

THE PARADOX OF TOURISM: SUSTAINABLE TOURISM IN CUMBRIA

a conference organised by the University of Central Lancashire and the Tourism Society,
to celebrate the United Nations Environment Programme World Environment Day
at the UCLan Westlakes Campus on the Westlakes Science Park, Cumbria

FRIDAY 4TH JUNE 2010



**MANY SPECIES • ONE PLANET • ONE FUTURE
WORLD ENVIRONMENT DAY**



UNEP

United Nations Environment Programme



University of Central Lancashire
Applied Policy Science Unit



People in all the right places

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FRIDAY 4TH JUNE 2010 - PROGRAMME

Overview

It has long been recognised that tourism requires environmental resources as a core ingredient and vital backdrop for the production and consumption of the tourist experience. However, like most industries, the tourism sector puts stress on the natural environment through infrastructure developments, resource consumption and waste generation.

This resource paradox has epitomised the relationship between tourism and the natural environment for many decades. It has been thrown into sharp relief by popular concern about climate change and the widespread reporting of severe weather effects, environmental pollution and loss of visual amenity – developments which all affect the tourist ‘product’ of an area.

Nowhere is this paradox more widely appreciated than Cumbria, where sustainability is at the core of the Tourism Strategy "Making the Dream a Reality" and where tourism is a crucially important industry, providing at least 22,000 jobs (FTEs) and over £1.1bn of expenditure annually.

This conference, organised under the auspices of UCLan's Applied Policy Science Unit, highlights how the tourism sector in Cumbria is successfully addressing the paradox of tourism, in particular how its environmental impact and resource use are being managed and transport issues addressed.

Focusing especially upon Cumbria, speakers from Government, marketing, facility management and local University departments explore how the issue of sustainable development and tourism are being addressed at a number of levels of analysis, from regional strategy to facility management.

On the day...

The conference start time has been scheduled to allow delegates to travel by train and to arrive into Whitehaven railway station at 09.49. Any delegate requiring assistance in getting from the station to UCLan's Samuel Lindow Building on the Westlakes Science Park (just south of Whitehaven) should get in touch (details on the booking form) and taxi-sharing or pick-up can be arranged.

During the event, each speaker will deliver a fifteen minute presentation, and take questions from delegates for a further five minutes.

Timings, speakers and topics

09.45 - 10.15: Registration and refreshments

10.15 - 10.35: Professor Victor Middleton OBE
Conference Chairman
"Background and introduction to theme"

10.35 - 10.45: John Thurso* **Joining via video link.*
President of The Tourism Society
"Address by the President of the Tourism Society"

10.45 - 11.05: Rick Wylie
Academic Lead, UCLan's Westlakes campus
"Leisure travel, nature and sustainability"

11.05 - 11.25: COFFEE AND NETWORKING

11.25 - 11.45: Ian Stephens
Chief Executive of Cumbria Tourism
"How Cumbrian partners are developing sustainable tourism through the Adventure Capital brand"

11.45 - 12.05: Sue Savege
Director of the Tourism and Conservation Partnership
"Balancing the equation"

12.05 - 12.20: Plenary discussion

12.20 - 13.00: LUNCH AND NETWORKING

13.00 - 13.20: Katie Read
Tourism Partnership Director for West Cumbria Tourism
"Tourism naturally in West Cumbria"

13.20 - 13.40: Nick Brooks-Sykes
Director of Tourism, North West Development Agency
"The approach to sustainable tourism in England's North West"

13.40 - 14.00: Nick Lancaster
Director of Resort Operations, The Langdale Estate
"Where sustainability meets reality"

14.00 - 14.20: COFFEE AND NETWORKING

14.20 - 14.40: Jo Guiver
Researcher, Institute of Transport and Tourism, UCLan
"Discretionary travel: opportunities and obstacles"

14.40 - 15.00: Roger Platt
President, Tourism Marketing Institute
Tourism Lead, Thameside Metropolitan Borough Council
"Sustainable tourism: the reality for destination managers"

15.00 - 15.20: Plenary discussion

15.20 - 15.30: CLOSE

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FRIDAY 4TH JUNE 2010 - PARTNER ORGANISATIONS



The University of Central Lancashire (UCLan) has developed an enviable reputation as an institution that innovates, evolving its course portfolio to over 500 undergraduate programmes and 180 postgraduate courses. The University has an established research reputation within the areas of Business, Health, Humanities and Science. In the recent Research Assessment Exercise, all 17 subject areas submitted were rated as containing research of international excellence while 11 areas were assessed to be undertaking research which is world-leading.

With approximately 32,000 students, the University indirectly contributes close to £250 million into the regional economy every year.

The APSU has been established as a network for developing and sharing best practice, insights and ideas among individuals working within and with an interest in the structures and processes of governance. This unit also draws upon over sixteen years of research, consultancy and dissemination in the field of applied policy and political science at Westlakes.

APSU's aims are to study and engage in structures of collaboration, co-operation and co-ordination which make up the governance of contemporary society, with a special focus upon energy, environmental and community issues, and to make an original and independent contribution to understanding and optimising them.



People in all the right places

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.

World Environment Day (WED) 2010 is aimed to be the biggest, most widely celebrated, global day for positive, environmental action.

Commemorated on 5 June since 1972, WED is one of the principal vehicles through which the United Nations stimulates worldwide awareness of the environment and encourages political attention and action.

Through WED, we are able to give a human face to environmental issues and enable people to realize not only their responsibility, but also their power to become agents for change in support of sustainable and equitable development.

WED is also a day for advocating partnerships among all stakeholders or perhaps, even more correctly, among all species living on this one planet and sharing a common future. WED 2010 is aimed to be the biggest WED celebration ever and we count on you to make this happen!



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THE PARADOX OF TOURISM: SUSTAINABLE TOURISM IN CUMBRIA

FRIDAY 4TH JUNE 2010 - BOOKING FORM

NAME

JOB TITLE

ORGANISATION

ADDRESS

.....

POSTCODE

PHONE

FAX

EMAIL

SPECIAL DIET/ACCESS (PLEASE SPECIFY)

.....

Conference fee

To cover attendance, documentation, lunch and refreshments, £27.50 (incl. VAT at 17.5%).

- I enclose a cheque for £..... including VAT (please make cheques payable to UCLan Business Services Limited)
- I wish to be invoiced and enclose a purchase order/number from my organisation (if required)
- I wish to pay by Credit/Debit card in pounds sterling (Cardholder please complete details below)

Name as it appears on the card:.....

Card Number:..... Card Type eg visa, mastercard, switch:.....

Expiry Date:..... Issue Date:..... Security Code 3 Digits:..... Issue No (switch):.....

Address of Cardholder:.....

.....

Signature of Cardholder:.....

Directions to UCLan Westlakes (Samuel Lindow Building)

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 and Technology 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. Parking is available to the rear and on both sides of the building.

By rail: We recommend making your way to Whitehaven Railway Station. From there the Campus is a 10 minute taxi ride away.

Please complete all fields and provide details as you would wish them to appear in delegate documentation.

Terms and Conditions

Cancellations received in writing three weeks prior to the event will be refunded after the conference for all payments received, less a £20 administration charge. No cancellations will be permitted three weeks prior to the event but individual substitutions may be made in writing without penalty up to the day before the event. The Organisers reserve the right to make any necessary changes to the programme and arrangements for the conference, which will be posted on the website:

<http://www.uclan.ac.uk/cumbria>

Enquiries

Rick Wylie, Academic Lead, UCLan Westlakes Campus
 Samuel Lindow Building, Westlakes Science Park
 Moor Row, Cumbria, CA24 3JY
 Tel 01946 51 7204
 Email RWylie@uclan.ac.uk

Please complete and return your booking to:

Ruth Slater, Knowledge Transfer Service, University of Central Lancashire, Preston PR1 2HE
 Fax return to 01772 892943 or email rhslater1@uclan.ac.uk

Your booking will be confirmed within two working days of receipt, if you do not receive an email confirmation, please contact Ruth Slater on 01772 89 5074

Bookings MUST be received by Friday 28th May, one week prior to the conference.

