

# Connecting Local Communities to Tourism Mobility Networks: Social Benefits and Challenges

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**with Dr. Howard Ramos,  
Paula Graham & David Chafe**

## **Acknowledgments:**

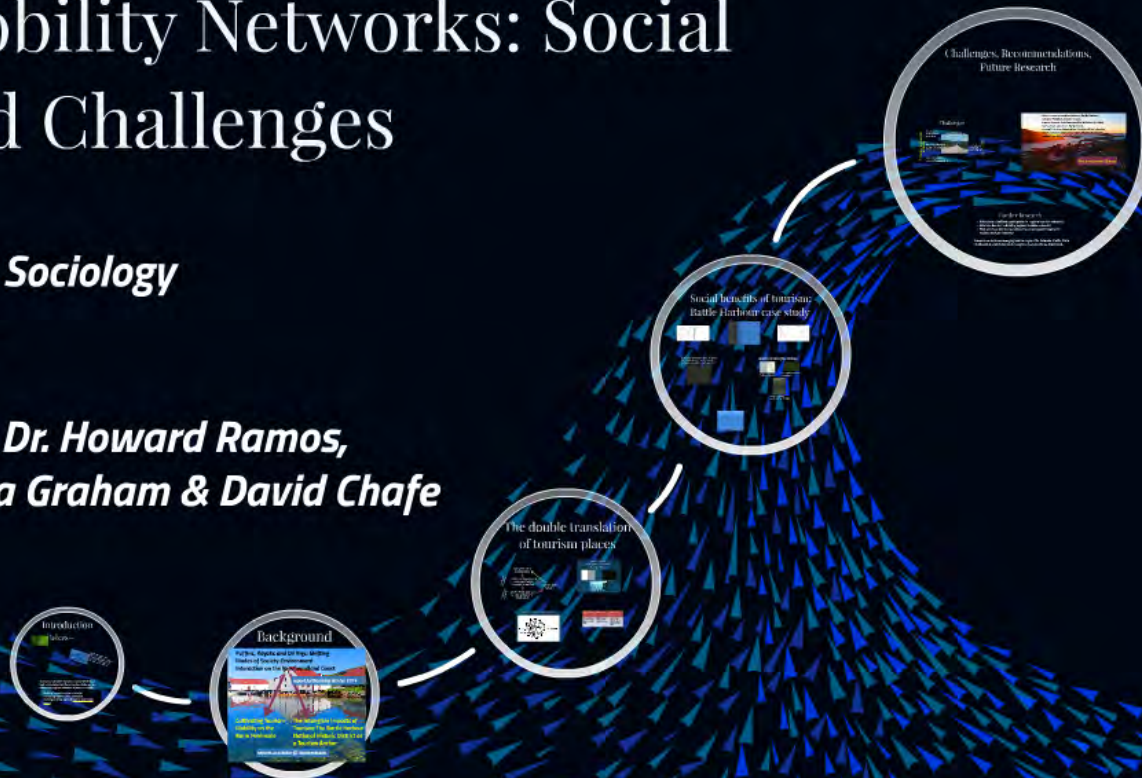
***This research was supported by the Social Sciences & Humanities Research Council of Canada (SSHRC), and the Harris Centre.***



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# Introduction



The big question:  
What role can tourism play in  
contributing to the social-environmental  
viability of coastal communities?



*Tourism mobilities perspective:  
Tourism as a global network of people,  
technologies (cars, airplanes), and  
infrastructure, linked through local  
communities and environments.*

Tourism can produce economic & social benefits for  
host communities, but there are also challenges to  
connecting to global networks of tourism mobility.

- Building regional tourism networks.
- Increasing regional cross-promotion.
- Creating a strong regional tourism destination image.

# Intro

**The big question:**

**What role can tourism play in contributing to the social-environmental viability of coastal communities?**





## **Tourism mobilities perspective:**

**Tourism as a global network of people, technologies (cars, airplanes), and infrastructure, linked through local communities and environments.**



**Tourism can produce economic & social benefits for host communities, but there are also challenges to connecting to global networks of tourism mobility.**

- **Building regional tourism networks.**
- **Increasing regional cross-promotion.**
- **Creating a strong regional tourism destination image.**



# Background

**Puffins, Kayaks and Oil Rigs: Shifting  
Modes of Society-Environment  
Interaction on the Newfoundland Coast**

*report forthcoming Winter 2014*

**Cultivating Tourism  
Mobility on the  
Burin Peninsula**

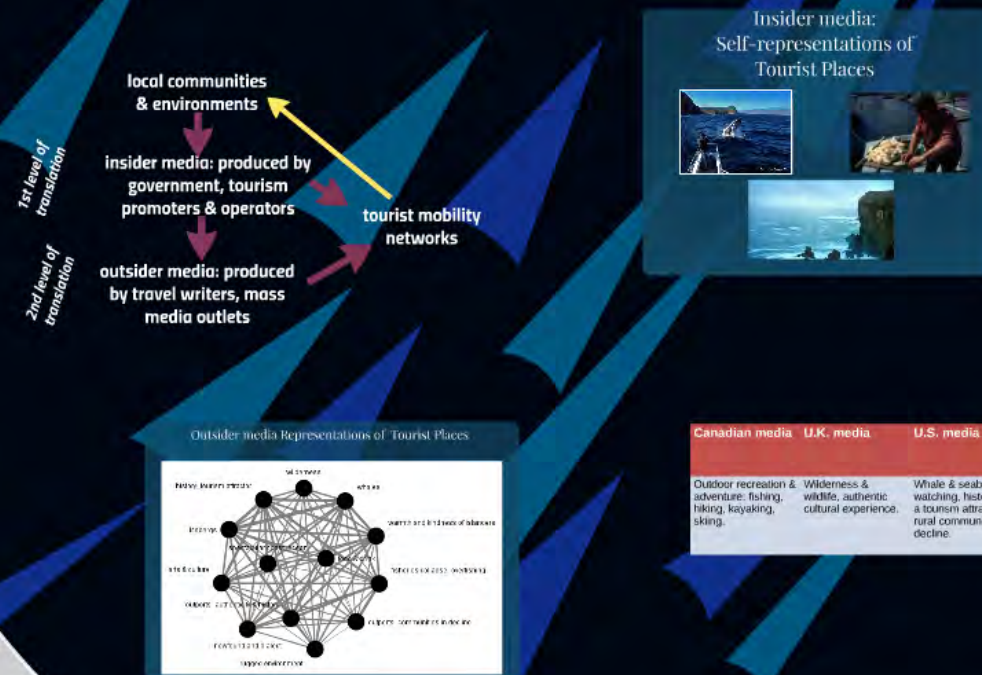
**The Intangible Impacts of  
Tourism: The Battle Harbour  
National Historic District as  
a Tourism Anchor**

*reports available @ Academia.edu*

field survey NGOs  
media  
groups promoters research  
web content government  
recreational environmental tourism  
mass documents operators  
interviews phone



# The double translation of tourism places



**local communities  
& environments**



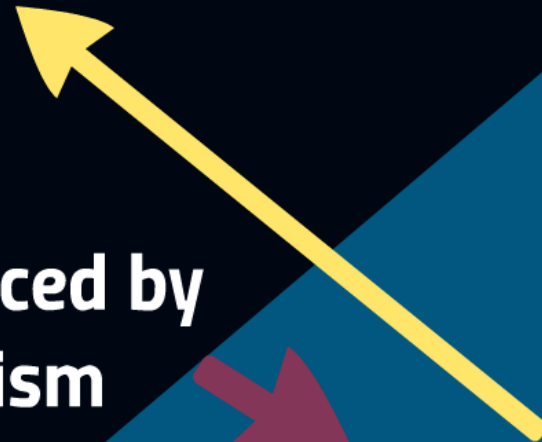
**insider media: produced by  
government, tourism  
promoters & operators**



**outsider media: produced  
by travel writers, mass  
media outlets**



**tourist mobility  
networks**



*1st level of  
translation*

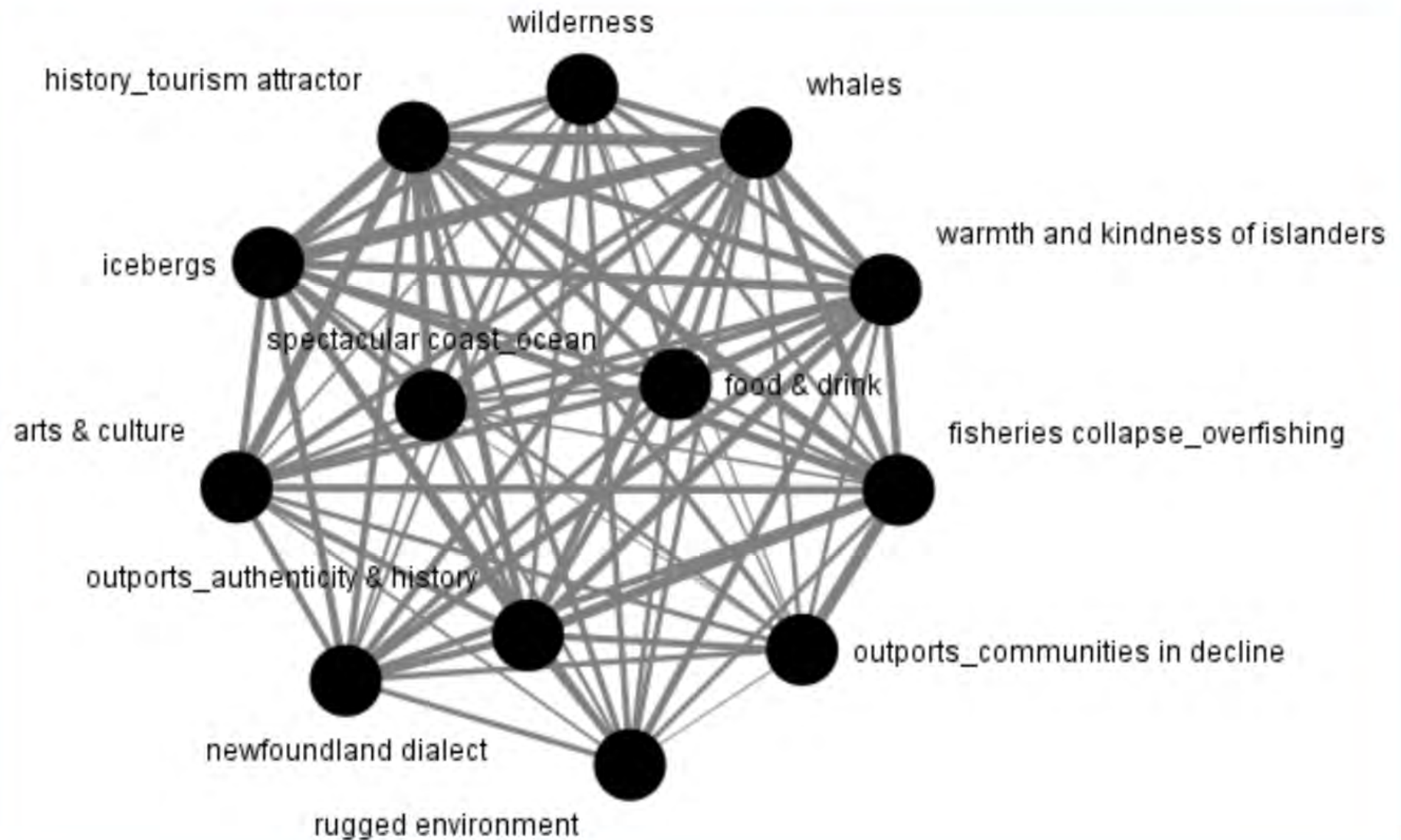
*2nd level of  
translation*



# Insider media: Self-representations of Tourist Places



# Outsider media Representations of Tourist Places





## Canadian media

## U.K. media

## U.S. media

Outdoor recreation & adventure: fishing, hiking, kayaking, skiing.

Wilderness & wildlife, authentic cultural experience.

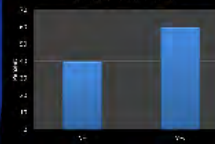
Whale & seabird watching, history as a tourism attractor, rural communities in decline.

# Social benefits of tourism: Battle Harbour case study

**Table 4. Benefits of Battle Harbour National Historic Site**

Category	Frequency	Percentage	Mean	Standard Deviation
The Battle Harbour site contributes to the identity of the community	115	25	4.85	0.95
participate in all activities and events	125	28	4.80	0.75
contribute to the local economy and heritage	175	39	4.85	0.75
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How you benefited from your interactions with tourists in Battle Harbour?



**Table 5. Community Benefits from Tourism and Learning for Battle Harbour Site**

Category	Frequency	Percentage	Mean	Standard Deviation
Community benefits from tourism and learning	115	25	4.85	0.95
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protection of material culture linked to way of life that was transformed by resettlement & the cod moratorium



practice of intangible heritage



heritage carpentry



tour guiding as history & storytelling



cooking - refining traditional foods & skills



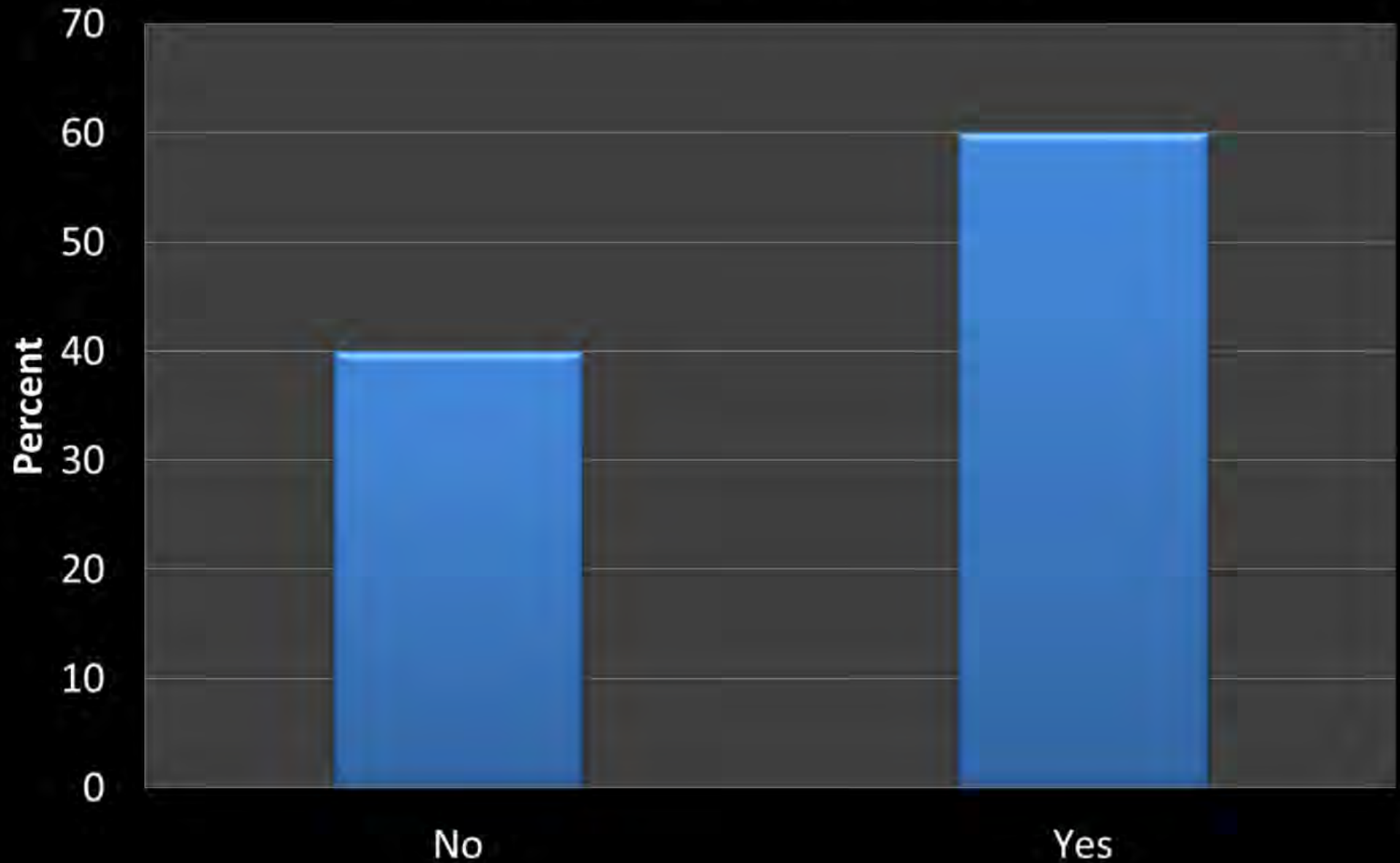


**Table 4: Benefits of the Battle Harbour National Historic District**

<i>The Battle Harbour site...</i>	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
...contributes to the quality of life in this region		11%	2%	48%	39%
...provides useful training and skill-development for people in the community		12%	22%	39%	27%
...allows more people to stay in this community instead of going elsewhere to work and live	1%	17%	14%	48%	20%
...brings economic benefits to this region	1%	3%	4%	55%	37%
...brings cultural and social benefits to this region		4%	2%	53%	41%

n= 95

## Have you benefited from your interactions with tourists to Battle Harbour?





**Table 3: Views on Talking with Tourists and Visiting the Battle Harbour Site**

<i>Talking with tourist about Battle Harbour...</i>	Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree	Did not... visit/talk
...makes me proud of this community				22%	49%	28%
...increases my appreciation of local history and culture				19%	53%	28%
...increases my appreciation of our natural environment				23%	48%	28%
<i>Visiting the Battle Harbour site...</i>						
... increased my own appreciation of local history and culture		3%	1%	38%	53%	5%
... increased my own appreciation of the natural environment in this region		2%	4%	39%	49%	5%

n= 95

**protection of material culture linked to  
way of life that was transformed by  
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# practice of intangible heritage



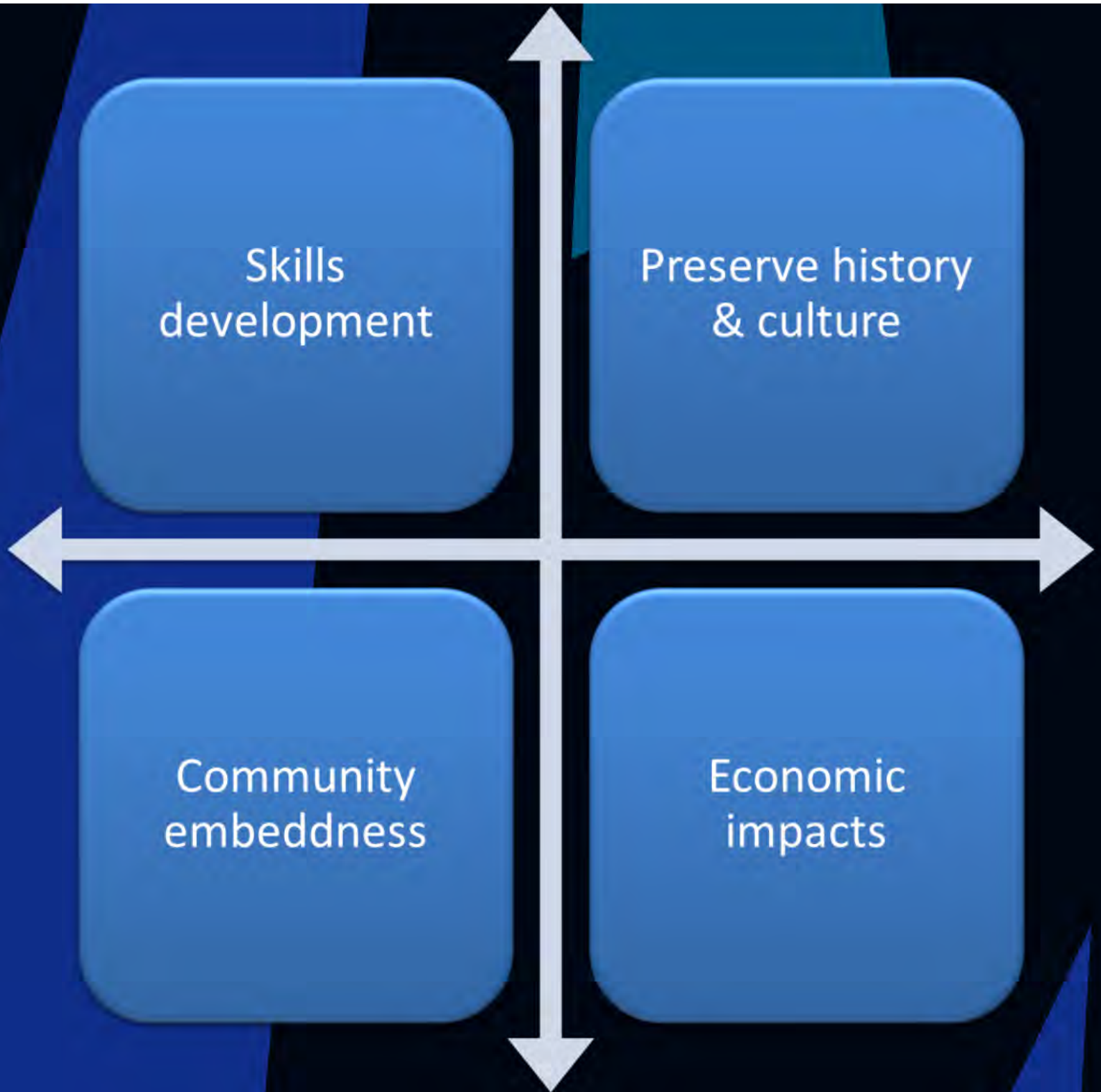
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traditional foods & skills**





# Challenges, Recommendations, Future Research

## Challenges



- Greater cross-promotion between Battle Harbour, Labrador Straits & broader region.
- Create thematic links between Battle Harbour & other key tourism anchors in the province.
- Connect tourism stakeholders throughout the Labrador Straits to build regional tourism networks & a strong regional tourism destination image.

## Recommendations

## Further Research

- What factors facilitate participation in regional tourism networks?
- What are barriers to building regional tourism networks?
- How can these barriers be reduced to encourage participation in regional tourism networks?

Comparison between emerging tourism regions (i.e. Labrador Straits, Burin Peninsula) & established tourism regions (i.e. Gros Morne, Bonavista).

# Challenges

*community & tourism operator  
perspective*

resources for  
maintenance &  
restoration

preserving authenticity  
vs. need for modern  
amenities for visitors

financial viability vs.  
community accessibility

Accessibility to visitors



promotion &  
communication  
via web & e-mail

*visitor perspective*



- 
- An aerial photograph of a coastal village, likely in the Labrador Straits, during sunset. The sun is low on the horizon, casting a warm orange glow over the water and the sky. The village consists of several small, white houses with dark roofs, clustered together on a grassy hillside. The water is calm, reflecting the sunset colors. In the background, there are more hills and islands. The overall scene is peaceful and scenic.
- **Greater cross-promotion between Battle Harbour, Labrador Straits & broader region.**
  - **Create thematic links between Battle Harbour & other key tourism anchors in the province.**
  - **Connect tourism stakeholders throughout the Labrador Straits to build regional tourism networks & a strong regional tourism destination image.**

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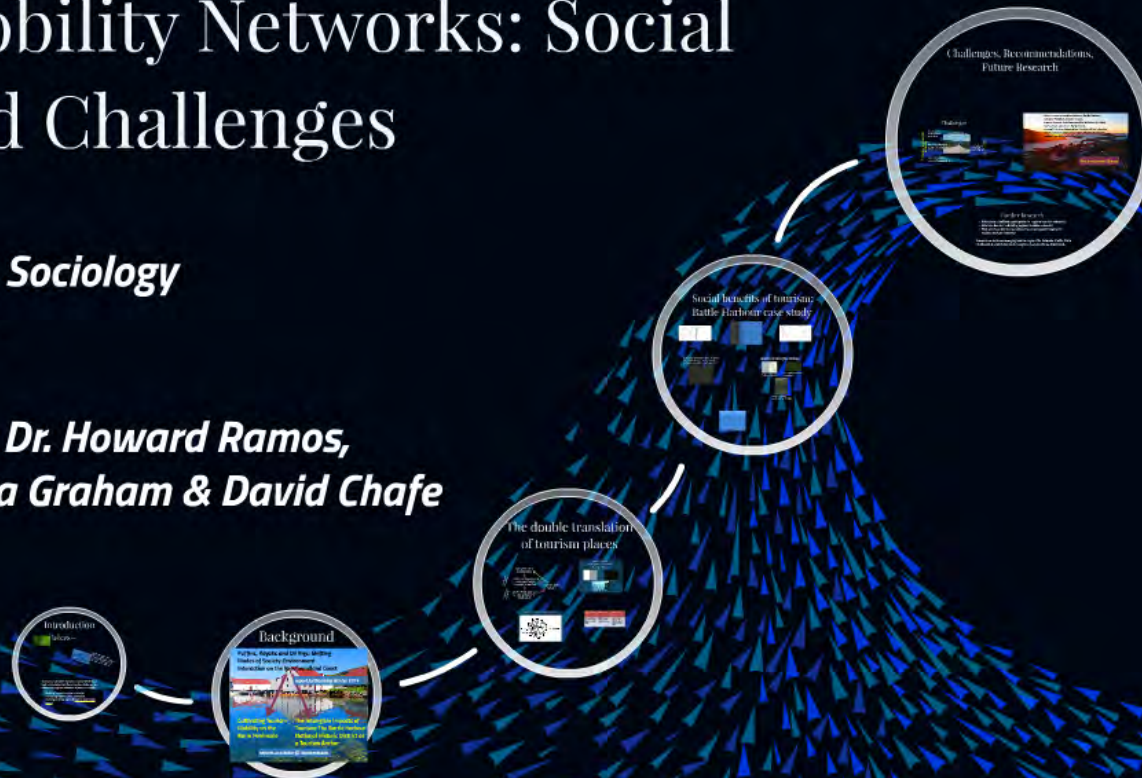
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