

International Centre for Responsible Tourism

*Making better places for people to live
in and better places for people to visit.*

Tourism – Seizing the Moment in Adversity

Harold Goodwin



Local Economic Development and Poverty Reduction through tourism

- The methods and strategies are very similar in the developing and developed world.
- This is the first time we have focussed on Local Economic Development in the UK
- Social enterprises – restaurants

Tourism and LED in the UK

- We did not choose to focus on the Olympics
- Nor to grieve over FIFA's decision
- Rather to look at the contribution of tourism to the UK economy
- We could not put this conference on without the generous support of our sponsors K&L Gates, ABTA and VisitEngland

Different perspectives on the “world’s largest industry”

National

- International Arrivals
- Length of stay
- Foreign Exchange Earnings
- Net Foreign Exchange Earnings
- Expenditure
- Balance of Payments deficit



Local

- Visitor Economy
 - Shoppers and day visitors travelling from home.
 - Day excursionists (tourists) travelling in from holiday accommodation
 - tourists staying in the local economy
- Local spend - £ € \$



What does tourism contribute locally?

- Employment at a range of skill levels, wages & salaries, progression
- Enterprise opportunities for sales to tourists and tourism businesses
- Entrance fees for conservation
- Donations
TravelPledge
- Enables a variety of businesses to thrive which may not otherwise find a large enough local market

It is not all positive

- Tourism can
 - crowd out other shops
 - second homes can crowd out locals
 - change the character of a place
- “Consumes” public goods
- Congestion & crowding
- Trampling
- Litter
- I will not go on for fear of being thought negative..

The UK context is changing

- Austerity Britain – hard times?

2008

2011

- £1 Jan 04 €1.34 Jan 5 €1.18

- £1 Jan 04 \$1.98 Jan 4 \$1.56

- Visiting Britain has become cheaper – but that is not necessarily the same as being better value

- Recessions create opportunities

World's "largest industry"

- Needs government assistance with its marketing
- Tourism also needs to be managed
- Wide variety of management approaches in the UK – may become more diverse post RDAs
- DMO's – what are they?
- Whose purposes does tourism serve?
- Why spend public money on it?

National Perspectives

- Ken Robinson – contribution to the national economy
- James Berresford – new strategy for English tourism
- Martin Christian-Kent – Training for Livelihoods

The Travel Association: ABTA

- Stephen D'Alfonso & Luke Pollard
Growing Domestic Tourism
- Nikki White – taking responsibility
for thriving destinations – UK

Governance

- Brian Human – Heritage, Tourism and Planning
- Martin Blackwell – tourism and thriving town centres

Private Sector

- Dennis Wormwell – an employer's perspective
- June Donnery – Perran Sands and the local economy

Local initiatives

- Jason Freezer – Wise Growth.
- James Turner – Hidden Britain: communities and rural areas.
- Manda Brookman – the effect of CoaST ambassadors

In conclusion

- John de Vial at 17:30 “closing remarks”
- One third of the formal time is for questions and discussion
- Time too for networking
- We will be places the presentations and audio files on the web