

# Analysis of chester as a tourist destination tourism essay



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## **ABSTRACT**

The aim of this research was to examine the Chester as tourism destination for tourists USA and develop marketing strategy for tour operators. The research has accomplished following objectives: to examine the attractiveness of Chester as tourism destination for tourists USA ; to identify USA tourists preferences of Chester as tourism destination; and to develop marketing strategy for tour operators offering service for Chester. For achieving aims and objectives secondary data was collected reviewing and discussing books journals and other reports; and further primary data was collected surveying 50 USA tourists visiting Chester through questionnaire. The major results of the research are presented below.

Visit art and craft centers and visit museums and parks are the principal purposes why tourists of USA would prefer to visit Chester. In most cases tourists of USA would prefer to visit Chester by travel agent. In most cases tourists of USA would prefer to book their tour of Chester online. In most cases tourists of USA would consider concessions and packages whilst booking their tour for Chester . In most cases tourists of USA would consider low price services by travel agents whilst booking their tour for Chester. Whilst visiting Chester tourists of USA would centrally focus on service offered as convenience and quality. Whilst visiting Chester tourists of USA would rather more prefer local services and domestic services.

## **DATA ANALYSIS**

### **INTRODUCTION**

This chapter is structured into three parts. In the first part , the demographic data collected through questionnaire is presented. In the second part, the subjective data collected through questionnaire is presented. Finally , in the third part , the collected subjective data is analysed with reference to literature review.

### **DEMOGRAPHIC DATA**

#### **You would prefer to visit Chester?**

Factors

No. of respondents

Response in percentage

Cumulative Percentage

Once in a year

18

36%

36%

Twice in a year

20

40%

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76%

More than twice in a year

12

24%

100%

As the data portrayal in the above table highlights: for respondents in greater majority (76% out of the total 50), they find that they would prefer to visit Chester 'twice a year'(40%) or 'once in a year'(36%) ; whereas for the remaining respondents (24%), they find that they would prefer to visit Chester 'more than twice a year' . On the whole, these data reiterate that in most cases USA tourists would prefer to visit Chester twice a year or once in a year.

## **Your age group is.....?**

Factors

No. of respondents

Response in percentage

Cumulative Percentage

Below 30 years

20

40%

40%

30 to 50 years

24

48%

88%

Above 50 years

6

12%

100%

As the data portrayal in the above table highlights: for respondents in greater majority (88% out of the total 50), they belong to age group of 'below 30 years'(40%) and '30 to 50 years'(48%) ; whereas for the remaining respondents (12%), they belong to age group of 'above 50 years' . On the whole, these data reiterate that in most cases USA tourists belong to age group of below 30 years and '30 to 50 years.

## **Your gender is.....?**

Factors

No. of respondents

Response in percentage

Cumulative Percentage

Male

32

64%

64%

Female

18

36%

100%

As the data portrayal in the above table highlights: for respondents in majority (64% out of the total 50), they are 'male'; whereas for the remaining respondents (36%), they are 'female' . On the whole, these data reiterate that in most cases USA tourists are male.

## **SUBJECTIVE DATA**

### **How do you see Chester as tourist destination?**

Factors

No. of respondents

Response in percentage

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## Cumulative Percentage

Highly attractive

36

72%

72%

Just attractive

14

28%

100%

Not attractive

0

0%

100%

As the data portrayal in the above table highlights: for respondents in greater majority (72% out of the total 50), they find that Chester is a 'highly attractive' tourist destination for them; whereas for the remaining respondents (28%), they find that Chester is a 'just attractive' tourist destination for them. On the whole, these data reiterate that in most cases Chester is a highly attractive tourist destination for USA tourists .

## **For what principal purpose you would prefer to visit Chester?**

Factors

No. of respondents

Response in percentage

Cumulative Percentage

Visit art and craft centers

28

56%

56%

Visit museums and parks

15

30%

86%

Enjoy playhouses'

7

14%

100%



As the data portrayal in the above table highlights: for respondents in greater majority (86% out of the total 50), they find that 'visit art and craft centers'(56%) and 'visit museums and parks'(30%) are the principal purposes they would prefer to visit Chester ; whereas for the remaining respondents (14%), they find that 'enjoy playhouses' is the principal purpose they would prefer to visit Chester. On the whole, these data reiterate that in most cases visit art and craft centers and visit museums and parks are the principal purposes why tourists of USA would prefer to visit Chester.

## **Which way you would prefer to visit Chester?**

Factors

No. of respondents

Response in percentage

Cumulative Percentage

By own

17

34%

34%

By travel agent

33

66%

100%

As the data description in the above table illustrates: for respondents in majority (66% out of the total 50), they find that they would prefer to visit Chester 'by travel agent' ; whereas for the remaining respondents (34%), they find that they would prefer to visit Chester 'by own' . On the whole, these data reiterate that in most cases tourists of USA would prefer to visit Chester by travel agent.

## **Which way you would prefer to book your tour for Chester?**

Factors

No. of respondents

Response in percentage

Cumulative Percentage

Online

40

80%

80%

Offline

10

20%

100%

As the data description in the above table illustrates: for respondents in greater majority (80% out of the total 50), they find that they would prefer to book their tour for Chester 'online'; whereas for the remaining respondents (20 %), they find that they would prefer to book their tour for Chester 'offline'. On the whole, these data reiterate that in most cases tourists of USA would prefer to book their tour of Chester online.

## **Would you consider concessions and packages whilst booking your tour for Chester?**

Factors

No. of respondents

Response in percentage

Cumulative Percentage

Yes

37

74%

74%

No

13

26%

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100%

As the data description in the above table illustrates: for respondents in greater majority (74% out of the total 50), they find 'yes' that they would consider concessions and packages whilst booking their tour for Chester; whereas for the remaining respondents (26 %), they find 'no' that they would not consider concessions and packages whilst booking their tour for Chester. On the whole, these data reiterate that in most cases tourists of USA would consider concessions and packages whilst booking their tour for Chester .

## **Would you consider low price services by travel agents whilst booking your tour for Chester?**

Factors

No. of respondents

Response in percentage

Cumulative Percentage

Yes

32

64%

64%

No

18

36%

100%

As the data description in the above table illustrates: for respondents in majority (64% out of the total 50), they find 'yes' that they would consider low price services by travel agents whilst booking their tour for Chester; whereas for the remaining respondents (36 %), they find 'no' that they would not consider low price services by travel agents whilst booking their tour for Chester. On the whole, these data reiterate that in most cases tourists of USA would consider low price services by travel agents whilst booking their tour for Chester. .

## **Whilst visiting Chester you would centrally focus on which service offered?**

Factors

No. of respondents

Response in percentage

Cumulative Percentage

Convenience

22

44%

44%

Quality

19

38%

82%

Timeliness

9

18%

100%

As the data portrayal in the above table highlights: for respondents in greater majority (82% out of the total 50), they find that whilst visiting Chester they would centrally focus on service offered as 'convenience'(44%) and 'quality'(38%); whereas for the remaining respondents (18%), they find that whilst visiting Chester they would centrally focus on service offered as 'timeliness'. On the whole, these data reiterate that in most cases whilst visiting Chester tourists of USA would centrally focus on service offered as convenience and quality .

## **Whilst visiting Chester you would rather more prefer which sort of services?**

Factors

No. of respondents

Response in percentage

Cumulative Percentage

Domestic services

20

40%

40%

Local services

22

44%

84%

International services

8

16%

100%

As the data portrayal in the above table highlights: for respondents in greater majority (84% out of the total 50), they find that whilst visiting Chester they would rather more prefer 'local services'(44%) and 'domestic services'(40%) ; whereas for the remaining respondents (16%), they find that

whilst visiting Chester they would rather more prefer 'international services'. On the whole, these data reiterate that in most cases whilst visiting Chester tourists of USA would rather more prefer local services and domestic services .

## **DATA ANALYSIS**

### **Chester as tourist destination**

The research literature suggests that for travel and tourism so as to eradicate these shortcomings. The strategy to travel and tourism sector complies with three paradigms the consumer-focussed impresses the majority of the deliberation on global marketing tactical plans. There is one more paradigm that is lean over rivalry (Porter, 1980, 1990). Nonetheless, the above mentioned paradigms, or a mix of these, are apparently not adequate as they undervalue the significance of intermediaries in the domain of travel and tourism. Therefore, the third paradigm of the strategy, the trade-focussed orientation of mediators' wishes, hardships and requirements should be looked into. The sections to follow amply with the three paradigms to tactical marketing, but they are not worth being treated as options, since they tend to be woven together into a composite strategy. Travel and tourism marketing are marked with market since the quick expansion of tourism requirement mounted throughout the globe during the last twenty years , which displayed an expansion in emerging formats of tourism marketing into being pertaining to wishes and trends of tourists. However, every market displays great promising tourism marketing since a number of European economies are oriented towards tourism as the most suitable ideological construction for the economic growth over a long period



of that among them happens to be Chester, England. Therefore, it was examined in this research as how USA tourists see Chester as tourist destination. The data collected in this context reveals that in most cases Chester is a highly attractive tourist destination for USA tourists(see figure 1).

## **Purposes of tourists to visit Chester**

The research literature suggests that the targeted places or the destinations provide a mix of tourism offerings and services, which are make use of under the umbrella of the destination. Destinations offer an amalgam of tourism products and services, which are consumed under the brand name of the destination. On the opinion of Leiper (1995: 87) , the targeted places are the locations in the direction of which people move and where they prefer to put up for a time so as to observe some attributes or specialties an imagined pleasure of some kind. In the opinion of Cooper, Fletcher, Gilbert, Shepherd and Wanhill (1998) targets or the destinations as the centre of conveniences and services planned to fulfill the requirements of the visitors. Chester enjoys the reputation of being not just a city, but also a tourists' destination or target place. It would be worthwhile to mention here that Extensive Roman continues to be medieval city walls, Tudor rows , a renovation church, a racecourse really in the city, museums, a river suitable for the purpose of enjoying boating and pleasurable morning and evening walks besides being the most coveted marketplace in the entire north-western circle of Britain. Generally summers are a time when it is quite tough to discover a suitable place put up at when it is overcrowded with the tourists. Chester happens to be a thickly populated city; nonetheless one can without

much difficulty go round in a few days' time. One remembers Chester for seafaring, splendid homes, wonderful estates and a tranquil standard of living. Summer reminds one of vessel races, garden get together and band concerts. Therefore, it was examined in this research as for what principal purpose USA tourists prefer to visit Chester. The data collected in this context reveals that in most cases visit art and craft centers and visit museums and parks are the principal purposes why tourists of USA would prefer to visit Chester (see figure 2).

## **Preference of medium to visit Chester**

The research literature suggests that the travel sector is greatly influenced by the quick progress of the internet and travel and tourism have left other product domains market on internet well, emerging the lone greatest domain of offerings marketed on the internet (Tourism White Paper, 2007).

Unsurprisingly, the tally of the tourism planners on the web has gone dramatically up in the recently bygone years. Surprisingly enough the number of tourism operators on the Web has increased considerably in recent years. Park and Gretzel (2007 p. 46) are of the view that the Web has truly brought revolution to the manner in which target marketing institutions furnish target details and the way they interact and come in contact with consumers and scholars. Tourism and travel are deemed to be uncommon since they are not in existence in case they happen to be in existence at a juncture when they are purchased, being just as details made use of to design travel tends to take much time relying on the sources of details compared to the quest on other consumer offerings and services (Fodness and Murray, 1998). The information-oriented attribute tourism offerings

implies that the internet, with its universal access and multimedia capacity, happens to be more significant agency of promoting and selling tourism and travel services (Park and Gretzel, 2007). Therefore, it was examined in this research as which way tourists of USA would prefer to visit Chester. The data collected in this context reveals that in most cases tourists of USA would prefer to visit Chester by travel agent (see figure 3).

### **Preference of booking to visit Chester**

The research literature suggests that the tourism sector is moreover marked with providing subordinate trade. For instance, the visitors tend to make use of a gamut of travel services such as air travel, car hire, place to put up at and tour facilities. These facilities are normally made available by a large number of institutions. A well-structured web can provide help in scheduling several tourism and travel services and assistance make it sure that the most suitable preferences are expressed leading to a more pleasurable realization for the visitor (Rita, 2000; Park and Gretzel, 2007; Tourism White Paper, 2007). The Internet is more and more significant to tourism since it furnishes knowledge to help customers with purchases (Connolly, Olsen and Moore, 1998), proving crucial in tourists' travel judgements (Vellas and Becherel, 1999). Tourism happens to be information-oriented sector and internet happens to be most influential and impressive agency to circulate and swap awareness (Rita, 2000). Therefore, it was examined in this research as which way USA tourists would prefer to book their tour for Chester. The data collected in this context reveals that in most cases tourists of USA would prefer to book their tour of Chester online (see figure 4).

## **Concessions and packages whilst booking tour for Chester**

The research literature suggests that the benefits to all participants taking part in the tourism venture should be fulfilled. In this way, it can be seen that proper planning and administration is quite mandatory so as to achieve advantage in tourism sector. The techniques of collecting the best prices or by resorting to the exorbitant efforts, the promotion of the targets is achieved which results into dissuasion of some market domains. In this manner, marketing is made use of in terms of a device to accomplish tactical aims of target locations and therefore need directed by the policies for local development. so as to gain advantage, the proper interpretation of the target kinds and marketing schemes are significant. The marketers prove instrumental in fulfilling the requirements of the visitors; they need to be in the possession of information relating to the targets and the prospective markets which draws the visitors. Suitable products in the market and appropriate encouragement need to be accorded for the visitors, which is likely to facilitate the maximization of advantages and fine-tuning their marketing mix to their aimed markets (McKercher, 1995; Tribe, 1997). Therefore, it was examined in this research as whether tourists of USA consider concessions and packages whilst booking your tour for Chester. The data collected in this context reveals that in most cases tourists of USA would consider concessions and packages whilst booking their tour for Chester (see figure 5).

## **Low price services whilst booking tour for Chester**

The research literature suggests that the competitor-focused to strategy focuses on competitive rivalry. The travel and tourism is currently in the

phase of transition and ambiguity, with latest and sophisticated technologies and more enlightened consumers in the backdrop of certain prospects and hurdles confronting the sector. a competitive marketing paradigm is expected to create and keep up and guard the standing of an institution. Community and personal travel and tourism institutions tend either to gain leadership in terms of cost or price, or segment them to achieve an offering attribute leadership. In addition, an attention on market scopes tends to helps to win a satisfactory status (Day, 1990; Toyne and Walters, 1993). Therefore policies and activities consider the demands of all the participants, to mention, native people, firms and investors, visitors, tour planners besides intermediate agencies, and interest groups. Possibly, the most complicated crisis is ascertaining the judicious application of zero-priced community goods, like landscapes, mountains, and the sea for the well being of all participants and meanwhile conserving the assets for the generations to come. Confrontations are very much apt to conveniently create, particularly in case a number of participants make use of assets for short-spanned advantages. A negotiation including all these interests is quite tough if not plausible, however is the instrument to facilitate prolonged achievement (Buhalis, 1999 ; Buhalis & Fletcher, 1995). Therefore, it was examined in this research as whether tourists of USA consider low price services by travel agents whilst booking their tour for Chester. The data collected in this context reveals that in most cases tourists of USA would consider low price services by travel agents whilst booking their tour for Chester (see figure 6).

## **Visiting Chester and services offered**

The research literature suggests that in theme parks, the tourists are encouraged to move to more captivating to less captivating parks making use of a promotional story or attraction, which is called as tourist administration approach. The cities which welcome only the tourists, who put up for a night and discourages the tourists who do not add much to the local economic setup by monitoring their parking activities. Providing high-quality place to live at and discourages charter flights thereby encouraging expensive tourism(Sautter & Leisen, 1999). In the opinion of Cooper, Fletcher, Gilbert, Shepherd and Wanhill (1998) targets or the destinations as the centre of conveniences and services planned to fulfill the requirements of the visitors. On account of their. tight programs, corporate tourism generate much more wealth for firms as customers are ready to make higher payment and moreover corporate tourism makes use of much higher range of local services compared to free-time tourism. Suitable transit linkage with bigger towns the world over, suitable systems at the target and sufficient arrangement of business-concerned facilities are hence quite significant. Consequent upon the corporate get- togethers occurring on the local level, city targets in the powerful financial activity and developing markets gain most of the business trades(O'Brien, 1998). Therefore, it was examined in this research as whilst visiting Chester USA tourist would centrally focus on which service offered. The data collected in this context reveals that in most cases whilst visiting Chester tourists of USA would centrally focus on service offered as convenience and quality (see figure 7).

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## **Visiting Chester and services category**

The research literature suggests that a target can be deemed as a mix or also a brand of whole range of offerings, services and ultimately offered on local level. It moreover helps one to evaluate the impact of tourism on the regional level besides administering requirement and allocation so as to maximise advantages for all partakers (Fletcher, Gilbert, Shepherd and Wanhill , 1998). Even though there sufficient writings dealing with the target scheduling and development of services (Gunn, 1994; Davidson & Maitland, 1997), not very large number of academic writings screening target marketing (Heath & Wall, 1992) and more smaller number of demonstrative targets as an observation facilitator for the visitors and the local peoples (Ryan, 1997). It is also obvious from the academic writings brought about in the journals and other publications related to the science. The insufficiency of target -marketing writings probably show the interests of the researchers in the event of tourism on targets. Therefore, it was examined in this research as whilst visiting Chester USA tourists would rather more prefer to which category of services. The data collected in this context reveals in most cases whilst visiting Chester tourists of USA would rather more prefer local services and domestic services (see figure 8).

## **SUMMARY**

Visit art and craft centers and visit museums and parks are the principal purposes why tourists of USA would prefer to visit Chester. In most cases tourists of USA would prefer to visit Chester by travel agent. In most cases tourists of USA would prefer to book their tour of Chester online. In most

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cases tourists of USA would consider concessions and packages whilst booking their tour for Chester. In most cases tourists of USA would consider low price services by travel agents whilst booking their tour for Chester. Whilst visiting Chester tourists of USA would centrally focus on service offered as convenience and quality. Whilst visiting Chester tourists of USA would rather more prefer local services and domestic services.

## **CONCLUSION**

## **INTRODUCTION**

The aim of this research was to examine the Chester as tourism destination for tourists USA and develop marketing strategy for tour operators. The research has accomplished following objectives: to examine the attractiveness of Chester as tourism destination for tourists USA; to identify USA tourists preferences of Chester as tourism destination; and to develop marketing strategy for tour operators offering service for Chester. For achieving aims and objectives secondary data was collected reviewing and discussing books journals and other reports; and further primary data was collected surveying 50 USA tourists visiting Chester through questionnaire.

## **ACHIEVING RESEARCH OBJECTIVES**

### **Examine the attractiveness of Chester as tourism destination for tourists USA**

It was examined in this research as how USA tourists see Chester as tourist destination. The data collected in this context reveals that in most cases Chester is a highly attractive tourist destination for USA tourists. Further, it was examined in this research as for what principal purpose USA tourists



prefer to visit Chester. The data collected in this context reveals that in most cases visit art and craft centers and visit museums and parks are the principal purposes why tourists of USA would prefer to visit Chester.

### **Identify USA tourists preferences of Chester as tourism destination**

It was examined in this research as which way tourists of USA would prefer to visit Chester. The data collected in this context reveals that in most cases tourists of USA would prefer to visit Chester by travel agent. Further, it was examined in this research as which way USA tourists would prefer to book their tour for Chester. The data collected in this context reveals that in most cases tourists of USA would prefer to book their tour of Chester online.

### **Develop marketing strategy for tour operators offering service for Chester**

It was examined in this research as whether tourists of USA consider concessions and packages whilst booking your tour for Chester. The data collected in this context reveals that in most cases tourists of USA would consider concessions and packages whilst booking their tour for Chester. Further, it was examined in this research as whether tourists of USA consider low price services by travel agents whilst booking their tour for Chester. The data collected in this context reveals that in most cases tourists of USA would consider low price services by travel agents whilst booking their tour for Chester. Moreover, it was examined in this research as whilst visiting Chester USA tourist would centrally focus on which service offered. The data collected in this context reveals that in most cases whilst visiting Chester tourists of USA would centrally focus on service offered as convenience and

quality. Finally, it was examined in this research as whilst visiting Chester USA tourists would rather more prefer to which category of services. The data collected in this context reveals in most cases whilst visiting Chester tourists of USA would rather more prefer local services and domestic services.

## **RECOMMENDATIONS**

Tour operators in USA dealing Chester tourism destination should formulate marketing strategy for USA tourists visiting Chester focusing on visiting Chester twice a year or once in a year, belong to age group of below 30 years and '30 to 50 years, and male tourists. The marketing strategy should consist of concessions and packages. More importantly, the tour operators should offer low price services , with added focus on convenience and quality . in their packages, tour operators should include mainly local services and domestic services.