



Sustainable Tourism: Dealing in Values

**An invitation to attend
a free one day conference on
UNEP World Environment Day
Friday 5th June 2015**



World Environment Day 2015
**Seven Billion Dreams.
One Planet.
Consume with Care.**
June 5



You should participate in person or on-line if you are:

- engaged in tourism, regeneration or environmental management
- interested in enhancing the natural environment
- involved in environmental activities or research
- concerned about sustainable consumption and production
- interested in influencing sustainable tourism management
- curious about tourism and environmental policy in the next decade

OVERVIEW

This one-day conference is a response to the 2015 UN Environmental Programme World Environment Day (WED).

The WED theme for 2015 is "Seven Billion Dreams. One Planet. Consume with Care." Living within planetary boundaries is the most promising strategy for ensuring a healthy future. Human prosperity need not cost the earth. Living sustainably is about doing more and better with less. It is about knowing that rising rates of natural resource use and the environmental impacts that occur are not a necessary by-product of economic growth.

Established in 1972 WED is the United Nations' principal vehicle for encouraging worldwide environmental awareness. It has grown to be a global platform for environmental action that is celebrated in over 100 countries. The Samuel Lindow Foundation and UCLan have made a response to WED for a number of years in West Cumbria in collaboration with The UK Tourism Society.

Tourism is one of the key drivers of growth for the world economy and an economically important sector in the UK. Globally, tourism accounts for 9% of GDP (direct, indirect and induced), 6% of the world's exports, and one in 11 jobs. In 2013, 1,087 million international tourists travelled the world generating US\$ 1.4 trillion in exports. The sector's massive scope and scale make it a critically important sector from a global resource perspective. In this context, the natural environment is perhaps the key resource for tourism as a very significant proportion of leisure travel is shaped by environmental perceptions and individual values. Indeed, it could be argued that tourism deals in environmental values as through it environmental values become translated into economic value.

This conference focuses upon the role of tourism in encouraging an appreciation of the value of the natural environment and in raising environmental awareness. It is argued that, if efficiently planned and managed, tourism could become an ally and a supportive economic, social and ultimately political force for conservation as the value of the environment becomes more widely appreciated, both psychologically and economically.

On the day, speakers will talk for 20 minutes and take questions for the remaining ten. The day is also structured to facilitate dialogue during breaks, and in the dedicated panel question and answer session at the end. For those participating on-line, questions can be sent in real-time and will be raised in the room.

PROGRAMME

09.00 - 09.05

Introduction

Professor Richard Sharpley (Chair)
Associate Head of School of Sport, Tourism and the Outdoors, UCLan

09.05 - 09.10

Welcome

Professor Robert Walsh, Chair of the Samuel Lindow Foundation
and UCLan's Director of Research.

09.10 - 09.20

Address by Taleb Rifai,

Secretary General of the World Tourism Organisation

09.20 - 09.50

"Well, Naturally" Environmental Values and Leisure Travel

Dr. Rick Wylie FTS

Principal of the Samuel Lindow Foundation, UCLan

09.50 - 10.20

Tourism: a lens on environmental responsibility?

Professor Richard Sharpley

Associate Head of School of Sport, Tourism and the Outdoors, UCLan

10.20 - 10.40

Break

10.40 - 11.10

Heritage in Conflict: Value in Tourism

Benjamin Carey FTS

Dunira Strategies Edinburgh

11.10 - 11.40

Valuing Landscapes – Visitor perceptions of Scottish Landscapes as a destination marketing attractor

Chris Greenwood

Senior Tourism Insight Manager, Visit Scotland

11.40 - 12.10

"Wise Growth": Taking Responsibility for a Thriving Visitor Economy.

Jason Freezer

Director of Bright Side Tourism Consultants (and formerly of Visit England)

12.10 - 13.00

Lunch

13.00 - 13.15

The Educational Value of Tourism

Manda Brookman (by video link)

Cornwall Sustainable Tourism Project

13.15 - 13.45

The Visitor Economy in Copeland

Julie Betteridge

Director of Copeland Services, Copeland Borough Council

13.45 - 14.15

Presentation on Sustainable Tourism – focussing on West Cumbria

GCSE Students from West Lakes Academy School, Egremont

13.45 - 14.15

Aligning Values for Rural Tourism: Tourism on the Solway Coast

Dr. Jo Guiver and Dr. Dorota Ujma MTS

School of Sport, Tourism and the Outdoors, UCLan

*Please note that all proceedings will be recorded for future use by the Samuel Lindow Foundation and the proceedings will also be broadcast live on the web.

**Errors and omissions excepted, contents may be subject to change due to circumstances beyond our control.

To reserve a free place call 01946 517200 or contact the organiser, Dr Rick Wylie, Academic Director, UCLan Westlakes Campus, Samuel Lindow Building, Westlakes Science Park, Moor Row, Cumbria, CA24 3JZ. Telephone 01946 51 7204 E-Mail RWylie@uclan.ac.uk

Participants from around the world may attend and take part in this symposium virtually, provided they have a broadband internet connection and computer. To participate online, simply go to the following website on the day:

<http://breeze01.uclan.ac.uk/r8k19az2rwd> and then select 'Enter as a Guest' and enter your name. You do not need to reserve a place to participate on-line.

The Organisers reserve the right to make any necessary changes to the programme and arrangements for the conference.



The University of Central Lancashire (UCLan) is helping to shape the global citizens of the future through its international network of partners, campuses, business and education links.

University of Central Lancashire

UCLan places international collaboration at the heart of its development plans and this commitment has seen it develop offices in China, Vietnam, Pakistan, Nigeria and India. In the case of its Chinese office in particular, the University has built up strong academic partnerships for over 20 years. UCLan has students from over 120 countries and some 125 partnerships across the globe. Almost 5,000 of UCLan's 35,000 students are on courses offered through international partnership arrangements.

Indeed, UCLan offers a truly international experience. The combination of its students' needs at home coupled with the demand for UK higher education from abroad are the key reasons why it opened a brand new campus, in Pyla, Cyprus during 2012. Additional UCLan campuses are planned for Thailand and Sri Lanka within the next few years. UCLan has also opened a base in China's Shenzhen Virtual University Park, where a team is conducting collaborative research into nanotechnology with applications in drug delivery, water purification and fire toxicity.



The Samuel Lindow Foundation is an independent educational charity which has been operating, since February 1992 to advance the education of the public. The mission of the Foundation is to

advance the education of the public and by doing so secure real public benefit. The Foundation recognises that, as global citizens, we live in an increasingly interconnected, interdependent world. We are stewards of the planet, and are members of a global community. The Foundation promotes and encourages the development of education, collaboration and the international exchange of, science and culture, to advance knowledge, understanding, opportunities and the flow of ideas. The University of Central Lancashire (UCLan), one of the largest UK universities, is the Member of the Foundation.



Established in 1977, The Tourism Society is the leading forum for professionals working in all sectors of the dynamic and diverse travel and tourism industry. With a varied programme of nationwide meetings led by key industry figures, a quarterly journal with thought-provoking articles

about hot topics in tourism, and a membership whose views help shape national and regional policy. The Tourism Society is dedicated to raising professional standards in a fast-growing global industry.

Address:

The Samuel Lindow Building
Westlakes Science & Technology Park
Moor Row, Cumbria
CA24 3JZ

By rail

The Campus is a 5-10 minute taxi ride from Whitehaven Railway Station.

By road, starting south of Carlisle

If you are journeying from the south to Westlakes, you should leave the M6 motorway at junction 40 and take the A66 west past Keswick and Cockermouth. Then take the A595 south until you pass Workington and Whitehaven.

By road, starting north of Carlisle

Leave the M6 motorway at junction 43 and journey on the A595 from Carlisle. Progress south, passing by Cockermouth, along the A66 briefly, then back onto the A595 past Workington and Whitehaven.

At the Science Park

The Westlakes Science park is approximately two and a half miles south of the centre of Whitehaven, and is clearly signposted on the left of the road. On leaving the A595, turn onto the science park and take the first left at the roundabout signed Crow Park Way. Take the first right and continue until you reach a T-junction, turn left and the UCLan building is on your left hand side.

The map below illustrates our location on the Westlakes Science & Technology Park. Parking is free and available to the rear and on both sides of the building.

