The Role of Clustering in Cooperation, Complementarities and Innovation in the Visitor Attraction Sector

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Content

- Regional cooperation (as a group) and Density of visitor attractions
- Cooperation between neighboring individual attractions determined by complementarities
- Case study: Newquay and the Lizard, UK
- Implications for Coastal and Maritime Tourism Clusters
Cooperation between Visitor Attractions

Marketing

Buying Group

Political representation

Learning

Weidenfeld et al. (2011)
Density of Visitor Attractions Determines Levels of Regional cooperation in Clusters

- Low density / High cooperation
- High density / Low cooperation
Case study: Newquay and Lizard Clusters in Coastal Regions, UK

Cooperation Between Attractions

Implications for Coastal Clusters

Agglomerated

Disperse
Cooperation between Neighboring Individual Attractions in Newquay

Cooperation
- Joint ticketing/pricing
- Cross promotion
- Vouchers
- Visit time

Increasing Cooperation between Neighbouring Attractions

How to Increase Cooperation and Create Synergies between Neighbouring Attractions?

Complementarities
- Indoor/Outdoor
- Active/passive experience
- Visit time/duration
- Market segments
- Thematic

Similarity
- Market Quality
- Thematic
Implications for Coastal and Maritime Tourism Clusters

- Consider density when building up cooperation between attractions at the collective (regional) levels.
- Consider proximity and complementarities (particularly thematic) between attractions.

- Product similarity and complementarities have a key role in encouraging synergies between tourism businesses e.g. boat trips (maritime) and Aquariums (coastal).

- Emphasis on inter-cluster and international links for knowledge transfer and innovation.


Thank You 😊
Cooperation Between Attractions

Spatialised Knowledge transfers between Newquay and the Lizard leading to innovations

NEWQUAY
Higher level of agglomeration

Attractions
Accommodation
The Lizard
Lower level of Agglomeration