

Tourism mobilities in the Peak District National Park and wildfire hazard

Jeff Goatcher, Brian Boyle,
Viv Brunsden, Rowena Hill,
Amy Pritchard
Nottingham Trent University

- Tourism Mobilities
- Nature Based Tourism
- Tourism numbers
- Peak Oil - future

Tourism mobilities

- Lots of them
 - 1 billion ‘International Tourist Arrivals’
 - Global, 8 % employment
 - 25 % employment

Tourist motivations/cultures

- The ‘sign regime’

“sightseeing is the only large-scale human activity that systematically moves the human subject into a position of adjacency to the symbolic order, a position organized to produce a direct encounter with the symbolic” (MacCannell 2012; 186)

What moves them?

- Discourses
- Financial collapse/austerity
- Climate Change



Nature Based Tourism

- Utilitarian discourses
 - Renewal
 - Nature revivifies
- The Romantic Gaze
 - Nature as a ‘thing’
 - Consuming nature
- The Sublime
 - Humans as insignificant

Nature Based Tourism

- The Eco-Gaze
 - Nature-Culture entwined
 - Co-creating 'nature'

What moves them?

- 2008 Financial Crash
 - 'austerity'

The rise of the 'staycation'

Part of Tourism Satellite Account, 2010 - The Economic Importance of Tourism
ONS. 15 October 2013

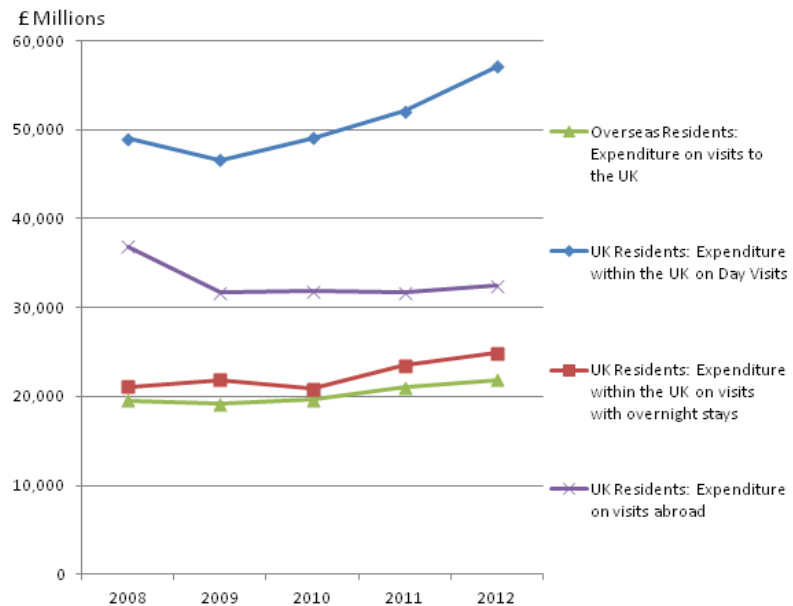


Fig 1: Tourism expenditure, 2008-12 (£ millions)
<http://www.ons.gov.uk/ons/rel/tourism/tourism-satellite-account/2010---the-economic-importance-of-tourism/staycation.html>

Tourist numbers

- Fragmented statistics

Table 7: Visitor numbers, visitor days and tourist spend⁸

DEFRA (2011) Assessment of Benefits working paper

National Park	Visitor numbers (Millions)	Visitor days (millions)	Visitor spend (millions)
Peak District	N/K	12.4 ⁷	347
Lake District	8.3	15.2	659
Dartmoor	2.2	2.8	103
North York Moors	6.3	9	317
Yorkshire Dales	9.5	12.6	400
Exmoor	1.4	2	83
Northumberland	1.7	2.415	104
The Broads	5.8	7.2	296
The New Forest	N/K	13.5	123

⁷ As of 1st April 2009 – from NPA benchmarking exercise

⁸ <http://www.nationalparks.gov.uk/learningabout/factsandfigures.htm>. It should be noted that these figures come from surveys that are designed to give trend data rather than accurately estimate the number of visitors and therefore the numbers should be treated with a note of caution. Dartmoor data updated following data from DNPA

⁹ This is the only published figure available for the Peak District National park but is believed to be an underestimate, other survey data suggests this is the case but is not available for publication.

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PNDP Visitor Survey 2005

Table 2 : Survey dates

	Moors for the Future Survey			Additional Sites		
	Peak Period	Shoulder Period	Off Peak Period	Peak Period	Shoulder Period	Off Peak Period
Saturday	23/07/05	15/10/05	10/12/05	20/08/05	08/10/05	03/12/05
Sunday	24/07/05	16/10/05	11/12/05	21/08/05 ²	09/10/05	04/12/05
Weekday	27/07/05	19/10/05	14/12/05	31/08/05 or 01/09/05	12/10/05	07/12/05

Definitions

Survey respondents were asked to provide details of their participation during the previous week in the following leisure activities.

Table 1.3 – Leisure activities included in definition of Leisure Day Visit
Visiting friends or family for leisure
'Special' shopping for items that you do not regularly buy
Going out for a meal
Going on a night out to a bar, pub and/or club
Going out for entertainment – to a cinema, concert or theatre
Undertaking outdoor leisure activities such as walking, cycling, golf, etc
Taking part in other leisure activities such as hobbies, evening classes, etc (outside of your home)
Taking part in sports, including exercise classes, going to the gym, etc
Watching live sporting events (not on TV)
Going to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc
Going to special public event such as a festival, exhibition, etc
Going to special events of a personal nature such as a wedding, graduation, christening, etc
Going on days out to a beauty or health spa/centre, etc
Going on general days out/ to explore an area
Going on day trips/excursions for other leisure purpose not mentioned above

2012 Great Britain Day Visits Survey
(GBDVS 2012).VisitEngland

Any participation in the above activities, outside of the respondent's home but in any place within the UK¹ could be considered to be a **Leisure Day Visit**. When more than one activity was undertaken within a single trip away from home (e.g. undertaking outdoor leisure activities **and** going out for a meal), this would be treated as a single Leisure Day Visit and the main activity undertaken was also recorded.

- EMids Outdoor Leisure in countryside
2011 = 93m – 2012 = 108m (+19%)
- England
2011 = 1307m → 2012 = 1467m (+12%)
... then 3 months to August 2013
down 14% (16% on year)

Future

- Peak Oil
- Climate Change
- Useful statistics
 - WAID