

Destination Management: Manchester, England

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Introduction

The tourism and hospitality industry is playing a significant role in the UK economy for a long time because of its beautiful landscape, historical monument, building, street, places and so on. In 2019, the total contribution of this sector to their economy was £234 billion to the GDP. During the pandemic, because of the lockdown this industry has faced huge challenges but it is been estimated that in 2025 the value of UK tourism will be At present, it is the world's 10th tourism destination, and every year approximately 39 million people visit the UK (Álvarez-Herranz and Macedo-Ruíz, 2021). But this large number of tourists is hampering the environment of the UK which is why the government have decided to turn it into a sustainable industry to save natural resources and energy. UK's one of the most dynamic and beautiful cities is Manchester, it has a concert hall, theatres, clubs, museums, restaurants, cafes and so on. Such as Opera House, Chill Factor, St. Anne's Square, King Street, Royal Exchange and Bolton Arcade are some of the most visited places here (Edensor et al., 2021). A huge number of people every year visiting here and creating a negative impact on the environment and community. During COVID-19, this city did not receive any tourists, which has negatively affected people who are dependent on tourism-related jobs. Now everything has started to reopen and the government is encouraging sustainable tourism in this city.

Three Pillars of Sustainability

Because of rapid global warming and the energy crisis government are concerned about sustainability. The use of advanced technologies has played an important role in developing the tourism industry worldwide. In 2020, this industry has faced huge challenges because of the pandemic as travelling was banned. But it has been estimated that 2022 will overcome all the losses. Every year Manchester city receives huge tourists from different places, as it has many historical monuments, top-class museums and so on. These tourists increase profit in this sector but it creates many negative impacts, for example, carbon emission, sound pollution, produces a huge amount of food wastage and so on. By following sustainability, the government can save the environment,

community and infrastructure. There are total three pillars of it, which are discussing below-



Figure 1: Three pillars of sustainability

Source: Purvis et al., (2019)

Environmental Sustainability

This pillar includes regulation, law and different tools that build to deal with different environmental issues such as land, air, water, forest, natural resources, local community and wildlife (Hansmann et al., 2016). This pillar has directly connected the environment with tree planting to preserve oxygen production for human consumption. The UK is facing some problems because of this climate issue, their natural weather is not always good for tourism except south of England. The population of Manchester is huge and most of them are international students. This large community emit a huge amount of carbon dioxide, pollute the waters and so on.

Every UK emits a huge amount of Carbon dry oxide, which pollutes the air, and negatively impacts the local community too. The UK government declared that organisations have to invest, research and focus on renewable energy so that they can save electricity

(Alejandrino et al., 2021). For waste management, government is planning of recycling most of its waste so that it will not pollute soil and air.

Tourists need vehicles to move which is responsible for air pollution. As many people visit Manchester every year, which pollutes the air of this city. To recover from this problem, the authority has decided to use electric vehicles and cycles in some areas, and many organisations have arranged no smoking areas.

There are many museums in Manchester, it is a part of British culture, sometimes negative environment accent things destroy, in this cases authorities have to take all necessary steps to increase environmental awareness.

The wildlife of Manchester is beautiful, but sustainable tourism authorities have to take all the necessary steps for ensuring their safety as it is a part of the ecosystem if they are destroyed or harmed, the entire chain of the ecosystem will be imbalanced.

Economic Sustainability

Now tourism across the world is contributing greatly to the economy of a country. There are many countries where the economy is completely dependent on the tourism sector. In the tourism and hospitality industry, there are many related organisations, performance of these organisation enhance the service quality of the entire industry and ensure an excellent customer experience.

UK tourism is an essential part of their economy, and a large number of people are engaged in this sector directly and indirectly. There is a total of 4640 travel agencies in the UK (Coles, 2021). So it has a great impact on employment opportunities. During the pandemic thus people have faced a huge crisis as their operations were closed for a long time. But now everything is changing, this industry is booming again.

Tourism has an excellent contribution to the UK GDP, in 2019, 10.9% came from it (GOV.UK., 2022). Then in 2020, because of the pandemic and health crisis contribution was poor but in 2021, £131.5 billion British pounds was generated directly and indirectly, which is 5.8% of the total GDP (Khan et al., 2022). In 2022, this contribution has increased

more, according to a report, in May 2022, 2.7 million tourists visited the UK, but in May 2021 it was 86,000. These people have spent £2.1 billion, but in 2021 tourists' total spending was £134 million. A recent report has shown that this industry will generate £18.6 billion in 2025 and £19.3 billion in 2026 (GOV.UK., 2022). In this contribution, Manchester City will play a vital role. The city has promoted all the necessary things to attract guest and to enhance service quality government have made policies to support all the related industries.

Social Sustainability

It is related to economic sustainability because when the economic condition of an individual will be good then the social conditions will also improve, as people will be able to afford every necessary thing to ensure a standard life. Manchester City has a great impact on ensuring social sustainability in the UK, especially for local people. As it is a tourist destination that is why a large number of people are involved in this sector for their earnings, and it is helping them to ensure a good life. Visitors are conscious of that is why they avoid doing everything that harms the local community. Even the local community help and support tourists as they have arranged employment opportunity for them.

Manchester is famous for its nightlife, authorities provide enough support and safety to the tourist so that they explore and experience the city properly (Kim et al., 2021).

Travelling Aspect of Tourism

Advanced technology and globalisation are playing a critical role to expand the tourism and hospitality industry around the world. Technology has made it easy to know the information of another nation staying at home. Based on it the government improves their infrastructure which helps to attract more customers. Now in generation Z, travelling around the world is an important part of life (Davenport and Short, 2020).

In the past tourism industry was based on the natural beauty of a country but now technology has changed it, now many countries have built sustainable tourism industries depending on technology and developing internal infrastructure (Smith, 2016).

The UK is one of the most technologically advanced countries in the world and most of their citizen are well educated, so they have well-structured manpower who can enhance customers' experience properly (GOV.UK., 2022). Government is conscious so it has developed all the necessary things for accelerated this industry. Manchester is one of the most tech-savvy and well-structured cities. Local people are also supportive of tourism.

During COVID-19 travelling in the UK was banned but at the beginning of 2021, when everything reopened, the government set rules to ensure the safety of both tourists and citizens (Ranjbari et al., 2021). The price of all the places is the same so that it can attract tourists like before.

As vehicles are responsible for air pollution, visitors coming into this city with their vehicles it has become a great concern for the UK government. Now they are setting new policies for reducing air pollution in Manchester.

Butler's life cycle model

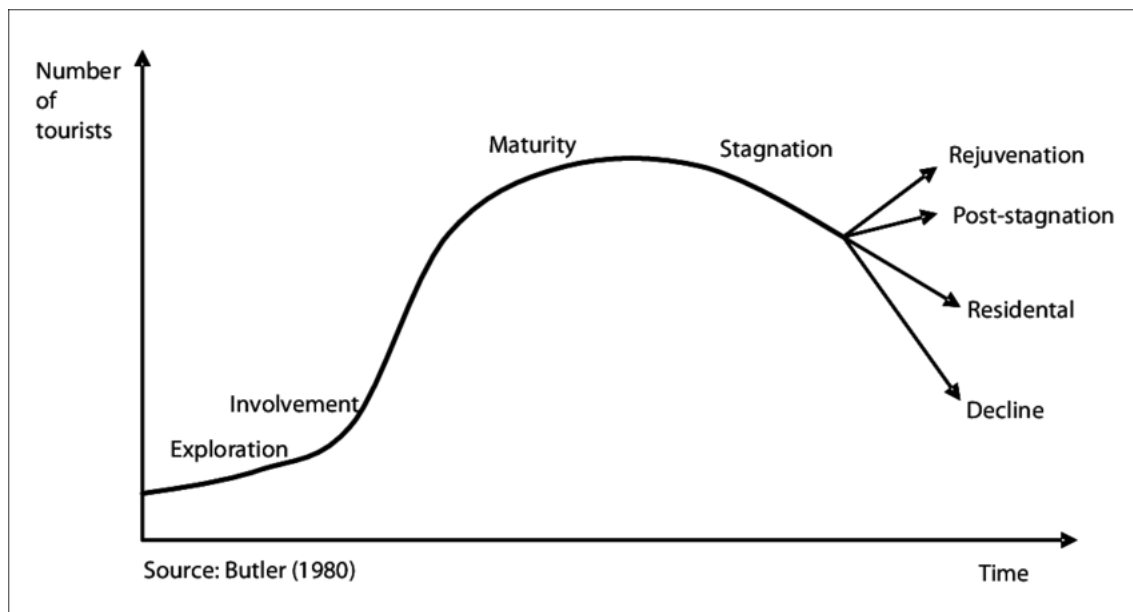


Figure 2: Butler's life cycle model

Source: Piuchan (2018)

Manchester is a very famous tourist place in London; it has some old architecture and museums with different designs and perspectives. As the tourism sector is booming so its contribution will be more in future.

Exploration phase

In the beginning, stage number of tourists is low because of low technology and infrastructural development (Nordin and Westlund, 2016). Every year London receives the highest customer than Manchester because most of the people know about London. But it has good technology and infrastructure, and even after COVID-19, they have taken many steps to maintain safety in all the tourist places in the city (Ranjbari et al., 2021). Local governments have invested here to promote their city.

Involvement phase

There are many places in the world, which look attractive during specific weather. Manchester is one of those cities, during spring it looks very good then people come and visit (Nordin and Westlund, 2016). Here investors have helped to restructure the existing museum, arts and architecture; the government has provided support to grow.

Development Phase

For a successful tourism industry, a naturally beautiful location is not enough, it needs transportation facilities, restaurateurs with quality food, good hotels for stay, new roads, quick telecommunication and internet facilities (Butler, 2014). All these help to build a strong brand name in the tourism industry. During promoting the location these types of information help to attract people. Manchester City has all these capabilities to attract the highest number of tourists like London city. It has different types of art and food. All these will help to achieve a unique kind of customer experience.

Consolidation Phase

In the tourism industry, the local community plays a vital role, for example, sometimes tourists behave negatively toward the local community and underestimate their culture,

and in this situation, local people do not want to allow them in their location. Sometimes the excessive number of tourist in a place, create many challenges for local people (Piuchan, 2018).

Stagnation Phase

Sometimes visitors intentionally hurt local culture and pollute the environment (McKercher, 2015). Because of this bad practice government sometimes restrict tourists from a particular country or region. Before reaching in this phase, the UK government, have to take the necessary steps.

Decline or Rejuvenation Phase

If Manchester reached in Stagnation stage, and government do not take any steps then the number of tourists will reduce. It will create social and economic challenges. To resolve this issue, the authorities have to necessary this immediately, which is called rejuvenating the destination (Manente and Pechlaner, 2016). It will help to gain sustainability in the market.

Here Manchester city is in the Rejuvenation Phase, as authorities are conscious about resolving important issues.

Doxey's Irridex model

In tourist destinations, the support of local people plays a vital role to develop the sector. Doxey's Irridex model has focused on the development and changes in the local community's perception towards tourism over time (Sbobha, 2019).

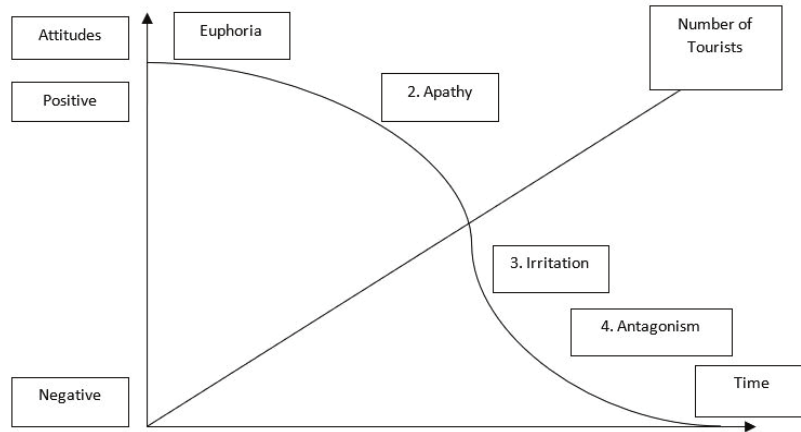


Figure 3 : Doxey's Irridex model

Source: Zaidan and Kovacs (2017)

There are four stages of it: euphoria, apathy, annoyance, and antagonism (Cavus and Tanrisevdi, 2014). When tourists come to a new place from a different location, many types of feelings come into their mind like enthusiasm, indifference, annoyance and antagonism. Sometimes local people may not like those attributes of a visitor.

The beginning stage, "Euphoria" is related to the development of the tourist place (Fan et al., 2019). Before visiting a certain place, visitors both positive and negative excitement come into visitors' minds. The next stage is "Apathy," which is related to the support of local authorities for earning. After that in the "Annoyance" stage, here local people express their anger and frustration against the visitors and tourism industry. Generally, when they face a crisis because of the excessive number of tourist en they face many challenges in daily life (Mohd and Tahir, 2015). Finally, "Antagonism", where local people express their frustration verbally and physically.

According to this model, Manchester city is in the "Apathy" stage of Doxey's Irridex.

Conclusion and recommendation

Manchester has many opportunities to expand its tour around the world. But it is important to ensure sustainability in this sector by establishing three pillars of sustainability.

Governments and companies have to be concerned about all the internal and external factors that affect this industry. Government must solve every challenge effectively. Sometimes company authorities hold less information about the bottom line, which raises conflicts so top management must ensure a good relationship with all the employees. For new employees, companies have to arrange training programs to enhance their skills. As COVID-19 has affected this industry, so to ensure safety visitors must follow all the rules and regulations provided by the government.

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