

# Tourism: managing a historic precinct essay examples

[Business](#), [Management](#)



Tourism is mainly renowned of the exclusive merits that it brings to the society such as enhancement of economic potentials through job creation, leading to increased income as well as development of regional markets. Also, tourism is extremely significant in protection of natural as well as cultural heritage, preservation of cultural values through proper interpretation and education as well as enhancement of research and development of excellent environmental practices. The other merit that tourism poses to the society is enhancement of quality life following improved infrastructure, proper intercultural relations, as well as cultural valuation for residents of a given region through honoring their heritage and traditions.

The tourism destination refers to a connection among all sections of the tourism industry. This connection maintains as well as propels all sections of the industry. This topic has remained of significant concern among many researchers in the tourism sector. There have been wide theoretical and practical utilization of the management of tourism destination, with massive numbers of researchers and managers of the tourism industry being exclusively interested in the field (Suarez, 2007).

Destinations may be known as clearly defined geographical regions like countries, islands, or towns with a fusion of tourism products that would offer extensive pleasure to tourists. Destinations are not defined by one product but they constitute various products that consist of a set of various components such as accommodation and food establishments, arts establishments and cultural venues, tourist attractions as well as natural environment. It is through combination of tangible physical attributes like

facilities, location, product and accessibility. Also, there are less influential attributes like experience, service as well as community attitude. Destination needs to be areas towards which people travel as well as places where they may choose to stay for some time. These areas should be in possession of personality as well as consistent with tourist product (Buhalis, 1999).

Therefore, these products should be built upon attractiveness as well as proper competition for the destination as major issues of study by various researchers.

The tourist destination management approach takes place through proper strategic management as well as marketing skills considering certain theories, techniques, principles, strategies, as well as, models. Planning and implementation of strategies refers to the involvement of internal as well as external stakeholders with the aim of assuring brand equity and an outstanding tourist experience (Kozak & Baloglu, 2011). Marketing of destinations should aim at balancing the strategic balance of the main objectives of the approach in line with the goals of various stakeholders and the sustainability of local resources, for the enhancement of tourism impacts (Buhalis, 1999).

One of the tourist attraction places that have been significant in the definition of tourism destination management approach is The Rocks, Sydney. This remains a significant tourist zone as well historic region in Sydney. The Rocks areas are next to the Bradfield Highway, which leads to the Sydney Harbor Bridge.

Managers of the tourist precinct have been at the forefront in ensuring the area remains attractive to various individuals in the society as well as the

world. One of the actions that the managers have undertaken towards maintenance of the tourist zone is sustenance of history for the region. They have realized that history of the place will be of exclusive interest among tourists. They would like to know what process of growth of the region has been for a long time. This will be inclined to the several changes that the place has undergone for the outstanding deal of time. History is a major element that tourists focus on whenever they visit a given area.

Also, the management has been exclusively interested in improving the activities of tourism place through redevelopment of the region. The main step that The Rocks place has undertaken in bid for redevelopment of the region is demolition of the original buildings with an intention of building new ones which are of higher quality (Suarez, 2007). This was aimed at improving the standards of the region as well as attracts more customers to the region.

The other step that the management undertook is development of new policies that would govern house construction in the region. This was intended on maintaining proper environment for tourists' attractions with the aim of sustaining the attractiveness of the region to the entire world. A house construction policy is an element of dictating the form of uniformity that the tourism sector in charge of the region expected to see. They believed that uniformity, as well as uniqueness of construction in the region would be a platform for exclusive attraction of tourists to the region.

The Rocks sustains an extremely rich culture in Sydney. It is home a range of craft and souvenir shops and extremely many historic pubs. The markets of the region are operational during weekends. During the week, galleries

exhibit the rich Australian artists' field. Also, various historic walks are represented through visits to historical houses such as Sydney Observatory and Cadmans Cottage. These sites are proper representation of the cultural values of the region that the management has tried to maintain in order to make the area a destination for many tourists.

However, there are various challenges that the management of The Rocks attraction region in Sydney is exposed to in the execution of its roles. The main challenge that may be of concern to the management of The Rocks precinct is maintenance of the original attraction elements for the region.

One of the actions that had been proposed by the management team in bid to improve the attraction site is demolition of the old house structures of The Rocks region and to construct new houses. This move has a deal of challenges to sustenance of the number of tourist who visit the region (Buhalis & Costa, 2006). There are various people who visit the region with the desire to view as well as spend a night in the old house structures.

Therefore, demolishing these house structures would cause massive challenges to the number of tourist who would be willing to visit the region.

This means there will be a decline in the number of tourists expected in the region. The rocks used in construction of the various house structures are unique and they need to be sustained in a unique manner (Lydon, 1999).

However, this problem may be resolved if the flowing recommendations were taken into considerations. The first step that would be advisable for the management to undertake is to invest massively on acquiring views from tourists on the various steps that the management would wish to undertake in future. Also, the management should consider various maintenance

practices that would save demolition of the old house structures.

Tourism destination is guided by proper management of the industry. There are various factors that determine the attractiveness of various tourism destinations among various tourists. One of the main elements is proper condition of the attraction site, which may only be realized through excellent management. The Rocks being a major attraction site in Sydney is exposed to massive tourists who want to visit the area from time to time. However, the region has been bound by improper management practices such as demolition of original houses for modern structures. This will indeed send away tourists. However, this may be controlled through proper consultation as well as use of excellent maintenance programs.

## References

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