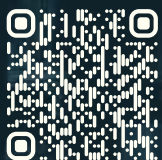


# YORK TOURISM

## Impacts and Community-Led Solutions



Scan QR code  
to access  
full research

This zine was created to highlight participatory research into community-led tourism, which was undertaken in partnership between Good Organisation (Social Ventures) CIC, York St John University, York Business School and the Institute for Social Justice.

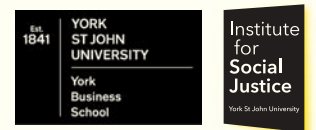
To have your say in shaping the future of York's tourism, why not join the York Residents Tourism Assembly?

Email us to find out more  
mail@goodorganisation.co.uk

Scan the QR code on the front cover to access the full research or visit

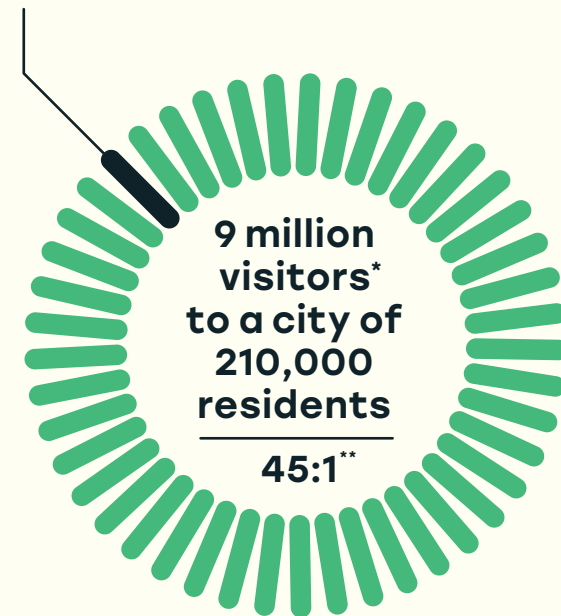
[www.outsidenfluence.co.uk/york-tourism-community-research](http://www.outsidenfluence.co.uk/york-tourism-community-research)

Outside Influence is a collaborative project in partnership with Good Organisation and others to disseminate community research.



# 12

residents were interviewed for a documentary to capture their perspectives on the impacts of tourism and potential for community-led solutions.



\*Make it York 2023 Tourism Report \*\*Approximate ratio

York feels more like a theme park now, especially on weekends. It's crowded and unpleasant.

Getting the City Council to respond to noise complaints is a lengthy process, showing inefficiencies in handling tourism-related disturbances.

Living next to an Airbnb has become unbearable with the constant noise from drunk guests, especially on weekends.

The focus on tourism in York is overshadowing the needs of residents, diminishing our quality of life and the city's unique character.

Despite York's affluence, tourism benefits aren't equally distributed, and residents don't see improvements in their quality of life.

The rise of Airbnb's is making housing unaffordable and disrupting community cohesion in York.



# 65

 residents fed-back on the **positive** and **negative** impacts through an online survey.

Involving residents in tourism planning ensures their needs and perspectives are considered, creating ownership and satisfaction.

Tourism should be inclusive, ensuring residents can enjoy the city's offerings, not just catering to outside visitors.

Residents voicing their concerns about tourism, like noise from Airbnb's, can help shape better regulations.

Highlighting local culture through events like LGBT performances and arts markets can benefit both tourists and the community.

Regular public consultations and surveys to gather input from residents on how tourism should develop, improving coexistence with local life.

Connecting residents with similar tourism-related issues can lead to collective action and stronger advocacy for balanced tourism.

Involving residents in preserving and sharing their heritage enhances the tourist experience and reflects the city's authentic past.

Supporting community-led projects allows residents to directly influence tourism, like local markets and cultural events.



We researched  
↓ Best Practice  
into community-  
led tourism  
which could be  
transferable  
to York.

Here are some examples  
of what we found:

Brechin and Girvan  
Scotland

Governed by a community steering group with support from SENScot and Creetown Initiative.

**Activities:** town planters, Pictish-themed carvings, information panels, and a Pictish trail.

**Impact:** local upskilling, apprenticeships, school engagement, promotional film creation, and additional funding secured.

Chemainus  
Vancouver Island, Canada

Governed by the  
Festival of Murals society

**Activities:** Annual mural festival, 70+ artworks.

**Impact:** 400,000 visitors annually, 200+ new small businesses, \$4 million theatre, Festival Inn, and town revitalisation with parks and public spaces.

EastSide Tourism  
Belfast, Northern Ireland

Managed by EastSide Partnership

**Activities:** EastSide Visitor Centre and Templemore Baths ran tours to promote local attractions.

**Impact:** Visitor Centre renovation, construction of C.S. Lewis centre, community greenway, eight heritage trails, 45,000 festival visitors, and significant local economic income.

Nutti Sámi Siida  
Jukkasjärvi, Sweden

Sámi-owned tourism company

**Activities:** Reindeer tours, Sámi cultural events, guided tours, and homestays.

**Impact:** Sámi employment, development of Sámi tourism guidelines, local products shop, increased cultural awareness, and sustainable tourism certifications.

Tourism Tax

A fee for overnight visitors varying by location and season. Funds raised address issues like noise, litter, and pressure on services.

**Examples:** Barcelona (construction), San Francisco (\$16M for arts), Bali (70% for waste management), Iceland (sustainability), Balearic Islands (€120M for natural resources), New Zealand (tourism and conservation).

Residents attended workshops to shape a  
↓ Shared City Manifesto which aims to benefit both  
residents and tourists. The partnership would like  
to develop a Residents Tourism Assembly to further  
this work, and enable residents’ voices to shape  
York’s Tourism Strategy.

1. Community-Owned Event Space  
Civic leaders to facilitate access to community-owned event spaces offering a range of cultural and affordable activities for both residents and tourists.
2. Resident-Led Festivals  
Create opportunities for York’s residents to develop and deliver festivals, attracting both locals and visitors.
3. Community-Owned Pubs  
Enable residents to purchase and manage community-owned pubs, promoting local ownership over chain establishments.
4. Community-Owned Farms/ Allotments  
Encourage residents to purchase and run community-owned farms. Promote local produce to the hospitality sector to enhance the use of locally grown products.
5. FairBnB Model  
Introduce a model like FairBnB to generate funds for community-led initiatives and mitigate the negative impacts of tourism.
6. Improved Transport Links  
Establish a community-owned bike hire shop as part of better transport links for both residents and tourists.
7. Connect Communities with Tourism  
Involve residents in local markets and events aimed at tourists.
8. Rethink Student Accommodation  
Utilise student accommodations out of term time for co-living and hybrid accommodation.
9. Tourism Levy  
Introduce a ring-fenced tourism levy to address the negative impacts of tourism, allowing residents to influence its allocation.
10. Transparency in Property Ownership  
Provide access to information about property ownership in York.
11. Support Independent Shops  
Stimulate opportunities for independent shops to attract both visitors and residents.
12. Creative Collaborative Spaces  
Create affordable spaces for creative collaboration and artist studios to diversify York’s attractions.
13. Local Economic Plan  
Ensure residents have a voice in shaping local economic development which prioritise the planet and the people.

14. Promote Local Music and Art Venues to Diversify Visitor Attractions  
Promote the smaller and lesser-known community events spaces to develop a richer offering for visitors and tourists.
- Infrastructure and Environmental Protection
1. Pride in the City’s Appearance  
Enhance green spaces, improve paving, and address closed shop fronts. Provide more benches to support access for residents and visitors.
2. Environmental Protection  
Support initiatives to protect the environment, especially against flooding.
3. Open Access to Green Spaces  
Ensure open access to York’s strays for local resident events.
4. Restrict Holiday Lets  
Implement legislation to limit the number of holidays lets per postcode area.
5. Sustainable Museum Revenue  
Encourage York’s visitor attractions to buy from local suppliers and re-invest in the city.
6. Tax on Empty Shops  
Propose a national or local tax on empty shops to discourage property neglect and landlords only purchasing for investment.
7. Diversify York’s Image  
Develop communications that highlight York’s diverse attractions.
8. Resident Benefits in Cultural Sector  
Offer residents’ weekends or a card granting access to York’s museums and cultural sector throughout the year.
9. Promote Local Products  
Increase availability of Yorkshire-produced goods for both residents and visitors.
10. Public Amenities  
Enhance access to public amenities, including baby changing facilities, disabled access, and more public toilets.
11. Peripheral Car Parks  
Develop more car parks and distribution points on the outskirts of the city.



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