

Beyond recreation experience and expenditure: Well-being and resilience in natural area-human community systems

9th International Conference on Monitoring and Management of Visitors
in Recreational and Protected Areas (MMV9)

Bordeaux, France, August 2018

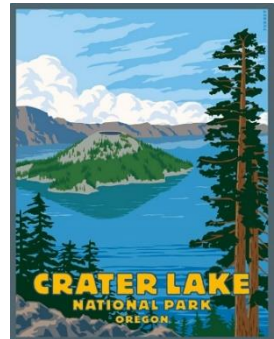
Kreg Lindberg

Oregon State University – Cascades, Bend, Oregon, USA

Kreg.Lindberg@osucascades.edu

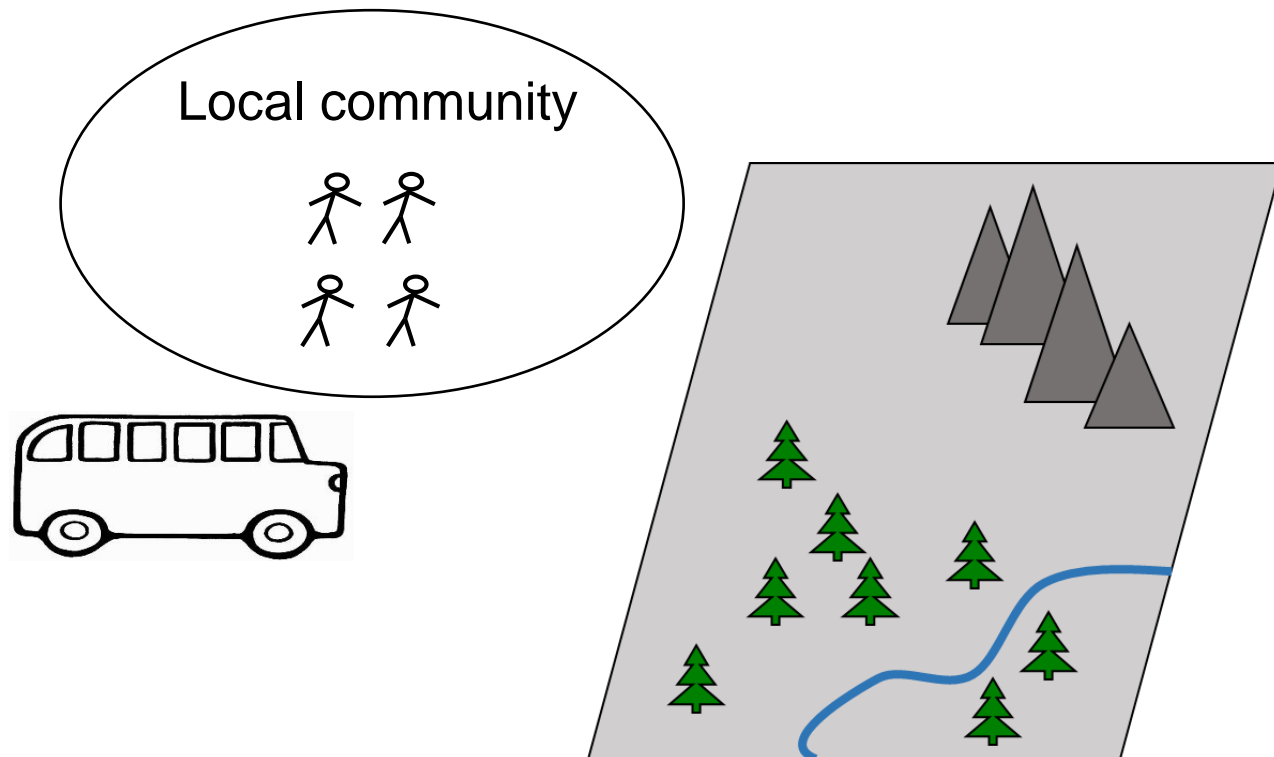


Conversion from PowerPoint to PDF removed animation. This distribution version reflects minor edits and image reductions.



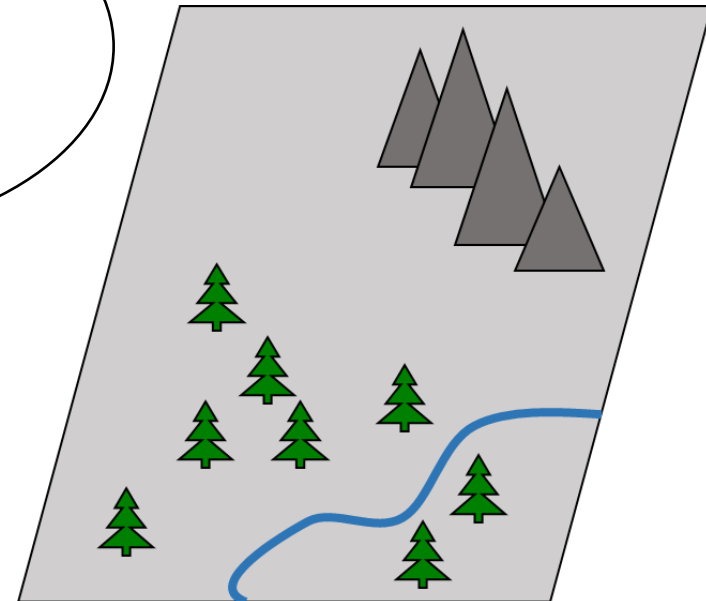
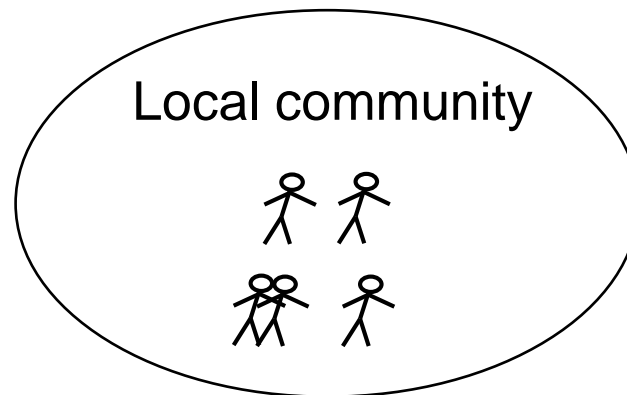
Semantics

- Natural area visitation as basic social-ecological system.
- Local visitors (outdoor recreationists).
- Non-local visitors (nature-based tourists)...
 - ...who may hire a local firm (tour operator) when accessing natural area.



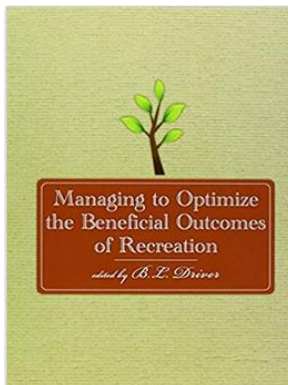
System

- Perhaps some NB tourists become local residents through amenity migration.
- Perhaps more tourists arrive.



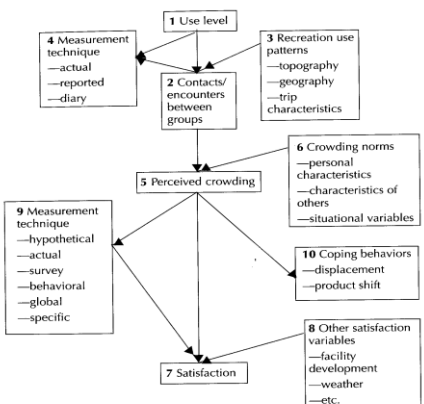
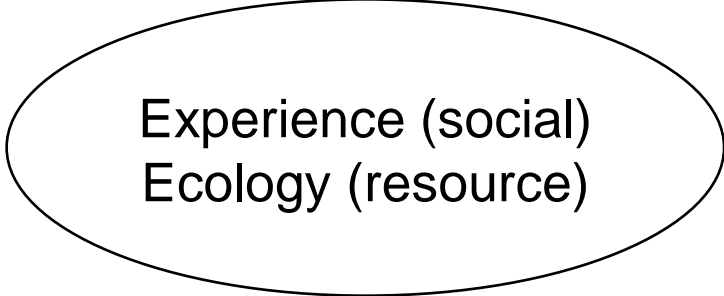
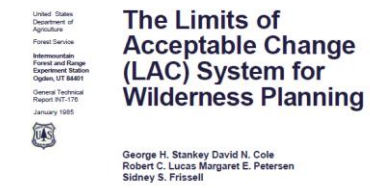
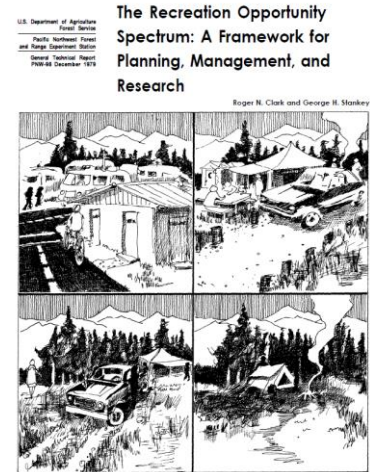
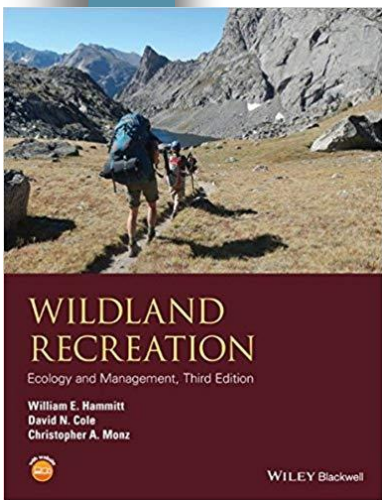
Focus Areas

- One perspective on the evolution of focus areas over time
 - Recent focus areas often build on historical seeds.
 - And there is complementarity across focus areas.
- Do these focus areas provide useful lenses for:
 - Understanding, developing, and managing natural experiences?
 - Conveying the benefits of visitation (and natural areas) to key audiences?



Focus Areas

- Classic focus – sustaining experiential and ecological quality.



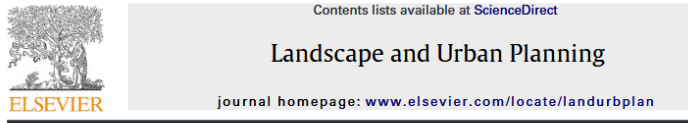
Focus Areas

- Effects on local economies and (sometimes) other community aspects.



2017 National Park Visitor Spending Effects Economic Contributions to Local Communities, States, and the Nation

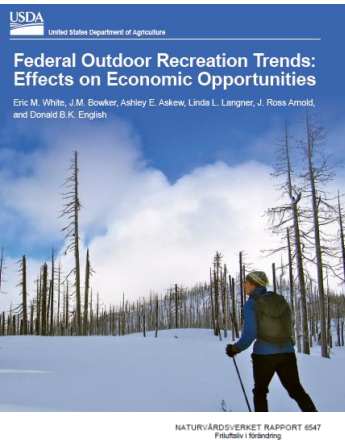
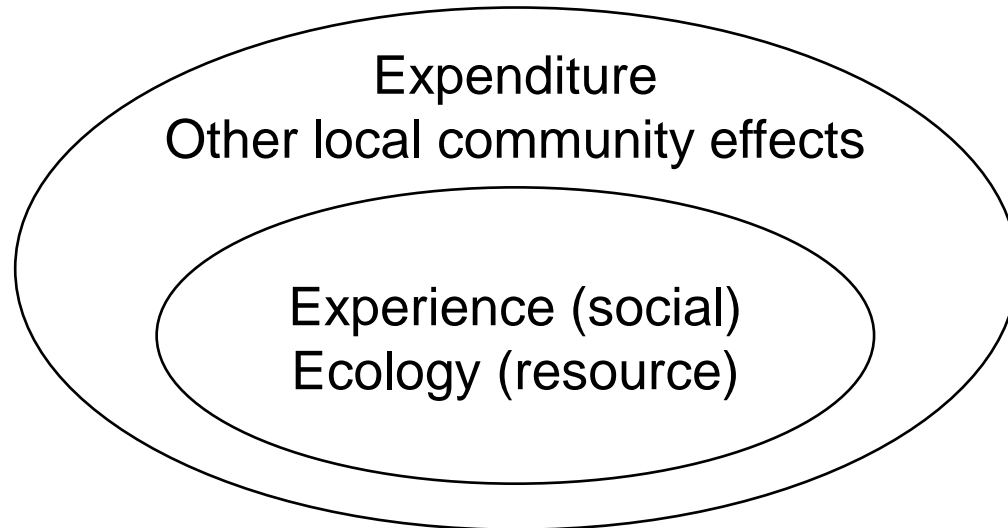
Natural Resource Report NPS/NRSS/EQD/NRR—2018/1616



The economic impact of tourism in six German national parks
Marius Mayer^{a,*}, Martin Müller^b, Manuel Woltering^a, Julius Arnegger^a, Hubert Job^a
^aInstitute of Geography, Julius-Maximilians-Universität Würzburg, Am Hubland, 97074 Würzburg, Germany¹
^bSchool of Humanities and Social Sciences, Universität St. Gallen, Gatterstr. 1, 9000 St. Gallen, Switzerland²



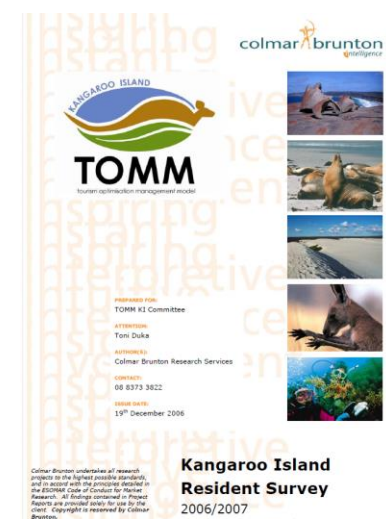
The economic impact of tourism in Swiss parks



10. Friluftslivet i samhällsekomin

Peter Fredman, Mattias Boman, Linda Lundmark,
Bo Svensson & Kreg Lindberg

Inledning



Kangaroo Island
Resident Survey
2006/2007

Focus Areas

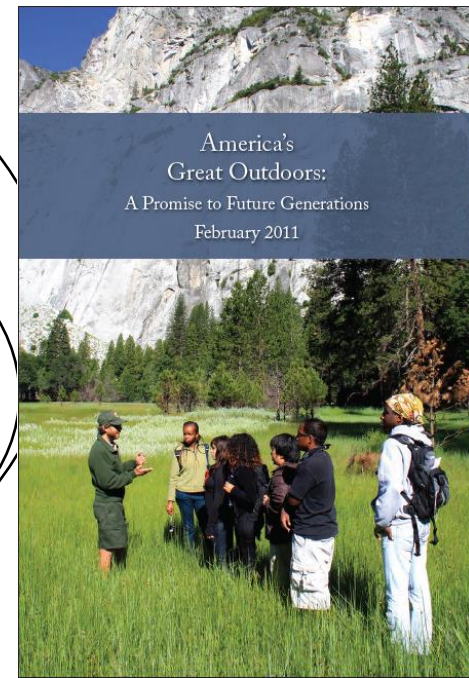
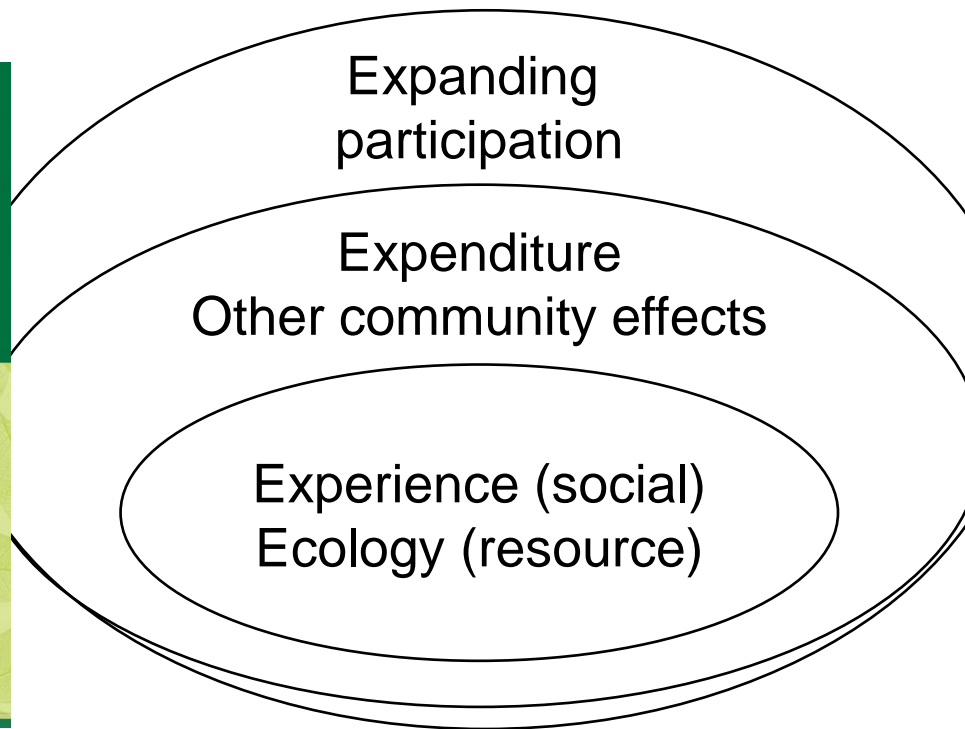
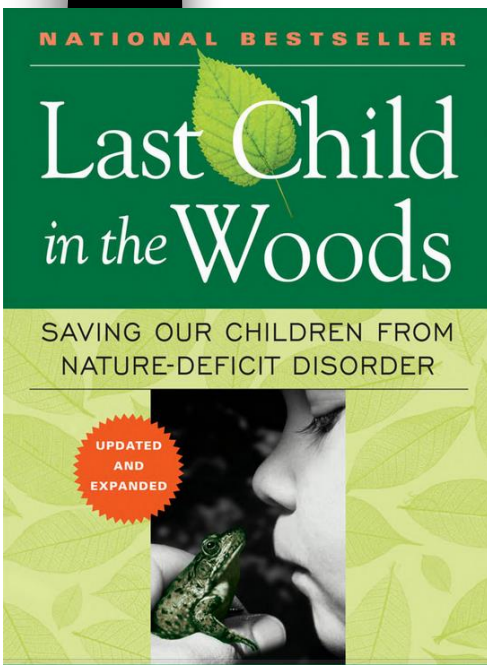
- Recent interest in ensuring visitation by youth, under-represented groups, and other targeted groups.

4.7 Rekruttering av barn og unge til friluftsliv

- Prioritere barn og unge i tilskuddsordningene til friluftsliv.

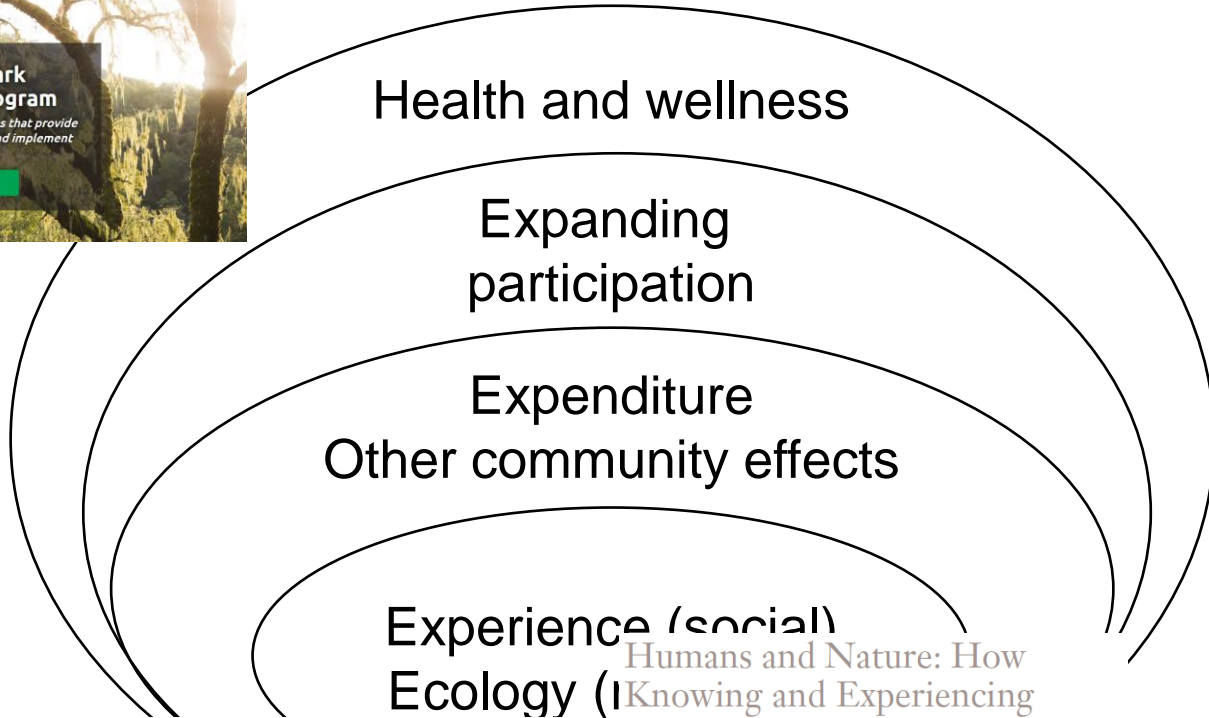
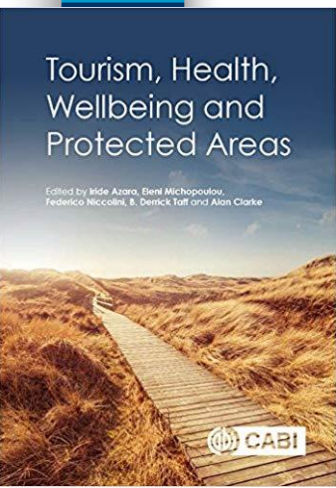
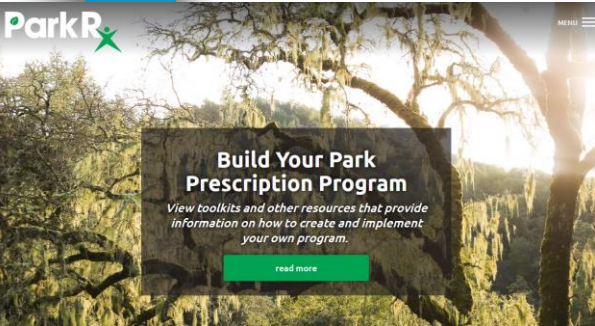
4.6 Rekruttering av grupper og personer med lav deltakelse i friluftsliv

- Gjennom aktuelle tilskuddsordninger, områdesatsinger og andre prosjekter og satsinger bidra til utvikling av tiltak som kan rekruttere personer med minoritetsbakgrunn til økt deltakelse i friluftsliv.
- Gjennom aktuelle tilskuddsordninger, områdesatsinger og andre prosjekter og satsinger bidra til utvikling av tiltak som kan rekruttere personer med nedsatt funksjonsevne til økt deltakelse i friluftsliv.



Focus Areas

- Physical and mental health. Combines benefit of leisure, exercise, and nature.



Nature and Health

Terry Hartig,¹ Richard Mitchell,² Sjerp de Vries,³ Roly Russell,¹ Anne D. Guerry,² Patricia Balvanera,³ and Howard Frumkin⁴
 — Rachele K. Gould,⁴ Xavier Basurto,⁵ Kai M.A. Chan,⁶
 — Sarah Klain,⁶ Jordan Levine,⁶ and Jordan Tam⁶



The Health and Social Benefits of Nature and Biodiversity Protection

Patrick van Strien
 Kees Mulder
 Jean-Marie Schabert
 Marianne Estienne
 Claire Toppin-Ross
 Jonathan Baker
 Helmut Rappin
 Marco Simons
 Lisa Thompson
 Tapani Paavola
 Aron Ojala

Final Report
 18 April 2015



the
**NATURE
 FIX**

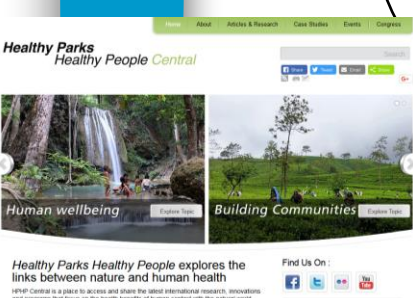


Why Nature Makes Us Happier,
 Healthier, and More Creative

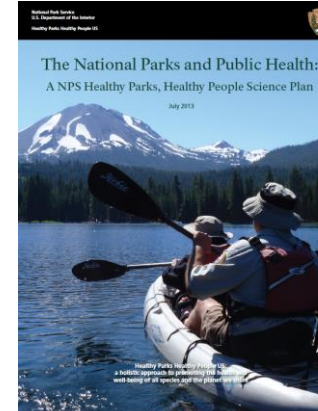
FLORENCE WILLIAMS

Focus Areas

- These effects embraced by Healthy Parks Healthy People programs (Parks Victoria, Australia; 2010 HPHP Congress) and applications by various agencies.



An Accord between National Parks England and Public Health England to support joint action on improving health and wellbeing through our national parks



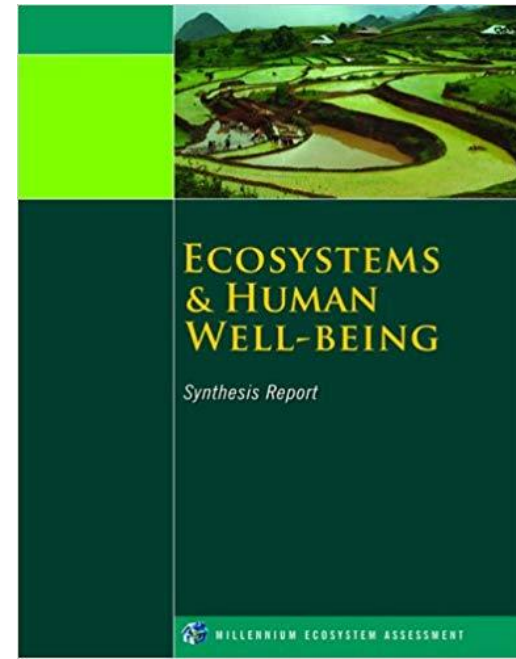
Focus Areas

- Extend health and wellness to well-being and resilience...
 - A combination of previous focus and new considerations.



Well-being

- Two strands to well-being beyond Healthy Parks Healthy People.
- Millennium Ecosystem Assessment and field of ecosystem services – the benefits that flow from nature to people.
- “Human well-being” is the focus, with broad conception.
 - HWB: includes basic material for a good life, freedom and choice, health, good social relations, security, etc.



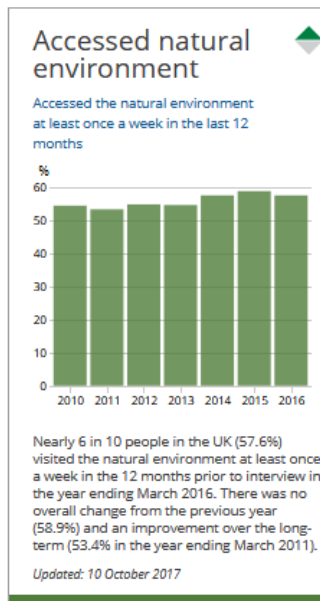
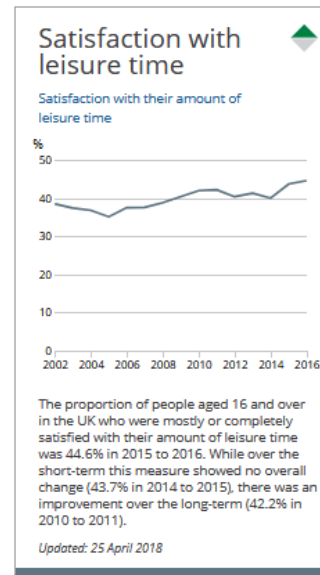
Well-being

- Well-being measures implemented in Healthy Parks Healthy People programs often consistent with this broad conception (e.g., Bryce et al. 2016; Dallimer et al. 2014; Puhakka, Pitkänen, and Siikamäki 2017).
- Finnish program includes HPHP measures in on-site and follow up internet surveys. Sample results, Urho Kekkonen National Park.
- Strong perceptions that visits increased social, psychological and physical well-being.

Enhanced areas of well-being	Assessment (%)					Average (1-5)
	Fully disagree	Some-what disagree	No opinion	Some-what agree	Fully agree	
Social well-being enhanced (e.g. promoting working capacity, strengthening personal relationships)	0	2	14	38	45	4.26
Mental well-being enhanced (e.g. satisfaction with life, improved mood, recovery from mental fatigue, learning new things)	0	1	8	35	56	4.44
Physical well-being enhanced (e.g. maintenance of physical health and overall well-being, learning new skills)	0	1	6	30	56	4.55

Well-being

- Such results enter reports and perhaps are read by decision makers in natural area (and public health?) agencies.
- How reach a broader audience – decision makers beyond these agencies?
- Will integration in national indicator sets help?
- UK ONS example.
- Headline measures.



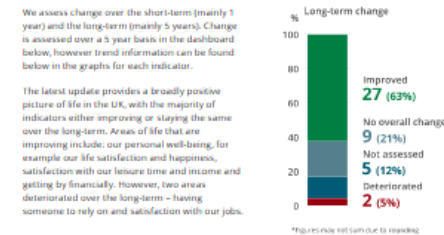
Measures of National Well-being Dashboard

It monitors and reports how the UK is doing by producing accepted and trusted measures for the different areas of life that matter most to the UK public.

17 May 2018

The dashboard provides a visual overview of the data and can be explored by the areas of life (domains) or by the direction of change. It supports the Measuring National Well-being programme which provides a more detailed look at life in the UK. We describe well-being as "how we are doing" as individuals, as communities and as a nation, and how sustainable this is for the future. The full set of headline measures of national well-being are organised into 10 areas, such as health, where we live, what we do and our relationships. The measures include both objective data and subjective data.

For more detailed information, the national well-being measures dataset contains the latest data, back series, demographics where applicable and quality information.



View by indicator of change:

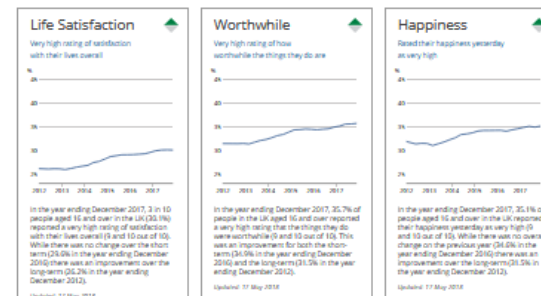


View by domain:



Personal Well-being

Includes individual's feelings of satisfaction with life, whether they feel the things they do in their life are worthwhile and their positive and negative emotions.



Well-being

Achieve coverage of natural area visitation's contribution in bulletin?

Invest in parks to sustain these SWB improvements

Goal – exposure of natural area visit outcomes to additional sets of eyes.



Statistical bulletin

Personal well-being in the UK: January to December 2017

Estimates of personal well-being in the UK, with analysis by country.

Contact:
David Tabor, Lauren Stockley
QualityOfLife@ons.gov.uk
+44 (0)1633 455871

Release date:
17 May 2018

Next release:
To be announced

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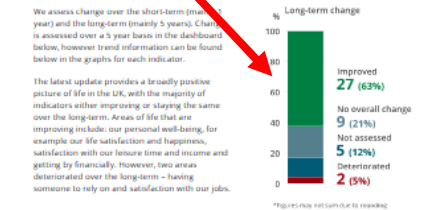
- [1. Main points](#)
- [2. Statistician's comment](#)
- [3. Things you need to know about this release](#)
- [4. Average worthwhile and happiness ratings increase in the UK](#)
- [5. Scotland is the only country to show improvements across any measures of personal well-being](#)
- [6. A larger proportion of people in Wales report low ratings of life satisfaction, worthwhile and happiness compared with the UK average](#)
- [7. Are the current personal well-being thresholds the best way to measure well-being inequality?](#)
- [8. Quality and methodology](#)

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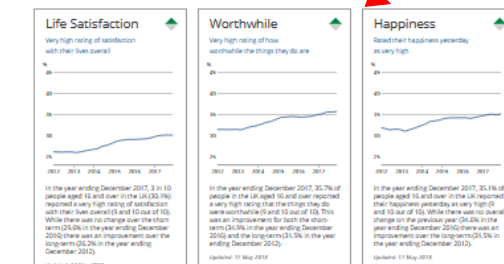
All indicators (48) Positive Change (27) Negative Change (2) No Change (9) Not assessed (5)

View by domain:

Personal Well-being Our Relationships Health What we do Where we live Personal Finance Economy Employment Skills Governance Environment

Personal Well-being

Includes individual's feelings of satisfaction with life, whether they feel their lives are worthwhile and the things they do in their life are worthwhile and their positive and negative emotions.



Well-being

- Leads to second (broader societal) interest in well-being, including subjective well-being. Often seen as complement to gross domestic product in measuring progress.

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N° G2011/07
Published on : 04/04/2011
> About the collection

Marie CLERC - Mathilde GAINI - Didier BLANCHET

PRINTABLE VERSION (pdf, 403 Ko)

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Das GUT LEBEN IN DEUTSCHLAND Was uns wichtig ist

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Our Partners Subjective Wellbeing Toolkit

THE SUBJECTIVE WELLBEING EVALUATION TOOLKIT:

A resource to support the use of Subjective Wellbeing to measure the impact of community programs and public policy initiatives.

Wellbeing in Germany

Office for National Statistics
English (EN) | Cymraeg (CY)
Release calendar Methodology Media About Blog

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Search for a keyword(s) or time series ID

Home > People, population and community > Well-being

Well-being

Societal and personal well-being in the UK looking beyond what we produce, to areas such as health, relationships, education and skills, what we do, where we live, our finances and the environment. This data comes from a variety of sources and much of the analysis is new.

OECD Better Life Index

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Rate the topics according to their importance to you:

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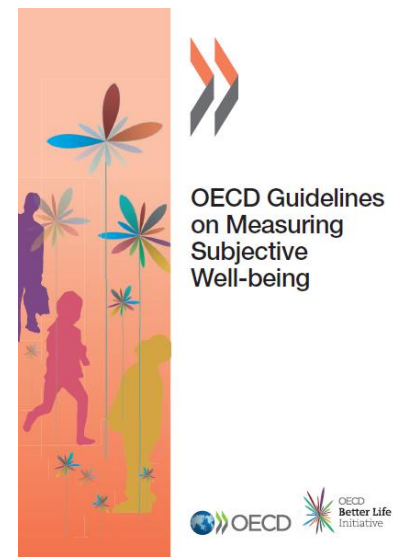
How's life?

Final report of the expert group on quality of life indicators 2017 edition

Image of a person standing on a cliff with hot air balloons in the sky.

Well-being

- Subjective well-being (SWB) is a sub-set of well-being measures that reflects how people experience and evaluate their lives and specific domains within those lives (US National Research Council 2013).
- OECD (2013), Annex A, provides sample question items. Categories include:
 - evaluative – satisfaction with life overall and life domains (e.g., financial, social, recreation)
 - eudaimonic – flourishing, sense of purpose
 - experienced – affect, emotion, happiness



SWB + Natural Area Visitation

- Natural area visitation involves leisure, exercise, and nature interaction, so positive SWB effect is expected.
- Cross-sectional and/or longitudinal analysis with secondary or primary data.
- Bertram and Rehdanz (2015) found urban green space in Berlin affected evaluative SWB, though non-linearly.
- Wolsko and Lindberg (2013) found that participation in appreciative outdoor recreation was positively correlated with eudaimonic and experienced SWB.
- MacKerron and Mourato (2013) used an experience sampling approach with Apple mobile devices (the Mappiness project). They found that experienced SWB in the UK was greater outdoors than indoors, greatest in marine / coastal environments.

Even a Little Exercise
Might Make Us Happier



istock

By Gretchen Reynolds

May 2, 2018

Bend Example

- Different approach – local resident preference for community expansion in Bend.
- First, more about Bend... Bordered by natural areas; many trail and other recreation / tourism opportunities.



Top Destinations on the Rise

UNITED STATES WORLD REGIONS

4 Bend, Oregon



Only 21 mile playground fi

Don't miss

- High Dese
- Newberry
- Deschutes

All 199 thing:



BEND, OREGON

Located in central Oregon's high desert at the eastern flank of the Cascade Mountains, Bend offers around 300 miles of easily accessible linked trails. Exhaust the smooth, rolling... [Read More](#)

PHOTOGRAPH BY TROY McMULLIN, ALAMY

ADVENTURE

America's 20 Best Mountain Bike Towns

Bend Example

- Bend has grown dramatically, partly due to amenity migration after past nature-based tourism experiences.
- Rapid growth generates diverse effects in the community – and not everyone welcomes that level of growth.
- Car stickers available on Amazon.com.

This is a critical time for Bend.

124,000 residents by 2030: 8 new residents & their cars every day.

Will the Bend 'experience' disappear?

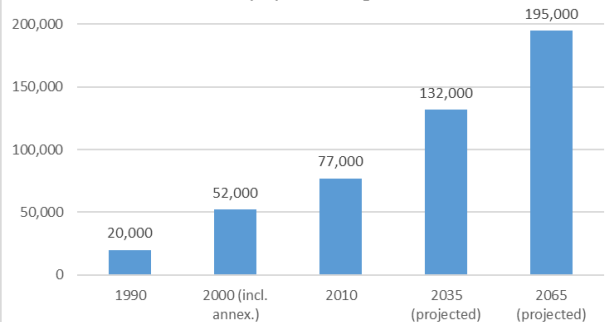
Join Mayor Casey Roats, Councilor Bruce Abernethy and City Manager, Eric King to hear the vision for Bend's future, the planning process to achieve it and how we will create a balance between LIVABILITY and explosive POPULATION GROWTH.

Find out about your "Seat at the Table" & The Neighborhood Leadership Alliance. A new advisory committee to the Council.

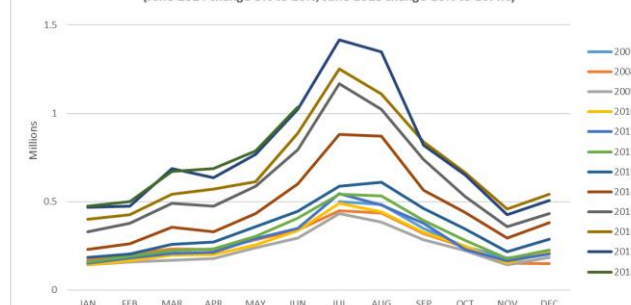
Awbrey Butte Neighborhood Association General Membership Meeting.
June 11 @ 6:00 PM
Unitarian Universalist Meeting Hall, 61980 Skyline Ranch Rd. Bend OR 97703

Be sure to make your voice heard.

Bend population growth



Room tax collections, Bend
(June 2014 change 9% to 10%, June 2015 change 10% to 10.4%)



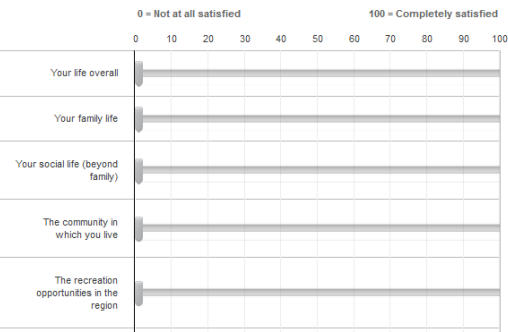
Bend Example

- 2012-2013 resident survey focused on SWB and how it may be affected by future growth.
- “Contingent” SWB in response to vignettes involving growth and potential loss of recreation connectivity.
 - Attribute levels change across presented vignettes (contact author for details).

Next, please tell us how satisfied you are with your life overall -- and with various aspects of your life -- on a scale from 0=Not at all satisfied to 100=Completely satisfied.

Using your mouse, click and drag the vertical bar to indicate your level of satisfaction with each aspect. Or use your mouse to click on the appropriate point on the line, then drag the bar (as needed) to fine-tune your answer. Your rating is shown to the right of the scale.

If you are "Not at all satisfied" with an aspect, please click on the vertical bar for that item without moving it ("0" should show to the right of the scale).



Features	Option 1
Unemployment rate (current is about 9%)	9% (no change)
Population (current is about 80,000)	160,000
Total utility costs per year	Increase by \$150
Trail connectivity	Maintain connectivity (no change)
Public involvement	Low involvement

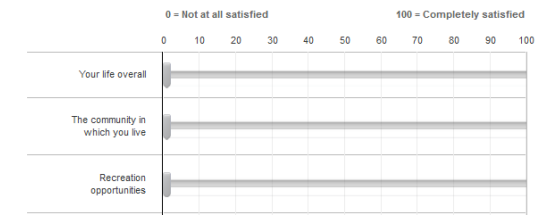
You previously indicated your current satisfaction, on a 0 to 100 scale, is as follows. For your:

Life overall: 87
 Community: 82
 Recreation opportunities: 96
 Natural environment: 86
 Mental / emotional well-being: 92
 Financial situation: 92

If the Option 1 change shown in the table above occurred, would it affect your satisfaction with your life overall or with any specific aspect?

If yes, please move the relevant bars below to indicate what your new ratings would be for any satisfaction affected by Option 1.

If no, please proceed to the next question without moving any bars.



Bend Example

- SWB decreases with loss of trail connectivity – amongst those who engage in outdoor recreation.
- Effect greater in recreation domain than life overall.
- Importance of inclusive public process.

Overall	Coeff.	Sig.	Community	Coeff.	Sig.	Recreation	Coeff.	Sig.
Constant	5.431***	0.004	Constant	7.046**	0.013	Constant	-0.894	0.783
Pop_20 ^a	-3.100***	0.003	Pop_20 ^a	-4.528***	0.001	Pop_20 ^a	-3.741**	0.025
Pop_60 ^b	-5.661***	0.000	Pop_60 ^b	-11.304***	0.000	Pop_60 ^b	-9.954***	0.000
Pop_80 ^b	-5.192***	0.000	Pop_80 ^b	-10.171***	0.000	Pop_80 ^b	-8.216***	0.000
Pop_120 ^b	-6.163***	0.000	Pop_120 ^b	-11.669***	0.000	Pop_120 ^b	-8.124***	0.000

Tr_loss	-0.795	0.402	Tr_loss	-1.012	0.424	Tr_loss	-2.332	0.128
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Tr_rec	-0.018**	0.049	Tr_rec	-0.017	0.155	Tr_rec	-0.044***	0.003
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Proc_hi	2.061***	0.003	Proc_hi	1.701*	0.077	Proc_hi	1.563	0.149
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Bend Example

- The Bend example is a reminder that tourism (and growth) can generate diverse effects within communities.
- SWB can be used to evaluate those effects, focused on residents as hosts not just as recreationists. In-process survey in Oregon.
- Contingent SWB still an exploratory method...

23. Now please assume that the number of tourists to your community increases by 20% in the near future, with the potential for both positive and negative effects.

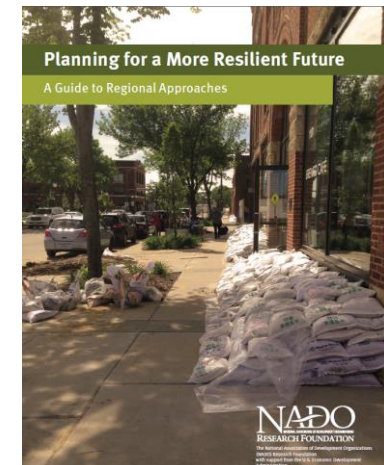
In Column A, please circle a number to indicate whether this increase in tourism would decrease, have no effect on, or increase your well-being for each aspect. For each aspect that would be decreased or increased, please also write a number from 0 (not satisfied) to 100 (completely satisfied) in Column B to indicate what your new well-being would be. New well-being equals well-being in past 12 months adjusted for any decrease or increase.

- Effects may depend on how tourism is developed and managed. Please consider what you would expect to happen in your community.
- Please consider how important the effects would be relative to everything that affects your well-being. Also consider how you would adjust to any effects, not just their immediate impact.

Aspect	Column A. Direction of well-being change					Column B. New well-being
	Decrease a lot	Decrease a little	No effect	Increase a little	Increase a lot	Write number (0 to 100)
Your life overall	1	2	3	4	5	➔
Your financial situation	1	2	3	4	5	➔
Your job situation	1	2	3	4	5	➔
Your social life, beyond family	1	2	3	4	5	➔
Your community and its culture	1	2	3	4	5	➔
Recreation opportunities	1	2	3	4	5	➔
Quality of the natural environment	1	2	3	4	5	➔

Resilience

- Resilience in the social context (focus here):
 - The ability of groups or communities to cope with external stresses and disturbances as a result of social, political and environmental change (Adger 2000:347).
- Distilled, and focused on communities:
 - A community's ability to thrive in the face of change (Steiner, Woolvin, and Skerratt 2016).
- Common component is adaptability.
- Resilience as a potentially useful lens.



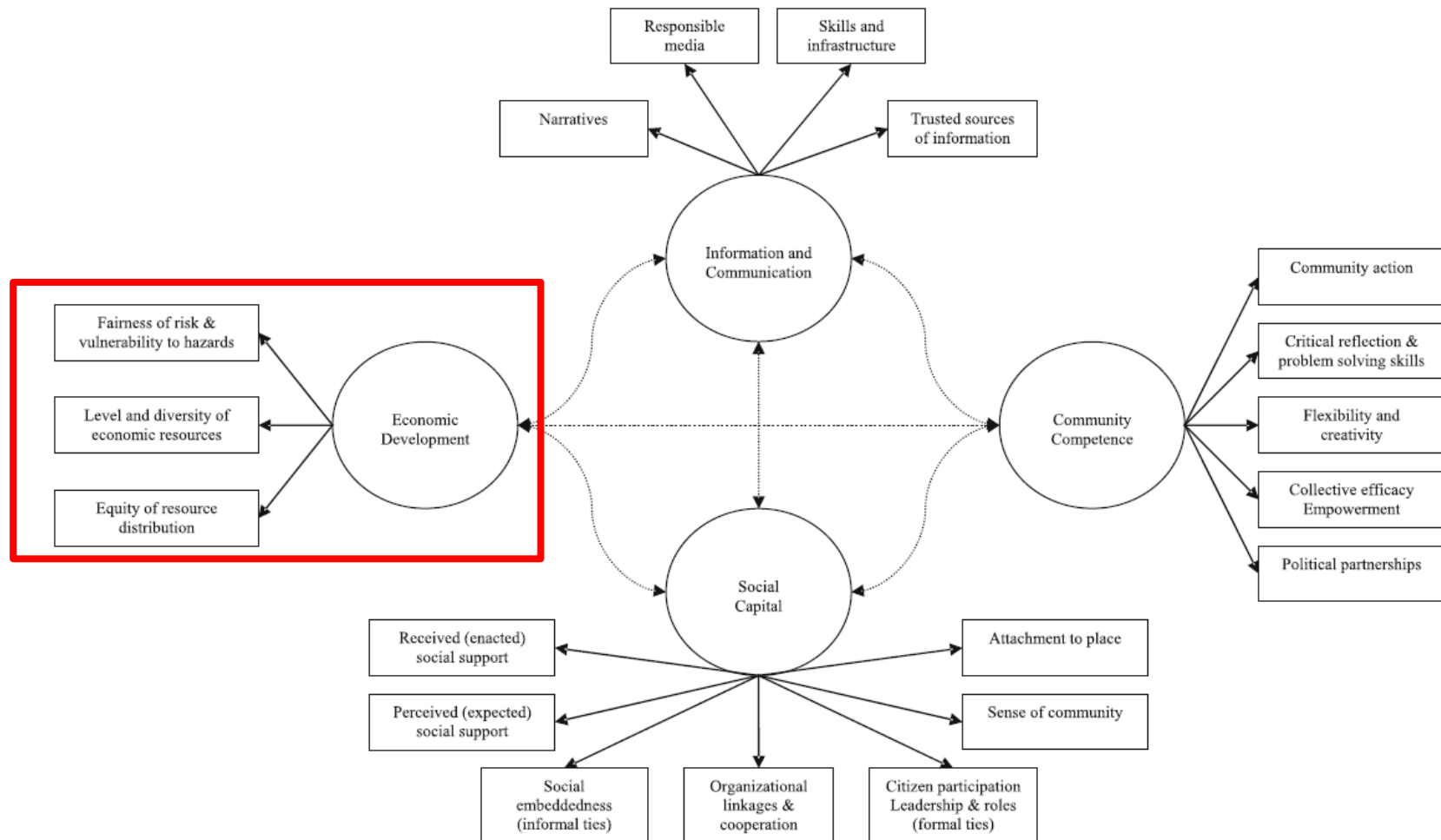


Resilience

- Applied in diverse ways to many contexts, so helpful to define “of what, to what.”
- Focus here:
 - Resilience of (rural) communities...
 - to economic and demographic change.
- Not of ecosystems or visitor destinations. Nor of individuals or households, though community-level effects often are paralleled at personal and family scales (e.g., social connections).
- Possibility of generalized resilience, with factors enhancing resilience to slow variables (e.g., economic and demographic change) also potentially enhancing resilience to fast variables (e.g., natural disasters and terrorism).

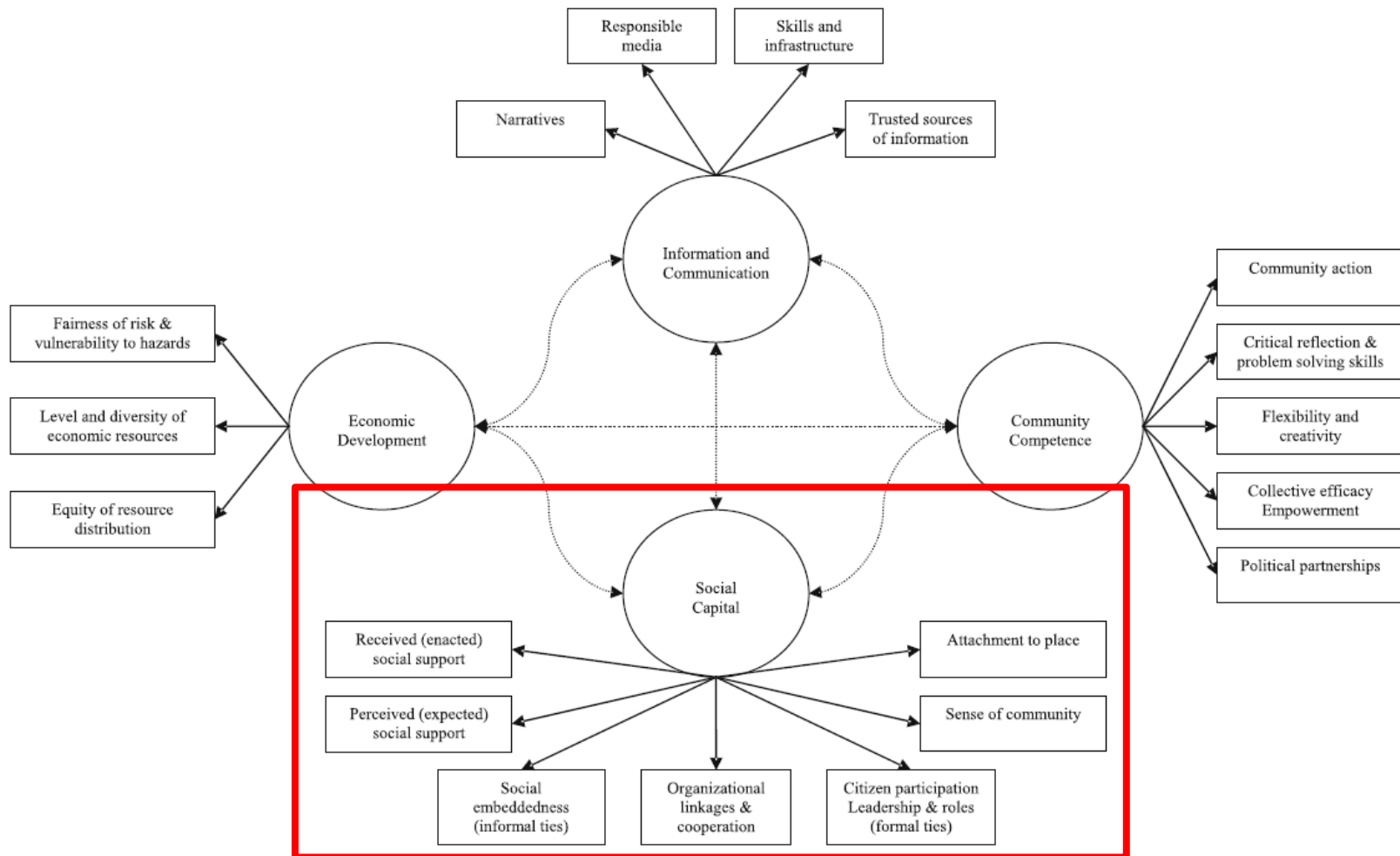
Community Resilience

- Norris et al. (2008:136) illustrate components and provide foundations for assessment.



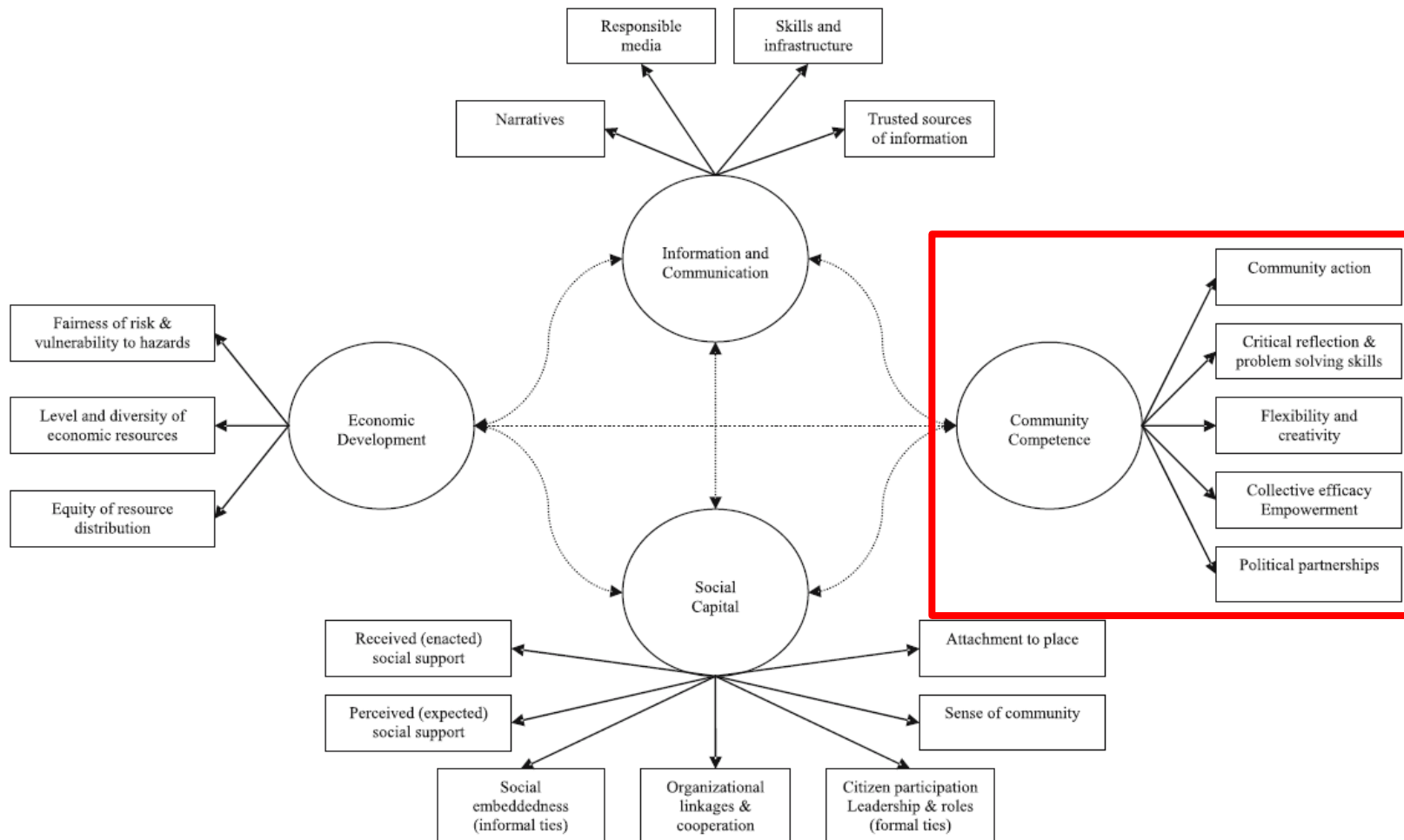
Community Resilience

- Norris et al. (2008:136) illustrate components and provide foundations for assessment.



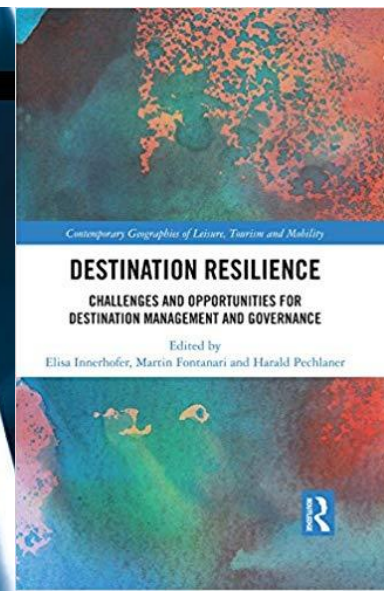
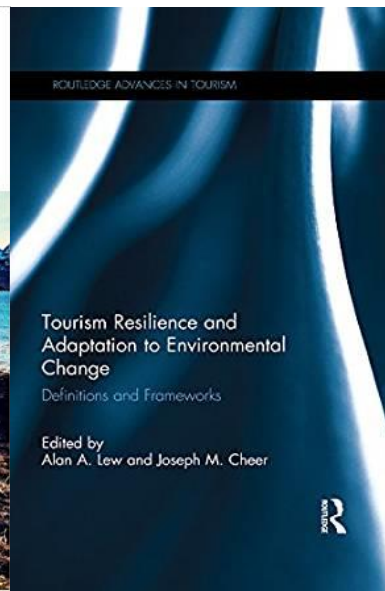
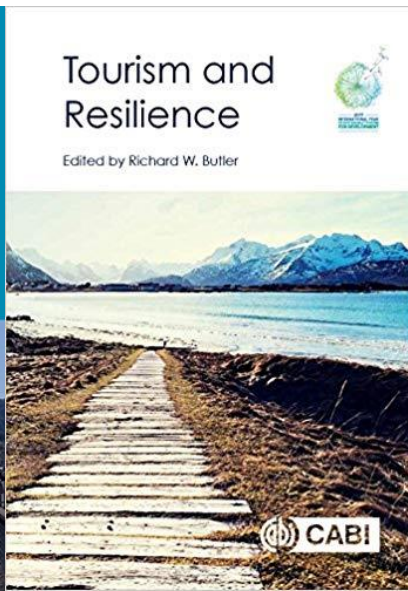
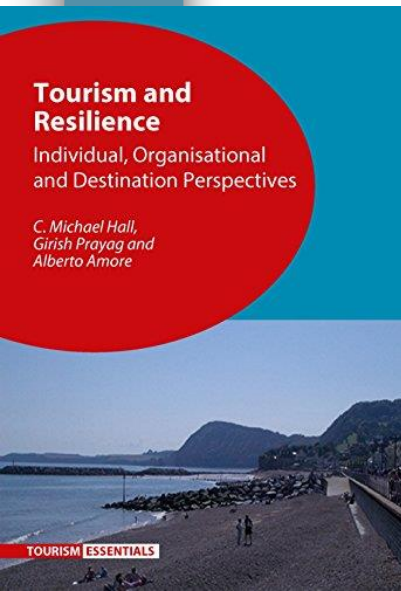
Community Resilience

- Norris et al. (2008:136) illustrate components and provide foundations for assessment.



Community Resilience

- Much conceptual discussion in the literature (e.g., Walker and Salt 2012), but empirical evaluation less common.
- That is present focus. Difficult to assess community resilience directly, so often rely on secondary data potentially reflective of **contributors** identified by Norris et al. (2007) or others (e.g., Cutter, Ash, and Emrich 2014).
- Norway analysis basic, but relies on primary data.



Community Resilience

- Present focus on primary data evaluation of resilience contributors at the level of nature-based tourism firms.
- Contributors also at the level of visitors. Examples.
- Enhancing creativity (Atchley, Strayer, Atchley 2012).
- Enhancing connections / social capital (Wolf, Stricker, Hagenloh 2015).
 - Visit Finland notes bonding in the sauna and that more decisions are made in saunas than in meetings (sauna as a resilience tool?).
 - In Bend, parallel is recreation – relationships are created and strengthened on trails, on ski slopes, and on the river.
 - Resident experiences in natural areas play important roles in community character and cohesion.

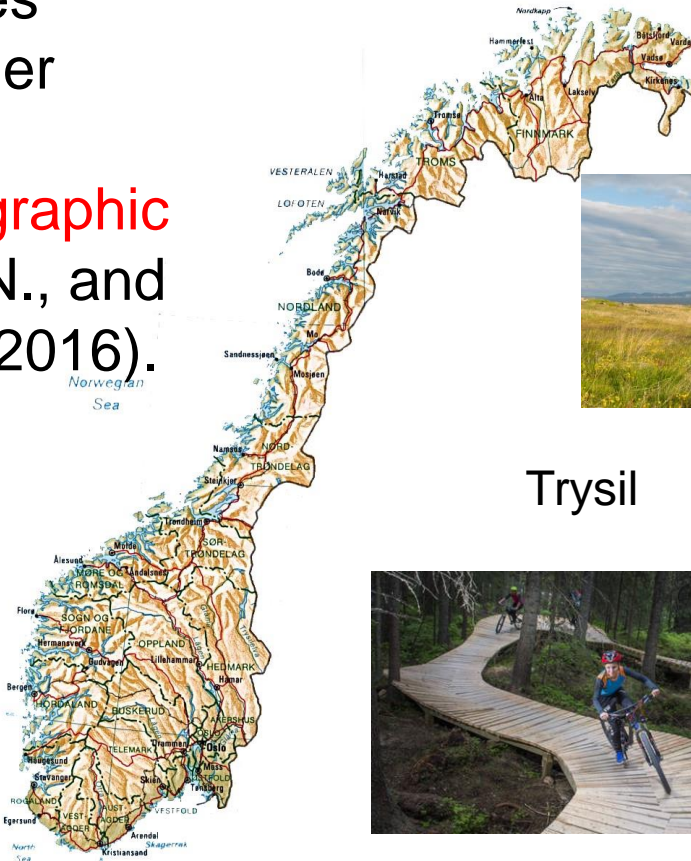


3. Getting invited to a sauna is an honour. If you have a reason for declining, fair enough, but it better be a good one! Bathing in a sauna with people is somewhat of a bonding process – when you're bare in all senses of the word, you're sure not to hide anything. It is said that in Finland, more important decisions get made in saunas than in meetings.

Norway Example

- BIOTOUR project: 2017 nationwide firm survey (led by Stensland and Fossgard), interviews at three case study sites (Forbord et al. presentation). **Preliminary results.**
- Nationally wealthy, but rural Norway faces stresses similar to those in other countries, including **economic and demographic change** (Sae-Khow, N., and P. K. J. Hasselberg. 2016).

Hardanger



Varanger



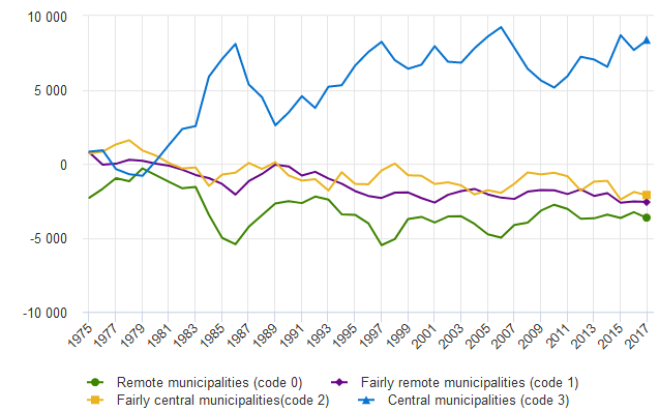
Trysil



Norway Example

- Community
 - Professional and personal networks / ties.
 - Additional aspects, including identity and cohesion.
- Economy
 - Not possible to assess contribution to sectoral diversity, as firms operate across regions with variable diversity.
 - Job type diversity, potential livelihood diversity.
 - Job creation, potential to reduce out-migration and/or increase in-migration, which may sustain human and social capital, as well as local facilities and services (link to community dimension).

Figure 1. Internal migration. Net migration. Centrality

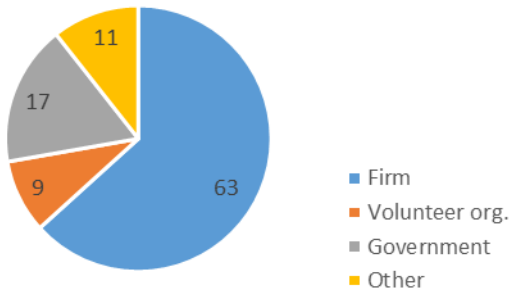


Source: Migrations, Statistics Norway.

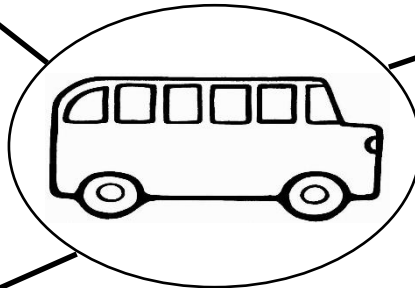
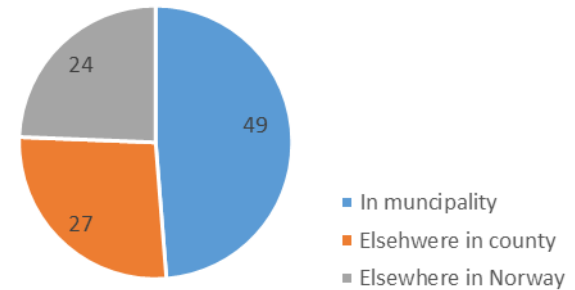
Resilience – Relationships

- Business relationships. List up to 3; average of 2 provided.

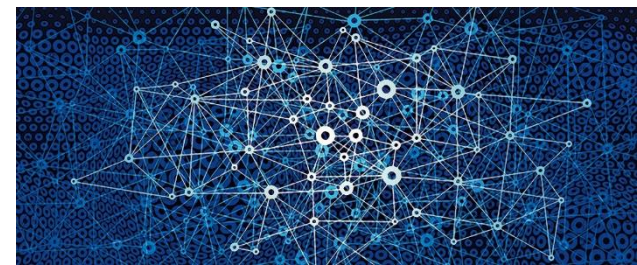
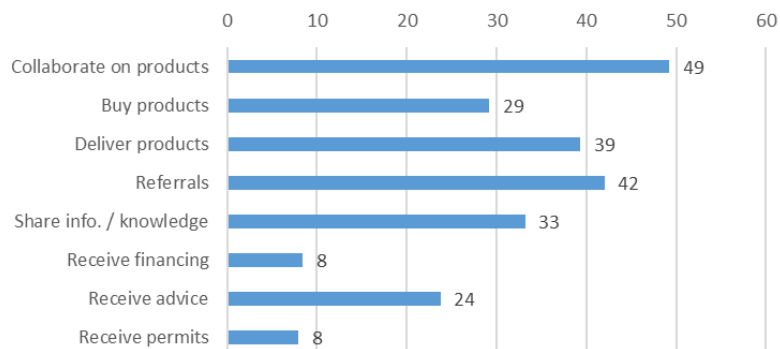
Business connections, actor type, percent



Business connections, actor location, percent

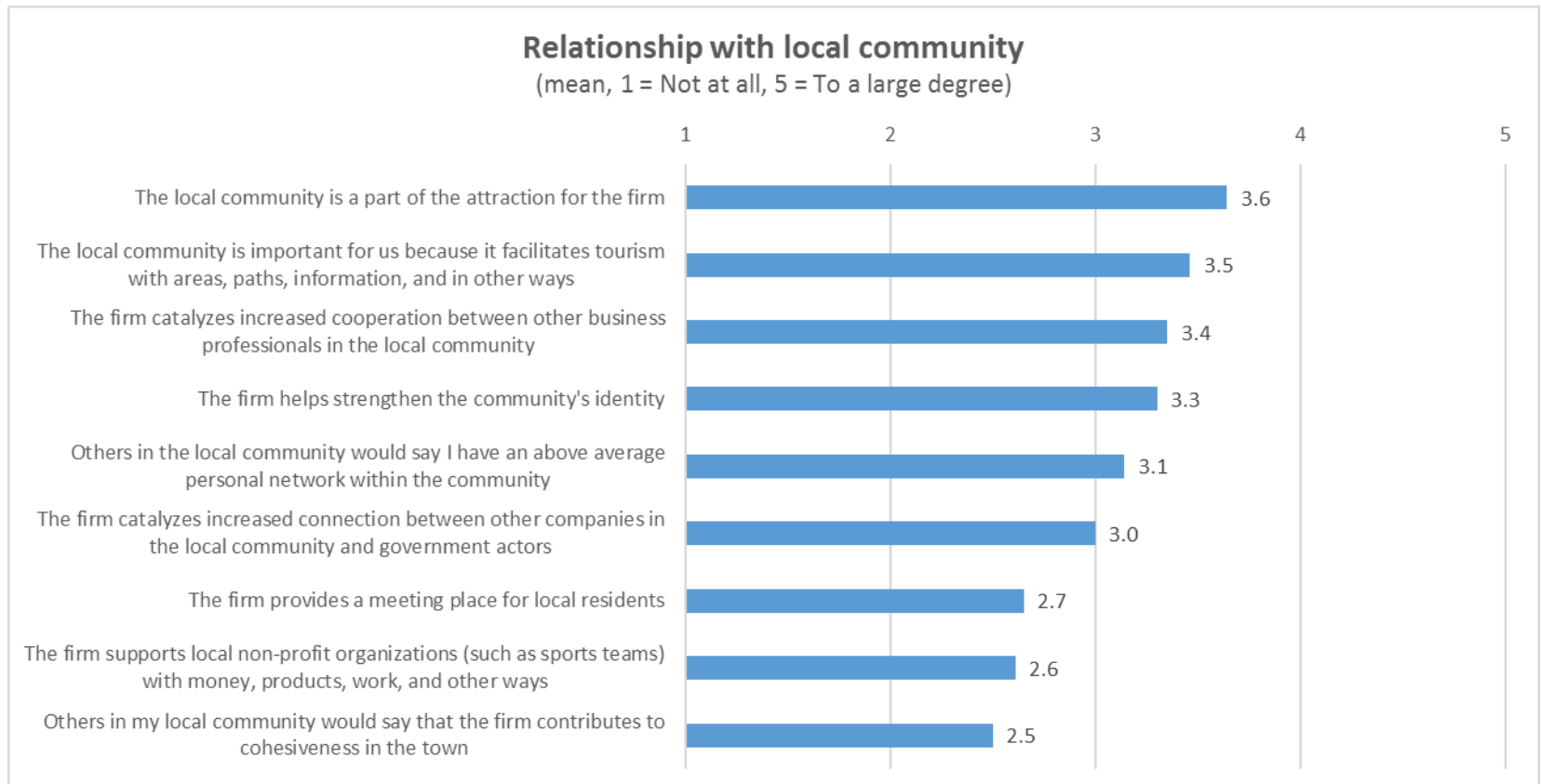


Business connections, relationship type, percent (multiple responses allowed)



Resilience – Relationships

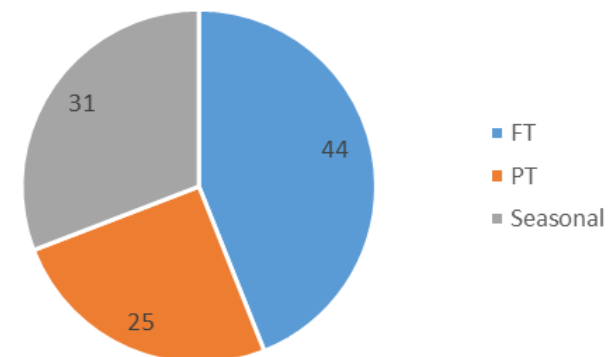
- But go beyond business connections.
- “To what degree do you agree with the following statements?”
- Strongest relationships reflect community contribution to tourism product. Firm’s contribution to community also recognized.



Resilience – Employment

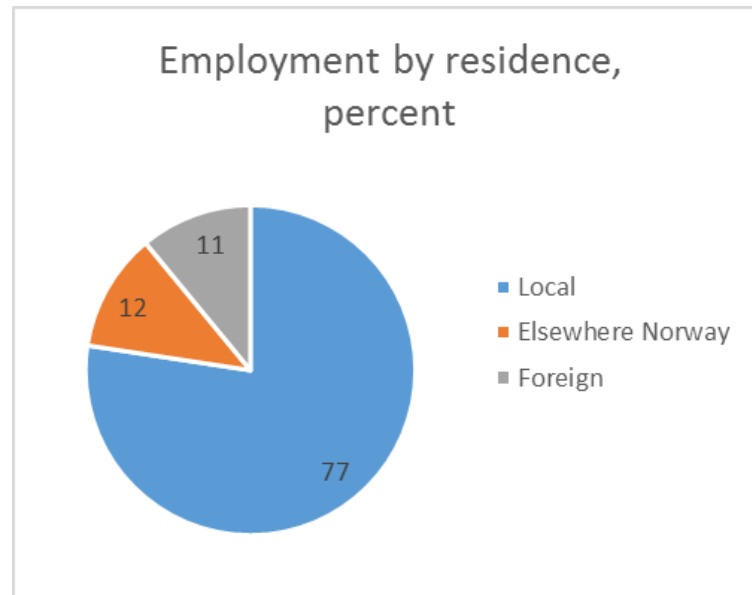
- Approximately 3 full-time equivalent (FTE) employees per firm, including respondent. Most firms are small.
- Pros / cons across job type (full-time, part-time, seasonal).
 - Part-time and seasonal jobs may be desirable for some employees, such as summer jobs for students or by providing livelihood diversity (occupational plurality) options for individuals and households (Alberts and Baldacchino 2017).
 - However, full-time jobs may be best for improving net migration, and employee contribution to community (human and social capital, population basis for infrastructure, etc.).

Employment by type, percent



Resilience – Employment

- Likewise, jobs for local employees may reduce out-migration, but jobs for non-local employees may increase in-migration and associated diversity in human and social capital.



Norway Example

- Assessment of resilience and factors affecting it is complex and difficult.
- This (preliminary) analysis is a first step in empirical evaluation – but is limited in scope and relies on the perceptions of firm representatives.
 - Also similar to past evaluations (e.g., jobs), but slightly different lens overall – and add relationship perspective.
- It also focuses on positive effects, while NBT may generate diverse (not always positive) effects.



Diverse Effects

- There are substantial concerns in some locations – about issues including loss of
 - Tangibles, such as rental housing stock.
 - Intangibles, such as community character and social interaction / cohesion.



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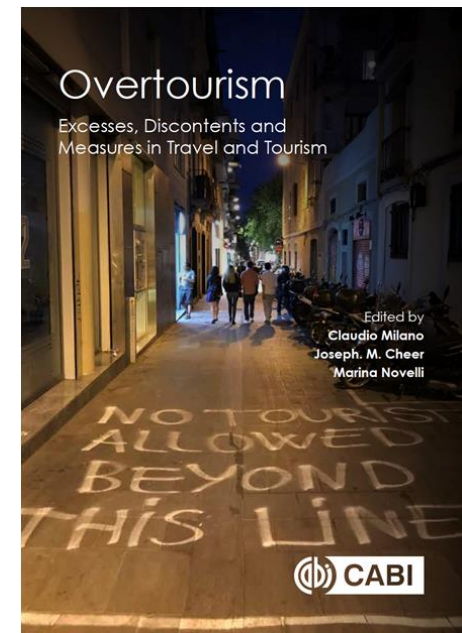
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Destinations, Wellness

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March 7, 2018

Time
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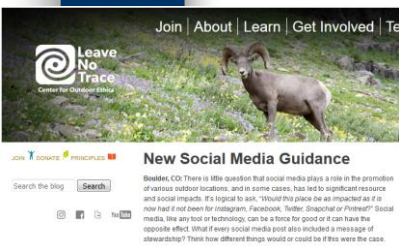
Exclusive Market Study from DGT and Aiest for ITB Berlin

Tourism is threatening to suffocate itself: Due to space limitations, further growth in tourism will inevitably lead to ever more and even larger conflicts in touristic destinations worldwide. This quantitative and qualitative study, exclusively presented at ITB Berlin, will feature a report about the status quo. What differences and similarities exist between urban and rural destinations, which measures offer possible solutions and which strategies do tourism experts regard as promising?



Diverse Effects

- Effects on natural areas likewise can be diverse, including potential for negative effects on well-being and resilience.
- Example: crowding or competition across activity groups for natural area recreation resources (conflict and contested spaces).
 - That competition may increase bonding (intra-group) social capital but harm bridging (inter-group) social capital.
 - May reduce generalized reciprocity, trust, and cohesion in community.



Is Land Tourism Threatening the Galápagos?

Revenue from tourism has helped protect parks on the islands, tour operators say, but they are worried that popular land-based trips could harm beaches and wildlife.

Concluding Thoughts

- The health and wellness benefits of natural area visitation have been known for many years, but the Healthy Parks Healthy People lens apparently has helped:
 - Enhance development, management, and marketing decisions.
 - Enhance the rationale for funding natural area visitation – and the agencies and ecosystems on which it depends.
- Would well-being and resilience lenses provide additional perspective and likewise contribute to these goals?



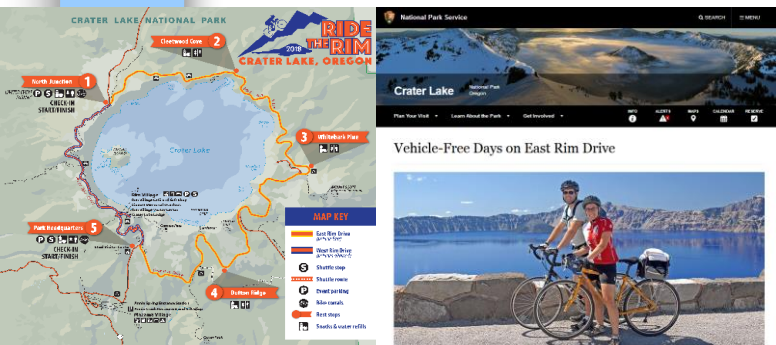


Concluding Thoughts

- **Resilience** has significant cachet and exposure, as well as significant overlap with well-being.
 - Norris et al. (2008): well-being as one outcome of resilience.
- However, it is conceptually more complex and more difficult to assess – and to connect to national-level indicators.
- May require substantial foundational work, with potential benefit from such an investment (similar to past investment in HPHP).

Concluding Thoughts

- These lenses may contribute to evaluation, development, management, and marketing decisions. Examples.
 - Evaluation – assess effect of crowding and conflict in SWB units in addition to satisfaction or monetary units.
 - Public input processes – goals might expand beyond implementing decisions to include building social capital.
 - Visitor facilities, access, and programs – additional orientation to achieve social and physical activity goals.
 - Role of commercial providers (NBT firms) – beyond facilitating access to include community resilience effects.



“My commitment to helping clients comes from my belief that people who solve problems together, are truly building community.”

- Mary Orton



Concluding Thoughts

- Growing knowledge base for understanding how natural area visitation contributes to **well-being**.
- Consider adding subjective well-being measures à la OECD (2013) Annex A?
- By-product is additional method development, such as “Mappiness” (experience sampling) and contingent (vignette) SWB approaches.
- Beginning of a knowledge base regarding how natural area visitation contributes to **community resilience**.
- Much opportunity for conceptual development and empirical evaluation.

Merci beaucoup!

**Questions?
Discussion?**



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