

## IMPACTS OF TOURISM ON THE

The table below gives an indication of some of the more significant impacts of tourist activity. There are many things to bear in mind while considering these issues, among them the fact that interactions between them are varied and complex and while some may be highly important locally, their influence may not be widespread.

<p><b>Environmental impacts: Negative</b></p> <ol style="list-style-type: none"> <li>1. Erosion problems on Public Rights of Way (PRoW)</li> <li>2. Overcrowding</li> <li>3. Traffic congestion, localised air pollution</li> <li>4. Damage to heritage features</li> <li>5. Agricultural land developed for visitors</li> <li>6. Ecological damage, loss of flora and fauna</li> </ol>	<p><b>Environmental impacts: Positive</b></p> <ol style="list-style-type: none"> <li>1. Environmental management improves as visitor expectations raise awareness of environmental values</li> </ol>
<p><b>Socio-cultural impacts Negative</b></p> <ol style="list-style-type: none"> <li>1. Perceived reduction in quality of life of local people caused by large visitor numbers</li> <li>2. Changes in traditional way of life</li> <li>3. Increase in retirement and second homes</li> <li>4. Low visitor understanding of local culture</li> <li>5. Visitors compete for use of local facilities</li> <li>6. Packaged local art and culture can be trivialised as a commodity</li> <li>7. Seasonal working influences family life</li> <li>8. Service industry jobs are seen as low status</li> <li>9. Perception among locals that tourism creates other external costs, e.g. taxes</li> </ol>	<p><b>Socio-cultural impacts Positive</b></p> <ol style="list-style-type: none"> <li>1. Raised awareness of conservation issues</li> <li>2. Revival of traditions, arts, crafts and local festivals</li> <li>3. Improved upkeep and restoration of heritage features</li> <li>4. Improved amenities benefit residents and visitors</li> <li>5. Improved local facilities raise standard of living for host community e.g. health care</li> <li>6. Community exposed to new ideas</li> <li>7. Area profile raised regionally, nationally, etc</li> </ol>
<p><b>Economic impacts Negative</b></p> <ol style="list-style-type: none"> <li>1. Revenue leakage from host community</li> <li>2. Increased prices in local shops</li> <li>3. Property prices inflated locally</li> <li>4. Seasonal work often pays poorly</li> <li>5. Economic gains may be uneven, only small numbers of people may benefit directly</li> <li>6. Change of retail direction e.g. food shops are replaced by gift shops</li> </ol>	<p><b>Economic impacts Positive</b></p> <ol style="list-style-type: none"> <li>1. Employment and income are generated</li> <li>2. Raised awareness of environment quality, brings increased economic benefits</li> <li>3. Entrepreneurial activity is encouraged</li> <li>4. Positive multiplier effect: business attracts new business to the area</li> <li>5. Diversified employment improves economic structure</li> </ol>



Car Parking in Malham. Roger Henson. 2002.



Motorbikes in Hawes. Gordon Hatton. 1999.

### Every visit is a discovery

'The Yorkshire Dales ... a delightful blend of stunning natural beauty, traditional experiences, fascinating sites and endless ways to pass a memorable holiday.

With so much to do and see, with or without your car, there really is nowhere else like it. It is a land of breath taking scenery where rich heritage lies around every corner.

It's a place of festival, pageantry, colourful local markets and a dazzling array of craft shops.

Above all, it is a quiet, peaceful and unspoilt environment in which to relax and unwind. Whatever your interests or age, you will find it a unique place to explore, discovering secrets and treasures for years of happy memories.

Choose a holiday in the Dales and you will enjoy some of the finest scenery in the world. ...'

**The Yorkshire Dales. Official Holiday Guide. (YDJPI).**

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### **Foot and Mouth Disease (F&MD) Recovery Programme**

The closure of many rights of way during the 2001 F&MD outbreak, created the perception of a closed countryside. Scenes of livestock slaughter and disposal had a profound impact on the Dales' public image. While it's possible to assess the immense financial cost of the outbreak to those in the tourism industry, the value of lost opportunity for the public to enjoy the countryside can never be quantified. The economic value of the Dales public rights of way network has been profoundly demonstrated in the most unfortunate of ways.

In the short term, the JPI project set out to encourage visitors back to the area and to increase the amount of money spent on returning. Long term, the project aims to strengthen the Yorkshire Dales brand and so minimise the potential damage of any future crisis, for tourism in the British countryside.

### **Cyclenet Project**

Cyclenet promotes cycling through the creation of a new series of maps, provision of cycle stands and the promotion of traffic-free cycling opportunities. The YHA have equipped hostels for cyclists and provided cycle map display boards. A cyclists' survey has provided useful feedback from visitors, showing for example, that cyclists spend ten times more than a visitor travelling by car. The aims of the project have been assisted by the introduction of a bike bus.



Bike Bus. YDNPA. 2004.

### **TARGET**

TARGET is providing solutions to reduce urban-rural car dependent tourism, promoting alternatives, which also deliver support for the rural economy, improve health benefits and expand the social diversity of visitors. A number of innovative publications and initiatives have helped to raise passenger numbers on targeted services. The project has commissioned business to develop public transport accessible, 'green-break' packages. A shuttle bus service launched in partnership with the National Trust, aims to reduce parking and congestion at Malham Tarn by encouraging people to park in Malham car park.

### **Countryside and Rights of Way Act (CROW ACT 2000)**

The new act will mean that in 2005, around 60% of the YDNP will be available for open air recreation on foot, the biggest change in access since the Park's designation in 1954. The public will be able to walk, run, birdwatch and climb in these new areas. The NPA has been working closely with organisations and landowners to put in place the procedures necessary to manage the proposed access areas. The new right also provides a range of powers and associated duties for actively managing access on the ground and for the provision of information.