

Marine Tourism: Friend or foe?



Environmental Impact of Tourism

- Multifaceted relationship
- Based on man's desire to get out and see and experience nature
- Exceeding carrying capacity leads to :
 - Depletion natural resources
 - Pollution
 - Physical impacts
 - Loss of biological diversity
- Careless mismanagement leads to irreversible consequences



Environmental Impact of Tourism

- Overuse of water
- Pressures on local and regional food, energy and raw materials
- Pollution – transportation – tourism accounts for more than 60% of air travel
- Waste generation and disposal
- Extraction of building materials and tourism-related activities

(Boyd *et al.*, 2003)



Environmental Impact of Tourism

- **Beneficial impacts – raised awareness has contributed to environmental protection and conservation movement**

Facts About UK Domestic Tourism

- Job opportunities
- Access to leisure
- 101.7 million holidays in the UK, spending £17.4 billion (2002)
- UK coast: 27 million seaside holidays (2002), spending £4.9 billion
- In Wales, coastal holidays: 43% of all holiday trips (British Resorts Association, 2003)
- Tourism - £6 million per day to the Welsh economy (BBC, 2003)

Global Tourism

- Key economic activity
- Largest global creator of jobs, wealth and investment (World Travel and Tourism Council (1998))
- In 2001, Travel and Tourism Economy (TTE) contributed \$3.5 trillion to the world's GDP and exceeded the GDP of all countries except Japan and USA

Global Tourism

- **In 2000, travel and tourism provided a trade surplus of \$13.9 billion whereas US high technology, of which Americans are proud, produced a trade deficit of \$34.6 billion (US Department of Commerce, 2001)**











Everybody has the right to
see nature in all its glory!



'To the ends of the earth'

- But at what cost?



Marine Tourism: Friend or foe?



Ecotourism – A new market opportunity for Gower, South Wales UK



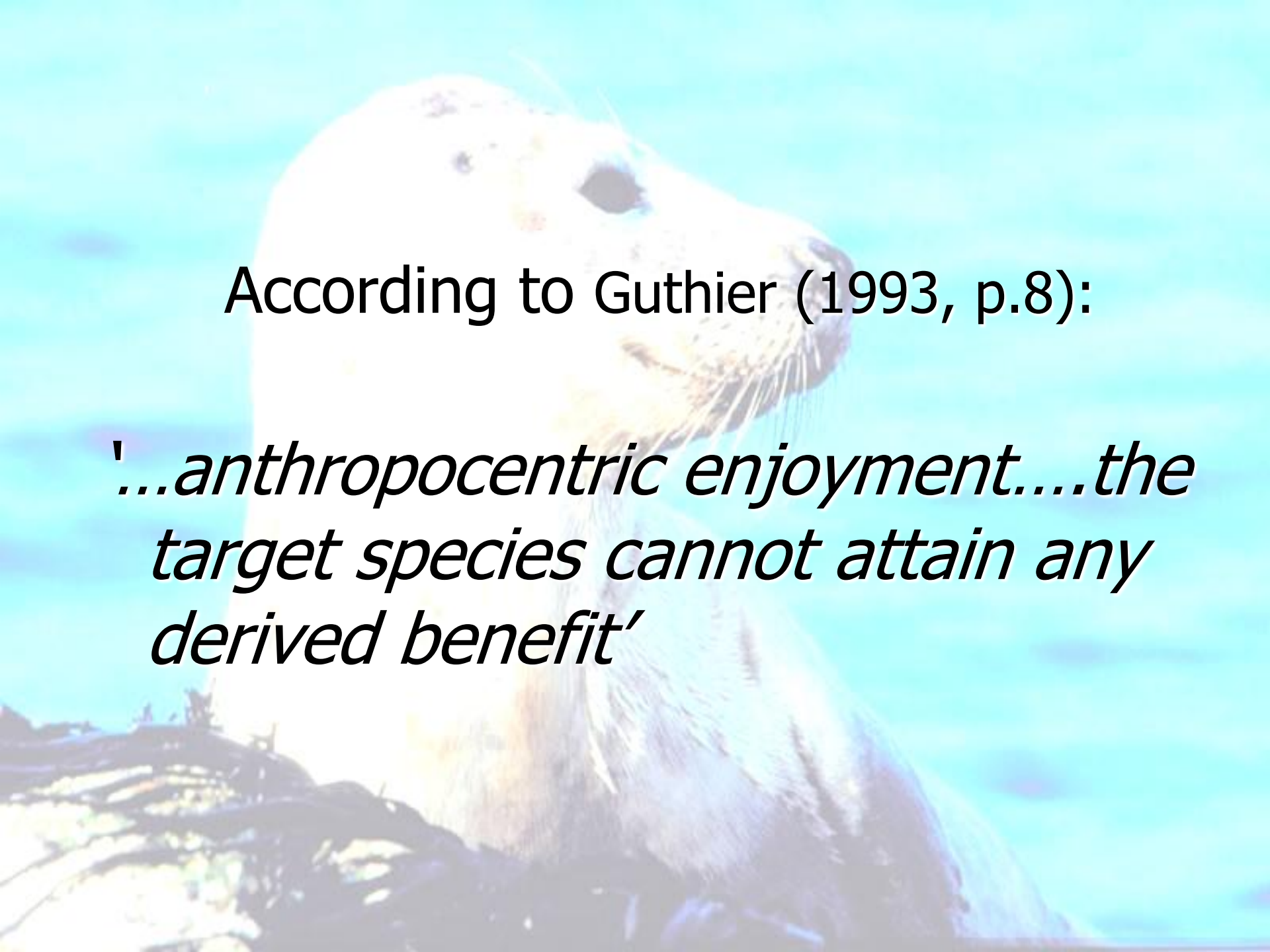
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Domestic Tourism

- 9.7 million visitors
- £1.7 billion direct visitor spending (WG, 2012)
- 90% visitors come from within Wales
- 13.3% national economy (WTA, 2011)
- Growth in conservation membership (Birdlife International, 2004)
- IWC acknowledge growth in whale watching industry
- Seal watching worth £4.67 million direct revenue, £36million indirect services (Young, 1998)
- 2008, the Namibian seal hunt generated £300,000, whereas seal watching netted £1.2 million in direct tourism expenditure in the same period.



According to Guthier (1993, p.8):

'...anthropocentric enjoyment....the target species cannot attain any derived benefit'

Ecotourism

- According to Goodwin (1996, p.124):
 - *'instils an environmental and cultural consciousness to the tourist while providing long term stability and returns to the host community'*
- Not profit first and foremost

Is Ecotourism beneficial?

- Seals habituate to noise (Bonner, 1982)
- Sperm whales – behavioural changes (Herman, 1980; Cockeron, 1995)
- Debate
- Disturbance must be given due consideration

Swansea - History

- Baglan Industrial Estate
- Port Talbot Steel Works
- Neath Valley mining contamination
- Poor water quality



Swansea Bay and Gower



W A L E S

Burry Inlet

2011 figures for Swansea:

- 4.2 million visitors
- £335.27 million spend
- No. jobs supported – 5.602

(CCS, 2012)

Swansea

Rhossili Bay



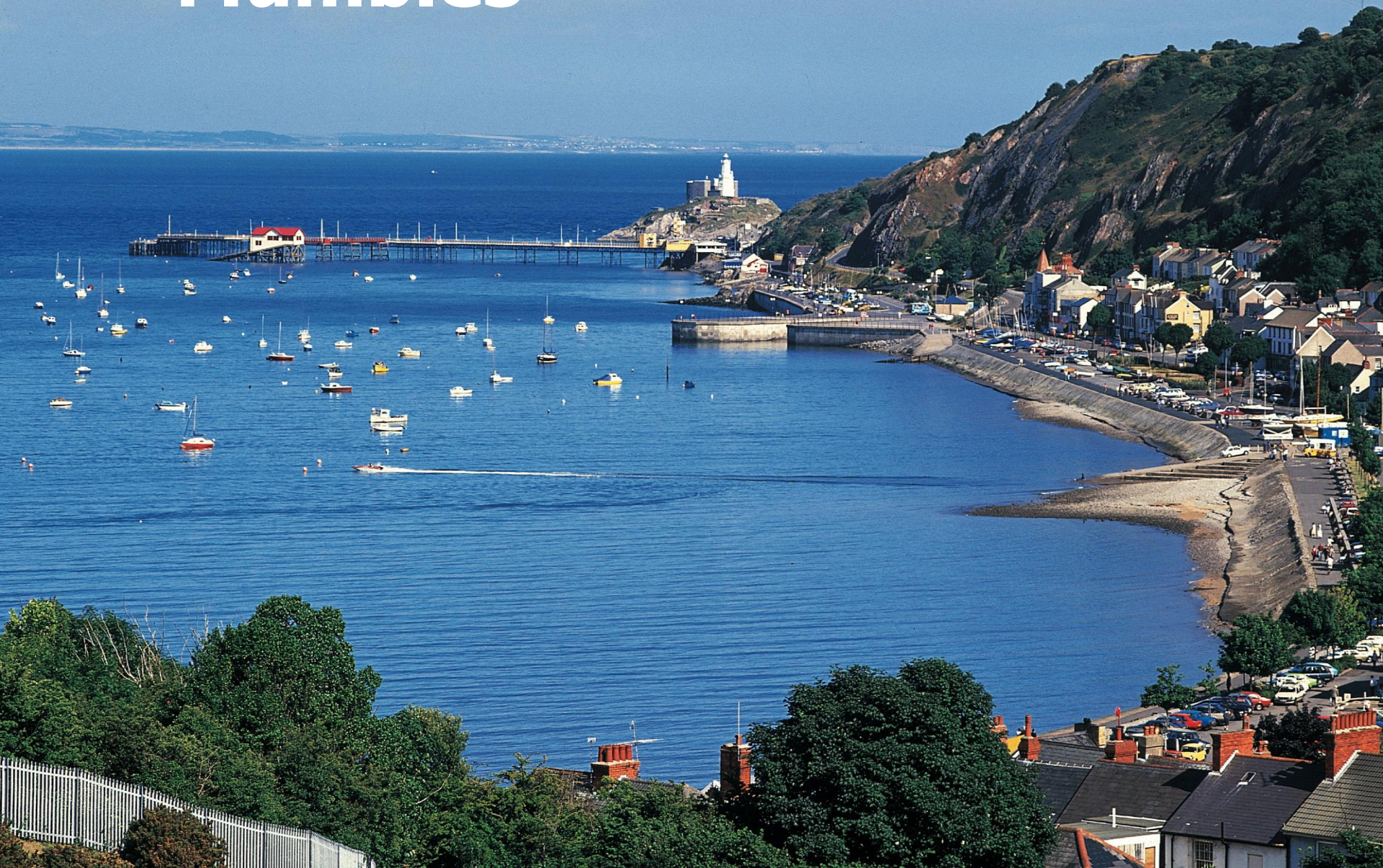
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Three Cliffs Bay



Mumbles



County Kerry, Ireland

*'Minke whales are seen on 90% of trips;
Sei Whales on 70% of occasions'*
(Berrow & Whooley 1999, p.6)

- 1.2 million overseas visitors
- £189 million (CKDB, 2000)



Outer Hebrides, Scotland



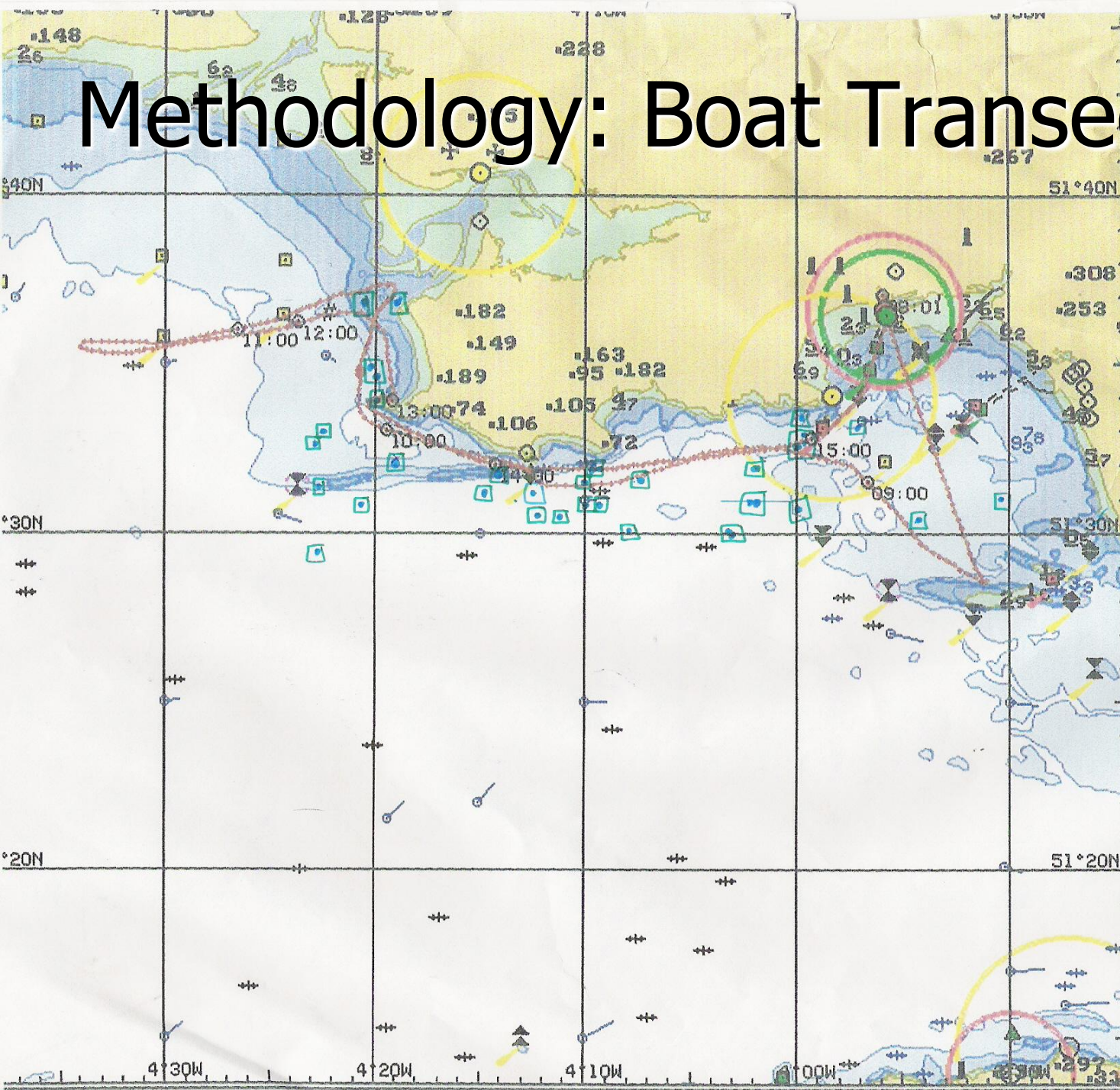
- £2.5 billion (Woods-Ballard, 2003)
- 12% income rural areas
- Weather dependent
- Shore-based alternatives (Warburton *et al.*, 2000)

Cardigan Bay, Wales

- **£272 million (WTB, 2000)**
- **Return visits high**
- **Satisfaction not linked to observation numbers (Price, 2002)**
- **Extensive cetacean research**
- **Strong, positive marketing**



Methodology: Boat Transects



POSITION DROPPED

LOCAL 15:36:46

13-08-03

CHART A1179

INFO

51°36.980N

3°55.819W

COG 317.8°

SOG 0.0KT

HOG

LOG

ROUTE

WP

COURSE

XTE

BTW

DTW

TTG

ETA

NEW CRS

AHEAD

VESSEL

ZOOM

SCALE

INFO

CURSOR

CHART

ROUTE

ADD INF

ERBL

ALARM

EVENT

TASK

LOGBOOK

HELP

CONFIG

VECTORS

RANGE

FIXED

34.24 NM

1: 200,000

Shore-based Surveys

- Constant effort watches
- Locations – Mumbles Head, Port Eynon Point, Oxwich Point and Bury Holms

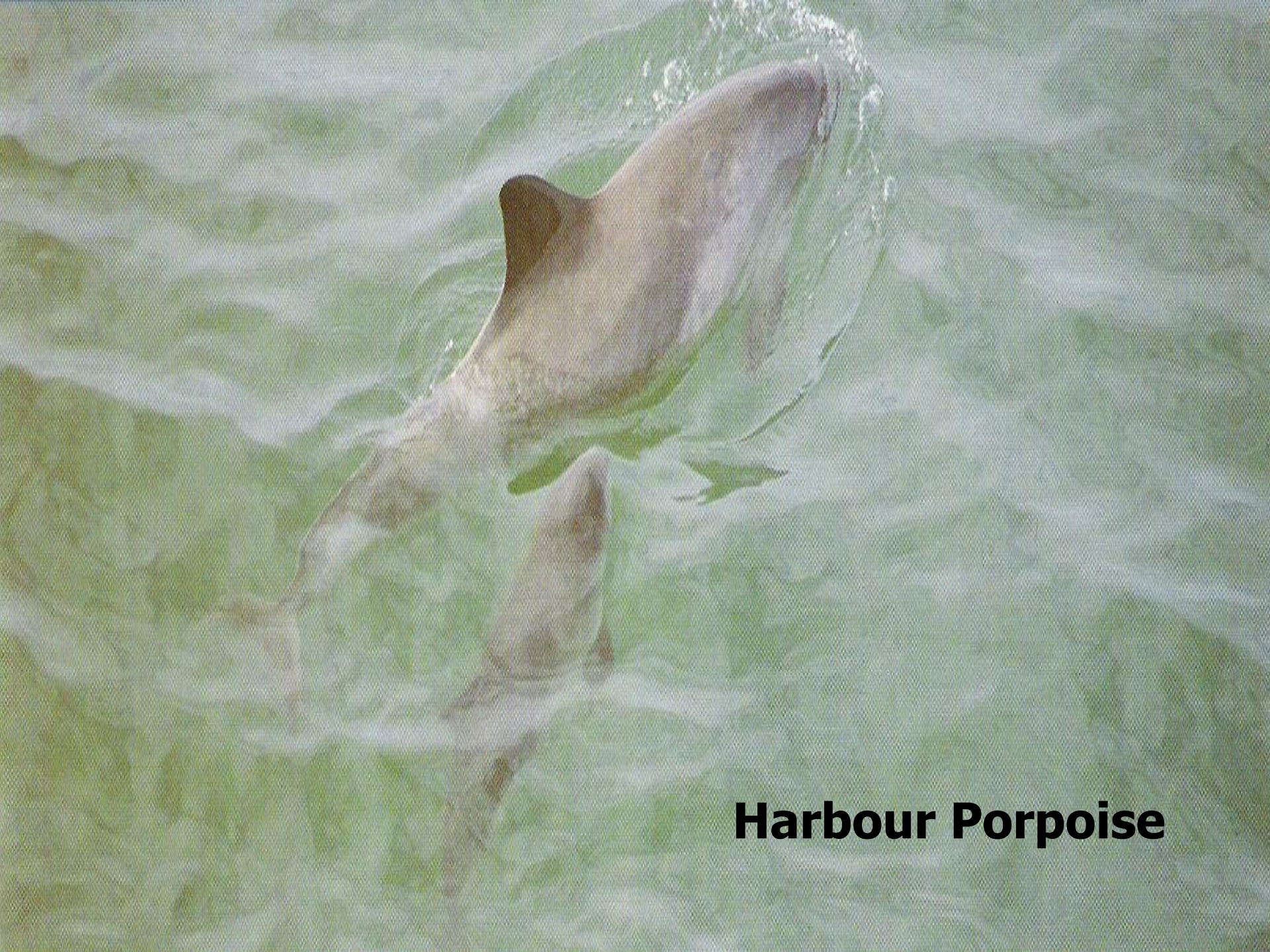




Bottlenose Dolphins

Common Dolphins





Harbour Porpoise



Grey Seal

Other Marine Species



Strangers to our shores:



Sowerby's Beaked Whale



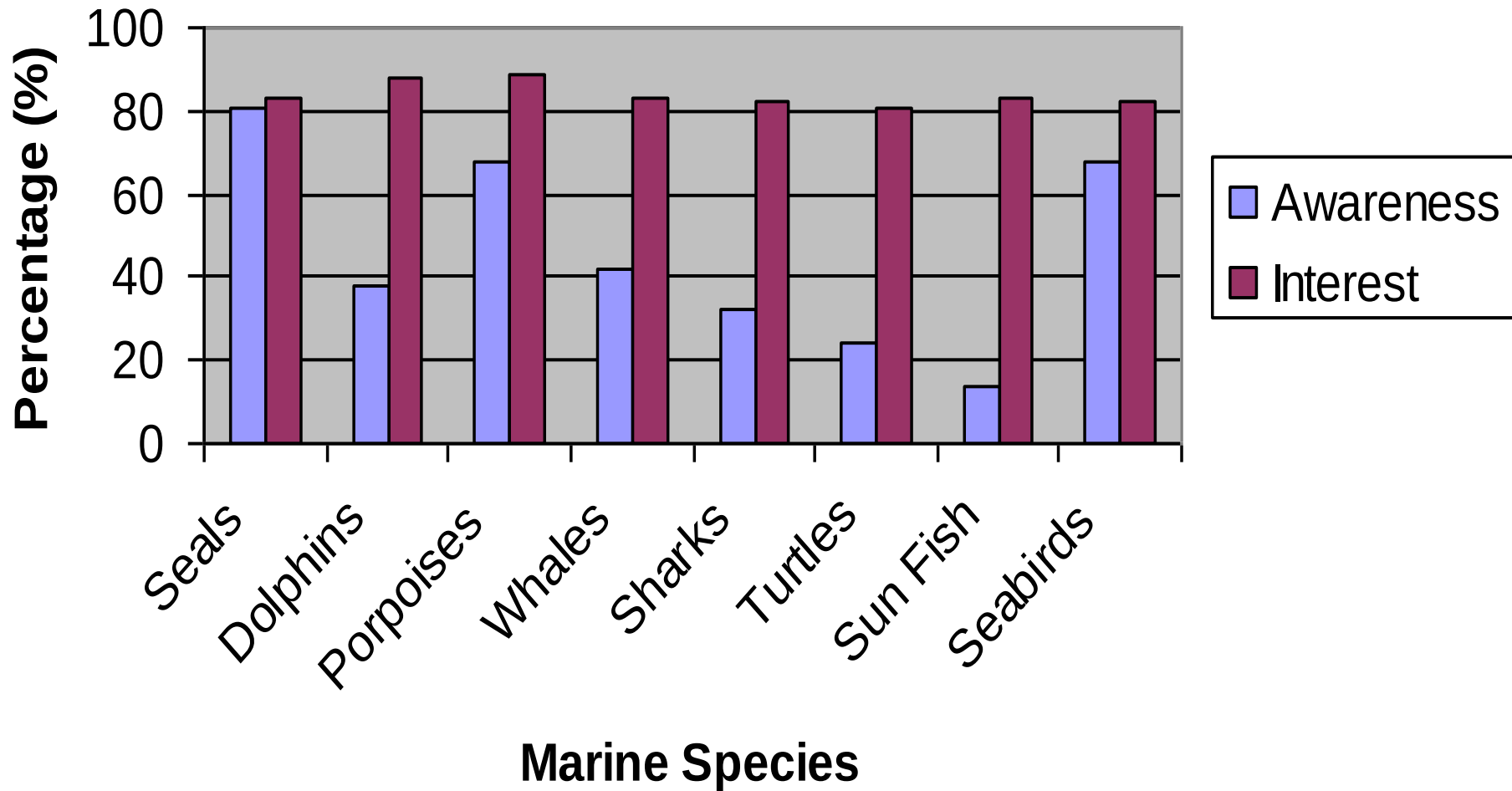
Fin Whale

Attitude Questionnaire

- Demographic variability
- Level of public interest
- Biased sample
- Marine and countryside show venues

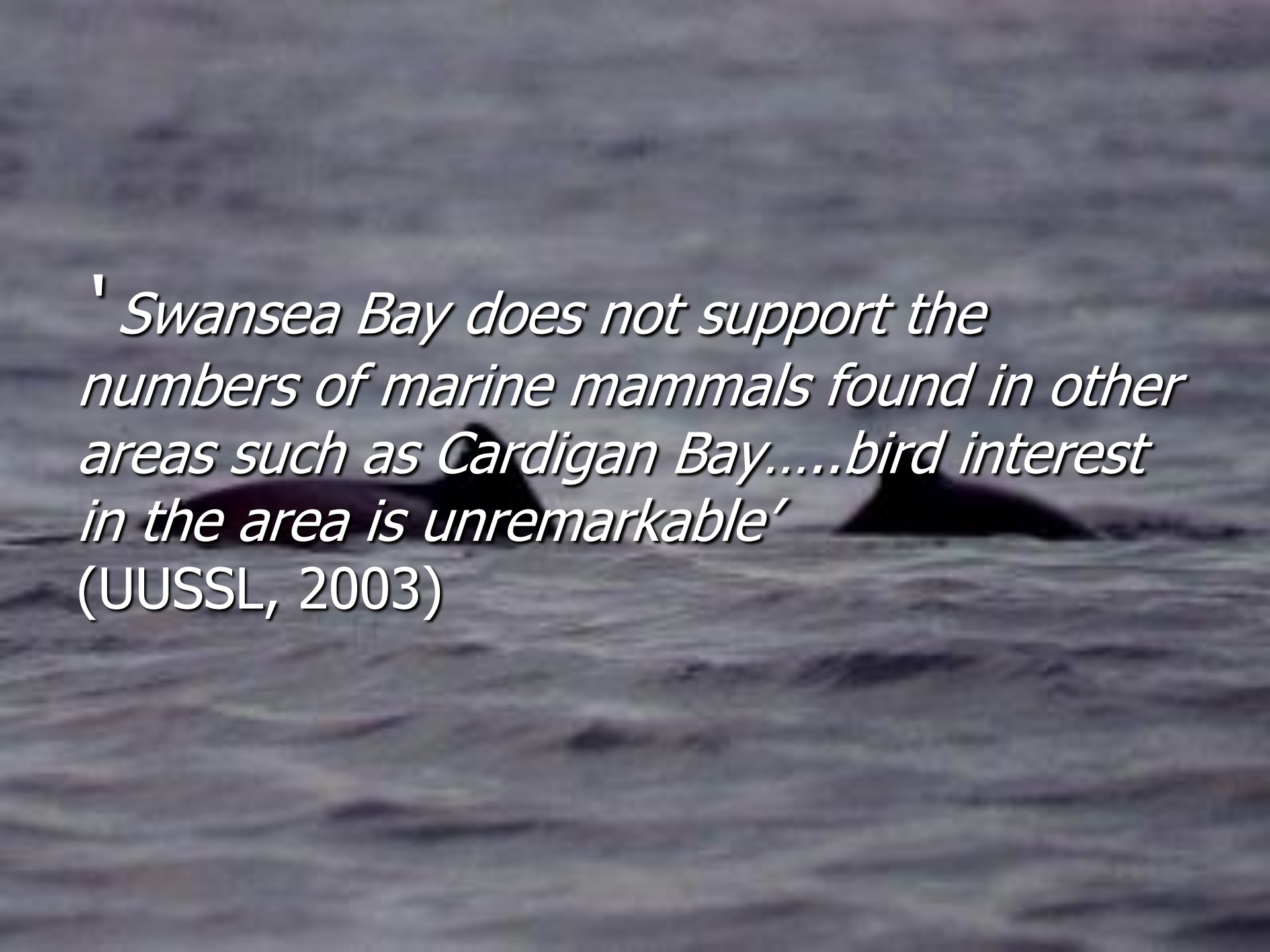


Public Awareness of marine species, Swansea Bay



Questionnaire Results

- 86% visited wildlife and education centres in UK
- 52% participated in boat trips
- 91% positive responses to boat-based trips in Swansea
- 82% half day; 18% full day
- Cost
- 18% satisfaction not limited to marine observations
- Landscape interest

The background of the slide is a photograph of a whale breaching the ocean surface. The whale's dark, rounded back and a portion of its tail are visible above the water. The water is a deep blue-grey color with some white foam from the whale's movement. The text is overlaid on the left side of the image.

' Swansea Bay does not support the numbers of marine mammals found in other areas such as Cardigan Bay.....bird interest in the area is unremarkable'
(UUSSL, 2003)

Feasibility



- Local marine populations
- 4.2 million visitors
- £335.27 million spend
- Interested parties
- Marine infrastructure
- Limitations

A coastal landscape featuring a sandy beach in the foreground, a grassy dune in the middle ground, and a blue sky with scattered white clouds in the background. The dune is covered with green grass and some dry, brownish vegetation. The beach is wide and sandy, leading to a calm body of water on the left side of the frame.

Ecotourism: friend or foe?

Results show that if properly managed,
additional benefit to the local economy can
be achieved.....