## 4.3 Regional Breakdown

A small scale study will be undertaken on the heritage after surveying various regions of the UK. Each region is well known for the intrinsic culture as well as heritage. The different regions are famous not only for their inherent heritage but also their culture. A lot can be derived from the vast museums, castles and the religious structures. Furthermore, the culture and other activities in the region have a major impact on tourism and regional culture. Peace and tranquillity are considered the major reasons why most tourists visit the regions in the UK. Also, the tourists are willing to pay up to approximately twice the initial amount. As a result, stratification of the UK is essential in collection of the information concerning the tourist attractions and the impacts of the Heritage Fund.

This study will play a role in forecasting the investment on the heritage-based tourism of the. Furthermore, facts will be provided on the ideas and plans which are essential in identifying similar areas of interest to tourists. Later, the regions with highest expenditure will be determined through identification of such places with frequent visits from tourists. Hence, an easier and more practical approach of improving the heritage-based tourism in the UK.

## 4.4 Visitor Analysis

To determine the frequency of visits in the regions, the tourists’ perception and awareness of the UK will be analysed. According to Jensen (2017), this will help in distinguishing the different classes of visitors into the UK. For instance, some visitors could be on vacation while others for personal reasons. While some visit the UK for official and other intentions, others arrive for vacations.

This study will have a keen consideration on the visitors with leisure reasons. Hence, the report entail the data of the visits within and those from outside the UK. Further analysis of the data will focus on determining the most visited and the least frequently visited regions. While making the interpretation, a consideration of the visitor’s perception will be important. More importantly, the analysis will be a basis to determine the amount which tourists are willing to spend per visit in each listed region.

## 4.5 Risk Analysis

The client needs to understand the potential risks involved with the project, which could also affect the heritage tourism industry. Therefore, through risk analysis, it will be possible to achieve the objective of establishing the future performance of the heritage tourism industry since the client will manage to mitigate or prevent the identified risks. The risks involving the assessment of the visitor’s perception and the frequency of visits will be identified. If not controlled, the research may be hindered by the potential risks and threats. The analysis of the risk will add value to the future investment into heritage-based tourism in a number of ways through proper planning. Challenges that might face heritage-based tourism in the UK, can be detected earlier through Risk analysis and will assist eventually in the creation of measures that can be a remedy/cure of any negative situation

## 4.6 STEAM Model

The Objective for using Stream Model is to do crucial analysis of the working process that would assist in revealing the strengths and weakness of the tourism industry and help in getting quality information. Moreover, the Completion of the sensitivity analysis will be assisted by the model and help in providing suggestions for different types of work needing sensitivity analysis. Holding constant the model logic, the nature if the data inputted tends to vary within areas depending on the available survey materials and expert opinions pertaining to tourism sector in the local economy(Tourism,2006).Considering that this model may not be statistically accurate by a hundred percent, the strength of the model is that it is designed to provide a robust indicative base which helps to monitor trends pertaining annual and monthly outputs that the decision maker can be confident about.

## 4.7 Input and Output Multipliers

In the modern world tourism is considered as the most dynamic and the largest business sector. High inflow of foreign currency and growth rate is generated from the tourism industry. The analysis of the input and output therefore, are considered to be one of the important economic tools helping to measure the existing and anticipated operations of businesses. The economic contribution of tourism can be measured though this analysis. On the other hand, the multiplier will be used to identify interdependency in structure for each sector and rest of the economy (Miller and Blair, 2009). Through using these multipliers, the possibility for estimating the income generated in the economy in regards to initial spending or money injection will be tangible. Every time the money changes hands, a new income will be generated. This pertains a continuous conversation of funds spent by the tourist leading to a multiplier effect. The more frequent the conversation is seen to occur, there more beneficial resultant impact on the economy of the country receiving the amount.