

CULTURAL EVENTS AND TOURISM IN JERSEY

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Abstract

The paper considers the importance of cultural events for the development of tourism in the Island of Jersey. In recent years there has been a decline in tourism that appeared to take effect in the 1980s with the changing tourism market. A number of research methods have been used, including consideration of secondary data, to assess the development of tourism and a historical analysis of the development processes of the tourism industry. The research has been carried out in three distinct stages. The first stage assessed the historical development of the tourism industry in the 20th and 21st centuries. It draws primarily on archival material, existing research and secondary data sources. The second stage considered the role of cultural events in the modern development of the tourism industry. The third stage examined the nature and importance of the events in terms of the recent development of the industry. This has involved both internal (island) and external (international) influences on evolution. From this, a summary of the salient issues arising from trends has been made enabling direct analysis of the importance of cultural events.

Key Words

Jersey, Cultural Events, Tourism, Channel Islands

Introduction

This paper examines a topical issue in an island site. Research concerning events is growing, and their relation to community development can in some cases be quite significant. Events have a specific influence on an island setting and thus can be interesting both to island researchers and a broader readership amongst events and tourism. The paper therefore considers the importance of cultural events in the modern development of tourism in the Island of Jersey and shows that there has been a decline in tourism in recent years that appears to begin in the 1980s with changes in the tourism market. The analysis of the suggested fall in some tourist numbers has taken into account total expenditure per tourist in order to set the actual scene for a holistic understanding of the development of tourism in Jersey. Research methods include secondary data and historical analysis to assess the development of tourism and investigation of visitor numbers to gauge the importance of cultural events in the recent development of the tourism industry. Jersey is the largest, most important and southerly of the Channel Islands in the English Channel (Learmouth et al, 2001; Government of Jersey, 2002a; Merret and Walton, 2005). It is located 49 13 N 2 07 W (WFE, 1990) off

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the north-west coast of France with Normandy 14 miles to the east, Brittany 30 miles to the south and the nearest point of the English coast 85 miles north (RFR, 1998) (Figure 1). The greatest length east to west is about 12 miles and the breadth is 7 miles. Jersey has a total surface area of 116.2 square kilometres (28,717 acres or 44.87 square miles) (Government of Jersey, 2002a; RFR, 1998; Merret and Walton, 2005). Some 53% of the surface area is in agricultural or horticultural use, and valleys, water reservoirs, headlands and dunes account for most of the remaining surface area (RFR, 1998). The Island has a gently southwards sloping plateau at an elevation of sixty to one hundred and twenty metres that is divided by valleys running north to south (Robbins, 2000). Jersey has a varied, good quality landscape and environment with a strong rural character, and more than half the land, which is very fertile, used for agriculture (Government of Jersey, 2002a). The coastline is rugged, steep and precipitous in the north (rocks, reefs, tides and currents make navigation difficult) with sandy bays in the East, West and South, and harbours, including St Aubin and St. Helier, the principal town and capital.

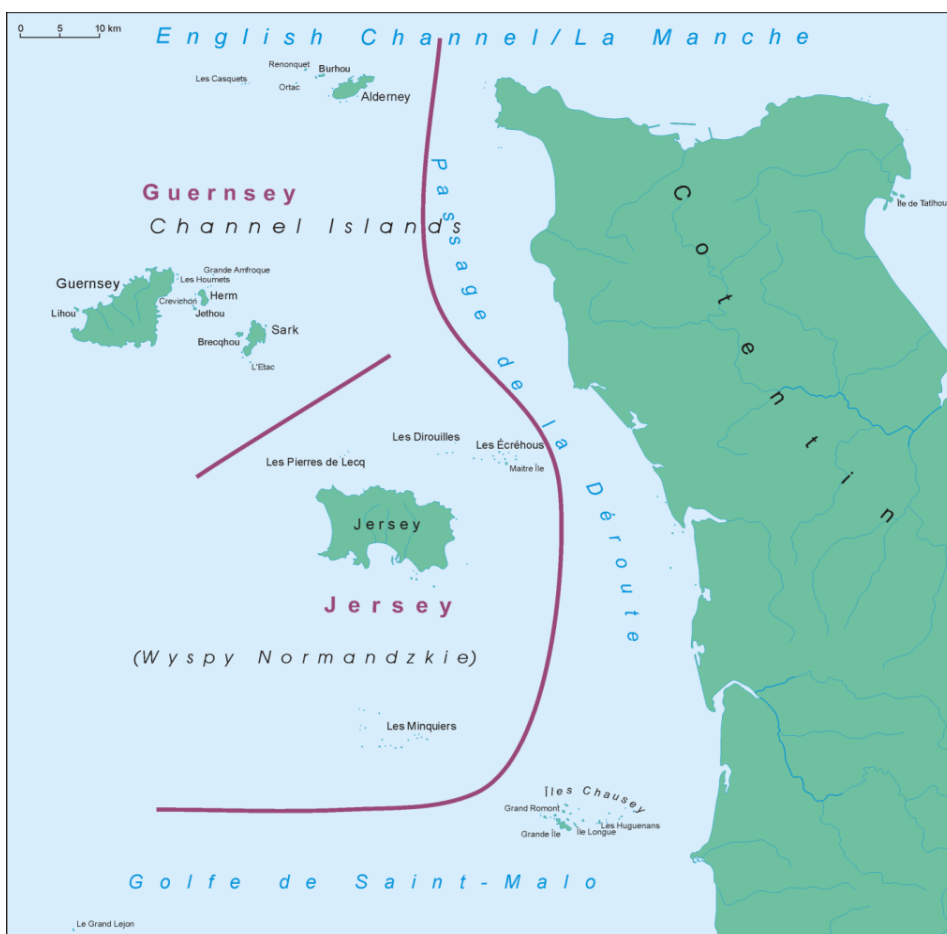


Figure 1 – Map of the Channel Islands (Source: Wikipedia, 2010)

At the last census the Island population was 87,186 people (Jersey Census, 2001) and an estimated sixty eight percent live in the four southern parishes (RFR, 1998; Government of Jersey, 2002a). Between 1971 and 1996 through net immigration the population grew by 15,820 people (RFR, 1998). Whereas there is concern over the adverse effects that a static or declining work force will have on the main sector of finance, there is also concern over harmful environmental effects through congestion and pollution due to an increase in population (Learmouth et al, 2001). Figure 2 shows the growth in the population of Jersey from 1901 to 2001.

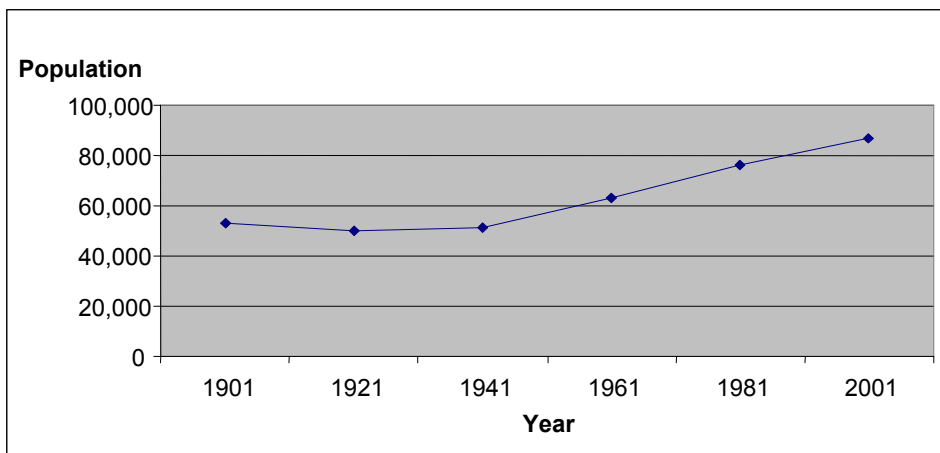


Figure 2 – Population Growth (Jersey Census, 2001)

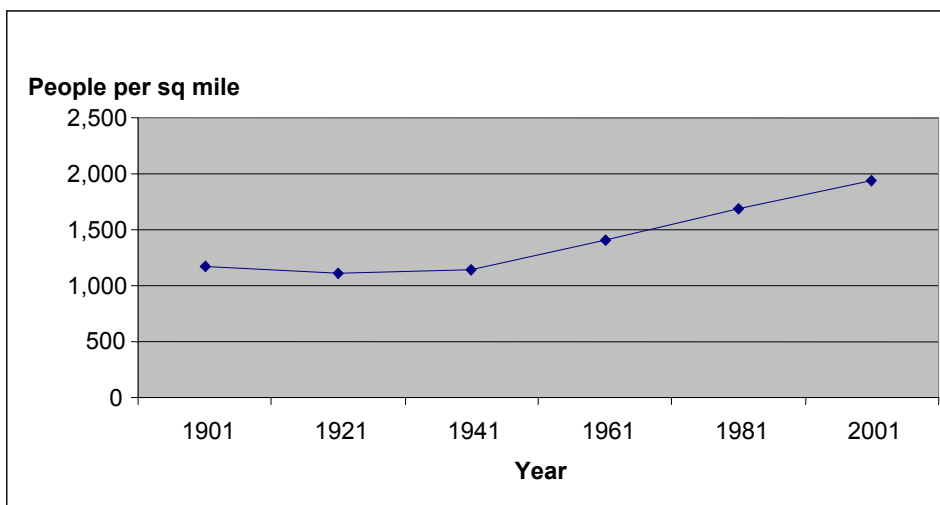


Figure 3 – Population Density per square mile for Jersey (Jersey Census, 2001)

In 1996 out of a population of 85,150 (RFR, 1998) there was a labour force of 57,050 (67%) (Country Report, 2002). The largest population density of 8,280 persons per

square mile is in St. Helier, and the overall population density of the Island is 1,938 people per square mile (RFR, 2002; Jersey Census, 2001). Urban development is mainly in, and around, St. Helier and east and west from Gorey and St. Aubin respectively; in the west post-war development has led to a second centre at Red Houses and Les Quennevais. There are a number of large rural settlements around local facilities and parish churches and, since the 1960s, some isolated housing developments (Government of Jersey, 2002a). Figure 3 shows the growth in the population density per square mile for Jersey from 1901 to 2001.

Political allegiance is to the English crown through the monarch holding the title of the Duke of Normandy. The political relationship with regard to England, France and the European Community (EC), for historical reasons, has been complicated (Merret and Walton, 2005). Jersey's judicial systems are independent of the United Kingdom government's administrative systems and the English courts (Chief Adviser's Office, 1997). The Island therefore has its own administrative, fiscal and legal systems and most laws are made by the States of Jersey as the representative assembly and public services are administered by the committees of the assembly (Merret and Walton, 2005).

The successful, strong and stable economy of Jersey is dominated by the, largely externally-owned, high quality financial services industry, which provides a high standard of living (Government of Jersey, 2002a). The other two main industries are tourism (the Island is a popular tourist destination) and agriculture (involving the export of agricultural produce) (Learmouth et al, 2001). The Island has free movement of agricultural and manufactured commodities with regard to the European Community and the Treaty of Rome and later treaties are not formally applicable to the Island (Merret and Walton, 2005). One of the primary aims of this research is to understand the development of cultural events in terms of a sustainable development strategy for the future. The study is both of academic and practical significance to the body of understanding on the contribution of cultural events to the processes involved in the modern development of the tourism industry in Jersey.

Cultural Events

The events sector has witnessed considerable growth during the last twenty years (Bowdin et al, 2006; Yeoman et al, 2004) and is today a central feature of culture, heritage and tourism economies. The classification of events ranges from local and community events to large scale mega-events one might associate with the Olympic Games or Football World Cup. Cultural events, however, have contributed to the socio-economic fabric of communities for as long as individuals, communities and nations have sought to define themselves. Cultural events reflect not one concept, but, rather, the way in which culture is interpreted. According to Yeoman et al (2004) culture can be viewed as a process and can represent such diverse activities as high cultural events, such as Opera or Ballet, and equally popular contemporary events such as those stimulated by music, sport or television.

In the field of tourism, cultural events are seen as a contributor to the cultural economy. The cultural economy has been a major stimulus for transforming economies during the latter part of the 1980s and through the 1990s. Shifting economies has stimulated a growth in the cultural arts sector as there has been a realisation that the sector not only

is a source of learning and knowledge, but, equally, is a significant contributor to direct and indirect benefits of economies. Interestingly, the growth in cultural events has been unprecedented during the period 2000-05. The 2002 Edinburgh Fringe Festival, for example, outsold and brought in more revenue than the Manchester Commonwealth Games of the same year. Cultural events, according to Yeoman et al (2004), create jobs, stimulate investment and enrich the lives of individuals. Cities across the United Kingdom have embraced the cultural agenda, utilising the brand potential of cultural events that bring distinction, image and profile to city regions. Liverpool 2008 (European Capital of Culture) is reporting four short-term impacts and outcomes that have immediately followed the year long cultural events celebration. The four represent an analysis of the city's position one year on from the 2008 event. They are;

1. The city has undergone a image renaissance locally, nationally and internationally;
2. Levels of confidence have been raised across the city, particularly in the areas of culture and tourism;
3. Culture is more widely accepted as a driver of economic change; and
4. The event showcased and stimulated local talent.

(Impacts 08 European Capital of Culture Research Programme: University of Liverpool)

Authorities are increasingly looking to uniqueness to develop cultural tourism destinations. The cultural tourism strategy for Wales, for example, sets out a strategy to produce a framework for action by Visit Wales to develop Wales' potential as a leading cultural tourism destination. The strategy identifies cultural events as a core element of the experience, not only as a means of motivating short break tourism but also as a means of spreading the benefits of tourism both geographically and seasonally. Early research by the British Arts Festivals Association (2008) indicated that only 8% of audiences at cultural events travel more than fifty miles. This statistic does not, however, take into account the high profile cultural events that may draw on a wider population and attract a higher proportion of staying tourists. It is believed that staying tourists have an important impact on the main cultural events in Jersey.

Research Methodology

A historical research methodology (Seldes, 1985), which was undertaken in three distinct stages, was used to study the importance of cultural events in relation to the development of tourism in the Island of Jersey. A case for the usefulness of history through the interpretation of what has happened was substantiated through explaining the past to provide insight into the future (Sheeley, 2002). The systematic process (Umphrey, 2002) concerning the three research stages (Table 1) did not involve a single definable method, but the most appropriate method for the research stage (Schumaker and McMillan, 1993). In order to understand the full logic behind the methodology the article has created a meta-narrative, rather than critically examining why people at different historical stages thought something about tourism in Jersey. The analysis adopted was the most suitable method to use since it had been used before in similar settings, although there may be potential downfalls in not relating some hidden underlying trends. The research question addressed 'what are the processes involved in the apparent decline of the tourism industry in relation to the growth of cultural events in Jersey?' In order to consider this question, primary sources (census data) and secondary sources (work of historians) were investigated in the first stage to obtain an

understanding of the modern development of the tourism industry of Jersey (Young, 1987; Montgomery, 1999; Leedy, 2001). Analysis of data and synthesis of information were undertaken in stage two to determine the different factors and historical trends (Sheeley, 2002). The third stage of the research involved examination in detail of the nature and importance of factors to formulate conclusions. This provided an historical overview of the trends and developments (Engels, 1980). Table 1 shows the research strategy adopted for the study.

Focus of the study into the importance of cultural events for the development of Tourism in Jersey		
Research Stage (RS)	Research Focus and Questions	Research Methods
RS1	An assessment of the historical development of the tourism industry.	Retrieval/photocopying of historical material. Compilation of secondary data to assess the historical development.
RS2	The role of cultural events in the development of the tourism industry.	Use of qualitative methods for the analysis of information to determine the role of cultural events.
RS3	Examination in detail of the nature and importance of the events in terms of the development of the tourism industry.	Use of qualitative methods to describe the impact, nature and importance of events on the development of the tourism industry in Jersey.

Table 1: Research Strategy

The research stages described in Table 1 have considered the following aspects of the importance of cultural events for the development of the tourism industry:

RS1 – An assessment of the historical development of the tourism industry

The research has set out to assess the historical development of the tourism industry in Jersey in the 20th and beginning of the 21st Century. It has drawn primarily on historical material, existing research and consultancy, and data sources. Secondary data sources have included existing literature in the area, which consists of both published material and 'grey' literature.

RS2 – The role of cultural events in the development of the tourism industry

This part of the research has consisted of three main sub-tasks. The first has been to collate information on the role of the main cultural events in the development of the tourism industry. The second sub-task has involved the analysis of the information using qualitative methods to determine evolutionary change and significant events through the use of cultural event cases. The final part has concerned determination of the role and impact of cultural events on the historical development of the industry over the time period of the 20th and beginning of the 21st Century.

RS3 – Examination in detail of the nature and importance of the events in terms of the development of the tourism industry

The objective of this stage of the research has been to use qualitative methods to describe the impact, nature and importance of events on the development of the tourism industry in Jersey. The analytical process has examined the issues involved in the development of the industry, including both internal (island) and external (international) influences on evolution highlighted in the conclusions. From this, a summary of the salient issues arising from the historical trends has been made, enabling direct analysis of the impact of cultural events.

The results of the research are presented in the following sections of the paper under the headings of the tourism industry in Jersey, principal Jersey cultural events, followed by conclusions including a suggested sustainable development strategy.

Tourism industry in Jersey

The origins of tourism in Jersey date back to the late 19th Century when tourists arrived by ship from the UK, and this grew into the 20th Century with working class beach holidays (Christensen, 2002). According to the World Tourism Organisation, tourism “comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited” (2010: online). Following the Second World War there was an expansion of the tourism industry, and this arose due to holidaymakers seeking a fairly cheap holiday where there was the same language, currency and sandy beaches (Bellows, 2002b). In particular, during the 1950s there was flourishing holiday traffic from England (EE, 1961) and tourism peaked in the late 1960s (Christensen, 2002). In fact, before the 1980s air and sea travel were not expensive when compared to other holiday destinations, and sea travel was still seen as a good alternative to air travel (Bellows, 2002b). Indeed, tourism was considered a major source of income for Jersey (WFE, 1990). At this time, hoteliers borrowed to develop properties, guesthouses were converted from town dwellings, holiday villages and camps were established for the market already supplied by the UK parent groups (Bellows, 2002b; Jersey Government, 2002b). Cabaret entertainment was provided by hotels; other venues and night clubs provided similar cabarets for guesthouse tourists, bistros sold cheap meals and the older restaurants were still profitable (Bellows, 2002b; Jersey Government, 2002b). Historical sites, which include those relating to the German occupation, and castles and events such as the Battle of Flowers provided good local attractions (Bellows, 2002b). Following the 1960s there was a fall in visitor numbers and reduced bed capacity (Christensen, 2002). More recently, tourism has been affected by a fall in demand due to market economic factors, effective marketing by holiday competition and through not being cost competitive (Jersey Government, 2002b). The real decline in tourism appeared to begin in the early 1980s with the changing tourism market, and sea travel became less popular due to low price air flights and tour operators developing continental markets (Bellows, 2002b). Reasons for the decline following the 1990s include low returns on investment in the industry, protectionist government policy, an unclear product image and economic ‘crowding out’ effects of the offshore finance industry (Christensen, 2002). Table 2 shows total expenditure per tourist for 2007 and 2008).

In 1968 tourist expenditure accounted for half of the Island’s national income, but by 1996 tourist expenditure had fallen to less than a quarter (RFR, 1998). Tourism now accounts for a quarter of GDP, and in 1996 visitor-spend was £275 million (Jersey

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Government, 2002b). Due to the decline in sea travel in the 1990s, the Jersey-UK route became unviable for two companies, resulting in only Condor ferries remaining (Bellows, 2002b; Jersey Government, 2002b). Faster 'wave piercer' vessels were introduced to increase the number of sea travellers taking cars by 'roll on roll off', but in bad weather they could not sail and the holiday business was affected by re-scheduling and cancellations (Bellows, 2002b; Jersey Government, 2002b). The new Jersey Transport Authority, following a new contract tender, secured a service level agreement with Condor that included a poor weather contingency through the re-instatement of a slow ferry service (Bellows, 2002b). Jersey found it difficult to compete with low-cost package holidays and there was also a steady decline in air travel (Christensen, 2002; Bellows, 2002b; Jersey Government, 2002b). Airlines ensured a profit through higher fares as passenger numbers fell, and this caused a further fall in numbers together with the exclusion of low cost seasonal charter airlines to preserve all year island services (Bellows, 2002b).

	2007		2008		2008 compared to 2007	
	Spend per Visitor	Value of Market £000's	Spend per Visitor	Value of Market £000's	% Change Spend per Visitor	% Change Value of Market
Staying Holiday/Leisure Visitors						
UK	£455	£134,182	£464	£134,395	2%	0%
Ireland	£537	£2,235	£520	£3,066	-3%	37%
Other C.I.	£259	£3,975	£268	£4,513	3%	14%
France	£216	£7,212	£230	£7,540	6%	5%
Germany	£497	£4,794	£499	£4,516	0%	-6%
Benelux	£414	£2,491	£420	£2,014	1%	-19%
Other	£445	£5,467	£447	£5,320	1%	-3%
Staying Leisure Total	£427	£160,356	£435	£161,363	2%	1%

Table 2: Total expenditure per Tourist in Jersey by Source Market for 2007 and 2008
(Jersey Tourism, 2008)

In the 1990s the market strategy was for Jersey tourism to provide a product of quality, and this involved hotel and guesthouse modernisation, but the cost was borne by tourists rather than being seen as a future investment (Christensen, 2002; Bellows, 2002b; Jersey Government, 2002b). During the 1990s tourism also faced pressure from the finance industry since the finance boom caused property prices to rise, and guesthouses and hotels faced lower profits and problems finding staff at low cost (Bellows, 2002b). This resulted in hotels being replaced by luxury housing and flat developments with the number of tourists, tourism establishments (Figure 4) and bed spaces (Figure 5) falling.

Figure 4 shows a decrease in the number of tourism establishments registered from 387 in 1992 to 232 in 2000 (States of Jersey, 2002). Consequently, in recent years the Jersey Tourism Committee has developed a market strategy by concentrating on infrastructure (Bellows, 2002b). In 2000 there were 119 hotels, 76 guesthouses (inspected and graded by Tourist Officers annually), 35 self-catering apartments, 4 registered camp sites and 2 holiday villages (Government of Jersey, 2002c).

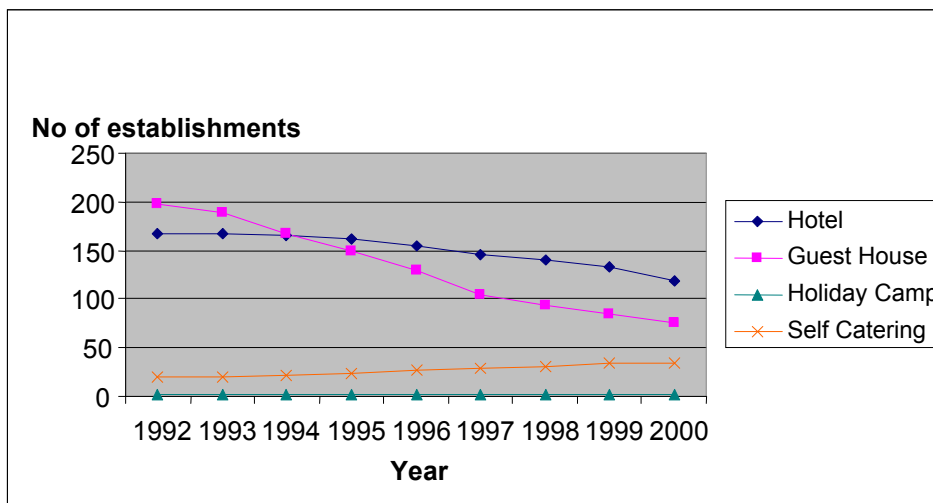


Figure 4: Number of tourism establishments registered in Jersey 1992 – 2000 (States of Jersey, 2002)

Figure 5 shows an overall decrease in the number of bed spaces from 22,270 in 1992 to 16,862 in 2000 (States of Jersey, 2002). In fact, the number of tourist bed spaces fell from 26,000 in the 1960s to 19,000 by the end of 1998 (Jersey Government, 2002b). Interestingly, whereas hotel and guesthouse spaces have fallen, holiday camp spaces have shown only a slight decrease and self-catering has shown an increase. Indirectly and directly, tourism supports an important number of the resident population involved in activities and services for residents and visitors, and employs immigrant labour (Bellows, 2002b; Jersey Government, 2002b; States of Jersey, 2002). In response to the overall decline in tourism the Jersey Government established a £10 million investment fund in 1995 to provide for critical infrastructure needs and to support the industry by assisting initiatives. A further development has been that Jersey Tourism has included the environment as its major tourist resource as part of its approach to marketing the Island (Jersey Government, 2002b). As a marketing organisation and visitor services centre, Jersey Tourism has a remit to advertise the Island as a tourism destination, provide appropriate information to potential visitors and undertake bookings (the department is overseen by the Tourism Committee with members of the States of Jersey, funding from tax revenues and gross expenditure of £8.6 million in 2000) (Government of Jersey, 2002c).

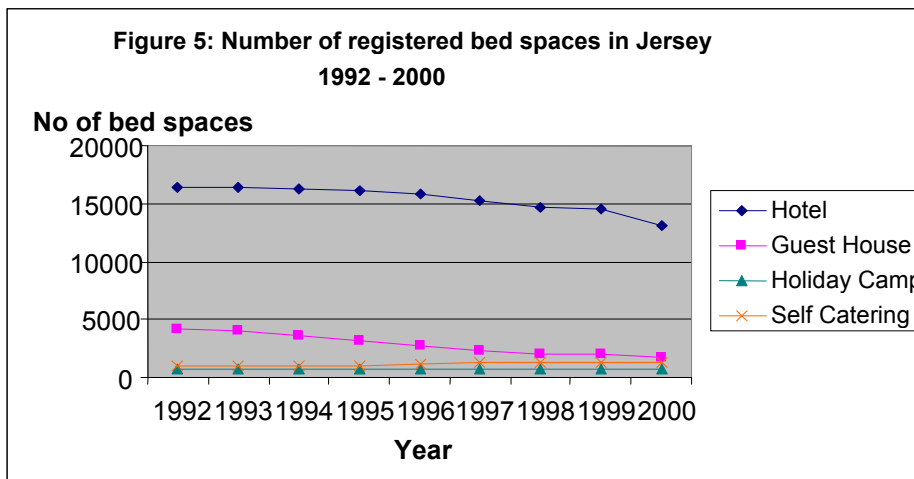


Figure 5: Number of registered bed spaces in Jersey 1992 – 2000 (States of Jersey, 2002)

In 2000 there were 918,000 visitors spending about £254 million, supporting over 10,000 jobs (quarter of employment in Jersey) with tourism sustaining crucial services, including air and sea links, hotels, restaurants and visitor attractions (Nicholls and Jeffreys, 2000). Some 66% of passenger arrivals were by air and there were 499,000 staying leisure visitors (one or more nights), 75% from the UK, 41% of European visitors were from France, with a steady growth from Ireland, Portugal, Scandinavia and the Netherlands, and there were 110,000 day visitors mainly from France (Government of Jersey, 2002c). Jersey Tourism has public relations staff in fourteen European countries and North America and is viewing new markets such as Eastern Europe and redefining the traditional Island holiday (Government of Jersey, 2002c). It is interesting to note that not all Tourism industry trends have been ‘downwards’. In fact, ferry passengers between the United Kingdom and Jersey increased by 9.1% in the first eleven months of 2001, inter-island travel also showed an increase of 5.7% and there was an increase of 1.4% to and from France (there was a doubling of Condor day excursion travel by fast ferry to Jersey due to better weather in 2001, and there was also a rise in the number of staying visitors) (Jersey Harbours, 2002).

The Main Cultural Events in Jersey

Introduction

One of the objectives of Jersey Tourism in recent years has been to develop event-led tourism, which has involved using themed events with regard to cultural identity as well as heritage and history, resulting in 12 major events in 2003, including the Maritime Festival in June and ‘La Fete de Noue’ in December (Jersey Tourism, 2003). As part of the marketing strategy, in 2004 main product areas were identified, including heritage events, which ranged from ‘Jersey in Bloom’ to a ‘Taste of Jersey’ with the growth of other events including ‘La Fete de Noue’ (Jersey Tourism, 2004). For 2005, events involved a maritime theme, especially ‘Out of the Blue’ Maritime Festival based on

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Jersey's historic harbours, and other activities such as the seafood event 'Gorey Fete de la Mer' (Jersey Tourism, 2005). Events in 2006 included 'Colours of Spring', 'Midsummer Jersey' and 'Harvest and Halloween', amongst others (Jersey Tourism, 2006). The major Jersey Tourism events for 2007 included the Jersey Street Theatre Festival with art, dance and theatre in the streets of St Helier, and the Liberation Festival, which celebrated Jersey's liberation from World War II occupying forces (Jersey Tourism, 2006). The Visitor Survey in 2006 showed that 8% of UK visitors' main purpose for their visit was to attend an event or festival, with 11% indicating that they were influenced by events or festivals (Jersey Tourism 2007). In fact, there were over 40 main events in Jersey in 2007, and in 2008 some 44 main events took place, which included the International Choir Festival and 'La Foire de Jersey' at the Jersey Royal showground (Jersey Tourism, 2008). There was also an event to celebrate 'Madeira Day', acknowledging the importance of the Madeiran community. The main cultural events in Jersey in 2010 are described below.

Findings: Main cultural events in Jersey

The ten main community cultural events in Jersey are described below. Table 3 provides visitation data in terms of who attends them and what they spend according to event price. Although the findings do not necessarily prove that they are good for tourism, it is suggested that the events, due to their marketing, do have an important part to play for the tourism industry in Jersey.

Liberation Day

In 2010 Liberation Day took place on Sunday 9th May. The annual event celebrates liberation from occupying forces at the end of the Second World War. As part of the celebrations, activities and events take place including a commemorative service, heritage trails and visits to World War II bunkers. Liberation Day visitor numbers for 2008 were 8,000.

Gorey Fete de la Mer

The Gorey Fete de la Mer took place on Saturday 22nd May in 2010 near Mont Orgeuil Castle in Gorey. This event involves al fresco dining, traditional seafood and entertainment at Gorey Pier. Visitor numbers for the Fete were 2,000 for 2010.

Foire de Jersey

Foire de Jersey is Jersey's traditional country fayre and took place on Saturday 12th to Sunday 13th June 2010, combined with the Jersey Rose and Flower Show and the Island Spring Cattle Show. This event involves an entertainment programme for the family, and activities include traditional country games and floral displays, competitions and demonstrations, food tasting, ring events, craft show and cattle shows. The Foire de Jersey did not take place in 2010.

Bonne Nuit Harbour Festival

The Bonne Nuit Harbour Festival is located in the north coast bay and in 2010 was held on Saturday 26th June. The day involved activities and stalls, live music until late in the evening, food and refreshments served during the day. The visitor numbers for the Festival were 20,000 in 2005.

St Helier Pilgrimage

St Helier Pilgrimage took place on Sunday 18th July in 2010. This event is the annual pilgrimage for the people of the Island to the hermitage at Elizabeth Castle, St Helier. As

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part of this Jersey tradition, people visit the Hermitage and Elizabeth Castle, have the story of the patron Saint of the Island recited with a celebration of his life. The Pilgrimage had 100 people attending in 2004.

Cultural event	Date in 2010	No of days	Price	Location	Visitor numbers	Year recorded	Source
Liberation Day	9 th May	1	Free	Liberation Square, St Helier	8,000	(2008)	Jersey Tourism (2008)
Gorey Fete de la Mer	27 th May	1	Free	Mont Orgeuil Castle, Gorey	2,000	(2010)	GoreyFete.com
Foire de Jersey	12 th -13 th May	2	-	Royal Jersey Showground, Trinity	-	-	Did not take place
Bonne Nuit Harbour Festival	28 th June	1	Free	Bonne Nuit Harbour	20,000	(2005)	Jersey Tourism (2005)
St Helier Pilgrimage	18 th July	1	Free	Elizabeth Castle, St Helier	100	(2004)	Jersey Heritage Trust (2006)
Battle of Flowers	13 th -14 th July	2	£5-£25	Victoria Avenue, St Helier	60,000	(1969)	Wikipedia (2010)
Jersey Live Festival	4 th -5 th Sept	2	£48-£79	Royal Jersey Showground, Trinity	10,000	(2007)	BBC Jersey (2007)
Heritage Open Day	11 th Sept	1	Various	Various sites	n/a	(2010)	Jersey.com
Channel Islands Festival of Arts and Crafts	29 th Sept	1	£2-£3	Royal Jersey Showground, Trinity	5,000	(2010)	British Arts and Crafts – Bains Publishing
La Fete de Noue	2 nd -12 th Dec	11	Free	St Helier	n/a	2010	Jersey.com

Table 3: Major cultural events in Jersey

Battle of Flowers

Probably the best-known cultural event in Jersey is the Battle of Flowers, which, in 2010, took place on Thursday 13th August and Friday 14th August. On the Thursday, there is the Battle of Flowers Grand Day Parade. This is considered to be one of the most spectacular European carnivals with flower floats, entertainers, dancers, and musicians. Friday sees the Battle of Flowers Moonlight Parade, which is a parade with flower-covered floats with thousands of lights which provide a magical appearance. This is the finale for the Battle of Flowers, which is the largest cultural event in Jersey.

Jersey Live Festival

In 2010 the Jersey Live Festival was organised for Saturday 4th and Sunday 5th September. It is considered to be an important European boutique music festival

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located in Jersey countryside. Many contemporary pop artists have performed at the festival since it was launched six years ago. In 2007 the Festival had 10,000 people attending.

Heritage Open Day

The Heritage Open Day was organised for Saturday 11th September in 2010. On Heritage Open Day sites managed or owned by the National Trust for Jersey and Jersey Heritage can be explored. These properties would normally either charge an entrance fee or are not usually open. Since the Open Day took place at various sites there were no visitor numbers recorded.

Channel Islands Festival of the Arts and Crafts

The Channel Islands Festival of the Arts and Crafts for 2010 was from Tuesday 29th September to Sunday 3rd October. This involves more than seventy exhibitors from the Channel Islands, the UK and Europe who showcase under one roof their handmade crafts and arts. In 2010 the number of visitors for the Festival was 5,000.

La Fete de Noue

La Fete de Noue programme of activities from Thursday 2nd December to Sunday 12th December 2010 provides a full programme of activities in the lead up to the festive period. There is a canopy of white lights above the St Helier streets with street entertainment and late night shopping. There are also carol concerts, Christmas parades, street theatre, traditional markets, and guided walks concerning Island history. Due to La Fete de Noue programme having activities over a number of days there were no visitor numbers available for this cultural event.

These ten main cultural events were part of the thirty seven main events out of two hundred events in Jersey in 2010. The major cultural events listed in Table 3 show that most events took place during the summer months of May, June, July and September. There was only one event, 'La Fete de Noue', which took place in December, influenced by the Christmas tourism market. This shows that events were not only aimed for local people but also the tourism market, predominantly influenced by good weather in the summer. The average duration of cultural events was 2.3 days, with event duration being either one or two days, with the exception of 'La Fete de Noue', which was over 11 days. Six of the events were free and those that did charge were the 'Battle of Flowers', with a price of £5-£25, 'Jersey Live Festival', £48-£79, 'Heritage Open Day', which had various prices, and the 'Channel Islands Festival of Arts and Crafts', £2-£3. The major cultural events were sited at various locations throughout the island, including castles, show grounds and harbours. Recorded visitor numbers per event ranged from 100 to 60,000, providing an event average of 15,000 attendees. Although the numbers were from different years, in most cases following the year 2000, due to the organisation of the events being on a similar basis every year, these provide similar figures for different years. The figures were also sourced from Jersey-related websites. Although the findings do not necessarily prove that cultural events are good for tourism, from the visitor numbers recorded these suggest that the events do have an important role to play for tourism in Jersey.

Conclusion

The rise of the finance industry in the second half of the 20th Century has impacted in a number of ways on the Island and on the two other main industries of tourism and

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agriculture. This has involved the employment of qualified staff from outside as the finance sector has grown increasing immigration and requiring higher salaries, resulting in increasing prices in housing and commodities, and the migration of the work force into the finance sector and away from agriculture and tourism (Bellows, 2002a). A SWOT analysis of the Tourism industry has been undertaken to show the main internal strengths and weaknesses, and external opportunities and threats. This provides a summary of the historical analysis of the industry and informs the setting of sustainable objectives. The process helps to match attractive external opportunities with strengths, highlighting weaknesses to be tackled and threats to be avoided. Table 4 provides a SWOT analysis of the Tourism industry.

	Positive	Negative
Internal	Strengths	Weaknesses
	<ul style="list-style-type: none"> • Good stock of hotels, guest houses, holiday camps and self catering • Jersey brand 	<ul style="list-style-type: none"> • Fall in visitor numbers and reduced bed capacity • Not being competitive • Low returns on investment in the industry • Protectionist government policy • Unclear product image • “Crowding out” effects of the offshore finance industry • Decline in sea and air travel
External	Opportunities	Threats
	<ul style="list-style-type: none"> • Developing a market strategy by concentrating on infrastructure • Self catering • Environment is a major tourist resource • Possibility to increase the number of ferry passengers between the UK and Jersey • Inter-island travel • Tourists from France • New markets such as Eastern Europe • Redefining the traditional Island holiday 	<ul style="list-style-type: none"> • Market economic factors, • Effective marketing by holiday competition • Changing tourism market

Table 4: SWOT analysis of the tourism industry in Jersey

The Tourism industry strengths are a good stock of tourism accommodation and the Jersey brand name. Weaknesses include a fall in visitor numbers, reduced bed capacity, not being competitive, low returns on investment in the industry and the ‘crowding out’ effects of the offshore finance industry. The ‘crowding out process’ (Christensen and Hampton, 2005) describes an externally-driven process in response to internal factors. From the research undertaken in this study it appears that a more appropriate process to describe the effect of the finance industry on the other main industries is an ‘activity exchange process’, which is an internally-driven response to external factors. Opportunities are the development of a market strategy concentrating on infrastructure

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and the environment as a major tourist resource. Threats involve market economic factors and effective marketing by holiday competition.

Industry/Economy	Situation
2. Tourism	2.1 Bed numbers have fallen more than 26,000 since the 1960s to less than 20,000, and tourism spend since 1989 has fallen 22%
	2.2 Dependence on quality environment, which is reflected in 'green' development and marketing approach
4. Tourism and Agriculture	4.1 Due to being labour intensive experiencing some adverse market conditions
	4.2 Likely long-term impacts arising from global warming and environmental change
5. Jersey economy	5.1 'Healthy' economic climate with low unemployment
	5.2 Improved productivity of work force required to achieve sustainable development
	5.3 Concern that IS/IT innovation is not as fast as outside developments

Table 5: Current situation regarding Sustainability for the Tourism Industry and the Economy of Jersey (Jersey Government, 2002d)

In response to the research question posed, the paper has considered the processes involved in the apparent decline of the tourism industry in relation to the growth of cultural events in Jersey. The highly successful programme of events now promoted by Jersey Tourism, especially the emphasis on cultural events, can be seen to be a positive response to the Jersey's government approved 'Cultural Strategy' document published in 2005 (Jersey Arts Trust, 2004; Riddell, 2007). As articulated in the literature it is apparent that cultural events (internal factor) may draw on a wider population and attract a higher proportion of staying tourists (external factor). From the evidence we have drawn in this paper it appears that cultural events, therefore, have a positive effect on tourism visitor numbers in Jersey, and that this will be crucial in terms of the development of an Island cultural strategy.

The paper initially set out to examine the topical issue of cultural events and tourism in the Channel Island of Jersey. This was based on the fact that research concerning events is growing and their relation to community development can be significant. The paper has shown also how events can have a specific influence on an island setting and is therefore of interest to both island researchers and a broader readership amongst events and tourism, and potentially policy and economy researchers also. As well as analysing the data that has shown a suggested fall in some tourist numbers, the total expenditure per tourist in recent years has been taken into account in order to set the scene for a holistic understanding of the development of tourism in Jersey. The ten community events that were investigated were the main cultural events in Jersey and this included consideration of visitation data in terms of who attends and what they spent with regard to event price. Although the findings did not necessarily prove that cultural events are good for tourism, it is suggested that the events do have an important role to play for tourism in Jersey.

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