

OVERVIEW OF TOURISM PLANNING AND DEVELOPMENT



Why is Tourism Industry unique?

1. Tourism is an invisible export industry.
2. Tourists require supporting goods and services.
3. Tourism is a fragmented product.
4. Tourism is a perishable product.
5. Tourism is subject to unpredictable external influences.

Fundamental Truths about Tourism

1. Tourism consumes and creates waste.
2. Tourism has the tendency to overconsume.
3. Tourism competes with other resource users.
4. Tourism is multifaceted.
5. Tourism is private-sector dominated.

Fundamental Truths about Tourism

6. Tourists are consumers not anthropologists.
7. Tourism is a form of entertainment.
8. Tourism imports clients rather than exports products.

WHAT IS PLANNING?

- The process of setting goals, developing strategies, and outlining tasks and schedules to accomplish the goals.

– Investorwords.com



- It is a multidimensional activity and seeks to be integrative. It embraces social, economic, political, and technological factors. It is concerned with the past, present and the future.

General Concepts of Planning

- In its broadest definition, planning is organizing the future to achieve the set objectives.
- Major types of planning:
 - Economic development planning
 - Physical land use planning
 - Infrastructure planning
 - Social facility planning
 - Park and conservation planning
 - Corporate planning
 - Urban and regional planning

Tourism Planning Terms and References

1. **Objective** – what is to be expected, to be achieved in planning for tourism development
2. **Policy** – the approach applied to guide and determine decision-making; expressed in term of a set of statements and relates directly to the development objectives;
3. **Plan** – refers to an orderly arrangement of parts of an overall system that reflects the policy; consists of maps, other graphic representations, and explanatory text including statements on recommendations;

Tourism Planning Terms and References

4. **Strategy** – refers to the means of accomplishing the policy and plan recommendations or the development of action.
5. **Conservation** –refers to the planned management of specific sites and places, natural and cultural resources in general, and not necessarily categorical preservation, which used to mean no change of the site, place, or resource, and sometimes includes restoration to its original condition.

Goals for Development

- Enhanced visitor satisfaction – planning should provide a check on inter-relationships of development; the worth of the planned development is judged by the user/visitor
- Better business and improved economy – strengthens many areas of the economy
- Sustainable resource use – the trend encourages greater energy conservation and recycling of waste
- Community integration - An important goal of tourism planning is to integrate all tourism development into the social and economic life of a community.

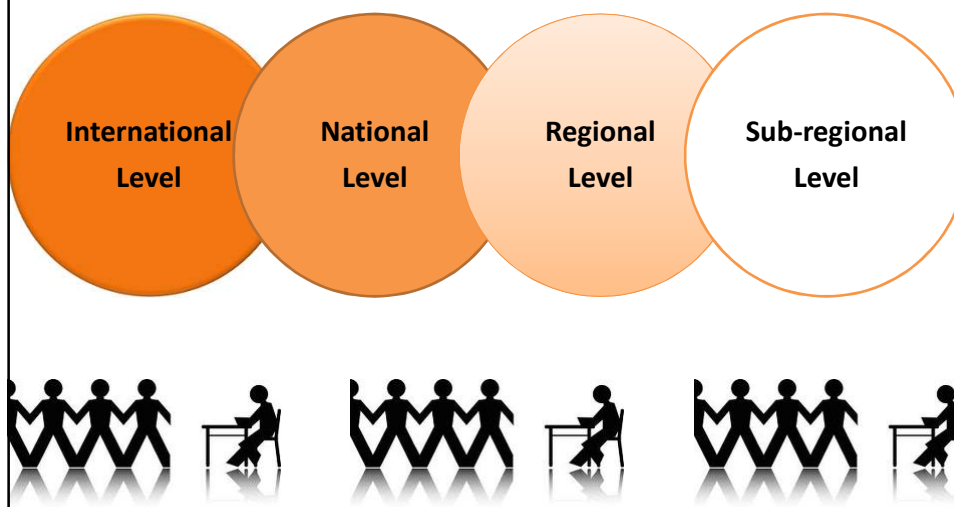
CONTEMPORARY TOURISM TRENDS

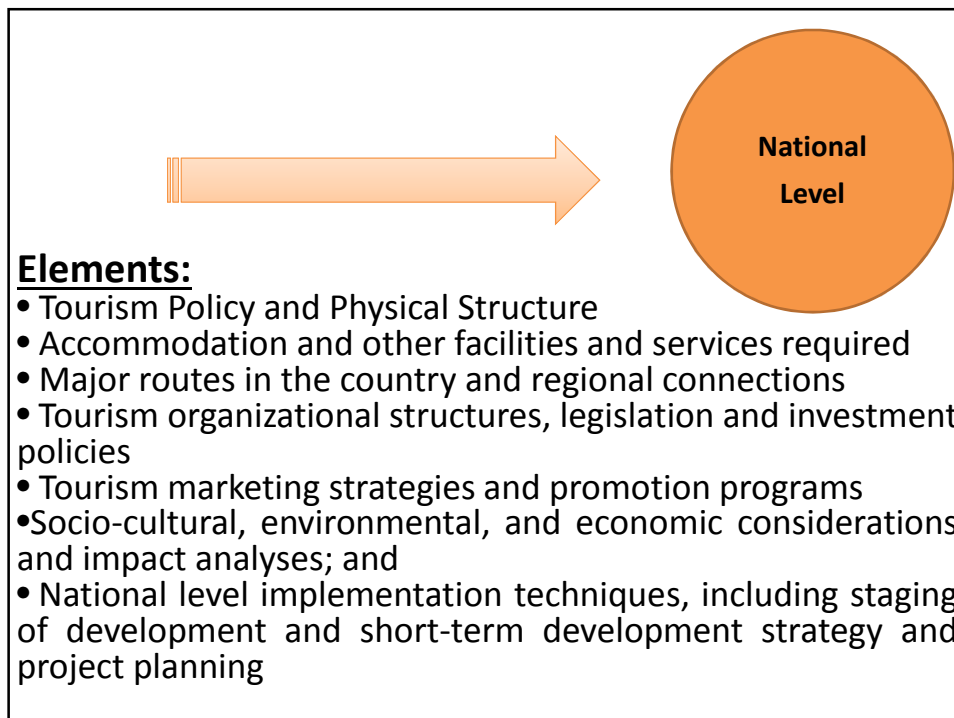
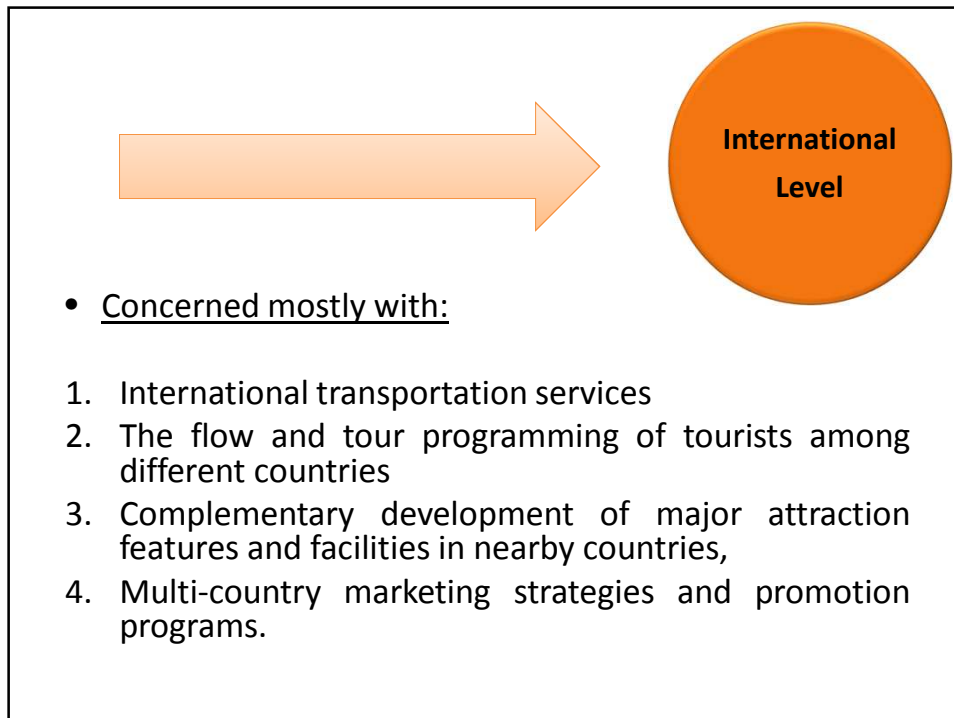
- Travel as part of normal life.
- TGR's are increasing.
- Engaging in recreational and sporting activities.
- Learn and participate in local cultures.
- Seek new destinations.
- Develop special interests.

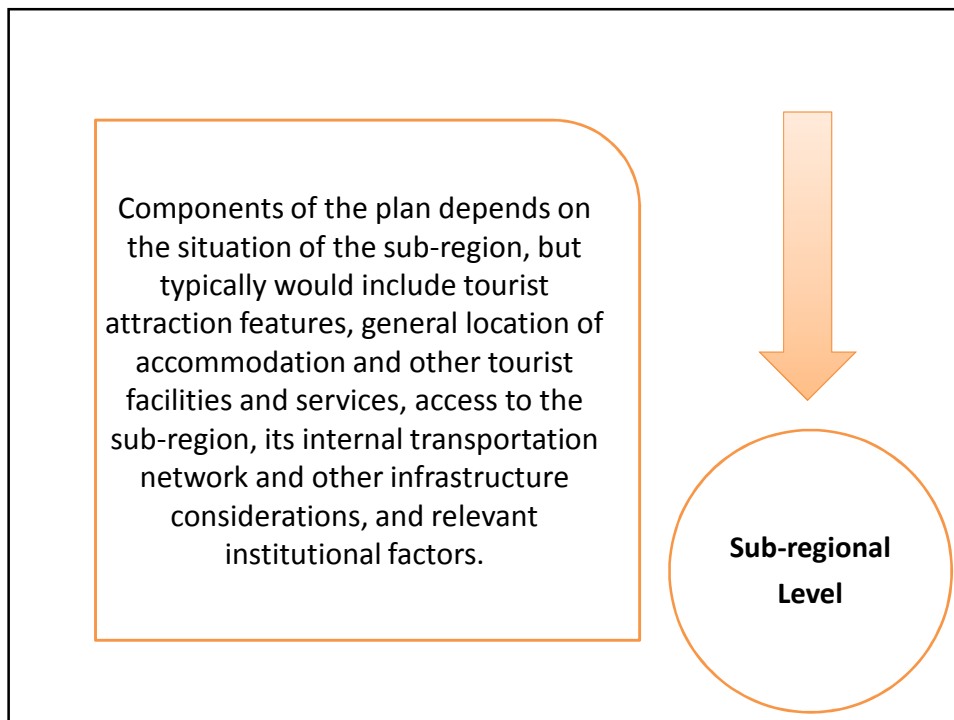
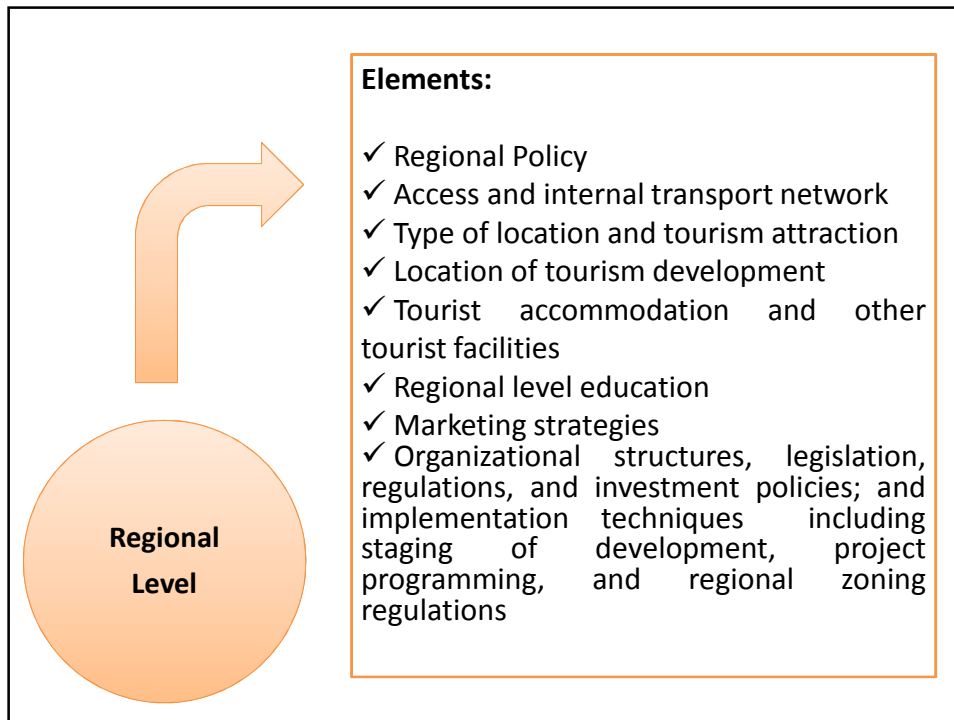
ELEMENTS OF TOURISM PLANNING APPROACH

- Continuous, incremental and flexible approach
- Systems approach
- Comprehensive approach
- Integrated approach
- Environmental and sustainable development approach
- Community approach
- Implementable approach
- Application of system planning process

Levels of Tourism Planning







Other Types of Planning



Development Area Land Use Planning

- Include pre-feasibility and feasibility studies
- Zoning regulations are also required



Facility Site Planning

- Very specific planning for buildings or complexes
- Structure and location are usually shown in maps



Special Studies

- Include diverse topics as EIA, socio-cultural evaluation
- Special planning studies for special forms of tourism

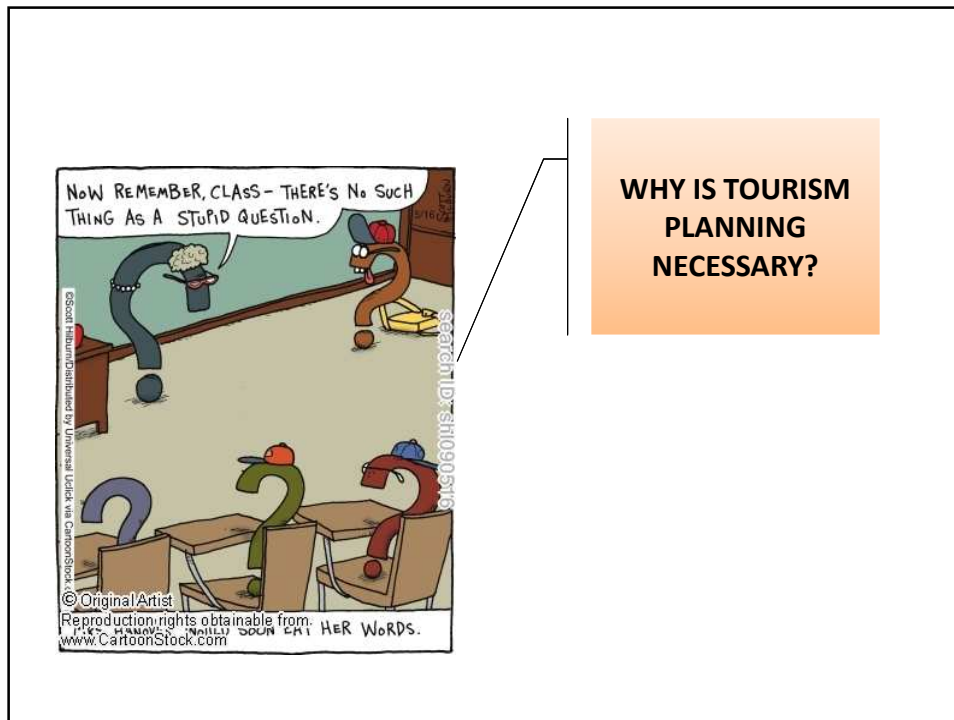
Components of Tourism Development

1. Tourism attractions and activities
2. Accommodation
3. Other tourist facilities and services
4. Transportation facilities and services
5. Other infrastructure
6. Institutional elements

COMPONENTS	ELEMENTS/SAMPLES
• Tourism attractions and facilities	• all natural, cultural and special features of an area which attracts tourists to visit the area
• Accommodation	• hotels and other types of facilities
• Other tourist facilities and services	• eating establishments, outlets for handicrafts and souvenir, tourist information offices, medical facilities, etc.
• Transportation facilities and services	• access into the country or area, internal transport, and facilities related to all modes of transportation
• Other infrastructure	• water supply, power and sewage systems, telecommunications as well as drainage systems
• Institutional elements	• manpower planning and educational programs, training and development, public and private sectors investment policies and control of tourism impacts

SOME SPECIAL CONSIDERATIONS IN PLANNING FOR TOURISM

- Matching tourist products and markets
- Maintaining sustainable development
- Environmental and socio-cultural problems
- Balancing economic, environmental and social objectives
- Maintaining the viability of the tourism sectors
- Limited tourism resources



WHY IS TOURISM PLANNING NECESSARY?

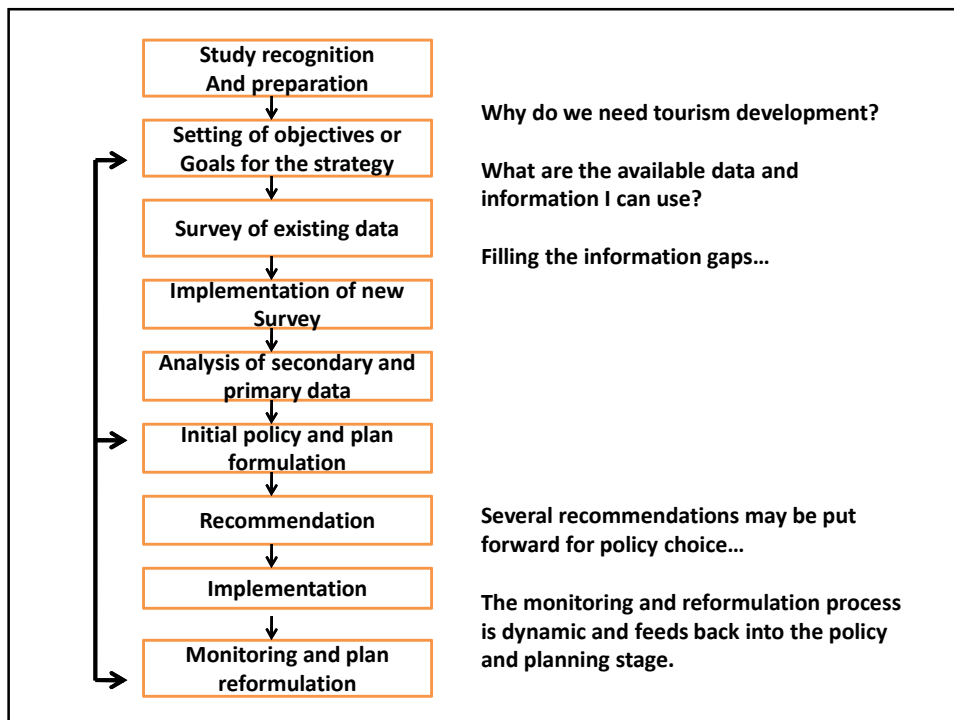
- To determine the optimum level of tourism that can result in the achievement of environmental conservation objectives.
- To ensure that the natural and cultural resources are indefinitely maintained in the process of development.
- There must be careful matching of tourist markets and products through the planning process without compromising socio-cultural and environmental objectives.
- The direct and indirect economic benefits can best be optimized through the careful and integrated planning.

- Tourism can generate various socio-cultural benefits as well as problems.
- Tourism is a multi-sectoral, complicated and fragmented activity such that planning and project development coordination are necessary.
- Planning provides the rational basis for development staging and project programming.
- To upgrade and revitalize existing outmoded or badly developed tourism areas and plan for new tourism areas in the future; and
- To satisfy the manpower skills and capability requirements of tourism development.

Lack of Planning, a consequence...

- Tourism, like other industries, leads to social and environmental consequences
 - “ if developed beyond the capacity of the environment, the resource base and the local population to sustain it, it ceases to be a renewable industry.”
- Many nations regarded tourism as a major economic quick fix; results in
 - overpopulated destination
 - overburdened facilities
 - overbuilding of hotels
 - polluted beaches
 - cultural conflict
 - dissatisfied tourists

Tourism Planning Process



STEP 1: Study recognition and preparation.

- ✓ Recognition by authorities (public / private / community) that tourism is a desirable development option, together with some awareness of the contrasts within which it must develop.

STEP 2: Setting of objectives or goals for the strategy.

- ✓ Have a clear understanding of the objectives that are to be achieved by the development of tourism.

Some major objectives, commonly found in tourism development plans:

- To develop a tourism sector.
- To encourage the use of tourism for both culture and economic exchange.
- To distribute the economic benefits of tourism.
- To appeal to broad cross-section of international and domestic tourism through policies and programs of site.

Some major objectives, commonly found in tourism development plans:

- To preserve culture and natural resources as part of tourism.
- To maximize foreign exchange earnings to ensure a sound balance of payments.
- To attract high-spending 'up market' tourism.
- To increase employment opportunities.

STEP 3: Survey of Existing Data

- ✓ Before setting out on the data collection stage, it is vital to undertake an existing data search.

STEP 4: Implementation of New Surveys

- ✓ The data requirement for development planning are quite comprehensive and include:
 - Tourism characteristics/travel patterns.
 - Tourism attractions.
 - Accommodation facilities.
 - Other tourism facilities.
 - Land availability and use.
 - Economic structure.
 - Education and training needs and provisions.
 - Environmental indicators.

- Socio-cultural characteristics.
- Investment and available capital.
- Public and private sector organizations
- Relevant legislation and regulation.

Step 5: Analyses

- ✓ **Asset evaluation** – examining existing and potential stock assets.
- ✓ **Market Analysis**
 - (Which market segments should be pursued?);
 - (What kinds of tourism products and services should be provided?);
 - (What kinds of promotion should be used?);
 - (What prices should be charged for which products and services?)

- ✓ **Development Planning** – phasing of development plan in order to ensure successful implementation.

✓ **Impact Analyses**

- Economic impacts
- Environmental impacts
- Socio-cultural impacts
- Impacts on local government
- Impacts on business and industry
- Impacts on residents

Step 6: Policy and Plan Formulation

- ✓ The results from the analyses of the survey data are unlike to yield a unique solution and instead will tend to suggest a number of possibilities for development strategies.

Step 7: Recommendation

- ✓ The preferred plan that has been selected on the basis of the analysis, having now been completed in detail, is submitted to the authorities by the planning team.

Step 8: Implementation of the plan

- ✓ The methods of implementing the development plan will be considered throughout most stages of its construction.

Step 9: Monitoring and reformulation

- ✓ Once the development plan has been implemented it must be closely monitored in order to detect any deviations that may occur from the projected path of development.

Tourism Development Planning: When it goes WRONG?

- Disaster Management
- Design Stage Plan Failure
- Implementation Stage Plan Failure

Circumstances the destination may find some or all of the following:

- Ecological imbalance
- Outbreak of disease
- Congestion and economic inefficiencies
- Deterioration of natural and artificial environment
- Resentment toward tourism
- Increase in criminal activities
- Destruction on host community

Ecological imbalance can be tackled by:

- Appropriate visitor flow management
- Fencing-off areas subjects to overuse
- Providing alternatives routes and facilities for tourism
- Dispersing tourism over wider scope
- Educating tourists and hosts to limit socio-cultural damage.
- Encouraging more positive local involvement in tourism activities.