

The research themes have been expanded after a consultation of all partners, and the following further research interest areas were brought to light:

ERNEST Strategic Research Priority	Regional research priorities
1. Impact of Transport	<ul style="list-style-type: none"> • Transport, Port, Marine & Airport Logistics. Importance of international direct accessibility to the area. Development of local road network. Introduction of clean technology in buses, etc • Transport & Airport Logistics • Ground transport • Aeronautical and nautical transport. • Research on sustainable transportation • Research the area of interest related to reach peak oil and its impact in airfreight and in the tourism sector in general • Dependency study – Research into issues such as the proportion of tourism facilities that are car-dependent (limited/ no access by public transport and/or high % of arrivals by car) and the sensitivity (elasticity) of car-borne tourism to fuel prices. • Destinations for Non Car Visitors – Research into identifying existing destinations that are best suited for visitors coming without a car (e.g. access by alternatives, range of attractions/ facilities on ‘doorstep’ and public transport links to key attractions in area). Part 2 to look at strategies for developing this potential. (This could draw on some of the experience of http://www.alpine-pearls.com/home.php although not necessarily looking at formal packaging. • Train/car combinations – Research looking at the potential of different formats for visitors making journey to destination area by train (addressing largest GHG impact of holiday) and then having access to car within destination. Ideas include linkages with car hire companies based at stations, extending the ‘car club’ concept to one where it is based in accommodation, and learning from current/ previous motorail experience. • Smart cards – Pilot exercise in destination area looking at the potential of smart cards that combine public transport services and tourism facilities
2. Residents Quality of Life	<ul style="list-style-type: none"> • Impact of mass tourism to the resident’s quality of life. Selective Tourism might increase the amount spending and consequently the quality of life. • integrated rural tourism • impact of crime research, • tourism planning typologies
3. Quality of Work	<ul style="list-style-type: none"> • More permanent works, more educated driven • Formation of Clusters for SMEs that will substitute existing inadequate and ineffective systems • Innovation & Entrepreneurship in Tourism SMEs • Seasonality of employment and its impact on the quality of the product/ experience offered

<p>4. Widening the relations between demand/offer (geographical and seasonal concentration of tourism)</p>	<ul style="list-style-type: none"> • Widening the seasonal demand by exploiting other types of tourism • Double Summer Time – potential/ challenges • School Holiday Timing – The potential of staggered school holidays – economic, social, environmental – and practicalities
<p>5. Active conservation of cultural heritage</p>	<ul style="list-style-type: none"> • Natural preservation, Architectural involvement in designing and constructing new infrastructures. Renovation of old ones • Exploitation of Athleticism, Historical and Cultural background of the area • Souvenir production locally and reformed. • Support for the formation of clusters directed towards innovative in the business fabric and tourism • preservation of cultural heritage. • management of attractions, heritage tourism and destination management
<p>6. Active conservation of environmental heritage</p>	<ul style="list-style-type: none"> • Bio-agricultural • Traditional Gastronomy • Traditional architecture • Natural forests • Sustainable environmental management • Study of the biosphere • Biodiversity • Energy, waste & water • Intelligent Transport • Atmosphere • Research on the coast • Marine resources • Oceanographic Research • Environmental management • Impact of climate change on tourism • Modeling tools for the sustainable management of tourism resources • Research on the development of new marine technologies • Eco-efficient natural resource management • Investigation of the value of the natural environment as a tourism asset – greater detail of the nature of how it valued by visitors, its use and economic value • Valuation of the environment and economic instruments for sustainable tourism
<p>7. Active conservation of distinctive identities of destinations</p>	<ul style="list-style-type: none"> • Olympia as unique destination. Conference centre. Athleticism Confederations Base. • Funds for valorising the environmental and cultural heritage • Funds for the integrated promotion of the environmental and cultural heritage • Funds for supporting the qualification of services aimed at enhancing the usability environmental and cultural heritage



<p>8. Reduction and optimization of use of natural resources with particular reference to water</p>	<ul style="list-style-type: none"> • Reasonable Water treatment. Reuse in other tasks like irrigation • Environmental Performance for SMEs (Eco labelling) • Management of water resources in response to climate change. • Procedures for the decontamination of marine waters • Water recycling and reuse for leisure aims (golf, swimming pools, etc.) • Use of renewable materials. • Funds for improving the environmental performance of tourist SME (Ecolabel,) • Support the beach establishments in their environmental sustainable and accessible development • Visitor diary research – Indepth analysis of visitor behaviour in relation to decision-making and consumption/ travel patterns to better inform policy interventions. • Study on Water usage – are higher star rated highest users? If yes what to do? If not why not? What to do next? • Complimentary studies on energy usage
<p>9. Reduction and optimization of energy consumption</p>	<ul style="list-style-type: none"> • Introduction of RES in large resorts, Energy Efficiency in buildings. Production of bio-fuels and exploitation of agricultural waste • Funds for improving the environmental performance of tourist SME (Ecolabel,) • Support the beach establishments in their environmental sustainable and accessible development • Energy conservation in ‘hard to treat’ tourism properties – Audit of the tourism stock to establish how many are in older and/ or protected buildings that have constraints in terms of applying conventional energy efficiency measures (and may have greater consumption as a result). Identification of practical solutions. • Renewable energy – in depth research of business attitudes towards the potential of RE (e.g. what are the most significant barriers, what support required) • Studying the Intention – Behaviour Gap: Holidaying recycling behaviour. Would like to broaden to all energy/ resource usage. Also to move to next stage – monitoring the “output gap”. Management of tourism for sustainability. What do people think are the issues? • Move from soft science to hard science. Contrast outputs to the stated aims. • Carbon paybacks – are big businesses passing costs on? How? What is effect on SMEs? Case studies. • Business level research, engage businesses with best practise outcomes – “here’s how to save money” – partnerships with energy companies. Important to show benefit of SWT to DMOs and business. • Research into business innovations
<p>10. Reduction of waste and better waste management</p>	<ul style="list-style-type: none"> • Water and Waste treatment. Introduction of nee innovative technologies • Cost of waste. Cost of recycling. • Research into business innovations
<p>11. Measurement/indicators</p>	<ul style="list-style-type: none"> • Penetration and usage of Computer Applications in providing adequate area information
<p>12. Social dialogue</p>	<ul style="list-style-type: none"> • Develop indicators batch for social impacts of Tourism • See Sustainable destinations below (14)
<p>13. Other – any strategic area not</p>	<ul style="list-style-type: none"> • Tourism and microcredit for sustainable development in peripheral areas (es. small islands)



covered above	<ul style="list-style-type: none"> • Tourism and energy efficiency management for sustainable development in peripheral areas (es. small islands) • Carbon modelling of visitors and tourism underway, investigating strategies for reducing impact. Interested in other studies and approaches. • Investigating potential impact of the 2009 UK climate projections for tourism • Tourism forecasting and capacity modelling – work proposed for 2010 (seeking funds) • Food supply chain for tourism sector – Identifying solutions in distribution of locally produced food and drink for the tourism sector • Souvenirs – Identifying means of encouraging the promotion/ sales of souvenirs that are produced and reflect the local area
13. All of the above areas	<ul style="list-style-type: none"> • Research into business innovations / Innovative actions for sustainable tourism creating value for tourism SME • Support for the formation of clusters directed towards innovative in the business fabric and tourism • Sustainable destinations: Support for the formation of sustainable and competitive tourist destinations, including the definition of a model for the strategic management. The model is shared with all stakeholder and developed according to the needs of the specific destination in terms of desired tourist development. It comprises the selection of a significant set of indicators for measuring sustainability and competitiveness, useful for impact measurement and also in order to assess & eventually re-orient the project progresses, the development of a specific technology infrastructure, - the constitution of a permanent forum - Indicators/measurement through new database able to identify innovative actions for a sustainable tourism and financial elements for a sustainable business management in tourism sector to create value for micro/small/medium-sized enterprises - Governance of tourism actors and of the related stakeholders (empirical and theoretical approaches which covers the 12 strategic topics of Ernest - Policy and ideology of sustainable tourism

Specific importance is placed on the following approaches:

1. Integration & Interdisciplinarity: Projects are encouraged to have an interdisciplinary approach (i.e. to address multiple research themes)
2. Innovation in practice/Modelling. Enterprises are invited to research into appropriate comparative, interdisciplinary and practical models of how tourism sustainability comes into being and how it operates, with a specifically practical and empirical focus. Particular emphasis might be placed on national or regional comparisons with a view to offering models of successful practice.
3. Tourist product/clustering & Replicability: development of projects aimed at specific tourist products or types of destinations (art & culture destinations, seaside resorts, mountain resorts, countryside, Spas, meeting & incentives destinations, cultural itineraries, etc.)
4. Research beyond academia: It is important that the applicant demonstrate the potential impact of the research, in environmental, economic, social or cultural terms.