

International Centre for Responsible Tourism



Tourism and Renaissance in Small Towns



Prof. Harold Goodwin



How do we use tourism?

- Better tourism
- Economic sustainability
- Social sustainability
- Environmental sustainability
- Striking the balance
- Businesses and Communities
- Democratic Deficit

Better Tourism

- Guests, Visitors, Travellers, Tourists
- Tourism is what we make of it
- “making better places for people to live in and better places for people to visit” Cape Town Declaration on Responsible Tourism in Destinations
- We = a wide range of stakeholders

What is tourism for?

- Provide livelihoods
- Market for local enterprises
- Additional market for local businesses
- Product for non-local businesses
- Sense of pride for the local community

Economic Sustainability

- Employment
- Enterprise opportunities
- Maintenance of services
- Restaurants, cafes and the village pub
- Increased property prices
- Seasonal high street
- Displacement of shops that serve the residents
- Parking charges

Social Sustainability

- Encouraging youngsters to stay/return
- Better than paint drying
- Diversity of services and shops
- Displacing young families
- Congestion
- Preponderance of second homes
- Preponderance of Holiday Lets
- Dead/seasonal towns

Environmental Sustainability

- Traffic pollution
- Trampling and litter
- Toileting
- Vandalism
- Parking
- Restoration of historic buildings
- Income stream for heritage
- Valuing wildlife
- Public Transport

Striking the Balance

- “Living with the Enemy”
- It is important to focus on local issues, the community’s issues.
- “Dig local” within a national framework
- Communities rarely are of one view
- It is all about priorities and balance

Business and Communities

- Places are for residents, employees and visitors
- Businesses create activity and jobs and/or they are freeloaders
- Homogeneity and diversity
- “Like attracts like” unless the community loses control of the place and its marketing

Democratic Deficit

- The balance can only be struck locally.
- It will be different in different places
- Local people need to be empowered to shape their place
- Avoid the Transition Towns omission
- Use local government –joined up government

Further information

- www.haroldgoodwin.info
- www.icrtourism.org
- www.wtmwrtd.com
- www.aRTyforum.info
- www.responsibletourismpartnership.org
- www.icrtourism.org/capetown.shtml
- www.icrtourism.org/Kerala.shtml
- www.irresponsibletourism.info
- www.responsibletravel.com
- harold@haroldgoodwin.info

