

Wetlands and Ecotourism

Partners for Sustainable Growth

An invitation to a free, public symposium at UCLan Westlakes on
Friday 31st January 2014
to celebrate World Wetlands Day



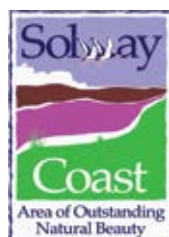
This one-day conference focuses upon the relationship between wetlands and ecotourism. It is being held to celebrate World Wetlands Day 2014. This event involves the Ramsar Convention on Wetlands and the Solway Area of Outstanding Natural Beauty (AONB) Partnership, and is available on the day to watch online at:

www.uclan.ac.uk/apsu

You should attend if you:

- Are interested in wetlands or tourism
- Are interested in sustainable development
- Want to learn about wetlands and rural tourism
- Want to help contribute to the use of wetlands for sustainable growth

In partnership with:



OVERVIEW

Wetlands are amongst the most productive of the world's ecosystems. They provide essential resources around the world such as water, food, construction materials, transport, and coastline protection. Worldwide, wetlands offer significant opportunities for tourism and recreation, generating income for governments, for the tourism industry itself, and create very significant local visitor economies by attracting tourists into otherwise quiet areas. Moreover, these wetland areas can also provide an authentic, natural experience of profound, emotional significance to visitors and locals alike.

Indeed, people are naturally attracted to water, to coastal wetlands such as salt marshes and beaches, and to inland wetlands such as lakes and rivers. The appeal of these 'bluespaces' reflects strong bonds between people and nature, as well as the unique aesthetic, cultural and spiritual draw of wetlands.

However, though places provide the setting for visitor experiences, on their own they are rarely sufficient for successful tourism. Exciting, enriching and unusual visitor experiences can and must make wetlands distinctive and attractive for tourists to maximise their appeal whilst at the same time reflecting and respecting their ecological vulnerability.

HOW TO PARTICIPATE

This event will be held at the UCLan Westlakes campus in West Cumbria. Some talks are being delivered remotely using the internet, and both locations are instantaneously broadcast and shared between the two.

For anyone to access on the day from across the globe, the event is also available online at:

www.uclan.ac.uk/apsu

Additionally, the event is being recorded and this recording will be available to view over the internet on the website.

PROGRAMME

10.00 - 10.30

Arrival and refreshments

10.30 - 10.45

Chair's Opening

Professor Richard Sharpley (Chair),
UCLan School of Sport, Tourism and the Outdoors

10.45 - 11.15

Environmental Values and the Visitor Experience

Dr Rick Wylie, Samuel Lindow Academic Director,
UCLan Westlakes Campus

11.15 - 11.45

Wetlands as a Tourism Destination

Dr. Brian Irving MBE,
Manager, Solway Coast AONB

11.45 - 12.15

Creating a cohesive Wetland product.

Naomi Hewitt, Solway Wetlands Landscape Partnership

12.15 - 13.00

Lunch

13.00 - 13.30

Rural Tourism

Professor Richard Sharpley (Chair),
UCLan School of Sport, Tourism and the Outdoors

13.30 - 14.00

How can wetlands enhance the tourism offer of a destination?

Richard Greenwood, Head of Policy and Research,
Cumbria Tourism

14.00 - 14.30

WWT Caerlaverock: bringing people and wildlife together

Brian Morrell, Manager,
Wildfowl & Wetlands Trust, Caerlaverock

14.30 - 14.45

Break

14.45 - 15.15

Tobias Salathe

Senior Advisor (Europe), Ramsar
(by video link)

15.15 - 15.45

Panel Question and Answer Session

15.45 - 16.00

Key Messages and Close

Professor Richard Sharpley (Chair),
UCLan School of Sport, Tourism and the Outdoors

*Please note, this programme may be subject to change.
Advance notice will be given where possible.*

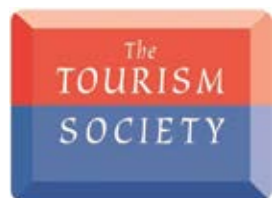
THE ORGANISERS



University of Central Lancashire

The University of Central Lancashire (UCLan) is helping to shape the global citizens of the future through its international network of partners, campuses, business and education links.

UCLan places international collaboration at the heart of its development plans and this commitment has seen it develop offices in China, Vietnam, Pakistan, Nigeria and India. In the case of its Chinese office in particular, the University has built up strong academic partnerships for over 20 years. UCLan has students from over 120 countries and some 125 partnerships across the globe. Almost 5,000 of UCLan's 35,000 students are on courses offered through international partnership arrangements.



Established in 1977, The Tourism Society is the leading forum for professionals working in all sectors of the dynamic and diverse travel and tourism industry. With a varied programme of nationwide meetings led by key industry figures, a quarterly journal with thought-provoking articles about hot topics in tourism, and a membership whose views help shape national and regional policy. The Tourism Society is dedicated to raising professional standards in a fast-growing global industry.



The Convention on Wetlands (Ramsar, Iran, 1971) -- called the "Ramsar Convention" -- is an intergovernmental treaty that embodies the commitments of its member countries to maintain the ecological character of their Wetlands of International Importance and to plan for the "wise use", or sustainable use, of all of the wetlands in their territories.



The Solway Coast Area of Outstanding Natural Beauty (AONB) is one of 42 such sites in England, Wales and Northern Ireland. They are designated for their landscape quality under the same legislation as the National Parks. Solway Coast AONB was designated in 1964 and is managed through a Partnership with principal members being Defra, Allerdale Borough Council, Cumbria County Council and Carlisle City Council. The staff Unit, inclusive of project staff, are based in Silloth and their influence covers 115 Sq. Km of coastal landscapes including sand and mud flats, sand dunes, salt marshes, lowland raised mires and farmland. The area is renowned for its wealth of birdlife, its rich historical heritage and the unique patchwork of wetland habitats across a relatively compact area.

The Solway Coast AONB Partnership are responsible for the delivery of the Solway Wetlands Project, a 3.5 year Landscape Partnership Scheme principally funded through the Heritage Lottery Fund, all staff are hosted by Allerdale Borough Council.



The Solway Wetlands Landscape Partnership Scheme is a 4 year project funded by the Heritage Lottery Fund, covering the area north of Allonby, Wigton and Kirkbampton and Rockcliffe Marsh, incorporating the Solway Coast AONB. It is currently in its first year, the development stage.

The project is the result of partnership work between Solway Coast AONB, Royal Society for the Protection of Birds, Natural England, Western Lake District Tourism, Cumbria Wildlife Trust and the Environment Agency, with advice from the National Farmers Union.

BOOKING AND DIRECTIONS

To reserve a free place, contact the organiser:

Rick Wylie, Academic Director, UCLan Westlakes Campus
Samuel Lindow Building, Westlakes Science Park
Moor Row, Cumbria, CA24 3JZ
Telephone 01946 51 7204
E-Mail RWylie@uclan.ac.uk

The Organisers reserve the right to make any necessary changes to the programme and arrangements for the symposium, which will be posted on the website - <http://www.uclan.ac.uk/apsu>

Delegates are responsible for their own overnight accommodation, should they require it. However, a list of accommodation in the area is available, without recommendation or endorsement, from the organisers on request.

How to find us

Address

The Samuel Lindow Building, Westlakes Science & Technology Park,
Moor Row, Cumbria, CA24 3JZ

By rail

The Campus is a 5-10 minute taxi ride from Whitehaven Railway Station.

By road

Leave the M6 motorway at junction 40 and take the A66 west past Keswick and Cockermouth. Then take the A595 south until you pass Workington and Whitehaven.

At the Science Park

The Westlakes Science Park is approximately two and a half miles south of the centre of Whitehaven, and is clearly signposted on the left of the road. On leaving the A595, turn onto the science park and take the first left at the roundabout signed Crow Park Way. Take the first right and continue until you reach a T-junction, turn left and the UCLan building is on your left hand side. The map below illustrates our location on the Westlakes Science & Technology Park. Parking is free and available to the rear and on both sides of the building.

