

## Economic impacts of urban tourism - A study of Bath.



The aim of this study was to identify the impacts of urban tourism on the economy of Bath, as well as the local employment structure of the tourism industry, such as employment opportunities and the engagement of local entrepreneurial activities in the tourism industry that have been investigated. The results indicated the city of Bath has done significantly well in terms of tourist numbers, and tourism generated revenue related to rest of the UK cities. In addition the tourist numbers have been stable for the last five years. The most significant finding was the Bath city strategic planning structure of the local government authorities. Bath city authorities have kept the government ownership and control to a certain extent on important city locations and attractions while letting private investor to run those functions more efficiently. Likewise the government authorities have given excellent business support and advice to the Small and Medium size Enterprises while encouraging entrepreneurial activities to develop the city by introducing technological improvements such as T-STATS and by launching a Business Improvement District (BID). Bath Projects an increase in the number of visitors and their spending is to be increased during. As the tourism demand seems to increase in Bath, the city authorities plan to generate 30% of the total city employment from the tourism industry. As the Bath city council and Bath and North East Somerset Council have encouraged urban tourism development, they have managed to minimise negative tourism impacts while maximising positive tourism impacts towards the local community.

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