

### **Best practice 36: Hadrian's Wall Sustainable Tourism Partnership, United Kingdom.**

**Scale:** Regional

**Stage of tourism development:** Growing

**Main objective:** Balanced tourism growth/ Regional development

Categories of effects:

#### **Effects on urban governance**

- Cultural tourism strategy
- Sustainable partnerships
- Stakeholder participation
- Destination management

#### **Effects on quality of life**

- Built heritage diversity

The most important monument built by the Romans in Britain, the Hadrian's Wall, was designated as a World Heritage site in 1987. In context of changing visitor patterns, fragmented nature of the ownership and marketing challenges, the Hadrian's Wall Tourism partnership was established to conserve the monument while working more closely together with various stakeholders. It specifically aims at developing sustainable tourism for responsible travelers, generating and spreading benefits for businesses in the area, attracting more high spending visitors, extending the tourism season, encouraging environmentally friendly transport and involving communities and visitors in the management and conservation of the site. 19 partners are formally involved in the partnership, including heritage organisations, city and regional councils, tourism boards and conservation organisations. An intensive consultation process between stakeholders, together with public consultation at all stages resulted in the successful development and implementation of the Sustainable marketing Strategy for the Hadrian's Wall Corridor. The partnership is to be sustained in the long run and expected to bring many benefits to the region including economic gain, pooling of resources, increased awareness, sustainable tourism development and co-operation between organisations. The Partnership works within the context of the World Heritage Site Management Plan (1996-2001) which was developed following wide consultation with various organisations and individuals. The initiative was designed as a "Good Practice" in the "Public participation in making local environmental decisions; the Aarhus convention Newcastle workshop" good practice handbook in 2000.

**Source:** Department of the Environment, Transport and the Regions, 2000. "Public participation in making local environmental decisions; The Aarhus convention Newcastle workshop good practice handbook, Case study Number UK-13". DETR, London, UK. Accessible from the United Nations Economic Commission for Europe (UNECE).

#### **Links:**

<http://www.unece.org/env/pp/newcastle.handbook.htm>

<http://www.hadrians-wall.org>