

“Calvià: Local Agenda 21”: A sustainable strategy for a tourism destination

In the South West of the Mediterranean is placed Mallorca. On the western coast of the Island of Mallorca, is situated the Municipality of Calvià. Calvià has a surface of 145 sq. Km and 56 Km of coast.

80% of the Municipality are natural areas. Its coastline with 5 lineal Km of sandy beaches and numerous cliffs has an important environmental value. As tourism municipality Calvià is a privileged area in terms of facilities and infrastructure with many sport resorts, 5 marines, maritime promenades, 4 golf courses and leisure centres. Calvià has 40.000 inhabitants and more than 1.6 million visitors each year.

The tourist development of Calvià, the most important in the Balearic Islands, began with the first boom of international tourism in Spain at the sixties.

Since then, especially in the first two decades, the model of tourism development has been based on short-term interests, unlimited building out of tune with local conditions, and an unsustainable exploitation of exceptional natural resources.

It was only at the end of the eighties that the effects of this inharmonious development became apparent. The of sun and beach type, the keystones of an activity that helped to finance the development of the Island, are degraded, the demand is falling off, and more significantly, the quality, not only in terms of tourism spending, is on decline. Calvià grew from 3.000 to 40.000 inhabitants.

In the eighties the Town Council of Calvià adopts a double policy: on one hand it makes an exceptional effort of investment to reduce the debt carried over from the earlier years, and on the other, it implements a policy of town planning designed to uphold new tourist operations in the hope of modernising, improving and diversifying the local tourist industry.

At the same time, the effect become evident: the deterioration of the environment and of the landscape, gross overcrowding of the tourist zone, the difficulties of bringing the installations to update, a steady decline of the allure of the region and the threat to local development which is heavily dependent on the tourist sector.

In the nineties, the town hall of Calvià launches a series of programmes designed to improve the environment, reorganise the flow of visitors, reclaim the coastal area and clear out the huddled town centre, even demolishing hotels that were offensive to the environment. This plan was called “Calvià for Excellence”.

And at the beginning of 95 in collaboration with the Ministry of Commerce and tourism, the Town Council decides to unify the tasks in hand, freezing the approval of new urban-plans, and introduces the Calvià: Local Agenda 21, based in Rio 92 Summit, aimed at defining a new integral long term policy to

reorganise tourist and local development on a sustainable basis, and in which the key factor for future projects is the environment.

A key factor of the local agenda has been to bring together the viewpoints, right from the start, of the different sectors with interests in the zone. Several channels of participation have been envisaged for this purpose: for general matters, The Forum of Citizens; for thematic affairs, Special Commissions; and even on subjects of general interest, polls and consultations for the public.

The most important aspect for the final strategy of the Local Agenda 21 is that it counts on the widest possible voluntary support of the population

The method used by the experts is the one known in the planning sphere as “methodology of alternative scenarios”, widely used in long term planning because of its descriptive capacity and for the possibilities which it offers to compare possible future alternative situations, to which can be reached through the application of different policies.

In this way, three alternative scenarios emerge from each one of the key topic areas: the present one, and two future scenarios; the tendency one and the one known as integral rehabilitation scenario, which emerge of the correction of the undesirable tendencies by the introduction of suitable decisions. For each one of the areas the same methodology has been applied in order to get an identical result.

Using more than 1000 indicators, this methodology has allowed us to identify which sectors are in a balance situation and which ones in an unbalanced situation.

10 STRATEGIC ACTION LINES

1. TO CONTAIN THE HUMAN PRESSURE, LIMIT THE GROWTH AND HELP INTEGRAL REHABILITATION OF THE TERRITORY AND ITS COASTLINE
2. TO SUPPORT THE INTEGRATION AND THE QUALITY OF LIFE OF THE RESIDENT POPULATION
3. TO PRESERVE THE NATURAL AND MARINE HERITAGE
4. TO RECOVER THE CULTURAL- HISTORICAL HERITAGE
5. THE INTEGRAL REHABILITATION OF THE URBAN AREAS
6. TO INCREASE THE QUALITY OF CALVIA AS A TOURISM DESTINATION: TO SUBSTITUTE THE GROWTH FOR SUSTAINABLE DEVELOPMENT AND LOOK FOR THE INCREASE OF THE TOURISM EXPENDITURE.
7. TO IMPROVE THE QUALITY OF THE PUBLIC TRANSPORT AND TO PROMOTE CYCLING AND WALKING
8. A SUSTAINABLE MANAGEMENT OF THE ENVIRONMENTAL KEY FACTORS: WATER, ENERGY AND WASTE

9. TO INVEST IN KNOWLEDGE RESOURCES, TO DYNAMISE AND DIVERSIFY THE ECONOMIC SYSTEM

10. INNOVATION OF THE MUNICIPAL GOVERNMENT AND THE WIDENING OF JOINT PUBLIC-PRIVATE CAPACITY OF INVESTMENT

From the 40 initiatives the Forum of Citizens agreed to begin with 15 initiatives they consider urgent.

1-To ensure sustainability of the Municipality through the main Urban Plan

2-Stabilizing in 10 years the drinking water consumption to 1997 levels.

3- Elaboration of a local plan to save up the energy.

4- Impulse to save up, recycle and reuse of solid waste fixing aims to separate waste at short, medium and long term.

5-Set up of a pilot project for rehabilitation of quarries during to the closing of the dumping site for rubble and separation, recuperation and recycling of material before March 1999.

6- Begin public actions to transform the situation of public transport before December 1998-07-16

7- A Moratorium for 5 years of important works on the coastline as well as road infrastructures of high impact.

8- Conclusion of the "Calvià Walk Way" in 5 years.

9- Housing Plan "To live in Calvià" Construction and/or funding 150 homes/year

10- Pilot action to conserve the beaches in a natural way before June 1999.

11- Creation of a helpline to start business before 31 December 1998 and widening the stimulation measures to small and medium size enterprises.

12- To start a working plan to dynamise the rural world and constitute an award and a call for proposals "Rural initiatives in Calvià"

13- Environmental audit of the Municipal building before 31 December and engagement of future facilities "eco-responsible"

14- Creation of the archaeological site "Puig de Sa Morisca". Start before 31.12.1998

15-Creation of an office in Calvià: Local Agenda 21 to assess the citizens promotion and awareness in the saving up of resources.

The Observatory for the Local agenda 21 proposes to collect and offer summarised, periodical and easily understandable information on the evolution of Calvià at social, economic and environmental level, taking as a reference the sustainability of development and local quality of life.

Comparing to 1997, in 2000 the indicators and the initiatives that have been again measured, the results indicates that Calvià on the one hand has improved in the Areas of Cultural heritage, Economy and Tourism, and in Local town-planning system, but on the other hand still have the Areas of Natural and rural land and marine systems, and key environmental sectors (transport, water, energy, and waste), which need to be improved. But in general the global evaluation has improved.

As a mature tourism resort in the Mediterranean all parts of the project could be applied in the Mediterranean region, from the methodology used to the environmental decision taken. We believe our case could serve as an example for emerging tourism municipalities and also for mature ones, on how do not repeat unsustainable practices and how to integrate local population in the process.

Prizes awarded

- “Sustainable European Cities Award 97”.

Brussels, November '97.

Awarded by the European Commission (DG of Environment) and the “Sustainable Cities and Towns Campaigns”.

- “Good practice for improving the quality of town life”.

Dubai '98.

Selected by the United Nations.

- “Green Globe Award”.

London, World Travel Market, November '98.

Awarded by the ”World Travel and Tourism Council” –WTTC-

- “Award for the best initiative, work and municipal effort in support of the environment”.

Barcelona, March '99

Awarded by Arthur Andersen and Expansion.

- “World project, Expo 2000 Hannover”.

Hannover, March 2000.

For further information: [http:// www.calvia.com](http://www.calvia.com)

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