

**Working Group Action plan**  
(Revised methodology after Plymouth – June 2009 – according to the objectives of the WG)

## **OVERCOMING SEASONALITY**

### **Context**

Overcoming seasonality is a central problem in most tourist destinations that face an influx of tourists, often concentrated in time and space. This leads to over-population of an area during the high season, which results in usage conflicts within the population, over-sized tourist facilities, the phenomenon of saturation and congestion on the roads and the motorways, a high concentration of economical impacts in a specific time, or even a potential discomfort. Overcoming seasonality is nevertheless difficult to implement and often involves a combination of approaches at different levels. In general, the best practices are poorly applied in this area.

A better balance of tourism activity in time and space has important issues in terms of the economical impact, the quality of the jobs, the impact on the environment and the quality of life and visitations and the local perceptions of tourism.

Tackling seasonality was identified as one of the biggest challenges in ensure sustainable tourism in Europe in the European Commissions Tourism Sustainable report on developing a competitive and sustainable tourism in Europe

### **Objectives**

The key objectives of the working group are:

1. To share research :
  - a. Plans
  - b. Reports, results and summaries
  - c. Evaluation of research techniques

With members of the working group and the wider NECTouR network

2. To seek and identify partners for:
  - a. Joint research projects/studies
  - b. Joint sustainable tourism development projects e.g. photo tourism development
  - c. Intereg/ territorial cooperation projects
3. To share knowledge by:
  - a. To post strategies and project report on the NECSTouR website
  - b. Sharing best practice

- c. Communicating the lessons learnt from projects that have not gone as well as expected

## Actions and timetable

### First Actions 2009

- Seek partners for the proposed photo tourism project (summer/autumn 2009)
- Develop and use a simple questionnaire to identify case studies and contact details across the network (Autumn 2009)
- Develop a simple template to record examples of good and bad practice on seasonality (autumn 2009)
- Develop the NECSTouR Website as Develop NECSTOUR website as a depository for abstracts, a forum to seek partners, a database of individuals and network organisations expertise and experiences and partner search tool and library of projects, case studies etc (Autumn 2009/spring 2010)

### Ongoing actions - Voluntary and within Existing resources

1. Share all our existing research in abstract form
2. Use network as a partner search for planned work
3. Share experiences good and bad
4. Use network to test concepts and seek advice on approaches
5. Seek partners for external funding bids for projects and product development

### Opportunity driven actions Additional Resources Needed

1. Research projects into consumer wants to holiday out of season
2. Research, analysis and publish case studies
3. Commission studies on deseasonality detailing projects/product development
4. Feasibility studies on multi location product development projects
5. Development of a toolkit for destination managers on tackling seasonality issues
6. Development of a deseasonalisation tool kit for destination managers
7. Projects identifying the use of festivals and events to tackle seasonality

## Members

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