Can Sustainable Tourism Indicators Assist in the management of Sacred Sites

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"Can Sustainable Tourism Indicators Assist in the management of Sacred Sites"

Dr. Kevin Griffin
Lecturer in Tourism, Dublin Institute of Technology
&
Chair ATLAS Religious Tourism and Pilgrimage Special Interest Group
Structure of Presentation

A) Pilgrimage, Religion and Tourism – Who is doing what?
B) What do we mean by Sustainability?
C) Applying Broad Categories of Indicators to Religious Tourism
   – Overview of Pilgrims to Dublin IEC2012
D) Conclusion - Are papers in Lecce 2012 considering a broad conceptualisation of Sustainability?
A) Who is Doing What?
The Web
Google Insights (Web Searches)


Interest over time

The number 100 represents the peak search volume

News headlines  Forecast

Search terms

religious  tourism  sustainability  religion

Add term  Other comparisons

http://www.google.ie/trends/explore
ngram – Google Books
(Tourism & Pilgrimage)

http://books.google.com/ngrams/
ngram – Google Books
(Tourism & Pilgrimage & Sustainability)
Academic Conferences
Conferences

12 / THE FIRST INTERNATIONAL CONFERENCE ON PILGRIMAGE AND RELICS

23 – 26 May 2013

Conference organizers:
Mathieu Boisvert, Université du Québec à Montréal, Canada
Francis Brassard, American College of Management and Technology, Croatia

New Dawn in the Church

New Dawn Walsingham Pilgrimage Conference
Monday 30th July to Saturday 4th August 2012
'A Mighty Wind From Heaven' (Acts 2:2)
Setting the Agenda for Special Interest Tourism: Past, Present and Future

The Future of Religious Tourism, Pilgrimage & Spiritual Journeys
Special Session at the International Conference on Tourism (ICOT 2012)

ATLAS SIG - 2012 Workshop – 18 Papers
Publication – 11 Chapters
Special Issue - 7 Articles

Pilgrimage and Sacred Places in Central and Eastern Europe:
Place, Politics and Religious Tourism
University of Zadar, 27-30 September 2012

12 Papers
39 Chapters
43 Papers
Growth of Religious Tourism / Pilgrimage in Academia

What was a niche topic is now a “core” – or is it just trendy (some 2012 Conferences to illustrate):

23-26 May - *The Future of Religious Tourism, Pilgrimage & Spiritual Journeys* (ICOT, Crete)

7-9 June - “Not Losing the ‘Pilgrimage’ in the Pilgrimage Tourism Experience” (ATLAS, Maynooth)

10-12 Sept - “Women, Authority & Leadership in Christianity & Islam” (Roehampton)

27-30 Sept - *Pilgrimage & Sacred Places in Central & Eastern Europe: Place, Politics & Religious Tourism* (Croatia)

26-28 Oct - *Sustainable Religious Tourism* (Lecce)
Broader Academic Analysis
Dear Trinetter,

I have sent to M.F. Affy the content analysis of:
- 531 documents on PILGRIMAGE
- 242 documents on SPIRITUALITY - all aspects, all subjects.

Are you interested by these informations?

Just send me an email.

Best regards.

Mr René BARETJE-KELLER
President
Centre International de Recherches et d'Etudes Touristiques
Emoritus Member of the International Academy for the Study of Tourism
6 Avenue de Grassi
13100 AIX EN PROVENCE (FRANCE)
Tel: 00 (33) (0)4.42.96.99.35
Fax: 00 (33) (0)4.42.23.37.20
URL: http://www.ciret-tourism.com
e-mail: ciret@free.fr
e-mail: domicile/home rbaretje@free.fr
Analysis of 1300 Religious / Spiritual Tourism Documents

With thanks to Centre International de Recherches et d'Etudes Touristiques (International Center for Research & Study on Tourism)

807 research centres / 110 countries / 4,972 individual researchers specialized in tourism & travel (1,500 keywords / 163,284 articles, documents, books)
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Fax</th>
<th>Email</th>
<th>Web</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Doe</td>
<td>123 Main St, Anytown USA</td>
<td>123-456-7890</td>
<td>098-765-4321</td>
<td><a href="mailto:john.doe@example.com">john.doe@example.com</a></td>
<td><a href="http://www.johndoe.com">www.johndoe.com</a></td>
<td>New contact</td>
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<tr>
<td>Jane Smith</td>
<td>456 Oak Rd, Anytown USA</td>
<td>234-567-8901</td>
<td>012-345-6789</td>
<td><a href="mailto:jane.smith@example.com">jane.smith@example.com</a></td>
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<tr>
<td>Mike Johnson</td>
<td>789 Pine Dr, Anytown USA</td>
<td>345-678-9012</td>
<td>023-456-7890</td>
<td><a href="mailto:mike.johnson@example.com">mike.johnson@example.com</a></td>
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<tr>
<td>Sarah Davis</td>
<td>101 Maple Ln, Anytown USA</td>
<td>456-789-0123</td>
<td>034-567-8901</td>
<td><a href="mailto:sarah.davis@example.com">sarah.davis@example.com</a></td>
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<td>567-890-1234</td>
<td>045-678-9012</td>
<td><a href="mailto:tom.brown@example.com">tom.brown@example.com</a></td>
<td><a href="http://www.tombrown.com">www.tombrown.com</a></td>
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<tr>
<td>Emily White</td>
<td>333 Cedar Ave, Anytown USA</td>
<td>678-901-2345</td>
<td>054-678-9012</td>
<td><a href="mailto:emily.white@example.com">emily.white@example.com</a></td>
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<tr>
<td>David Grey</td>
<td>444 Birch Rd, Anytown USA</td>
<td>789-012-3456</td>
<td>065-789-0123</td>
<td><a href="mailto:david.grey@example.com">david.grey@example.com</a></td>
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<tr>
<td>Rachel Pink</td>
<td>555 Willow St, Anytown USA</td>
<td>890-123-4567</td>
<td>076-890-1234</td>
<td><a href="mailto:rachel.pink@example.com">rachel.pink@example.com</a></td>
<td><a href="http://www.rachelpink.com">www.rachelpink.com</a></td>
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</tbody>
</table>

Note: This table contains hypothetical data for demonstration purposes only.
• Have also Added:
  – Lecce I & Lecce II Papers
  – ICOT Papers
  – Various ATLAS Papers & Special Publications
Authors

http://www.wordle.net
Does this mean Sustainability is Unimportant?
This conference
B) What Do we Mean by Sustainability?
Sustainable Development

Economic

Environment

Social
<table>
<thead>
<tr>
<th>Theme / Issue</th>
<th>Indicative subject Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>Triple Bottom Line</td>
<td>Combined economic / environmental / socio-cultural impacts // Philosophical analysis / examination of sustainability</td>
</tr>
<tr>
<td>Environmental Sustainability</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>Socio-Cultural Sustainability</td>
<td>Local folklore and historic sites // Importance and state of local culture (richness) // Tourism impact on local customs/communities</td>
</tr>
<tr>
<td>Economic Sustainability</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>Sustainable Practices</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>Social Responsibility</td>
<td>Social equity (gender equity) // Disability access // Workers rights/immigration // Sex Tourism / exploitation of young people</td>
</tr>
<tr>
<td>Community/Resident Impacts</td>
<td>Local prosperity // Population trends // Community / resident attitudes / satisfaction // Local Access to/use of assets // Community benefits / wellbeing</td>
</tr>
<tr>
<td>Tourism Businesses/ Destination</td>
<td>Tourism partnerships – networks, marketing, cooperation // Appropriate scale of enterprise // Maintaining image / identity // Participation of business in service quality / excellence schemes</td>
</tr>
<tr>
<td>Visitor Characteristics and Perceptions</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>Sustainable Management</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 // Monitoring and maintenance of regulations / performance / policies // Legislation</td>
</tr>
<tr>
<td>Health &amp; Safety</td>
<td>Health // Diseases / epidemics etc // Tourist security // Local / public safety</td>
</tr>
</tbody>
</table>
Key Fields of Interest (6)

DIT-ACHIEV Model
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 and State of Local Culture
   - Archaeology and History
   - Culture

2. Infrastructure
   - Water Supply and Treatment
   - Landuse
   - Road Congestion and Pressure
   - Disability Access
   - Waste Treatment and Recycling
   - Ancillary Visitor Amenities and Services
   - Water / Waste / Energy Management
   - Connection to Local Community / Environment
   - Interconnectedness with other Local Business
   - Quality / Vibrancy of Tourism Employment

3. Enterprise
   - Sustainable Practices
   - Communication
   - Labour

4. Community
   - Access
   - 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
   - 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
     - Assessment of Administrative Goals (Environmental, Economic, Social & Administrative)
   - Policy
     - Clear and Capable Management of Tourism
   - Jurisdiction
     - Monitoring and Maintenance of Regulations
C) Applying Broad Categories of Indicators to Religious Tourism?
A = Administration
• Monopoly Control?
  – Lourdes
  – Mecca

• Pre-Made Organisational Structure
  – Worship Group
  – Orgs / Institutions etc..

Hierarchy / Tour Operator / Pilgrim mis-match

• Professionalism at Sites?
  – Customer Care
  – Management etc...

The only association devoted exclusively to providing leadership to all facets of the religious travel and hospitality industry.

Kevin J. Wright
President

James E. Wright
VP Sales & Marketing
C = Community
Tourism / Pilgrimage / Place of Worship
H = Heritage
annual trek to a shrine in the Amarnath cave, 3,800 meters (12,800 feet) up in the Himalayas

800,000 visited Toronto 2002 WYD; 7,000 portable toilets. Companies emptied down sewer - but plastic bags & raincoats caused clogs and overflowed – flooded basements of buildings, causing $15 million dollars of damage.
THE TOMB OF ST. LUKE

To protect this ancient church from vandalism and the elements, TEF funded the construction of a new chain-link fence around the site in 2011. The fence will preserve the site until a future consolidation, conservation and partial restoration can commence. The project was done in cooperation with the Austrian nonprofit entity Gesellschaft der Freunde von Ephesos, or The Association of the Friends of Ephesus, and the Austrian Archaeological Institute of Vienna.
Management Plans - Skelligs / Clonmacnoise
Stand Firm
OR
Become a Music Festival?
I = Infrastructure
CCTV network to oversee Hajj security
Flooding in Lourdes (2012)

Volume of Pilgrims to the Ganges
E = Enterprise
Failed products

Heritage USA, Fort Mill, South Carolina
Once a thriving Christian-themed amusement park owned by televangelists Jim Bakker
Was 3rd most popular tourist destination in US after Disneyworld and Disneyland - c. 6m visitors.
Employed close to 3000 people, over 2000 acres included hotels, shops, restaurants & water park etc.
V = Visitor
If time allows – Cameo insert
Brief overview of Pilgrims to Dublin IEC2012

In the Roman Catholic church, a Eucharistic Congress is a gathering of clergy, religious, and laity to bear witness to Roman Catholic doctrine.

With thanks to:

Anne Griffin
General Manager
IEC2012 Dublin
## Length of Stay

<table>
<thead>
<tr>
<th>Length of Stay</th>
<th>Canada</th>
<th>Ireland</th>
<th>Other Overseas</th>
<th>United Kingdom</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>None (I am from Ireland)</td>
<td>1</td>
<td>694</td>
<td>9</td>
<td>11</td>
<td>1</td>
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<tr>
<td></td>
<td>1.0%</td>
<td>91.3%</td>
<td>8.8%</td>
<td>13.1%</td>
<td>1.6%</td>
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<tr>
<td>4-7 nights</td>
<td>9</td>
<td>23</td>
<td>25</td>
<td>38</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>9.3%</td>
<td>3.0%</td>
<td>24.5%</td>
<td>45.2%</td>
<td>21.3%</td>
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<tr>
<td>8-14 nights</td>
<td>74</td>
<td>6</td>
<td>53</td>
<td>21</td>
<td>29</td>
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<tr>
<td></td>
<td>76.3%</td>
<td>.8%</td>
<td>52.0%</td>
<td>25.0%</td>
<td>47.5%</td>
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<tr>
<td>More than 15 nights</td>
<td>13</td>
<td>4</td>
<td>8</td>
<td>2</td>
<td>13</td>
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<tr>
<td></td>
<td>13.4%</td>
<td>.5%</td>
<td>7.8%</td>
<td>2.4%</td>
<td>21.3%</td>
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<tr>
<td>TOTAL</td>
<td>97</td>
<td>760</td>
<td>102</td>
<td>84</td>
<td>61</td>
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Canadians spent c.€1700 each in Ireland
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<th>Salary Range</th>
<th>Canada</th>
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<th>Other Overseas</th>
<th>United Kingdom</th>
<th>United States</th>
<th>Total</th>
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<td>€20,000 or less</td>
<td>9</td>
<td>77</td>
<td>22</td>
<td>23</td>
<td>5</td>
<td>136</td>
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<td>13.8%</td>
<td>13.4%</td>
<td>30.1%</td>
<td>42.6%</td>
<td>11.6%</td>
<td>16.8%</td>
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<tr>
<td>€20,001-€30,000</td>
<td>14</td>
<td>102</td>
<td>11</td>
<td>14</td>
<td>9</td>
<td>150</td>
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<td></td>
<td>21.5%</td>
<td>17.8%</td>
<td>15.1%</td>
<td>25.9%</td>
<td>20.9%</td>
<td>18.5%</td>
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<tr>
<td>€30,001-€40,000</td>
<td>6</td>
<td>93</td>
<td>11</td>
<td>6</td>
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<td>9.2%</td>
<td>16.2%</td>
<td>15.1%</td>
<td>11.1%</td>
<td>20.9%</td>
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<td>9</td>
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<td>15.4%</td>
<td>11.3%</td>
<td>12.3%</td>
<td>3.7%</td>
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<td>11.2%</td>
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<tr>
<td>€50,001-€60,000</td>
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<td>59</td>
<td>4</td>
<td>2</td>
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<td>75</td>
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<td>9.3%</td>
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<td>€60,001-€70,000</td>
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<td>47</td>
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<td>8.2%</td>
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<td>€70,000 +</td>
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<td>95</td>
<td>5</td>
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<td>151</td>
<td>15</td>
<td>8</td>
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<td>5.3%</td>
<td>21.2%</td>
<td>14.7%</td>
<td>9.6%</td>
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<td>17.5%</td>
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<td><strong>3-6 months beforehand</strong></td>
<td>18</td>
<td>211</td>
<td>25</td>
<td>24</td>
<td>17</td>
<td>295</td>
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<td>18.9%</td>
<td>29.7%</td>
<td>24.5%</td>
<td>28.9%</td>
<td>28.3%</td>
<td>28.1%</td>
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<tr>
<td><strong>6-12 months beforehand</strong></td>
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<td>210</td>
<td>36</td>
<td>37</td>
<td>23</td>
<td>329</td>
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<td>35.3%</td>
<td>44.6%</td>
<td>38.3%</td>
<td>31.3%</td>
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<tr>
<td><strong>1-2 years beforehand</strong></td>
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<td>80</td>
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<td>13</td>
<td>10</td>
<td>137</td>
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<td>12.7%</td>
<td>15.7%</td>
<td>16.7%</td>
<td>13.0%</td>
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<tr>
<td><strong>3-4 years beforehand</strong></td>
<td>26</td>
<td>37</td>
<td>8</td>
<td>0</td>
<td>3</td>
<td>74</td>
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<tr>
<td></td>
<td>27.4%</td>
<td>5.2%</td>
<td>7.8%</td>
<td>0.0%</td>
<td>5.0%</td>
<td>7.0%</td>
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</tbody>
</table>
Duration of ‘usual’ Pilgrimages

- Day Trip: 21.80%
- Overnight: 2.10%
- 2-3 nights: 13.70%
- 4-6 nights: 26.80%
- 7-10 nights: 7.30%
- 11-15 nights: 27.10%
- 16-30 nights: 2.00%
- More than 30 nights: 0.30%
Previous International Activity

Lourdes

Medjugorje

Rome

Knock

WYD

2002-WYD-Toronto

2005-WYD-Cologne

2008-WYD-Sydney

Holy-land

2011-WYD-Madrid

Fatima

2008-Quebec-IEC

2000-WYD-Rome

2004-Quebec-IEC

1993-WYD-Denver

1997-WYD-Paris

Beatification

Pilgrimage

Mercy

Conference

Youth

Santiago-de-Compostela
Very Dissatisfied: 8.60%
Dissatisfied: 2.10%
Neither Satisfied nor Dissatisfied: 3.80%
Satisfied: 26.80%
Very Satisfied: 58.70%
Things they ‘Liked IEC2012’

- Mass
- Pilgrims
- Life
- Young
- Part
- Wonderful
- Many
- Talks
- Positive
- RDS
- Prayer
- Orbis
- Space
- Eucharist
- Excellent
- Procession
- Exhibition
- Reconciliation
- Sacrament
- Eucharistic
- Good
- Faith
- Opening
- Closing
- World
- Eyes
- Catholic
- Love
- Likely
- Friendly
- Like
- Catholic
- Countries
- Pray
- Opportunity
- Inspired
- Gods
- Eyes
- Catholic
- Joyful
Conclusion on IEC2000 Visitors – A VERY sustainable tourist

• Very distinct segment
• Know what they want but realistic demands => realistic option
• €€€
• Biggest problems with IEC2012
  – Weather
  – Cost
D) Conclusion - Are papers in Lecce 2012 considering a broad conceptualisation of Sustainability?
DIT-ACHIEV Model of Sustainable Tourism Management

1. Heritage
   - [1] Condition of Key Species
     - a) Flora & Fauna
   - [2] Quality of Water Resource
     - b) Water
   - [3] Air Quality
     - c) Air
   - [4] Status of Protected Habitats
   - [6] Local Folklore and Historic Sites
   - [7] Importance and State of Local Culture
   - [8] Water Supply and Treatment
     - a) Water
   - [9] Landuse
     - b) Land
   - [10] Road Congestion and Pressure
   - [12] Waste Treatment and Recycling
   - [13] Ancillary Visitor Amenities and Services
     - a) Sustainable Practices
   - [15] Connection to Local Community / Environment
   - [16] Interconnectedness with other Local Business
   - [17] Quality / Vibrancy of Tourism Employment

2. Infrastructure
   - [2] Quality of Water Resource
     - b) Water
   - [3] Air Quality
     - c) Air
   - [4] Status of Protected Habitats
   - [6] Local Folklore and Historic Sites
   - [7] Importance and State of Local Culture
   - [8] Water Supply and Treatment
     - a) Water
   - [9] Landuse
     - b) Land
   - [10] Road Congestion and Pressure
   - [12] Waste Treatment and Recycling
   - [13] Ancillary Visitor Amenities and Services
     - a) Sustainable Practices
   - [15] Connection to Local Community / Environment
   - [16] Interconnectedness with other Local Business
   - [17] Quality / Vibrancy of Tourism Employment

3. Enterprise
   - [3] Air Quality
     - c) Air
   - [4] Status of Protected Habitats
   - [6] Local Folklore and Historic Sites
   - [7] Importance and State of Local Culture
   - [8] Water Supply and Treatment
     - a) Water
   - [9] Landuse
     - b) Land
   - [10] Road Congestion and Pressure
   - [12] Waste Treatment and Recycling
   - [13] Ancillary Visitor Amenities and Services
     - a) Sustainable Practices
   - [15] Connection to Local Community / Environment
   - [16] Interconnectedness with other Local Business
   - [17] Quality / Vibrancy of Tourism Employment

4. Community
   - [4] Status of Protected Habitats
   - [6] Local Folklore and Historic Sites
   - [7] Importance and State of Local Culture
   - [8] Water Supply and Treatment
     - a) Water
   - [9] Landuse
     - b) Land
   - [10] Road Congestion and Pressure
   - [12] Waste Treatment and Recycling
   - [13] Ancillary Visitor Amenities and Services
     - a) Sustainable Practices
   - [15] Connection to Local Community / Environment
   - [16] Interconnectedness with other Local Business
   - [17] Quality / Vibrancy of Tourism Employment

5. Visitor
   - [3] Air Quality
     - c) Air
   - [4] Status of Protected Habitats
   - [6] Local Folklore and Historic Sites
   - [7] Importance and State of Local Culture
   - [8] Water Supply and Treatment
     - a) Water
   - [9] Landuse
     - b) Land
   - [10] Road Congestion and Pressure
   - [12] Waste Treatment and Recycling
   - [13] Ancillary Visitor Amenities and Services
     - a) Sustainable Practices
   - [15] Connection to Local Community / Environment
   - [16] Interconnectedness with other Local Business
   - [17] Quality / Vibrancy of Tourism Employment

6. Administration
   - [4] Status of Protected Habitats
   - [6] Local Folklore and Historic Sites
   - [7] Importance and State of Local Culture
   - [8] Water Supply and Treatment
     - a) Water
   - [9] Landuse
     - b) Land
   - [10] Road Congestion and Pressure
   - [12] Waste Treatment and Recycling
   - [13] Ancillary Visitor Amenities and Services
     - a) Sustainable Practices
   - [15] Connection to Local Community / Environment
   - [16] Interconnectedness with other Local Business
   - [17] Quality / Vibrancy of Tourism Employment

Resident Attitudes to Issues [18]
- a) Access
- b) Involvement
- c) Quality of Life
- d) Beneficiaries
- e) Population

Visitor Profile [23]
- a) Volume
- b) Behaviour
- c) Service
- d) Hospitality
- e) Tourist Spend

Assessment of Administrative Goals [31]
- a) Goals
  - Environmental, Economic, Social & Administrative
- b) Policy
- c) Jurisdiction

Clear and Capable Management of Tourism [32]
- a) Goals
- b) Policy
- c) Jurisdiction

Monitoring and Maintenance of Regulations [33]
How do Papers @ Lecce Fulfil the Challenge of a Broad Conceptualisation of Sustainability

Each dot represents the focus of a paper at the Lecce conference – v. subjective categorisation
Thank you for your Attention