



UNIVERSITÀ DEGLI STUDI  
DI TRENTO

Dipartimento di Informatica  
e Studi Aziendali



## ***Seminario Gruppo eTourism***

# **Assessing the impact of biodiversity on tourism flows: a case study from Ireland**

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### **Abstract**

The present talk provides an illustration of how biodiversity can be measured via different indicators, and how those can be used to assess the respective influence on region's tourism flows. In particular, the analysis is focused on the role of biodiversity on individual tourist behaviour, including her choice with respect to site destination and period of stay. Domestic Irish tourist flows have been chosen as a case study. To begin with, we explore the use of Natura 2000 network data so as to construct biodiversity indicators, all measured at the Irish county levels. Subsequently, an econometric model has been developed so as to explain the total number of nights spent in any location as a function of respondent's socio-demographic characteristics, biodiversity and landscape profile of the county of destination and features of the trip. According to estimation results, species and habitat diversity profiles play a significant impact on the tourist behaviour, tourist choices on where and how long to stay. Since in many regions tourism is an important economic sector giving a strong contribution to the wellbeing of local populations, the results of this study provide useful hints to policymakers, when taking decisions regarding biodiversity protection.

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