

Welcome to Sustainable Hospitality & Tourism Management

I will begin the Lecture at 9:30am, so use this as an opportunity to grab a hot drink and to ask me any questions that you have got.

When I start the lecture, can you please have your mic muted as there is a number of us in the meeting so it could cause a disturbance.



BMIH5006

Sustainable Hospitality and Tourism Management

Week 7

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

Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC –No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch it again

Why is this important?

This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.

-Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.

-You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.

-You will be asked to share your screen and "present" your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.

Get a laptop!

- Therefore, we ask you to purchase a laptop if you don't already own one, **by the end of Week 2.**
- Failure to do so within this time period will result in you being reported to the Level Lead in Week 3.
- The University offers bursaries that can provide a suitable device and/or contribute towards connectivity costs if you need some financial help with this.

-Digital Connectivity Bursary Application Form

-Undergraduate Bursaries

Non-Academic Misconduct

Covers:

- Actions which cause actual or potential distress or harm to others;
- Actions which cause actual or potential damage to property of others;
- Actions which may prevent or disrupt the normal functioning of the University;
- Actions which may cause reputational damage to the University as a result of the misconduct of the alleged perpetrator;
- Actions which impede or interfere with the pursuance of work/ study of University members, or impact on normal operations of the University;
- Breaches of the University's Student Code of Conduct.

Harassment

Bullying

Victimisation

Hate Crimes

Sexual
Misconduct

Antisocial
Behaviour

Damage to
Property

<https://www.uwtsd.ac.uk/media/uwtsd-website/content-assets/documents/student-experience/UWTSD-Student-Code-of-conduct-2021.pdf>

UWTSD STUDENT CODE OF CONDUCT

This document sets out the standards of conduct that are expected of students at UWTSD.

UWTSD expects its students to conduct themselves in a manner that does not bring the reputation of the University into disrepute. Where a student's conduct does not meet the expectations outlined in the Student Code of Conduct, the University **Non-Academic Misconduct Policy may be applied**. Examples of conduct that may breach this code of conduct can be found in the Non-Academic Misconduct Policy.

The University seeks to provide a safe and inclusive environment for all students, and therefore it takes breaches of this code of conduct seriously. If you are experiencing behaviour that contradicts this code of conduct, (e.g. harassment, sexual misconduct, bullying through social media), please report the allegations to the University as outlined in the Non-Academic Misconduct Policy. The University will look to provide support to you as appropriate through its procedures (this may include offers of mental health support and/or referral to external support).

Professionalism

- It is expected that you act in an honest way and that you will abide by the law.
- You should familiarise yourself with and adhere to approved University policies and regulations.
- Attend and engage with your programme of study and proactively seek support when needed as outlined in the **Student Charter**.
- Where applicable, adhere to relevant professional standards relating to personal and professional conduct. See also the University **Fitness to Practise Policy**.
- Where applicable, adhere to relevant professional, statutory, regulatory body expectations and requirements to protect present and future patients, service users or clients at all time. See also the University **Fitness to Practise Policy**.

Caring for each other

- You should recognise everyone is an equal member of the community whether teacher, student, administrator, cleaner or security worker. Everyone should be extended the same respect and support.
- It is expected that you should not be judgemental about others – not blame or stigmatise groups or individuals, for example, if they should become unwell with Covid-19 or are not able to follow all protective behaviours due to reasons of disability or medical exemption.
- You are expected to help your fellow students whether on campus, online or in halls, without posing a risk to yourself, especially if they are in difficulties or don't understand procedures. For example, you can offer help by directing your fellow student to the appropriate support service (e.g. the **Hwb** or **Student Services**).

Representing the University

- You are an ambassador for the University at all times. The University expects that you will act responsibly and respectfully both within the local community and when away from the local environment (for example, whilst on study abroad, field trips or placements, or when representing the University in sporting events).
- You should show good sportsmanship whilst representing the University in sporting events.
- When visiting off-campus locations for events, you should treat the facilities at the location you are visiting, as well as any transport that has been arranged to get you to your location, appropriately and with due consideration for others.
- You should behave in a manner which upholds the good reputation of the University, including whilst off-campus for sporting or social events associated with the University.

Respect for the University Environment

- You should treat University buildings, property and facilities with respect and refrain from conduct which may damage the University environment.
- You should ensure that any UWTSD equipment or facilities are used appropriately and with due consideration for others (e.g. shared computers or equipment, **IT Acceptable Use Policy**).
- You should show respect for the campus environment (for example by disposing of litter appropriately).
- You should make yourself aware of the health and safety arrangements at the University (for example, the **University Smoking Policy**).
- It is expected that you have your student ID card with while you are on campus and access University facilities.

Respect for Others

- It is expected that you act responsibly and courteously towards others.
- You should recognise the importance and value of equality and diversity in the University community by treating all members of the University with dignity and respect both in person and through alternative means (including but not limited to email, social media, instant messaging and texting) so that they do not feel as though they are being harassed or bullied.
- You should conduct yourself in a manner that does not harm or does not have the potential to harm others. This includes refraining from:
 - Abusive or unreasonable conduct e.g. acts of bullying or harassment; including harassment related to the protected characteristics
 - Physical misconduct e.g. punching, kicking, slapping, biting, pushing or shoving;
 - Sexual misconduct (see **Non-Academic Misconduct Policy**);
 - Threats of injury or violence upon others;
 - Activities which may constitute a hate crime;
 - Activities related to the incitement of, or participation in, acts of terrorism;
 - Activities that wilfully and deliberately spread misinformation;
 - Activities which foster blame narratives (i.e. apportioning blame without factual basis).
- Respecting the right of others to hold opinions that are different to your own. The University encourages respectful discourse and discussion. Where there are disagreements or debate, it is expected that students use appropriate language at all times including respecting protected characteristics.

Respect for the community

- It is expected that you consult and follow current government guidance and University advice, guidance and regulations relating to Covid-19 including the need to quarantine, self-isolate, social distancing requirements or reporting for contact tracing.
- It is expected that you will follow all health and safety practices required or recommended by health professionals such as frequent hand-washing and hand sanitisation.
- It is expected that you adhere to University policies relating to the wearing of face masks.
- It is expected that you behave responsibly within the wider community in which the University operates and follow any local guidelines.



Tourism Destination Management

Defining a Destination...

- A physical space in which a visitor spends at least one overnight. It includes tourism products such as support services and attractions, and tourism resources within a day's return travel time. It has physical and administrative boundaries defining its management, and images and perceptions defining its market competitiveness. (UNWTO, 2007)
- The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip. (UNWTO 2021)
UNWTO (2021) www.unwto.org/glossary-tourism-terms, accessed 14/11/2022

The 3 principles of Destination Management

UNWTO has identified three areas of key performance in destination management at DMO level:

- **Strategic Leadership,**
- **Effective Implementation**
- **Efficient Governance.**

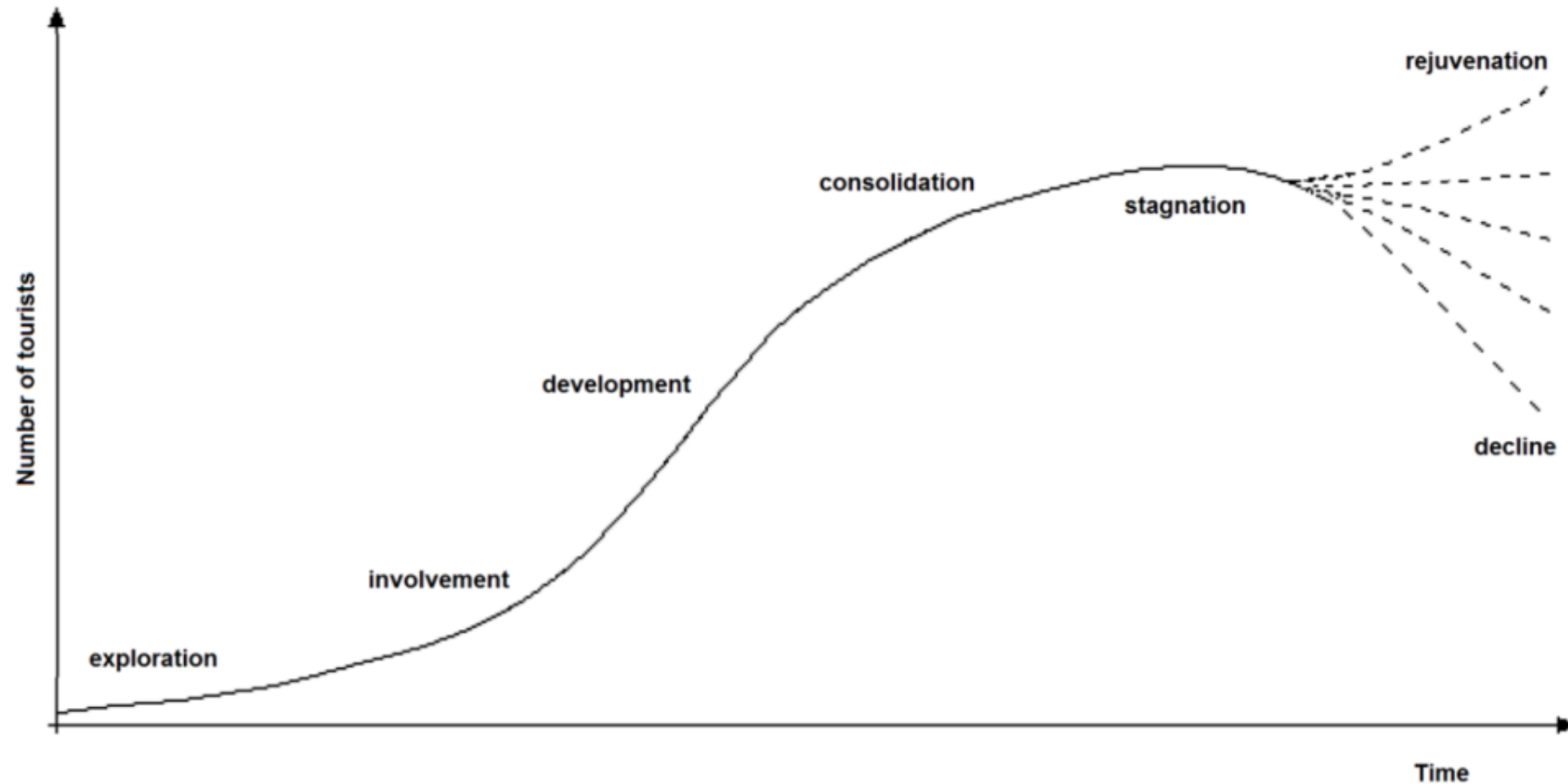
UNWTO works to provide guidance and share good practices on policies and governance models aimed to effectively support the tourism sector at the different levels: national, regional and local.

<https://www.unwto.org/policy-destination-mamagement>

What is Butler's Model?

- **Butler's Tourism Area Life Cycle (TALC) Model (Butler, 1980) provides a fundamental underpinning to travel and tourism management of destinations.**
- **Not sure what that means? Well, basically, it is the theory underneath the story of a destination.**

Butler Model (TALC)



Example – Butler's Model on a destination



Destinations:

Primary and secondary tourism resources

Primary

- The main motivation for tourist activity
- Natural or built environment
- Can include events, festivals and religious

Secondary

- Those things built or developed to meet the needs of tourists
- Hotels/accommodation, restaurants/cafes, visitor attractions
- Transport infrastructure



[Newsbeat: Thailand's Maya Bay: 'You think you're in Times Square'](#)

Considerations...

- Carrying Capacity
- High quality attractions
- Tourism infrastructure
- Community support and tolerance
- Government assistance at all levels
- Personal security and safety of tourists
- Code of ethics and behaviour of tourists
- Developing new businesses.
- Expanding job opportunities.
- Increasing income.
- Marketing new products.
- Improving infrastructures.
- Encouraging diversification.
- Integrating local economy.
- Promoting community pride.
- Higher quality of life for local population.
- Cultural harmony
- Cultural diffusion
- Transmitting culture.
- Safe and Secure environment
- Harmony between traditional and foreign cultures must be established through demonstration and communication.

In other words – **authenticity!**

Time for a break!



Destination Strategy

- The ultimate success of a DMO relies upon a range of supporting strategies and plans
 - On-going research
 - Visitor management strategies
 - Marketing plans
 - Funding strategies

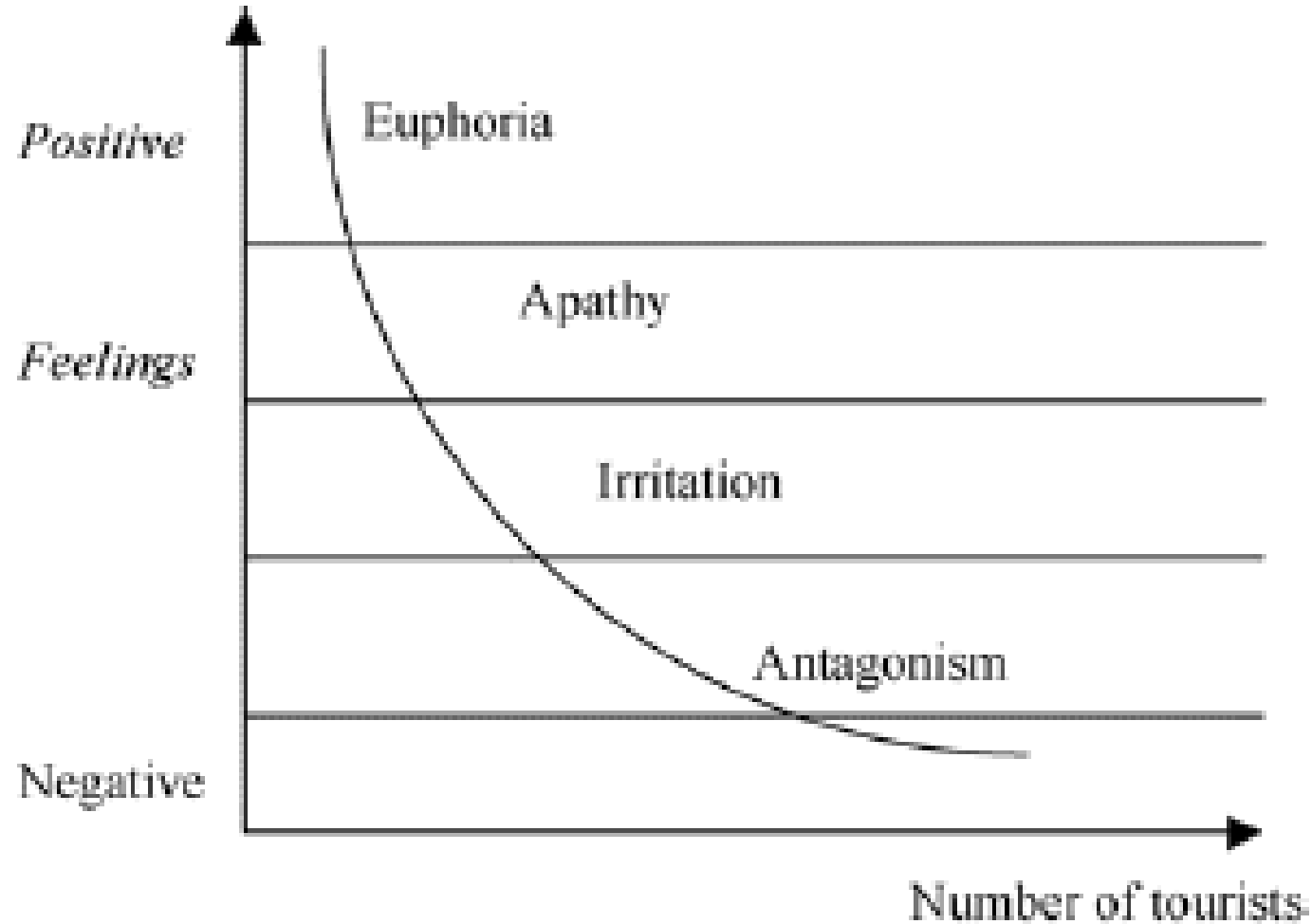
Destination Development and Marketing

- Quality management
- Destination management systems
- **Sustainable transport**
- Tourist taxes and visitor payback
- Promoting local distinctiveness
- **Sustainability schemes**
- Tourist interpretation and education
- Step 1: Market evaluation
- Step 2: Market identification
- Step 3: Marketing mix
- Remember the 4 Ps ! (and 7Ps of the service /hospitality mix)
- Also, the **Positioning** of a destination e.g. upmarket compared with budget?

Performance Management

- Key Performance Indicators:
 - Volume and value of tourism
 - Visitor satisfaction
 - Industry satisfaction
 - Marketing performance
 - Quality performance
 - Organizational performance
 - Environmental performance
 - Comparative performance

Doxey's Irridex Model (1975)



Doxey linked with Butler

<i>Level of irritation</i>	<i>Destination responses to tourism</i>	<i>Likely stage(s) (Butler, 1980)</i>
1. Euphoria	- associated with the initial phase of the development of the destination - sense of excitement and anticipation - informal contact with tourists	Exploration Involvement
2. Apathy	- more formal contact with tourists, begin to be seen as a source of income and investment	Development
3. Annoyance	- residents begin to show misgivings about the tourism industry, due to increasing numbers and external investment and infrastructure	Consolidation
4. Antagonism	- irritations are expressed verbally and physically - politeness gives way to antagonism - tourists seen as the cause of the problem	Stagnation Decline

Funding and Finance for Destination Marketing (UK)

- Central & Local Government
- Grant aid/ Lottery funding
- Advertising
- European funding?? What has replaced this?
- Marketing campaigns
- Sponsorship

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Destination Auditing



Geographical analysis



Visitor satisfaction
surveys



Community surveys



Assessment of
destination carrying
capacity



Environmental
impact assessment



Economic impact
assessment

Activity



What would you now add to your business plan from Entrepreneurship to ensure its sustainability?

Recap





SEE YOU NEXT WEEK

HOSPITALITY
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References...



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- De Bois (2021) The de Bois Review: an independent review of Destination Management The de Bois Review (publishing.service.gov.uk)
- Dickman, S. (1997) *Tourism: An Introductory Text*. Holder Education, Rydalmere, New South Wales.
- M. van Niekerk & W. J. L. Coetzee (2011) Utilizing the VICE Model for the Sustainable Development of the Innibos Arts Festival, *Journal of Hospitality Marketing & Management*, 20:3-4, 347-365
- UNWTO World Tourism Organisation definition (2007),
- UNWTO (2007) International Recommendations on Tourism Statistics: Provisional Draft, Revision 5. World Tourism Organization, Madrid, Spain.
- UNWTO (2021) www.unwto.org/glossary-tourism-terms

I look forward to seeing you next week.

If you have any questions in the meantime,
please send an email from your student account

k.roberts@uwtsd.ac.uk