

Resource Guide in:

## **Rural Leisure and Tourism**

### **INTRODUCTION**

The British countryside is a unique and finite leisure resource. It is also a site of conflict and contest in leisure. Leisure access to the countryside has been both restricted and challenged since the eighteenth-century enclosures of land and remains a controversial issue in spite of recent advances in access gained through the Countryside and Rights of Way Act of 2000. Further conflicts arise between specific leisure activities which are not complementary, as illustrated in the recent debates around the use of Lake Windermere for water-skiing.

The countryside is also a place in which people live and work. While agriculture forms the foundation of the rural economy, the leisure and tourism sectors represent increasingly significant proportions of employment in the countryside. The replacement of the Ministry of Agriculture, Fisheries and Food by the Department for Environment, Food and Rural Affairs following the Foot and Mouth epidemic of 2001 reflects the government's strategic aim of widening the base of the rural economy. Leisure and tourism are prominent elements of this strategy.

Rural leisure and tourism are likely to grow in economic importance. Their development will need to be sensitive to social and environmental factors and their successful management will require an understanding of the nature of the countryside and rural society. This Guide aims to help to those teaching in rural leisure and tourism by identifying sources relevant to the cultural context of the countryside and to the management of leisure and tourism within it.

### **THE CULTURAL IMAGINATION OF THE COUNTRYSIDE**

Much of the leisure use of the British countryside, and many of the debates and conflicts that relate to this, emanate from the countryside's cultural identity. The transformation of the imagination of the rural from one of primitive and sometimes savage wilderness to that of an idyllic pastoral occurred over many centuries but was principally an outcome of the Romantic movement of the later eighteenth century and the industrialisation of the early nineteenth century. By the close of the nineteenth century the idea of the countryside as the 'real' England, with its landscapes, villages and remaining traditions standing in contrast with urban capitalism and industrialisation had become dominant. The literature on this theme is vast and

the following titles represent a limited selection of works which have contributed to this cultural transformation, or which offer a critique of it.

Boswell, J (1958) *The journal of a tour of the Hebrides with Samuel Johnson*. London: Dent.

Bunce, M (1994) *The countryside ideal: Anglo-American images of landscape*. London: Routledge. 0 415 104351.

Cobbett, W (1912) *Rural Rides Volumes 1 and 2*. London: Dent.

Defoe, D (1962) *A tour through the whole island of Great Britain*. London: Dent.

Fiennes, C (1947) *The journeys of Celia Fiennes*. London: Cresset Press.

Howkins, A (1986) The discovery of rural England. In R Colls and P Dodd (eds.) *Englishness: politics and culture*. London: Croom Helm, 62-88. 0 7099 08490.

Kipling, R (1987) *Puck of Pook's Hill*. London: Penguin. 0 14 043284 1.

Landry, D (2001) *The invention of the countryside: hunting, walking and ecology in English Literature 1671-1831*. Basingstoke: Palgrave Macmillan. 0 333 961544.

Marsh, J (1982) *Back to the Land: the pastoral impulse in England from 1880-1914*. London: Quartet. 0 704 322765.

Ousby, I (1990) *The Englishman's England: taste, travel and the rise of tourism*. Cambridge: Cambridge University Press. 0521 373 743.

Excellent account of the impact of romanticism on the origins of the appeal of the countryside and rural tourism.

Thompson, F (1995) *Lark Rise to Candleford*. Harmondsworth: Penguin. 0 14 0188509.

First published in 1945, *Lark Rise to Candleford* is a classic account of a rapidly disappearing rural England at the close of the nineteenth century. Its interest lies not only in its autobiographical descriptions of leisure patterns but also in its evocative portrayal of traditional English country life.

Wiener, M J (1985) *English culture and the decline of the industrial spirit 1850-1980*. London: Penguin. 0 14 013696 7 (pbk).

Traces the growth of the ideal of the countryside as an English pastoral and the trend towards an urban retreat to it.

Williams, R (1975) *The country and the city*. St Albans: Paladin. 0 586 08183 6 (pbk).

Historical analysis of the rural and the urban as cultural opposites.

Wordsworth, W (1977) *Guide to the Lakes* (5<sup>th</sup> edn). Oxford: Oxford University Press. 019 281219x.

First published in 1835, Wordsworth capitalised on the nascent tourist appeal of the Lake District, a process largely driven by his own poetical writing. He was later to be a vociferous opponent of the extension of the railway system to the Lake District which, he feared, would result in hordes of uncouth town dwellers descending on the region with an accompanying commercialisation of leisure.

#### **T W E N T I E T H   C E N T U R Y   C O N C E P T S   O F   T H E   C O U N T R Y S I D E   A S   A L E I S U R E   S P A C E**

The cultural identity of the countryside is manifest in the concept of the proper leisure use of the countryside, exemplified in the tension between the quiet enjoyment envisaged in the 1949 National Parks and Access to the Countryside Act and active types of leisure – for example mountain biking - which run counter to this ideal. It has also influenced the formation and development of the National Trust, the largest membership-based leisure organisation in the United Kingdom. While not an organisation with an exclusively rural interest, the Trust's preservation and conservation of rural sites reflects contested notions of tradition and heritage.

Aitchison, C, MacLeod, N and Shaw, S J (2000) *Leisure and tourism landscapes: social and cultural geographies*. London: Routledge. 0 415 17060 5.

Blunden, J and Curry, N (1988) *A future for our countryside*. Oxford: Blackwell. 0 631 16272 0.

Butterfield, J and Long, J (1998) Consuming the countryside: post-modern hedonism or responsible reflexivity? In N Ravenscroft, D Philips, and M Bennett (eds.) *Tourism and visitor attractions: leisure, culture and commerce*. Brighton: Leisure Studies Association, 125-123. 0 906337 71 2.

Fedden, R (1968) *The continuing purpose: a history of the National Trust: its aims and work*. London: Longman.

Fees, C (1996) Tourism and the politics of authenticity in a North Cotswold town. In T Selwyn, (ed.) *The tourist image: myths and myth making in modern tourism*. Chichester: Wiley. 0 471 963097.

Graham, B, Ashworth, G S and Tunbridge, J E (2000) *Geography of heritage: power, culture and economy*. London: Arnold. 0 340 6777 83 (pbk).

An exploration of the promotion and consumption of heritage in economic development, not exclusively rural in context, but nevertheless relevant.

Hall, C M and Page, S J (2002) *The geography of tourism and recreation: environment, place and space* (2<sup>nd</sup> edn). London: Routledge. 0 415 25081 (pbk).

Chapter 6 deals with rural leisure and tourism and Chapter 7 with wildernesses and national parks.

Hewison, R (1987) *The heritage industry: Britain in a climate of decline*. London: Methuen. 0 413 161102.

Jenkins, J and James, P (1994) *From acorn to oak tree: the growth of the National Trust 1895-1994*. London: Macmillan. 0 333 58953 X.

A history written to coincide with the National Trust's centenary. Jennifer Jenkins was Chair of the Trust from 1986-1990.

Joad, C E M (1946) *The untutored townsman's invasion of the country*. London: Faber & Faber.

Though not ideologically opposed to democratic access to the countryside, Joad was afraid that car-borne urban day-trippers would not possess the cultural capital to enjoy the countryside in an appropriate manner. The title neatly captures a prevalent dilemma of the mid-twentieth century.

Newby, H (ed.) (1995) *The National Trust: the next hundred years*. London: The National Trust. 0 7078 0238 1 (pbk).

Ravenscroft, N (1999) Hyper-reality in the official (re)construction of leisure sites: the case of rambling. In D Crouch (ed.) *Leisure/Tourism geographies: practices and geographical knowledge*. London: Routledge. 0 415 181097 (pbk).

Tinniswood, A (1998) *The polite tourist: a history of country house visiting*. London: The National Trust. 0 7078 02245.

Snape, R (2004) The Co-operative Holidays Association and the cultural formation of countryside leisure practice. *Leisure Studies*, 23(2), 143-158.

Study of the influence of the Co-operative Holiday Association on the development of access to the countryside, and of the influence of romanticism and non-conformity on leisure behaviour in the countryside.

Thomson, D B A, Hester, A J and Usher, M B (1995) *Heaths and moorlands: cultural landscapes*. Edinburgh: HMSO. 0 11 495180 2.

Urry, J (2002) *The tourist gaze* (2<sup>nd</sup> edn). London: Sage. 0 7619 7347 8.

Discusses the re-construction of an imagined countryside through the perspectives of tourism and tourists.

Waterson, M (1994) *The National Trust: the first hundred years*. London: The National Trust / BBC.

An official history of the National Trust.

Weideger, P (1994) *Gilding the acorn: behind the façade of the National Trust*. London: Simon and Schuster. 0 671 71129 6.

Critical and contentious account of the development and current practice of the National Trust.

## **A C C E S S   T O   T H E   C O U N T R Y S I D E**

Rural leisure and tourism depend on access to the countryside. Following the enclosure of common land, the rights of ordinary people to walk in the countryside became severely restricted. From the last quarter of the nineteenth century onwards campaigns for access to the countryside gained momentum, culminating in the Kinder Scout mass trespass in 1932. The issue of access remains current as landowners contest the extension of access brought about through the Countryside and Rights of Way Act 2000.

Blunden, J and Curry, N (1990) *A People's Charter? Forty years of the National Parks and Access to the Countryside Act 1949*. London: HMSO. 0 11 7014397.

Critique of the 1949 Act and its impact on leisure access to the countryside.

Bouviard, A G, Tricker, M J and Stoakes, R (1984) *Recreation management and pricing: the effect of charging policy on demand at countryside recreation sites*. Aldershot: Avebury. 0 566 00671 5.

Boyd, D and Monkhouse, P (1937) *Walking in the Pennines*. London: Chambers.

One in a series of 'Walking in ....' titles, this provides a contemporary account of walking and rambling in the 1930s, a decade in which rambling enjoyed huge popularity even though much open land remained closed.

Byne, E and Sutton, G (1966) *High Peak: the story of walking and climbing in the Peak District*. London: Secker and Warburg.

Cahill, K (2001) *Who Owns Britain?* Edinburgh: Canongate. 0 86241 912 3.

Unique account of modern land ownership in Great Britain on a county by county basis. It also gives full topographical details of the land owned by the monarchy and aristocracy.

Coburn, O (1950) *The Youth Hostel Story*. London: National Council of Social Service.

The YHA was hugely important in facilitating affordable accommodation to ramblers and was instrumental in the emergence of rambling as a popular leisure activity.

Curry, N (1994) *Countryside recreation, access and land use planning*. London: E and FN Spon.

Curry, N (2001) Access for outdoor recreation in England and Wales: production, consumption and markets. *Journal of Sustainable Tourism* 9(5), 400-416.

Ellison, M (2000) Windermere and water-skiing: access dilemma for the future? *Countryside Recreation* 8(2), 21-25.

Hill, H (1980) *Freedom to roam: the struggle for access to Britain's moors and mountains*. Newton Abbot: Moorland Publishing. 0 903485 77X.

Detailed history of the various campaigns and organisations established in the late nineteenth and early twentieth centuries to improve leisure access to land.

Kay, G (2002) *Access for countryside walking: politics provision and need*. Stoke-on-Trent: University of Staffordshire Press. 1 904 133045.

Lorton, R (2001) *A-Z Countryside Law*. London: HMSO. 0 11 7025496.

Simplified guide to the law on access, hunting, national parks, litter, fishing and several other leisure and tourism related topics.

Prynn, D (1976) The Clarion Rambling Clubs, rambling and the Holiday Association in Britain since the 1890s. *Journal of Contemporary History* 11, 65-77.

Pye, D (1995) *Fellowship is life. The National Clarion Cycling Club 1895-1995*. Bolton: Clarion Publishing.

Centenary history of an organisation which arguably did more than any other to popularise the countryside as a leisure destination.

Riddall, J G and Trevelyan, J (2001) *Rights of way: a guide to law and practice* (3<sup>rd</sup> edn). Common, Open Spaces and Footpaths Preservation Society and the Ramblers' Association. 1 9011 84455.

Shoard, M (1997) *This land is our land. The struggle for Britain's countryside* (2nd edn). London: Gaia, 1 856 7506 4.

Already a classic work on the enclosure and privatisation of land and the impacts of this on leisure access.

Shoard, M (1999) *A right to roam*. Oxford: Oxford University Press.

Stephenson, T (1989) *Forbidden land: the struggle for access to the mountain and moorland*. Manchester: Manchester University Press.

Taylor, H (1997) *A claim on the countryside: a history of the British Outdoor Movement*. Edinburgh: Keele University Press. 1 853311669.

Wide ranging historical account of the emergence of walking, rambling and cycling in the late nineteenth and early twentieth centuries, and of the mass membership voluntary associations that developed around these activities.

## NATIONAL PARKS AND COUNTRY PARKS

Note that following the establishment of the Scottish and Welsh National Assemblies much responsibility for the national parks in those countries has been devolved to these authorities. An extensive amount of official documentation on the national parks within the United Kingdom is now available on the Internet and can easily be located using major search engines.

Bishop, K, Green M, and Phillips, A (1998) *Models of National Parks*. Edinburgh: Scottish National Heritage. ISSN 1350 3111.

Caffyn, A and Prosser, R (1998) A review of policies for 'quiet' areas in the National Parks of England and Wales. *Leisure Studies* 17(4), 269-291.

Countryside Agency (2004) *Towards a country parks renaissance*. CRN 35. Available online at [www.countryside.gov.uk](http://www.countryside.gov.uk).

Department for Environment, Food, and Rural Affairs (2002) *Review of English National Park Authorities*.

Eagles, P F J and McCool, S F (2002) *Tourism in National Parks and protected areas: planning and management*. Wallingford: CABI. 0 85199 589 6.

Global perspective on issues of cultural and environmental management in national parks.

Edwards, R (1991) *Fit for the future. Report of the National Parks Review Panel*. Cheltenham: Countryside Commission.

Important review of National Parks policy which re-affirmed the primacy of quiet enjoyment of the countryside.

Llewellyn, H (2002) The recreational purpose of the National Parks. *Countryside Recreation*, 10(3/4), 11-15.

MacEwen, A and MacEwen, M (1982) *National Parks: conservation or cosmetics?* London: George Allen and Unwin. 0 047 190035.

Critical analysis of planning and practice in the development of the national parks.

Miller, L R, Dickinson, J E and Pearlman-Houghie, D J (2001) Quiet enjoyment in the National Parks of England and Wales: public understanding of the term and its influence on attitudes towards recreational activities. *Leisure Studies* 20(1), 19-40.

Parker, G and Ravenscroft, N (1999) Benevolence, nationalism and hegemony: fifty years of the National Parks and Access to the Countryside Act 1949. *Leisure Studies* 18(4), 297-313.

## THE CHANGING COUNTRYSIDE

Agriculture, for centuries the economic mainstay of the countryside, has been in decline since the mid-twentieth century. The Foot and Mouth epidemic of 2001 marked a turning point in social and political attitudes to the countryside and to the public subsidy of agriculture. This led to a political will to diversify the structure of the rural economy and the formation of the Department for the Environment, Food and Rural Affairs and the re-orientation of the Countryside Commission as the Countryside Agency.

Department for Environment, Food and Rural Affairs (2000) *Rural White Paper: Our countryside: the future – a fair deal for rural England*.

Though its brief goes beyond leisure and tourism, this is a major document in terms of the strategic planning of the future of rural England and underpins the future roles of leisure and tourism in the countryside. See Chapter 7.4 for specific detail on rural tourism.

Department for Environment, Food and Rural Affairs. (2001) *Tackling the impact of foot and mouth disease on the rural economy – report*. PB 5930. London: Defra.

Department for Environment, Food and Rural Affairs. (2004) *Rural Strategy 2004*. London: Defra.

Marsden, T, Murdoch, J, Lowe, P and Ward, N (2003) *The differentiated countryside*, London: Routledge. 1857288955.

Argues that the concept of the 'traditional' English countryside is dated and that regionalisation is leading to differentiation and contesting typologies of countryside.

O'Hagan, A (2001) *The end of British farming*. London: Profile. 1 8619 73926.

Critique of the decline of agriculture as the mainstay of the rural economy which raises issues of the potential of leisure and tourism to regenerate rural economies.

Parker, P (2001) *Citizenships, contingency and the countryside: rights, culture, land and the environment*. London: Routledge. 0 415 191602.

Robinson, G M (1990) *Conflict and change in the countryside: rural society, economy and planning in the developed world*. Chichester: Wiley. 0 471 947652.

Introductory text on economic and social change.

## RURAL TOURISM

The impact of political and economic change on agriculture over the past twenty years has encouraged interest in farm diversification. Leisure and tourism have been prominent in this shift as farms have been converted to tourist accommodation and in some cases to visitor attractions. Tourism is moving from the periphery to the centre of the rural economy and is promoted and encouraged by statutory bodies such as the Department for Environment, Food and Rural Affairs and the Countryside Agency.

Bramwell, B and Lane, B (1994) *Rural tourism and sustainable rural development*. Proceedings of the Second International School on Rural Development 28 June – 9 July 1993, University College, Galway, Ireland. Clevedon: Channel View Publications. 1 873150 02 4.

Dated in some respects, but contains useful papers on the post-World War Two development of rural tourism.

Countryside Agency (2003) *Tourism and sustainable land management knowledge assessment*. Countryside Agency CRN 57. Available online at [www.countryside.gov.uk](http://www.countryside.gov.uk).

Countryside Agency (2000) *The economic impact of recreation and tourism in the English countryside 1998*. Countryside Agency. 0 86170 620 X. Available online at [www.countryside.gov.uk](http://www.countryside.gov.uk).

Countryside Agency (2004) *Links between rural tourism and countryside capital*. Countryside Agency. Available online at [www.countryside.gov.uk](http://www.countryside.gov.uk).

Countryside Agency (2004) *GB day visits survey: summary of the year 2002-03 leisure day visits survey for England, Wales and Scotland*. Available online at [www.countryside.gov.uk](http://www.countryside.gov.uk). Detailed statistical information on leisure day visits which includes information on day visits to the countryside.

English Tourism Council (2001) *Working for the countryside: a strategy for rural tourism in England 2001- 2005*.

European Commission (1999) *Towards quality rural tourism: integrated quality management of rural tourist destinations*. Brussels: European Commission.

Gartner, W S and Lime, D W (ed.) (2000) *Trends in outdoor recreation, leisure and tourism*. Wallingford: CABI. 0 85199 403 2.

Hall, D Roberts, L and Mitchell, M (2003) *New directions in rural tourism*. Aldershot: Ashgate Publishing.

Leonard, T A (1936) *Adventures in holiday making: being the story of the rise and development of a people's holiday movement*. Manchester: Holiday Fellowship.

The CHA, founded in 1893, is widely recognised as one of the major influences in the development of countryside holidays. Leonard aimed not only to popularise the countryside as a holiday destination but to teach people how to enjoy it, and laid great emphasis on reverence for nature and landscape.

McKercher, B (1998) *The business of nature-based tourism*. Melbourne: Hospitality Press. 1 86 250475.

Nicholson, N (1995) *The Lakers. The adventures of the first tourists*. Milnthorpe: Cicerone Press. 1 852 841753.

Page, S and Getz, D (1997) *The business of rural tourism: international perspectives*. London: International Thomson Business Press. 0 415 13511 7.

Piehler, H A (1933) *England for everyman*. London: Dent.

In the 1930s a publishing boom of travel guides heralded the emergence of car-borne rural tourism. This is a good example of the genre, in which the author describes England as a country 'eminently suitable for motoring'.

Roberts, L and Hall, D (2001) *Rural tourism and recreation: principles to practice*. Wallingford: CABI 0 85199 540 3.

Focus on the development of tourism in the post-agricultural rural economy.

Sharpley, R and Sharpley, J (1997) *Rural tourism: an introduction*. London: International Thomson Business Press. 0 415 14010 2.

Towner, J (1996) *An historical geography of recreation and tourism in the western world 1540-1940*. Chichester: Wiley. 0 471 949906.

## **MANAGING LEISURE AND TOURISM IN THE COUNTRYSIDE**

Many general texts on leisure and tourism management include chapters or sections on rural leisure and tourism management; a smaller number of texts focus exclusively and specifically on this sector. While there is a substantial body of work on the scientific and environmental aspects of countryside management, this list focuses on the political, economic and social aspects of the management of rural leisure and tourism.

Many general texts on leisure and tourism management include chapters or sections on rural leisure and tourism management. The works listed below provide a more detailed coverage of this topic.

Bell, S (1997) *Design for outdoor recreation*. London: E and FN Spon.

Bell, S and McGillivray, D (2000) *Environmental law: the law and policy relating to the protection of the environment* (5<sup>th</sup> edn). Oxford: Oxford University Press. 1 85431 887 X.

Broadhurst, R (2001) *Managing environments for leisure and recreation*. London: Routledge. 0 415 20099 7 (pbk).

Emphasis on the practical management of the outdoor environment for leisure.

Bromley, P (1994) *Countryside recreation: a handbook for managers*. London; Spon. 0 419 18200 4.

Introductory management text.

Butler, R, Hall, C M and Jenkins, J (1998) *Tourism and recreation in rural areas*. Chichester: Wiley. 0 471 97680 6.

Edited collection of papers on rural tourism with a focus on the development of tourism to promote economic and social change. Some case studies are drawn from abroad but are nevertheless of relevance.

Curry, N (1994) *Countryside recreation, access and land use planning*. London: Spon. 0 419 15550 3.

Ford, P and Blanchard, J (1993) *Leadership and administration of outdoor pursuits* (2<sup>nd</sup> edn). Pennsylvania State College: Ventura Publishing. 0 910251 60 6.

Goodhead, T and Johnson, D (eds.) (1996) *Coastal recreation management: the sustainable development of maritime leisure*. London: Spon. 0 419 20360 5.

Emphasis is on maritime recreation, but includes coverage on the recreational management of inland waters.

Hughes, D, Jewell, T, Lowther, J, Parpworth, N and de Prez, P (2002) *Environmental Law* (4<sup>th</sup> edn). London: Butterworth. 0 406 94291 9.

Standard text which includes annotated detail of the law on access and pollution.

Jubenville, A and Twight, B W (1993) *Outdoor recreation management: theory and application* (3<sup>rd</sup> edn). Pennsylvania State College: Ventura Publishing. 0 900251 61 4.

Keirle, I (2002) *Countryside recreation site management: a marketing approach*. London: Spon. 0 415 248841.

McCormack, F (1994) *Water-based recreation: managing water resources for leisure*. Huntingdon: Elm. 1 85450 1542.

Pigram, J J and Jenkins, J M (1999) *Outdoor recreation management*. London: Routledge. 0 415 159997 (pbk).

Authoritative text; each chapter concludes with questions on related topics that can be adopted for group work and seminars.

Seabrooke, W and Miles, C W N (1993) *Recreational land management* (2<sup>nd</sup> edn). London: Spon. 0 419 135006.

Sharpley, R (1996) *Tourism and leisure in the countryside* (2<sup>nd</sup> edn). Kings Ripton: Elm. 1 85450 440 1.

Introductory text on the planning, development and management of leisure in the countryside.

Tribe, J, Xavier, F, Griffiths, N, Vickery, R and Yale, K (2000) *Environmental management for rural tourism and recreation*. London: Cassell. 0 304 706930 (pbk).

Overview of rural tourism and leisure activities and a guide to the use of Environmental Systems Management in a tourism and recreation context.

Veal, A J (2002) *Leisure and tourism policy and planning* (2<sup>nd</sup> edn). Wallingford: CABI. 0 85199 5462.

Welch, D (1995) *Managing public use of parks, open spaces and countryside*. London: Pitman in association with the Institute of Leisure and Amenity Management. 0 273 616102.

Williams, S (1995) *Outdoor recreation and the urban environment*. London: Routledge. 0 415 09633 2 (pbk).

Critical review of the development of outdoor leisure resources in urban areas.

## **S U S T A I N A B I L I T Y   A N D   T O U R I S M**

The focus of this section is on the principles and practices of sustainability in rural tourism insofar as they are of relevance to tourism development and management in Great Britain. Readers are advised to see also the Resource Guide [Integrating Sustainability into the undergraduate Tourism Curriculum](#).

Cocossis, H and Nukamp, P (1995) *Sustainable tourism development*. Aldershot: Avebury. 1 85972 177 X.

Countryside Agency (1995) *Sustainable rural tourism: opportunities for local action*. London: Countryside Agency. 0 86170 464 9.

Dwyer, J C and Hodge, I D (1996) *Countryside in trust: land management by conservation, recreation and amenity organisations*. Chichester; Wiley. 0 471 94871 3.

Evaluative analysis of the work of Conservation, Amenity and Recreation Trusts (CARTS) working in this field.

English Tourism Council (2001) *Time for action: a strategy for sustainable tourism in England*. London: ETC.

Harris, R, Griffin, T and Williams, P (eds.) (2002) *Sustainable tourism: a global perspective*. Oxford: Heinemann Butterworth. 07506 89463.

Priestley, G K, Edwards, J Arwel and Cocossis, H (eds.) (1996) *Sustainable tourism? European experiences*. Wallingford: CABI. 0 851099 100 9.

Sidaway, R (1998) Recreation pressures on the countryside: real concerns or crises of the imagination? In M F Collins and I S Cooper (eds.) *Leisure management issues and applications*. Wallingford: CAB International. 0 851 992153.

Swarbrooke, J (1999) *Sustainable tourism management*. Wallingford: CABI. 0 85199 3141.

## A GUIDE TO ELECTRONIC SOURCES

### **Campaign to Protect Rural England**

[www.cpre.org.uk](http://www.cpre.org.uk)

### **Country Land and Business Owners Association**

[www.cla.org.uk](http://www.cla.org.uk)

Formerly the Country Landowners Association, this organisation protects the interests of owners of rural land in England and Wales. It traditionally takes a leading role in confronting voluntary groups representing walkers and ramblers and in defending blood sports.

### **Countryside Agency**

[www.countryside.gov.uk](http://www.countryside.gov.uk)

The principal government agency responsible for the conservation of the countryside and the use of the countryside as a leisure resource. It undertakes and commissions research in all aspects of rural life and many of its publications can be freely downloaded from its website. It publishes the newsletter *Countryside Focus* (five issues per year).

### **Countryside Council for Wales**

[www.ccw.gov.uk/](http://www.ccw.gov.uk/)

The Countryside Council for Wales is the Government's statutory adviser on sustaining natural beauty, wildlife and the opportunity for outdoor enjoyment in Wales and its inshore waters.

### **Countryside Recreation Network**

[www.countrysiderecreation.org.uk](http://www.countrysiderecreation.org.uk)

A network which provides access to information on countryside and related recreation matters and publishes *Countryside Recreation* quarterly.

### **Department for Environment, Food and Rural Affairs**

[www.defra.gov.uk](http://www.defra.gov.uk)

### **GreenSpace**

[www.green-space.org.uk](http://www.green-space.org.uk)

GreenSpace is a not-for-profit organisation set up to help those committed to the planning, design, management and use of public parks and open spaces. Its website has pages devoted specifically to urban and rural green space planning.

### **National Trust**

[www.nationaltrust.org.uk](http://www.nationaltrust.org.uk)

### **Ramblers' Association**

[www.ramblers.org.uk](http://www.ramblers.org.uk)

Britain's principal organisation for ramblers and walkers, currently with 142,000 members. Campaigns to maintain and improve access to the countryside for walkers.

### **Scottish Natural Heritage**

[www.snh.org.uk](http://www.snh.org.uk)

Their task is to secure the conservation and enhancement of Scotland's unique and precious natural heritage - the wildlife, the habitats and the landscapes which have evolved in Scotland through the long partnership between people and nature.

### **STAR UK**

[www.staruk.org.uk](http://www.staruk.org.uk)

This website provides statistics and details of current research on tourism in the United Kingdom, some of which is specific to rural tourism. It is produced co-operatively by the national tourist boards of the countries that constitute the United Kingdom.

## **GUIDE TO PERIODICALS**

### *Conservation Land Management*

Published by English Nature

[www.english-nature.org.uk](http://www.english-nature.org.uk)

### *Countryside Recreation*

Journal of the Countryside Recreation Network

[www.countrysidecreation.org.uk](http://www.countrysidecreation.org.uk)

### *Countryside Landowner and Rural Business*

Journal of the Country Land and Business Association

[www.cla.org.uk](http://www.cla.org.uk)

Mainly of interest for information and opinion forming on issues of access and the mapping of rights of way. Covers other aspects of rural leisure from the landowners' point of view.

## TEACHING EXAMPLE

### **Green Matters – a role play activity in the planning and management of rural leisure and tourism**

As the core economic importance of agriculture to the rural economy becomes less significant, other forms of economic activity are promoted through government departments and various public sector agencies. Large-scale economic development in rural areas often causes conflict because the dominant cultural construct of the countryside is antithetical to industrial development, commerce and the construction of buildings on undeveloped sites. Such development is not infrequently challenged by residents who feel that their way of life is under threat. However, new employment opportunities are welcomed by those seeking employment or improved opportunities and by representative bodies such as local councils and development agencies.

This case study is designed to encourage students to consider the ways in which leisure and tourism development in the countryside may be a site of conflict. It asks students to assume a representative role – one which may not correspond with their own belief – and to examine the issues that normally arise through this type of development.

I have used this role play activity on a number of occasions in the delivery of modules on leisure and rural tourism. Depending on the number of students in the group the activity can be modified – for example many of the agencies involved can be represented by one or more students. It is based on imaginary places and fictional circumstances, and the location can easily be changed if needed, with only minor modifications to the case.

The aim of the exercise is to provide an opportunity to develop an awareness and understanding of the complex nature of tourism development in rural areas, and in particular the tensions between economic development and cultural and environmental factors. Although based loosely around the planning process it is not intended to embrace planning law, though it could be adapted to this end if so desired.

#### **The case**

Cleeton is a small town (population c.18, 000) in the north-west sector of the Lake District. It lies approximately seven miles inland from Maryport. Originally a small market town it expanded in the nineteenth century due to the mining of local coal deposits and the growth of agricultural engineering. However the mining ceased operation in the 1950s and agricultural engineering has declined markedly in the last fifteen years. As a result the town has an unemployment rate of 11%, and its relatively isolated position has made it unattractive to new high-tech industrial development. Tourism makes a small contribution to the town's economy but Cleeton's run-down appearance, the presence of decaying and obsolete industrial plants and the fact it is situated towards the northern end of the Lake District have prevented any significant development of this. However its proximity to Fell Crag, a rocky outcrop famously celebrated in a poem by Wordsworth, does attract a small number of walkers to the town, though the Foot and Mouth epidemic had a negative impact on this small-scale activity and local tourism providers are in a precarious financial position.

After years of decline, Cleeton has recently gained an opportunity to reverse its fortunes. Universal Attractions, a global leisure company, has approached the town council with a proposal to build a major new visitor attraction close to the town. This is Green Matters, a leisure complex with an environmental theme. It will be essentially a family-orientated attraction but will also seek to appeal to adults with an interest in environmental issues. With a capacity of 3,500 visitors per day Green Matters has the potential to make a major contribution to the regeneration of the Cleeton and district economy. The proposed site is on the eastern edge of the town on land previously occupied by a cattle and sheep market, thus making it accessible from the M6. The local highways authority has indicated that it would improve the existing trunk road to meet the potential increase in traffic. Universal Attractions have, as part of their proposal, offered to enter into partnership with a major retailer to build a supermarket and retail complex alongside the centre and also to build a new car park with capacity to meet the parking requirements of both shoppers and visitors to the centre. The potential employment the centre would bring to the town would do much to reverse a long-term downward trend in employment in the area.

Despite the potential benefits that Green Matters would bring to Cleeton, opposition has been voiced from a number of quarters. The proposed site for Green Matters is a third of a mile from Crag View housing estate, whose residents are concerned about its visual impact and the noise from the proposed new road. These residents have a powerful voice through the Residents' Association and have organised a protracted campaign against the proposal through the local press. Green Matters would also obstruct the view of Fell Crag from Cleeton Bridge, the standpoint from which Wordsworth wrote the poem in which he celebrated the Crag. Although there are unobstructed views of Fell Crag from other angles, several people feel that it is important that Wordsworth's view should remain unaltered, and this has been taken up by a high profile local celebrity on television and in the broadsheet Sunday newspapers.

Cleeton Borough Council is politically inclined to support the proposal on the basis of its potential economic benefits. However, the proposal has attracted the interest of the national media and has become a *cause celebre* with environmentalists, walkers, and Wordsworth appreciation societies.

### **The exercise**

This is a role play exercise in which the students represent the various organisations and agencies that might be involved in the decision making process on the Green Matters proposal. These include:

- Cleeton Borough Council Leisure and Tourism Sub-Committee
- Cleeton Borough Council Economic Development Strategy Group
- Universal Attractions
- Green Matters Strategic Planning Group
- Cleeton Tourist Operators Association
- Friends of the Fells (a campaigning conservation group which opposes all new commercial development in the Lake District)

- Crag View Residents' Association
- Department for Environment, Food and Rural Affairs
- The Countryside Agency

The students representing each agency formulate the position that agency might be expected to adopt on the proposal. This often necessitates their defending a view which is not their own personal opinion, and this can be helpful. They are given time to research this and may be directed towards useful sources of information. They should be encouraged to anticipate the arguments of oppositional view points.

The tutor's role is to introduce the exercise to the whole group and then to provide support and encouragement to the sub-groups. In instances in which sub-groups struggle with their role it can be useful to act as *agent provocateur*. When all groups have prepared their case, the tutor chairs a meeting at which the proposal is presented by Universal Attractions and Green Matters. The proposal is then debated by the representative agencies in a formal manner through the chair. It is extremely useful to invite another member of staff to take the role of vice-chair and to cross-examine contributions.

At the close of discussion the tutor and assisting member of staff provide feedback to the whole group on the content and conduct of the meeting and may indicate whether, on the basis of the argument, they would have supported or declined the proposal.

### **About the Author**

Dr Bob Snape is a Senior Lecturer in the Department of Sport, Leisure and Tourism Management at Bolton Institute. His main research interests are concerned with the social, cultural and historical aspects of leisure and tourism. His publications include *Leisure and the rise of the public library* (Library Association Publishing, 1995), *The National Home Reading Union* (*Journal of Victorian Culture*, 2002), and *The Co-operative Holidays Association and the cultural formation of countryside leisure practice* (*Leisure Studies*, April 2004). He is the Secretary of the Leisure Studies Association.



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