

**Presentation by Dr. Brendan Canavan on Monday 9th December 2013**

The concept of 'sustainable tourism' has emerged from a desire to avoid the perceived negative impacts of tourism, to make as low an impact on the local environment and culture as possible, whilst helping to generate future employment for local people. The aim of sustainable tourism is to ensure that development brings a positive experience for local people, tourism companies and of course the tourists themselves.

Brendan has investigated the role and impacts of tourism in three similar yet contrasting north European small islands:

- Lewis and Harris
- Belle Ile, Brittany
- The Isle of Man

Through the use of questionnaires and in-depth interviews Brendan has paid particular attention to the interrelated social, economic and environmental impacts of tourism upon these relatively small Islands and how the industry contributes to their habitability. Yet at the same time some fear that unbridled tourism could threaten their unique cultural and natural landscapes.

His findings are that, in the main, sustainable tourism provides relevant, unique, and widely appreciated impacts, which in turn contribute to landscape diversity, civic pride, migration flows, and overall habitability. He therefore calls for greater appreciation of and investment in the sector.