The Atlantic Sustainable Tourism Observatory, Ireland

21st November 2023

Hosted by the Atlantic Technological University, Ireland
Atlantic Sustainable Tourism Observatory, Ireland is hosted by the:

Atlantic Technological University (ATU)
The Scope of the Atlantic Sustainable Tourism Observatory, Ireland

The observatory encompasses a population of over:

- **607,600 residents** and receives;

- **8.9 million international** and **5.8 million domestic** (visitors/per year)

The tourism industry plays a major role within the observatory, representing a tourist spend of **€2 billion** (international) and **€1.2 billion** (domestic).
The objective of the observatory

To contribute to improving the sustainable management of destinations for:

Communities, Environment, Enterprises and Visitors
The Structure of the Atlantic Sustainable Tourism Observatory, Ireland

Atlantic Sustainable Tourism Observatory,
Host: the Atlantic Technological University
Role: Educational, Leadership and Coordination

Local Stakeholder Working Groups
Role: Decision making, support, public communication

Department of Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media, Fáilte Ireland, Tourism Ireland Ltd.
Support: Collaboration & Support

Irish Tourism Industry Confederation (ITIC)
Tourism NGOs
Support: Collaboration, advocacy input

Local authorities (municipalities), Island managers, destination managers, educators
Role: Support and data

State agencies (examples):
- Environmental Protection Agency (EPA)
- Central Statistics Office (CSO)
- National Parks and Wildlife Service (NPWS)
- Office of Public Works (OPW)
- Waterways Ireland
Role: Support and data

INSETO Network, the UNWTO,
Role: Collaboration, support, communication

Tourism enterprises
Role: Collaboration and data

Residents
Role: Collaboration and data entry

Tourists
Role: Data input
The Atlantic Sustainable Tourism Observatory, Ireland collaborates with key stakeholders:

residents, tourists, local authorities, state agencies, tourism industry, enterprises,

across the observatory and internationally to address local challenges and collaborate with national and international researchers on global solutions.
We use over 40 sustainable tourism indicators from:

- INSTO 11 issue areas
- UNWTO indicators
- ETIS indicators
- GSTC indicators
- Destination specific indicators
Data collection takes place over multiple attractions, accommodations, and communities using a blend of smart technology, face-to-face techniques and national statistical sources.
Indicator Dashboards

Resident Survey Results (2022 - 2023)

- 81% of residents surveyed thought that tourism supports their local economy.
- 35% of residents surveyed thought that tourism put pressure on the natural environment.
- 81% of Residents agree that they have reasonable access to the natural and cultural sites in the destination.
- 80% of Residents believe that tourism has a positive effect on the distinctiveness and local identity, culture and heritage in the destination.
- 46% of Residents were not satisfied with tourism during the off season of winter.

Impacts of Tourism to Resident’s Quality of Life

- Measuring and Monitoring

- Impacts of Tourism to Resident’s Daily Life

  - Noted Positive Impacts (%)
  - Noted Negative Impacts (%)
  - No negative impacts: 29
  - Light pollution: 9
  - Noise pollution: 16
  - Traffic: 61
  - Drinking water availability: 4
  - Reduced water quality: 8
  - Loss available housing: 36
  - Overcrowding: 22
  - Reduced bathing water quality: 12
  - Increased pressure on the environment: 35
  - Decreased access to cultural sites: 16
Thank you for your support in our observatory

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