



**University of
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UCLan

Sustainable Outcomes for All

Cycling in natural parks

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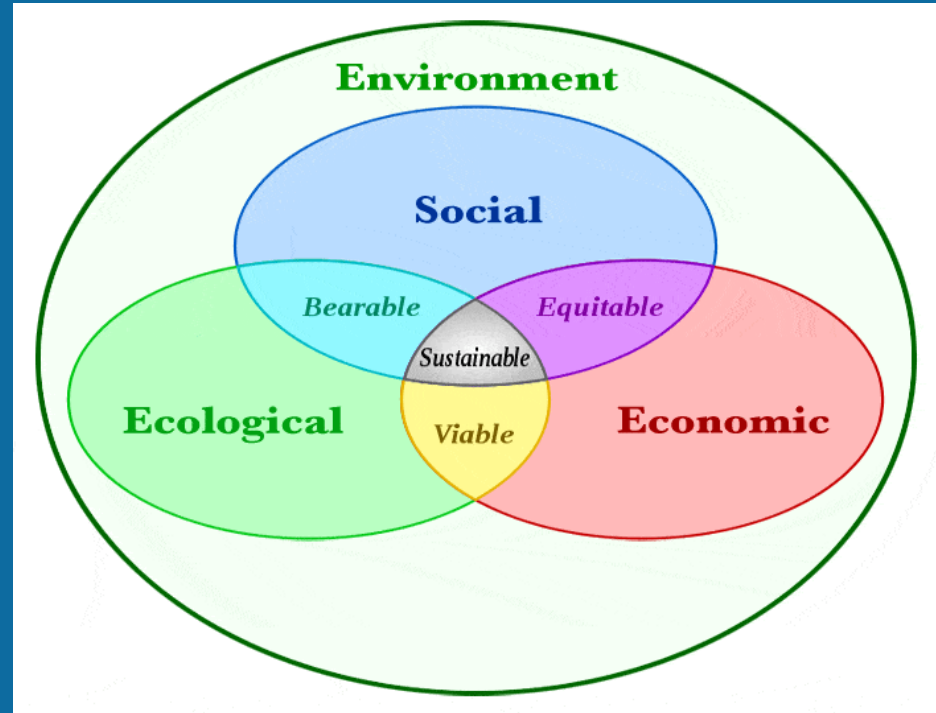
Where opportunity creates success

What do we mean by
“sustainable”?

**“sustainable development is
development that meets the needs
of the present without
compromising the ability of future
generations to meet their own
needs.”**

UN World Commission on Environment and Development

The UN's three "pillars" of sustainability



The Three Pillars of Sustainability



Economic



Environmental



Social

Why do we “do” tourism?



Cycle tourists, the ultimate “slow tourists”

They:

- provide a low impact way to visit these areas, generating little noise, pollution or congestion
- actively seek out local foods, produce and experiences
- have a greater appreciation of cultural and social values within host communities
- make an important contribution to local economies

The Peak District National Park



Preparing to welcome cycle tourists



Get the local community, businesses and other third sector organisations on-board.



Think about the different markets, day visitors versus overnight stays, experienced versus casual cyclists.



Encourage sustainable behaviour, how will your guests arrive?



Cycle tourism – a great fit for natural parks!