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The Challenge of Implementing a Sustainable Tourism Assessment Tool in an Urban Environment

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ATLAS annual conference 2012

Re-creating the Global City:

Tourism, Leisure and Mega-Events in the Transformation of 21st Century Cities

London, United Kingdom

13-14 September, 2012



Association for Tourism
and Leisure Education

The Challenge of Implementing a Sustainable Tourism Assessment Tool in an Urban Environment

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Jane Fitzgerald

Dublin Institute of Technology

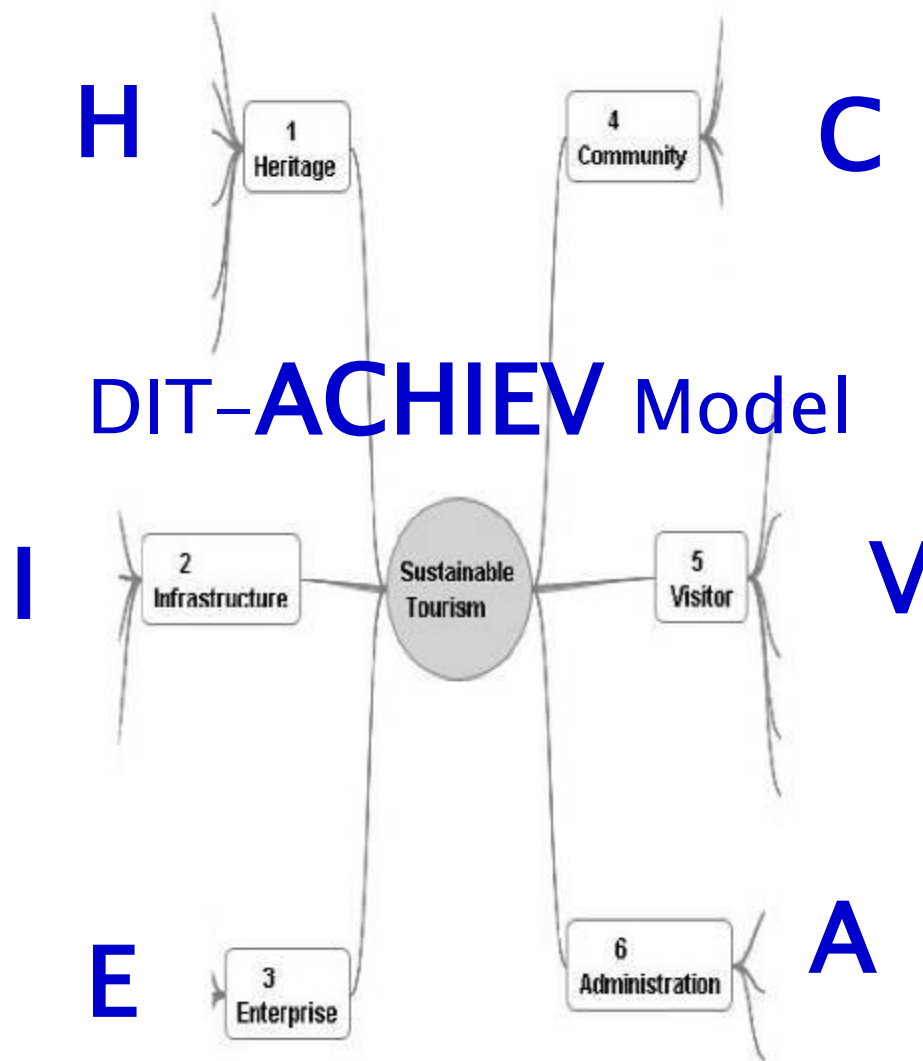
*Mega-events, the
environment and
sustainability*

The ***DIT-ACHIEV Model*** for
Sustainable Tourism ~~Management~~
Planning

Dimensions of Sustainability

Theme / Issue	Indicative subject Material
Triple Bottom Line	Combined economic / environmental / socio-cultural impacts // Philosophical analysis / examination of sustainability
Environmental Sustainability	Physical integrity (biodiversity / condition of wildlife) // Environmental Purity (water / air quality) // Status of protected habitats / protected buildings // Noise / visual impacts / landscapes // Global warming / CO ² footprint
Socio-Cultural Sustainability	Local folklore and historic sites // Importance and state of local culture (richness) // Tourism impact on local customs/communities
Economic Sustainability	Economic impact // Economic competitiveness / viability (leakages / sustainability) // Cost of living // Appropriate level of investment // Tourist spend // Quality / vibrancy of employment
Resource Management Issues	Carrying capacity / controlling intensity of usage // Resource (water) availability / supply / treatment // Landuse // Transport management / access transport / road congestion & pressure/transport policies // Efficiency of resource usage (water / energy / waste / recycling) // Management of ancillary visitor amenities and services // Maintenance of local distinctiveness / variety of experience
Sustainable Practices	Environmental management policies and use of best practices at tourism businesses // Adoption of sustainable practices // Sustainability awards and schemes // Eco-labelling
Social Responsibility	Social equity (gender equity) // Disability access // Workers rights/immigration // Sex Tourism / exploitation of young people
Community/Resident Impacts	Local prosperity // Population trends // Community / resident attitudes / satisfaction // Local Access to/use of assets // Community benefits / wellbeing
Tourism Businesses/ Destination	Tourism partnerships – networks, marketing, cooperation // Appropriate scale of enterprise // Maintaining image / identity // Participation of business in service quality / excellence schemes
Visitor Characteristics and Perceptions	Visitor profile / visitor payback // Visitor satisfaction / fulfilment // Tourist motivation to visit // Tourist expectation re-crowding // Level of repeat business // Tourist perception of local management // Tourist perception of local population // Tourist satisfaction with transport
Sustainable Management	Community involvement / awareness / control // Integrating tourism into local / regional planning // Assessment of administrative goals // Performance measurement // Clear and capable management of tourism / tourists // Monitoring and maintenance of regulations / performance / policies // Legislation
Health & Safety	Health // Diseases / epidemics etc // Tourist security // Local / public safety

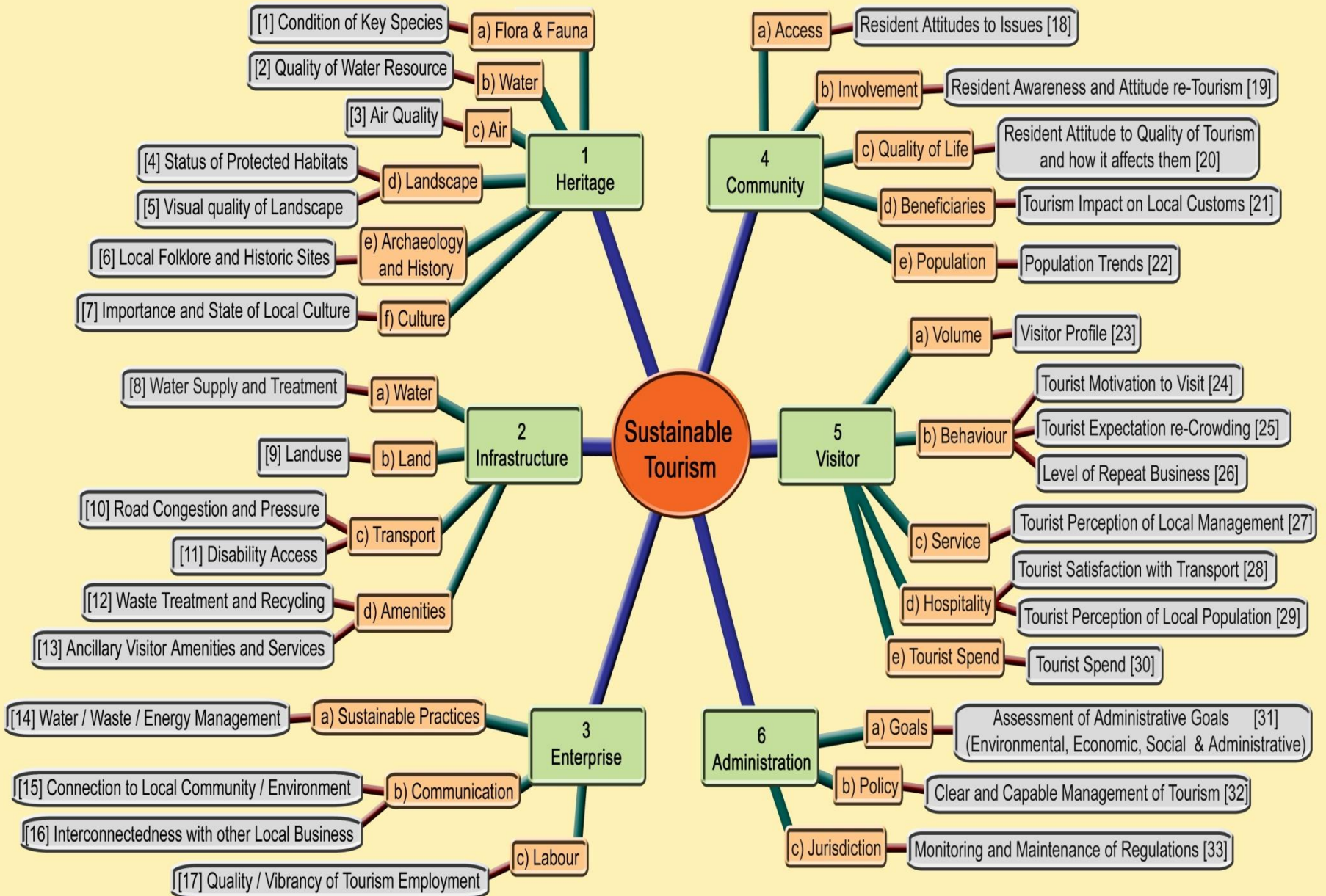
Key Fields of Interest (6)



Heritage

Air Quality	Participation in energy saving / use of renewable fuels // Overall air quality data for the study area // Specific Pollution / Emissions i.e. CO ² – airlines / accommodation – important
Archaeology and History	Local folklore Local monuments & places of interests // Local History // Record of History and Archaeology
Culture	Local (Irish) language // Local festivals // Local culture // Local customs // Local sports // Local placenames
Flora & Fauna	Annual counts for wetland bird species (IWeBs Summary Data 1999–2004) // Electrofishing (fish count) data for key rivers (2004) // Counts for summer bird species // Lakeshore habitat survey // Census of returning adult salmon to the Shannon Fishery (1960 –2000) // Qualitative descriptions of protected habitats and record of significant flora and fauna species. // Number, extent and status of protected habitats in the study area. // Fisheries status of key rivers in study area. // Length of damaged or degraded lake shoreline habitat // Number of endangered species occurring in study area // Counts for sensitive mammal and flora species
Landscape	Status and existence of protected habitats // Photographic record of key landscapes and protected views // General, qualitative appraisal of landscape character in the study area // List of protected views // Climate Change – global issue, but local initiatives / actions could be important
Noise Environment	Assessment of ambient noise environment and noise pollution // Assessment of visitor / resident / agency perception of noise pollution
Water Quality	Trophic Status of Lough Derg (1998 – 2005) // Biological pollution status (Quality Rating) of key rivers in the study area (1971) // Physical and chemical water quality parameters of lakes and rivers in the study area (2001) // Hydrocarbon contamination from pleasure boats // Number of recorded algal blooms // Groundwater quality parameters at official monitoring boreholes in the study area (2001) // Lake Shoreline Inspection Record (litter, appearance of water quality etc)

DIT-ACHIEV Model of Sustainable Tourism Management



Overall process

Data Collection



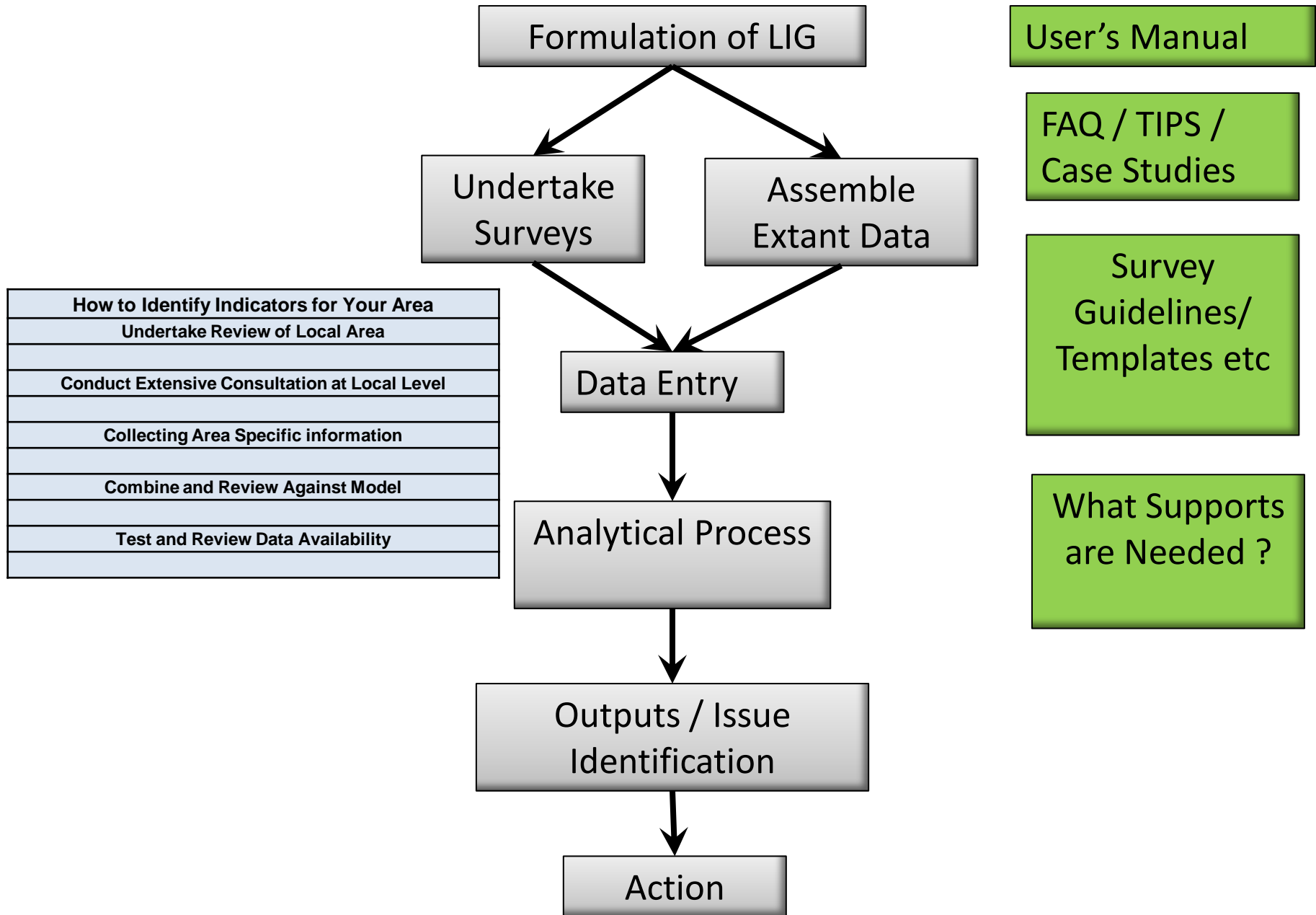
Data Analysis



Identification of Issues

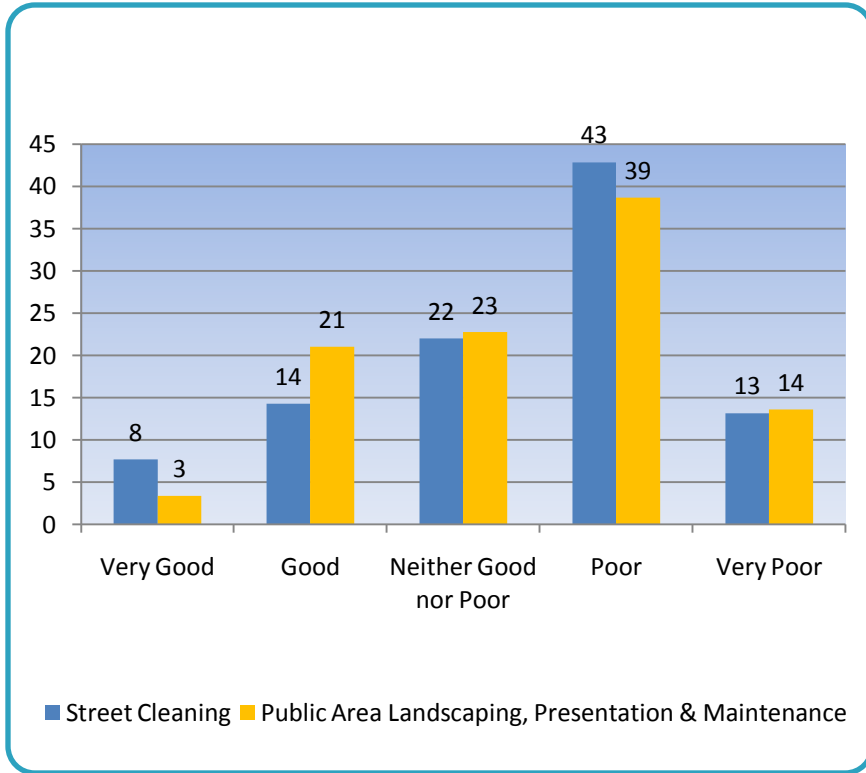


Planning for the Future



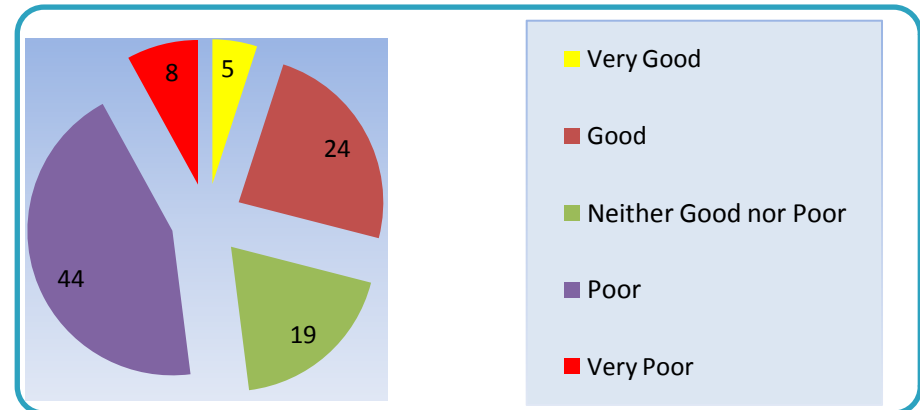


Opinion on Management of Local Environment (%)



31 Administrative Goals

Access to Broadband Services (%)



13: Ancillary Amenities and Services

Traffic Light Assessment of Carlingford Indicators

Key Issues				
Field of Interest	Indicator	Assessable Parameter(s)	Commentary	Status
Visitor	[23] Visitor Profile	(i) Profile / type of visitor	<ul style="list-style-type: none"> Heavy relative emphasis on NI market and surrounding counties, especially Dublin 	Some Issues
		(ii) Appropriate balance - peak & off peak re-visitor numbers	<ul style="list-style-type: none"> Quite seasonal product. Some approve – enjoying the rest, others see need for more tourists off-peak. 	Some Issues
		(iii) Visitor numbers in various accommodations—land & water	<ul style="list-style-type: none"> No overall data collected – FI data to be improved in this regard. Balance of survey suggests healthy mix – main emphasis on R&Bs in survey. Also, varied activity type re-visitors – culture activity etc. 	Stable
	[24] Tourist Motivation to Visit	(i) Factors influencing visitors to the area	<ul style="list-style-type: none"> High importance / dependence on recommendations from friends and relatives High level of satisfaction amongst holiday makers. 99% were either likely or very likely to recommend Carlingford and The Cooley Peninsula to friends and relatives. 	Stable
	[25] Tourist Expectation re-Crowding	(i) Expectations regarding level of tourists / locals in the area	<ul style="list-style-type: none"> 93% of all visitors feel 'there is the right balance of tourists and locals' 	Stable
	[26] Level of Repeat Business	(i) Level / proportion of repeat visits	<ul style="list-style-type: none"> 45% repeat business – healthy, but might merit introduction of ancillary activities for frequent visitors? 	Some Issues
	[27] Tourist Perception of Local Management	(i) Perceived management of issues	<ul style="list-style-type: none"> The high percentages selecting 'don't know' for some of the facilities could be something for the Carlingford area to consider for the future. 	Some Issues
		(ii) Perceived management of pollution/litter	<ul style="list-style-type: none"> Reasonable – c.91% satisfied with level of cleanliness, c.98% satisfied with quality of natural environment. 	Stable
		(iii) Perception of congestion	<ul style="list-style-type: none"> Reasonable response to traffic flow and car parking facilities. Some dissatisfaction with managing the one-way system, and road closures during busy periods such as festivals. 	Some issues
		(iv) Perception of signage in the area	<ul style="list-style-type: none"> While some visitors provided specific comments relating to poor signage, 76% rated it as either 'excellent' or 'good'. 	Some Issues
	[28] Tourist Perception of Local Population	(i) Perception of local friendliness	<ul style="list-style-type: none"> Local friendliness extremely high - 98% rating it as either excellent or good 	Stable
	[29] Tourist Satisfaction with Transport	(i) Perception of Transport Quality and Cost (Speed of access, frequency etc.)	<ul style="list-style-type: none"> Frequency of busses to and from Dublin and Dundalk is weak The majority of visitors arrive to the destination in own or rental car. 	Issue
	[30] Tourist Spend	(i) Characteristics of Tourist Spend (Seasonality, overseas & domestic etc.)	<ul style="list-style-type: none"> Spend is €133 per person per day but as the majority of respondents were surveyed at the place of their accommodation, this figure must be considered carefully. It does not take into account day trippers etc. 	Stable

Carlingford Issues Paper

1. Infrastructure

In general, there are no issues of concern relating to the provision of key infrastructure and services, such as water supply and treatment, land-use planning, social inclusion, and waste treatment and recycling.

There are, however, some issues in relation to road congestion and pressure and the provision of telecommunications. There is also a lack of information regarding illegal dumping so this cannot be monitored and addressed if necessary. If these are not resolved, they could affect the future sustainability of the destination in the long term.

1. Road congestion and pressure

The business and resident surveys indicate that the locals are dissatisfied with traffic flow and parking in the area. However visitors to the area are happy with the traffic flow. Over half of residents believe tourism leads to traffic congestion, indicating that this issue is related to peak tourist times. Also, the number of accidents on some of the roads in the Ballymascanlon area is much higher than in other areas of the peninsula.

Timescale to address issue: Short term.

Risk of not addressing this issue: Driving in the Cooley Peninsula will become frustrating in peak tourist times.

2. Availability of broadband

52% of businesses in the peninsula are dissatisfied with their broadband connection and service, which is a very high rate of dissatisfaction.

Timescale to address issue: Medium term.

Risk of not addressing this issue: Some businesses will not reach their commercial potential.

3. Monitoring of illegal dumping

There is no data available regarding illegal dumping in the Cooley Peninsula, while illegal dumping is not currently an issue as evidenced by the Tidy Town's results the situation needs to be monitored to ensure illegal dumping does not become an issue.

Timescale to address issue: Short to medium term.

Risk of not addressing this issue: Perception by the visitor that the area is complacent towards illegal dumping.

The Stakeholders

Team Killarney

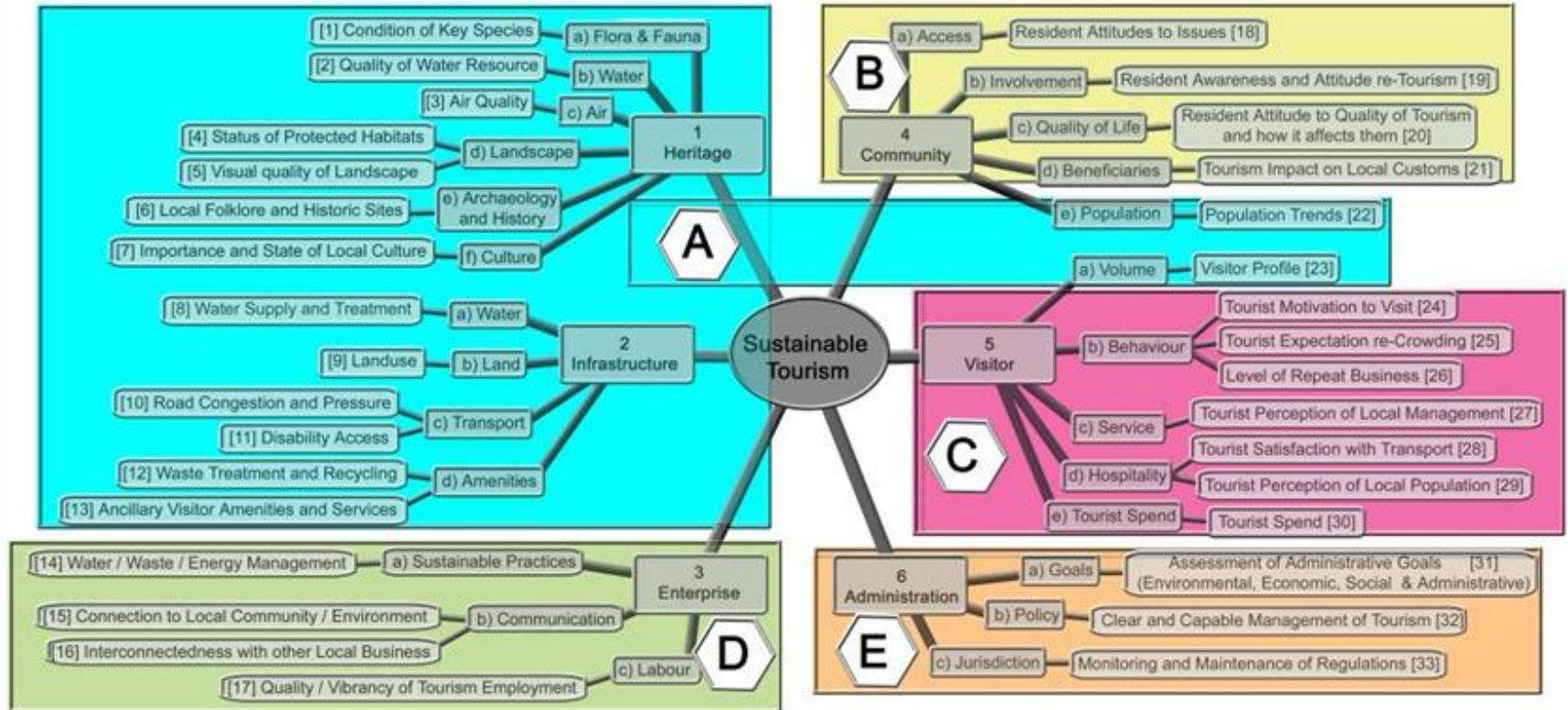
		 <p>Killarney National Park, Department of the Environment, Heritage and Local Government.</p>
<p>Killarney Chamber</p>	<p>Killarney Town Council</p>	<p>Killarney National Park</p>
		
<p>Muckross House Trustees</p>	<p>Tourism Research Centre</p>	<p>National Development Plan</p>
		
<p>Environmental Protection Agency</p>	<p>Fáilte Ireland</p>	<p>Dublin Institute of Technology</p>

DESTINATION MOSAIC

Access & Infrastructure	Sense of Place	Civil Society	Local Government	Public Art
Public Realm	Product Investment	Insight & Innovation	Enterprise Supports	Food & Accommodation
Litter	Customer Service	Distinctive Destination	Quality & Standards	Culture
Traffic Management	Web e-business Social Media	Marketing	Business Advice	Sports GAA
Public Order	Festivals & Events	Landscapes & Streetscapes	(Business) Chamber of Commerce	Water & Air Quality

Quantifiable Dimensions

Qualitative Perspectives



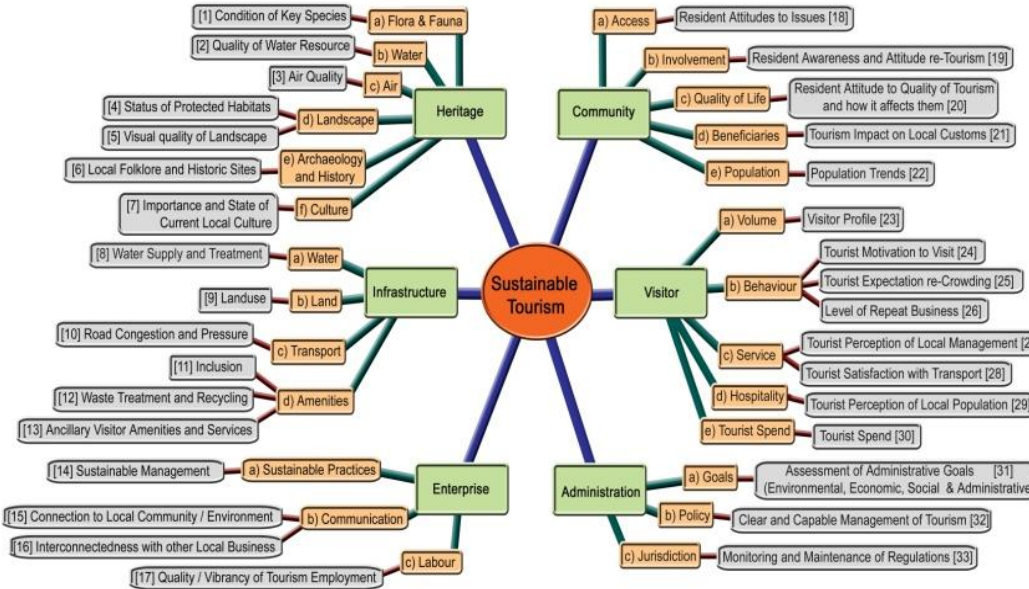
- A) Collection / Collation of pre-existing Quantitative Data
 B) Community / Resident Survey
 C) Visitor Survey
 D) Business Survey
 E) Strategic Interviews with Key Administration Informants

What do I get from it

DIT

- Support and guidance through:
- Manager / Researcher
 - Technical Co-ordinators
 - International Expert Panel

Testing & Refinement of Model



Benchmark Tool for Sustainable Tourism

- Financial and Technical Support

Funders

Sustainable Management of Destination

Community

- Preparation
- Identification of Baseline Data
- Development of Monitoring Procedure

The Experience

Making Killarney's Tourism More Sustainable



Making Tourism in Carlingford and Cooley More Sustainable



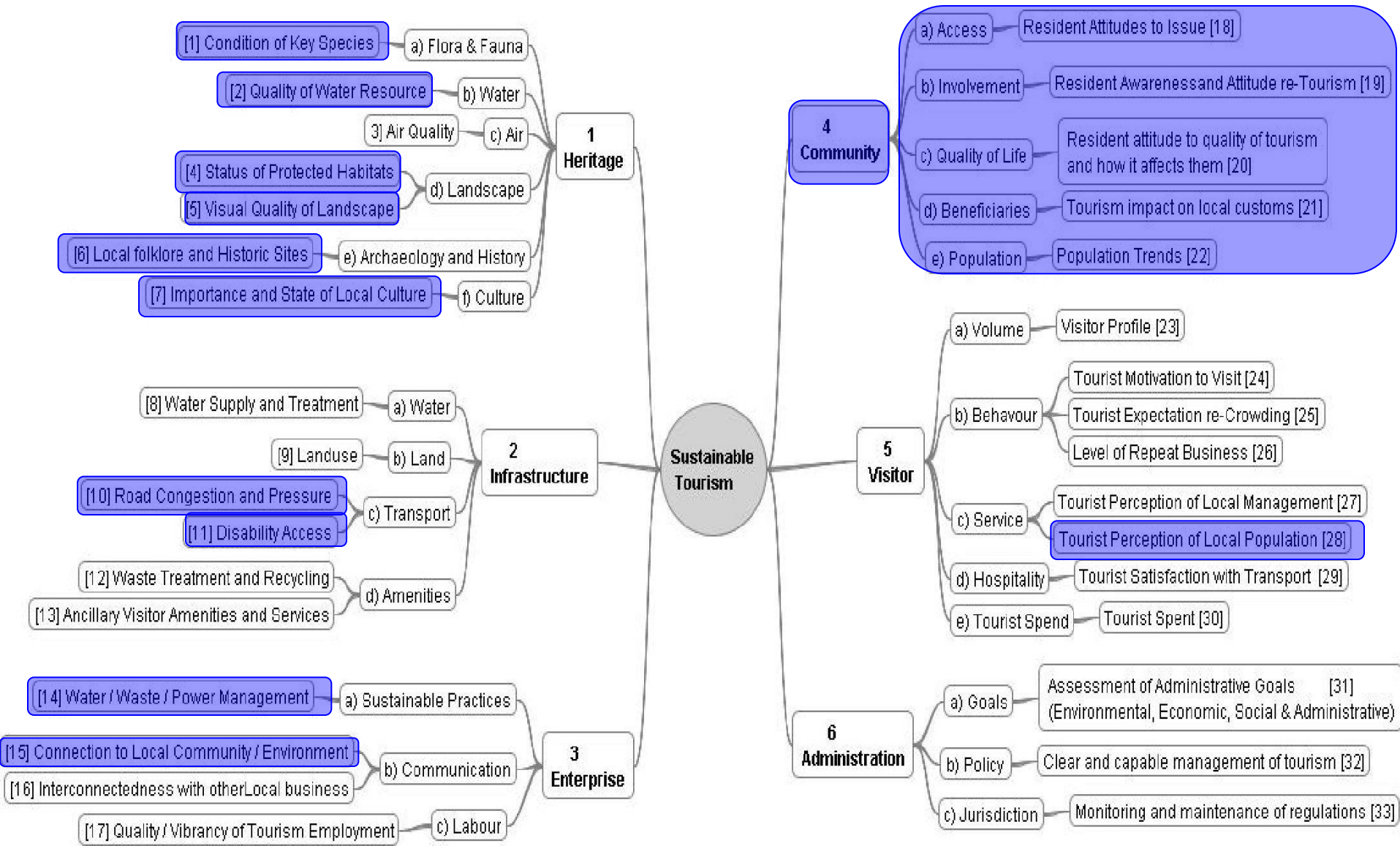
Putting the DIT-ACHIEV Model into Practice "Empowering the Tourism Industry"



Dublin Tourism Dublin City Council Temple Bar Traders Tourism Ireland
Dublin Institute of Technology IBM Temple Bar Cultural Trust
Irish Research Council for Humanities & Social Sciences

ACHIEV-ing Community Response

Community and DIT-ACHIEV Model



Local Involvement

General Calls

- Calls for submissions
- Public meetings
- Local Organisations supplying data

Direct Involvement

- Local organisational co-ordination
- Local interviewers
- Local School Children - survey



UPDATE

SUSTAINABLE TOURISM KILLARNEY MEETING

The Sustainable Tourism Project held its first public consultation meeting on the 22nd of March 2011 at the Killarney Chamber of Commerce. The meeting was attended by representatives from the Dublin Institute of Technology, the Killarney Chamber of Commerce, the Killarney Tourism Board, the Killarney District Council, the Killarney National Park and the Killarney National Forest. The meeting was chaired by the Mayor of Killarney, Cllr. John O'Connell. The meeting was held in the Killarney Chamber of Commerce, a room which was set up specifically for the purpose of the meeting. The meeting was held in the Killarney Chamber of Commerce, a room which was set up specifically for the purpose of the meeting. The meeting was held in the Killarney Chamber of Commerce, a room which was set up specifically for the purpose of the meeting.

22 March 2011

SUSTAINABLE TOURISM

Dublin Institute of Technology helping Killarney to 'ACHIEV' Sustainability

A group of researchers from the Dublin Institute of Technology have begun working with a team from Killarney to ensure the sustainable tourism development of the Killarney area in a way that is as sustainable as possible.

Researchers from the Faculty of Tourism and Food, based in the Tourism Research Centre and the School of Hospitality Management and Tourism will be working on this exciting project with a multi agency group in Killarney - including the Killarney Chamber of Commerce, Killarney Tourism Board, Killarney National Park and National Forest. The project will run over three years. Killarney Tourism and the National Forest will be working with the researchers to develop a sustainable tourism strategy for the area. The project is funded by the Environmental Protection Agency (EPA) through a Killarney on 20 March and will run over the next three years.

The Project

The project aims to develop a highly practical methodology for destination to include the holistic concept of sustainability in a holistic and holistic manner. This includes: restaurants, activity providers and local authorities can come together to manage their destination to the highest international standards, knowing that they are achieving development in a sustainable manner.

To get to this goal, the project will use a destination management tool - the DIT-ACHIEV Model - to identify and improve the Killarney area and its surroundings, to bring the area up to the highest international standards and ensure that this is in a way that will result in the long-term sustainability of the Killarney area. The DIT-ACHIEV Model, which was developed over the past few years by the research team with support from the EPA, works by measuring the area's performance under a number of key criteria:

1. Administration
2. Community
3. Heritage
4. Infrastructure
5. Enterprise
6. Visitor

A set of measurable aspects for each of these criteria were identified in development of the model and these will be refined for the particularities of Killarney through local consultation, with a view to examining trends for the area over time. The purpose of the research is multi-fold, but the collected information will primarily be used to identify issues such as:

- The existing stresses on the area (e.g. traffic congestion, water management, water attitudes)
- The environmental impact of tourism on the area (e.g. water quality, rate of habitat change, local employment levels)
- Steps being taken to manage the effects of tourism in the area (e.g. pollution / waste clean-up, conservation of best practice)
- The economic security of tourism businesses (e.g. seasonality, rate of return on investment)

The Team

As a third level college, the Dublin Institute of Technology has been ranked in

Public Consultation

Urban Engagement

Fragmented Community
Lack of 'ownership'
Transient Population



?

Conclusion

Concluding Thoughts on Challenges

- ***Adapting Research Methods to suit the Destinations***
- ***Issues Paper - Lessons Learned***
- ***Development of the DIT-ACHIEV Manual***
- ***IT Toolkit***
- ***Linking the DIT-ACHIEV Model to 'National Touchstone'***
- ***Community Management of Model ?***
- ***Limitations of Actors at Local Level***

