

Tourism and Landscape: between conflict and common interests

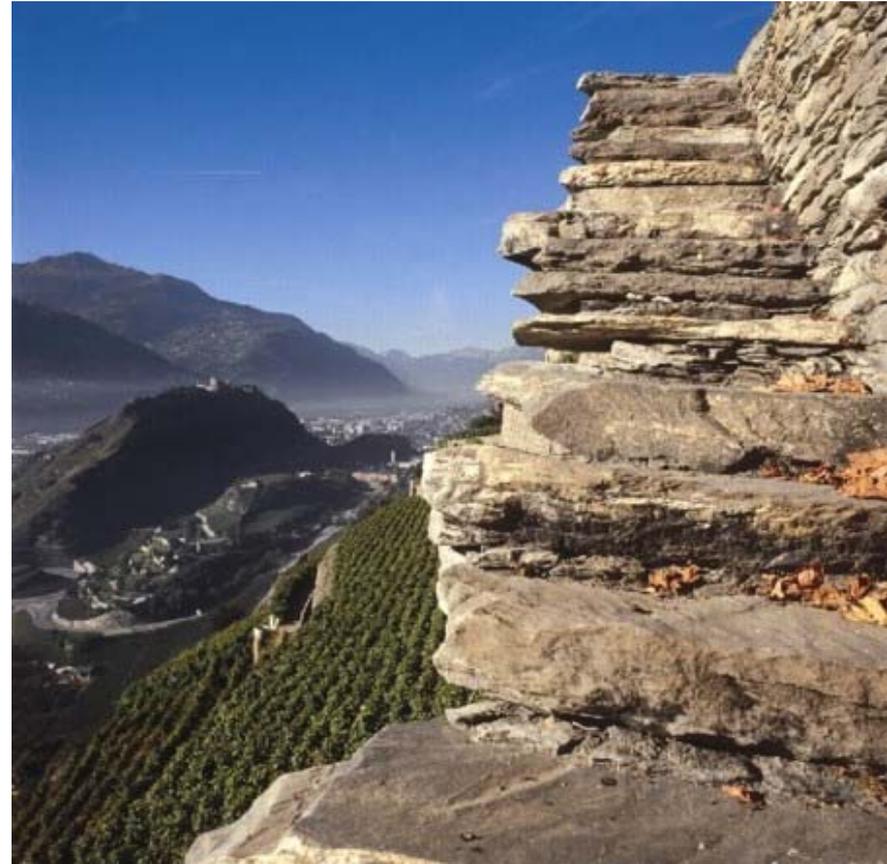
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Perspectives and strategies to revitalize abandoned regions »
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Plan of the lecture

1. Definitions
2. Importance of landscape for tourism
3. Importance of tourism for landscape
4. Relations between tourism and landscape
5. Using landscape for tourism
6. Conclusion



1. Definitions

- **Tourism:**
"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes not related to the exercise of an activity remunerated from within the place visited." (World Tourism Organisation)



1. Definitions

- Landscape:
"Landscape means an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors" (European Landscape Convention 2000)

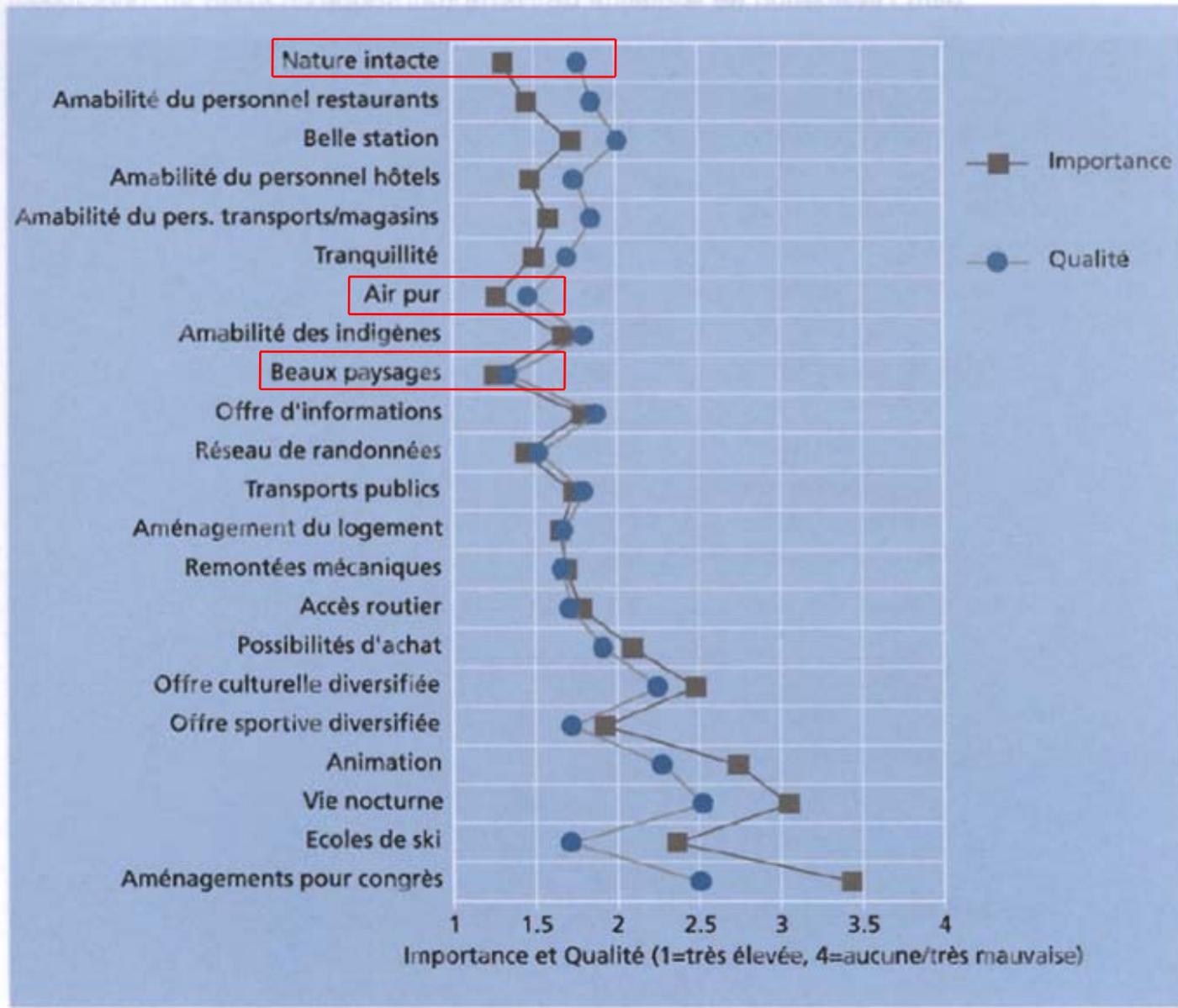


2. Importance of landscape for tourism

ORIGINAL OFFER	Natural factors	<ul style="list-style-type: none"> ● climate ● landscape ● fauna and flora ● air and water
	General infrastructure	<ul style="list-style-type: none"> ● basic equipment (staples, transport, etc.) ● infrastructure meeting daily needs (stores, hospitals, etc.)
	Cultural factors	<ul style="list-style-type: none"> ● culture (tradition, mentality, hospitality) ● material heritage
DERIVED OFFER	Tourist infrastructure	<ul style="list-style-type: none"> ● ski lifts and other means of transport for tourists ● sport and cultural facilities ● information services and customers services
	Tourist suprastructure	<ul style="list-style-type: none"> ● accommodation ● catering

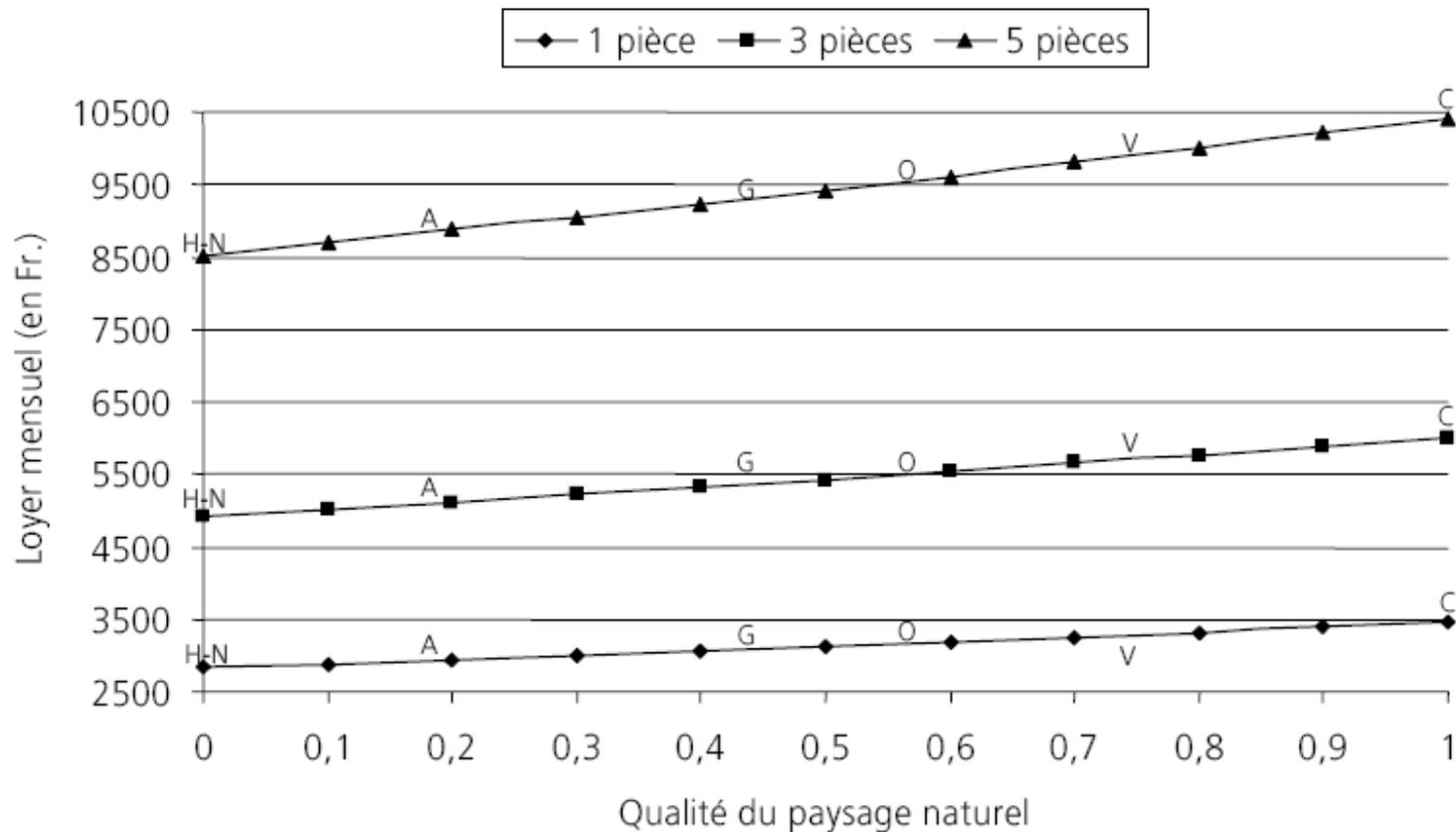
2. Importance of landscape for tourism

Evaluation of the importance and quality of the tourist offer in Valais/CH, 1999/2000



2. Importance of landscape for tourism

Up to 20% difference in rent between comparable holiday apartments according to the beauty of the landscape and the view that one has



Source: Tangerini & Soguel 2004

H-N : Haute-Nendaz

A : Anzère

G : Grimentz

O : Ovronnaz

V : Verbier

C : Champéry

3. Importance of tourism for landscape

- Up to what point is the development of tourist activities important for the preservation or the improvement of landscape?



Triglav,
Slovenia



Mercantour,
France



Rovaniemi,
Finland

4. Relations between tourism and landscape

- "She loves me; she loves me not!"



4. Relations between tourism and landscape

	Agriculture	Forestry	Tourism
Air/climate	methane fumes (manure)		toxic fumes due to traffic and heating; contribution to the production of greenhouse gas
Soil/ground	damaged soil and loss of fertility of the soil by the intensification or the abandonment of farming		compressing of the ground (trampling) and erosion; use of important surfaces for secondary homes, transportation infrastructures and ski pistes; disturbance of the state of the nutrients on the ski pistes
Water	pollution of springs and underground water by the excessive spreading of liquid manure		water pollution from waste and other products (pesticides, liquid manure, chemical agents) used for the upkeep of the tourist facilities (golf courses, ski pistes...)
Flora/forest	invasion by weeds and impoverishment due to the intensification or the abandonment of exploitation	impoverishment: tendency to homogeneous settlements of spruces	clearing, destruction by trampling and mechanic (ski lift stops, damage due to caterpillar tracks), reduction in the fodder output on the ski pistes; damage caused by off-piste skiing; construction of roads giving access to natural zones hitherto preserved
Fauna	loss habitats and feeder plants following the intensification or the abandonment of exploitation	reduction in the variety of species and structured habitats because of uniform forest settlements	disturbance of animals in their habitats by settlement, ski lifts, off-piste skiing, paragliding, mountain biking, etc; shrinking and breaking up of habitats by ski lifts, ski pistes and transportation infrastructures
Landscape	structural impoverishment by rationalization of surface use and centralization of farm buildings	effects caused by quite visible forest roads	damage caused by settlement (proliferation of secondary homes, authorizations to build outside the building zone), transportation infrastructure, ski pistes and ski lifts; moth-eaten landscapes (aesthetic impoverishment)
Potential Threat	particularly high when one moves away from the crops suitable to the place because practically all the major elements are affected, and on vast surfaces		the ecological potential of destruction is limited spatially, whereas the visual effects on the landscape aspects are important

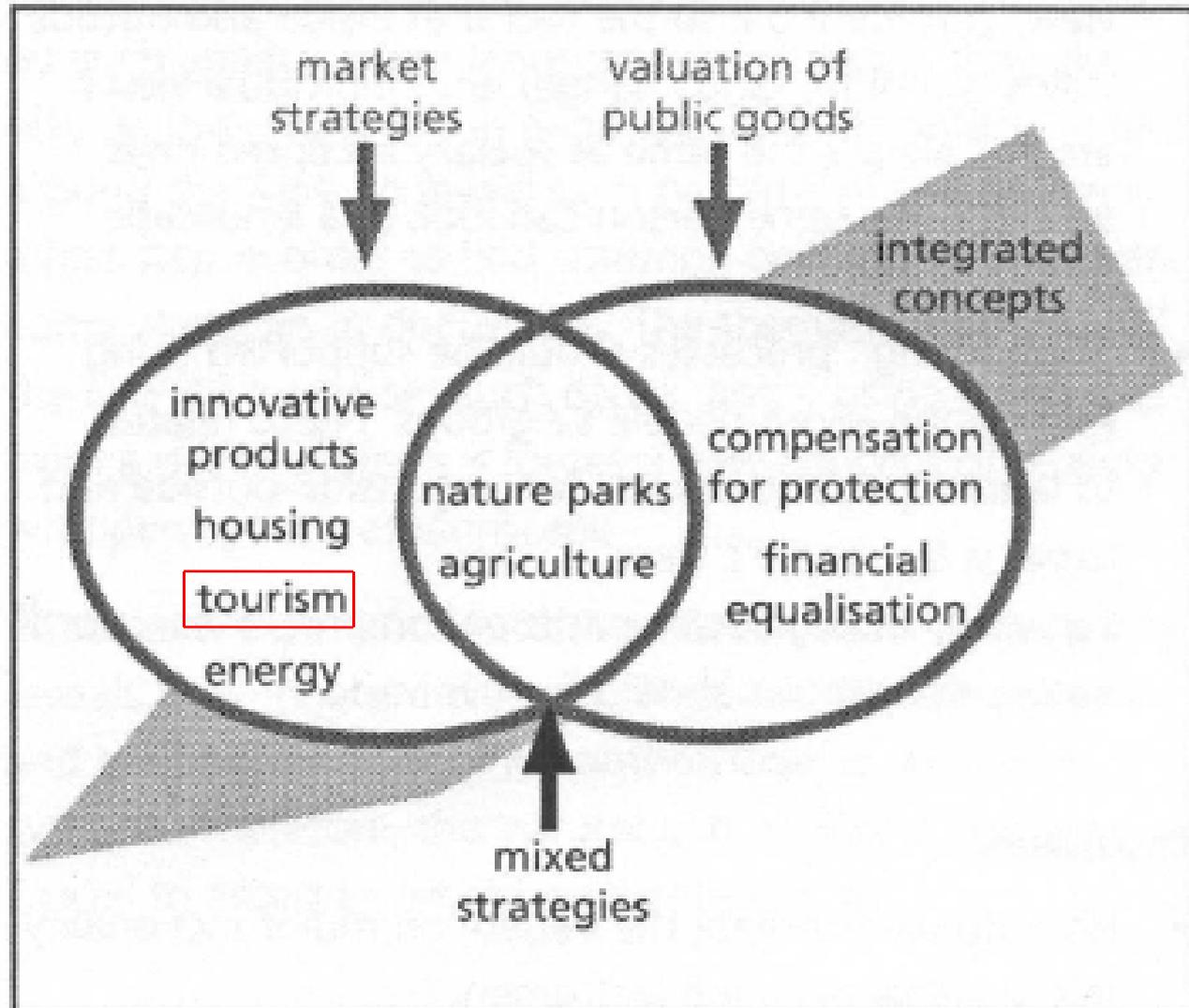


Maximilien de Meuron (1785-1868): Glacier du Rhône (étude), vers 1820. Huile sur toile, 47,5x66 cm. Neuchâtel, Musée d'Art et d'Histoire.

Source: Adaptation from Messerli 1989

5. Using landscape for tourism

Strategies to make use of landscape values



5. Using landscape for tourism

- 4 manners of using landscape for tourism ends:
 - Landscape as aesthetic scenery
 - Landscape as play-ground
 - Landscape as biological areas
 - Landscape as living areas

Source: Donadieu 2007

5. Using landscape for tourism

- Obstacles using landscape for tourism ends:
 - Not possible "to cut out" a piece of landscape
 - Need to have a specific knowledge to be able "to read" the landscape
 - Will of those in charge of landscape maintenance or demand from tourists?

Source: Moulin 2007

6. Conclusion

- Tourism and landscape: an old couple which swing perpetually between perfect agreement and outright disagreement
- Landscape valorisation should reconcile different objectives:
 - Landscape conservation
 - Development of a tourist offer
 - Improvement of the quality of life of the inhabitants

Thank you for your attention!

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