

### Tourism development

Stages of tourism development as suggested by **Butler's Tourist Area Life Cycle (TALC) model**.



### Emerging destinations

Destinations which have grown in popularity over the last 10 years

Main characteristics of an emerging destination:

- Authentic experiences (unspoilt culture and natural features)
- Difficult to access
- Undeveloped transport links
- Basic infrastructure, healthcare and education
- Seek to develop tourism as low volumes of visitors
- Limited awareness

### Mature destinations

Destinations which have been popular for over 20 years and have seen tourism develop and grow steadily over this time

Main characteristics of a mature destination

- Mass tourism
- Fully integrated transport links
- Fully developed infrastructure
- Strain on resources
- Impacts on natural and cultural features
- Established season
- Advertising and marketing
- Appearance of visitor facilities
- Economical reliance on tourism
- Conflict between local community and visitors

**Key Word: Destination Management :** The co-ordinated management of the different elements that make up a tourist destination, including visitor attractions, infrastructure, marketing and pricing.

### Component 3 Organisations and Destinations



## C1 Destination Management



### Destination Management Organisations (DMOs)

Bring a range of different organisations together to form a partnership and work together on a major project, which may be short term or temporary – for the benefit of the destination, raise profile, launch new products, marketing, funding, sponsorships, and major events.

#### Advantages and disadvantages of partnerships

Disadvantages	Advantages
Conflicting aims and priorities	Shared resources / skills / expertise
Less flexibility	New ideas
Slows down decision-making process	Shared costs
Difficulty in responding quickly to changes /	Increased coverage / publicity / profile

#### The importance of partnerships in destination management

##### Types of partnership and their purpose:

- **Public and private sector** – new tourism developments such as hotel funded by private sector, local authority may require restrictions on design, size and scale.
- **Voluntary and private sector** – private sector may assist with the costs of promoting or running an event and in return receive positive publicity.
- **Public and voluntary sector** – to promote good causes, raise awareness, educate and inform by sharing skills and resources.

#### The role of local and national governments in destination management

- Considering travel restrictions, security measures and entry requirements, including passport and visa requirements
- Improving transport links and networks – road, rail, air, sea, gateways and hubs; and infrastructure – energy supply, water supply, waste disposal
- Supporting, approving and controlling the development of facilities and tourism infrastructure
- Improving communication links – accessibility to the internet, Wi-Fi
- Attracting funding from outside investors or the private sector
- Providing funding for new initiatives in transport, events, training and infrastructure projects that support the local community and/or protect the environment
- Managing destinations by ensuring tourism development is sustainable – helps local communities benefit from tourism through employment, business initiatives, promoting 'support local' schemes; reduces possible negative impacts of tourism
- Managing tourism development through taxes, rules and legislation.

Read the following article about tourism in Venice.

## Exam Practice

### Tourism in Venice

Venice is a small city in Italy, located on an island. It is famous for its network of canals and alleys. The only ways to explore the city are by boat or on foot. Venice is known for its gondolas and historic sites such as the Doge's Palace and St Mark's Square. The majority of tourists only visit the historic centre; fewer tourists visit other parts of the city or the other islands nearby. It is popular for short-break holidays.

Venice is a popular cruise destination. More than 600 big ships pass through the main canal each year on their way to the cruise terminal. Every day in summer Venice receives up to 60,000 day visitors.

In 2017, Venice received 22 million tourists. This is an overwhelming number considering the population of the city is only 55,000.

Explain how each of the proposals could help to minimise the negative impacts of tourism in Venice

- **Proposal 1:** Limiting the number of tourists permitted to enter the city
- **Proposal 2:** Limiting the amount and size of cruise ships that are allowed to use the canals nearest the city centre
- **Proposal 3:** Developing a new port area on the outskirts of the city.

### Supporting the development of infrastructure

#### Energy and water supply

Government-funded initiatives are essential for the development of infrastructure to support the general population and industries such as tourism. Major projects such as dam construction can support the development of areas by meeting both energy and water needs. A classic example of this was the US government-funded construction of the Hoover Dam, along the Colorado River on the border of Nevada and Arizona. Built in the 1930s, Hoover Dam generated the energy, and supplied the water, that allowed Las Vegas to develop into one of the world's most-visited destinations. Furthermore, the Hoover Dam itself and Lake Mead, a reservoir created by the damming of the Colorado River, are themselves very popular tourist attractions today.

#### Waste disposal in Venice

As with most popular destinations, the local government in Venice, Italy, has issues with managing waste disposal, including raw sewage, due to the very large numbers of people visiting and producing waste. Historically, Venice has benefitted from tidal processes to remove raw sewage from the canals of the city.

Areas in and around Venice, such as St. Helena, Giudecca, Santa Marta and Murano, benefit from modern sewerage infrastructure including networks for sewage disposal. There is also a central treatment plant; however, it is quite a distance from the centre of Venice. Some of the older sewer networks still enter directly into the canals and lagoons of Venice. Private sector organisations, such as hotels, are required to have their own septic tanks to help to alleviate the issue of waste disposal in the city.

Word	Definition
Public organisation	Government funded business which promotes tourism e.g. Visit Britain
Private company	Business that has shareholders and an owner whose aim is to make a profit, e.g. TUI, Premier Inn etc.
Voluntary organisation	Aim is to educate and preserve historic buildings, e.g. English Heritage

## Component 3

### Organisations and Destinations



# C1 Destination Management – Role of Governments

- **Reasons governments may have for developing tourism to maximise the positive impacts.**

**Roles include:**

- considering travel restrictions, security measures and entry requirements, including passport and visa requirements
- improving transport links and networks – road, rail, air, sea, gateways and hubs; and infrastructure – energy supply, water supply, waste disposal
- supporting, approving and controlling the development of facilities and tourism infrastructure
- improving communication links – accessibility to the internet, Wi-Fi

Word	Definition
Stakeholders	People and businesses who are affected by decisions and make the decisions.
Destination management organisations - DMO's	Inbound organisations that promote, manage and help to develop tourism in their area
Public-private partnerships - PPP's	Businesses that work together

### Improving transport links and networks

#### Road

The role of government is crucial in developing road networks. Planning and funding for most road projects in the UK is coordinated by the government through schemes such as the 'Road Investment Strategy', which commits to spending £11 billion on road improvements between 2015 and 2020. However, in some places, private organisations are also involved in the development of road infrastructure, especially in some Asian countries and the USA.

#### Rail

Rail networks are often operated and developed through public-private partnerships, which involve governments working with the private sector to operate rail services and maintain the railway network. In the USA and Canada, the major railroad service called Amtrak, is classed as a state-owned enterprise, which means that the government has a share in the organisation, along with private organisations.

In the UK, Crossrail is a new rail venture. The Elizabeth Line, as it will be known, will connect central London to Reading and Heathrow in the west and Shenfield and Abbey Wood in the east. The project has been funded by Transport for London and the Department for Transport alongside contributions from private sector organisations such as Heathrow Airport, Canary Wharf Group plc and Berkeley Homes.

#### Air

Similar to numerous rail networks, many of the world's airports are operated and funded through a combination of public and private investment. Phuket International Airport benefitted from a 5.14 billion baht (£126 million) improvement which was completed in 2016; the airport is operated by Airports of Thailand PCL of which the Thai government holds a 70 per cent share.

The government is also a key stakeholder when it comes to granting permission for airport expansion. In 2018, the UK government voted in favour of a controversial plan to build a third runway at Heathrow airport. Heathrow is the busiest airport hub in Europe and it is argued that expansion is needed to maintain this position.

#### Sea

In some cases, other institutions, such as the EU, can support transport infrastructure developments with funding. In 2015, the EU provided funding of over £100 million to improve the crucial ferry route between Dover and Calais. The money is being used to support the Calais Port development project and Dover Western Docks revival project, which as of 2018 is ongoing. The route is essential for both tourism and trade between the UK and Continental Europe.