master thesis level.
2. Information accessibility - most of the required information it was not possible to obtain. While information about Alanya was quite easy to find, in the case of Dubrovnik it was opposite. Almost all presented information about Alanya has been found on the Internet, while official national and community's web pages of Dubrovnik did not provide much information. Moreover, we have sent emails and tried to contact some public institutions, but most of them did not reply. For that reason, we have presented more statistical data for Alanya than we did in the case of Dubrovnik. The same problem we had for Croatia and Turkey is that available information is mostly connected with the economic aspects of tourism, while the social and environmental issues were slightly or not at all accessible. One of the possible reasons for that could be the fact that both countries are seeing tourism as their economic future, and they are still not aware of the interconnection between the economic, social and environmental impacts of the tourism. As a result, even though there are various impacts in both Alanya and Dubrovnik, only some of the impacts will be described.

Besides these two major limitations, it is important to draw attention to the fact that this study is largely based on secondary information. Nevertheless, authors have also used their personal experience and information obtained during numerous trips to Dubrovnik and Alanya in the last ten years. Moreover, friends and family who are living in examined communities were very helpful and shared with the authors their image of the present tourism situation, the existing problems and future development of tourism in Alanya and Dubrovnik

1.5. The framework of the Thesis

This thesis is divided into four parts. Parts A and D are written for both countries, while parts B and C are presenting separately Croatia and Turkey, and later Dubrovnik and Alanya, in order to have an easier overview of the information.

Part A gives a brief introduction about the general idea behind the thesis, defines terms such as tourism and sustainable tourism, and presents the problems and aims of the thesis, the methodology and limitations of the study.

Part B provides an overview of the tourism sector in Croatia and Turkey. It presents the historical development of countries' tourism sector, as well as its importance for the countries. In addition, we give brief description about what is done in both countries in order to promote sustainable tourism and finally we list some important impacts of tourism in Croatia. All that is done with the aim to understand what the main characteristics of the tourism sector in Croatia and Turkey are, and to provide introduction for the case studies of Alanya in Turkey and Dubrovnik in Croatia.

Part C introduces two case studies, Alanya and Dubrovnik. We start with the reasons for choosing these two communities for the case study and continue with the brief introduction of Alanya and Dubrovnik. The introduction is followed by the SWOT Analyses that have been made for Alanya and Dubrovnik, which will be presented in order to see what the local authorities understand by communities' strengths, weaknesses, opportunities and threats for the development of the tourism. Finally, part C finishes with the analysis of the economic, environmental and social impacts of tourism in both communities.

Based on the information generated by the thesis, Part D presents a comparison of tourism in Alanya and Dubrovnik, discussion on the possible future of tourism development and finally gives closing conclusions of the study by offering some recommendations for the sustainable future of the communities.

PART B

2. Croatia

If we look at the geographical position of Croatia (picture 1), it is in south-eastern Europe, bordering the Adriatic Sea on the south-west, Slovenia and Hungary on the north, Serbia on the west and Bosnia and Herzegovina on the southeast. The mainland covers 56,542 km², and the surface of the territorial sea is 31,067 km² (HTZ 2006). Croatia is characterized by a beautiful coastline 5 835 km long of which 4,058 km comprise a coastline of islands, solitary rocks and reefs (CCE 2005).



Picture 3: Geographical position of Croatia

Source: <http://www.concierge.com/destination/croatia/map>

Croatia is characterized with two climate zones: a temperate continental climate, which dominates in the interior, and a pleasant Mediterranean climate along the Adriatic coast. There is an overwhelming number of sunny days, summers are dry and hot, while winters are mostly mild and humid (HTZ 2006).

This mild Mediterranean climate, together with the well-preserved environment and natural wealth, cultural and historical heritage are the main advantages of Croatian tourism. Up to 1990, Croatia had a 7% market share of tourism within the Mediterranean and about 8.5 million foreign tourists per year. Unfortunately, the war has had an enormous negative effect on tourism development. As a result, physical resources were destructed, such as roads and hotels, as well as Croatia earned a negative image of safety and security, which lasted much longer than the war itself (Leko-Šimić n.d.). However, knowing that Croatia has one of the most beautiful coasts with more than 1 185 islands, 8 national parks and 10 nature parks, cultural and historical heritage with numerous cultural monuments protected by UNESCO (CCE 2005), we can say it possesses all the fundamentals for the continuous and rapid development of tourism. The various types of tourism that Croatia is offering are from nautical, conference, dive, eco-, rural, cultural, religious, adventure, hunting, fishing to wellness and health tourism (HTZ 2006).

The capital city is Zagreb with around 800 000 inhabitants, and it represents the economic, traffic, cultural and academic centre of the country (CCE 2005).

2.1. The Historical Development of Croatian Tourism Sector

To understand the present situation of tourism in Croatia, it is very important to see how the development of tourism has started and what its characteristics were during the past. It is very hard to analyze and draw conclusions about the present without knowing the history. Many moves made in the past are crucial for the present and the future as well.

Development of the tourism industry in Croatia started in the early 19th century. Tourism was firstly developed in the continental parts with the mineral springs, where the health resorts and bathing places were build. An interest for the seaside resorts started not before the end of the century (Pirjevec 1998). Resorts were visited by the elite and the famous people who would spend a larger part of the year in the spas or posh seaside resorts (Hitrec n.d.). According to Antić (1968), the first

tourist offers on the coast were created on the North Adriatic (Opatija, Krk, Novi Vinodolski, Crikvenica).

The real expansion of tourism in Croatia took place in the middle of the 20th century, while it was still part of Yugoslavia. Development started in the early 1960s and during the next 25 years Croatia became an increasingly important player in the Mediterranean market. 'By the 1980s, Croatia was an established holiday destination, representing serious competition for the Mediterranean leaders such as Spain, Italy, France and Greece. The primary reasons for its success were its natural geographic attractions, the warmth and friendliness of the local people, and the fact that it offered excellent value for money' (WTTC Report 2002).

In the mid-1980s, other Mediterranean destinations realized that sun and beaches are not enough to attract tourists, so they increased their tourist offers. At that time, Croatia was governed by a Socialist system and was not able to keep up with the rapid changes in demand (WTTC Report 2002). Tourism in Croatia was composed of both public and private sectors, but the public sector was dominant and favoured (Jordan 2000). Furthermore, the political and economic situation in the former Yugoslavia was weakening and Croatia started to show displeasure and need for independence. As a result tourism growth started to slow, but Croatia was still one of the top Mediterranean destinations. The peak year for tourism for Croatia was 1988, when it has hosted almost nine million foreign visitors (CCBS). That was even over a million more than neighbouring and popular tourist destination Greece (Jordan 2000).

To conclude, according to Jordan, in the period between 1980 and 1990, Croatia was offering tourists only sun, sea and sand, which mainly attracted foreign visitors. The season was short, which resulted in very few permanent jobs in the tourism sector. Since the local population were not interested in seasonal jobs, 90% of seasonal labour was coming from neighbouring countries, especially from Bosnia.

In the 1990, the Croatian war for the independence started and lasted for six years. During the war many tourism facilities were destroyed or closed down, which resulted in a stagnation of the

Croatian tourism industry by half a decade. Western European tourists did not distinguish between unsafe and secure regions and totally avoided Croatia as a tourist destination (Jordan 2000). According to data of total tourist overnights in 1990, Croatia was a middle developed tourist destination (in comparison to six representative Mediterranean countries) and with the contribution of 7% to the total overnights. Influenced by the war, Croatian competitiveness and the contribution to the same market were decreasing. As a result, statistics from the year 2002 show that its contribution has decreased by almost three times (CCE 2003).

In the 1995, the Dayton peace stabilized the political situation in Croatia's neighbourhood and tourists began returning to the southern coast (Jordan 2000). Since then the number of tourist arrivals has been rapidly growing, followed by the little less successful growth of the overnight volume (see Figure 1).



Figure 1: Tourist arrivals and overnights, 1989-2002

Note: Since 2001, tourism data has included statistics on marine/nautical tourism

Source: WTTC Report 2002

However, although growth has been well above the world and Mediterranean averages since 1999, the data from 2002 show that the tourism industry in Croatia was still not as prosperous as it has been in 1988 (WTTC Report 2002).

2.2. Importance of Tourism for Croatia

‘Tourism industry is Croatia’s leading export sector, generating the highest share of foreign exchange income. It does not only enhance the country’s balance of payments; it also creates large number of jobs and long-term career opportunities, and stimulates entrepreneurial activity, thereby contributing to reduce the country’s high rates of unemployment’ (UNECE).

Before the war, tourism industry had a key role in the Croatian economy. The most profitable were seaside resorts along the Adriatic coast, particularly the northern region of Istria, bringing in hard currency between 3.5 and 5.3 billion USD a year (UNECE). According to Croatia’s Central Bureau of Statistics (CCBS) in 1988 Croatia hosted a little over 10 million tourists (1.6 million domestic and 8.7 million foreign visitors), accounting for 67.3 million overnight stays (7.9 million domestic overnights and 59 million foreign overnights). During this year tourism sector has provided around 180 000 jobs (directly and indirectly) and it has contributed to the GDP by 12% (UNECE).

In the war period from 1991 till 1995, the development of the tourism industry in Croatia was stagnating and the tourism did not contribute much to the country’s economy. The period between 1995 and 2002 was hard for the Croatian economy and the tourism was strongly influenced by the problems of the after war recovery. However, the number of tourist arrivals and overnights were continuously growing (see Figure 2) and by the year 2004 figures were close to the peak year 1988.

Godina Year	DOLASCI TURISTA (u '000) TOURIST ARRIVALS (in '000)			NOĆENJA TURISTA (u '000) TOURIST OVERNIGHTS (in '000)		
	Ukupno Total	Domaći Domestic	Strani Foreign	Ukupno Total	Domaći Domestic	Strani Foreign
1994	3.655	1.127	2.528	20.377	4.450	15.927
1995.	2.610	1.125	1.485	13.151	4.388	8.763
1996.	4.186	1.271	2.915	21.860	4.941	16.919
1997.	5.585	1.407	4.178	30.775	5.661	25.114
1998.	5.852	1.353	4.499	31.852	5.307	26.545
1999.	5.127	1.322	3.805	27.126	5.241	21.885
2000.	7.137	1.305	5.832	39.183	5.138	34.045
2001.	7.860	1.316	6.544	43.405	5.021	38.384
2002.	8.320	1.376	6.944	44.692	4.981	39.711
2003.	8.878	1.469	7.409	46.635	5.312	41.323
2004.	9.412	1.500	7.912	47.797	5.281	42.516

Figure 2: Croatian tourism figures from 1994 to 2004

Source: CCBS (Croatian’s Central Bureau of Statistics); Compiled by: CCE

What we can also see in the Figure 2 is that during the years Croatian tourism has become strongly dependant on foreign tourists. In 1994, there were 1,127 mil domestic and 2,528 mil foreign tourists. By 2004 number of domestic tourists has increased for only 380 000, while number of foreign visitors has increased for almost 5 mil. Consequently, the revenues from international tourism were growing (see Figure 3) with the average growth rate of 9.8%. As a result, today tourism has an important role in the total country's economy and it is very often seen as a future of Croatian economic development (CCE 2003).

If we compare figures from 2002 and 2004 (Figure 3), we can see that in only two years revenues from international tourism have been nearly doubled. Revenues in 2004 were almost 7 billions USD or 20.3% if we look its share of Croatian GDP (CNB). It is also important to mention that 'international tourism accounted for a 39.1% share of total exports of goods and services, and for 72.5% of total exported services. The per capita income from tourism in 2004 amounted to USD 1,570' (CCE 2005). International tourism share of GDP continues to rise. According to Croatian National Bank in the first nine months of 2005, it counted for a 24.6% share of total GDP.

Godina Year	Prihod od međunarodnog turizma Revenues from international tourism
1995.	1345,9
1996.	2014,3
1997.	2529,8
1998.	2733,4
1999.	2493,4
2000.	2758,0
2001.	3335,0
2002.	3811,4
2003.	6376,4
2004.	6972,9

Figure 3: Revenues from international tourism in Croatia (millions USD)

Source: CNB (Croatian National Bank); Compiled by: CCE

When we talk about importance of tourism for Croatia, it is important to highlight its high contribution to the employment rate. During the 80s, when the Croatian tourism was on the peak of its successfulness, there were around 80 000 employees in the tourism sector. After the war in 1996,

there were 46% less employees in the tourist sector than in the 80s before the war has started. However, these figures are not very comparable since in 1996, there were significant changes in the Croatian statistics methodology and statistics for employment in the tourism sector were reduced to only include employees in hotels and restaurants. In the period from 1996 to 2002 there were no big oscillations in the number of employees (between 39 000 and 43 000), but since there were change in methodology this is not a real picture of the number of employees in the tourism sector. According to these figures, employment in Croatian tourism sector accounts only 3% of a total employment (CCE 2003).

It is interesting that if we look at statistics that World Travel & Tourism Council (WTTC) has made for Croatia, figures for employment would be completely different. WTTC's research is based 'on the international standard for tourism satellite accounting that was developed by WTO, OECD and Eurostat, and approved by the United Nations Statistical Commission in 2000. It was launched at the TSA Conference held in Vancouver in May 2001'. According to their Report for 2004, Croatia Travel & Tourism Economy employment (including transport, accommodation, catering, recreation and services for visitors) was estimated at 317 443 jobs or 28.9% of total employment. Furthermore, they are predicting that T&T employment by 2014 should total 440 163 jobs or significantly 34.4% of total employment.

2.3. Sustainable Tourism in Croatia

From the last chapter it is possible to conclude how importance of tourism for Croatia is mainly connected to the economic development. Since the tourism industry is growing and becoming more important each year, it can be suggested that tourism could be a future of the Croatian economic development. However, a great number of significant results and effects of Croatian tourism 'have been achieved through irrational usage of the most quality natural resources and they are below the level of the potential achievements if we look at the scope and quality of available capacity and value of capital invested in their construction' (ITZ 2001).

The whole Croatian territory is characterized by diverse and preserved natural and cultural tourist potential. That is a valuable heritage, which has to be preserved and protected in order to contribute to the development of tourism in the long term (ITZ 2001). By realizing that, Croatian government has been trying for the last few years to create conditions for sustainable tourism. At the national level, the Ministry of Tourism is in close cooperation with the Ministry of Environmental Protection and Physical Planning, which is responsible in preparing laws regarding environmental protection. 'Besides, the concept of sustainable tourism is implemented in development documents and physical plans' (United Nations 2002).

In 2001, Croatia has published strategic document "Development Guidelines of the Republic of Croatia- Croatia in 21st Century", which is mainly compatible with the sustainable development (H21 2002). The document is divided in 19 thematic fields and one of it is a strategy on Tourism Development, which includes sustainable development in tourism. Eco-tourism and nature-based tourism is an integral part of the National Strategy on Sustainable Tourism (UN 2002).

In this new strategic document the Strategy on Sustainable Tourism was written as a separate part, since government realized how several important factors were not adequately analyzed while tourism was treated as integrated part of the economic development (ITZ 2001). A vision for creation this Strategy was that 'in the next 15 to 20 years Croatia will become, in terms of the quality and range of its overall tourism product, one of the most desirable and most successful tourism destinations in Europe. In order to achieve this vision of the Croatian tourism a global concept of the sustainable development of the country should be in place' (Radinić 2001).

Major programmes of the Strategy in effect to uphold sustainable tourism are (UN 2002):

- The programme for stimulating the development of rural tourism
- The programme for the development of Croatian islands and coastal areas
- The programme of developing strategic marketing plans for the counties

Furthermore, change of consumer patterns in tourism industry toward eco-tourism and sustainable tourism is highlighted in the Strategy. Various programmes for promoting eco-tourism are carried out by County Tourist Associations and various NGOs (UN 2002).

2.3.1. Impacts of Tourism

It is very hard to present the real situation and the impacts of tourism in Croatia. Information available from relative sources such as ministries, tourist boards and the institutes, are almost completely related to the economic impacts. Social and environmental impacts are slightly mentioned and mostly presented as positive. Possible explanation for dominance of the economic impacts in all relevant statistics could be Croatian government's belief that tourism is a future of country's economic development (CCE 2003). Even in the national Strategy on Sustainable Tourism the strategic goals are connected with Croatia's economic future. The two main goals of the Strategy are (Radinić, 2001):

- *To double the current income generated from tourism in the next ten years and to increase the overall value of tourism spending*
- *To increase the overall economic effects of tourism*

Looking at economic impacts of tourism we can say they are mostly positive. The most important impacts are great contribution to the GDP and employment rate, which has been described in the previous chapters. However, there are more positive tourism impacts, and according to Croatian Chamber of Economy (CCE) the most significant positive impacts in 2005 were:

- Croatian government has started various entrepreneurial initiatives and investment in a continuously growing sector. Hotels and tourism companies in state ownership are being privatized and there is growing investment in high quality tourist facilities that will provide new jobs.
- Increase of travel agencies and tour operators. In 2004, Croatia had 840 registered travel agencies with branch offices network and 3 686 people employed in the travel industry (CBS).
- Increase and development of the rural tourism, which was mostly helpful for communities that are dependent on only one industry.

- Development of cultural and heritage tourism, which is steered in a way to meet the needs of local population and visitors and make it beneficial for all. In 2004 there were 6.4 million visits to the cultural and heritage sights.

Ministry of Sea, Tourism, Transport and Development (MSTTD) is adding to CCE list more positive impacts in 2005:

- Increase of standard and quality of Croatian's hotels. In the last three years there were significant decrease in share of hotels with 1* and 2* and increase in share of hotels with 3*, 4* and 5*. Better quality of the hotel offer and increase of accommodation capacity resulted in increase of prices and length of season, which enable better financial results of economic companies. From 2001 to 2005 accommodation prices increased by 60.1%, which has positive impact on national budget revenues.
- Increase in hotel and restaurant employment. In June 2005 there were 87 600 employees in tourism sector, which is 2.7% more than in the same month of the last year. Furthermore, from January till June 2005 in the hotel and restaurant sector there were 17 800 new employees, which represents 25.6% growth.
- Growth of organized tourist travel, which is very positive trend in Croatian tourism. It results in increase of overnight stays and disables grey economy.
- Several policies for prevention of "black charter" and illegal accommodation rental have been put into force, as well as policies concerning waste, air protection and fortification of protected coastal area.
- Improvement in the bilateral cooperation: bilateral agreements on cooperation in the tourism sector have been signed with Latvia and Czech Republic, while agreements with Macedonia, Belgium regions, Indonesia, Malaysia, Morocco, Tunis and Peru are being prepared.
- In order to prevent epidemic, water supplies and food services have been put under stricter surveillance.
- Improvement of the infrastructure: highways Zagreb-Split and Rupa-Rijeka have been finished, which resulted in a safer, shorter and more quality travel to the tourist destinations.

However, MSTTD (2005) is also indicating a several negative impacts of tourism in 2005:

- Mass construction of the rooms and apartments without appropriate communal and other necessary services.
- High costs for tourist marketing- in 2005 on the printed editions have been spent around 7 millions HRK and for TV advertisement around 7 millions HRK.

The Institute for Tourism Zagreb (2005) is adding to the negative impacts list following impacts:

- Contribution to regional disparities – unequal accessibility to infrastructure makes some regions less competitive (especially islands and south parts of Croatia).
- Agriculture at land in the coastal regions and the rural population are decreasing as a result of the re-orientation of the landowners to tourism.

According to UNDP (2005) there are several more negative impacts of tourism in Croatia:

- High time and space concentration of tourists, with the vast majority visiting in July-August and visiting a limited number of coastal sites.
- Tourism is highly dependant on exploitation of natural beauty which results in degradation of natural environment.
- Negative impact on biodiversity: construction of illegal tourist facilities at biodiversity rich sites, as well as heavy consumption of water, energy and food by tourists.

3. Turkey

Turkey is a Eurasian country located mainly in the Anatolian peninsula in Asia, with a small portion of its territory located in the Balkan region of southeast Europe. Turkey borders eight countries: Bulgaria to the northwest; Greece to the west; Georgia, Armenia and Azerbaijan to the northeast; Iran to the east; and Iraq and Syria to the southeast.

It is divided into seven geographical regions: the Marmara, the Aegean, the Mediterranean, Central Anatolia, East Anatolia, Southeast Anatolia and the Black Sea region. Moreover, Turkey is divided into 81 provinces and each province is divided into sub-provinces. Major provinces include Istanbul, Ankara, Izmir, Bursa, Konya and Adana.

One of the most dynamic and fast developing sectors in Turkey is tourism. According to the travel agencies TUI AG and Thomas Cook, 31 hotels located in Turkey are among the world's 100 best hotels. In the year 2005, 21 122 798 tourists visited Turkey. The total revenue was \$14 billion with an average expenditure of \$679 per tourist. Over the years, Turkey has emerged as a popular tourist destination for many Europeans, often competing with Croatia, Greece, Italy and Spain.



Picture 4: Map of Turkey (Source: Yahoo Travel)

3.1. The Historical Development of the Turkish Tourism Sector

The tourism industry, being a part of the national economy, has attracted government interest and interventions in Turkey. However, tourism could not gain any significance or priority until the 1950s. With the developments in international tourism, the Turkish government started to deal with the economic benefits of the tourism sector in creating currency flow and generating new employment opportunities (Tarhan 1997).

As of the beginning of the 1960s, tourism's employment creation and foreign currency earning features have become prominent. With the increasing share from the world's tourism, the economic bottleneck was surpassed and tourism has become an important sector in economic development. In 1963, the Ministry of Tourism was founded. In 1968, The Ministry prepared the Western Turkey physical development study. In the end of the 1960s, tourism plans for some regions with priority were assigned to several foreign design offices. In spite of all these efforts, from 1960 to 1975, tourism investments remained at a very low level (Eraydm 1997).

With the aim to make investments to create maximum amount of accommodation facilities, which would soon increase the revenues as well, in 1963, the Turkish government put The First Five Year Development Plan (1963-1967) into force. To achieve the main aims, national parks and holiday villages were planned, tourism agreements with other countries were made, and market searches for tourism demand and supply were carried out (Olalı 1984).

In the Second Five Year Development Plan (1968-1972), the importance of national physical planning was stressed out. This plan had focused on benefiting from economic, social and cultural aspects and had foreseen the utilization of such functions (Aker and Serter, 1989). In 1969, the coastal region from Canakkale to Icel had been declared as the tourism development region to utilize the mass coastal tourism development (TURSAB).

As figure 4 shows, in 1963, there were 200 000 arrivals and 1 341 500 in 1973, which is a 570% increase in that ten-year period. Tourism revenues increased from USD 7.7 million in 1963 to USD 171.5 million in 1973.

<i>Years</i>	<i>Number of arrivals ('000)</i>	<i>Receipts (million \$US)</i>	<i>Years</i>	<i>Number of establishments</i>	<i>Number of beds</i>
1963	200.0	7.7	1970	292	28,354
1970	724.2	51.6	1973	337	38,528
1973	1,341.5	171.5	1974	400	40,895
1974	1,110.2	193.7	1975	421	44,957
1975	1,540.9	200.9	1982	569	62,372
1982	1,391.7	370.3	1983	611	65,934
1983	1,625.7	411.1	1984	642	68,266
1984	2,117.0	840.0	1985	689	85,995
1990	5,389.3	3,225.0	1987	834	106,214
1994	8,000.0	4,700.0	1989	1102	146,086
1997	9,689.0	7,000.0	1990	1260	173,227
1998	9,752.0	8,300.0	1991	1404	200,678
1999	7,487.0	5,203.0	1992	1498	219,940
2000	10,428.0	7,636.0	2000	1911	331,023
2001	11,619.9	8,090.0	2001	1673	303,211

Figure 4: Tourist arrivals and receipts of Turkey (in USD)

Source: Ministry of Tourism

At the beginning of 1980s, tourism was considered among the sectors of special importance for development and contribution to the Turkish economy. After the 1980 military coup, many important legislation changes for a more liberal economy were enacted. Among these, the Tourism Encouragement Law of 1982, Environmental Protection Law 1983 and National Parks Law can be mentioned. The Tourism Encouragement Law gave higher significance to tourism investments and the problems affecting them. Specific issues concerning land use plans and use of state owned property were thoroughly handled. In accordance with these, tourism investments increased rapidly and concentrated along the Aegean and Mediterranean coasts, where almost 80 % of Turkey's bed capacity exists (Küce 2001). In the next 10 years, the number of new establishments increased rapidly and in 1992, the bed capacity reached 219 940, while it was 65 934 in 1982 (see figure 4).

International arrivals accelerated between 1984 and 1994 by 206%, and in 1994, 8 million foreigners visited Turkey. Similar growth trend have also been observed in tourism revenues. Tourism revenues became USD 4.7 billion in 1994 with a significant increase to USD 840 million in 1984. In brief, it is clear that Turkey has experienced a rapid growth in international tourist arrivals, revenues, and bed capacity in this period.

With the beginning of 1990s, tourism policies had faced certain changes. Tourism investments operations in the public sector and government interferences on prices of private tourism operations were stopped. While the new investments at Southern and Western Turkey were not supported, the efforts for increasing the variety of tourist activities were emphasized (Turan 1997).

Between 1994 and 2001, the tourism sector in Turkey lost its acceleration due to the Gulf war, increasing terrorist activities and the earthquake in 1999. The fall of demand due to those events resulted in considerable price reductions. Consequently, the quality of tourist arrivals and economic benefits of international tourism decreased (Tarhan 1997). When it is compared to previous years, the increase in the number of tourist arrivals and tourism revenues were very low. In 2001, 11 700 000 foreigners visited Turkey, which was an increase of 11% from the previous year.

YEARS	Tourist Arrivals (1000)	Change %	Tourism Revenues (Million\$)	Change %
2002	13 247	14,5	8 481	4,7
2003	14 030	5,3	9 677	14,1
2004	17 517	24,86	12 125	25,3
2005	21 122	20,59	13 929	14,8

Figure 5: Tourist arrivals and tourism revenues 2002-2005
Source: Turkish Statistical Institute

Since 2001, the tourism industry has enjoyed an instant growth. Decreasing terrorist activities, intensive investments to the coastal region, political stability and better development policies resulted in a boom in terms of arrivals. The number of tourists who visited Turkey reached up to 14

million in 2003. The year 2004 also witnessed particularly strong growth, with the number of foreign tourists reaching significant 17.5 million. The revenues obtained from foreign tourists increased to USD 12.1 billion. According to the WTO, in 2005, Turkey had the highest growth rate registered in the world's tourism. There were 21.1 million tourist arrivals, and total revenues were estimated to 14 billion USD which made 2005 the Golden Year for the Turkish tourism industry (see figure 5).

3.2. Importance of Tourism in Turkey

It is not easy to measure all the economic and developmental impacts of tourism in Turkey because the various components of the industry on both the supply and demand sides are closely linked to other segments of the economy. However, related statistical figures have facilitated an examination of the importance of international inbound tourism as a source of foreign currency earnings, as an employment generator, and as a revenue source for GNP. While it is possible to evaluate the contributions of tourism to the national economy, it is difficult to measure its contribution to overall development. (Tosun, Timothy, Ozturk 2003)

International tourism as an economic growth strategy in Turkey was introduced relatively recently, and Turkey has experienced rapid tourism growth in terms of volume and value. As a result, economic growth rates have increased. Moreover, tourism has impacts on the development of rural regions and national development in general. As we mentioned before, since the plans and tourism businesses are focused on the coastal areas of the Mediterranean and the Aegean Sea, tourism contributes to the further development of those regions in the western and southern parts of the country.

Turkey adopted tourism as an alternative economic development strategy to support new export-led growth strategies, to create more jobs and to establish a favourable image on the international platform (Tosun 1998).

Since 1980, the importance and contribution of tourism to the economy in Turkey has increased rapidly, and USD 13.929 million tourism revenues accounted for 4.1% of GDP in 2005 (see figure 5).

	<i>1995</i>	<i>1996</i>	<i>1997</i>	<i>1998</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>
Direct Employment	703 022	760 916	891 334	975 399	1 012 152	1 009 211	1 007 793
Change (%)		8,24	17,14	9,43	3,77	-0,29	-0,14
Direct + Indirect	1 757 54	1 902 290	2 228 334	2 438 498	2 530 379	2 523 026	2 519 481

Figure 6: Employment in Tourism
(Source: Turkish Statistical Institute)

The tourism industry is the second largest employer after construction. It also has direct connection with 38 other sectors. In 2001, the direct employment in tourism accounted for 5.1% and the indirect employment accounted for 12.76% of the total employment (Ministry of Culture and Tourism). The number of employees in tourism sector from 1995 to 2001 can be seen in figure 6.

3.3. Sustainable Tourism in Turkey

Turkey has been experiencing a surge in tourism activity, and is predicted to be the leading tourism destination in the Mediterranean together with Greece and Croatia by 2020. Tourism is concentrated along the Aegean and Mediterranean coasts - the southwestern Anatolian coast of Turkey - an area identified by WWF as one of the most important for nature in the Mediterranean, and is also the most impacted by mass tourism development which could lead to the irreversible loss of its biodiversity by 2020. To avoid the destruction of its fragile coastline, the Government of Turkey adopted the Integrated Coastal Management approach aimed not only at nature conservation but also at preserving social and cultural integrity.

Since the tourism sector in Turkey was relatively new, there has been the opportunity to preserve natural, cultural, historical and archaeological assets of the country. Most of the prime tourism regions remain unspoiled, in spite of the rapid growth in arrivals. Contrary to some other countries, which suffered from saturation, improper development, a seriously damaged environment and many valuable natural assets as well as existing human settlements, Turkish tourism was prepared to develop in sustainable way. In order to develop sustainable tourism, the Ministry of Tourism determined certain principles (Arac 2001), such as suitable use of natural and cultural resources, continuous restoration and maintenance of the natural and cultural resources and protection of the tourists and hosts against adverse environmental effects (Ministry of Tourism 1994).

One of the first attempts to promote sustainable tourism was already in 1989, when the Ministry of Tourism launched the ATAK project (Southwest Coast Environmental Project). The aim was to provide environmental protection along Aegean and Mediterranean coastlines and to determine the deficiencies in infrastructure system. The main objectives of the project covered a wide range of issues such as planning, designing and construction of water supply and sewerage systems; wastewater treatment and disposal facilities; solid waste disposal facilities; and pollution control studies (Küce 2001; Arac 2001).

In general, Turkish tourism policies are aiming to extend the economic benefits from tourism to the people, while ensuring that policies in the same time environmentally sound and sustainable. Some of the tasks that The Ministry of Tourism are trying to carry out are elaboration and approval of land use plans in tourism areas and centres, the promotion of the country abroad and the follow-up the intervention of governmental bodies, local administrations, professional associations; and unions and non-governmental organizations (Ministry of Culture and Tourism).

Turkey has gradually put in action a body of legislation concerning tourism in order to regulate the establishment and operation of tourism operators, promote tourism development, protect and preserve certain vulnerable areas, and provide financing for certain projects requiring heavy investment.

PART C

4. Case Study: Dubrovnik and Alanya

In order to examine how tourism is contributing to the sustainable development of the local communities, we have narrowed our focus from the countries as a whole to the only one community in each of them- Dubrovnik in Croatia and Alanya in Turkey. Contribution of tourism to the sustainable development will be examined through the economic, social and environmental impacts of tourism. Nevertheless, before the examination of impacts we should explain why we chose exactly these two communities.

Firstly, both Alanya and Dubrovnik are one of the most popular tourist destinations in their countries, as well as the new discovered Mediterranean pearls. Each year, number of tourist is increasing, as well as the income. Alanya contributes significantly to Turkey's total income generated by tourism, as well as Dubrovnik to Croatia's. Furthermore, in both communities, tourism is seen as the main driving force for the future economic development.

Secondly, both Alanya and Dubrovnik have experienced rapid development of the tourism sector in the last 10 years, which still seems to rise continuously. As a result, many various impacts have occurred. Some of them can be seen as positive and there is an obvious contribution to the sustainable development, while some of them have negative influence on sustainability. What is common for the both communities is that they are threatened to become overdeveloped and consequently, overcrowded destinations. We can relate this with the fact that 'in the middle of the 20th century, coastal tourism in Europe turned into mass tourism and became affordable for nearly everyone' (CoastLearn 2006). Which destination is more in danger of becoming overcrowded and later replaced by the new and fresh destination, we will try to examine in the following chapters.

Thirdly, Alanya and Dubrovnik are offering different types of tourism. While Alanya is characterized by the 3S tourism (sea, sand, sun), Dubrovnik is offering cultural tourism. The main

idea behind the choice of Alanya and Dubrovnik was to have two communities with the different types of tourism in order to see what the impacts of different types of tourism are. In addition, our main aim is to examine in which ways 3S tourism and cultural tourism are contributing to the sustainable development of the local communities, as well as to see if one type of tourism is more sustainable than the other is.

Lastly, both communities should be aware that further development of tourism, which will benefit to local community's sustainability, can arise only if and when tourism is practiced and developed in a sustainable way. Therefore, after the examination of the impacts, we will compare them and discuss possible future of tourism in Alanya and Dubrovnik.

4.1. Basic Concepts of SWOT Analysis

According to the EU Consultant and Regional Strategic Planner Dr. Zwaenepoel, SWOT analysis is an analytical and strategic planning tool, which was originally developed for strategic planning for marketing purposes. SWOT has to be seen only as a tool in a planning process based on knowledge of the present situation and trends. Furthermore, the outputs of a SWOT analysis are structured basic information, a common understanding of reality and a set of common strategic options. The two main components of SWOT analysis are:

1. Internal factors described by existing Strengths and Weaknesses
2. External factors described by existing Threats and unexplored Opportunities

The results of the SWOT analysis are usually formulation of goals and a development strategy, as well as a priority ranking of actions that have to be taken in the short, medium and long terms to attain the development goal.

Aim of presenting SWOT analysis that have been made for Alanya and Dubrovnik, is to see how the local authorities understand tourism and communities' strengths, weaknesses, opportunities and threats, and then later examine what is the situation in the reality through the impacts.

5. DUBROVNIK

Picture 5, 6, and 7: Old city of Dubrovnik



Picture 5 (Source: http://www.croatiaairlines.hr/Portals/0/Obzor_ljeto_2006.pdf)



Picture 6



Picture 7

Source: <http://www.babinkuk.com/destination.aspx?j=ENG&d=DU>

5.1. Introduction

Dubrovnik, often called as ‘Pearl of the Adriatic’, is one of the most famous tourist resorts, a seaport and the centre of the southern Croatian coast (Wikipedia). It ranks among the sunniest towns of southern Europe with amazing 12.4 hours of sunshine a day in July (Vacation Croatia, 2006).

It is also the centre of the Dubrovnik-Neretva County, with a surface area of 143.35 km² and 43,770 inhabitants (according to the population census in 2001). Economic profile of the county is defined with its geographical location, length and quality of the indented coast and with the rich cultural and historical heritage of outstanding beauty. Likewise, the sea and the agricultural lands are defined as the main production resources (CCE Dubrovnik 2006).

‘The City of Dubrovnik is the municipal government whose authority covers all local issues, through which civic needs are directly met, and which are not assigned to the State Authorities by either the Constitution or by legislation. These issues involve community and housing improvements, physical and urban planning, municipal infrastructure activities, child care, social welfare, basic education, economic development, culture, physical education and sports, protection and improvement of the natural environment, fire-fighting and civil protection’ (Dubrovnik Official website 2006).



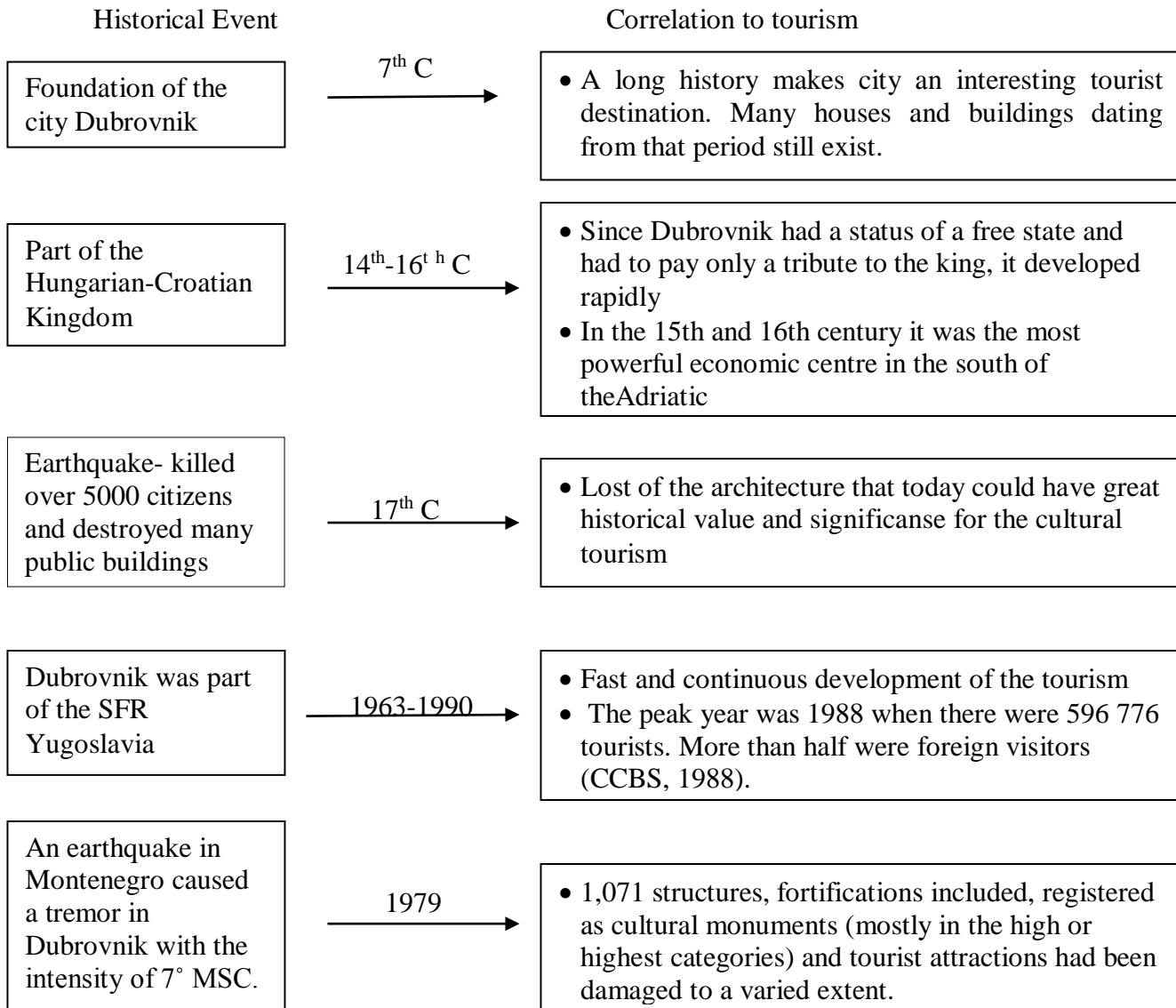
Picture 8: Location of Dubrovnik

Source: <http://ccrm.vims.edu/staff/dubrovnikreport.pdf>

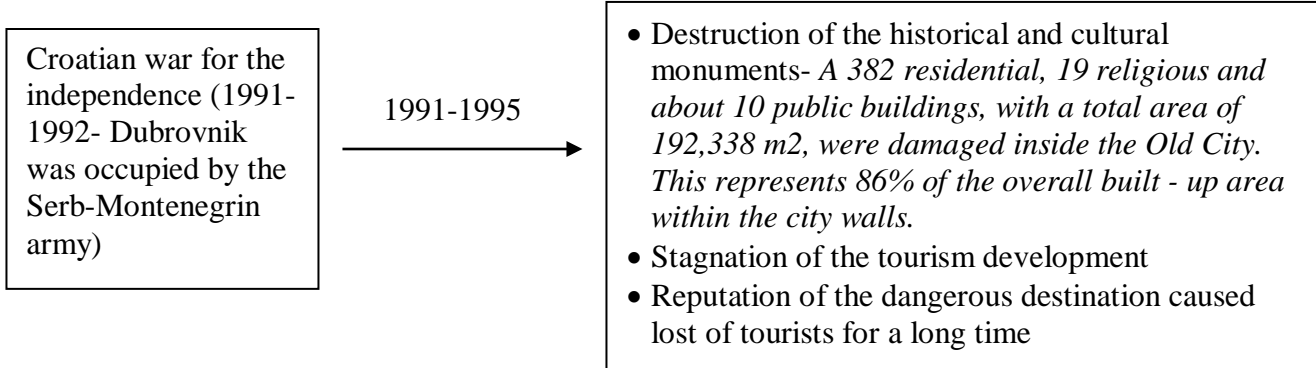
Dubrovnik is the city of an outstanding cultural and artistic life, which makes it an interesting tourist destination. The most important cultural event in the city is the Dubrovnik Summer Festival (10th of July - 25th of August), traditionally held since 1950.

5.1.1. The History of Dubrovnik

Dubrovnik is a city with a long and interesting history. It was founded in the first half of the 7th century and since then it was occupied by many different nations and it was several times partly destroyed by the wars or natural disasters, such as earthquakes in the 1667 and 1979 (Dubrovnik online 2006). For some of the historical events it is possible to say that they have affected development of the tourism in Dubrovnik to some extent.*



* More information about the history of Dubrovnik can be found in the Appendix A



History of tourism in Dubrovnik

For many centuries, Dubrovnik has been attracting a great number of visitors. In the very beginning visitors were mostly traders coming from the inland or neighboring countries, as well as diplomats, pilgrims, explorers and adventurers. It is interesting that already in the 14th century Dubrovnik has recognized importance of taking care about its guests, so in 1347 a shelter for visitors has been built. In the beginning of the 15th century, several private restaurants have been opened. However, about the more frequent and significant number of visitors to Dubrovnik, we cannot talk before the second part of the 19th century, when the steamships were introduced (HTZ n.d.). In that time, Dubrovnik was part of the Austro-Hungarian Monarchy.

In the period between two world wars, a large growth in tourist traffic was noted, and Dubrovnik in a very short time, affirmed itself as an international tourist centre. The pre-war statistics show that from 23 260 tourists in 1925 number has increased to 58 050 tourists in 1938. After the Second World War, the growth in tourism was even greater and by 1959 the number of tourists had risen to 99 138. In 1969 there were already 242 000 tourists (Biško 2002).

During the 60s and 70s, Dubrovnik became the most important tourist centre of Yugoslavia, and reached its peaks in middle 80s due to its historical heritage and the almost ideal position on the Adriatic – East Mediterranean route, which made it an extremely attractive destination for the cruisers (Vierda n.d.).

During the war, tourism in Croatia decreased considerably and in Dubrovnik, it has completely stopped. 'After the war Dubrovnik has found itself in radically new circumstances – it has become Croatia's southernmost city and the county capital, with an interrupted road connection to the rest of the country, without realistic chances for better communications on land in near future and with the inherited tourists infrastructure for mass tourism based on charter flight' (Biško 2002).

5.1.2. Dubrovnik, A World Heritage

Heritage tourism has been one of the most traditional motivations for leisure travel. The importance of heritage in attracting tourists can be seen in the fact that almost all tourist brochures makes allusions to art, hints to heritage and glorious past (Dumont 2005).

According to CoastLearn (2006), a cultural heritage is significant for coastal tourism development. In 1972, the Convention Concerning Protection of the World Cultural and Natural Heritage defined the cultural and natural heritage:

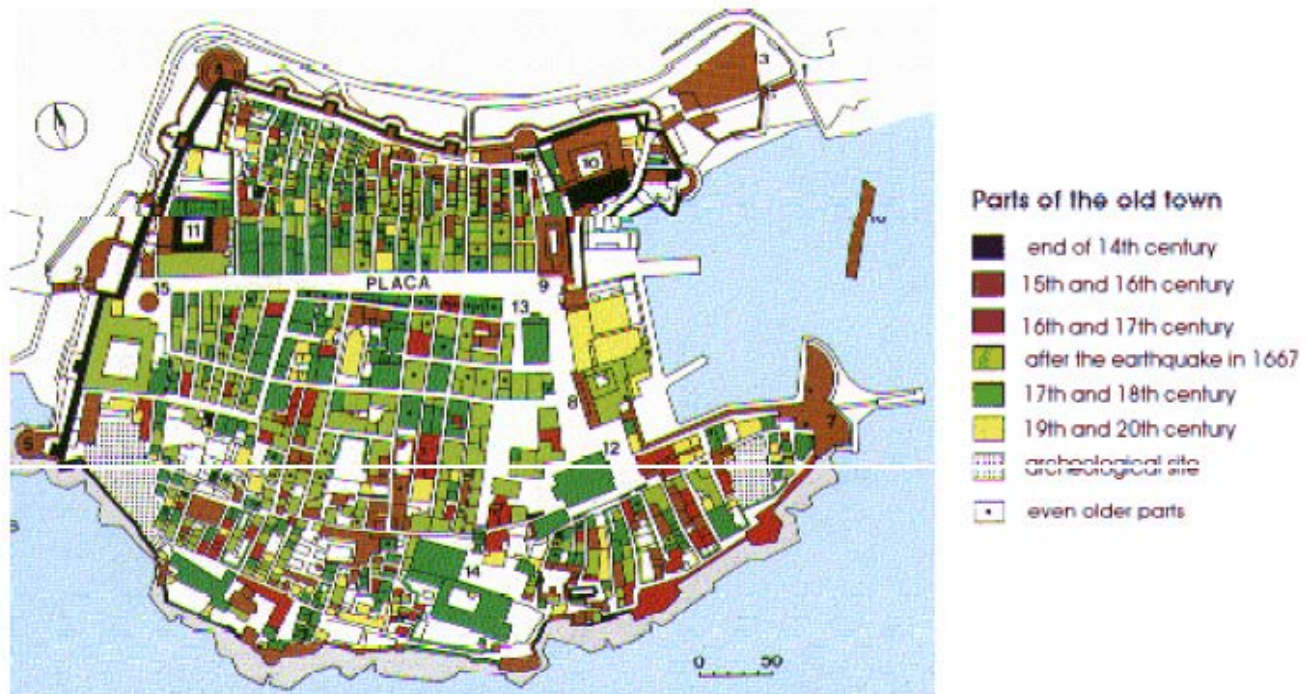
- *The monuments: architectural works, works of monumental sculpture and painting, elements or structures of an groups of buildings: groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art or science;*
- *The sites: works of man or the combined works of nature and man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological point of view, archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science.*

In 1979, the Old Town of Dubrovnik has been put on the World Heritage list. 'Being a cultural centre, as well as the cradle of Croatian sciences and arts, Dubrovnik represents a unique example

of well preserved urban complex, with a regular distribution of streets and squares dating back to the periods of Renaissance and Baroque' (UNESCO 2006).

Dubrovnik has a great historical and cultural value and an exceptional artistic importance. Some of the most significant heritage sites are (HTZ 2006):

- The main city walls 1,940 m long, 4-6 m wide on the mainland side and 1.5-5 m wide on the sea side, and up to 25 m high
- The monumental circular tower of Minceta (part of the city walls); see picture 9
- The fortress Bokar, the oldest preserved fortress of that kind in Europe; see picture 9
- Fortress Revelin, built in the period 1539-1551; see picture 9
- Fortress Lovrijenac situated at a 46-m high cliff above the sea (construction started in 1050)
- The Orlando's Column from the 15th century, with a knight's statue, carved in stone
- The Town Hall, built in the Lombardian neo-Renaissance (1863-1864, according to the designs by Antonio Vecchietti)
- The Duke's Palace, in the present form a Gothic-Renaissance structure, built according to the designs by Onofrio della Cava
- St. Stephen church, mentioned already by Constantine Porphyrogenitus in the mid-10th century
- The Dominican monastery, which construction started at the beginning of the 14th century (the monastery library keeps 217 manuscripts, 239 incunabula, 16,000 printed volumes, as well as Savonarola's speeches from 1497); see picture 9
- A deserted complex of buildings called Lazareti (Tabor; quarantine hospital) built in 1590
- The mansion of Petar Sorkocevic from 1521, with Renaissance arcades on the ground floor and Gothic monoforia and triforia on the first floor



Picture 9: The map of the Old City

- | | | |
|----------------------|---------------------------|--------------------------|
| 1. Ploče Gate; | 7. St. John Fortress; | 12. Cathedral |
| 2. Pile Gate; | 8. Rector's Palace; | 13. St. Blasius Church; |
| 3. Revelin Fortress; | 9. Sponza Palace; | 14. Bošković Square; |
| 4. Minčeta Fortress; | 10. Dominican Monastery; | 15. Onophrio's Fontaine; |
| 5. Bokar Fortress; | 11. Franciscan Monastery; | 16. Kaše Breakwater. |

Source: Biško 2002

5.2. SWOT Analysis of Dubrovnik-Neretva County

In the preparation of the SWOT analysis of Dubrovnik-Neretva County, opinions and the proposals of the various interest groups in the county have been taken into consideration. The aim of the county was to collect as much as possible public and professional opinions concerning strengths, weaknesses, opportunities and threats of the county in order to use it in the strategic planning and strategic management and create 'A Development Strategy for Dubrovnik-Neretva County'. For the same reason a SWOT analysis have been already twice ameliorated and extended (last change was in March of 2006) and there could be more minor changes before the final version is made (DNC

2006). A SWOT analysis can be found on the official webpage of the Dubrovnik-Neretva County, together with the appeal to citizens to send their comments and proposals in order to create the best possible analysis.

Since SWOT analysis has not been made for the tourism potential but for the development potentials of the Dubrovnik-Neretva County in general, we will present only strengths, weaknesses, opportunities and threats of the County which could be possibly related to the tourism.*

Strengths

1. Natural resources:

- Richness and diversity of the natural resources (indented coast, islands)
- Spatial diversity and biodiversity

2. Human resources- skilled labour in the tourism sector

3. Economy resources:

- Possibility of development of the agriculture, trade and enterprise in the service of tourism
- Increase in number of the tourist agencies

4. Existence of the basic infrastructural network (roads, international port, international airport, railway stations, bridges, water pipes, telecommunication networks, etc.)

5. Tourist, sport and recreational potential:

- Potential for the development of the different types of the tourism (hunting, fishing, recreational tourism, rural, thematic tourism, etc.)
- A great number of hotels, accommodation facilities and host services

6. Cultural facilities:

- Great number of important cultural facilities, sacral objects and monuments

7. Tradition and historical heritage

- Natural and cultural heritage
- Tourist attractions (mostly Dubrovnik), historical buildings, natural eminence
- Preservation of traditional values, local culture and customs
- Cultural, sports and religious manifestations

* A whole analysis can be found in the appendix B

Weaknesses

1. Bad traffic communications:
 - Bad internal and external traffic connections
 - An insufficient number of the transportation vehicles (boats and airplanes) in the county
2. A weak positive entrepreneurial spirit:
 - Inefficient environmental protection (pollution of the water sources, waste management)
 - An insufficient number of high categorized hotel capacities
 - A weak usage of county's resources (sea, islands, elite tourism, etc.)
3. War consequences:
 - An economic facilities that are destroyed in the war are still not renovated
 - Areas with landmines
 - A great lose of visitors in comparison with the pre-war years
4. Seasonality of the tourism
5. Problems of water supply and drainage

Opportunities

1. Geo-strategic and traffic location:
 - A good geographical and geo political position
 - A relatively good air connection with the Europe and the rest of the world
 - A good sea connection with Italy
 - Closeness of markets of BiH, Montenegro, Albania and Italy
2. A domestic and foreign entrepreneurial encouragement:
 - Renewal of the traditional crafts
 - Highway till Dubrovnik
3. Positive changes in the surrounding:
 - A political and economic stabilization in the southeast Europe
 - A bilateral and multilateral cooperation with the neighbouring countries
 - An EU membership
 - Airport in Dubrovnik

- Railway connections

4. Programs for landmine removal

5. Mediterranean climate

Threats

1. Natural disasters:

- Summer fires caused by high temperatures
- Strong winds, summer rain showers
- Inadequate protection from floods
- Earthquakes

2. Globalization:

- Destruction of the marine environment and disturbance of eco system by NATO
- AIDS- large uncontrolled income of sailors, crew, army, prostitutes

3. Migrations:

- Depopulation of the autochthonic population
- Emigrations of the young and educated people

4. Landmines

5. Drugs and alcohol

5.3. Impacts of Tourism in Dubrovnik

Before the examination of the impacts of tourism in Dubrovnik, it is important to understand how tourism in Dubrovnik has suffered a series of devastating events during the history. Events that has left local tourist economy in tatters were: 'a major earthquake in 1979; the death of Tito and fall of the communist government in 1980, changing political systems, from soft communism to socialism to capitalism; war damage in 1991 and again in 1995, followed by ethnic strife in Kosovo which further destabilized the region in 1999' (Niwa 2000).

Today, Dubrovnik is an interesting and popular destination, which is offering various types of tourism. However, since Dubrovnik is characterized by long and interesting history, as well as with the rich heritage we can arguably say that the most dominant and important type of tourism for Dubrovnik is a cultural tourism. As any other type of tourism, a cultural tourism has various positive impacts that are contributing to the sustainable development of the community, as well as the negative impacts that are in conflict with sustainability and represent threat to the sustainable development of the local community in the long-term. In addition, some of these positive and negative impacts will be examined in the following chapters.

Since we were limited with time and available information, impacts that are examined are not the only ones that are caused by the tourism, but the ones that we have found to be relevant for the present and future sustainable development of Dubrovnik.

Before examination of the impacts, it is important to define what we mean by the term cultural tourism. According to Dumont, Ruelle and Teller (2005) it is difficult 'to define or delimit the concept of "Cultural Tourism"'. The sole buildings and urban spaces are no longer sufficient to attract tourists in the long run. Culture, which is attracting tourists in a particular town, is increasingly broader than the sole built and non-built heritage. Urban heritage may not be separated from the human and living dimension of a region or a town, playing in itself an attractive role: atmosphere, shopping, people, food, crafts, nature and landscape'.

In other words, together with the increase of the living standards and level of education, the tourist demands are also increasing. A heritage by itself is not enough to make a destination attractive and popular. What is important is the whole atmosphere of the destination, local people and their traditions. So far, Dubrovnik still has its soul and genuine beauty, but having in mind its rapid development it is possible to question if that will remain.

5.3.1. Economic Impacts

Tourism has a variety of economic impacts, both direct and indirect. According to Stynes (2001), tourists contribute to sales, profits, jobs, tax revenues, and income in an area. The direct effects occur within the primary enterprises; hotels, restaurants, transportation, amusements and retail trade. Indirect effects include the supply of all goods and services needed by tourism-related businesses. It means, through indirect effects, tourism affects most sectors of the economy.

Tourism is a main economic activity and driver for economic development of the whole Dubrovnik-Neretva County. This was unfortunately proven in the recent past (Croatian war for independence) when as a result of tourism activities interrupt, an entire economic development of the county was stopped. If we compare the last pre war year 1990 and first post war year 1996, we can see that tourism has dropped 70%. In 1999, disturbances in nearby Kosovo resulted in only 124 435 visitors, which represent a drop in visitors of 84% (Niwa 2000). This figures show that first few post war years were quite passive, but since 2000, there was a rapid increase of tourism activity. In 2004, a number of tourists were 93% of the number in the pre war years (CCE Dubrovnik 2006).

Income

Tourism plays a significant role in many economies and contributes largely to the GDP. However, it is difficult to define and measure tourism, and see its total income. As a result, the industry suffers from a credibility problem. Contribution of conventional industries, such as agriculture or manufacturing, to GDP is measured from the supply side. 'In the case of tourism, this conventional approach covers mainly the output provided by the hotel and restaurant industry, which is equivalent to only about 3% of GDP in Croatia'. Yet the contribution of tourism to GDP goes far beyond this narrow definition, and total income of the tourism can be seen through various industries that are supplying tourism, such as agriculture, fishing, the food industry, transportation, cultural establishments, etc. (Mihaljek 2005).

In the last ten years, number of tourist arrivals in Dubrovnik was increasing rapidly, which resulted in increased number of tourist overnights and income as well. In the year 2004, 346 261 tourists

have slept in Dubrovnik and from that number 282 130 has stayed in the basic accommodation capacities (CCBS 2004). Comparing to 1998 when 143 924 visitors stayed overnight (CCBS 1998), it is a significant increase. If we look at the figure 7, we can see how rapid and large was income increase in the last 10 years. In comparison of 1995 and 2004, a total income after tax has approximately increased by 25 times.

Year	Income after tax (in thousands HRK)
1995	5.950
2000	5.835
2002	59.075
2004	148.330

Figure 7: Income of hotels and restaurants after tax

Source: HGK Dubrovnik, 2006

The first significant income in the hotel industry was in 2003, when for the first time after the Croatian war for independence; all hotels in Dubrovnik-Neretva County have reached 10% higher revenues than the expenditures. From 22 hotels, 16 have marked a significant profit. Comparing to the last pre war year 1990, there were 93% of tourist arrivals and 73% of the total overnights (CCE Dubrovnik 2006).

According to CCE Dubrovnik Statistics for 2004, income growth in the Dubrovnik-Neretva County has been increasing faster than the tourist arrivals and overnights growth. From 25 examined hotels, 21 have achieved significant profit.

In the first nine months of 2005, there were 826.163 tourist arrivals and little over 4 million overnights, which is in comparison with the previous year increase in 15% of arrivals and 14% in total overnights. It is important to mention that this number of overnights was achieved with 17 632 beds in the basic accommodation capacities and there are still 6 663 beds in the accommodation capacities that have not been yet rebuild after the war (CCE Dubrovnik 2006). This arguably means that with the future rebuild of hotels in Dubrovnik, a higher income will be achieved.

Significant income is also marked in the transport industry, which is closely related to tourism. As a result of Dubrovnik being again on the world tourist market, the economic activity of the transport industry has been revived. In 2004, this activity has realized 1.4 billion HRK of income. Sea and air transports have contributed significantly to that number. In 2004 tourist sea transport was very dynamic with the 504 sailing hotels, which have brought to Dubrovnik 457 334 visitors (CCE Dubrovnik 2006). The city's profit from cruisers is also significant. During the first eleven months in 2005, 438 cruisers visited Dubrovnik (MMTPR 2006) and brought between 12 and 18 million USD to the city. These results have opposed beliefs that passengers who are coming with cruisers spend a little money and do not leave any earnings to the city (Dubrovnik official website 2006).

According to Dubrovnik airport, in 2005 there were 12 286 takeoffs and landings with 928 728 passengers. A number of takeoffs and landings is 17.6% higher than the previous year, while number of passengers has increased by 23.6%.

What is also interesting when we talk about the tourism income is an average spending per tourist per day. A tourist in Dubrovnik-Neretva County spends an average of €98.00, which is more than double than the average in other counties in Croatia (TOMAS 2004).

Tourism is also providing new sources of revenue for the municipality, without having local citizens pay for more taxes. That is possible to achieve through parking revenues, tourist taxes, entrances to buildings, sale of information, hiring of guides or selling of local products (Dumont 2005). A great income in Dubrovnik is achieved through arts and culture. According to UNESCO, there are nine categories of culture, which can be source of revenues. Although Dubrovnik is a small city of around 44 000 people (HTZ 2006), it is characterized with many cultural activities and institutions (Niwa 2000) and all UNESCO's nine categories can be found there. Niwa (2000) has stressed there is numerous important cultural institutions in Dubrovnik, such as: art galleries, museums, theatre companies, a symphony, Franciscan and Dominican Monastery libraries, Dubrovnik Summer Festival, performance arts venues and many other local groups with a cultural orientation. However, the prime attraction are the physical resources of the city itself, such as

Dominican and Franciscan Monasteries, Rector's Palace, Bell Tower, Orlando's Column and city walls. In 2002, 390 000 tourists have visited city walls and income from tickets was estimated on 540 000 € (Sinković 2002).

However, we should be aware that all earned money cannot be considered as the direct income. Very often, a great amount of money is drained out of an area due to tax payments, profits and wages paid outside the area, as well as expenditure for imports when the host country cannot supply tourists' demands (CoastLearn 2006). This phenomenon is known as leakage, and in Dubrovnik, it can be seen mostly through foreign ownerships of the hotels. We should also consider ambition of the Dubrovnik to develop an elite tourism. To become a destination for elite tourism there has to be much more to offer than just sea, sand and sun. Elite tourism demands high quality of accommodations, food and services. The question is can Dubrovnik supply elite tourism demands or we can expect much higher expenditures for imports in order to satisfy tourist demand in the near future. The larger the share of demand is satisfied by imports, the smaller the final income is. Therefore, the relationship of the tourism sector with the rest of the local economy is crucial. (Dumont 2005)

5.3.2. Social impacts

The social and cultural impacts of tourism needs careful consideration, as impacts can either influence community either positive or negatively. Influxes of tourists bring diverse values to the community and influence behaviours and family life. Moreover, individuals and the collective community might try to please tourists or even adopt tourist behaviours. Interactions between residents and tourists can result in creation of new opportunities or restrictions of individualities (Kreag 2001). However, most of the social impacts of tourism in Dubrovnik are closely related to the economic impacts and can be seen as positive.

Increase of Pride and Keeping Alive Local Tradition - Dubrovnik Summer Festival

Tourist interest in the host's culture can make people aware of their local values or traditions. Specific crafts, traditional feast or festivals can for example been brought into light. Moreover, with

the increase of the number of visitors, the more famous destination becomes and people are more proud of being from there (Dumont 2005). Visitor interest and satisfaction in the community often makes local residents more appreciative of local resources that are usually taken for granted. Tourism activities and events tend to make living in a place more interesting and exciting (Kreag, 2001).

Connection between the tourism and the pride of the local population of Dubrovnik can be perhaps easiest seen in the words of Dubrovnik's Mayer Dubravka Šuica on the Easter celebration in 2004. For that occasion Mayer gave speech about importance of city's tradition and history, which citizens are obligated to preserve and invest in the culture and preservation of the heritage. The reason for that is not only the priceless value of the heritage, but also unbreakable connection between the tourism and culture in Dubrovnik. Furthermore, Mayer highlighted that citizens should be always aware of the disproportion between the size of Dubrovnik and its economic potential in relation to its importance to Croatia and the world. That is something that should be on their proud, which keeps on increasing with Dubrovnik's comeback 'on the prestige map of the most important tourist destinations in the world' (Dubrovnik official website 2006).

What symbolize Dubrovnik and represents its valuable tradition is unquestionably Dubrovnik Summer Festival, founded in 1950. Besides, the Festival is the biggest and the most representative cultural manifestation in Croatia, which has become a member of European Festivals Association (EFA) in 1957 (Festival website 2006). Each year the Festival gathers a number of Croatian and world-famous actors, directors and conductors, and that have a strong influence on increase of local citizens' proud of their city and tradition. Likewise, together with the significant increase in the number of tourists in the last 10 years in Dubrovnik, the Festival's popularity worldwide is increasing excessively. As a result, Dubrovnik is attracting tourists interested in cultural tourism, which are very often good consumers and benefit greatly to the local economy. In addition, the Festival's administration is improving the program each year in order to satisfy tourist demand and make Festival even greater cultural event, which is not only being on proud of local citizens, but to all Croatians as well.

Except that tourism can make people proud of their tradition and city, it can also provide money for keeping the tradition alive and on the certain quality level. Having that in mind in January 2003, Dubrovnik City Council has introduced the festival tax. The idea of the project was to charge festival tax for each tourist overnight (in all accommodation facilities, as well as on boats in Dubrovnik port) in the period between the July 1 and August 31. Collected money was supposed to be used entirely for the support of the Festival and improvement of its program (Dubrovnik official website 2006). However, Council's decision was rejected at the national level and never came into force.

The newest project that is not realized yet is to bind cruisers and the Festival in order to increase income for the Festival, as well as to provide an interesting and valuable cultural event for the passengers. The idea is to organize visits of the cruiser's passengers to the Festival's plays, that are being preformed in the old city or to perform on the cruisers (Festival webpage 2006). In that way, both cruisers and festival administration would benefit. This would make Festival alive and sustainable in the long-term and continue to be on proud to the local citizens. Moreover, it would result in diversification and improvement in the cultural offer.

Benefits of the Cultural Exchange

Very often tourism is defined as an encounter between different cultures. Tourists arrive with their own habits and show to local residents that difference exists. 'If contacts happen freely and without one culture being more valued than the other, this can lead to cultural enrichment' (Dumont 2005). According to UNESCO (2003), 'cultural diversity widens the range of options open to everyone; it is one of the roots of development, understood not simply in terms of economic growth, but also as a means to achieve a more satisfactory intellectual, emotional, moral and spiritual existence'.

In year 2000 Dubrovnik has visited approximately 57 000 domestic tourists and 161 000 foreign tourists (CCBS 2000), while in the 2004 the difference between the number of domestic and foreign visitors were even greater- 49 010 domestic tourists and 330 608 foreign tourists (CCBS 2004). This means that around 85% tourists in Dubrovnik are foreign tourists. This data is even more significant if we look at the CCE's population statistics for 2001, which show us that 88% of total

population in Dubrovnik has Croatian nationality. In 2004 the most foreign tourist came from France (56 402), followed by Germans (40 550) and Brits (33 739). Other tourists were mostly from European countries, such as Italy, Austria, Poland, Hungary and Netherlands (CCBS, 2004), as well as from Norway, Sweden and Belgium (Dubrovnik airport, 2006). According to Dubrovnik airport statistics, in 2005, 18 345 Russians, 16 652 Israelis and 15 060 Americans have landed in Dubrovnik.

Is presenting an interesting view on tourism development by Todaro (1997), who underlined that development is 'a multi-dimensional process involving major changes in social structure, popular attitudes and national institutions, as well as the acceleration of economic growth, the reduction of inequality and the eradication of poverty'. Furthermore, face-to-face contact between the local population and the visitors often brings in new ideas, values and lifestyles, as well as motivation for both economic and social progress (Liu 2003). Alongside with number of the foreign tourists increasing, there is also a boost of the international bars and restaurants in Dubrovnik, which enables local citizens to taste and feel various cultures and traditions.

Infrastructure - Creation of New and/or Improvement of the Existing

The development of tourism very often leads to the production of new infrastructures. In most cases, it is related to transport (Dumont 2005). One of the most important projects for the Dubrovnik is the construction of the Zagreb-Dubrovnik highway, which should be finished by 2008. The new highway will make journey faster and more comfortable than it is now and it will probably lead to higher number of tourists in Dubrovnik, especially domestic. What is important about this project is that highway will not only bring more tourists to Dubrovnik, but it will also enable better connection between the city and rest of the country. Since Dubrovnik is located at the very south of the Croatia, it is pretty much isolated and not connected with other Croatian cities. New highway will save time for the local citizens and bring them closer to the capital city, Zagreb. The main reason for building highway is surely not tourism, but it has arguably had strong influence on its construction and setting of ambitious deadline for its ending.

Tourism has also influenced on the frequency of the bus lines, sea lines and airlines. Moreover, in 2005 city has bought 31 new city buses and presently the bus central station is being renovated (Dubrovnik official website 2006). There is also a significant increase in the last few years in the number of flights to and from Dubrovnik on daily base. Likewise, new flights to main European cities have been introduced. This enables local citizens to travel to various destinations in the Europe, both for business and pleasure. In March 2006, a German low cost airline HLX began to operate on distance Dubrovnik-Hanover and Dubrovnik-Stuttgart (Dubrovnik airport 2006) and in that way made travelling to Germany more affordable to the local citizens.

However, easier accessibility to Dubrovnik resulted in higher number of visitors and consequently in crowdedness and traffic collapse in the summer months. Although in economic terms, it is desirable to have as much as possible tourists, 'towns are not always ready to accommodate ten times as many visitors a day as local residents' (Dumont 2005). Especially sensitive are historic towns, like Dubrovnik, which is full of narrow streets and circled by walls. The biggest problem is lack of parking places in the city centre, which causes traffic problems and congestions. For the local population that is relevant problem, which very often causes stress and waste of time. In order to solve that problem, in April 2005 a contract for building a public garage with 700 parking places has been signed between the city of Dubrovnik and Swiss investors (Dubrovački vjesnik 2005). When garage will be finished and is it really solution for the existing traffic problems, only time can show.

Increase of Real Estate Prices

Large tourist flows and high profitability of city centre locations very often lead to an increase of real estate prices, and possibly to the moving out of poorer populations and creating feelings of anger against tourists (Dumont 2005).

According to real estate company Bradmore King Sturge (2005), the price per square meter for residential real estate in Croatia is the highest in Dubrovnik. The average on the Croatian coast in 2005 was circa EUR 1,400 per square meter, while in Dubrovnik the prices have reached EUR 5,000 – 6,000/m². This has led sellers in popular areas to overpricing their property, regardless of

the state of the same. In the last five years, apartment prices have increased 2 to 3 times and for the building lot even 5 times (Hrdalo 2006). This is a significant problem for the local citizens who can not afford themselves those prices.

What is more, according to Hrdalo, in the beginning of 2006 his client has bought a building lot (1 500 square meters) in the business centre of Dubrovnik for the total price of 2.5 million €, or around 1 666 €/m². The price has been set at the public auction, where the starting price was 700 000 €. The final price of 2.5 mill € was 3.5 times bigger than the starting one and it is the record price for the real estate in Dubrovnik, and likely in the whole Croatia. To see the real value of this price it is enough to know that in the capital city of Croatia an apartment in the very centre can be bought for the price of approximately 1 500 €/m².

It is possible that this rapid increase of real estate prices, especially in the city centre, will contribute negatively to the already existing problem of the decreased population in the Old City. In medieval times, the Old City had a population of around 5 000 people, which decreased during the centuries, and by 1986 total population was 3 500. During the war in the 1990's, the population number has risen back up to 5,000 since people felt more protected inside the City walls and fortifications. 'After the war, the phenomenon of new freedom in the real estate market, combined with nationalized houses being returned to original owners, resulted in many residents abandoning the Old City'. In 2000, population of Old City was estimated on 3 000 people. Most of them were old and the displaced poor, unwilling or unable to return to their original homes (Niwa, 2000).

Today, one of primary goals for revitalization of the Old City is to attract educated young people and families to live there (Niwa 2000). However, will increase of the real estate prices as a result of tourism, have negative influence on City's revitalization, or contrary establishment of Dubrovnik as popular cultural tourist destination will actually help in attraction of young and educated people, it is hard to say.

Yet, a big interest for the real estates in the whole Dubrovnik-Neretva County, especially in Dubrovnik, has resulted in establishment of the significant number of companies that are working with the real estates and consequently in the creation of new working places. In 2004 there were

433 companies with 1 145 employees, which have realized 290 million HRK of total income (CCE Dubrovnik 2006).

5.3.3. Environmental Impacts

Tourism development induces both positive and negative environmental impacts while, over time, the increasing number of tourists boosts pressures on the environment and can lead to various negative impacts. As tourist practices become more widespread, especially in mass tourism areas, the capacity to absorb large numbers of people are challenged and environmental problems tend to increase. Unplanned and uncontrolled constructions, distorted urbanization and inadequate infrastructure damage the natural environment and wildlife, and cause air and water pollution. Overuse or misuse of environmentally fragile archaeological and historical sites can lead to the damage (Baysan 2001). Nevertheless, tourism can have positive environmental impacts, such as raise of people's environmental awareness and help in protection of natural, cultural and historical heritage.

Raise of Local Awareness Concerning the Financial Value of Cultural Sites

'Very often tourism helps to raise local awareness concerning the financial value of natural and cultural sites. It can stimulate a feeling of pride in local and national heritage and interest in its conservation' (CoastLearn 2006).

The most profitable cultural site in Dubrovnik unquestionably is city walls. In 2002 city walls have visited 390 000 tourists and income generated from entrance fee was 540 000 €(≈4 million HRK). From that amount, even 82% was invested in preservation of cultural heritage (Sinković, 2002). The price of the entrance fee was 20 HRK. In 2005, around 550 000 has visited city walls (Vierda). Entrance fee was 30 HRK and generated income around 17 million HRK. From the January 1st 2006 entrance fee has increased to 50 HRK and expected income for the year 2006 is significant 25 million HRK. The largest part of the money, 77% will be invested in the preservation of the cultural heritage (Dubrovački Vjesnik 2006). Even though local population was sceptic about the increase

of the entrance fee, number of visitors to the city walls is still increasing and tourist find it acceptable for the beauty that city walls are offering (Novi List, 2006).

Very often, the sheer number of tourists and their side nuisance (pollution, erosion of soils, noise, etc.) suffice to damage heritage (Dumont 2005). According to Vierda, director of the Institute for the Restoration of Dubrovnik those nuisances are not threatening to the city walls. Another possible problem is carrying capacity of the walls and Old City in general. 'For tourist towns, the major consideration is often concentration in certain areas at certain times. While a narrow medieval street may have the physical capacity to accommodate a given number of persons, the valued image and context of a medieval area are lost once it is overcrowded' (Orbasli 2000). However, measuring and applying carrying capacity concept usually has limited success. Therefore, the primary question underlying carrying capacity should not be 'how many is too many?' but rather determining how many changes to environmental conditions are acceptable given the development objectives of a destination (Liu 2003). Related to that issue Vierda says that Dubrovnik is still far away from the carrying capacity limit. Traffic congestions and concentration of people in the certain hours and certain days create illusion of Dubrovnik being overcrowded. The capacity of the city is not filled even with 10% if we look at data for the whole year. In 2005, around 550 000 tourists has visited city walls. This is an approximately 150 tourists per hour on the level of the whole year, under condition that walls are working minimum 10 hours daily. According to Vierda this is nothing to the total length of the walls, which around 2 km.

More Sustainable Usage of Beaches

In 1999, the ACI Marina in Dubrovnik has received the European Blue Flag environmental award, which is given to societies that make special attempts to keep their beaches and marinas nice and manage them with concern for the local environment (Coast Learn 2006). The main goal of the European Blue Flag award is much more than just to judge the cleanliness of beaches in general. By aiming to concentrate tourism at specific areas that meet water quality and also provide facilities such as services and information, rather than at rural beaches without such facilities, it leads to higher sustainability (EEA 2001).

This award has not only made local population aware of the importance of the sustainable usage of the beaches and marinas, but also encouraged them to protect its natural quality. In order to preserve its Blue Flag award, the marina is cooperating with the local schools on educational activities and cleaning actions such as waste collection and separation (CoastLearn 2006).

Contribution to the Environmental Protection and Conservation

Close to the city centre of Dubrovnik there is a protected natural heritage, 20 ha big park-forest Velika i Mala Petka. The park-forest is protected since 1987 due to its beautiful and dense forest of Aleppo Pine (*Pinus halepensis*), which is one of the last green oases in the city and in its surrounding. This natural heritage has a great importance for the city, not only from botanical, but as well as from ecological, aesthetic and tourist point of view (ČIOPA 2005).

The park-forest is threatened with a high risk of fire in the summer months, as well as with loosing part of the area, since houses are being progressively built at its edges. Because of that, an ecological organization Čiopa has started a project 'A park-forest Velika i Mala Petka- a green lungs in the heart of the city', with the aim to stress importance of preserving this natural heritage and raising protection against fires. The idea behind the project is to raise the recreational, health and aesthetical function of the park-forest and make it an interesting tourist site (ČIOPA 2005). This would possible lead to awareness of necessity for protection and preservation of protected natural areas, which would consequently mostly contribute to the life quality of the local population and to importance of Dubrovnik as tourist destination with various activities. To have protected park-forest with maintained walking paths and beautiful views in the middle of the city, for local population it would mean to have a quiet natural place where they could escape from the everyday stress and city's busyness.

Large Consumption of Energy, Water and Land

According to European Environmental Agency (2001), hotels appear to be the most ecologically acceptable form of accommodation. In Dubrovnik most tourist are accommodated in hotels (in 2004, 80% tourists were staying in hotels) (CCBS 2004), but there is an increase of number of

overnights in the campsites, which can cause problems related to waste water collection and treatment of waste (EEA 2001). While in 2000 there were no campsites in Dubrovnik, in 2004, according to CCBS (2004), 20 345 tourists were accommodated in the campsites.

However, although hotels appear to be the most ecologically acceptable form of accommodation, they are still huge energy consumers. According to EEA (2001), energy consumption per m² per year in a one star hotel is 157 kWh, in a two star hotel 230 kWh and in a four-star hotel 380 kWh. That means that average energy consumption in five-star hotel is probably close to considerable 500 kWh. If we look at the monthly consumption of the five-star hotel, we can see that this problem should not be underestimated. For example, an average monthly consumption of energy in a five-star hotel Phoenicia Intercontinental in Beirut is around 800 MWh (UN 2003). In Dubrovnik, there are three two-star hotels, 20 three-star hotels, 3 four-star hotels and even 5 five-star hotels (TZ Dubrovnik 2006). In addition, there is a plan of reconstruction or upgrading of another five hotels to a five-star level. If we add to this another alarming data about huge water consumption in hotels, especially if we have elite tourism that Dubrovnik is aiming to create, we can arguably say that there are significant environmental problems that tourism is causing in Dubrovnik. According to EEA (2001), tourists on average consume around 300 litres and produce 180 litres of wastewater per day. In the luxury tourism, figures rise to consumption of incredible 880 litres per day (EEA 2001).

Except the hotels and swimming pools, golf courses can also put critical pressure on water resources, particularly in regions such as the Mediterranean where resources are limited (EEA 2001). In the near future Dubrovnik is planning to build a golf course on Mount Srđ, since the spectacular surroundings of the mount guarantee to be an exceptional setting for a world-class golf course (Dubrovnik official website 2006). However, it is important to understand that a future golf course would possibly attract the cream of world golf and celebrities, which would establish Dubrovnik as an elite destination and provide a great income.

Except the great consumption of energy and water, tourism is also consuming a lot of land for building accommodation facilities. Many local citizens often see tourism as a good source of

income. In order to accommodate as many as possible tourists, they are expanding their houses or even building second homes. 'The growth in the number of second homes is causing concern since the land area of such a home, per person, is estimated to be 40 times that required by a flat and 160 times that required by an 80-bed hotel' (EEA 2001). In 1998, 4 194 tourists in Dubrovnik were accommodated in the private houses. In 2000 that number increased by more than double (9 142 tourists) and continued to rise. In 2004, 26 638 tourist stayed in the private houses (CCBS).

Air Pollution

In Dubrovnik, tourism is responsible for a large share of total air and road traffic, which contributes significantly to the air pollution. Averaging all types of aircraft of different age and trip length and aircraft capacity factors, each passenger-mile fly emits 0.566 pounds of carbon dioxide (RMI 2006). Together with the development of the tourism, number of passengers that are coming by airplane has been also increasing. According to Dubrovnik airport (2006) during the war years, when tourism was stagnating, there were between 1 500 (year 1992) and 65 000 (year 1994) passengers per year. In 1998 number of passenger has increased to 279 484 passengers, while in great tourist year for Dubrovnik, 2005 there were 1 083 240 passengers. In 2005, there were 12 286 takeoffs and landing.

Besides the air traffic, road traffic is contributing to the air pollution as well. Build of the new highway Zagreb-Dubrovnik will arguably increase number of tourists that are coming to Dubrovnik by car and consequently increase the air pollution.

Sewage Water

During the Croatia/USA workshop on *bio-complexity and sustainable ecosystem management* in 2002, the problem of discharging untreated sewage water into the sea was raised. In Dubrovnik, 57% of the population is connected to sewage system, which discharges wastewater into the sea. As a result, seawater quality in the surrounding area of discharge points is decreasing. After the 70s, sewage water started to be transported to a wastewater treatment plant in Lapad and released into the sea after mechanical treatment. However, statistical data for 2001 were showing that the system

is not as efficient as it should be (Smoljan 2002). Since all hotels in Dubrovnik are connected to that same sewage system, it is possible to conclude that tourism is significantly contributing to the sea pollution, especially in the summer months when the concentration of the tourists is the highest. Supporting data for this conclusion is that population of Dubrovnik is around 44 000 people (HTZ 2006), and number of tourist overnights in the first nine months of 2005 was around 4 million (CCE Dubrovnik 2006).

6. ALANYA



Picture 10: Alanya Fortress
Source: www.alanya-bld.gov.tr

6.1. Introduction

Alanya is a city in the district of Antalya and is 135 km east of Antalya, situated in the eastern coast of Alanya Bay of the Anatolian Peninsula (See picture 11). On the road of the Mediterranean Sea, Alanya is one of the most important settled cities with its economic cultivation, agriculture, hand skills and other functional specialties. The extension of the plateau and mountainous parts of the north side of Taurus Mountain are counted 1000 meters above the sea level. The peninsula of Alanya covers a surrounding of 6500 meters extended to the south and it is apart from the Taurus Mountains.



Picture 11: Location of Alanya

Source: YahooTravel

Alanya has grown from strength to strength and became one of the most popular travel destinations in Turkey. During the tourist season from the beginning of April to the end of October, tourism is the main source of income for the locals. The season also provides seasonal jobs for many people during the summer. Many people come to work in Alanya during the summer. The other important income resource of the locals is agriculture.

Between 1985 and 2000, the population of Alanya has grown by 350 %. According to the 2000 census results, Alanya has 384 949 citizens of which 134 396 (34%) is living in the city and 250 553 (65%) is living in the villages. There are 10 000 foreigner residents, from who 6 500 are Germans. Alanya has 15 municipalities and 69 villages. The number of residents in some of the villages is less than 1000 and there is a very big out-migration from these villages to the city of Alanya. In summers, the population increases up to 400 000 in the city (Alanya Chamber of Commerce).

6.1.1. The History of Alanya

Alanya has a very long history. The research done in Kadiini Cave, near the city centre, shows that the first settlement in Alanya was even 20 thousand years ago, in the late Palaeolithic Age (Ministry

of Culture and Tourism). It is known as ‘Pearl of the Turkish Rivera’ and is world-famous for its kilometres of fine and clean beach, crystal-clear water and the mild Mediterranean climate.

The peninsula of Alanya is surrounded by the city walls, named ‘Karakesion’, and during the Hellenistic period was under the hegemony of Romans and Byzantines, and later under the Seljuks. Inside the Alanya castle, there is a Seljuk cistern, a Byzantine church, the Keykubat Sultan Palace and the ruins of the Seljuk bath. The castle extends down to the sea and surrounds a medieval dockyard that is guarded by a 33-meter high octagonal tower of red stone (Ministry of Culture and Tourism). The value of this historical heritage was recognized by the UNESCO, which has put Alanya on the World Heritage Tentative List. Among the Heritage sites of Turkey, Istanbul, Safranbolu, Bogazkoy-Hattushash, Mt. Nemrut Remains, Xanthos-Lethoon, Divrigi Great Mosque and Hospital, and Troy are registered as cultural, while Pamukkale and Göreme-Cappadocia are registered both as cultural and natural heritage. Other sites which are new candidates and for which documentation is still in progress are Ephesus, Troy and Alanya (UNESCO).

6.2. SWOT Analysis of Alanya

In May 2005, National Productivity Centre of Turkey made a SWOT analysis for Alanya. During the creation of the Analysis, opinions of various authorities such as Alanya Chamber of Commerce and Alanya Association of Trade were taken into consideration. The main goal of the SWOT analysis is to find out what is the economic potential of the city in tourism and agriculture, since Alanya is a very important centre for both. Since the SWOT analysis of Alanya is made both for the agriculture and for tourism, we will present only the parts related to tourism. *

Strengths

1. Good climate condition for tourism and agriculture
2. Natural and historical environment
3. Sun, sand, sea (3S)

* Whole SWOT analysis of Alanya can be found in Appendix C.

4. High bed capacity
5. The high level of tourism development
6. Historical background and cultural heritage
7. The combination of tourism and urbanization
8. Presence of plateau and village tourism
9. Presence of sport tourism
10. Internationally known tourism destination
11. The number of qualified employers in tourism
12. Availability of underwater sports

Weaknesses

1. Undeveloped congress tourism
2. Insufficient tourism maps
3. Lack of plans for the development of tourism
4. Unawareness for the development of cultural tourism

Opportunities

1. The potential for the health tourism
2. The potential to be a tourism destination for whole year
3. Construction of Gazipasa Airport
4. The potential for safari tourism

Threats

1. Intensive tourism investments in Belek and Kundu
2. Continuation of constructions
3. Unfair competency in tourism investments
4. Lack of environmental plans

5. The migration of unskilled labour and its effects
6. Not obeying the prohibition for the construction between April and November

6.3. Impacts of Tourism in Alanya

For the last 10 years, as a result of the mass tourism, Alanya has been experiencing a rapid growth in tourism activities in terms of value and volume. What makes city an attractive mass tourism destination are the hotels and facilities along the coast, unspoiled beaches and cheap holiday opportunities. Since Alanya is characterized with the mass tourism, contribution to the sustainable development of the community is mostly seen through economic and social impacts, while in the same time many negative environmental issues are being raised.

Mass tourism generally involves a large number of people visiting a small area and it can have a significant effect on both the cultural and the natural environment, consequently leading to the dramatic alter of an area. It may require the provision of extensive accommodation and services (such as water, power and sanitation services), as well as improvement of associated infrastructure (mostly airports and access roads) (Kantamaturapoj 2005).

6.3.1. Economic Impacts

Tourism, together with the agriculture is Alanya's largest resource of income. Tourism has grown rapidly in Alanya since the introduction of the Tourism Encouragement Law of 1982 and because of the intensive investments in the 30 km coast. The main tourism product in Alanya is sun, sea and sand. Tourism enterprises are hotels, resorts, restaurants and clubs. With the introduction of modern agriculture, the efficiency in agriculture increased and today, Alanya is one of the most important agricultural centres in Turkey with its vegetables and fruit production (Alanya Chamber of Commerce).

As we have mentioned before, tourism has a variety of economic impacts, both direct and indirect. According to Ashley (2000), for people that are active in tourism, the clearest and most direct contribution to household needs is cash. Despite the importance of all the other impacts, earning cash is a prime motivation for the residents to participate actively in the tourism development.

Income

Tourism increases income level and employment opportunities in Alanya, which is closely related to the number of tourists and the total revenues earned by tourism sector. Income and employment opportunities can be seen as socio-economic impacts of tourism and they are related to each other. Particularly in rural areas, the diversification created by tourism helps communities that are possibly dependent on only one industry. The employment opportunities are important as they create income to the locals and lift them from insecure to secure socio-economic status (Kreag 2001). Since we will not be able to analyze the employment rates in Alanya by detail due to the availability of data, the seasonal jobs and contribution of seasonal jobs to the community will be analyzed under the social impacts of tourism.

<i>Years</i>	<i>Spending per Tourist (\$)</i>	<i>Number of Tourists</i>	<i>Total Revenues (\$)</i>
1995	882	479.953	423.318.546
1996	812	592.870	481.410.440
1997	758	698.628	529.560.024
1998	727	617.312	448.785.824
1999	743	418.537	310.972.991
2000	823	677.340	557.450.820
2001	932	866.130	807.233.160
2002	934	1.029.350	961.412.900
2003	943	988.785	932.424.255
2004	969	1.133.616	1.098.473.904

Figure 8: Alanya tourism revenues, number of tourists and spending per tourist, 1995-2004

Source: Alanya Chamber of Commerce

Tourism earnings in Alanya have shown a rapid increase in the last 10 years. As can be seen in the figure 8, the total tourism revenues in 1995 were 423 million USD. By the year 2004 revenues have increased by 160 %, and reached considerable 1.1 billion USD. Evidently, the total tourism revenues were increasing together with the increase of the tourist number. It is interesting to see how average spending per tourist was raising continuously and came from 882 USD in 1995 to 969 USD in 2004, although for 3 years in that period Turkey experienced a decrease in terms of spending per tourist. The exceptions were years 1995 to 1998, when spending per tourist was decreasing due to the financial crisis and a huge decline in the exchange rates as a result of the devaluation of Turkish Lira. Based on the presented data, it is not hard to understand why at the regional level tourism is identified as a priority sector for development in Alanya and for the improvement of poverty through its direct and indirect income generation (Alanya Chamber of Commerce). Since tourism businesses depend extensively on each other, as well as on government and residents of the local community, economic benefits reach almost everyone in the region in one way or another. The economic benefits reach to the local community by direct and indirect ways. Direct impacts are those arising from the initial tourism spending, such as money spent at a restaurant or hotel. The indirect impacts include the goods and services consumed by the restaurants, hotels and various businesses benefited by tourism spending initially. In addition, the employees spend part of their wages to buy various goods and services, and they also generate indirect effect to the economy. We can possibly conclude that increasing trends in the tourism revenues in Alanya contribute to residents' income and socio-economic status in direct and indirect ways and reflect the growing trend of household's income (Stynes n.d.).

Moreover, tourism is contributing to the agricultural production through indirect ways since the locals living in the villages and working in agriculture are being able to sell their products or labour to tourists, to the tourism enterprises and to neighbours that are earning wages from tourism. Although agricultural population earn small amounts from these casual sales, the additional earning opportunities are likely to benefit a higher percentage of local households than the full-time jobs generated in tourism. These agricultural earnings are the most important for the poorer people who have almost no other options for earning cash (Ashley 2000). The data available showing the agricultural consumption in Alanya is limited with 2000-2004 period but it reflects the growing

trend of agricultural consumption. When we analyze the amount of agricultural products sold, we can see a significant increase, which is parallel with the increase of the total value and volume of tourism. While the total value of fruit sold in 2000 was 2 354 303 TL, in 2004 it became 10 686 217 TL, which is an increase of 350%. A similar increase is observed for the vegetables, where the total value has increased by 170% in 4 years period (see figure 9).

<i>Years</i>	<i>Total Value of Fruit sold (TL)</i>	<i>Total Value of vegetables sold (TL)</i>
2000	2 354 303	9 998 511
2001	2 667 133	9 944 033
2002	4 789 933	13 115 972
2003	10 312 566	25 907 356
2004	10 686 217	27 222 619

Figure 9: The total value of the fruit and vegetables sold in Alanya's marketplaces (TL)

Source: Alanya Chamber of Commerce

Figure 9 shows that the agriculture industry and agricultural consumption in Alanya has been benefited largely by the indirect effects of tourism since the consumers of these products are mostly the hotels, restaurants and the locals.

The hotel industry is an important building stone of mass tourism. In Alanya, there are 203 hotels and more than 400 pensions of which six are 5-star hotels and four 1st class holiday villages with the total bed capacity of 133 361.

Number of lodging facilities in Alanya:

- HV1 (Holiday Villages) → 4
- 5-Star Hotels → 6
- 4-Star Hotels → 32
- 3-Star Hotels → 107
- 2-Star Hotels → 43
- 1-Star Hotels → 11

Source: Alanya Chamber of Commerce

In 2004, the total overnights were accounted for 11 030 084 (almost 10 nights per tourist) (Alanya Chamber of Commerce). The hotel industry takes a big share of direct tourism revenues and in the same time, it contributes to the local development by providing high demand for the goods and services and employment opportunities for the local residents, which is the indirect contribution.

In terms of negative economic impacts, Alanya is facing the threat of increase in overall prices. Greater demand for goods, services and housing is raising the prices that in turn will result in increase of the cost of living. Especially sensitive area is potential increase of the real estate prices. After the revise of the law in 2003, which enabled foreigners to buy a property, the real estate prices have risen rapidly. From 2003 until 2005 when The Constitutional Court of Turkey detained the law, the foreigners were buying houses and land in Alanya (Alanya Chamber of Commerce). The huge demand for property was causing the rise of prices and we can arguably say that it has also created an overall increase in the cost of living in the city.

6.3.2. Social Impacts

As we already described in the case of Dubrovnik, tourism can have positive influence on a community by raising the living standards, creating new job opportunities, increasing the pride of locals, as well as providing cultural exchange. However, negative social impacts such as increased illicit drug use can occur.

Seasonal Jobs

Employment opportunities can be seen as social impact of tourism since tourism businesses offer additional jobs ranging from low-wage entry-level to high-paying professional positions in management and technical fields. The employment opportunities are important as they create income to the locals and lift them from insecure to secure socio-economic status (Kreag 2001).

Development of tourism in Alanya has resulted in a significant number of new jobs. Most of them are low wage and seasonal jobs from April until October. According to ALTID (Alanya Hoteliers Association), in 2005, Alanya attracted 30 000 seasonal workers who are mostly the students

arriving from different cities of Turkey, or locals working in agriculture during the off-season. Although, seasonal jobs are seen as a negative impact of tourism in general and threat for the development, for college and university students, seasonal jobs are a good way to spend the summer while saving money for their education, improving their language skills, interacting with many people from various foreign countries and extending their perspectives. On the other hand, for the local population who is mainly working in the agriculture, seasonal jobs can be seen as an extra earning in the summer months.

Improvement of Infrastructure

Tourism often creates opportunities for investments and development of the city. In order to become a more popular tourist destination, municipalities have to improve various public utilities, such as water sewer, sidewalks, lighting, parking, public restrooms, litter control and landscaping (Kreag 2001). These improvements would benefit the local population as well which results in better life quality and standards of living. Furthermore, tourism supports the improvements in transport infrastructure resulting in upgraded roads, airports and public transportation.

The investments in transport infrastructure and public utilities in Alanya mostly depend on the tax revenues, which depend on the value of tourism industry and the number of population. Yet, before the analysis of the investments, we should first analyze the population growth and tax revenues.

<i>Years</i>	<i>City Centre</i>	<i>Villages</i>	<i>Total</i>
1985	28 733	58 347	87 080
1990	52 460	76 936	129 936
1997	110 181	111 927	222 028
2000	139 177	125 063	264 240

Figure 10: Population in Alanya, 1985-2000

Source: Alanya Chamber of Commerce

As can be seen in figure 10, over the last 15 years, as a result of growth in tourism and development of the city, Alanya faced big increase in the population and migration rates. In 1985, when there

was almost no tourism activity, the population in the city was 28 733. After becoming a popular tourist destination, in 15 years, the population increased by 380 %. The high migration rates are possibly the result of development of tourism in the city and can be seen as a negative impact if the migrants are unqualified and uneducated. What's more, it is possible to conclude that the increasing population can result in increasing tax revenues and transforming Alanya to a big and developed city.

Generally, tourism increases a community's tax revenues. Lodging and sales taxes most notably increase but there are also additional tax revenues that include air travel and other transportation taxes, business taxes, and fuel taxes (Stynes n.d.). Also new jobs contribute to the income tax revenues. With the growth of the number of tourists, the population and the income in Alanya, additional tax revenues are created.

It is obvious that increasing value and volume in tourism industry increased the tax revenues in Alanya (see figure 11).

Years	Total Tax (TL)
2000	31 848 220
2001	60 251 895
2002	84 453 281
2003	116 386 661
2004	188 273 560

Figure 11: Alanya tax revenues (TL)

Source: Alanya Chamber of Commerce

In 2000, the total tax revenues were almost 32 million TL, while in comparison to 2004; it has increased to almost 190 million TL. Since the data available for total tax revenues is limited with the 2000-2004 periods and the last census results were announced in 2000, we cannot make any conclusions about the link between population growth and tax revenues but the tax revenues show a significant increase simultaneously with the tourist number and tourism revenues. One of the main

reasons behind this increase is possibly increased number of facilities and enterprises as well as the increased spending per tourist.

As we mentioned before, the investments in transport infrastructure and public utilities depend largely on the tax revenues. In this sense, the most significant improvements were made in the transport infrastructure. As a result of tourism development, Alanya became a tourist destination, which can be reached by highway, airway and seaway. While the domestic tourists prefer using the highway, international tourists are mostly using the airway and seaway. The most important investment in infrastructure was the construction of new airport (Gazipasa) which is 35 km far from Alanya. The airport has been completed but due to some technical and political problems, it is still not in function (Alanya Chamber of Commerce). Until now, the closest airport to Alanya is Antalya Airport, which is 125 km far away from Alanya. The average flight time to Antalya from different international destinations is around 2 hours but the transportation time from airport to Alanya is approximately 3 hours. In the view of that fact, it can be possibly concluded that the new airport will contribute to the growth of tourism in Alanya since it will decrease the time spent and it can make the transportation more comfortable. Moreover, it will also improve the connection between Alanya and other European, as well as world cities, so it will enable local citizens to travel more often and easier.

The investments for better road infrastructure started in 1993 and by the end of 2005, the road connecting Antalya to Alanya became a highway, which could result in decrease in traffic accidents and decrease in the time spent for transportation from airport to the city. The highway between Alanya to Ankara, which is often used by domestic tourists and the main connection between Alanya and the capital of Turkey, has also been completed. There have been improvements in public transportation as well. By 2004, 270 public buses and 27 minibuses were in service for the residents and tourists to travel among the different destinations (Alanya Chamber of Commerce).

In the sea transport, results are also significant. After the privatization of Alanya seaport in 2000, the number of arrivals from Cyprus and Israel increased. In 2004, 10 288 passengers travelled between Cyprus and Turkey using Alanya port. In addition, in 5 years period, the investments have

been made to make Alanya a popular destination for yacht tourism (Alanya Chamber of Commerce). In the same time, better connection to Cyprus increases the travel opportunities for the local population.

Cultural Exchange

Tourism offers new opportunities to residents to meet interesting people, make friendships, learn about the world and expose themselves to new perspectives (Kreag 2001). According to the number of arrivals at Antalya airport, 41 % of the tourists coming to the region are Germans, followed by Russians (18 %) and Dutch (8 %). Other tourists are mostly coming from Sweden, Denmark and Poland (Alanya Chamber of Commerce). The creation of different cultures in Alanya helps the residents to learn about different nations, different religions and to have new perspectives. 'Tourism brings people into contact with each other and, it can foster understanding between peoples and cultures by providing cultural exchange between hosts and guests. As a result, the chances increase for people to develop sympathy and understanding and to reduce their prejudices. Experiencing different cultural practices enriches experiences, broadens horizons, and increases insight and appreciation for different approaches to living' (Kreag 2001). Alanya, being a part of a country with 95% Muslim population, has different family and individual cultural behaviours than the tourists have. It means the cultural interaction between the hosts and tourists is expected to be greater than in most of other popular tourist destinations (Yüksel, Hancer n.d.). The impacts of cultural interaction are almost impossible to analyze but as an example and according to the data we got from Alanya Mufti (the department of religion), 35 tourists became Muslim between 1983 and 1993. This number increased to 82 tourists, between 1993 and 2001. Moreover, 10 000 foreigner residents living in Alanya of which 6500 are Germans create opportunities for the interaction of different cultures.

Drug use and underage drinking

As tourism grows, 'additional opportunities are created socially but it can come to a community with a dark side, too. Illegal activities tend to increase in the relaxed atmosphere of tourist areas. Increased underage drinking and illicit drug use can become a social problem especially in beach

communities' (Kreag 2001). The data we collected from different authorities are showing the drug usage problem in Alanya (see figure 12).

	Hashish (Kg)	Heroin (Gr)	Cocaine (Gr)	Ecstasy
2000	10 772	91 66	3 91	
2001	23 030	40 39	2 00	135
2002	29 000	62 00		142
2003	17 224	27 50		119
2004	14 000	24 00	27 00	83

Figure 12: The amount of illicit drugs trapped in Alanya

Source: Alanya Chamber of Commerce

According to Alanya Chamber of Commerce, drug usage and underage drinking seems to be negative social impacts of tourism in Alanya. It is not certain that the illicit drug use is caused mainly by tourism but the trapped amount increases especially in the tourism season. In its annual report, Alanya Chamber of Commerce claims that the mass tourism attracts a significant number of tourists who tend to use drugs and consume too much alcohol in their vacation. As a result, some of the residents intend to grow and sell the drugs; and sell illegal, cheap alcohol. Controlling the drug use and underage drinking problem is an important issue for Alanya. Although the police department tries to prevent the usage of drugs and underage drinking by controlling the night clubs and alcohol shops, stronger actions should be taken against the dealers in order to minimize the negative outcomes of the impact.

6.3.3. Environmental Impacts

Since Alanya is characterized by the mass tourism, the most sensitive area influenced by the tourism is the environment. In relatively small cities like Alanya, a great number of people, especially in summer months, cause noise pollution, and traffic congestion.

Reawakening cultural heritage in Alanya as part of tourism development will possibly increase the demand for historical and cultural exhibits in the near future. Tourist interest in the local culture and history might provide opportunities to support preservation of historical artefacts and architecture. Tourism income often makes it possible to preserve and restore historic buildings and monuments (Kreag 2001). Revenue from park-entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Improvements in the area's appearance through cleanup or repairs and the addition of public art such as murals, water fountains, and monuments can benefit visitors and residents alike (UNEP). However, until Alanya does not develop cultural or other types of tourism, which are putting less pressure on the environment, most impacts can be still seen as negative.

Air Pollution

Airports are known to be major sources of noise, water, and air pollution. They pump carbon dioxide (CO₂), volatile organic compounds (VOCs), and nitrogen oxides (NO_x) into the atmosphere, as well as dump toxic chemicals into waterways (EHP webpage). One of the important negative impacts of tourism in the region can be seen as air pollution. Since Alanya's airport has not been yet put into function, the tourists that are coming to Alanya are using the Antalya airport. In 2004, there were considerable 74 105 international and 14 455 domestic flights (Alanya Chamber of Commerce). Aircraft emissions are spread generally over an area 12 miles long, 12 miles wide on take-off and 12 - 6 miles on landing (Areco webpage). This area in Antalya includes the city center, since the airport is only 10 km. away from the center so the air and noise pollution created by aircrafts makes a great pressure on the city.

	Domestic Flights	Domestic Passengers	Int. Flights	Int. Passengers
2000	13 060	627 797	40 804	6 783 593
2001	10 538	531 838	51 905	8 638 638
2002	10 300	584 077	58 925	9 750 874

2003	11 083	615 365	57 681	9 756 181
2004	14 455	1 092 858	74 105	12 566 295

Figure 13: Number of flights and passengers in Antalya airport

Source: Alanya Chamber of Commerce

As can be seen in figure 13, the number of arrivals has doubled in 5 years (in comparison to 2000) and it continues to rise. However, in recent years, Alanya has not been affected by the air pollution as Antalya district. The pressure on Alanya is created by the heavy traffic on Antalya-Alanya highway. What is alarming is that after the construction of Gazipasa airport in Alanya which is expected to start functioning in June 2006, even more tourists will be attracted to the city and it is estimated that over 1 million tourists per year will use the airport (Alanya Chamber of Commerce). Although the air pollution by the heavy traffic on Antalya-Alanya highway will be prevented, the threat of the new airport on air pollution will be inevitable.

Visual Pollution

As tourism develops, increasing various tourist services can largely change the landscape's appearance. Demand for land especially for prime locations like beachfronts, special views, and mountains increases, and as a result, natural landscape and open space can be lost (Kreag 2001).

The impacts of increasing number of holiday villages and big hotels on visual pollution and loss of open space in Turkey can be observed all along the Mediterranean coast (Ministry of Environment and Forests). While the total land used for holiday villages, hotels and camping places was 4000 km² in 1995, it increased up to 8000 km² in 2000 (Ministry of Environment and Forests). Alanya is one of the cities affected by the construction of new facilities and usage of open space. A big part of the 40 km coast of Alanya (starting from 30 km east and ending in 10 km west) is mostly occupied by hotels after the intensive investments for tourism development.

While the loss of space and visual pollution is being seen as a threat for the environment, controlled and planned environmental management of tourism facilities can increase the benefits to natural areas (Ashley 200). In order to attract and satisfy the needs of tourists, the hotels and holiday

villages in Alanya give importance to the creation of green spaces, cleaning the beaches, the pools and the sea, and building good infrastructure in the territory. Cleaner production techniques are important tools for planning and operating tourism facilities in a way that minimizes their environmental impacts.

Large Consumption of Energy

As we mentioned before, the hotels are huge energy consumers. Since the mass tourism in Alanya is based on hotels and there are 203 hotels, large energy consumption appears to be one of the negative impacts of tourism. In 2004, the electricity used in Alanya was almost 400 million Kwh. This amount is 0.27% of the electricity used in Turkey. From total electricity consumption in Alanya, 6.88% of the electricity was used in street lighting and 12.5% was lost on the electricity lines (see figure 14). In the near future, increasing tourism activities, facilities and population will possibly increase the amount of energy used and become a threat for the resources.

	2000 (Kwh)	2001 (Kwh)	2002 (Kwh)	2003 (Kwh)	2004 (Kwh)
Street Lighting	17 876 420	23 425 888	29 850 118	31 044 123	25 258 470
Lost in the Lines	65 618 680	37 951 250	67 431 764	39 791 876	45 795 377
Net Usage	181 827 940	201 655 952	201 809 382	196 118 190	296 234 573
Bought	265 323 045	263 033 090	308 366 512	266 954 189	367 288 420

Figure 14: The amount of electricity use in Alanya

Source: Alanya Chamber of Commerce

Overcrowding and Noise Pollution

Uncontrolled visitation or overuse by visitors can degrade landscapes, historic sites, and monuments. Noise pollution from airplanes, cars, and buses, as well as recreational vehicles such as jet skis, is a negative impact of tourism. 'In addition to causing annoyance, stress, and even hearing loss for humans, it causes distress to wildlife, especially in sensitive areas' (Kreag 2001).

The most overcrowded and noise polluted area is the coastal side and city centre of Alanya. The highway connecting the airport to Alanya goes along the coast and it is very close to the hotels built on the coast. Heavy traffic on the highway creates a big amount of noise pollution. The city centre of Alanya is mostly occupied by entertainment and shopping facilities and is facing the threat of increasing traffic. Local government tries to decrease the traffic density by limiting traffic in the central area but it is still far from solving that problem (Alanya Chamber of Commerce). This situation obviously avoids the use of public areas such as parks, gardens, and beaches as well as the provision of local services. The huge amount of people makes it nearly impossible to walk on the streets during the day and nights. The developed amusement sector in Alanya, which is inevitable for the mass tourism destination, contributes to the noise pollution negatively. The overcrowding and noise pollution in the city create difficulties in the day life for the local population.

Contribution to the Environmental Protection and Conservation

‘Tourism can significantly contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources. Because of their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to creation of national parks and wildlife parks’ (UNEP).

The contribution of tourism to environmental protection in Alanya can be seen through some natural areas protected and identified as valuable. Alanya Fortress, which is in the World Heritage Tentative List, is one of these areas. The fortress attracted 265 000 tourists in 2004, the revenue from the entrance fees accounted for approximately 600 000 Euros (Alanya Municipality). Another interesting natural area in Alanya is Damlatas Cave. The cave has a constant temperature of 22-23 degrees Celsius and humidity level of more than 90%. There are also stalagmites and stalactites which are several thousand years old. Due to the humidity being more than 90% in the cave, it is said to be therapeutic for those with respiratory problems, especially asthma sufferers. The cave is generally used for health tourism, and is reserved 2 hours everyday for the patients. (Alanya Municipality). There are more than 20 natural sites like Alanya Fortress and Damlatas Cave. All of the sites are identified as valuable sites; and the revenue from entrance fees are used for the protection and conservation of the sites (Alanya Chamber of Commerce).

PART D

7. Comparison between Alanya and Dubrovnik

After analysis of the tourism sector, as well as economic, social and environmental impacts of tourism in Alanya and Dubrovnik, we have compared findings and made following conclusions:

- Both Alanya and Dubrovnik are seen as one of the most beautiful places in their countries. Dubrovnik is often called as a ‘Pearl of Adriatic’, while Alanya is known as a ‘Pearl of Turkish Riviera’.
- Alanya is one of the most popular tourist destinations in Turkey, as well as Dubrovnik in Croatia. Dubrovnik is popular mostly due to its exceptional beauty, as well as historical and cultural heritage, which was recognized by UNESCO in 1979 and the Old Town has been put on the World Heritage list. In the case of Alanya, the beautiful beaches, clean sea and relatively low prices are the reasons that are attracting tourists.
- Alanya represents one of the most important agricultural centres in Turkey with its vegetable and fruit production, and together with tourism, agriculture is Alanya’s largest resource of income. In Dubrovnik, tourism is a main economic activity and driver for its economic development, which was proven in the recent past, when together with the stop of the tourism activities during the war, an economic development of the whole Dubrovnik-Neretva County was stopped as well.
- Alanya is characterized with the mass tourism, while in Dubrovnik the most dominant type of tourism is cultural tourism. These different types of tourism have different impacts, and consequently, contribute differently to the sustainable development of the local community. However, Alanya also has a potential to develop the cultural tourism, in view of the fact that it is currently on the UNESCO’s world heritage tentative list. In Dubrovnik, besides the cultural tourism there are beautiful beaches, preserved nature and mild climate, which are making it potential destination for the 3S tourism. In other words, both Alanya and Dubrovnik have potential to develop other types of tourism.

- From the comparison of SWOT Analysis, we can see that authorities of both communities see natural and historical environment, good climate, potential for sport tourism, high bed capacity, as well as skilled labour as the main strengths of the communities. While in the SWOT Analysis for Alanya, as a main weakness is mentioned lack of the plans for the further development of tourism, in Dubrovnik weaknesses are war consequences and bad traffic communications.
- In both Alanya and Dubrovnik, there was a rapid increase of tourist arrivals and income in the last ten years. However, in Alanya there was continuous increase in the last 20 years, while in Dubrovnik tourism development was stagnating in the period from 1991 until 1995, due to the war.
- In the last 20 years, there was significant migration to Alanya caused by the tourism development. In mid-80s before the tourism development started, in the centre of Alanya less than 30 000 people were living. Today, there is almost 150 000 people living in the city centre. In Dubrovnik, population increase was not recognized. The reason for that is arguably war since Dubrovnik was heavily damaged and even occupied by Serbian army for the 7 months. Therefore, even several years after the war has finished, people did not find Dubrovnik as a safe city. What will be in the future and will development of tourism cause migration of people to Dubrovnik no one can say certainly.
- Alanya is a summer destination, which has active season only for several months, whereas Dubrovnik is a whole year destination, which provides not only seasonal jobs as Alanya, but also a significant number of employees in the tourism industry during the whole year.
- Both communities have recognized the importance of quality infrastructure, and therefore invested in the improvement of the existing and construction of the new infrastructure.
- In both communities, there are a significant number of foreign tourists, with dominance of Germans, which lead to cultural exchange between the hosts and the visitors. In Dubrovnik, remarkably 85% of the total number of tourists are foreigners. The cultural exchange as a social impact of tourism has to some extent stronger influence on the local population of Alanya, in view of the fact that Turkey is a Muslim country with the strong traditional behaviours based on the Islam religion.

- In Alanya, there is an obvious problem of increased underage drinking, as well as drugs usage. Possibly, we can say that there is a connection between these problems and structure of visitors, who are attracted by the mass tourism. In Dubrovnik where the cultural tourism is attracting mostly older tourists or ones that are interested in educational holiday, not just fun, such problems are not identified yet.
- In Alanya, most of the environmental impacts are negative, while in Dubrovnik besides negative impacts there is a significant number of positive impacts too, which are contributing to the environmental protection and conservation.
- Dubrovnik is more active than Alanya concerning environmental issues. In Dubrovnik, tourism is used to increase environmental awareness of the local population, and moreover, the city has recognized financial values of cultural sites, which are used for the protection and preservation of the heritage.
- While Dubrovnik is putting a lot of effort to preserve its culture and heritage, Alanya's main aim is to attract more tourists. As a result, environmental impacts of tourism in Alanya are mostly negative.

8. Discussion

For many countries, tourism is seen as a main instrument for regional development, since it stimulates new economic activities (Creaco, Querini 2003). It is possible to say that the same effect can be achieved in the smaller communities, which are using tourism not only to stimulate various economic activities, but also, as we have seen on the examples of Alanya and Dubrovnik, to contribute to their sustainable development. The most significant and evident positive impact of tourism in both communities is contribution to the total economic income, but there are also various positive social and a smaller amount of the positive environmental impacts. However, tourism may also have negative effects, particularly on the environment.

One of the biggest threats is unplanned and uncontrolled tourism growth, which often results in such worsen of the environment that even tourist growth can be compromised. Since the major source of the tourist product is environment, it should be prioritized and adequately protected (Creaco, Querini 2003). This is especially true considering tourism based on the natural environment as in a case of Alanya, or on historical-cultural heritage as in Dubrovnik. Therefore, we can arguably conclude that in order to have further growth of tourism and sustainable economic development in the future, it is important to plan development of the tourism with the respect for the environment, and by fulfilling the main principles of the sustainable development.

In addition, the overcrowding and overdevelopment, as a result of unplanned tourism growth, can have negative effect on the transport and restaurant services, 'which reach levels that are incompatible with an efficient running of the businesses from an economic', and social, point of view. When such a situation reaches drastic limits, it is possible that "heavenly isolated paradise" suddenly becomes destination with the serious environmental problems, which are frequently irreversible (Creaco, Querini 2003).

In order to have better understanding of potential directions of the future tourism development in Alanya and Dubrovnik, we will use BUTLER's life cycle theory, which according to Creaco and Querini (2003) 'clearly expresses the tourist area evolution' (see figure 15).

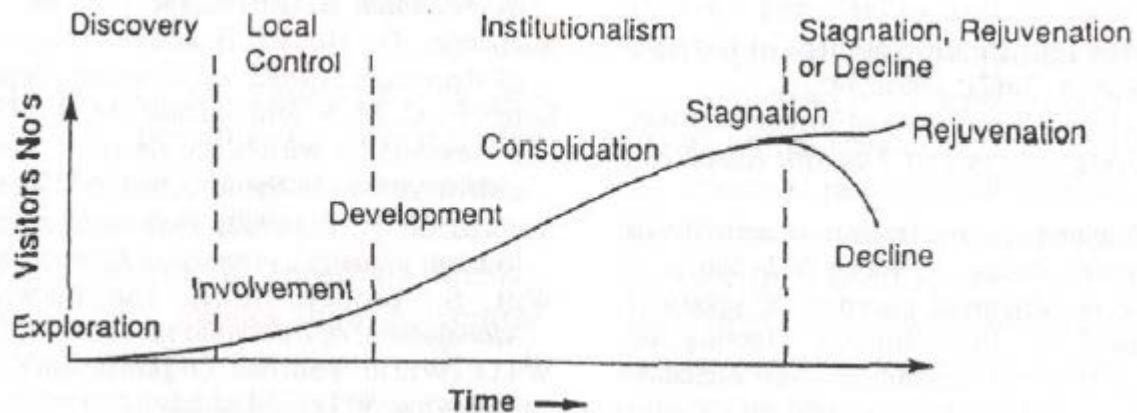


Figure 15: Hypothetical tourist area life cycle

Source: Creaco, Querini, 2003

The way we see and understand the figure 15 is that there are five stages in the tourism development, and that number of tourists is increasing analogously with the time. Our aim is to explain each of the five stages and connect them with the tourism development in Alanya and Dubrovnik.

In each destination, tourism starts with the **exploration**. This is the first stage in which small number of visitors is discovering a new, still unspoiled destination with the untouched natural environment and preserved local traditions.

Alanya: In Alanya, the exploration stage has started approximately 20 years ago. In that time, Alanya was an agricultural area with strong traditions, and with no more than 30 000 people in the city center.

Dubrovnik: the exploration stage in Dubrovnik has already started in 1960s when it was still part of the SFR Yugoslavia. By 1990, we can possibly say that Dubrovnik has already reached the last stage of the BUTLER's life cycle theory. It was established as a popular and world-know tourist destination, which was trying to preserve that status with various investments and management. However, as a result of the war that Dubrovnik has faced in the early 90s, there was total decline of the tourism industry, and it is impossible to say what would happen otherwise. After the war has

finished, tourism started from the very beginning, so in the further discussion we will examine its development as if the exploration stage has started in the 1995 after the war has finished.

The exploration stage is followed by the **involvement**, a stage in which the local community is starting to be an active player in the tourism activities. As a result, new infrastructure is built, different agencies and authorities are starting to be involved in the development and management of tourism industry, and likewise there is an objective to harmonize tourism development with the other economic activities (Creaco, Querini 2003).

Alanya: Involvement stage has begun more or less in the same time as the exploration stage. Local population has recognized very early the tourism potential of Alanya, and therefore when in 1982 Tourism Encouragement Law came into force, they made significant investment in development of the tourism activities. This stage has finished around 1995 with the built of the new infrastructure.

Dubrovnik: the situation was pretty much the same as in Alanya, with the exception that involvement stage in Dubrovnik lasted much shorter and it corresponds to the first few post war years. The reason for that is perhaps experience that Dubrovnik gained during its long and successful tourism history. Since the city has already experienced once all five stages of the BUTLER's life cycle theory, it was possibly much easier for the local population of Dubrovnik to deal with the involvement stage, than it was for the locals in Alanya, which was until mid-80s only agricultural city.

After the involvement stage, destination is often starting to experience an exciting and dynamic period of growth and evolution. Attractions have been developed, tourism is seen as a part of the economic future of the community and consequently, a large number of new visitors continue to arrive (Creaco, Querini 2003). This stage is known as the **development** stage.

Alanya and Dubrovnik: Both communities are characterized with the same development stage. It has started approximately 10 years ago and it did not finish up till now. Since 1995, the number of tourists and income are increasing rapidly and each year Alanya and Dubrovnik are becoming even more popular destination. What is more, in the last few years, the number of tourists at peak periods is perhaps equaling or exceeding the number of local inhabitants.

Fourth stage of the tourism development is the **consolidation** stage, in which the number of tourists is still increasing, but with a declining rate. According to Creaco and Querini (2003), in this stage, 'the destination is strongly marketed and tourism is seen as a main instrument for the regional and local economy'. Moreover, destination is often developing an identifiable recreational business district, which contains the major franchises and chains. Finally, the last stage is the **stagnation** stage, in which the highest number of tourists is achieved. The tourist area 'is no longer attractive and fashionable, and it relies on repeat visits and business use of its extensive facilities'. In this stage, the major efforts are needed to maintain the number of visits and the destination may by now have serious environmental, cultural and social problems.

Furthermore, Creaco and Querini (2003) have presented Agarwall's (1994) thinking about the **post-stagnation** stage. In his opinion, there are two possibilities after the stagnation phase- continued decline or rejuvenation. Continued decline takes place in cases when visitors are replacing the destination with new resorts and the destination 'becomes dependent on smaller geographical catchments for daytrips and weekend visits'. On the other hand, it is possible that destination remains as a tourist resort, for the reason that it has made the different forms of rejuvenation. In order to preserve its status of popular tourist destination, area should decide on new uses, new customers and new distribution channels.

If we now come back to the Alanya and Dubrovnik, we can say that in the future they will unquestionably face all three stages- consolidation, stagnation and the post-stagnation. Nevertheless, it is not possible to predict when exactly consolidation and stagnation phase will take place or how long will they remain, neither what will be the character of the post-stagnation period. Perhaps we can say that development stage in Dubrovnik will last considerably shorter than in Alanya, due to the fact that city was already in that situation. Moreover, although both Croatia and Turkey are candidate countries for the European Union membership, it is more likely that Croatia will become member in the near future, while there is a long way in front of Turkey. EU membership will arguably bring more tourists to Dubrovnik, as well as major international franchises and chains, and consequently push forward Dubrovnik into the consolidation and stagnation stage.

Since tourism is an ongoing process, which is influenced by the various factors and what is more, it produces a great number of various impacts, it is hard to have a clear and certain vision of its future development. Yet, we can discuss potential future of tourism in Alanya and Dubrovnik, based on the analyzed impacts and collected findings.

In view of the fact that tourism in Alanya is based on 3S (sea, sand and sun), it is possible to conclude that Alanya is much more sensitive and threatened with the loss of tourist interest than Dubrovnik is. 'Today's tourists expect more than sun, sea and sand, as was the case two decades ago. They demand a wide variety of associated leisure activities and experiences including sports, cuisine, culture and natural attractions' (CoastLearn 2006). Since Alanya is mostly offering 3S tourism, it can be easily replaced by many other destinations and it is facing the threat of continued decline in the post-stagnation phase. On the other hand, the rich cultural and historical heritage make Dubrovnik special and unique tourist destination, and therefore it is facing less risk that it will be replaced by other destinations in the near future. Nevertheless, since Alanya also has potential to develop cultural tourism and use its natural and historical beauty, tourism development can go in the opposite way and Alanya could become a new cultural destination with the bright future.

On the other hand, even though Dubrovnik is offering cultural tourism and has potential to stay everlasting tourist destination, it can reach the continued decline stage if the further planning of the tourism development will not respect the principles of the sustainable development. It is important that both Alanya and Dubrovnik understand that 'creating a successful and sustainable tourism industry is like creating any successful and sustainable economic activity- it takes vision, planning, and work' (Kreag 2001).

9. Conclusion

A 3S tourism in Alanya and cultural tourism in Dubrovnik, as the different types of tourism have different impacts, and consequently contribute in a different way to the sustainable development of the community. Based on the analyzed impacts, comparison of the tourism in Alanya and Dubrovnik, and discussion on its possible future, we can arguably conclude that cultural tourism in Dubrovnik is contributing to greater extent to the sustainable development of the local community than the 3S tourism in Alanya.

Both cultural and 3S tourism have various positive and negative impacts, which are contributing to the community's sustainability, but also jeopardizing it in the same time. The greatest contribution of both types of tourism can be seen through the economic impacts, and consequently followed by the social impacts. The number of tourists is increasing each year rapidly, as well as the income generated by the tourism. The biggest difference between the 3S and cultural tourism is visible through the environmental impacts. Since environment is very vulnerable and sensitive on tourist activities, as well as the major source of the tourist product, it is very important to have high awareness of the danger that is facing if the tourism development is not managed in a correct way. Except the negative environmental impacts, such as air pollution and great consumption of energy, water and land, cultural tourism in Dubrovnik has a various positive impacts as well. Significant contribution of tourism to the sustainable development of Dubrovnik is seen through the raise of local awareness concerning the financial value of the cultural sites, especially city walls, since around 80% of the earned money is used for the preservation of the walls, as well as other cultural and historical sites. As a result of tourism, beaches are used in a more sustainable way and the environment is being more protected through the various projects, all with the aim to increase the quality of the tourist offer, and consequently to create a better environment for the local population. In the case of Alanya, 3S tourism is mostly having the negative environmental impacts, which can be arguably connected to the structure of guests, as well as to the local authority's main aim to attract more tourists in any case. While Dubrovnik is putting a lot of effort to preserve its culture and heritage, Alanya is focused on ways to attract more tourists and increase income. Although, there is a possible reawakening of the cultural heritage as part of tourism development in the near

future, until Alanya does not develop cultural or other types of tourism, which are putting less pressure on the environment, most impacts will still remain negative.

What is important for both communities is to be aware that positive consequences of tourism can arise only if, and when tourism is carried out and developed in a sustainable way. In order to achieve positive correlation between tourism and local community, an involvement of the local population is essential. 'A community involved in planning and implementation of tourism has a more positive attitude, is more supportive and has a better chance to make a profit from tourism than a population passively ruled (or overrun) by tourism' (UNEP 2006). Additionally, steering tourism growth toward local needs, interests, and limits can greatly enhance value of the tourism to the community's sustainable development. According to Kreag (2001), 'creating a local tourism industry is not a daunting task, but making tourism really "fit" the community requires a lot of work.' First step in steering tourism development in a more sustainable direction is to change community's perspective of seeing tourism as an economic future. While doing so, both communities are just focused on the economic impacts, which can possibly result in even more negative social and especially environmental problems. This is particularly important for Alanya, where the mass tourism is seriously threatening to great decline of the natural environment.

In Dubrovnik, the local population has been already involved in the implementation of the tourism, but the potential is still not completely used and there is much more to be done in order to have sustainable tourism, which contributes greatly to the community's sustainability. In comparison with Alanya, advantage of Dubrovnik is the fact that its future 'is being shaped by people who are proud to be residents of a fascinating city with a long history of perseverance through difficult times'. Besides, the global economics, trends in cultural tourism and the process of birth of a new, young nation are having a significant role in the development of the contemporary and sustainable city (Niwa 2000).

However, an important step in making tourism more sustainable in Dubrovnik should be making a more detailed analysis of the tourism sector and accessibility of statistics to the local citizens. For the monitoring of the tourism development, which would help in better planning and organization of the tourism activities it is very important to have an up to date statistics. Lack of statistics can be

very limiting factor for the analysis of the tourism development, and consequently for the recognition of the potentials and creation of the strategic plans to stimulate sustainable growth. That was proven in the case of Dubrovnik and Croatia in general, since the lack of accessible information was one of the biggest limitations in the creation of the thesis. Moreover, even SWOT analysis that was made for Dubrovnik-Neretva County is showing that the reality was not taken objectively into consideration. While the strengths and opportunities are fairly realistic, weaknesses and threats are arguably far away from the reality. Among the threats to tourism development, no environmental issues were mentioned. It is important to make statistics concerning the air, noise and specially sea pollution. Moreover, there is significant energy, water and land consumption, which should be analyzed in details in order to reduce it. In the case of Alanya, the SWOT analysis is also characterized by the lack of objectiveness and low level of details, and there is much more to do in order to make an realistic observation and find the best strategy to stimulate tourism growth but in a sustainable way.

In order to achieve sustainable future of the tourism, the priority for Alanya perhaps should be a development of the alternative types of tourism with the special focus on the cultural tourism, since it has great historical potential, which has been also recognized by the UNESCO. Although Alanya is still on the UNESCO's world heritage tentative list, there is a great chance that will change in the near future, and that is something that can be well used in the promotion of Alanya as a new cultural destination. In that way, Alanya could become a whole year destination and provide more jobs for the local population, as well as greater income for the community. If the earned money would be well used in the protection of the environment and cultural heritage, as well as local population more involved in the planning process that would arguably lead to the more sustainable tourism in Alanya. Consequently, a risk of becoming overcrowded and overdeveloped in the future, which would lead to replacement of Alanya with the new fresh destinations, would be significantly increased.

Finally, we would like to stress once more that 'one of the core elements of the sustainable tourism development is a community development, which is a process and a capacity to make decisions that consider the long-term economy, ecology and equity of all communities' (UNEP 2006).

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Interview on April 26, 2006

Servet Gedik

Secretary General

Alanya Chamber of Commerce

Email on March 22, 2006

APPENDICES

APPENDIX A

History of Dubrovnik

‘Dubrovnik was founded in the first half of the 7th century by a group of refugees from Epidaurum (today's Cavtat). They established their settlement at the island and named it Laus. Opposite of that location, at the foot of Srđ Mountain, Slavs developed their own settlement under the name of Dubrovnik. The settlements were separated by a channel which was filled in 12th century, and since then the settlements have been united’ (Dubrovnik Online 2003).

From its establishment until 12th century the town was under the protection of the Byzantine Empire that helped Dubrovnik in the wars against Saracens, Bulgaro-Macedonians, and Serbs. Between 1205 and 1358 Dubrovnik was under the sovereignty of Venice, and by the Peace Treaty of Zadar in 1358 it became part of the Hungarian-Croatian Kingdom. *Having been granted the entire self-government, bound to pay only a tribute to the king and providing assistance with its fleet, Dubrovnik started its life as a free state that reached its peak in the 15th and 16th centuries.* In that time Dubrovnik was the most powerful economic centre in the south of the Adriatic, with a powerful fleet of merchant (over 200 ships) and war ships.

The well-being of the Republic was ruined in 17 century as a result of a crisis of Mediterranean shipping and especially a catastrophic earthquake that killed over 5000 citizens. Although a great effort was put into Republic recovery, it remained a shadow of the former Republic. In 1806, Dubrovnik surrendered to French forces, led by Napoleon. In 1808 Marshal Marmot abolished the Dubrovnik Republic.

In 1809, Dubrovnik became part of the Ilyrian Provinces. ‘In 1815, by the resolution of Vienna Congress, it was annexed to Austria (later Austria-Hungary), and remained annexed until 1918 when it became part of the Kingdom of Serbs, Croats, and Slovenes’. From 1941 until 1944 Dubrovnik was occupied by the Italian army and Germans. In 1945, it became part of the Federative People's Republic of Yugoslavia, which in 1963 changed its name into Socialist Federal Republic of Yugoslavia. Dubrovnik was part of the Socialistic Republic of Croatia, which in 1990

became independent. In 1991, Dubrovnik was attacked by the Serb-Montenegrin army and stayed occupied for the next 7 months. In 1992 Dubrovnik and its surroundings were liberated by Croatian Army, but the danger of Serb - Montenegrin sudden attacks lasted for another three years. Today, Dubrovnik is a free and safe town.

APENDIX B

SWOT analysis of Dubrovnik-Neretva County

5.2.1. Internal factors

STRENGTHS

1. Natural resources:

- richness and diversity of the natural resources (indented coast, islands)
- spatial diversity and biodiversity
- a good climate conditions for the development of agriculture production (growing of fruit, wine growing, fishery, apiculture, gardening, sheep breeding, etc.)
- water resources
- hydro energetic potential

2. Human resources:

- skilled labour in the tourism sector, fishery, agriculture and navigation
- motivation for positive changes in the county
- significant number of the young educated population

3. Economy resources:

- existing and planned enterprises zones
- existence of the unused enterprises capacity
- possibility of development of the agriculture, trade and enterprise in the service of tourism
- potential cut of taxes, communal taxes and fees for the investors
- increase in number of the tourist agencies

4. Infrastructure:

- existence of the basic infrastructural network (roads, international port, international airport, railway stations, bridges, pipelines, water pipes, telecommunication networks, etc.)

6. Educational facilities:

- sufficient number of the elementary schools and high schools
- University in the Dubrovnik

6. Tourist, sport and recreational potential:

- potential for the development of the different types of the tourism (hunting, fishing, recreational tourism, rural, thematic tourism, etc.)
- a great number of hotels, accommodation facilities and host services
- sports grounds
- water polo competition of the county
- cable railway

8. Cultural facilities:

- great number of important cultural facilities (museums, theatres, aquariums, cinemas, concert halls, etc.)
- Sacral objects
- Monuments

9. Tradition and historical heritage

- natural and cultural heritage
- tourist attractions (mostly Dubrovnik), historical buildings, natural eminence
- seafood culture, fishery, eco production
- tradition of trade, agriculture, tourism and navigation
- preservation of traditional values, local culture and customs
- cultural, sports and religious manifestations

10. Non governmental organisations

- a great number of NGOs in the civil sector
- participation of public sector in creation and implementation of the strategic plans

WEAKNESSES

1. Bad traffic communications:

- bad internal and external traffic connections; maintenance of local and community roads, paths, ports and bridges is not sufficient
- the boarder with Bosnia and Herzegovina is dividing territory of the county
- a bad traffic connection between the islands and centre of the county
- insufficient number of the transportation vehicles (boats and airplanes) in the county

2. Inefficient local administration:

- slow implementation of the development plans and programmes
- exchange of information is not quality enough
- slow strategic decisions making, as well as implementation of the key activities

3. A weak positive entrepreneurial spirit:

- focus only on one branch of the economy- tourism
- inefficient environmental protection(pollution of the water sources, waste management)
- unequal development of infrastructure in all parts of the county
- lack of local bank
- lack of education for eco production; a great number of the protected natural areas
- weak connection between the alteration and tourism and trade
- bad connection among islands, coast and the hinterland in an every way
- an old fishing fleet
- an insufficient number of high categorized hotel capacities
- a weak usage of county's resources (sea, islands, elite tourism, etc.)
- insufficient support of the media
- a high level of the social and labour elimination
- a lack of modern business ideas and programmes

4. An inadequate management of the human resources:

- an insufficient educational level (lack of compatibility between the school system and economic needs, a low awareness of the potential of the public sector and social ventures, low level of information about standards for economic activity in the EU and the EU funds)

- high outflow of the educated population, especially young people
- insufficient investment in the development of the cadres

5. War consequences:

- an economic facilities that are destroyed in the war are still not renovated
- areas with landmines
- wrong concept of renewal
- unfinished privatisation process
- great lose of visitors in comparison with the pre-war years
- a high unemployment rate

7. Cooperation between the counties

8. International cooperation

9. High unemployment rates

10. Seasonality of the tourism

11. Problems of water supply and drainage

5.2.2. External factors

OPPORTUNITIES

1. Geo-strategic and traffic location:

- good geographical and geo political position- on the boarder between Mediterranean and Adriatic sea
- relatively good air connection with the Europe and the rest of the world
- good sea connection with Italy
- closeness of markets of BiH, Montenegro, Albania and Italy (Blizina tržišta BiH, Crna Gora, Albanija, Italija)

2. Institutional reforms:

- encouragement of the various reforms in Croatia is increasing chances for positive local changes
- existence of National Strategy for Regional Development

- Strategy for Fishery Development
- Eco production, production of medical herbs and products
- UNESCO cities

3. A knowledge and technology transfer:

- University programs
- Modernization of the educational system and its adoption to EU system (Bologna declaration)
- Development of the telecommunication infrastructure and Internet

4. A domestic and foreign entrepreneurial encouragement:

- Existence of the National Strategy for development of the SME
- National funds for support
- Media
- Navigation and sailing
- Agriculture
- renewal of the traditional crafts
- highway till Dubrovnik

5. Positive changes in the surrounding:

- political and economic stabilization in the southeast Europe
- bilateral and multilateral cooperation with the neighbouring countries
- EU membership
- Airports in Dubrovnik and Korčula
- Waste management- development of county centres for the waste disposal
- Railway connections
- Increase of power of nongovernmental sector

6. Programs for landmine removal

7. Natural resources

8. Mediterranean climate

THREATS

1. Natural disasters:

- Summer fires caused by high temperatures
- Strong winds, summer rain showers
- Inadequate protection from floods
- Earthquakes

2. Globalization:

- Destruction of the marine environment and disturbance of eco system by NATO
- AIDS- large uncontrolled income of sailors, crew, army, prostitutes
- Public property selling off
- Transportation of dangerous cargo (by sea and road)
- A pressure of the foreign competition on the unprepared local producers

3. Migrations:

- Depopulation of the autochthonic population
- Emigrations of the young and educated people

4. Unfavourable business surrounding:

- Bad privatization
- Administrative barriers in usage of mineral sources
- Insufficient research of the biological potentials
- Traffic isolation of the county
- Railway tracks going through territory of the county
- Lack of investment funds

5. Expensive and inefficient state:

- A weak organization and inefficiency of the state administration

- A high level of corruption
- Inadequate and inefficient jurisdiction
- A high rates of interest
- Insufficient encouragement of the brand creation

6. Landmines

7. No participation in the national programmes

8. Drugs and alcohol

APENDIX C

SWOT Analysis of Alanya

Strengths

1. Good climatologic condition for tourism and agriculture
2. Natural and historical environment
3. Sun, sand, sea (3S)
4. High bed capacity
5. High level of development in tourism and agriculture industry
6. Historical background and cultural heritage
7. The combination of tourism and urbanization
8. Presence of plateau and village tourism
9. Presence of sports tourism
10. Internationally known tourism destination
11. Strong culture
12. High number of qualified employers in tourism
13. Availability of underwater sports
14. Developed agricultural tradition
15. Tropical fruit production
16. Rich water resources
17. Big amount of capital invested
18. Developed amusement sector
19. Developed social structure
20. High number of NGOs
21. Strong spirit of entrepreneurship
22. Intensive investments in education
23. Attractiveness for the foreign investment
24. High level environmental awareness of public
25. Sensitivity of the public to security issues

26. Developed local media
27. Strong promotion network
28. High tolerance and hospitality level of the public
29. Great number of foreign residents living in Alanya
30. Providing cheap holiday opportunities
31. The strong coordination between the local authorities and NGOs
32. Developed handcraft and weaving industry
33. Instruction of the Faculty of Business in 2006
34. High number of students studying in the universities
35. Number of tourism facilities
36. High quality of food industry
37. Growing rate of construction sector
38. Available transportation facilities
39. Newly constructed tourism facilities
40. Developed infrastructure in the city
41. Planned investments for the future development
42. Existence of an international university
43. Being out of the earthquake zone
44. High number of beaches with blue flag

Weaknesses

1. Undeveloped congress tourism
2. Insufficient tourism maps
3. Lack of plans for the diversification of tourism
4. Unawareness for the development of cultural tourism
5. The city is located and wedged between the mountain and the sea
6. Agricultural land is divided and the enterprises are small scale

7. Destruction of nature and environment in some areas
8. Lack of planning in agricultural production
9. High number of unqualified unemployed people
10. Lack of social facilities for mental imbalanced, drug addicted and forlorn people
11. Noise pollution created by the amusement sector
12. Number of municipalities in Alanya and the weak coordination between them and Alanya municipality
13. Low number of security forces
14. Lack of coordination between different sectors (tourism and agriculture)
15. Unplanned and excessive construction
16. Insufficient inner-city roads
17. Insufficient parking spaces
18. Existence of the highway along the coastal side
19. Low number of 5-star hotels in the city
20. Lack of railways
21. Lack of airport
22. Insufficient green space areas in the city

Opportunities

1. The potential of health tourism
2. The potential of further development in agriculture during the EU membership period
3. The potential of being a tourism destination for the whole year
4. Construction of Gazipasa Airport
5. Tropical fruit production
6. The potential of safari tourism
7. The potential of organic and inorganic agricultural production

Threats

1. Intensive tourism investments in Belek and Kundu

2. Continuation of constructions
3. Unfair competency in tourism investments
4. Lack of environmental plans
5. The migration of unqualified labour
6. Disobedient to the prohibition of construction in tourism season