

environmental impacts needs to take into account the implications of further development or change. Environmental auditing should aim, among other things, to improve the state of the aspects of the 'holistic' environment; to identify the types and magnitude of environmental impacts; to create an ongoing process to monitor environmental impacts; to enhance the profile of islands as tourist destinations; to increase the environmental awareness of islanders and tourists; and to minimize the potential risks associated with public health and visitor satisfaction.

Encouragingly, German and Scandinavian tour operators have begun adopting and enforcing environmental policies and, thus, may contribute to improvements locally. Larger organizations such as Grecotel, which partly belongs to TUI the German tour operator, have developed a comprehensive programme which not only assists environmental conservation but also contributes directly to its profitability. Local pioneers can motivate other players to imitate and adopt similar practices, improving the benefits of tourism. Nevertheless, the National Tourism Organization should develop a comprehensive framework to guide and enforce tourism development and management towards the sustainability of local resources and the development of regional prosperity. Failure to take such actions will eventually prove disastrous for local resources and long-term prosperity.

References

- Anagnostopoulou, K., Arapis, T. and Micha, I. (1996) *Tourism and the Structural Funds: The Case for Environmental Integration*. Athens: Royal Society of Protection of Birds.
- Bote, G. and Sinclair, T. (1991) Integration in the tourism industry: a case study approach. In T. Sinclair and M. Stabler (eds), *The Tourism Industry: An International Analysis*. Oxford: CAB International (67-91).
- Briassoulis, H. (1993) Tourism in Greece. In W. Pompl and P. Lavery, (eds), *Tourism in Europe: Structures and Developments*. Oxford: CAB International (285-301).
- Britton, S. (1989) Tourism, dependency and development: a mode of analysis. In T. Singh, H. Theuns and F. Go (eds), *Towards Appropriate Tourism: The Case of Developing Countries*. Frankfurt: Peter Land (93-116).
- Buhalis, D. (1994) Information and telecommunications technologies as a strategic tool for small and medium tourism enterprises in the contemporary business environment. In A. Seaton et al. (eds), *Tourism: The State of the Art*. London: John Wiley and Sons (254-75).
- Buhalis, D. (1995) The impact of information telecommunications technologies upon tourism distribution channels: strategic implications for small and medium sized tourism enterprises' management and marketing. PhD dissertation, Department of Management Studies, University of Surrey.
- Buhalis, D. (1998) *Tourism in Greece: Strategic Analysis and Challenges for the New Millennium*. Monograph, Studies and Reports: (Series J) Planning and Development, Aix-en-Provence: International Centre for Research and Studies in Tourism.
- Buhalis, D. (1999a) Tourism in the Greek islands: the issues of peripherality, competitiveness and development. Special issue: Tourism in the European periphery, *International Journal of Tourism Research*, 1(5): 341-59.