Development's Impact on Cities

An Honors Thesis (HONR 499)

By

Mitchell McLaughlin

Dr. Chih-Lun (Alan) Yen
Signed

Ball State University
Muncie, Indiana

April 2015

Expected Date of Graduation

May 2015
Abstract

Development is an inevitable force making its way through the world. No matter one's view on development, it will occur somewhere around the world. Governments use this tool to hopefully give a boost in the economy and sometimes bring areas into the 21st century through gentrification. Development is not a task met without controversy, as it impacts the lives of many. Development has been known to ignore the citizens of communities, taking up government funds, and ruining the environment. I will be looking at various areas: Florida, Colorado, Sweden, and Poland, where these issues are present and provide insight to these issues. I analyze these issues and offer solutions to make development a more positive endeavor.

Acknowledgements

I would like to thank Dr. Chih-Lun (Alan) Yen for advising me through this project. His knowledge and guidance throughout my college career has helped me to finish such a formidable task.

I would like to thank my mother, Monica, for believing in me and pushing me to execute this task.
Development’s Impact on Cities

Introduction

Development is a way of upgrading communities and directing traffic to specific areas. Cities and companies take it upon themselves to construct projects to hopefully attract people and cause economic growth. Not all of these projects are conscious about their surroundings, and in turn can result in catastrophic results. If the projects are made with the communities best interests in mind, have the backing of the citizens, and completed feasibility studies of the area to ensure positive return, then the development has a good chance of starting something great. That is why I will analyze community support, economic situations, environment surroundings, and government funding.

Development Occurring in Florida, Colorado, and Around the World

This undertaking is easier done with the analyzing of Colorado, Florida, Sweden, and Poland. The territories will be examined in certain areas to gather a bigger picture of the ongoings in the development world. Colorado will be examined to discuss community involvement and the views of the citizens when development is occurring or is a strong possibility. Florida is examined to discuss the financial issues of tourism development and the intervening of the government. Sweden and Poland provide a close-up of environmental practices in the hotel industry from two different viewpoints.

Tourism Development

Tourism development has an impact on the surrounding areas and can cause positive events to occur or can make life miserable. It all depends on the people that are asked. With tourism development occurring in parts of the world that are not usually touched, but are occurring because of cheaper resources, is making the communities experience tourism’s affect
and benefits for the first time (Harill, 2004). These residents have to deal with new people coming into their home and changing everything up, and the citizens are expected to allow this to happen without fighting back. This can make life difficult for the citizens and cause disconnect with the city. The increase of resorts in areas, causes the land prices to rise, even in areas where the scenery is not all that great. This can also upset citizens, as they cannot afford those prices.

Environment

Environmental preservation is one of the biggest concerns regarding hotel and tourism development. It is important to preserve the beauty of the area and maintain the environment and natural resources. Hotels are large infrastructures that dispel a high quantity of wastewater and solid waste, so it is only natural customers and critics alike are looking at them to see if they are doing everything they can to preserve the environment. Development and running of such institutions can cause pollution to the water systems in affect and degrade the soil. It is important that hotels take responsibility for their actions and ensure the land and resources will be taken care of properly.

In the past 20 years, hotels have initiated plans to do just that. Inter-Continental Hotels created the International Hotel Environmental Initiative (IHEI) to provide guidelines for the industry, so people could properly manage environmental initiatives as Scanlon (2007) referenced International Hotels Environment Initiative (1996) in her paper. Scanlon (2007) analyzed a case study to see how involved certain hotels actually were. We will look at that further in later paragraphs, along with a study conducted by Bohdanowicz (2006) to see how many environmental preservation activities hotel participate in and the reasons behind them.
Methodology

The literature review was compiled with the primary sources coming from the years 1992-2014, and some secondary material coming from the ‘80s. It was important to stay within that range due to the ever changing landscape of the tourism industry, and to keep up with the most up-to-date regulations. I wanted to gather the most pertinent information to show the full scope of the impact of development. I analyzed articles that had to do with community involvement, financing, and the environment to display the strengths and weaknesses with development. At the end I provide recommendations to add-on and enforce the strengths, and to deplete the weaknesses.

Literature Review

Community Involvement and Support

Communities experience development in different ways and develop their own attitudes. These attitudes take shape and spread throughout the community causing the people to act in harmonious ways. Harrill (2004) discussed a study performed by Perdue et al. (1987) examining 16 rural Colorado communities’ residents’ attitudes and their support regarding tourism development in their backyard. They found that the residents’ perceptions of development had nothing to do with socio-demographic characteristics, but weighed heavily on the result of the residents feeling positively, or negatively, due to the impacts of tourism in the community. In addition, tourism development support was negatively related to the community’s future outlook.

Development has been moving through rural and scenic areas for some time now, and has really started catching fire due to people wanting to explore nature and participate in adventurous activities. With Colorado boasting a lot of mountains and having the potential for people to enjoy ample amounts of skiing, Colorado has become a target for developers. Starting in the
1990s, the residential and commercial land development skyrocketed throughout the Rocky Mountains, increasing regional land use and changing the landscape (Riebsame et al., 1996). This started in 1990, and within the next four years the Colorado Mountains boasted ten of the fifty fastest growing counties in the country. The fastest being a Denver suburb that was host to mountain terrain and foothills (Riebsame et al., 1996). This shows the importance of mountain recreation and scenery to tourists, which developers take notice to, so they start making a dent and putting up camp.

During the 1991 to 1994 span, Colorado’s population grew by 2.9% each year, which ended up making Colorado the third fastest growing state in the U.S. (Riebsame et al., 1996). This was a main result of people moving to rural areas and into the mountains, which led people to mountain resorts. This type of move was possible, because transportation and the increase in information technology allowed people to live in remote areas easier, where they can do work at home. Also, the resorts need people to work for them, so people moved into the rural areas to be able to get jobs and be closer to work. With all of the innovations, moving was less of a hassle and the people still were able to have a fairly accessible life (Riebsame et al., 1996).

As mentioned above, community involvement is important and reflects the community’s beliefs and ideals. Harrill (2004) pointed out a lot of problems in this area with the help of multiple authors that will be mentioned below. He mentioned Rothman (1998), who discussed that community involvement leads to residents being asked to put up with a lot of changes. As evident by societies, people of different regions and cultures have beliefs that can be in conflict with other societies, so when new residents move into already established communities, they can bring in new regime and ways of thinking. This ends up causing gentrification of the area, which in turn changes the customs and standard of living of the community. This in-turn drives out the
natives who can no longer afford to live there, and makes them go to the rural areas, which they are not necessarily disappointed about due to them not liking the changes that were made to the town.

In poorer countries, the development of tourism causes tension between the citizens and the tourists. This is due to the citizens not being able to escape the poverty and uncomfortable situations of their everyday life. In the same place tourists go to have fun and enjoy life, the citizens are struggling to survive (Kincaid, 1988). This in turn can create envy, because the citizens can never fully enjoy what their city has to offer. This can take a turn for the worst and cause hostile behavior toward the tourists, which can completely wipe out tourism. To avoid such a catastrophe, the community must all be on the same page with the changes that will occur. The city must also make sure that everyone is getting their comeuppance to ensure a long-lasting relationship with tourists and the city (Harrill, 2004). There are a few development options planners can institute to keep tourism growth in check. They can start “economic programs, such as tax abatement for residents bearing the brunt of tourist activity; concentration or dispersal of tourism facilities, such as the creation of tourism districts or zones; urban design that careful integrates tourism facilities into the community fabric, creating buffer zones between residents and tourists” (Harrill 2004). 

There are many factors that can dictate the resident’s preference of development and have to do with: length of residence, age, race, and gender. While some communities have shown significant influence of length of residence on preference of development; a study of 10 rural communities in Colorado has found that there is no correlation on the length of residence on feelings towards the development of tourism (Allen et al., 1993). The adversities that can become about is long-term residents not wanting change or destruction of environment, where
newer residents like “the availability of goods and services from increased tourism” (Girard and Gartner, 1993).

The level of attachment has more of a say on favorability than length of residence. The results are mixed, but trend shows that the more attached the resident is, the higher their approval of tourism development. Urn and Crompton (1987) discovered that with the inclusions of length of residence, birthplace, and heritage used to determine the attachment of citizens in a particular community, the higher their attachment the more negatively they looked at tourism development. The negative feelings can come from the citizens feeling that they are “losing their collective investments, primarily real estate, through property taxes and other taxes used to fund tourism development” (Harrill and Potts, 2003). Williams et al. (1995) stated that the more attached the citizen is, the more supportive they were of tourism. These findings were supported by multiple other authors and instituted that the citizens felt a sense of pride for their town and saw social and economic impacts as a positive, and they were more optimistic about the influx of tourism (Jurowski et al., 1997). There is also positive inflection if the citizen is experiencing tourism as an economic benefit and the effort of historical preservation is being made (Vesey and Dimanche, 2000). The main concern of the highly attached citizens that were in favor of tourism was that the costs were not shared justly throughout the community (Harrill, 2004).

Harrill (2004) then pointed to a couple theories that were developed to determine community support. The first theory deals with the feelings and attitudes of the citizens during development, which can be broken in the irridex method into four stages (Doxey, 1975). The first stage is called euphoria. In this stage, the citizens are friendly to the tourists and the economic benefit that is being brought into the community. There is not a plan or promotion of the city to get the tourists to the town. The second stage is called apathy. Planning begins to get
the community electricity, water, and transportation to the new businesses. These businesses are typically souvenir shops. The enthusiasm is starting to go away and marketing is trying to make an effort to bring people in. The third stage is called annoyance. The citizens start to be annoyed by the presence of tourists, because of the high ratio of tourists to residents. Companies start to develop amenities and increase services to meet tourism needs. Bigger businesses start to move in and purchase the local tourism businesses. The final stage is called antagonism. This has to do with what was mentioned earlier with the citizens being hostile towards the visitors and causes the decrease of development. This can also be a time where the plan is reconstructed and made better to allow for a more positive partnership with citizens and tourists (Fridgen, 1991).

The next theory that is used to determine citizen support is growth machine theory. This theory had a lot to do with economic growth as Harrill (2004) stated, “Growth machine theory focuses on the factions and coalitions that emerge in support of urban growth.” In Wisconsin, Green et al. (1996) discovered that permanent citizens were more in favor of local economic development tactics and were not inclined to support land use planning, unlike seasonal residents. It was also found that citizens that received no real economic benefits from the tourism growth did not support the development any further.

**Hotel/Timeshare Development**

There are three planning and legal issues that must be taken into account before resort development can take place. These legal issues are raised by Fischer (n.d.). The first of which huge amounts of capital are needed to fund a luxury atmosphere the resort is expected to exude. The second part is finding a dedicated work force. This can prove to be difficult if the natives of the area are unwilling to work for you, because they are disgruntled and do not want the
gentrification to continue. The workers might be there to only pay the bills and do not care what the mission statement is. The resort also needs good weather to be present. A beachside resort is useless if it rains all of the time, and a ski resort is useless if it is hot and sunny all of the time. It is important to scout out the area to make sure that the money invested is worth the development, the people in the area are willing and dedicated to fight for the business, and that the desired weather has a high probability of occurring each day. After those obstacles are tackled, competition is a main factor and highly present in the resort industry. There are many places and services a person has access to, so it is important to scout the competition and find a tactic that will gain the company an edge on the competition.

Timeshares are an industry that has experienced significant growth in the past years. They are a good representation of what an effective economic machine looks like. Powanga (2008) explains the new found growth and discusses results from other authors. From 1975-2006, the industry has grown from $50 million to $10 billion. People over 50 years old found the business to be lucrative and were motivated enough by the convenience and flexibility of the arrangements that they jumped in to the business to gross over $75,000 in income yearly (Crotts and Ragatz, 2002). To be successful in the timeshares endeavors, the structure must be broken up into four stages. The first is to conduct feasibility studies. “Potential costs and revenues associated with the project are developed including the amenities, floor plans, the way the property will be run, financing and the consumer mortgages needed for financing the purchases” (Powanga, 2008).

After learning all the information on costs and how the property will be run, it is determined if this is a worthy investment or not. If it is, they move on to the second stage, which is development and construction. They start building the timeshares and developing a marketing
plan to sell them once they are completed. Then the third stage occurs, which is called completion. This is when contracts are made for management companies to come and run the timeshare for the owners and can play the role of homeowners association. Then the final stage can commence, which is marketing and sales. They try to sell the contracts the second after construction starts, because they want to be able to turn the timeshares over as soon as possible. To be affective, the owners must come up with a marketing strategy filled with promotions and appropriate pricing to get the timeshares off the market (Powanga, 2008). This plan is crucial for any development project, and should be analyzed with extreme attention. Lots of money and resources are going into these projects, so they need to be done right or they will be a waste and a detriment to the area. That is why timeshares have been such a success. They have a four stage plan that capitalizes on many facets of the industry and executes well.

Financial and Environmental Effects

A lot of effects occur on the area, such as financial and environmental. Harrill (2004) went on to discuss more about this issue using various works. Some foreign countries would go as far as making up a fake folk culture to bring tourists in to increase their economic standing (Jordan, 1980). The cities also have to take into account if the increased property value and housing prices that have occurred due to the influx of tourism is worth it, because of the extra business and jobs that become available. Cities also have to ensure that the businesses that are coming in will help the city’s image and make it a better place. Casinos are an industry that is becoming a major player to produce revenue. The problem is that casinos can cause the city’s image to be seen negatively and deteriorate the neighborhoods, which can cause crime and congestion (Pizam and Pokela, 1985). With these new businesses expenses can pile up taking the form of road work, shortages in housing and community services, pollution, and the nuisance
of noise (Harrill, 2004). Many communities think that building large projects, such as sports stadiums and casinos will become a primary means of economic stimuli, but that plan does not always work and is not always the most viable option (Judd and Fainstein, 1999).

Communities must ask themselves if the cost of restorations is worth the influx of tourists, especially when concerning the natural environment. This is particularly a concern for the citizens of Florida, and Klein and Osleeb (2010) conducted a case study to show why. One of the reasons tourists flock to Florida is because of their pristine beaches. With incoming tourists comes incoming revenue. To get the revenue, government sometimes has to spend money. Starting in 1970 to 2000, the federal government has funded beach nourishment projects at the tune of more than $500 million (Coburn, 2007). Beach nourishment projects are constantly going on, and are aimed to fix the problems or erosion and degradation. This issue is important, because the depletion of the beaches can cause “decreases in property values, commercial and residential development, tourism, employment, and tax revenues” (Klein and Osleeb, 2010). With all of these areas involved, it is obvious to see that a domino effect is associated with the depletion of such beautiful landscapes. That is why in 2006, 19 projects, with an estimated cost of $105 million to be paid by the governments ($30 million from federal government), were discussed to preserve beaches (Florida Department of Environmental Protection, 2005).

The community argues about the best way to handle and fund preservation initiatives, but the tourism industry opts for returning the beaches to their natural state, which seems to be the most expensive of the options. This comes in the form of Beach nourishment, which enhances the beach by making the shoreline fuller with the implementing of sand. This is the only way that managers are able to protect the coast and preserve beach resources (National Research
Council, 1995). This is the preferred method to less favorable options, such as the use of structures and seawalls to protect the shores, which grew out of popularity after the 1950s due to the unattractive nature of such initiatives (Hillyer, 1996). Pilkey and Coburn (2007) have argued over the use of beach nourishment programs, because with the sea level rising, it will end up covering the sand and putting the shoreline right back where it was.

The tourism industry does have a study to back up their claims, in the form of a 50 year study that shows the tourism earnings from six Florida counties, and the years where beach nourishment projects were initiated. All of the counties showed an increase in earnings after the projects, and a huge incline in the years following the most expensive project the county put in place. This data can be a way of pointing to the importance of beach nourishment projects, but Klein and Osleeb (2010) insist on not jumping to conclusions and that the increase in earnings can be due to other causes, but that the projects are at least one of the factors.

We will further analyze the pollution aspect of why communities do not see development as a viable option. Scanlon (2007) conducted a survey that analyzed five hotels, different from each other in services offered, and they are: Benjamin of New York City, Hyatt Gainey Ranch of Arizona, Sugarloaf of Northwest Maine, Outrigger of Waikoloa, Hawaii, and Fairmont of San Francisco. The first survey Scanlon initiated was to see out of the sample size of five, the percentage of participation in certain technology and operating programs. It is good to note all of these hotels considered themselves to be environmentally managed, yet only three of the categories were participated by all of the hotels, which were: having energy management systems, low flow toilets and showerheads, and florescent lighting (two of which only participated partially). Those are pretty standard practices in the hotel industry, due to the low cost of replacement and the high savings resulted from the better efficiency of the new systems.
Lighting initiatives are promoted and marketed heavily, and this can be attributed to high economic return on such a small transition (Bohdanowicz, 2006). Only one to two of the hotels participated in “the dirty” environmental practices, which consist of using recycled water for the dishwasher, use grey water for irrigation, and compost. Those are practices that take high planning and participation to get up and running and be successful. Maybe they will show higher participation if the media and people start caring more about other environmental practices, than the obvious and noticeable changes like changing lightbulbs and flow of toilets.

The highest participation occurred in waste management, energy conservation, and water conservation initiatives, which was only 55-65 per cent, so not an overwhelming level of participation. The hope is for more hotels will follow along with such initiatives that it will reach to 100 per cent, and attention can turn to other initiatives that are less popular and more costly. Some hotels have training and incentive initiatives that they hope will boost the participation of their team-members. This comes in the form of rewards for certain properties, which Fairmont Hotels does and claims that the outcomes have been extraordinary. Hyatt Gainey Ranch reports good outcomes with a program that gives the team-members a chance to donate returns on bottles to fund particular activities they can enjoy or donate to a particular program. There is evidence that such programs can be ineffective where foreign workers who speak broken English hold a large presence in an area.

The next study was conducted by Bohdanowicz (2006) and has to do with Swedish and Polish hotels. These are areas of the world that have distinct environmental beauty, have a large hotel industry that contributes to pollution, and is an area we do think of often since it is so far away. The study provides insight into how government initiatives cause change in industries and what other countries are doing to fix the environment pollution issue.
The situation in Europe is different from the U.S., because we are united as a country and share the same financial and political power throughout with exceptions. In Europe, the countries are smaller and more broken up, having different political powers and financial situations. The European Union, which keeps obtaining more countries, has sets of standards to be followed, and this applies to environmental standards as well. These regulations began after the 1992 Rio Earth Summit, which made tourism one of the main sectors for sustainable development, so the “green movement” achieved a lot of momentum and was recognized highly in the hotel community. This is important, because when Poland joined the EU, environmental programs only existed in 4 per cent of business plans for hotels; opposed to Sweden, which had a 56.9 per cent participation rate. With the new regulations imposed by the EU, Poland is expected to have a large increase of participation. It was hard for Poland to do so, because they were not particularly strong economically and politically, so it is hard to promote initiatives and fund such programs. Once the government and economy get going, they can provide a smoother transition to protecting the environment.

According to Bohdanowicz (2006) the APAT (Italian National Agency for the Protection of the Environment and for Technical Services) (2002) has stated that around 75 per cent of environmental blows induced by hotels are caused by “excessive consumption of local and imported non-durable goods, energy and water, followed by emissions released to air, water and soil.” That is a high percentage attributed to a sector that can be monitored and tweaked. Being excessive and the use of non-durable goods can be changed with proper management. Sweden sees waste management as the area that needs to be on the highest alert. This makes sense when one sees that a guest leaves 1 kg of waste each day (IHEI, 2002). In Sweden, when the best waste management practices are put into effect, they can reduce unsorted waste to 50g per night.
(Sanga Saby Course & Conference, 2003). That is a 95 per cent decrease, which shows that when effective practices are put into action, big changes can occur. In Poland, water management was the number one concern, because Poland does not have high amounts of quality drinking water, so they want to preserve the area as much as possible.

There are also different motives for why a company would like to clean up the environment. It was reported that almost 95 per cent of hotels in Sweden and 82 per cent of hotels in Poland care about the environment. Most of Sweden’s hotels are large chain hotels and care mostly to “establish and maintain a good corporate image” (Bohdanowicz, 2006). Poland’s hotels that cared were smaller individually run hotels that see the importance of preserving nature even though there have been economic issues in the industry. There has also been a report that because of the government educating Sweden’s populous heavier over Poland’s government, they are more aware of the “green” initiatives and the heads of chain hotels care more to get the environmental initiatives up and running (Bohdanowicz and Martinac, 2003).

Some companies do not want to get involved in environmental programs, because they feel that it will be too expensive to get those running. Due to the high expenses of getting eco-certified, companies want the certification promoted heavily, so the investment will attract environmentally conscious customers (Bohdanowicz, 2006). It is important for companies to see the full potential of energy-saving programs, because according to West and Elliot (1996) they can save between 10-25 per cent. Towel-reuse initiatives are growing in popularity due to savings on water, electricity, detergents, and an extended life due to washing so much less. This has been well received by 70-90 per cent of guests and saves $6.50 each day for every occupied room (Griffin, 2002). The last practice that has become popular is furniture donations, accounting for 50-60 per cent participation, and food donations which are participated by far less
hotels, because of sanitary laws. Furniture and food turnovers are required over a certain amount of time, so donating is a good solution for a problem that includes a lot of waste. Instead of adding to the dumps, people can get extended use out of them, so the goods can exchange multiple hands before contributing to waste.

Proposal after Review

To avoid problems with the citizens and tourists, the cities must find ways to protect their residents' use of the recreational area and/or enhance their ability to use it. The citizens are more entitled to use these areas than anybody else, so having them restricted or blocked off from them is not fair and will only cause more problems. Pushing people out of the cities is not fair to the people that have occupied the area. Rothman (1998) mentioned that this was the main effect of gentrification and ends up causing citizens to disperse. It is the businesses' and the city's responsibility to make sure the people are being looked out for. Harrill (2004) recommended that cities start tax abatement programs, tourism zone creation, creating tourism facilities so they are embedded strategically into the community, and creating areas that are used as intermediaries to separate certain tourism and resident living space. The city should also find ways to take portions of the revenues that the hotels and tourist activities make, and put it towards improving the cities and possibly creating community enrichment programs that help citizens afford to live in the cities they have always inhabited. This can come in the form of subsidized apartment buildings to help people better afford to stay in their beloved cities.

Subsidized housing are not always the most attractive housing or best areas, so if they were done they would have to be executed with professional quality in mind. The government could work with developers of the new companies to work on designs for such housing that
would house enough people and still make them feel they are part of the city. It would be a charitable opportunity for the newcomers to provide to the city as a thankful gesture. The government could also make roadways more accessible to better provide citizens with ways to get to work if they are indeed pushed out of the area. The citizens already had to leave their homes, so making their life easier should be a priority. Parks could be built to preserve nature areas, so the citizens can continue to enjoy their environment. Development can be a nasty endeavor, destroying beautiful scenery by building in fruitful areas or blocking beautiful views. The citizens need a way to enjoy what they always have had. Parks can be a way for citizens to escape the gentrification and instead focus in peace on why they love that area so much. Taking those aspects a way from a person can infuriate or drive out the citizens that had made these areas great.

As Green et al. (1996) mentioned, once economic benefits elude the city, then the support for tourism growth is no longer supported. Building tourism by established local businesses can allow the area to thrive. If tourists are within walking distance to these businesses then they are more apt to visit them and give their business. The hotels can form partnerships with the companies where the guests receive coupons and the employees tell each guest how certain businesses can serve their needs and ways to get there. This will allow money to circulate between multiple companies and exchange multiple hands. This also gives guest awareness of what they probably did not know exist, because they were only focused on the resort and scenery, but through a partnership, guests can be better served and more money can circulate through the local economy. Keep the citizens happy, and economic benefits should follow.

The city should also make sure that the development that is coming into the city will positively impact the image and the citizens. Representing the city well is important for a city to
thrive. A city should want to bring businesses in that represent the values of the people and will do right by them. Casinos can be attractive in the economic sense, but at what cost to city life are they sacrificing? Gentrification can be necessary to increase economic value to the city, but does not mean a complete overhaul is needed. Some of the greatest parts of the city are the people and history the town has to offer. Those people are the natives and have enjoyed the scenery of their town for a while, so incorporating their needs into the tourism development initiatives can do well by both of them. These changes in community involvement can ramp up support, stop the envy and hostility, and can halt the exodus of the townspeople to ensure a rich culture stays part of the destination’s charm and lure. This also ties into the partnerships and giving guests the best experience of the city. Casinos could harm the local businesses, because casinos usually have everything under one roof, so there is no reason for people to leave and explore the area. Looking at every angle can enhance development decisions.

In cities that debate government funding to keep tourism alive, they need to take multiple factors into consideration. Laying out all of the economic considerations, including how it affects citizens, can lead to an effective decision. This can take devising an equation that will provide a decision, as Klein and Osleeb (2010) had done to decide which Florida beaches were worthy of funding based on certain characteristics, such as quality of beaches and the number of visitors they receive. Using an equation such as this one, can lead to affective funding and beautiful environments. It is important to keep these projects funded, because they add so much money to the cities and keeps people living in those areas. Cities on beaches can lose their entire shoreline due to rising sea level and encroaching development, which can be detrimental to attracting visitors and residents. That is why a project, such as the beach nourishment projects,
can add a lot to a city. Again taking a reason to visit an area out of the equation can hurt the businesses there were thriving due to those reasons.

The environmental study done of hotels in Sweden and Poland, shows the power that governing institutions hold over industry practices. As Bohdanowicz (2006) pointed out, Poland was a country that implemented very few environmental practices in their hotels before they joined the European Union. Once they joined the EU, they had to follow a list of regulations to meet the environmental demands. The countries that struggle economically and politically cannot fund such programs, so it is hard to protect the environment when a country is trying to cling to survival. That is understandable, but the countries do need to have some sort of laws in place, so companies do not come in and ruin the environment. If a country does not have rules in place to stop the destroying of the environment, then companies are going to take advantage and ruin a place where citizens love to stay and tourists love to visit. It will render the country useless and lead to its demise. That is the opposite of what tourism is about. Tourism is supposed to help a city financially and socially if done right. Even when a country is stable, the companies do not want to go beyond the required environmental practices, because it might cost too much money. That is why governments should fund certification programs if a hotel shows financial need. It will do both parties some good in the long-run.

The government should start a credit system based on environmental involvement. As mentioned above, hotels do only what is required of them and usually it ends there. Incentives can make almost anyone do anything. Starting a program where companies get tax credits for complying with environmental measures could see great return. It is the government’s responsibility to protect their territories, so what better way than rewarding the hotels that do well by them. Companies usually put their best interest first, so make the environment one of
them. First, governments should focus on what aspect of the environment in that area is most important and then rank which practices help the area the most. The higher the rank of importance, the higher the tax credit for the businesses that implement those environmental practices.

Through the implementation of environmental practices, the hotels can save on costs for energy, and the country can preserve its environmental landscapes. That is why it is needed for government to get involved in the tourism industry. The citizens need the protection and the finances to keep tourism afloat and in check.


Protection Program (No. IWR-96-PS-1). Army Engineering Institute for Water Resources Fort Belvoir, VA.


eries


