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## Temple Bar Resident Survey, 2012

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Funder: IRCHSS

# TEMPLE BAR RESIDENT SURVEY 2012

## Implementing the DIT-ACHIEV Model for Sustainable Tourism Planning



IRCHSS

The *DIT-ACHIEV Model for Sustainable Tourism Planning* has been developed by the College of Arts and Tourism, Dublin Institute of Technology. It explores six core areas of interest - Administration, Community, Heritage, Infrastructure, Enterprise and Visitor.

The purpose of implementing this Model in Temple Bar (facilitated by IRCHSS funding) is to test its use in an Irish urban tourism destination.

In addition to data such as environmental measurements, information on water, waste, energy, transport, examination of local cultural, landscape and employment, the Model requires the undertaking of three dedicated surveys:

- A Visitor Survey
- A Business Survey
- A Resident Survey

With the support of local volunteers and tourism

stakeholders, a Visitor Survey took place in Temple Bar between June 2011, and June 2012. An additional survey took place in August 2012 in the surrounding areas of Temple Bar to investigate if people were visiting Temple Bar and what their opinion of the tourist destination was. A Business Survey took place in May 2012.

This publication presents an overview of the findings from the **Resident Survey** of Temple Bar which took place between March and May 2012 with the support of DIT students.

This report presents the attitudes and opinions of Temple Bar residents regarding tourism and while some issues have emerged, the general response to the survey is that Temple Bar residents show great support for tourism.

*Note: Given the number of respondents is relatively small, caution should be taken when reviewing this report. Although not statistically relevant, results do provide a good insight into the thoughts of Temple Bar Residents.*

Generally there is a positive attitude by residents towards tourism in Temple Bar

## Project Background

In early 2011 a group of researchers from the Dublin Institute of Technology (DIT) began working with a team in Temple Bar to explore the sustainability of tourism in the area and plan for its future.

**Team Temple Bar** is composed of six local partners:

- Temple Bar Traders
- Temple Bar Cultural Trust
- Tourism Ireland
- Dublin Tourism (which has since become part of Fáilte Ireland)
- Dublin City Council
- The Morgan Hotel

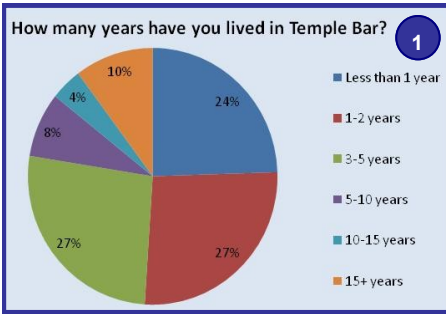
During the 12 months of the project, the following key activities took place:

- In June 2011 a very well attended public consultation meeting took place to identify the key issues and challenges for tourism in Temple Bar. The wide range of representation at this meeting included among others, local restaurant, pub, hotel and gallery owners, An Garda Síochána, representatives from voluntary

and state agencies, public representatives etc. This meeting resulted in the identification of numerous potential sustainable tourism indicators.

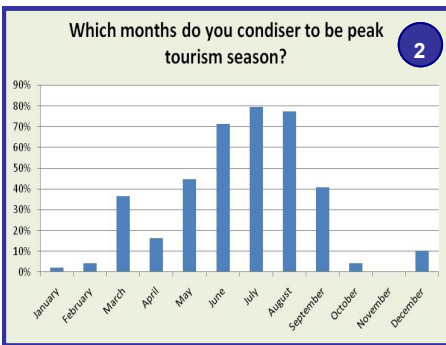
- Subsequently, regular steering committee meetings took place to discuss and analyse project progress with the aim of ensuring that the project remained on track and to tackle emerging issues relating to the collection of data.
- A meeting with administration personnel took place in June 2012 to discuss the management of tourism issues in Temple Bar.
- A number of presentations have been made by the project team at national and international conferences, raising the profile of the project and Temple Bar.

Early indications are that the Model provides the Irish Tourism Industry with a valuable tool for sustainable tourism planning at a destination level.



**Chart 1** shows that residents in Temple Bar have been living there for a relatively short period of time. Over 75% of respondents have spent less than five years in their current residence. However 80% of respondents consider Temple Bar to be their home which indicates a strong sense of community.

**Chart 2** illustrates respondents' view of the peak visitor season in Temple Bar. The correlation between this chart and the official data by organisations such as Fáilte Ireland demonstrates the mature view of Temple Bar residents regarding the industry.

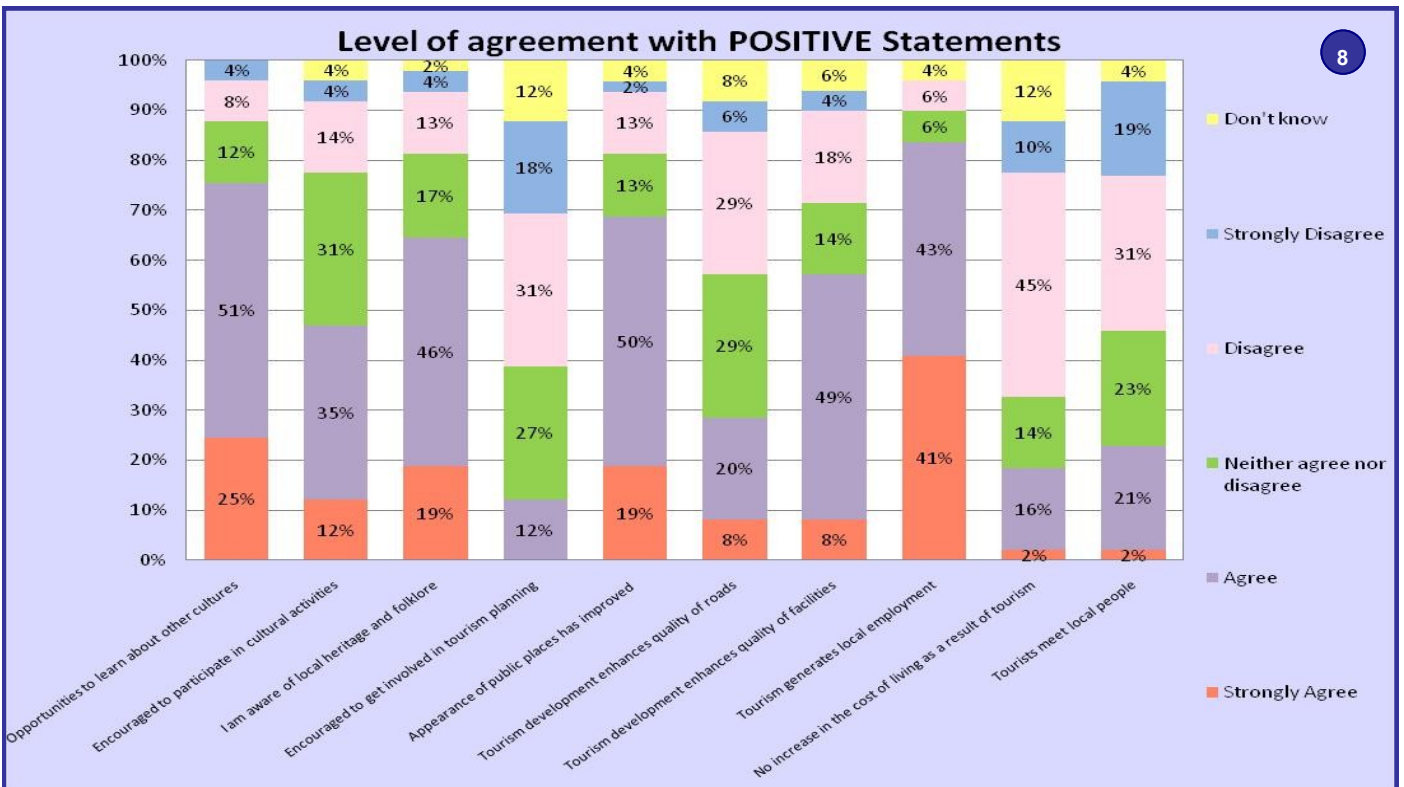
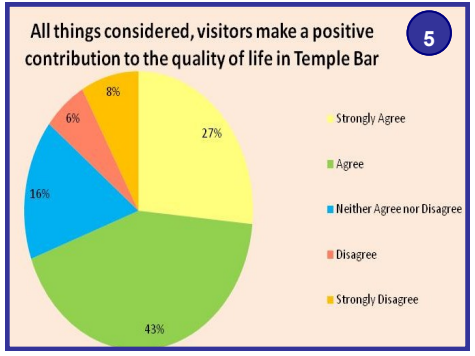
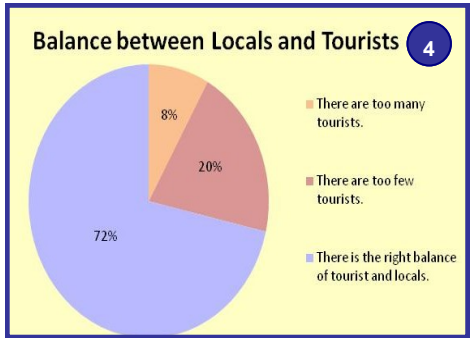
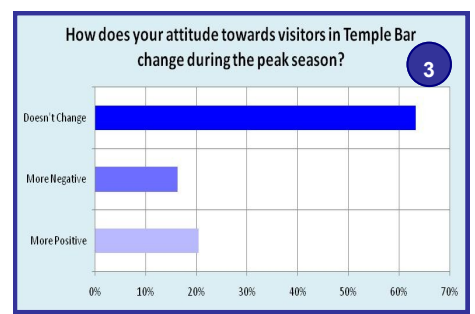


**Chart 3** outlines how the residents attitude toward visitors changes during the peak season. 63% state that their attitude does not change, 16% state that their attitude becomes more negative, however 20% state that their attitude becomes more positive.

**Chart 4** shows that 72% of residents feel that there is the right balance between tourists and locals. 8% feel that there are too many tourists in the area but 20% feel that there are too few tourists. In a destination such as Temple Bar, positive local support for tourism is essential.

**Chart 5** further supports this view with 70% of respondents either agreeing or strongly agreeing that visitors make a positive contribution to the quality of life in the area while 16% gave a neutral response. 14% either disagreed or strongly disagreed with the statement which could be seen as cause for concern. Finally **Chart 6** illustrates that 82% of respondents feel that Temple Bar is able to cope with the number of visitors it receives.

In **Chart 7** the blue bars represent where tourism has Very Positive impacts. It is clear from this chart that tourism has the most positive impact on the *Local Economy* with 95% of respondents stating that the impact is either Positive or Very Positive in this regard. The purple and pink bars represent Very Negative and Negative impacts respectively. The chart demonstrates that the impact of tourism on *Community Recreation* (such as cinemas and sports facilities) is the greatest negative, with

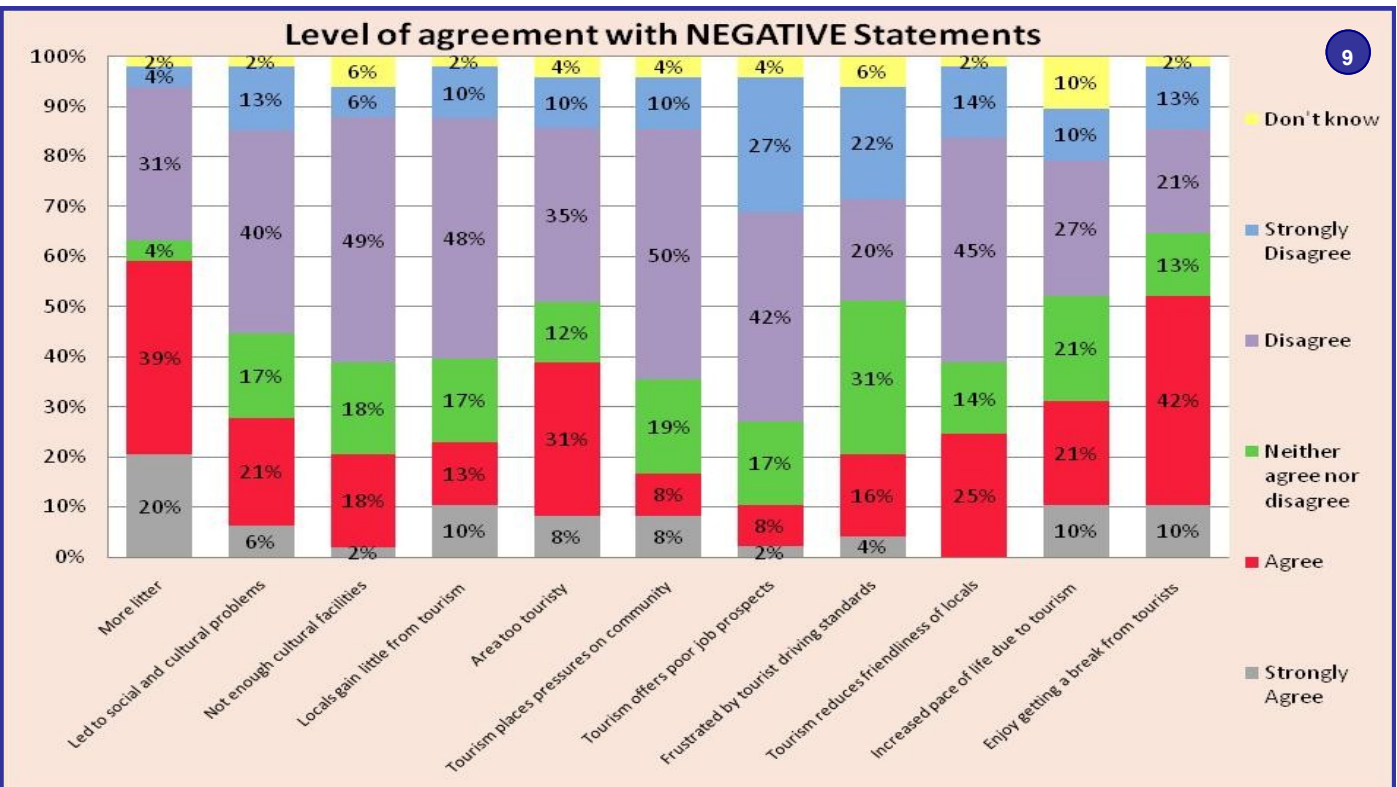
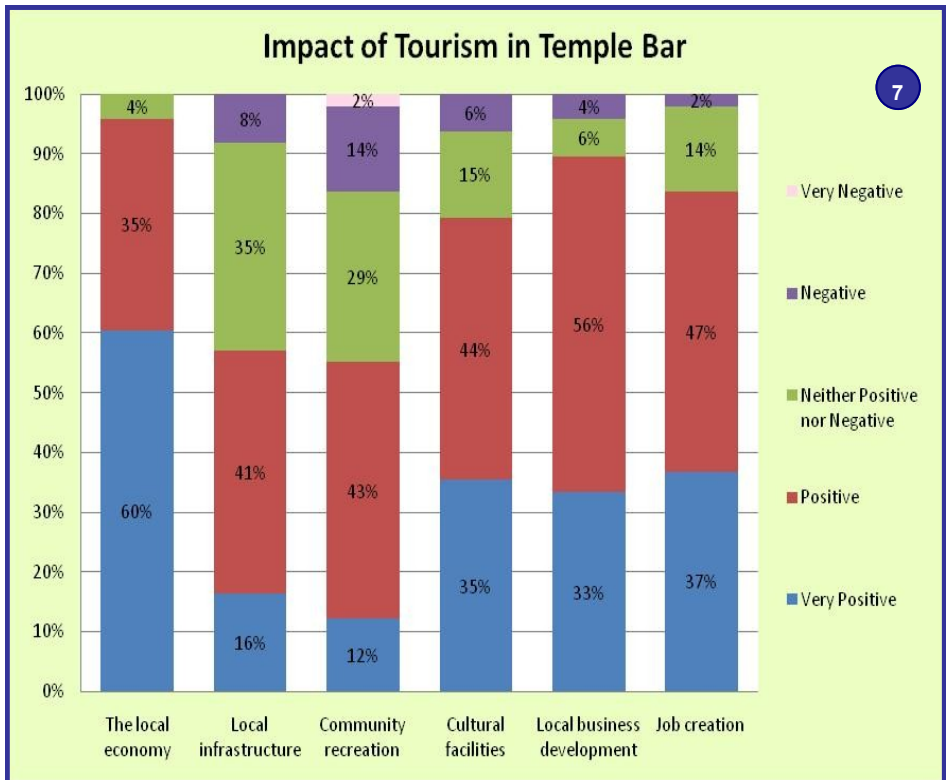
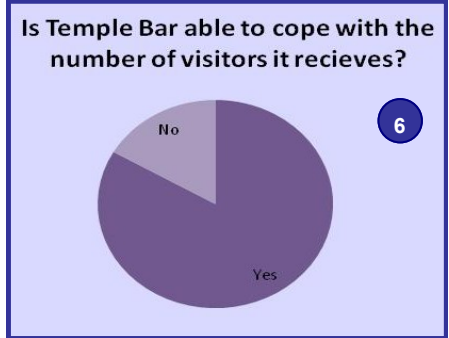


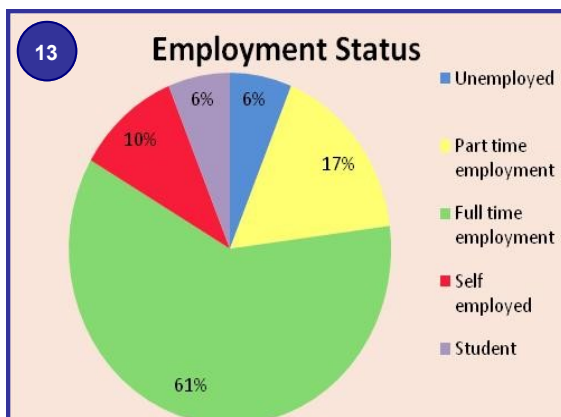
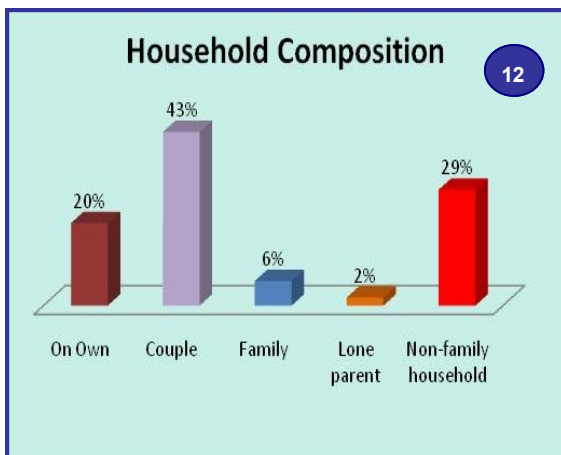
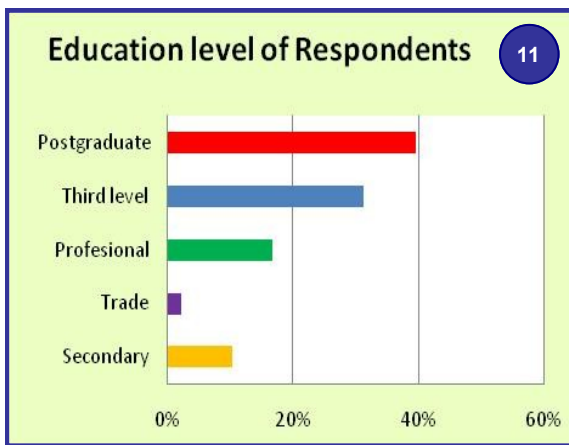
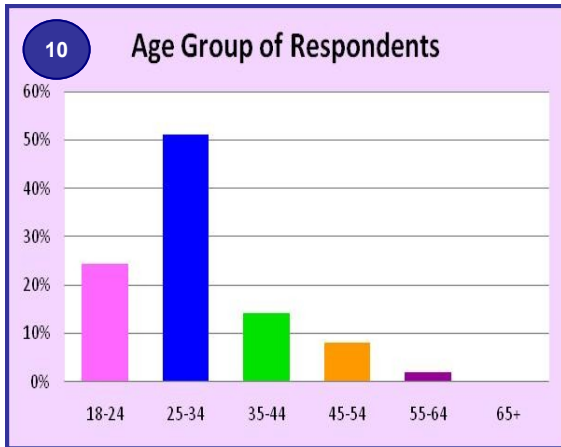
14% seeing this as Negative and a further 2% seeing the impact of tourism on community recreation as being Very Negative. Overall, however, the various impacts are seen by residents as being largely positive.

**Chart 8** illustrates the results when respondents were asked to Agree or Disagree with positive statements about tourism in the area. In this instance, the orange and purple segments on the bars identify a positive statement with which the respondents Strongly Agree or Agree respectively. The strongest positive responses are that tourism generates local employment and revenue (84%), it provides residents with opportunities to learn about other cultures (76%), the appearance of public places has improved as a direct result of tourism (69%) and tourism makes residents more aware of the local heritage and folklore (65%). The pink and blue bars represent Disagreement and Strong Disagreement with the provided statements. From this chart it would appear that over half of the residents believe tourism has led to increased cost of living (55% disagree with the statement) and residents are not encouraged to participate in planning (49% disagree with the statement).

**Chart 9** represents the findings when respondents were asked to Agree or Disagree with negative statements. The statement which most respondents Agreed or Strongly Agreed with (red and grey segments) was that tourism has led

to more litter in the area (59%). Another negative point which may be a cause of concern is that 52% of residents enjoy getting a break from tourists in the low season, although 34% disagree with the statement. 39% feel that the area is too touristy and lacks local places for residents to visit. Residents did not agree that tourism offers poor job prospects in Temple Bar (69%) or that tourism development places pressures on the community (60%).





## Profile of Respondents

A broad range of people responded to the survey, which was made available to all residents of Temple Bar through random on-street surveying and distribution of printed surveys to residents. However, a smaller than anticipated number of respondents completed the survey and provided their views.

**Chart 10** demonstrates that residents between the ages of 18 and 64 completed the survey with over half in the 25-34 age bracket.

This reflects a young resident profile in the area. 65% of respondents were male and the respondents are well educated, (see **Chart 11**).

**Chart 12** illustrates that 43% of respondents are living with their partner and a further 29% are living in a non-family household. This reflects the large proportion of rented accommodation in the area.

**Chart 13** illustrates that 61% are working full time while 6% are unemployed.

## Working in Tourism

41% of respondents claim that they or someone in their household works in an occupation that provides products or services that are frequently used by visitors to Temple Bar. The range of

industries which this encompasses is very broad including traditional areas of tourism employment such as accommodation (hotels etc), restaurants, pubs, retail, museums etc.

## Selection of Quotations

Throughout this report, statistics and summary data are presented. The following is a selection of direct quotes reflecting the range of opinions and comments expressed by residents:

*Tourism is the life blood of Temple Bar, especially during the recession.*

*Tourists give Temple Bar colour and vibrancy, despite the noise levels associated.*

*Most of the tourists do not even know that there are residents here.*

*Businesses targeting tourists rely on tacky marketing ploys to attract custom.*

*Families are less inclined to move to Temple Bar.*

*There is much proliferation of cheap /poor quality restaurants / pubs at the expense of real culture and other amenities.*

*They create a buzz, an atmosphere, and this creates the tourist attraction. They bring a special atmosphere of fresh*

*excitement*

*The businesses in Temple Bar ignore the needs of local residents. I can't believe the authorities have allowed such overdevelopment. We feel as if we don't matter.*

*Cultural facilities benefit from the area being part business / part residential yet residents never seem to be included in the planning of activities and events or invited along.*

*Temple Bar has become a drinking destination and the resulting anti social behavior is intolerable.*

*Great atmosphere and everyone is happy as they are on holiday.*

*Tourism creates many jobs but they are mostly not high-paid or high-skilled jobs, just service jobs.*

*It would be good to have more Gardaí at night time when people leave the pubs or nightclubs*

*Most of the businesses are for tourists, there should be some for residents as well.*

*I enjoy the life and energy of visitors to Temple Bar - occasionally, this*

## Final Comments

Although numbers were low, the quality of the responses was high and the findings prove to be relevant. Some commentary was provided by the residents regarding specific areas such as product

gaps, infrastructure issues, cost, peak season issues etc. All of these detailed comments have been collated and will be presented in a final report at the end of the project period.