

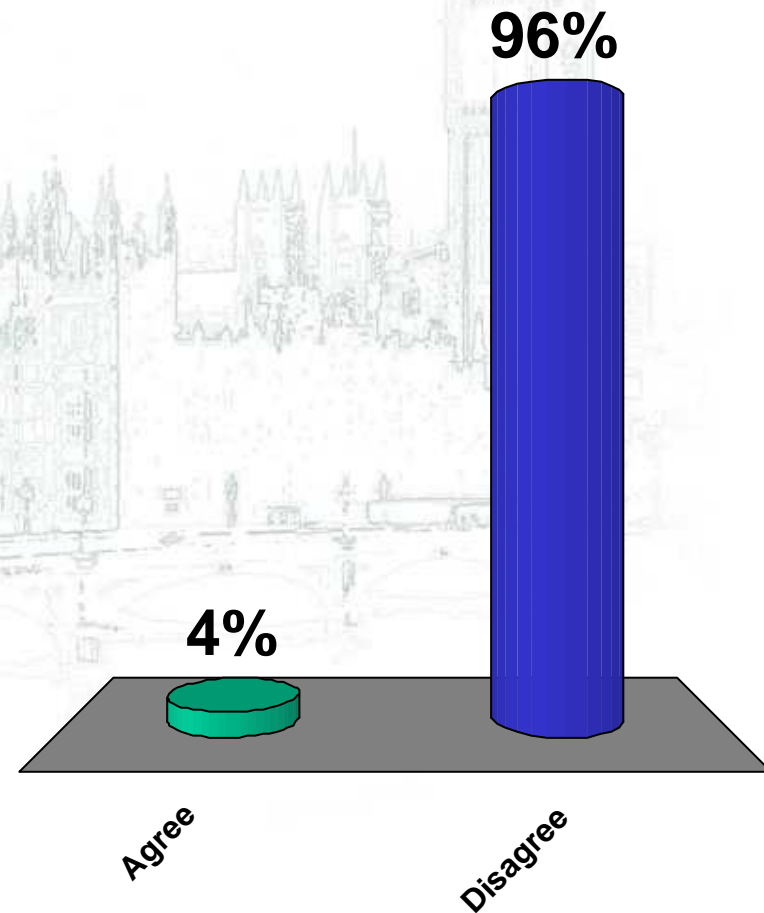
**“The Future For National and Local UK Tourism:
Building Profile, Profit and Partnership”**

Interactive Voting Session:
Please use your Keypad to Vote on the
Following Questions



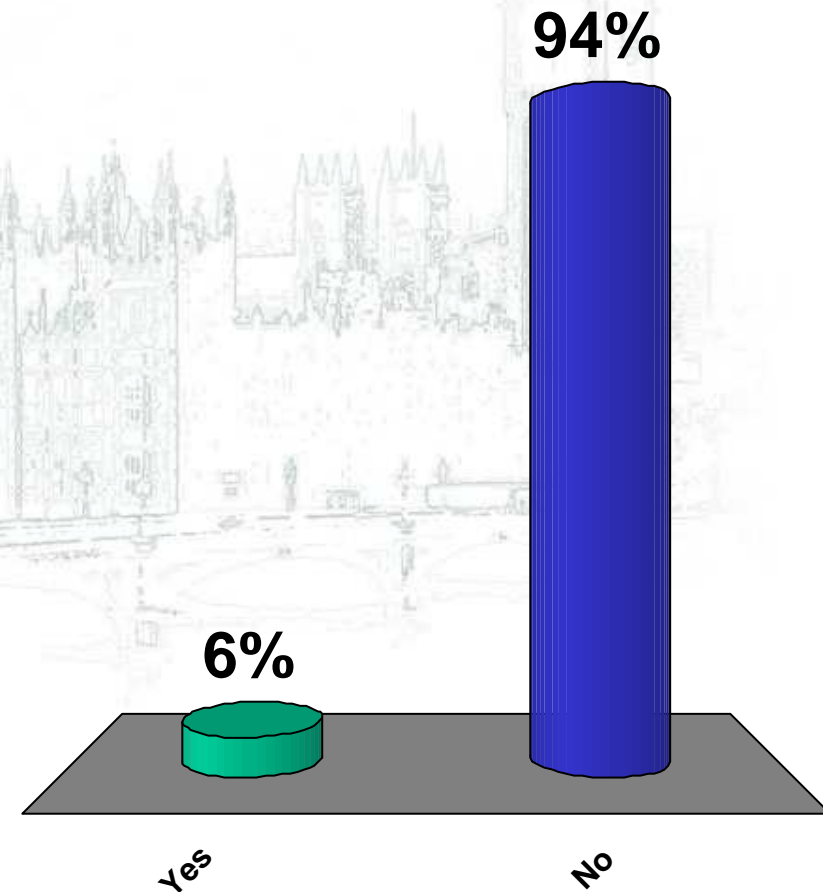
The Current Public Sector support structure for tourism in the UK is generally well understood by the trade.

1. Agree
2. Disagree



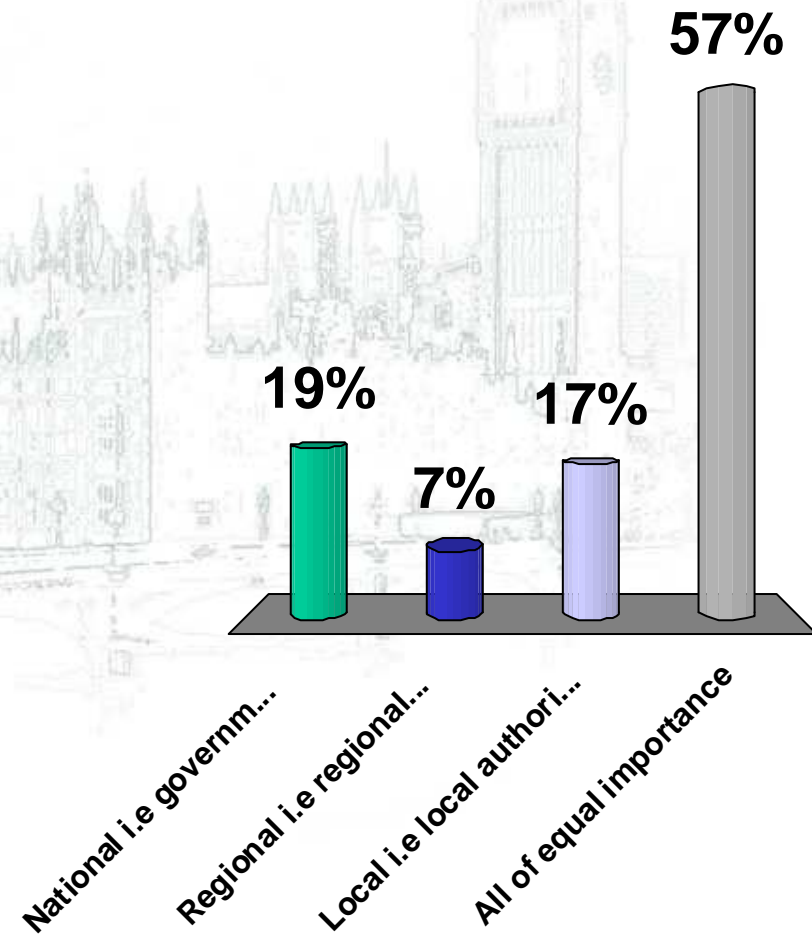
Does the DCMS have the necessary profile and resources to realise the economic potential of UK tourism?

1. Yes
2. No



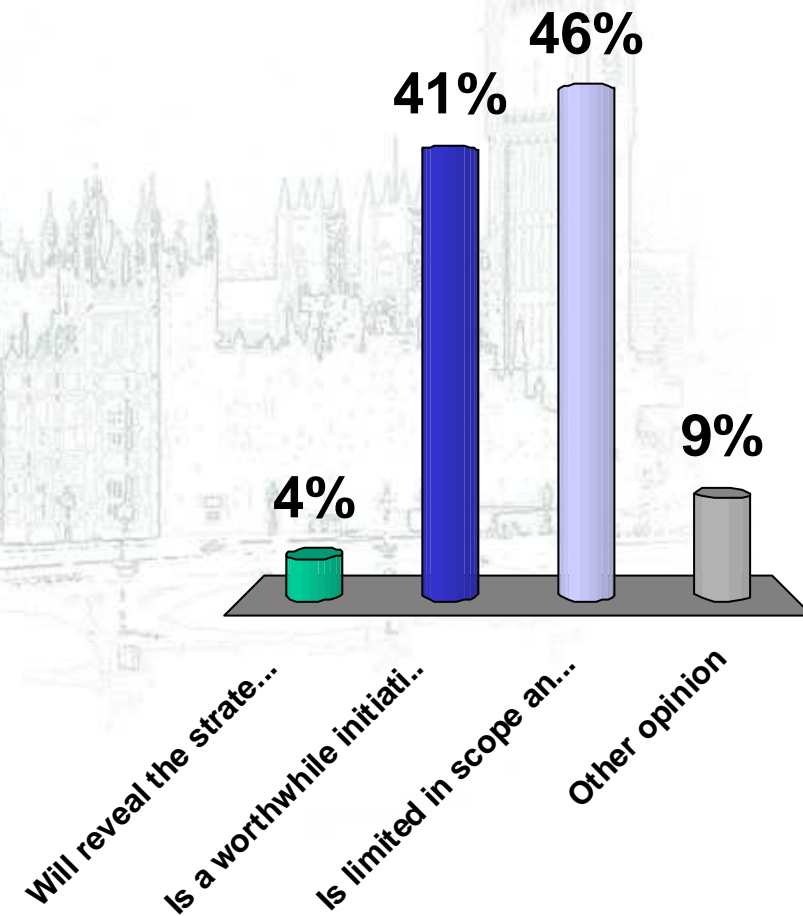
Which structural level is most crucial in building the profile and capacity of UK tourism?

1. National i.e government departments and agencies
2. Regional i.e regional tourism agencies
3. Local i.e local authorities and tourism information offices
4. All of equal importance



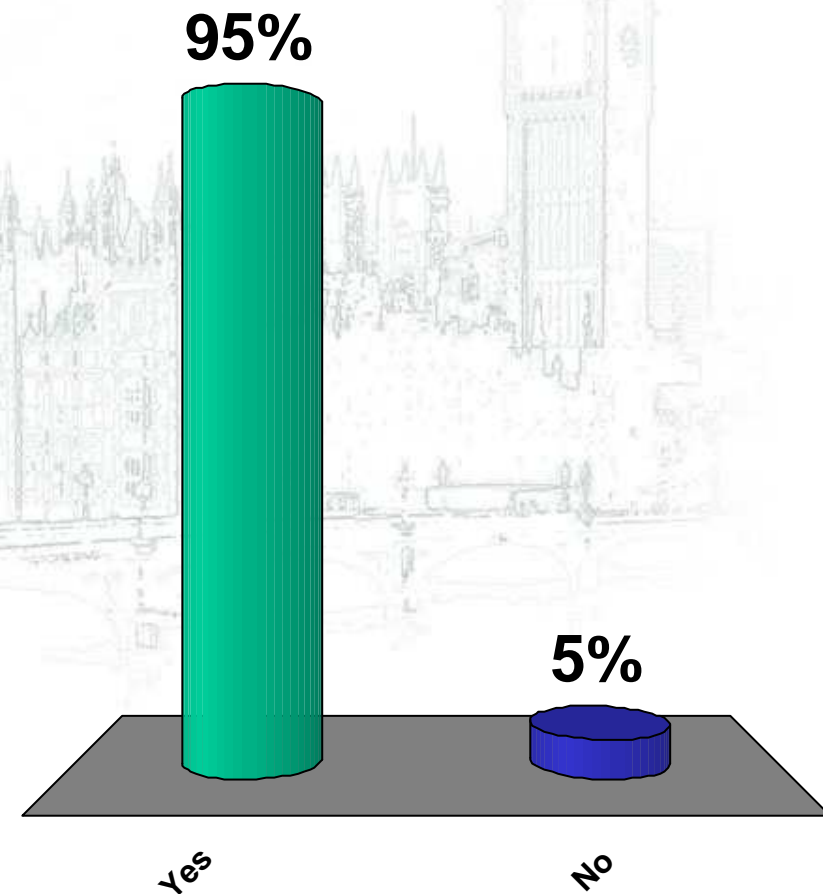
The DCMS Formal Review...

1. Will reveal the strategic needs of the tourism sector and DCMS will be well placed to respond to these needs
2. Is a worthwhile initiative but DCMS lacks the authority to implement change
3. Is limited in scope and lacks credibility as funding decisions have already been taken (18% funding cuts to VisitBritain)
4. Other opinion



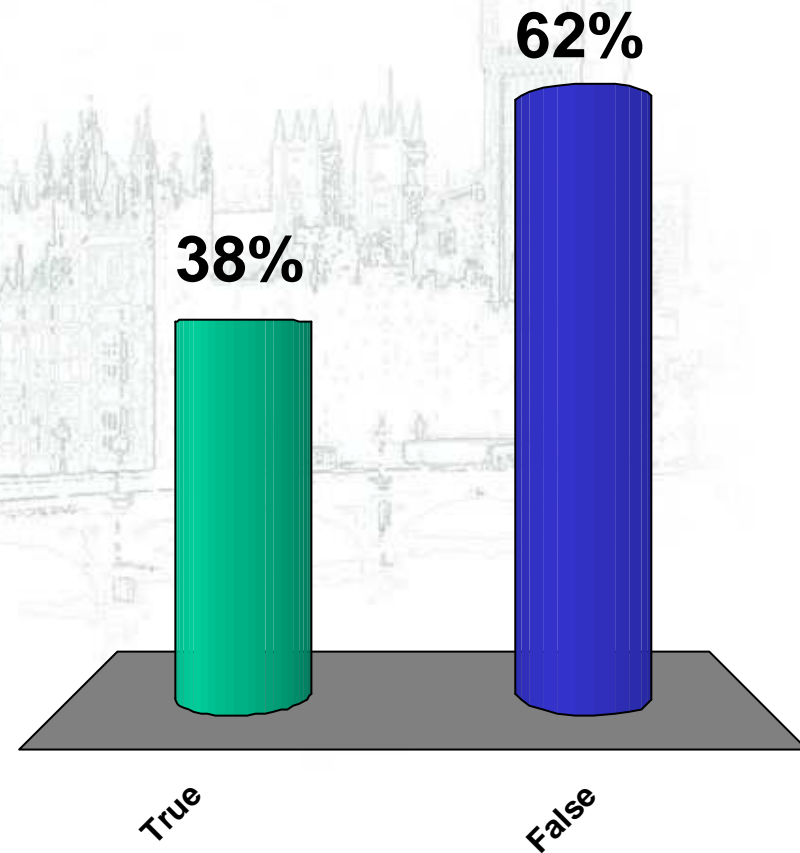
Are partnerships across all policy levels crucial in building profile and profit for tourism?

1. Yes
2. No



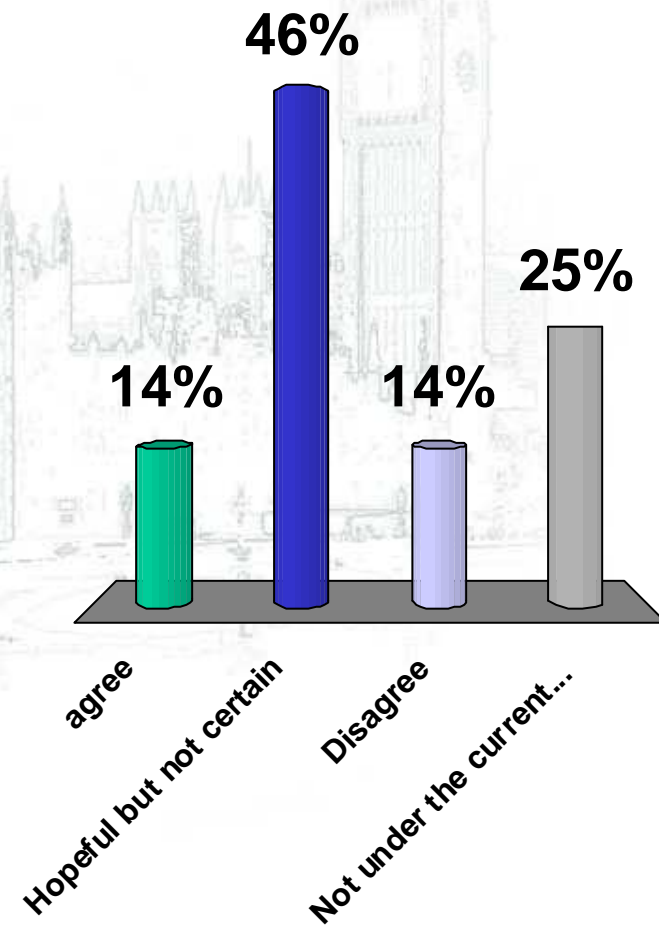
Partnership working could be said to be more about show than substance, fashion rather than effective function?

1. True
2. False



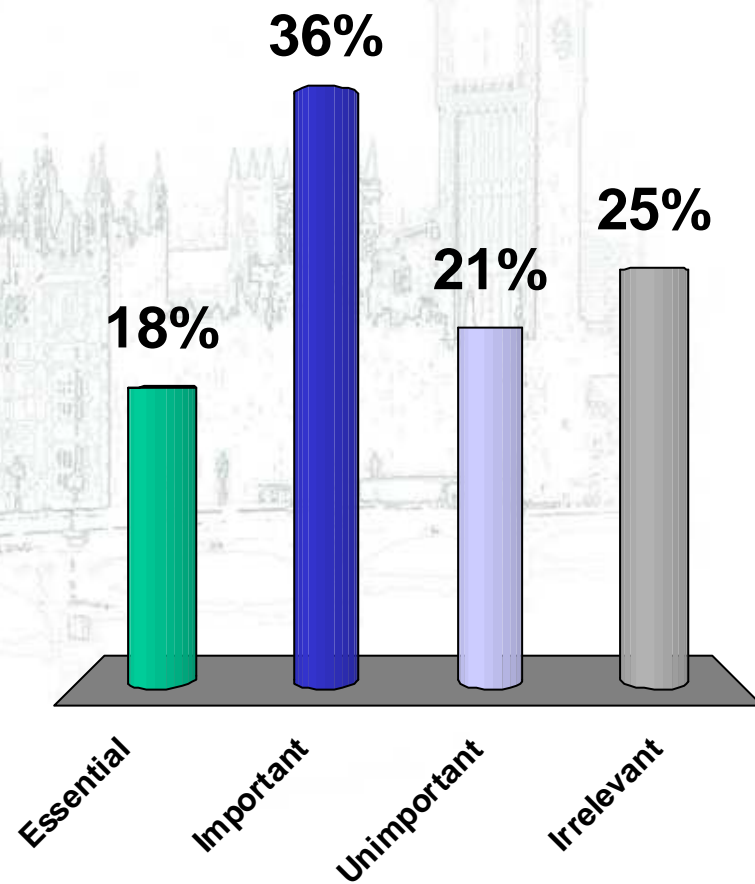
Do you believe the London Olympics will deliver a durable and sustainable legacy for tourism in the UK

1. agree
2. Hopeful but not certain
3. Disagree
4. Not under the current structures



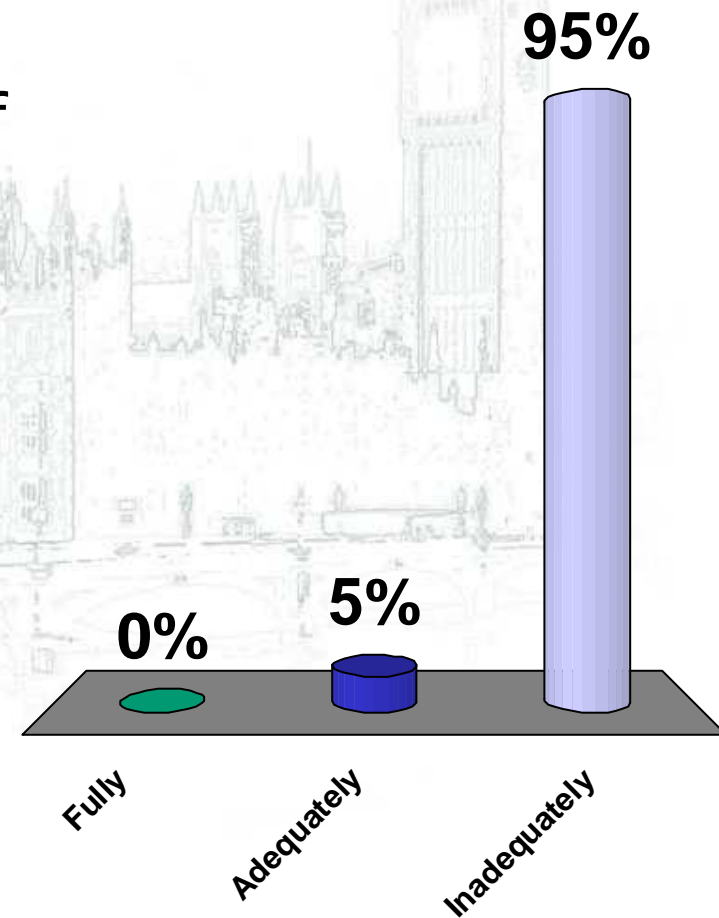
How important to sustaining tourism growth post 2012 is the implementation of an industry agreed fair pricing charter to cover the peak Olympic period itself?

1. Essential
2. Important
3. Unimportant
4. Irrelevant



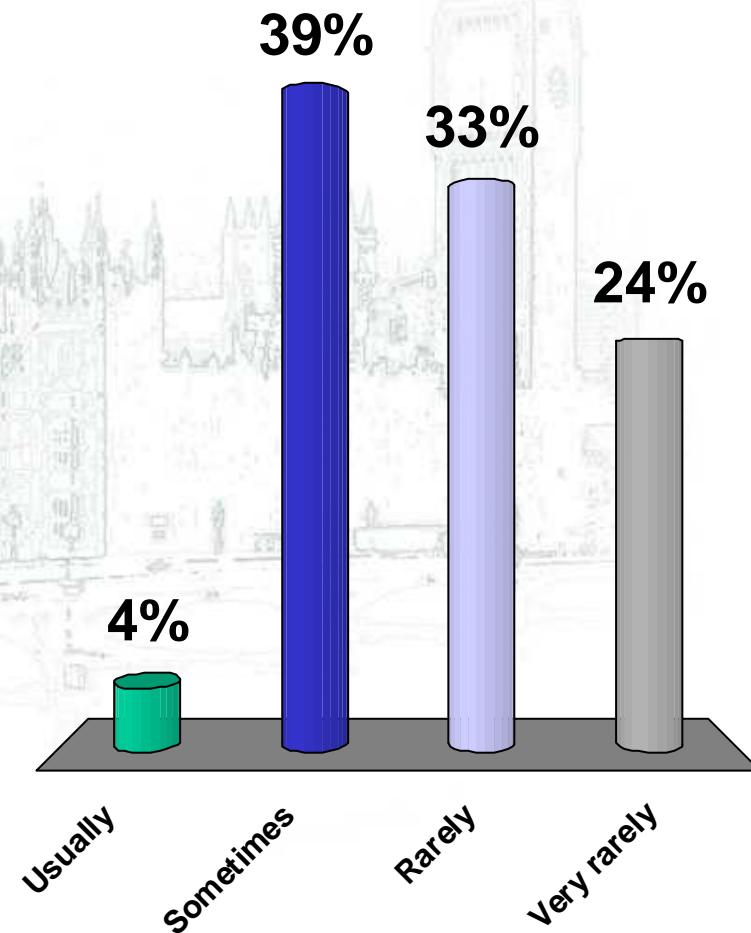
To what extent are skill levels within the UK tourism industry sufficient to meet the aspirations we all share for furthering the development of the sector?

1. Fully
2. Adequately
3. Inadequately



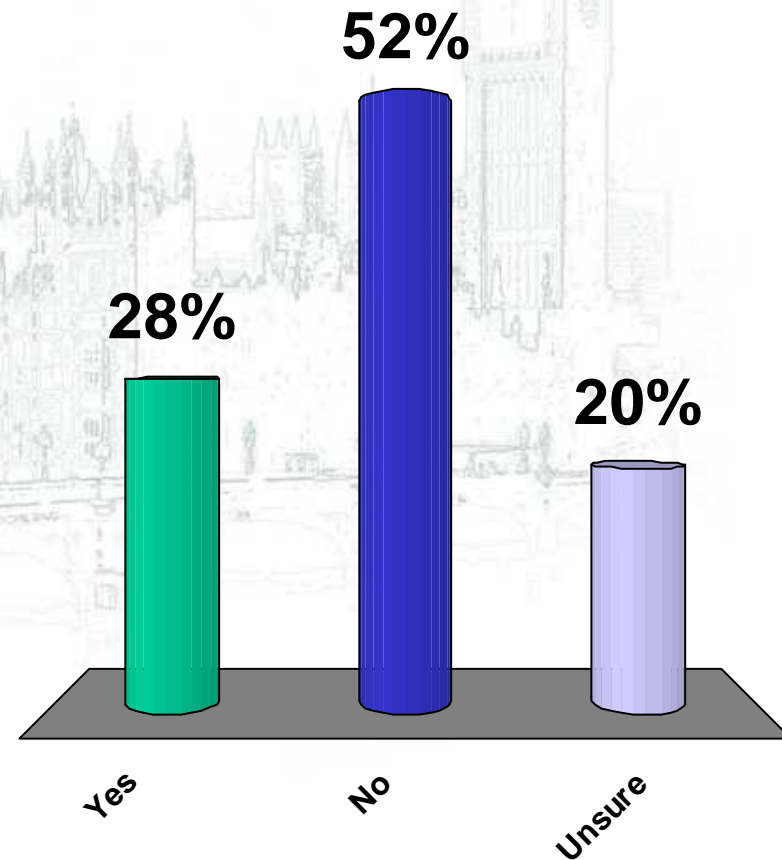
Are local tourism considerations sufficiently linked to planning and infrastructure policy such as transport and regeneration projects?

1. Usually
2. Sometimes
3. Rarely
4. Very rarely



Is sufficient thought currently given to balancing the economic benefits of tourism against the social and environmental costs?

1. Yes
2. No
3. Unsure



If Britain is to realise the full potential of its tourism industry there must be a long term national strategy beyond 2012 that has all party support and input from national, regional and local stakeholders.

1. True
2. False

