

EVALUATION OF A TOURIST ATTRACTION IN LONDON

INTRODUCTION

It will also unearth the impact that tourism has to the growth and development of some of the key cities in the world such as through the case of London. Analyzing the structure and impact of a specific business, the “Evaluation of a Tourist Attraction in London” case focuses on factors, which contributes to success and sustainable development of globally recognized tourist attractions.

IMPORTANCE

A evaluation of a tourist attraction therefore is not just on profitability; but on effectiveness in providing value, adding civilization and efficiency in changing needs of the consumer. The London attraction under consideration in this case study offers key lessons on how attractions can pursue revenues as well as be socially and environmentally responsible.

VISITOR MANAGEMENT

This means that high visitor traffic slows down the visits per capita, thereby compromising on the quality of visits via information obtained.

CONCLUSION

The case presented in this paper clearly demonstrates that a strategic analysis is crucial for the sustained sustainability of tourist promotions. Thus proper consideration of specific operational and experiential factors can lead to prosperity of attractions in the competitive tourist environment of London.

RECOMMENDATION

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