

### Foot and Mouth Disease (F&MD) Recovery Programme

The closure of many rights of way during the 2001 F&MD outbreak, created the perception of a closed countryside. Scenes of livestock slaughter and disposal had a profound impact on the Dales' public image. While it's possible to assess the immense financial cost of the outbreak to those in the tourism industry, the value of lost opportunity for the public to enjoy the countryside can never be quantified. The economic value of the Dales public rights of way network has been profoundly demonstrated in the most unfortunate of ways.

In the short term, the JPI project set out to encourage visitors back to the area and to increase the amount of money spent on returning. Long term, the project aims to strengthen the Yorkshire Dales brand and so minimise the potential damage of any future crisis, for tourism in the British countryside.

### Cyclenet Project

Cyclenet promotes cycling through the creation of a new series of maps, provision of cycle stands and the promotion of traffic-free cycling opportunities. The YHA have equipped hostels for cyclists and provided cycle map display boards. A cyclists' survey has provided useful feedback from visitors, showing for example, that cyclists spend ten times more than a visitor travelling by car. The aims of the project have been assisted by the introduction of a bike bus.



Bike Bus. YDNPA. 2004.

### TARGET

TARGET is providing solutions to reduce urban-rural car dependent tourism, promoting alternatives, which also deliver support for the rural economy, improve health benefits and expand the social diversity of visitors. A number of innovative publications and initiatives have helped to raise passenger numbers on targeted services. The project has commissioned business to develop public transport accessible, 'green-break' packages. A shuttle bus service launched in partnership with the National Trust, aims to reduce parking and congestion at Malham Tarn by encouraging people to park in Malham car park.

### Countryside and Rights of Way Act (CROW ACT 2000)

The new act will mean that in 2005, around 60% of the YDNP will be available for open air recreation on foot, the biggest change in access since the Park's designation in 1954. The public will be able to walk, run, birdwatch and climb in these new areas. The NPA has been working closely with organisations and landowners to put in place the procedures necessary to manage the proposed access areas. The new right also provides a range of powers and associated duties for actively managing access on the ground and for the provision of information.

### THE MEASURE OF SUCCESS

Statutory YDNPA purposes highlight the fundamental challenge of making tourism sustainable in the YDNP. Striving to reach the right balance is the central issue: on the one hand, promoting the area increases pressure on the environment, on the other hand, management of the natural resources of the area seeks to ensure their conservation for the future.

While accepting this challenge, there's no escaping its complexity. Even the relatively simple matter of visitor impacts, is complicated by the fact they aren't always clearly negative or positive, not to mention the difficulty of creating a clear vision of sustainably managed tourism for the YDNP. While large, and growing visitor numbers may be seen as the problem, encouraging visitors to behave in ways which assist sustainable management may be a resolution in itself. Added to this, there are no guarantees that promotion and environmental conservation can ever be truly balanced, or that tourism will always be economically viable. Some would even argue that sustainable tourism is simply another marketing tool.

Success of the YDNPA will always be judged by the quality of the environment maintained and levels of freely available access: though statutory purposes must be delivered, no amount of enjoyment promoted can justify destruction of the environment. While it's difficult for the YDNPA to claim 'success' in making tourism sustainable, it's much easier to see that as a tourist destination, the YDNP would be a very different place without the YDNPA.

#### For further information please contact:

The Education Service  
Yorkshire Dales National Park Authority  
Colvend, Hebden Road, Grassington  
Skipton, North Yorkshire BD23 5LB

Telephone 0300 456 0030  
Fax 01756 751699  
Email: [education@yorkshiredales.org.uk](mailto:education@yorkshiredales.org.uk)  
Download your copy free from our website:  
[www.yorkshiredales.org.uk](http://www.yorkshiredales.org.uk)

Information updated March 2005  
Printed on environmentally friendly paper  
© Yorkshire Dales National Park Authority

## Education File

Information for students and  
group leaders

## Sustainable Tourism

getting the balance right?

### THE TOURISM INDUSTRY

Growth in the global tourism industry over the last 30 years has been phenomenal. The World Tourism Organisation estimates that tourism is now the world's largest industry with international tourism alone accounting for some 657 million trips and generating earnings of £285 billion per annum. (WTO, 1999)

Tourism is one of the largest industries in the UK (fifth largest in England), worth approximately £75.9 billion to the UK economy and is over 4% of the GDP. 2.1 million people have jobs in UK tourism, over 7% of the workforce. (BTA, 2002)

With this huge growth, interest is also growing in the notion of sustainable tourism, described as being 'concerned with managing the impacts of tourism on the local destination's economy, communities and environments to the benefit of all stakeholders, both in the present and future'. (English Tourism Council / Tourism Management Institute, 2003).

A complex array of organisations provides support to British tourism.

**VisitBritain** was established in 2003 as the national tourism marketing organisation, promoting Great Britain overseas, and promoting England to the British market bringing together the activities of the former English Tourism Council and the British Tourist Authority.

**Regional Development Agencies (RDAs)** in England ensure the marketing of tourism, through the **Regional Tourist Boards (RTBs)** and other organisations. **Yorkshire Forward** is the Yorkshire RDA and the **Yorkshire Tourist Board (YTB)** markets tourism to the domestic market.

Each RTB also promotes its region abroad. **England's North Country** is the official overseas marketing agency for the North of England tourism industry, in which the YTB is a partner.

### THE YORKSHIRE DALES NATIONAL PARK - A NATURAL ATTRACTION

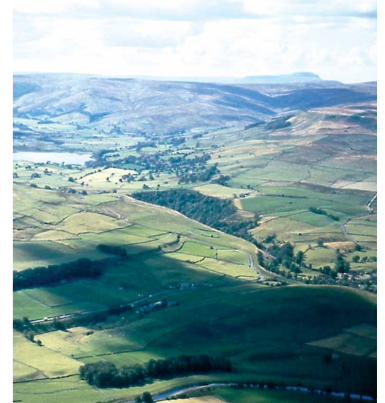
In the Yorkshire Dales, the challenge has been to coordinate tourism activities in a Dales-wide approach, rather than via individual local authorities. Since 1992, this has been achieved through the Dales Tourism Forum. The 'Yorkshire Dales' is now a nationally recognised destination covering over 2,500 km<sup>2</sup>, with the National Park at its core. The marketing area takes in the Nidderdale Area of Outstanding Natural Beauty, the Districts of Craven and Richmondshire, the 'Ripon Ring', Bedale and part of Hambleton District.

The Yorkshire Dales National Park (YDNP) covers 1762 km<sup>2</sup> of central Pennine uplands. It is renowned for its outstanding scenery, diversity of wildlife and habitats, rich cultural heritage and quiet, peaceful spaces. In recognition of these nationally important features it was designated a National Park in 1954, establishing it as a national asset, for the benefit of everyone.

These benefits have not gone unnoticed, to the extent that more than 8 million visitor days are spent in the YDNP each year (8.3 million in 1994, All Parks Visitor Survey). Such large numbers of people continually present new challenges for the Park, generating massive wear and tear and huge pressure for tourism development.



**YORKSHIRE DALES**  
National Park Authority



Semerwater. YDNPA. 1987.

### THE YDNPA

The Yorkshire Dales National Park Authority (YDNPA) is an independent body, working within a local government structure as the guardian of the National Park. The Authority has two statutory purposes:

- to conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park
- to promote opportunities for the understanding and enjoyment of the special qualities of the area by the public.

In pursuing these two purposes the Authority has a duty to 'seek to foster the economic and social well being of local communities within the National Park, ...'

These legal requirements define a fundamental challenge for the YDNPA, that of making tourism sustainable: by conserving the special qualities of the area, while helping everyone to enjoy all that's theirs to enjoy, without destroying the very things that attract them to it.

## IMPACTS OF TOURISM ON THE YDNP

The table below gives an indication of some of the more significant impacts of tourist activity. There are many things to bear in mind while considering these issues, among them the fact that interactions between them are varied and complex and while some may be highly important locally, their influence may not be widespread.

<p><b>Environmental impacts:</b> <b>Negative</b></p> <ol style="list-style-type: none"> <li>1. Erosion problems on Public Rights of Way (PRoW)</li> <li>2. Overcrowding</li> <li>3. Traffic congestion, localised air pollution</li> <li>4. Damage to heritage features</li> <li>5. Agricultural land developed for visitors</li> <li>6. Ecological damage, loss of flora and fauna</li> </ol>	<p><b>Environmental impacts:</b> <b>Positive</b></p> <ol style="list-style-type: none"> <li>1. Environmental management improves as visitor expectations raise awareness of environmental values</li> </ol>
<p><b>Socio-cultural impacts</b> <b>Negative</b></p> <ol style="list-style-type: none"> <li>1. Perceived reduction in quality of life of local people caused by large visitor numbers</li> <li>2. Changes in traditional way of life</li> <li>3. Increase in retirement and second homes</li> <li>4. Low visitor understanding of local culture</li> <li>5. Visitors compete for use of local facilities</li> <li>6. Packaged local art and culture can be trivialised as a commodity</li> <li>7. Seasonal working influences family life</li> <li>8. Service industry jobs are seen as low status</li> <li>9. Perception among locals that tourism creates other external costs, e.g. taxes</li> </ol>	<p><b>Socio-cultural impacts</b> <b>Positive</b></p> <ol style="list-style-type: none"> <li>1. Raised awareness of conservation issues</li> <li>2. Revival of traditions, arts, crafts and local festivals</li> <li>3. Improved upkeep and restoration of heritage features</li> <li>4. Improved amenities benefit residents and visitors</li> <li>5. Improved local facilities raise standard of living for host community e.g. health care</li> <li>6. Community exposed to new ideas</li> <li>7. Area profile raised regionally, nationally, etc</li> </ol>
<p><b>Economic impacts</b> <b>Negative</b></p> <ol style="list-style-type: none"> <li>1. Revenue leakage from host community</li> <li>2. Increased prices in local shops</li> <li>3. Property prices inflated locally</li> <li>4. Seasonal work often pays poorly</li> <li>5. Economic gains may be uneven, only small numbers of people may benefit directly</li> <li>6. Change of retail direction e.g. food shops are replaced by gift shops</li> </ol>	<p><b>Economic impacts</b> <b>Positive</b></p> <ol style="list-style-type: none"> <li>1. Employment and income are generated</li> <li>2. Raised awareness of environment quality, brings increased economic benefits</li> <li>3. Entrepreneurial activity is encouraged</li> <li>4. Positive multiplier effect: business attracts new business to the area</li> <li>5. Diversified employment improves economic structure</li> </ol>



Car Parking in Malham. Roger Henson. 2002.



Motorbikes in Hawes. Gordon Hatton. 1999.

### Every visit is a discovery

'The Yorkshire Dales ... a delightful blend of stunning natural beauty, traditional experiences, fascinating sites and endless ways to pass a memorable holiday.

With so much to do and see, with or without your car, there really is nowhere else like it. It is a land of breath taking scenery where rich heritage lies around every corner.

It's a place of festival, pageantry, colourful local markets and a dazzling array of craft shops.

Above all, it is a quiet, peaceful and unspoilt environment in which to relax and unwind. Whatever your interests or age, you will find it a unique place to explore, discovering secrets and treasures for years of happy memories.

Choose a holiday in the Dales and you will enjoy some of the finest scenery in the world. ... '

**The Yorkshire Dales. Official Holiday Guide. (YDJPI). 2004**

## MEETING THE SUSTAINABLE TOURISM CHALLENGE

In September 2002 the Authority formally confirmed its support for the 'Key Principles for Tourism in National Parks' developed by the All Parks Tourism Group, which states that:

'National Park Authorities will work in partnership with others to foster tourism in innovative ways which ensure a better quality of life for everyone - socially, economically and environmentally – now and for generations to come.'

The YDNPA 'Sustainable Tourism Position Statement' sets out the Authority's current tourism activities, future proposed activities, partnership principles and a framework and action plan for sustainable tourism development in the National Park.

In its drive to make tourism sustainable, the NPA does not seek a lead role in promoting the area, but works constantly to influence tourism organisations to keep sustainability high on the agenda. This mutually supporting relationship is carefully managed, for the benefit of all. Everyone is encouraged to recognise that inappropriate tourism development and visitor pressure, can be damaging to the local environment, economy and culture and so to the tourism industry.

The NPA is heavily involved in tourism initiatives, relying on partnership delivery and external funding, which build capacity of the sustainable tourism infrastructure, for example:

### Staff

- Sustainable Tourism Manager: strategic role, coordinating and developing visitor services parkwide;
- Sustainable Tourism Officer: works with key agencies and partners;
- Traffic and Visitor Management Officer and TARGET Project Officer: work with partners to develop and promote more sustainable transport;
- Access team: develop and deliver recreation opportunities and manage Countryside and Rights of Way Act (CROW Act) implementation;
- Ranger Service: 8 Area Rangers manage the Public Rights of Way (PRoW) network and the NPAs public sites and facilities;
- Dales Volunteers: provide a range of practical and public relations support for NPA initiatives.

### Services

- National Park Centres: five networked Tourist Information Centres, employ 20 Information Advisors, dealing with in excess of half a million visitors annually;
- Park information Points: sited in shops, tea-rooms, attractions, etc., inside and outside of the National Park;
- Websites: e.g. YDNPA and Joint Promotions Initiative;
- Destination Management System: via public access 'touch screens';
- Events programme: year round
- YDNPA countryside stewardship role: involves partnerships between organisations with shared conservation objectives, e.g. Countryside Agency, English Nature, National Trust, English Heritage, Areas of Outstanding Natural Beauty, etc.

## PROJECTS

### Dales Tourism Forum

The Dales Tourism Forum represents the varied tourism interests involved in the Dales. The Forum works to maximise the benefits of joint activity, developing initiatives which benefit the area, for example, the **Yorkshire Dales Joint Promotions Initiative (JPI)**. The JPI seeks 'to foster the growth of a quality and appropriate tourism product and hence generate more income for the local economy through a range of activities and promotions compatible with the environmental concerns ...' The JPI focuses on promoting the Yorkshire Dales as a single geographical destination, promoting Dales-wide accommodation, activities and events through the Official Yorkshire Dales Holiday Guide and website [www.yorkshiredales.org](http://www.yorkshiredales.org). As a JPI partner, the YDNPA has the opportunity to influence a more sustainable approach to Yorkshire Dales tourism promotion.



National Park Centre, Grassington. Roger Henson. 2002.