

Achieving in Tourism

Do well in 'developing UK tourist destinations'

AC 4.1

Introduction

One of the best ways of showing how destinations and attractions have to develop their products is through the development of new theme park rides. New rides such as the Wicker Man use the latest technologies combining wood, fire and special effects to give riders the feeling that they will be racing through real flames.

If attractions and destinations do not invest in their products and services, they will become dated and lack appeal. In this section, you will need to give careful consideration to the ways in which the destination you have been studying can increase its appeal to different types of tourist.

You will be able to think about a range of ways in which your chosen destination could increase its appeal to tourists.

In the next section, you will be asked to suggest what your chosen destination should do to increase its appeal.

Fact File - ICON

Location - Blackpool Pleasure Beach

Key facts: Vertical drop - 25 metres, Total length - 1,140 metres

Speed - 52 mph, Cost - £16.25 million

Wow factor: Two upside down spins and 80-foot drop

Fact File - The Wicker Man

Location - Alton Towers

Key facts: Vertical drop - 14 metres, Total length - 618 metres

Cost - £16 million

Wow factor: 17.5 metre Wicker Man appears to catch fire.

Other Biggies!

World's tallest rollercoaster - 139 metres Kinga Ka at Jackson, New Jersey, USA

World's fastest rollercoaster - 150 mph at Formula Rossa, Abu Dhabi, UAE

World's longest rollercoaster - 2,479 metres, Mile, Japan

Increasing tourist appeal

There are many ways in which destinations can increase their appeal to different types of tourist. As we have seen, the development of the facilities for tourists and the improvement to products and services provided by different businesses, often depends on two or more tourism organisations working in partnership.

Very often, public bodies such as local authorities, tourist boards or DMOs help individual businesses to form partnerships which lead to projects which increase the appeal of destinations.

Except in large cities such as London, many tourists will explore the area around the city or town they are visiting. Tourists spending a week or so in a large town or city may well travel outside of the main centre of the destination to surrounding towns, villages, coastal areas, National Parks etc.

In this section, you will need to be able to make suggestions about the different ways in which your chosen destination could increase its appeal to different types of tourist. We will approach this by looking at different parts of the tourism industry in turn. This should give you some ideas as to what might be appropriate for your destination.

The next six resources should give you ideas about how each component could work to increase the appeal of the destination. When you have read through each resource, make notes about what could work for your destination.

When you have worked through six sections, cut and paste the notes you made into one document.

The sections are:

1. Accommodation providers
2. Attractions
3. Transport providers
4. Food and drink
5. Visitor information
6. Exploring the destination

Accommodation

Introduction

Successful destinations must have a good range of accommodation which is suitable for a range of tourists. The destination needs to ensure that the accommodation available meets its needs for the future. As was seen in Dublin, a shortage of tourist accommodation is a major problem for the city. Developing a wide range of accommodation options, including a range of quality (star ratings) could add appeal for many types of tourists. Many types of accommodation are introducing schemes to become more environmentally friendly.

Leisure tourists – want value for money. Some are prepared to pay for quality accommodation and some are on a tight budget. Many want accommodation close to the activities they will be involved in during their stay.

Business tourists – want to book their accommodation easily and want to know exactly what they are booking, that's why many business tourists prefer chain hotels. These tourists might want conference facilities and up-to-date technology.

Different ages – younger couples tend to be on a budget and might be prepared to try Airbnb or a hostel. Families want safety and security and good facilities for children, whatever their age. Couples tend to want quality and a quiet/pleasant environment. Older people want to be close to amenities and may require special assistance.

Different cultures – may require certain foods for religious reasons. They might also appreciate information available in different languages.

Products and services

- New types of accommodation could be built in the destination
- Many accommodation providers are looking to add to their range of facilities for both leisure and business tourists
- More and more accommodation providers are looking for ways to become more environmentally-friendly
- Accommodation providers often aim to increase their quality (star rating)
- Accessible facilities are increasingly available – but not in all accommodation
- Hotels might work with tour operators to provide group accommodation

Promotion

- Most accommodation providers have their own website
- Many providers make use of booking sites such as hotels.com and lastminute.com
- Multinational chains such as Hilton and Travelodge have their own central booking sites
- Airbnb can be used by people who want to rent out their homes
- Most accommodation in a destination can be booked through the tourist board's website.

Organisational involvement

- Accommodation providers wishing to extend or build new accommodation will work with the local authority
- Most accommodation providers will work in partnership with the local authority
- Large hotel chains will work with their parent companies
- Hotels will work with tour operators and some transport organisations
- Many accommodation providers will work with agencies and organisations making inspections and assessing quality (star ratings)
- Campsites and caravan parks might work with national parks, AONBs and similar organisations

Funding

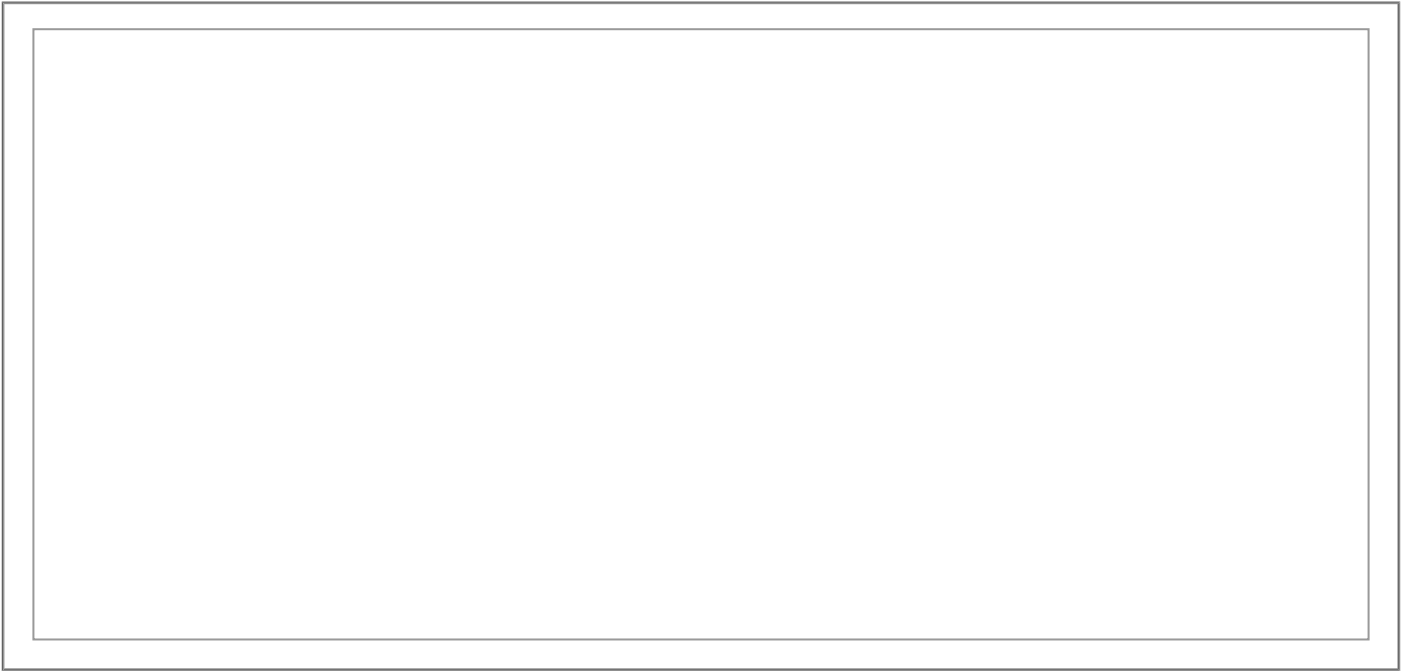
Notice

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- Nearly all accommodation is provided by private sector organisations, therefore funding will need to come from profits or bank loans
- Grants and loans may be available to fund environmental improvements or to improve accessibility

Make some notes about how accommodation providers in your chosen destination can increase the appeal of the destination to different types of tourist.

Notes

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Attractions

Introduction

Most destinations have some major attractions and a wide range of other attractions. For example, in London there is Buckingham Palace, Big Ben, The London Eye and Trafalgar Square, but there are hundreds of other places to visit as well. Some attractions will be free, others will be paid for. Some attractions are natural, some are purpose-built and some have become attractions over time.

Major attractions such as theme parks cost millions of pounds to build and will only be built where the company concerned is sure that the attraction will be profitable.

Tourist types

Leisure tourists – if the tourist is visiting the destination for the first time they will want to visit the most important attractions and probably others. These tourists might want to visit a range of attractions.

Business tourists – generally are not travelling to visit attractions, but they may have time to visit major attractions they have not been to before.

Different ages – younger tourists in their late teens onwards generally enjoy theme parks but will visit other attractions as well. Families will want to visit attractions which cater for children's needs, whether they are toddlers or older children. Couples are perhaps more likely to visit cultural attractions and natural attractions. Older tourists will also be more interested in natural and cultural attractions.

Different cultures – will visit the 'must do' attractions in a destination, in other words, the most famous and the more cultural attractions.

Tourist types - table placeholder

It is not possible to list every type of attraction and put it in a category, but the table below should give a guide.

Products and services

- Nearly all attractions are able to develop their visitor services such as café/ restaurant facilities, souvenir shop and toilets.
- An attraction could also improve its access and parking facilities.
- Access for customers which require additional assistance could also be improved.
- Many attractions can develop better information and guides about what the visitor will see and should look for. This could be information boards, a hearing loop or an app providing information.
- Some attractions could provide a 'hands on' experience of an educational workshop.
- Attractions such as theme parks and similar charging attractions have to continually invest in new products, i.e. rides which will make customers want to return.
- Some attractions, e.g. museums can have special events and exhibitions which will attract tourists.
- An attraction could be used as a setting for a film or TV series.

Promotion

- Most attractions now have websites to promote their products and services.
- Tickets for many attractions can be pre-booked online, often saving money.
- Many attractions are members of their local tourist board and are promoted through websites, 'days out' etc.
- Attractions will promote new facilities and products as they are developed.

Organisational Involvement

- Those attractions which are visited on organised tours will work with tour operators.
- Some attractions will work with tour guides.
- Natural attractions might well work with the organisations which manage National Parks and other areas.
- Many attractions will work in some way with tourist boards and local authorities on a range of issues.
- Some attractions will work with parent companies (e.g. Merlin) when planning new products.
- Natural attractions will work with voluntary and conservation groups to ensure

that the environment is not damaged.

- Attractions such as stately homes will work with conservation groups to protect the buildings and their contents.

Funding

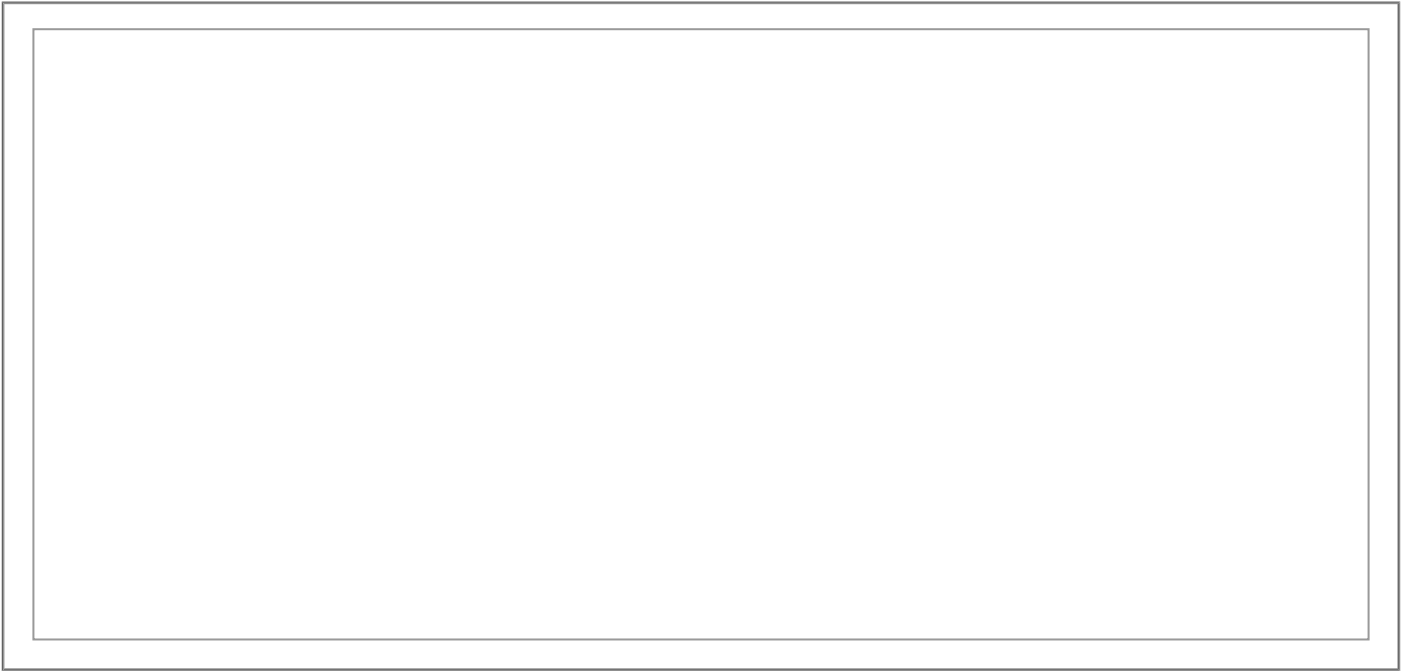
Notice

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- Many major purpose-built attractions are in the private sector and any development will be from profits or bank loans.
- Attractions such as museums and galleries are managed by either central or local government and are managed through a grant.
- Some stately homes have been bought by organisations such as the National Trust, which relies on membership fees and donations.
- The management of some natural attractions is funded by the National Parks etc. in which they are located.

Make some notes about how attractions in your chosen destination can increase the appeal of the destination to different types of tourist.

Notes

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Transport providers

Introduction

It is important to understand that tourists need transport to get to their destination and then to get around the destination. All major destinations have good accessibility, with a number of alternative ways of getting to the destination. Also, in many destinations, transport is provided for residents and commuters as much as for tourists.

One of the things that's important to most to tourists is whether or not it is easy and safe to travel around the destination. This is especially the case in major cities.

Tourist types

Leisure tourists - will use a variety of types of transport, including their own private cars. In countryside destinations this might be the only option. Some leisure tourists like the challenge of getting to attractions using public transport. They do not have to travel at peak times. Some destinations have transport options provided especially for tourists, such as hop on, hop off buses.

Business tourists - might use their own cars or use the most convenient form of transport to get from one place to another within the destination. Many business travellers are not likely to travel within the destination very much during their stay.

Different ages - younger travellers are more likely to have the confidence to travel by public transport and look for cheaper options. Families will tend to use their own cars, especially those with younger children, who require a lot of additional luggage. Older couples may choose a number of public and private transport options and older people are perhaps more likely to travel in groups.

Different cultures - many inbound tourists travel in coach groups. Those travelling independently might use public transport.

Products and services

- Additions to the number of ways to reach a destination will make it more accessible and add to its appeal. This can include aircraft connections, more

trains or coaches to the destination or perhaps more tour operators offering tours.

- New roads/by-passes etc. which helps to access the destination will increase appeal.
- Transport providers within the destination can improve their facilities and services. This can happen in many ways, e.g. hop on, hop off buses can provide commentaries in different languages, a water taxi company can develop a new timetable, a funicular railway can be refurbished, etc.
- Local authorities can provide new car parks or provide park and ride schemes to help make the destination more manageable.
- New ways of providing transport for tourists could be developed, e.g. dropping off and picking up people walking within the destination.
- Companies could introduce 'green transport' within the destination.
- Different transport systems could become more co-ordinated
- Local public transport times could become available on an app.

Promotion

- Each of transport providers working within the destination would promote their products and services, and any developments through their websites.
- Many of the organisations could produce printed materials which would be available from TICs and other locations.
- New routes and timetables are widely promoted to ensure that customers have the latest information.
- Major improvements or developments to transport options within destinations will be heavily promoted because these will encourage more people to visit.
- Destinations with a unique or uncommon way of getting around the destination will promote it heavily because that will be a 'unique selling point' for the destination.

Organisational involvement

- Most transport providers work in partnership with other organisations, such as tour operators and hotels.
- Some transport providers work in partnership with other transport organisations.
- Many developments to transport systems cannot go ahead without planning permission from local authorities or government.
- Local authorities will be very much involved in the development of transport options within the destination for which they are responsible.
- The environmental, economic and social impacts of transport within destinations

need to be considered.

Funding

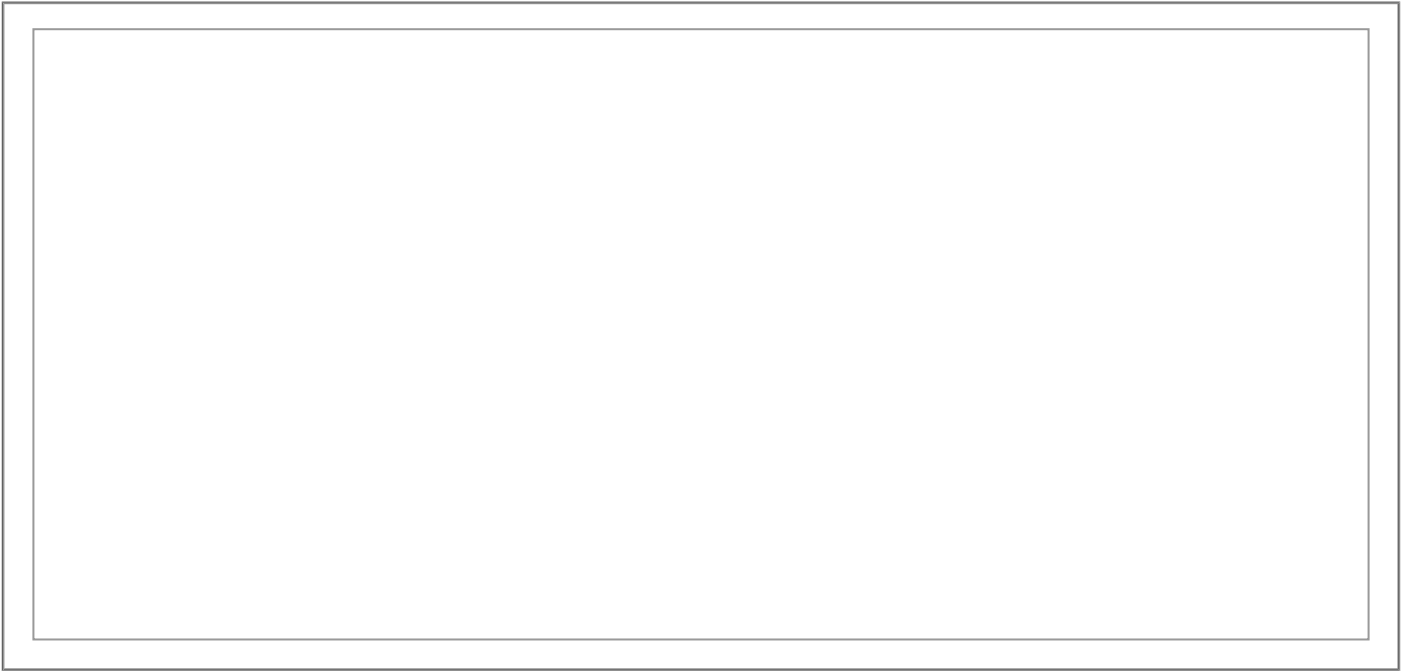
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- Private sector transport providers need to fund developments out of profits or loans.
- Government will provide funds for major projects such as a by-pass or a new railway/bus station.
- Most transport providers obtain income only by charging fares to passengers.
- Grants and loans may be available to develop 'green' or more environmentally friendly transport options.

Make some notes about how transport providers in your destination can increase the appeal of the destination to different types of tourist.

Notes

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Food and drink

Introduction

Most tourists need to be able to find places where they can buy meals and drinks during their stay in a tourism destination. For some tourists, food and drink is an important part of the holiday. Even tourists who are self-catering will visit some restaurants or other places to eat during their stay. Some destinations are well-known for the food served in the restaurants, and in some cases, this is the major appeal of the destination. In many destinations, local specialities of food and drink will appeal to tourists. Recently, destinations have been encouraged to provide a range of options to give visitors a wide choice of places to eat. Also, more and more locally-produced foods are now available. Food and drink in tourism destinations could be provided by local business or world-wide chains such as McDonald's and KFC.

Tourist types

Leisure tourists – these may be staying in hotels etc. on a full-board, half-board or B&B basis or self-catering. Most leisure tourists will use a range of food and drink establishments, depending on their budget.

Business tourists – will usually eat in the hotel in which they are staying. They are also likely to use some of the more expensive restaurants in the destination.

Different ages – younger tourists are more likely to go to places where food and drink is fairly cheap. They might use chains such as Wetherspoons or fast-food restaurants such as Burger King and Pizza Hut. Families with young children are also likely to use this option. Many couples are more likely to look for quality food and are more likely to use the better restaurants and those promoting locally-produced food and drink. Older people are more likely to enjoy traditional foods such as an English breakfast or fish and chips.

Different cultures – Many people from different cultures will want to sample food and drink associated with the destination. Others will find fast food chains familiar and convenient.

Food and drink - different types

- Restaurants – serving lunches and evening meals, with alcoholic drinks available. Quality expensive restaurants may have awards such as Michelin stars or excellent reviews.
- Pubs and Clubs – serve a range of beer, wine and other drinks. Many serve food such as burgers and pizza.
- Cafes, Coffee & Tea Shops – tend to serve non-alcoholic drinks and snacks. These can be locally owned businesses or national chains such as Costa Coffee.
- Fast foods – serve burgers and pizzas and most are international chains. Tourists are attracted to them because they are familiar and convenient.
- Local produce – many food and drink providers are now promoting the locally-produced items they have available. These can range from sausages from a nearby farm or beer from a local brewery.
- Farmers' Markets – these are increasingly popular, provide additional appeal for tourists and provide the opportunity to buy locally-produced foods.
- Celebrity Chefs – famous chefs have opened restaurants in a number of tourist destinations. This has increased the appeal of the destination since more people are now watching TV cookery programmes.
- Food events – some destinations are organising food festivals to promote food items and recipes from the locality.

Products and services

- Any new restaurant or other place to eat and drink will add to the appeal of a destination.
- Restaurants winning awards for the quality of their food will attract more customers.
- Increasing numbers of food outlets are offering healthy options and are aware of the needs of people with food allergies.
- More vegetarian and vegan foods are available.
- Restaurants may specialise in foods from a variety of countries, such as Asian and European foods.
- Restaurants can offer a range of special deals for different types of customers, such as kids' meals, pensioner specials etc.
- Restaurants can be involved in a range of events which are held in the destination.

Promotion

- Most fast food chains will be promoted centrally and will have the same price in any outlet in the country.
- Locally-owned restaurants will promote themselves through tourist websites and 'what's on' guides. By no means all restaurants have their own website.
- Tea and coffee shops will advertise outside of the premises and possibly in local tourists' brochures.
- Food festivals, farmers' markets and other events will be promoted by the local council and/or tourist board.

Organisational Involvement

- Locally-owned businesses will make their own decisions about their menus, prices and promotional activities.
- Organisations wishing to build new food and drink facilities will need planning permission from the local authority.
- Any establishment selling food has to be inspected by health and safety authorities.
- >Any pub, club or restaurant has to have a licence obtained from the local authority.
- National or international chains of fast food restaurants will only open a new facility after a lot of research to ensure that the facility will be profitable.
- Many tourist boards can provide a list of all the places to eat and drink in the destination.

Funding

Notice

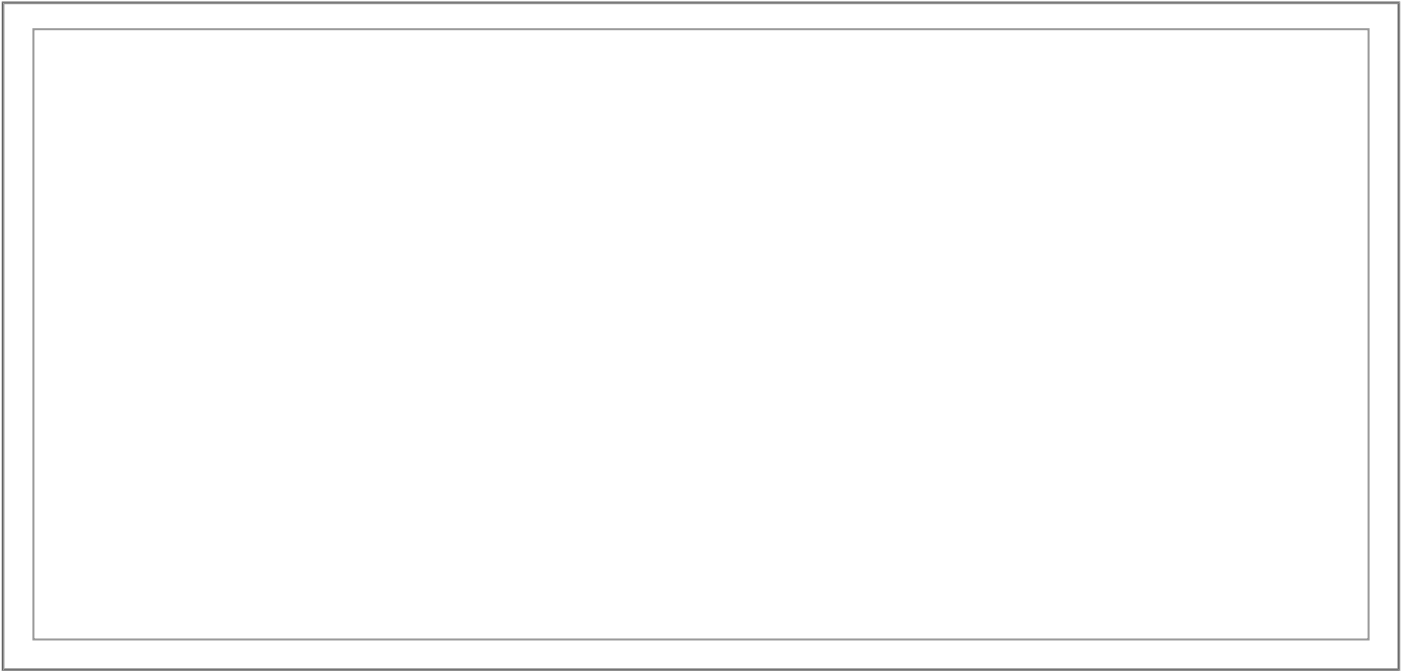
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Nearly every establishment selling food and drink is in the private sector, so developments and improvements to facilities will need to be funded from profits or by means of a bank loan

Make some notes about how places selling food and drink in your chosen destination

can increase the appeal of the destination to different types of tourist.

Notes

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Visitor information

Introduction

Providing information for visitors is very important to tourism destinations. Tourists need information before they visit the destination as well as during their visit. Information might be needed by individuals, couples and families visiting the destination. It might also be required by businesses and tour operators bringing groups to the destination. Information for visitors may be provided in print, through leaflets and brochures. It may be provided face to face or through a telephone conversation. However, increasingly, visitor information is provided by technology such as websites, apps and social media.

Tourist types

Leisure tourists – those who have not visited the destination before will need to be informed about the destination and persuaded to visit rather than to go somewhere else. Information must give a positive impression and ‘sell’ the destination. When in the destination, visitors will need information about how to get the best value out of their visit.

Business tourists – might need information about venues for meetings and conferences. They might also need to find out about hotels which have conference facilities.

Different ages – younger tourists will want to find out about nightlife and festivals as well as information about the major attractions and activities. Families might need information about family-friendly accommodation and attractions suitable for children. Couples might need to find out about the range of activities and events going on. Older visitors might need information on public transport.

Different cultures – visitors would need maps and guides in their own language and perhaps guided tours in their own language.

Products and services

- Most tourist information is provided by public sector organisations such as tourist

boards and DMOs.

- Many destinations are making use of new technologies such as apps to inform tourists.
- A tourist board can develop a new website to update information and announce new events.
- Tourist boards of local authorities can decide to redevelop or open new TICs.
- Local authorities can develop new visitor maps, guides and other forms of printed information.
- Tourist boards could decide to offer more services in different languages to support tourists from different countries.

Promotion

- A lot of the work of visitor information services also promotes the destination.
- Major attractions and accommodation providers will also promote the destination and provide information to tourists.
- Transport operators will promote the destination through the routes and schedules to the destination.

Organisational Involvement

- The local authority will have a major role in promoting visits to the destination. This will help the economy of the destination.
- The tourist board or DMO will have a responsibility to promote the destination and its facilities.
- Major attractions and accommodation providers will also have an interest in making sure that tourists continue to visit the destination.

Funding

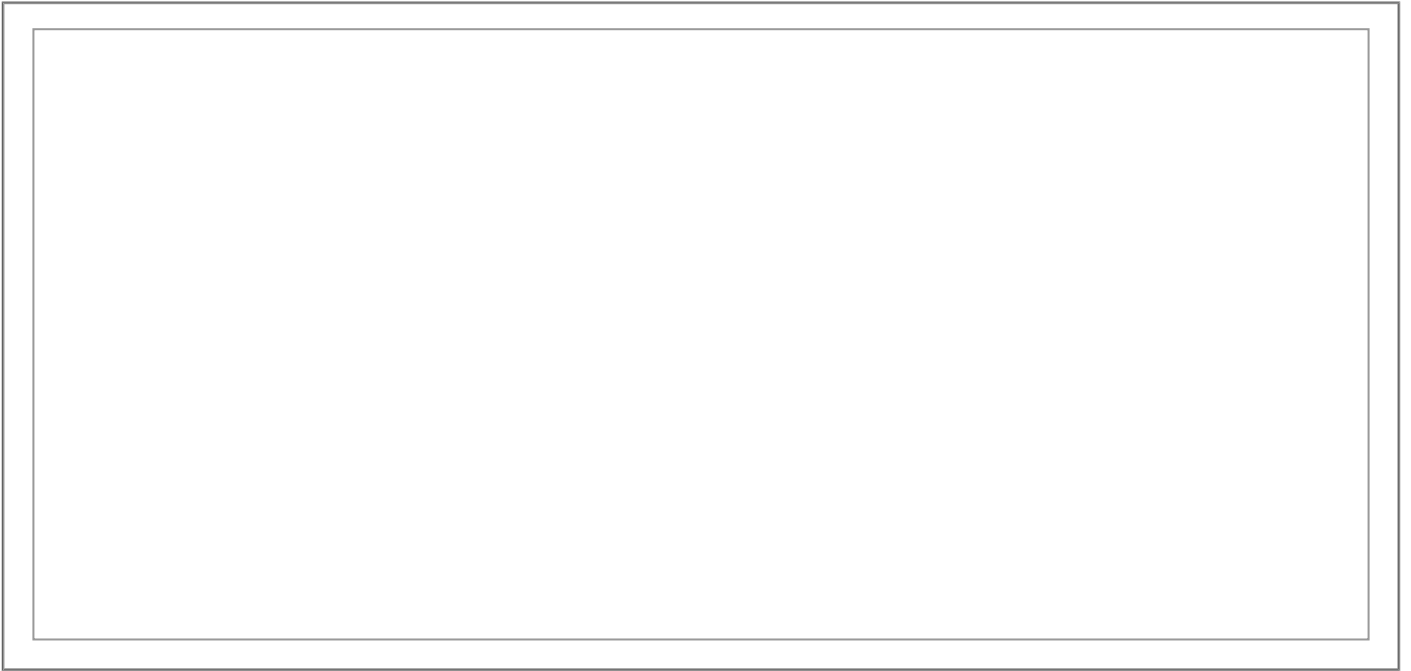
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Much of the funding for providing visitor information is through the local authority and its tourism department. This body might fund the tourist board

Make some notes about how visitor information provided in your chosen destination can increase the appeal of the destination.

Notes

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Exploring the destination

Introduction

Many tourists do not just want to sit on a beach or laze around doing nothing, and often the weather in the UK is too cold for sunbathing! Most tourists want to explore the destination and find out about its history, landscapes, famous places etc.

Tourist types

Leisure tourists – those who have not visited the destination before will want to visit the most important attractions, viewpoints, heritage sites, etc. Those who have been before may well visit places they have not seen in the past. Alternatively, they could visit their favourite places again.

Business tourists – are less likely to have time to do much sightseeing but may visit one or two attractions.

Different ages – families with younger children may be limited to which sites are accessible to pushchairs but will be able to visit a wide range of attractions etc. within the destination. Younger couples may well want to take part in a range of activities as well as doing tours and visiting attractions. Older people with cars will want to visit a range of attractions. Those without their own transport could take part in tours.

Different cultures – many tourists from overseas will want to visit the most famous and popular attractions. Information provided in different languages could be provided.

Products and services

- Any of the built attractions in the area can improve their products and services.
- National Parks, AONBs etc. can provide additional facilities such as signposted walks etc.
- Country Parks can offer programmes of events.
- New cycle routes can be developed.
- National Trust properties can provide additional services such as education programmes.
- Coastal areas can provide new facilities.

- A new programme of guided walks can be provided.
- Viewpoints can add new disabled facilities.

Promotion

- Each of the facilities and attractions can promote their products and services either through their own marketing or through a tourist board.
- A DMO can work with individual facilities and attractions to promote the area.
- The attractions can work together to promote the destination.

Organisational involvement

- The organisations which manage the different facilities and attractions will make decisions about their development. These could range from Parish Councils to National Park Authorities.
- Public and private sector organisations will be involved.
- DMOs might co-ordinate the development of partnerships.

Funding

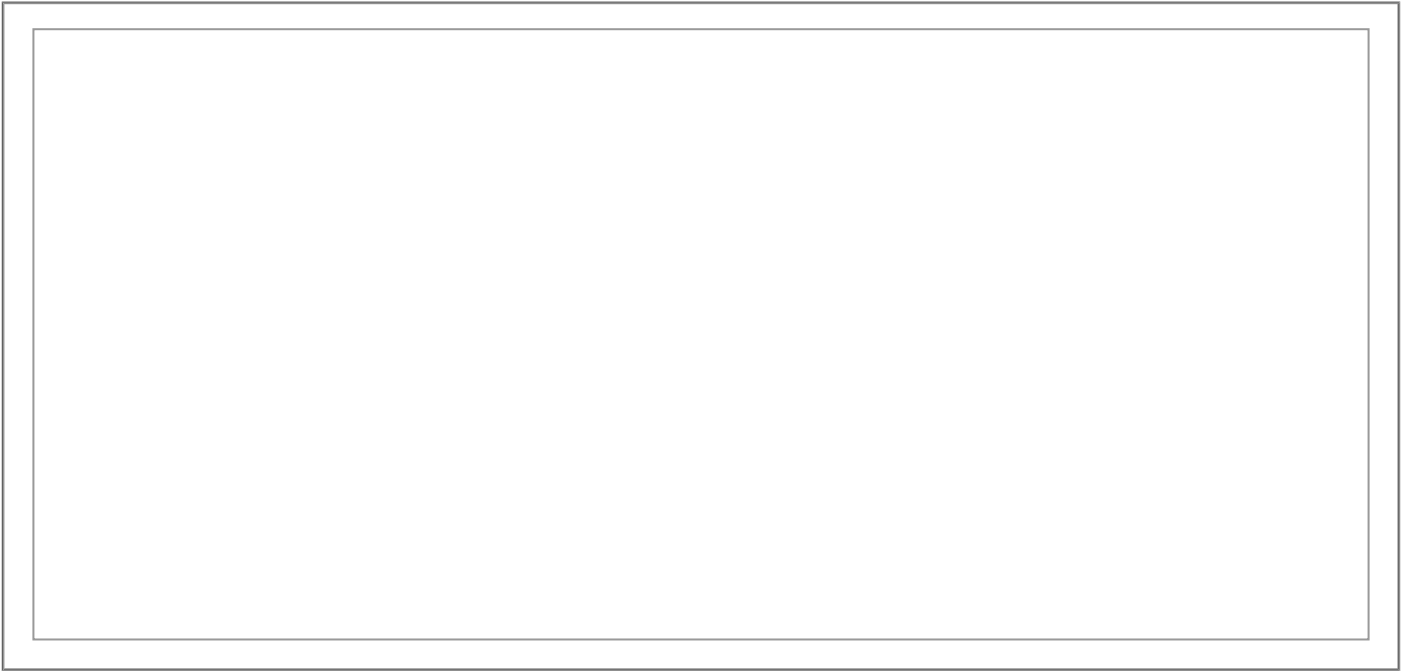
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- Private sector organisations will need to find funds from profits or from loans.
- Voluntary sector organisations, such as National Trust properties may obtain funds from donations and membership fees.
- Public sector organisations will gain funds from central or local government

Make some notes about how attractions and facilities in the area which might be explored by tourists can increase the appeal of the destination.

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Putting it all together

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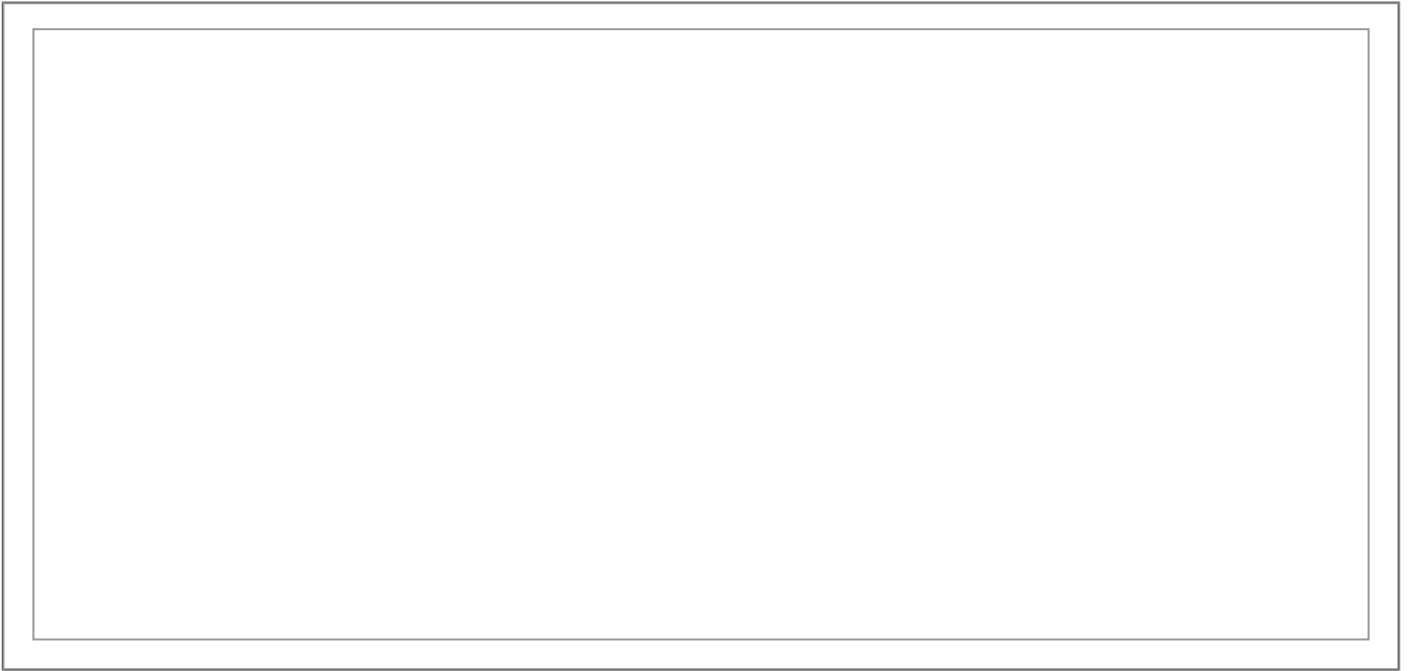
In the previous exercises you will have considered the different ways in which various tourism organisations operating within the destination you have been studying could work to increase the destination's appeal to different types of tourists.

You will have made notes about the various ways in which the appeal of the destination could be increased through tourism organisations in the destination improving their products and services.

Read through the notes you have made for each of the six sections carefully.

You now need to suggest how the destination you are studying could increase its appeal to different types of tourist, using sub-headings for each of the six sections. Use the text box below to develop your report. Try to write two or three sentences for each of the six sections.

Notes

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