



University of Central Lancashire

-WESTLAKES-

TOURISM AND THE PUBLIC VALUE OF NATURE



WEDNESDAY 27TH SEPTEMBER 2017

ADVANCE NOTICE AND CALL FOR SPEAKERS

This one-day conference will be held at the University of Central Lancashire's Westlakes Campus in West Cumbria. It is organised by UCLan's Applied Policy Science Unit in collaboration with the Tourism Society and Policy Network, to celebrate UN World Tourism Organisation's World Tourism Day during the International Year of Sustainable Tourism for Development.

This event will be free to attend thanks to the generous sponsorship of the Samuel Lindow Foundation, an independent educational charity.

For more information and if you would like to contribute to this event, please contact the organiser Dr Rick Wylie on RWylie@uclan.ac.uk or call (0044) 01946 517204.



About the event

This conference is a response to the 2017 UNWTO World Tourism Day, during the International Year for Sustainable Tourism and Development. It is a collaboration between the UK Tourism Society, the University of Central Lancashire's Applied Policy Science Unit and Policy Network, an international think-tank. Drawing upon the expertise of practising professionals, policy makers and scholars it uses tourism as a vehicle to give a public value perspective on nature and environmental decision making.

This public value perspective gives a powerful insight into the web of values, places, organizations, rules, knowledge, and other cultural resources that constitute the public sphere and which are held in common by people through their everyday commitments and behaviours, and held in trust by government and public institutions.

The conference focuses upon areas like the English Lake District and Solway Firth, places of high landscape and cultural value in which the natural environment provides society with a sense of belonging, meaning, purpose and continuity and enables people to thrive and strive amid uncertainty. In these areas the visitor economy converts assets like scenery and culture into economic value. A public value perspective also embraces economic value and incorporates socio-cultural, historical and symbolic values which can't be easily expressed economically and yet which have a high value in the public sphere.

In recent years, the valuation of environmental services and objects in the public sphere has become a priority in public policy. This growing interest is in part due to the importance, urgency, scope, and scale of environmental issues facing the world, a recognition of the wider value of nature and the pragmatic recognition that governments alone cannot effectively address many of these problems.

However, public value involves more than just the public sector - it extends, physically and virtually, into privately owned space. Moreover, as the distinction between public and private becomes more blurred, in a world still weighing the implications of the Brexit decision and the Trump presidency, the problem of oppositional thinking has come to the fore.

Public value requires a less binary, more integrative and less oppositional perspective on decision making with public and private sectors engaging in hybrid spaces in which organisational and sectoral boundaries are blurred and valuations are complex. Today, nowhere is this more evident than in tourism where public and private property and perspectives interact and sometimes conflict to create or destroy value in the public sphere and protect the earth that we share.

Organisers

UCLan APSU

An independent political science research unit at the University of Central Lancashire (UCLan). The unit undertakes academic research, consultancy and dissemination with a special focus on current policy problems.

The Samuel Lindow Foundation

An independent educational charity based in West Cumbria since 1992, to enhance the education of the public. The Foundation works with its Academic Partner, UCLan, to achieve its objectives.

The Tourism Society

The Tourism Society is the professional membership body for people working in all sectors of the visitor economy. Celebrating its 40 year anniversary in 2017.

Policy Network

An international thinktank. Its network spans national borders across Europe and the wider world with the aim of promoting the best progressive thinking on the major social and economic challenges of the 21st century.

Provisional programme

- 09.30** - Arrival and refreshments
- 10.00** - Introduction and welcome
- 10.15** - Morning session (with break)
- 12.30** - Lunch and discussion
- 13.30** - Afternoon session (with break)
- 16.00** - Close and thanks

Contact

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