

Conference Theme 3

Sense of place: local communities, responsibility and the visitor experience.



Sense of Place?

- Local distinctiveness
- Unique and special features of a destination
 - Its people**
 - Its culture**
 - Its heritage**
 - Its identity**

Sense of Place: It can...

- Create interest from visitors
**It is a motivation for a visit
(VisitEngland Research 2013)**
- Engenders pride within communities
- Sustains cultures, traditions and heritage
- Build memories amongst visitors
- Encourage collaboration and greater partnership working

**Sense of place,
however, is
fragile!**



Responsibility is needed

- All stakeholders have a role to play to take responsibility for preserving, maintaining and enhancing.

Residents

Businesses

Visitors

Local government

Panel Speakers

- **Dr. Robin Barden**
ICRT Barcelona & Catalunya
- **Mr. Nick Lloyd**
writer, historian, guide and founder of Spanish Civil Walk Tours
- **Mariana Mier**
InnTravel
- **Dr. Enric Pol**
Psicologia Social i Ambiental, Universitat de Barcelona
- **Dr. Jordi Tresserras,**
Universitat de Barcelona
- **Ms. Lucy McCombes**
International Centre for Research in Events, Tourism & Hospitality (ICRETH), Leeds Metropolitan University
- **Francesca Zanutto**
HereBarcelona
- **Mr. Evarist March**
Botanist, nature-tour guide and creator of Naturalwalks: Natural Tourism for Barcelona and Catalonia