

HCC TOURISM STRATEGY DEVELOPMENT WORK
Working Paper 4 – Implications of the V.I.C.E.¹ approach to sustainable tourism

VISITORS- want a satisfying visit that meets their needs and expectations so that they want to repeat and will recommend

Visitors need:

- o Inspiration - reasons to visit
- o Information
- o Experiences
- o To have their expectations met
- o Quality and customer service
- o Value for money

Implications - we need:

- o Good market intelligence, including customer satisfaction monitoring
- o Market-focused product development, including quality and customer service initiatives
- o Experiences to offer - differentiated, including events
- o Clever, targeted communications
- o Easy-to-access, rich information

INDUSTRY - needs profitable customers so that businesses can thrive and invest

Industry needs:

- o Profitable income, spread across the week/year
- o A good environment for business investment (i.e. planning, licensing etc)
- o Distribution routes to market
- o Public-funded support for the visitor economy (i.e. public realm, safety, transport, public-funded culture/leisure incl events etc)

Implications - we need:

- o To understand which visitors will be the most profitable, and target them
- o To provide businesses with the information and support they need to invest
- o Coordination of public-sector services (no duplication of time, effort, spend)
- o Partnership between public and private sectors

¹ Visitors - Industry - Community - Environment: developed by Anthony Climpson and the Tourism Management Institute. To be sustainable, tourism needs to satisfy all four elements of the V.I.C.E. model

COMMUNITY- need visitor spend that supports local facilities, services and jobs, and visitors who do not have a negative impact on residents' quality of life

Community needs:

- o Jobs
- o Support for local economy and local services
- o Year-round spread of visitors
- o Pride of place
- o Local environment protected/enhanced by the visitor economy

Implications - we need:

- o To attract visitors who will travel outside peak times, support local businesses, favour local produce and suppliers and respect local culture
- o To involve local people in planning for visitors
- o To work with businesses to make sure they can provide what these segments need
- o To work with businesses to use local supply chains

ENVIRONMENT - must be protected from the negative impacts of increased volume of visitors

Environment (esp rural) needs:

- o Stewardship
- o Local supply chains supported
- o Visitor payback schemes
- o Informed/educated visitors
- o Year-round spread
- o Green business schemes
- o Alternatives to the car

Implications - we need:

- o To attract visitors who will respect the environment, are able to travel outside peak times, and may use alternatives to the car for some of their trip
- o Develop visitor management strategies
- o Provide realistic alternatives to car travel