Tourism Impacts & Sustainable Developments

Sustainable Transport in Pembrokeshire

Why do people visit Pembrokeshire?

Pembrokeshire National Park

This is the only UK National Park that is almost entirely coastal. The variety of landscapes ranging from steep limestone cliffs, undulating red sandstone bays, rolling hills, volcanic headlands and flooded glacial valleys appeal to a range of visitor types. There are also some remarkably quaint towns, and villages to explore, rest, refresh and recuperate in; essential for getting your breath back after experiencing some of those views! Newport, Tenby and St. David’s are particularly popular.

Beaches

No other county in the UK has more Blue Flag beaches or Seaside Awards than Pembrokeshire. There are over 50 beaches which offer a range of activities or simply somewhere peaceful to relax.
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and sunbathe. Manorbier, Barafundle Bay and Freshwater East are three super beaches which are popular with visitors.

*Heritage*

There are 51 castles and forts in Pembrokeshire such as Pembroke Castle, Carew Castle and Cilgerran Castle. There is also St. David’s Cathedral, St. Dogmael’s Abbey and Lamphey Palace.

*Wildlife*

The natural environment, clean seas, lush vegetation and a sparse population are ideal factors which provide a range of habitats. The islands of Skomer and Skokholm are homes to thousands of birds such as puffins, gannets and manx shearwater. Dolphin, porpoise, seal and whale watching boat trips are also popular with many visitors.

*Attractions*

Pembrokeshire has a wide range of attractions for visitors to enjoy. Oakwood Theme Park and Folly Farm are two of its most well known. Oakwood offers over 30 rides including the rollercoasters Megaphobia and Speed. Folly Farm has exotic creatures, farmyard friends, rides and adventure playgrounds.

*Coast Path - The Pembrokeshire Coast National Trail*

The Pembrokeshire Coast Path National Trail twists and turns its way through 186 miles of the most breath taking coastal scenery in Britain. From St. Dogmael’s to Amroth, the trail covers every kind of coastline landscape from rugged cliff tops and sheltered coves to breath taking beaches and river estuaries.

The Pembrokeshire coastline is recognised as one of the best in world! The beaches along the path have been voted the second best in world and the national trail the third best in the world.

What type of people would Pembroke appeal to?
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Have you heard of these terms before?

Who do you think they represent?

Visitor Type

Adrenaline Junkie, Young Families, Beach Bums, Extreme Sports Enthusiasts, Culture Vultures

Pembrokeshire’s natural landscape of mountains, rivers, lakes, woods, cliff tops and beaches has proved popular with ecotourists. Many ecotourists visit Pembrokeshire from large cities such as Cardiff, Bristol and London to enjoy ecotourist activities along the coast and in the countryside. Often the ecotourists will take a short break to Pembrokeshire and stay with local accommodation providers and eat in local catering providers.

What are the impacts of tourism?
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Pembrokeshire is a very popular tourism destination. Visitors to the area spend money that is vital to the local economy leading to more employment and better services in the area.

How do you think most tourists would travel to Pembrokeshire?

Look at the map below. These are the main tourist attractions. How would Visitors travel to these places?
How can the impacts of tourism be managed?

Pembrokeshire receives millions of visitors with the great majority arriving by car. Many visitors travel along the M4 corridor stretching from Llanelli to London. Authorities such as Pembrokeshire County Council and the Pembrokeshire Coast National Park, and local residents are concerned about the impact of so many visitor cars throughout the year but largely from April to October.

These concerns include:

- Traffic congestion especially in such popular places as Tenby and St. David’s.
- Car parking.
- Air pollution – CO² emissions.
- An increase in road accidents during peak holiday times, notably along Pembrokeshire’s narrow country lanes.
- The lack of public transport.

Click on the link and watch the videos. How have Pembrokeshire County Council tried to combat these problems?

http://tinyurl.com/czrrw9y
Tourism Impacts & Sustainable Developments

As a result of funding from the Welsh Assembly Governments – Rural Development Plan Pembrokeshire now has a fleet of five coastal bus services that run 7 days a week throughout the summer and 3 days a week in winter. The buses cover most of the 186 miles of Coast Path National Trail.

What are the positive impacts of the coastal bus service?

The introduction of the coastal bus services has resulted in a number of positive impacts. These impacts can be categorised as:

• Economic
• Environmental
• Social

How do we know if the coastal bus service is a successful sustainable tourism development project?

• In 2011 the coastal buses carried nearly 70,000 passengers.
• Before the coastal buses were introduced many people used two cars – leaving one at the start and one at the end!
• It is estimated that the coastal buses have reduced the number of cars in the National Park by over 30,000 in one year.
• Accommodation providers have reported an increase in bookings.
• In 2000 only 30% of the Pembrokeshire Coast Path was accessible by public transport. Now the entire trail is accessible by the coastal bus services
• The coastal bus services have won several transport awards and are frequently hailed as an exemplar transport project.