



How community structure influences touring routes

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Discipline of Geography

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MOSES Project



Maritime, Ocean Sector and Ecosystem Sustainability: fostering blue growth in Atlantic industries

Mission

MOSES is an EU multinational research project involving eight partners representing the five member states of the Atlantic Area.

MOSES seeks to understand and quantify the sustainability dimension of Blue Growth with respect to the potential environmental impacts of key strategic marine sectors and will result in the development of integrated marine sustainability assessment toolkits and sustainable transition plans using **case studies**.



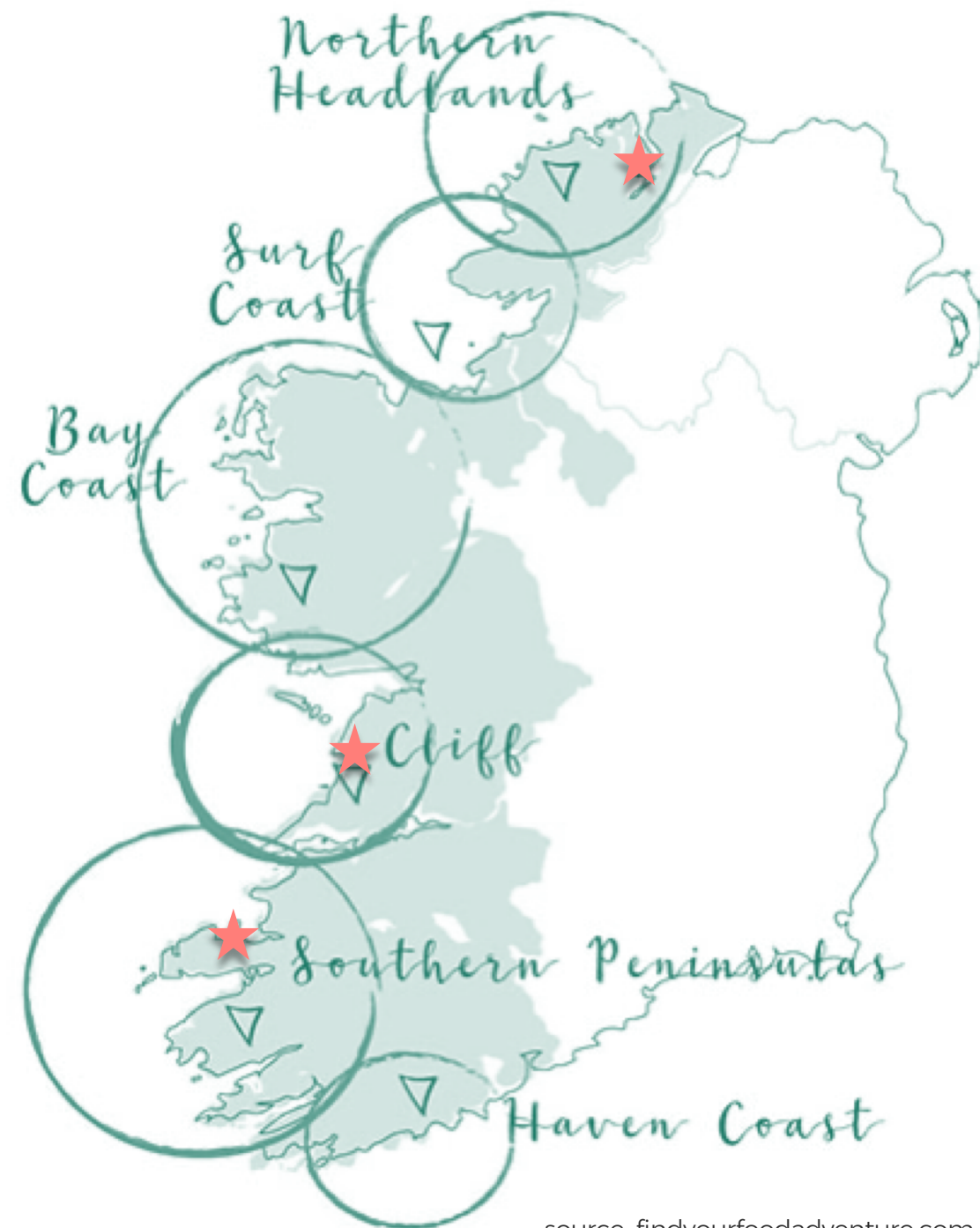
Case Study: Wild Atlantic Way

'Living Lab' for Blue Growth
Pathways

Aim: generate guidelines for the development of sustainable coastal tourism trails.

The results of the case study will be reviewed against the European Strategy for more Growth and Jobs in Coastal and Maritime Tourism in order to develop and suggest transition plans and pathways for Blue Growth in tourism, specifically coastal tourism trails.

Sites: Rathmullan, Co. Donegal; Doolin, Co. Clare; and Castlegregory, Co. Kerry



Defining Community Structure

Mann (1965)

“key concept in the sociological analysis of **village, neighborhood and city**”

Chouinard (1997)
(pg. 364)

“**basic organizational features of particular societies (or communities)**”

Masolo (2002)

“Individual and community were related in a constant mutual dependency : **the specific behavior of individuals in various contexts gave the community its cultural boundaries and identity** just as much as the normative standards of the community regulated the practices of individuals and groups within it.”

Grey & O’Toole (2018)

“... place and identity interact in a recursive, dynamic way. That is, **identity can be built on place, but place is invested with meaning by identity.**”

Community Structure Framework



**Community structure is linked to a community's identity.
It's what makes a space, a *place*.**

Methods



Interviewing

- Semi-formal interviews with community stakeholders.
- Participant observation during community-led events.



Q Methodology and Participatory Mapping

- Workshop(s) held with the community stakeholders.
- Q Methodology focuses on human subjectivity and is structured to quantitatively analyze subjective viewpoints.
- Groups stakeholders into factors based on their subjective perspectives.



Analysis (PQ Method Software)

- Factor Analysis completed to group stakeholders in statistically significant groups (called factors).
- Transcription and thematic coding of interviews.

Factor 1 Array								
				24				
			18	10	22			
		23	15	9	17	20		
	25	19	14	5	16	11	21	
12	13	6	7	1	8	2	3	4
-4	-3	-2	-1	0	+1	+2	+3	+4

Preliminary Findings & Discussion

Rathmullan, Co. Donegal

Conclusions

- Neutral responses to statements of empowerment and tourists sharing in their Irish heritage.
- Positive response to sentiment that the Wild Atlantic Way has always existed (before the established roadway).
- Negative response to statements about local authorities meeting legal obligations to consult and involve community in development.



Accountability Optimists: Factor 1 – (n=3)

- Strongly disagree with statements about the Wild Atlantic Way improving their economic well-being.
- Neutral about successes of the initiative being felt in their community.



Initiative Skeptics: Factor 2 (n=3)

- Feel that policy makers do not fully engage with the community.
- Believes the true value of their community can only be understood by living in it.



Local Knowledge Supporters: Factor 3 – (n=4)

- Embrace the unique local knowledge of the community and its use to pursue local tourism opportunities.



Environmentally Focused: Factor 4 – (n=1)

- Hold that success of the Wild Atlantic Way locally is due to their community's actions.
- Disagrees with statements that the Wild Atlantic Way has improved environmental conditions in their community.

Further Research: PhD Scope & Beyond

MOSES – WP7 Completion

- Two remaining community sites.
- Ongoing:
 - attaching this community-focused work on ecosystem service delivery
 - development of tools to help guide best practice for policy & planning of diversifying rural areas.

PhD Thesis

- *How does the development of the Wild Atlantic Way impact rural communities along Ireland's west coast?*
- Examining community & cultural identity through the lens of tourism initiative development.

Marine & Coastal Tourism Research

- This research aims to inform policy within the remit of tourism management and development
- Methodological framework has potential to be for 5-7 year review on how WAW has changed communities.
 - What has/hasn't worked for communities.