INTRODUCTION

**Background and Justification**

In the present-day world of tourism, urban tourism is expanding fast and emerging as one of the most potential segment of the industry. The growth of this tourism segment is notable considering its role in creating socio-cultural and economic benefits to the cities. Urban tourism is found aiding to create earnings and make available jobs with that of advancing urban infrastructure (Uysal, 2013). Hence, there is nothing to surprise that cities all over the world have started to extend tourism strategies to exert a pull on tourists. On the other hand, more and more tourists now attracted towards urban tourism. Equally the subject of urban tourism has had significantly drawn the attention of researchers and practitioners in recent times. The academic value of urban tourism has increased considerably in recent times, nevertheless, they are is yet to be explored substantially.

Worth to mention here that urban tourism has had carried on a constant subject in the growth of tourism research ever since the 1980s and various scholastic works have had been carried out to examine the status of research and its advancement in the direction of a better acknowledgment (Ashworth and Page, 2011). Our recognition and information as regards the research programs inside urban tourism through studying the inconsistencies linked with such programs by this means draw our attention towards the necessity to take on the subject from the larger perspective of the social sciences, particularly those of urban studies. The point is that recognition urban tourism will just steps forward by means of taking these wide-ranging social science programs so that tourism turns out to be incorporated into the scholastic researches to advance the subject area. This research is an attempt in this direction that promises to add valuable contribution into the urban tourism scholastic work or research literature. The research is conducted with reference to Oxford, the renowned urban tourism place in UK. The researcher has personal attachment to this city as academic and historical place that is why choosing this city.

**Brief introduction on Oxford**

Situated at the central part of the county of Oxfordshire, Oxford is a renowned and most central historical city in UK. Oxford is known for its ethnical and cultural diversity, having the third highest minority racial inhabitants in the South East. The city is not merely culturally diverse but as well young at heart. Oxford is recognized as a top global tourist destination and just about 8.8 million tourists visited the city in 2005. The city was designated ‘European Centre of Culture' in 2002, and furthermore connected with the UK hosting of 'European Capital of Culture' in 2008(Oxfordshire County Council, 2013).

**Aims and Objectives**

This study aims to identify and understand the Oxford tourism supply in relation to the Jensen-Verbeke model and how tourists perceive Oxfords tourism supply. The study attempts to accomplish the following objectives:

* To identify Oxford’s tourism supply
* To see how the Jensen-Verbeke model applies to Oxford
* To understand how tourists perceive Oxford’s tourism supply

**Structure of the Paper**

* Introduction
* Case Study
* Literature Review
* Methodology
* Results and Discussion
* Conclusion
* Bibliography

CASE STUDY

## Tourism valued £115.4bn to the UK economy as per the data of 2009, which was comparable to 8.9 per cent of UK GDP. Tourism is the country’s third top export contributors after chemicals and financial services, with tourists spending more than £16bn yearly and adding over £3bn to the Exchequer of the country. The major tourist visitors come from France, Germany and the USA. UK’s tourism "brand" ranked 5th in the world with specialists admiring its rich, historic buildings and monuments at the same time as acknowledging the country's lively city life. In 2010 the British Museum was declared as the most well-liked attraction in the UK with welcoming 5.8 million visitors (The Telegraph, 2009).

*Figure: Visitors Numbers and Total Spend in UK*

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Source: Tourism Alliance (2012)

*Figure: Domestic Tourism by region in UK*

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Source: Tourism Alliance (2012)

Oxford is the sixth most visited city in the UK by worldwide visitors and is the tourism entry to the rest of Oxfordshire. The city attract just about 9.5 million visitors yearly, making £770 million of income for local Oxford businesses(Oxford City Council, 2012).

LITERATURE REVIEW

**Urban Tourism: Definition and Characteristics**

Ashworth and Tunbridge (1990) make out three characteristics of urban tourism. Firstly urban tourism activities subsist in an extensive and wide-ranging local and nationwide tourism background, whether as regards organizational structures, tourists place-images, spatial prototypes of tourists behaviour, or delivery of tourism resources, where the central places urban places engage a crucial place inside the serviceable systems in the wider local vicinity. Further, urban areas subsist inside serviceable systems with each other in spite of, and break up from, their local or nationwide background, and this is above all marked in tourism where an assortment of inter-urban collaboration and competition may well generate different types of national and global tourism routes. Lastly, urban tourism is led by assortment in two perspectives, namely the assortment of services on offer to tourists, and therefore the assortment of sorts of holiday experience, is in itself one of the major attractions of urban places. Furthermore, uniformly these services are hardly ever produced for, or utilized solely by, tourists nevertheless are shared by numerous diverse sorts of user, particularly the multifunctional cities serve up the multi-motivated travelers.

On the other hand, Shaw and Williams (2002) put that the urban surroundings itself, with all its characteristics, is a tourism product.in this context, Jansen-Verbeke (1986) has presented a structure that breaks down this tourism product into various components, thus making out foremost elements of urban tourism. This is shown in Figure as primary, secondary and additional elements. As regards this structure, Lew, Hall and Williams (2004) point out that the formation of urban tourism and draws interest to the most imperative characteristics that add to the urban tourism experience and, consequently, have need of the concentration of planners of urban tourism.

**Historic City Tourism: Definition and Characterizes**

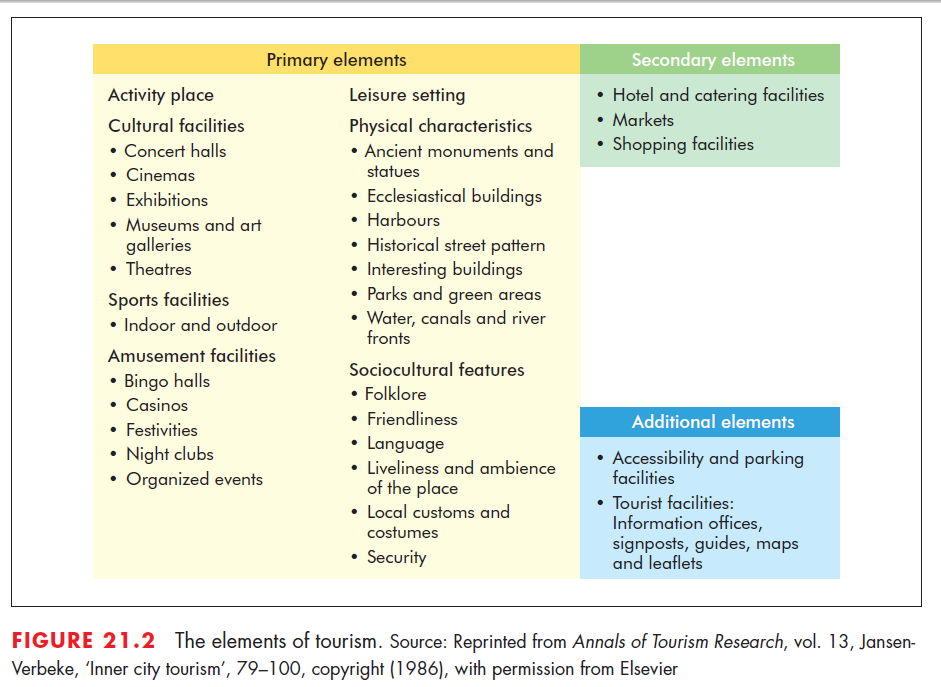
The historic city is not the totality of preserved artifacts from the past, instead, it is contemporarily created phenomenon, such as the study of history itself might be recreated new by every generation in accordance with the prevailing attitudes towards the past (Ashworth and Tunbridge, 2000, p. 51). Ashworth and Tunbridge (2000) talk about four stages of development in tourist–historic cities. In the first stage of development, the entire urban activities occur contained by the borders of the original historical city. The city’s residents reside, worked and play surrounded by the perimeters of the original town, which is, more often than not, encircled by a fortification. All through the second stage, the historical city undergoes a course of urban spreading out. The city’s inhabitants start on to go away the original city and inhabit in lately built neighborhoods exterior to the city walls. This, eventually, prompts the coming out of developing secondary trade centers in the more lately occupied sections of the city. All through the third stage, immigration from the original to the newer sections of city congregate tempo. The elementary business districts expands, one of which turns out to be a feasible option to the city’s original central trade districts, and simultaneously the original historical city renew, having benefited from a course of urban upgrading. The fourth and final stage in the expansion of the tourist–historic city witnesses a rising demand for added tourist services, which, eventually, direct to rising force to make use of land neighboring and further than the city centre. This has a straight effect on the growth of the tourist–historic city. All through this stage, fresh historical sites, particularly in areas which, until then, has not been a branch of the city’s main urban growth.

According to Graham, Ashworth and Tunbridge (2000), historical cities have had for all time attracted tourists, together in the past and present, nevertheless, most present-day studies regarding tourism historical cities have examined from a contemporary viewpoint, with modest or no notice given to the approach in which these cities developed into tourist–historic cities, an inquisitive and, it would appear, in light of these cities history, an incompatible oversight. Vinuesa and Torralba (2010) argue that historic cities structure a necessary fraction of the culturally motivated urban tourism market, where overall the opening of tourist activities in historic cities has had not been liberated of conflict, even though this has had not been felt so strappingly in the more vibrant and multifunctional urban frameworks. Noticeably, historic cities are developing into very significant destinations for urban tourism, even though there might be a few significant divergences amongst them. This go up, connected to diverse sorts of tourist movement, has had brought with it an outstanding boost in the figure of competing destinations, compelling everybody to make an endeavor keeping up and expanding their market share.

**Jansen-Verbeke’s (1986) Model of Urban Tourism**

Jansen-Verbeke’s (1986) extends model of urban tourism from the suppliers’ perspective, which consists of three basic elements namely primary elements, secondary elements and additional elements. Primary elements consist of cultural facilities, sports facilities, amusement facilities, physical characteristics and socio cultural features. On the other hand secondary elements consist of catering facilities, markets and shopping facilities. Finally additional elements consists of accessibility and parking facilities, information and signposts. These elements are shown in Figure.

*Figure: Jansen-Verbeke’s (1986) Structure of Urban Tourism*



Source: Jansen-Verbeke’s (1986)

METHODOLOGY

**Research Philosophy**

The philosophy of a study might be positivism, interpretivism or realism. Positivism philosophy implies uncovering the facts in an open manner where based a field study hypotheses or theories are tested to come with rules applicable universally. Interpretivism philosophy implies exploring the underlying facts in a given phenomenon, where explorations are made making use of various tools of data collection and the findings of the research are not universally applicable. Realism philosophy implies uncovering the facts, where the results of the research might be applicable for both given and the open situation. This research philosophy lies between positivism and interpretivism and is applied both in scientific and social science study (Pring, 2004). The purpose of this study was to identify and understand the Oxford tourism supply in relation to the Jensen-Verbeke model and how tourists perceive Oxfords tourism supply, where the central focus of the study was to see how the Jensen-Verbeke model applies to Oxford. Since the study was to test the theoretical model of Jensen-Verbeke regarding urban tourism, therefore positivism philosophy was adopted for this study. Adopting positivism philosophy, the theoretical model of Jensen-Verbeke was examined in the study conducting a field study surveying tourists visiting Oxford.

**Research Method**

Whilst conducting a study with positivism philosophy, the researcher has option to adopt a strategy where either qualitative, quantitative or both qualitative and quantitative methods can be applied. Qualitative method is applied to explore the underlying facts of a given phenomenon in words form in order to gain an insight into a firm of industry. Whilst conducting a study using qualitative method, the researcher has option to collect data from a range of sources such as focus group, interviews, questionnaire etc. Quantitative method is applied to explore the underlying facts in quantitative form where numerical data is collected to study and analyse the phenomenon. Whilst conducting a study using quantitative method, the researcher has option to collect data using survey, which may be personal survey, telephonic survey, online survey etc (Creswell, 2008). In order to achieve the objectives and fulfill the study purpose or aim, quantitative method was put into application. This is for the reason that there required quantitative data to clearly interpret to identify Oxford’s tourism supply; to see how the Jensen-Verbeke model applies to Oxford; and to understand how tourists perceive Oxford’s tourism supply. The quantitative method was applied using survey tool, and the survey was conducted by the researcher personally.

**Data Collection**

Due to the complexity of this topic “tourism supply perceived by tourists in Oxford”, the data collection consists of the questionnaire was selected. The goal was to do a questionnaire survey using 30 visitors who came from different areas and countries. This survey discusses about the respondents’ involvement, attitudes, culture towards tourism supply in Oxford. The respondents were 30 tourists who visited Oxford on 11th of March 2013. The survey was discussed at different areas in Oxford. Thus the sample size was 30. The sample was selected using non-probability sampling method, as the researcher was not sure of selecting the particular tourist visiting Oxford city.

In this survey the first 3 questions were asked as generally. Asked about the places that they visited most in Oxford, most of the respondents reported that they have visited museums and churches. Furthermore, they reported that they have visited cultural and heritage attractions rather than visiting amusement things, physical view and accessibility in Oxford. As such they satisfied with various kinds of facilities are available in Oxford like transport, quality of urban design, hotel and catering, shopping, environment quality and etc. Most of the respondents rated Oxford as a destination for tourism due to its cultural and heritage value.

At the end of the survey every respondents were saying they will be back to Oxford again to feel the supplies of the city to the tourists. So the survey illustrated how the tourism supply perceived to the tourists when associated with its culture, heritage, architecture, history and wishes of the tourists. Most of the tourists had previous experience of visiting Oxford as such they plan to visit again.

**Data Analysis**

Quantitative or survey data was analysed in this study using simple method and avoiding rigorous statistical tools, where the analysis was conducted through the way of describing and interpreting how responses are distributed in the midst of the options. The analysis was conducted using Microsoft Excel Software.

**Limitations**

Basically there are two major limitations of this study. The first limitation is that the researcher could not conducted the interviews of tourism service providers in Oxford, and the second limitation is that no standard and rigorous statistical tool was applied to analyse the survey data.

RESULTS

**Tourists Knowledge of Historic City Oxford**

The data collected reveals that tourists get knowledge about historic city Oxford primarily through Internet and friends, and secondarily through magazine and television (see Figure 1 below). The data implies that tour operators should promote the historic city Oxford as tourist destination primarily through Internet and friends, and secondarily through magazine and television.

*Figure 1.: Tourists Knowledge of Historic City Oxford*

**Tourists Frequency of Visiting Historic City Oxford**

The data collected reveals that the larger part of the tourists have previously visited historic city Oxford (see Figure 2 below). The data implies that tour operators should target those potential tourists who previously have visited the historic city Oxford.

*Figure 2: Tourists Frequency of Visiting Historic City Oxford*

**Tourists Purpose of Visiting Historic City Oxford**

The data collected reveals that tourists are interested to visit historic city Oxford primarily for its history and culture, followed by heritage and facilities (see Figure 3 below). The data implies that tour operators should promote the historic city Oxford as tourist destination focusing primarily on the city’s history and culture as products, followed by heritage and facilities.

*Figure 3: Tourists Purpose of Visiting Historic City Oxford*

**Places of Already Visited by Tourists in Oxford**

The data collected reveals that on greater degree tourists have already visited the places St Mary the virgin church, Christ Church Cathedral, Oxford Museum of Natural, modern art Oxford and Pitt rivers museum in historic city Oxford (see Figure 4 below). The data implies that tour operators should promote the historic city Oxford concentrating on historic places such as St Mary the virgin church, Christ Church Cathedral, Oxford Museum of Natural modern art Oxford and Pitt rivers museum.

*Figure 4: Places of Already Visited by Tourists in Oxford*

**Tourists Rating of Destination Oxford**

The data collected reveals that tourist in greater majority rate Oxford as superb destination (see Figure 5 below). The data implies that tourists have very positive attitude towards Oxford destination giving tour operators huge opportunity to grow and target tourists with attractive packages.

*Figure 5: Tourists Rating of Destination Oxford*

**Tourists Rating of Facilities in Oxford**

The data collected reveals that generally tourists visiting Oxford find superb services in the forms of tourism information, heritage, culture, vision, accommodation and catering (see Figure 6 below). The data implies that tour operators may attain tourists’ loyalty through enhancing quality in terms of services relating to tourism information, heritage, culture, vision, accommodation and catering.

*Figure 6: Tourists Rating of Facilities in Oxford*

**Tourists Opinion about Different Supplies**

The data collected reveals that generally tourists find superb supplies regarding cultural attraction to visit, social background and accessibility (see Figure 7). The data implies that tour operators might attract new tourists through promotional campaign highlighting superb cultural attraction to visit, social background and accessibility.

*Figure 7: Tourists Opinion about Different Supplies*

The data collected reveals that generally tourists prefer bus tour, visiting, walking clubbing and cycling whilst visiting historical city Oxford (see Figure 8 below). The data implies that tour operators should offer packages to tourists particularly including the services of bus tour, visiting, walking clubbing and cycling.

*Figure 9: Tourists’ Activities*

**Tourists Satisfaction with the Supplies**

The data collected reveals that whilst visiting historical city Oxford generally tourists have high satisfaction with the supplies information centre and signposting, car parking area, quality of urban design and hotel and catering facilities (see Figure 9 below). The data implies that tour operators might attract new tourists through promotional campaign highlighting the services of information centre and signposting, car parking area, quality of urban design and hotel and catering facilities.

*Figure 4.9 : Tourists Satisfaction with the Supplies*

**Tourists Future Visit to Oxford**

The data collected reveals that the larger part of the tourists are interested to visit historic city Oxford again in future (see Figure 10 below). The data implies that historic city tourism is very prospective from the suppliers’ perspective.

*Figure 10: Tourists Future Visit to Oxford*

CONCLUSION

**Introduction**

This study aims to identify and understand the Oxford tourism supply in relation to the Jensen-Verbeke model and how tourists perceive Oxfords tourism supply. The study has accomplished the following objectives: to identify Oxford’s tourism supply; to see how the Jensen-Verbeke model applies to Oxford; and to understand how tourists perceive Oxford’s tourism supply.

**Summary of Results**

Tourists get knowledge about historic city Oxford primarily through Internet and friends, and secondarily through magazine and television. The larger part of the tourists have previously visited historic city Oxford. Tourists are interested to visit historic city Oxford primarily for its history and culture, followed by heritage and facilities. On greater degree tourists have already visited the places St Mary the virgin church, Christ Church Cathedral, Oxford Museum of Natural, modern art Oxford and Pitt rivers museum in historic city Oxford. Tourist in greater majority rates Oxford as superb destination. Generally tourists visiting Oxford find superb services in the forms of tourism information, heritage, culture, vision, accommodation and catering. Generally tourists find superb supplies regarding cultural attraction to visit, social background and accessibility. Generally tourists prefer bus tour, visiting, walking clubbing and cycling whilst visiting historical city Oxford. Whilst visiting historical city Oxford generally tourists have high satisfaction with the supplies information centre and signposting, car parking area, quality of urban design and hotel and catering facilities. The larger part of the tourists are interested to visit historic city Oxford again in future.

**Achieving Objectives**

**To identify Oxford’s tourism supply**

Oxford is a renowned and most central historical city in UK. Oxford is known for its ethnical and cultural diversity, having the third highest minority racial inhabitants in the South East. The city is not merely culturally diverse but as well young at heart. The major tourist places at Oxford are St Mary the virgin church, Christ Church Cathedral, Oxford Museum of Natural, modern art Oxford and Pitt rivers museum. The facilities offered mainly are tourism information, heritage, culture, vision, accommodation and catering. Bus tour, visiting, walking clubbing and cycling are the major services included in the Oxford urban tourism destination.

**To see how the Jensen-Verbeke model applies to Oxford**

Jansen-Verbeke’s (1986) extends model of urban tourism from the suppliers’ perspective, which consists of three basic elements namely primary elements, secondary elements and additional elements. Primary elements consist of cultural facilities, sports facilities, amusement facilities, physical characteristics and socio cultural features. On the other hand secondary elements consist of catering facilities, markets and shopping facilities. Finally additional elements consists of accessibility and parking facilities, information and signposts. For Oxford urban tourism destination, the city offers all the three tourism elements namely primary, secondary and additional. For primary elements (cultural facilities, sports facilities, amusement facilities, physical characteristics and socio cultural features), Oxford offers superb services or supply to the tourists. However, in the context of secondary elements (catering facilities, markets and shopping facilities), tourists satisfaction is not as high as regards the offered services or supplies. When it comes to additional elements (accessibility and parking facilities, information and signposts), Oxford offers superb services or supply to the tourists.

**To understand how tourists perceive Oxford’s tourism supply**

Generally tourists visiting Oxford find superb services in the forms of tourism information, heritage, culture, vision, accommodation and catering. Generally tourists find superb supplies regarding cultural attraction to visit, social background and accessibility. Generally tourists prefer bus tour, visiting, walking clubbing and cycling whilst visiting historical city Oxford. Whilst visiting historical city Oxford generally tourists have high satisfaction with the supplies information centre and signposting, car parking area, quality of urban design and hotel and catering facilities. Highly satisfied with various supplies, e larger part of the tourists are interested to visit historic city Oxford again in future.

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