

THE REGIONAL-LOCAL NEXUS: A LANDSCAPE-BASED INTEGRAL DESIGN STRATEGY FOR SUSTAINABLE TOURISM DEVELOPMENT

Review

Jesper Borsje
Ruud Tak

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Abstract

The purpose – The purpose of this project is to investigate what a landscape architecture approach could add to sustainable tourism development.

Design – Spatial design is used as tool to investigate the chances and possibilities of sustainable tourism.

Methodology – In the project we used research by design as method. This is done by doing a case study on the Dubrovnik Riviera, where we tested our concepts, ideas and methods in practice. During the case study we used participation, the layer approach of de Hoog and Sijmons (1996) and the landscape approach of Koh (2010) as our main methods.

Approach – Using the local landscape and culture as base and inspiration for the development of sustainable tourism. Combined with tourism trends and the input of local stakeholders we worked out a spatial plan.

Findings – The landscape including natural and cultural qualities can serve as a perfect base for the development of new forms of sustainable tourism:

- A touristic region should function as a system, where all villages are working together adding something unique to the whole system
- An efficient extensive public transport network and zoning can help developing a region sustainable
- A combination between a bottom-up and top-down approach is needed to implement sustainable tourism, creating preconditions for each other to function optimally.

So, we can conclude that a landscape-based design approach gives a significant new insight in how sustainable tourism can be developed in practice.

The originality of this research – The landscape architecture approach fills the gap between ideas about sustainable tourism and the practical applicability of it. Using the local landscape and culture sets a sustainable framework for developing sustainable tourism and results in a working tourism system led by the local community. Using landscape architecture in sustainable tourism development is a new, but very interesting and promising addition to the current research and concrete development.

Keywords landscape architecture, participation, multi-scale, design, integral, landscape

INTRODUCTION

Countries along the Mediterranean basin are popular tourist destinations. For centuries, the coastal landscape inspired millions of people to visit the pristine beaches, the picturesque historical villages, dramatic coastlines and cultural heritage sites (Koutoulas, 2008). The landscape served as a base for touristic activities and development and provided the basic ingredients for tourist experiences.

After the late 1950s, many coastal areas began to attract unprecedented numbers of tourists from northern Europe (Bramwell, 2004). This form of tourism, called Fordism, is characterized by the large-scale standardized production of tourist facilities and accommodations, accompanied with cheap package deals, collective consumption, crowded beaches and shopping malls. The rapid uncontrolled expansion of mass tourism resulted in footloose, generic resorts, which have no interrelation with its surrounding environment, mainly focused on the sea and sun. The high seasonal presence of tourists causes many problems for the local inhabitants and disadvantages for further tourism development. Next to seasonality problems, the orientation on sea and sun causes also spatial concentration on the narrow coastal strip of land, which is the most prominent place for these large-scale developments.

These big resorts are causing economic problems, as most profit is going directly back abroad to multinationals and tourists stay in the resorts, not visiting the local entrepreneurs anymore, who can't profit from the tourists. This misbalances the local micro-economy.

The rejection to this form of tourism is represented in experimental changes in the way that goods and services were consumed in the post-1970s. The post-Fordist tourist searched for alternative tourism products, which have more quality and are more diverse than the one-sided packaged product of mass-tourism. This required more alternative sites and attractions, which means also other forms of tourist accommodations and facilities; diversification of the tourism product. Individual, flexible travelling with a greater attention to discover site-specific qualities of the natural and cultural landscapes are characterizing the image of post-Fordist tourism. However, these alternative forms of tourism can be just as problematic as conventional mass tourism.

Figure 1: Photoshop impression of “post-Fordist-activities”



Since the 1980s, the concept of sustainable tourism emerged and is still evolving. The amount of research and literature about this subject increased exponentially, just like all the definitions and interpretations. According to UNWTO (2012), sustainable tourism is: “Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”. To achieve sustainable development, “a suitable balance must be established between these three dimensions to guarantee its long-term sustainability” (UNEP and WTO, 2005).

UNEP and WTO pointed out that tourism has a key position in the process towards sustainable development, focused on environmental, socio-cultural and economic issues. Nevertheless, this commonly used description of the concept of sustainable tourism development also raises many questions and is often the subject of discussion. Sceptics claim that the term ‘sustainability’ remains ‘fuzzy’ and differs to the purpose of the actors which are involved. Still there no clear agreement on the definitions and conceptual and practical boundaries yet (Mowforth and Munt, 2009). The position of tourism in the search for sustainable development is however very significant. Because of the dynamism and growth of the sector, but also because of the special relationship between customers, the industry, the environment and local communities (UNEP and WTO, 2005).

From our viewpoint as landscape architects, we acknowledge the importance of the landscape in the development of sustainability, as it should work as a base for tourism development. The focus of this thesis project is set on the sustainable development of post-Fordist form of tourism, applied on a case study in Croatia. Croatia used to have

the same appearance of Fordist tourism as in Spain or Turkey, but the war caused a delayed or cancelled transformation into modern Fordist tourism market. Due to that Croatia had to start over and is now searching for a way to achieve sustainable tourism development.

In order to get an understanding of the contested concept of sustainability and the role of landscape architecture in this development, a theoretical framework is provided in which we determined the theoretical context of this thesis.

THEORETICAL CONTEXT

The complexity of sustainable tourism development lies not only in the notion itself. The context in which the term is located is highly complicated as well. The better understanding of this context is strongly depending on a clear conception of the processes which are composing the phenomenon.

Theories about tourism, like the global-local nexus theory and the actor-network theory, show that tourism takes on different forms at various scale levels, according to the stakeholders which are involved (Hall and Lew, 1998).

Interactions between stakeholders do not only occur within, but also between different scale levels, which creates a high interconnectedness. The network space which consists of actors and networks, can converge into a 'collectif' as a result of cooperating actors with linked activities Callon and Law (in van der Duim, 2005).

This convergence strengthens the destinations personality, which helps to create a compatible tourism product, which contributes to the search for sustainable development (Hosany et al., 2006).

In current tourism development, this 'collectif' is however missing as a result of mono-scale development. Large scale top-down approaches are not suitable with local bottom-up initiatives and vice versa. To make this connection, an integral development approach is needed. According to UNEP and WTO, this interrelated process can be achieved by building on participation. "Participatory structures and inclusive processes should provide the basis for tourism planning" (UNEP and WTO 2005, 84)

Current attempts to integral development, like the Integrated Coastal Zone Management (ICZM), are useful as spatial planning approaches, but lack concrete spatial design solutions. These design solutions are needed in order to control the effects of tourism development on its social and physical environment spatially, in terms of "urban sprawl, linear urbanisation, pressure on sensitive areas, the production of waste and the fragmentation of habitats, . . . the loss of social and cultural identity and values" (UNEP 2009, 3).

Landscape architecture can contribute to this search for sustainable tourism development. The synergy of art and science provides the landscape architect the ability to complement the gap that tourism theories are illustrating above.

THE ROLE OF LANDSCAPE ARCHITECTURE

From our viewpoint as landscape architects, we acknowledge the importance of the landscape in the development of sustainability. The landscape offers many natural and cultural qualities, which historically used to serve as the base motives for tourist activities. But, as we saw before, the popularity of these landscape qualities also brings many problems. With popularity comes certain economic benefits, which attract large-scale developments and finally ends with the degradation of the landscape by overdevelopment and the overexploitation of natural resources (Koutoulas, 2008).

Nevertheless, the landscape offers many possible solutions which are embedded within the landscape as well. The recognition of those landscape qualities, problems and possible solutions is an important starting point for a landscape-based design approach. As we see the importance of the landscape as a base for sustainable development, it can also contribute to the development of sustainable tourism as well.

The challenge for us as landscape architects is therefore to show how the landscape qualities and characteristics can serve as potential starting points for sustainable tourism development on multiple scale levels. When the variety of the landscape can be linked to the needs of the different tourism forms, diversification of the total tourist product can be achieved. This can be done by using the landscape approach of Koh (2008), which uses the landscape as a foundation for future design and planning, in order to achieve sustainable new developments.

Landscape architects have the ability to discover the characteristics of the landscape while using the ecological approach on design. This analysis of natural processes and the interrelatedness of landscape components is used for the guidance of future development in a sustainable way. It helps to define landscape with an integral approach, through the conception of the landscape as a multi-scale system. The creative use of opportunities offered by the natural environment, while respecting its limitations and restrictions, results in adaptive spatial designs. This approach is very useful for creating a base for future tourism development in a sustainable way, solving the clash of the scales and the lack of interconnectedness as described before, by using the landscape as foundation.

In addition to this ecological approach on design, which is seen as process design (Koh, 2008), the landscape approach is emphasizing on experience design as well. It uses an inclusive conception of the ordinary landscape to identify place specific characteristics and qualities which are strengthening the local identity and coherence of a tourist destination. The landscape approach contributes to the development of sustainable tourism, throughout multiple scale levels. This project focusses on the relation between scales and the way it effects the development of sustainable tourism.

According to UNEP and WTO (2005), tourism strategies for sustainable development should be based on such inclusive processes, which provide the basis for future tourism planning. Important in the contribution of the landscape approach is that it provides implications which can be used for design practices.

Design practices are an important part of the profession of landscape architecture. The creative process of giving shape and creating a vision for a landscape are expressed with images which visualizes the designers vision and imagination. These visualizations are very important in communication processes in which the landscape architect can take the role of intermediary between different groups of stakeholders, integrating top-down and bottom-up approaches by design.

One of the major strengths of the profession of landscape architecture and its primary societal role is the ability to combine social, economic, environmental and cultural perspectives, without losing the balance and overall perspective (Waterman, 2009). This creation of balance and the combination of different perspectives are perfectly matching the description of sustainable tourism development of the UNEP and WTO (2005).

TEST CASE CROATIA

To come to general conclusions and test our vision and principles we worked with a case study, which we did on the Dubrovnik Riviera, Croatia. This used to be a mass Fordist tourist destination with extreme seasonality and large coastal resorts, just like most places along the Mediterranean. Croatia was during that period part of the communist country of Yugoslavia and became independent in 1991. During that period a war took place in former Yugoslavia, which destroyed most of the tourist facilities and market, as tourists were afraid to come back. After the war Croatia as a modern capitalist country had to rebuilt the tourist market and the system in order to join the EU coming summer. This reconstruction and shift of trends and focus is described in the following paragraph.

The authorities of the new independent Croatia have taken energetic steps to renovate tourism, which they regard as the highest economic priority alongside agriculture, and as a powerful potential motor for the Croatian economy. The main goals of the first years were to liberate legislation from Communist constraints and to adapt it to west European norms, to better co-ordinate the tourism industry by creating more centralised structures, and to improve the system of tourism education and training (Jordan, 2000).

However, despite clear views of what was to be achieved, official strategies paid little attention to the key issues of a lack of capital, low levels of privatisation, divergent regional potentials, a weak demographic and economic basis of tourism, and an inherited and often ineffective management structure. As a result, official strategies and policies have not been successful (Jordan, 2000).

In the 2000s the shift towards sustainable tourism became increasingly concrete. In 2003 the Croatian ministry of tourism launched the strategy report "Croatian tourism development by 2010". In this report a shift from focus on mass tourism to sustainable tourism is made (Croatian Ministry of tourism, 2003). In this strategy report they conclude: "In recent years, on the demand side of the market, there has been a growing trend of tourists seeking specific types of tourism. Historical heritage, natural beauty and pleasant climate make up the framework which, together with the development of

high quality accommodation, the rich supply of activities and entertainment, and particularly good service, shall enable Croatia to attract the modern-day tourist.

With this strategy report Croatia defines its' desire to change from a Fordist tourism-based into a (sustainable) post-Fordist tourism country.

In addition to this strategy report Roland Berger Strategy Consultants (2005 and 2007) did two studies about the Croatian tourism market, tourism trends and perspectives for Croatian tourism. In the first, more exploring study, they stated that there are several reasons for the slow tourism recovery (Roland Berger Strategy Consultants, 2005):

- insufficient target group focused marketing
- extreme seasonality in the summer and insufficient tourism offering in the side season
- low quality tourist accommodations (lack of 4- and 5-star accommodations)
- only small parts of the tourism demands are covered, especially alternative forms of sustainable tourism aren't integrated while they have a big potential demand.

Next to that they mention the trend of more but shorter vacations instead of one long vacation (Roland Berger Strategy Consultants, 2005). This trend means that the importance of the side season is increasing. In addition to this they mention that "beach and fun don't cut it any more, market trends have shifted to sport vacations and cultural trips." This is also stressing the importance of the side season, as sport vacations and cultural trips mainly take place in the side season. They conclude that Croatia needs to implement an integrated tourism concept that reacts on these market trends.

In their second study (2007) they conclude that the top strategic goals according to stakeholders are to develop a spatial plan, creating an integral tourism offer and focus on ecological and sustainable development. Next to that the need to improve the infrastructure is very important according to the stakeholders. However the importance of branding (of destination) and the development of regional tourism master plans are rated "surprisingly low" (Roland Berger Strategy Consultants, 2007).

When asking the stakeholders about the importance of several tourism types the position of 'beach and fun' is remarkable. In 2006 beach and fun is considered as the most important type of tourism, while in 2011 they believe it will be one of the least important types of tourism. In fact beach and fun is the only tourism type that is decreasing, while other types like adventure, cultural and ecotourism and mountain holidays are increasing rapidly (Roland Berger Strategy Consultants, 2007).

To conclude those trends from the last decade it's clear that Croatia has shifted its' view from a beach-summer destination into an integral sustainable post-Fordist tourism destination. Croatia is because of the damages caused by the war an ideal destination to start developing post-Fordist tourism in a sustainable way and the opportunity to do it is there. In this sustainable tourism development it is extremely important to introduce a diverse and well branded tourism offer and to develop regional tourism master plans to guide the development from a higher level with a top-down approach. Only then it is possible to create a diverse integral sustainable tourism concept with a bottom-up approach by working together with the local community, as we stated in our horizon.

THE REGIONAL-LOCAL NEXUS

So to state, the interaction between the scales is an important asset to solve the gap to an integral design strategy. Hall and Lew (1998) already stated that one of the reasons that sustainability in tourism development must be studied at different geographical scales is that it takes on different forms at various scale levels. The reason behind that change are the dominating goals of stakeholders and constrains that differ on each level (Hall and Lew, 1998).

The interactions between stakeholders not only occur within, but also between these different scale levels, which creates a high interconnectedness. In tourism this is called the global-local nexus. Global transformations are often influencing the development of tourism. Tourism therefore develops as a consequence of the globalisation processes. On the other hand, tourism is also seen as an important cause of global transformations which accelerates the globalisation process (van der Duim, 2005).

But, the interaction between the different scale levels not only occurs between the global and local scale. As proved in this thesis and in the case study the interaction between the local and regional scale is also a very important interaction to study.

In the regional-local nexus, the interaction between the scales is even more relevant than in the global-local nexus, because the network space between both scales is much smaller and thus has more influence on each other. Therefore the regional-local nexus is more concrete to work with and to study on.

In the network space, as defined in the actor-network theory of van der Duim (2005) the collectif is acting, not only within a scale but also between the different scale levels. The network space is holding the scales together in which many actors are concatenated with each other. This 'collectif' of heterogeneous entities can transform towards a more uniform network over time, which results in a cooperation of actors which fine-tune their touristic activities, creating a compatible tourism product. In the search for sustainability, which is often linked with the notion of diversification, this strengthening of the destinations identity can contribute to the achievement of sustainable tourism development.

In the regional-local nexus the cooperation or coalition of actors work together to achieve an optimized tourist region. This coalition consists in the regional-local nexus within sustainable tourism development of three parties, the local entrepreneurs, local communities and local/regional governments. By working together as a collectif on the regional scale, a region can be developed which offers a diverse tourism product in which all cooperating villages/local communities add something unique to the overall tourism product.

By doing this each single village can profit from the coalition on the regional scale, because it sets several advantages for tourism:

- by offering a diverse tourism product:
- tourists tend to stay longer in the region, which results in a higher efficiency of tourist arrivals

- the range of tourist types is wider, which results in a bigger market position and is able to handle changes in tourism
- seasonality can be solved due to the fact that the different types of tourism together are broadening the season to an all year-round destination.

On the local scale, the coalition of local entrepreneurs, communities and government work together to transfer the outcomes of the regional cooperation in practice. By doing this, the coalition is responsible for the development and maintenance of their own living environment, which is one of the main pillars of sustainability.

These local coalitions can serve as input for the 'collectif' on a regional scale level. When the local coalitions are working together towards a regional coalition, a regional 'collectif' can be created. This regional 'collectif' is necessary for the construction of a significant regional tourism product. This process of working together on the local and regional scale is defined by us as the regional-local nexus.

The regional-local nexus also puts the attention on economic sustainability, as it focuses on the development of tourism by the coalition of local stakeholders, excluding large foreign multinationals. Due to this different base a micro-economy is developed which is run by the locals, resulting in the fact that the profit stays within the local economy and can be invested again to further develop the regional tourism product. Eventually the money stays within the local community and provides therefore a better future for the region and provides chances for local entrepreneurs to join the tourism section and start their own businesses like giving excursions or selling their local products. This keeps the economy and the system in balance.

To come from the concept of regional-local nexus into practice, the integral design strategy to develop sustainable tourism can be used. This design strategy is combining the multi-scale levels and principles of the regional-local nexus into a concrete roadmap for the development and implementation of a sustainable tourism region in reality. It provides necessary elements to come from basic ideas to the concrete implementation of sustainable tourism.

Firstly it contains participatory processes like workshops, action groups and events. Participation is a strong and important method to use and to create the coalitions and stimulate communities to start working in a coalition with each other on the regional scale. It helps to create awareness of the problems and possibilities and create public support for the tourism development.

Secondly it provides spatial principles to guide and steer the whole region and its villages into the best possible development. This principles are zoning, transportation, genius loci, place-making, the landscape approach and the hub and spokes model. By using this spatial principles a balanced regional tourism plan can be made which is based on the local qualities and landscape setting and prevents the region of becoming homogeneous.

Thirdly it focuses on translating the plans into concrete development, by setting preconditions within the coalitions and phased development plans. Local or regional entrepreneurs and government can help each other in order to achieve the best possible future. They can do so by providing and creating preconditions for each other for further development. Government can do this by implementing public space and structural elements, like the construction of squares, path systems, parking lots, public transport etc. Entrepreneurs can do this by creating new attractions and facilities, which focus on new places or tourism target groups. By working together the entrepreneurs can develop a more balanced and meaningful tourism area.

SIX STEPS FOR A LANDSCAPE-BASED DESIGN

When coming to the design part, it has to be clear how a landscape design with a focus on sustainable tourism development can be developed in steps. These steps are devised during the design process in order to come up with a design that combines the design area with the wider context and the local landscape characteristics (including problems and qualities). After that it can be combined with sustainable tourism development, in order to make the connection between the most important input (the local landscape and cultural qualities) and the tourism product. Out of this combination design challenges for the spatial development and a concept can be derived, which are also based on the outcomes of the participation moments with local stakeholders. It is important to phase the spatial development in order to guide the development over time, so the structuring becomes clear and realistic to implement. Out of this phasing the ideal future situation can be derived, which is flexible for changes of trends or other unknown impacts.

The six steps will be explained separately:

1. the wider context: an area always has a spatial context, which influences the area and has a special relation with it. It is important to know the wider context and to implement the input from that as a base for the plan of the area.
2. Landscape/site analysis: After knowing the context, the site analysis can be done. This analysis consist of four parts exploring the current status of the site, based on tourism, landscape characteristics, natural and cultural qualities and spatial problems. An important input for the analysis is participation, as the local stakeholders have a lot of knowledge about their own living environment and can come up with things researchers or landscape architects overlook. The outcome of these analyses provide a backbone for the possible connections with tourism target groups, based on current tourism, landscape and natural and cultural qualities.
 - 2.1. Tourism analysis: the current status of tourism in the area will be analysed, focusing on the attractions, facilities, routes and landscape setting.
 - 2.2. Landscape characteristics analysis: the landscape will be analysed in order to understand the working of the landscape and the natural processes which are present in the area. As the landscape forms the base for (tourism) development, it is important to characterize the different landscape units on each scale and know their position in the

overall landscape. The terrain or land relief is an important aspect of the landscape analysis, because it sets out natural zones and barriers.

2.3. Natural and cultural qualities analysis: sustainable post-Fordist tourism is focused not only on the landscape, but also on the special natural and cultural qualities in a certain area. These qualities should be listed and analysed. After the analyse they can be grouped into different types of qualities (for example nature reserves or castles), so they can be matched with tourism later on. Also a spatial dispersion map can be created, to show where the qualities are located in the area, so it can be used for the spatial development of tourism later on.

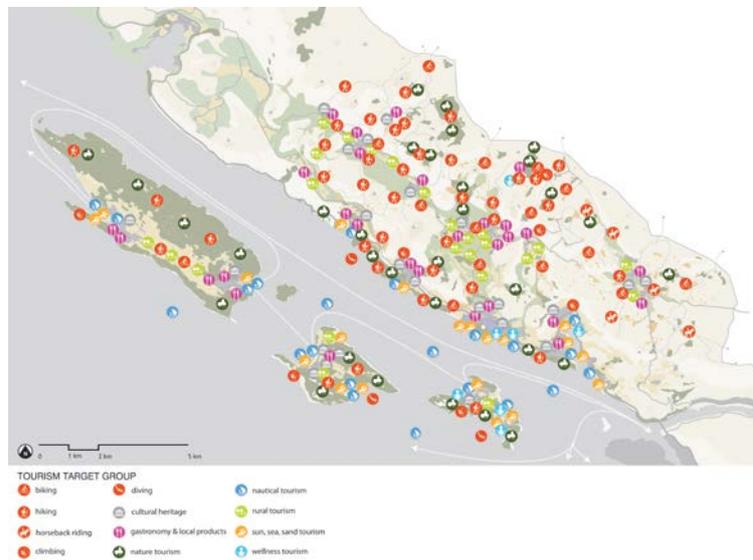
Figure 2: **Photoshop impression: local qualities as a base for future tourism development**



2.4. Spatial problems analysis: next to qualities each area also has to deal with some (spatial) problems, which are important to encounter and understand, in order to deal with them or (better) come up with a solution. It is important to make local people aware of problems, especially if they are caused by their own behaviour. The spatial problems should be listed and projected on a spatial dispersion map, in order to spot structural problems or to link them in a system.

3. Connection with tourism: when the landscape analysis is finished and the landscape characteristics, qualities and problems are listed and analysed, it is time to connect them (especially the landscape characteristics and qualities) with the tourism potential for a certain tourism target group. By doing this the potential areas for each tourism target (sub)-group can be defined and rated, so they can be used in the concept and design.

Figure 3: Dispersion of potential tourism target groups in the landscape



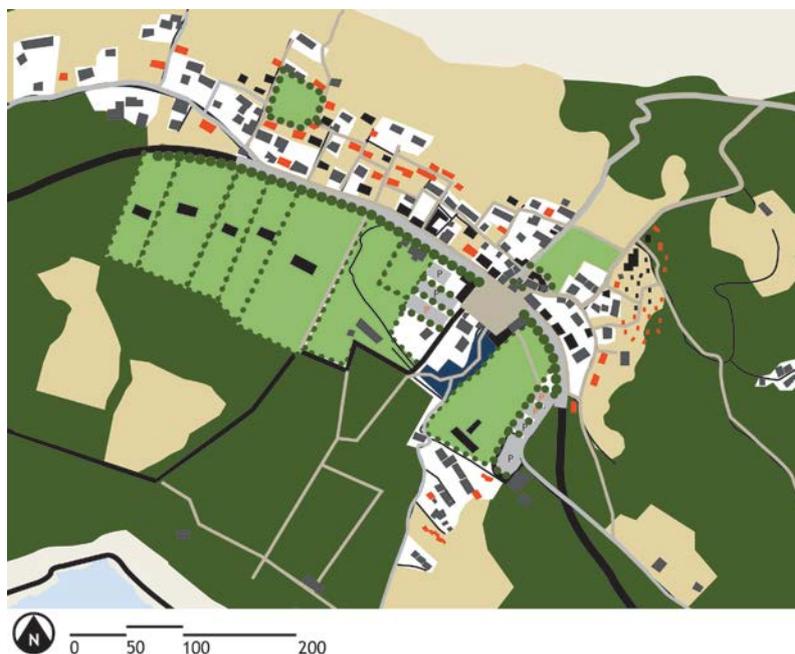
4. Design challenges and concept: out of the potential areas for each tourism target group design challenges can be set for the spatial development of an area. Potential areas of tourism target groups can be combined or spread, linked or segregated and used as priority or as background. To do this the concept of zoning can be used to create different zones with different focuses or specializations. These challenges and zones lead to an overall strategic concept for the area.

Figure 4: Concept map: zoning and focus areas



5. Phased spatial development: it is very hard to implement the concept of step 4 directly into practice, because it will happen over time, so it isn't a plan which can be implemented in a short period of time. Therefore the spatial development should be done in several phases, which will steer the developments and use the current situation as a starting point to guide the developments in the area to the desired future situation. By doing so the plan becomes more realistic and easier to implement because it sets short-term goals and focus points. Next to that the developments are still flexible for changes and uncertainties.

Figure 5: **Spatial phased development plan for the village of Trsteno**



6. Ideal future situation: when finalizing the phased spatial development, an ideal future situation can be distinguished. This is the target situation to which the area should work if the trends will stay the same. The ideal future situation consists of a balanced flexible plan, which should be able to handle uncertainties and changes. By doing so the basis will stay the same, which results in the fact that decrease for a certain target group will not result in a situation in which the whole development becomes useless.

Figure 6: **Local design for the renewed market square of Trsteno, using the qualities and providing opportunities for tourism development of local entrepreneurs**



After finishing the six steps, a design is produced which uses the local landscape characteristics and natural and cultural qualities as the base for tourism development. These are strategic designs, flexible for possible changes or uncertainties, but still imbedded in the local landscape structures. When the design on the local scale is finalized sites for detailed concrete designs can be derived from it. These detailed site designs form the base of the development of the plans in practice and can be projects like a harbour, town square, park, public space or other facilities.

Figure 7: **Photoshop visualization of the Trsteno market square, using the natural spring, monumental plane trees and old chapel**



Figure 8: **Photoshop visualization of Lopud Rector's palace: revealing the hidden historical relict and exposing the agricultural products**



CONCLUSIONS

Now the regional-local nexus and the landscape-based design approach are explained, it's time to make some conclusions.

As stated before tourism based on the local landscape, including the natural and cultural qualities, can solve some main problems, like over focus on sun, sea & sand tourism causing high seasonality, gated resorts and generic footloose design. When combining this with the principle of developing tourism with the coalitions of local communities, local entrepreneurs and local government it is possible to develop it in small, relatively cheap portions. Out of this the profit is going directly back to the local coalition, providing a good economic improvement. The landscape as source for tourism is also a powerful and cheap attraction, because it already exists. In times of crisis, when there are not many big investments possible, it is clever to use the landscape, as it just needs some marking and maintenance, but no big investments. Next to that it has proved to have a longer season and can serve many different tourism target groups, which can bring more tourists to the region. Activities related to the local landscape and culture are approachable for everyone, as offering tourist activities like guided tours, hikes, active tours or selling local products can be done by almost everyone.

In order to test this on the four pillars of sustainable tourism from Mowforth and Munt (2009), the working of this landscape architectural approach is applied on all four pillars:

Cultural sustainability: In the integral design strategy the landscape approach plays a leading role. This approach uses the local landscape and culture as the base for tourism development. It states that tourists should travel in order to experience a culture. Thus, the typical local culture should function as the base for tourism experience. It denies the idea that culture has to adapt to tourism, but tourism had to adapt to the culture. Because of this focus the local culture functions as base for tourism development and puts attention on preservation of the culture.

Social sustainability: In small villages as in many places the local communities are considered as very important. They have a leading role in how a village is working and are proud of their environment, which they would like to show visitors. A strong community which includes tourism in their community can lead to great hospitality and a strong connection between the locals and tourists. In this the locals and tourists form together a community. In Fordist mass tourism this relation between the locals and tourists is damaged as it separated both groups into two separate communities. The integral design strategy and regional-local nexus reject this separation and use the local community as base for tourism development. Because of this the small scaled developments and the connection between the local community and tourists and the connection between local entrepreneurs and the local community, the 'collectif', will become an important pillar for sustainability in tourism.

Environmental sustainability: The integral design strategy including the landscape approach uses the complete landscape as base for tourism development. Because of this the environment/landscape forms the absolute base for tourism development and the type of attractions. Due to this focus the role of the environment becomes critical, which means that it should be carefully maintained. Tourists won't visit the area when the landscape is neglected, badly maintained or visual pollution is present like waste dumps.

Economic sustainability: The integral design strategy and regional-local nexus focuses on development based on a coalition between the local entrepreneurs, community and government and thus on the local economy. If the tourism is developed by a local coalition all the profit stays in the local economy instead of foreign multinationals. This creates a strong micro-economy and stimulate local entrepreneurs to start small businesses to make money out of tourism, like starting a shop or restaurant, sell local products or organize excursions, guided tours etc. Because of this the local economy is stimulated and the profit of the coalition can be reinvested to further develop the local or regional tourism product.

Out of this we can conclude that the regional-local nexus including the integral design strategy offers solutions for all aspects of sustainable tourism. So, our approach towards sustainable tourism development has proved to be essential in solving the gap in current sustainable tourism development. Therefore this thesis proves that landscape architects can play a significant role implementing sustainability in tourism developments.

In crisis time it is not easy to do big investments, so start using the potentials that are already present in the area, like the landscape and culture, is a reachable solution and offers a big chance for developing sustainable tourism. By doing it together with the local community, entrepreneurs and government sustainable tourism can be promoted and profit from the crisis. We hope that the disciplines of landscape architecture and tourism will meet each other in the future more often, because together they can develop tourism landscapes in a sustainable way.

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Jesper Borsje, BSc

MSc Student Landscape Architecture
Wageningen University
Walstraat 4, 6701 BD Wageningen, The Netherlands
T: +31 (0) 6 27 350 099
E-mail: jesperborsje@gmail.com

Ruud Tak, BSc

MSc Student Landscape Architecture
Wageningen University
Van Uvenweg 31, 6708 AD Wageningen, The Netherlands
T: +31 (0) 6 27 477 606
E-mail: ruud881215@gmail.com