

Liverpool Travel Review

Including the Niche Market of
Music Tourism



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Change of Itinerary

Responsible Tourism

The purpose of this review is to give an insight of the Educational Adventure Experience to The Beatles Museum.

It is important to note that the official itinerary for the European Field Trip was Paris and Switzerland. However due to the coronavirus The University made the responsible decision to change the itinerary to North Wales, Liverpool and Manchester as it was in their best interest to keep all students and staff safe.

As you can see all students made the most out of this fantastic opportunity!

"There's nowhere you can be that isn't where you're meant to be" John Lennon



The Beatles Museum

The chosen Niche Tourism is Music as in 2015 the city became a UNESCO City of Music as stated by Bolderman L. 2016 Therefore the planned excursion was The Beatles Museum.

Upon arrival the excursion was £13 entry for students. As audio guides were provided it ensured an individual could go through the museum at their own pace. In addition to this, the museum covered all information of The Beatles from birth, The Beatles at their best and even had a beautiful memorial section for John Lennon.

Although the museum was very authentic and worth the money spent. They could provide customers with the opportunity of recreating the iconic Abbey Road picture.



Issues with Niche Tourism

However, one issue with Niche Tourism is that it is not reliable. Yeoman, I (2012) has stated that tourism in the future will change drastically due to consumer demand.

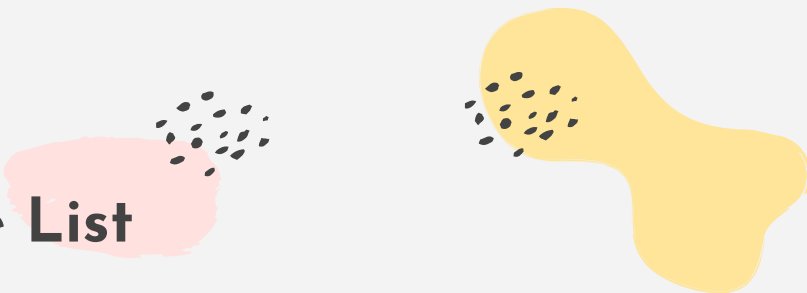
According to Brocken, M (2015) publicity of The Beatles Reunion always increased tourism in the city. This means that it is vital that Liverpool market music tourism to the younger generation otherwise attractions like The Beatles Museum may see a decrease in customers. **Here are a few pictures of The Beatles influence within Liverpool.**

Conclusion

Overall, it is clear to see that Liverpool still embraces the Musical History and encourages tourists to visit and The Beatles Museum is an authentic way to learn more about the band. However, due to consumer demand it is vital for the museum to cater towards people of all ages.

Therefore you should visit the city and experience The Beatles Influence as soon as you can!





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