

Destination Management: CopenHill, Denmark

Name: Anwar Miah 2021148

Module Title: Sustainable Hospitality and Tourism Management

Module Code: BMIH5006

Lecturer: Dr Huw Thomas

Table of Contents

Table of Contents.....	2
Introduction	3
Three Sustainability Pillars at CopenHill, Denmark.....	4
Butler's Life Cycle Model	6
Doxey's Irridex Model.....	9
The Recommendation and Conclusion	10
Reference.....	11

Introduction

Consumer contentment, safety, and enjoyment are essential to tourism enterprises, making it a vibrant and competitive economy that necessitates the capacity to react continuously to customers' changing wants and aspirations. Advanced economies and developing nations have a lot of potential thanks to tourism. It improves the local economy, boosts job growth, aids in developing local infrastructure, and can lessen poverty and inequality while preserving the environment and cultural traditions. A long-term outlook is the foundation of sustainable tourism. It follows moral guidelines and promotes social fairness, cultural diversity, environmental stewardship, and economic gains. CopenHill, Denmark, was selected to make this project Bjarke Ingels Group first envisioned the historic CopenHill waste-to-energy facility in Copenhagen. Before BIG, in 2002, Bjarke Ingels' business, PLOT, first created the idea for CopenHill (Baldwin, 2019). A waste-to-energy facility called CopenHill has a ski slope, a hiking trail, and a climbing wall on top of it. The power plant, which combines an architectural landmark with an urban recreation center, contributes to Copenhagen's effort to become the first carbon-neutral city in the world by 2025 (Koumari (2002). Waste-to-energy facility Copenhill costs £490 million (Ijeh, 2022). The power plant already delivers district heating and electricity to 150,000 homes in Copenhagen each day. Locals in Copenhagen now take pride in possessing the "cleanest trash incinerator in the world," which is in addition to being the most spectacular (*CopenHill: Copenhagen's Center for Urban Mountain Sport - THE Stylemate*, 2021).

Three Sustainability Pillars at CopenHill, Denmark

Natural ecosystems are considered sustainable if they can sustain life over time while also providing for the demands of the current generations without jeopardizing those of the following one (Hua & Wondirad, 2020). One of the aspects of the hospitality and tourism industries that both travelers and the management of hotels and tourist locations find to be most unsettling is sustainable tourism. The authorities must consider sustainability in their business operations because visitors are increasingly conscious of their surroundings and other socioeconomic aspects. Sustainability is fundamentally the combination of three elements: society, economy, and environment. Even though each component may be enduring on its own, they all undoubtedly interact with one another. Sustainability, in this sense, aims to accomplish three things: Ecosystems are protected and restored, businesses and local economies can operate profitably both now, and in the future, social progress is supported, and cultural identity is safeguarded. The sustainability tenets forbid us from sacrificing the present for the sake of the future; instead, they enable us to meet our needs today without compromising the resources for future generations. Sustainability in the environment refers to engaging with the natural world without harming or diminishing it. Economic sustainability is the capacity to sustain a specific economic output over an extended period. It enables a steady increase in the average GDP and per capita income. It offers a consistent tax base that is big enough to run community services and produce steady capital growth. Businesses experience consistent profitable growth and total shareholder return in a sustainable economy. Sustainability in the economy emphasizes quality above quantity. Economic sustainability assures that an economy also survives but evolves. Social sustainability promotes equality of opportunity and respects the person. It guarantees that variety is respected and that individual rights are upheld. In addition to offering chances for citizens to develop their skills, a sustainable system also ensures that everyone has access to quality healthcare and an effective educational system. A method of conserving and maintaining a location's culture is known as cultural sustainability (Hughes, 2015). The best illustration of hedonistic sustainability is CopenHill, which demonstrates how architecture can benefit the environment. By combining the idea of "hedonistic sustainability" developed by

Danish architect Bjarke Ingels, the project, which started in 2013, had as its primary objective making the Danish capital the first carbon-neutral city in the world by 2025. This concept of a "sustainable city" considers environmental improvement and the construction of more comfortable surroundings for the lives of its residents. CopenHill is a construction site that, with the help of its scalable facade, walking roof, and ski slopes, has been able to transform its mass of structure into a hub that fosters social life in the city. Its highest environmental performance and minimal environmental emissions allow it to have neighbors within 200 meters and be less than 2 kilometers from the Danish Royal Palace, which is a highly intriguing aspect of the plant. A natural park and hiking trail is included in the proposal, and this vast green space will completely transform the nearby industrial region. Therefore, future green construction proposals that appear to have been established will soon feature the hedonistic sustainability that this notion aimed to attain. (*CopenHill: An Example of "Hedonistic Sustainability" | Blog*, 2019) . From the beginning, authorities designed CopenHill to be an infrastructure investment with a positive social impact. A mountain in a land that is primarily flat will feel fresh to adventure seekers and tourists who reach CopenHill's summit. The rooftop bar, bridge room, climbing wall, and highest viewing plateau are also available to non-skiers. A thriving green area and an entirely new urban ecosystem are formed on CopenHill as it becomes the home of birds, bees, butterflies, and flowers (Es & van Es, 2019). Underneath the slopes, churning furnaces, steam, and turbines turn 440,000 tons of garbage into that much clean energy each year to supply 150,000 households with district heating and power (*CopenHill: Hedonistic Sustainability | urbanNext*, 2019). The financial structure is crucial to achieving high resource recovery and involves performing. When given a long financial planning horizon and only a modest expectation of a return on investment, investments in increased efficiency show their value. A loan backed by the five municipalities is used to fund the Copenhill WtE facility. Additionally, the possibility of selling district heating rather than electricity would significantly impact the economy and overall energy recovery. Without including the ski slope, climbing wall, café, etc., the investment for Copenhill is roughly €500 million. Implementing a complete turbine bypass system makes it possible to sell much heat when electricity prices are low or when there

is a significant demand for heating. The salvaged metals are traded for expensive new materials (*Copenhill - a Danish Waste to Energy Icon Is Born*, 2014).

Butler's Life Cycle Model

R. W. Butler presented his tourism area cycle of evolution model in 1980. It featured a graph showing the relationship between time and tourist numbers on the x-axis and y-axis, respectively. Butler's plan includes a demand for sustainability and resource conservation, lengthening the period a location can continue to be a desirable tourist destination. Butler's life cycle can help company plans and regional development for the tourism industry to maintain long-term goals that prioritize sustainability rather than the highest possible immediate profit (Hwang, n.d.). The Butler Model can be used to investigate how resorts alter over time and concerning changing tourist demands. CopenHill, Denmark, has gained appeal since the pandemic and is now viewed by tourists as the best place to preserve a close connection with nature.

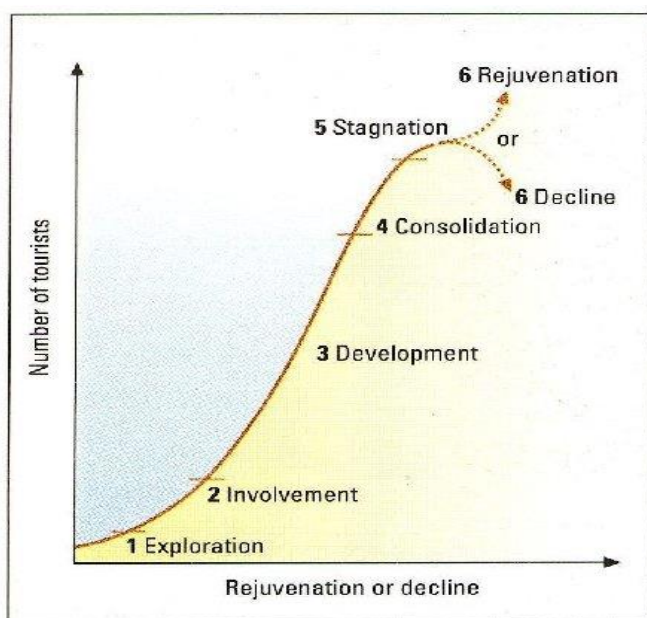
Based on Butler's Life Cycle, the life cycle stage of the CopenHill, Denmark, is discussed in the following:

Butler's life cycle model comprises six stages that clearly understand how a tourism destination develops.

Exploration stage: In Butler's approach, a place is first found as having valuable assets by a select group of people during the discovery and exploration stage. There are no particular advantages for visitors at this time, although there is much engagement with the locals. Tourism has no economic or social effects on the community. This tiny group of early travelers is independent and spreads knowledge about a place through word of mouth or employing chosen affinity groups (Hwang, n.d.). Therefore, the government and local communities invest in tourism destinations to boost the number of tourists. The number of tourists gradually rises as more people know the destination.

Involvement stage: Due to an increase in tourists from different regions of the country at this point, local communities began offering more perks to visitors (Mundet & Coenders, 2010). They conduct a variety of promotional activities to attract potential tourists. While other tourism organizations take care of the tourists' other travel arrangements, the government invests money in the infrastructure of the tourist site. A tourism season might begin at this point.

Development stage: During the growth stage, businesses and individuals from outside the area replace the local service providers in the tourist attraction. Private sector support also develops the tourism destination's infrastructure. (Nunkoo & Ramkissoon, 2012). The government built new airports and highways to handle many tourists. Government agencies, commercial businesses, and nonprofits all disseminate promotional materials. It will be developed and promoted to have both natural and cultural attractions. The region may occasionally see visitor numbers equal to or greater than the local population due to the assets' rising appeal and accessibility.



The Butler Model

Figure 1: Butler's life cycle model

Source: (Yun & Zhang, 2016)

Consolidation stage: The consolidation phase denotes the climax of a region's tourism industry expansion. It is marked by slower growth in visitors or the growth of tourism as the primary industry in the region. The local populace and tourists must communicate more clearly during the consolidation phase. Since local communities no longer control the tourism destination, they frequently cause issues for visitors. The influence of the private sector over tourist sites is more significant than local. Furthermore, there is a possibility that this will harm the local economy because franchises and other multinational corporations are engaged at this level. Visitors continue to outnumber inhabitants despite slowing tourist growth (Kruczek & Szromek, 2011).

Stagnation stage: The phase of stagnation ends the dynamic of visitor growth, brings the area to its peak in terms of visitors and then causes a fall in visitors, which can be detrimental to the environment, society, and economy. A place struggles with the resulting lack of resources, social services, and environmental degradation while operating at maximum capacity. A lack of resources makes a place appear outdated, poorly kept, or dilapidated. The number of visitors continuously decreases because no changes have been made to accommodate them better. Changes in ownership could be detrimental to the tourist destination.

Decline stage: In the decline stage, most visitors pass through as daytrippers or weekend travelers on their way to another location. The local businesses have little resources for large-scale advertising to draw or keep customers, so the area might cease to be known as a tourist attraction (Hwang, n.d.).

Alternatively, the Rejuvenation stage: A tourist destination can skip the decline phase by entering the revitalization phase. The authorities and government take the necessary actions to resurrect the tourism area by creating a new marketplace that attracts plenty of tourists. This phase is essential for the tourism and hospitality industries to remain viable in the long run. A tourism industry could again arise due to this revitalization, spurred on by the government and private sector investments in constructing new amenities.

According to Butler's life cycle model, CopenHills is in the regeneration stage, and the local administration has taken several steps to ensure a sustainable tourist destination.

Doxey's Irridex Model

According to Doxey's Irridex Model, which he devised in 1975, locals who initially had a favorable perspective on tourism activities came to have a negative perspective due to the industry's rapid growth and drawbacks. This research focuses on the anthropology of tourism's theoretical study of social engagement and the connection between visitors and hosts (Putoba, 2018).

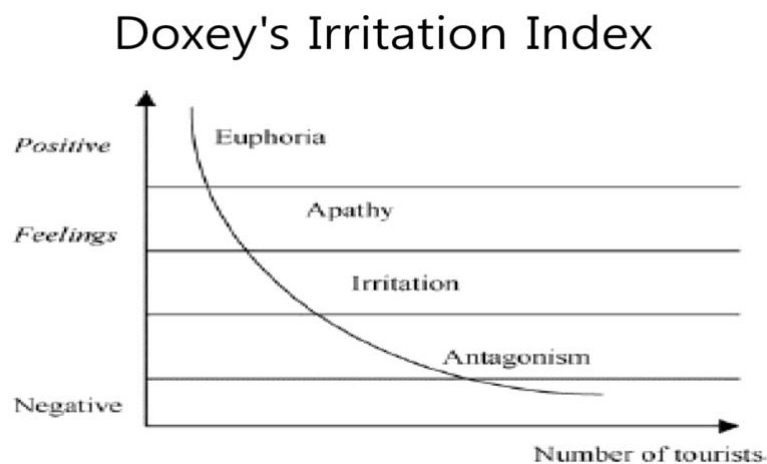


Figure 2: Doxey's Irridex model

Source: (Delacy, 2017)

Doxey's Irridex indicates that CopenHill, Denmark, is at the Apathy stage as a tourist destination while the authorities revitalize the destination. Cornwall's CopenHill draws lots of visitors, which helps the local economy. The authorities also employ sustainable strategies to satisfy present and future demands.

In the early stages of Doxey's Irridex model, few tourists travel to the location during the ecstasy period. A place has advanced to the next level when developed and is heavily used by tourists. When excessive growth harms their towns, locals feel irritated with tourists and the tourism sector. The tourist destination degrades the way of life in neighboring villages during the hostile phase.

The Recommendation and Conclusion

To meet environmental standards, aid local communities, and strengthen the local economy, CopenHill in Cornwall is recommended to sustain the three sustainability pillars. The government should also inspire everyone, particularly the younger generation, to protect the plants that support all life on Earth. Because of this, the government will be able to solve the ecological and climate change challenges for future generations while also gaining societal advantages in this area.

Reference

Aall, C., Dodds, R., Sælensminde, I. and Brendehaug, E. (2015). Introducing the concept of environmental policy integration into the discourse on sustainable tourism: a way to improve policy-making and implementation? *Journal of Sustainable Tourism*, 23(7), pp.977–989.

Baldwin, E. (2019, October 7). *CopenHill: The Story of BIG's Iconic Waste-to-Energy Plant*. ArchDaily. Retrieved November 17, 2022, from <https://www.archdaily.com/925966/copenhill-the-story-of-bigs-iconic-waste-to-energy-plant>

<https://www.architecturaldigest.com/story/bjarke-ingels-copenhill-soon-feature-worlds-tallest-climbing-wall>

Buhalis D. (2000). Marketing the Competitive Destination of the Future, *Tourism Management*, 21: 97–116.

Butler R.W. (1980), The Concept of the Tourism Area Cycle Evolution: Implications for Management of Resources, *The Canadian Geographers*, 24/1, Canada: 5-12.

CopenHill: Copenhagen's center for urban mountain sport - THE Stalemate. (2021, January 13). THE Stalemate. Retrieved November 17, 2022, from <https://www.thestylemate.com/copenhill-denmark-copenhagens-epicenter-for-urban-mountain-sport-architecture/?lang=en>

CopenHill: an example of “hedonistic sustainability” | Blog. (2019, November 13). La Cuisine International. Retrieved November 17, 2022, from <https://www.lacuisineinternational.com/en/blog/copenhill-an-example-of-hedonistic-sustainability/>

Copenhill - A Danish Waste to Energy Icon is Born. (2014, September 14). WMW. Retrieved November 17, 2022, from <https://waste-management-world.com/artikel/copenhill-a-danish-waste-to-energy-icon-is-born/>

CopenHill: Hedonistic Sustainability | *urbanNext*. (2019, October 15). *urbanNext* |. Retrieved November 17, 2022, from <https://urbannext.net/copenhill/>

Corak S. (2006). The modification of the tourism area life cycle model for Re(inventing) a destination: the case of the Opatija Riviera, Croatia. R.W. Butler (ed.) *The tourism area life cycle*. Vol.1. Applications and modifications, Channel View Publications, Clevedon – Buffalo – Toronto, pp. 271-287

Delacy, T. (2017). *Green growth and travels: concept, policy, and practice for sustainable tourism*. London; New York: Routledge.

Es, K. V., & van Es, B. K. (2019, October 7). *CopenHill turns a power plant into the bedrock for social life - Åvontuura*. Åvontuura. Retrieved November 17, 2022, from <https://www.avontuura.com/copenhill-by-big-bjarke-ingels-group/>

Høgsholt, D. (19 January 2017). [Danmarks største kunstige skibakke er under opførelse - i København](#). TV2. Retrieved 19 July 2017.

Hua, H. and Wondirad, A. (2020). Tourism Network in Urban Agglomerated Destinations: Implications for Sustainable Tourism Destination Development through a Critical Literature Review. *Sustainability*, 13(1),

Hwang. (n.d.). *Butler's Tourism Area Life Cycle and Its Expansion to the Creative Economy*. (PDF) Butler's Tourism Area Life Cycle and Its Expansion to the Creative Economy | Leo Hwang - Academia.edu. Retrieved November 17, 2022, from https://www.academia.edu/39153170/Butlers_Tourism_Area_Life_Cycle_and_Its_Expansion_to_the_Creative_Economy

Kumari. (2022, January 12). *CopenHill, A Waste-to-Energy Plant With a Ski Slope*. ParametricArchitecture. Retrieved November 17, 2022, from <https://parametric-architecture.com/copenhill-a-waste-to-energy-plant-with-a-ski-slope/>

Ijeh, I. (2022, November 18). *Projects: Copenhill ski slope and energy-from-waste plant, Copenhagen*. Building. Retrieved November 17, 2022, from

<https://www.building.co.uk/buildings/projects-copenhill-ski-slope-and-energy-from-waste-plant-copenhagen/5102285.article>

Purvis, B., Mao, Y. & Robinson, D. (2018). Three pillars of sustainability: in search of conceptual origins. *Sustainability Science*, [online] 14(3), 681–695.

Slavin, T. (26 October 2016). [An incinerator with a view: Copenhagen waste plant gets ski slope and picnic area](#). The Guardian. 19 July 2017

Volgger, M. and Pechlaner, H. (2014). Requirements for destination management organizations in destination governance: Understanding DMO success. *Tourism Management*, 41(32), pp.64–75.

Vølund: [ARC, Copenhill / Amager Bakke, Copenhagen, Denmark](#). Retrieved 19 July 2017.

["Waste-to-energy Plant Amager Bakke, Copenhagen, Denmark, Plant fact sheet"](#)
."Babcock Wilcox Volund

Zajadacz A., Śniadek J. (2011), Cykl życia obszaru turystycznego – studium przypadku regionu leszczyńskiego [The tourism area life cycle – a case study of the Leszno region], [in:] A. Rapacz (ed.), Gospodarka Turystyczna w regionie [Tourism economy in the region], Published by the EU in Wrocław, pp. 1029-1041 (in Polish).