EXPERIENCE

Norfolk Ethnic Domestic Tourism Market Report April 2022

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EXECUTIVE SUMMARY

Baseline data provided by VisitBritain indicate that only 0.1% of people in the ethnic community in the UK participate in domestic tourism. The reasons for the low participation rate of people of colour in domestic tourism is under-researched. This report contributes to filling this gap in information by conducting a qualitative study across diverse ethnic communities on their perceptions, to account for the comparatively small numbers of ethnic minority domestic tourists. While the context for this research is the EXPERIENCE Interreg France (Channel) England project for the county of Norfolk, yet the findings of the study have wider application for the entire UK domestic tourism sector.

There was an overwhelming sentiment among the ethnic minority participants in the interview and focus groups for the opportunity to be more involved in outdoor leisure and tourism experiences in the UK. However, most participants reported systemic barriers that hindered their wider participation in domestic tourism. The foremost barrier was the risk of racism which was a deterrent to visiting local attractions and destinations, and restricted return visits to locations where there were negative racialised encounters.

Participants also observed other deterrents such as wintry weather, poor value for money for domestic tourism and leisure experiences, and an overall lack of provision of suitable food, amenities, and accommodation. The limited targeting and representation of people of colour in the marketing communications by DMOs and private leisure and tourism providers were also associated with the lack of inclusivity and hence, participation in domestic tourism.

Emerging from the findings, a typology of the diverse types of ethnic minorities domestic tourists has been proposed to reflect differences in travel behaviour. These are **Ethnic Centric** tourists whose travel choices and behaviour are influenced by their perceptions of their race, and how this will affect their leisure, travel, and overall holiday experience. By contrast, are **Place-Centric** tourists who do not regard racism as a major deterrent to travel as their valorisation of the destination is the main determinant for their leisure and holiday choices.

Five distinct sub-groups among the main categories of Ethnic-Centric and Place-Centric and ethnic minority tourists were identified. These represent varying psychographic profiles in terms of their values and preferences for the domestic travel experience.

These sub-categories are: -

1. **Occasional Excursionists** who seek out opportunities for day trips and are likely go on off-peak trips when lower prices are available. In their travel orientation they are Ethnic-centric in outlook and prefer the safety of their own people group.

2. **Warm Weather Wishers** who are unwavering in their choices of destinations and time of travel that facilitate their desire for warm weather. Warm Weather Wishers may be both Ethnic-centric and Place-centric in their attitudes to travel.

3. **Cultural Prospectors** who desire meaningful cultural encounters in their holiday experiences. They value opportunities for learning and are interested in spiritual and mental enlightenment during travel. Historic and heritage attributes at a destination are major pull factors for this segment who are willing to pay more for fulfilling their cultural travel needs.

4. **Outdoor Leisure and Tourism Enthusiasts** represent the largest segment of the ethnic domestic tourism market and are mostly Ethnic-Centric in their travel behaviour. This category spans both younger and older travellers who have a desire to participate in a wide range of leisure activities, and to see more of the natural and countryside landscapes in the UK. They prefer moderately active holiday experiences that offer them health benefits and a sense of wellbeing.

5. **Outdoor Leisure and Tourism Challengers** are comprised of younger people who are seeking for adventure, novelty and to explore non-traditional leisure and tourism activities usually practised by their ethnic group. Their mindset is to transcend the spatial and societal barriers to travel. They challenge the notion that race is a barrier to participating in holidays, particularly activities such as snow and winter-based sporting, leisure, and tourism activities.

In the quest to lengthen the holiday season, Norfolk as a premier tourist destination in the UK is well-placed to increase the numbers of ethnic minority domestic tourists to the county. This is as the county boasts a wide variety of cultural attractions and physical attributes that appeal to the travel motivations of ethnic minority communities. This report recommends that the value proposition for the ethnic minority market is promoting Norfolk as *an all-year-round destination, with unique and value-added experiences to enjoy in off-peak months*. Above all, the success of a marketing strategy to widen participation and increase the number of ethnic minorities to the Norfolk, rests with providing the assurance of a welcoming community committed to sharing the destination's leisured landscapes, attractions, and local culture with all visitors.

INTRODUCTION

This report presents the findings of research commissioned by EXPERIENCE which is an Interreg France (Channel) England project delivered in Norfolk by the Norfolk County Council. The aim of this initiative is to expand the holiday season in the county by attracting new markets, namely the demographic segment of ethnic minorities during the off-peak months.

The proposition is that as ethnic minorities represent a smaller numerical market size as a visitor sub-group, they will enable business continuity when overall demand and visitation to Norfolk is much lower. This is expected to enhance the general environmental and economic sustainability of the visitor economy of the county in fostering an all-year round tourism sector. By lengthening the tourist season to include the low occupancy winter months between October to March, the aim is to develop new, alternative experiential holiday products that feature and incorporate more of the natural and heritage products of the county that may be appealing to diverse ethnic holidaymakers in the UK.

Nevertheless, this strategic plan to target the domestic ethnic tourist market is challenging due to the paucity of information on the size and travel behaviour of this segment in the UK[1]. There is a lack of data to determine whether ethnic minorities[2] as a sub-group represents a viable option for filling the gap in demand during the off-season months of the holiday season. Furthermore, there is a lack of empirical evidence to support the assumption that off-peak travel during the colder months with less hospitable weather, is sufficiently appealing to attract ethnic minorities to local holiday destinations, particularly when this market segment is traditionally associated with travel to warmer, long-haul destinations.

An added challenge is that in practice, ethnic minorities have not been traditionally targeted in the marketing and promotions of UK domestic tourism even for the usual peak holiday seasons. At the national level, ethnic minorities seem to not be demarcated as a distinctive segment in domestic tourism in the planning and marketing strategies of VisitBritain. In a report on 'Domestic Leisure Tourism Trends for the Next Decade' produced by VisitEngland in 2013, it was acknowledged that more focused research was needed to be conducted to understand the travel behaviour of the sub-groups of the domestic ethnic market. This was proposed to reflect the increase of the numbers of Black and minority ethnic people rising

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[1] Lu, Hui; Phillips, William; Francombe, Joe'; Dunkerley, Fay, Rohr, Charlene (2021) Factors influencing domestic tourism in the UK and abroad and the role of publicly funded domestic tourism marketing.
[2] The UK Government uses the term 'ethnic minorities' to refer to all ethnic groups except the White British group. ONS 2021 Census.

from 6% of the total population of England and Wales in 1991, to 14% in 2011[3]. Since that publication, this mandate to conduct research on the specific travel habits and trends among the ethnic domestic markets seemed to have not been fulfilled.

However, for the overseas market, research on the inbound Chinese market was published by VisitBritain in 2021, which may be attributable to this segment representing the '13th largest inbound source market for the UK in 2019, and the second for spending' with projections for full recovery of visitor arrivals by post COVID-19 by 2026. But related research on the domestic or inbound market potential of Black, Asian, or other ethnic groups have not been made available by VisitBritain which is the designated national Destination Management Organisation (DMO) for the UK.

The purpose of this research, therefore, is to fill the gap in information regarding the travel motivations and preferences of local, diverse ethnic groups in the UK. The focus is on determining their perceptions of the leisure and tourism experience within the UK, and to clarify the reasons for the low levels of participation by ethnic minorities in the UK domestic tourism market. This research specifically examines the perceptual barriers to participation by ethnic groups to domestic leisure and tourism activities, as well as to identify enabling factors that will encourage higher levels of engagement. These findings have been applied to assess the potential of developing a marketing strategy to attract ethnic minority visitors to Norfolk in the off-peak period. This represents one of the key components of the EXPERIENCE project to diversify market appeal and product offerings of Norfolk, in a bid to extend the holiday season and to enhance the sustainability of the tourism sector in the county.

Terms of Reference of Research and Consultancy

This commissioned research specified the following parameters for conducting the study as well as the outputs for the report: -

- Data for the study is to be gathered through the direct engagement with ethnic minority groups based in the UK. The participants were to be drawn from the areas of Norfolk, Greater London, and Essex. Other areas to be targeted for the study, though not compulsory, were Cambridge, Peterborough, and Leicester.

- Identify the range of barriers to participation in domestic tourism and clarify the reasons that may account for the low visitation patterns by ethnic minorities to various areas of the UK for leisure and recreational activities.

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[3] VisitEngland (2013) Domestic Leisure Tourism Trends for the Next Decade.

- The main target group for the study should be the experiential traveller market identified as adults between 20 to over 55 years and should exclude families with school aged children.

- Assess the strengths, weaknesses and gaps in Norfolk off-peak season, experiential tourism product.

- Recommend opportunities for future tourism development in Norfolk which are attractive to ethnically diverse communities.

In addressing the terms of reference for this report, the following objectives have been proposed to achieve the aims of the research: -

Objectives:

1.   To gather disaggregated data on the volume and scope of the ethnic minority domestic visitor market segment in the UK

2.   To assess both the extrinsic, (structural, systemic barriers) as well as intrinsic (attitudinal, perceptual, cultural) barriers of ethnic minorities to domestic leisure tourism in general, and Norfolk as a destination

3.   To identify the different market segments and their holiday preferences within ethnic communities in the UK that may be targeted for off season visitation to Norfolk.

4.   To determine the views of the local ethnic community in Norfolk on their sense of belonging, and how this relates to their place identity

There are four parts to this report: -

Part 1 presents an in-depth analysis of the baseline data for ethnic minority domestic travel The main findings on the perceptual and structural barriers to the participation of ethnic minorities in domestic tourism in the UK are discussed in this section.

Part 2 discusses the profile of market segments of the UK ethnic domestic tourism market and outlines recommendations for market development.

Part 3 describes the Methodology and reviews the tourism indicators for Norfolk which is the case study for this research

Part 4 presents the findings of the secondary data desk research and the primary data interviews and focus groups results are explained.

PART 1

The UK Domestic Tourism Market

Domestic tourism plays a vital role in the visitor economy of the United Kingdom. According to The Great British Tourism Report, in 2019 residents of Great Britain accounted for 122.8 million overnight tourism trips to destinations in England, Scotland, or Wales with an overall spend of £24.7 billion[4]. This stable performance of the domestic holiday market was curtailed with the outbreak of the COVID-19 pandemic and lockdown measures that commenced on 23rd March 2020. The subsequent staggered easing of lockdown resulted in some upsurge in domestic demand as international travel remain restricted. Forecasts by the consumer marketing intelligence agency Mintel, point to an increase in domestic holidays of 1% in 2022 compared to 2019 with an added contribution to the UK economy of 6%[5].

Domestic Tourism is taken to be any journey away from home lasting one or more nights to any destination within GB, by any mode of transport, for any purpose, and staying in any type of accommodation. (Visit Britain)

Mintel reports that 53% of UK adults 'planned to take a holiday in the UK in the 12 months following August 2021'. This was a marginal drop in holiday bookings compared to 2019 when 56% of residents took a domestic holiday.[6] The 25-34 and 35 to 44-year groups were more willing to take a trip in the summer, but the over 55s were less likely to take a domestic trip with a significant drop of 32%. It is likely that there is a greater feeling of vulnerability among the older demographic, and this sentiment may persist as the pandemic evolves.

The increased demand since the pandemic outbreak for rural and coastal holiday rental properties reflected the concerns of holiday makers in keeping themselves and family safe. These factors favour destinations such as Norfolk that has the range of accommodation stock, rural landscape and outdoor activities that have now overtaken city destinations for popularity with many market segments in the wake of the Covid-19 pandemic.

Risks of inflation and decline in household incomes due to rising energy prices, exacerbated by the Russia's invasion of Ukraine threaten a swift recovery of the travel industry from the

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[4] VisitBritain (2019) GB Tourism Survey (domestic overnight tourism): Latest results. https://www.visitbritain.org/great-britain-tourism-survey-latest-monthly-overnight-data. This data excludes domestic tourism statistics for Northern Ireland.
[5] Mintel (2021) Domestic Tourism – UK.
[6] Mintel (2021) Executive Summary - Domestic Tourism – UK.

pandemic. Yet, domestic tourism is a major driver of tourism in the regions outside of the capital of London, and it is central to the government's plan for the recovery of the sector. This involves the intention to invest over £10 million in consumer promotion and to include a 'new e-commerce platform for domestic tourism that will sell attractions and travel products to support holidays and trips throughout the UK'.[7]

The table below shows the different activities that comprise domestic tourism as well as their value contribution to the economy in England in 2015: -

Table 1: Top tourism and leisure activities of Domestic Tourists in England (2015)

Domestic tourism activities	Number of overnight trips (million)	Total spend (£ billion)	Contribution to domestic tourism	
Outdoor activities	36.4	8.1	35%	
History & Heritage	14.85	4	14%	
Arts, Culture & Entertainment	12.07	3.3	12%	
Visiting a Beach	11.22	3	15%	
Events, Festivals & Exhibitions	9.7	2.5	9%	

Source: VisitEngland, England Visitor Activities[8]

This 2015 baseline data shows that the category of *outdoor leisure activities* has the largest levels of participation by domestic tourists at 35% and contributes the highest levels of earnings to the economy at £8.1 billion. *History & Heritage* visits is next, while *Arts, Culture & Entertainment* and *Visiting a Beach* record similar levels of participation of between 12% to 15% and earnings ranging from £3-£4 billion. Comparatively, *event tourists* spend less than the other categories and represent around 9% of the domestic tourism market in England. As a destination, Norfolk offers has a rich provision of supply of these activities and places the destination at an advantage in the domestic tourism market in England.

1.2 Ethnicity in the UK

As the most diverse country in Europe, people of ethnic backgrounds comprise approximately 13% of the UK population. As seen in the chart below, 87.1% of the UK population identify as being from a White background and 12.9% identify from a non-White background. [9] The 2011 census shows that the diverse populations in the UK are Asian / British Asian (6.9%), White Other (4.2%) and Black / Black British (3.0%. It is projected that

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[7] DCMS (2021) The Tourism Recovery Plan. London.
[8] VisitEngland, Visitor Activities in England. https://www.visitbritain.org/england-visitor-activities
[9] Simon. Shibli; Gumber, Anil; Ramchandani, Girish (2021) Provision of tackling racism and racial inequality in sport - data gathering and analysis services. Sport Industry Research Centre Sheffield Hallam University commissioned by UK Sport.

by 2031, ethnically diverse communities will comprise 29.9% of the population in England and 39.2% of the population by 2051.[10]

Table 2: Ethnicity in the UK (2011 Census)

Ethnic Group	England	Scotland	Wales	N. Ireland	UK Overall
Base n=	53,012,456	5,295,403	3,063,456	1,810,863	63,182,178
White British	79.8	7.9	93.2		72.1
White Irish	1.0	1.0	0.5		0.9
White Other	4.6	3.1	1.9	0.1	4.2
White Scottish		84.0			7.0
White				98.1	2.8
Sub Total (1)	**85.4**	**96.0**	**95.6**	**98.2**	**87.1**
Asian / British Asian	7.8	2.7	2.3	1.1	6.9
Black / Black British	3.5	0.7	0.6	0.2	3.0
British Mixed	2.3	0.4	1.0	0.3	2.0
Other	1.0	0.2	0.5	0.2	0.9
Sub Total (2)	**14.6**	**4.0**	**4.4**	**1.8**	**12.9**
Overall Totals	100.0	100.0	100.0	100.0	100.0

Source: 2011 Census (adapted from ONS survey)[11]

1.3 The UK ethnic domestic tourism market baseline data (2018)

There is limited disaggregated data by ethnicity available on the domestic tourist market segment in the UK. On request, Visit Britain provided statistics on the volume, value and ethnicity of overnight visits taken across Great Britain in 2018 which is the baseline data

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[10] Sport England, Sport for all? Why ethnicity and culture matter in sport and physical activity. January 2020.
[11] Simon. Shibli; Gumber, Anil; Ramchandani, Girish (2021) Provision of tackling racism and racial inequality in sport - data gathering and analysis services. Sport Industry Research Centre Sheffield Hallam University commissioned by UK Sport.

used for this study. The data indicate that the ethnic minority segment represent 0.1% of the total domestic tourism market in the UK.

In 2018, there were 2.8 million overnight holiday trips taken by ethnic minorities in the UK. This compared to nearly 55 million by the White population. As Table 6 below shows, ethnic minority groups show a similar pattern of increased holiday visits as the white majority population during the peak seasons of late spring to summer months.

Table 3: - GBTS 2018: Volume of domestic overnight Holiday trips taken across GB by Ethnicity x Month

			Ethnic group	
		Total	White	Minority ethnic
		Volume (Millions)		
Month trip End				
	Base	57.894	54.714	2.844
	Jan	2.515	2.406	0.092
	Feb	3.167	2.924	0.205
	Mar	3.797	3.674	0.086
	Apr	4.647	4.396	0.247
	May	6.282	6.053	0.212
	Jun	5.95	5.599	0.278
	Jul	7.769	7.315	0.407
	Aug	8.852	8.002	0.816
	Sep	4.194	4.069	0.115
	Oct	4.597	4.424	0.158
	Nov	3.136	3.017	0.089
	Dec	2.987	2.834	0.141

Source: Visit Britain, 2018.

As Figure 1 below shows, ethnic minority tourists are less likely to visit small towns and countryside villages and towns as seaside cities and large towns are preferred destinations.

Figure 1

Trips (million) by destination type - 2018 GBTS
Split by ethnic group
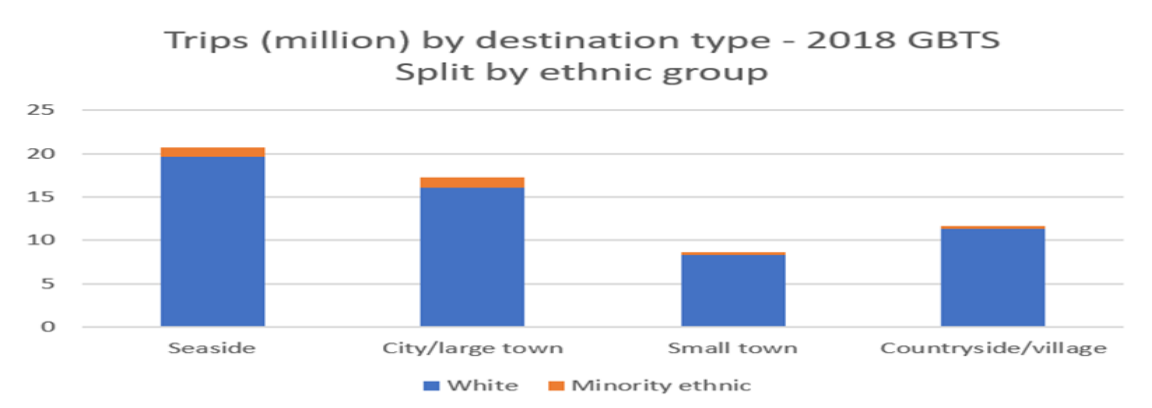
The implications of this travel trend are that while Norfolk has the seaside that will attract ethnic minorities, yet ethnic tourists choosing a beach holiday in the destination are unlikely to visit during the off-peak season.

Table 4: - English regions visited by Ethnicity

Base	45.231	42.538	2.473
England	45.231	42.538	2.473
England (Exclude London)	41.482	39.161	2.11
West Midlands	2.521	2.326	0.176
East of England	3.686	3.324	0.31
East Midlands	3.393	3.181	0.194
London	3.793	3.421	0.363
North West England	7.036	6.695	0.324
North East England	1.792	1.72	0.045
South East England	6.773	6.354	0.39
South West England	11.723	11.122	0.552
Yorkshire and The Humber	5.11	5.009	0.102
None	0.15	0.124	0.026

Table 4 shows that the East of England where Norfolk is located, is among the lowest destination areas visited by ethnic minority holidaymakers.[12] This suggests that although beach holidays are among the most popular taken by the ethnic market, yet Norfolk is not a top destination of choice.

Table 4 : GBTS 2018: Value of domestic overnight Holiday trips taken across GB by Ethnicity x Month

		Ethnic group	
	Total	White	Minority ethnic
	Volume (£Millions)		
Month trip End			
Base	14,292	13,529	689
Jan	536	514	21
Feb	665	623	39
Mar	896	867	21
Apr	1163	1095	66
May	1438	1393	42
Jun	1468	1388	58
Jul	2051	1942	98
Aug	2394	2188	198
Sep	1181	1146	34
Oct	1009	963	39
Nov	703	669	27
Dec	788	741	45

Tourist spending by ethnic minorities

The pattern of spending shows similar peaks in the summer months for both White and ethnic domestic visitors. This reflects a correlation with the visitor numbers across the year. Overall, ethnic minority spending represents some 33.2% of the total earnings for domestic tourism in Great Britain. As Figure 2 below shows, most of this spending is concentrated in the seaside and big city destinations.

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[12]VisitBritain, GBTS 2018 - It is important to note that this table also shows that multiple destinations may be visited during a single trip accounting for the sum of trips exceeding the base value in the table.

Figure 2

Spend (£million) by destination type - 2018 GBTS
Split by ethnic group
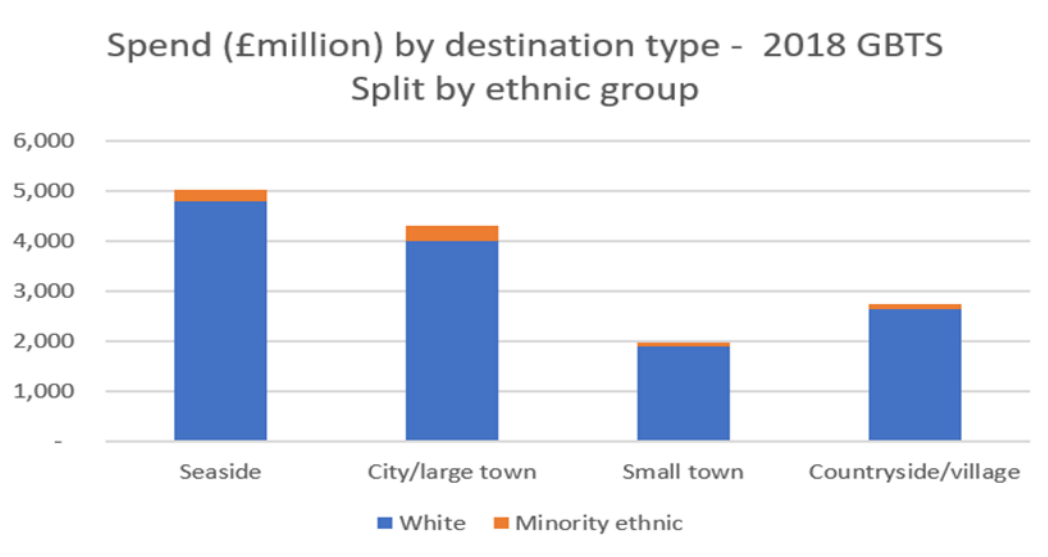
As seen in Figure 3, the biggest spenders were from London, the South-West, and the South-East.

Figure 3

Spend (£million) by region - 2018 GBTS
Split by ethnic group
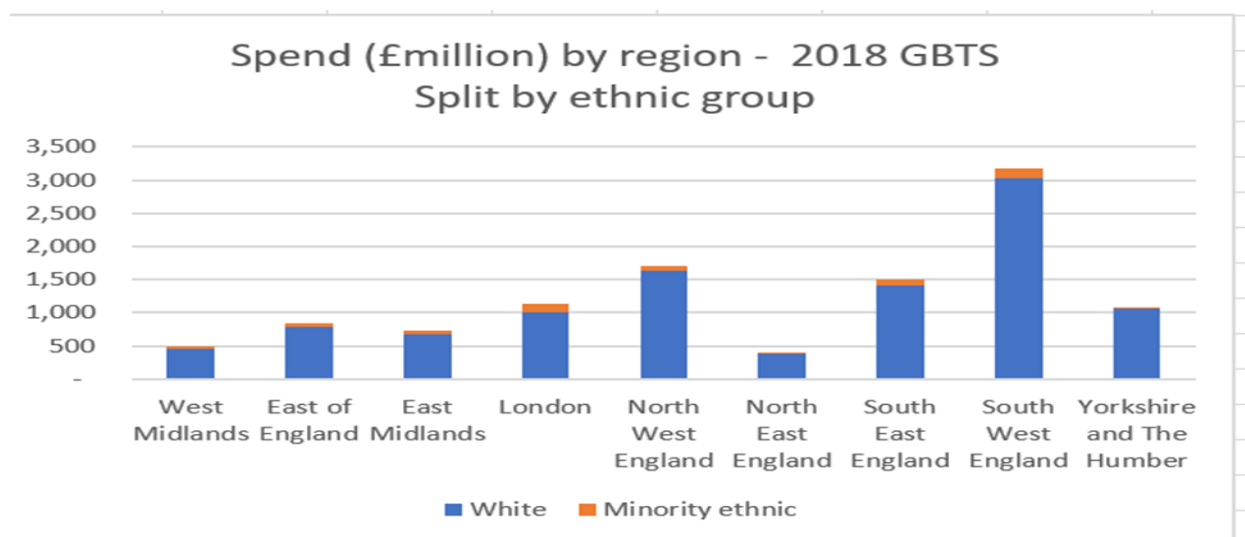
The breakdown of the volume of ethnic travellers is presented in Table 5 below: -

Table 5 – Percentage of participation in domestic tourism by ethnicity

Which of these best describes your ethnic group?				
	Base	57558	54714	2844
	White British	88%	93%	-
	White Irish	1%	1%	-
	Any other white background	7%	7%	-
	White & Black Caribbean	-	-	6%
	White & Black African	-	-	1%
	White & Asian	-	-	4%
	Any other mixed background	-	-	4%
	Indian	1%	-	25%
	Pakistani	-	-	8%
	Bangladeshi	-	-	3%
	Any other Asian background	1%	-	15%
	Caribbean	1%	-	14%
	African	1%	-	14%
	Any other Black background	-	-	1%
	Chinese	-	-	5%
	Any other	-	-	-
	I would prefer not to say	-	-	-

The data shows that the Indian community represents the highest category of domestic tourists at 25%, which is followed by Other Asian backgrounds at 15% and the Pakistani group at 8%. The Caribbean and African groups each represent 14% of the domestic market segment, while mixed White & Black Caribbean is at 6%. The Chinese group of domestic tourists is at 5% of the overall ethnic domestic tourism market in the UK. An important observation here is that this data on the relative levels of participation in domestic tourism are indicative of the population size of the various ethnic groups. It may not clearly indicate the differences in the travel propensity that is, the willingness to travel of each of the ethnic groups.

A study on the trend of outdoor engagement is the People and Nature Survey for England, produced by Natural England and is one of the main sources of data on the frequency of residents going outdoors and experiencing nature[13]. Table 6 below shows that of all the ethnic groups, the Chinese community was more likely to go outdoors at 27.6% ahead of both the Black and Asian ethnic groups which were 26.2% and 25.7% respectively. This is of

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[13] Natural England, Official Statistics of The People and Nature Survey for England: Adult Data Y1Q1 (April - June 2020) (Experimental Statistics). Updated 24 September 2021.

the overall 41.9% of all adults in England who had made at least one visit to the natural environment[14].

Table 6

Percentage of people who visited the natural environment in the previous 7 days by ethnicity
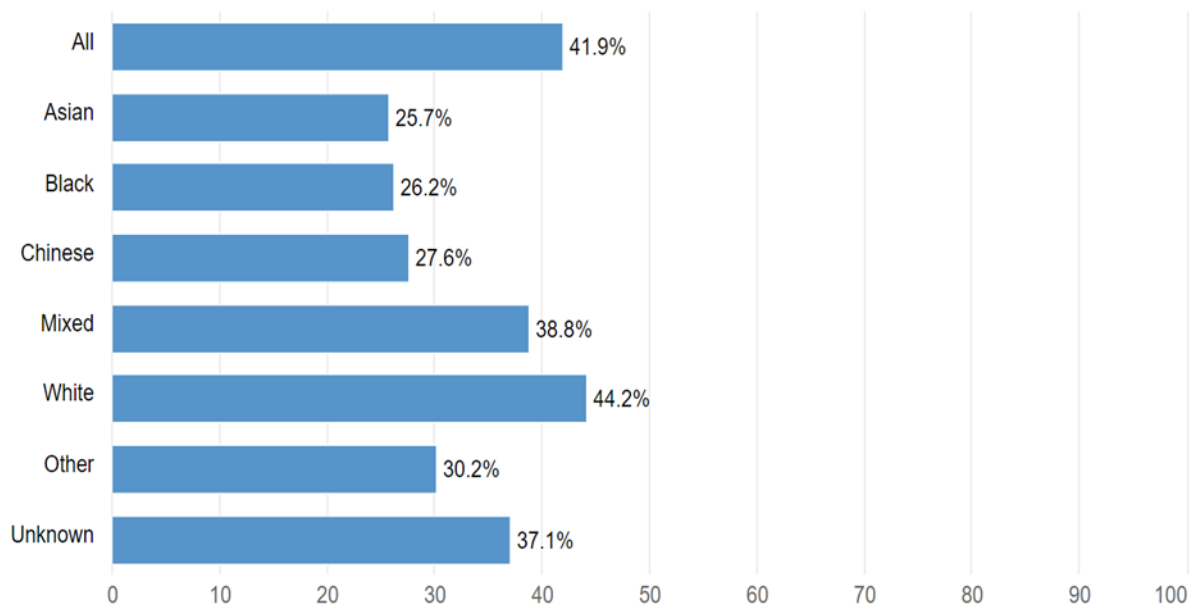
The combined data of the overnight holiday trips and the ethnicity of frequency of visits outdoors provide some insights on the volume, relative performance, and travel propensity across the ethnic groups. In summary, the Indian community represents the largest group of UK domestic tourists followed by the African and Caribbean categories who were at the same level in their representation in the ethnic market. But in terms of an indicator of travel propensity, the Chinese community showed the highest levels of visits to the outdoor environment. These are useful distinctions across the ethnic groups in the design of marketing strategies targeting the ethnic market segment for domestic tourism.

This data suggests that the Indian community represents a viable market for UK destinations aiming for large numbers of domestic visitors. Attracting more visitors from this group will however require investment in the provision of services and amenities in food and accommodation that match their needs. The African and Caribbean segment are viable markets as well for volume sales. Comparatively, the Chinese market is less in terms of size,

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[14] Natural England, Visits to the Natural Environment, Last updated 4 March 2021. https://www.ethnicity-facts-figures.service.gov.uk/culture-and-community/culture-and-heritage/visits-to-the-natural-environment/latest

but overall have a comparable higher travel propensity and willingness to go outdoors as an ethnic group.

Another factor in the Chinese segment for domestic tourism is the significant numbers of Chinese students who now account for up to 23.2% of all international students in UK universities which is now higher than the number in the whole of the EU combined.' [15] Even though data on Chinese student expenditure on accommodation, or wider consumer spending in the UK is not available, yet it seems that they are highly mobile, and demonstrate willingness and readiness to visit a wide variety of destinations, in urban, peri-urban and rural locations for overnight stays.[16] [17] It is notable, that the inbound Chinese tourist market to the UK in 2019 was up to 883,000 with a revenue of some £1.7 billion with an average spend of £1,940.[18]

This baseline data for 2018 from VisitBritain, is a snapshot of the UK ethnic domestic market. This is a useful measurement of the performance of this market segment particularly with the drastic fall in tourism in 2020 and 2021 due to COVID-19. Even though the volume and value of the ethnic tourism are low relative to White holidaymakers, yet the continuation of the gathering of disaggregated data of the ethnic domestic travel market is vital in the context of the growing population of people of colour in the UK.

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[15] Allen, B et al (2020) China and the United Kingdom: Economic Relationships. London: National Institute of Economic and Social Research.

[16] Ibid

[17] Selby, Martin (2021) 'Mobile student experience: The place of tourism'. Annals of Tourism Research, Vol 90, September 2021.

[18] Allen, B et al (2020) China and the United Kingdom: Economic Relationships. London: National Institute of Economic and Social Research.

Focal points on disaggregated data on ethnicity of domestic leisure tourists in the UK

- Ethnic minority groups show a similar pattern of seasonality in their travel behaviour as the white majority population
- The numbers of ethnic domestic leisure tourists peaked in the months of July -August.
- For the type of places visited, the seaside is the most popular destination for all ethnic groups. Among ethnic minorities the city/large towns perform well which translates regionally with the highest numbers visiting the Southwest and the Southeast.
- Domestic tourism spending shows a similar pattern as visitation rates. The four spring/summer months of May through August account for 51% of the total spend, which is an average of 12.8% a month. By contrast, the eight 'off peak' months make up 49% of the total spend which is a monthly average of 6.1 %. The means that the earnings accrued from domestic tourism in the four months of the high season surpasses the total earned in the other eight months combined!
- South-west England is the biggest draw for domestic tourists and enjoys 29% of the total spend. Second is Northwest England at 15% of total earnings.
- The UK domestic tourism market is dominated by the British white population that represents 88% of all visitors.
- Ethnic whites seem to take more trips (e.g. three trips to every one taken by a non-white) and more diverse trips (venturing into locales where non-whites may fear to tread). Moreover, there is an apparent higher proportion of whites vs non-whites who take trips than their proportion is represented in the overall population of the UK.
- Arguably, this baseline data could reflect the position that ethnic minorities are largely assimilated in mainstream society and share similar travel motivations which means there is no requirement to differentiate them in the domestic tourism market. Conversely, this data may be highlighting capacity for this sector to grow, if there is targeted marketing to increase their awareness of domestic tourism and if the holiday provision caters more to their specific needs.

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https://www.visitnorfolk.co.uk/

Barriers to Domestic Ethnic Tourism

A summary of the main barriers to the participation of ethnic minorities in domestic tourism in the UK are discussed in the section of the report. These represent both structural and sytemic barriers, as well as intrinsic or cultural factors that hinder ethnic groups from taking part in greater numbers in domestic tourism.

1.4   The invisible tourist segment - ethnic minorities in the UK visitor economy

Invisible. Insignificant. Ignored. Under-represented. Under-rated. Un-heard and undervalued.[19]

These are some of the words that have been used to describe the ethnic minority segment or niche market in the visitor economy in the UK and the wider tourism sector. The dearth of information on the travel behaviour of ethnic minorities is recorded both at the level of industry based reports and similarly in the wider academic literature. [20] [21] A search of the literature that was conducted for this report was only able to locate three articles that specifically examined marketing to the British ethnic community and how to target them for the visitor economy. This may be consequent to traditionally held views that the ethnic market is rather small, and not at the income levels to sustain targeted marketing investment in tourism. While it is the case that ethnic minorities comprise a large percentage in the lower income class categories, this does explain why there is still the under-representation of targeted marketing to more affluent domestic tourists of colour.

Additionally, the lack of visible presence of people of colour at popular attractions and mass tourist market destinations seem to affirm stereotypical assumptions that they are not motivated to travel. Ethnic minorities have often been viewed as not having the required social capital or knowledge of countryside codes, mores and the 'habitus' to meaningfully appreciate and navigate various outdoor landscapes. [22] Furthermore, it is widely held that ethnic, diasporic groups in white majority countries usually prefer to return to their home nations for holidays. This is supported by the availability of more competitive prices for

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[19] Kimbu, Albert, Sumeetra Ramakrishnan, Yoo Ri Kim, Prosanjit Saha (2021). Engaging New Travel Audiences: Understanding the UK BAME Travellers' Decision-Making Process. School of Hospitality and Tourism Management, University of Surrey in association with Women in Travel CIC.

[20] Ibid

[21] Klemm, Mary S. & Kelsey, Sarah J.(2007). Ethnic groups and the British travel industry: servicing a minority? *The Service Industries Journal*, 24:4, 115-128.

[22] Stephenson, Marcus L. (2006) Travel and the 'Freedom of Movement': Racialised Encounters and Experiences Amongst Ethnic Minority Tourists in the EU, Mobilities, 1 (2) 285-306.

overseas holidays at these destinations, with the promise of more gracious welcome and higher levels of service quality, with due attention to their dietary and lifestyle preferences. [23]

1.5   Marketing representation and the British ethnic traveller

As the lead agency and national Destination Management Organisation (DMO) for marketing and promoting tourism in the UK, VisitBritain is responsible for the strategic direction for the growth and development of the UK's tourism sector. This remit spans the domestic and international markets with regional and local tourism DMOs relying on VisitBritain for strategic marketing intelligence and guidance on the key visitor target markets. The de Bois review on DMOs reported that 81% of DMOs in England stated that their major role was domestic marketing, while 66% were also engaged in international marketing[24].

Based on an extensive desk research conducted on the websites and marketing reports from VisitBritain, there is limited evidence on a specific marketing strategy to increase the volume and level of participation of ethnic minorities as a distinct market segment. This suggests a 'colour blind' marketing approach that is 'racially neutral' and downplays the importance of diversified marketing, perhaps reflecting the perspective of a multi-cultural society where various ethnic groups have been 'assimilated'. Another rationale for not embarking on a diversified strategy maybe economic, the belief that the relative small ethnic market segment is not likely to yield substantial increases in earnings to support the added financial investment.

However, in the past VisitBritain has launched the *Love is Great* campaign targeting LGBTQi communities in a marketing strategy where there has been specific identification of their needs as domestic travellers.[25]. Furthermore, there has been marketing intelligence provided on the value of the 'Purple Pound' and the national DMO has supported initiatives by the disability rights advocacy group, *Tourism for All* to improve access to leisure and tourism opportunities for people with disabilities. In January 2022, VisitBritain announced the appointment of a Head of Business Support as Disability and Access Ambassador for the tourism sector who has the responsibility to drive improvements in the accessibility and quality of services and facilities in the sector for people with disabilities.[26]

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[23] Klemm, Mary S. (2002) Tourism and Ethnic Minorities in Bradford: The Invisible Segment. Journal of Travel Research. Vol 41 (1) 85-91.

[24] de Bois, Nick (2021) The de Bois Review: an independent review of Destination Management Organisations in England. Department for Digital, Culture, Media & Sport. London.

[25] Visit Britain, *VisitBritain continues to spread the love with its 'Love is Great' Campaign*. https://www.visitbritain.org/visitbritain-continues-spread-love-its-love-great-campaign

[26] VisitBritain, Disability and Access Ambassador appointed for tourism. https://www.visitbritain.org/disability-and-access-ambassador-appointed-tourism

Still, there has been some attempt by VisitBritain to increase the representation of ethnic minorities in the marketing images of domestic tourism and various marketing research reports produced by the agency. Increasingly, there are photos of people of colour representing different races in leisure and tourism settings on DMO websites. Various festivals and events associated with specific ethnic groups such as the Chinese New Year and the Caribbean Notting Hill festival have been highlighted on the DMOs websites in the run up to these events. Nonetheless, in terms of a focused marketing strategy to increase the volume and value of this market segment, there is a lack of evidence that this is a current priority for VisitBritain.

In the section on 'Inclusivity' in the Tourism Recovery Plan issued by the DCMS in June 2021, there is specific mention that VisitEngland hosts the England's Inclusive Tourism Action Group and that VisitBritain continues to market the Love is GREAT website 'which provides advice and itineraries to LGBTQ+ travellers'. Although other minoritised groups in the UK have been targeted, there is no reference to ethnic minorities as a market segment in the Tourism Recovery Plan despite a photo on the cover of the report of a smiling Black female in sunglasses who seems to be celebrating her engagement outside Clevedon House in Berkshire [27] (See Photo 1 below). This suggests that while there is some presence of ethnic minorities being included in the photographic images and communications of VisitBritain, there are yet there are still gaps in a focused marketing strategy to increase the UK ethnic domestic tourism segment. In contrast to the other leisure based agencies, the national DMO has not publicised a diversified marketing strategy inclusive of ethnic groups that to some extent, reinforces descriptions of this market segment as 'invisible' and 'under-valued'.

Photo 1: Cover of DCMS Tourism Recovery Plan
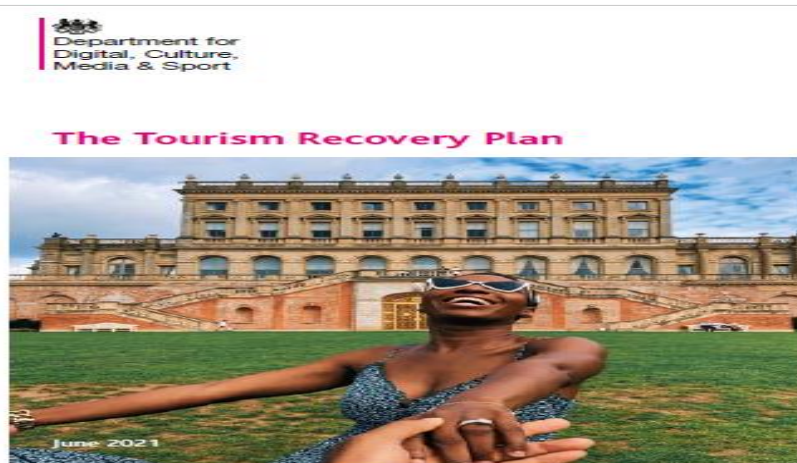
Source: DCMS: London

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[27] DCMS (2021) The Tourism Recovery Plan. London.

The spend of Black travellers has been evidenced in studies that that indicate they are growing in significance and impact in the travel market. A 2019 study conducted by MMGY Travel Intelligence on behalf of Black travel advocacy organisations, indicate that Black travellers to the UK accounted for spent US$9 billion on domestic and international leisure travel.[28] Similarly, the Black Pound Report 2022 revealed that consumer spending of people of colour is rising in the UK with an overall annual disposable income of £4.5 billion, with the African Caribbean group accounting for £1.1 billion of that total amount.

According to Ursula Petula Barzey,Digital Marketing Consultant & Founder of Moxee Marketing and Caribbean & Co and who was a contributor to the MMGY Travel Intelligence study on ethnic travellers, it surprising that the actual and potential spending of ethnic minority groups is not reflected in their targeted marketing by DMOs.

> *Spending by ethnic minorities - the lack of marketing you know, amount of dollars. I mean you know money is being spent on leisure tourism, but whether it's conscious or unconscious bias, destination management organisations simply do not cater to the ethnic market. I suppose you could call these niche audiences, or you know niche cultures. They perhaps don't know that these audiences exist, or just don't care to cater to these audiences even looking at all the millions of people who come into the UK each year. But you go on the visit London website and it's like really, where is the diversity of the city truly reflected? What some of the other cities across the U it is the same,it is that there's very little effort paid to diverse groups.*

Importantly, while they comprise around 14% of the population, there are different levels of socioeconomic outcomes within Britain's ethnic minority groups to the extent that these gaps are larger when compared with the White population. For example, socio economic data shows that there are greater differences in socio-economic attainment between Asian and Black groups and also between Black African and Black Caribbean, than with some social groups in the White population. These indicators suggest that the profile of ethnic groups is changing with more disposable income, and spending power to exert more impact and influence on the UK's consumer market.

Accompanying their increased spending is a greater advocacy and call to action for major corporate brands and companies in the UK to address issues of racial social justice[29] In terms of diversity in advertising, the Black Pound Report also found that 93% of ethnic minorities believe that companies should pursue Equality Diversity and Inclusion (EDI) policies compared to 74% of white British residents.[30] The importance of diversity marketing is gaining momentum with advertisers paying more attention in reflecting the racial diversity

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[28] MMGY Travel Intelligence (2021) New International Study Shows US Black Travelers are more influenced by concerns about safety and representation than European Black Travelers. Kansas City.

[29] Voice Online, 'Black consumers flexing economic muscles.' https://www.voice-online.co.uk/news/business/2022/04/03/black-consumers-flexing-economic-muscles/

[30] Ibid.

of their consumers. This goes beyond a social justice or corporate social responsibility mandate, toward a recognition that ethnic minorities are becoming even more discriminating in choosing to spend their money with companies that represent them and their needs in corporate marketing communications.[31]

This has extended now to the call for more representation of diverse cultures in Britain's destination branding. In an article in the travel section of *The Independent* in November 2021, a travel journalist challenged the lack of diversity in representations of Britain's destination image:-

Photo 2: Headline article on UK's international image

Why tourist boards need to stop whitewashing the UK's international image

The UK's diverse culture is what makes it special – so why are tourist boards still pushing royalty and afternoon tea, asks **Rajan Datar**

Friday 19 November 2021 18:04 • ☐1 Comments

Source: *The Guardian Online*, 19 November, 2021

The writer contended that the stereotypical images of the UK were 'monocultural'.

> *VisitBritain, which has been in existence for 52 years, is tasked with raising Britain's profile worldwide, increasing the volume and value of tourism exports and developing our so-called "visitor economy". Go to the tourist board's website, and you'll see only a handful of black or brown faces in a local context - and only one non-white face on the Board. You'd be hard pressed to recognise this as Britain in 2021.*

> *Last month was Black History Month - but you wouldn't have known from the content online. Type "Black history" into VisitBritain's search box and very little comes up (though, to be fair, there is one half-hearted article about Black History Month events).*

The journalist further questioned why there were hardly any references made to the contribution of people of colour to national development:-

> *Where are the dynamic contributions made to the fabric of this country by hundreds of years of immigration and ethnic minority communities? Not to mention Black and Asian historical figures, and Black-influenced or built landmarks and venues. Georgian London, for example, had a thriving black population. Surely many international tourists would be interested in knowing more about that?*

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[31] Austin, Bridgette,' Importance of Diversity in Marketing' CHRON. https://smallbusiness.chron.com/turbotax-taxes-13771756.html.

He added that he challenged the DMO on the the lack of inclusion of racial diversity in the UK's tourism destination branding:-

> *When we approached VisitBritain, deputy CEO Patricia Yates said their portrayal of Britain's diversity was a "key consideration" and they had plans to develop it - although she felt they had made "good initial steps"….Yates also said they were planning a new international marketing campaign next year, which would showcase a "modern, diverse, accessible and inclusive Britain".*

Indications are the clamour for change will continue with the prospect for even more scrutiny of the racial composition of the management and board membership responsible for decision making across national, regional and local DMOs. An initial step will be a commitment by VisitBritain to collect and make accessible disaggregated data on the ethnic minority participation in the UK's visitor economy.

1.6   Socio-economic status as a barrier

The concept of marginality which refers to the lower economic position of ethnic minorities has been applied to explain why they tend to participate less in leisure and tourism compared to the white population. Historically, lower incomes and poorer life chances were identified as the main hindering factors that impeded them affording leisure, recreational and tourism services. The seminal study on ethnic minorities and travel conducted in England in 2002 by Klemm disproved the marginality thesis as the main factor to account for lower levels of participation.[32] In this study that was conducted with the Pakistani community in Bradford, the findings show that participants were going on holiday trips outside of the UK. They also expressed their desire to engage in traditional mass tourism holidays and would participate more if they were presented in 'culturally appropriate ways and the promotional methods at the local level were designed to reach this community'.[33]

This finding was further supported by another study in the USA that compared white and ethnic domestic tourists of similar socio-economic status who visited New Orleans. Here, the findings pointed to Afro Americans highlighting shopping as a major activity compared to white visitors, suggesting that income was not hindering factor. The author concluded that Afro American visitors were more likley visiting friends and family thereby accounting for their lower levels of participation in activities such as sightseeing, visiting attractions, and eating out in restaurants.[34]

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[32] Ibid
[33] Ibid
[34] Williams, Kim H &Chacko, Harsha E. (2008) 'The Effect of Ethnic Differences on Travel Characteristics: An Exploration of Marginality and Ethnicity in Urban Tourism' . *International Journal of Hospitality & Tourism Administration*. 9(2) 147-163.

Value for money

Recent data has shown increasing improvements in the socio-economic indicators among ethnic minority communities in the UK. This suggests that ethnic minorities have discretionary income for short breaks and holidays. Most of the participants in the focus groups stated that they had engaged in domestic tourism and would welcome the opportunity to participate more frequently. But the higher costs of holidaying in Britain was viewed as a deterrent particularly as international destinations offered better value for money. The travel behaviour of most of the participants showed a pattern of international holiday travel over domestic breaks. This suggests that the discretionary spending of ethnic minorities for short breaks and travel were mainly for overseas trips rather than for domestic tourism. The was expressed by the male participant below:-

> Well, price to be honest is one of the things that is one of the main factors, especially in the UK, because I believe it's a very expensive country. I mean, if I want to go and spend a few days in let's say Cornwall, it would cost me much more than going to Spain and spend the whole week; flight tickets and everything. So the price is always an issue.

However for this female Afro-Caribbean participant, the higher cost of a British holiday was not a major factor in the making the travel decision:-

> When I think about the cost of going on holidays, if it's somewhere where I want to go, I will pay. Like for example. I mean, I've been to the Lake District at Christmas time and that's not cheap. You pay a bit more, but it was so lovely and the people there was so welcoming. It was a mixed group and it was gorgeous.

The quote below summarises the views of most of the participants, that although cost was a major factor in choosing the holiday, even more important was the overall experience on offer along with the assurance that there would be a warm welcome at the destination:-

> I think cost as well as much as I have a bucket list and I want to go everywhere. I want to go to Scotland, Ireland and I do think in the back of my mind about where am I going to go. Am I going to be well- received? The more touristy it is the better because then you don't think about it. And I think when you go abroad you go to an airport, it's international, everybody's got that buzz. No one's looking at each other. They're going. it's a different buzz, but if you do go into areas that are unknown in this country and we know the issues with this country, they're ongoing. We've seen it happen even with the Brexit thing all over again. I do second guess to make sure whom I'm traveling with and I want to be able to be comfortable and relaxed and I have to think about that. So I think definitely about the cost of things but to a lesser extent.

Targeting ethnic minorities for off-peak visits

Despite some interest in winter holidays by a niche segment, there are yet challenges in building a viable market for ethnic minorities in the off-peak season. There were questions of parity in specifically targeting people of colour in off-peaks months. For some participants,

this seemed as if they would only be accepted at the destination when there were not many white British domestic tourists or that for ethnic minorities, the belief was that the destination would be more attractive because the prices were cheaper. These concerns on an off-peak marketing strategy were raised by these participants quoted below who were over 50s, empty nesters who had a travel behaviour of all year-round domestic holidays.

> *For me, I don't want people to be targeting me because they think I'm looking for a cheap holiday. I'm not necessarily looking for a cheap holiday, but I am looking for value for money, but also looking for relaxing interesting things to do during that experience. The message for me mustn't so much be 'come, we're cheap' because for me, if it's too cheap, I'll be wondering what kind of rat-infested room I'm going to be in. I would more want a city, town, a destination to reach out to me from an experiential perspective. You know what I'm going to learn something of interest or taste something or do something, whether I'm going to walk, whether I'm going to be visiting something, whether I'm going to be experiencing something. What's going to really attract me, what is the experiential side of it? What am I going to do? What am I going to experience?*

> *But looking to go somewhere in the UK, I'm not looking for like an off peak. I'm looking to go whenever it suits me to go also and when I'm looking at the places where I'm looking to see what they actually have to offer, you know things that are there, so you can experience new things.*

In echoing these sentiments, Pammy Johal, Founder & Operations Director of backbone which is a Charity Interest Company (CIC), felt that that off peak targeting of ethnic minorities ostensibly was not inclusive: -

> *From our experience, our programs run year- round and that's because that's how we design it. But I would say that. Ethnic Diverse communities, just like anybody else don't like bad weather? Why should we be any different? Why should we be given the off season for heaven's sake! I don't even like the sound of that.*

Ursula Petula Barzey, Digital Marketing Consultant and Founder of Moxee Marketing and Caribbean & Co explains a niche marketing perspective that clarifies the rationale for an off-peak marketing strategy for domestic tourism that could be operational principally within the context of an all-year round strategy: -

> *The destinations are not paying attention, and in terms of making tourism be a year-round product instead of seasonal. It kind of would make sense to focus on some of these niche markets, because if you do that then OK, yes in the summer it's going to be the international folks coming in, but then during your quieter months over winter, yes you will still have some international, but you know domestic tourism as a real opportunity because people would be willing to take weekend breaks or just even go for the day if they knew more about what was in their own backyards, the rich cultural experience are what people are looking for. And from the MMGY study I mean you know it said that like 68% were interested in cultural heritage experiences, and going to the tourist sightseeing, museums and the Black sites.*

It's an imperative that messaging on off-peak targeting of ethnic minorities for domestic tourism must be sensitive to miss-understandings that may emerge regarding disparities in valuing the importance of this market segment. Specifically, for the Norfolk EXPERIENCE

project, it seems advisable to situate this approach very distinctly as an integral component of an all year-round welcoming of ethnic minorities to the county.

1.7   The barrier of accessibility – poor transport infrastructure

Predominantly, the high costs and poor connectivity provided by public transportation, mainly the trains were named as barriers to taking more domestic shorts breaks and overnight stays. Some participants stated that the preferred taking public transportation and did not always wish to drive to the destination:-

> *Because sometimes you can see some great places, but they're not necessarily always accessible by public transport together. You know you've got to go through hurdles to get there. If you've got a car and you're comfortable to drive a car for a long period, then it's accessible.*
>
> *I don't want to be driving, you know, for hours and hours and hours you know. I want to be able to get there in good time. I want to feel like I'm going on holiday and it's not a mission to get there.*
>
> *I generally don't drive or haven't I think for more than say 3 hours. Yeah that would be my biggest obstacle really.*

Apart from the limitations of public transportation, there was the length of time it takes to get to preferred destination locations in the UK:-

> *So for me the most, the biggest turnoff is the travel time. Yeah, and it's just nothing more than geography. I think the shape of the island of Britain, you know everything is quite 'longitude' from top to bottom, and it takes forever to get anywhere. For that reason, it's just a big turnoff to go on short breaks here. It's 8 hours on a flight to Barbados and the same time to get to some places in Britain. If there was door to door service to go somewhere, for example, if I'm going to Cornwall and I'll get picked up at the door, my service starts straight away. This gets us into the party mode to start all the way until dropping me right back to my door. That would be perfect.*

These challenges in the provision of public transportation that hinder accessibility to destinations in the UK, is a wider structural problem that will require government intervention to resolve. Local DMOs may play a key role in highlighting the benefits to the visitor economy of improvement in train connections between urban city centres and regional destinations. It is important that they take the lead in lobbying for cheaper costs for public transportation across Britain, that could increase the overall level of participation in domestic tourism.

1.8   Winter weather barrier

There were some participants who never considered, and who would never readily go on a domestic holiday due to the cold and uncertainty of wintry weather. This was particularly the case in the winter months that for them were not traditionally associated with a holiday or short break except perhaps for an occasional celebratory event. This view is captured below:-

I don't go anywhere in the winter, only for my partner's birthday on the 11th of January. There are a lot of offers at that time, but we only stay one night because it is just too cold we can't do anything. We're just stuck in a hotel. Because if it is cold then you know what other things are there to attract you? Or you know in terms of entertainment and enjoyment, what are they doing to actually make it so fun? Could you feel really comfortable that you're going to have a good time regardless if the weather is really bad, because we know this is what usually happens.

But there were those participants who didn't mind going out in the winter months:-

I have to say cold is not always that bad.   I quite like it sometimes.

I don't mind going on cold holidays. I'd go, but it's just the rest of the family that would whinge.

Nevertheless, participation in the novelty of winter sports such as skiing and snowboarding were not generally preferred by most respondents, except among some younger participants as these were novel experiences to pursue. According to Wenona Barnieh, Co-Founder of Mount Noir, a London based winter sport travel company targeting ethnic minorities, the lack of familiarity with winter sports has been a major barrier to wider participation:-

I'll talk from my own sort of personal experience. I think it's a matter of knowing about it, if you've not heard much about a particular destination, or a particular sport, you probably not go. Many people will be more inclined to just go out of their comfort zone knowing about it. So that's where our company comes in and making sure that people know that black people do go skiing. If you know, something that you can do, it is in your remit. And of course, if there are some people who do have the economic problems, because skiing isn't cheap. But there are ways to get around it, and there are ways to sort of make sure you get that opportunity, as such sometimes again going back to lack of visibility. If you don't know about it in school, or you don't have friends who know about it, you don't have family members that know about it, then you're unlikely to want to explore these areas. And so your world view is much smaller; because you don't know these opportunities are available to you or know how to quite get into it, which is obviously where we come in because we tried to be that stepping stone, we try to connect you to these spaces[35].

 This focus on winter sport mean that even though they are off-peak, these activities are seasonal activities that usually occur at overseas destinations mainly in Europe. As Wenona explained, there are cheaper ski destinations in Europe who are more willing to offer retail tour packages. But the pre-trip planning for the ski holidays is mostly done in the UK, and there are plans to widen this offer to customers in the future:-

 And even as we start to look at ski tourism within the UK, there are a lot of different indoor centres that allow you to practice your skills and build up your talent before you start looking at going to Europe and even in Scotland as well. People do also good skiing there as well, so we'd love to be able in the future, partner with not just snow centres within London, but within the South-East for instance. But also look at other areas of England where they have indoor centres and perhaps we can start to grow the market to the community outside of just London and then globally as well.

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[35] Interview with Wenona Barnieh, 9th August, 2021.

This statement points to the prospect of a growing market of ethnic minorities mainly among younger professionals who have the disposable income to pursue leisure and tourism winter sport tourism holidays. They are challenging the stereotype that non-whites do not enjoy winter activities and providing the support for individuals who are interested in these holiday activities.

1.9   Racism as major barrier to ethnic minority travellers

Both industry and academic research have been unequivocal in reporting empirical evidence of the systemic reality of racism as a major barrier to ethnic travellers. This is primarily the case for those who live in white majority destinations. In the United States, studies on the travel behaviour of Black Americans have shown that the legacy of slavery and racial segregation still haunts the spatial landscape. A study conducted in the US in 2017 found four salient themes influencing the travel behaviour of Afro-Americans. These were (1) racial discrimination during travel, (2) fear of racism, (3) storytelling and safety instructions: social reproduction of the fear of racism, and (4) race-related travel choices.[36]

Racism refers to both (1) the ideology that races are populations of people whose physical differences are linked to significant cultural and social differences and that these innate hierarchical differences can be measured and judged and (2) the micro- and macro- level practices that subordinate those races believed to be inferior.

Source: **Ethnicity, Race and Inequality in the UK. State of the Nation** [37]

A case study of South Carolina conducted by Hudson et al in 2020 observed that the state's history of slavery was a deterrent in attracting African American visitors as this organic image of the state invoked the fear of discrimination among ethnic domestic tourists.[38] These studies confirm the prevalence and prominence of racism as the main factor influencing the decision-making and travel behaviour of African Americans. It was shown to not only limit participation, but contributing to the choices of multi-cultural destinations that were perceived

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[36] Lee, Kang Jae Jerry & Scott, David (2021). 'Racial Discrimination and African Americans' Travel Behavior: The Utility of Habitus and Vignette Technique'. *Journal of Travel Research,* Vol 56 (3) 381-392.

[37] Byrne, Bridget; Claire Alexander, Omar Khan, James Nazroo and William Shankley (2020) 'Ethnicity, Race and Inequality in the UK. State of the Nation'. Bristol, Policy Press.

[38] Hudson, Simon; So; Kevin Kam Fung; Meng, Fang; Cárdenas, David; Li, Jing (2020) 'Racial discrimination in tourism: the case of African American travellers in South Carolina'. *Current Issues in Tourism*, Vol 23 (4) 438-451.

to be safer. The fear of racism also accounted for specific, observable travel behaviour such as:-

- Avoiding unfamiliar places with rural areas and wildlands being "off limit."

- Travelling in large groups and choosing established accommodations

- Visiting places where family or friends live[39]

- Sharing and reproducing travel stories of incidents and experiences of discrimination

While the legacy of slavery is different in the UK, there is the historical context of longstanding racism restricting the spatial movement of ethnic peoples in both urban and rural spaces that persists even today. Consequently, there is a mirroring of the travel behaviour of African Americans in the UK that extends to all ethnic minority groups. This is particularly the case in rural spaces that are dominated by a 'prevailing ideology that views rural England as a predominantly 'white landscape' and excludes minority ethnic groups from rural imagery.[40]

In the UK, instances of race crimes are much higher in rural areas than urban settings, even with extensive under-reporting of such incidents. Therefore, the sense of personal risk is heightened in rural environments where racial boundaries exist between the host community and visitors. In a study of tourism experiences and travel encounters of ethnic minority citizens living in member-states of the European Union (EU) in 2006, Stephenson(2006) found that their risk perceptions were aligned to the need for safety and security in pursuing the leisure and tourism experience.[41]   But emerging from this study he observed that there were also those in the ethnic community whose desire and aspiration to travel, to visit and explore new places, superseded the fear of discrimination or racism. He explained that these tourists tended to be independent travellers, who accepted risk as an integral part of the travel experience:-

> *People's increasing desire to independently explore isolated destinations and new territories may only be a priority for those individuals, namely 'post-(mass) tourists' (Feifer, 1985), who do not necessarily feel socially uncomfortable or personally disempowered during their travel ventures and tourism encounters. These tourists travel with an aura of self-confidence and with the intent of experiencing environments beyond those experienced by the tourist masses - a direct response of*

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[39] Lee, Kang Jae Jerry & Scott, David (2021). 'Racial Discrimination and African Americans' Travel Behavior: The Utility of Habitus and Vignette Technique.' Journal of Travel Research, Vol 56 (3) 381-392.

[40] Chakraborti, Neil & Garland, Jon (2006) 'England's green and pleasant land? examining racist prejudice in a rural context'. Patterns of Prejudice, 38:4, 383-398.

[41] Stephenson, Marcus (2006)' Travel and the 'Freedom of Movement': Racialised Encounters and Experiences Amongst Ethnic Minority Tourists in the EU.' *Mobilities*. Vol. 1, No. 2, 285–306.

> *living in a (post-industrial) risk society where the endeavour to indulge in chance
> encounters and experimental experiences is an important social objective.*

Based on these differing mindsets in travel behaviour, it is possible to distinguish between ethnic tourists who take racism into consideration in the travel decision making process when visiting white majority destinations, as opposed to those who are focused on pursing the novelty and excitement of visiting places away from home.

Differing attitudes to travel have also been noted between younger ethnic minorities who were born in the UK compared with their parents who were immigrants. In her study on the Pakistani community in Bradford, Klemm (2002) observed that younger people saw trips to the homeland as 'duty visits and important for the family'. However, they expressed a desire for other vacation experiences such short breaks, visits to attractions like Disneyland and even beach holidays which that was regarded as 'attractive or acceptable' among some of the younger respondents.[42]

Ethnic minority young people are demonstrating confidence in their British identity while embracing their religious and cultural values. This is an empowering factor in their confidence in confronting racism, and the related restrictions on their movement and participation in a wider range of leisure and tourism experience. Increasingly, the younger ethnic population in the UK are mobilising themselves in different demographic collectives under the banner of their ethnic identity and are challenging traditional 'white spaces' of leisure and tourism.

The rising improvement in the socio-economic performance of ethnic minorities has been ascribed to a decline in racist practice and attitudes in western societies. The Sewell Report on Race and Ethnic Disparities in 2021 highlighted data that showed improvement in socio-economic indicators of people of colour in Britain and inferred that the living standards and conditions of these communities in Britain meant that racism was declining.[43] The report concluded that ethnic groups in the UK were materially better off than other white majority countries. But the lived experiences expressed in the reviews of ethnic travellers in the various travel forums countered this 'positivity bias' of the Sewell Report.

A study on racism-related reviews conducted in 2020 on tourism travel forum websites found that occurrences of racism remain a serious issue when travelling'. This study revealed that the numbers of race hate reports were at the same levels, and did not decline compared to a similar study conducted in 2014. Furthermore, the findings exposed that racist incidents were

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[42] Klemm, Mary S. (2002) Tourism and Ethnic Minorities in Bradford: The Invisible Segment. *Journal of Travel Research.* Vol 41 (1) 85-91

[43] Sewell, Tony (2021) Commission on Race and Ethnic Disparities: The Report. London.

global with the highest frequencies recorded in the 'United States, South Africa and European countries, such as the United Kingdom, France, Germany, Italy and Spain.'[44]

Accounts of the lived experiences of racism in tourism in the UK

The myth of the countryside as a 'white space' is still pervasive. This belief stems from historic social constructions of rural areas as the patrimony of the white British population. Consequently, there is a legacy of non-representation and exclusion that is a major hindrance to widening participation. According Maxwell Ayamba who pioneered the Black Men Walking CIC, people of colour have not been traditonally encourged to go out and explore the natural countryside:-

> You find out that the environmental sector is more like a Green Insiders club which has historically led to the perception that the natural world belongs to white people, these perceptions and narratives continue. It's a gatekeeping philosophy that perpetuates white supremacy. Then obviously people of colour don't see those spaces as belonging and wouldn't want to go there. They want to go abroad where they can feel comfortable. You know, they feel they are respected and treated with dignity and respect and can enjoy their time. Why should they take their money and go to holidays in Britain here where they are treated like second class citizens, even though they are British? These are some of the problems or the barriers that really impact on tourism for minority groups.

The comments of the participants in the focus groups of their lived experiences going outdoors to the countryside and holidaying in Britain confirm an overwhelming sense of racism as a risk across all ethnic minority communities. Some of the accounts of racism while travelling the UK were harrowing, yet these memories capture the basis for reservations in choosing domestic holidays, and illustrate the reasons for low repeat visits to destinations where these encounters occurred. The following accounts are some examples of racist encounters from participants: -

> Myself and my partner when we went camping in Wales and the first thing that happened is my partner was pulled over by the police who said that he was speeding. And he said that he wasn't and there was a big debate and he said look, you know I've got this sat NAV built into my car. It tells me the speed limit. It automatically slows down. And you know they didn't want to listen to him at all anyway, so he got fined for that and then when we got to the campsite, the people who owned the campsite were fine and so were a lot of the people who were also staying there with their families. But we were very mindful of the Saint George's cross flags that people clearly put up around their tent to almost, and, you know, I'm not saying that that means that they are particularly racially biased or anything, but whenever I see that flag, I do.

> There were two places in Hampshire. A friend of mine was visiting in Hampshire, so and I went the few girlfriends to spend the weekend, and we again we were the only blacks in the village. And in that they I had an awful experience while we're at the

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[44] Li, Shu; Li, Gang; Law, Rob; Paradies, Yin (2020) 'Racism in tourism reviews.' *Tourism Management* (80) 104100.

pub, and a group of white people were sitting across in another table in the beer garden. And they were talking and laughing. And then they came to me because I had my hair in an Afro. And it was quite a large Afro. Then I got the question, oohh, can I touch your hair? Can I take a picture with you? I wasn't frightened but you know, because I suppose I expected it, but I was just annoyed. So, for me I wouldn't automatically go to certain places. I have to be with people who are I'd say maybe brave enough or kind of just don't care and feel they have as much of a right to be in those spaces, because sometimes I do feel I I don't want to start a fight. I just want some peace and quiet.

The racist encounters in service settings were even more uncomfortable as there was the expectation of courtesy and parity of treatment. As seen in this story below, even at popular tourist seaside resorts, there was still no escape from such negative racialised encounters: -

Just for an example we just went to Bournemouth, so we went to go on this boat and this guy the way he was kind of looking at the floor, wasn't a lot of eye contact. There was no smile on his face and the way he was so sharp, he was like he didn't want us on the boat. But in the back of my mind, thinking we are not getting on that boat, I'm going to have to make an excuse now not to get on the boat. We're not going to let them ruin it for us. So it's just this kind of the tone, the tension, the look, there's no smiling face, there's no welcoming. It's like we don't want to, but I won't call you the 'N' word but it's almost like you're not welcome here and I thought well. Yes, we can go to Bournemouth, and we can sit on the beach. But then there are certain places that I'm not quite as ready for that.

The extension of the everyday trauma of racism into the leisure and holiday experience in Britain, means that more time is spent in gathering pre-trip information, with the travel decision being highly involved with a search for safer, secure spaces for vacations. This young male Afro Caribbean participant explains the reasons for his pre-purchase travel behaviour: -

You know I know growing up, the school that I used to go to it was in an area that was predominantly kind of represented by the National Front. So you have to, you know, going into school and coming away from the school you had to be thinking who you were traveling with and what times. So, I think that there are places that that exist in the UK. You're thinking well if I do go there, you know what is, what is it going to be like? Are there any people that look like me or culturally represent me? Are they going to be there as well? It's not something that I would say that bothers me and would stop me from going anywhere. You know, I go to a lot of places for walking and traveling in the UK. But I think there is some aspects of it that we have to think about that when we travel.

This Afro Caribbean participant noted that travel habits are changing, with the younger generation being less anxious about racism and more willing to take domestic holidays: -

I'm not sure what it is. I think perhaps it's that comfort thing, I remember when I was growing up. I mean, you know. I remember it always used to be seen that White people went on holiday and black people stayed at home. It was really quite a strange thing and when we used to break up from school, there's six weeks holiday. We didn't necessarily go away and what used to happen is members within the family would be going back to say the Caribbean and that that was the big thing. But you never really went on holiday. You went on trips, the occasional day trips, but you never really went on holiday. That was a white person thing. The generation now

> *don't really care that they're everywhere, but I think, especially with the older generation, they're perhaps still that little bit of uncomfortableness feeling.*

But for most middle-aged participants, group travel was preferred particularly with people of their own ethnic group as a respite from the everyday racist microaggressions. These group trips created safe spaces to enjoy domestic tourism in the secure environment of the community of shared interests and understandings of their lived experiences. While for participants this safe space was essential for their holiday activities, for others it depended on the type of experience sought for on the trip. As this Chinese participant explained, the companionship of friends from the same ethnic group could make the travel experience more meaningful: -

> *For me it depends on who's available, but at the same time, if I feel I need more from it, if I want to have a more relaxed experience, a knowing experience, then I will contact my Chinese friend.*

Overall, there are a range of factors that seem to pose barriers to participation differently across the ethnic groups. Critically, it is their combination that pose the main obstacles for greater involvement in domestic tourism. This is clearly expressed by this statement below from a female Afro Caribbean participant: -

> *So I'm trying to think. I think honestly, a lot of people when they think about going on holiday or travelling, the big part of it, is the feeling of relaxing or like release. And I think a lot of people are looking for sunshine which doesn't happen here. And when you pile all these kind of cons against the UK, so it's not going to be sunny, it's potentially going to be expensive. And you might be discriminated against, or you might stick out like a sore thumb. It just and traveling to places like Spain or whatever. Those kinds of lads abroad holidays are so cheap. And you do get the sunshine, and you do get the food because also food is quite expensive in the UK, like in terms of like that nice food, that people like to have that fresh food.*

It was generally observed from the responses that the perception of the risk of racism on domestic leisure and tourism experiences is a barrier for some participants. But there were others where the destination was paramount in the travel decision making process. For them, while there are aware that racism exists, it has never been a deterrent as their desire to visit places are more important than perceived threats of racial discriminatin.

> *I don't think when I'm organising a trip or anything like that, I've never thought about I might be the only black person, or they might not be a lot of black people there. I haven't personally thought about it I've just booked it and gone. I hope I don't experience that as I like my breaks and I hope that I don't have to stop. Don't get me wrong I'm sure it's there (racism) but yeah, personally I haven't from what I can remember. I haven't experienced it and I hope I don't!*

These findings suggest that the ethnic domestic leisure and tourism market may be segmented into different risk perceptions of racism in the travel decision making process. This spans those who actively seek for safe spaces at destinations or in group travel to minimise the risk of racism, to those who are likely to actively resist and challenge these

barriers, and others whose desire to see new places supersedes apprehensions of negative racialised encounters.

PART 2

Segmenting the UK ethnic domestic tourist market

A key aim of this research is to identify whether thay are different orientations towards travel among ethnic minorities and if they varied in their preferences for domestic leisure and holiday experiences. These different types of ethnic minority domestic tourists could be used to determine varying visitor segments. Based on the individual interviews with ethnic leisure and travel intermediaries as well as the focus group sessions, a pattern of varying psychographic profiles emerged from the qualitative data. These distinct groups spanned the different ethnic groups and seemed to be consistent across gender and their location of residency in England.

2.1   Developing a typology for ethnic minority domestic travellers

One of the most popular segmentation models used in tourism is Plog's typology of tourists that was devised to differentiate travellers based their perceived risk of the overall travel experience. On this basis, Plog proposed that tourists may be segmented in terms of how risky they perceive the travel experience and the extent to which this determined their destination choices. According to Plog, tourists may categorised in a typology of Allocentric, Mid-centric and Allocentric[45].

The descriptions of these three types of tourists as follows:[46]-

- **Allocentrics** are self-confident, adventuresome and prefer novel experiences. They travel more frequently and take longer trips. They avoid touristy places and attracted to risky destinations

- **Psychocentrics** are risk-averse and conservative by nature, preferring the familiar. They can be expected to select "safe" destinations and "prefer highly developed 'touristy' spots."

- **Midcentrics** fall between the two extremes for each of these characteristics.

Although this model has been criticised for being dated as it was developed in 1974, it has stood the test of time and is still currently adapted and applied for tourist segmentation research[47]. In the context of the study, the basic principle of Plog's typology has been applied to categorise the different psychographic profiles of ethnic travellers that have emerged from the interviews. It has been adapted by differentiating ethnic travellers in

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[45] Plog, S. C. 2002. "The Power of Psychographics and the Concept of Venturesomeness." Journal of Travel Research 40 (3): 244–51
[46] Litvin, Stephen W. Guttentag, Daniel, Smith, Wayne (2021) 'Who Should You Market to in a Crisis? Examining Plog's Model during the COVID-19 Pandemic?' *Journal of Travel Research*, Volume 61 (5) 981-989.
[47] Ibid.

relation to their perceptions of the risk of being exposed to racist encounters, and negative treatment as people of colour while on holiday or a short break.

2.2   Centrality of racism for psychographic segmentation of ethnic minorities

As the findings indicate that racism is a major factor influencing destination choice and the type of holiday experience that are selected by respondents, it is the key factor to establish the main differences in psychographic profiles for the ethnic market. It was noted by some of the focus group participants, that a prior negative experience of racial discrimination was a deterrent to repeat visits. Some expressed the view that they would not visit areas or destinations that they considered to be unwelcoming to ethnic minorities. This was regardless of the physical attributes of the destination, and even if there were incentives and benefits to go there.

The fear of racism or of racial discrimination influenced extensive searching for information regarding safety, and whether negative racialised encounters would be likely during the holiday experience. Ethnic travellers who match this profile usually preferred to go to visit friends and relatives in destination areas they do not know, as this gave them the support and assurance that they'd be able to negotiate the local environment in the company of people from their own ethnic group that know the area.

Furthermore, some relied on the secure bubble of a package tour or group trip that could signify to the host community that they were visitors and providing economic value to the local visitor economy. This means that for this category, racism is a major determinant in the travel decision process for selecting the destination, and the choice of leisure activities for participation. However, they may be swayed by marketing messages from destinations that include representations of ethnic minorities advertising and brand communications.

Based on these characteristics, this group of domestic tourists maybe described as **Ethnic-centric** in that their travel choices and behaviour are influenced by their perceptions of their race, and how this will affect their leisure, travel and overall holiday experience.

At the other end of the continuum in relation to the risk perception of racism in travel, is the traveller whose desire and interest in places are paramount in the decision-making process. The possibility of experiencing racist aggression does not factor in the mindset or influence the choice of destination and leisure experience. Although there is awareness that racism may occur and detract from the holiday experience, it is not a hindrance or barrier to the choice of the destination as it is the novelty or the attributes of the place that determines the selection.

This category of ethnic traveller as noted by Stephenson (2006) are confident, and they do not usually feel uncomfortable or 'personally disempowered during their ventures and

tourism encounters'[48]. They are usually independent travellers and do not believe that their ethnic background will be a major factor in restricting their movement. Essentially, racism is ranked as another of the usual inconveniences of travel that may be negotiated to achieve the benefits of the visiting the destination. Ethnic travellers in this grouping may be referred to as **Place-centric** as their valorisation of the destination is the main determinant for their leisure and holiday choices.

In the mid-point of this continuum is the **Duo-centric** ethnic minority traveller. These ethnic travellers may demonstrate varying attitudes ranging from Ethnic-centric to Place-centric depending on the benefits to be derived from the holiday experience. They attempt to balance the likely risks of experiencing racism alongside the benefits of going to the destination. Ethnic travellers in this grouping may not readily demonstrate destination brand loyalty, as they seek for destinations that are able to fulfil their specific travel and tourism needs in a relatively safe environment. Compared to the Ethnic-centric traveller, it is likely that they will re-visit a destination where they experienced racism, if sufficient incentives and benefits are gained by returning to the destination.

An important caveat for this market segmentation, is that this model of psychographic profiles has been developed from the findings of this study to determine the different attitudes of domestic ethnic travellers in Britain. Accordingly, it is applicable in guiding and informing the further development of marketing strategies aimed at targeting ethnic minority domestic tourists in a regional destination such as Norfolk, that do not currently attract large numbers of visitors from these communities.

2.3   Sub-categories of ethnic minority travellers

Within the main categories of Ethnic-Centric, Place-Centric and Duo-Centric ethnic travellers, other sub groupings were observed from the focus group interviews. The following five distinct sub-groups represent varying psychographic profiles in terms of their values and preferences for the domestic travel experience.

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[48] Stephenson, Marcus (2006) ' Travel and the 'Freedom of Movement': Racialised Encounters and Experiences Amongst Ethnic Minority Tourists in the EU'. *Mobilities*. Vol. 1, No. 2, 285–306.

Occasional Excursionists:- This category is comprised of ethnic minority travellers who are not widely travelled within the UK. Although they may have lived and worked in the UK for many years, they have not been to many places away from home. Generally, they may lead more sedentary lifestyles, but do not have the income and information about holiday destinations to engage in varied leisure and tourism activities.

Occasional excursionists mainly represent older, semi-retired or retired people who have more time to engage in leisure activities and who are seeking further opportunities for outdoor activities to improve their health and wellbeing. They are the focus of social tourism initiatives that aim to widen participation among marginalised ethnic groups. Occasional excursionists may also include refugees, asylum seekers and a cross section of people of colour in the lower socio-economic status. For these persons, the opportunities for day trips may be available mainly in the off-peak season when lower prices may be readily negotiated. In their travel orientation they are mainly **Ethnic-centric** and prefer the safety of their own people group. Yet they value the opportunity to get away from home for a diversionary outdoor experience from the everyday routine. The priority for them is simply the occasion to go elsewhere away from home, more than the attributes of the places that they may be visiting.

Warm Weather Wishers:- This category of ethnic travellers are resolute in their choices of destinations and time of travel that facilitates their desire for warm weather. For this group, leisure, the outdoors and holiday making are associated with warm weather. This group is the least likely to go for short breaks or for a holiday experience in the winter months in the UK. Exceptions may be to celebrate birthdays, weddings or other special events. Usually, they will not respond to incentives of lower prices or subsided costs for even a luxury experience if it is offered in the colder, off-peak season.

Warm Weather Wishers may be both **Ethnic-centric** and **Place-centric** in their attitudes to travel. They are also flexible to travel independently, in families or in mixed groups with friends. This segment is perhaps the least likely to go on domestic short break or holiday in the UK. Travellers in this group tend to prefer to go overseas to the traditional cultural 'homeland' destinations that have warm weather, and are perceived to offer better value for a holiday than in the UK.

Cultural Prospectors:- This category of ethnic visitors seeks meaningful cultural encounters during their holiday experiences. They value opportunities for learning and are interested in spiritual and mental enlightenment during travel. Historic and heritage attributes at a

destination are major pull factors for this segment who are willing to pay more for fulfilling their cultural travel desires. They will go on day-trips to attractions but will also choose overnight stays, particularly if it is combined with other leisure activities. Some Cultural Prospectors are **Ethnic-centric** as they are primarily motivated by opportunities to find out more about the history of their people groups, but there are others whose interests are more generic, and are open to a wide range of activities and attractions that they consider to cultural or of special interest.

Cultural Prospectors may choose group trips as an introduction to new places, but will return as independent travellers to the location to pursue deeper immersive cultural experiences if there is a rich offering at the destination. They require more interactive and information rich tours that assist them to make their visits meaningful. Generally, they span age ranges older than the 18-30s, and are represented across gender, and middle to higher socio-economic categories.

Outdoor Leisure and Tourism Enthusiasts:- this category represents the largest segment of the ethnic domestic tourism market. It spans both younger and older travellers who have a desire to participate in a wide range of leisure activities, and to see more of the natural and countryside landscapes in the UK. There was an overwhelming sense of pent up demand among this group that was expressed in the focus group sessions. Most noted that there were not aware of the varied opportunities for outdoor leisure experiences in the UK, and would welcome the opportunity to participate. While some focus group participants observed that they would evaluate the relative costs of domestic trips compared to overseas holidays, yet they still expressed the longing for more opportunities to vacation in the UK.

Generally, Outdoor Leisure and Tourism Enthusiasts desire moderate but active holiday experiences that offer them health benefits and a sense of wellbeing. They will choose short breaks in groups, packaged holidays or family trips, but are also independent travellers. They have an eye for value for money, but consider that going outdoors and travel are essential for their lifestyle, and will undertake more than one short break and overseas trip on an annual basis. They are willing to travel during off-peak seasons and are not deterred by venturing out even in the colder, winter months. **Ethnic-centric** travellers are highly represented in this category. Comprised of professional, middle to high income earners with extensive experience of international travel, this group is very discriminating in their service expectations. They display low tolerance for microaggressions or disparities in treatment while travelling, and are unlikely to repeat visits to destinations where they have experienced racist encounters.

Outdoor Leisure and Tourism Challengers:- this category of ethnic minority travellers are mainly comprised of younger people who are seeking for adventure, novelty and to explore non-traditional leisure and tourism activities usually practised by their ethnic group. Their mindset is to transcend the spatial and societal barriers to travel. They challenge the notion that race is a barrier to participating in holidays, particularly activities such as snow and winter based sporting, leisure and tourism activities. Consequently, they are not **Ethnic-centric** in their approach to travel, but are **Place-centric** as they seek for destinations that will offer them the attributes to fulfil their desire to participate in sports that have traditionally been associated with the white population. To some extent this means that they are more seasonal in their travel habits, particularly for those who mainly engage in snow based leisure activities such as skiing and snowboarding.

Compared with the Leisure and Tourism Enthusiasts segment, this group represents a niche market of younger, professionals with high disposable incomes. While they share similar travel features such as travelling in groups, and have a high travel propensity, the Challengers differ from the Enthusiasts in that they are more willing to go to 'white spaces' and are conspicuous in showcasing their social and cultural capital in their behaviour. This is seen for example in the social media marketing and advertising by the Mount Noir travel agency that feature photos of young black women wearing top branded designer ware.

Table 2.1: Target segments for off-peak experiential visits to Norfolk

SEGMENT	DESCRIPTION	SUB-GROUP CHARACTERISTICS
Occasional Excursionists	This market segment is a possibility for off peak visits to Norfolk. But targeting this group will require extensive outreach to the main ethnic communities located in urban city centres. There will be the need to work closely with ethnic travel intermediaries who have traditionally worked closely with national parks and natural environmental charities rather than DMOs. This segment maybe targeted for social tourism initiatives and projects by social enterprise CICs, and charities aimed at widening participation of marginalised groups.	Mainly Ethnic-Centric travellers who may be socio-economically marginalised Lower income group and their travel is usually subsided Expectations for lower rates for off-peak overnight stays
Warm Weather Wishers	This is not a prospective segment for off-peak visits to Norfolk. Yet, the county could be attractive to this segment in beach and coastal areas such as Great Yarmouth and Cromer during the peak summer period. This profile of ethnic traveller is not likely to respond to incentives of cheaper prices or experiential visits in the low volume winter months.	Mostly Ethnic-centric
Cultural Prospectors	Norfolk has a rich stock of historic and heritage assets that will be of interest to this market segment. There are also arts and cultural events staged in the city of Norwich and at the seaside towns. The county also has a variety of restaurants featuring international cuisines. There is the potential to attract Cultural Prospectors with attractions such as historic tours and themed museum and art exhibitions. The ecology, wildlife habitats of the Broads and conservation areas are also pull factors for this segment.	Mainly Duo-centric - Possibility of repeat visits. Middle income to high income earners who are also looking for value plus experiences. Although they prefer urban landscapes, yet they are some who desire the rural environment to purchase fresh farm products, artisan souvenirs and handicraft and viewing gardens.
Outdoor Leisure & Tourism Enthusiasts	This is perhaps the most viable market for Norfolk as the destination offers a wide variety of outdoor experiences for active leisure in the countryside, along the coast and on the Broads. This segment would be attracted to the range of accommodation stock from modern to boutique hotels and camping/glamping. Rural cottages offer the possibility for rest and relaxation as well as access to long, leisure walks and green, natural landscape that are premium attributes sought after by this segment. The main challenge will be in raising awareness among this market segment about Norfolk so that it is a preferred choice for short breaks and overnight stays. Furthermore, there will have to be in-depth information provided that the area is welcoming to ethnic minority tourists, and that the risk of negative racial encounters is unlikely. Representations of ethnic minorities in marketing communications are critical for this segment.	Mainly Ethnic-Centric These ethnic travellers are keen on value for money and their buying decision will be based on expectations for high quality products and services that are comparable to overseas holidays. Possibility to build loyal, repeat customer base on this segment, if host community is generally welcoming and service and holiday experience are fulfilling.
Outdoor Leisure & Tourism Challengers	This segment is usually associated with skiing and snowboarding winter holidays. As such Norfolk is not a premier destination for this category during the off-peak season. However, there's the possibility in stimulating interest in sailing which is popular activity on the Boards that is adventurous and provides the opportunity to learn new outdoor skills. Sailing is not widely pursued by ethnic minorities and may provide the novelty factor to attract this segment.	Mainly Place-centric Younger age groups of middle to higher income earners. Interested more in novel and adventurous travel experiences.

Figure 4: Profile of ethnic minority travellers for all year round and off-peak holidays
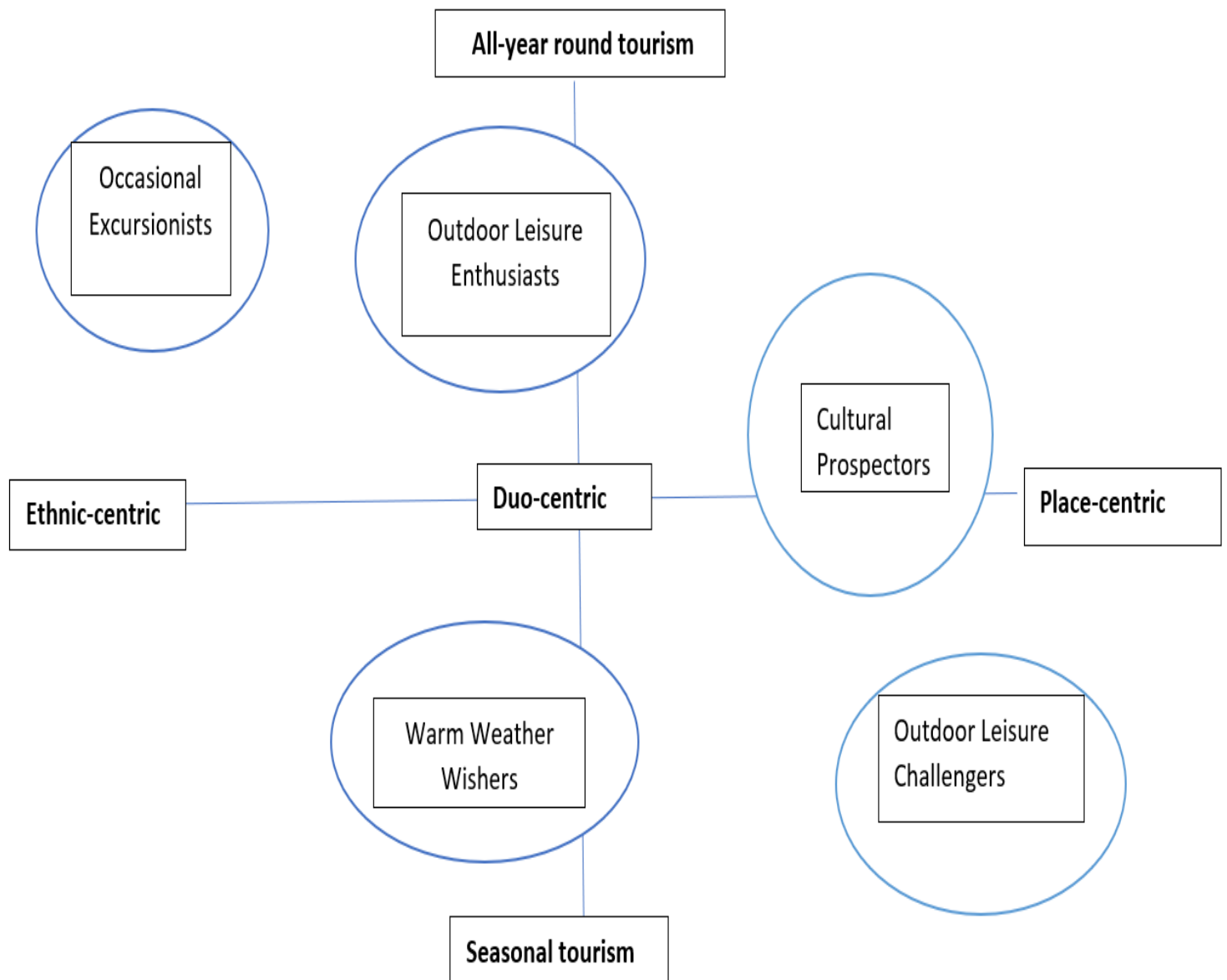
This psychographic profile model maybe applied as a segmentation tool to assist in targeting and matching categories of the ethnic minority travellers to Norfolk. It illustrates the types of ethnic tourists that are likely to be attracted to the destination during the off-peak periods. It also indicates those who are not viable market segments to achieve the goals of extending the holiday season in the county.

SWOT Analysis of Norfolk's Ethnic Domestic Tourism Market

An assessment of the internal and external factors that determines Norfolk's position in developing an off-peak experiential product to attract ethnic minority domestic tourists is presented in Table 2.2 below. This provides the basic framework to develop a value proposition for Norfolk among the ethnic minority domestic tourism market.

Table 2.2 Assessment of the internal factors for targeting ethnic minority tourists

	STRENGTHS	WEAKNESSES
INTERNAL	• Current positioning of Norfolk as a pristine, rural countryside with a wide variety of off-peak opportunities for short-break and overnight leisure and tourism activities. • Norfolk has the physical and symbolic attributes to attract most of the ethnic minority travel segments of Outdoor Enthusiasts, Outdoor Challengers, Cultural Prospectors and Occasional Exercursionists. • Seaside holiday product is a pull factor in attracting and introducing the range of holiday experiences available in Norfolk • Potential to develop community based tourism cultural attraction with the ethnically diverse communities Great Yarmouth • A mix of budget, self-catering, traditional, business and luxury accommodations are available at the destination. • Direct links from the major source markets of large urban cities such as London, Birmingham to Norfolk	• The persistence of policing of the countryside by locals that exclude the wider participation of non-white groups in domestic tourism • Low numbers of ethnic minorities in the county limits the capacity to build VFR non-white market segment for the destination • Lack of targetted marketing to ethnic minorities on the range of the leisure and tourism opportunities available at the destination • Poor and costly public transportation links connecting the various towns of the county and to neighbouring counties. • Lack of strong cultural association with non-white communities and the under-representation of ethnic minorities in the tourism marketing communications of the county

Table 2.3 Assessment of the external factors for targeting ethnic minority tourists

	OPPORTUNITIES	THREATS
EXTERNAL	• Strong, aspirational demand among non-white domestic tourists to experience more outdoor recreational leisure and tourism short-breaks and extended holidays in the UK • Increasing popularity and membership in hiking and walking groups and CICs such as BGH and Muslim walkers that are mobilising ethnic minorities in venturing out more into traditionally 'white' countryside locations • Impact of the COVID-19 pandemic in stimulating pent-up desire for the outdoors and building awareness and knowledge of 'hidden gems' of leisure experiences available in the British countryside and towns • Strong advocacy, and some success recorded in widening the participation of ethnic minorities in outdoor leisure visits by agencies responsible for the environment, national parks and in the heritage, historic and cultural industries	• Perceptions of Norfolk by ethnic minorities as the least diverse county in England that may hinder ethnic minorities from visiting the destination • Ongoing perception that the UK offers less value for money for short breaks and holidays compared to other international destinations • Expensive and inconvenient transportation links that restrict access to the counties that offer varied opportunities for domestic, recreational leisure and tourism • Stereotypical assumptions that ethnic minorities are not an economically viable market segment or that they are not interested in outdoor leisure and tourism • Lack of evidence of inclusion policies targeting non-white domestic tourists by local, regional and national DMOs as well as the DCMS • Limited representation of ethnic minorities in the governance and top-tiered ranks organisations and agences affiliated with the leisure and tourism sectors

RECOMMENDATIONS

It is proposed that the following recommendations are incorporated into the overall marketing strategy as priority action items for implementation in the short term and long term.

Recommendation 1: Target ethnic minority groups for all year-round visits rather than only for off-peak

Emerging from the individual interviews and focus group discussions, it is advisable to re-position the aim of targeting ethnic minority travellers for off-peak visits to all year-round visits. As the findings show, the participants felt that were being relegated to only the off-peak season and wondered if they were not considered to be important enough to be targeted all year round. While the intent of the off-peak targeting was to reduce seasonality and by extension enhance the sustainability of tourism in the destination, this proposition was not perceived or accepted by the participants. Some saw this strategy as devaluing their worth and felt that were being segregated from white visitors.

On a practical level, it is more likely for Norfolk to be initially attract ethnic minorities during the high season for a seaside holiday. This could be the basis to introduce the off-peak experiences to encourage return visits during the off-peak season. Based on the psychographic profiles, it is proposed that Outdoor Leisure and Tourism Enthusiasts and Cultural Prospectors are specifically targeted with messages on the all year- round holiday provision of short-breaks and longer holiday stays in Norfolk. This could be linked to a targeted off-peak promotional campaign to encourage return visits at cheaper prices in the winter months. Concessionary package rates could be offered to groups such as BGH for overnight stays with added incentives for combining a variety of active and cultural experiences during the visit.

Recommendation 2: Target urban areas with large ethnic populations rather than neighbouring counties

The data statistics show the 50% of ethnic minorities live in the larger urban city centres in London, the West Midlands, Luton, Leicester, Bradford, Oldham, and Blackburn. While the largest numbers of ethnic visitors to Norfolk are from neighbouring counties, yet it is likely that the big cities will yield more prospects for ethnic minority visitors. The main constraint may be the lack of direct public transportation such as train links to Norfolk, but the ethnic minorities from these areas seem to be more willing to leave their urban residential areas to explore the rural countryside than those living in proximate counties that also have green countryside attributes.

Recommendation 3: Ensure stakeholder buy-in and consensus for marketing strategy

It is an imperative to engage stakeholders who are directly involved in the tourism sector at the initial stages of the marketing planning process. This is important to create a welcoming environment for ethnic minority tourists. Ethnic travellers are uncomfortable at being stared at by local hosts. This is viewed as microaggression and is associated with being policed, and as a negative racial encounter that could deter repeat visits. It is important for ethnic travellers to feel free to move about without a sense of trespassing into white exclusionary spaces or being questioned as to whether they are genuine holidaymakers, or if they have the knowledge and skills to maintain countryside codes and the environmental integrity of natural conservation areas. Forging multi-sectoral networks and partnerships across hospitality and tourism organisations, as well as secondary service providers in transportation, retail, and the creative industries, will serve to establish the consensus to increase overall awareness, and a shared vision for attracting ethnic domestic tourists to the destination.

Recommendation 4: Employ tourism community relations officers to engage with travel intermediaries in facilitating visits

The role of charities and the social enterprise sector working on the ground with ethnic community groups to encourage more outdoor leisure activities is integral to reaching these communities. They are the main agents that have been at the forefront of connecting ethnic communities to the outdoor and countryside agencies. They have a wealth of experience mobilising and training ethnic minority groups for outdoor experiences and are proficient in arranging excursions and overnight stays. But as charities, they rely on grants and are constrained by not having committed funding streams. Consequently, they need staffing support to expand their services and facilitation with community groups. The employment of full-time staff by NCC or VisitNorfolk to liaise with these charities will be a forward step in reaching target markets such as **Occasional Excursionists**. These community outreach positions will be beneficial to facilitate two-way communication and cooperation. These staff members will also be the front-line contacts for community groups and the local tourism suppliers to help to monitor and manage the visitor experience at the destination.

Recommendation 5: Development of community-based tourism product involving local, grassroot groups.

There is the potential to develop community-based tourism products to be focal cultural attractions for the destination. Interviews with local informants in Norfolk indicate that there is a dynamic artistic community of more recent immigrants based in Great Yarmouth that could be a base for building a cultural tourism experience. This would provide the platform for the community to highlight the work of musicians, dance troupes and various artists and artisans

who reside in the area. The foundations for this community-based tourism product have been established with previous social investment funding for example from past EU regeneration projects. There is scope for community tourism projects to diversify the focus on seaside holidays to alternative tourism experiences in the area. However, this will require a bottom-up approach that provides capacity building support for the local community to take the lead in developing and managing the community-based tourism product.

A closer working relationship between the local Great Yarmouth council and the EDI administrators at the NCC's Communities & Environmental Services Department will be critical in providing the institutional support for community-based tourism projects. In the longer term, there are potential added spinoffs for community tourism to promote more opportunities for the interaction, integration, improvement in social cohesion and relations as different ethnic cultural traditions are recognised and celebrated in the community and by visitors to the area. In Norwich there is a core of community activists who form the Black History Month association who have led on the development of a walking tour based on the history of people of colour who have lived in the county. There is the potential to develop and scale-up this Black History Month tour as an all-year-round quality attraction that would be a pull factor for Cultural Prospectors as well as the VFR segment as an interesting activity to do while visiting the city.

Recommendation 6: Lobby the local, regional, and national DMO for the integration of diversity policies for greater representation of ethnic minorities on boards

The overall success of the marketing strategy to attract ethnic minority tourist will require the support of national and regional DMOs in the UK. It is therefore important to lobby the various DMOs to adopt a policy framework to widen participation in domestic tourism by focused targeting of ethnic minority groups. There is also the imperative of having more people from diverse ethnic background on the boards at the local, regional, and national levels of governance and decision-making. To maintain the position of an ethnically homogenous tourist marketplace is limiting the potential to increase the numbers and level of participation among the diverse groups of the population. It is timely for the national DMOs to maintain a programme of collecting data on domestic tourism disaggregated by ethnicity. This will send a signal to the wider tourism sector of the capacity to increase the volume and value of the ethnic domestic market. There should be local data gathered on ethnic groups by VisitNorfolk that are monitored to determine the performance of this segment of the domestic tourism market.

Recommendation 7: Continue to research and disseminate market intelligence on the ethnic minority domestic market

Norfolk may be in the position of gaining first mover advantage with the development of a marketing strategy targeting the domestic ethnic tourism market segment. This could position the county as an exemplar for other regional destinations. Beyond that, the durability and sustainability of this position will rely on cataloguing what works, and what does not. There should be an active research culture within tourism organisations, so the lessons learnt are applied on how to be more efficient and strategic in attracting the niche market of ethnic minorities to the destination. It is also important in setting up the framework for long-term continuity after the project ends. The dissemination of information to stakeholder at industry workshops and trade events will also provide the mechanism to sustain targeted marketing campaigns.

PART 3

Methodology

3.1   Research Design

This qualitative research was commissioned in March 2021, which was during the period when there was the gradual easing of lockdown measures due to the COVID-91 pandemic across the UK. However, a considerable proportion of the population was continuing to work from home, and there were still social contact rules being applied in all settings with restrictions on indoor mixing. With these constraints on the limitations of movement, the research design for the study was based primarily on desk research followed by structured individual and focus group interviews that were conducted online. The desk research and analysis were conducted in phase 1 between March to May 2021. Phase 2 took place between June 2021 to January 2022 with online interviews of ethnic minority leisure and travel representatives and focus group interviews with ethnic minority participants living in the UK.

Phase 1 - Desk Research and Secondary Data analysis

Desk research was conducted to gather secondary data information relating to ethnic travel, leisure, and tourism. This involved searching for information on the Internet, academic databases and the wider grey literature using key word and terms namely, 'ethnic minority tourism', 'ethnic travel', 'UK domestic ethnic tourism', 'Black travel' and 'racism and travel'. The terms BAME (Black, Asian and minority ethnic) and BME were also used to identify relevant articles and reports. However, the usage of these descriptors has been widely discouraged more recently in the UK, and it is the current policy of the British government not to now refer to ethnic minorities using the umbrella terms BAME or BME on the basis that they do not adequately convey the disparities that may exist between different ethnic groups in the UK.[49] Consequently, the descriptors BAME or BME are not used in this report.

The inclusion criteria for selection of information were topics and themes focusing on ethnic minority travel across various leisure and tourism experiences. Reports, publications and websites from public and private sector trade organisations and companies were identified as secondary data for this study. The popular social media platforms, Twitter and Instagram were selected for this research to identify topical and trending issues on ethnic travel. Both texts and images were gathered as data for this study from these sites. The terms 'racism' and 'racism UK' were used to track consumers' concerns, opinions, and overall sentiment on

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[49] GOV.UK 'Writing about Ethnicity' - https://www.ethnicity-facts-figures.service.gov.uk/style-guide/writing-about-ethnicity.

the ethnic minority travel within the context of the UK. Articles from the UK national press that covered a range of related topics on ethnic minority leisure and travel activities were also selected and analysed for this research.

As the study area for this research, information on Norfolk were gleaned from a variety of sources spanning the public and private sectors. Data on the county's socio-economic, demographic and tourism indicators were examined to inform the findings and recommendations for marketing off-season leisure and tourism experiences.

Phase 2 - Primary Data Collection

➕ Structured Interviews

The collection of primary data was required to gather up-to-date and relevant data on the barriers and perceptions of ethnic minorities to domestic leisure and tourism in the UK. In achieving this goal, the views of travel intermediaries of who were at the forefront of facilitating, organising, and promoting travel experiences specifically targeting diverse ethnic communities were gathered in individual interviews. The list of interviewees were all people of colour except for one White male, Paul Dickson who operated his tour guide company in Norfolk that featured a Black History Month tour in the city of Norwich. Each individual interview averaged around 60 minutes in duration.

Table 5 below presents the list of interviewees and companies who participated in the study.

Table 5 –Schedule of individual interviews

Interviewee	Name of affiliated organisation	Date of interview
Maxwell Ayamba, Founder 100 Black Men Walk for Health	Walk4Health is a monthly walking group targeting people of colour based in Sheffield.	18/06/2021
Pammy Johal, Founder & Operations Director of backbone which is a Charity Interest Company (CIC).	As a CIC, backbone celebrates 'diversity through adventure. It is a leading Black, Asian & Minority Ethnic outdoor environmental education organisation with the mission to widen participation among ethnic minorities in the UK in outdoor leisure.	05/07/21
Mohammed Dhalech, Founder & CEO of Mosaic Outdoors (CIC)	This is a CIC that facilitates BAME communities to engage with the outdoors and to develop links between various urban audiences and key countryside and environment organisations and rural communities.	07/07/21
Wenona Barnieh, Co-Founder of Mount Noir	This is a privately-run travel agency that specialises in providing winter sports to the Afro Caribbean market.	09/08/21
Dr Sarah Njeri, Volunteer Yorkshire Coordinator for Black Girls Hike (CIC)	Black Girls Hike was founded in 2019 and has gained national acclaim and popularity as a group that provides a safe space for Black women to explore the outdoors. BGH seeks to increase the participation and development of Black women in the outdoors.	09/09/21
Paul Dickson, Founder/Operator of Paul Dickson Tours	Paul Dickson Tours is a Norwich based independent tour guide company. Since 2019 it has been running a guided walking tour during Black History Month that celebrates the diverse contribution of black people to the history of Norwich and Norfolk.	13/01/22
Ursula Petula Barzey, Digital Marketing Consultant	Caribbean & Co. is a digital platform and blog to promote Caribbean travel and luxury lifestyle.	19/01/2022
Ana Moreira, Community Youth Worker & Founder of Afroluso Dance Group	Th Afroluso Dance Group is based in Great Yarmouth and performs in various cultural shows and events across Norfolk.	27/01/22
Danny Keen, Former Chair of the Norfolk Black History Month Committee	The Norfolk BHM is a group of volunteers and associate members who lead on the observation of Black History Month in the county. The aim is to raise awareness of the experience of Black, Asian and Minority Ethnic history and the achievements of the community.	28/01/22
Dr. Eshetu Wondimagegne, Project Coordinator of the Norfolk African Community Association (NACA)	The Norfolk African Community Association (NACA) is a community based multicultural group, with an emphasis on promoting cooperative gardening and community allotments	28/01/22

3.2   Focus Group Interviews

Ten focus group sessions were conducted with participants from mixed ethnic groups between June to August 2021. The ethnic groups were selected based on the various categories used by the Office for National Statistics (ONS) and were adapted for the purposes of this research[50] . Purposive sampling was applied to include different ethnic groups participating in each focus group session. Participants were recruited by contacting local national group associations and ethnic community networks. Additionally, a focus group flyer invitation was posted on Twitter and Instagram to contact other participants through snowball sampling, to obtain a minimum of three to four participants for each session.

Demographics of focus group participants

The Afro Caribbean category was the largest ethnic group represented in the study followed by Indian and Pakistani participants (See Figure 6 below). There was one participant from the Arab community and four who self-identified as Other. One respondent in the Other category self-identified as South American. While participants of Black African, Caribbean, and mixed descent were most likely to take part in the focus group session, the Chinese, Asian Other and White Other groups were the least represented.

The heightened sense of awareness of social justice in the aftermath of the murder of George Floyd in the United States, as well as the widespread media reports of the racial disparities of health outcomes from COVID-19; may account for the higher level of participation rates among the Afro Caribbean community.

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[50] GOV.UK – Ethnicity Fact and Figures – List of ethnic groups.
https://www.ethnicity-facts-figures.service.gov.uk/style-guide/ethnic-groups

Figure 6 - Ethnic Categories of Participants

Category	Value
Afro-Caribbean	31
Chinese	5
Indian & Pakistani	6
Asian Other	2
Arab	1
Mixed Black	2
Other	4
Total	51
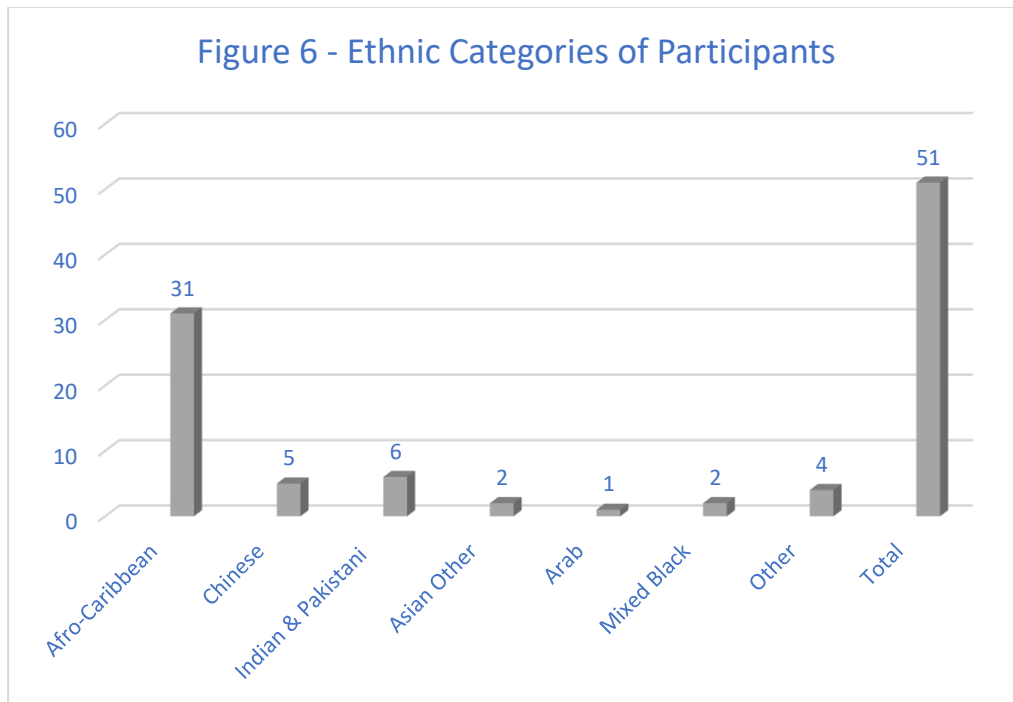
Figure 7 below shows that the number of women participating the focus group session doubled that of men, with only one participant not indicating gender.

Figure 7 - Gender of participants

Gender	Number of participants
Total	51
Prefer not to say	1
Female	34
Male	16

Figure 8 - Age Range of Participants

	18-28	29-39	40-49	50-59	60-69	70-79	80+
■ Series2	8	6	6	15	13	3	0
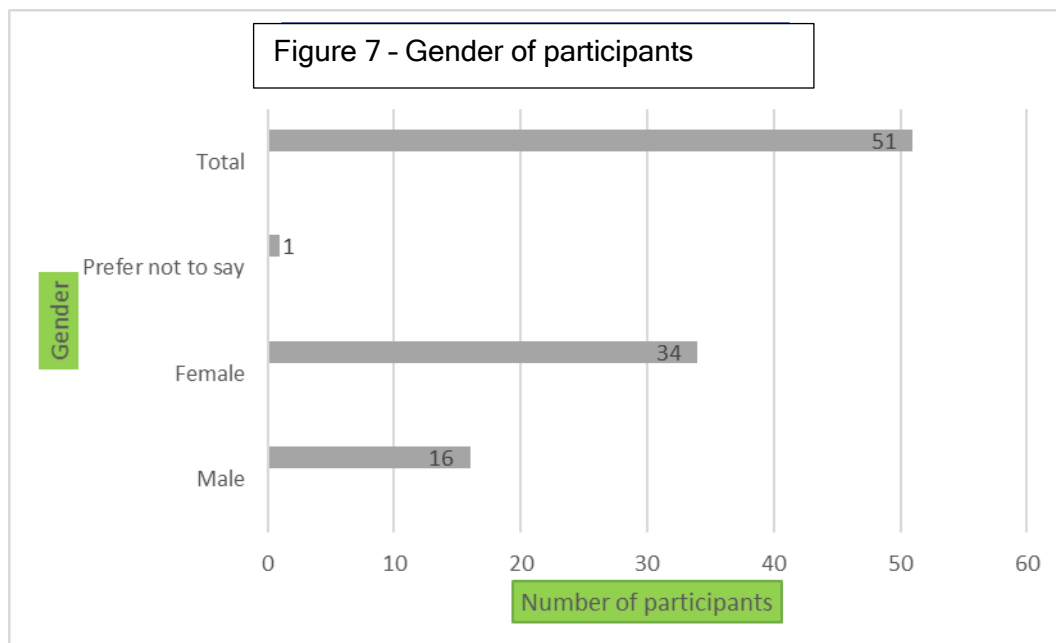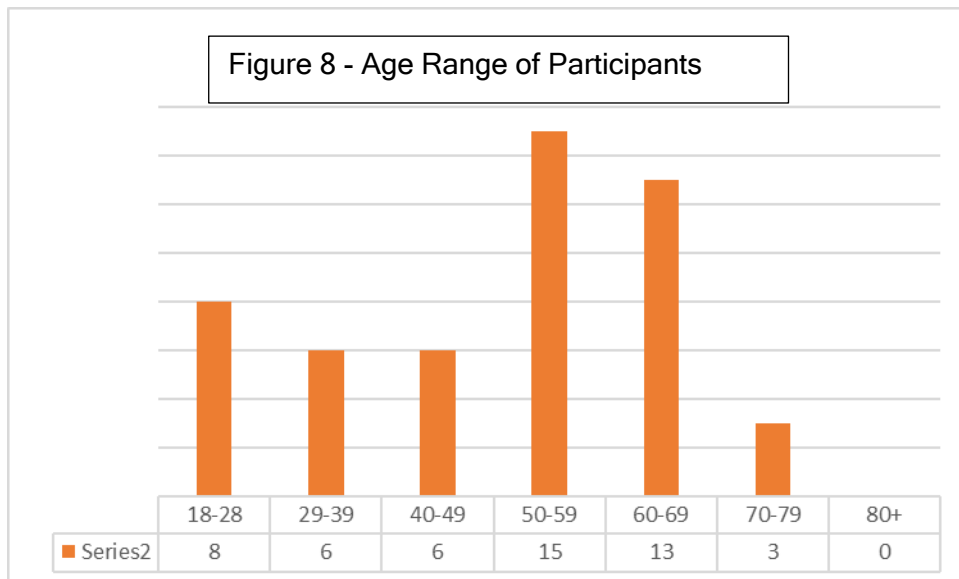
As seen in Figure 8, the highest group participating the sessions was the 50-59 age range. Next was the 60-69 age group, followed by the 18-28 range that was comprised of university students and young working adults. These higher numbers of participants in the age range of the over fifties and the young adults covered the main demographic groups being targeted by the EXPERIENCE project.

Table 6 - Region of residence of the participants

West Midlands		10
East of England		9
East Midlands		7
London		18
South East England		4
South West England		2
Yorkshire and Humber		1
Total		51

As indicated in Table 6, participants in the focus group were mainly drawn from London and the South-East of London. The participants in these regions were more active in sending referrals to other members in their communities and in spreading the word about the focus group sessions. Furthermore, these regions feature large urban communities where most the ethnic communities reside, and this factor seemed to have facilitated higher levels of

engagement, than from communities in areas outside of London. As the 2011 census indicates, most ethnic minorities in England live in the major urban cities of the West Midlands and London.[51] There was a reluctance in participation in the focus groups shown by some ethnic minorities living in rural counties where their numbers are extremely low relative to the White community. During the recruitment process there were participants who would express their discomfort in openly discussing issues on race and their lived experiences in the UK. This was particularly noted by some ethnic groups based in Norfolk, who even with prior agreement to participate in the focus groups sessions, did not attend on the scheduled dates. This is despite the presence of a core group of active citizens in Norwich who have been initiating and delivering with the support of the Norfolk County Council a series of community-based events including the observation of Black History Month. [52]

3.3   Research Method

The questions for the individual structured interviews and focus group sessions were designed to determine the key barriers to the wider engagement of ethnic communities in domestic leisure and tourism. Questions also solicited perspectives on the proposition of targeting ethnic communities for off peak visits to Norfolk. For the focus groups, the photo elicitation method was applied to assess participants' attitudes, and perceptions of the image of Brand Norfolk. This visual method of interviewing is particularly effective in producing rich, in-depth data in cross-cultural settings.[53]

The photos selected for the focus groups were commissioned specifically for the marketing of the off-peak EXPERIENCE project. These images covered the main attributes of the **Landscape** featuring varying natural attractions and locations; **People** - this is, both Norfolk residents and visitors; and **Activities** that displayed various activities that visitors may do on an excursion or extended holiday in the county.

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[51] GOV.UK (2018)   Regional ethnic diversity. https://www.ethnicity-facts-figures.service.gov.uk/uk-population-by-ethnicity/national-and-regional-populations/regional-ethnic-diversity/latest
[52] Norfolk County Council - Progress on the Council's Equality, Diversity & report title: Inclusion Objectives 2020-2023.
[53] Matteucci, Xavier (2013)'Photo elicitation: Exploring tourist experiences with researcher-found images.' *Tourism Management*. 35, 190–197.

3.4 The Study Area – Tourism in Norfolk

As a tourist destination, Norfolk invokes images of an unspoilt, idyllic rural landscape that offers a retreat and escape from the frenetic, urban lifestyle of city dwellers. It is most popularly known for the Norfolk Broads and the traditional seaside resorts of Great Yarmouth and Cromer. VisitNorfolk which is the DMO for the county, promotes a destination for visitors to experience authentic seaside, outdoor and countryside experiences. Though the terrain of the county is flat, yet there are a wide variety of activities available for active holiday makers ranging from walking, cycling, and boating.

The county boasts a rich stock of natural reserves and wetlands, and the Northern coast is renowned as a quintessential location for birdwatchers in the UK. The organic image of Norfolk as a pristine natural environment has been sustained in the public imagination with numerous features on BBC TV series such as *Countryfile*, *Ramblings* as well as on BBC Wildlife and Nature Documentaries. These programmes have been attractors for domestic tourists and have complemented the destination marketing image promoted by Visit Norfolk.

Alongside the pristine natural environment, Visit Norfolk has positioned the county as a premier representation of the British ideal of 'quaint villages and market towns, stunning gardens, country parks and stately homes.' The county also features impressive cultural assets of 'family-friendly visitor attractions, museums and exhibition spaces.'[54] Overall, the Norfolk tourism sector is diversified and does not rely only on the seaside to attract holiday makers. This is an advantage in attracting a variety of market segments to the destination and spreading the economic multiplier benefits of tourism across various areas of the county.

Tourism indicators for Norfolk

Tourism is a core economic engine of growth to the Norfolk economy. It has been a longstanding income earner and has increased in value by more than more than £500 million since 2012. In 2017, the sector contributed £3.25 billion on an annual basis to the local economy and supported 65,000 jobs. By 2019, tourism employment grew by 3% to 69,266 jobs and represented 19.5% of all employment in Norfolk, making the sector the fifth largest employer in the county.[55]

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[54] Visit Norfolk, https://www.visitnorfolk.co.uk/
[55] Visit East of England, NORFOLK AND SUFFOLK VISITOR ECONOMY HIT NEW RECORDS IN 2019 – HIGHLIGHTING POTENTIAL IMPACT OF CORONAVIRUS. https://www.visiteastofengland.com/business-trade/press-media/norfolk-and-suffolk-visitor-economy-hit-new-records-in-2019-highlighting-potential-impact-of-coronavirus

Norfolk visitor arrivals have been performing well with year-on-year growth of 2% in day trips and 1% in overnight stays from 2018 and 2019. There was an added value increase in earnings of 3% from day trips and 1% increase in overnight stays for the same period. Currently the county earns more income from day trips than overnight stays. This indicates that for sustainable growth, the focus should be on converting excursionists into overnight stay tourists, to maximise income earnings from the visitor economy.

Table 7: Economic Impact of Tourism in Norfolk

Economic Impact of Tourism – Year on year comparisons

Day Trips	2018	2019	Annual variation
Day trips Volume	47,776,000	48,835,000	2%
Day trips Value	£1,594,549,000	£1,639,298,000	3%
Overnight trips			
Number of trip	3,130,000	3,164,000	1%
Number of nights	12,560,000	12,642,000	1%
Trip value	£740,390,000	£759,354,000	3%
Total Value	£3,337,035,428	£3,423,350,428	3%
Actual Jobs	67,188	69,266	3%

Source: Destination Research, Economic Impact of Tourism 2019 Results.

The structure of Norfolk's tourism sector is seasonal with visitation rates peaking in the summer months of July to August, with some increase in the winter holiday season in December. The months with the lowest levels of visitor arrivals are October, November, and January through to March.

Data on domestic tourism for the East of England region indicate a steady increase in of 11% in overnight trips in 2019, with a 12% increase in bed-nights[56]. The average expenditure by visitors in 2019 was £52.8 which was slightly less than the previous year of £55.9.[57] It is apparent that Norfolk has a robust performance in the domestic tourism market in the UK. Yet, there are clear benefits to be gained in reducing seasonality, as the data shows a drop of around 4% in overnight stays, and a decrease in earnings of some 9% in the off-peak

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[56] Disaggregated data on domestic tourism in Norfolk was not available. Related data on Norfolk are only available in tourism statistics combining the county of Suffolk and the East of England.
[57] Destination Research, Economic Impact of Tourism, 2019.

months. Norfolk may be well placed to employ strategies to lengthen the season by targeting domestic tourists as the overall pattern indicates a relative consistent inflow of visitors throughout the year.

Data from Visit Britain shows that the East of England is surpassed only by the South East and South West in attracting domestic tourists to participate in all year- round leisure activities such as 'sightseeing on foot, short walk/stroll up to 2 miles, long walk, hike or ramble or to simply just relax'.[58] The physical attributes of scenic landscapes for outdoor leisure activities seem to be the main destination pull factors for domestic tourists seeking opportunities to maintain their fitness particularly in the winter months.

3.5   Brand Norfolk – Challenges and Prospects

Prior to the outbreak of the COVID-19 pandemic and the national lockdown that resulted in the cessation of commercial tourism and hospitality services, visitor arrivals to Norfolk was increasing. An examination of queries and reviews of visitor experiences of Norfolk's tourism product on travel forums such as TripAdvisor indicates that the tourism offering is generally highly rated by visitors.[59] The projected image of the county by Visit Norfolk of a rural, countryside and coastal beach experience associated with active leisure experiences seems to have predominantly defined the brand in the minds of consumers. [60]

The association with these leisure activities is an advantage in placing Norfolk on the preferred list of destinations in England that offer these similar leisure experiences. However, the main constraint is that the awareness of these physical attributes in Norfolk may not necessarily offer a superior proposition to visitors when compared with other competitor destinations in the UK. Consumers will need more, that is, a differentiated bonus on what is usually offered to be able to incentivise overnight or extended stays in the destination. This means that to increase the number of domestic overnight stays and visitor expenditure on a whole, the distinctiveness of the destination must be credibly enhanced so that visitors feel that have much more to gain from the extra money and time with an extended stay. This may involve creatively packaging holiday experiences that combine a bundle of different experiences. It is possible that a themed walking tour across various locations in the county, along with a spa and wellness package, may be the type of holiday experiences to encourage stayovers.

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[58] Visit Britain, Domestic Tourism Activities. https://www.visitbritain.org/england-visitor-activities
[59] Tripadvisor, Explore Norfolk. https://www.tripadvisor.co.uk/Tourism-g186269-Norfolk_East_Anglia_England-Vacations.html
[60] Tripadvisor, Explore Norfolk. https://www.tripadvisor.co.uk/Tourism-g186269-Norfolk_East_Anglia_England-Vacations.html

Ethnic minorities in Norfolk

It is a bold strategy for Norfolk to be pioneering a domestic tourism strategy targeting ethnic minorities as a county that was designated as having the 'the last white city in England.' [61] The 2011 census indicates that Norfolk that is ranked among the top three counties with the least diverse population in England. According to the Norfolk Insights report produced by the Norfolk County Council, ethnic minorities represent 7.3% of the population[62]

Table 8 below highlights the comparatively small numbers of people of colour living in the country.

Table 8: Comparative ethnic groups in England and Norfolk

	Norfolk	East of England	England
Asian/Asian British	13,017	278,372	4,143,403
Asian/Asian British %	1.5	4.8	7.8
Black/African/Caribbean/Black British	4,609	117,442	1,846,614
Black/African/Caribbean/Black British %	0.5	2	3.5
Mixed/multiple ethnic groups	10,027	112,116	1,192,879
Mixed/multiple ethnic groups %	1.2	1.9	2.3
Other ethnic group	2,217	28,841	548,418
Other ethnic group %	0.3	0.5	1

Source: Census, 2011-Norfolk Insights, Norfolk County Council

https://www.norfolkinsight.org.uk/population

As the capital of the county, Norwich is by contrast to the rest of the county, has the most ethnically diverse population. But as Figure 4 shows, there is still a White majority population residing in the city at 84.7% of the population.

It is understandable that as the most diverse ethnic city in Norfolk, Norwich recorded the highest number of race crimes reported to the Police in Norfolk in 2020 of 204 incidents which was double the total in Great Yarmouth, and North Norfolk recording the lowest

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[61] Derbyshire, Helen (1994) Not in Norfolk: Tackling the Invisibility of Racism. Norwich: Norwich & Norfolk Racial Equality Council.

[62] Norfolk County Council, Norfolk Insights. https://www.norfolkinsight.org.uk/population/#/view-report/

numbers[63]. Across the county, in the aftermath of the George Floyd protests in the UK, race crimes in Norfolk peaked to 594 offences in 2020, up from 497 in 2019. According to the local police this may be directly due to ethnic minorities gaining in confidence to report incidents of race crimes, but they also acknowledge that race crimes in the country were still under-reported[64].

Figure 4 - Ethnic population in Norwich

Ethnic Groups	White British	White non British	Asian	Mixed	Black	Other
Percentage of population	84.7	6.1	4.4	2.3	1.6	0.8
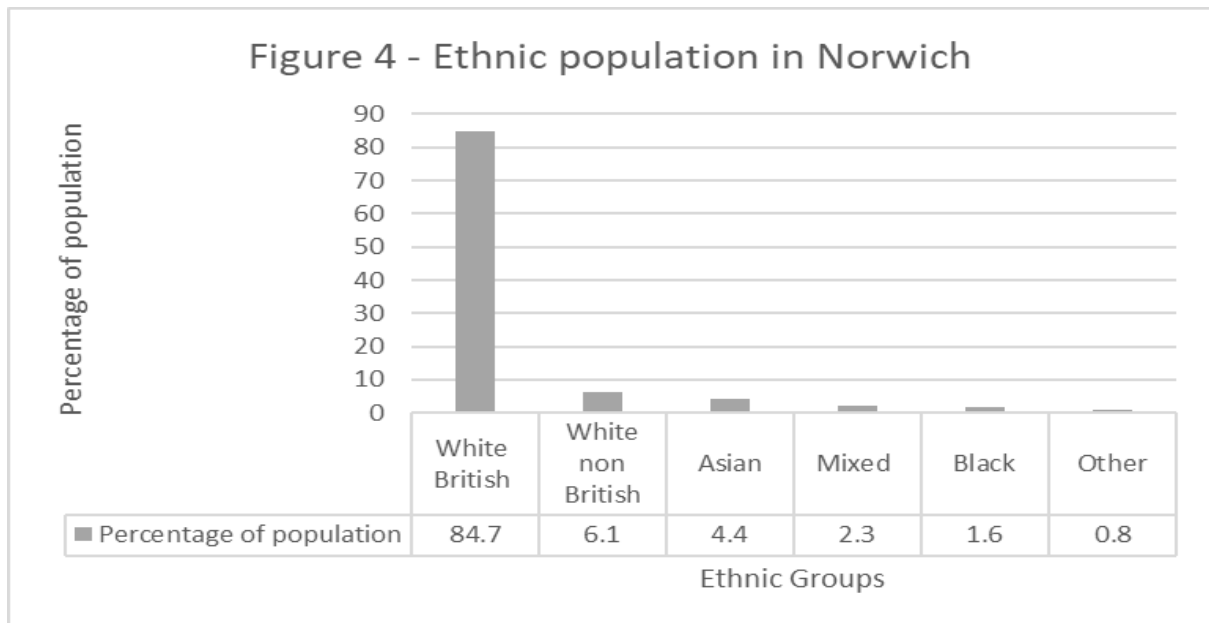
Source: Norwich City Council, 2020[65]

The Norfolk County Council (NCC) has been collaborating with local community groups to promote community cohesion with the *Together, for Norfolk* campaign aimed to engage diverse voices. In a partnership with the independent national Black History Month charity, several initiatives have been funded to improve communications and to address the socio-economic needs and interests of ethnic minorities in the county[66]. The Black History Month charity has been at the forefront in raising awareness of the achievements of people of colour in the county leading the development and launch of a Black History Month tour in partnership with a local tour guide Paul Dickson[67].

This two-hour tour in the city of Norwich is offered once a month from March to September, and then once weekly during the observation of Black History Month in October. It highlights

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[63] Johnson, Sabrina, '*Almost 600 racial and religious hate crimes in a year in Norfolk*'. North Norfolk News. July 16, 2021.

[64] Parkin, Simon, 'Racist attacks and transphobia behind 'distressing' increase in hate crimes'. *Eastern Daily Press.* October 16, 2021.

[65] Norwich City Council, 2020 - THE STATE OF NORWICH People, Place, Economy, Wellbeing.

[66] Norfolk County Council, 2020 - Progress on the Council's Equality, Diversity & report title: Inclusion Objectives 2020-2023.

[67] Paul Dickson Tours, https://www.pauldicksontours.co.uk/norwich-a-black-history/

and celebrates the contribution of Black people in Norfolk spanning periods before, during and after the ending of the slave trade and slavery in the British colonies. Notable historical figures such as Pablo Fanque, the UK's first black circus impresario, the 19th century Norfolk boxing hero Jem Mace and Indian philanthropist, Frederick Duleep Singh and his sister Sophia Duleep Singh, who was a leading suffragette have all been featured in the walking tour.

Tour guide Paul Dickson reported that that during the Black History month in 2021 there was a steady demand for the tour by ethnic minorities and White British residents in Norfolk. He noted that on one occasion a woman came from London on a day trip for the tour in Norwich, after seeing it advertised on social media[68]. This suggests that there is potential to widen the appeal of Norwich at a national level among ethnic minority visitors who have a keen interest in learning about the history of places from the perspectives of the people of colour.

The former Chair of the Black History Month charity, Danny Keen, a Jamaican immigrant, and celebrated artist, inspired the Black History Month tour and has been living in Norfolk for over 30 years. He asserts that the Black presence in Norfolk thought to be 'invisible' over the years is incorrect, and that his research has uncovered links between Norfolk and his own lineage in Jamaica.[69] He contends that most people in the county and in the wider UK are not aware that the first Black Mayor in England was Dr Allen Glayser Minns, who made history in 1904 when he was elected mayor of Thetford. According to Danny Keen, the deployment of African American servicemen who were stationed in Norfolk during World War 2 introduced a dynamic cultural scene around jazz and blues as well as leaving a community of mixed-race children.

> There were descendants of these African American servicemen who did not stay in Norfolk as they were not accepted because of their mixed heritage. Their fathers were not allowed to take them back to the USA where racial segregation was still taking place. Most of these descendants have left to live in the big cities of London, Birmingham and Manchester that were more multi-cultural and where they felt more accepted. But these soldiers have left an imprint on the county that have not been erased with how they changed the music scene with the introduction of jazz and blues.

The NCC seems keen to continue to support the efforts of the Black History Month charity and points to its success in the engagement of about 30,000 people who live, work, and visit Norfolk during the observation of the month.[70]

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[68] Individual interview with Paul Dickson online – 13 January 2021.
[69] Interview with Danny Keen online – 28 January 2021.
[70] Norfolk County Council, 2020 - Progress on the Council's Equality, Diversity & Report title: Inclusion Objectives 2020-2023.

Funding from the Arts Council UK has supported similar cultural programmes in Sheringham, located in the north of the county to redress rural racism and promote community cohesion. The Sheringham Little Theatre and Festival Bridge recently delivered the *Rewriting Rural Racism* project in 2021. It was aimed to increase awareness and change negative attitudes towards people of colour and migrants living in Norfolk. This project targeted school aged children and youth groups and featured interactive drama, dance workshops, short films and animations. According to the organisers, this project as a teaching resource has left a legacy in the community on the value of diversifying the countryside.[71] The work of this theatre collective was highlighted at the Light Festival in Norwich in 2022.

The Norfolk African Community Association was also contacted for this research project. Project Coordinator, Dr. Eshetu Wondimagegne indicated that this was now a multicultural group that have united people of colour as well as members of the white British community in the common interests of gardening and growing vegetables on allotments in the city. Dr Wondimagegne noted that although the name of the group suggested that it was comprised of Africans, in recent years there were significant numbers of Indians and other Asian nationalities who joined the association. He stated further that the group was providing some social support for unemployed youths in offering them an opportunity to gain experience in horticultural and agricultural skills: -

> *We have quite a number of youths who are coming along. I teach them how to grow various vegetables and how to care for the garden. This is my skill and life's work that I now teach to the youth. It is important that WACA is connected to the young people, mainly the young men who come to the allotment -this is good for our community.*

With the aging of some of the founding members of WACA, there has been a need to renew the membership and vision, to preserve such intergenerational practices of farming by ethnic communities on allotments, particularly in the more urban areas. Substantial funding from the NCC and other charitable agencies is critical to support the activities of the group. This support along with the recruitment of a next generation of leadership is required to sustain and expand the range of activities to retain and attract new members.

Second to Norwich in the number of non-white residents, the coastal town of Great Yarmouth also features a vibrant, diverse ethnic community. The ethnic population there has grown from 1.4% in 2001, to 3.2% in 2011, but is insignificant compared to the 92.8% of White British residents[72]. As the second largest town in the county, which is located twenty miles away from Norwich, Great Yarmouth has been home for Portuguese immigrants who came there to work there over twenty years ago in the Bernard Matthew Turkey factories. Today

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[71] Sheringham Little Theatre, https://sheringhamlittletheatre.com/rewriting-rural-racism/

[72] ONS, 2011 census. https://www.ons.gov.uk/census/2011census.

their numbers and impact on the cultural landscape of the town has increased to the extent that it is commonly referred to as 'Little Portugal.'

In the last ten years, there have been a steady rise in young Black migrants from Cape Verde, Angola, Mozambique that have exacerbated racial tensions as the local White majority residents have expressed resentment with their growing numbers. Higher levels of unemployment and persistent economic deprivation have been often attributed to the influx of immigrants to the town by white residents. This anti-immigrant sentiment spilled over during the Brexit campaign with Great Yarmouth recording the fifth highest leave vote in the UK of 71.5% of residents voting to leave the EU and 28.5% to Remain.[73] Nonetheless, the town has benefitted from EU funding focused on regeneration while promoting and celebrating the economic contribution and cultural diversity of the area's ethnic communities[74].

The Great Yarmouth Trust has also invested in the restoration of the historic 'King Street' area and some £35m in government funding from the Future High Streets Fund and the Town Deal have been secured to support recovery from the Covid-19 pandemic.[75] There has been some renewed optimism for the economic prospects of the town with an influx of domestic tourists last summer into the town seeking a seaside holiday break. As seen in the photo and extract from the article in *The Guardian* below, this increase in domestic tourism is fuelling hopes of economic revitalisation for the town.

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[73] BBC News,' Great Yarmouth: A town that wants a no-deal Brexit'. 15 January 2019.

[74] European Heritage Days, 'Little Portugal' Street Party - Celebrating Great Yarmouth's Migrant History. https://www.europeanheritagedays.com/story/35d72/Little-Portugal-Street-Party-Celebrating-Great-Yarmouths-Migrant-History

[75] Partridge, Joanna, 'With tourism booming, Great Yarmouth dreams of turning the tide'. *The Guardian*, Fri 24 Sep 2021.

With tourism booming, Great Yarmouth dreams of turning the tide

Britons opting not to fly abroad and holiday at home during the pandemic have ushered in new self-belief at the Norfolk resort

The Trust's most recent project, on King Street in the town centre, is the only local surviving example of a 17th-century timber-framed building. The site had lain empty for years, ignored by an owner based overseas. It has now been turned into an upper-storey flat, while the ground floor will become a Jamaican restaurant which will run cooking classes for young people.

Source: *The Guardian,* Fri 24 Sep 2021 – Available at:-
https://www.theguardian.com/business/2021/sep/24/with-tourism-booming-great-yarmouth-dreams-of-turning-the-tide

Race Relations in Norfolk

In 1994 an in-depth and comprehensive report, entitled 'Not in Norfolk: Tackling the Invisibility of Racism' was published by the Norfolk and Norwich Racial Equality Council[76]. This study was conducted in the aftermath of the outrage of a Black journalist that was sentenced to a two-year prison sentence for defending himself after he and his friends were attacked by a white gang in Norwich city centre. Concerns were raised about this verdict as the journalist was tried by a White judge, White barristers, and a White jury. It was after serving five months in prison that the Black journalist was freed by the Court of Appeal. This report by the Norwich Racial Equality Council stands out a seminal investigation on the socio-economic context of ethnic minorities in Norfolk, and to date remains a notable record of their lived experiences in the county.

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[76] Derbyshire, Helen (1994) Not in Norfolk: Tackling the Invisibility of Racism. Norwich: Norwich & Norfolk Racial Equality Council.

Overall, there is evidence of pockets of community activism, advocacy and support for racial equity and social justice in Norfolk. Most rely on funding from the department of Communities & Environmental Services at the NCC which has responsibility for policies on Equality, Diversity, and Inclusion. It is staffed with community engagement officers who consult with the various ethnic community groups in the city.

Thriving ethnic communities will provide the foundation for the welcome and assurance to support the plan to attract this segment of domestic holiday makers to the county. Not only do they form the basis for a strong Visiting Friends and Relatives (VFR) market in introducing and promoting the local tourism products among ethnic groups outside the county, but they also shape the image of the county for outsiders. A climate of strong social cohesion and the means to showcase and celebrate the various cultural traditions, will begin to build the groundwork of an ecosystem to appeal to, and sustain a market of ethnic domestic visitors to the county.

Sense of belonging and place identity of ethnic minorities in Norfolk

A key focus of enquiry of this report is to determine the overall sense of belonging and place attachment across ethnic community groups in Norfolk. In conducting the research for this study, several community support charities and agencies targeting ethnic communities were contacted to participate in the study. Most of the invitations were declined due to constraints of resources that resulted in understaffing, coupled with staff absences in the wake of the pandemic. Two focus group sessions that were arranged to be held with mixed ethnic groups in Norfolk did not take place due to no shows for the sessions. Further queries indicated that they were reluctant to take part as they did not wish to discuss the topic of their lived experiences in the county.

While there were local leaders who were willing to express their views, it was challenging to engage the wider membership to garner their opinions in focus group interviews. However, secondary data from past studies with individuals from ethnic communities in Great Yarmouth supported the individual interviews that were conducted specifically for this project. Specifically, the views of some members of the local ethnic communities in the town on the rise in racial tension from Brexit was captured in a study conducted in by researchers at East Anglia University in 2021[77]. Ana Moreira, a Black Portuguese of Cape Verdean heritage who is a community activist and youth worker was cited in this study as contesting the spatial segregation and negative stereotypical perceptions of people of colour that alienate ethnic communities in the town:

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[77] Abranches, Maria & Theuerkauf, Ulrike G.(2021) 'Visual and Oral Narratives of Place and Belonging during Brexit'. Visual Anthropology, 34: 423–453.

> *I saw that British and foreign people didn't go to the same places, and I thought I needed to do something about it. King Street, where all the cafés are, is an area where very few British people will walk past. It's the foreigners' area. People say they are afraid. Not that someone will attack them, but of feeling intimidated, because we like to stand outside, smoke a cigarette, chat with friends… they think that's intimidating, but it's only cultural. (Pg 438)*

Overall, this research found that even with the disillusionment of the attacks against 'foreigners' there was a sense of hope and belonging among the participants in the research. The authors reported that this was a common theme in relation to their approach that reflected a shared community orientation and attitude: -

> *Based on a combination of visual and oral data, our findings show that, irrespective of their nationality, gender, age, occupation or political orientation, there is a pattern in our research participants' narratives, in which they chose to capture images of hope and connectedness in photography, while disclosing experiences of intercommunity tensions in their interviews and informal conversations (Pg 447).*

This research sheds some light on the sense of belonging of some ethnic minority groups and their relationship with Great Yarmouth as the place where they live. There is awareness of anti-immigrant and anti-Black sentiments, but there is also expectation and 'future hope' that there will be significant changes to community cohesion and forge community connectedness. This hope is expressed in dynamic and rich cultural productions of theatre and the arts, ethnic restaurants and small artisan businesses in the town that have been described as vibrant, exciting, and providing opportunities for community solidarity.[78]

In her interview for this project, Ana Moreira reported that her youth work in the area that was funded through the EU's Erasmus programme was curtailed with Brexit. This was a significant loss for the community and coupled with the pandemic posed significant financial challenges for her personally, as well as among the young people in these communities. Currently, there is a dearth of funding sources to support the continuation of this work, but she noted that there were small grants available to ethnic minority communities from the NCC. Her expectation was that post pandemic, she would be able to continue to take her dance company on tours around Norfolk. But she expressed some discouragement in not being able to be more integrated into the programme of summer beach festivals in the town.

> *I wish they would consider involving us more, contracting more ethnic minorities as performers and artistes in these events. We have a lot to offer as people who live in the community.*[79]

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[78] European Heritage Days, 'Little Portugal' Street Party - Celebrating Great Yarmouth's Migrant History. https://www.europeanheritagedays.com/story/35d72/Little-Portugal-Street-Party-Celebrating-Great-Yarmouths-Migrant-History.

[79] Telephone interview with Ana Moreira – 27 January, 2021.

In reflecting further on the involvement of ethnic communities in the visitor economy in the area, Ana observed that they were not directly benefiting from the opportunities for diversifying the product offerings to holidaymakers.

> *Here most tourism activities and events take place along the beach. But our communities also have something to offer. Yes, we have our restaurants, but more could be made of our culture, our music and art.*

This statement expressed Ana's desire for opportunities for local ethnic communities to be more involved in the visitor economy. There was desire for increased participation in the local tourism provision in Great Yarmouth, but she acknowledged that support was needed to build human capacity and to integrate the ethnic communities into the tourism offering in the town.

The hopes and aspirations of Ana who represents so many of the young African and South American immigrants exemplify the potential to create new spaces that could be harnessed for the development of a community-based tourism product. This could be a pull factor for the ethnic domestic, as well as inbound tourism market particularly in the off-peak season. This will however necessitate a willingness to re-imagine and diversify the traditional beach holiday experience in the long term.

Both public and private sector investment will be essential to build local infrastructure and to provide the training to equip these communities to offer quality cultural experiences to visitors. In this context, ethnic community groups may be empowered to perform the role of cultural ambassadors for the town, and to serve a civic function in building community cohesion. Beyond that, there is the prospect for the development of a social enterprise ecosystem based on the cultural capital of these communities that will add value to the existing visitor economy. But this will require focused engagement and bottom-up community initiatives to redress marginalisation and to foster the development of the nascent, yet vibrant creative, cultural sector emerging among the ethnic neighbourhoods in the town.

PART 4

DISCUSSION OF FINDINGS

In Part 4 of this report, the secondary data findings of the desk research is presented, followed by the primary data results of the individual interviews and focus groups. The section commences with an analysis of findings from reports on ethnic minority participation in various leisure, sporting, and outdoor activities. An examination of the social media posts related to the leisure and tourism experiences of people of colour living in the UK is also conducted, with the discussion on the primary data gathered from the interviews and focus groups.

4.1 Barriers to racial inclusion in outdoor leisure and tourism

Disaggregated data evidence on the participation levels in outdoor recreational and sport published in related agencies in these sectors have exposed the reality and extent of disparities across the racial divide.[80] These sectors intersect with tourism as the backbone of the domestic holiday experience, as the range of activities they offer are pull factors that attract both day trippers and overnight stay visitors to destinations. Many domestic tourists engage in outdoor activities and a range of sporting activities such as golf, cycling and sailing among others as a part of their holiday package. As such, data from surveys and studies conducted by agencies and organisations who steward the natural environment and the national sport governing body discussed below, are useful sources of information to glean an understanding of the differing levels of ethnic participation in leisure activities that occur on day trips and overnight holidays.

The historic under-representation and engagement of ethnic minorities in outdoor recreational leisure activities have been a pressing concern of agencies mandated with stewardship of the natural environment. In March 2005, the Countryside Agency, now Natural England, published the *Diversity Review: Options for Implementation* which represented a focal, comprehensive study on the scope of racial marginalisation that was captured from interviews of the lived experiences of ethnic minority groups. The main findings indicated that ethnic minorities were hindered from visiting the countryside due to factors such as

- the cost of visiting the countryside
- transport problems
- a lack of knowledge of the English countryside
- lack of 'cultural habit' of visiting the countryside.

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[80] Natural England, Diversity Review. http://publications.naturalengland.org.uk/category/5249371155202048

- fear of discrimination

- Lack of culturally appropriate provisions[81]

This list features structural and systemic barriers that require top-down interventions to support widening participation among people of colour. However, barriers such as the lack of 'cultural habit' to visit the countryside and fear of discrimination suggest that these are perceptual issues that are more to be addressed within the mindset, practices, and beliefs of ethnic communities rather than external factors.

But in this report, ethnic minorities also expressed keen awareness and appreciation of outdoor leisure in providing the extensive benefits for their wellbeing. Among these were:

- Physical health (breathing fresh air and taking light exercise)

- Psychological health and emotional well-being (getting away from the stresses and strains

- of everyday urban life

- Reconnecting with nature, finding inner peace

- recreating with family or friends

- personal identity

- social inclusion and civic participation

- learning about English society, and feeling integrated, respected and empowered as ethnic minorities

This expression of the positive physical and social cultural gains from outdoor leisure suggests there is an inherent demand for these activities across ethnic minority groups. More importantly, it challenges the assumption of the findings of this report of the lack of the 'cultural habit' of visiting the countryside as an intrinsic or innate characteristic that differentiates ethnic communities from the White population. Notions of a racial/cultural attribute, as a reason for limited participation, reflects a 'deficit model' approach that posits cultural limitations as the basis for the differences in behaviour or outcomes of ethnic minority groups.[82]

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[81] Ibid.

[82] Samuel Y. Song & Shirley Mary Pyon, Cultural Deficit Model, *Encyclopedia of Educational Psychology.* SAGE reference online. https://sk.sagepub.com/reference/educationalpsychology/n60.xml

The cultural deficit model is the perspective that minority group members are different because their culture is deficient in important ways from the dominant majority group

Diversity and the Glover Landscape Review

More recently, the Glover Landscape Review that was commissioned by the Department of Environment, Food & Rural Affairs (DEFRA) and published in 2019, identified governance of parks and Areas of Outstanding Natural Beauty (AONB) as a major obstacle to widening participation among ethnic groups. In proposing a management role to redress racial disparities, the report noted that 'Black, Asian and minority ethnic board members are extremely rare' and that there are only 0.8% Black, Asian or other ethnic minorities represented all the boards National Parks and AONBs.[83]

Based on findings of ethnographic research that was conducted for the review, a powerful video footage was filmed that evidenced the unfriendliness experienced by people of colour who ventured out into the countryside for recreation, while highlighting their intense desire for more opportunities to experience leisure activities in the outdoors.[84] The response to ethnic minority presence in the countryside seemed to be a novelty for local residents as noted in the quote from the Glover report:-

> *One person told how they got inquisitive looks and comments when in the countryside: "look, an Asian person in the woods". And the team directly experienced this when visiting with black and minority ethnic families, having to stop filming to minimise stares from passers-by.*

According to Glover, evidence of a lack of welcome presents another barrier which he describes as a feature of 'the Club' that is not inclusive of ethnic minorities. Hence the conclusion of the Glover review is that the both the white and ethnic minority groups share the perspective that the countryside is primarily a 'white environment.' Proposal 9 of the report directly addresses this issue with the recommendation for '*new long-term programmes to increase the ethnic diversity of visitors.*

As a case study of a winning approach to increase the numbers of ethnic visitors, the Glover Report highlighted a pilot project, 'Water, Mills and Marshes' delivered by a charity based in Norwich known as English+, in partnership with Natural England and the Broads Authority

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[83] Glover, J. (2019) The Landscape Review. DEFRA, Derbyshire.
[84] A summary of this video footage may be viewed at https://youtu.be/FTKMY-_TjHA

that work to integrate recent migrants, refugees and asylum seekers into the local community by introducing them to the natural landscape of the area. It is a social tourism enterprise project that aims to support the families who cannot afford to have a holiday experience to enjoy the beauty of the Broads, while also raising awareness of the conservation and preservation of the ecological attributes of the Broads. This initiative has been featured in the report as an exemplar of good practice in widening participation among marginalised sub-groups in the ethnic communities.

Sports for all? Adult participation in sports by ethnic minority communities

The mandate to increase the level of ethnic diverse participation in sport is also echoed by Sport England. Based on the findings of an in-depth report on comparative levels of participation in sport across ethnic groups, there was a call a call to action to redress long term inequalities within sport and physical activity[85]. The data shows that across the country, people of ethnic backgrounds are less likely to walk or cycle for leisure, or go swimming compared to the national average. However, when compared with the national average, adults from 'Other' ethnic backgrounds are over-represented in sports such as basketball and boxing.[86] [87] The significance of these findings is that ethnic minorities are less likely to be participating in the main sport activities associated with active lifestyles such as walking for leisure, cycling and swimming that intersect with recreational holidays and short breaks. These are key activities associated with domestic tourism and may be a factor that contributes to the lower participation rates of ethnic minorities.

Role of the cultural industries and heritage sectors

Across a range of agencies established to promote the arts, heritage, cultural industries, there have been several initiatives aimed at widening participation among ethnic groups. The designation of funding for projects that include the values of Equality, Inclusion and Diversity (EDI) as key criteria for grants, has been a stimulus for change. Agencies such as the Arts Council England, Historic England and The Heritage Trust among others, are sometimes referred to as Arm's Length Bodies (ALB) and, as with outdoor agencies intersect with tourism in the product provision and marketing of tourism.[88] These agencies are taking a lead role in the development of policies and in facilitating the delivery of targeted interventions promoting inclusion of ethnic communities. It is apparent that there is limited

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[85] Sport England, Sport for all? *Why ethnicity and culture matter in sport and physical activity.* January 2020.
[86] Ibid.
[87] Simon. Shibli; Gumber, Anil; Ramchandani, Girish (2021) Provision of tackling racism and racial inequality in sport - data gathering and analysis services. Sport Industry Research Centre Sheffield Hallam University commissioned by UK Sport.
[88] Institute for Government, Public bodies Improving the quality and effectiveness of their governance. https://www.instituteforgovernment.org.uk/our-work/public-services/public-bodies

coordination between the cultural industries and lead tourism agencies such as DMOs that are also ALBs[89]. This may account for the stark gaps in commitment to ethnic diversity and inclusion policies between the ALBs in the heritage and cultural industries, and those that are lead marketing and management tourism agencies where this has not been a focal policy area.

> 'Arm's-length body' is a general term, used to cover at least 11 types of organisation which operate at varying, and often contested, degrees of independence from government. They range from big organisations employing thousands of public servants and administering billions of pounds of public money, to small advisory committees with no independent budget. They regulate some of the most sensitive areas of public and private activity. (Institute for Government)

4.2   Comparisons of travel behaviour across ethnic groups

There is a general mixture of fact and fiction in accounting for racial disparities in travel behaviour. This demonstrates that the lack of sufficient market research is a major barrier in understanding the overall motivations and attitudes to travel by people of colour in the UK. VisitBritain's baseline data shows comparatively low levels of ethnic minority participation in domestic travel. and this attests to some level of marginalisation. But this does not mean that there is a lack of motivation or an ethnic, cultural disinclination to travel.

Several studies on ethnic minority travellers indicate similarities in motivations and desire to see unfamiliar places and cultures, for rest and relaxation, health, and wellbeing as the white traveller[90] [91]. They also report similar constraints of time, resources, and transportation in restricting their desire to go on holiday. There are no apparent major differences in their propensity to travel, in the prioritisation of holiday making, going outdoors and on short breaks in in their travel choices. This means that ethnic minorities encounter more extrinsic and structural barriers that impede their effective demand to travel. However, there are

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[89] de Bois, Nick (2021) The de Bois Review: an independent review of Destination Management Organisations in England. Department for Digital, Culture, Media & Sport. London.

[90] Kimbu, Albert, Sumeetra Ramakrishnan, Yoo Ri Kim, Prosanjit Saha (2021). Engaging New Travel Audiences: Understanding the UK BAME Travellers' Decision-Making Process. School of Hospitality and Tourism Management, University of Surrey in association with Women in Travel CIC.

[91] MMGY Global (2021) New International study shows US Black Travelers are more influenced by concerns about safety and representation in marketing than European Black Travelers. https://www.mmgyglobal.com/news/new-international-study-shows-u-s-black-travelers-are-more-influenced-by-concerns-about-safety-and-representation-in-marketing-than-european-black-travelers/

certain cultural factors such as religion, tradition and the observance of holidays and styles of celebration that are associated with differing travel behaviour within ethnic groups and when compared with the white majority population.

Despite limited research, there is some evidence that there are differentiated patterns of travel behaviour between the British white population and ethnic groups. The following represents several key empirical findings on the differences that relate to the proposition of targeting ethnic minorities for off-peak travel experiences:

- People of colour tend to travel in groups for holiday and recreational purposes more than the white population. This may be immediate or intergenerational families travelling on holiday together, or with those of their same or mixed ethnic group. Group travel provides security in perceived hostile 'white spaces' and is a buffer against social isolation when away from home.

- Ethnic groups demonstrate a preference to undertake specific activities at designated locations to distinguish themselves from other groups and to preserve their ethnic identity and heritage.[92]

- Ethnic minorities are likely to book with travel agents that are from their own cultural group as there are more aware of their needs and provide specialist services for arrangements for 'onward travel arrangements at the destination, food, religious requirements, and a comfortable social setting.'[93]

- Ethnic minorities spend longer periods away from the UK on international holidays.[94] But they go on less short breaks in the UK than white domestic tourists.

- There is more thoughtful consideration in selecting holiday destinations among British ethnic travellers who are more 'adaptive, pragmatic and less impulsive' than white British tourists[95].

[92] Silm, Siiri & Ahas, Rein (2014) Ethnic Differences in Activity Spaces: A Study of Out-of-Home Nonemployment Activities with Mobile Phone Data. *Annals of the Association of American Geographers.* Vol 104 (3) 542-559.
[93] Klemm, Mary S. (2002) Tourism and Ethnic Minorities in Bradford: The Invisible Segment. Journal of Travel Research. Vol 41 (1) 85-91
[94] Kimbu, Albert, Sumeetra Ramakrishnan, Yoo Ri Kim, Prosanjit Saha (2021). Engaging New Travel Audiences: Understanding the UK BAME Travellers' Decision-Making Process. School of Hospitality and Tourism Management, University of Surrey in association with Women in Travel CIC.
[95] Ibid.

- It is more likely for Black tourists to choose destinations where they are depicted in the tourism advertisements and marketing communications[96]

The main limitation of these studies on the travel behaviour of the ethnic segment are that they portray the ethnic travel market as homogenous. There is need for further research to be conducted to provide more detail of variances across different ethnic groups and nationalities, as well as other demographic characteristics such as gender, age, income, and educational levels, as these have been associated with different patterns in the travel buying behaviour of tourists.

4.3   Employment of British ethnic minorities in the leisure, tourism, and hospitality sectors

There is consensus among practitioners and policy makers that a remedy to encourage wider participation in tourism is to increase the number of the ethnic peoples working in the leisure sectors both at the customer service level and in managerial positions. It has been noted in both the Glover Landscape and the de Bois DMO reviews that there is concern regarding the limited representation of ethnic minorities on the boards or in management positions in key tourism ALBs. De Bois stated that in the written consultation of the review on DMOs, some 10% of respondents raised concerns on the lack of racial diversity on boards, and that the interests of ethnic minorities were unrepresented:

> *Gender and ethnic diversity were raised, but I think diversity was referred to more broadly than that. There was a sense that Boards across the visitor economy were composed of the 'usual suspects,' drawn from a narrow pool, and did not take on a broader set of perspectives, including potentially new consumers. This may be why the groups to whom I spoke that are working to increase audience diversity and access for minority groups like Tourism for All, and MOSAIC Outdoors could cite only limited examples of working with DMOs.*

This statement confirms that there is an apparent lag in addressing racial diversity in the context of the domestic visitor economy at the national level. It is apparent that stakeholder groups are noting this and there is a growing awareness of this gap with increasing calls for these disparities in employment and governance to be addressed.

In his report, de Bois further observed that although patchy, there was some evidence of greater participation of ethnic minorities in domestic tourism and he concluded that: -

> *I think there is a clear opportunity for DMOs to become more diverse and inclusive, which would in turn help building welcoming destinations that cater for all visitor needs.*

At the staffing level, a report published in 2020 on ethnic minorities in the hospitality sector in the UK found that even though were greater in number in the hospitality workforce, they were

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[96] MMGY Travel Intelligence (2021) New International Study Shows US Black Travelers are more influenced by concerns about safety and representation than European Black Travelers. Kansas City.

recording lower average incomes than their British white counterparts. This disparity is within the context of some 8% of ethnic employees in the hospitality sector compared to 5% of white British workers.[97]

The need for more ethnically diverse role models in the environmental and wildlife conservation services, was highlighted by BBC Wildlife Magazine noting that the 'media mainly shows white people 'pond-dipping, joining minibeast safaris, leaning on five-bar gates in the countryside.' It also reported that Natural England only had 1.81 per cent of its staff with an ethnic background and that the agency had revamped its 'recruitment and selection processes and had appointed an Ethnicity Champion to provide help and support to BAME staff'.[98]   The recommendation of a 2020 report on the experiences of the employees of ethnic background in the environmental sector proposed that a key action point to improve the ethnic employment deficit, is to re-examine the skills set for the range of jobs to widen the diversity of candidates applying for positions in the tourism sector. This should also include closer analysis of ethnicity data to determine the barriers to ethnic minorities success in their applications.[99]

From the review of the academic and grey literature it is possible to summarise the following regarding the travel behaviour of ethnic groups that pertains to targeting them for off-peak domestic tourism: -

- Ethnic travellers share similar motivational push factors for leisure and holiday experiences as the white British population

- Ethnic travellers prefer to travel in groups to locations and accommodation facilities that they consider to be safe from negative racialised encounters

- Ethnic travellers are more likely to book destinations and holiday experiences where they are represented in the marketing communications

- Ethnic travellers are likely to visit destinations where they have friends and family

- Marginality does not account for lower participation in domestic tourism for all categories of ethnic minorities

- Racism is the most single dominant barrier to domestic travel

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[97] Cominetti, Sharon & Nye Cominetti (2020) Ethnic minorities in the hospitality sector. Resolution Foundation. London.
[98] Hoare, Ben. Diverse nature: does nature conservation represent society? Discover Wildlife, From the team at BBC Wildlife Magazine. https://www.discoverwildlife.com/people/diverse-nature/
[99] Institution of Environmental Sciences (IES)(2021). Experiences of ethnic minority environmental Professionals. London.

- Ethnic travellers may be differentiated by varying attitudes to travelling to white majority destinations, namely, those who will consider the risk of experiencing racism as opposed to those for whom the novelty of destination experience determines the travel choice.

- Younger ethnic minorities are increasingly challenging traditionally white only spaces in the leisure, sport, and tourism environment.

4.4   Analysis of social media sites – Twitter and Instagram

As a component of the desk research undertaken for this study, the social media sites of Twitter and Instagram were examined to determine dominant themes related to the barriers to UK ethnic domestic travel. These sites were also examined to assess the attitudes of ethnic groups to off peak leisure and tourism holiday experiences.

The main themes that emerged from the content analysis of the social media sites are discussed below:

Theme 1: - Creating safe spaces for leisure and tourism

In the aftermath of the murder of George Floyd on May 25, 2020, coupled with the lockdown measures, there was a ferment of social unrest that spurred collective action mainly among black ethnic minorities for the creation of safe spaces to discuss the impacts on their physical and mental wellbeing. Significantly the group Black Girls Hike, which was formed in 2019 by Rhiane Fatinikun gained extensive media attention and on social media sites when an episode of BBC's *Countryfile* featured the group that led to subsequent complaints to the corporation.

Countryfile, BBC One, 14 January 2021

🕐 21 January 2021

Summary of complaint

We received some complaints from viewers who were unhappy about an item on a black women's walking group.

Although the BBC did not detail the nature of the complaints, the following response was issued: -

> *'For a variety of reasons, as the presenter explained, it has been the case that historically some groups have felt less able than others to take part in outdoor activities such as hiking or mountain walking, so any initiative which seeks to redress that balance is to be welcomed.*[100]

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[100] BBC, Countryfile, BBC One, 14 January 2021.
https://www.bbc.co.uk/contact/complaint/countryfilewalkinggroup

"SAFE SPACE IS REALLY IMPORTANT FOR COMMUNITIES THAT ARE HISTORICALLY MARGINALISED BECAUSE THEY REPRESENT SAFETY AND COMMUNITY, AND THEY ARE GOOD FOR BUILDING CONFIDENCE AND MENTAL HEALTH. TO HAVE THAT RELIEF, I THINK IT'S IMPORTANT EVERYONE GETS THAT CHANCE TO RESET."

Rhiane's Black Girls Hike has also been inspirational in encouraging black women to engage in more active lifestyles and to venture more into the outdoors for leisure.

Participants in these activities have been fulsome in their praise on social media of the benefits in their participation in these walking groups.

← **Tweet**

City Girl In Nature ✨ aka Kwesia
@citygirlnature   …

Thank you @UkBgh for such a wonderful weekender-
this is the second national park I've been to this year &
wouldn't of wanted to spend it any other way!So many
beautiful & empowering people.I was blessed to be in
the presence of these people & be able to listen,
learn&also share 💚

← **Tweet**

CPRE The countryside charity ✓
@CPRE   …

Meet Victoria 💚

She tells us about her experience of feeling isolated in
lockdown and how walking with other black women
has helped her to improve her mental health and enjoy
her local area.

What does the countryside mean to you?
#WeAreTheCountryside

BGH has encouraged the formation of other black women collectives that have been formed
to primarily provide a space for leisure, health, and mental wellbeing. The group Sistas by
Sea started in Brighton in 2020 with the same theme of creating safe space for women.
Significantly, for the women involved, it also exposed some longstanding feelings of
alienation from participating in leisure experiences at the seaside.

Sistas by the Sea
@SistasByTheSea ···

Where is the space for healing amongst the malicious and persistent drip drip drip of disbelief, mistrust and disrespect for our experiences of #racism?

We walk.
We talk.
We share.
We care.

Read our piece in this month's @TheVoiceNews to find out more 🧻

MARCH 2021   THE VOICE | 17

Celebrating our women   VOICE News feature

Black sistahood in Brighton: Walking towards healing

After the UK's first lockdown and the death of George Floyd last year, Althea Wolfe was inspired to create a safe space for black women — and shortly afterwards, Sistas by the Sea was born

> **Spaces like this are personal, but their collective importance should not be overlooked**

POWER IN NUMBERS: Back row, from left, members Wafa Paton, Monique Forbes, Rose, Lola Abayomi, Vivenie and Carla, with Donna Edmead, front, during a get-together

How has Sistas by the Sea benefited its members?

A sub-theme that has emerged from these women's collectives is that of resistance to traditional spaces where they had felt excluded in the countryside as well as at the seaside as well. There is an underlying quest for recognition of their lived experience of racism, and an acknowledgement of the microaggressions that they go through in everyday life. In these safe spaces they are free to share their stories of racism and be understood and affirmed in

their racial identity, while reaping the benefits of gaining the skills to navigate the outdoors and leading more active, healthy lifestyles.

Theme 2: Policing of the traditional 'white outdoors' and shattering stereotypes

Following on the complaints to the BBC Countryfile episode featuring BGH, there have been several postings on social media highlighting responses to the presence of people of colour in the natural environment. A Muslim walking group based in Coventry; West Midlands have been subjected to online abuse questioning whether they were indeed committed 'walkers'. Below are examples of these comments with responses from the Muslim Hikers group.

Muslim Hikers
@Muslim_Hikers

···

Apparently we're not 'proper walkers' - we're 'turists' who don't respect nature? 🤔

Laughable!

> 🔵 **TJT** @Avatar_PT · Dec 28, 2021
> Replying to @nicklesby79 @Muslim_Hikers and 10 others
> Nothing to do with race... stop being so narrow minded. There are ppl that walk everyday and respect nature and then there are the "turists".. turists are less likely to respect nature. That's what the comment mostly likely meant.

12:15 AM · Dec 29, 2021 · Twitter for Android

5 Retweets **104** Likes

When I walked up Snowden there was a group of well over 100 Muslims also walking up it. They were strung out along the path.

One of them offered me a sweet.

But when they got to the top they unfurled and planted the ISIS flag and stood around it making signs and taking pics

15:32 · 30 Dec 21 · Twitter for Android

Muslim hikers say abusive comments won't stop them

🕐 29 December 2021

Haroon Mota
@Haroon_Mota

···

Oh God!! ISIS up Mount Snowdon 😮🤣⛰️

> msn.com
> Muslim hikers receive overwhelming support in response to racist comme...

💬 128   🔁 158   ♡ 511   ⤴

🍟
@UBn9ohogz0XOFWP

For BGH such abuse is par for the course, but like Muslim Hikers, they have been bold in challenging those who express disbelief and disdain that they are genuine in their walking activities, or that they are ignorant of, or breaking the countryside codes on their walks.

Christoff Constable
You've already taken over our cities, please leave the countryside alone!

1 h   Like   Reply

Karl Giddens
The countryside is free for everyone to enjoy , don't be such a racist idiot . What do you want , apartheid ? Are they harming you by being there ?

After a vitriolic post on Twitter attacking their physical appearance and suggesting that their hiking trip was a guise to attract male attention, BGH responded with the post below: -

Black Girls Hike UK C.I.C (@UkBgh) tweeted at 1:16 pm on Sat, Jul 10, 2021:
This is the email we reported today, usually we just delete them......

We hardly share them online now because the outrage messages are more tiring than the racism.

'Supportive' messages saying you can't believe it, are really not helpful 😑 https://t.co/FieGNdDEBx (https://twitter.com/UkBgh/status/1413834426509897728?s=03)

The involvement of ethnic minority celebrities such as media personality, Trisha Goddard is shattering stereotypes that people of colour are not interested in outdoor leisure. Her posting has been noticeable on Instagram where she has a large following. This is serving an advocacy role in confronting the policing of white spaces in the outdoor leisure environment.

Public awareness is buttressed by media outputs that undermine discourses that position the notion that it is 'strange' for people of colour to engage in leisure activities in the countryside and natural environment. The work of social enterprises such as *backbone, MOSAIC Outdoors* and *Black Men Walking*, now known as the *Sheffield Environmental Movement* have been pioneers in facilitating and training community leaders to engage greater participation in outdoor recreation and leisure among ethnic minorities in the UK.

Backbone CIC
@Backbo... Follows you   Following

Celebrating Diversity Through Adventure. Pammy Johal – Founder & Ops Director. creating safe space & addressing inequalities through the Great Outdoors..

Meet the activists helping to diversify the outdoors: Pammy Johal

Despite well-publicised efforts to introduce more people of all backgrounds to the rewards of the outdoors, the outdoor industry itself still conspicuously lacks diversity. The sector has a big problem, according to Pammy Johal, who has been campaigning on this issue for decades.

Dan Bailey UKH

3rd May, 2021
This has been read 4,398 times

Share

According to Mountain Training, in the last 10 years just 453 out of more than 16,000 people to have gained one or more of their qualifications are recorded as being from a non-White background - a mere 2.8%. Recent research into the Mountain Leader qualification found that non-White-European candidates are both less likely to get to assessment and also less likely to pass their first assessment. The causes of this are not clear and will require further research, they say.

UKC Advertising

from **@BackboneCIC**
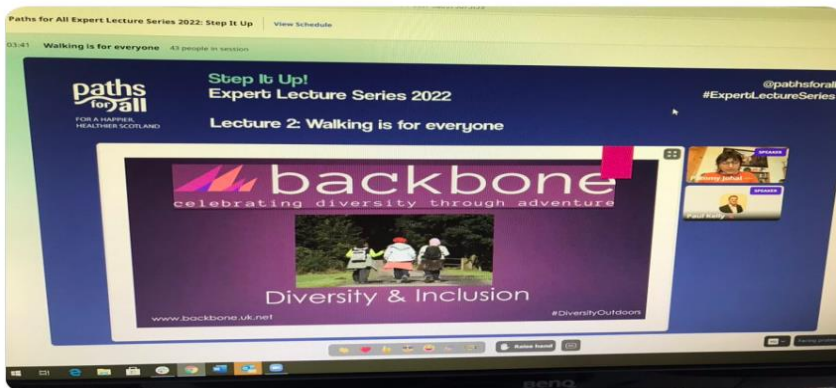
Ramblings

Series 38

Black Men's Walking for Health Group

Released On: 15 Mar 2018   Available for over a year

Clare Balding walks in the Peaks with Maxwell Ayamba, who founded a rambling group for other black men, from Sheffield, to help improve their health and well being. Clare joins the group as they leave the Moorland Discovery Centre and set off across the Moors. They explain to Clare how the group has helped improve their relationships as well as their health and Maxwell describes the art of riding crocodiles.

Producer: Lucy Lunt. Read less ▲

Mosaic Outdoors

Connecting BAME Communities with the Outdoors

"To grow the number of people from black, Asian and ethnic minorities (BAME) who engage with the Outdoors (National Parks and the natural environment), delivering quality of life, health, environmental and educational benefits"

Allyship and endorsements from outdoor leisure and tourism brands on Instagram have been also visible on social media. Berghaus for example, has recognised the value of tapping into the ethnic market and has demonstrated their support for Rhiane Fatinikun of BGH by having her modelling their sport clothing, and mentioning her on the brand's Twitter account: -

Berghaus
@TheRealBerghaus

···

Black Girls Hike founder Rhiane Fatinikun is a keen advocate for breaking down barriers and spreading the message that the outdoors is for everyone - something that we couldn't agree with more! Have a wander through her words:

Clearly, some global brands are recognising the worth of diversifying their target groups to include the growing number of people of colour who are ready, willing, and able to invest in their active lifestyles.

Regarding tourism experiences, the postings of travel influencers of colour on social media from various vacation locations globally are also challenging the marginalisation concept of ethnic minorities and travel. This is another sub-theme that counters the notion of exclusion of Black bodies in traditionally 'white space'.

More posts from **travelnoire**
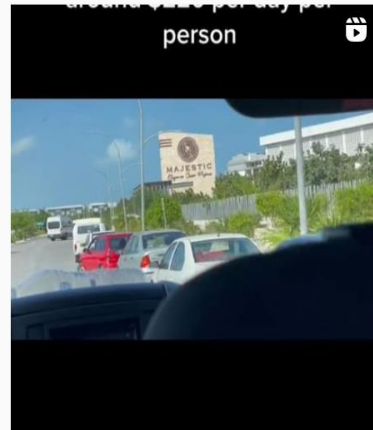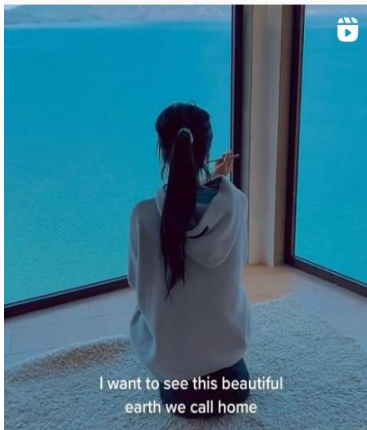
Social media postings have been portraying contested views of the participation of ethnic peoples in the outdoor leisure and the holiday experience. They have shown that there are opportunities for commercial brands to increase the overall spend by people of colour by demonstrating allyship against the policing of white spaces that exclude them from wider participation.

Shattering stereotypes purporting that people of colour do not engage in winter leisure sports or holidays is the commercial travel agency Mount Noir, which was established by a group of Black British professional women who are avid skiers. They have been running a London based travel company since December 2019 with the aim to increasing inclusivity in winter sports through curating trips and experiences in the winter, and to add "add a little colour to the mountains."

Mount Noire: Diversity On The Slopes

mountnoire "We could see that we stood out. We stood out for a good reason, because we looked great on the slopes, wearing our bright coloured suits, but what was very obvious was that we were the only Black girls on the mountain."

These representations are targeting at the younger, professional ethnic Black demographic with the disposable to income to go on skiing holidays. Although this may be seen a niche market of ethnic consumers, their activities are raising awareness in their communities, and across the wider population in positioning people of colour having enjoyable, full-filled experiences in snowy, winter, leisure and holiday settings.

Theme 3 – Promoting all year-round leisure and tourism

This theme is focal to this research project that seeks to promote off-peak tourism in Norfolk. In reviewing the social media posts, there was evidence of all year engagement in outdoor leisure activities by various groups. The Muslim Hikers posted pictures of their Christmas Day walk on in 2021. There have been postings by various Black collective groups showing their members out in the cold weather. Some of these have directly encouraged walkers to brave the wintry weather and join the outdoor activities. Pre-trip meetings and advice are offered to support those who have never been in the outdoors in the colder months of the year. Of importance is the narrative that normalises the varying weather conditions as a part of everyday life, that may be accommodated in terms of the value-added benefits of going outdoors: -

Trisha Goddard's posts of being outdoor in winter evoked comments from followers that suggests that a walk in the cold was enjoyable for some people of colour.
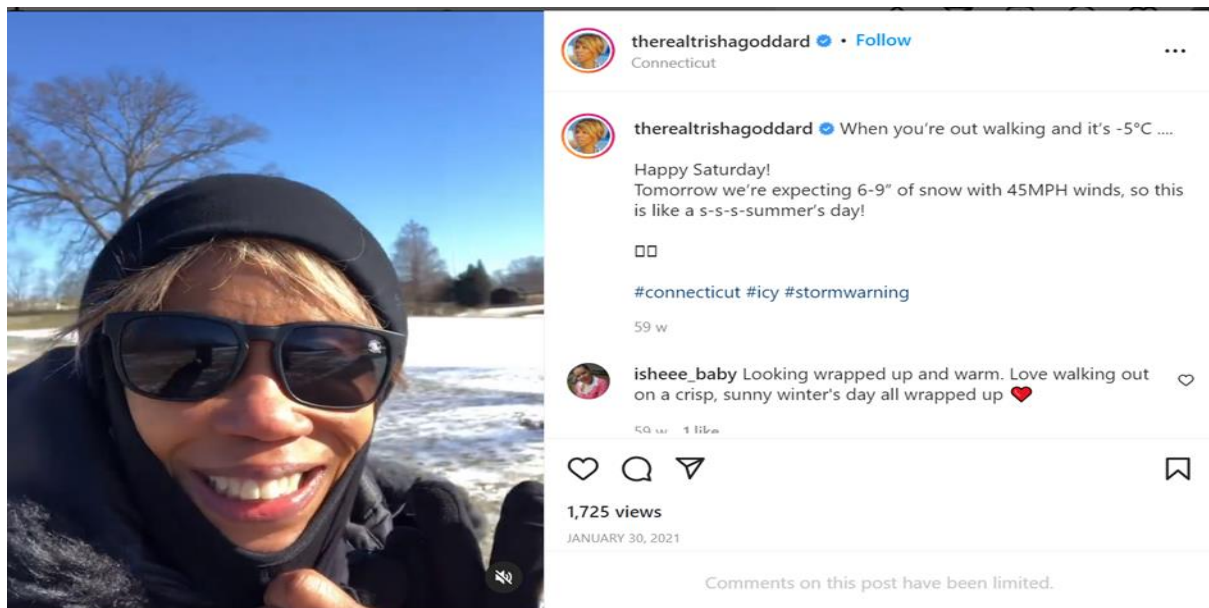
These selected social media examples represent the pattern of exposure to wider audiences in the ethnic minority community on the possibilities of off-peak outdoor leisure experiences that will keep them active, and as well as providing some enjoyment in the winter season. For the tourism sector, BGH has also been introducing their members to overnight stays. As seen in the example below, they are offering walking plus packages inclusive of spas, and other fun activities for members to enjoy a short break.

Black Girls Hike: Wellness Weekend in Wales, 22nd - 24th April
by Black Girls Hike
1777 followers Follow

£243.14

Sold Out   Details

Black Girls Hike: Wales Wellness Weekend (Friday 22nd April - Sunday 24th, 2022)

About this event

Join us for a weekend of restoration and sisterhood exploring the Gower

Date and time
Fri, 22 Apr 2022, 17:00 –
Sun, 24 Apr 2022, 15:00 BST

Location

This discussion provides a snapshot of the various themes on social media sites that evidences that a market segment could be targeted for overnight domestic tourism. However, it is likely that it will require collaborating closely with specialist travel intermediary groups such as BGH, and with social media influencers and content creators, celebrity influencers and role models to encourage and inspire wider participation.

4.4   The role of ethnic travel intermediaries and social tourism

There are social enterprises and charities that have been playing a key facilitating increased participation among marginalised ethnic minorities groups. In Sheffield, Maxwell Ayamba pioneered the Black Men Walking CIC with the intent to encourage men in the local community to go out more into the countryside to experience the natural environment while also improving their health and fitness. A leading advocate in widening participation of people of colour in the outdoors is Pammy Johal, founder of the CIC, backbone. Mohammed Dhalech, Founder of Mosaic Outdoors have also been working with local communities focusing on social tourism initiatives that provide subsidised trips and tours for marginalised ethnic minority groups to experience the countryside. Based on their training and facilitation of trips with local community leaders, they have been able to target groups for one-day excursions, walking trips, hikes and tours mostly at the national parks, conservation areas and in the countryside.

The work of these intermediary groups may be defined as a form of social tourism defined as initiatives that aim to include groups into tourism that would otherwise be excluded from it.[101] In this regard, by specifically targeting marginalised ethnic groups, these charities are encouraging participation in leisure and tourism by low-income groups, because of the perceived social and economic benefits of holiday-making.[102] As Maxwell Ayamba described, apart from his Black Men Walking group, he also arranged occasional trips for people in ethnic minority community groups for new experiences in the countryside:-

> *I mean I took the African Caribbean women to their first Royal Agricultural Show at Harrogate. Most of these women came from rural farming backgrounds back home in the Caribbean, but they been living in Sheffield for over 50 to 60 years. They've never had that opportunity to visit the outdoor show live, so that just tells you the degree of the problem.*

For this segment their preference is for occasional trips by coach, to areas that interest them but they do not usually choose overnight stays at destinations. Maxwell Ayamba noted that they also preferred to travel in groups as this reduced the uncertainty of going to unfamiliar places and provided a protected barrier from racism: -

> *We know that there are Black and Asian professionals who are wealthy. They could go just by themselves and their families for a holiday. But that's not so for others like these women, they generally go in groups. They go to collectively, as a collective, and I think in that way there's that kind of companionship and the comradeship a sense of belonging. The whole issue of racism is minimized because they are in a group.*

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[101] Minnaert, Lynn (2014) Social tourism participation: The role of tourism inexperience and uncertainty. *Tourism Management,* 40, 282-289.
[102] Ibid

Pammy Johal contends however that the landscape for social tourism market is changing and this means that more research is required in targeting the marginalised: -

> There's a fine line between social tourism, social opportunities and dependency. That would become dependent and taking advantage of really. There is a choice of how we spend our money and we are choosing not to spend it here (in tourism). But we are choosing to spend it on designer trainers. It's like what are we doing by providing people with free opportunities. If they are doctors, lawyers, teachers, professionals and have money in the bank, that's an eye opener for us. There are groups don't get me wrong that do not have the money. Let's have social tourism for folks that do not have it. But we need to do our research first and offer those that really don't have it.

While there is an opportunity for putting in place social tourism initiatives for off-peak tourism it is also important for destination marketers to work closely with charities as those mentioned in this report, to provide guidance and support in targeting beneficiaries for such programmes.

As Pammy Johal explained further, there are specific requirements across the different ethnic groups:-

> And you know, for example, we work quite a lot with the Chinese community. But a lot of the Chinese communities that we work with, we're talking grassroot communities, they have restaurants and therefore they're really busy. And the only times that we can take groups out is for a couple of hours in an afternoon because of their commitments at lunchtime and in the evenings. Then with some Asian, Indian, Pakistani, Bangladeshi communities, family weddings at weekends. There are commitments, so there're all kinds of different traits. At backbone (travel charity) we never generalise. What we do is we go to community groups, we sit down with them and say when best suits you? Therefore, we work with communities where they are, and each community is different and unique, so we don't clump people together.

Mohammed Dhalech, Founder Mosaic Outdoors noted that a major part of the outdoor experience was the opportunity to share food and fellowship: -

> We do see quite a number of Chinese families, and I saw this last Sunday, three cars with children and families that must have been at least sort of 10 to 15 people. All go for a walk, come back and then they were eating. They're looking for food. They don't want sandwiches, so they all bought their own food. They're all sharing their food. Having their food because again for those communities, food is really important as part of that sort of mixing and working together and meeting together so. And I think I think in a lot of those places, food becomes quite central.

> We did some work with Syrian refugees and again, even though we said we're bringing food, they all bought food with them. And they all made lots of different food and brought in with their bruschetta. And everybody shared lots of different foods that the different families made. That's how they see themselves interacting with each other. Sometimes mainstream organizations fail they don't think about those sorts of aspects because for the communities, it's a very big part of that experience. Food, and that mixing together and working together is a big part of that experience alongside the visit.

He further suggests that the provision of diverse ethnic food will be pivotal in converting occasional day trippers or excursionists into overnight stays: -

I think there is work to do around, sort of how we how we engage with communities in terms of what food is available and where it's available. if you have shops open, if you have diverse food being sold in the cafes, you'll go and do things. But somebody selling you a holiday for £1500 to go and spend a week doing lots of things, but then the only food they give you is vegetarian food because they can't give you halal food. Then you're going to think twice, then why I should pay for £1500 and you can't even get me my diet. So, there are a lot who will question why pay that if the facilities are not there, and the environment is not there? But there's a business case in terms of different audiences because you're taking for those different markets. Some will hire self- catering cottages or B & Bs and that way then book individual activities. Because that way they can bring all their food in a big cool box, freeze it all up. They can have their own food eat together and do the activities. They don't have to worry about trying to fit in with somebody else…

But he also pointed out that some Muslim travellers were also making adjustments to be able to enjoy more opportunities to enjoy the outdoors and to engage in a variety of leisure experiences: -

I think the notion is we're making these adjustments, what will it really mean for us in gaining any significant benefit in making these accommodations. A lot of people accommodate and self-manage their need for prayer. I was again at the Lakes last year volunteering, and there's a group that came out and it was again. raining. They'd gone for a walk, they'd come back and they said, 'is there anywhere we can pray? I said look, over there is a cover and you can pray there and they were happy with that. They didn't need anywhere inside as long as there was a bit of shelter. They would have been even prayed out in the rain. 'But look, there's a bit of shelter there. You can eat there and you can pray there as well'. I think it's about sort of almost supporting them to make their decisions.

Significantly, for this category of occasional excursionists their travel behaviour is not seasonal as there is demand for these outdoor activities all year round: -

I think I think the market has changed a lot. In the Lake District, there is no seasonal market anymore, the seasons is all through the year. I'm very well I can go to a car park there and see that it is full in the winter, autumn, spring, summer. There are different types of audiences who come and enjoy those outdoor spaces. Yes, in some areas there's still a bit of a seasonal market, maybe beaches and those sorts of areas, but even if it beaches, you can go out and do something anytime of the year. In some places, the high season almost doesn't exist anymore. Some ethnic minorities will sort of find I don't want to go out in the cold. But in the winter, I have a lot of people and who want to come out in the cold. There's snow and its cold and wet. But then others will do and it varies. For me it's about that experience. I can take people out in the cold, beautiful sunshine with snow and they really enjoy it. But again, it's those experiences whether those people had those experiences or not.

The changing landscape of ethnic minority engagement in the outdoor leisure and tourism sector in terms of travel behaviour is opening new possibilities for widening participation and also tackling seasonality. But this will require investment in catering to their specific needs for food, facilities and accommodation as well as building a close relationship with these communities to fully understand their needs.

PRIMARY DATA –INDIVIDUAL AND FOCUS GROUP INTERVIEWS

4.5   Preferred locations for domestic tourism

Ten focus groups sessions were conducted online between the months of June to August, 2021. The sessions were mostly comprised of a mix of participants from the main ethnic minority groups in the UK. Each session commenced with an ice-breaker question for individual participants to state what their favourite location for a short break or holiday in the UK was, and to explain the reasons for their choices.

This question was also an indicator of their experience as domestic tourists and to assess their preferences for vacation locations within Britain. In keeping with the baseline data trends, participants selected large cities and urban locations, followed by seaside destinations as their favourite locations. Other areas mentioned were rural locations such as South Wales and national park attractions such as the Lake District that were named as the popular 'sweet spots' among participants.

Larger cities such as London, Liverpool and Edinburgh were preferred by several participants as they offered a wide range of cultural activities to do, and entertainment to enjoy in an individual location in an environment where they were not too concerned about standing out as tourists.

> *I would say London to be honest, I do love the city. I do love, you know the all the attractions there, particularly the Natural History Museum because I really like you know, history and so on. You know I really love that I can't get enough of London to be honest.*

> *Edinburgh is my place because some of that Gothic feel of Edinburgh and the atmosphere is always, really lovely.*

> *Liverpool for me, I've been several times and I just like the glossiness of it. You've got the histories, you've got the Beatles. You've got so much to see, and it's just I just think, well, large city and there's night life. There's so much to see, so it's one of my favourite cities.*

Cities were perceived by some participants as offering a security bubble by their showcasing of their multiracial image that seems to be more welcoming.

> *There are many things that you can do there. Certain cities have done things with showing that they are multicultural. With this they've really tried to open the doors a bit, and I think that you kind of get that, then that helps you to make decisions about going as that's what actually is in my mind, and then say to myself that I think I'll try that. It seems to be OK and welcoming.*

Yet, even cities such as London with the largest population of diasporic, multi-ethnic, migrant communities, there are still instances of negative racial encounters as this young male

African participant reported of his experience when dining at a high-end restaurant in London:

> Especially being from Africa, and you know, coming to places as nice restaurants, especially in London, and they're looking at you like what is this guy doing here? But what they don't get is some of us were quite exposed to things like this…I went to a restaurant in London last month, I was probably the only black guy there, and I was feeling it to be weird. But I was like nah, I'm human as well. It's just, colour difference and I'm here to pay for the services being rendered. I'm not there to steal, so I just decided to feel at home and you know I enjoyed myself. Yeah, you get that feeling sometimes where you go to places where you probably see the majority of white people, but you just be yourself about this.

Therefore, it's likely that even within more open, cosmopolitan cities, ethnic minorities may still have to contend with negative racial stereotypes such as not being able to afford more expensive leisure and tourism activities. Significantly, this treatment was not expected by this participant, as it was in the bubble of a hospitality service setting where customers expect to be treated equally. But his response was to resist and challenge his exclusion from this setting. This represents a mindset of some ethnic minority travellers, mainly younger people, in affirming their freedom to be in various leisure environments regardless of the lack of welcome or disparities in service being offered.

4.6   Perceptions of rural, countryside and seaside holidays

Most of the participants expressed their delight with going to locations that offered them opportunities to see beautiful landscapes, and to engage in moderate exercise in the outdoors. This combination was highly valued and elicited enjoyable memories of holiday experiences in the UK.

> It's the Lake District for me... And I've been there many times and what I like about it is that I just love the naturalness of the environment around there and I feel peace, tranquillity. I like the exercise, the walking, it's just a lovely place.

> I've been to Oxford and some other places, you know, other places like Cambridge and of the places I've been to I think I prefer like Lake District best.   It's beautiful, beautiful. I'm a lover of bodies of water. Yeah, and I can go walking. It's so tranquil it's just so picturesque. The mountains, the views are so lovely.

> My favourite place is the Lake District. Yeah, mainly a little town called Bowness and just the entire Lake District. It's just takes you back in time. I've only recently discovered it in the last five years, and I've been there a few times.

> I do spend a lot of time in London to be honest, but I also I actually do like Oxford and Oxfordshire, and there's lots of open spaces. Also I like Cambridge as well. It's very difficult to go to more places not having a lot of time to spend. I like Cambridgeshire too. So yeah, I like the open spaces, I always like going for walks and looking at the scenery.

From this last quote, it was noted that apart from national parks and designated Areas of Outstanding Natural Beauty (AONB), other rural locations featuring pristine, green natural

landscapes were associated with health, wellbeing and desirable attributes for the holiday experience.

There was also mention of the thenjoyment of the simply going on the road and the adventure of discovering new places:-

> *Particularly for people of colour seeing the beauty of different landscapes drives a lot of people to kind of go road trips. The only thing think of is like of sightseeing. I thought ohh maybe I could go on a road trip in England because I saw all of the pretty landscapes in Ireland, and I thought OK so you could kind of do a road trip. I would see all of these beautiful, rich nature. I would love to do a road trip because I guess I didn't realise just how beautiful parts of the UK were. You know scenery wise the waters or the valleys, and things like that, and I'm just thinking I'd love to do that. I love the beautiful scenery I've seen on TV.*

Seaside locations also evoked notes of enthusiasm among some respondents who had positive experiences at these locations as demonstrated in the statements below:-

> *It was a sandy beach in Dorset and it was a hot day. And it was like I was in Europe, felt like I was in a different country. It was beautiful. I think I've I just have very good memories of being there for weekends with friends, and the town centre, and go into the river for a picnic. I have no idea which river it was, but I loved it, and it was very welcoming and great.*

> *I've selected Cornwall, and I think for me the last time I was there a while back, but there was a lovely traditional Victorian hotel which was on a bit of a hill that overlooks the sea, and the views in the evening and the night was fantastic. In the day it was lovely as well and just watching the surfing. I liked our traditional hotel, there was just something about it. But the area, the sea, the surfing, just sitting and being able to just look down and watch all of that I think is lovely.*

> **The number one place for me - it's an area near Norfolk called Cromer. It's got a great beach, much better than Bournemouth. And yeah, I'd definitely recommend it.**

> *I'll have to say Eastbourne, as my family is down there and we've had many good times with the clubs. There's an excellent beach and they've got a nice Marina down there as well so you can go and look at the boats.*

As highlighted in the last quote above, many ethnic minorities are introduced to these countryside areas by visiting family and friends in these locations.

> *I'd say Bournemouth Beach; I've got some family that live in Poole, so just next door to Bournemouth. So every time I go to visit them I also have to visit the beach and obviously the beach is a beautiful looking place.*

> *It's Llandudno in North Wales, so Llandudno is a town in North Wales. I must confess one of the reasons why it is my favourite, sweet spot for me is because my parents lived there for a while. We were living in this country too, so I would sort of go and visit them, and I'll go and spend some time there. Maybe after Christmas and so I would go during winter as well as in sort of spring, summer time and experiencing that town. It's a lovely town in North Wales and I would go sometimes climb up sort of the hills, you know they call them hills, but they were like mountains to me, and we would explore by the beach. So, it just was very lovely, but reminiscent as well I suppose of certain parts of my home country, Zimbabwe.*

Evidently, the VFR market is a key segment of the ethnic domestic tourism market. It is central in providing a sense of security for visitors going into unfamiliar destinations. Importantly, the pattern of visitation among VFR market is less seasonal than the leisure visitor. This suggests that the VFR is a key market for off-season domestic tourism, but this will be mainly lucrative for destinations with large numbers of ethnic minority residents living there.

4.7   Outdoor leisure and tourism and Norfolk's destination image

For most of the participants who were mainly middle-aged adults, there was the recurring theme of the desire for more outdoor activities. These were moderate activities such as walking, yoga, hiking as well as for other more sporting activities requiring skills, such as golfing, tennis and cycling. These were regarded as essential components for the short break or overnight holiday. While there was some desire to escape the routine of the everyday work, yet it was not just about rest and relaxation, even though that was also some desire for such opportunities, More importantly, there was the quest for things to do, and also learn, as part of the leisure and tourism experience. This is clearly summed up by this participant below:

> *This is my preference for going on holidays here. You know there's acres and acres of lands for me to explore. And it's our activities for us to do, to participate, such as cycling and sporting, yoga, maybe golf as well for my partner. As like I said, you know trails, walking trails. And yeah, maybe cooking courses as well. I don't like to just go and sit around, I like to be able to explore the area, or see you know the sights, and see the area that I'm staying in. Yeah, even like I say go sailing, if there was sailing nearby. I'd like to do something like that as well.*

The motivations of this segment of ethnic tourists constitute an appropriate match for destinations such as Norfolk, that has the natural physical attributes to attract and fulfil the needs of those who are actively seeking outdoor leisure and tourism experiences. But some participants were not convinced that Norfolk would be interested in attracting ethnic minorities to the country as expressed in the following remark:-

> *You know it's very tongue in cheek to be honest. You know that's not gonna happen. They're (Norfolk) not gonna have us in droves in the countryside messing up their landscape and with us having parties and making all that noise.*

Yet this view of Norfolk as a county that would not readily welcome ethnic minorities was countered by another Afro Caribbean participant who stated that she had a close friend who regularly visited Norfolk to stay at a relative's second home there:-

> *Actually, I've got my best friend who actually travels to Norfolk on a regular basis. Her and her husband, in fact her husband's cousin who's has bought a hand a house. They've lots of land. She's got like an orchid farm down there. And yeah, lots of lands and she has actually been like every bank holiday, August bank holiday. They have lots of family that come down and camp on the land and that they all actually have these sort of, how could I say it? A tent, like everyone has a snappy tent basically, it's*

glamping is a bit more glamorous, I think. But you know they have different size tents and the stuff that they have inside is all very luxurious. But you know, they sort of compete with each other in that sense (laughter). But yeah, Norfolk isn't strange to this family and there's quite a big family, because they go down all the time because they they've got a cousin that lives down there. My friend does explore the area on regular basis and because she goes down there maybe 4-5 times a year. So just to let Norfolk know that black people do travel there.

There were also positive memories of Norfolk by an Indian female participant who reminisced of enjoyable holiday experiences with her family, Even though she acknowledged that the destination was not ethnically diverse, yet this did not detract from her holiday experience: -

I've been to Norwich, I've been there for a few holidays, you know with my boys when they were younger, but there is not much diversity there. I mean, it's a little while since I've been there because my boys are growing up. I mean I love Norwich, and the north the whole of Norfolk area. The coastal parts are just so beautiful.

For most of the participants in the focus groups, there was a lack of awareness of most of the physical attributes of the destination. The most popular organic image was that of the coast with some noting the rural countryside. Not many mentioned the Broads or the wildlife conservation areas located in the county. But for those who had either visited the country or had friends who had vacationed there, they universally expressed positive experiences and perceptions of the image of the destination.

4.8 The role of culture and heritage in the domestic tourism experience

But there were also participants for whom the major motivation was cultural, that is, to discover heritage, historic and environmental attributes of the places they visit. For some ethnic minorities there was a focus on the traditions and living history of their own people group, but for others, their interests were more generic, spanning all cultures, peoples, and traditions. Those in this category desired a deeper encounter with other diverse cultures as this provided a more meaningful experience of the place. As noted by the male participant of middle eastern background: -

What definitely motivates me, and I believe my group, if I see people similar to my culture that would that make me feel comfortable. But I would also add it's good that I see other cultures as well. If I go to a place and see diversity of people, this would make me feel more sort of that I would enjoy the place better, because this would mean that this place is it's not just only people from my culture, but it's a diverse place that everybody is going there.

For this female, Indian participant, experiencing the authentic culture of a place is a priority for her leisure experience.

I don't want the sort of holiday somewhere being Asianized or anything like that because it is the British white experience is what I'm looking for…So I want to know how the other half lives. So when I go to a restaurant, I don't want them to be fussing about anything Asian. I want the same thing the locals want. I want to experience the

> *same white culture, that's how I feel. If I go to a, say for instance to a French Michelin star restaurant, I don't want to have the Asian things. But I know they use Asian food these days at those restaurants, but not because of inclusiveness, because they know they taste better. But I I'm not bothered about that, I want it to be different as this is about the authenticity.*

Nevertheless, there are different expectations on whether there should be more accommodation of the needs and tastes of different ethnic consumers. This female Asian participant did not share the same view on adjusting for ethnic tastes as contended by the previous Indian female participant: -

> *I mean one thing that I thought of was to make the destination more inviting for different you know, for mixed ethnic groups is that they have these, I don't know what they call it, something like Chamber of Commerce and stuff like that…Perhaps they should be laying on courses for free, you know, like half a day or one day whoever for their shops and hotels, and make them more about this maybe. I know this sounds terrible, but maybe to enlighten them a little bit more about different ethnic diversity groups, to do with food and culture and different types of things, so that they can make things a little bit more inviting. I think there has to be some groundwork in order before you can really begin to attract people of colour, and different ethnic groups into community when it's sold and predominantly geared for the white market, and what seems to be very popular with lots of white people.*

However, this Afro Caribbean female observed that some past attempts of including ethnic cultures have not been genuine representations of diverse cultures, and seemed to be marketing and advertising tactics that did not reflect an authentic welcome by the host community: -

> *I think what would be insulting, it would be if they did try for the experience, just give them some hip hop or something urban. Or just you know, put some jerk chicken on the menu and everything will be fine. So those sort of tokenistic promotional, activities would be more insulting and would do more damage. And where I think of it, because I would love to go any place, for me it actually should be the citizens. It's the communities welcoming, and that they show (ethnic visitors) they are welcome. Then my confidence, then my willingness to explore is there. But I think sometimes there's a very, very fine line between being condescending and tokenistic which ends up being more insulting.*

The desire for cultural encounters and experiences on holiday was a recurring theme among participants. However, they displayed different orientations, with some preferring to see references of their own culture or diverse cultures as part of the experience at destinations. In contrast, some desired an immersive, authentic experiences of the lifestyles and traditions of the host community even it was different from their own. This suggests that there are diverse cultural segments within the ethnic minority domestic market. Nonetheless, the key objective should be towards presenting authentic marketing representations that genuinely reference the diversity of ethnic minority cultures and peoples.

4.9   Photo-Elicitation Findings

In this section, the responses of the participants to the focus groups sessions are presented. The photo-elicitation method was used to determine the preferred images of Norfolk that were represented in the photos. Photo-elicitation has been defined as the "the simple idea of inserting a photograph into a research interview".[103]   In the focus group sessions, in the first part of the photo-elicitation, participants were asked to share their comments on the holiday experience depicted and whether they would be interested in pursuing that experience at the destination. They were not informed directly what the destination was until all the pictures were shown, and they had given their comments. This was done so not to influence their views about the pictures based on their own organic image of Norfolk as a tourist destination. The photos representing images of Norfolk were taken to promote the experiential leisure and tourism product that is being developed. The selected photos were chosen to depict the Landscape, Activities and People of the destination.

The second part of the photo-elicitation highlighted photos representing ethnic minorities in various leisure and tourism settings. These pictures were gleaned from the websites of the companies featured in this research who provide travel services to ethnic minorities in the UK.

Discussion of photos of Norfolk

PHOTO 1:

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[103] Matteucci, X. (2013). Photo elicitation: Exploring tourist experiences with researcher-found images. Tourism Management, 35, 190–197.

For this photo, there were mixed positive and negative responses to the landscape presented. Several participants suggested that it was Holland due the wind turbine/windmills in the photo. Only one participant correctly stated that this picture was taken in Norfolk having visited the county.: -

> Of course, the water is something that I love, and this could be Holland or Norfolk. I've been to Norfolk Broads so it is fabulous place as well.

Most of the positive observations were of the rurality of the landscape and the backdrop of the sea that was seen as attractive. But others were disturbed by the wind turbines which they described as off-putting. Some felt that this photo did not them enough information of the destination to motivate them to visit the destination: -

> No, it doesn't look inviting enough. It's not green enough around there, if that's the hotel in the background. It doesn't seem green enough, around the surrounding area, it doesn't seem as inviting enough for me.

> It's just I think I'm not seeing enough. I mean even though there is a beach, I can see that the landscape at the end of the you know in the distance and I can see. But it seems very far so and it's a bit too built up looking for me. You know there's not enough space.

PHOTO 2

Photo 2 also evoked mostly positive comments from those participants expressing interest in the heritage attributes of the site, with some noting the beauty of the natural flowers and green landscape in the foreground: -

> I like the look of that. I love flowers again. There's open space, there's a bit of history there. And the architectural history, It's obviously something fascinating about the area and something very historical about that area. It has a history so there's lots of

things to find out about this area, and plus it's very picturesque in terms of the floral leading up to this building.

It's a sort of place I would want to explore and hopefully there might be a plaque there to tell you what the building was, historical stuff like that…

But for those not interested in culture and heritage, this was not an appealing image.

So if it's not just for walks, it would be looking a bit boring to me.

It's good for exploring, isn't it so? Some sort of heritage kind of area, peaceful, peaceful thing. But I think on its own I probably wouldn't go for just one isolated thing, there's no pull for me.

PHOTO 3

But the image below garnered almost unanimous appreciation by all respondents across all ethnic groups and ages. The colourful autumnal scenery along with the activity of walking were the key attributes that were highlighted by participants as attractive. While those who did not favour walking or hiking, this image was not appealing, but walkers and hikers readily identified with this image even though the couple were not of their ethnic group.

Some of the positive statements of the scene are presented below: -

It's nice image you can respond to, for me as a person that likes the outdoors, and I see that she's got walking boots on, so I'd feel good walking trails there. For me because I'm an outdoor person that like that kind of activity. That picture does speak to me to sort of say, yeah come, you can walk.

I mean the couple in the front is lovely, but I could just see myself in the autumn. Yeah, that's not by myself, but walking because I just I love the leaves when you're walking in the woods in the autumn time so yeah that would be great.

I go for walks every day and go for walks in the country and at the weekend, so it is something that I will do. And I have a dog, so I would do that.

PHOTO 4

This photo of a cityscape view of the built environment also drew mixed responses. This image was attractive to those who saw the street names presenting the promise of exploring the history and culture of the place. But for some participants this was just another picture of a high street and was nondescript.

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PHOTO 5

As with the previous photo, this street scene at Frank's Bar also had similar mixed responses. For most of the younger respondents, this was mainly an activity that they would

enjoy in terms of sharing a night out with friends. But other participants commented that this outdoor image seemed too cold to be an enjoyable experience.

PHOTO 6

PHOTO 7

Photos 6 and 7 featured off peak winter holiday experiences in Norfolk. There was a clear demarcation between participants who were not interested in going outdoors in the winter at all, and those who didn't mind a leisure and tourism holiday in the wintry months. Photo 6

was more popular because of the glimpses of sunlight on water that many participants felt was pleasing and made up for the cold temperature and offered the prospect for an enjoyable winter outdoor experience. For this Afro-Caribbean female participant, the photo evoked positive memories of a holiday in the Lake District: -

> *I can remember there was snow on the ground, and we've gone for a walk and I've got my backpack and my woolly hat and looking across the water and it was beautiful. Although it was crispy cold, the sun was shining and this picture has just brought back memories because if you look at the branches, they're kind of naked. They have no leaves and yeah, and it's just gorgeous. I love that.*

Both photos 8 and 9 were pictures of people vacationing in Norfolk. In Photo 8 there were comments that this was at a farmer's market which for some was an opportunity to purchase fresh fruits and vegetables. Attending and buying produce in the countryside was considered as a value- added benefit of going to the countryside.

PHOTO 8

PHOTO 9

Not many respondents responded favourably to this image, even though they recognised and appreciated that the women were meditating by a river. But the comments were that they wanted to see more of the setting and the natural environment of the location to fully appreciate this photo.

Overall, there were favourable responses to the images, with some drawing distinct differences of perspectives across the participants. These were mainly between those who did not like the images depicting cold weather or wintry conditions, and those who valued the beauty of the natural landscape and were willing to choose to visit these locations in the off-peak seasons. The countryside images were rated more highly than the more urban, cityscapes while there was strong appreciation of scenes featuring heritage and culture.

DO REPRESENTATIONS MATTER?

The second part of the photo elicitation interviews focused on representations of ethnic minorities in tourism and leisure settings. The comments on these photos are useful in identifying how ethnic minorities prefer to see themselves in the outdoor leisure environment. These observations capture their perspectives on off-peak leisure and holiday experiences and the key characteristics of the trips that they highly value.

PHOTO 10

PHOTO 11

Photos 10 & 11 were selected from the websites of Mount Noir which the travel company that specialises in winter ski and holiday packages for ethnic minorities. The responses of participants to these photos provided insights on their perspectives on winter holidays.

Generally, participants felt that Photo 10 was not primarily depicting the holiday experience but instead showcasing the designer fashion ware and sunglasses. Some expressed the view that the picture was not an authentic representation of a leisure experience and that it was more a display of affluence.   This was mainly the viewpoint of the older participants and examples of their responses are presented below:

> It's probably more about the fashion than anything else, I think It would be good to see someone going down the slopes.
>
> Are they just posing? Or are they advertising sunglasses?

But for this young Afro-Caribbean male in his 20s, there was some appeal in exploring the novelty of a ski holiday experience: -

> It's a great picture, you know, and it's something I'd like to do. You know, considering most black people don't do this, or most brown and black people are into this type of adventure? Yeah, this is something that would really be up for regardless.

The sentiment expressed in this quote, was repeated by most respondents in the younger age groups that suggests that the photo was resonating with the target group it was intended for in the advertising of the ski holiday packages. By contrast, Photo 11 of the 'snow angel' solicited more general approval across all age ranges who felt that it was a fun activity even though it was not within their usual comfort zone. This is demonstrated in the statement from this Asian female:

This is more realistic. I would probably go more, and I think OK, I'm not doing that. I'm just gonna stay inside by the fire. But seeing that, I would go.

Photos 12 to 15 were selected from the outdoor intermediary groups that target ethnic minorities. This are all group photos which was typical of the images that were presented on the websites advertising the leisure experiences. Photo 12 of the popular Black Girls Hike group was the unanimously favoured by all participants across age and ethnic groups. The more appealing attributes of this photo were that the ladies were all smiling, that they were wearing 'regular' clothes and that the setting looked real. Many of the responses from the women were that they would like to join them or to do something like that in the outdoors.

PHOTO 12

This comment from an Afro-Caribbean female participant reflected the perceptions of most the participants: -

I just think it's nice, I think it is. It's difficult to say why, it looks really happy and I think it looks like they're having fun. It's genuine happiness and they're comfortable. It make me think about going on holidays is in just being yourself. You don't need to wear so many clothes and being wrapped up just let go. Just feel free and enjoy the weather as well.

There were similar emotions of enjoyment and freedom in the group hikes in the natural environment shown in Photo 13 of the Black Men Walking group. Even though it was cold, some participants felt that this did not detract from the experience as they were some enjoyment and health benefits to be gained from the experience. One young Afro-Caribbean participant stated that he wished he could get his father to go on one of those trips.

PHOTO 13

PHOTO 14

MIXED ETHNIC GROUP

PHOTO 15

Photos 15 and 16 were of mixed male and female groups that were also favourably viewed by the participants. There did not seem to be distinct preferences for either single sex or for mixed groups, or of having to be of the same ethnicity that were expressed across all the focus group sessions. There was also an appreciation of the different age ranges of that comprised the groups. But as this quote from a middle-aged Indian female also shows, there was some recognition that to participate in this these outdoor activities also required some financial commitment.

> *There's a mixture of age groups, there's a mixture of male and female and yeah, happy. They've got the gear for the weather, and it shows that they're into it. They're serious about hiking. I like the group, but one of the things I think is the hiking boots and stuff. Quite expensive. And that's something one has to think about when you're going to these places. You've got to make sure you have a lot of thermal bags and stuff because otherwise you won't be able to breathe*

PHOTO 16

The last photo was again taken from the Mount Noir ski travel agency which featured the hashtag: #ChangingtheNarrative. This photo was selected to identify the extent to which there was some desire to challenge the stereotypes of traditional white spaces of leisure and tourism among the participants. This photo resonated more with the younger respondents who tended to express the view that travelling was a fun experience, but also an affirmation of their rights and freedom to access and participate in outdoor sport, leisure and tourism activities that are not typical for people of colour. By contrast, other informants felt that leisure and tourism is not the occasion for activism, but an opportunity to escape the

everyday overt racism and microaggressions that are usually experienced at work and in the wider society. This underscores the demarcation of intrinsic motivations for the leisure and travel experience among ethnic minorities as a longing for escape, as opposed to an opportunity to challenge and confront systemic, spatial, and social barriers to taking holidays in traditionally defined white spaces.

CONCLUSION

4.10   COVID-19 and the prospects for domestic tourism

Domestic tourism has led the way and seems to be continuing to stimulate the recovery and revitalisation of the regional and national leisure and tourism sector in the UK. This was acknowledged by the DCMS in the Tourism Recovery Plan that highlighted the invaluable role of domestic tourism in spreading the benefits of tourism across the regions of the country.

Unquestionably, one of the positive, though unintended impacts of COVID-19 has been an increased demand for outdoor green spaces that positions regional countryside destinations in a better position now than before the pandemic, when cities and large towns and the urban, built environments were more popular for short breaks and overnight stays. The findings of this research indicate that this may also account for the motivation, enthusiasm and deep-seated desire expressed by the ethnic minority participants for outdoor leisure and tourism activities.

In the wake of the pandemic, both internationally and in the domestic markets, tourism stakeholders have been responding to the opportunities to re-set the tourism industry, that is, to use the recovery as an opportunity to implement sustainable policies for the development of the sector that is greener and more responsible in addressing the ever-growing threat of climate change. Yet the UN Sustainable Development Goals (SDGs) extends the meaning of sustainability beyond the stewardship of the natural environment to the essential responsibility for social justice and equity.

The findings of this report have indicated that there are disparities relating to access, marginalisation, recognition, and the persistence of racism as barriers to the inclusion of ethnic minorities in the UK fully participating in leisure and tourism. This report has presented the evidence for the basis of a call to action for the tourism sector's plan to re-set and recover to include the recognition of the value of ethnic minority communities as an economically viable niche segment. It has also highlighted the value-added benefits of integrating the principles of race equality in fostering social cohesion, and a sense of belonging and well-being among ethnic minority communities in the UK.

Although the case study context for this report is in Norfolk, the findings have yielded insights on the different segments in the ethnic minority communities that may be applied nationally across regional destinations and businesses wishing to harness the increasing demand for domestic leisure and tourism among ethnic minority communities.

APPENDIX 1 - Advert for Focus Group

Appendix 1

You're invited to participate in an **online focus group session** on

UK Ethnic Domestic Tourism

If you are over 18 years old and belong to an ethnic minority community in the UK, join us and share your views and experiences of leisure and tourism in Great Britain

Where:Click on this link to register your email to attend the focus group

https://northampton.onlinesurveys.ac.uk/uk-ethnic-domestic-tourism-study

When Choose ONE date and time that suits you

Time: **1 pm to 2 pm or 6pm to 7 pm**

#UKEthnicDomesticTourism

APPENDIX 2

Appendix 2
Guide Questions for In-depth Interviews and Focus Groups

The aim of this study is to understand the limitations and prospects of the UK ethnic domestic market. Please note that the information you share with me today will be considered as your personal views and not those of the organisation that you represent.

There are no right or wrong answers to the questions I will ask you. My aim is for this interview to feel like a conversation for you to share with me your honest feelings and experiences.

You have already given me your informed consent for this online interview to be video recorded. If you do not feel comfortable at any point of the interview, please let me know and we can stop/pause the recording. But it is important for you to be aware that your identity and all information recorded from this interview will only be accessed by me. In all typed up documents, your identity will be anonymously coded, and nobody can identify you in any way. You will find more information on how the data will be stored and managed in the Information Sheet. If you have any questions, please feel free to ask me.

You have the right to withdraw from the research within 14 days from the interview date. After analysing the data, I wish to present it to you to gain more information and opinions from you if needed, as a form of 'member check'. Again, participation in this phase of the research is entirely voluntary.

The interview should last for about 1 hour. If you are still happy to participate in the interview now, we will explore the below questions. If you do not wish to answer one or more of the below questions, please let me know during the interview and we will skip the relevant question(s).

Ice-breaker questions:

1. Any plans for vacationing this summer even with the persistence of COVID-19 restrictions?
2. Have your plans changed?
3. Would you normally vacation locally or overseas?

Motivation

1. What motivated your interest in focusing on the ethnic domestic tourism market
2. Why was this so important to commit your time to pursuing this venture?
3. What are the factors that may hinder your current work/advocacy for ethnic minority domestic tourism?
4. What are the enabling factors?
5. Tell me, at this stage in your journey, any regrets? Or any triumphs?

UK Environment – Policy Implications

1. Statistics show that people of colour represent less than one percent of the UK domestic market, how far is this mainly a lack of targeted marketing by local travel and tourism providers or a policy deficit?
2. In your opinion, what are the key barriers to various ethnic groups participating in local leisure and tourism activities?
3. How far are these hindrances based on the external UK environment or more related to cultural beliefs and practices of various ethnic groups?
4. What are the key actions required to boost domestic tourism market among people of colour in the UK?
5. What is your view on the claim that if there were higher levels of representation of ethnic minority communities as leisure and tourism providers, then there would be higher levels of domestic tourists across ethnic diverse groups in the UK?

Ethnic and Cultural Characteristics

1. How far would you agree with the notion that ethnic minority communities have a lower propensity to travel or vacation in white majority destinations?
2. It is a widely held view that people of colour are not an actionable market, as they are mainly interested in vacationing in origin countries where they have family relations and may also access high quality vacation experiences at lower costs than in the UK. What are your views on the economic viability of the UK ethnic minority domestic tourism market?
3. Are there distinguishable differences in the leisure and tourism behaviour across ethnic minority groups in the UK?
4. Explain the various demographic and psychographic profiles of the UK Ethnic-Minority Domestic Tourist

<u>Future Prospects</u>

1. What are the trends for the UK ethnic minority domestic travel market post Covid-19?
2. What is the major barrier to the growth of this market?
3. What would be the main enabling factor?
4. How will both these barriers and enablers influence your plans and strategies?

Before we conclude the interview, is there anything that I haven't asked you, that you think is important or would like to discuss?

Thanks so much for your participation!!!

1. **<u>Focus Group Questions:</u>**

The aim of this study is to understand the barriers and prospects of the UK ethnic domestic market. Please note that the information you share with me today will be considered as your personal views and not those of the organisation that you represent.

There are no right or wrong answers to the questions I will ask you. My aim is for this focus group session to feel like a conversation where you will all be sharing your honest feelings and experiences with me and the other participants in this session.

You have already given me your informed consent for this online focus group session to be video recorded. If you do not feel comfortable at any point of the focus group, please let me know and we can stop/pause the recording. But it is important for you to be aware that your identity and all information recorded from this group interview will only be accessed by me. In all typed up documents, your identity will be anonymously coded, and nobody can identify you in any way. You will find more information on how the data will be stored and managed in the Information Sheet. If you have any questions, please feel free to ask me.

You have the right to withdraw at any time during this focus group session. But please note that your contribution will not be removed if you do not withdraw before the focus group session has ended.

The group session should last for up to one hour. If you are still happy to participate in the group interview now, we will begin the interview.

Just an important point to note as we are on this online platform that we should remember to observe all courtesies and respect for each other. I'm requesting that at the start you turn on your camera and mic to confirm your first name and then turn off your camera if you wish to do so. Please use raise your hand to let me know you wish to speak and when identified, unmute your mic.

Please be advised of the Principles of Respectful Enquiry and Interaction which are listed below

1. Listen to understand
2. Honour confidentiality
3. Pay attention to each other as if we were together in person
4. Welcome and respect the diversity of voices of all persons of various ethnic groups
5. Be kind about the challenges of working online
6. Be mindful of the impact of what we say
7. Give and receive caring feedback
8. Practice and respect self-care
9. Be tolerant about emotional responses

Ice-breaker - Introductions

1. Let's begin with personal introductions – introduce yourself using your first name and state where you are currently living in the UK.
2. Share with us what is your most favourite location/area/spot in the UK and why is it special for you?

Motivation

1. Tell me the main reasons why you chose to go on your most recent excursion, short break, or vacation in the UK.
2. Tell me to what extent were your expectations met?
   - Explain your response whether yes or no
3. How far is it important for you to engage in local leisure and tourism activities with people from your own ethnic community?
4. To what extent will you be more likely to engage in local leisure and tourism activities if the service providers were from your own ethnic group or another minority ethnic group?
5. How far will you be more willing to visit locations that are typically marketed to the white majority population during the off-peak seasons?

Ethnic and Cultural Characteristics

1. How far would you agree with the notion that ethnic minority communities have a lower desire to travel or vacation in white majority destinations?
2. To what extent do you agree that ethnic minority groups are mainly interested in vacationing in origin countries where they have family relations and may also access high quality vacation experiences at lower costs than in the UK.
3. How far do you agree with the view that people of colour are less likely to spend their discretionary income on leisure and tourism activities?
4. Do you think that there are distinguishable differences in the leisure and tourism behaviour across ethnic groups in the UK?

<u>Future Prospects</u>

5. Do you think that you're more likely to take a domestic leisure or tourism trip post Covid-19?
6. What would be the major barrier to you taking more excursions, short breaks or vacations in the UK in the future?
7. What would be the main enabling factors?
8. What would incentivise you to visit or vacation in the UK during the off-peak seasons months September to March

Before we conclude the interview, is there any point that you think is important or would like to discuss?

Thanks so much for participating!!!