

Best Practice 7: Calvia Agenda Local 21, Mallorca, Spain.

Scale: Urban

Stage of tourism development: Declining

Main objective: Balanced tourism growth/ Tourism quality management

Categories of effects:

Effects on urban governance

- Integrated urban planning of CT
- Stakeholder participation
- Steering government
- Destination management

Effects on quality of life

- Built heritage diversity
- Cultural practices and representations
- Urban economies

In the 1990s, Calvia was a mature sun and beach tourism resort town threatened by loss of competitiveness and tourist attraction. The town's economy was based exclusively on a seasonal tourism industry, characterized by seasonal fluctuation in employment and high pressure on coastal natural resources. At the end of 1994, the Town council of Calvia, together with a range of working groups, drew up the "Local Agenda 21 for Calvia" concentrating on the following key objectives: entering a new culture based on sustainable and participatory urban and tourism planning; reinforce environmental management of the destination, search for agreement and consensus with social representatives, control development and act for more stable employment in the area. With the support of central government, Autonomous Community of the Balearic Islands and the DG XI "Group of European Cities towards Sustainability" programme, a long-term strategy for the sustainable development of Calvia was drafted, and pilot projects were initiated in a wide range of areas, including ecological urban planning, demolition activities, land declassification, waste and recycling policy, training schemes for workers, public campaigns and participation. Main results include actions and strategies in the long, medium and short-term, the latter being the basis for the future of the planning process. These include the revision of the General Town Planning project, focusing on the rational use of resources; Extensive urban remodeling for tourist areas; demolitions of public and private buildings, rehabilitation of buildings, creation of a service in training and employment. Seasonality was significantly reduced, with 15% more tourists in the winter season in from 1997. The Calvia local Agenda 21 won the "European Prize for Sustainable Cities" in 1997, and was designated "Best practice" in localizing Agenda 21 by the UN-Habitat in 1998.

Source: UN-Habitat, 2004. Best practices Database in Improving the Environment.

Links:

<http://www.calvia.com/Pages/Areas/ayun/aglven/aglven.htm>

http://www.bestpractices.org/database/bp_display_best_practice.php?best_practice_id=952