

STRAGIC FRAMEWORK FOR TOURISM



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

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STRATEGIC FRAMEWORK FOR TOURISM – High Level Strategies/Policies



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- One Wales – A progressive Agenda For Wales
- Wales Spatial Plan
- Sustainable Development Scheme
- Wales A Vibrant Economy
- Achieving Our Potential 2006-13
- Sustainable Tourism Framework

STRATEGIC FRAMEWORK FOR TOURISM – Lower Level National Strategies



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- Draft Coastal Tourism Strategy
- Cultural Tourism Strategy
- Sports Tourism Framework
- Action Plan For The Countryside Experience
- Activity Tourism Product Strategies:
 - Catching the Wave
 - Angling for Success
 - Best Foot Forward
 - Time For Action
 - Golf Strategy

STRATEGIC FRAMEWORK FOR TOURISM – Regional Level Strategies



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- Open All Year – the regional Tourism For South West Wales
- Planning Tomorrow's Tourism Today – The Regional Tourism Strategy For North Wales
- South East Wales Regional Tourism Strategy
- Naturally Different – The Tourism Strategy For Mid Wales

STRATEGIC FRAMEWORK FOR TOURISM – Spatial Plan Area Level



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- Pembrokeshire Haven Tourism Opportunities Plan
- Swansea Bay & Western Valleys Tourism Opportunities Plan
- Central Wales Inland Tourism Study
- Cardigan Bay Action Plan

STRATEGIC TOURISM FRAMEWORK – LOCAL Authority and Destination Level



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- Local Authority Level e.g. Pembrokeshire County Tourism Strategy.
- Destination Level e.g. Tenby & Saundersfoot TGA Study

ACHIEVING OUR POTENTIAL



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A **C**ustomer **R**esponsive, **I**nnovative, **S**ustainable and **P**rofitable industry which makes an increasing contribution to the economic, social, cultural and environmental well being in Wales.

Strategic Challenges

- Distinctive Branding
- Higher Quality
- Easier Access
- Better Skills
- Partnership

SUSTAINABLE TOURISM FRAMEWORK



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- Purpose to guide those involved in promoting & developing tourism to ensure that the industry contributes to sustainable development.
- Key Objectives
 - Promoting local prosperity
 - Supporting Community well being & involvement
 - Minimising tourism's environmental impact
 - Protecting & giving value to natural heritage and culture

WELSH COASTAL TOURISM STRATEGY



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- Vision
- Aims
 - To encourage economic, social & environmental benefits for coastal communities
 - To improve the quality of the visitor experience
 - To achieve an integrated approach to the development & management of coastal tourism

WELSH COASTAL TOURISM STRATEGY (Cont.)



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- Strategy to be delivered through 5 thematic programmes
 - Coastal Towns & Resorts
 - The Rural Coast
 - Coastal Activities
 - Coastal Culture
 - Coastal Management
- Strategy to be published in the New Year



5 Objectives

- To ensure stakeholders are working effectively together
- To focus new regional marketing initiatives on off peak opportunities through realistic destination & thematic campaigns
- To encourage the industry to improve the quality of the visitor experience throughout the year to fit the needs of the higher value off peak visitor
- To responsibly develop & sustain the infrastructure & unique environmental & cultural resources of SW Wales for the benefits of visitors & residents

PEMBROKESHIRE HAVEN TOURISM OPPORTUNITIES PLAN



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- Plan was commissioned as part of the spatial plan process.
- 3 over-arching priority areas
 - Tackling seasonality through product enhancement
 - Develop & maintain the local environmental infrastructure
 - Maximise human resources
- 16 projects proposed grouped under the following headings;
 - Maximising human resources 4 projects
 - Tackling seasonality 8 projects
 - Develop/maintain environmental infrastructure – 4 projects