

Climate Change Mitigation among Accommodation Providers in SW England: Comparisons between members and non-members of networks.

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Introduction: some initial propositions

- Aim is to examine relationship between network membership and innovation towards more sustainable tourism development
- Innovation vital towards climate change mitigation
 - Altering business parameters as a response implies innovation
 - The more innovative the business, the greater the response
- Innovation facilitated in networks through knowledge transfer
- *‘Does network membership result in higher levels of sustainable business practice in tourism, in particular in the area of climate change mitigation?’*

Methods

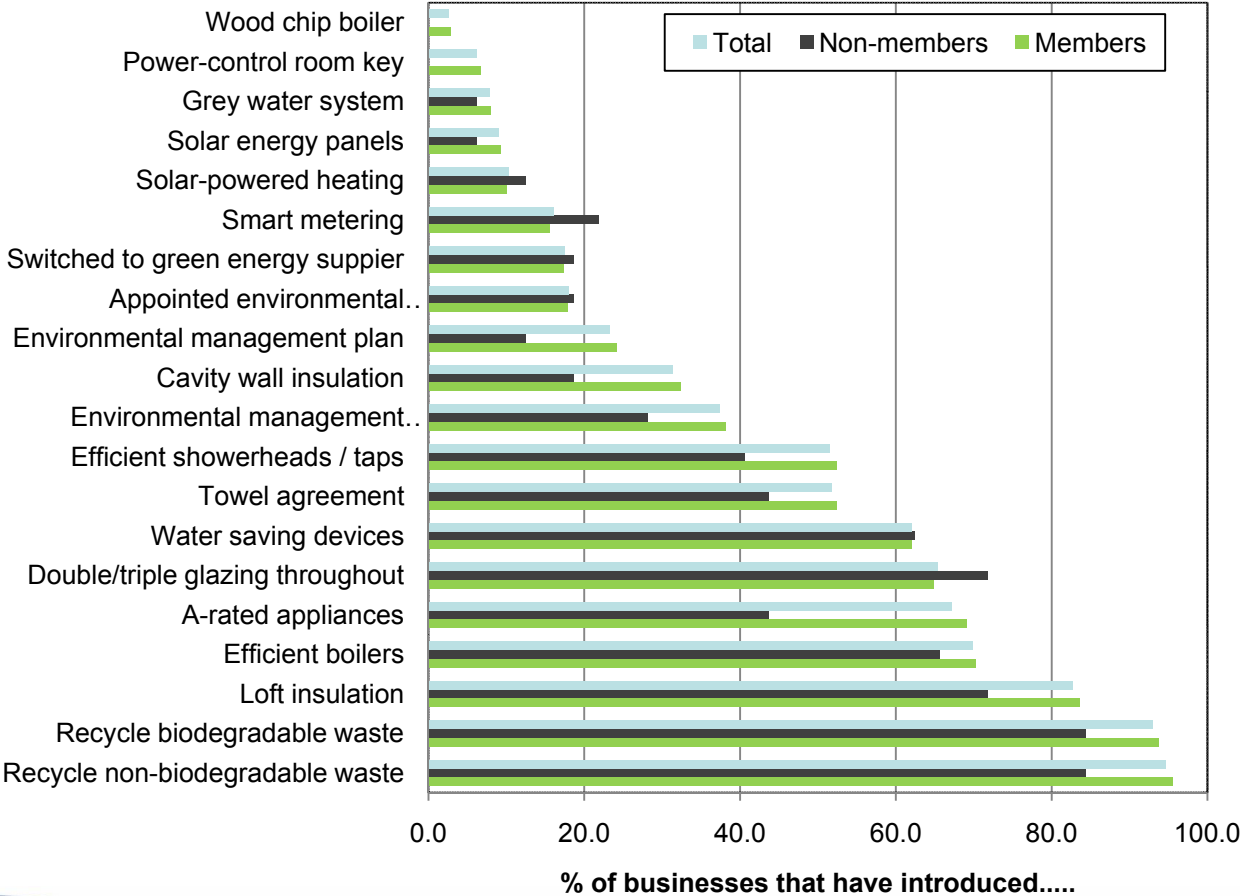
- Year-long research programme, two stages
- SW as leading UK region for sustainable tourism management
- Reports on first stage (online questionnaire survey and analysis)
 - 31 questions, three sections, including membership questions;
 - 417 usable responses;
 - 8.9% response rate;
 - 2.8% of background population.

Findings 1/3: Networks and innovations

- Social networks vital to organisation of tourism in the South West
 - Over 90% of respondents were member of at least one network
 - Average of 1.5 networks per business
 - VB (85%), AA (22%), GTBS (15%).

- Innovation as a means to tackle
 - 8.2 innovations per firm, 3.25 planned
 - ‘Easy wins’ more frequently-enacted
 - Only differences in A-rated appliances and recycle non-biodegradable waste.

Innovations for climate change mitigation



Findings 2/3: Investigation of differences

- No inter-sample difference in:
 - Total number of innovations across 20 common areas (U=5177, p=0.132)
 - Total investment in six broad investment categories (U=5873, p=0.661)
 - Average investment per category (U=4882, p=0.668)
- Sub-sample differences
 - Level of network membership correlates with number of innovations (r=0.259, p=0.000)
 - Approaching medium-level effect (r≥0.30), accounting for 6.7% of variance.
 - No correlation in level of network membership and volume of investment.

Findings 3/3: Drivers for greater action

- Non-members of networks would do more to tackle climate change if:
 - Messages in the media were more trustworthy*
 - There was a clear one-stop shop for advice*
 - Best practice examples were available*

* χ^2 test, $p < 0.00$

Application of the Results

1. Importance of networks as a medium for future innovation
 - Trust and the positioning of messages are vital
 - Numbers currently as a proxy of success
2. Ensure co-ordination of messages among networks
 - Dangers of conflicting aspirations i.e. competing networks
 - Quality versus environment?
3. Importance of networks in shaping overall culture of 'doing business'
 - Benefits of network membership not necessarily exclusively restricted to the current members.

Any questions?

- Thank you for your attention.
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- Further output will appear on the Centre for Sport, Leisure and Tourism Research web site (www.ex.ac.uk/slt) in summer 2010.