

Research Project: Sustainability Indicators & Impacts: Tourism.

Researchers: Prof Max Munday, Prof Calvin Jones, Dr Annette Roberts

Background:

Tourism is one of the world's largest industries, and also one of those with the most rapidly increasing sets of environmental impacts. A number of BRASS research projects have connections to tourism relating to issues such as consumers' concerns about climate change risks (A48), the role of social enterprises (A37) as a form of tourism venture, particularly in relating to community tourism and ecotourism, and the importance of food and transport consumption and production systems as a component of the tourism industry. This project relates to BRASS work in trying to balance measures relating to the economic contribution that tourism and tourism projects make to particular regions with measures encompassing their (positive and negative) environmental and social impacts.

Aims and objectives:

- To extend conventional tourism satellite accounts (TSA) analysis to encompass the environmental consequences of tourism activity;
- To explore the potential for particular types of tourism developments, such as museums or industrial heritage sites, to contribute to the sustainability and economic development of particular locations;

About the research:

The core work within this project was focused on environmental extensions to tourism satellite accounts (TSA). These are intended to measure economic activity consequent on tourism in a way which enables comparison with other economic activities taking place in the same region or nation. Hence, tourism must be contextualised and visible within the accounting frameworks of the area in question, as indeed will be other industries. A standard TSA includes a set of tables highlighting inbound and outbound tourism consumption, tourism dependent employment, tourism capital expenditure, and common (public sector) expenditure on tourism. BRASS work has involved both critiquing conventional TSA methodologies, and seeking to extend the technique to incorporate environmental impacts by using information derived from environmental satellite accounts and carbon footprinting to investigate the environmental externalities of tourism consumption.

Other elements of tourism related work considered particular tourism projects, developments or policies including museums, industrial heritage sites and tourism partnerships. There has also been work investigating the tourism-related impacts connected with peoples' attendance at major sporting and cultural events, but this is considered under Project A25.

Results and outputs:

The tourism satellite accounts BRASS work demonstrated the practical potential of such measures to complement existing economic and sustainability indicators and to balance measures of the economic benefits of activities such as tourism with specific measures of environmental impact. The work on the potential for museums to contribute to local economic regeneration initiatives highlighted the importance of finding ways to measure the contribution of culture to local regeneration strategies and the importance of appropriate stakeholder management in developing the socio-economic value of museums and the services they provide more effectively.

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Impacts achieved/potential for impact:

The work on TSA and how they can be extended to include environmental impacts relating to issues such as waste and carbon emissions has the potential to be of value to all policy-makers working in the tourism field. It has been of interest to, and shared with, the Visit Wales, DCMS, North West Development Agency, Isle of Man Treasury and World Tourism Organisation. The work on carbon accounting for tourism has directly informed the development of Welsh Government sustainable tourism indicators and IO derived metrics are included as indicators. Profs Jones and Munday presented their methodology for evaluating the economic and climate impact of EU ERDF interventions in nature-related tourism development at the *1st European Sports and Nature Meeting* in Annecy in 2011. BRASS Researchers were also centrally involved in a 2007 review of regional tourism partnerships in Wales for the Welsh Government, and BRASS Researchers also helped to organise, and contributed to, an event for the Tourism Industry on *Tourism and Wellbeing* organised by the consultancy Stevens and Associates in 2011.