# Sustainability and tourism development in three Italian destinations: stakeholders' opinions and behaviours

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Abstract

The paper focuses on tourism sustainability and environmental policies. It presents the findings of an empirical research study on environmental awareness in three Italian areas. The aim of the research was to study local stakeholders' environmental awareness so as to verify their willingness to support environmental needs. Institutional stakeholders and local tourism entrepreneurs were interviewed at each site. The areas have been analysed as case studies in order to evaluate the local communities' commitment towards protecting the environment. In addition, the opinions of different stakeholders within each site and across sites have been compared. This work also underlines the importance of endogenous processes of a socio-cultural type, such as primary drivers of innovative eco-compatible behaviours compared to the role played by market-driven external forces or traditional government regulation. The findings demonstrate that, in lacking shared responsibility, conflicts and tensions inside the local community paralyse innovative environmental behaviours when they ought really to be turned into opportunities for debate so that shared strategies and solutions may be identified.

**Keywords:** stakeholders' environmental awareness; sustainability; tourism enterprises.


**Environmental awareness: a cultural challenge**

Tourism provides substantial economic benefits to many countries, regions and communities but its rapid expansion can also be responsible for adverse environmental impacts. Natural resource depletion and environmental degradation associated with tourism activities are sometimes serious problems in tourism-rich regions.

The growing need for more environmentally friendly practices in tourism is the result of an increased knowledge and concern about tourism impacts and environmental quality in general (Holden, 2003).

Even though efforts to enhance the ecological quality of services focus mainly on hospitality firms and structures, involvement should be extended to all stakeholders and firms in the tourism system. Tourists evaluate destinations based on the whole experience as well as the quality of services. Thus the ecological quality of services has to be managed  as a system at the level of destination, so that the increasing competition between tourist destinations can be better addressed.

However, priority given to environmental issues can vary from place to place. Obviously, it should be higher at destinations where natural resources - sea, coasts, landscapes - play a central role as the main tourism attractors. According to Lee (2001), as destinations are unique, so too are sustainable tourism development issues in these destinations.

It is also felt that sustainable tourism is possible but mitigation actions have to be socio-cultural in nature and framed by regulations and policies that can encourage citizens and businesses to adjust attitudes by addressing them to sustainable practices (Burns & Bibbings, 2007). The attitudinal adjustment has to be the starting point

of a practice whose aim is to meet sustainability requirements in a stable way and a long-term perspective. Environmental challenges have to be supported by this process of socio-cultural change as well, if they are to be overcome.

The environmental awareness of destinations is a factor to be evaluated before formulating any hypothesis on the eco-compatible development of destinations. In general, the higher the environmental awareness of the hosting local communities (residents, tourism entrepreneurs, political and institutional stakeholders), the more credible the promotion of sustainable tourism destinations may be.

Only through a more controlled development, in line with environmental sustainability criteria, is it possible to decrease, if not eliminate, the negative impacts on the environment caused by the increasing development of tourism, and in so doing, overcome the inevitable phase of stagnation (Butler, 1980; Priestley & Mundet, 1998).

Thus, it is not mere chance that the need to develop destinations in a sustainable manner is one of the most important issues covered by research on development and included in political agendas, at both international and European levels.

In the present work the findings of an empirical research of environmental awareness in three Mediterranean Areas - Campi Flegrei, Punta Campanella and Lipari, located in the Italian regions of Campania and Sicily respectively - are presented and discussed[1].

The aim of this research is to identify and study local stakeholders' environmental awareness so as to verify their willingness to support environmental needs in their everyday behaviours and promote sustainable tourism.

The present study examines the key topics dealt with in the literature on tourism sustainability, namely the applications to improve the ecological quality of the companies, the interest in environmental certification and green labels, willingness to pay for environmental quality improving, drivers and external pressures towards eco-friendly management.

Reference is also made to mainstreams of research that emphasise the role played and choices made by local communities in the processes of sustainable development. By comparing, in particular, the opinions of entrepreneurs and those of institutional stakeholders, attention is focused on the cohesion and conflicts within local communities so as to bring out the virtuous and or vicious social dynamics and, furthermore, to understand what can be done when there is no environmental awareness and a vicious circle hindering the implementation of environmentally-friendly initiatives prevails.

Finally, the importance of spontaneous processes of a socio-cultural type is highlighted, such as primary drivers of innovative eco-compatible behaviours, compared to the role played by market-driven external forces or traditional government regulation.

The paper has been structured as follows: section 2 describes the European framework for sustainable tourism policies. The third section outlines the state-of-the-art, with a literature review on tourism and sustainability as well as on environmental awareness. The aim of sections 4, 5 and 6 is to describe  the empirical research, highlight the methodology, illustrate the empirical research results in three case studies and include a comparative analysis of similarities and differences among the sites. The opinions of different stakeholders within each site have also been evaluated and compared.

In the final section some conclusive remarks are provided and policy measures to stimulate the social construction of environmental culture and responsibility are outlined.


**The European commitment for sustainable tourism**

The need to develop destinations in a sustainable manner is one of the most important issues included in political agendas.

Sustainable development is defined by the Brundtland Commission in the Report *Our Common Future* (WCED, 1987) as the "development that meets the needs of present generations without compromising the ability of future generations to meet their own needs". What emerges from this definition is the urgency and the complexity of the question, bearing in mind the wide range of issues that need to be addressed in order for the development to be effectively achieved in compliance with the fundamental principles of futurity, equity, and holism, all pertaining to the idea of sustainability.

Sustainable development requires policies to be designed and implemented in a mutually reinforcing way for the protection of the natural environment, promotion of a viable and dynamic economy, the defence of social equity and historical-cultural roots and traditions. Sustainable development is a overarching objective written into the Treaty on European Union and the Constitution.

The EU set out its commitment to sustainable development in Gothenburg in June 2001, when the European Council launched the *EU Sustainable Development Strategy* proposed by the European Commission. The EU kept its commitment in the following years. In 2005, the Council of the European Union set out the Sustainable Development Principles to guide Europe on a sustainable path of development, and in June 2006 adopted the *Renewed Sustainable Development Strategy* (SDS), a new coherent plan on how to more effectively live up to these principles: economic prosperity based on an innovative and competitive economy; environmental and cultural protection; social equity and cohesion. More specifically, climate change and clean energy, sustainable transport, sustainable production and consumption, conservation and management of natural resources, public health, social inclusion, demography and migration, and global poverty are identified in the SDS as the seven key challenges that must be addressed, if sustainability requirements are to be met.

As sustainability is a fundamental rule each industry has to comply with, a more sustainable development has to be promoted in the tourism sector as well. In this regard, in the Communication *Basic orientations for the sustainability of European tourism* (COM, 2003, 716), the European Commission pointed out that sustainability of tourism had to be in line with the overall orientation for sustainable development defined for the EU in the SDS. In 2004, the Commission set up the Tourism Sustainability Group (TSG) in order to promote dialogue and partnership amongst tourism stakeholders and to provide input for the elaboration of the *Agenda for a Sustainable and Competitive European Tourism.*

If tourism is adequately channelled toward the path of sustainable development, it can be an effective instrument for promoting economic growth, employment, social progress, as well as the protection and enhancement of the cultural and environmental heritage. In addition, ensuring the economic, social and environmental sustainability of tourism is also crucial for the continued growth, competitiveness and commercial success of the industry itself. Tourism is at risk of deteriorating or even consuming its own income sources, if it is not managed in such a way as to preserve the integrity of destinations where it takes place. In the long term, the competitiveness of the tourism sector depends on the sustainability of its development.

In February 2007, the Tourism Sustainability Group proposed a number of aims tourism should pursue to meet sustainability requirements (TSG, 2007), in compliance with the priorities of the SDS (Tab.1); tourism key challenges that have to be addressed to meet such aims were also identified (Tab. 2)[2].

As a result of the work of the Group, in October 2007, in the Communication *Agenda for a Sustainable and Competitive European Tourism* the European Commission provided all actors with some basic guidelines to create "the right balance between the welfare of tourists, the needs of the natural and cultural environment and the development and competitiveness of destinations and businesses" (COM, 2007, 621)[3]. Specifically, actors are invited to respect, among others, the following principles:

 ➢ Adopt a holistic and integrated approach, in order to take into account all the various impacts of tourism promoting a more balanced and integrated development process;
 ➢ Plan for the long term, in order to maintain attention on the needs of future generations;

> ➢ Set the appropriate pace of development, with regard to the resources and needs of host communities and destinations;
> ➢ Undertake continuous monitoring, so as to be ready to make the necessary changes and improvements;
> ➢ Involve all stakeholders, in order to guarantee widespread and committed participation in decision making.

## State-of-the-art

### *Tourism and sustainability*

The major academic concern over the negative impacts of tourism dates back at least to the 1960s, and to the tradition of research into carrying capacity, the aim of which was to offer time/space-specific solutions at the local level. However, by the early 1990s, the carrying capacity issue was largely replaced in research and development discourses by the concept of sustainable tourism. Nevertheless, even though there are differences between the concepts of carrying capacity and sustainable tourism, both require a more controlled development in tourism and both refer to the activity that can occur in a destination without damaging its environmental resources and economic and socio-cultural elements. By sustainable tourism is meant any kind of tourism activity that preserves the environmental, socio-cultural and economic integrity of a given area, by getting tourism policies to match the environmental policies, improving the host community's lasting welfare, and satisfying the tourists with a fulfilling experience.

Behind the different perceptions of the limits of growth in tourism there lie several distinct traditions that differ in focus and in their relation to the resources used in destinations. Three mainstreams of research on tourism sustainability can be identified (Saarinen, 2006): *the resource-based tradition; the activity-based tradition, and the community-based tradition.*

In the first and earliest tradition (Anderson & Brown, 1984; Aronsson, 1994; Collins, 1999; Craik, 1995; Hammit & Cole, 1987; Taylor, 2001; Vaske, Shelby, Graefe, & Heberlein, 1986), analysis is focused on resources and their original characteristics. Its roots are grounded in the natural sciences: the tradition is related especially to recreation studies in natural and semi-natural settings. The limits of growth in tourism are related to the carrying capacity model and to the analysis of the limits (defined in terms of physical measures or indicators) that cannot be overcome without generating serious negative impacts on the resources available. These limits can thus be defined by comparing the condition of the resources used in tourism with their original or natural characteristics. Therefore, in order to grow, the industry and its actors have to deal with the environment in a new way, without modifying its resources, but, rather, altering their own behaviours.

In other words, the sustainability of tourism is evaluated in terms of the impact of its development on the original conditions of the resources used. Within this framework, local resources have to be viewed as an asset to be protected, because only in this way is it possible to guarantee the sustainable development of the destination and its community's lasting welfare.

Nevertheless, according to Collins (1999) this tradition leads to a critical question of how to define the original non-tourism conditions of the resources and distinguish the impacts of tourism activities from the impacts of other industries or natural processes.

In the *activity-based tradition* (Baum, 1998; Butler, 1980; Martin & Uysal, 1990; Tooman, 1997; Wall, 1982) the focus is on the capability of tourism to grow as an economic activity. Intuitively, this tradition is more industrially-oriented than the resource-based tradition. Since tourism is based on enjoyment and appreciation of local culture, built heritage, and natural environment, the industry has a direct and powerful interest in protecting these assets. In brief, sustainability is a condition for preserving the resources required by the

tourism industry to grow. However, the limits of growth are not based on the capacity of a destination's original resources for absorbing tourism, but on the industry and its capacity for utilizing resources in tourism. It implies that the limits of growth are relativistic, because they are not objectively measurable in terms of the original conditions of the resources. More specifically, the evaluation of these limits is based on the capacity of any industry segment to modify the resources for their needs. Also, according to the *activity-based tradition*, the limits of growth can overstep the *resource-based* limits, thus revealing a dual nature of sustainability.

In an attempt to overcome this dualism, the conceptualization of sustainability as social construct has been proposed in the literature. The *community-based tradition* of sustainable tourism (Akama, 1996; Bryant & Wilson, 1998; Getz & Timor, 2005; Hughes, 1995; Lew, 1989; Murphy, 1983; Redcliffe & Woodgate, 1997; Richards & Hall, 2000; Scheyvens, 1999; Selin, 1999; Tymoty & White, 1999) aims at involving local communities in sustainable tourism development; sustainability is defined through a negotiation process and refers to the maximum levels of the known or perceived impacts of tourism on a given area that are considered acceptable. The community's members do not undervalue the *resource-based* limits of tourism, but the sustainability (or not) of tourism impacts is determined by societal values. In other words, as Scheyvens (1999) points out, the *community-based tradition* recognises the need to promote both the protection of the resources and the enhancement of a local community's quality of life.

The aim of the *community-based tradition* is to empower host communities in developing strategies and practices as well as local development policies. For development to be effectively sustainable, it is necessary to understand not only how the local community is bound to its own territory, but also what the tensions or conflicts within the community itself are (Richards & Hall, 2000). As a matter of fact, according to Lew (1989) and Akama (1996) communities consist of different groups with diverse priorities with regard to tourism and its further development, and who are not necessarily equally involved and empowered in the negotiation process. In the end, the definition of the limits of sustainability for tourism is the result of power relations within the community.

However, by empowering the local communities, their members exert a higher control on the activities taking place at destination and can define the limits of tourism in a more equal and beneficial way for them (Scheyvens, 2002). Community involvement is also crucial in the support of the holistic dimension of sustainability, just as a participative planning of development enables to embrace all the community's instances and expectations to be embraced, from the environmental, cultural and political points of view.

### *Environmental awareness of tourism firms*

Environmental awareness of tourism firms and their attitude toward the adoption of environmentally friendly practices constitute a relatively recent mainstream of research. Indeed, scientific research into the issues of environmental management in this sector must still be considered to be at an initial stage, in comparison to the volume of environmental research undertaken in other industries (Hjalager, 1996), and it has only addressed hotels as the most representative units of the tourism industry. Accommodation and hospitality services are a very critiqued component of tourism industry because of their potential negative impacts on the environment, that are greater than those affected by other facilities of similar size (Rada, 1996).

Studies conducted on numerous territorial areas reveal a noticeable variety of objectives and methodologies, occasionally even with contrasting results. For instance, one of the first studies focusing on hotels in Edinburgh (Kirk, 1998) compared the relations between the hotel characteristics (size, ownership and classification) and the attitudes towards environmental management, but did not produce a statistically significant relationship. Yet, it showed that the presence of a written management policy document on the environment produced improved relations with the local community in addition to improved performance. A

more recent study conducted in the region of Accra, in Ghana (Mensah, 2006), has revealed that larger hotels (three to five stars) were at the forefront in the adoption of environmental management practices.

Studies can therefore be traced back to two main objectives, often linked:

a) analysis of the relationship between eco-friendly practices and hotel performance;

b) analysis of the determinants and factors influencing decisions to adopt "green management" practices.


Although there is contrasting evidence, empirical literature on the environmental-economic relationship shows to a large extent a positive relationship in terms of cost savings, operating efficiencies, marketing opportunities (Enz & Siguaw, 1999), profitability (Kirk, 1995, 1998), occupancy (Álvarez-Gil, de Burgos-Jiménez, & Céspedes-Lorente, 2001) price premiums (Rivera, 2002) or customer satisfaction (Kassinis & Soteriou, 2005). A strong and positive relationship between social and environmental responsibility in the firm and firm performance also emerges from a recent analysis on Spanish hotels (Rodríguez & del Mar Armas Cruz, 2007). These studies challenge the conventional wisdom that environmentalism damages business, raising costs and reducing competitiveness (Hartman & Stafford, 1997).

Studies on the motivation of hotel businesses for adopting environmental protection practices also indicate that the driving force behind the integration of environmental protection practices with business activities is the positive impact they are expected to have on the economic performance of the firm, in terms of cost saving, risk reduction, market support and thus competitive advantage (Porter & van der Linde, 1995; Shrivastava, 1995; Vázques, Santos, & Álvarez, 2001).

Other studies, on the other hand, concentrate mainly on analysing the influence external factors exert on the environmental attitude of hoteliers. One study carried out on hotels in Vietnam (Le, Hollenhorst, Harris, McLaughlin, & Shook, 2006) and designed to inquire into factors influencing decisions to adopt eco-friendly practices has shown that external pressures, such as the degree of competition in the sector, shifts in demand or government policies, are highly correlated with the intention to adopt eco-friendly innovation. A determining role, however, is also played by the intrinsic features of innovation, which is more readily adopted when the results of innovation are more visible in terms of cost savings, improvement of the firm's reputation, sales volume or market share.

A further study, this time comparing Swedish and Polish hotels (Bohdanowicz, 2006), investigated the influence of the geo-political, economic and socio-cultural context of a country on the environmental attitudes and pro-ecological initiatives incorporated in the sector, relating the variability of hoteliers' attitudes and practices to the diverse economic situations in the two countries and to the different commitment  adopted by their respective governments in the promotion of pro-environmental initiatives.

Corporate governance and legislative pressures were found to be among the most significant determinants even where adoption of the internationally recognised Environmental Management Standard i.e. ISO 14001 was concerned (Chan & Wong, 2006).

Despite the fact that environmental regulation is almost totally absent in this sector (Céspedes-Lorente, de Burgos-Jiménez, & Álvarez-Gil, 2003), compliance with regulation is another environmental management issue of concern for the hotel industry (Kirk, 1998; Mensah, 2006), even though researches on social pressures (political and legal) to adopt eco-friendly practices conducted in different countries have provided contradictory empirical results (Rivera, 2004; Le et al., 2006). Other studies lead us to think that a problem with legislations may be that they are inoperative, when no mechanisms to enforce laws have been established (Erdogan & Baris, 2007).

Although in the existing literature there is a lack of studies attempting to quantify the effect of stakeholders' pressure on corporate environmental management, the stakeholder theory applied to stakeholders' environmental influence suggests that the environmental protection practices in firms are mainly driven by (Céspedes-Lorente, et al., 2003): i) an attempt to gain social legitimacy insofar as they comply with shared

social goals; ii) a response to the pressures arising from powerful stakeholders  and iii) a response to the stakeholders' use of power.

Friedman and Miles (2002) also maintain that relationships between stakeholders and firms can have different structural configurations; each of them is associated with a situational logic that, in turn, encourages a certain type of strategic action by the parties. They identify four structural configurations based on two dimensions: the structure of interests of the parts (compatible or incompatible) and the nature of connections (necessary or contingent). Relations can change and evolve over time. The more the relationship is "necessary" (deriving from an integrated social structure) and based on compatible objectives, the highest the benefits for both parties.

Similarly, Clarkson (1995) conceives the "Reactive-Defensive-Accomodative-Proactive (RDAP) Scale" as a means of characterising a firm's posture or strategy towards the management of stakeholders issues.

Besides external forces, the importance of appreciating the personal and contextual circumstances of individual business-owners also emerges. Discussion has taken place, for instance, on the proactive or reactive nature of measures adopted by entrepreneurs for safeguarding the environment, or rather on the role of their personal convictions and their ability to anticipate the pressures of demand or norms (Petrillo, 2001).

The influence of cultural and ethical inputs has been investigated as well; a recent research work on the factors that influence the adoption of environmental measures, specifically in small hospitality operations, highlighted that the development of environmental awareness primarily influences the decision to become environmentally involved (Tzschentkea, Kirk, & Lynch, 2008).

Yet another study, conducted in Ankara, shows that hotels generally lack attributes relevant to environmental protection and conservation and that hotel managers mostly lack the necessary environmental knowledge and interest to meet the objectives of social and environmental responsibility, all of which leads to the conclusion that awareness is the most important step in improving environmental sensitivity and protection (Erdogan & Baris, 2007).

In brief, studies and researches explore a wide range of research hypothesis: they sometimes focus on internal features of tourism system enterprises, sometimes focus on external determinants and relationships with clients, market, regulation, and the general social, political and cultural context.

However, there is clear evidence that research on environment and sustainable development require an holistic approach, able to analyse and frame different behaviours and needs. Furthermore, these findings are in line with the guidelines suggested by European policies, previously described.

This is why this research adopts a community-based approach, applying a step-by step methodology described in the following section.

**Methodology**

This survey is part of the Project *Mediterranean: Myths and Sea*[4], whose aim is to encourage sustainable tourism development by enhancing local resources in the  areas of intervention through a number of pilot actions.

The empirical research on environmental awareness was a pilot action inspired by the *community-based tradition* where the involvement of local community was expressly required.

The empirical survey covered three Areas: Punta Campanella (Municipality of Massa Lubrense), Campi Flegrei (Municipality of Bacoli) and Aeolian Islands (Lipari). The first and second areas are located in Campania Region and mark the Northern and Southern border of the Neapolitan Gulf. The Aeolian Islands lie off the northern coast of Sicily.

As the action was divided into two sub-actions, two sets of interviews were proposed[5.]. Ten open question - interviews were conducted involving local stakeholders from various institutions (i.e. Municipalities, Tourism Promotion Agencies and Local Associations for Environment, if any). A multiple-choice structured

questionnaire was submitted to forty local tourism entrepreneurs managing hotels, restaurants and tourism services (Tab. 3).

A number of twin questions was also included in the interviews, aimed at comparing opinions of entrepreneurs and institutional stakeholders, so as to highlight conflicts and cohesion within the local community.

The purpose of interviewing institutional stakeholders was to obtain the following data:

1) Environmental needs of the territory;
2) Local institutions working for environment protection and initiatives suggested by them;
3) Tools (e.g. taxes, incentives, sanctions) considered more effective to induce environmental-friendly behaviours;
4) Opinions on the establishment of a Natural Protected Area;
5) The local community's perceived involvement and collaboration in protecting the environment (involvement and support of the local community for the implementation of environmental policies; firms' compliance with environmental rules; collaboration and local networks of institutions);
6) The last section of the interview was specifically devoted to evaluating the sustainability of a further tourism development of the territory.

The structured questionnaire submitted to local entrepreneurs[6] was sub-divided as follows:

1) The first section describes the firm's structure and business. This section was specific to each type of business (Hotels, Restaurants, Tourist Services);
2) Questions 1 to 5 inquire into the entrepreneurs awareness of the territory, as well as the distinctive resources that can be exploited to enhance the value of the territory;
3) Questions 6 to 13 inquire into entrepreneurs' opinions about environmental needs and policies; they also include an evaluation of the sustainability of further tourism development, adequacy of the public policies already implemented and their willingness to pay to improve the quality of the environment;
4) Questions 14 to 31 evaluate the ecological quality of the firm (adoption of energy and water saving systems as well as pollution-reducing devices) (Stabler & Goodall, 1997; Petrillo 2001);
5) Questions 32 to 42 evaluate the interest and commitment of the entrepreneurs in creating a green image of the firm; they also aimed at understanding whether active involvement in green initiatives is self-developed or induced by external pressures (tourists, tourism intermediaries, law constraints or incentives)[7].

The interviews were conducted by specialized interviewers and lasted an hour, on average. Entrepreneurs and institutional stakeholders were previously contacted by telephone in order to make an appointment, so as to receive a face-to-face interview.

The answers of entrepreneurs and institutional stakeholders were processed and analysed differently (Fig. 1).

As open questions were submitted to institutional stakeholders, their answers were processed in two stages: a first synthesis in one or two statements and a second synthesis using key words corresponding to the multiple-choices for entrepreneurs to answer in the twin questions.

The entrepreneurs' answers were processed using frequency tables of absolute values and percentages calculated on the total number of respondents at each site (Bohdanowicz, 2006).

Answers were analysed for each single site as case studies. A comparative analysis of the sites was then conducted, while special attention was paid to comparing the opinions of entrepreneurs and institutional stakeholders for the twin questions.

**Case Studies**

*Punta Campanella*

In this site, ten institutional stakeholders were interviewed; they work in four Municipalities, two Local Agencies for Tourism, two Authorities for Marine Protected Area, two other organisations for environment protection.

Bathing, nautical and conference tourism prevail but, according to institutional stakeholders, further tourism development is sustainable. Country and environmental potentials could be exploited in order to attract new flows of tourists. There is an overall positive view of the sustainability of further tourism development, since an increase in the flow of visitors would neither damage the environment nor cause problems to residents, nor worsen the quality of tourist services.

Institutional stakeholders are fully aware of the environment and implement a wide range of measures for environment protection.

The main environmental needs are pollution and traffic but, according to a number of respondents, major problems are also due to the unauthorised construction of new buildings, a widespread practice in the Sorrento peninsula.

Local institutional stakeholders are mostly interested in separate waste collection which was quite successful in Sant'Agnello (in the past three years it increased from 2% to 20%). Waste separation is also regarded as the most important investment.

Many initiatives have been undertaken such as sea cleaning, wood census and forest fire prevention using video surveillance, but major efforts were made in the information and environmental education fields.

According to the administrators, citizens appreciate the efforts made by the authorities to protect the environment, but they are not sufficiently sensitive to the environment.

A major difficulty is the low interest of the local population in environmental issues, and this is why local institutional stakeholders have been organizing media campaigns targeting everybody (children in schools, adults in public squares).

Local institutional stakeholders think that an adequate "forma mentis" (way of thinking) is the only way to train good citizens of the future and that their country can meet the demand for green tourism. A number of initiatives were also undertaken in co-operation with the universities and Regional Authority in order to involve the local population and companies in environmental education and protection actions (e.g. collection of used oil). Results were evaluated as positive.

Furthermore, in their opinion local companies comply sufficiently with environment rules and laws and take advantage of public incentives.

Incentives are viewed as more effective tools than sanctions and the shared objective is to generate environmental awareness and sensibility. Respondents evaluated the establishment of the Natural Protected Area as a positive action. Nine respondents out of ten had a positive attitude toward the interview and evaluated it as useful.

Forty local entrepreneurs were also interviewed. For most of them leisure tourism prevails in the area, although some of them maintain that cultural tourism plays a role as well. According to a small number of respondents the area is only a transit area for most tourists from where they can move to more famous destinations such as Pompei, Capri and Naples. All respondents consider the Natural Protected Area at Punta Campanella a useful institution and in their opinion specific governance of natural resources can foster environmental tourism.

Entrepreneurs have a widespread knowledge of the beauties of the territory and of its potential for attraction. There are many beautiful sites to visit: Punta Campanella, Baia di Ieranto, Regina Giovanna, Sorrento and Massa Lubrense coasts are the sites mostly recommended. There is, however some controversy as to the

degree of exploitation: according to 46% of the respondents the potentials for attraction are scarcely exploited, while 49% maintain that they are sufficiently exploited. Only few of them think that these sites are over-exploited.

Separate waste collection is sufficiently widespread; local entrepreneurs separate the collection of paper (85%), glass (90%), plastic (92.5%), aluminium (80%), batteries (82.5), while 7.5% of them have a certificate of environmental quality or are interested in it (42.5%).

Entrepreneurs consider the involvement of public administrators in environment protection to be insufficient. They think that public administrations are not really committed to addressing environmental problems and believe that the most effective political instruments are: financial facilities for investments, tax breaks and initiatives to increase the environmental awareness of consumers. Incentives to comply with rules are also considered not sufficient whilst half of the respondents are willing to pay for environment quality.

In conclusion, further tourism development can be fostered, by pursuing sustainable and environmentally-friendly strategies. Public administrators could further stress measures for environmental protection but they should also improve incentives and communication channels to reinforce the visibility of environmental policy and its results. Entrepreneurs are aware of environmental needs and are directly involved in preserving and protecting the environment.

## *Campi Flegrei*

In Campi Flegrei seven managers from the local Municipalities and three other stakeholders were interviewed, two of whom were representatives of the Regional Park administration.

Many environmental needs are perceived (e.g. combating unauthorized building; protection of natural landscape sites; architectural and environment upgrading; separating waste collection and improving regulations). Many initiatives are underway as well as information and awareness campaigns and enhancement of sites for events.

Public incentives are considered effective, and administrative sanctions necessary to prevent illegal behaviours. The Natural Protected Area is perceived as a driving force for tourism and social development, but the impact is still limited because the Natural Protected Area has just recently been created, even though the Park Management is a key player in the protection and safeguarding of the environment.

In the institutional stakeholders' opinions, cultural and natural tourism flows are already sufficiently exploiting the attractions of the territory; an increase in tourist flows is thus perceived as a potential damage, especially affecting traffic and public transportation.

Conversely, entrepreneurs think that tourism in Campi Flegrei can be further developed. It is a distinctive area thanks to its historical and archaeological value, genuine local food and beautiful landscapes. Many sites there have been mentioned as sites to be visited by tourists for their archaeological or natural interest, while citizens are happy to live there.

The main needs of the territory are: waste separation, conservation and enhancement of the natural landscape heritage; another important issue is the promotion of public and ecological transportation means. Respondents are in favour of the established Natural Protected Area (80%). Although a high awareness to protect the environment is reported, an increase in the flow of visitors is viewed as desirable: cultural and historical tourism should be fostered.

Most entrepreneurs (92.5%) think that the public authorities are scarcely involved (or not involved at all) in environmental issues. To be specific, they do not encourage companies to comply with environmental rules, and community participation in environment-related initiatives is very low because these initiatives are not available.

Consumption-saving measures are quite frequent (two respondents out of three on average), while separate waste collection is carried out by 50% of the respondents only. The use of solar panels and even geothermal energy is being introduced.

Environment Management Systems are being introduced and 7.5% of the enterprises have received certification of environment quality (ISO 14001).

Initiatives for environment protection are the result of personal beliefs, as neither tourists nor intermediaries (tour operators, travel agents) seem to pay much attention to the enforcement of environmental rules; 30% of the respondents made investments in this field. Implementation problems are due to the high cost of modern energy saving plants.

A high willingness to pay was recorded (70%) along with requests for financial facilities and tax allowances.

In addition to their knowledge of the beauties and needs of the territory, concern for the environment seems to be high both for entrepreneurs and local administrators.

Both groups were willing to contribute to the survey. Environmental issues are widely debated and substantial public funds have been invested to reclaim and enhance local resources. A lot, however, still has to be done for mobility and territorial marketing, as well as for separate waste collection.

Institutional stakeholders and citizens seem to have got used to evaluating environmental issues critically; the results of debate and investments are expected in a few years' time.

## *Lipari*

On Lipari, interviews with institutional stakeholders involved three managers from the Municipality and four representatives from local environmental and cultural associations.

Municipality officers are in charge of the control and management of the area with specific responsibility for the unauthorised construction of buildings.

Local administrators believe that the role played by the Municipality in the management of the territory is not sufficient and that a stronger environmental awareness has to be developed. The most significant initiative regarding environmental awareness was promoted by a local environmental association; it implemented an educational environmental programme targeting the citizens of the island (events and excursions off the beaten tracks), because they believe that through education a modern ecological awareness can be raised.

Taxes and fines are suggested as tools to prevent the indiscriminate access of cars. The creation of protected areas, like a protected marine area or a regional park, is viewed as a crucial tool since it could mean the allocation of external additional funds. Other measures suggested are separate waste collection, tickets and regulation of tourist flows.

According to entrepreneurs, the main distinctive factors of the Aeolian territory relate to coastal and cultural tourism: clean sea (62%), beautiful landscapes (35%), archaeological (52%) or historical (30%) sites.

The archaeological museum, as emphasised by the respondents, is one of the most attractive sites on the island and 70% of the businesses stressed that it is the first place to visit. In addition to the important collections and exhibits housed in it, they believe the building itself is an attraction not sufficiently appreciated.

The sightseeing attractions on offer are closely related to coastal tourism (coasts, boat trips around the islands, pumice caves and beaches), and are in actual fact recommended by 45% of entrepreneurs working on the island. Furthermore, the analysis highlighted that for 50% of them the natural beauty of the islands is not sufficiently enhanced.

Accordingly, the entrepreneurs perceive the island of Lipari and the whole archipelago in general as a tourist destination with further development potential. Environmental tourism and cultural tourism are considered the developing tourism forms and the most appropriate ones to enhance the potential and characteristics of the territory.

However, they stress the need for tourist flows to be distributed all year round. Indeed, tourism policies pursued in recent years have aimed at increasing incoming flows, though highly concentrated in the summer months. All the needs of the territory are linked to environmental issues and include: separate waste collection (65%), which is not carried out on the island (thus exacerbating an already serious problem due to its insular condition); enhancement of natural assets (62.5%); transport through public and ecological means (55%), protection of the landscape (37.5%). Such environmental awareness would also seem to be confirmed by the fact that 62.5% of the respondents would be willing to pay an annual amount to improve the environmental quality of the territory.

Protection of the environment is not viewed as being crucial to preserve the delicate balance of the island; and so, there are incentives to encourage tourism. Actually, 78% of the entrepreneurs consider the increase in tourist inflows as desirable.

By contrast, in line with UNESCO recommendations, the administrators interviewed suggest greater monitoring of possible developments; they are aware that the carrying capacity of the Aeolian Islands would limit environmental sustainability.

Entrepreneurs believe that the attention paid by the public administration to environmental problems is quite low (63%), but the administrators' opinions as to the environmental awareness of citizens is, similarly, not at all positive.

Only 12.5% of the entrepreneurs have implemented actions for environmental quality in the past three years. This low involvement seems to be due to insufficient incentives provided by the public administration.

In actual fact, 45% of the entrepreneurs believe that contributions to investments are the most useful tools for environmental policy.

It is worth pointing out that only one enterprise has an environmental management certification, even though such a certification could be useful for the businesses to create a "green" image of themselves. The benefits would be not only protection of the environment but also the economic revenue potentially generated by it.

In conclusion, further tourism development can be fostered by pursuing strategies aimed at developing *selective* tourism that is more compatible with the fragile and delicate balance of the island.

The public authorities can further promote environmental protection measures; the municipality in particular should increase the degree of its involvement. Entrepreneurs are aware of the environmental needs and are willing to pay, but do not undertake any initiatives in favour of the environment.

**Comparing opinions and behaviours of local stakeholders**

Results from the collected data were further analysed by drawing comparisons within and among the sites. A comparison among the sites in question focused on entrepreneurs' active involvement in environment protection, evaluating the following issues:

1) applications to improve the ecological quality of the companies;
2) interest in environmental certification and green labels;
3) willingness to pay for the improvement of environmental quality;
4) participation in social initiatives;
5) drivers and external pressures towards eco-friendly management.

Moreover, in comparing the views of entrepreneurs and public officials with regard to the twin questions (Tab. 4), what emerged were the virtuous interactions between the two groups of stakeholders or, conversely, the internal conflicts in each local community over the promotion and activation of eco-friendly behaviours. This contrast came out from reference to the following issues:

1) Perception of the main environmental needs in the territory;

2) Evaluation of the foundation or presence of a Natural Protected Area;
3) Sustainability of further tourism development;
4) Evaluation of mutual commitment in the protection of the territory;
5) Preferences for the most suitable policy instruments.

### *Entrepreneurs' involvement in environment protection*

Investments to improve the ecological quality of the firm were made by 34% of the companies involved (as an average). The ecological quality of the companies is generally lower in Lipari especially with regard to separate waste collection (not carried out at all). Exceptions can be found in energy saving applications which are more widespread in Lipari (Tab. 5).

Certification of environmental management systems[8] is not widespread yet: only one firm (located in Lipari) has EMAS certification, and eight companies have ISO 14001 certification.

It is worth stressing that EMAS certification in the Italian tourism industry involved only a few pilot initiatives, and ISO 14001 can be considered an intermediate step toward higher-level certification. A negative finding is that the companies investigated are not involved in any national or international labelled network.

A widespread willingness to pay for the environmental quality of the territory is also recorded: 70% in Campi Flegrei, 62.5% in Lipari and 60% in Punta Campanella. This finding confirms a favourable attitude of entrepreneurs towards environmental needs but is not proof of  proactive behaviours.

Entrepreneurs' involvement can also be evaluated through their participation in initiatives for environment protection: in Punta Campanella entrepreneurs' participation accounts for 52%, whereas 60% of the entrepreneurs in Lipari and 55% in Campi Flegrei complain about the lack of initiatives.

According to the entrepreneurs, tourists seem to be positively interested in companies engaged in environment protection, though few specific enquiries come from them as well as from tour operators or travel agents. Demand for green enterprises is not sufficiently developed and is unable to encourage private initiatives in favour of green management. Consequently, changes to the initiatives implemented and new investments depend mostly on  personal beliefs of entrepreneurs and can be fostered by showing entrepreneurs the benefits that could be obtained in terms of cost saving and tax reduction facilities. Nevertheless, the creation of a green image is considered useful by many entrepreneurs (85% as an average).

It is worth noting that the majority of entrepreneurs in all sites have a biased perception of the companies' impact on the environment since they estimate that their companies either slightly affect or do not affect environmental quality at all.

### *Cohesion and conflicts vis-à-vis environmental policies*

The special features of the territories are rightly perceived: Campi Flegrei is a distinctive area thanks to its historical and archaeological value, Lipari thanks to its clean sea and archaeological value, Punta Campanella thanks to its beautiful landscapes and good weather; genuine food is an other crucial attraction, especially in Campi Flegrei and Punta Campanella; beautiful landscape is also a common attraction feature of the territories investigated as well as their local identity.

Entrepreneurs and institutional stakeholders agree on the main environmental needs of the territory: attention is focused on protecting the landscape and natural heritage, transport and pollution, separate waste collection; differences are recorded as to priorities. For example, on Lipari entrepreneurs demand a higher commitment on the part of the public administration to implementing separate waste collection, whereas in actual fact it focuses on landscape protection.

A generally favourable attitude emerges towards the establishment or presence of a Natural Protected Area.

Territories are perceived by entrepreneurs as being scarcely exploited resources in need of further enhancement; there would then be potential for further tourism development. An increase in tourist flows is viewed as desirable, since they consider tourism a source of income. However, in Punta Campanella, a higher percentage of respondents (32.5%) think that an additional flow of visitors should be avoided. In Campi Flegrei and Lipari further tourism development should be levered towards cultural heritage, while in Punta Campanella environmental tourism could be increased.

On the other hand, institutional stakeholders, especially in Lipari and Campi Flegrei, seem to be more aware of the risks of an uncontrolled development of tourist flows. They especially point out the difficulties arising from the impacts of flows on the carrying capacity of the territory and are inclined to adopt strategies for the promotion of a more selective tourism – controlling tourist and car flows – and the distribution of tourist flows over a longer period of the year.

A conflict can be seen between institutional stakeholders and entrepreneurs as to the perception of their mutual involvement in environment protection. Generally, entrepreneurs are of the opinion that the public administration is scarcely or not at all involved in environment protection; they admit not to fully comply with environmental rules but still maintain that the level of incentives is quite low. Two out of three entrepreneurs maintain that their company activities do not negatively affect the environmental quality.

On the other hand, institutional stakeholders are not aware of the entrepreneurs' negative opinion of public measures and initiatives for environmental protection; furthermore, they think that the companies do not sufficiently comply with environmental rules.

The findings illustrated above highlight how each group blames the other group for disregarding environmental issues. In other words, it seems that neither entrepreneurs nor institutional stakeholders have fully acquired the environmental ethics values and they are not ready to take their own responsibilities for the protection of the environment. Furthermore, the actions are not planned according to a preventive and long term orientation: rather they appear as fragmentary actions and initiatives or they seem driven by the most urgent needs. In this sense, the EU recommendations have still not been completely acknowledged.

Opinions expressed on the need for more effective instruments to protect the environment highlight a general preference by entrepreneurs for incentives such as financial facilities for investment and tax allowances, whereas institutional stakeholders view repressive measures as being effective too (e.g. penalties and sanctions for activities with a high environmental impact). Entrepreneurs' and institutional stakeholders' opinions are not in conflict in Punta Campanella, where environmental policies are based on financial facilities for restructuring and tax breaks.

**Conclusions**

A concluding assessment of the results shows that there is a reasonable awareness of specific environmental issues in the areas examined, but the activation of real measures of protection are still neither widespread nor incisive enough. Moreover, there are contradictions between opinions and behaviours, and conflicts between local stakeholders and situations of inertia.

Few entrepreneurs have earmarked investments for the environmental quality of infrastructures, concentrating most of their attention instead on cost-saving devices and, at present, they are not spurred to shift towards a green management policy, nor are they driven by market demand, nor by pressures or incentives from local authorities. Adopting environmental practices is therefore largely dependent on personal convictions.

Institutional commitment is judged as being inadequate or, at any rate, barely perceptible. Indeed, in the majority of cases entrepreneurs are not satisfied with measures taken by local authorities and they demand greater commitment from them. This dissatisfaction is manifest even in Punta Campanella where local institutions have in any case been active, implementing a series of initiatives for environmental protection.

The interest declared by entrepreneurs for environmental issues is, nevertheless, still not strong enough to inspire proactive-type attitudes or the widespread adoption of behaviours and devices for safeguarding the environment. Besides, the entrepreneurs show a distorted and restricted view of the environmental impact inflicted by their firms; they claim that they do not pollute and they complain of the lack of adequate environment-centred incentives and initiatives which they themselves, however, neither propose nor promote.

In Campi Flegrei and Punta Campanella, the involvement of different stakeholders such as universities, environmental associations and cultural institutions have created open networks for information, culture and research, thereby giving rise to socially and environmentally positive impacts. These networks are especially active in promoting public debates involving the local community, raising environmental awareness and providing information on eco-management best practices; they have had certainly a role in bridging original positions towards more compatible ones and in making the whole set of local relationships less "contingent", that is more "necessary" to the common aim of environment safeguard.

On Lipari, on the other hand, neither institutional stakeholders nor entrepreneurs feel responsible for environmental issues; both parties expect the other party to implement actions for environmental protection and neither of them is directly proactive. The connection between the groups is fragile, and incompatible preferences emerge about tourism development in the area, making a contingent/incompatible relation to be detected.

In such a case, and whenever there is scant environmental awareness and a vicious circle prevails that hinders the implementation of environmentally-friendly initiatives, a wide environmental culture has to be fostered within the communities, introducing innovation agents who are able to start processes of social learning, to awaken communities to environmental problems and stimulate responsible behaviours. In any case, local stakeholders must realise that all of them are responsible for the sustainability and protection of the environment.

Active research on sustainable tourism - such as the pilot action conducted in the Italian areas - can be one measure to stimulate and involve local communities in the cultural construction process, fostering social learning, environmental awareness as well as the adoption of European Policies on environment and sustainable tourism. Involving local stakeholders in inquiries and public debates may bring conflicts to the surface, but analysis of and comparison between different points of view can also identify and help prioritise problems, and find shared strategies and solutions.

Environmental education and training, particularly in schools, should be increased for young generations and future citizens. Instead of waiting for an increase in the consumer demand for sustainable tourism, campaigners should explain the non- economic advantages of sustainable tourism to businesses so as to enable them to adopt practices proactively without waiting for a heightened ethical sense or green consumerism. Many companies see environmental protection as "a moral duty rather than a commercial imperative". It is therefore extremely important to find ways to reverse this belief, and consequently achieve environmental protection in ways which industry is willing to support. This has led theorists of business regulation to propose limited government legislation to ensure a 'level-playing-field', so that no company can avoid environmental responsibility, but allowing each company to develop its own environmental responses.

The regulatory environment plays an important role in creating the proper conditions for sustainable tourism. An "innovation friendly" regulation regime has to be delivered, one that encourages actions on a volunteer-basis but, whenever required, supplements them with regulations in areas such as land-use and waste management.

Guidelines could be imposed through a top-down approach. However the problem with regulation is not its strictness but the way in which standards are written and the sheer inefficiency with which regulations are administered, generating disappointing results.

Companies or industry organisations have to develop their own responses to environmental regulations that might not reflect environmentalists' recommendations, but may be used to present an image of environmental accountability.

Certification criteria should be developed and more widely applied to tourism industry initiatives. Environmental Management Systems - EMAS and ISO 14000 - and Eco-labels are among the main instruments for improving environmental quality, providing incentives in terms of recognition for efforts in environmental good practice. EMS are useful tools for a company to manage environmental issues in a systematic and comprehensive manner.

The implementation of EMS seems to be an effective way of coping with environmental issues; the dissemination of such systems can increase the ecological quality of destinations, while promoting the diffusion of environmentally friendly behaviours and practices on behalf of local communities in general, entrepreneurs, employees, tourists and inhabitants. This would require higher levels of investment in and commitment to using new technologies.

As a result, the local firms themselves would be in a better position to find innovative solutions to reduce environmental impacts, while increasing resources productivity and competitiveness. Destinations, governments and local communities should also understand what can be expected from incoming tourists, because they are often unaware of environmentally inappropriate behaviours and lack information on and an awareness of the environmental costs of tourism. Visitors should then be given a guidance on "dos" and "don'ts".

Further research could include tourists as stakeholders, as their exclusion from this analysis can be considered a relevant limitation.

An in-depth analysis would be useful to investigate the relationship between the firm and each stakeholders category (customers, competitors, employees, shareholders, suppliers, governmental and non-governmental organizations). The analysis could inquiry into the pressures exerted by different stakeholders over the firm, as well as the power each of them exert. A better understanding of the nature of each relationship could help to weight up the different drivers of corporate environmental management practices.

Further research could be conducted to assess how stakeholders behaviours and pressures affect destinations governance. To this purpose, it would be appropriate to conduct analysis on regions where environmental culture is well consolidated and best practices could be found in order to balance tourism destinations development and environment safeguard.

Both for firms and destinations, repeated surveys could monitor how behaviours and relationships change over time.

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Table 1. Aims of Sustainable Tourism

| Sustainability of European Development Aims | | Sustainability of European Tourism Aims |
|---|---|---|
| 1. Economic prosperity | 1a | To ensure the long term competitiveness, viability and prosperity of tourism enterprises and destinations |
| | 1b | To provide quality employment opportunities, offering fair pay and conditions for all employees and avoiding all forms of discrimination |
| 2. Social equity and cohesion | 2a | To enhance the quality of life of local communities through tourism, and engage them in its planning and management |
| | 2b | To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, religion, disability or in other ways |
| 3. Environmental and cultural protection | 3a | To minimise pollution and degradation of the global and local environment and the use of scarce resources by tourism activities |
| | 3b | To maintain and strengthen cultural richness and biodiversity and contribute to their appreciation and conservation |

Source: Tourism Sustainability Group, 2007.

Table 2. Tourism Challenges and Goals

| The Challenges for tourism | Pursued goals |
| --- | --- |
| Reducing the seasonality of demand | To ensure viability of tourism enterprises and destinations<br>To offer year round employment<br>To reduce pressures on community<br>To protect the environment |
| Addressing the impact of tourism transport | To reduce transport emissions<br>To enhance the quality of life of local communities<br>To ensure viability and prosperity of tourism enterprises and destinations<br>To offer fair access to tourism for all |
| Improving the quality of tourism jobs | To ensure viability of tourism enterprises and increase the tourism service quality while enhancing the quality of employment without discrimination |
| Maintaining and enhancing community prosperity and quality of life, in the face of change | To enhance the well being of the local community and the economic prosperity of the destination<br>To improve the quality of jobs<br>To reduce pollution and degradation of environment<br>To enhance the cultural and natural heritage of destinations |
| Minimising resource use and production of waste | To enhance the quality of life of local communities while minimising pollution, the degradation of the environment, and promoting the efficient use of resources |
| Conserving and giving value to natural and cultural heritage | To ensure economic prosperity, enhance the quality of life of local communities as well as the visitor experience while raising awareness and generating support for conservation |
| Making holidays available to all | To bring economic benefits while ensuring access to tourism for all, without discrimination |
| Using tourism as a tool in global sustainable development | To contribute to global sustainable development |

Source: Tourism Sustainability Group, 2007.

Table 3. The Sample

| Interviewed | Campi Flegrei | Lipari | Punta Campanella |
|---|---|---|---|
| Institutional Stakeholders | 10 | 7 | 10 |
| Tourism Entrepreneurs | 40 | 40 | 40 |
| Hospitality | 18 | 11 | 22 |
| Restoration | 12 | 13 | 16 |
| Tourism Services | 10 | 16 | 2 |
| Bathing establishment | 6 | 0 | 0 |
| Bus transfer | 0 | 1 | 0 |
| Diving Center | 0 | 1 | 0 |
| Mooring | 3 | 5 | 2 |
| Scooter hire | 0 | 3 | 0 |
| Thermal | 1 | 0 | 0 |
| Travel agency | 0 | 5 | 0 |
| Shop | 0 | 1 | 0 |

Figure 1. Methodological steps
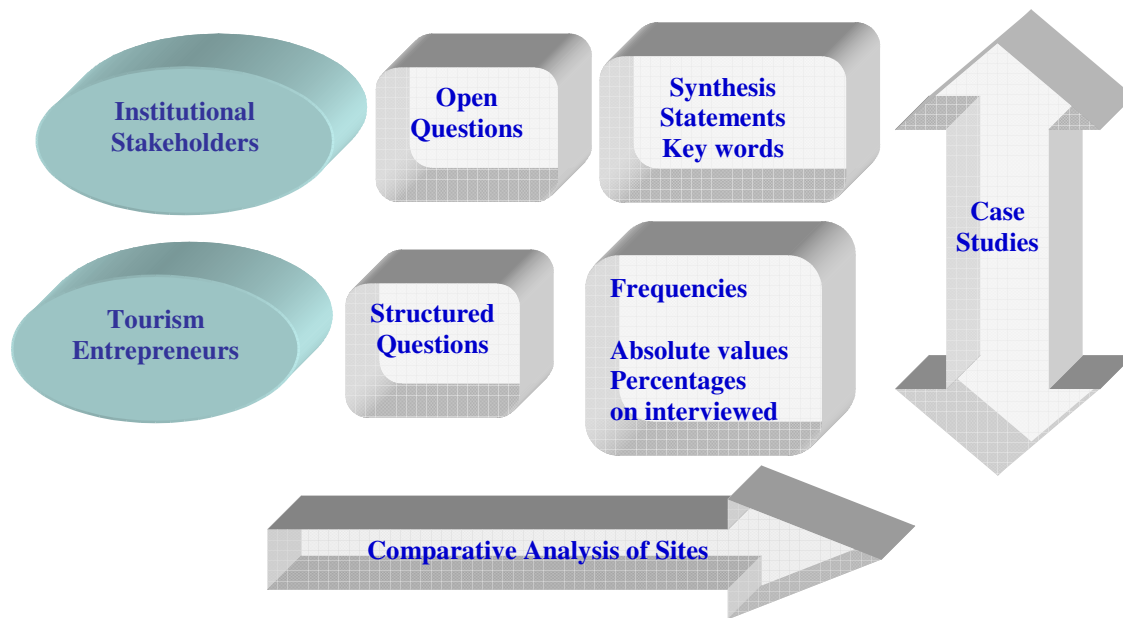
Table 4. Conflicts between Entrepreneurs and Institutional Stakeholders

| Issues | Campi Flegrei | Lipari | Punta Campanella |
|---|---|---|---|
| Main needs of the territory | | | |
| Establishment or presence of a natural protected area | | | |
| An increase in the stream of visitors | ● | ● | |
| More effective instruments | | ● | |
| Perception of mutual involvement in environment protection | ● | ● | ● |

Source: Elaboration from interviews

Table 5 The ecological quality of the structures

| Practices adopted by entrepreneurs | Entrepreneus % | | |
|---|---|---|---|
| | Campi Flegrei | Lipari | Punta Campanella |
| Investment for quality of the structure (last 5 years) | 32.5 | 27.5 | 42.5 |
| Recycled or bleached without chlorine writing paper | 37.5 | 25.0 | 37.5 |
| Use of organic remains for composting | 22.5 | 0.0 | 32.5 |
| Separate collection of Paper | 50.0 | 0.0 | 85.0 |
| Separate collection of Glass | 57.5 | 0.0 | 90.0 |
| Separate collection of Plastic | 57.5 | 0.0 | 92.5 |
| Separate collection of Aluminium | 30.0 | 0.0 | 80.0 |
| Separate collection of Batteries | 35.0 | 0.0 | 82.5 |
| Systems for water saving | 65.0 | 55.0 | 75.0 |
| Ecological detergents and disinfectants | 90.0 | 75.0 | 80.0 |
| Recycling rainwater | 7.5 | 47.5 | 17.5 |
| Sewer | 87.5 | 87.5 | 87.5 |
| Purification wells | 0.0 | 0.0 | 5.0 |
| Cesspool | 10.0 | 0.0 | 5.0 |
| Output of combustion lower than 90° | 12.5 | 27.5 | 25.0 |
| Lighting low consumption | 80.0 | 90.0 | 82.5 |
| Timer/infrared switches | 62.5 | 40.0 | 40.0 |
| Low consumption of electricity household appliances | 77.5 | 57.5 | 65.0 |
| Solar panel | 20.0 | 17.5 | 2.5 |
| Double-glazing | 42.5 | 17.5 | 35.0 |
| Geothermal | 2.5 | 0.0 | 0.0 |
| Spray cans with no gas | 40.0 | 47.5 | 40.0 |
| Extractors for smoking areas | 22.5 | 7.5 | 12.5 |
| Air-changing systems | 30.0 | 22.5 | 47.5 |
| Green areas inside | 70.0 | 32.5 | 60.0 |
| Certification of environmental quality | 12.5 | 2.5 | 7.5 |

Source: Interviews; percentages calculated on total interviewed in each site (i.e.40)

[1] The research results and a previous version of this paper were presented at the IASK International Conference "Advances in Tourism Research", held in Aveiro, Portugal, 26-28 May 2008.

[2] The full report can be obtained from the European Commission's website: http://ec.europa.eu/enterprise/services/tourism/doc/tsg/TSG_Final_Report.pdf.

[3] The full text of both Communications can be obtained from the European Commission's website: http://ec.europa.eu/enterprise/tourism/documentation/communications.

[4] The Project was conducted by the Institute as lead partner from 2005 to 2007 with the involvement of partners from Greece and Italy. The project was financed by the European Union, within the framework of Archimed Program, whose priority axis is the integrated and sustainable management of cultural and natural resources and landscapes.

[5] The empirical surveys were carried out in Summer 2007.

[6] The structured questionnaire submitted to local entrepreneurs implemented the questionnaire used in a previous survey on the Sorrentine-Amalfi coast (Petrillo, 2001).

[7] On this issue, references are indicated in the previous section.

[8] Certification for EMS requires compliance with the ISO 14000 standards or the EMAS regulation. Both EMAS and ISO 14000 are systems of voluntary regulation in tourism activities, which only differ in their validity range. EMAS is recognized at the European level, whereas ISO 14000 is recognized worldwide, as it is an International standard. Eco-label is a European environmental quality label, informing consumers that products or services have met certain levels of environmental performance, and rewarding products and services whose environmental impact is limited during their whole life cycle. Unlike EMS that is process-related, eco-label is a selective and voluntary instrument, both product and performance-related.