

Government influence on travel and tourism



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The Travel and Tourism business demands an effective policy and co-ordination the following framework offered using examples at local and regional level provides some indication of what efforts are being made to this end.

CATEGORIES OF ORGANISATIONS INVOLVED:

The tourist organisation I have selected is SAMLESBURY HALL a 1325 black and white timbered medieval manor house Organisations that could interact with this attraction are, from a range of levels. The local tourist information centre situated at Guild Hall Lancaster Road, Preston. The sub-regional organisation (known as a Destination Marketing Organisation) which is the Lancashire and Blackpool Tourist Board. The regional organisation is the Northwest Regional Development Agency. The North has an umbrella marketing group that promotes the whole region overseas, this is known as England's North Country. The national tourist board/agency is VisitBritain responsible in conjunction with the national tourist boards of Northern Ireland, Scotland and Wales for promoting England and Great Britain to both domestic and overseas visitors. It has a network of overseas offices eg Poland, Russia, China. It is funded by its partners and the Department for Culture, Media and Sport which is responsible for implementation of Government policy on tourism; part of whose work is to assist the diverse businesses to identify a common interest in working together. The England Marketing Advisory Board (EMAB) is the overseer of Marketing Strategy for England. VisitBritain may encourage or influence attention to such organisations as English Heritage, committed to preserving selected historical monuments and environments while supporting research to preserve archival material. The international organisation involved in tourism <https://assignbuster.com/government-influence-on-travel-and-tourism/>

is the European Union which operates with a hybrid system of supranationalism(e. g. majority voting and directly applicable laws) and intergovernmentalism(e. g. consensus bargaining by states)http://en.wikipedia.org/wiki/European_Union

OTHER ORGANISATIONS:

There are also some international agencies that also possess the capability of influencing tourism in a number of ways. These involve the matter of international travel. There is The International Air Transport Association(IATA) with over 240 airlines as members. It has 94% of international scheduled air traffic. The IATA guides and serves the airline industry in general aspects. Then there is The International Civil Aviation Organisation(ICAO)It is an agency of the UN; functioning to ensure safety and orderly growth of the air skies; international navigation being regulated with advancement of planning and development of international air transport.

Air transport is first and foremost a dynamic industry. IATA represents the interests of world airlines. It will challenge anything unreasonable in rules or charges, checking governments and pinning down for what is considered to be sensible regulation. IATA nurtures a self-help philosophy with its airlines. Always seeking to simplify processing for the convenience of the passenger, seeking to keep down rising costs as well as improving efficiency. Safety is certainly of prime importance to the IATA and ways of improvement are continually being sought. Also a concern that has rapidly come to the fore is impact on environment which the IATA seeks to minimise. The flow of airline passengers needs to be seamless as if it were only one airline operating within one country; this being the aim. Professional expertise is available for <https://assignbuster.com/government-influence-on-travel-and-tourism/>

investment in publications, training and consulting. Financial systems assist carriers and the travel industry to increase revenue.

The IATA requires sensible forecasting delivered with foresight from Governments and therefore ensures they are kept well informed concerning complexities surrounding the aircraft industry.

Many of the aims of the European Union require for realisation quite close links between the EU and national and regional levels of government.

The following, outlines the influences that each of the organisations referred to above could possibly have on Samlesbury Hall that possesses a location ideal for ' short breaks, business trips and overnight stays'. It consists of extensive Tudor grounds and wildflower beds with a miniature farm. t has a full calendar for events, business functions and exhibitions. There is an evening ghost hunt and contrary to such a theme it is a beautiful setting for a wedding. There is self-catering accommodation available.

THE TOURIST INFORMATION CENTRE(TIC):

The Tourist Information Centre provides accurate and useful information to the traveller/visitor/tourist. The visitors need correct, precise, relevant and immediate up-to-date information the TIC provides this. Tourists are catered for in their search for hotels, bed and breakfast or self-catering accommodation. Queries involving local transport can all be answered. Tourist Information Centres should be regarded as the lifeblood for tourism activity, originating from the regional boards in this case the North West Regional Development Agency and funded from local authorities together with private investment.

It has been argued that Tourist Information Centres have no real significance or role. That most purchasing decisions are made before leavetaking-arrangements such as accommodation, car hire and what to do; where to eat, where to shop or where to drink and the rest being left to time of arrival; but rarely upon advice from a TIC. You would ask reception, or seek assistance from a cab driver or a shop assistant. It is not thought that many people make a beeline for the TIC.

There would be more suitable ways of booking for the next destination.

Hotels and guest houses are now all online with many many online travel agents; with rooms available all over the country. A very small amount of visitors would be influenced into making a decision based on the TICs.

Literature is made freely available by distribution companies; there is wifi to be found in the hotels and restaurants. The B&Bs, public houses, all are mines of information available all hours of the day. The mobile phone and laptop add the finishing touches. Upon arrival at attractions the reception area contains a plethora of information outweighing that available from TICs. Yet if it be asked as one reads this what is the explanation it is considered to be that of the political. It is considered that such would be local reaction to any prospect of closing that the ensuing struggle would simply not be worth it. Councils would retaliate and declare that with reduction of services tourism would be killed off. Is this so?

Yet what has been inferred is that the information required can be obtained quite easily from any hotel, high street shop at no extra cost to public funds. Can it also be inferred that given a choice of deployment in funding, that

there would be immediate choosing of international marketing instead of providing information in a local context.

Refurbishment is being carried out on TICs that have received no investment since the 80s. The object is of course to provide that world class information system required by visitors to our country, and extensive customer research backs this up. Accommodation bookings are not now the priority or function although still present. The main aim of all TICs is to encourage visitors to explore more of the area in which they have found themselves, thereby persuading free spending that will ultimately benefit the people locally.

Research has shown that visitors still need the personal touch in such matters. Of course it is easy and natural to elicit information required immediately from those in proximity, taxi drivers shop keepers etc; but it is the prospect of experiencing something extra some inner desire from being able to refer to a focal point wherein they are encouraged and directed to acquire such an experience, and this is how the TICs come to the fore. It has been found that receipts are indeed higher with the application of local professional advisers to assist the visitors. There is the factor of arrival marketing where the visitor expects to find assistance upon arrival.

A DESTINATION MARKETING ORGANISATION(DMO)-THE LANCASHIRE AND BLACKPOOL TOURIST BOARD:

The next organisation that is able to influence activities to do with Samlesbury Hall is a sub-regional organisation; known as a Destination Marketing Organisation. This happens to be for Samlesbury Hall the Lancashire and Blackpool Tourist Board.

The official tourism website representing Lancashire and Blackpool is visitlancashire.com. It is promoted both nationally and internationally. The tourist board possesses a powerful DMS (Destination Management System) with an extensive data bank to serve all visitors. Salmesbury Hall with VisitBritain, the local Tourist Information Centre, the local authority, and the Lancashire and Blackpool Tourist Board all cooperate in promoting elements of their business effectively and are able to respond effectively efficiently and rapidly to any queries from the public or press. Salmesbury Hall has accommodation apart from its unique attractions so it would benefit from the banner advertising promoted on www.lancashireandblackpool.com website. Their target market is visitors worldwide; also corporate and leisure concerns. Unique visits to the site amount to a 40% increase each month. E-marketing slots are also available with some 25,000 opt-in consumers who must be continuously 'trawling' for information as to whatever is happening in Lancashire throughout the region. Online marketing offered includes any marketing opportunities, campaigns, publications and exhibitions.

The Lancashire and Blackpool Tourist Board is concerned itself with support and advice for businesses and development. It is an objective that the sub-region and Blackpool will have undergone transformation into a world-class destination. Lancashire being the destination for the mature and discerning. Salmesbury Hall can be part of this vision. A Business Development Team is available for staff development and local contacts. They are also available to assist in any funding requirements for projects.

Key strategy for the Northwest concerns development and management of its economy.

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There is a Visitor Economy Strategy(VES) for 2006-2016 that outlines principles and priorities for the region's approach to destination management and development. A three year action plan (2006-2009) supports the VES. A Destination Management Plan(DMP)has been constructed with the assistance from a number of prominent partners and investors. The Lancashire Economic strategy(LEP) enables Partners and supporters to have a framework within which future development will happen. Included within this is the Preston City Vision. Salmesbury Hall will be supporting this.

THE NORTHWEST REGIONAL DEVELOPMENT AGENCY(RDA):

The Regional organisation for tourism is the Northwest Regional Development Agency. It serves a useful link between business needs within the region and Government policies. As an RDA(Regional Development Agency) is pushes for economic vigor and development, and regeneration. The Northwest Regional Development Agency liaise with partners within the public, private, voluntary and academic sectors both at regional and local levels. Investment and enterprise are prime factors in its impact as an influencing organisation. RDAs work with the Government but are not party affiliated. It has a role to play in support of the RES, Regional Economic Strategy to transform the region into vibrant growth.

Issues of Equality and Diversity, Climate Change and Europe need a unified and sustained response for implementation of any national Government policy prevailing. Yet it is concerned with all kinds of local issues requiring consultation. The RES supplies a twenty year foresight for development of economic strategy with more immediate actions to happen within the next

three years. It provides therefore a framework for regional, sub-regional and local action. The current RES was launched in March 2006. The action plan was the resultant of an extensive consultation between 25 private and public sector partners with feedback from over 4, 000 organisations. The next RES will be presented in 2010.

In 2007 visitors generated £13. 6billion for the regional economy. This represents a 4% growth in spending compared to 2006. To improve this figure there is focus upon tourism development and tourism marketing. Also in place is a Major Events strategy to maximise revenue from one-off events and others.

THE NATIONAL TOURIST BOARD/AGENCY -VisitBritain:

The national tourist board/agency is VisitBritain responsible in conjunction with the national boards of Northern Ireland, Scotland and Wales for promoting England and Great Britain to both domestic and overseas visitors. It promotes Britain as a visitor destination to overseas markets. There is a rapidly developing domestic tourist market in the UK and the organisation is eager to encourage short-break holidays and more of them. VisitBritain is able to influence both international and domestic markets more effectively with astute marketing and themes. Anything concerning or involving tourism the organisation is available for consultation. There is active partnership participation throughout the tourism framework with the devolved boards and the industry itself. It aims to achieve goals with economy, efficiency and right communication. It is funded by the Department of Culture, Media, and Sport.

VisitBritain promotes England both within Britain itself and also to France, Germany, Ireland and The Netherlands.

VisitBritain works closely with a range of investors and may encourage or influence attention towards such an organisation as English Heritage. It is a statutory adviser to the Government on matters of conservation and policy issuing grants for repairs to ancient buildings and ancient monuments. It receives about 75% of its income from the Government; the rest from revenue obtained from membership fees, properties in its care and other sources such as legacies.

The Government Department(DCMS) assumes responsibility for the implementation of a policy seeking to nurture a common response for the well-being of tourism. The England Marketing Advisory Board(EMAB) is the overseer for marketing strategy in England.

CONCERNING THE EUROPEAN UNION:

The international organisation that could possibly be an influencing agent affecting Samlesbury Hall is the European Union which operates under an amalgam of international agreements consisting of majority voting with directly applicable laws and interstate bargaining. http://en.wikipedia.org/wiki/European_Union.

The Northwest region is directly affected by European policy, influencing the prosperity of the north west. Regional business receives impact over a wide range of areas e. g. environment, employment, with other legislation. The EU is a vital agent for schemes of regeneration within the region. Markets and employment opportunities either through the agencies' companies or from <https://assignbuster.com/government-influence-on-travel-and-tourism/>

financial support from structural funds, the Common Agricultural Policy(CAP)or R&D budgets.

CONCLUSION:

Many of the aims of the EU need quite close linkage between itself and national and regional levels of governments. The European Priorities has a number of thematic issues while looking forward beyond 2013. England's Northwest intends to deliver such priorities by access of EU programmes that lie outside the European Regional Development Fund(ERDF). Any organisations within the northwest region with a special interest in such areas should become involved in supporting this. Overseeing this will be the North West Regional European Partnership(NWREP), a regional stakeholder forum.

Apart from pursuing such thematic priorities, the Northwest will position itself to take part in debating on the future of the EU and its policies. In October 2006 it was confirmed by Government that the RDAs should have the responsibility for managing the ERDF programmes in England for the 2007-2013 period. There will be only one ERDF Programme for the region, named the Northwest Operational Programme(NWOP).

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