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Tourism, Events, and Leisure Industry

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Assessment 1

1311 words

Introduction

The UK Tourism event that will be focused on is Glastonbury Festival. Glastonbury Festival is a well-known and iconic music and performing arts that takes place once a year in the United Kingdom. Glastonbury was first held in the 1970s and is located at Worthy Farm in Somerset, England. There is a vast range of activities to do in Glastonbury. There are multiple stages and camping areas, Glastonbury is known for its unique atmosphere and commitment to social and environmental causes.

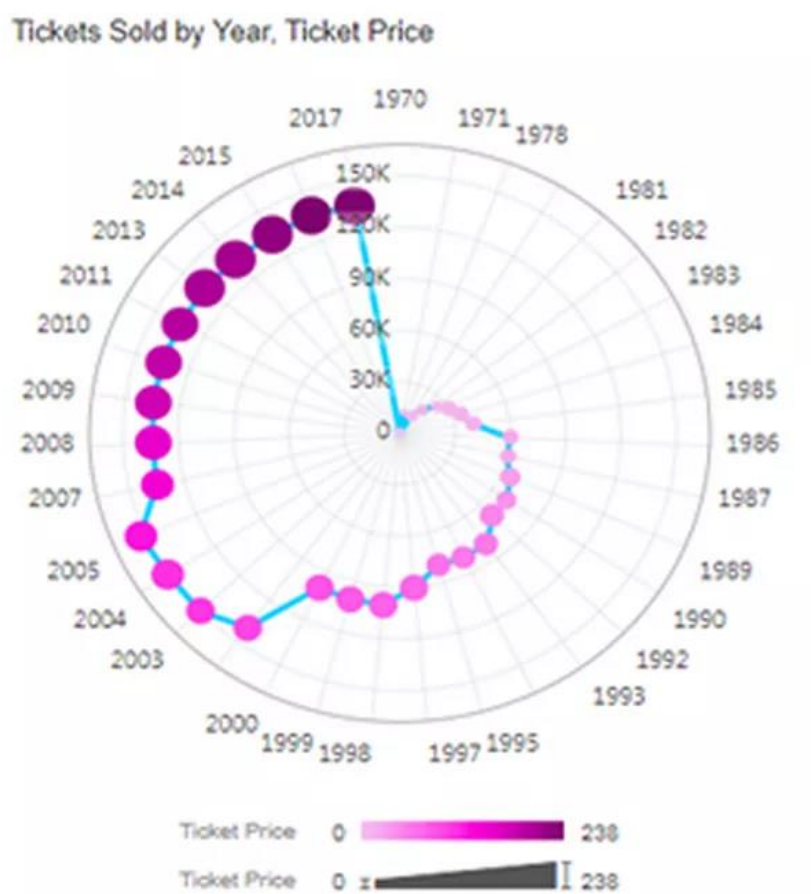
Parry, A. (2023) *Glastonbury Festival: Everything you want to know! - Helpful Holidays*. <https://www.helpfuleholidays.co.uk/blog/glastonbury-festival-facts/> (Accessed 29th November 2023)

Impacts Of the Visitor Numbers

Glastonbury plays a huge part when it comes to live music festivals and events, each year it has around 200,000 attendees which is massive for the tourism and events industry. There are many positives when it comes to the visitor numbers since there is so much to do for all age groups one of which is the fact it brings in significant money for the economy due to the visitors going to shops, booking hotels and going to eat at restaurants. Glastonbury attracts people of all ages and cultures which contributes to the destination having a sense of community and people getting together. However due to the wide population during the event, it can have effects such as noise-pollution and overcrowding. Even though the event organisers make an effort towards being eco friendly during the festival, large gatherings like Glastonbury will always have an environmental impact waste generation, increased energy consumption and lots of rubbish to clean up after the event. Due to Glastonbury bringing in money for the economy there are more investments in the infrastructure such as transportation and facilities which overall improves the accessibility of the festival and the destination. The impact of Visitor numbers on Glastonbury will depend on factors such as the scale of the event and the measures taken by organisers. *Case study: Glastonbury Festival - GeographyCaseStudy.Com* (2017). Available at <https://www.geographycasestudy.com/case-study-glastonbury-festival/>. (accessed November 29th, 2024)

There are many environmental impacts the festival has on the destination, the biggest being the waste left and produced. The festival produces around 2000 tons of waste each year and also emits 224 tonnes of greenhouse gases each year which can be very environmentally damaging.

Smith, S. (2022) 'Glastonbury festival 2022 'saves more carbon emissions than it produces,' *The Independent*, 21 June. <https://www.independent.co.uk/climate-change/news/glastonbury-festival-environment-carbon-emissions-b2105742.html>. (accessed 29th November 2024)



This graph shows the tickets sold by year, it shows that Glastonbury is becoming more and more popular every year. This shows that the festival is suiting customer needs and is a destination where people want to go as their leisure activity. Malloy, T. (2018) *Statistics reveal the average Glasto-goer*. <https://www.somersetlive.co.uk/whats-on/music-nightlife/glastonbury-festival-statistics-reveal-average-1952547>. (accessed 29th November 2023)

Events and leisure concepts

Leisure is when somebody takes time of to do an activity that they find worth their time or going somewhere to relax. Events and leisure concepts are made for entertainment, relaxation or enjoyment. A big concept for many people is immersive event. Glastonbury are further expanding their festival by introducing an immersive area. It will feature artists in residence, live bio-sonification (using technology to turn the biorhythms of natural objects into sound). Cappasity (2023) 'How immersive tech benefits the event industry - Cappasity Blog - Medium,' Medium, 18 August. <https://medium.com/cappasity-blog/how-immersive-tech-benefits-the-event-industry-fa1020f70e8e#:~:text=All%20of%20this%20makes%20immersive,planned%20to%20use%20VR%20technology.&text=There%20are%20many%20different%20ways%20to%20implement%20immersive%20technologies%20into%20brand%20events>. (accessed 29th November 2023)

Glastonbury festival itself incorporates many leisure concepts. Music exploration is a big one due to its extensive lineup of musicians throughout the festival. There are also pubs and cafes where visitors can enjoy local cuisine to get a taste of the culture of where they are. There are lots of stores in Glastonbury that offer crystals, spiritual books and also clothing. Glastonbury festival has something for everybody which means they look through visitor wants and needs.

Customer Expectations and experiences

Attending Glastonbury is highly anticipated for people who go to festivals. Expectations and experiences can vary based on individual preferences, interests, and previous festival experiences. Glastonbury festival has really high expectations for its customers. Due to the festival selling out of tickets every year it shows that people keep coming back for more. Customers expect a diverse lineup of musical performers, and which should be well known and engaging musicians. People who go to Glastonbury Festival also expect an inclusive community atmosphere where they can share experiences with different people and make new friends. Customers also expect there to be food and, in the festival, there are food vendors and trucks which add a culinary experience. Philpott, V. (2023) *Top 10 things to do at Glastonbury Festival*. <https://vickyflipfloptravels.com/things-to-do-at-glastonbury-festival/>. (accessed 29th November 2023). Another expectation of the customer during Glastonbury festival is that they are put first. A customer's demands are always what a business needs to accommodate, and Glastonbury does just that. Customers also anticipate unexpected surprises which contribute to the sense of adventure and also boost people's adrenaline. There are many experiences that follow Glastonbury, camping with other festival-goers is an experience that many people have during the festival. Immersing oneself in various forms of art, including visual arts, theatre, dance, and other cultural experiences that contribute to the festival's vibrant atmosphere. Glastonbury offers eco-friendly experiences to customers where you can participate in committing to the festival's eco-sustainability and help minimize the environmental impacts.

Change of visitor typology

Visitor typology refers to the categorization of visitors based on their characteristics, behaviour's, motivations, and preferences. Glastonbury has loads of different types of visitors. The most common type of visitor is the music enthusiasts, these people purely go to the festival for the music, these visitors are passionate about music and get a buzz from it. The artists and genres featured in the festival's lineup can significantly impact the types of attendees. If there's a shift in the music genres or a focus on specific artists, it may attract a different audience. The next type of visitor at Glastonbury festival are cultural explorers who appreciate the festivals offerings and not just the music, these visitors mainly want to learn more about a culture or environment outside of their own. Hippies are another visitor type in Glastonbury who go for the festival's peace, love and utility. Glastonbury has activities and things to do for all their visitor types that suit the wants and needs of the customers. There are also many economic factors that could influence the ability of people to attend festivals. Technological integration can also affect the visitor numbers such as virtual reality experiences, this is because it could meet demands of somebody who doesn't want to travel far and wants to stay home. Also changes in the marketing can affect visitor typology, this is because if the brand change how they promote it and change promotional strategies, it could attract a different crowd. Party goers and night owls also play a big part of Glastonbury festival. They purely go to the festival for night life and late performances

Jones, J. (2019) '10 types of people you'll find at every Glastonbury Festival,' *Metro*, 11 December. <https://metro.co.uk/2016/06/23/the-10-types-of-people-youll-find-at-every-glastonbury-5931944/>. (accessed 29th November 2023)

Conclusion

In conclusion Glastonbury is the biggest festival in the UK that creates many short- and long-term impacts. A short-term impact of Glastonbury festival is that it gives an economic boost to the local and global economy including increased tourism sales and also job opportunities open up when the event takes place. Another short-term impact of the event is that it creates and environmental awareness due to it promoting sustainable practices which helps raise awareness towards young attendees. The artists who decide to perform during the festival also gain a boost of followers on social media this can contribute to them performing more which will overall boost the events industry long term impacts are also created during the festival. One of which is that it helps influence the music and art scene for years. Glastonbury's focus on social and political issues can inspire long-term engagement and activism among attendees, encouraging a sense of responsibility and participation in social change. Glastonbury's festival leaves a long-lasting imprint on the events culture, the economy and society. A recommendation to the stakeholders for the future of sustainability of Glastonbury is that they could introduce a scheme once the event

is over is to offer everybody small gift or memorabilia to everybody who gives helps cleanup after the event. This is a good thing because not only will it help contribute towards making the environment cleaner and also makes the process quicker and more rewardable. Another recommendation could be that they could improve on their toilet facilities to the general public. This could bring in more customers due to people wanting a clean and safe place to use the toilet.

References

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