

# Strategies for Sustainable Tourism

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# Outline

- Public sector support for tourism at a time of austerity
- What strategies and programmes actually work and have a lasting impact?
- How do you know?
- The importance of robust, independent evidence and credible evaluation methodologies

# Background

- Statutory Planning, National Park Management Plans, Regional Economic Strategies ...
- Management of a principal tourist attraction on Hadrian's Wall
- Rural economy research
- Evaluation of RDPE/LEADER

# Mechanisms

- Regulation
- Inspection and Accreditation
- Strategic direction and leadership
- Marketing and promotion
- Advice and guidance
- Investment in tourism infrastructure

# Observations

- The value of rural tourism
- Landscape protection v economic growth
- What can and can't be influenced by plans and strategies – natural and market forces
- Addressing market failure
- Capital v revenue projects
- Risk and financial sustainability
- Social Return on Investment and longitudinal research