

MARKET TOWNS WORKSHEETS

**WORKSHEET EC5**  
**TOURISM AND VISITOR SERVICES (TVS)**

**Tom Gorsuch, 24-Jan-05**

| WORKSHEET NO:        | ECONOMIC TOPIC                          | CORE Q                      | SUPP Q                       | MOTIVATION  |
|----------------------|---|-----------------------------|------------------------------|---|
| <b>WORKSHEET EC5</b> | <b>TOURISM AND VISITOR SERVICES TVS</b> | <b>CQ</b><br>1 - 6<br>Tot 6 | <b>SQ</b><br>7 - 13<br>Tot 7 | These questions are aimed at finding out the basic data required to evaluate the level of tourism activity in the area and an assessment of visitor services and facilities. The provision of sports and leisure facilities is covered in Worksheet SC5 |

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## CORE QUESTIONS

| EC5 TVS CQ 1  | ANSWER (FIGURES)   | SWOT     |   | COMMENT - HOWWWW  |
|---|--|----------|---|---|
| <p>What are the main tourist or visitor attractions including festivals and events in the town or nearby?</p> <p>List the range of attractions tailored to tourists</p>                                     | <p>1. Access to AONB<br/>2. Church and old town<br/>3. River Chess<br/>4. Elgiva, swimming pool, art gallery, leisure centre, museum.<br/>5. Markets, Chesham festival, Victorian evening.<br/>6. Music in the park in summer<br/>7. There is no major local attraction.</p> | <b>S</b> | Position in beautiful area; heritage areas; easy access.  | Identify what is on offer to tourists.                                  |
|   |  | <b>W</b> | Very little accommodation. No major draw.   |   |
|   |  | <b>O</b> | Promote Chesham as the start/finish point for visits. Develop Chess as a walking, natural history, industrial heritage area. Package groups of attractions.                                   |   |
|   |  | <b>T</b> | Everyone is trying to promote tourism.  |   |
| EC5 TVS CQ 2  | ANSWER (FIGURES)   | SWOT     |   | COMMENT - HOWWWW  |
| <p>How important is tourism related employment to the local economy?</p> <p>Compare employment rates in tourism related services, such as hotels and catering, with the regional and national averages.</p> | <p>About 5% of jobs in Chiltern are tourism related but the figure is probably lower in Chesham.</p>   | <b>S</b> |   | Identify how reliant the local economy is on tourists and day visitors. |
|   |  | <b>W</b> | Mostly as above.  |   |
|   |  | <b>O</b> | Chesham probably needs to develop a tourism model based on day visits. The only benefit will be if visitors eat or shop in the town so tourism must be linked to the town centre development. |   |
|   |  | <b>T</b> | As above.   |   |

| EC5 TVS CQ 3   | ANSWER (FIGURES)                                   | SWOT     |  | COMMENT - HOW/WWW  |
|--|--|----------|--|--|
| <p>What is the range of tourist accommodation available in the area e.g. number of hotel beds by grade, bed and breakfast, youth hostels, caravan and, camping site pitches?</p> <p>Number of facilities of different types in both the towns and the surrounding villages</p> | <p>There is no hotel, 4 B&amp;Bs with 17 beds.</p> | <b>S</b> | None   | <p>Identify the location of the facilities and any potential gaps in provision</p> |
|  |  | <b>W</b> | Self evident. Leads to a day trip tourism model.   |  |
|  |  | <b>O</b> | Many opportunities founder on the lack of accommodation but opening a hotel is a commercial decision. Action to promote this would be a major undertaking. |  |
|  |  | <b>T</b> | If people can't stay they are unlikely to spend much in the town.  |  |

| EC5 TVS CQ 4   | ANSWER (FIGURES)  | SWOT |  | COMMENT - HOW/WWW   |
|--|---|------|--|---|
| <p>How many visitors come to the town or area and how long do they stay?</p> <p>Identify number of visitors and their length of stay</p> | <p>No information but presumably few other than day trippers.</p> |      |  | <p>Identify the number of visitors to the area and whether they stay for long periods of time</p> |

| EC5 TVS CQ 5   | ANSWER (FIGURES)  | SWOT     |   | COMMENT - HOW/WWW   |
|--|---|----------|---|---|
| How seasonal is the visitor activity?<br><br>Compare visitor numbers and employment rates at different times of the year | LA research shows that B&Bs are full mid-week with business visitors but only busy at weekends in the summer. | <b>S</b> |   | Identify how vulnerable the local economy is to seasonal variations |
|  |   | <b>W</b> |   |   |
|  |   | <b>O</b> | There is a need for research into the potential demand. Perhaps a questionnaire to businesses, B&Bs, etc. |   |
|  |   | <b>T</b> | Budget hotels in surrounding area.  |   |

| EC5 TVS CQ 6   | ANSWER (FIGURES) | SWOT     |   | COMMENT - HOW/WWW  |
|--|------------------|----------|---|--|
| Is there a Tourist Information Centre in the town and how well used is it?<br><br>The number of enquiries by various forms including phone calls, 'hits' to the Internet, if any, and the number of visitors to the Tourist Information Centre | No.              | <b>S</b> |   | Identify if there are adequate information facilities for tourists visiting the area and how well used those facilities are. |
|  |                  | <b>W</b> |   |  |
|  |                  | <b>O</b> | If the town can develop its tourism offering, a focussed web section of the Town Council site would be worth exploring. |  |
|  |                  | <b>T</b> | Chesham is not highly visible as a tourist destination.   |  |

SUPPLEMENTARY QUESTIONS

| EC5 TVS SQ 7   | ANSWER (FIGURES)  | SWOT | COMMENT - HOW/WWW   |
|--|---|------|---|
| <p>How much do visitors spend in the town or surrounding area?</p> <p>Extract information on average visitor spending from visitor surveys</p> | <p>Total expenditure by visitors to Chiltern District £65.8 million , two thirds by staying visitors, so Chesham’s share is likely to be small.</p> |      | <p>Identify how important tourism spending is to the local economy.</p> |

| EC5 TVS SQ 8  | ANSWER (FIGURES)   | SWOT  |  | COMMENT - HOW/WWW                        |
|---|--|---|--|--|
| <p>Is visitor activity concentrated in the town itself or does it take place in the surrounding countryside?</p> <p>Identify where main tourist destinations are and the number of visitors</p> | <p>There are no major visitor attractions within several miles of Chesham. Visitors to the Town probably concentrate on the old town and the surrounding countryside</p> | <p><b>S</b> Readily accessible, including rail link.</p>  | <p><b>W</b> Lack of a primary attraction</p> | <p>Identify the pattern of visitors.</p> |
|   |  | <p><b>O</b> Develop a day trip strategy. Promotional leaflets focussed on specific features of Chesham. The Chess in the Town, the industrial heritage, the religious heritage, including Islam etc</p> |  |  |
|   |  | <p><b>T</b> The biggest threat is invisibility</p>  |  |  |

| EC5 TVS SQ 9  | ANSWER (FIGURES)  | SWOT | COMMENT - HOW/WWW                                     |
|---|---|------|---|
| <p>Does the number, range and quality of visitor facilities e.g. accommodation, quality of restaurants match expectations and needs?</p> <p>Use results of visitor surveys.</p> | <p>Little recent survey evidence but lack of hotels and non-fast food restaurants is a drawback. The condition of the town centre will presumably be covered in the relevant worksheet.</p> |      | <p>Identify need to improve or expand facilities.</p> |

| EC5 TVS SQ 10   | ANSWER (FIGURES)   | SWOT     |   | COMMENT - HOW/WWW   |
|---|--|----------|---|---|
| <p>Is there a visitors' guide or town trail?</p> <p>Number of town guides available and how up to date they are, and their coverage</p> | <p>There is a town guide and a town trail but Chesham does not have much recognition as a tourist destination.</p> | <b>S</b> |   | <p>Identify the types of guides currently available and the potential to increase/alter the selection to better promote the town.</p> |
|   |  | <b>W</b> | <p>There is no integrated approach to tourism with literature, signs etc. linking various sites.</p>                      |   |
|   |  | <b>O</b> | <p>Chesham needs to decide on the importance of tourism to its economy and then take appropriate steps to promote it.</p> |   |
|   |  | <b>T</b> |   |   |

| EC5 TVS SQ 11   | ANSWER (FIGURES) | SWOT | COMMENT - HOW/WWW   |
|---|------------------|------|---|
| Does the town enter the 'Britain in Bloom' competition or the surrounding villages 'Best Kept Village'? | O                |      | Identify any attempts that have been made to improve the profile of the town through nationwide competitions. |

| EC5 TVS SQ 12   | ANSWER (FIGURES) | SWOT | COMMENT - HOW/WWW   |
|---|------------------|------|---|
| <p>Are there any specialist tourism enterprises, such as language schools, conference centers?</p> <p>Number of facilities available and their percentage of the total tourism/visitor facilities in the town</p> | No               |      | Identify any additional draws to the town from facilities not usually associated with tourists. |

| EC5 TVS SQ 13  | ANSWER (FIGURES)   | SWOT     |                                       | COMMENT - HOW/WWW   |
|--|--|----------|---------------------------------------|---|
| <p>Is there adequate signing to visitor attractions and the town centre?</p> <p>Look at signage to/from tourist attractions from key points such as car parks, train station and between attractions</p> | <p>There is no consistent identification of interesting destinations so there is no consistent signage policy.</p> | <b>S</b> |                                       | <p>Identify opportunities, including improving links between the town centre and other attractions.</p> |
|  |  | <b>W</b> | Chesham doesn't play to its strengths |   |
|  |  | <b>O</b> |                                       |   |
|  |  | <b>T</b> |                                       |   |