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THE RELATIONSHIP BETWEEN CHANGES IN BUSINESS STRUCTURE AND TOURISM GROWTH AND DEVELOPMENT IN CHARLESTON, SOUTH CAROLINA, 1899-1999

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Abstract

The dissertation investigates how a medium-sized U.S. city (Charleston, SC) transformed itself from an old depressed port, with a predominance of manufacturing industries, to one that is a popular international tourist destination. The research seeks to answer the following questions:

- * What urban processes have been most influential in shaping the tourism product?
- * Can Butler's Tourism Area Life Cycle (TALC) model be used as a basis for measuring tourism growth in the Tourism Business District of a U.S. city?
- * Is the change in a city's business structure related to the growth of the tourism industry?
- * What measures have to be taken by the public and private sectors to develop and maintain the tourist product in the Tourism Business District?
- * What other factors are important to the growth and success of a destination?

The TALC model is examined by looking at the changes in business structure over a hundred year period from 1899-1999. 'Snapshots' are taken every twenty years using business data taken from city street directories. For tourism businesses (accommodations, restaurants, antique stores and gift shops), the snapshots are taken every five years to obtain a more accurate picture of growth and change. The analysis also includes graphs of tourist visitation rates and expenditures and maps of the central area of Charleston.

An historical analysis helps to explain why some of the changes in Charleston's business took place and how tourism became the leading industry in the area. Topics such as events, advertising, beautification, facility development and tourism management give a picture of the tourism development process in the community. The study concludes that while the city may go through cycles of business growth, change and decline, tourism is not always affected by those cycles. Exogenous factors like recessions, gas shortages and price rises, have far more impact on tourism. Butler's model is suitable for a description of tourism development but there needs to be more

focus on the process and evolution of tourism management and planning as tools for maintaining the urban tourism product and in a multifunctional city some better measures of estimating tourist numbers.

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Read the ebook. The relationship between tourism development and sustainable environmental preservation. An executive report. Over the last few decades, the tourism industry has changed dramatically. While in the past only few people could afford a dream vacation in an exotic destination, today such tourism has become a mass phenomenon. The tourism industry is experiencing annual growth rates like never before with people spending millions of dollars on experiencing their dream vacation. Subsequently, as the global tourism industry is growing at an increasing pace, traditional vacation spots are becoming oversaturated, and people more and more are looking for innovative or exotic alternatives to visit and brag about. While other states were losing jobs during the recession, South Carolina was gaining them. In fact, more than 1,200 businesses chose to expand or grow in South Carolina in 2010. The top five industries in South Carolina range from aerospace and aviation, to biotechnology and life sciences. The history of Charleston, South Carolina, is one of the longest and most diverse of any community in the United States, spanning hundreds of years of physical settlement beginning in 1670 through modern times. Charleston was the leading city in the South from the colonial era to the Civil War. The city grew wealthy through the export of rice and, later, sea island cotton and it was the base for many wealthy merchants and landowners.