

BMTP4018

UK Tourism Events & Leisure Industry

WEEK 5

HOSPITALITY
AND
TOURISM
MANAGEMENT

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

UK Tourism & Leisure Industry

Week 5

UK Tourism Management
UK Tourism Impacts –
Social, Economic and
Environmental.



RECAP

- **Segments of the tourism market**

- ✓ VFR
- ✓ Leisure
- ✓ Business
- New one ?
- ✓ BUZZSEEKER
- ✓ DARK TOURISM
- ✓ <https://guides.loc.gov/tourism-and-travel/ecotourism>

- **Industry groups and bodies**

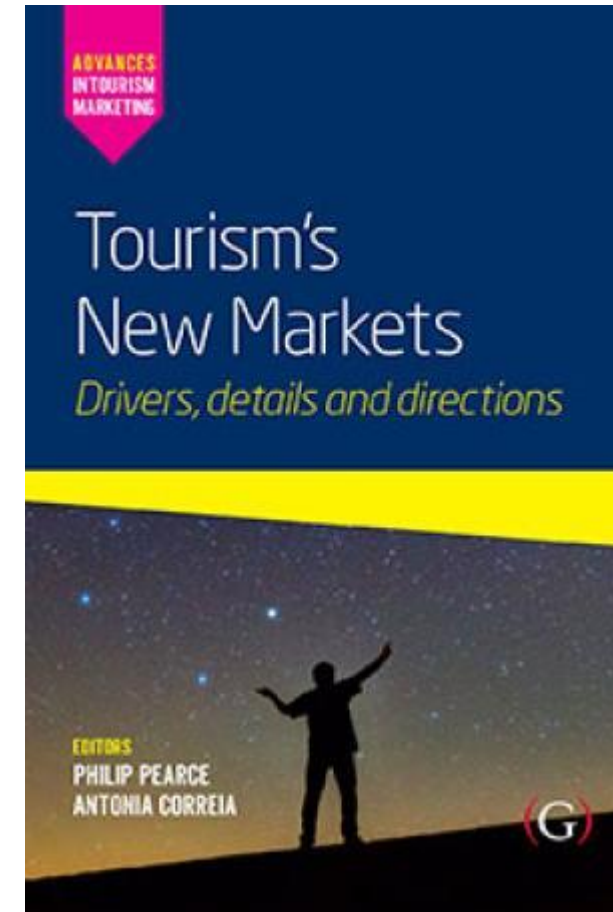
- ✓ UKHOSPITALITY
- ✓ BETA (British Educational Tourism Association) - <https://www.betauk.com/>
- ✓ ABTA (Association of British Travel Agents) - <https://www.abta.com/>

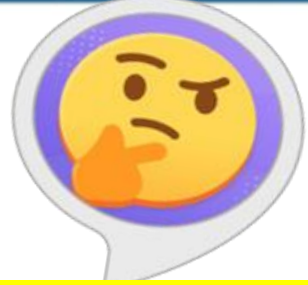
- **Changes to visitor experiences and expectations**

- Cultural tourism
- Ecotourism
- Rural Tourism
- Adventure Tourism

- **Future of tourism**

- ✓ Virtual
- ✓ EcoTourism – sustainability
- ✓ SPACE TOURISM?





Impacts and Issues

Write down as many positive impacts and negative impacts you know that would impact the 3 key areas in the UK or Europe?

Due to the size and scale of the Tourism industry, it is inevitable that there will be global impacts and issues.

Issues and impacts can be both POSITIVE AND NEGATIVE!

Key Impact areas : Social , Economic , Environmental.

What are the **three major impacts** areas of tourism?

Tourism can generate **positive or negative impacts** under three main categories: **economic, social, and environmental**.

Positive effects of tourism:

Amenities built for tourists such as infrastructure : roads, water and sewerage can also benefit locals leading to a higher standard of living
visiting other countries provides an opportunity for tourists to meet new people and discover new places.

Three main negative impacts of tourism:

Tourism puts enormous stress on **local land use**, and can **leading to soil erosion, increased pollution, natural habitat loss, and more pressure on endangered species**.

Destroy the **environmental resources** on which tourism itself depends.

Impacts and Issues
of tourism
What are the main
IMPACT AREAS ?



alamy - AFY08

Case studies

- Provide Examples you may know of
- What measures can be introduced to accentuate positive impacts and limit negative impacts.
- Where possible , try to relate all examples back to the UK.

- <https://www.lakedistrict.gov.uk/earning/factstourism/impactsoftourism>
- <https://www.gov.uk/government/publications/blackpool-connectivity-and-tourism-a-lffn-case-study/blackpool-connectivity-and-tourism-case-study>

How 'trashy' Tourism threatens world-famous destinations



SOCIAL IMPACTS

Positive:

- 1) Reinforcement and Re-Establishment of Cultures / Traditions
- 2) Revitalisation of Crafts
- 3) Raising Morale / Self-Esteem – strengthening communities
- 4) Creation of Jobs / Developing Transferable Skills
- 5) Educational Awareness – cultures / new practices
- 6) Health / Fitness / Developing Skills
- 7) Bringing Together of Communities / People
- 8) Cultural Awareness / Diversity
- 9) Community Involvement – stakeholder responsibilities
- 10) Development of New ‘communal’ facilities
- 11) Exchange of Cultures – Host / Visitor Relationship

Impacts and Issues.



SOCIAL IMPACTS.

- Positive Exchange of Cultures
- Seen as an exchange of attitudes, values and cultures.
- Particularly evidenced within the tourism industry.
- “Tourism is a social cultural event for the traveller and the host.
- Part of travels attraction is the opportunity to see different areas of the
- world and observe foreign cultures and ways of life” Murphy (1995 P117)
- “Travel is the language of peace” Mahatma Ghandi (cited by Theobald 1994

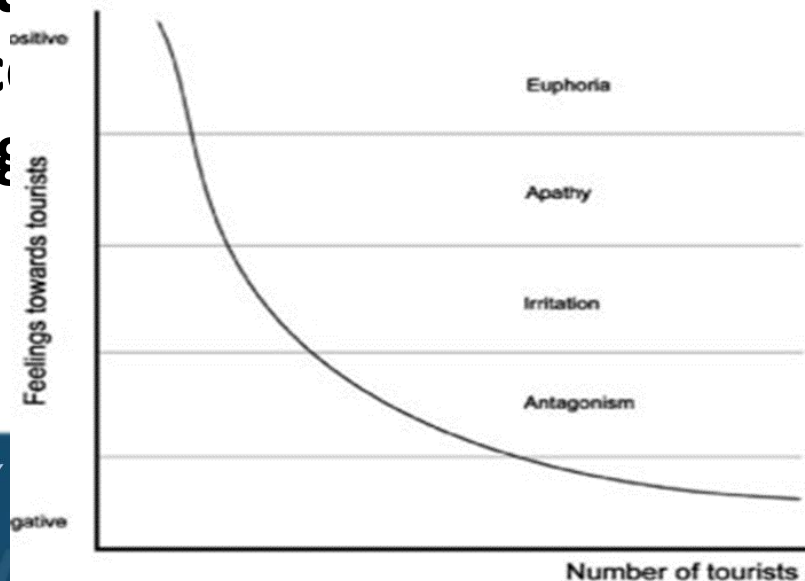


SOCIAL IMPACTS.

- If a 'host / visitor' relationship (exchange) is unevenly distributed then this can greatly affect the level of impact (+ / -)

- EG: 1) Doxey's Irridex

- 2) Mi
/ Acc
Antag



	Social relationships	Power relationships
Euphoria	Visitors and investors welcome	Little planning or formalised control Greater potential for influence to be exerted by locals (not often taken)
Apathy	Visitors taken for granted More formal relationships between hosts and guests	Marketing is the prime focus of plans Tourism industry lobby grows in power
Annoyance	Resident misgivings about tourism Range of saturation points approached	Planners attempt to control by increasing infrastructure rather than limiting growth Local protest groups develop to challenge institutionalised tourism power
Antagonism	Irritations openly expressed Residents perceive tourists as the cause of the problems	Remedial planning fighting against pressures of increased promotion to offset declining reputation of destination Power struggle between interest groups

SOCIAL IMPACTS

- **Negative:**
- 1) Debasement of Cultures / Traditions – loss of authenticity
- 2) Erosion / Dilution of Community Values
- 3) Provision of LARGELY Seasonal / Basic Jobs
- 4) Erosion of Language
- 5) Minimal or No Effect on Regional Employment Levels.
- 6) Changes in Religious Beliefs + Values
- 7) Changes in ‘Local’ Societal Consumption – Fashions / Trends / Foods....
- 8) Disruption to ‘local’ Activities
- 9) Standardisation of Principles / Practices
- 10) Structure Changes - adaptation to tourist demands
- 11) Culture Clashes – ethics / anti –social behaviour



Environmental Impacts.

- **SYMBIOTIC RELATIONSHIP** = between Tourism and the Environment Interdependency.
- For tourism to exist there needs to be an 'aesthetically pleasing' natural environment.
- For a 'quality' environment to exist, often this relies upon the funding generation from tourism activity



ENVIRONMENTAL IMPACTS

Positive:

- 1) Symbiotic Relationship promoting sustainability themes
- 2) Aesthetic Improvements
- 3) Attraction of Inward Investment for 'Local' Structural Changes
- 4) Increased Environmental Awareness (eg; from sustainable tourism types)
- 5) Contributes to Preservation (eg; Historic Buildings / Open Spaces.
- 6) Creation of Conservation Areas – Zoning / AONBs / SSSIs / National Parks.
- 7) Advanced / Improved Infrastructure
- 8) Enforced Regulations / Checks- EIAs (Environmental Impact Assessment)



ENVIRONMENTAL IMPACTS

Negative:

- 1) Environmental Degradation
- 2) Physical Erosion – trampling
- 3) Destructive Influences on Wildlife / Natural Resources – habitat loss, feeding + breeding patterns
- 4) Pollution – noise, littering, air
- 5) Overloading of Infrastructure
- 6) Visual Intrusion
- 7) Natural Resources - Poor Quality
- 8) Urban Sprawl – loss of green belt + alteration of habitats
- 9) Congestion
- 10) Changes in Planning Laws / Applications – poor regulations.



Too many people travel



Community Conscious Travel

- Community Conscious Travel is a movement to ensure that destinations remain thriving communities and good places to live through **the pillars of social sustainability**, dispersal and traveller behaviour.
- Four Pillars : economic, environmental, ecological and social components, and cultural
- A renewed focus on these priorities can help to ensure wider spending distribution that supports infrastructure more equally and a better experience for all.
- Of course, all of these must be supported by the private and public sectors.

Doxeys Irridex model of tourism (1975)

- The development of the attitudes of the local people towards tourism and tourists from **positive to negative** is perceived by the local people as enthusiasm, indifference, annoyance, and hostility

This model is supported by Long et al.'s (1990) research results, which indicate residents' attitudes are initially favourable but become negative after reaching a threshold.

The Irridex model indicates that residents' attitudes toward tourism would change over time within a predictable one-way sequence.

It suggests that residents' attitudes and reactions toward tourism contain a sense of homogeneity (Mason et al. 2000).

Doxey's Irritation Index

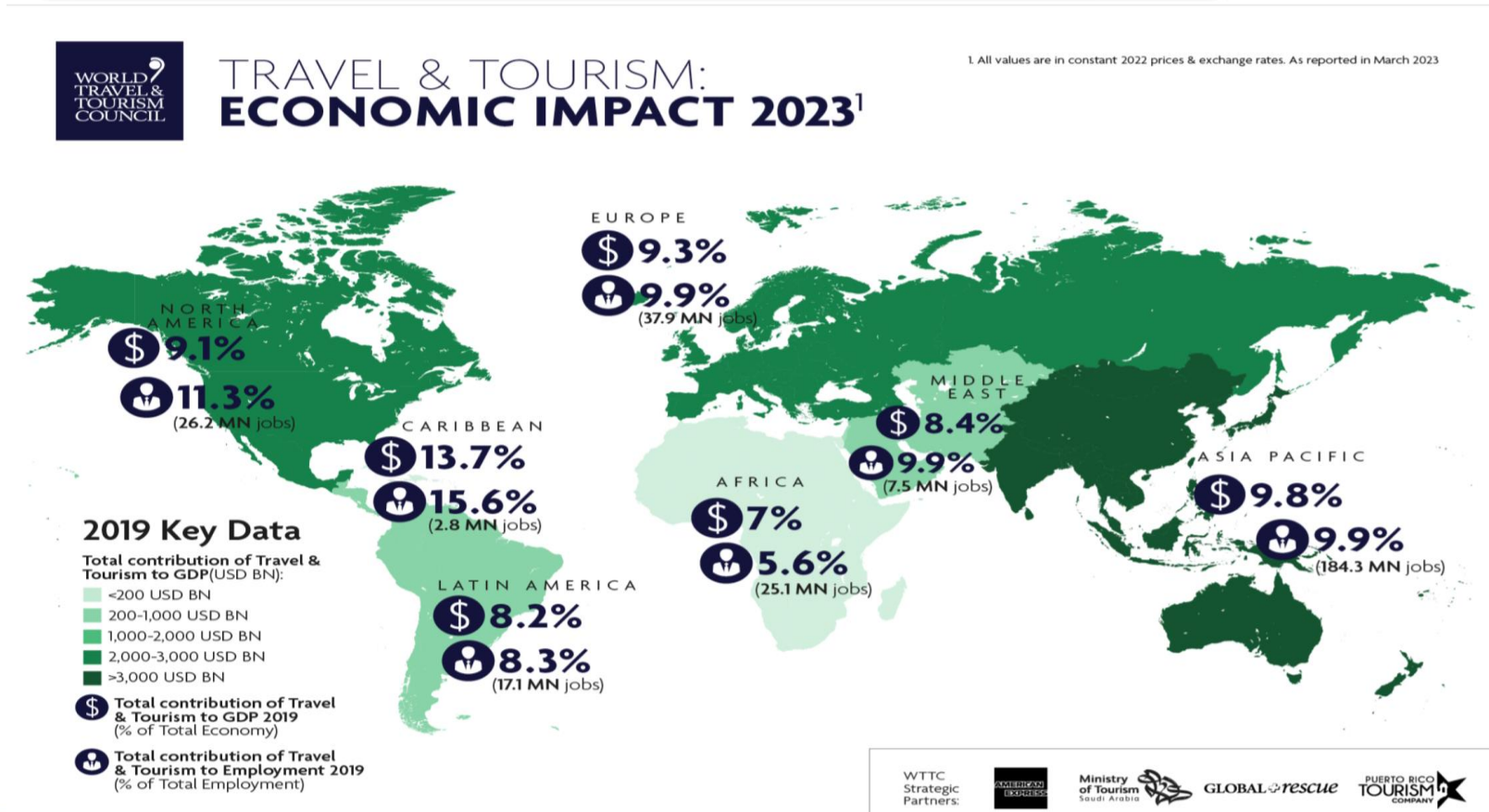
Level of Irritation	Destination Responses to Tourism
Euphoria	- Sense of excitement and anticipation - Informal contact with tourists
Apathy	- More formal contact with tourists - Tourism seen as a source of income and investment
Annoyance	Residents begin to show misgivings about tourism industry due to increasing numbers, external investment and infrastructure
Antagonism	- Irritations: expressed verbally and physically - Tourists: seen as cause of the problem

Community Conscious Travel - Italy



Travel & tourism : Economic Impact 2023

- <https://wttc.org/research/economic-impact>



- The positive social impact of Travel & Tourism contributes to an eco-system that sustains the heritage & livelihoods of millions of communities across the globe.
- <https://travelhub.wttc.org/community-conscious-travel/italy>

ECONOMIC IMPACTS

Positive:

- 1) Creation of Jobs – Employment Generation
- 2) Attraction of Inward Investment
- 3) Promotion of Local Region
- 4) Contribution to Local Economy – Multiplier Effect
- 5) Raise Reputation / Recognition of Area – attraction of further business
- 6) Secondary Spend
- 7) Diversification
- 8) 'Local' Profits – Reinvestment Opportunities
- 9) Increase in Property Values – Levels of Affluence
- 10) Greater Standards of Living
- 11) Linkages with Other Sector Types – Economic Linkages
- 12) Technology Influences



ECONOMIC IMPACTS

Negative:

- 1) Leakages
- 2) Limited Employment – Seasonal / Female Labour / Minimum Wage.
- 3) Over-Reliance on ‘Outside’ Investors.
- 4) Infrastructure Costs
- 5) Increased Price of Living - second homes.
- 6) Subject To Many Instabilities
- 7) Short Term Gains
- 8) Monopolisation / Globalisation / Massification / Commodification.



Overseas travel and tourism: May 2022 provisional results

- There were **2.7 million visits to the UK** by overseas visitors in May 2022; this compares with just **86,000 visits by air in May 2021** when there were some travel restrictions in place.
- Overseas visitors' visits to the UK in May 2022 were significantly lower than pre-coronavirus (COVID-19) pandemic levels, down **21% from 3.4 million** in May 2019.
- Overseas residents spent **£2.1 billion** in the UK in April 2022.
- UK residents made **6.0 million visits overseas** in May 2022; this compares with **287,000 visits by air in May 2021**.
- UK residents' visits **overseas in May 2022 were lower than in May 2019**, when there were 8.2 million visits overseas by UK residents (27% decrease).
- UK residents spent **£4.7 billion while overseas** in May 2022.



Trends in visits to the UK by overseas residents

- Spending by overseas residents in May 2022 was estimated to be £2.1 billion, compared with £134 million spent during visits by air in May 2021.
- In May 2019, there were an estimated **3.4 million visits to the UK with an estimated £2.3 billion** being spent. Visits in May 2022 were down by **21%** on this figure and spending was down by **10%**.
- In April 2022, visitor numbers were down **33% on pre-pandemic levels** in April 2019.
- Holiday visits people visit the UK, with **1.0 million visits being made for this reason**. This is 38% of the total. The next most common reason was **visiting friends or relatives at 34%**. This was the most popular reason for travel during the coronavirus pandemic.



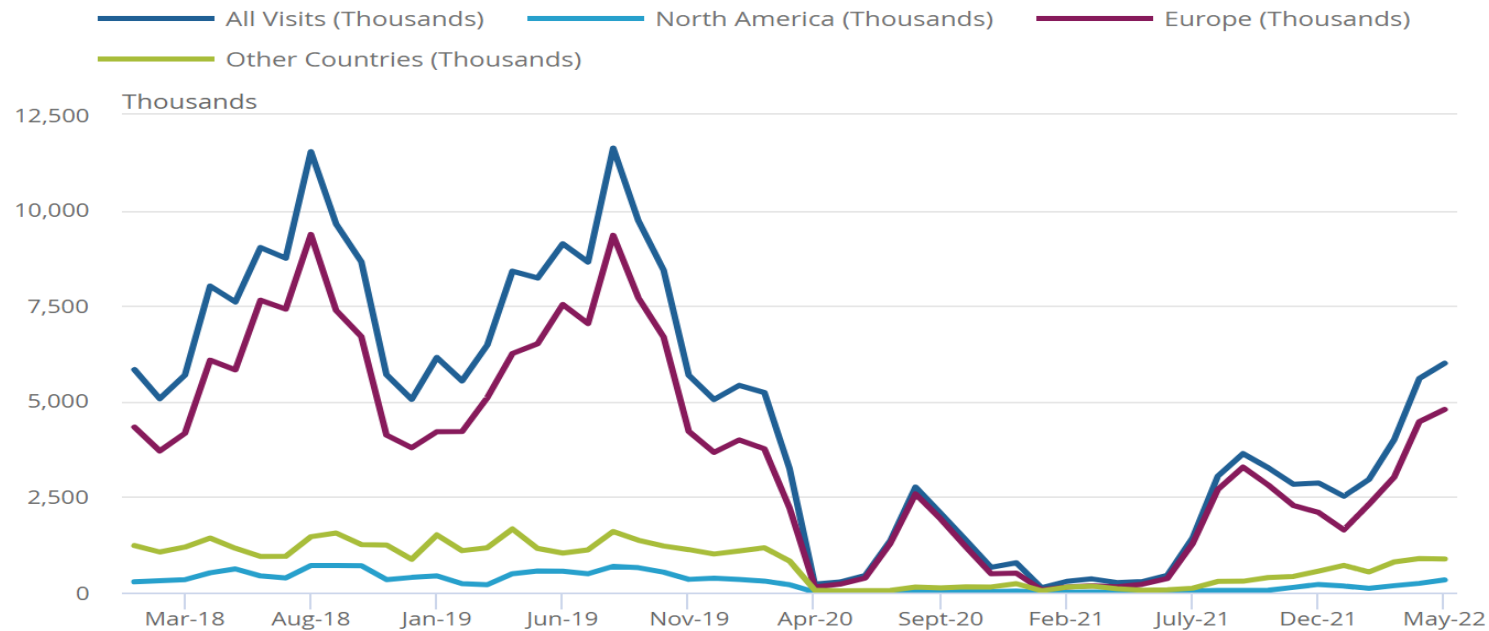
Trends in overseas visits by UK residents

- May 2022 saw UK residents make **6.0 million visits overseas**. This compares with 287,000 visits by air in May last year.
- The amount of money UK residents spent in May was **£4.7 billion compared with £344 million** spent during visits by air in May 2022
- There were **8.2 million overseas visits made by UK residents** in May 2019 before the pandemic. These visitors spent £5.0 billion. In May 2022, visits were **27% down** on these numbers and spending was **down by 5%**.
- Visits abroad in April 2022 were **33% down on pre-pandemic levels**. This slower growth of UK residents travelling abroad influenced by the disruption at airports across the UK caused by **staff shortages or by the rising cost of living**.
- The most common reason for UK residents travelling overseas was **going on holiday with 64%** (3.9 million). After going on holiday, **visiting friends or family was the next most common reason for travel**. There were 1.5 million visits in May 2022.



Figure 2: The number of UK residents' visits abroad increased between May 2021 and May 2022 but were 72 percent of the pre-pandemic numbers

UK residents' visits overseas by month, January 2018 to May 2022



Source: Office for National Statistics – International Passenger Survey

Motivations, influences, decisions and sustainability research

- https://www.visitbritain.org/sites/default/files/vb-corporate/vb_new_insights_to_understand_international_travellers_mindset_29.06.22.pdf



fail to plan,
you are planning
to fail.



B. Franklin

YOUR 1ST ASSESSMENT

1500 WORD ESSAY

MUST BE SUBMITTED BEFORE 23:55

ON THE

30th November 2023



Focussing on a **UK tourism event** (this can be discussed with the lecturer) , consider the **impacts of the visitor numbers on the destination** with an **awareness of trends and impacts of future planning in the tourism industry** . This should include **considering events and leisure concept, changes in visitor typology, visitors' expectations and experiences. Motivation, demand, and leisure needs using models and theories learnt in class.**

As a result of your findings **reach clear conclusions** regarding the **short term and long-term impacts** of the event **and make recommendations** to help the stakeholders for the **future sustainability of the tourism destination / event** .

This is a Report format of 1500 words that must be support with clear evidence and research to include a minimum of 6 academic references to also include 9 other research such as from websites, statistics & further reading in the Harvard Referencing style.