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

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

Kevin Griffin, Sheila Flanagan, Jane Fitzgerald
Dublin Institute of Technology
The *DIT-ACHIEV Model* for Sustainable Tourism Management Planning
<table>
<thead>
<tr>
<th>Theme / Issue</th>
<th>Indicative subject Material</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Triple Bottom Line</strong></td>
<td>Combined economic / environmental / socio-cultural impacts // Philosophical analysis / examination of sustainability</td>
</tr>
<tr>
<td><strong>Environmental Sustainability</strong></td>
<td>Physical integrity (biodiversity / condition of wildlife) // Environmental Purity (water / air quality) // Status of protected habitats / protected buildings // Noise / visual impacts / landscapes // Global warming / CO² footprint</td>
</tr>
<tr>
<td><strong>Socio-Cultural Sustainability</strong></td>
<td>Local folklore and historic sites // Importance and state of local culture (richness) // Tourism impact on local customs/communities</td>
</tr>
<tr>
<td><strong>Economic Sustainability</strong></td>
<td>Economic impact // Economic competitiveness / viability (leakages / sustainability) // Cost of living // Appropriate level of investment // Tourist spend // Quality / vibrancy of employment</td>
</tr>
<tr>
<td><strong>Sustainable Practices</strong></td>
<td>Environmental management policies and use of best practices at tourism businesses // Adoption of sustainable practices // Sustainability awards and schemes // Eco-labelling</td>
</tr>
<tr>
<td><strong>Social Responsibility</strong></td>
<td>Social equity (gender equity) // Disability access // Workers rights/immigration // Sex Tourism / exploitation of young people</td>
</tr>
<tr>
<td><strong>Community/Resident Impacts</strong></td>
<td>Local prosperity // Population trends // Community / resident attitudes / satisfaction // Local Access to/use of assets // Community benefits / wellbeing</td>
</tr>
<tr>
<td><strong>Tourism Businesses/ Destination</strong></td>
<td>Tourism partnerships – networks, marketing, cooperation // Maintaining image / identity // Participation of business in service quality / excellence schemes</td>
</tr>
<tr>
<td><strong>Visitor Characteristics and Perceptions</strong></td>
<td>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</td>
</tr>
<tr>
<td><strong>Sustainable Management</strong></td>
<td>Community involvement / awareness / control // Integrating tourism into local / regional planning // Assessment of administrative goals // Performance measurement // Clear and capable management of tourism / tourists policies // Legislation</td>
</tr>
<tr>
<td><strong>Health &amp; Safety</strong></td>
<td>Health // Diseases / epidemics etc // Tourist security // Local / public safety</td>
</tr>
</tbody>
</table>
Key Fields of Interest (6)

DIT-ACHIEV Model

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

Sustainable Tourism
<table>
<thead>
<tr>
<th>Heritage</th>
<th>Participation in energy saving / use of renewable fuels // Overall air quality data for the study area // Specific Pollution / Emissions i.e. CO² – airlines / accommodation – important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Archaeology and History</td>
<td>Local folklore // Local monuments &amp; places of interests // Local History // Record of History and Archaeology</td>
</tr>
<tr>
<td>Culture</td>
<td>Local (Irish) language // Local festivals // Local culture // Local customs // Local sports // Local placenames</td>
</tr>
<tr>
<td>Landscape</td>
<td>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</td>
</tr>
<tr>
<td>Noise Environment</td>
<td>Assessment of ambient noise environment and noise pollution // Assessment of visitor / resident / agency perception of noise pollution</td>
</tr>
</tbody>
</table>

211 Indicators in Total
DIT-ACHIEV Model of Sustainable Tourism Management

1. Heritage
   - Condition of Key Species
   - Quality of Water Resource
   - Air Quality
   - Status of Protected Habitats
   - Visual quality of Landscape
   - Local Folklore and Historic Sites
   - Importance of State of Local Culture
   - Architecture and History
   - Landscape
   - Water
   - Land
   - Transport
   - Amenities

2. Infrastructure
   - Water Supply and Treatment
   - Land Use
   - Road Congestion and Pressure
   - Disability Access
   - Waste Treatment and Recycling
   - Ancillary Visitor Amenities and Services
   - Sustainable Practices
   - Communication
   - Labour

3. Enterprise
   - Sustainable Practices
   - Flora & Fauna
   - Water

4. Community
   - Access
   - Involvement
   - Resident Awareness and Attitude re-Tourism
   - Resident Attitude to Quality of Tourism and how it affects them
   - Tourism Impact on Local Customs
   - Population Trends
   - Visitor Profile
   - Tourist Motivation to Visit
   - Tourist Expectation re-Crowding
   - Level of Repeat Business
   - Tourist Perception of Local Management
   - Tourist Satisfaction with Transport
   - Tourist Perception of Local Population
   - Tourist Spend

5. Visitor
   - Behaviour
   - Service
   - Hospitality
   - Tourist Spend

6. Administration
   - Goals
   - Policy
   - Jurisdiction
   - Assessment of Administrative Goals
   - Clear and Capable Management of Tourism
   - Monitoring and Maintenance of Regulations
Overall process

Data Collection

Data Analysis

Identification of Issues

Planning for the Future
Analytical Process

Assemble Extant Data

Undertake Surveys

Formulation of LIG

Data Entry

Survey Guidelines/Tips/Case Studies

User’s Manual

How to Identify Indicators for Your Area
- Undertake Review of Local Area
- Conduct Extensive Consultation at Local Level
- Collecting Area Specific information
- Combine and Review Against Model
- Test and Review Data Availability

What Supports are Needed?

Outputs / Issue Identification

Action
Opinion on Management of Local Environment (%)

Access to Broadband Services (%)

31 Administrative Goals

13: Ancillary Amenities and Services
# Traffic Light Assessment of Carlingford Indicators

<table>
<thead>
<tr>
<th>Field of Interest</th>
<th>Indicator</th>
<th>Assessable Parameter(s)</th>
<th>Commentary</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor Profile</td>
<td>(i) Profile / type of visitor</td>
<td>Heavy relative emphasis on NI market and surrounding counties, especially Dublin, Some Issues</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(ii) Appropriate balance - peak &amp; off peak re-visitor numbers</td>
<td>Quite seasonal product. Some approve – enjoying the rest, others see need for more tourists off-peak. Some Issues</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(iii) Visitor numbers in various accommodations – land &amp; water</td>
<td>No overall data collected – FI data to be improved in this regard. Balance of survey suggests healthy mix – main emphasis on B&amp;Bs in survey. Also, varied activity type re-visitors – culture activity etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitor Motivation to Visit</td>
<td>(i) Factors influencing visitors to the area</td>
<td>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</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitor Expectation re-Crowding</td>
<td>(i) Expectations regarding level of tourists / locals in the area</td>
<td>93% of all visitors feel ‘there is the right balance of tourists and locals’ Stable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Level of Repeat Business</td>
<td>(i) Level / proportion of repeat visits</td>
<td>45% repeat business – healthy, but might merit introduction of ancillary activities for frequent visitors? Some Issues</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourist Perception of Local Management</td>
<td>(i) Perceived management of issues</td>
<td>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</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(ii) Perceived management of pollution / litter</td>
<td>Reasonable – c. 91% satisfied with level of cleanliness, c. 98% satisfied with quality of natural environment. Stable</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(iii) Perception of congestion</td>
<td>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</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(iv) Perception of signage in the area</td>
<td>While some visitors provided specific comments relating to poor signage, 76% rated it as either ‘excellent’ or ‘good’. Some Issues</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourist Perception of Local Population</td>
<td>(i) Perception of local friendliness</td>
<td>Local friendliness extremely high - 98% rating it as either excellent or good. Stable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourist Satisfaction with Transport</td>
<td>(i) Perception of Transport Quality and Cost (Speed of access, frequency etc.)</td>
<td>Frequency of busess to and from Dublin and Dundalk is weak. The majority of visitors arrive to the destination in own or rental car. Issue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourist Spend</td>
<td>(i) Characteristics of Tourist Spend (Seasonality, overseas &amp; domestic etc.)</td>
<td>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</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Killarney Chamber</th>
<th>Killarney Town Council</th>
<th>Killarney National Park</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muckross House Trustees</td>
<td>Tourism Research Centre</td>
<td>National Development Plan</td>
</tr>
<tr>
<td>Environmental Protection Agency</td>
<td>Fáilte Ireland</td>
<td>Dublin Institute of Technology</td>
</tr>
<tr>
<td>Access &amp; Infrastructure</td>
<td>Sense of Place</td>
<td>Civil Society</td>
</tr>
<tr>
<td>------------------------</td>
<td>---------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Public Realm</td>
<td>Product Investment</td>
<td>Insight &amp; Innovation</td>
</tr>
<tr>
<td>Litter</td>
<td>Customer Service</td>
<td>Distinctive Destination</td>
</tr>
<tr>
<td>Traffic Management</td>
<td>Web e-business Social Media</td>
<td>Marketing</td>
</tr>
<tr>
<td>Public Order</td>
<td>Festivals &amp; Events</td>
<td>Landscapes &amp; Streetscapes</td>
</tr>
</tbody>
</table>
Quantifiable Dimensions

1. Heritage
   - a) Flora & Fauna
   - b) Water
   - c) Air
   - d) Landscape
   - e) Archaeology and History
   - f) Culture
   - g) Landscape
   - h) Water Supply and Treatment
   - i) Land
   - j) Transport
   - k) Amenities
   - l) Ancillary Visitor Amenities and Services

2. Infrastructure
   - a) Water
   - b) Land
   - c) Transport
   - d) Amenities
   - e) Waste Management

3. Enterprise
   - a) Sustainable Practices
   - b) Communication
   - c) Labour
   - d) Connection to Local Community / Environment
   - e) Interconnectedness with other Local Businesses
   - f) Quality / Vibrancy of Tourism Employment

4. Community
   - a) Access
   - b) Involvement
   - c) Quality of Life
   - d) Beneficiaries
   - e) Population

5. Visitor
   - a) Visitor Profile
   - b) Visitor Spend
   - c) Service
   - d) Hospitality
   - e) Visitor Satisfaction with Transport
   - f) Visitor Perception of Local Population
   - g) Visitor Perception of Local Management
   - h) Tourist Expectation re-Crowding
   - i) Level of Repeat Business
   - j) Tourist Perception of Local Management
   - k) Clear and Capable Management of Tourism

6. Administration
   - a) Goals
   - b) Policy
   - c) Jurisdiction
   - d) Monitoring and Maintenance of Regulations

Qualitative Perspectives

a) Access
b) Involvement
- Resident Attitudes to Issues
- Resident Awareness and Attitude re-Tourism
- Resident Attitude to Quality of Tourism and how it affects them
- Tourism Impact on Local Customs
- Population Trends
- Visitor Profile
- Tourist Motivation to Visit
- Tourist Expectation re-Crowding
- Level of Repeat Business
- Tourist Perception of Local Management
- Clear and Capable Management of Tourism

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
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”
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
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
Analytical Process

Assemble Extant Data

Undertake Surveys

Data Entry

Formulation of LIG

Outputs / Issue Identification

Community

The ‘System’

Action