



# Problems and Prospects for Capturing the Intangible Values of Coastal Tourist Landscapes

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## Broad Aims of Research

- To explore the relationship between the natural environment and human wellbeing
- To extend the theoretical, methodological and practical understanding of the 'Cultural Ecosystem Services' that arise from coastal landscapes and how they have value for people.
- To determine how such a deeper understanding of 'value' and intangible benefits of nature can be set alongside economic considerations in tourism management decisions

# Context and Background

‘A rational process for assessment of environmental policy options should be based on an appreciation of how humans value nature’

(Lockwood, 1999: 381)

# Ecosystem Services

## Provisioning Services

Products obtained from ecosystems

- Food
- Fresh water
- Fuelwood
- Fiber
- Biochemicals
- Genetic resources

## Regulating Services

Benefits obtained from regulation of ecosystem processes

- Climate regulation
- Disease regulation
- Water regulation
- Water purification

## Cultural Services

Nonmaterial benefits obtained from ecosystems

- Spiritual and religious
- Recreation and ecotourism
- Aesthetic
- Inspirational
- Educational
- Sense of place
- Cultural heritage

## SUPPORTING SERVICES

Services necessary for the production of all other ecosystem services

- Soil formation
- Nutrient cycling
- Primary production

# Determinants and Constituents of Well-being

## Security

- Ability to live in an environmentally clean and safe shelter
- Ability to reduce vulnerability to ecological shocks and stress

## Basic Material for a Good Life

- Ability to access resources to earn income and gain a livelihood

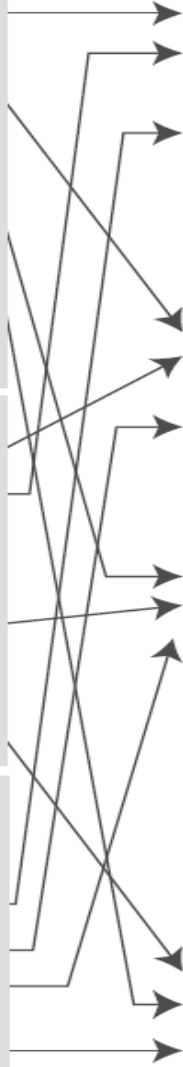
## Health

- Ability to be adequately nourished
- Ability to be free from avoidable disease
- Ability to have adequate and clean drinking water
- Ability to have clean air
- Ability to have energy to keep warm and cool

## Good Social Relations

- Opportunity to express aesthetic and recreational values associated with ecosystems
- Opportunity to express cultural and spiritual values associated with ecosystems
- Opportunity to observe, study, and learn about ecosystems

## FREEDOMS AND CHOICE



# Cultural Ecosystem Services

‘The non-material benefits people obtain from ecosystems through spiritual enrichment, cognitive development, reflection, recreation and aesthetic experience’

(Millennium Ecosystem Assessment 2005)

# Methodology

- Mixed-methods approach (an attempt to make tangible the intangible)
- Fieldwork conducted throughout the period of greatest visitor population in 2011. Three phases: June, August, October. Mix of 550 on-site surveys at 2 case-study sites and 40 in-depth interviews.
- Further in-depth work conducted with 12 participants



# Case Study Areas





# Human Needs Framework for Assessing the Contribution of the Natural Environment to Human Wellbeing

## Maslow's Human Needs:

- Physiological & safety
  - Belongingness
  - Esteem
- Need to know & understand
  - Aesthetic
- Self-actualisation
- Transcendence

## Cultural Ecosystem Services:

- Spiritual enrichment
- Cognitive development
  - Reflection
  - Recreation
- Aesthetic experience

## Max-Neef's Human Needs:

- Subsistence
- Protection
- Affection
- Understanding
- Participation
  - Leisure
  - Creation
  - Identity
  - Freedom

## Amalgamated 'Benefits of Nature':

- Belonging & connectivity
- Need to know & understand
  - Aesthetic appreciation
  - Leisure & recreation
  - Freedom & escapism
  - Self actualisation
  - Transcendence

Human Needs Categories	Description
Belonging & Connectivity	<ul style="list-style-type: none"> <li>• Sense of place or identity in the environment</li> <li>• Sense of connection with nature</li> </ul>
Need to Know & Understand	<ul style="list-style-type: none"> <li>• Inquisitiveness about surroundings</li> <li>• Curiosity / Exploration / Learning</li> </ul>
Aesthetic Appreciation	<ul style="list-style-type: none"> <li>• Appreciation of nature</li> <li>• Physical appeal of the natural world</li> </ul>
Leisure & Recreation	<ul style="list-style-type: none"> <li>• Need to enjoy time in diametric opposition to 'work time'</li> <li>• Sense of having fun and relaxing</li> </ul>
Freedom & Escapism	<ul style="list-style-type: none"> <li>• Need to escape form constraints</li> <li>• Sense of autonomy</li> </ul>
Self-Actualisation	<ul style="list-style-type: none"> <li>• Active, involved, energetic, sensual, optimistic, creative, confident, enriched</li> <li>• Positive relations with others</li> </ul>
Transcendence	<ul style="list-style-type: none"> <li>• Identifying with something other than the purely personal</li> <li>• Being present in such a way that we forget ourselves</li> </ul>

# Data Analysis

## Characteristic of sample:

- Durdle Door (n= 284), Charmouth (n= 266)
  - 46% Male and 54% Female
  - 48% Professional / Managerial
  - 88% White British
  - 3.7% 'Local' (Travelled less than 10 miles to reach the site), 58% travelled 60-150 miles
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- All human needs were highly satisfied in the case study areas with 50-80% of respondents either strongly agreeing or agreeing with items across all human needs except for Belonging & connectivity (33%)

## Underlying Trends in the Data?

Factor analysis revealed 14 items across the human needs categories which loaded strongly onto one factor (accounting for 43.3% of the variance in the data, cronbach alpha score = 0.938 )

The underlying trend in this data can be interpreted as factors contributing to positive psychological well-being, focusing on having time and space to focus on one's life and to put things into perspective, leading to a sense of inner calm and of renewed vigour and energy.

# What are the Benefits of Nature at the Jurassic Coast?

## **Sense of Relaxation:**

- *'I like the coast, I like the sea. It's so tranquil and just the sound of the water on the shingles. On a fine day, you can just drift off. It is so restful, you could fall asleep. I can take my worries with me but when I get there and then they just disappear' (Female, Worbarrow Bay)*

## **Sense of Reflection:**

- *'I think it's about a personal sense of perspective. In times of my life when I had problems, I have always gone to the beach to clear my head ' (Male, West Bay)*

## **Sense of Inspiration:**

- *'So I think when the coastline is left untouched as it is in many parts of Dorset, it certainly feels more awe inspiring because you feel quite cut off and shut off from the rest of the world which feels quite nice' (Male, Charmouth, Oct)*

# What are the Benefits of Nature at the Jurassic Coast?

## **Sense of Spiritual Enrichment:**

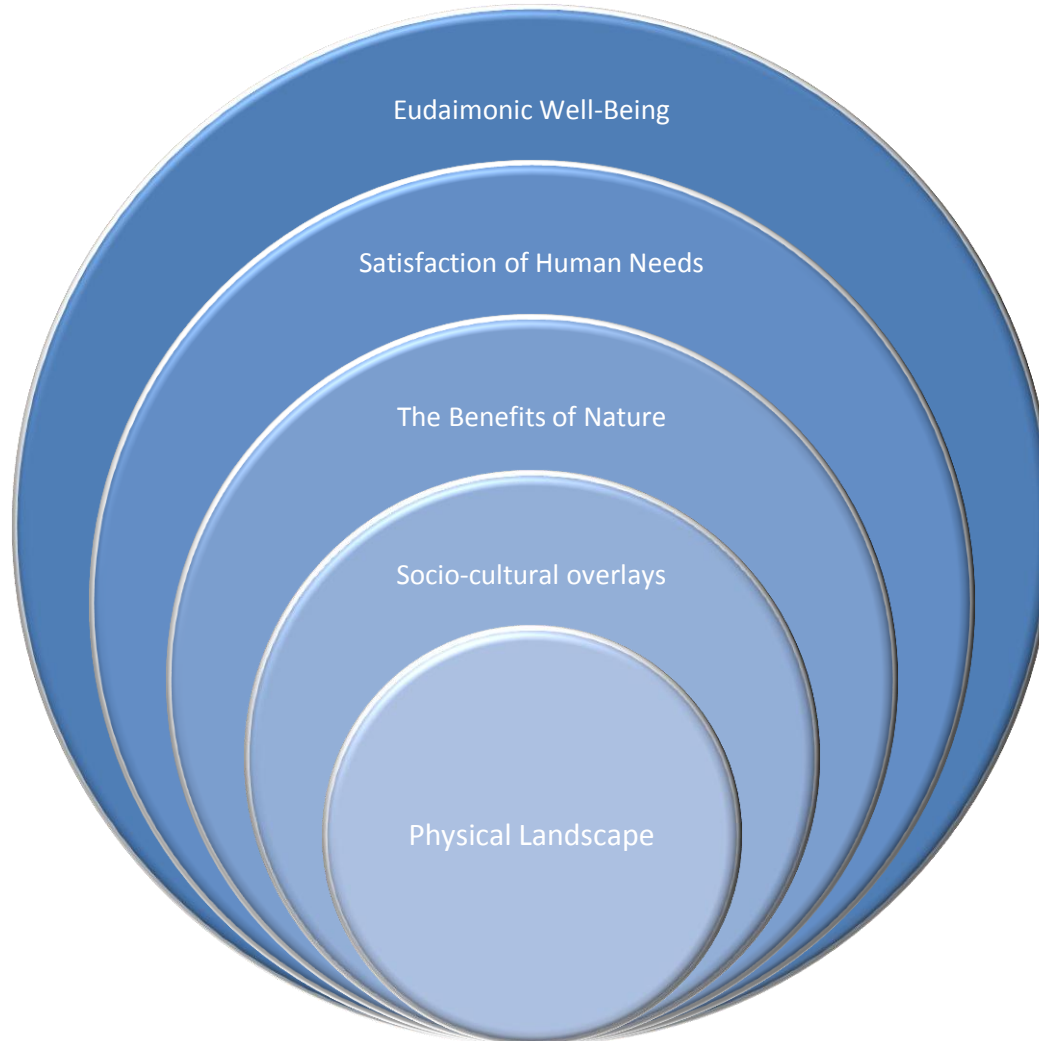
- *'There is the depth of the Jurassic coast which I don't know so much about but that is quite ancient and it's not religious but the sense of that coast, there's a kind of exposure there to something else, somehow which makes you feel you've come from somewhere you couldn't possibly understand into a place where you can holiday and enjoy the scenery'* (Female, Burton Bradstock)

## **Sense of Positive Functioning:**

- *'I felt relaxed and also kind of energised and sort of invigorated by everything'* (female, Charmouth, Oct)
- *'I felt calm and relaxed and maybe energised. It obviously takes some energy to get up there but it is worth it – it also helps to clear your head as well'* (female, Durdle Door, Oct)



# Conceptual Framework Emerging from the Data



# Policy Relevance of A Well-being Approach

- Provides a useful and innovative approach to policy appraisal
- Establishes the person as the central policy focus
- Understanding human needs and how they are satisfied by the landscape will help to shape opportunities for people to fulfil those needs

## Concluding Remarks

*'Natural resources are not only raw materials to be inventoried and moulded into a recreation opportunity, but also, and more important, places with histories, places that people care about, places that for many people embody a sense of belonging and purpose that give meaning to life'*

(Williams et al, 1992, p44).

# Thank you – any questions?

- Research presented here was conducted during an ESRC Studentship under its Capacity Building Clusters Award (RES-187-24-0002) in partnership with Dorset County Council.
- For more information about this project and the work of the Centre for Sport, Leisure and Tourism research, see <http://www.exeter.ac.uk/slt/ourresearch/value/>
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