

Tourism attraction development and its impact on the region

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12-12-2013

Introduction: aim of the paper

- to discuss and highlight the development of cultural and tourist attractions both at national and regional level
- to show that tourist attractions play important roles both in destination marketing and the economic contribution to the Danish regions.

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Introduction: methodology

- Data is based on the national accounts statistics
- Adopting the tourism satellite accounts methodology
- Using the regional modelling approach to assess the regional impact of tourism attractions
- Using the case studies

Definition by statistical terms: tourism and culture as products/service and activities

Tourism	Tourist attractions	Other cultural activities
Hotels and similar	amusement parks	film/video and cinema,
Restaurants and similar	museums	radio and TV,
passenger transport	theatre and concerts	press bureau,
(train, taxi, ferry and air transport),	gardens and zoos	library and archive,
tourist agency	commercial sport activities	sport clubs,
cultural service		lottery and games
country specific		

Methodology: statistics, national accounts and TSA

- National accounts: defining culture industry is in accordance with ISIC rev 4. fx.

90-93 Creative, arts and entertainment activities

- 9000 Creative, arts and entertainment activities
 - 9101 Library and archives activities
 - 9102 Museums activities and operation of historical sites and buildings
 - 9103 Botanical and zoological gardens and nature reserves activities
 - 9200 Gambling and betting activities
 - 9311 Operation of sports facilities
 - 9312 Activities of sports clubs
 - 9319 Other sports activities
 - 9321 Activities of amusement parks and theme parks
 - 9329 Other amusement and recreation activities n.e.c.
- Tourism attraction refers to museums, botanical gardens /zoos and amusement parks which can find the statistical data from the national accounts. In the general terms, tourism attraction can be monuments, historical building, beautiful scenery, etc.

Methodology: statistics, national accounts and TSA

- UNWTO: tourism products and tourism industries
- Follow the same principles as
 - Tourism satellite accounts
 - Transport satellite accounts
 - Environment satellite accounts
 - Culture satellite accounts
 - Meeting sectors satellite accounts

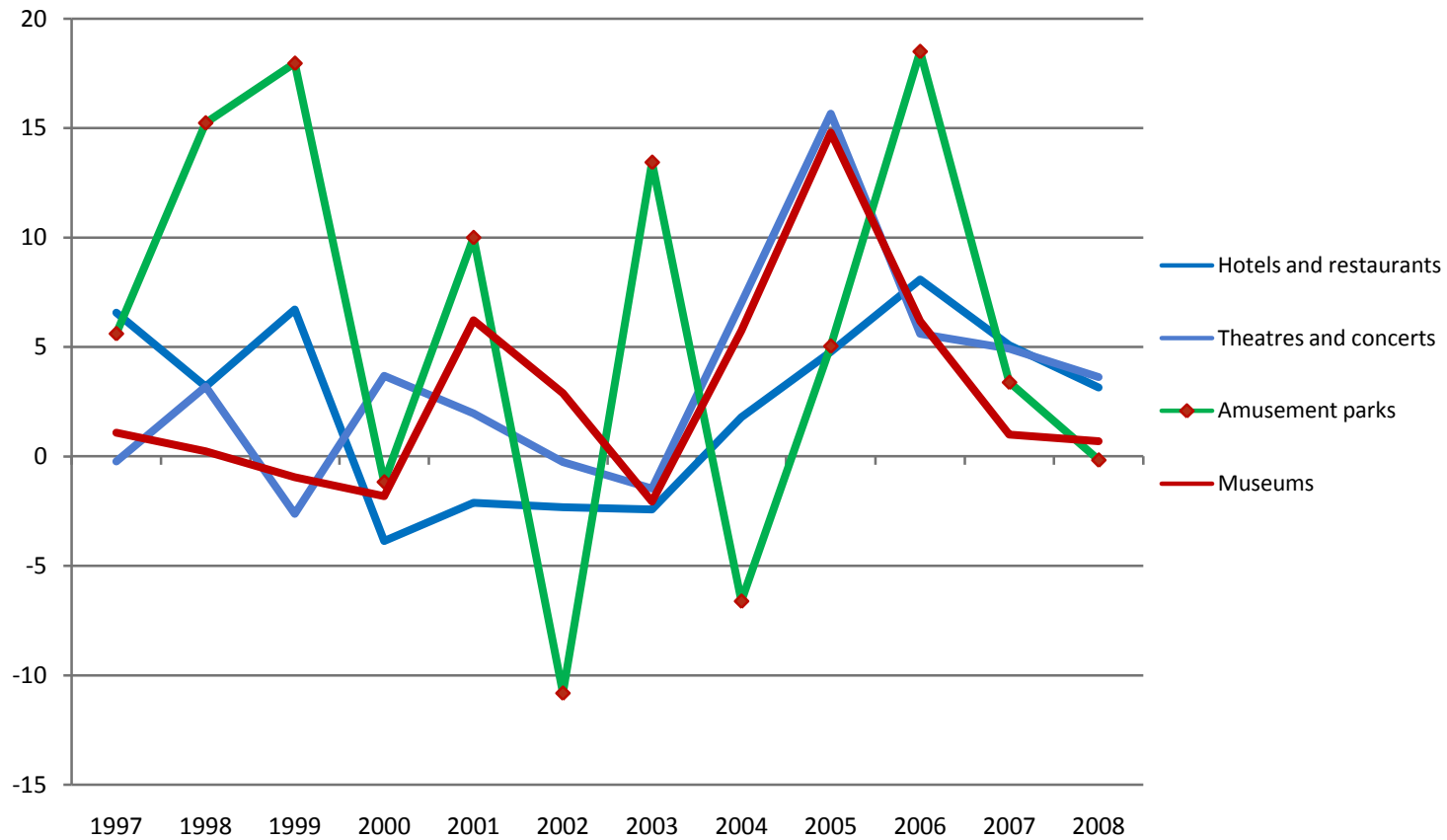
Gross output in tourism attractions

Compared with hotels/restaurants (in million DKK)

	1996	2008	Share	Yearly growth
Hotels	7,080	14,248	0.44	2.7
Restaurants	23,358	41,766	1.30	2.3
Hotels and restaurants	30,438	56,013	1.75	2.4
Theatres and concerts	4,173	8,019	0.25	3.4
Tourism attractions	986	2,427	0.08	5.9
Museums	2,958	5,320	0.17	2.8
Botanic gardens and zoo	476	948	0.03	4.0
Commercial sport	4,626	7,451	0.23	1.9
The 5 cultural branches	13,219	24,164	0.75	2.9

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Growth rate of gross output (annual)



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Employment in tourism attractions

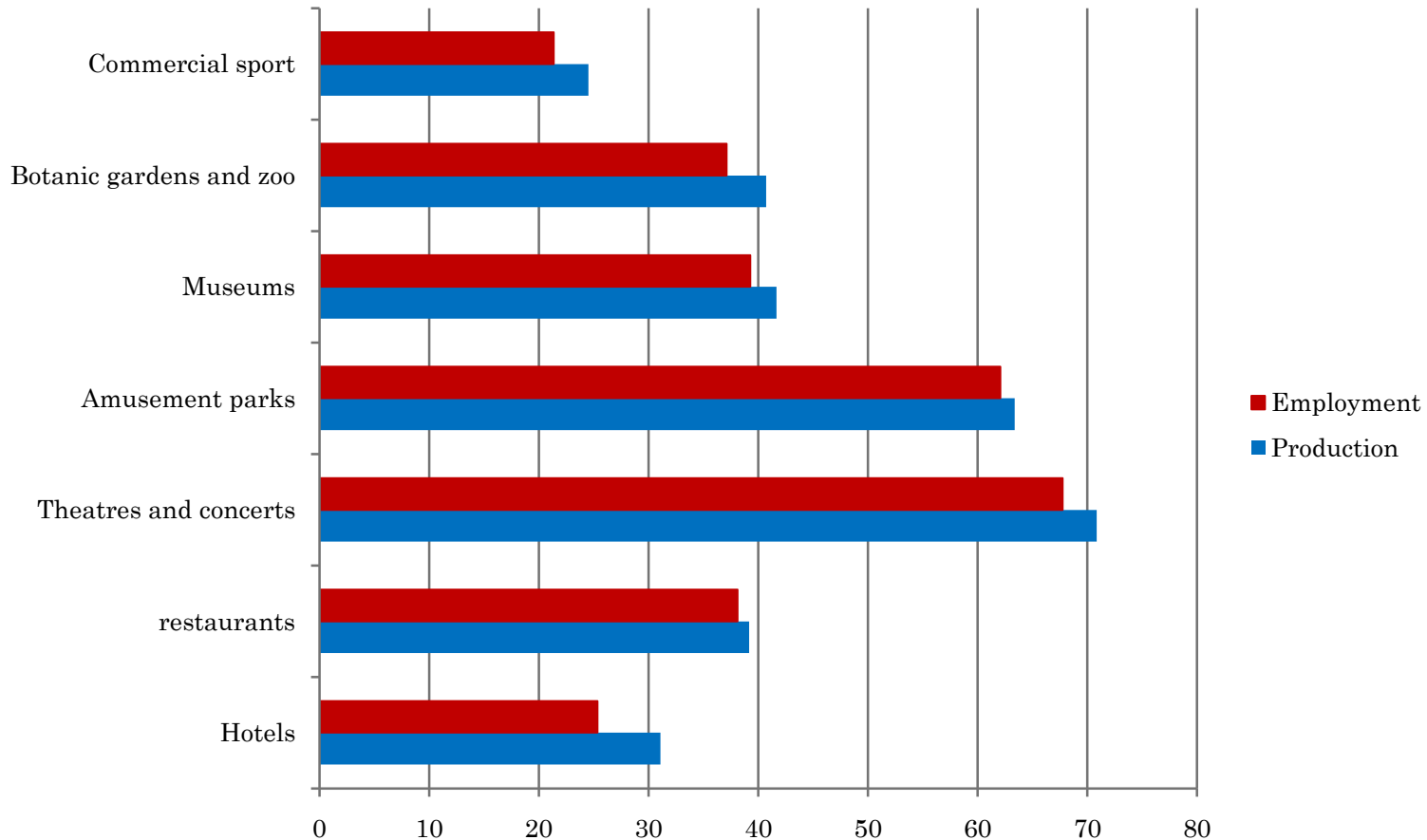
Compared with hotels/restaurants (in full-time equivalent jobs)

	1996	2008	Share	Yearly growth
Hotels	19,892	23,344	0.80	1.4
Restaurants	55,881	76,517	2.64	2.7
Hotels and restaurants	75,773	99,861	3.44	2.3
Theatres and concerts	6,099	7,961	0.27	2.3
Tourism attractions	1,339	2,373	0.08	5.4
Museums	4,098	5,230	0.18	2.1
Botanic gardens and zoo	683	895	0.03	2.6
Commercial sport	6,442	7,216	0.25	1.0
The 5 cultural branches	18,661	23,676	0.82	2.0

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Tourism attraction: urban or rural?

(percentage in the five cities in Denmark)



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Tourism attractions in destination marketing

- Tourism attractions play a important role in destination marketing: 90-93% of Swedish and Norwegian, 60% of German and 50% British tourists have been to the attractions;
- Survey shows that best known attractions in Denmark is: Copenhagen, Tivoli, Legoland, The little mermaid, H.C. Andersen House, Amalienborg, Kronbrog Castle, etc.
- For the city tourists: museums, theater and concerts and amusement parks are the popular attractions
- For the families with children: amusement parks, such as Tivoli, Legoland, Lalandia, Fårup /Djurs sommerland are popular attractions.

Demand for tourism attractions

(Number of visitors, 1000)

Top places	Names of attractions	Municipality	2002	2006	2009
1	Tivoli [□]	Copenhagen	3,764	4,396	3,868
2	Dyrehavsbakken [□]	Lyngby	2,500	2,600	2,500
3	Legoland [□]	Billund	1,580	1,500	1,600
4	Zoologisk have, København [#]	Frederiksberg	1,131	1,148	1,298
5	Farup sommerland [□]	Jammerbugt	444	557	586
6	Djurs sommerland [□]	Syddjurs	477	495	550
7	Louisiana [*]	Fredensborg	588	351	475
8	BonBon-Land [□]	Næstved	517	503	440
9	Odense Zoo [#]	Odense	391	378	402
10	Aalborg Zoologiske Have [#]	Aalborg	364	389	398
11	Nationalmuseet [*]	Copenhagen	354	463	397
12	Statens Museum for Kunst [*]	Copenhagen	250	413	393

Case studies: impact of tourism attractions



- Tivoli in Copenhagen

- Legoland in Billund



- Six museum in Copenhagen (one at Northern Sjælland)



- Zoo at Frederiksberg



Case studies: employment effects of the tourism attraction (1)

Scenario	by region/DK	Direct effects	Total effects	Multiplier
Tivoli	Copenhagen	698	1,152	1.7
	Capital region incl. CPH	1,426	2,151	1.5
	Rest of Denmark	268	530	2
	Total in Denmark	1,694	2,681	1.6
Legoland	Billiund	120	146	1.2
	Region of South Denmark	183	220	1.2
	Rest of Denmark	17	124	7.3
	Total in Denmark	200	344	1.7

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Case studies: employment effects of the tourism attraction (2)

Scenario	by region/DK	Direct effects	Total effects	Multiplier
Six museums in CPH	Copenhagen	544	733	1.3
	Capital region incl. CPH	1,003	1,472	1.5
	Rest of Denmark	95	277	2.9
	Total in Denmark	1,098	1,749	1.6
Zoo in Copenhagen	Copenhagen	78	100	1.3
	Capital region incl. CPH	196	258	1.3
	Rest of Denmark	26	68	2.6
	Total in Denmark	222	326	1.5

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Conclusion

- This research focuses on mapping development in the cultural and tourism attractions by using the national accounts and satellite account methods;
- Tourism attractions play an increasingly important role in the regional economies, even if they still account for very low shares in the total national economy;
- Businesses in the TA want an attention from local administration and stakeholders for investment and promotion;
- TAs have significant influence on tourists' choice of destination – market segmentation analysis is needed.

Thank you!

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