A 'ticket to ride' or 'a hard days night'? The importance of music tourism to Liverpool.


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Abstract

This paper is written to facilitate discussion about the importance, if any, of Liverpool’s musical heritage to our enjoyment of the city during our visit to the conference. The consumption of both music and tourism are a ‘given’ in contemporary Western societies. However, the blend of music and tourism has been insufficiently researched. Gibson and Connell (notably: 2004, 2005, 2007) have dominated the literature on music tourism and its significance in the UK has only been touched upon. The context for this paper is research undertaken for UK Music on the economic impact of UK Music Tourism. The rationale for the overall research was that it was thought that the importance of music to UK tourism was not being recognised and therefore leveraged as effectively as it could.

Feargal Sharkey (2010), Chief Executive of UK Music said: ‘Music is one of the UK’s crown jewels. It is a significant and powerful magnet for both overseas and UK tourists - whether they’re attending one of our many music festivals, visiting our music heritage sites or simply drawn by our reputation as the world’s pre-eminent music-producing nation.’ Understanding how important music is to tourism is more than economic. The aim of this paper is therefore to further develop our understanding of the consumption of music tourism by:
1. identifying live music and tourism consumption; 2. conceptualising how we can better understand the relationships between music, tourists and place in forming brand identity; 3. discussing this through the case study of Liverpool’s music tourism and the issues that this raises for tourism promotion. The method used here is based on a review of the data and literature on music, tourism and music tourism. A case study approach is taken to assist in conceptualising how best we could understand the different factors that make up the music tourism experience.
History of Liverpool. That The Beatles came from Liverpool is not insignificant in their development. Your ticket includes entry to the Cavern that evening, so be sure to hold onto it. The tour stops at various spots around the city, such as Penny Lane, Strawberry Field (note the singular) and some of The Beatles' childhood homes, and is a good way to get yourself oriented in the city. At the opposite end of Mathew Street to the Hard Day's Night Hotel, just after The Beatles Shop, is Stanley Street, where Frank Hessy's music shop used to be. In 2017, the late Ken Dodd unveiled a blue plaque to the shop, which sold instruments to all the Merseybeat groups – including the Beatles. A replica of NEMS, the music store owned and run by the family of Beatles manager Brian Epstein. Overseas Tourism Spending: All Overseas Tourists Overseas Tourists whose main motivation for travelling is music Spend/Night 99 Source: Our Calculations. Rodrigo Ferrari 32 Chile. I have travelled from Chile to the UK to attend the 2008 and 2010 Glastonbury Festivals. We defined a domestic music tourist as someone who booked a ticket to the live music event in advance, and who travelled outside their own region to attend the event (or in the case of Scotland, Wales or Northern Ireland, outside their own nation). However, we acknowledge that the rigidities of any definition will inevitably exclude some people who should, in their specific circumstances, be classified as a tourist, and vice-versa. This is particularly true for Scotland, Wales and Northern Ireland. Ticket to Ride is a turn by turn strategy game, using trains to make routes stretching across America, Europe, Switzerland or Asia. The game is played by 2-5 people, each competing to be the best Rail Baron by the end of the game, by playing trains, finishing tickets and getting points! If you are familiar with the rules already, please, continue to section 3 of this guide. If you are not yet familiar with how to play, there is a beginner's tutorial in section 2. I urge you all when playing Ticket to Ride, Have fun and play hard! Cazaron. Getting Started: The Rules. Ticket to Ride is a ga