



Hidden Britain

...Leading the way in discovering and developing responsible rural tourism

HB Resource - Getting Started (Identify Key Issues)

So where do you begin?

Like any endeavour a tourism project begins with an idea or a response to a particular need, you need to identify exactly what you perceive needs addressing or articulate the core reasons for moving forward.

- The first step is often not as difficult as you may think. In many rural areas the key issues around visitors are often fairly easy to identify:
 - Lack of visitors
 - Too many visitors for the locale
 - Not enough paying visitors
 - One-sided visitor offer
 - Short length of visitor stay

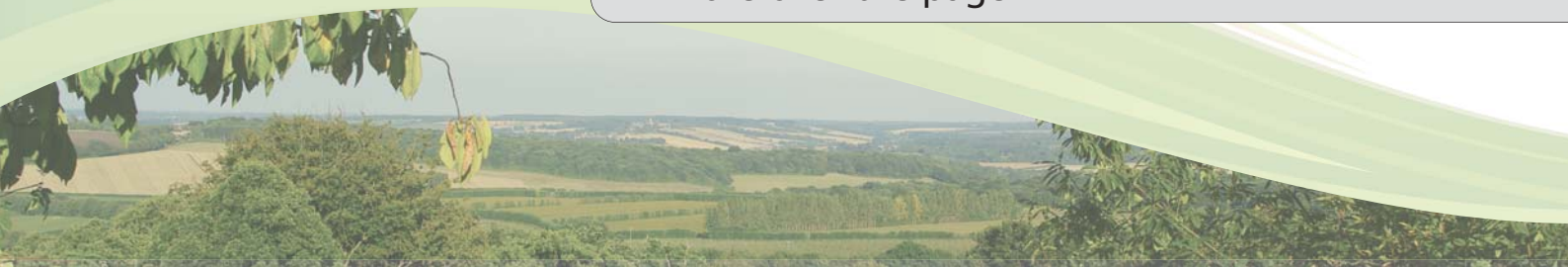


Getting Started...

However no matter how well you think you know these issues, its vitally important to have hard facts to back these assertions up with.

- The best place to start is to discuss with the local tourism stakeholders and businesses, they are often the ones who stand to gain or lose the most from the visitor experience. They will also often also have relevant data (althogh generally anecdotal) easily available.
- An open public meeting to invite views from the community is also useful here, as there are often issues outside of the economic realm that can be dealt with as part of a visitor management project. Particularly pay attention to views on parking, traffic, litter etc as these will need to be factored into the management of anything you undertake.
- If your community has undertaken a Community Led Plan or Market Town Healthcheck, then contact the local partnership for a copy of the final document. These processes are often an excellent way of determining key social, environmental and economic issues occurring in your community.
- Contact your local authority or regional tourist board. They may well have data available or be aware of key issues already. Being aware of what other organisations are doing will help avoid duplication in work later on.

More over the page



- You may at this point want to embark on some data collection yourself, however this can also form part of your project later on so don't go into too much detail here, remember you are looking for broad issues and trends.
- If you can spend a little time Identifying the factors that make your place special and establish the broad scope of what you can offer visitors. This will make your life easier later on and also help communicate what you are doing to others

All of this information builds a picture of what is happening now, helps you identify the key things that need addressing or the gaps in provision, as well as giving you a firm basis to move forward.



Clarity of Purpose...



What is Hidden Britain?

Hidden Britain helps businesses, residents, community groups and local authorities come together and work as a team to identify and develop the tourism potential within their community.

We help groups understand and develop what they have to offer visitors and working with them, turn these ideas into effective business and marketing activities. Then we help them to deliver the plan, attracting visitors who will really value the experiences and want to return.

Essentially, we help people share what they love about where they live to ensure long-term economic and social benefits for the whole community.

Get in touch to discuss how Hidden Britain can help your community realise its tourism potential.

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The Rural Development Programme for England (RDPE) is funded by Defra and the European Agricultural Fund for Rural Development: Europe Investing in Rural Areas

