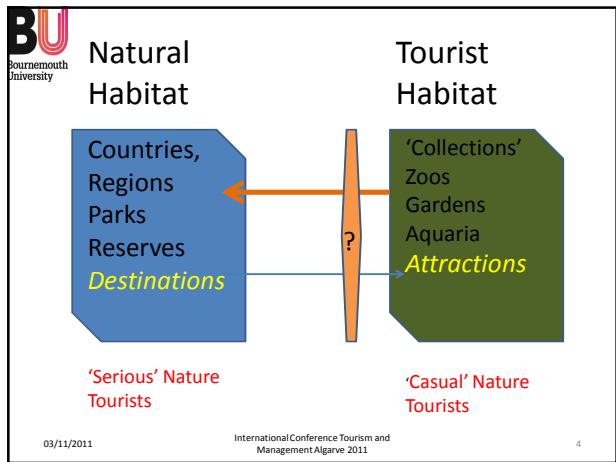


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## The Nature Tourist

- A continuum, **Casual - Serious**
- Which we often seek to measure
- We ask the tourist ' How much...
  - time,
  - money
  - equipment
  - is it part of your lifestyle

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## Collections - Zoos

- Zoos have evolved from mere **'entertaining menageries'** to scientifically and professionally managed zoological institutions
- There are about 10,000-12,000 zoos and animal parks in the world of which about 650-1000 are recognised internationally for their good practice in animal management and species conservation

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## Collections - Zoos

### A supply side perspective

- The World Association of Zoos and Aquariums states that a **Zoo is a 'venue for researchers and visitors to meet that:**
  - Assists with public understanding
  - Raises awareness about research and its conservation implications
  - Has a 'powerful part' in achieving global sustainability

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9



## What do Zoos display?

- Charismatic mega-vertebrates (e.g. **elephants, big cats, giraffes, apes**) that are rare, unique, and active generally get the attention of visitors, especially children
- These are therefore often selected for zoo display, although small mammals and non mammals (e.g. lizards, frogs, spiders, butterflies) have recently been added as zoo attractions because of the increasing interests of visitors in non-traditional animal exhibits, **and probably because of the cost-effectiveness in rearing them**

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11



## Collections - Zoos

- As a tourist attraction, zoos are the 'primary institutional location of wild animal presentation' and are very much part of the 'tourist trail'
- 1000 zoos and aquariums worldwide receive more than 600 million visitors every year
- Visiting zoos is a popular family-oriented (child) leisure activity, usually involving a one-day visit
- Zoos are controversial because of their perceived conflicting roles

## Zoo visits

- In a UK study, the main factors that influenced zoo visits are the location of zoos, previous visits, and recommendations from friends or family members. Accessibility by public transport and availability of accommodation for families may also influence decision
- A survey of visitors to Cleveland Metropark Zoo (USA) ranked, the factors that motivated them to visit the zoo as follows: i) family togetherness, ii) enjoyment, iii) novelty seeking, iv) education and relaxation.

## BUT

- Zoos cannot be an 'effective substitute for viewing wildlife in their natural settings'. Ryan and Saward (2004),
- In some cases, visiting zoos may help minimise the need for *in situ visitor-wildlife interactions, thus reducing the pressure* on free-roaming wildlife during these encounters

## At the Destination

**NON CONSUMPTIVE**  
**General experience**  
 Watching, Recording Photographing

**CONSUMPTIVE**  
 Fishing and Hunting





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**CONSUMPTIVE - FISHING**

Reasons to visit the Pantanal to Fish

- **Quality of the natural environment 57**

• Catch large fish	14
• Catch a large diversity of fish species	8
• See exotic animals	7
• Catch many fish	5
• Proximity to other fishing Destinations	3
• Relaxation	2
• To get to know the Pantanal	1

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Non consumptive

Hyacinth Macaw


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## Consumptive -In the UK

- ❖ 480,000 people shoot live quarry (Pheasant, Grouse, Partridge, Pigeons and Deer)
- ❖ Shooting supports the equivalent of 70,000 full time jobs
- ❖ Hunters spend £2 billion each year on goods and services
- ❖ Shooting is worth £1.6 billion to the UK economy
- ❖ Shooting is involved in the management of two-thirds of the rural land area
- ❖ Two million hectares are actively managed for conservation as a result of shooting
- ❖ Hunter providers spend £250 million a year on conservation
- ❖ Hunters spend 2.7 million work days on conservation

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## In Scotland

<ul style="list-style-type: none"> <li>• CONSUMPTIVE</li> <li>• Red Grouse</li> <li>• Predominantly domestic, recent fall in International</li> <li>• £240m to the Scottish economy</li> <li>• Supports 11,000 FTE's</li> <li>• Little variation in last decade</li> </ul>	<ul style="list-style-type: none"> <li>• NON CONSUMPTIVE</li> <li>• Terrestrial, Coastal and Marine wildlife watching</li> <li>• International visitors very important minority</li> <li>• £65m to the Scottish Economy</li> <li>• Supports 2750 FTE's</li> <li>• Increasing in popularity</li> </ul>
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Another attraction of British Woodland habitat



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## Gardens

- Are:
  - Defined and therefore SECURE
  - Designed to facilitate access
- They offer:
  - A range of sensory experiences
  - An opportunity to see / experience the exotic
  - A social environment that appeals too many
  - An opportunity for entertainment – music, theatre

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31



Exotics

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## Garden Visitors

- Kirstenbosch S. Africa 650,000
- Chicago USA 900,000
- Kew London UK 2,000,000
- In UK total of 24million visits/yr

## Exotic

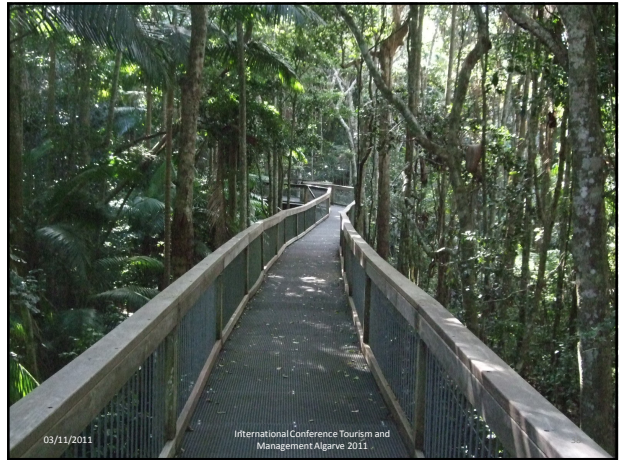


## One of the World's best picnic spots



## Plants in the wild





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## Plants in the wild

- Floristically rich destinations
  - Kazakhstan, Western Australia etc etc
- South Africa Bokkeveld Plateau
- 1350 Plant species 6.5% endemics lots of bulbs.
- Why visit
- Carpets of flowers, Variety, Rarity, Enjoy scenery, Cultural experience
- Value approx £5m/ year (2004)

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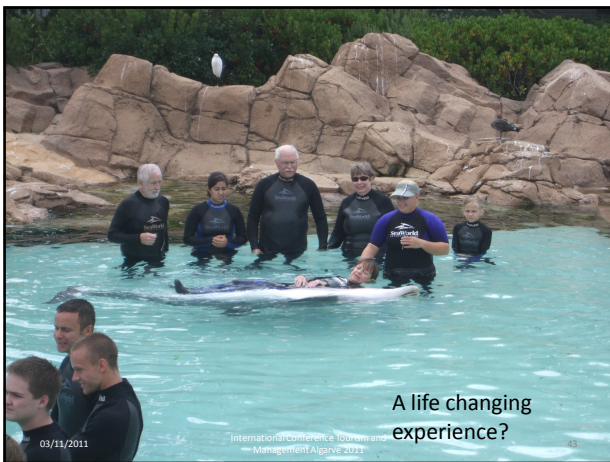
## Aquaria and Sea Worlds

- Significant growth in this segment from mid 1990s
- Exhibits are colourful and dynamic
- Opportunities for 'Shows' and Interaction- Orcas (Killer whales) seals and Dolphins
- San Diego's Sea World attracts 4m visitors/yr

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41



03/11/2011

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42



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43

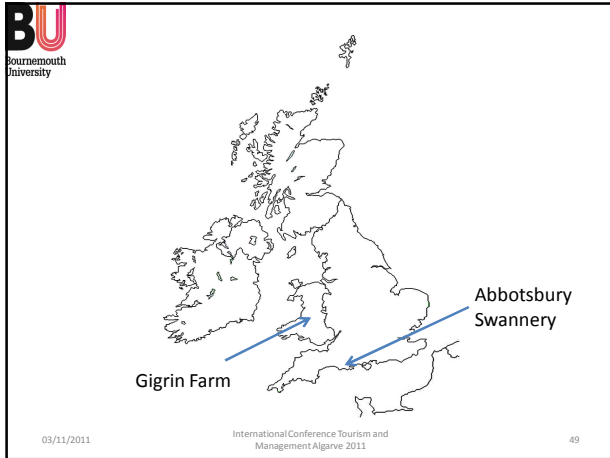


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Two UK Case Studies

Red Kites at Gigrin  
Abbotsbury Swannery

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48



## The Case Studies (Both may claim to be unique)

Abbotsbury	Gigrin
<ul style="list-style-type: none"> <li>Privately owned – large (wealthy) Estate 2-3000 Ha</li> <li>Valued historic landscape recognised as a SAC</li> <li>Located 40 km from nearest major tourist destination</li> <li>One of three nature based attractions owned and managed by the estate; <b>Swannery</b>, Sub tropical Garden, Children's Farm</li> </ul>	<ul style="list-style-type: none"> <li>Privately owned small 80Ha family hill farm</li> <li>Valued landscape surrounded by National Parks</li> <li>Located 80+km from nearest major tourist destination</li> <li>Additional wildlife watching activities on the farm have been added</li> </ul>

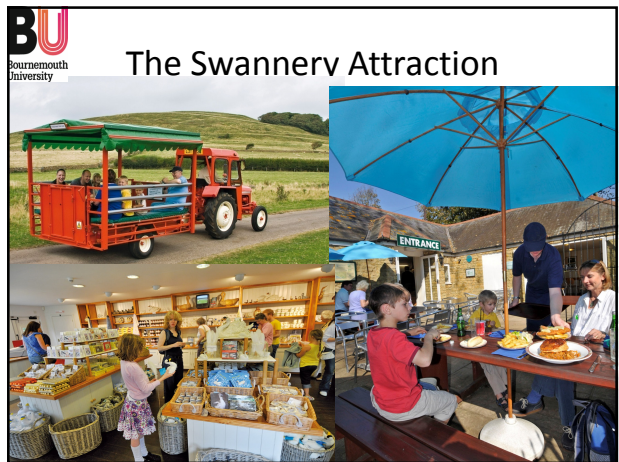
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## Abbotsbury Swannery

- Mute Swans nesting in a colony **on land – unique**
- Have been managed for a 1000+ years initially by monks for winter meat
- Today managed for the owners of the estate by a former 'theme park' manager
- Significant commercialisation in last 15 years
- Two principal 'attraction activities' – **Nesting and Feeding**

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## Red Kites

- Common 200 years ago
- By 1930 only 20 birds left
- By 1960 30 birds
- In 1993 200 birds (100 breeding pairs)
- In 2006 400 feeding in the winter at Gigrin

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## Why Gigrin

- Is a 90 hectare upland sheep farm in Wales
- The current farmer's father began to 'feed' (rabbit) the 4-5 birds roosting on the farm in late 1980's
- In 1993 became an 'official' feeding station sponsored by RSPB 'condition' being 'open to public'
- Feeds carcass meat every day viewing platforms for visitors

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## Gigrin

- Visitor facilities concentrate on viewing platforms
- Farm trail
- Opportunities to view screens transmitting live images from nests and 'dens'
- Some visitor facilities
- Photographs courtesy of *Mike Holland Photography* [www.pbase.com/norbert99](http://www.pbase.com/norbert99)

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## Kites arriving at Gigrin



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## The Case Studies (Both may claim to be unique)

<b>Abbotsbury</b>	<b>Gigrin</b>
<ul style="list-style-type: none"> <li>• The most popular of the three attractions receiving 250,000 + visitors /yr</li> <li>• <b>Managed by professional tourism manager.</b></li> <li>• Aggressive target led marketing and management</li> <li>• Popular with casual nature tourists but does not exclude the more committed</li> </ul>	<ul style="list-style-type: none"> <li>• Hardly features in tourism data bases, given as an example of farm diversification</li> <li>• <b>Managed by the farmer</b></li> <li>• Low key promotion</li> <li>• Attracts the more committed serious nature tourist</li> </ul>

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## Summary

- The interaction of tourists / visitors with nature has been ongoing for millenia
- More than anything else Nature while being a 'resource' represents a vital 'setting' for the Tourism Industry
- The value of the 'social space' natural and semi natural habitats provide can easily be underestimated
- Tourists interest in, knowledge of, concern for, nature varies between and within generations and societies
- Casual interest with some commitment probably characterises the majority of visitors

## Summary

- Both dedicated and casual nature tourists are increasingly looking for sophisticated and comprehensive ancillary services-*the en-suite bathroom demand*
- The tourists desire to learn / 'be educated' can easily be overestimated, *-a source of controversy*, however, good interpretation can enhance experience of nature while poor interpretation....

## Summary

- Unique remains a positive message
- Abundance for many as noteworthy as rarity
- Colour, movement, interesting behaviours will attract attention
- Unexpected encounters (landscapes, plants and animals) will leave a lasting impact
- Interaction very powerful – easy to abuse?

## Managing

### Tourists

- Maximisation of desired outcomes / *income, jobs*
- Communication, Marketing and Promotion
- Expectations / Satisfaction
- Quality
- Staff (recognising cultural values)
- Revenue and Facilities

### Nature

- Conserving natural habitats
- Habitat restoration or even creation
- Biodiversity
- Disturbance
- Introduced alien species
- Re-introduction of native species

## Managing tourists and nature

- Language of 'impacts'
- Underlying assumption that impacts on nature will be negative
- Many of these techniques developed in 60's-'70' and 80's when 'objective / scientific' approaches were championed.
- Generates numerical values or involves assessments based on numerical values
- Carrying capacity, LAC, EIA, EIS etc etc.

## To conclude

- Are we making any progress?



Are we consolidating by exploring previously understudied contexts?

# Thank you

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