**The Management of Visitor Attractions**

The aim of this unit is to develop learners understanding of visitor attractions, their appeal and their impacts. Using this understanding, learners will be able to consider the management strategies appropriate to manage visitors and minimise impacts on the environment.

**Indicative Content**

**1. Understand the key features of visitor attractions Types of visitor attractions**

Natural: including

o National parks

o Wildlife

o Viewpoints

o Landscapes e.g. mountain ranges, deserts, wetlands

o Outstanding natural phenomena e.g. Grand Canyon, Victoria Falls, Great Barrier Reef,

Artificial, manmade or purpose built:

o Cultural resources (ancient and modern culture)

o Religious sites,

o Museums

o Art galleries

o Architecture

o Archaeological sites e.g. Grimes graves

o Traditions folklore

o Festivals

o Theme parks e.g. Alton Towers, Eden Project

o Sports activities e.g. Olympic and Paralympic events

**Ownership**

* public/government owned e.g. English Heritage and National Gallery
* private e.g. Australia Zoos and theme parks
* voluntary sector e.g. National Trust (UK)

Key objectives to include

* Profit
* Conservation
* Preservation, enhancement of local culture and/or heritage
* Revitalisation – attract new business, jobs, revenue, multiplier effect

**Agencies and Organisations**

* UNESCO – world heritage sites – to protect and preserve heritage
* National Government -- to provide funding for voluntary organisations, designation of protected areas e.g. National Parks, SSSI; revitalisation of an area ( new business, jobs, revenue)
* Local government - to process planning regulations
* Private enterprise/ public limited companies –
* Pressure Groups e.g. to protection of local environment
* Local community groups - to raise concerns about impacts
* Other tourism organisations e.g. transport companies, accommodation providers, caterers - to provide associated goods and services

**2. Understand the appeal of visitor attractions to different visitor types**

**Visitor types, to include**

* Market segmentation: demographic, geographic, psychographic, socio-economic
* Visitor needs: pleasure and enjoyment, practical (e.g. restaurants and comfort facilities, access to transport, pushchairs, wheelchairs, etc.) and added value (e.g. catering for special interest, offering events, activity areas, education facilities) accommodation / transport provision, promotional links e.g. to supermarket store cards,

**Motivational Theories**

* Physical
* Emotional
* Cultural
* Status
* Personal
* Personal development

**3. Understand the impacts of visitor attractions**

**Economic Impacts**

* To national economies – enhanced appeal of destinations, increased visitor flows, multiplier effect, costs, income
* To local economies – revenue, jobs (seasonality), multiplier effect, attracting other businesses, costs

**Environmental Impacts**

* exceeding carrying capacity leading to traffic congestion, overcrowding, queues,
* erosion/wear and tear (on buildings, paths, mountain sides)
* pollution: litter, noise

**4. Understand the management strategies used at visitor attractions**

**Visitor Management Strategies**

managing supply by

* offering flexible capacity e.g. extended opening hours, increased staff levels, additional eating and seating capacity
* managing the environment e.g. by regulated temperatures in historic buildings, darkened rooms to prevent sun damage

managing demand by

* managing visitor flow e.g. set routes to avoid congestion, timed tickets
* differential pricing strategy, offers to visit off peak times
* targeted marketing

**Management strategies to enhance sustainability**

* Opening times e.g. seasonal closure to aid recovery of natural habitats, closure one day a week to reduce wear and tear
* Managing demand e.g. visitor flows (see above)
* Increasing supply (see above)
* Marketing, price incentives
* Education of visitors e.g. managing visitor expectations, educating re. their impacts, codes of conducts
* Signage and information e.g. at attraction, en route to attraction
* Use of technology e.g. simulated experiences

Inclusion of local community to prevent local conflict e.g. Masia involved in wildlife preservation