# Scoping Project on Research on Residents’ Attitudes to Tourism

# Summary

This is an exciting opportunity to do a paid work placement on a project for the Welsh Government. The project will involve scoping out the feasibility and requirements of a research programme with residents of Wales about tourism. The successful applicant will work closely with Welsh Government officials and stakeholders to research and develop a varied range of research outputs, and support the Welsh Government in their research process. The applicant will have the opportunity to apply research skills in a policy environment, further develop generic skills (such as report writing or making presentations), and to enhance their knowledge of research outside academia.

# The Organisation

The Welsh Government is the devolved Government for Wales with responsibility for the economy, education, health and the Welsh NHS, business, public services and the environment of Wales.

Specifically, the internship will be based within Knowledge and Analytic services (KAS). KAS provides the collection, analysis and presentation of research and data for policymakers and the general public in keeping with professional standards. They offer independent evidence to understand, develop, implement, monitor and evaluate government policies. KAS also supports policy colleagues with policy development, implementation and delivery.

# The Internship

The intern will be part of the Visit Wales Research and Insights Team. The internship will provide an exciting opportunity to work at the heart of Welsh Government. The internship will require working closely with policy officials and researchers, and will provide an opportunity to apply research skills in a policy environment, further develop generic skills (such as report writing or making presentations), and to enhance policy knowledge.

The successful candidate will benefit from development opportunities offered centrally by the Welsh Government, potentially including mentoring, shadowing, peer support and training.

Interns will benefit from the experience of working closely with the Welsh Government:

* Gaining a better understanding of the world outside of academia and increasing employability, using their knowledge and skills to contribute to the work of the Welsh Government.
* The intern’s colleagues at the Welsh Government can offer an insight into the intern’s PhD project that can contribute to the success of their thesis’, as well as networking opportunities within the policy arena linked to their research area
* Transferable skills and knowledge
* Time management skills
* Report writing skills

# The Project

[Short background to the project – with reference to ‘real world’ links or potential policy outcomes]

The Welsh Government published ‘Welcome to Wales: Priorities for the visitor economy 2020 – 2025’ on 24 January 2020. This followed a year of engagement with the sector and stakeholders across Wales. The plan commits the Welsh Government to ‘listen closely to our industry, our visitors and local people…’ and ‘to ensure that tourism enriches the lives of local people across Wales….’ It states that we will ‘use Visit Wales surveys and other data to track visitors and residents satisfaction with tourism…’

During 2020, when the tourism sector was opened gradually, there was some tension between communities and visitors. This is seen as a key threat to the recovery of the sector and give more impetus to the need for good quality data on the views, experiences and connection to tourism of communities across Wales. The Tourism Recovery Plan (Let’s Shape the Future) places emphasis on the support of local residents for tourism and finding a balance that is good for both local communities and visitors is the foundation for recovery.

The successful candidate will lead an evidence and scoping review on the feasibility and requirements of developing a research programme on resident’s attitudes toward tourism in Wales; this will include:

* A review of existing international approaches for researching resident attitudes and engagement with tourism
* Undertake small scale primary research with key policy makers and external stakeholders on what their requirements would be on evidence from local residents on tourism, alongside how they would use this to inform decision making. This will need to explore evidence needs across the perceived impacts of tourism on local economies (e.g employment, cost of living, housing costs), socio-cultural impacts (e.g language, housing, intercultural exchanges) environmental impacts (e.g litter, congestion, conservation), community services / infrastructure and attitudes towards the sector and visitor numbers/types.
* Recommendations on the best methodological approach to meet the identified evidence needs.

The findings from this review will be used to commission a research programme to robustly assess the impact of tourism on local communities. The research will support informed decision-making on a cross-departmental basis and in partnership with Local Authorities on how identified issues can be tackled more effectively together (e.g. environmental impacts of over-tourism) or where benefits can be maximised for certain groups or areas (e.g. health and wellbeing benefits of tourism).

Anticipated project outcomes:

* A literature review on international best practice on engaging local residents in tourism
* A report on the feasibility and requirements of research with residents on tourism, including methodological recommendations
* A presentation to analytical colleagues and policy officials on the findings of the report

# Internship responsibilities and requirements

The internship will last for three months, with the option of extension, during which time the students PhD project will be paused by their home institution. The student will be paid the equivalent of their stipend during their internship. Over and above leave policies, time for existing PhD commitments can be arranged on discussion with line managers. E.g. research groups meetings and conference presentations. Applications are encouraged from part-time students.

It is anticipated that the successful applicant will be working from home during their internship. This is based on our current understanding of the situation and what is possible in terms of research work. This may change as the Covid-19 situation develops. Should the Covid-19 situation develop and allow for a return for a phased return to offices this will be discussed with successful applicants.

The internship will last for a period of three months full-time or the part-time equivalent. For students registered on a part-time studentship, this internship is available on a part-time basis over a longer time frame (no fewer than three days a working week), this would be negotiated between the WG and the successful applicant. If you would like to be considered on a part-time basis, please specify your preferred working hours on the application form.

Student specification

## The student must have:

* Strong literature review skills including ability to synthesise a wide range of evidence to make it easily understandable to a non-expert audience;
* Experience in conducting interviews with policy officials
* Ability to analyse qualitative data
* The ability to produce concise, well-written documents presenting technical material in an accessible format.

Ideally, the student would also have an academic interest in tourism, community development or a related area to this brief.

# Start date of internship

January 2022 (exact date to be negotiated). There may be some flexibility dependent on individual circumstances.

# Funding and costs

Reasonable travel and accommodation costs for students not normally based in Cardiff can be met. Requests should be consistent with Wales DTP guidelines. Applications from students requiring additional funding for travel and accommodation will not be treated less favourably. For any queries on this please contact Carole Baker at the Wales DTP on: [enquiries@walesdtp.ac.uk](mailto:enquiries@walesdtp.ac.uk)

# Security

The Welsh Government’s vetting procedures (which apply to temporary as well as permanent staff) involve the completion of a Baseline Personnel Security Standard (BPSS) application form and a Security Questionnaire for the purpose of security vetting.

This process requires the applicant to produce in person three original forms of identification documents, one of which should be photographic (passport, new driving license), one document should showing their current address, plus one of: a utility bill, birth certificate, P45 or P60.

# Queries

Any queries relating to the post or application process should be directed to Joanne Starkey ([joanne.starkey@gov.wales](mailto:joanne.starkey@gov.wales))