PLACE-BASED TOURISM: A FRAMEWORK FOR DEVELOPING UNIQUE DESTINATIONS

by

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(Under the Direction of Brian LaHaie)

ABSTRACT

Numerous world-famous tourist destinations are quickly losing their distinct identity due largely to the negative effects of mass tourism on local culture, environment and sense of place. As communities look to tourism as a vehicle for economic revitalization, the proper framework, outlining principles and relationships, must be developed to minimize the threat of exploitation and subsequent *placelessness*. This thesis shows how a new '*place-based tourism'* model can assist in developing local destinations to revitalize communities under the direction and stewardship of landscape architects. Presented as an illustrated diagram, this thesis will draw on key landscape architectural theories as evidence of how landscape architects are exceptionally trained and uniquely skilled to lead development initiatives within a '*place-based tourism'* model, as initially developed in this thesis. They are trained to incorporate and unify ideas of place, the local, environmental sustainability, and the vital importance of strong community partnerships.

INDEX WORDS: Tourism, Travel, Place, Local, Landscape Architecture, Placelessness, Sustainability, Community, Partnerships, Economy, Education, Ecotourism, Mass Tourism

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DEDICATION

This is dedicated to my family, and friends. I could not have done this without your unwavering guidance and support. Thank you all so much.

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TABLE OF CONTENTS

Page

ACKNOWLEDGEMENTS v

LIST OF TABLES viii

LIST OF FIGURES ix

CHAPTER

1 INTRODUCTION 1

1.1 Thesis Statement 1

1.2 Methodology 1

1.3 The Problem 2

1.4 Literature Search and Historic Precedent 6

1.5 The Solution 6

1.6 Projected Results and Conclusions 7

2 TOURISM THROUGH TIME 12

2.1 Chapter Overview 12

2.2 What is Tourism? 12

2.3 Evolution of Modern Tourism and Transportation 14

2.4 Nature-Based Tourism & Ecotourism 21

2.5 Sustainable Tourism 23

2.6 Responsible Tourism 23

2.7 Cultural and Heritage Tourism 24

2.8 Conclusion 25

3 PLACE AND LANDSCAPE THEORY 44

3.1 Chapter Overview 44

3.2 Place and the Local....46
3.3 Ecological Sustainability....51
3.4 Participatory Design and Community Partnerships....53
3.5 Conclusion....56
4 PLACE-BASED TOURISM....67
4.1 Chapter Overview....67
4.2 The Relevance of Place-Based Planning....68
4.3 Signatures of Place....69
4.4 Sustainable and Ecological Influences....69
4.5 Apalachicola, Florida: a candidate for Place-Based Tourism....70
4.6 Core Principles....71
4.7 Conceptual Framework....72
4.8 Conclusion....73
5 FINDINGS AND CONCLUSIONS....77
5.1 Results....77
5.2 Limitations and Further Research....79
REFERENCES....81
APPENDICES....86
A GLOSSARY OF TERMS....86
B GLOBAL SUSTAINABLE TOURISM CRITERIA....91

LIST OF TABLES

Page

Table 1.1: Tourism arrivals of purpose for visit and mode of transport charts, WTO..... 8

Table 1.2: Arrival Rates forecasting for 2020.....9

Table 2.1: Tourism Types..... 28

Table 2.2: A Brief Timeline of Tourism.....31

Table 2.3: UNESCO's Major International Flows Chart and Expenditures & Revenue graph.....32

Table 3.1: A Timeline of significant events.....58

Table 4.1: Community Development Guidelines by Randy Hester..... 76

LIST OF FIGURES

Page

Figure 1.1: *Vacancy*, Chattahoochee, Mikaela Urgo, 2008.....10

Figure 1.2: *Main Street*, Downtown Chattahoochee, Mikaela Urgo, 2008..... 10

Figure 1.3: *Go West*, Nevada, Mikaela Urgo, 2008.....11

Figure 2.1: Travel and Tourism..... 33

Figure 2.2: Thomas Cook, credited as the founder of modern tourism..... 34

Figure 2.3: *Sunday Afternoon on the Island of Grande Jatte*,1884.....35

Figure 2.4: Northwest Train Poster..... 36

Figure 2.5: Yosemite Valley Railroad's Bagby Bridge, Fred C. Stoes, 1944..... 37

Figure 2.6: Image from the motion picture, *National Lampoon's Vacation*, 1983.....38

Figure 2.7: Main Street, Disney World, Orlando, Florida.....39

Figure 2.8: *Rainforest*, The Santa Elena Cloud Forest Reserve, Monteverde, Costa Rica, Mikaela Urgo, 2006.....40

Figure 2.9: *Monkeys Sleeping*, Costa Rica, Mikaela Urgo, 2006.....41

Figure 2.10: *Nightlife*, Bangkok, Thailand, Mikaela Urgo, 2007..... 42

Figure 2.11: *Lights*, Reno, Nevada, Mikaela Urgo, 2007.....43

Figure 3.1: *Dangling Spanish Moss*, Skidaway Island Georgia, Mikaela Urgo, 2007..... 60

Figure 3.2: *Shrimpboat Skyline*, Apalachicola Florida, Mikaela Urgo, 2008.....61

Figure 3.3: *What makes a Great Place?* Project for Public Places (PPS), 2003..... 62

Figure 3.4: *Community Mural*, San Luis, Colorado, Mikaela Urgo, 2006..... 63

Figure 3.5: *Statue*, Apalachicola Florida, Mikaela Urgo, 2008..... 64

Figure 3.6: A *Hot lunch*, Baan Saab, Thailand, Mikaela Urgo, 2007..... 65

Figure 3.7: *Sifting Rice*, Baan Saab, Thailand, Mikaela Urgo, 2007..... 66

Figure 4.1: Sustainability Venn Diagram..... 74

Figure 4.2: Diagrammatic Place-based Tourism Framework..... 75

CHAPTER 1

INTRODUCTION

1.1 Thesis Statement:

Landscape architects are uniquely qualified to lead a '*Place-Based Tourism'* movement, a new model developed within this thesis, due to their distinct expertise in environmentally sensitive methods and design, in community design and multidisciplinary collaboration, and in their firm grasp on how to portray and enhance landmarks, events, and notable cultural characteristics through a strong understanding of sense of place and the local. Applying these distinct skills could bring about timely changes in the practice, perception, and impact of the tourism industry.

1.2 Methodology:

Scholarly methods in the exploration of the this thesis are as follows:

1. A literature search on the evolution of the tourism industry
2. The use of historic Precedent identifying characteristics common to landscape architecture and tourism such as place-based planning, terminology and principles familiar and accepted within the design field. This thesis will expand on those principles and terms and apply them to a *new* field using a *new* term titled '*Place-Based Tourism*.'
3. Presentations of case studies identifying the professional work of leaders and pioneers in landscape architecture illustrating the common principles (place and the local, environmental sensitivity, community partnerships)

1.3 The Problem:

Tourism has become a modern, manufactured experience. As a result, places are losing their unique features and distinct characteristics which define and differentiate them. In *The Geography of Nowhere*, author James Howard Kunstler points out that, “In every corner of the nation, we have built places unworthy of love and move on from them without regret. But move on to what? Where is the ultimate destination if every place is Noplace” (Kunstler, 1993, p. 173)? Tourism is contributing to mass *placelessness*. Simply travel to sun and surf destinations the world over and one will hear the quintessential laid back reggae music which has become a worldwide beach getaway characteristic. Places are losing the truly unique assets initially drawing curiosity and eventually encouraging the onset of tourism. Authentic culture is being watered down by commercialization. In addition, local knowledge, such as vernacular building techniques, is being replaced with elements which have little or nothing to do with the place in which they were built.

As globalization succeeds in connecting an ever-growing world community, the World Tourism Organization[1] (WTO) reports an additional 15 million tourist arrivals in the beginning of 2007, and that international tourism has been recorded much higher than expected (www.wto.org, 2007). Conceptual models must be developed and implemented to protect the welfare of local communities, whom for the first time are plugging into a shrinking world community. Michael Vincent McGinnis (acting director of the Ocean and Coastal Policy Center at the Marine Science Institute, University of California, Santa Barbara) who teaches courses in public policy and in environmental ethics, calls for a “re-conceptualization” of the way in which we define community and our roles within it (McGinnis, 2000).

Various factors have impacted and will continue to impact the tourism industry. Since the turn of the century, impacts have included unprecedented exponential increases of economic globalization and the widespread increase of terrorism. China and India, for example, are

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[1] Also known as the United Nations World Tourism Organization (UNWTO). Refer to APPENDIX A: GLOSSARY OF TERMS for more information on the WTO/UNWTO.

quickly building stronger economies, as well as becoming powerful global economic forces. Robert L. Thayer, Jr., Professor Emeritus of Landscape Architecture in the Department of Environmental Design at the University of California at Davis, explains how the increase in fuel costs will lead to an increase in local tourism efforts.

> During the oil embargoes and subsequent 'energy crises' of the 1970s, leisure theorists posited a 'substitutability' hypothesis, in which it was presumed that constraints on gasoline would lead to recreation visitors to substitute nearby leisure destinations for far ones. The post-oil-peak reality is apt to test this hypothesis at an order of magnitude much more severely than its originators dreamed. 'Nearby nature' will become even more critical than it is today, and the entire landscape of tourism will most certainly be transformed. Tourist destinations that are capable of replacing remote international visitors with local and regional visitors will thrive.
>
> Post- oil peak patterns of tourist change have the potential to occupy many PhD dissertations and books. Just from the standpoint of pure physics, tourism must change when fossil fuels become very scarce and very expensive. This inevitability will have enormous impact on the landscape (Thayer, 2008, p. 13).

Humans are now more mobile than ever before. Our personal mobility extends far beyond our daily routines. (Bureau of Transportation Statistics, 2005). People travel for both business and personal reasons to a range of destinations domestically and throughout the far reaches abroad. (*Table 1.1 Tourism Arrivals for Purpose of Visit and Mode of Transport Charts*) Tourism is currently one of the fasting growing industries in the world, with groundbreaking arrival rates, and there are no predictions of this trend slowing down soon ("WTO Press Release," October 6th, 2008).

Tourism is recognized among the world's top grossing industries. One agency serving as "global forum for tourism policy issues and a practical source of tourism know-how" is the United Nations World Tourism Organization [UNWTO] (www.unwto.org, 2007). The UNWTO is known

to promote accessible tourism worldwide with a special interest in the specific needs of developing countries (2007).

Mass tourism[2] has endangered the unique cultures it seeks to support, threatening marginalized communities and proving that often the risks greatly outweigh the benefits. The initial and often alluring assets of a particular destination are often those deemed most at risk for exploitation through the adoption of mass tourism. Tourism arrival rates are currently on the rise and there is a pressing need to develop sound solutions for the future. Mass tourism is indeed a threat to the rich, cultural, and environmental heritage of undeveloped and newly developing areas. Currently, there is a growing concern to protect these rare destinations and to prevent exploitation of their cultural and natural resources. Furthermore, as the information age shrinks our perceived world, so do worldwide tourism arrival statistics and there are no signs of this trend slowing down ("WTO Press Release," October 6th, 2008).

The United Nations Educational Scientific and Cultural Organization[3] (UNESCO) is another global organization providing standards to protect the interests of locals. When Tourism is concerned, "It is UNESCO's intention to assist the 193 Member States in preparing their policies while reconsidering the relationship between tourism and cultural diversity, tourism and intercultural dialogue, and tourism and development. In this way, the organization proposes to contribute to the fight against poverty, protection of the environment and mutual appreciation of cultures" ("The globalization of tourism," 1999). If the WTO and UNESCO predictions are correct, the accelerating growth of arrival rates[4] in tourism will more than double within only a few short decades as illustrated in *Table 1.2 Arrival Rates Forecasting for 2020* ("UNWTO/ UNESCO Conference on sustainable tourism management at heritage site," March 2008). **By**

---

[2] Mass tourism is a phenomenon negatively effecting many developing communities. Defined as "traditional, large scale tourism commonly, but loosely used to refer to popular forms of leisure tourism pioneered in southern Europe, the Caribbean, and North America in the 1960s and 1970s" (www.stile.coventry.ac.uk/cbs/staff/beech/BOTM/Glossary.htm).

[3] Refer to Appendix A: GLOSSARY OF TERMS for more information on UNESCO.

[4] Arrival rates refer to statistics gathered quantifying the total number of both domestic and international tourists, arriving at any particular destination. Refer to table 1.1 for more information.

the year 2020, the WTO predicts that tourism will be the world's leading industry ("The globalization of tourism," 1999). Newly developing nations are predicted to dethrone Europe as the top destination and by 2020, China is predicted to be the top tourist destination for both domestic and international tourism ("WTO Press Release," October 6th, 2008). Secretary-general of the United Nations World Tourism Organization, Francesco Frangialli, articulates that the tourism industry has proven a vital force in generating sustainable development as well as mitigating poverty. (2008) Frangialli elaborates by asserting the Global Sustainable Tourism Criteria (GSTC)[5] :

> Over 900 million international tourists traveled [abroad[last year and UNWTO forecasts 1.6 billion tourists by the year 2020. In order to minimize the negative impacts of this growth, sustainability should translate from words to facts, and be an imperative for all tourism stakeholders. The GSTC [Global Sustainable Tourism Criteria] initiative will undoubtedly constitute a major reference point for the entire tourism sector and an important step in making sustainability an inherent part of tourism development (2008).

This exponential growth pattern raises some questions about what affects the current tourism industry has on local culture, community, and place. For example, how does the increasing number of tourists effect local culture, customs, industry and daily life? Also, what role does the local community play in the evolution of a place?

How did this all happen and what can we do about it? 'Place-based tourism,' a new movement proposed to utilize tourism as a vehicle for community revitalization through place-

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[5] "The Global Partnership for Sustainable Tourism Criteria (GSTC Partnership) is a coalition of 31 organizations working together to foster increased understanding of sustainable tourism practices and the adoption of universal sustainable tourism principles.

The Partnership, which was initiated by Rainforest Alliance, the United Nations Environment Programme (UNEP), the United Nations Foundation, and the United Nations World Tourism Organization (UNWTO), will launch the Sustainable Tourism Criteria at the World Conservation Congress in October 2008. These criteria will be the minimum standard that any tourism business should aspire to reach in order to protect and sustain the world's natural and cultural resources while ensuring tourism meets its potential as a tool for poverty alleviation." (The Global Partnership for Sustainable Tourism Criteria, www.sustainabletourismcriteria.org/)

Refer to APPENDIX B GLOBAL SUSTAINABLE TOURISM CRITERIA for more details.

based principles[6], can help to answer these difficult, and often complicated questions. As a top grossing industry, tourism needs to take more responsibility for the negative effects it has on local cultures and their associated values and beliefs.

1.4 Literature Search and Historic Precedent:

To better understand the magnitude and timeliness of the problem, a literature search focused on the evolution of the tourism industry leading to the development of a place-based tourism model. Comparisons between the tourism industry and the landscape architecture profession were conducted using historic milestones and precedent from each. A historic timeline was developed to further illustrate parallel movements in these respective fields.

1.5 The Solution:

This thesis will attempt to define the similarities in the evolution of the two fields and assert the significant role that landscape architecture plays in developing place-based tourism. Exemplary case studies identifying professional works in landscape architecture and related disciplines illustrate principles of sense of place, environmental sensitivity, and community and interdisciplinary partnerships. These case studies will include work led by landscape architect Randy Hester and the community of Manteo North Carolina; Architect, Sam Mockbee, and his work with *The Rural Studio* of Auburn University and the residents of Hale County, Alabama; and *Project Riverway*, a three-year multidisciplinary service learning course at the University of Georgia which developed creative solutions for communities along the Chattahoochee, Flint and Apalachicola rivers (Bivins, D. & Askew, L. n.d.). In 2008 the program worked closely with community members of Apalachicola, Florida to develop design solutions aimed at revitalizing the community through tourism.

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[6] Refer to Table 2.1 *Tourism Types* for place-based tourism definition. Principles will be developed in Chapter Three.

Core principles of place-based tourism will be defined and stated. These core principles will serve as the key building blocks for the design of a place-based tourism conceptual model. Core principles will be derived from other tourism categories as well as the defining characteristics of place. The final *conceptual framework*[7] will illustrate the origins and core principles of place-based tourism. This framework is illustrated as single unified diagram. Additional diagrams will illustrate basic ideas such as *tourism*, and *sustainability*. The place-based tourism conceptual framework aims to successfully unify the vital components of place-based tourism to be developed in this thesis.

1.6 Projected Results and Conclusions:

Final findings and conclusions demonstrating that growth in tourism worldwide is not limited to developed areas but also has spread to new untouched regions. Tourism has the capacity to unite people from all over the world, but this capacity can also be its undoing. Results will be derived from the success of the diagrammatic conceptual framework developed. What did the framework set out to prove? Has it successfully unified the originating principles and core values of place-based tourism? Is it clear that landscape architecture plays a vital role in sustaining place through the implementation of a place-based tourism model? This thesis will attempt to answer these questions and more. There will also be a discussion about the limitations of this thesis and opportunities for further research.

[7] The *conceptual framework* is a diagram illustrating how key principles of place-based tourism work together.

Table 1.1: Tourism arrivals of purpose for visit and mode of transport charts

(Courtesy of www.WTO.org)

World

Arrivals by purpose of visit (including estimations for countries with missing data)

	International Tourist Arrivals (million)						Share (%)		Change (%)		Average annual growth (%)	
	1990	1995	2000	2002	2003	2004*	1990	2000	2004*	03/02	04*/03	90-00	00-04*
Total	437.8	539.6	686.7	706.4	693.2	763.9	100	100	100	-1.9	10.2	4.6	2.7
Leisure, recreation and holidays	243.5	283.6	351.5	356.3	349.8	383.1	55.6	51.2	50.1	-1.8	9.5	3.7	2.2
Business and prcfessional	60.4	82.0	112.1	112.9	111.2	119.3	13.8	16.3	15.6	-1.5	7.3	6.4	1.6
VFR, health, religion, other	86.0	122.8	164.0	176.2	176.1	197.7	19.6	23.9	25.9	0.0	12.3	6.7	4.8
Not specified	48.0	51.1	59.0	61.0	56.1	63.8	11.0	8.6	8.3				

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO for TMT 2005 Edition)

World

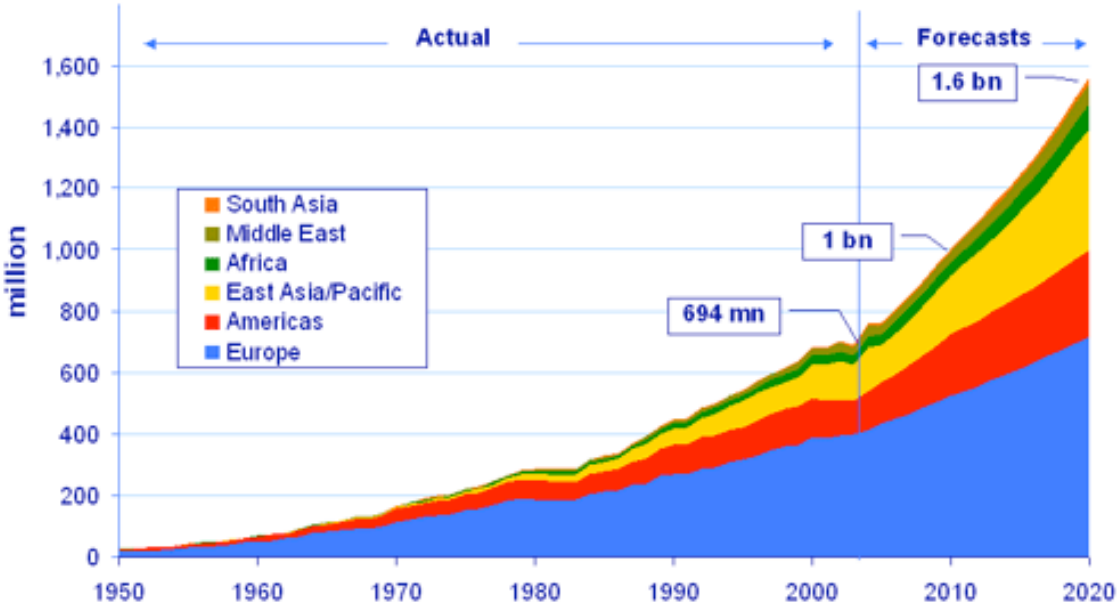
Arrivals by mode of transport (including estimations for countries with missing data)

	International Tourist Arrivals (million)						Share (%)			Change (%)		Average annual growth (%)	
	1990	1995	2000	2002	2003	2004*	1990	2000	2004*	03/02	04*/03	90-00	00-04*
Total	437.8	539.6	686.7	706.4	693.2	763.9	100	100	100	-1.9	10.2	4.6	2.7
Air	169.4	217.7	289.8	287.5	286.2	330.0	38.7	42.2	43.2	-0.5	15.3	5.5	3.3
Land	233.2	276.6	342.3	363.1	353.2	375.1	53.3	49.8	49.1	-2.7	6.2	3.9	2.3
Road	205.9	250.9	308.2	328.3	318.6	338.5	47.0	44.9	44.3	-3.0	6.3	4.1	2.4
Rail	27.4	25.7	34.1	34.8	34.6	36.6	6.2	5.0	4.8	-0.5	5.8	2.2	1.8
Water	33.8	43.6	52.4	53.1	51.6	55.7	7.7	7.6	7.3	-2.9	8.1	4.5	1.6
Not specified	1.4	1.6	2.2	2.6	2.3	3.0	0.3	0.3	0.4				

Source: World Tourism Organization (UNWTO) © (Data as collected by UNWTO for TMT 2005 Edition)

Table 1.2: Arrival Rates forecasting for 2020

(Graph and table courtesy of www.WTO.org)



	Base Year	Forecasts		Market share (%)		Average annual growth rate (%)
	1995	2010	2020			
		(Million)		1995	2020	1995-2020
World	565	1006	1561	100	100	4.1
Africa	20	47	77	3.6	5.0	5.5
Americas	110	190	282	19.3	18.1	3.8
East Asia and the Pacific	81	195	397	14.4	25.4	6.5
Europe	336	527	717	59.8	45.9	3.1
Middle East	14	36	69	2.2	4.4	6.7
South Asia	4	11	19	0.7	1.2	6.2

Figure 1.1: *Vacancy*, Chattahoochee, Georgia, Mikaela Urgo, 2008.

Spotted with mostly vacant buildings, downtown Chattahoochee owners advertise in the windows of storefronts.

Figure 1.2: *Main Street*, Chattahoochee, Georgia, Mikaela Urgo, 2008.

Loss of local small town American industry. This is the main thoroughfare of Chattahooche.

Figure 1.3: *Go West,* Nevada, Mikaela Urgo, 2008.

Many towns, such as this remote town in the mountains of Nevada, rely on through traffic to sustain their fragile economy.

CHAPTER 2

TOURISM THROUGH TIME

2.1 Chapter Overview

Evolving from a long history of people traveling to unfamiliar destinations, tourism focuses on a desire to connect with the essence of a place and the people of that place. Searching back further to understand the origins and meaning of modern tourism itself, a brief outline highlighting its innovations and milestones will reveal reasons for various travel excursions. This chapter will outline the origins and evolution of travel and tourism as well as significant milestones that altered the tourism industry, eventually leading to the development of a contemporary place-based tourism model. These changes often closely parallel innovations and significant changes in transportation technology. In addition, this thesis will further explore specifically the negative effects of mass tourism leading to the onset of ecotourism, as well as various tourism types such as cultural, heritage, and sustainable tourism as outlined in *Table 2.1 Tourism Types.*

2.2 What is Tourism?

Tourism is travel with a directed purpose. Travel is defined as “the act of going from one place to another; or movement through space that changes the location of something” (Wordnet, 2008). Travel, therefore is most concerned with movement, whereas tourism is defined as “the practice of traveling for pleasure; and the business of providing tours and services for tourists” (“Travel,” Merriam-Webster Online. 2008). (Figure 2.1 Travel and Tourism) In 1945, the United Nations (UN) refined this definition of a tourist as someone traveling abroad for a minimum of 24 hours and a maximum of six months (“The globalization of tourism,” 1999).

David Weaver, scholar in the theory and practice of sustainable tourism, writes that, “tourism promotes cross-cultural understanding and incentive to preserve [a] destination’s unique environmental, cultural and historical assets” (Weaver, 2006). The intent of tourism should be to preserve, encourage and commemorate place, rather than create *placelessness*.

Today the WTO defines tourists as people who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes” while not employed or receiving other compensation for travel (www.wto.org, 2007).

When someone says, “I’m going to act like a tourist” it usually implies partaking in one of the following typical tourist activities such as: taking photographs, admiring distinctive architecture, or engaging in cultural and/or social behavior. Unlike vacationing, tourism is not a passive activity, but rather a very active one, requiring participation and inquisitive interaction with people and place. Vacation, whose latin root word ‘vacare’ means freedom, or exemption, is defined as: 1) a respite or a time of respite from something or an intermission; 2a) a scheduled period during which activity (as of a court or school) is suspended; 2b) a period of exemption from work granted to an employee; and/or 3) a period spent away from home or business in travel or recreation (“Vacation,” Merriam-Webster Online. 2008).

This chapter reviews the historic roots of tourism, which began as far back as the ancient Romans’ elite, and the innovative business ideas of Thomas Cook, a nineteenth century entrepreneur and tourism pioneer who made tourism readily accessible to the middle class, thus leading to mass tourism. As mass tourism dominated the industry, new travel experiences were sought out. A new type of tourist was born with a passion for nature and a need to protect and preserve it. There was still a desire to *get away from it all*, and this new tourist, bearing a torch of responsibility towards stewardship of the land, found a familiar message in ecotourism. From this evolved other types of tourism such as cultural or heritage, and sustainable tourism. Table 2.2 briefly outlines key events in the history of tourism.

2.3 Evolution of Modern Tourism and Transportation:

Resulting from an urge to explore the unknown, tourism has greatly effected the evolution of numerous cultures. Historically, tourism has been closely related to the evolution of transportation innovation. As speed, accessibility, and cost of travel advances and grows, so does the tourism industry grow. Time is money, and for the tourism industry, this means maximizing the length of one's visit. As transportation technology is honed to move people at faster and faster rates like the invention of rail, automobile and air travel, people are more likely to engage in tourism and travel more frequently and to more remote and distant destinations, thus making places more accessible. Cost in tourism is dependent on many factors including both local and global economies, seasons and weather[8], but it is still very closely related to the cost of travel. Recently Americans have experienced increased fuel prices, which have largely effected the economic well-being of the airline industry which is one of the largest global consumers of gasoline.

Some of the very first tourists were of the elite class. As early as the Roman empire, the upper class travelled in search of fine art and architecture, to learn about new cultures and language, to taste the unique local cuisine, and of course to escape to luxurious beach destinations. Wealthy Romans escaped the busy city life to relax in their extravagant beach houses. Often referred to as the first tourist, King George III traveled frequently, especially when he was of poor health (Britannia Staff Article, 2005).

Escape from the daily grind was reason enough for travel, and the elite class had the time and means to indulge in such exploration. Aided by advances in transportation and a growing middle class, tourism gained quick popularity.

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[8] Many tourist destinations rely on seasonal weather conditions and their economies are directly effected when abnormal or excessive weather disrupts usual seasonal patterns. These destinations include but are not limited to beach and tropical destinations, ski lodges and other winter resorts.

2.3.a The First Modern Tourists:

Travel became tourism with a revolutionary idea by a man named Thomas Cook of Melbourne, Derbyshire, England. (Figure 2.2: Thomas Cook) Dating back to ancient civilizations, people have practiced what we call tourism, but it wasn't developed as an independent industry until the early 1900s. Thomas Cook, an English businessman, is credited as the founder of modern tourism and revolutionized the way people traveled in the 1941, although research on the topic began a bit earlier. Josef Stradner conceptually separated the conceptual idea of travel from general passenger traffic in 1905 (EconomyPoint.Org, 2006). In 1942, Hunziker and Krapf, a pair of Swiss tourism researchers and professors, shifted the focus of previous research from one based on solely economy to one based on culture and science. The pair defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of nonresidents, insofar as they do not lead to permanent residence and are not connected with any earning activity" (2006).

In 1841 Mr. Cook revolutionized travel by convincing the Midland Counties Railway Company to run a special train from Leicester and Loughborough for a group of clients for one flat rate including food inventing a very successful and profitable business model. Following this winning business initiative Cook partnered with his son John Mason Cook, establishing Thomas Cook Travel. The company grew tremendously and eventually became the worldwide company Thomas Cook and Son, conducting tours including travel fees, food and lodging for one flat rate; thus he invented the 'package tour.' Cook began small with trips in and around England, and by the 1860s his travels expanded to southern Europe, Egypt and even the United States. This innovative idea changed the way people thought about travel, and for this reason, Thomas Cook is known as the inventor of modern tourism ("Thomas Cook," 2008). By the late nineteenth century, weekend getaways were common for all classes, as pictured in the most-famous 1884 painting of Parisian George Seurat. (Figure 2.3: *A Sunday Afternoon on the Island of Grande Jatte*)

As Cook's company experienced great successes, across the Atlantic, upper and middle class Americans were engaging in tourism by way of rail lines between the great American cities of the East and Midwest. Urban destinations weren't the only attraction, however. Soon rail lines connected Americans to the expanding western landscape including many newly formed national parks such as Yosemite Glacier and Yellowstone National Park, first accessible to the public by train.

2.3.b Trains and Tourism:

The United States National Parks System was founded with the designation of Yosemite National Park in 1872 ("Yellowstone National Park: History & Culture," 2007). Located along both the Southern Pacific and Santa Fe railroads' primary north-south lines (Figure 2.4 Northwest Train Poster), Yosemite Park opened in 1890 (Stilgoe, 2007). John Muir, a well-known conversationalist, articulated the deep need to reconnect with the natural landscape echoed in the hearts of many early rail lines tourists: "Thousands of tired, nerve-shaken, over-civilized people are beginning to find out that going to the mountains is going home; that wildness is a necessity; that mountain parks and reservations are useful not only as fountains of timber and irrigating rivers, but as fountains of life" (John Muir, n.d.). (Figure 2.4 Yosemite Valley Railroad's Bagby Bridge)

Next to follow as a rail line destination was the Grand Canyon in Arizona. In 1929, the Santa Fe rail line began carrying passengers eager to experience this great natural wonder (Stilgoe, 2007, p. 91). These two parks were the first of many to be included in the vast and diverse natural landscapes of the National Park Service.

"In the early days of the parks, no one was able to furnish sufficient capital to build hotels and to establish transportation lines except the railroads. In the case of several of the parks, all of the early facilities were established by interested railroads in order that they might offer proper accommodations for their passengers" ("Oh, Ranger!: The Story of the National Park

Service," 2004). Hotels and resorts were built to accommodate the needs of tourists traveling to Yosemite National Park from far distances.

> The first inns in the [Yosemite] Valley were little more than bars, and greater emphasis was laid on this phase of hospitality than on comforts. Californians were quick to appreciate the business possibilities of travel, even in the early days, and within three years after the first party of tourists, led by J. M. Hutchings, visited Yosemite Valley in 1855 two inns had been built in the wilderness. The first of these was a saloon, built in the fall of 1856 (2004).

They included the Wawona Hotel, the Yosemite Park Lodge, and Camp Curry, a tent cabin site in Yosemite Valley (Stilgoe, 2007). Founded in 1925, the Yosemite Park & Curry Company united these often competing businesses. The National Park Service allowed the company exclusive right to operate hotels, restaurants and most stores in Yosemite. For over fifty years, The Yosemite Park and Curry Company ran the concessions in the park until it was sold in the late 1970s to United States Natural Resources (USNR) and a couple of years later to MCA which operated Universal Studios (2007).

Trains also brought eager tourists to the sandy beaches of Florida. Tourists, many of whom traveled from as far away as the Northeastern United States, were initially lured by the sun and sand of the southern state. A well known cartoonist and entrepreneur named Walt Disney, was also interested in what Florida had to offer, but not for its popular beaches. In May 1965, Mr. Disney, whom had already opened a very popular resort in Anaheim, California known as Disneyland in 1955, quietly bought a large track of land in Osceola County located in central Florida just southwest of Orlando. Although he died only one year later, his dreams were realized transforming the swampland into the top-grossing American tourist destination (Hatton, 1987). Walt Disney World was opened in Orlando Florida on October 1, 1971, forever changing the character of the state into the multifaceted tourist destination it is today. By end of October 1971, after being open for only one month, the total attendance to Walt Disney World reached around 400,000 visitors ("This Day in Disney History: October 1, 1971," 2008). Today, the Walt

Disney Theme parks are still at the top of the world's most visited destinations. According to the May 2008 issue of trade magazine *Park World*, the Economic Research Association partnered with the Themed Entertainment Association (TEA) and complied data reporting that Magic Kingdom at Walt Disney World, receives 17 million visits annually, rated the top visited destination worldwide. Epcot Center receiving 10.9 million visits, Disney's Hollywoods Studios receiving 9.51 millions visits, and Disney's Animal Kingdom receiving 9.49 millions visitors rate as the sixth, seventh, and eighth more visited destination worldwide (Park World, 2008). (Figure 2.5 Main Street, Walt Disney World)

2.3.c The Automobile:

In 1902, society witnessed the first large scale production of the automobile by Oldsmobile, which revolutionized the tourism industry. In 1914, Henry Ford honed this idea making the automobile an asset for the common citizen ("Henry Ford," 1998). By 1920, the Ford Motor Company had sold over one million cars to American consumers. Ford, along with other auto manufacturing companies, succeeded in opening up the world to citizens through the freedoms of driving. The automobile created mobility on an unprecedented scale. The lure of the open road appealed to many Americans, who traveled to many of our bustling cities, cherished national parks, thrilling amusement parks and sunny beach destinations.

By 1916, more tourists visited National Parks by car rather then by rail line creating some of the world's first traffic jams. After a long, steady decline in passenger sales, due mainly to the immense popularity the personal automobile, the Yosemite Valley Railroad lines were removed in 1945 (Stilgoe, 2007).

Family road trips became an All-American activity. It was a way to see the country and to enjoy the freedom of the open road while encouraging family bonding, and supporting American businesses. As Clark W. Griswold, Jr., played by Chevy Chase, a typical tourist seeking out the unfamiliar and unusual on his way to *Wallyworld*, puts it: "Why aren't we flying? Because getting there is half the fun. You know that...Hey, hey, easy kids. Everybody in the car.

Boat leaves in two minutes...or perhaps you don't want to see the second largest ball of twine on the face of the earth, which is only four short hours away?" ("National Lampoon's Vacation," 1983) (Figure 2.6 Image from the motion picture) This familiar scene, from the 1983 movie *National Lampoon's Vacation*, followed an All-American family on the ubiquitous cross-country road trip to Wallyworld; a parody of Walt Disney's Disneyland.

Currently, only 92% of American households have cars. (USA Today, August 30th 2003) The United States Transportation Department reported 204 million vehicles and 191 million drivers in the United States in 1995 (2003), which translates into more then 1 car per driver. (Table 2.3 UNESCO's Major International Flows Chart and Expenditures & Revenue graph) With the recent and continued modernization of nations such as China, and India the total number of personal automobiles is predicted to reach unprecedented levels. Car ownership in China increased by 32% in 2007, totaling of 56.97 million cars ("Car Ownership up 32% in 2007," March 10th 2008). "Vehicle sales [in China] are expected to top 10 million vehicles per year by 2010" proving that the current worldwide recession won't effect China's booming economy (2008).

With the arrival of the personal automobile, American cities were being left for the promise of a better life in the suburbs (Oldenburg, 1989). Social life in the United States also experienced a steep decline post-WWII (Oldenburg, 1989, p. 284). The new landscape of American neighborhoods were no longer within walking distance of restaurants and shops. There was no longer an array of what landscape theorist Ray Oldenburg calls 'third places' which provide opportunities for social interaction (1989). These third places create community. As we continue to live in places designed and built to accommodate the fast-pace and expansive carbon footprint of car travel, we loose crucial elements key to community. The more time we spend riding in our cars, the less time we spend interacting with each other. When daily life lacks essential social interactions, people are less invested in the physical place they live in because there is no experiential memory attached to it.[9] To escape a monotonous daily

[9] The idea of experiential memory will be explored further when place is defined in chapter three.

landscape, people engage in tourism. Air travel offered more exotic opportunities for those who could afford it in the recent past.

2.3.d Air Travel:

Air travel marked the next wave in tourism's fast paced evolution and laid the groundwork for what is known today as mass tourism. By the late 1950s, the railroad industry began slipping due to the popularity of air travel (Stilgoe, 2007). John R. Stilgoe, author of *Train Time*, goes on to point out "air travel [has] become proportionately necessary as available travel time decreases, but few airlines operate between wilderness areas, national parks, and classy resorts. Rail service once offered alternatives to the Disney-type vacations" (Stilgoe, 2007, p. 88).

The UNWTO reported "worldwide, international tourist arrivals grew at around 5% between January and April 2008, compared to the same period of 2007" ("WTO Press Release," October 6th, 2008), totaling 903 million international tourist arrivals in 2007, up 6.6 from the previous year (2008). Measured in US dollars, tourism receipts totaled 856 billion (€ 625 billion) in 2007, translating into a 5.6% growth from 2006 (2008). "The World Tourism Organization [WTO] estimates that between 1950 and 2001, the number of international arrivals has grown from 25 million to 689 million, corresponding to an average annual growth rate of 7%" ("Towards More Responsible Tourism", April 14th 2003). With this said, the UNWTO predicts that by the year 2020 there will be 1.6 billion international tourist arrivals worldwide ("WTO Press Release," October 6th, 2008).

The current top destinations for tourists are France and Spain. "France holds to its first position ahead of Spain and the USA, while in receipts the USA ranks first, France third and Spain maintains second place. China and Italy alternate in 4th and 5th position, in both rankings followed by UK and Germany" (UNWTO World Tourism Barometer, June 2008) The top destinations in the United States are New York City, Disneyland and Disney World:

> "In 2007, international tourist arrivals grew by an estimated 6% to reach a new record figure of nearly 900 million – an astonishing achievement given that the 800 million mark was only reached two years earlier. This represents nearly 52 million more arrivals than in 2006, well over the total count for either the Middle East or Africa. In fact, world tourism enjoyed its fourth consecutive year of growth in 2007 above the long-term forecast of 4.1% and, surprisingly, it even exceeded the 5.5% increases recorded in 2005 and 2006" ("World tourist arrivals: from 800 million to 900 million in two years", January 2008).

2.4 Nature-Based Tourism & Ecotourism:

Far to often the tourism industry has been given a bad reputation as being destructive to both local culture and environment rather then being viewed as an integral component in the construct of place.

In 1992, Agenda 21 was created from the United Nations' World Summit held in Rio D' Janeiro. This document outlines the three pronged approach to sustainable development. The approach is as follows: Reorienting education towards sustainable development; increasing public awareness; and lastly, promoting training (UN agenda 21, 1992)[10].

This single event and publication, alerted the world to important and human caused environmental issues. This paradigm shift also affected the tourism industry. A paradigm is defined by a culture's accepted collective world view. A paradigm shift begins when the current dominant paradigm becomes obsolete in that it fails to function following current core

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[10] The UN's basis for action states that:

> *Education, including formal education, public awareness and training should be recognized as a process by which human beings and societies can reach their fullest potential. Education is critical for promoting sustainable development and improving the capacity of the people to address environment and development issues. While basic education provides the underpinning for any environmental and development education, the latter needs to be incorporated as an essential part of learning. Both formal and non-formal education are indispensable to changing people's attitudes so that they have the capacity to assess and address their sustainable development concerns. It is also critical for achieving environmental and ethical awareness, values and attitudes, skills and behaviour consistent with sustainable development and for effective public participation in decision-making. To be effective, environment and development education should deal with the dynamics of both the physical/biological and socio-economic environment and human (which may include spiritual) development, should be integrated in all disciplines, and should employ formal and non-formal methods and effective means of communication" (UN Agenda 21 Chapter 36.3, 1992).*

assumptions (Kuhn, 1970). A growing interest in issues of environmental awareness contributed to a backlash toward conventional mass tourism. In response to an increasing public interest in green consumerism, the tourism industry has begun to focus on ways in which to tap into this paradigm shift. Ecotourism is the most well-known type of nature-based tourism. (Figures 2.7 and 2.8 are of the ecotourism hub Costa Rica) The emergence of green consumers making decisions based on environmental responsibility has changed the tourism industry. Mainstream tourists and ecotourists alike seek out pristine natural environments (Weaver, 2006, p. 65). Ecotourism and nature-based tourism are a response to the emergence of eco-awareness and flows of travel, focusing on travel experiences catering to conservation of natural environments.

"Questions of how ecotourism as a concept is to be defined have begun to subside" (Blamey, 1997). The Ecotourism Society defines ecotourism as "responsible travel to natural areas which conserves the environment and improves the welfare of local people" and author Ross Blamey cites Ralf Buckley's (the director of the International Centre for Ecotourism Research) restrictive notion of ecotourism as nature-based, environmentally informed, sustainably-managed and conservation-supporting (Blamey, 1997). Another broad definition of ecotourism is nature-based tourism that does not result negatively on environmental, economic and social affects that are associated with mass tourism (Duffy, 2002). Ecotourism has both negative and positive affects on destinations and their local communities. Generally these ecotourism journeys are primarily focused on self-development with other ecotourism principles following (2002).

Ecotourism as a movement has evolved into responsible, sustainable and community-based tourism, which collectively lead to the development of a place-oriented tourism model. All these tourism types are defined as having environmental, economic, and cultural and/or social components to their effect, but a place-based model will better combine this fundamental principles.

2.5 Sustainable Tourism:

Like most subcategories of tourism, sustainable tourism also has multiple definitions. As mentioned before, sustainable tourism is an overarching principle focused on a three-pronged approach aimed at positively effecting the environment, community and economy of a destination. Specifically, “Sustainable tourism in its purest sense, is an industry which attempts to make a low impact on the environment and local culture, while helping to generate income, employment, and the conservation of local ecosystems. It is responsible tourism that is both ecologically and culturally sensitive” (“What is Sustainable Tourism?”, n.d.).

So, why isn’t sustainable tourism good enough? Sustainable tourism is described as an overarching approach to tourism, “Namely a condition that all types of tourism must fulfill” (Weaver, 2006). By definition, sustainability connotes a human centered way of life through a three pronged approach, rather then a community centered way of life. Sustainability is used as the catchall phrase for environmental awareness, and what we really mean is to sustain our own human needs through green initiatives. This perspective is human focused.

Sustainable tourism principles are precursors to the development of place-based tourism. Sustainable tourism, like ecotourism, is an overarching principle which minimizes environmental impact while balancing the needs for human sustainability (2006). On the other hand, sustainable tourism measures affects environment, culture, and economy in monetary terms. The human quality is missing from this model.

2.6 Responsible Tourism:

Responsible tourism, like sustainable tourism, calls for trifold action aimed at bettering the community, environment, and economy. The Lonely Planet website defines responsible travel as:

> Minimizing your impact and maximizing your connection with people and the environment. It's about making a positive contribution and having the most rewarding and inspiring travel experiences of your life. Traveling by the

> responsible travel ethos is one of the most direct and personal ways you can make a difference to some of the biggest issues affecting our world: poverty and peace. Be a part of the solution, not a part of the problem - and have the time of your life doing it ("Lonely Planet: Responsible Travel," 2008).

In the outlining principles, responsible tourism places responsibility on the tourist himself or herself. Other types of tourism place environmental, social, and cultural responsibility on both the hosts and visitors. This isn't to say that responsible tourism is inadequate, but rather that the responsibility needs to be present in all facets. With that said, responsible tourism is often combined with other tourism definitions, such as *responsible sustainable tourism*. By combining multiple definitions, we can get closer to a holistic approach which nurtures the unique qualities of a place. Like the other types of tourism outlined above, "Responsible tourism is not the full or only answer to the future sustainability of tourism. But unless we shift our attitudes to tourism and travel, we'll lose the wild places, the traditions and the eccentricities of the world. Life will be far more homogenized and far less surprising, and our spirit will be the poorer for it" (2008).

2.7 Cultural, Heritage and Community-based Tourism:

The effects of tourism are not one sided. Culture itself affects the tourism industry (Aitchison, 2000, p. 6). Cultural tourism, one tourism type rooted in this belief, is the partnership between tourism and cultural heritage management (Mckercher & Cross, 2002). The National Trust for Historic Preservation defines cultural heritage tourism as "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic and natural resources" ("Heritage Tourism," 2008).

Another alternative type of tourism is community-based tourism. Similar to the word sustainability, community has a plethora of varying definitions connoting a socially based construct. Merriam-Webster defines community as used above as: "1) a unified body of

individuals; 2) the people with common interests living in a particular area; 3) an interacting population of various kinds of individuals (as species) in a common location; 4) a group of people with a common characteristic or interest living together within a larger society; 5) a group linked by a common policy" (Merriam-Webster Online, 2008). Therefore "community based tourism enables the tourist to discover local habitats and wildlife, and celebrates and respects traditional cultures, rituals and wisdom. The community will be aware of the commercial and social value placed on their natural and cultural heritage through tourism, and this will foster community based conservation of these resources" ("What is community based tourism?," n.d.)

Similar to sustainable tourism, cultural heritage and community-based tourism both omit a subtle, yet important perspective, which is the significance of 'place' and the organic dependent evolution of landscape and community. Also unlike community-based tourism, in which participation is crucial, cultural heritage tourism doesn't necessarily design, for and of, community members and other stakeholders. As discussed in the next chapter, Place-based tourism is a framework developed to accomplish these tasks in defining and highlighting the unique characteristics of a place by and of the people of that place.

2.8 Conclusion:

Our planet is shrinking as innovations in transportation mobilize people to destinations farther away and more remote in nature. The tourism industry that began in the 1840's is not the tourism we see today. As advances in transportation evolve, so follows the tourism industry. In the United States, the first tourist destinations were national parks and major cities accessible mostly by train. The invention of the automobile gave access to the masses to travel at their leisure. This led to contrived tourist destinations such as Disneyland. After World War II, mass tourism became big, as people began traveling to farther places and as air travel became more common.

As some of the top destinations for tourism in the United States, the Disney theme-parks changed the face of tourism. Focused on lavish fantasy-based entertainment, this type of

tourism does little to preserve the unique characteristics of a place. Since opening, Disney theme-parks have relied on a completely self-sufficient resource management system and provided many job opportunities for surrounding communities. Nevertheless, until these destinations are well established, large-scaled contrived tourist sites can disenfranchise and fracture communities. Now Orlando, Florida, is synonymous with Disney, so a new 'place' has been created and adopted as native to that area.

The tourism industry then began to accommodate specialized users which range from very peaceful and tame travel experiences, such as religious or culinary tourism, to the edgy and dangerous, like adventure-based or extreme tourism, and even the outrageous like medical or 'vulture' tourism.[11]

Tourism is often accused with destroying culture, or worse, as exploiting cultural traditions and rituals purely for economic gain. Weaver warns that lack of regulation or an overabundance of tourism can and will threaten treasured unique assets (Weaver, 2006). He elaborates on this cautionary approach stating that the "commodification effect" will cause local residents to value the "demands of the tourist market rather than the needs of their own community" and that "indirect construction to maintain or develop existing natural environments such as beach resorts, (i.e. housing etc for employees of the service industry) destroys the destination's unique sense of place, giving rise to an international homogenized tourism type" (2006). UNESCO, also wary of the extreme and long-lasting effects of tourism, expands on this idea by stating:

> It is a well-known fact that tourism can be a deadly foe as much as a firm friend in the matter of development. Considering the economic might of the tourist industry—now regarded as the biggest in the world ahead of automobiles and chemicals—careful attention should be paid to this many-sided phenomenon with its global repercussions. The impact of tourism is such that progressive strategies

[11] Adventure-based tourism and extreme tourism are characterized by a thrill seeking aspect. Medical tourism refers to those whom travel for medical procedures. 'Vulture' tourism refers to those who take advantage of post disaster travel bargains. Refer to Table 2.3 *Tourism Types* for more information.

> are vitally needed to prepare the ground for genuinely progressive international, regional and local strategies. (“Cultural Tourism To create a discerning type of tourism that takes account of other people’s cultures,” 2008)

By the year 2020, tourism arrival rates, a generally accepted statistic within the field, are predicted to double from their current rates (“WTO Press Release,” October 6th, 2008). There is a pressing need to identify solutions to plan for the future of this tourism growth. Technological advances have made it easier to share information across physical, political and cultural boundaries and are in part responsible for a popular consumer-driven response supporting and promoting locally produced and manufactured goods and services. Furthermore, these advances have contributed to an increase in worldwide tourism rates due to the high number of sites catering to package deals that are readily accessible and widely available over the internet.

Not only are mass tourism practices a threat to the local environment and industry, but they are also a threat to the ownership of a place. (Figures 2.9 and 2.10 are of Bangkok Thailand and Reno Nevada respectively. As first glance, these images could be of anyplace, luring in visitors with large flashy neon signs and nightlife appeal.) To overcome the threats of a dying economy, communities must support and involve local groups, including government officials and representatives, community leaders, local business owners and applicable professional teams.

Travelers are seeking a new kind of tourism to provide authentic yet exotic experiences which positively contribute to the evolution of a place (Weaver, 2006). Tourism, a multi-stakeholder industry, provides them destinations requiring appropriate planning and design to accommodate the complex needs of this new tourist as well as the needs of local residents, business owners, government officials and community leaders.

Table 2.1: Tourism Types

Agritourism: The Small Farm Center at the University of California-Davis defines agricultural tourism as "the act of visiting a working farm or any agricultural, horticultural, or agribusiness operation for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation." (Lobo, R. 2000. Helpful agricultural tourism definitions. University of California Small Farm Center, Cooperative Extension. www.sfc.ucdavis.edu)

Adventure tourism: travel to exotic places. The travel itself may be the adventure or people may engage in adventurous activities (Outdoor Recreation in America by Clayne R. Jensen, Steven Guthrie)

Alternative tourism: In essence, tourism activities or development that are viewed as nontraditional. It is often defined in opposition to large-scale mass tourism to represent small-scale sustainable tourism developments. AT is also presented as an 'ideal type', that is, an improved model of tourism development that redresses the ills of traditional, mass tourism (www.stile.coventry.ac.uk/cbs/staff/beech/BOTM/Glossary.htm).

Community-based tourism: s tourism in which local residents (often rural, poor and economically marginalized) invite tourists to visit their communities with the provision of overnight accommodation (www.responsibletravel.com/copy/Copy901197.htm).

Cultural Heritage Tourism: The National Trust defines cultural heritage tourism as traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic and natural resources (www.preservationnation.org/issues/heritage-tourism/).

Dark tourism: In 2005, Stone defines dark tourism as the act of travel and visitation to sites, attractions and exhibitions which has real or recreated death, suffering or the seemingly macabre as a main theme (www.dark-tourism.org.uk)

Disaster tourism (a.k.a. grief tourism): is defined as travel to areas affected by natural disasters, places where people were murdered, etc (www.grief-tourism.com/category/types-of-grief-tourism/disaster-tourism/).

Ecotourism: is responsible travel to natural areas which conserves the environment and improves the welfare of local people (Western 1993:8)

Extreme tourism: Tourism that involves traveling to dangerous places or participating in dangerous events (www.wordspy.com/words/extremetourism.asp).

Mass tourism: is defined as traditional, large scale tourism commonly, but loosely used to refer to popular forms of leisure tourism pioneered in southern Europe, the Caribbean, and North America in the 1960s and 1970s (www.stile.coventry.ac.uk/cbs/staff/beech/BOTM/Glossary.htm).

Medical tourism: is the practice of a patient "outsourcing" healthcare services to an area outside of his or her home country. Medical travel is becoming more popular, as more people realize its benefits. The main benefits of health tourism include getting the opportunity to travel to an exotic destination and reaping potentially big monetary savings. Many common operations overseas cost a fraction of what they might cost in the United States (www.medicaltourismguide.org/).

Nature-based tourism: primarily caters to those interested in experiencing undisturbed ecosystems in one way or another

Niche tourism: Small specialized sector of tourism which appeals to a correspondingly tightly defined market segment (www.stile.coventry.ac.uk/cbs/staff/beech/BOTM/Glossary.htm).

Place-based tourism: is dependent on our connection with the landscape, and creates enriching experiences based on the unique character and assets of *place*[12].

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[12] Refer to APPENDIX A: GLOSSARY OF TERMS for definition of place.

Place-based tourism is a community revitalization model developed in response to the negative effects globalization has on local place through the lens of the tourism industry. The essence of place-based tourism is defined by the practice of *sustainability* (economy, environment, social), the promotion of *education* (for locals and visitors alike) the encouragement. Upon this foundation, place-based tourism is rooted in development of *partnerships* (government officials, community leaders, allied professionals, general public), *environmental sensitivity* (protection of unique and enriching native and natural landscapes), and lastly, by the identification, value and protection of *community assets* (both natural and environmental, built, cultural, industrial, commercial).

Responsible tourism: Type of tourism which is practiced by tourists who make responsible choices when choosing their holidays. These choices reflect responsible attitudes to the limiting of the extent of the sociological and environmental impacts their holiday may cause (www.stile.coventry.ac.uk/cbs/staff/beech/BOTM/Glossary.htm).

Sustainable tourism: Tourism that is economically, socioculturally and environmentally sustainable. With sustainable tourism, sociocultural and environmental impacts are neither permanent nor irreversible (www.stile.coventry.ac.uk/cbs/staff/beech/BOTM/Glossary.htm).

Vulture tourism: refers to those who take advantage of post disaster travel bargains

Table 2.2: A Brief Timeline of Tourism

1841: Thomas Cook arranged for the rail company to charge one shilling per person that included rail tickets and food, thus inventing the *package tour*.

1860's: Cook's travels expanded to southern Europe, Egypt and even the United States.

1871: Bank Holiday Act passed in Great Britain, which for the first time, gave workers the right to take holidays.

1890: Yosemite Park in Wyoming opens as the First National Park.

1905: Josef Stradner developed a "political economy of the tourism."

1925: Railroad promotes tourism to Western National Parks

1942: Hunziker and Krapf, a pair of Swiss tourism researchers/professors shifted the focus of previous research from economy-based to culturally and scientific tourism defining it as "the sum of the phenomena and relationships arising from the travel and stay of nonresidents, insofar as they do not lead to permanent residence and are not connected with any earning activity.

1945: The United Nations refined the definition of tourist to: someone traveling abroad for a minimum of 24 hours and a maximum of six months.

1971: Walt Disney World Florida opened Southwest of Orlando Florida, and remains as one of the top American Tourist Destinations today.

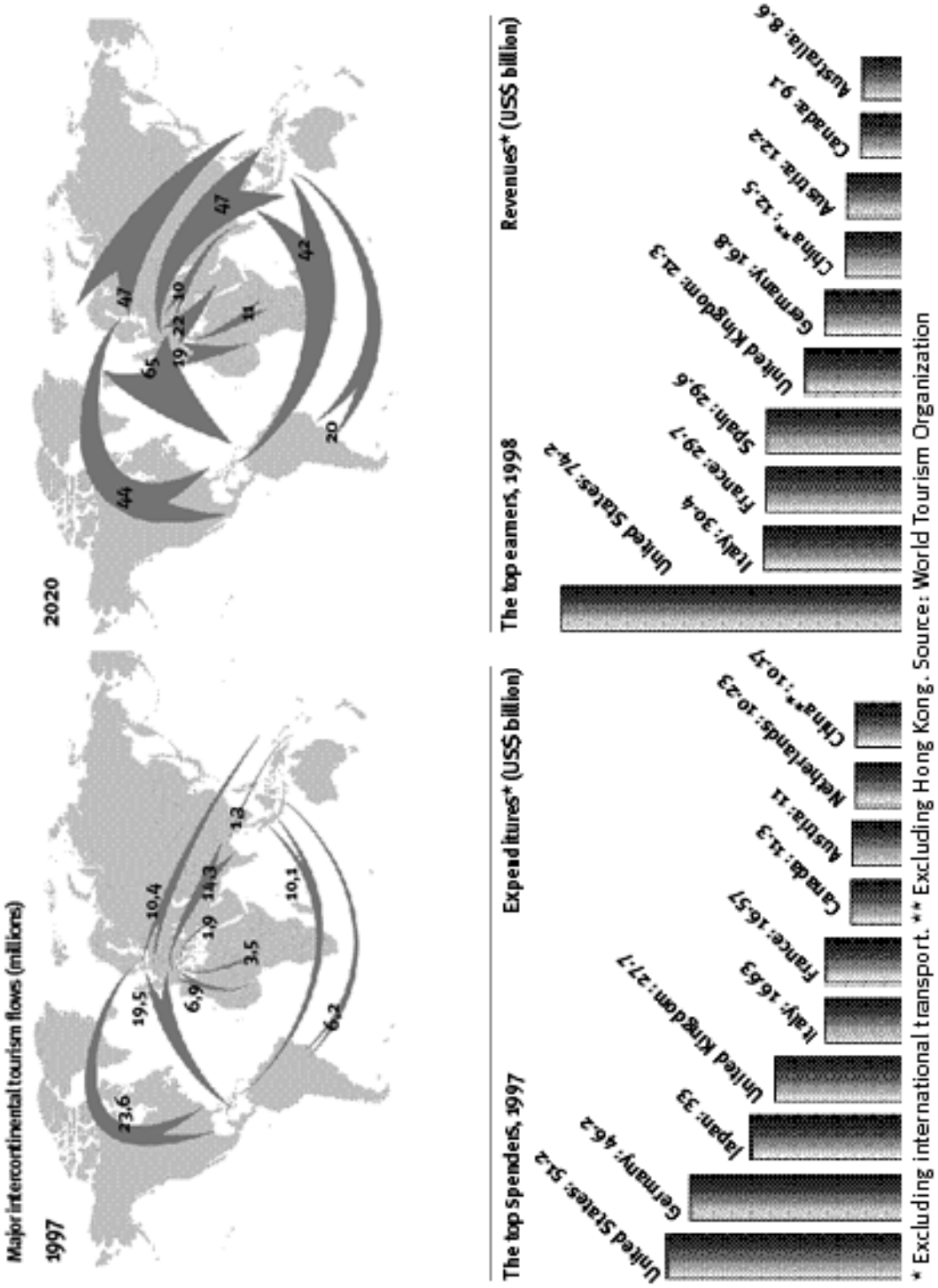
1980s: Ecotourism and sustainable tourism gain widespread popularity.

1992: Agenda 21 was revealed at the United Nations Conference on Environment and Development (Earth Summit) in Rio D' Janeiro.

2008: On October 7, The Partnership for Global Sustainable Tourism Criteria (PGSTC) was established.

Table 2.3: UNESCO's Major International Flows Chart and Expenditures & Revenue Graphs

(courtesy of www.UNESCO.org)



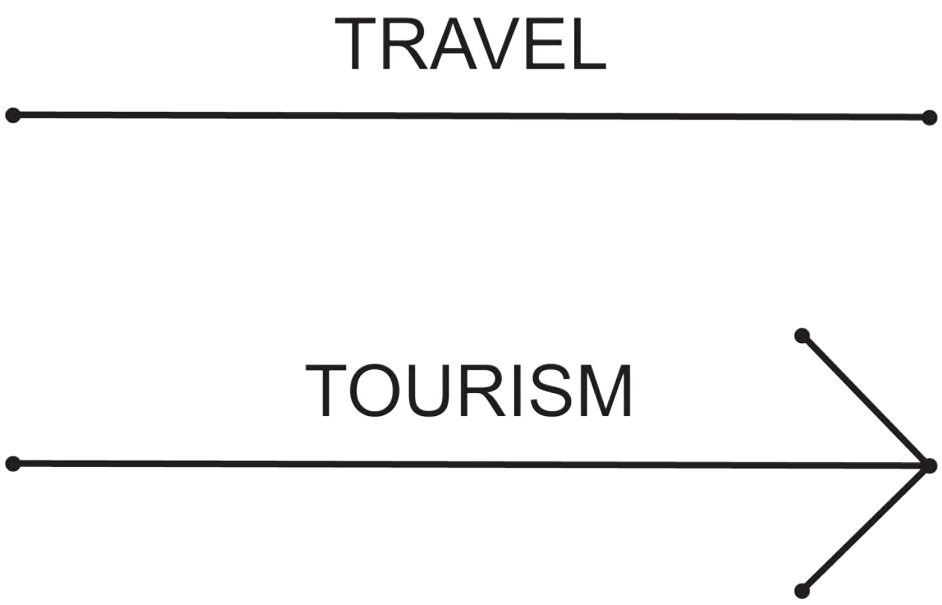


Figure 2.1: *Travel and Tourism Diagram*

This diagram shows *tourism as travel with a directed purpose*. In other words, if travel is portrayed as a line, then tourism is its vector.

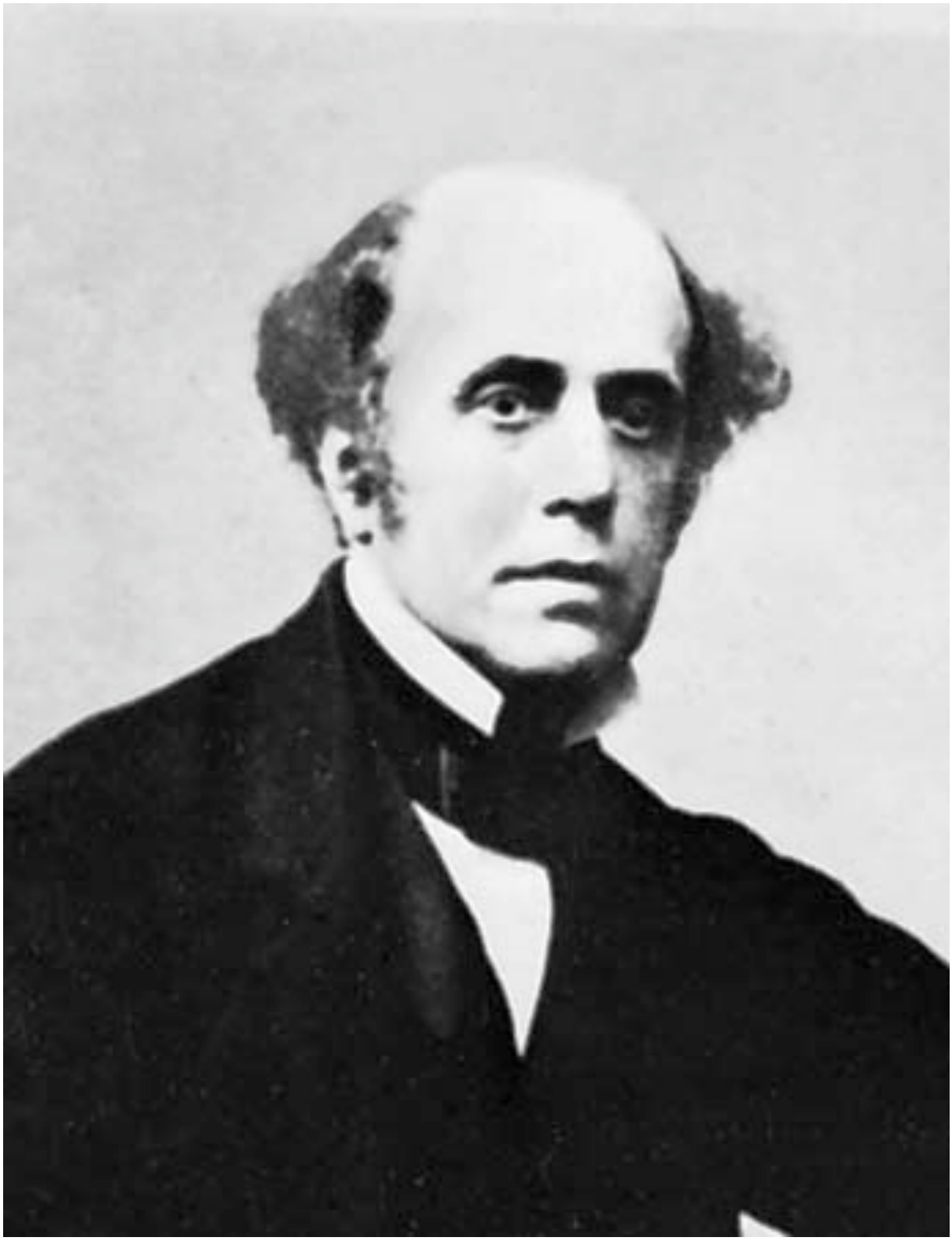


Figure 2.2: *Thomas Cook*, credited as the founder of modern tourism. (www.britannica.com)

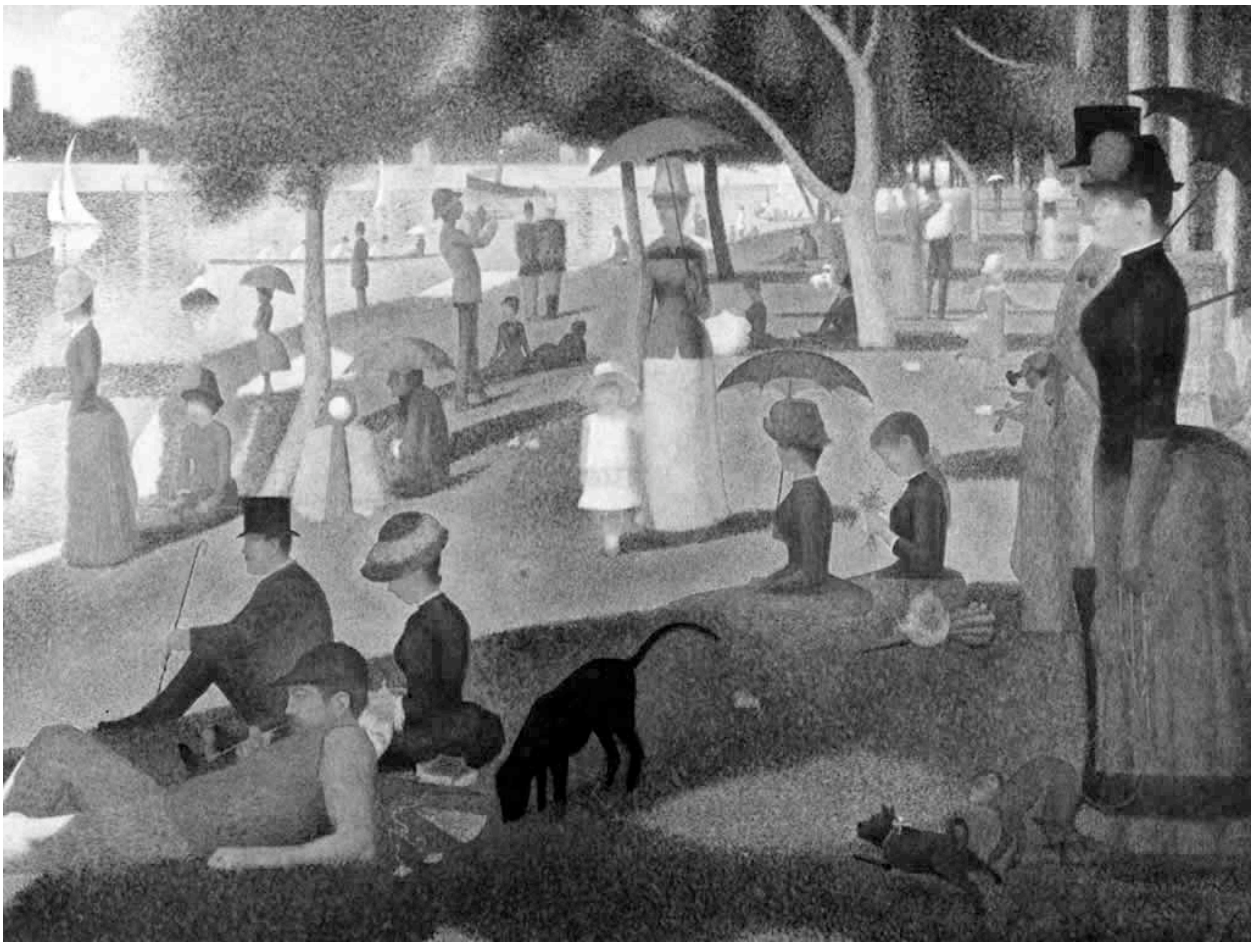
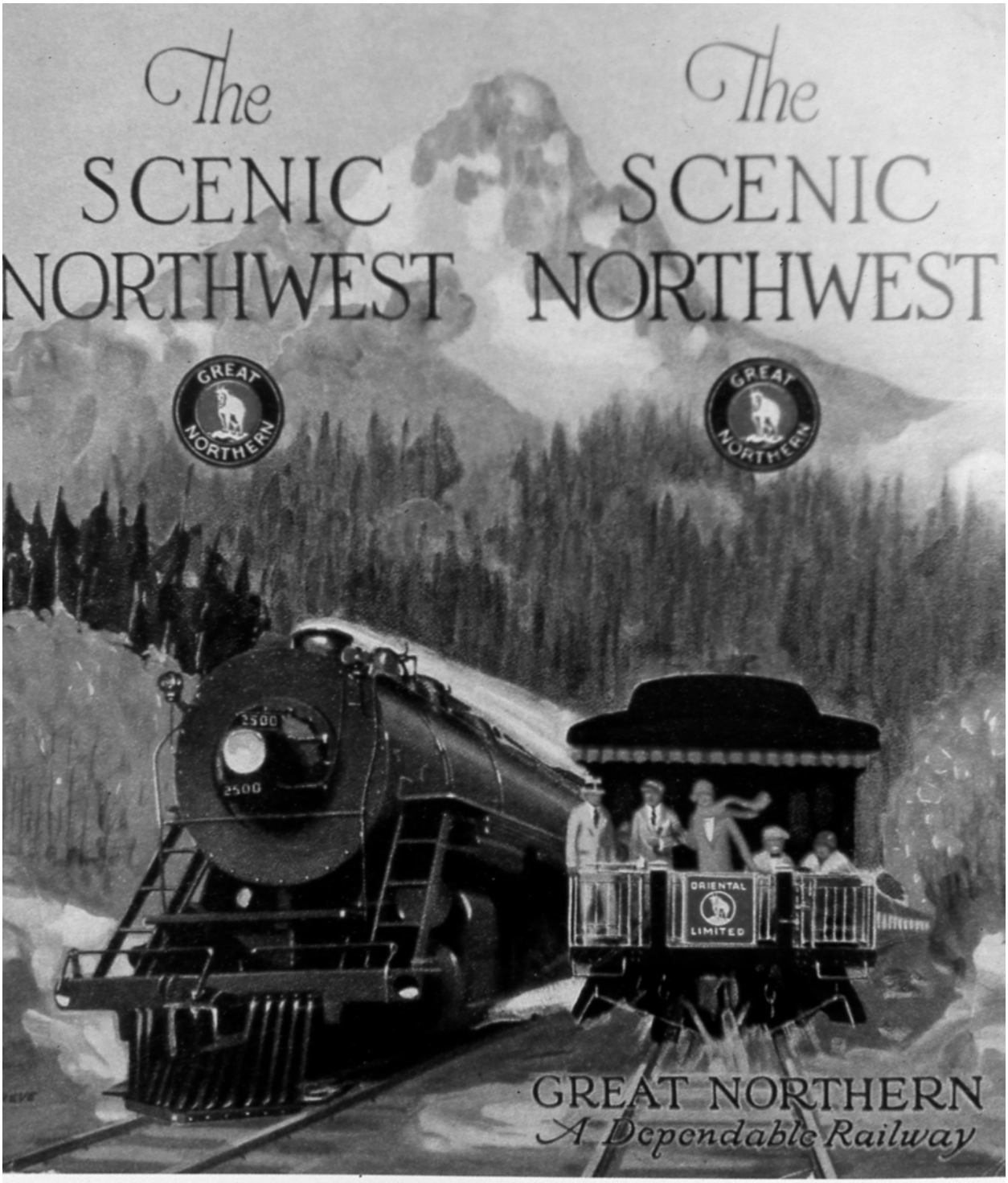


Figure 2.3: *George Seurat's "Sunday Afternoon on the Island of Grande Jatte"*, 1884; (www.spacejetters.com/html/fine-art-wallpapers.html)

By the turn of the century, weekend leisure was common for all classes as pictured in the most-famous painting of Parisian George Seurat, even if that meant just for the afternoon.



The breathtaking scenery along the main line of the Great Northern Railway lent an added dimension to the comings and goings of the company's classic trains. Courtesy of Richard Piper.

Figure 2.4 Northwest Train Poster (source: unknown)

Figure 2.5: *Yosemite Valley Railroad's Bagby Bridge*
(Photo by Fred C. Stoes, September 4, 1944,; www.yesteryeardedop.com/YVMIXED2.JPG)

The Yosemite Valley Railroad was the only line transporting tourists to El Portal, known as the gateway to Yosemite. The line was destined to be a California short line, the YV catered to tourists. Just one year after this photo was taken, the line was removed.

Figure 2.6: *Image from the motion picture, National Lampoon's Vacation*, 1883.
Matty Simmons, 1983.

Clark W. Griswold, Jr. and son Rusty Griswold pick up the new family car in preparation for their cross-country road trip from the suburbs of Chicago, Illinois, to *Wallyworld*, located in California.

Figure 2.7: Main Street, Walt Disney World, Orlando Florida.
Hap Hatton, 1987.

Figure 2.8: *Rainforest*, The Santa Elena Cloud Forest Reserve, Monteverde, Costa Rica. Mikaela Urgo, 2006.

“In 1989, it was decided to convert the land into a cloud forest reserve. Together with Youth Challenge International, a Canadian based nonprofit organization, the community established an eco-tourism reserve, which officially opened on March 1, 1992.

The reserve was created out of a community's determination to help preserve the unique cloud forest surrounding them and to use tourism as a tool to benefit community development in Monteverde. Entrance fees are used for the protection and management of the Reserve and to provide higher quality education for schools of Monteverde.

The Santa Elena Cloud Forest Reserve of Monteverde is one of the first community administered reserves in the country (not a national park, but under the protection of the Arenal Conservation Area). It is an excellent example of what people can do to preserve and learn from their environment. “ (The Santa Elena Cloud Forest Reserve website)

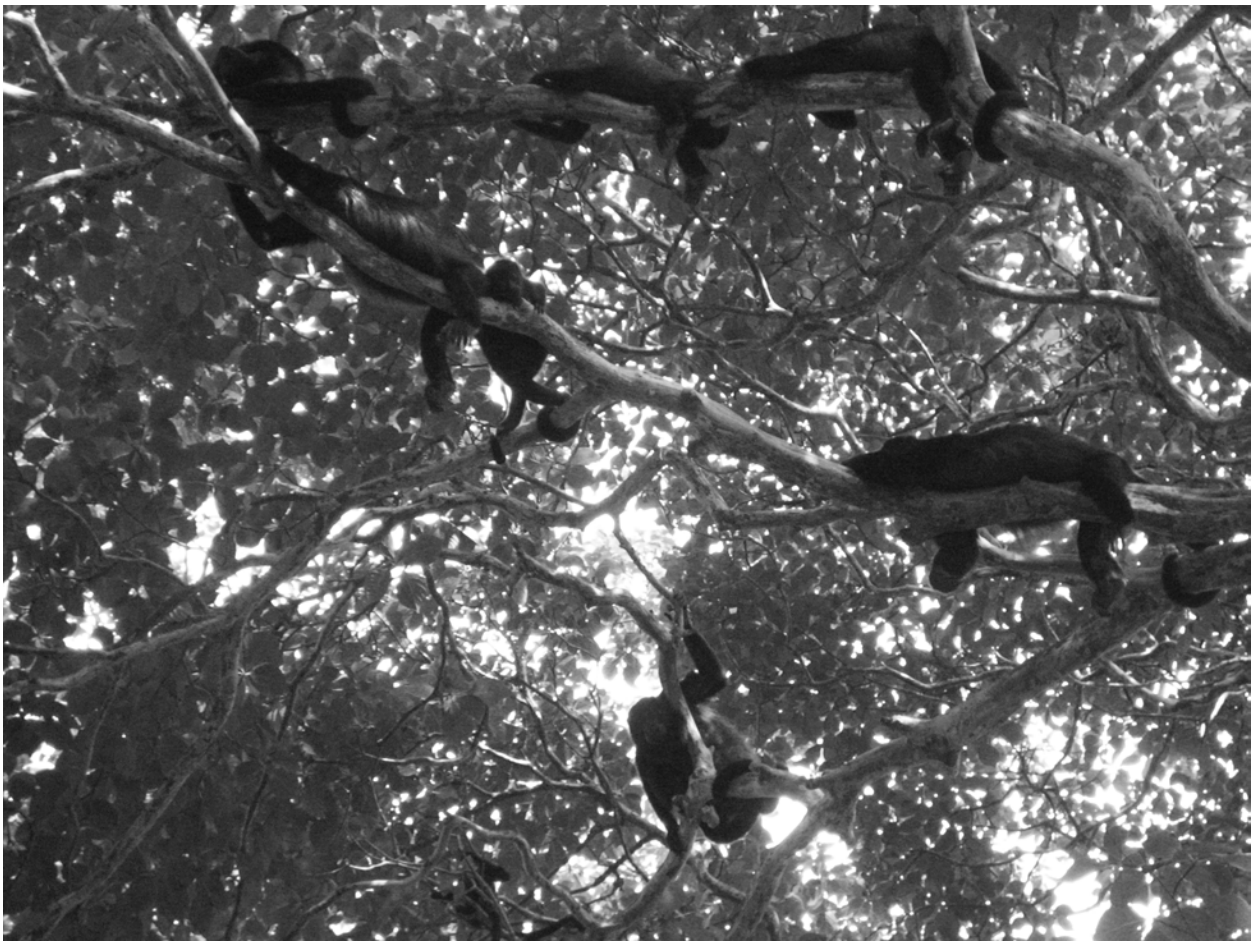


Figure 2.9: *Monkeys Sleeping*, Costa Rica.
Mikaela Urgo, 2006.

Costa Rica is a top destination for ecotourism (Weaver, 2006). With such a diverse healthy ecosystem, its not uncommon to see groups of animals lounging around in close proximity to humans.

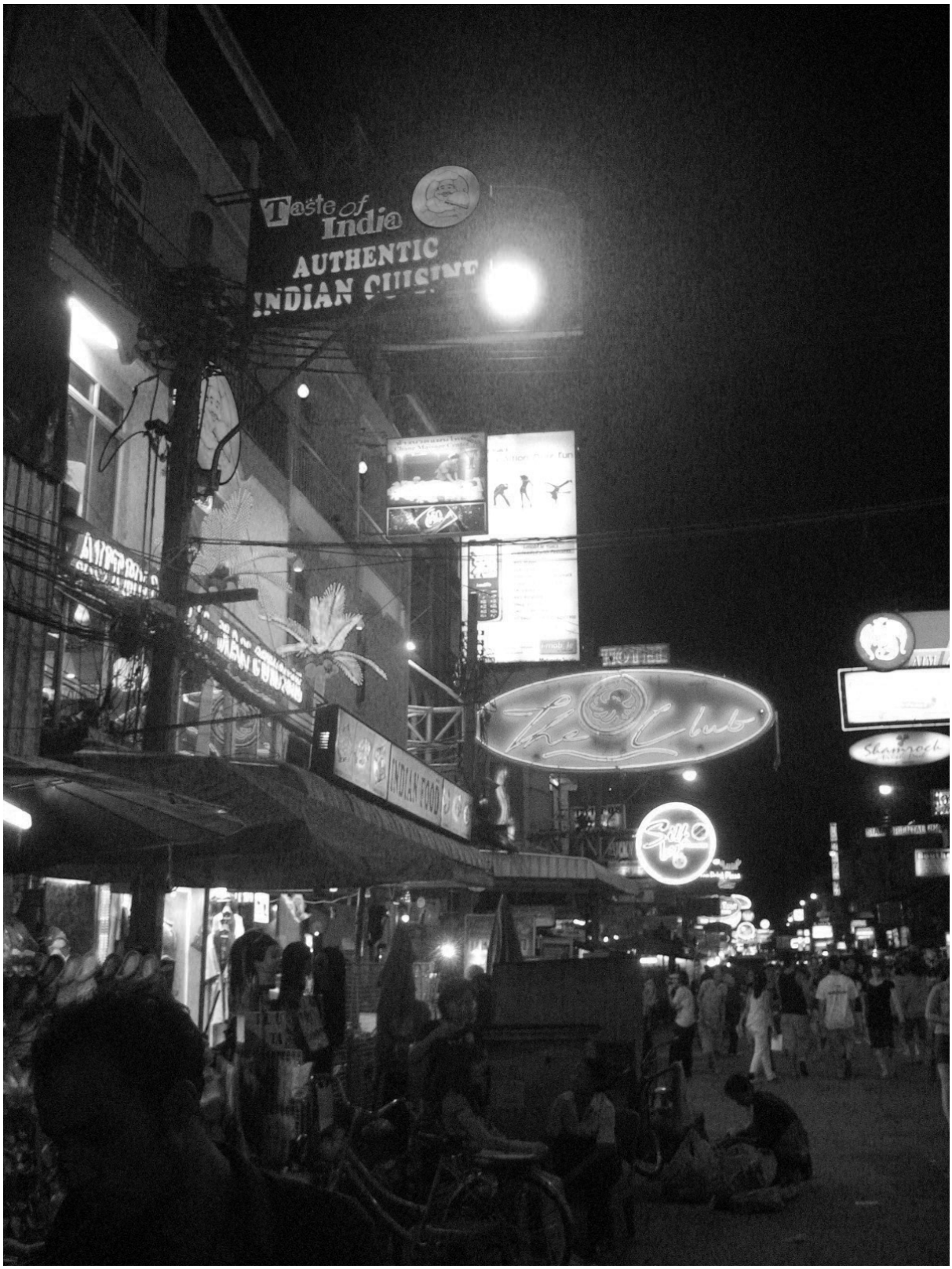


Figure 2.10: *Nightlife on Khao San Road*, Bangkok, Thailand.
Mikaela Urgo, 2007.

Figure 2.11: *Lights*, Reno, Nevada.
Mikaela Urgo, 2008.

CHAPTER 3

PLACE AND LANDSCAPE THEORY

3.1 Chapter Overview:

The previous chapter critically outlined the history of the tourism industry, specifically focusing on movements leading up to the development of place-based tourism. This chapter illustrates how a place-based tourism model is a viable tool for community revitalization, specifically with the skills possessed by landscape architects as leaders/facilitators. The following skills uniquely qualify landscape architects: 1) a firm grasp on how to design for sense of place and the local; 2) expertise in environmental sensitivity; and 3) community design through multidisciplinary partnerships. **Tourism and landscape theory have evolved simultaneously resulting in some overlapping fundamental concepts**. Table 3.1 shows a time line highlighting milestone events on the fields of Landscape Architecture and Tourism, building on Table 2.4, A Brief Timeline of Tourism presented in Chapter Two.

Before outlining the leadership role that landscape architects could play in place-based tourism, the term *place* must be defined. Definitions of *place* are numerous and widespread. Therefore, for the purposes of this thesis, place will be defined for a landscape architectural application. Closely related to place is the concept of the local, also to be defined within the scope of landscape theory with a look at the work of landscape architects Edward Relph and Joan Woodward among others.

Unique skills qualify landscape architects to spearhead a place-based tourism movement. Landscape architecture is defined by the American Society of Landscape Architects (ASLA) as:

> (A multidisciplinary) profession which applies artistic and scientific principles to the research, planning, design and management of both natural and built environments. Practitioners of this profession apply creative and technical skills and scientific, cultural and political knowledge in the planned arrangement of natural and constructed elements on the land with a concern for the stewardship and conservation of natural, constructed and human resources. The resulting environments shall serve useful, aesthetic, safe and enjoyable purposes (ASLA, n.d.).

In *Theory in Landscape Architecture; A Reader*, editor Simon Swaffield (Professor of Landscape Architecture at Lincoln University New Zealand, whose vast research includes management of continuing Cultural Landscapes) states that the core theories discussed in the field of landscape architecture are as follows: the design process; meaning and significance (which include, but are not limited to, concepts of nature and culture); representation and meaning; ecologies of human settlement; and integrity of scales (referring to site, region, place) (Swaffield, 2002, p. 228). A place-oriented model would consider all of these within the analysis of place and the local, environmental sensitivity, and community design, as presented in Chapter Four.

An exploration of ecological and sustainable design practices including theory from pioneering landscape architect Ian McHarg, will illustrate an environmental sensitivity which lies at the core of landscape architecture and is essential to a place-oriented model for tourism. A brief introduction to the bioregionalism movement will also be discussed.

Directly following this is a selection of community outreach case studies spearheaded by pioneering landscape architects will prove that landscape architecture can indeed aid communities in promoting and sustaining that which is inherently local. Case studies include the work Randy Hester, a Professor at Berkeley, who's grassroots approach to community revitalization relies heavily on strong partnerships and the creative process. Another well known example of effective community partnering was developed by Sam Mockbee, founder of Auburn University's Rural Studio, an intensive infield architectural studio designing for the citizens of

Hale County, Alabama. This study illustrates how creative young designers use sustainable design techniques to revitalize a community.

3.2 Place and the Local:

There has been an abundance of literature written defining place, the concept of place, and our inseparable connection with it. Rooted in the concept of the g*enus loci*, as described by Alexander Pope, place familiarizes us with unique locations (Thwaites, 2001). *The Merriam-Webster Online Dictionary* defines place as "1a) physical environment: space; 1b) a way for admission or transit; 1c): physical surroundings: atmosphere" (Merriam-Webster Online, 2008). In defining what place means to landscape architects within a place-based tourism framework, it is crucial to understand the dynamic characteristic of place, what it is to be local, their relationship and connection with sustainability, and how a firm understanding of place can revitalize an at-risk community. Landscape architecture is a reflection of society's views of nature and our place within it manifested as physical alteration to the land (Corner, 1990, p. 144). Place is therefore, a construct of our human connection with the landscape surrounding us.

In *Lure of the Local*, Lucy Lippard writes "Place is latitudinal and longitudinal within the map if a person's life. It is temporal and spatial, personal and political. A layered location replete with human histories and memories, place has width as well as depth. It is about connections, what surrounds it, what formed it, what happened there, what will happen there (Lippard, 1997, p. 7). David Canter, known as the pioneer of place theory and author of *The Psychology of Place*, explains places as having three components: 1) *the physical* (meaning the land itself); 2) the *experiential* (referring to events occurring there) and; 3) *the conceptual* (meaning, ideas, and emotional attachment) (Thwaites, K., 2000, 2001).

3.2.a The *Physical* Place:

First, place is defined by its physical aspects. This includes both the natural and built environment; native plants, animals and ecosystems; and average climate and weather patterns. Physical aspects are some of the most transparent indicators of place. It is important to protect and promote physical traits of place. Key plant species such as the live oaks covered in Spanish Moss along the Georgia shoreline (Figure 3.1 *Dangling Spanish Moss),* and distinct architectural and place defining details, such as shrimp boats docked along the shoreline in Apalachicola (Figure 3.2 *Shrimpboat Skyline)*, are physical indicators of place, clearly defining the ecological and marine location respectively.

3.2.b The *Experiential* Place:

Editor of *Places* and professor of architecture Donlyn Lyndon maintains that place(s) are "spaces that can be remembered" and “which hold memories through formal structures and events” (Tate, 2007, p. 238).

Place cannot exist without the influence of an outside observer. Therefore place is a manifestation of the interactions between people and their immediate environment. Place, a “resonance” of the familiar and known, is seen and experienced from within. It is inherent in the concept of the local. It has temporal spatial, personal and political qualities. Place is composed of overlapping layers of memory and history, connected through the context (the what, how, and what will be) of experience (Lippard, 1997). (Figure 3.3: What Makes a Great Place?) Marti Gras, a well known annual celebration which takes place in the City of New Orleans is a great example of experiential place. The experience of this event is rooted in its place and Marti Gras wouldn’t be if not for New Orleans.

3.2.c The *Conceptual* Place:

Dr. Kevin Thwaites, PhD in landscape architecture and lecturer at University of Sheffield in the United Kingdom, also contends that our health and well-being is directly dependent on the

interaction between the human emotional experience and experience of place (Thwaites, 2001). Furthermore, Thwaites insists, “Place is important to the development of successful material surroundings and to processes of individual and community identity” (Thwaites, 2001, p. 247). Linda Kruger, writer and US Forester agrees that landscape character is indeed inherent to place and socially constructed through human experience. On the contrary, there is research asserting that place attachment can exist even for people who have never even been to the place in question (Kruger, 2007). Nevertheless, Thwaites, citing Proshansky (1983), agrees that the concept of place is key to our biological, social, psychological and cultural identity and that consequently, people not only define themselves by their physical appearance, but also by the other people, places and objects infused in their lives (Thwaites, 2000). Therefore places are direct reflections of those involved with it and vice versa (Figure 3.4 Community Mural).

Place is personal and multidimensional. Denis Cosgrove, a former professor of geography at UCLA, wasn’t a landscape architect, but his work as one of the foremost cultural geographers in the world has provided a foundation for a large portion of landscape theory. Cosgrove, whose interests lay in geographic representation and meaning, uses the analogy of a play. Landscape becomes the curtain behind which life’s milestones lie. Viewed in this way, our physical landmarks are more than directional, but also biographical and personal (Cosgrove, 1984, p. 166). In the book, *A Pattern Language*, Christopher Alexander expands on this idea by asserting that changes to a place need be motivated by feelings, further emphasizing the link between people and their environment. Community values, traits and ideologies such as the manners of “southern hospitality” reflect the essence of the conceptual place.

3.2.d Place and Placelessness:

Mass tourism is contributing to what is referred to as *placelessness*; without caution, the tourism industry threatens authenticity of place and the local. Lynch affirms that our living environment, in other words, the places we live in, should be and are direct reflections of their inhabitants. He implies that our living space is defined regionally (Lynch, 1960). The automobile age has

expanded our lifestyles and our lifescapes to such as degree that we can no longer grasp the essence of place due to the immense scale of the footprint of our lives. This regional perception of place has led to *placelessness*. Kunstler, author of *The Geography of Nowhere,* argues that he is not unlike many in his "tragic" feelings about the American landscape, built to accommodate the automobile and not people. He goes on to say that this growing distain or apathy has led to apathy for our nation and way of life (Kunstler, 1993). The previous section argued that feelings of a place motivate change. If we have tragic feelings about the American landscape, then how can we except it to be positively reflected in our personal lives?

Edward Relph, a Canadian geographer, professor, and author of *Place and Placelessness,* asserts that alongside the professions of architecture, planning, and social science, landscape architects play an important role in place-making. **Furthermore, he explains that locally led initiatives can promote place attachment, thus leading to a thriving, healthy community.** The goal is to balance the local perspective with overarching social and environmental concerns. Place is dynamic, just as people are (Kunstler, 1993, p. 104).

Seaside, and Celebration Florida are two examples of communities built with the intension of re-creating ideal places in which people want to visit and live it. The Seaside Community Development Corporation was established in 1979 (Hatton, 1987, p. 129). Seaside was designed as a mixed use community, drawing on elements of New Urbanism, such as smaller lot sizes, narrow alleys, and semicircular streets punctuated with beachside gazebos. Celebration, located just outside of Disney World, was developed by The Walt Disney corporation. Both of these communities were designed with successful design elements aimed at promoting a diverse community, but demographics show that there is little to no diversity amongst residents. These examples illustrate that it takes more than a successful formula to create communities; it requires the crucial input and feedback of those most invested in a place, the inhabitants.

3.2.e The Local:

The struggling economy and increased fuel prices has placed an increasing emphasis on Local goods and services. The terms *place* and *local* are often used together. Local is "1) characterized by or relating to position in space: having a definite spatial form or location; 2a) of, relating to, or characteristic of a particular place: not general or widespread" (Merriam-Webster Online, 2008). **The local, is that which makes a place unique and of itself.** Some indicators of the local are kitschy, homemade statues of mermaids (Figure 3.5 Statue), but its these sometimes quirky assets valued as having the most local significance and are often times the best community landmarks. Other times local is portrayed in traditional foods and food preparation (Figures 3.6 and 3.7). Lucy Lippard, author of *Lure of the Local*, writes: "The intersections of nature, culture, history and ideology form the ground on which we stand – our land, our place, our local" (Lippard, 1997, p. 7). **Identification of that which is inherently local, is key to maintaining a strong sense of place.** Investment in the local is a community-driven approach stimulating community participation to create a vision for the future. Thus, by it's very nature, something that is local is specific and unique to a place.

Lippard further explains that we are an inseparable factor in place. She insists people are the key ingredient to "local place" in that we alter it just with our very presence. Place also exists outside physical boundaries of civilization within nature. "These places provide nourishment that social life cannot" (Lippard, 1997, p. 6). Kunstler, affirms "We are entering an era when small towns will be valued, and that out of necessity we will reinvent truly local economies using local assets and resources" (Kunstler, 1993, p. 186).

The term "glocalization"[13] has been used to describe the merging or local and global systems (Butcher, 2003). This term embraces ideals of place-based tourism by considering both local and global conditions with equal importance, understanding that these are inherently linked systems dependent on one another for survival.

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[13] Refer to the Glossary of Terms for more information.

3.3 Ecological Sustainability:

The natural landscape is not separate from our existence and one must respect it as such. “We abuse land because we regard it as a commodity belonging to us. When we see land as a community to which we belong, we may begin to use it with love and respect” (Leopold, 1949). Ian McHarg, former Professor of Landscape Architecture at the University of Pennsylvania, is known as one of the most influential landscape architects of the twentieth century. He developed what is commonly known as the McHargian Method, a multidisciplinary analysis of a regional ecology and wrote:

> Place is because. It is and is in the process of becoming. This we must be able to read, and ecology provides the language. By being, the place or the creature has form. Form and process are indivisible aspects of a single phenomenon. The ecological method allows one to understand form as an explicit point in [an] evolutionary process. Again, [by distinguishing the difference] between form and design...the ecological method is then also the perception of form, an insight into the given form, implication for the made form which is to say design, and this, for landscape architecture may be its greatest gift (p42, McHarg, 2002).

3.3.a Sustainability and Culture:

Sustainability, like ecology, also has a well-known place in landscape theory. A sustainable landscape is a place where all systems, including humans, resources, and ecosystems, can be perpetually maintained (Thayer, 2008). In addition, these landscapes are expressive of the unique qualities of place occurring within and outside of the boundaries of human settlement. Robert Thayer explains that this leads to a bioregionalism movement, which aims to create a sustainable future by enhancing the very unique qualities of a place.

> Ultimately, the goal of sustainable landscapes is the transformation of culture-the taming of technology, the emergence of a new environmental ethic, a new measure of life quality, and a substantial broadened sense of community including not only humans, but all life...Therefore, it is important to look at

> sustainable landscapes in terms of the nature and degree of social change they imply (Thayer, 2008, p. 192).

This idea closely reflects the idea of a place-oriented approach.

On October 7, 2008, The Partnership for Global Sustainable Tourism Criteria (PGSTC) assembled a coalition of 27 organizations including United Nations Foundation Founder and Chairman Ted Turner, Rainforest Alliance, United Nations Environment Program, (UNEP) and the UNWTO, to announce the first-ever globally relevant sustainable tourism criteria at the International Union for Conservation of Nature (IUCN) World Conservation Congress in Barcelona Spain, (APPENDIX B: GLOBAL SUSTAINABLE TOURISM CRITERIA) These criteria are a framework combined from various tourism standards in order to provide a holistic approach for sustainable tourism ("First Ever Global Sustainable Tourism Criteria", Oct 08, 2008). These criteria are also at the core of a place-oriented model, applied specificity to unique place. Caution must be used in using the term sustainability, because it had been used with such frequency resulting in a plethora of definitions. Therefore, a place-oriented approach to tourism recognizes sustainability as an overarching concept.

3.3.b Bioregionalism:

Bioregionalism has surfaced as a movement. Designed to refocus on the local, bioregionalism combines ecological practices within a regional context. A hierarchy of geographical scale orders the concept of bioregionalism between the concepts of the local (or the micro scale), and the global, (the macro-scale). McGinnis writes,

> In order to confront and resist the globalizing aspects of industrial culture, we need to reformulate and re-conceptualize what it means to be a member of a community. Restoring membership in a community is one essential prerequisite to bioregional living. Form [therefore, is] a means to connect culture with place and community (McGinnis, 2000).

Although the bioregional movement protects and sustains regional resources and livelihood, it focuses on a specific regional scale. The lessons of bioregionalism must not be disregarded, but rather appreciated for their inherent value.

3.4 Participatory Design and Community Partnerships:

Partnerships are a crucial component of community. When nurtured, these partnerships positively affect the local community. The sharing of collective ideas and values are the means by which cultural partnerships and relationships are built. This sharing of ideas and values creates a unique shared identity (McGinnis, 2000). Michael Vincent McGinnis of the Marine Science Institute at University of California in Santa Barbara, affirms this shared identity and experience defined as community (2000). Jane Jacobs, in her 1961 book, *The Death and Life of Great American Cities*, agrees by writing: “Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody (Jacobs, 1961).

An example of how these partnerships positively affect local community is in participatory design, which is generally accepted as an effective method in a community design approach. Berkeley Professor of Landscape Architecture, Randy Hester, who is known for his community outreach studio work and his untraditional methods, demonstrates that currently there is a strong emphasis on collaborative design solely for the users which doesn’t necessarily reflect the desires and needs of a complete community (Hester, n.d.). “We envision design as a collaborative activity that involves multiple parties associated with a community of practice. Such a partnership will empower communities to build local capacity to meet local needs, and in the process, develop the means to be truly self-sustaining” (Hester, n.d.).

Process is a crucial component to his design approach. Published in 1974, Hester outlined policies needed to ensure successful community design (Table 3.2). He continues by stating that new policies are needed to ensure that allied design professionals take responsibility for the social well-being of the places they create. Furthermore,

> We need policies (1) to clarify whom the designer is responsible, the owner or the user of neighborhood space, (2) to guarantee the input of users' values into the neighborhood design process, (3) to eliminate professional ethics as a justification for the high cost and questionable results of neighborhood space design, (4) to provide for socially suitable neighborhood environment throughout the neighborhood design process (Hester, 1974, p. 49).

With roots based in the civil rights movement, community participation has proven to be a useful tool in response to community design and planning issues. A design charrette is among the many techniques used by landscape architects to engage community members in the process. Other techniques requiring more involvement or less involvement accordingly include digital simulations, gaming, visioning as well as surveys and citizen polls (Hou, 2003). Jeffrey Hou, Associate Professor of Landscape Architecture at the University of Washington, specializes in community participation, cultural and ecological design, environmental planning, grassroots environmental actions, and issues of indigenous people and natural resources and currently focuses research on frameworks and processes of cultural and ecological place-making. Hou describes a community driven process as reliant on the participants, and other stakeholders "across traditional boundaries." Explained as a three-pronged idea; 1) collaboration between and of community representatives and other stakeholders; 2) community design as a "discourse-building process" in which to develop ideas and goals, and lastly; 3) comprehension of opportunities and roadblocks. Although this methodology seems comprehensive, there are several problems with it.

Participatory design processes have gained widespread popularity with design professionals as of late, but questions have risen whether these approaches are sound models for community design. Hester claims that these methods have become "institutionalized." They have lost their original intended effect resulting in a "mainstreamed" approach thus exploiting the plight of exclusionary groups rather than fully engaging community members (2003).

Regardless, Hester asserts that landscape architects have a professional responsibility to develop partnerships with other human service industries including health care, employment, and education among others (Hester, 1974, p. 52).

In 1980, Randy Hester was hired by the quaint outer banks town of Manteo, North Carolina. This community engaged participatory design techniques developed by Hester and his team and thus, this proves a strong case study. This study revealed the importance of designing for the desires and needs of the community members rather then for the promise of economic gain. Hester was originally hired to revitalize the local boardwalk, which had suffered due to a weakened economy and was swiftly loosing its charming small town appeal as local businesses opted to relocate outside the downtown limits. Hester and his team quickly discovered that a boardwalk redesign would merely be a cosmetic solution. Through a series of exercises designed to reveal the real gems of Manteo, Hester's team held community meetings, observed daily activities, and conduced surveys and interviews to discover what the true gems of Manteo were. What made this town tick? After many drafts, the team distilled the list down to only the most significant community elements and dubbed it the 'Sacred Structure.' The 'Sacred Structure' was the foundation from which all community developments would be built. Hester's team discovered that many items on the list were things only locals would notice or appreciate and that these items weren't protected from future development. Therefore, the 'Sacred Structure' was adopted as an official document guiding the future development of Manteo. Years after the 'Sacred Structure' was adopted, Manteo showed significant changes. Businesses began moving back to town, and the residents felt validated by their direct participation in the protection of items outlined in the 'Sacred Structure.' The adoption of the 'Sacred Structure' has restricted the overall economic growth potential of Manteo, but this sacrifice ultimately protects the integrity of a community (Hester, 1985).

Another example of community design is the work of Auburn University students participating in the Rural Studio. In 1993, Sam Mockbee, and Professor D.K. Ruth, architecture professors at Auburn University, established the Rural Studio with a grant from Alabama Power

Company. This pioneering design/build program aimed to provide innovative sustainable design solutions for poor rural communities in Hale County, Alabama (Bell, 2004). *The Rural Studio* has been a successful case study demonstrating the fresh innovative design solutions resulting from participatory design and community partnerships.

Although this example is not a landscape architecture studio, the lessons learned are definitely applicable. Students learn hands-on about community design by living and working in a community designed and built by a previous class. The students then engage in designing and then constructing buildings for citizens of Hale County.

Ken Reardon, Professor at the University of Memphis, and a professionally trained planner, has extensive experience developing community and university partnerships for community development through a planning perspective. Reardon asserts:

> The variations in the history, structure, policies, and programs of the community/ university development partnerships also illustrate that there is no uniform approach to success. Instead, the study suggests that a flexible partnership—one that can respond to the unique history and nature of the community and the collaborating organizations, as well as the specific economic challenges and the political landscape of the region—will be the most successful (Reardon, K. Straight A's? Evaluating the success of Community/University Development partnerships, *Communities and Banking*, summer 2005).

These partnerships must be flexible to respond to the specific needs of a community. The process used in Manteo may not reveal the same results in another community because Manteo's 'Sacred Structure,' was of the people of that place. Each community must discover what works best for their unique needs.

3.5 Conclusion:

Landscape architects design for people and place, so strengthening of professional partnerships with the tourism industry as well as other allied professionals will benefit the local community

enriching the visitor's cultural and environmental experience. Furthermore, landscape architects help communities plan for the future. One such planning method developed in this paper is through community outreach educational programs partnering professionals, students, and community representatives, such as community design charrettes[14].

[14] Refer to APPENDIX A: GLOSSARY OF TERMS

Table 3.1: A Timeline of significant events

Brief timeline of landscape architecture (www.laprofession.org/practice/History2.htm)
Brief timeline of tourism

1841: Thomas Cook arranged for the rail company to charge one shilling per person that included rail tickets and food, thus inventing the *package tour*.

1863: The title "landscape architect" is first used in New York City, by Central Park designers Frederick Law Olmsted (FLO) and Calvert Vaux.

1858-91: Between the design of Central Park and his retirement, FLO became the acknowledged father of American landscape architecture. It was his vision that established the lofty ideals that will forever guide the profession's underlying philosophy.

1860's: Cook's travels expanded to southern Europe, Egypt and even the United States.

1868-70: FLO planned community of Riverside, Illinois, an early model of a community preserved the riverfront as public space.

1871: Bank Holiday Act passed in Great Britain, which for the first time, gave workers the right to take holidays.

1890: Yosemite Park in Wyoming opens as the First National Park.

1899: The American Society of Landscape Architects was founded.

1900: The first Landscape Architecture program at Harvard University.

1905: Josef Stradner developed a "political economy of the tourism."

1916: The National Park Service is formally established. Landscape Architects institute the concept of master planning.

1925: Railroad promotes tourism to Western National Parks

1930’s: Planning entire communities emerges as a practice area for Landscape Architects.

1933: FDR’s New Deal programs open new horizons for landscape architects in the public sector.

1942: Hunziker and Krapf, a pair of Swiss tourism researchers/professors shifted the focus of previous research from economy-based to culturally and scientific tourism defining it as "the sum of the phenomena and relationships arising from the travel and stay of nonresidents, insofar as they do not lead to permanent residence and are not connected with any earning activity.

1945: The United Nations refined the definition of tourist to: someone traveling abroad for a minimum of 24 hours and a maximum of six months.

1969: Ian McHarg's *Design with Nature* is published, establishing principles of landscape planning.

1970: Earth Day founded by peace activist John McConnell.

1971: Walt Disney World Florida opened southwest of Orlando Florida, and remains as one of the top American Tourist Destinations today.

1980s: Ecotourism and sustainable tourism gain widespread popularity.

1992: Agenda 21 was revealed at the United Nations Conference on Environment and Development (Earth Summit) in Rio D' Janeiro.

2008: On October 7, The Partnership for Global Sustainable Tourism Criteria (PGSTC) was established.

Figure 3.1: *Dangling Spanish Moss*, Skidaway Island, Georgia.
Mikaela Urgo, 2007.

Well-known as the state tree of Georgia, Live Oaks (*Quercus virginiana*) drip with Spanish Moss (*Tillandsia usneoides*) is an ecological indicator of place, regionally defining the southeastern United States.

Figure 3.2: *Shrimp Boat Skyline*, Apalachicola, Florida.
Mikaela Urgo, 2008.

Shrimp boats docked along the shoreline have become an important part of the local character. As the seafood industry faces a shifting economy, Apalachicola is at risk to loose important place-defining elements such as these.

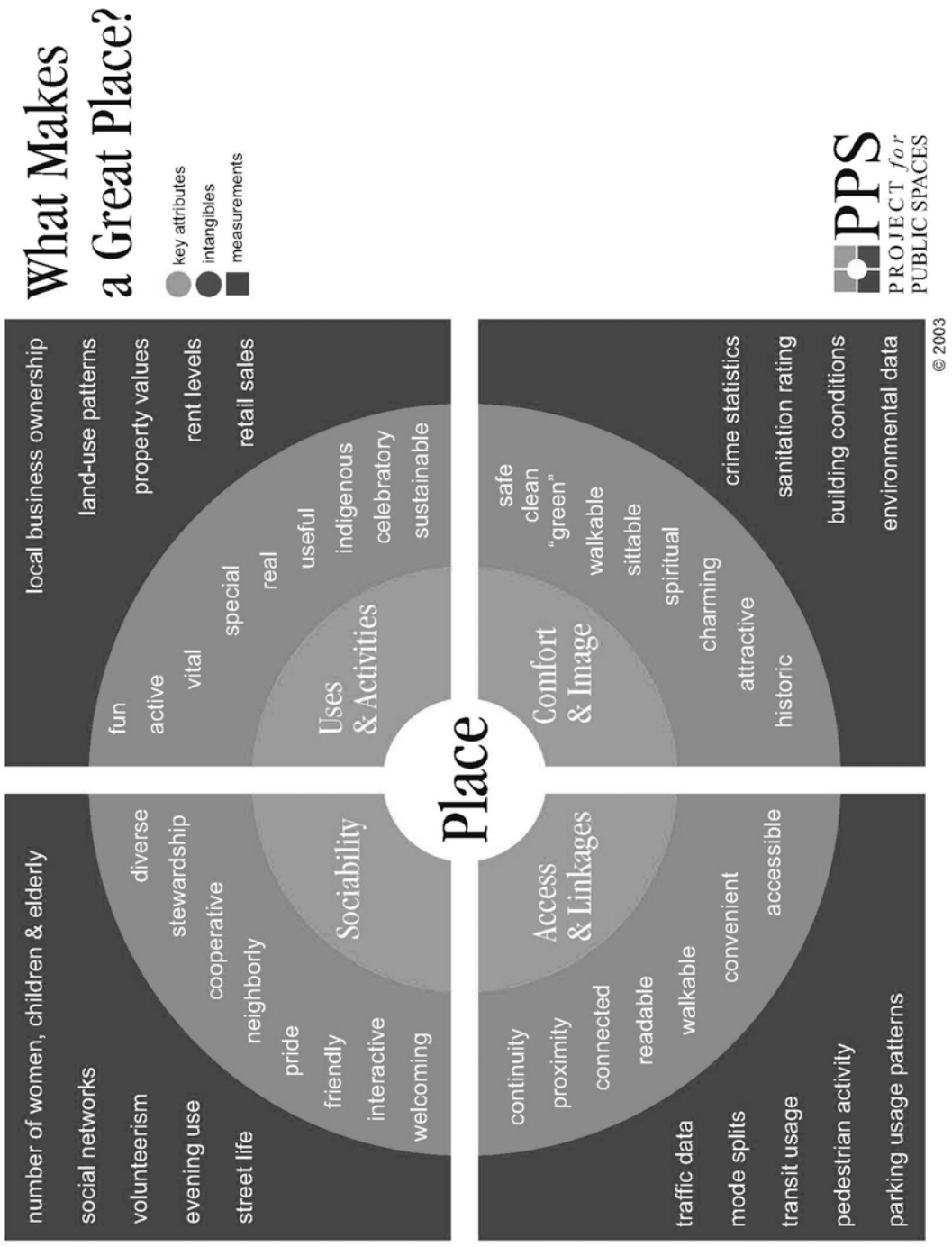

Figure 3.3: *What makes a Great Place?* Project for Public Places (PPS), 2003. (www.civicsquare.org/images/place_diagram_8x11.jpg)

Figure 3.4: *Community Mural*, San Luis, Colorado.
Mikaela Urgo, 2007.

This mural is what Woodward would call a *signature of place*. Painted on the back wall of the local Catholic Church, this mural includes portraits of community members past and present.

Figure 3.5: *Statue*, Apalachicola Florida,
Mikaela Urgo, 2008.
This kitschy mermaid sculpture is an indicator of place in Apalachicola, Florida. This fun statue and others similar to it are some of Apalachicola's *signatures of place*.

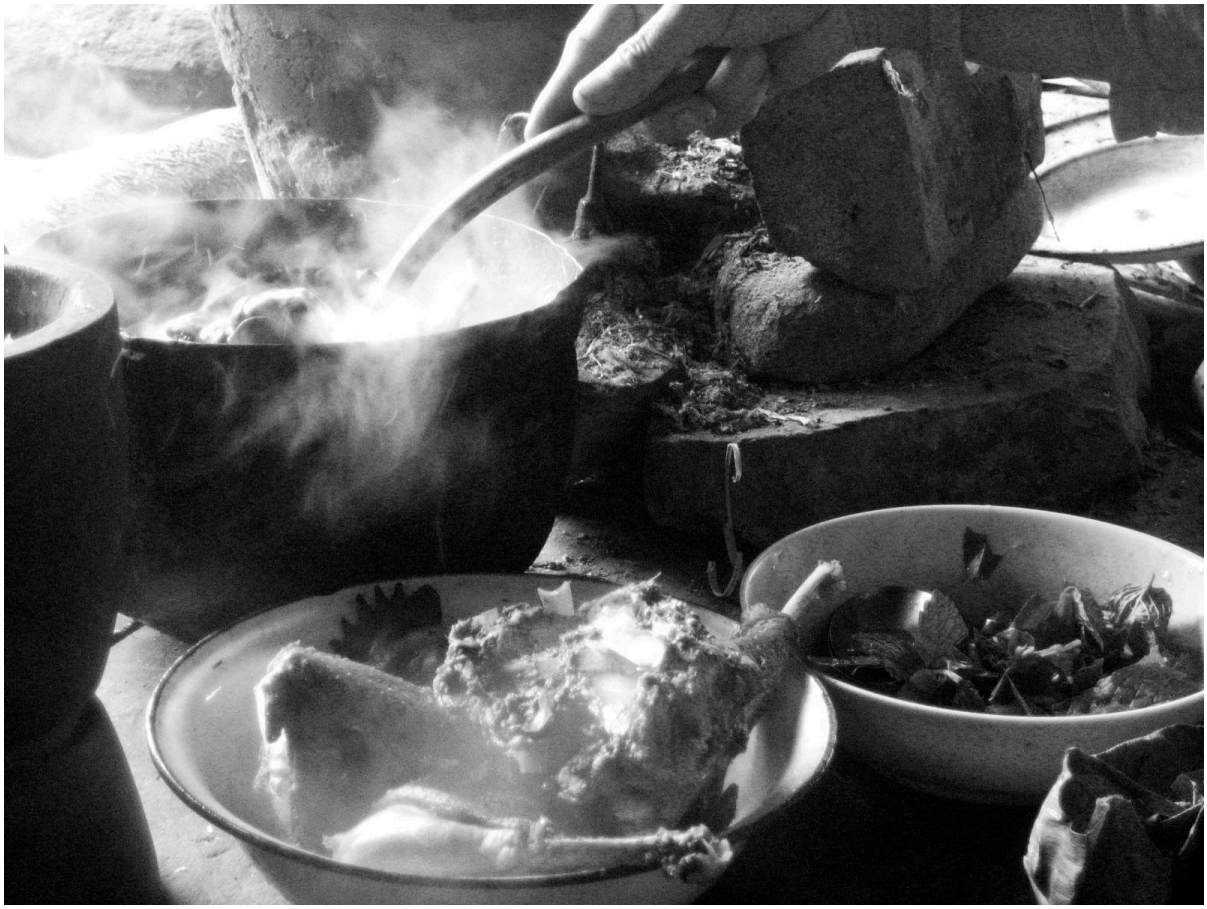

Figure 3.6: *A Hot Lunch*, Baan Saab, Thailand.
Mikaela Urgo, 2006.

Traditional cooking and local foods define a place. A woman in the hills of northern Thailand prepares lunch for her husband and his friends who are framing a building on the farm nearby.

Figure 3.7: *Sifting Rice*, Baan Saab, Thailand.
Mikaela Urgo, 2006.

A Thai woman sits outside her home and sifts rice. Traditional practices and locally crafted items such as these bamboo sifters are woven rug are unique to this place.

CHAPTER 4

PLACE-BASED TOURISM

4.1 Chapter Overview:

Tourism largely effects culture and heritage; the environment (both natural and man-made); and local customs, traditions, assets, and character. Most importantly, tourism affects the inhabitants of a place. Recently, the tourism industry has developed alternative tourism advancements to respond to faster more accessible transportation methods as well as a heightened awareness for environmental issues. Tourism has responded to this green consumerism with ecotourism and sustainable tourism, but there's a better way to hone in on the specific needs of place and that is to focus on the unique assets of a place to create what is called place-based tourism. Tourism is a privilege to those who engage in it. With that said, it is the responsibility of the tourist primarily to respect the value of place.

Mass tourism has threatened the unique cultures it seeks to support, but with the development of place-based tourism initiatives, these cultures can freely evolve in the same organic method as those in which they were created, which is of and by the local people. The intrinsic values of the place-based tourist, which are characterized by sensitive behavior regarding culture and the environment, reveal an indivisible connection between people and their environment and a strong sense of place. Landscape architecture is a clear choice for spearheading the implementation of place-based tourism.

Place-based tourism will be defined specifically linking the previously discussed factors qualifying landscape architects to take a leading role in this movement. This definition will include principles and associated diagrams. This thesis will prove that by taking a leadership role, landscape architects can use place-based tourism as a vehicle to revitalize local

economies and develop a high quality of life through strong partnerships with nonprofit organizations, government, and community leaders which exude a strong sense of place.

4.2 The Relevance of Place-Based Planning:

To understand a place-centered approach to tourism, we can analyze what place-based planning is. Characterized by providing unique places to live and work in, “Place-based planning is a grassroots movement founded on the belief that understanding the identity, meanings, and images of places will help design management actions and predict the effects of management alternatives on the people who use and care about a place. There are many methods, orientations, experiences, and levels of complexity of processes. Most place-based planning activities are participatory and collaborative, although not always” (Kruger, 2007).

Relph states that traditional tourism displaces the very assets it seeks to celebrate, thus creating sameness (Relph, 1976). A place-based model is careful to avoid this trap, and is careful to avoid the frequent criticism of the tourism industry’s commodification of place.

Similarly related to place-based planning, *place-based tourism* is a multifaceted, and multidisciplinary approach to community development and revitalization of a place using tourism as a vehicle to illustrate the inseparable connection between people and the landscapes they live in. A crucial aspect in successful place-making is creating a strong sense of community ownership. Place-based tourism creates enriching experiences based on the unique character and assets of place, while supporting local community, environment, and economy. Enhancing inherent assets within a community will nourish knowledge for local and tourism alike, thus aid in sustaining the distinct characteristics of a place. Sometimes it’s the less visible assets such as a building’s patina which create a community’s unique fingerprint. Acknowledging place as a dynamic system is the key to understanding how the place-based tourist operates. Places should be designed to nourish and complete people (Alexander, A pattern Language) because its very existence is dependent on human influence in perpetuity. Place, similar to tourism, cannot exist without human influence and/or participation.

4.3 Signatures of place:

Joan Woodward, FASLA, a Professor and Graduate Coordinator in the Department of Landscape Architecture at California State Polytechnic University, Pomona, uses the term *signature-based design* to describe the harnessing of significant and unique community assets. Similar to a place-based model, Woodward explains that both natural and cultural relationships, especially those which are repeated, are a defining characteristic of place. These relationships are recognized regionally as familiar characteristics which typically nurture place attachment and ownership of place. These are known as the signatures of a place (Woodward, 2002, p. 214).

It might be too easy to categorize the place-based tourist as an environmentally conscious being, because the experience goes so far beyond that which seems so obvious. A true place-based tourist is seeking out an experience from which all can benefit. It is an experience filled with life-altering moments, or maybe just experiences needed to reveal a new path for the place-based tourist him/herself. This experience is directly related to a specific place in time. Reminders of these experiences are etched into the numerous signatures of place.

4.4 Sustainable and Ecological Influences:

Using ecological and sustainable tourism as a starting point, highlighted by the onset of ecotourism, place-based tourism seeks an experience based on respect for place and, more importantly, respect for the people of or at the said place. This respect is reflected back on the tourist him or herself, for to receive respect, one must first offer it up. Ultimately it means respect for the lifestyle and livelihood of those around you.

Sustainable, responsible and community-based, and bioregional tourism by definition don’t hone place as a core element, and thus are not the best solutions for resolving the negative effects of mass tourism. The term sustainability implies an unchanging quality, whereas people and place by nature are continually dynamic. Responsible tourism, which places

accountability and actions on the tourist, and less so on those associated with the destination fails as a model because of this limited accountability. Community-based tourism focuses on a people-first approach but dies little to connect people to the landscape. Bioregionalism implies a large scale, yet not quite a global or 'macro' approach. A place-based tourism approach on the other hand, understands that there is an inseparable connection between the evolution of a place, and the people of that place, thus focused on the inter-workings of an individual community. A place's unique qualities are derived from this inherent connection. This dynamic relationship doesn't put cultural attractions in a bubble, it doesn't place the sole responsibility on the tourist as either the savior of the environment or as a detriment to it. Place-based tourism, a model first developed within this thesis and born out of the 'new tourism' idea, builds on the principles of sustainable tourism, community-based tourism, and focuses on sustaining place through its connection with people. Place-based tourism concerns people, but is not considered separate from the place these interactions occur in, for just as we mold the landscape, it, in turn, molds us.

4.5 Apalachicola, Florida: a candidate for Place-based Tourism:

Apalachicola Florida, located in the Florida panhandle, is at an economic crossroads. Faced with a changing economy, Apalachicola is looking to tourism as a vital industry for revitalization. During the summer of 2008, The University of Georgia's Project Riverway, an interdisciplinary service-learning class, was hired to help Apalachicola develop revitalization solutions geared toward tourism. Similar to the Manteo model, the class, led by Danny Bivens and Leigh Askew of the Fanning Institute, and Professor Brian LaHaie, and Professor Gregg Coyle from the University of Georgia, collected inventory which included interviews with various community leader, business owners, elected officials and the public to discover how to continue. Students then developed design solutions to reflect the desires and needs of the community. Although this story isn't over, it is one that is being replayed throughout small towns across America and

the world as more communities look at community design and tourism as a viable economic growth model.

This studio provided design specific solutions for communities located along the corridor while studying the overarching systems connecting them. "In a way that embraced the culture and history of the region while striving for economic improvements, students from landscape architecture, historic preservation, journalism, forestry, graphic design and law combined their efforts to address community needs from Columbus, Georgia to Apalachicola Florida" (Bivins & Askew, n.d.). Apalachicola, Florida was the focus in the third year of the program. Faced with a shifting economy, Apalachicola, a community looking to tourism as a vital industry for revitalization, is a perfect candidate for applying the newly developed principles of a place-based tourism approach.

4.6 Core Principles:

Place-based tourism is specifically aimed at reclaiming the inherent assets within a community and basing tourism experiences on the unique qualities of that specific place. Education and sustainability are incorporated into this model as overarching guideline for implementation. The design of a place-based tourism framework will substantiate the vital role landscape architects could play in developing destinations with unique meaning and a strong sense of place. A holistic design approach which responds to various user groups, environmental issues, and supports local goods and services, are the most successfully designed places in both concept and application.

Therefore, a set of core principles defining the goals of place-based tourism is as follows:

Core Principles*:

1. Place-based Tourism builds strong ***partnerships*** through the engagement in community design process (government officials, community leaders, allied professionals, general public) highlighting the "community" element.

2. Place-based Tourism promotes ***environmental sensitivity*** *(wildlife, natural ecosystems, resources, in particular, unique landmarks and features)*
3. Place-based Tourism identifies, values and protects ***community assets*** (natural/environmental, built, cultural, industrial, commercial) also known as the signatures of place, highlighting the “local” element.

** Place-based Tourism practices sustainability (economy, environment, social) and promotes education (for locals and visitors alike).*

4.7 Conceptual Framework:

A series of diagrams have been designed to interpret the principles of place-based tourism, specifically illustrating the role landscape architecture plays in the implementation of a place-based tourism model.

Illustrations convey the basic concepts such as the travel VS. tourism diagram, which represents a foundation for the Place-based model, as previously presented in Figure 2.1. A directional arrow was used to represent movement, or a vector. Notice that travel and tourism have relatively the same mass and character, except for the arrow.

Figure 4.1 is a Venn diagram illustrating the concept of sustainability, highlighting the main aspects of social, economic, and environment elements. Sustainability along with education, are overarching guidelines of a place-based tourism approach to community development.

Figure 4.2 is The Place-based Tourism Conceptual Diagram. This diagram highlights the core principles of the place-based tourism model.

4.8 Conclusion:

In concluding, we can characterize place as something which is physical, experiential, and conceptual. Place is physically represented in the landscape as an interaction between people and the land. Experiences occurring in a place create memories propelling an emotional attachment to that place. Conceptually, place attachment is reflective of personal and collective ideas which are imbedded with meaning. These characteristics are directly applicable to the development of a place-based tourism model.

Landscape architecture, a field equipped to plan, design and manage communities, lends itself to a multidisciplinary approach to design developing partnerships with community leaders. Pioneering design professionals such as Randy Hester, and Sam Mockbee have provided successful participatory design case studies. Ian McHarg highlighted the importance of ecological design, commonly known as the McHargian Method. Most importantly, landscape architects develop unique landscapes into meaningful places, revealing the connection between people and their environment to revitalize the economy while promoting and preserving cultural heritage and environmental assets. Landscape architects are uniquely qualified to develop partnerships and play a key role in the process of developing places aimed at employing the principles of place-based tourism, thus they are crucial in the planning, development, and management of future tourist destinations.

Place-based tourism provides a positive alternative to the negative effects of mass tourism. The essence of place-based tourism is defined first by promoting environmental sensitivity, by the encouragement and development of *partnerships* (government officials, community leaders, allied professionals, general public) and lastly, by the identification, value and protection of *community assets* (natural/environmental, built, cultural, industrial, commercial). Overarching guidelines include the practice of *sustainability* (economy, environment, social) and the promotion of *learning* and *education* (for locals and visitors alike).

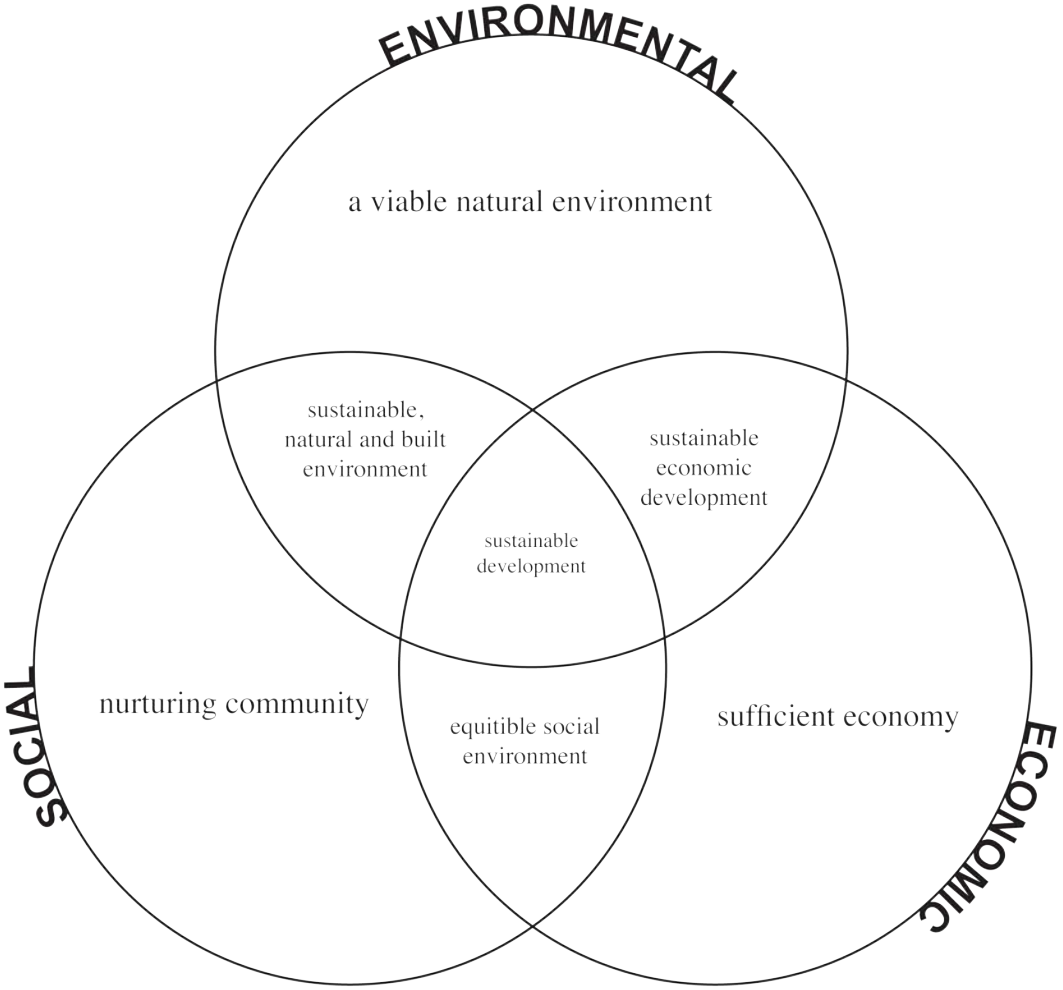

Figure 4.1: *Sustainability Venn Diagram*

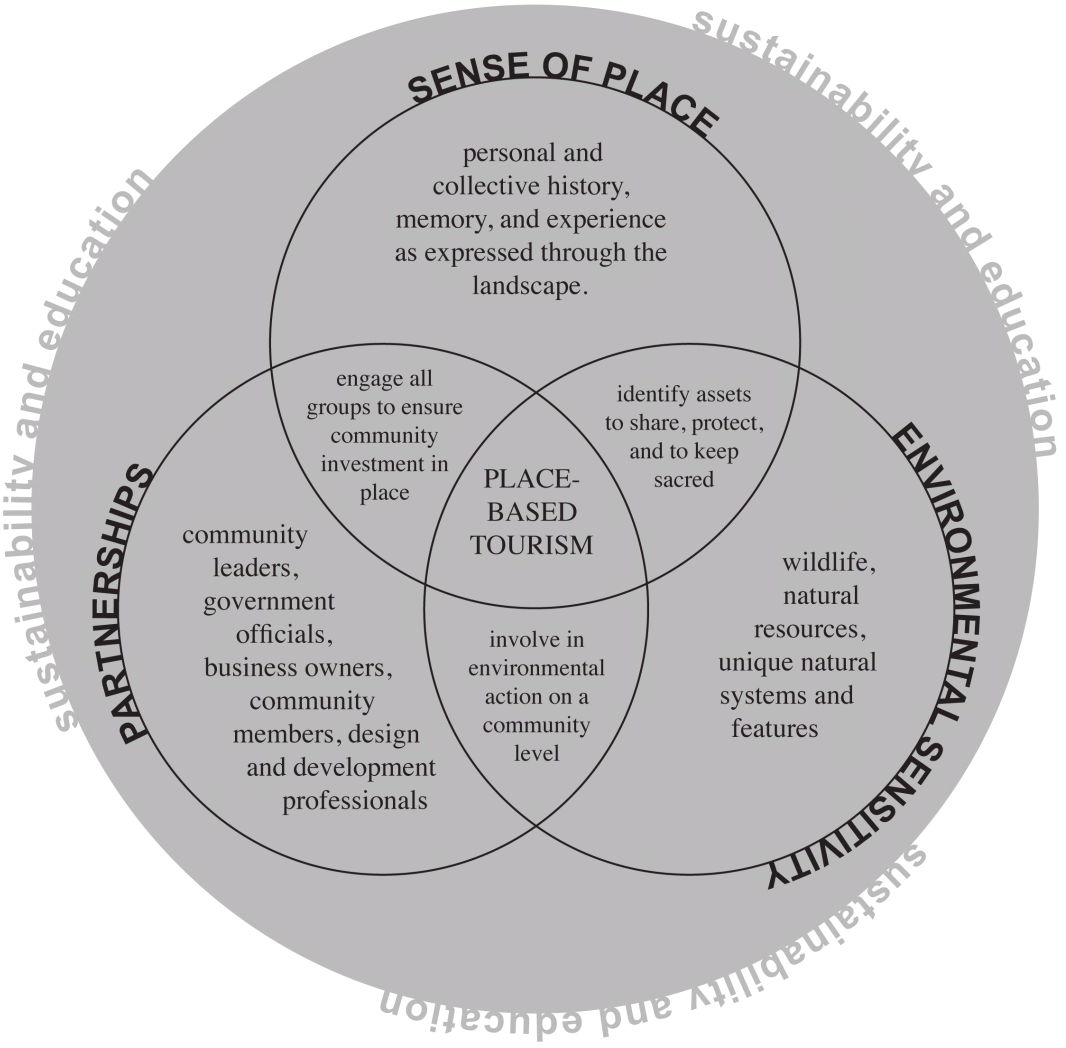

Figure 4.2: *Diagrammatic Place-based Tourism Framework*

Table 4.1: Community Development Guidelines (developed by Randy Hester)

1. The process begins at the grassroots level under the users' direction and it requires continued resident support to succeed.
2. The designer serves as an environmental problem solver by offering and facilitating the evaluation of alternative choices.
3. Different points of view may be advocated by various user groups.
4. There is an emphasis on face-to-face, collaborative, group decision making.
5. Goal setting and problem definition are emphasized before a design program is written.
6. A suitable program is secured before implementation begins.
7. The designer can advocate a no-design alternative
8. The designer's commitment to the residents is long term
9. The creative form giving process remains within the purview of the designer (Hester, 1985).

CHAPTER 5

FINDINGS AND CONCLUSIONS

5.1 Results:

Research shows that landscape architects are indeed uniquely qualified to lead a place-based tourism movement by developing partnerships to engage in a participatory process, discovering the essence of a place or the unique characteristics of the local, and applying sustainable and ecological practices. Although it was found to be true, there are some points which require further research and clarification to provide communities with real applicable developmental solutions.

Mass tourism has been named as one of the main contributors to placelessness. Throughout its evolution; tourism has benefited from innovative technologies of the transportation industry. As advances in transportation enabled people to move faster and farther to more remote and exotic destinations, tourism has also seen a paralleled growth pattern. Currently we are at a crossroads where transportation of information has shrunk our world even further. Widespread accessibility to information has quickened our pace of life and has caused us to turn our backs on our own communities, our landmarks, our local (Lippard, 1997).

Place is defined by and dependent on its relationship with the individual and vise versa, therefore place-based tourism must reflect a similar connection. Place-based tourism is more than the exploitation of local culture or environment for economic compensation. It is a community-driven approach aimed at protecting local assets with the investment of public input and participation. Additionally, place-based tourism encourages sustaining a place through vested interest in appreciation for the local. Lastly, place-based tourism is a framework within

which landscape architects can work to create destinations with unique meaning and a strong sense of place. A holistic design approach sensitive to various user groups, environmental issues, and the local, are the most successfully designed places in both concept and application.

Although great strides have been forged in developing new types of tourism which respond to our changing values, there is no single ideal model for using tourism to sustain community heritage and assets. The place-based tourism model aims to accomplish this by focusing on a the community-driven participatory processes guided by the leadership of landscape architects, which at the very core, is developed of a place, for a place and within a place. Hester's inquiry of the effectiveness of such a participatory process is a real concern for place-based tourism, and thus more research must be conducted to discover successful methods to ensure a "pure" participatory design process. Regardless of how the initial inventory and analysis phases have proceeded, there is currently no known way to ensure a completely fair and unbiased participatory design process. The needs and ideas of all users groups must be equally represented. There is still uncertainty about how to continue with this in application.

Landscape architects play a crucial role within this model. Note that the role of the landscape architect is not to turn the desires and needs of stakeholders into a complete design with form, but instead to facilitate partnerships for the development of community goals to then be applied within the framework of place-based tourism. Tourism profoundly effects culture and inherently links education, community, environmental concerns, the local, and the economy. These effects can benefit or hinder community well-being. Appropriate planning must be put in place to plan for the projected global record-breaking tourism arrival rates of the future. By positively harnessing this potential, tourism can benefit communities rather than threaten the priceless value of place and community.

Education plays an important role in both maintaining local culture and way of life well beyond the initial planning and design process. Although education was not considered a main

component in this thesis, it is presented, like sustainability, as a primary principle that is always layered upon the practice of both responsible landscape architecture and tourism.

There are some additional benefits to the adoption of a place-based tourism framework, one of which is how place-based tourism serves as a cost-conscience option for local consumers, who are still interested in 'getting away from it all.' Getting away doesn't require traveling long distances or even interaction with unfamiliar peoples in remote areas, it's about a frame of mind. The tourist can evoke the travelers spirit from within, which is the ability to experience place with a fresh positive outlook.

5.2 Limitations and Further Research:

Definition of terms was crucial in analyzing factors of tourism types, place and place-based tourism. Depending on the source, sustainable tourism, ecological tourism, cultural and heritage tourism all contain elements defining placed-based tourism. The idiosyncrasies between these categories and the relevancy to landscape architects, is a possible follow up study. This study was limited to illustrating the crucial role landscape architects can play within a place-based tourism model, and only to define other tourism types within a contextual background.

In addition, application of this model to real communities may lead us to further inquire whether this model works in real world application as well as in theory. More research can be done to follow up in this capacity as well.

More research should also be conducted to determine what role the tourist himself or herself plays within this model. For the purposes of this thesis, the influential of the tourist wasn't a primary concern of place-based development, although the participation of tourists in the planning process could prove beneficial to long term community goals in that they might identify specific issues or problems only visible to the tourist. This information could be collected through methods such as surveying and observation.

Recently, the world economy has experienced devastating losses, marking the worst financial market since the great depression. There have been daily reports of the stock market

dropping dramatically, threatening daily economic welfare the world over. It is estimated that the United States' national deficit could soon reach one trillion dollars ("History of the research on tourism," 2006). As a result people have cut back their spending habits to eliminate unnecessary costs. Tourism will more likely than not take a fall in this economic recession (2006). So, how is a place-based tourism model likely to fair if this trend continues? How will a place be sustained? Through the structure of it's community-driven approach, place-based tourism is critically concerned with preservation of place, which by definition is a dynamic interrelationship between people and the landscape.

The term "*staycation* (or stay-cation, or stacation)" is one way to maintain the tourism industry through these difficult economic times. Defined as "a period of time in which an individual or family stays at home and relaxes at home or takes day trips from their home to area attractions. *Staycations* have achieved high popularity in current hard economic times in which unemployment levels and gas prices are high. Common activities of a *staycation* include use of the backyard pool, visits to local parks and museums, and attendance at local festivals" (wiki). Whether its taking a *staycation* or merely embracing the traveler's spirit, its important to support local efforts whenever possible. Domestic travel is still a very important contribution to local economies the world over and will become even more important as the world recovers from affects of the events of the recent past. If we don't appreciate and act as stewards to our environments, how can we expect others to?

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APPENDIX A

GLOSSARY OF TERMS

Allocentric: Of a minority of tourists - adventurous, outgoing, self-confident, independent, needing little tourist infrastructure. Enjoys high contact with locals (www.stile.coventry.ac.uk/cbs/staff/beech/BOTM/Glossary.htm).

Assets: Something of value that will provide future benefit or utility, can be used to generate revenue. Usually owned, so simply described as 'things we own' (www.stile.coventry.ac.uk/cbs/staff/beech/BOTM/Glossary.htm). AIA: American Institute of Architecture

ASLA: The American Society of Landscape Architects

Bioregionalism: an environmentalist movement to make political boundaries coincide with bioregions (www.merriam-webster.com)

Community: a unified body of individuals as 1a) state, commonwealth 2b) the people with common interests living in a particular area; broadly: the area itself (merriam-webster)

Culture: A set of shared norms and values which establish a sense of identity for those who share them. Typically applied at the level of nation and/or race (www.stile.coventry.ac.uk/cbs/staff/beech/BOTM/Glossary.htm).

Design charrette: The French word, "charrette" means "cart" and is often used to describe the final, intense work effort expended by art and architecture students to meet a project deadline. This use of the term is said to originate from the École des Beaux Arts in Paris during the nineteenth century, where proctors circulated a cart, or “charrette”, to collect final drawings while students frantically put finishing touches on their work. (www.charretteinstitute.org)

Disneyfication: the transformation (as of something real or unsettling) into carefully controlled and safe entertainment or an environment with similar qualities (merriam-webster)

Globalization: the act or process of globalizing: the state of being globalized; especially: the development of an increasingly integrated global economy marked especially by free trade, free flow of capital, and the tapping of cheaper foreign labor markets (merriam-webster). Generally defined as the network of connections of organizations and peoples are across national, geographic and cultural borders and boundaries. These global networks are creating a shrinking world where local differences and national boundaries are being subsumed into global identities. Within the field of tourism, globalization is also viewed in terms of the revolutions in telecommunications, finance and transport that are key factors currently influencing the nature and pace of growth of tourism in developing nations (www.stile.coventry.ac.uk/cbs/staff/beech/BOTM/Glossary.htm).

Glocalization: has been used to describe the merging or local and global systems. (SOURCE, BUTCHER?)

Heritage: Today's perception of a pattern of events in the past (www.stile.coventry.ac.uk/cbs/staff/beech/BOTM/Glossary.htm).

IUCN: International Union for Conservation of Nature

Landscape architecture: encompasses the analysis, planning, design, management, and stewardship of the natural and built environments. Types of projects include: residential; parks and recreation; monuments; urban design; streetscapes and public spaces; transportation corridors and facilities; gardens and arboreta; security design; hospitality and resorts; institutional; academic campuses; therapeutic gardens; historic preservation and restoration; reclamation; conservation; corporate and commercial; landscape art and earth sculpture; interior landscapes; and more' (ASLA American Society of Landscape Architects definition of landscape architecture)

Local: 1) characterized by or relating to position in space: having a definite spatial form or location; 2a) of, relating to, or characteristic of a particular place: not general or widespread 2b) of, relating to, or applicable to part of a whole (merriam-webster)

McHargian Method: a scientific method to map natural determinants including geology, hydrology, wildlife, soils, climate, as well as social determinants like population density, energy consumption, and transportation patterns in order to find the most suitable sites; the McHargian Method is a layering process and the precursor to Geographic Information Systems (GIS) (www.renewables.com/Permaculture/Access.htm)

Multidisciplinary: of or combining the disciplines of many different branches of learning or research (www.yourdictionary.com)

Participatory design: a democratic approach to design, which encourages participation in the design process by a wide variety of stakeholders, such as: designers, developers, management, users, customers, salespeople, distributors, etc. The approach stresses making users not simply the subjects of user testing, but actually empowering them to be a part of the design and decision-making process (www.theusabilitycompany.com)

PGSTC: The Partnership for Global Sustainable Tourism Criteria

Place: the physical, experiential, and conceptual environment integral to the dynamic processes of individual and community identity.

Placelessness: 1) lacking a fixed location; 2) indistinguishable from other such places in appearance or character (merriam-webster)

Sustain: to give support or relief to (merriam-webster)

Sustainable: 1) capable of being sustained; 2a) of, relating to, or being a method of harvesting or using a resource so that the resource is not depleted or permanently damaged (merriam-webster)

Staycation: a period of time in which an individual or family stays at home and relaxes at home or takes day trips from their home to area attractions.

Tourism: the practice of traveling for pleasure; and the business of providing tours and services for tourists (merriam-webster) to “promotes cross-cultural understanding and incentive to preserve [a] destination’s unique environmental, cultural and historical assets” (Weaver)

Tourism flows: The major movements of tourists from specific home areas to destinations (www.stile.coventry.ac.uk/cbs/staff/beech/BOTM/Glossary.htm).

Travel: the act of going from one place to another; or movement through space that changes the location of something (wordnet.princeton.edu)

UNWTO: The United Nations World Tourism Organization (also WTO)

> “Encourages the implementation of the Global Code of Ethics for Tourism, with a view to ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimizing its negative social and environmental impacts.
>
> Its membership includes 160 countries and territories and more than 350 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.
>
> Direct actions that strengthen and support the efforts of National Tourism Administrations are carried out by UNWTO's regional representatives (Africa, the Americas, East Asia and the Pacific, Europe, the Middle East and South Asia) based at the Headquarters in Madrid.
>
> UNWTO is committed to the United Nations Millennium Development Goals, geared toward reducing poverty and fostering sustainable development” (www.unwto.org).

UNESCO:the United Nations Educational, Scientific and Cultural Organization (UNESCO) was founded on 16 November 1945.

> “For this specialized United Nations agency, it is not enough to build classrooms in devastated countries or to publish scientific breakthroughs. Education, Social and Natural Science, Culture and Communication are the means to a far more ambitious goal : to build peace in the minds of men.
>
> Today, UNESCO functions as a laboratory of ideas and a standard-setter to forge universal agreements on emerging ethical issues. The Organization also serves as a clearinghouse – for the dissemination and sharing of information and knowledge – while helping Member States to build their human and institutional

> capacities in diverse fields. In short, UNESCO promotes international co-operation among its 193* Member States and six Associate Members in the fields of education, science, culture and communication.
>
> As of October 2007 UNESCO is working to create the conditions for genuine dialogue based upon respect for shared values and the dignity of each civilization and culture.
>
> This role is critical, particularly in the face of terrorism, which constitutes an attack against humanity. The world urgently requires global visions of sustainable development based upon observance of human rights, mutual respect and the alleviation of poverty, all of which lie at the heart of UNESCO's mission and activities" (www.unseco.org).

Vacation: 1) a respite or a time of respite from something intermission; 2a) a scheduled period during which activity (as of a court or school) is suspended; 2b) a period of exemption from work granted to an employee; and/or 3) a period spent away from home or business in travel or recreation (http://www.merriam-webster.com/dictionary/vacation).

WTO: World Tourism Organization, see UNWTO.

APPENDIX B
GLOBAL SUSTAINABLE TOURISM CRITERIA

The Partnership for Global Sustainable Tourism Criteria

Working together for the universal adoption of sustainable tourism principles
(Courtesy of Partnership of Global Sustainable Tourism Criteria, www.sustainabletourismcriteria.org)

1. Global Sustainable Tourism Criteria Preamble
Sustainable tourism is on the rise: consumer demand is growing, travel industry suppliers are developing new green programs, and governments are creating new policies to encourage sustainable practices in tourism. But what does "sustainable tourism" really mean? How can it be measured and credibly demonstrated, in order to build consumer confidence, promote efficiency, and fight false claims?

The Global Sustainable Tourism Criteria are an effort to come to a common understanding of sustainable tourism, and will be the minimum that any tourism business should aspire to reach. They are organized around four main themes: effective sustainability planning; maximizing social and economic benefits for the local community; enhancing cultural heritage; and reducing negative impacts to the environment. Although the criteria are initially intended for use by the accommodation and tour operation sectors, they have applicability to the entire tourism industry.

The criteria are part of the response of the tourism community to the global challenges of the United Nations' Millennium Development Goals. Poverty alleviation and environmental sustainability – including climate change – are the main cross-cutting issues that are addressed through the criteria.

Beginning in 2007, a coalition of 27 organizations – the Partnership for Global Sustainable Tourism Criteria – came together to develop the criteria. Since then, they have reached out to close to 100,000 tourism stakeholders, analyzed more than 4,500 criteria from more than 60 existing certification and other voluntary sets of criteria, and received comments from over 1500 individuals. The Sustainable Tourism Criteria have been developed in accordance with the ISEAL Code of Best Practice, and as such will undergo consultation and receive input every two years until feedback is no longer provided or unique.

Some of the expected uses of the criteria include the following:

- Serve as basic guidelines for businesses of all sizes to become more sustainable, and help businesses choose sustainable tourism programs that fulfill these global criteria;
- Serve as guidance for travel agencies in choosing suppliers and sustainable tourism programs;
- Help consumers identify sound sustainable tourism programs and businesses;
- Serve as a common denominator for information media to recognize sustainable tourism providers;
- Help certification and other voluntary programs ensure that their standards meet a broadly-accepted baseline;
- Offer governmental, non-governmental, and private sector programs a starting point for developing sustainable tourism requirements; and
- Serve as basic guidelines for education and training bodies, such as hotel schools and universities.

The criteria indicate what should be done, not how to do it or whether the goal has been achieved. This role is fulfilled by performance indicators, associated educational materials, and access to tools for implementation, all of which are an indispensable complement to the Global Sustainable Tourism Criteria.

The Partnership conceives the Global Sustainable Tourism Criteria as the beginning of a process to make sustainability the standard practice in all forms of tourism.

2. Global Sustainable Tourism Criteria

A. Demonstrate effective sustainable management.

A.1. The company has implemented a long-term sustainability management system that is suitable to its reality and scale, and that considers environmental, sociocultural, quality, health, and safety issues.

A.2. The company is in compliance with all relevant international or local legislation and regulations (including, among others, health, safety, labor, and environmental aspects).

A.3. All personnel receive periodic training regarding their role in the management of environmental, sociocultural, health, and safety practices.

A.4. Customer satisfaction is measured and corrective action taken where appropriate.

A.5. Promotional materials are accurate and complete and do not promise more than can be delivered by the business.

A.6. Design and construction of buildings and infrastructure:

A.6.1. comply with local zoning and protected or heritage area requirements;

A.6.2. respect the natural or cultural heritage surroundings in siting, design, impact assessment, and land rights and acquisition;

A.6.3 use locally appropriate principles of sustainable construction;

A.6.4 provide access for persons with special needs.

A.7. Information about and interpretation of the natural surroundings, local culture, and cultural heritage is provided to customers, as well as explaining appropriate behavior while visiting natural areas, living cultures, and cultural heritage sites.

B. Maximize social and economic benefits to the local community and minimize negative impacts.

B.1. The company actively supports initiatives for social and infrastructure community development including, among others, education, health, and sanitation.

B.2. Local residents are employed, including in management positions. Training is offered as necessary.

B.3. Local and fair-trade services and goods are purchased by the business, where available.

B.4. The company offers the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history, and culture (including food and drink, crafts, performance arts, agricultural products, etc.).

B.5. A code of conduct for activities in indigenous and local communities has been developed, with the consent of and in collaboration with the community.

B.6. The company has implemented a policy against commercial exploitation, particularly of children and adolescents, including sexual exploitation.

B.7. The company is equitable in hiring women and local minorities, including in management positions, while restraining child labor.

B.8. The international or national legal protection of employees is respected, and employees are paid a living wage.

B.9. The activities of the company do not jeopardize the provision of basic services, such as water, energy, or sanitation, to neighboring communities.

C. Maximize benefits to cultural heritage and minimize negative impacts.

C.1. The company follows established guidelines or a code of behavior for visits to culturally or historically sensitive sites, in order to minimize visitor impact and maximize enjoyment.

C.2. Historical and archeological artifacts are not sold, traded, or displayed, except as permitted by law.

C.3. The business contributes to the protection of local historical, archeological, culturally, and spiritually important properties and sites, and does not impede access to them by local residents.

C.4. The business uses elements of local art, architecture, or cultural heritage in its operations, design, decoration, food, or shops; while respecting the intellectual property rights of local communities.

D. Maximize benefits to the environment and minimize negative impacts.

D.1. Conserving resources

D.1.1. Purchasing policy favors environmentally friendly products for building materials, capital goods, food, and consumables.

D.1.2. The purchase of disposable and consumable goods is measured, and the business actively seeks ways to reduce their use.

D.1.3. Energy consumption should be measured, sources indicated, and measures to decrease overall consumption should be adopted, while encouraging the use of renewable energy.

D.1.4. Water consumption should be measured, sources indicated, and measures to decrease overall consumption should be adopted.

D.2. Reducing pollution

D.2.1. Greenhouse gas emissions from all sources controlled by the business are measured, and procedures are implemented to reduce and offset them as a way to achieve climate neutrality.

D.2.2. Wastewater, including gray water, is treated effectively and reused where possible.

D.2.3. A solid waste management plan is implemented, with quantitative goals to minimize waste that is not reused or recycled.

D.2.4. The use of harmful substances, including pesticides, paints, swimming pool disinfectants, and cleaning materials, is minimized; substituted, when available, by innocuous products; and all chemical use is properly managed.

D.2.5. The business implements practices to reduce pollution from noise, light, runoff, erosion, ozone-depleting compounds, and air and soil contaminants.

D.3. Conserving biodiversity, ecosystems, and landscapes

D.3.1. Wildlife species are only harvested from the wild, consumed, displayed, sold, or internationally traded, as part of a regulated activity that ensures that their utilization is sustainable.

D.3.2. No captive wildlife is held, except for properly regulated activities, and living specimens of protected wildlife species are only kept by those authorized and suitably equipped to house and care for them.

D.3.3. The business uses native species for landscaping and restoration, and takes measures to avoid the introduction of invasive alien species.

D.3.4. The business contributes to the support of biodiversity conservation, including supporting natural protected areas and areas of high biodiversity value.

D.3.5. Interactions with wildlife must not produce adverse effects on the viability of populations in the wild; and any disturbance of natural ecosystems is minimized, rehabilitated, and there is a compensatory contribution to conservation management