Visitor Behaviour and Management

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**Executive Summary**

The number of visitors to Sydney has reduced over the latest years. The reduction of the number can be attracted several factors in the market such as environmental degradation and others. This therefore, affect the tourism industry and therefore, making the industry to be bleak. It is important to establish a strategy, which could be utilized to address the problem and increase the number of visitors. This report therefore, presents various strategies, which can be utilized to increase the number of visitors come to Sydney. The most important aspect based on the analysis of various data would be to increase the number of attraction sites in Sydney. Currently, the number are approximated to be eighteen within Sydney area and the increase in number would likely to increase the number of people visiting Sydney over the last year. The report therefore, illustrates some of the key strategies, which would help in increasing the number of tourists coming to Sydney. It also provides an overview of some of the challenges being experienced by sector in the region. And therefore, the main challenges established are lack of enough protected areas and stiff competition with other regions and therefore, it is pointed that it could be address by providing several options to visitors.

**Introduction**

The tourism industry grows faster after surpassing 1 billion visitors by end of 2017. The industry is one of the high contributors to the gross domestic product of many countries. According to the World Bank, we expect the industry to register 1.8 billion visitors by 2030 and expand the economic growth of countries by almost 15%. Countries or regions are responsible for the creation of destination for visitors. And over the years, developing and developed countries have created several attraction sites for tourists. This shows how importance the industry is regarded by many countries in the market and its contribution to the economic growth. In Australia, there are several factors, which act is tourism attraction and several are still being constructed. Australia is voted as one of the leading tourism destination from both developed and developing nations. Sydney leads in both domestic and international tourism among the cities in Australia. It is estimated that between 2017 and 2018, Sydney received almost 1 million visitors. Most of these visitors are business tourism and leisure and therefore, Sydney is one of the iconic destinations of many people. However, it is pointed that the number of visitors to Sydney has started to reduce in last months. The reduction in the number of visitors can be attributor on several factors, which include lack of new and modern attraction sites, environmental issues or the economic aspect of the Sydney and visitors as well.

It has therefore, made tourism industry to be regarded by several stakeholders as one of the fluctuating industries or recent times. It has the peak and off season when visitors are very few and exploding. It is pointed that there is a decrease of visitors in Sydney and this decrease in number could be as a result of disconnect to the ecosystem. In this case, there could be few places and also environmental factors, which have influenced the reduction of the number of visitors. It is important to ensure that a strategy is developed to rework on the industry to increase the number of visitors. According to Preez & Fairer-wessels (2013, p. 32), protected areas have a critical role to play in the tourism sector. Most visitors come to view some of these protected areas and therefore, ecosystem is therefore, a major factor, which is important for building the world. And therefore, disconnect to the ecosystem is the threat to the growth of the world. Disconnect can result to lack of interest, which can bread a serious destructive behavior at the expense of the environment. Having connection is regarded as essential factors, which determine the wellbeing and the behavior of the ecological. However, the latest evidence indicates that a very high level of connection could be needed before pro nature behavior and pro-environmental are established. In additional, in promoting connection to nature there are several techniques, which are require, which are pro environment such as recycling bins, and psychological issues (Preez & Fairer-wessels, 2013). And therefore, it is important to understand the nature of the environment to determine the reason for the decrease visitors within a certain ecosystem which is crucial for the growth of the tourism industry.

The purpose of the study is to provide illustration on how we and the administration can attract the visitors to Sydney and to increase the visitors based on the factors in the industry. There are different perspective in regard to the way tourists are attracted to the industry and the inspiration and therefore, it is important to analyze and derived the best method which can be utilized. However, there are several strategies, which could be applied and these strategies include the building a viable product, increase the sites and destination to Australia so that more visitors could be attracted. Therefore the problem of decrease visitors to Sydney could be addressed through increased service provision and efficient marketing as well. Since it is has been discovered that there are some disconnect with the ecosystem, the initial plan could be to increase the number of protected areas within Sydney to act as an attraction site. The purpose of the study is therefore, to analyze the tourism industry in Sydney and establish how the number of visitors to Sydney can be improved.

**Visitor Destination – Sydney**

The visitors’ destination or attraction sites are regarded as manmade development, which are located in various strategic places. These sites are some of the major attraction point and in Sydney there are several attraction sites which include Sydney Harbour Bridge, the rocks, Sydney opera house, darling harbor, the harbor cruises from the Circular Quay and the Royal Botanic Garden Sydney (Slaymaker, 2016, p. 32). These sites attract people from across the world to Sydney and therefore, visitors are attractions are essential component in the tourism industry. It is noted that Sydney received millions of visitors annually and most of these visit various attraction sites. And therefore, increase of the number of attraction site would be the best strategy to increase the visitors to Sydney. Therefore, the construction of modern zoo, with a protected area in Sydney would be one of the best plans for increasing visitors. Since most visitors are seasonal and are attracted by weather pattern. The established of Zoon with a protected site could contribute highly and the tourism sector.

**Finding**

It is established that over the last years, the number of visitors to Sydney has decline drastically in the last few months. The decline is projected to be as a result of availability of various locations in Australia, which offers stiff competition to the Sydney ecosystem. It is also discovered that the love of people to Australia is 50% a head compared to other location within the region. The statistic also shows that the number of people has increased constantly since 2007 to 2017 and it is projected that it will continue to grow. As illustrated in the diagram 1 below, it is evident that the growth in the number of people coming to Australia has been huge and therefore, it is expected to affect major cities as well. However, the number of people visiting Sydney is declining and this could be an issue in the tourism industry.



*Diagram 1: Number of people visiting Australia annually since 2007 to 2017*

The finding also indicates that 60% of tourists or visitors coming to Sydney are business or corporate visitors coming for meeting, business conferences and workshops. It is also established that Sydney source of attraction are conferences facilities, historical sites and nature while there is little investment in entertainment aspect of tourism attraction centers. Based on the findings, it is evident that there is little investment on the entertainment sector and therefore, Sydney cannot compete with cities like Los Angeles when it comes to entertainment attraction. This is a huge market if utilized effectively would improve the standing of Sydney in the global tourism standing by a double digit.

**Discussion**

Though the study established that Sydney still leads in the number of visitors among the cities in Australia, it has experience decline in numbers. Based on the statistic the number of visitors has declined between 2017 and 2018 of about 5.8%, which is a huge number economically (City of Sydney, 2019). Tourism is a major contributor of the economic growth of Sydney and therefore, the decline in number translates to the decrease of economic growth. The focus of Sydney stakeholders in the tourism industry should be diversity of services and especially the tourism attraction sites or location (Benli & Perrottet, 2016). The construction of more entertainment facilities is likely to push Sydney to the global competition of the entertainment destination for many celebrities. This would improve the Sydney standing since it has already been known as the business and corporate destination and therefore, addition of entertainment among its banquet of services would be strategic decision, which would produce positive results after a certain duration. It is therefore, important for the tourism stakeholders in Sydney to strategically invest in various attraction centers and sites and also improve services, which have been going on for several months now.

**Encouraging further growth – Development of Sydney International Convention**

Sydney being a tourism attraction city and depends on tourism for economic growth, the city of Sydney has marked several activities, which should be developed to put the Sydney on the global map once again as the leading tourism destination. The management of the tourism board have decided to work together to develop Sydney International Convention to act as the attraction center for tourism. Though there are several attraction centers in Sydney the renovation of the convention is strategic importance for the new breed of tourism. Research shows that over 75% of tourist or visitors are international visitors (Ndlovu, Nyakunu, & Heath, 2014, p. 32). Most of them are business and leisure oriented visitors and therefore, it is important to ensure that enough facilities or tourism attraction centers are made available. The development of Sydney International Convention would be a strategic decision and would attract several visitors and therefore, it is likely to improve the standing of Sydney among the cities as the best cities for visitors.

 Although the finding indicates that Sydney events and sites still remain as some of the best attraction centers or locations, a lot of improvement is required. Increasing the number of sites and events would improve the number of visitors to Sydney. Research indicates that the reduction in number could be addressed effectively when these sites are increases and the conditions of the current sites and events are improved (Daniela, 2012). The city of Sydney has been doing a recommendable work for the last years in making sure that these sites and events are properly maintained. And therefore, the construction of other sites or attraction sites such as zoo, and other man made sites would be an ideal decision, which would improve the number of visitors to Sydney. Since several visitors are business or corporate visitors, the need for high end hotels and other leisure facilities are required as well. Though statistics shows that Sydney has several high end hotels and other entertainment facilities, Preez & Fairer-wessels (2013, p. 15) pointed that there is a serious need to construct some of the luxurious hotels and entertainment facilities in Sydney to act as attraction sites for most business and corporate visitors. The establishment of high end hotels, and more rooms would be able to allow Sydney to meet the demand of more rooms and places of entertainment.

The construction of more luxurious sites for entertainment would be the best destination for the city. It would not only attract corporate or leisure visitors but all kind of visitors will view Sydney as the best destination for entertainment hence competing world entertainment cities like Los Angeles, where Hollywood is located, Casablanca, Miami and other major entertainment cities globally. Strategic construction of entertainment sites would be an ideal strategic decision, which would enforce the Sydney to the world cities with the best entertainment location. It is also important to point that destination development attracts visitors, and also high quality of visitors, which are ideal to the growth of the tourism sector (Destination NSW, 2015). Therefore, improving infrastructure, which include roads, airports, rail and the hotels would be a great ideal to improve the number of visitors to Sydney. Studies indicate that in the last five years, Sydney has done a lot of improvement on its road network and airports improving accessibility to several attraction sites. This is therefore, expected to increase the number of visitors to Sydney. It is therefore, essential to point that, within the next the industry will receive several visitors from different parts of the world.

**Marketing new sites and events in Sydney**

Based on the current trend in the tourism industry, different approaches could be utilized to market these new locations and events created in Sydney as the attraction sites. The strategic approach would be partnership with world tourism bodies for the purpose of marketing of the new sites. Since the target market or visitors are from Asia pacific regions and other western countries, Sydney tourism board can partner with Asian tourism board and other stakeholders from Asian countries in marketing Sydney has the destination site for entertainment, leisure, corporate meetings and sporting destination as well. The construction and development of Sydney International Convention would provide sporting and other entertainment location for visitors and therefore, Sydney should be marketed as the sporting destination for both domestic and international tourism. The best strategic to improve the number of visitors to Sydney would be through partnership with key stakeholders to market Sydney and the best destination.

Marketing is very diverse and the application of various tactics usually gives the best optimum result. Though partnership is applicable and one of the best way to market destination, advertisement of Sydney on major television channels through corporate branding would be also an ideal method of informing visitors the kind of improvement the city has made and availability of new location or attraction sites. Therefore, it is important for the Sydney tourism board to carry out frequent advertisement of the new attraction sites to improve the number of visitors to Sydney. This is an important and strategic decision which would improve the number of visitors by almost 15% based on the projection done by the Sydney tourism board and association together with the city of Sydney.

**Conclusion**

Though Sydney still one of the leading destination for visitors, the study indicates that, the city has experienced steady decline of the number of visitors in last months. This has caused a lot of worries for many stakeholders in the tourism industry across Sydney since tourism is a major player in the economic development of the city. The finding of the study indicates that establishing several other destination or attraction sites is likely to improve the number of visitors to the city. The finding also indicates that the ideal project would be the development of Sydney International Convention, construction of zoon, construction of several luxurious hotels and other entertainment facilities. Sydney has been known as the corporate or business destination for many people. Introducing a new concept of tourism attraction such as entertainment would be the best strategic decision, which is likely to increase the number of visitors to Sydney. The finding also illustrates the decline in the number of visitors is seasonal and it is based on the global competition with other world renowned cities. It is therefore, evident that the stiff competition in the tourism industry is expected to continue in the coming years.

**Recommendation**

Tourism industry globally is very competitive and cities and regions boxed themselves for a pie of the market share. It is recommended for Sydney to utilize its past records as the best tourism destination globally to increase the number of visitors. And for it to achieve this efficiently , it would be recommended for the Sydney tourism stakeholders to invest in market as the best tool to reach a wide visitors across different borders. The organization should conduct a strategic marketing to highlight to the world, its past secrets, which are the tourism destinations and the newly constructed or established tourism sites across the city. It is also recommended to market then city as the entertainment and the city of luxury to attract new types of visitors. For the last decades, the city has been focusing on the corporate visitors. A change on target market would enhance the market share of Sydney hence improve the number of visitors, which is critical important for its economic development.

Studies have also indicated that tourism sites or attraction destinations are manmade and therefore, impact the ecosystem. It is therefore, recommended for Sydney City to derive the best strategy to conserve the ecosystem as part of community service to improve the environmental condition for tourists coming to the city. With clean and attractive environment the city become iconic and visible to many tourists and therefore, the number of visitors would increase. It is therefore, recommended for the tourism board to partner with environmental organizations ion keeping the environment clear and attractive to visitors. These are few recommendation, which I believe if actualized would improve the status of Sydney as the best tourism destination for different types of tourism including leisure, corporate or business oriented tourism destination. Therefore, the key to better or improved number of visitors to Sydney is implementation of the highlighted plans or strategic identified by this study to improve Sydney tourism index worldwide.

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