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Welcome to Strategic Tourism, Events and Leisure Management (BMTP6016)

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

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Session Aims

By the end of this lesson, you will be able to:

- Understand the specific tourism strategies implemented in the UK and Wales.
- Analyse the sector skills shortages in the tourism and events industry and explore initiatives to address them.
- Evaluate community initiatives that support sustainable tourism in Wales and the UK.



Introduction to UK and Wales Tourism Strategies

Government Policies:

1. Making tourism more accessible:

- The UK government focuses on making tourism easier for people to access, ensuring it benefits local communities.

2. Improving travel infrastructure:

- They create policies to enhance transportation options like roads, airports, and trains, making travel smoother for both tourists and locals.

3. Supporting local businesses:

- The government provides support to local businesses, helping them thrive from the influx of tourists.

Introduction to UK and Wales Tourism Strategies

Government Policies:

4. Attracting international visitors:

- They promote the UK globally to bring in more tourists from other countries, highlighting attractions like landmarks, history, and culture.

5. Boosting the economy through tourism:

- Tourism is seen as a way to create jobs and contribute to economic growth by supporting industries like hospitality, transport, and entertainment.

Introduction to UK and Wales Tourism Strategies

Marketing Campaigns:

1. Running big marketing campaigns:

- The UK and Wales regularly launch large campaigns to encourage more people to visit.
- The "Hidden Gem" Appeal: Wales is often marketed as a less-crowded, more peaceful alternative to other destinations in the UK.

2. "Visit Britain" campaign:

- This campaign promotes the UK to international tourists, showcasing its landmarks, culture, and attractions.

3. "Visit Wales" campaign:

- Focuses on highlighting the unique features of Wales, such as its natural beauty, heritage, and outdoor activities (“Year of the Outdoors”, “Year of the Legends”).

Introduction to UK and Wales Tourism Strategies

Marketing Campaigns:

4. Showcasing key attractions:

- Both campaigns highlight famous landmarks, cultural experiences, and outdoor activities like hiking, cycling, and sightseeing to attract tourists.

5. Targeting a global audience:

- These campaigns are designed to draw tourists from around the world by emphasising the diverse experiences available in the UK and Wales.



Introduction to UK and Wales Tourism Strategies

Sustainable Tourism:

1. Supporting local businesses:

- Tourists are encouraged to support local businesses, helping the economy while also promoting sustainable practices.

2. Preserving natural areas in Wales:

- In Wales, special attention is given to protecting national parks and other natural spaces from over-tourism and environmental damage.

3. Promoting eco-friendly travel:

- Wales focuses on eco-friendly travel options like cycling and walking, which have less impact on the environment compared to driving or flying.

Introduction to UK and Wales Tourism Strategies

Sustainable Tourism:

4. Working towards sustainable tourism:

- Both the UK and Wales are focusing on making tourism more sustainable for the long term.

5. Encouraging respect for the environment:

- They promote responsible tourism, encouraging visitors to care for nature and reduce their impact on the environment.

6. Reducing waste:

- Efforts are made to encourage tourists to minimise waste by recycling, using less plastic, and being mindful of littering.

How do these strategies aim to position the UK and Wales as leading tourism destinations?

Improved Accessibility:

- By making travel easier and more efficient through better infrastructure, the UK and Wales become more attractive and accessible to tourists, encouraging more people to visit.

Attractive Marketing Campaigns:

- Campaigns like "Visit Britain" and "Visit Wales" boost global awareness of their attractions, culture, and natural beauty, making them more appealing to international tourists.

Support for Local Economies:

- Tourism strategies support local businesses and communities, ensuring that tourism benefits are shared, creating a strong and sustainable sector for both visitors and residents.

How do these strategies aim to position the UK and Wales as leading tourism destinations?

Sustainability Focus:

- By promoting eco-friendly travel, protecting nature, and encouraging responsible tourism, the UK and Wales attract travellers who care about sustainability.

Cultural and Natural Heritage:

- Highlighting the UK and Wales' culture, history, and stunning landscapes makes them stand out as places for unique and enriching experiences, from famous landmarks to outdoor adventures.

Job Creation and Economic Growth:

- By boosting tourism, the UK and Wales become popular destinations and key contributors to local and national economies, attracting tourists seeking diverse experiences.

Case Study – Visit Wales Campaign

The "Visit Wales" campaign is a marketing initiative that highlights the beauty, culture, and outdoor experiences in Wales to attract tourists, both from the UK and abroad.

Focus Areas:

1. Natural Beauty:

- The campaign emphasises Wales' stunning landscapes, including its national parks, mountains, beaches, and coastal paths.

2. Unique Experiences:

- It showcases activities like hiking, cycling, visiting castles, and exploring small villages.

3. Cultural Heritage:

- The campaign also promotes Wales' rich cultural traditions, including its language, festivals, and historical sites.



Case Study – Visit Wales Campaign

Target Audience:

- The campaign targets both domestic tourists (people living in the UK) and international visitors, particularly those from Europe and the USA.
- It focuses on tourists who enjoy outdoor adventures, nature, and history.

Results:

1. Increased Tourism:

- The campaign has successfully attracted more tourists to Wales, helping to boost the local economy.

2. Sustainability:

- It encourages eco-friendly tourism, promoting responsible travel and highlighting the importance of preserving Wales' natural areas.



Case Study – Visit Wales Campaign

Why it Works:

1. Visual Appeal:

- The campaign uses beautiful images of Wales' landscapes to inspire potential visitors.

2. Local and Global Reach:

- It connects with both local and international audiences, using digital platforms and social media to spread the message widely.

3. Focus on Nature:

- By emphasising Wales' natural beauty, the campaign taps into the growing trend of sustainable and outdoor-focused tourism.



Sector skills shortages in the tourism and events industry



Skills Gap in the Industry

1. Hospitality Skills:

- There's a shortage of trained workers in customer service, hotel management, and food services.

Why is this a problem?

- With more tourists visiting, the demand for excellent service is high.
- But there aren't enough skilled workers to meet this demand, which can affect the quality of the visitor experience.

2. Management Skills:

- Businesses need more managers who can lead effectively, understand the industry, and handle the complexities of day-to-day operations.

Why is this a problem?

- Good management is crucial for the success of organisations.
- Without experienced managers, these businesses can face challenges in growing and meeting customer expectations.

Skills Gap in the Industry

3. Digital Marketing Skills:

- Many tourism businesses struggle to find employees with the skills needed to effectively use digital marketing tools, such as social media and online advertising.

Why is this a problem?

- Today, most tourists plan their trips online.
- Without good digital marketing, businesses may have a hard time attracting customers as more people book and share experiences online.

4. Technology Skills:

- The tourism industry is using more technology, like booking systems, CRM software, and mobile apps.

Why is this a problem?

- Many workers lack the tech skills to use these systems, making it harder for businesses to improve efficiency and customer service.

Initiatives and solutions to the work shortage

Apprenticeships:

- Apprenticeships let people learn while working and earning a wage. They are designed for jobs in hospitality, management, and other tourism fields.
- Apprenticeships offer hands-on experience and help people build the skills needed, creating a steady flow of skilled workers.

Training Programs:

- Government and industry groups offer training programs to help workers improve skills in various areas.
- These programs help employees stay up-to-date with the latest trends, technologies, and best practices, improving service and operations.

Initiatives and solutions to the work shortage

Collaborations with Educational Institutions:

- Tourism businesses and government agencies are teaming up with universities and colleges to offer specialised courses.
- These partnerships make sure students learn the skills needed in the industry, helping bridge the gap between education and real-world jobs.

Government and Industry Support:

- Governments and industry groups are offering funding and support for training, including grants and subsidies to help businesses train their employees.
- Financial support helps businesses invest in their staff's development, making sure workers have the skills needed to meet industry demands.

Addressing Skills Shortages: Initiatives and Solutions

Activity:

- Develop a proposal for a new initiative aimed at addressing a specific skills in the tourism sector.
- Consider the following;
 - What are your key areas of focus?
 - What are the program details?
 - Target audience
 - Training components
 - Partnerships
 - Outcomes
 - Duration and delivery
- What is the expected impact?

Successful Community Initiatives in Wales

Eco-Tourism Initiatives:

The Brecon Beacons National Park encourages visitors to enjoy its stunning natural landscapes while minimising their environmental impact.

Here are some of the key aspects of how eco-tourism is promoted in the Brecon Beacons:

- Promoting Outdoor Activities (Walking and Hiking, Cycling, Wildlife Watching).
- Sustainable Accommodation (From eco-lodges to glamping sites).
- Support for Local Businesses (Visitors are encouraged to support local businesses – Farmer's Market and Local Food).
- Environmental Education
- Leave No Trace Principle

Successful Community Initiatives in Wales

Pembrokeshire Coast National Park:

By focusing on local involvement, the park creates opportunities for both sustainable tourism and economic development while providing tourists with authentic, culturally rich experiences.

- Walking Tours and Outdoor Activities
- Crafts and Local Products (Craft Shops and Local Food & Drink).
- Cultural Experiences (Events, Festivals and Museums)
- Job Creation and Economic Benefits
- Conservation Project (protecting the coastlines, maintaining footpaths, and preserving local wildlife).
- Authentic Local Experiences (Welsh Language and Personalised Traditions)

Community Initiatives Supporting Sustainable Tourism

Case Study Analysis: Green Man Festival

- The Green Man Festival is an annual music and arts event held in the beautiful Brecon Beacons National Park in Wales.
- It's a celebration of local culture, creativity, and sustainability, featuring a mix of live music, art installations, performances, and workshops.
- The festival attracts thousands of visitors each year who come to enjoy not only the entertainment but also the stunning natural surroundings.



Community Initiatives Supporting Sustainable Tourism

Case Study Analysis: Green Man Festival

- The event focuses on being eco-friendly, with efforts to reduce its environmental impact and promote sustainability.
- It's a chance for people to experience the best of Welsh culture, art, and music while supporting green practices.



Case Study Analysis: Green Man Festival

Impact on Tourism:

1. Sustainability Focus:

- The Green Man Festival promotes eco-friendly practices, such as waste reduction, using renewable energy, and encouraging sustainable travel.
- This supports the growing trend of eco-tourism in Wales.

2. Community Involvement:

- Local residents are involved in organising the festival, offering performances, food, and craft products.
- This creates a sense of pride and connection within the community.



Case Study Analysis: Green Man Festival

Impact on Tourism:

3. Local Economic Growth:

- The festival brings in visitors from all over the UK and beyond, helping to boost the local economy.
- Hotels, restaurants, and local shops see increased business during the festival, creating jobs and opportunities for local people.

4. Promoting Welsh Culture:

- The festival showcases Welsh music, art, and food, giving tourists an authentic experience of Welsh culture.
- It helps raise the profile of Wales as a vibrant destination for arts and culture.



Case Study Analysis: Green Man Festival

Why it's Successful:

- The Green Man Festival blends cultural celebration with sustainability, making it appealing to eco-conscious tourists.
- It attracts both domestic and international visitors, putting a spotlight on Wales' natural beauty and cultural scene.
- The festival has grown in popularity each year, with many tourists returning, helping to build Wales' reputation as a top destination for cultural and outdoor experiences.

In Conclusion...

- The Green Man Festival is a great example of how a community-based initiative in Wales has positively impacted tourism.
- It boosts the local economy, promotes Welsh culture, and encourages sustainable tourism practices, all while offering tourists a unique and memorable experience.

Community Initiatives Supporting Sustainable Tourism

How can I apply this myself?

Scott's Example

Proposal for a Community Tourism Initiative: "Wildflower Festival" in Pembrokeshire, Wales

1. Key Theme:

Nature & Sustainability:

- The event will celebrate Pembrokeshire's natural beauty, especially its wildflowers and landscapes.
- It will feature guided nature walks, talks on local wildlife, art exhibitions, and a food festival focusing on sustainable farming.



Scott's Example

2. Local Community Engagement

- Local businesses
- Artists & performers
- Volunteers
- Education

3. Eco-Friendly Practises

- Waste reduction
- Local food sourcing
- Sustainable transport
- Energy-efficient infrastructure



Scott's Example

4. Tourism Promotions

- Social Media Campaigns
- Collaboration with influencers
- Partnerships with tourism organisations
- Local media

5. Scaling up

- Expand the events reach
- Annual growth
- International reach
- Partnerships with national and international events



Community Initiatives Supporting Sustainable Tourism

Task:

The Green Man Festival has had a big impact on local tourism, economy, and culture. Based on this, choose a region or community and focus on:

- **Key Theme:** Choose a central theme for the event (e.g., music, food, art, nature).
- **Local Community Engagement:** How will locals be involved in organising? Think about businesses, artists, and performers.
- **Eco-Friendly Practices:** What sustainable practices will you use (e.g., waste reduction, local food, energy-efficient infrastructure)?
- **Tourism Promotion:** How will you attract tourists? Consider digital marketing, partnerships, and social media.
- **Scaling Up:** How can you grow the event or expand it to other areas over time?

Community Initiatives Supporting Sustainable Tourism

Plan Development

- Objectives: What are the main goals of the initiative? (e.g., boosting tourism, preserving culture, promoting sustainability).
- Target Audience: Who will the event appeal to? (e.g., local tourists, international visitors, families, eco-conscious travellers).
- Collaboration: Who are the key partners? (e.g., local businesses, government, tourism boards).
- Resources Needed: What resources are needed to start the event? (e.g., funding, volunteers, materials).
- Long-Term Sustainability: How will the initiative continue to thrive beyond its initial launch?

Community Initiatives Supporting Sustainable Tourism

Now to you...

1. What is your theme?
2. How is local community is involved?
3. What are your plans for scaling up the initiative?
4. What are the expected benefits for the region and tourism sector?

What challenges might arise when scaling up community-based tourism initiatives?

Funding:

- It can be hard to secure enough money to expand and sustain the project.

Community Involvement:

- Keeping the local community engaged and involved as the project grows may become difficult.

Environmental Impact:

- More tourists can harm the local environment if sustainable practices aren't maintained.

Infrastructure:

- Expanding may require better infrastructure, like roads, accommodations, and services, which can be costly and complicated to build.

Cultural Changes:

- Rapid growth in tourism might change local cultures or overwhelm traditional ways of life.

What are the most effective ways to ensure sustainability and long-term success for these initiatives?

Involve the Local Community:

- Engage local people in planning and decision-making so they feel invested and can benefit from the initiative.

Offer Quality Experiences:

- Make sure the experiences stay authentic, high-quality, and memorable, so tourists keep coming back.

Create Partnerships:

- Work with local businesses, governments, and tourism boards to build a strong network of support and resources.

Adapt and Evolve:

- Be flexible and open to changes, regularly reviewing and adjusting the initiative to meet new challenges and trends.

How can local cultures be preserved and promoted through tourism without exploiting them?

Respecting Traditions:

- Make sure tourism activities respect and reflect the community's customs and values, without changing or misrepresenting them.

Involving Locals:

- Give local people a voice in how tourism is shaped, ensuring they have control over how their culture is shared with visitors.

Supporting Local Businesses:

- Encourage tourists to spend money at locally owned businesses, such as markets, craft shops, and restaurants, which helps support the community.

Sustainable Practices:

- Limit the number of tourists and activities to avoid overcrowding or damaging cultural sites and encourage responsible tourism behaviours.

What digital tools or platforms could be used to expand the initiative's reach?

Social Media:

- Platforms like Instagram, Facebook, and Twitter help share updates, photos, and videos to attract a wider audience.

Website:

- A well-designed website provides all the event details, booking options, and important information, making it easy for people to learn about and join.

Online Advertising:

- Targeted ads on Google or social media can reach people based on their interests, location, and past behaviours.

Content Marketing:

- Blogging or creating videos about local culture, behind-the-scenes stories, and the event can draw attention and build excitement.



Thank you for your time!

If you have any questions, please
contact me via Teams or email
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See you next week!