Coastal & Marine Tourism: Origins, Developments and Prospects

4th Coastal & Marine Tourism Congress

Çeşme, Turkey
15-18 November, 2005

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Both marine and freshwater ecosystems are shown on this map.
Marine tourism includes those recreational activities that involve travel away from one’s place of residence and which have as their host or focus the marine environment (where the marine environment is defined as those waters which are saline and tide-affected).

(Orams 1999:9)
Harbours, Historic Fishing Villages, Maritime Museums...
Scenery
Beach Activities
Fishing (from shore and off shore)
Sailing and Motoryachts
Cruise on The Interislander

Ferries & Cruises
Whale & Dolphin Watching
Other Marine Wildlife
Sea Kayaking
Surfing, Windsurfing, Jet- and Waterskiing
Scuba Diving & Snorkeling
Marine & Parks and Aquaria
Underwater Hotels
Maritime Events
Interdisciplinary Attention to Coastal and Marine Tourism

Marc L. Miller
Jan Auyong
Interdisciplinary
Attention to
Coastal and
Marine Tourism

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Interdisciplinary Attention to Coastal and Marine Tourism

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Jan Auyong
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Interdisciplinary Attention to Coastal and Marine Tourism

- Çeşme, Turkey
- November, 2005
5th Coastal & Ocean Tourism Congress

- September 2007
- Auckland, New Zealand
- Auckland University of Technology
- New Zealand Tourism Research Institute
- Sea Grant (Oregon and Washington)
- University of Washington – School of Marine Affairs
Books on Marine Tourism

- The Development and Growth of the Cruise Industry
  Roger Cartwright & Carolyn Baird

- Cruise Ship Blues: The Underside of the Cruise Industry
  Ross A. Klein
Books on Marine Tourism

Marine Protected Areas
Erich Hoyt
For Whales, Dolphins and Porpoises

marine tourism
Development, Impacts and Management
Mark Orams
Impacts of Marine/Nautical Tourism Development

- Environmental
- Economic
- Socio-Cultural
Economic Opportunities & Threats

- **Opportunities**
  - Cash influx to town/region
  - Contribution to governmental tax revenues
  - Generation of employment

- **Threats**
  - Contributes to inflation
  - Leakages
  - Infrastructure burden on local population
Socio-Cultural Opportunities & Threats

- **Opportunities**
  - Can create new jobs related to previous jobs (whaling -> whale watching)
  - Can enhance the living standard of a town, especially in peripheral areas
  - Can foster cultural identity

- **Threats**
  - Migration/influx of foreign workers
  - Sell-off of culture -> Disneyfication, airport art
Environmental Opportunities & Threats

- **Opportunities**
  - Contribution to conservation (education)
  - Can finance conservation

- **Threats**
  - Pollution
  - Erosion
  - Increasing pressure on wildlife (breeding patterns, feeding patterns, displacement, stress, collection of specimens, hunting/fishing)
For Example: Cruise Ships in Palma de Mallorca, Spain
<table>
<thead>
<tr>
<th>Year</th>
<th>Cruise Pax Total</th>
<th>Cruise Pax Homeport</th>
<th>Cruise Pax Transit</th>
<th>Direct spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997</td>
<td>422.347</td>
<td>244.213</td>
<td>178.134</td>
<td>$49,992,000</td>
</tr>
<tr>
<td>1998</td>
<td>392.750</td>
<td>198.719</td>
<td>194.031</td>
<td>$44,360,175</td>
</tr>
<tr>
<td>1999</td>
<td>582.257</td>
<td>336.986</td>
<td>245.271</td>
<td>$68,943,225</td>
</tr>
<tr>
<td>2000</td>
<td>507.486</td>
<td>267.097</td>
<td>240.389</td>
<td>$58,093,725</td>
</tr>
<tr>
<td>2001</td>
<td>531.384</td>
<td>297.829</td>
<td>233.555</td>
<td>$62,190,972</td>
</tr>
<tr>
<td>2002</td>
<td>658.443</td>
<td>358.226</td>
<td>300.217</td>
<td>$76,250,175</td>
</tr>
<tr>
<td>2003</td>
<td>742.662</td>
<td>372.938</td>
<td>369.724</td>
<td>$83,670,000</td>
</tr>
<tr>
<td>2004</td>
<td>744.974</td>
<td>333.057</td>
<td>411.917</td>
<td>$80,852,325</td>
</tr>
</tbody>
</table>

http://medcruise.com
Cruise Ships and Palma

- Population: 325,000
- 745,000 cruise passengers + 827,000 ferry passengers per annum
- 4,320 passengers/day
- Port: 6 quays with 5 passenger terminals
- New RoRo ferry terminal (completed in 2001)
But...

“what’s the difference... it’s going to end up there anyway”
How much waste does a cruise ship produce on average per day?

- 300,000 gallons of wastewater (10% is sewage)
- 15 gallons of toxic chemicals (paints, dry cleaning fluids, photo developing chemicals)
- 30,000 gallons of sewage
- 2 pounds of garbage per person
- 1 pound of food waste per person
- 2 pounds of glass & tin per person
- 37,000 gallons of oily bilge water
- Thousands of gallons of ballast water containing pathogens and foreign species
- Smokestack emissions the equivalent of thousands of automobiles
Between 1993 and 1998 the US Coast Guard charged cruise ships with 490 safety and environmental violations. In addition, the Coast Guard issued 73 tickets for oil spills of 100 gallons or less.

Klein, 2002:85
“Royal Caribbean used our nation’s waters as its dumping ground, even as it promoted itself as an environmentally ‘green’ company … [and] to make matters worse, the company routinely falsified the ships’ logs – so much so that its own employees referred to the logs with a Norwegian term meaning fairy tale book… [T]his case will sound like a foghorn throughout the maritime history”

Attorney General Janet Reno (July 21, 1999) (in Klein, 1999:86)
For Example: Polar Bear Tourism in Churchill, Manitoba, Canada
Significance of Polar Bear Watching in Canada

• Season: Early October to Mid-November
• No. of bears in population: 1,200
• No. of bears seen on typical outing: 11
• Max. no. of bears seen in outings: 38
• No. of people visiting the area during season: 4,000 – 5,000
Significance of Polar Bear Watching in Canada

- Max. no. of tundra vehicles per day: 18, plus two lodges and two helicopters
- Average cost per outing: $150 - $275/seat
- Typical outing costs $2,000 - $4,000
- Conservative figure of economic impact on Churchill: $3 mio
But...

<table>
<thead>
<tr>
<th>Mode of Transport</th>
<th>Energy Consumption for Travel to/from Destination</th>
<th>Energy Consumption at the Destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Train trip to Kärnten/Austria</td>
<td>58%</td>
<td>42%</td>
</tr>
<tr>
<td>Trip 1400 MJ. 2 x 1100km</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private car to Kärnten</td>
<td>69%</td>
<td>31%</td>
</tr>
<tr>
<td>Trip 2200 MJ. 2 x 970km</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flight to Gran Canaria/Spain</td>
<td>92%</td>
<td>8%</td>
</tr>
<tr>
<td>Flight 12000 MJ. 2 x 3180km</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flight to Thailand</td>
<td>97%</td>
<td>3%</td>
</tr>
<tr>
<td>Flight 33000 MJ. 2 x 9150km</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
For Example: Whale and Dolphin watching in Kaikoura, New Zealand
Kaikoura 1989:

- Economically depressed area
- High unemployment rates
- Loss of jobs due to new fishing regulations in the 1980s
- Loss of jobs due to restructuring of governmental departments
- Estimated 10,000 visitors/year
Kaikoura after the Establishment of Whalewatch Kaikoura

- 40 full-time and 4 part-time workers employed at Whalewatch Kaikoura (1991)
- 200,000 visitors in 1996
- 873,000 visitors in 2000
- Additional business established, e.g., eateries, accommodation, souvenir shops, minibus companies, other wildlife tours (many Maori owned)
Community Benefits

- Tourism nets $28 million per annum
- Tourism employs 330 people
- 30 new accommodation facilities
- 45 new services businesses
- Commercial land values up 45%
- Residential land values up 50%
- GG21 Community Accreditation
But...

- Small population base supports infrastructure (roading, water & sewage supplies under stress, etc.)
- Early 1990s social tension regarding DoC concessions
- Dependency on tourism
- Residential land values up 50%
- Excessive traffic during high season
For example: Club Resorts
Europe’s largest tour operator
12.9 million guests in 1998/99
Robinson Club is a brand of TUI
1990: Employment of a highly skilled environmental commissioner
TUI destination criteria

- Bathing water and beach quality
- Water supply and water-saving measures
- Wastewater disposal and utilisation
- Solid waste disposal, recycling and prevention
- Energy supply and energy-saving measures
- Traffic (air, noise and climate)
- Landscape and built environment
- Nature conservation
- Environmental Information and offers
- Environmental policies and activities
TUI hotel criteria

- Wastewater treatment
- Solid waste disposal, recycling and prevention
- Water supply and water-saving measures
- Energy supply and energy-saving measures
- Environmentally oriented hotel management (focus on food, cleaning and hygiene)
- Quality of bathing waters in the vicinity of the hotel
- Noise protection in and around the hotel
- Hotel gardens
- Building materials
TUI carrier criteria

- Energy consumption
- Pollutant and noise emissions
- Land use and paving over
- Vehicle/craft, equipment, and maintenance techniques
- Catering and waste recycling and disposal
- Environmental information for passengers
- Environmental guidelines and reporting
- Environmental research and development
- Integrated transport concepts
- Specific data of type, motor/power unit, age
Robinson Club Baobab, Kenya

- 35 kilometers south of Mombasa
- 80 double rooms in 2-storey houses and 70 double rooms in bungalows
- Only 2.5% of the total area of 250,000m² is built on
- The whole area is a nature preservation park with endemic plants
“Eco-Aspects”

- **Architecture**
  - use of local materials
  - African style straw-roofed bungalows
  - carefully integrated in the park

- **Social Issues**
  - Trainee program for young local people
  - Food from local farmers
Rubbish Issues

- Avoidance of rubbish
  - no disposable cutlery/crockery
  - no drinking cans
  - low package products/bulk products

- Leftovers
  - staff is allowed to take unused food home
  - non-usable leftovers are composted in the own device and passed on to local farmers
  - Additional humus is used as fertiliser in the club’s garden
- **Water Issues**
  - The club has a need for ca. 7,000\(m^3\) fresh water every day
  - Wastewater is not pumped into soak-aways or the ocean (as is common practice)
  - Own biological sewage system
    - 3 ponds
    - Nil Cabbage and Tilapia fish
    - Clean water in the third pond. Used to water the gardens
    - Soil acts as an additional filter
TUI’s Holistic Approach

- Continuous monitoring
- SWOT analyses
- Staff travelling on private holidays receive an ‘environmental questionnaire’ as means of quality control of guides and hotel management
- Consultation is offered to local hotel owners
  - composting & sewage management
  - noise pollution
  - alternative energies
  - sources for governmental subsidies
But...

- Constraints in contracting
  - Ownership issues
- Tourist demand
- Transport
- Still large numbers of tourists
The Answer?

- Key words
  - Sustainable Tourism
  - Ecotourism
  - Integrated Coastal Management
  - Marine Protected Areas
  - …