7th National Conference

The Future of Culture, Tourism and Sport

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Westminster Studio, London

Presentation by David Friesner, Area Director (South Yorkshire), Welcome to Yorkshire

Tourism Policy

- “For too long tourism has been looked down on as a second class service sector. That’s just wrong. Tourism is a fiercely competitive market, requiring skills, talent, enterprise and a government that backs Britain. It’s fundamental to the rebuilding and rebalancing of our economy” (David Cameron, 12th August 2010)
- ”...policy is implemented across Govt. Depts...”
- ”Tourism is a resourceful and resilient sector...” (Luke Pollard, ABTA, Autumn 2011)

Tourism - Place Making

- “A thriving and sustainable visitor economy has far reaching impacts on the economic and social wellbeing of local people and their environment; it is integral to creating a sense of place.” (Partners for England. Place Making – A Charter for Destination Management 2008)

Questions

- How do we ensure the fullest RECOGNITION for and ENGAGEMENT of tourism in rebuilding and rebalancing the economy?
- How can LEPs maximise on the transferable SKILLS and employability developed by tourism?
- How can LEPs facilitate INVESTMENT in tourism?
- What INFRASTRUCTURE do LEPs need to influence that will benefit tourism?

LEPs and Tourism

- Identify and understand the full and beneficial impact of tourism's contribution to the economy
- Deliver Tourism Success Stories; re-inforce hard and soft measures
- Identify Tourism Champions; designate a Board member to champion Tourism
- Set up Sport, Leisure & Tourism Sector Group or similar
- Mobilise local Ambassadors and the resident population as visitors

Skills & Employment

- Incorporate education more effectively – ’learning with fun’ – important visitor audience
- Promote flexible and ambitious career pathways
- Build on tourism’s introduction in to employability
- Build on tourism transferable skills development and ability to move between sectors
- Link with and between other supply chains

Infrastructure

- More effective transport integration
- Harness connectivity and ICT; maximise mobile communications and digital opportunities
- Improve Accessibility
- Provision of ’local’ ambassadors
- Development of public realm; gateways / signage / public art
- Planning ’can do’ approach

Investment

- Investment takes place within communities and helps to maintain and sustain services; tourism assets are mainly of a long term duration
- Facilitate Investment opportunities: existing growth and new, demand led, quality based
- Complete and promote Investment Prospectus
- Investment in rural areas can bring buildings back into use and retain rural skills
- Develop ’clustering’ to extend visitor dwell time

Key Stakeholders

- Visit Britain and Visit England
- LEPs
- Private and Public Sectors
- Destination Management Organisations (DMOs)
- Education including People 1st, Sector Skills Council for hospitality, leisure, travel & tourism.
- Tourism Alliance & Industry Associations

Buildings Blocks

Building Blocks of successful tourism development and destination management		
Increase in the economic value of visitors visiting the destination **Increased visitor awareness and perceptions, and satisfaction**		
Tourism business success **and growth in value of tourism sector within the destination**		
Marketing and Communications		
Online activity Data management and technology systems	Campaign activity Business and leisure tourism	Communications Media and PR Brand development
Visitor Services		
Information provision, its accessibility and availability. TIC	Quality of visitor service. Skills development	Quality schemes Accessibility Green / sustainability
Business Development Improving performance, productivity, quality and competitiveness Increasing sales, profit, controlling costs. Skills development and training etc		
Tourism Investment New business / business growth / reinvestment		
Destination Management Leadership and coordination of tourism development within the destination		

V.I.C.E Model

VISITOR (CUSTOMER)	INDUSTRY (BUSINESS / FINANCIAL / EMPLOYEES)
Visitor Numbers (Volume) Day / Overnight visitors Perceptions and awareness Satisfaction Retention, Loyalty and Lifetime Profitability Referrals and recommendations	Economic Value Number of businesses Business Growth: productivity and performance Investment and re-investment Business Tourism and Leisure Tourism Festivals & Events, Venues 2012 and Legacy
COMMUNITY (PLACE/PEOPLE)	**ENVIRONMENT (PLACE)**
Place making 'Local' suppliers Infrastructure and ICT Developing 'sense of place' and 'celebration of place'; Ambassadors Local artisans Skills development eg local, rural, land based	Natural Environment; Rural Areas Built Environment Accessibility Resource utilisation Development, 'design and build' Sustainable (responsible) development 'Green Tourism' market (environmentally aware audience)

Contact

- David Friesner, Area Director (South Yorkshire), Welcome to Yorkshire
- e: david@yorkshire.com
- m: 07771785669