

Responsible Tourism in Destinations

RTD9



11th March 2015

#RTD9



Richard Tyler

Sustainable Tourism Manager

Brecon Beacons National Park Authority

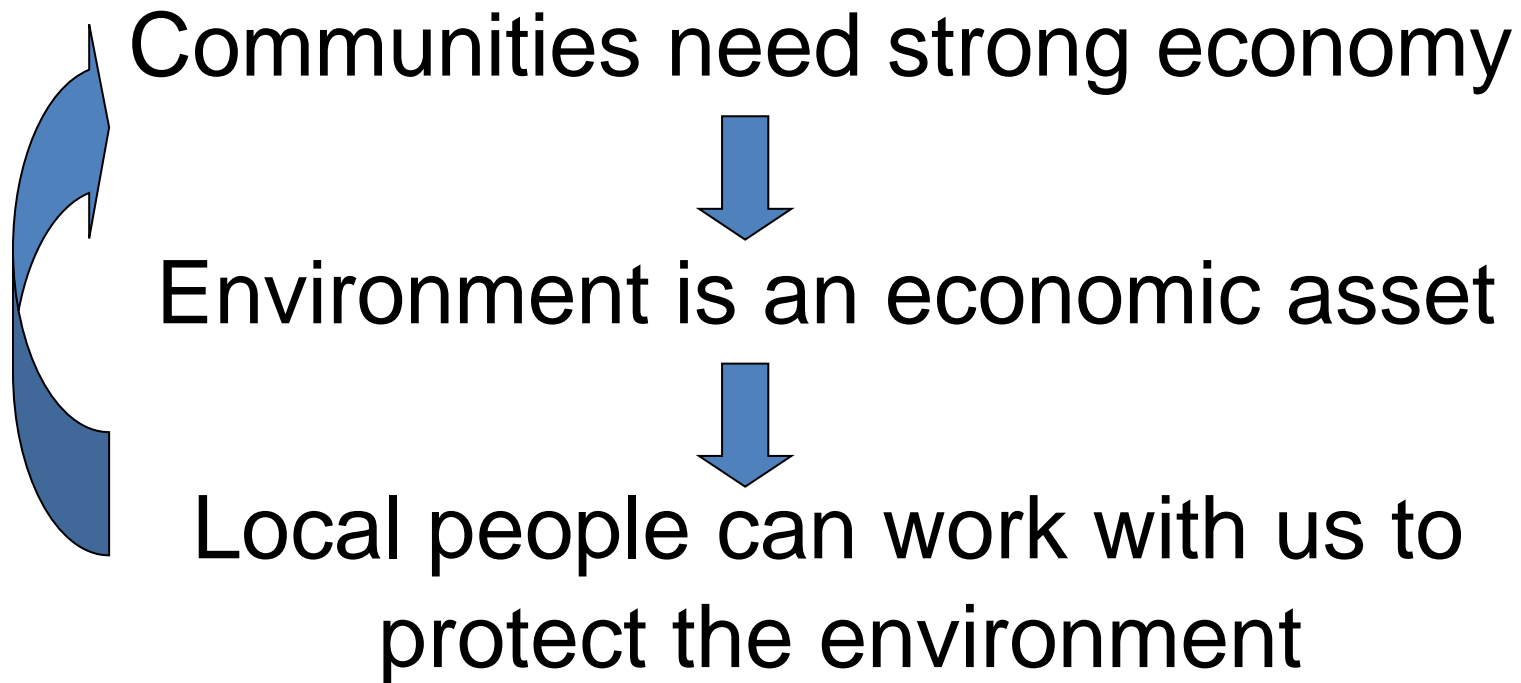


Sustainable Tourism in the Brecon Beacons

- UK National Parks – protected areas, not preserves
- Tourism is an essential part of sustainable rural development
- Tourism money spreads widely in the local economy
- Tourism values and can help protect the environment



SUSTAINABILITY CYCLE



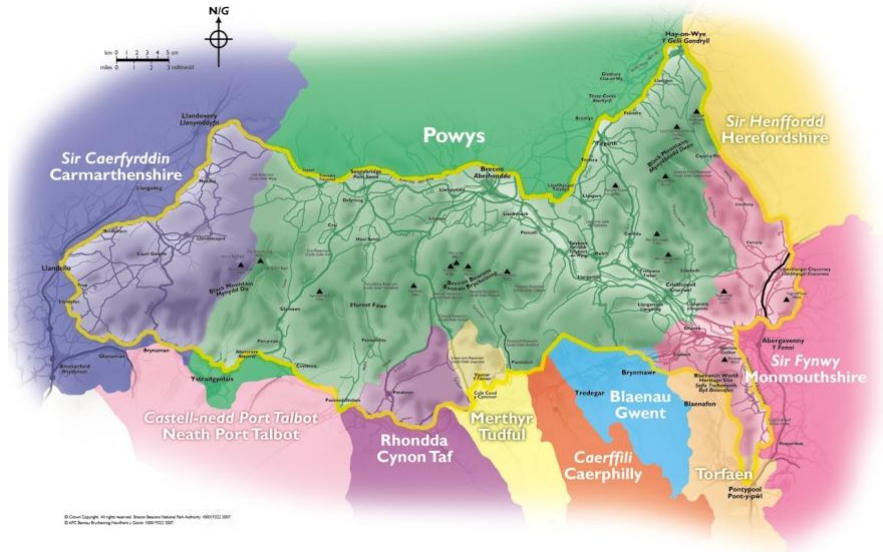






Partnership Working

- As a tourism destination, the Brecon Beacons covers:
 - 2 countries
 - 3 Welsh regions
 - 10 local authorities
 - 50+ Community Councils
- All Tourism work is based on partnership – our way of working since 2002



Destination Partnership

Oversees the management of
Brecon Beacons National Park
as a sustainable tourism destination.

It comprises public, private and voluntary
stakeholders as well as economic,
environmental & community interests.



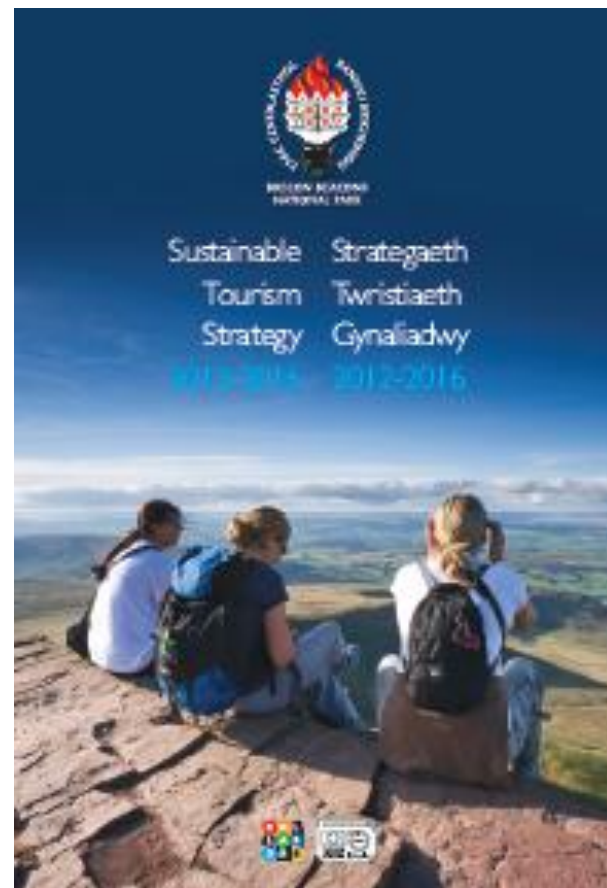
Destination Partnership Approach



Sustainable Tourism Strategy

Principles based on:

- Sustainable Visitor Experiences
- Business–Environment Links
- Public Realm Management including transport
- Sustainable Marketing
- Community Place Making



Rural Alliances

Interreg IVB NWE Project

2012 – 2015





Investing in Opportunities



This project has received
European Regional
Development Funding
through INTERREG IV B.



INTERREG IVB

Interreg IVB North West Europe Rural Alliances – 12 partners

Wales; Ireland; Belgium; Netherland; France; Germany

COLLABOR8

- 2008-2012
- Business clusters
 - 9 Locality based
 - 6 Thematic
- Based on:
 - Sustainability
 - Sense of Place
 - Quality



Business-Community Alliances

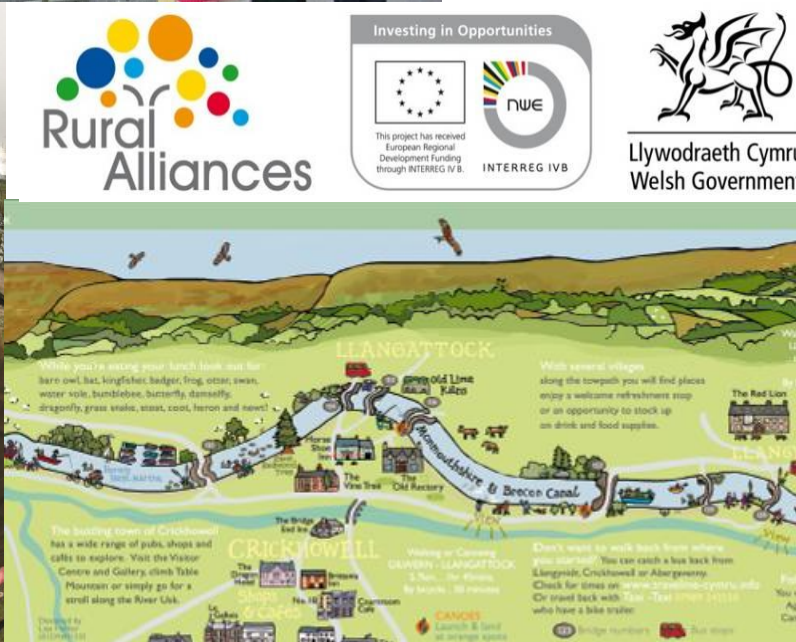
- Develop Alliances from clusters by community engagement
- Plan together to manage and develop tourism to benefit rural vibrancy



Rural Alliances



- 2012-15: €1million
- Alliances between business & community interests at a local level
- 12 Rural Alliances with a wide variety of involvement and projects
- Looking to both develop AND manage tourism locally
- Co-develop tourism action plan
- Funds available to implement projects



Communities & Tourism

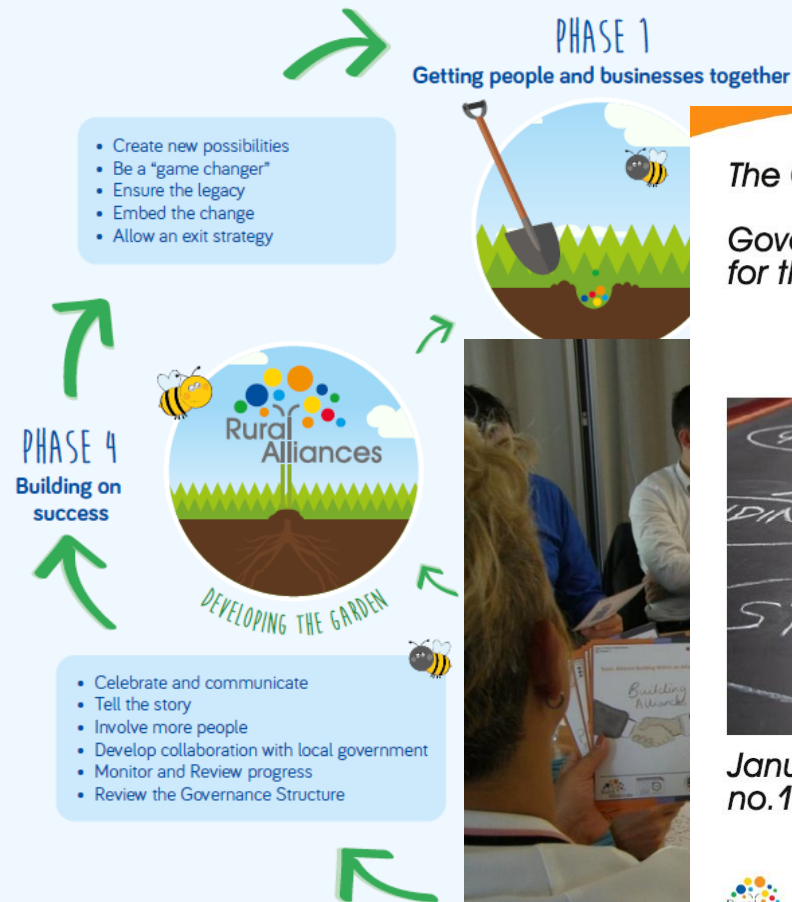
- Bags of enthusiasm
- Need support and structure
- Find finance
- Give it time
- Shout about it!



Rural Alliances Outputs

- Enterprise-Community Alliance Model
- Rural Viability
- Governance
- Alternative
- Skills Plan
- Tool cards
- (Soon) a

www.ruralalliances.org



The Competent Society

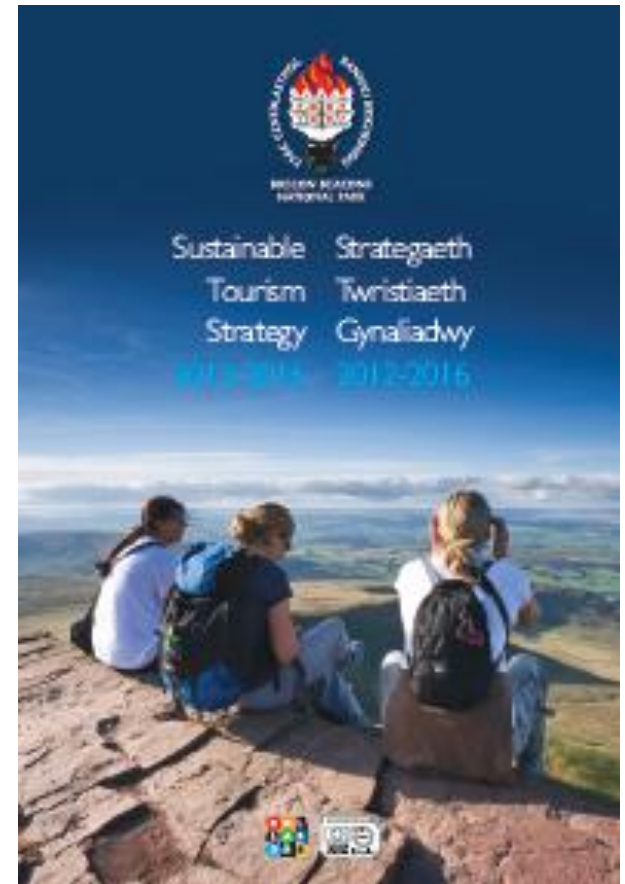
*Governance and Rural Alliances
for the Common Good*



January 2015
no. 1/4

Partnership Building

- Communities central to destination
- Communication is key
- Sustainable Destination Partnership
 - 54 members
 - 36 organisations
 - 5 subgroups
- Independent Chair



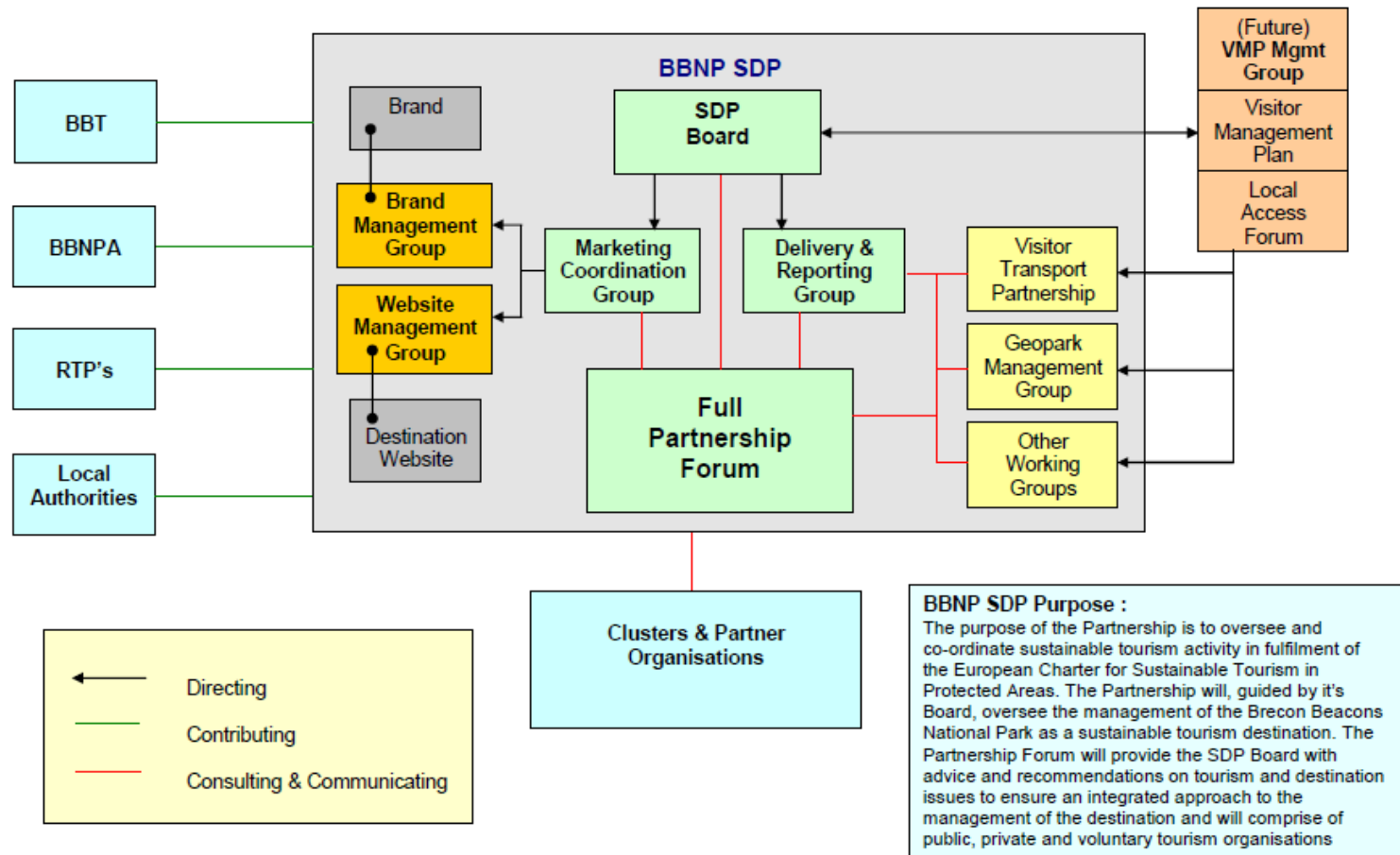
Partnership Membership

Three pillars of sustainability:

- **Environment** – conservation & cultural protection/promotion groups
- **Economy** – national & local tourism agencies, Local Authorities, Tourism Association
- **Community** – community councils & voluntary groups
- **Rural Alliances**

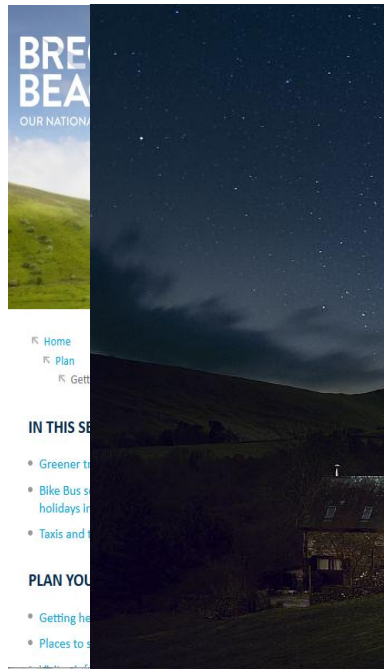
Governance

BBNP Sustainable Destination Partnership – Structure for 2014



Other Key Programmes

- Green Tourism Programme
- National Park Ambassadors
- Walkers are Welcome Towns
- Visitor Transport
- Dark Skies Reserve
- Sustainable Tourism Marketing
- Visitor Charter



EUROPARC
FEDERATION



**EUROPEAN CHARTER
FOR SUSTAINABLE TOURISM IN
PROTECTED AREAS**



**GOLDSTAR AWARDS
2013**

GOLDSTAR WINNER

**Green Tourism
Destination**



Brecon Beacons National Park
INTERNATIONAL DARK SKY RESERVE

Parc Cenedlaethol Bannau Brycheiniog
GWARCHODFA RHYNGWLADOL AWYR DYWYLL



FFOREST FAWR
G E O P A R K



