Tourism-Based Revenue Generation: Information (Research) Tools

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Abstract

Protected areas around the world face budget shortfalls, and entrance and other tourism-related fees can be important sources of additional revenue. Several considerations affect whether a fee is charged, and if so at what level. There are also various fee systems, with fees depending on type of visitor (foreigner, local, student, etc.), type of visitor activity, length of stay, season, and other factors. Information (research) tools can help managers develop fee levels and systems that achieve their objectives, whether that be cost recovery, visitor management, or other objective. Of particular importance is price responsiveness – that is, how will fees affect the number of visitors to the site? This evaluation is especially important for protected areas since typically it is difficult for them to quickly modify fees, so they need to “get it right” the first time. Further information regarding research tools, fee-related management issues, fees charged at protected areas around the world, and the effect of these fees on visitor levels is available from the author at: kreg.lindberg@osucascades.edu