

TOURISM PLANNING

The Need for Tourism Planning

- ▶ In tourism, success is neither guaranteed nor permanent.
- ▶ Many areas have experienced tourism cycles which start with few rich visitors, proceed through a series of expansion programs, attain saturation, then go into decline.
 - ▶ *If an eventual decline is to be avoided, responsible planning and management are essential.*

TOURISM PLANNING

- ▶ D.Getz (1987) defines tourism planning as” a process, based on research and evaluation, which seeks to optimize the potential contribution of tourism to human welfare and environmental quality”.
- ▶ According to Faludi (1973) “Planning is a very important part of the process by which tourism is managed by governments at the national, local and organizational levels”.

The importance of planning in tourism is explained below:-

- ▶ a well developed tourism plan can provide guidelines for the successful development of tourism.
- ▶ tourism plan can provide the guidelines to ensure proper integration of these different sectors.
- ▶ Tourism planning helps to mitigate the negative impacts or costs of tourism like pollutions, cultural degradation, social problems etc.
- ▶ Tourism planning is very important for conserving the tourism resources both natural and cultural.

The importance of planning in tourism is explained below:-

- ▶ Tourism planning is inevitable for ensuring sustainable development at the destinations.
- ▶ Tourism planning also helps in development of new tourism products and also helps to diversify the existing products. This will help to reap maximum benefits from tourism in a sustainable way.
- ▶ The promotion and marketing of tourism products can be effectively done using tourism planning.
- ▶ Thus planning provides a rational basis for tourism development and these are important for both public and private sectors, who are involved in tourism industry

Approaches to tourism planning

1. Planning tourism as an integrated System

This is an important concept in tourism planning where the tourism industry is viewed as an **inter-related system of demand and supply factors**.

- ▶ The demand factors are international and domestic tourist markets and the local resident community who use the tourist facilities and services.
- ▶ The supply side factors consist of the tourist attractions and activities (include natural and manmade attractions like waterfalls, forests, beaches, monuments, zoos, etc.),

Approaches to tourism planning

▶ 2. Planning for Sustainable Development

- ▶ The sustainable development approach to tourism implies that the natural, cultural and other resources of tourism are conserved for continuous use in the future, while still bringing benefits to the present society. This concept has received momentum internationally since the early 1980's.
- ▶ This approach to tourism development is extremely important because the tourism development depends on the natural resources at the destination.
- ▶ The important techniques used for sustainable tourism development include the following.
- ▶ **Environmental planning**
- ▶ **Community based tourism**
- ▶ **Quality tourism (GOOD VALUE FOR MONEY)**

Levels of Planning

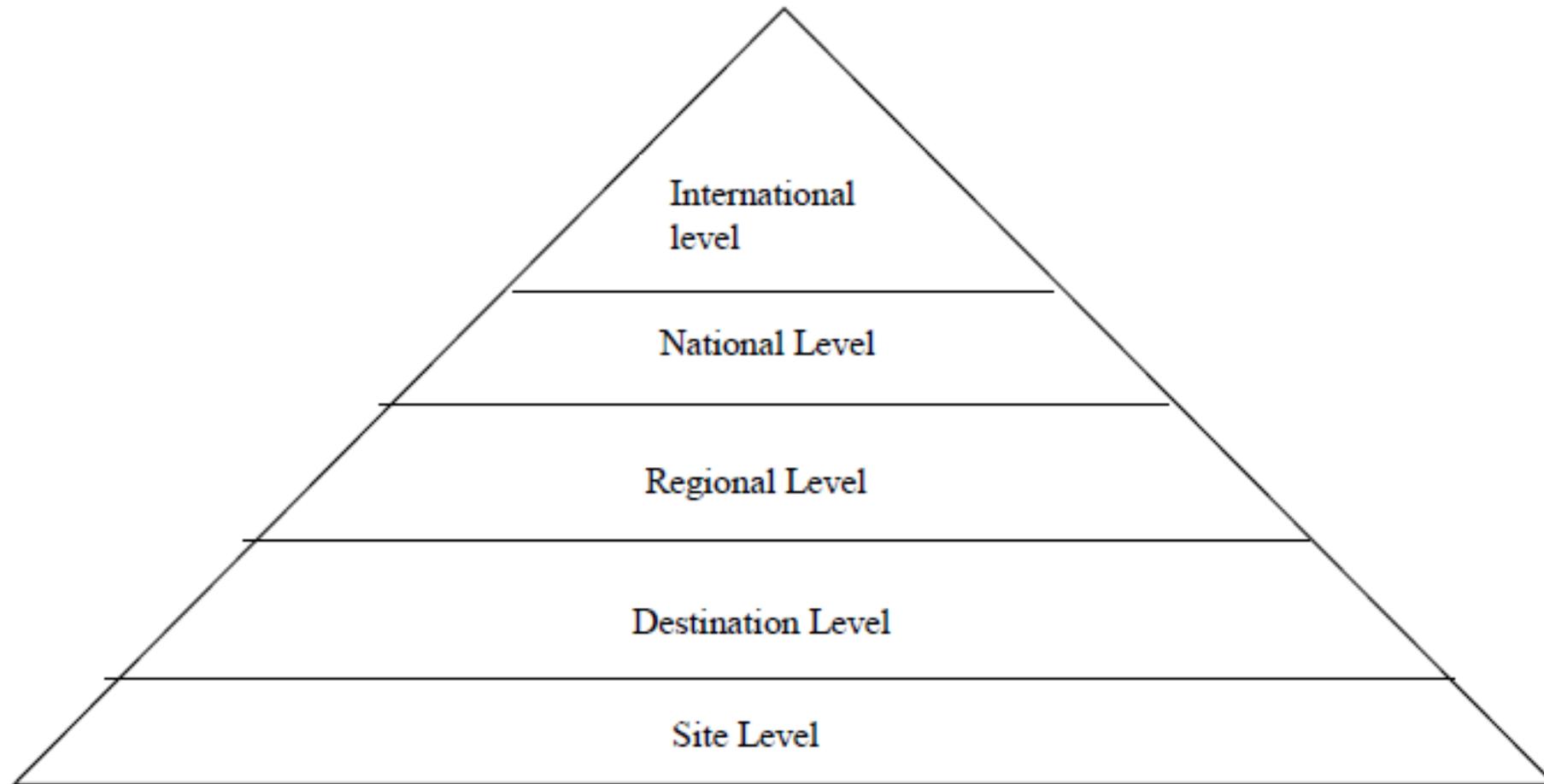


Fig: 4.1 Different level of tourism planning

a). International Level

- ▶ The international level planning is done through the different international organizations like United Nations World Tourism Organization (UNWTO), The International Air Transport Association (IATA), the Pacific Asia Travel Association (PATA) etc.
- ▶). The scope of international level of planning is limited because it needs the cooperation among different countries. This level of tourism planning is mainly concentrating on the matters like:-
- ▶ International transportation services
- ▶ The flow of tourists among different countries
- ▶ Multi country marketing strategies and promotion programmes

b). National Level

- ▶ This is what take place within the country and is done by the government. Ideally national level planning should be done by the concerned government by involving private sectors and public sector; and also considering the opinion of the public.
- ▶ This level of planning is focused on matters like:-
- ▶ Defining tourism objectives
- ▶ Framing of tourism policy
- ▶ Developing a physical structure plan including identification of major tourist's attractions, designing tourism development regions, arrangement of transportation facilities (both domestic and international) and services.

b). National Level

- ▶ Establishing service standards for various components of tourism industry.
- ▶ Establishing tourism information systems
- ▶ The major tourism routes in the country and their regional connections
- ▶ Tourism marketing(marketing research, strategies and promotional programmes)
- ▶ Human resource development, education and training programmes
- ▶ Research to understand the tourism impacts
- ▶ Socio-cultural, environmental and economic consideration and impact analysis
- ▶ National level implementation of techniques, including long term and short term development strategies and programming

c). Regional Level

- ▶ This level of planning is for a region of a country. This region can be a state, a province or a tourist circuit. This regional level planning are usually formulated in accordance with the national level tourism policy and plans. **Regional level planning is more specific** than national level .
- ▶ Regional level planning mainly concentrates on the elements like:-
 - ▶ Arranging regional level transportation facilities and services
 - ▶ Formulating of regional policy
 - ▶ Identification of major tourist's attractions at regional level and development tourism development areas.

c). Regional Level

- ▶ Development of accommodation facilities and services at regional level.
- ▶ Regional level socio-cultural, environmental and economic consideration and impact analysis
- ▶ Regional level education and training programmes
- ▶ Tourism marketing strategies and promotional programmes.
- ▶ Organizational structures , legislations, taxation, regulations and investment policies
- ▶ Implementation of techniques including project programming and regional regulations

d). Destination Level

- ▶ In some regions sub regional level or local level planning is required. **This is more specific than regional level and it is also called as zonal level planning.** For planning purpose a destination zone is defined as a geographic area containing critical mass of development that satisfies traveler objectives.
- ▶ The success of this level of planning depends on the active involvement of the local bodies. The main focus of this level of planning are
- ▶ Identification and development of major tourist's attractions
- ▶ Arrangement of internal transportation network
- ▶ Other infrastructural and institutional factors

e). Site Level

- ▶ This is the most popular level planning and is termed as individual property development.
- ▶ All business sectors, non-profit organizations and government agencies have increasingly employed professionals to plan a wide range of facilities, services and attractions by using site level plans.
- ▶ The demand for resorts and other specific attractions has generated the need for new forms of cooperation and guidelines between the decision makers and the planners at the site level for tourism development.

Types of planning

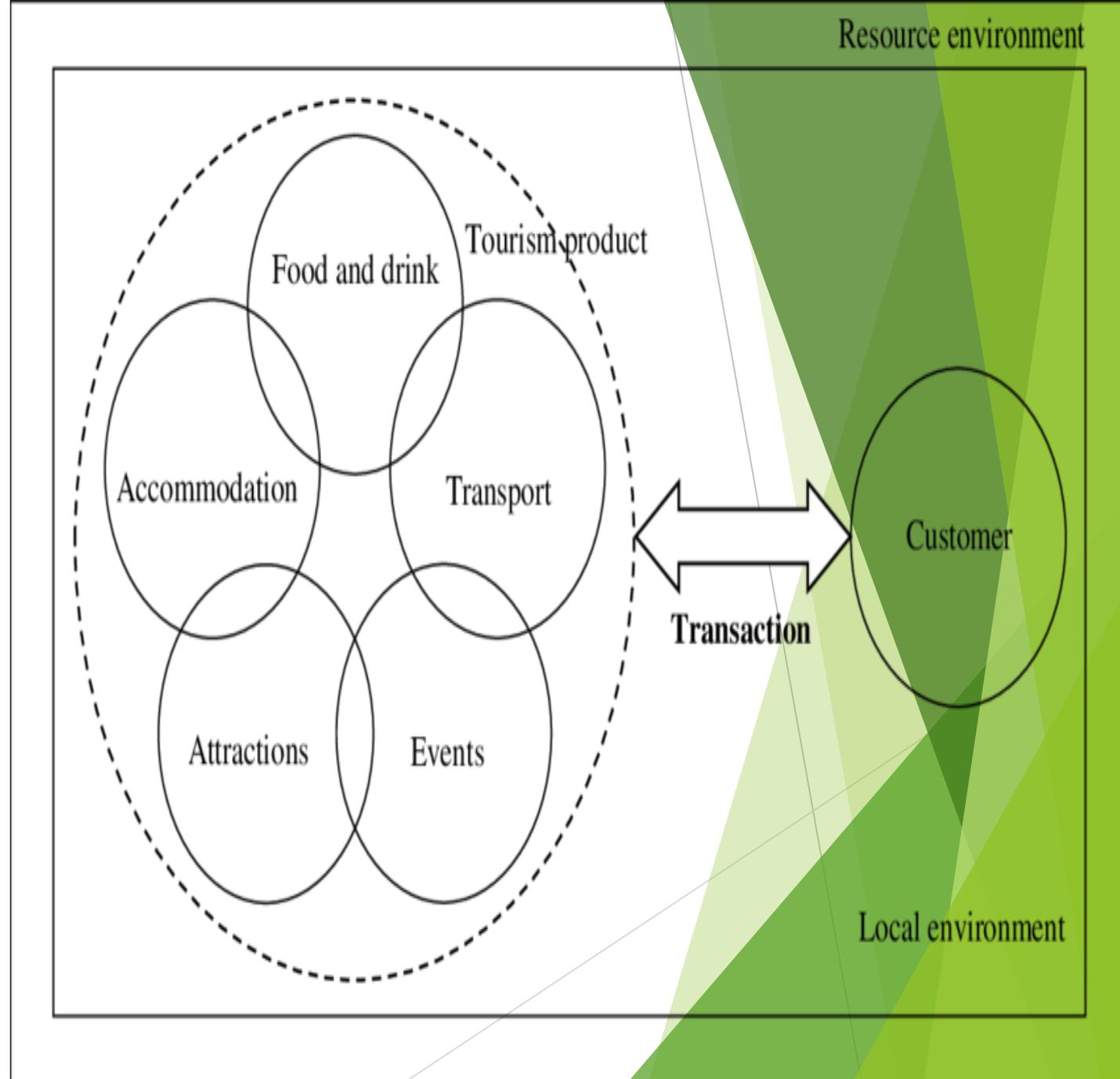
Dimensions	Types of planning
Coverage of activities	Corporate and functional planning
Importance of contents	Strategic and tactical/operational planning
Time period involved	Long term and short term planning
Approach adopted	Proactive planning and reactive planning

- 
- ▶ **Spatial Tourism Planning**
 - ▶ Here the space as well as the environment of the tourist destination is analyzed for creating unique tourism products. Example the activities planned at national parks like Corbett National Park.

▶ Sectorial Tourism Planning

- ▶ In this type of planning, the region to be developed is divided into different sections called sectors and then the socio-cultural, economic and environmental needs were assessed. Accordingly tourism resources were allocated. The resources of each sectors were preserved and protected. Then the tourism development objectives were achieved by the coordinated work of each sectors in the region.

- ▶ **Integrated Tourism planning**
- ▶ In this type of planning the different sectors or parts of the tourism industry work together as an integrated system to realize the objectives of the industry. Thus this type of plans helps in promotion of the whole region as a major tourist spot.



▶ **Complex Tourism planning**

- ▶ When the tourism planning involves the inclusion of several regions, it is called complex Tourism planning. These regions may be located far away from one another, but in order to develop international tourism these regions have to be developed in a comprehensive way. For example The Char Dham Yatra include Dwaraka, Badrinath, Puri and Rameswaram. These four places are located in four different regions of India. The complex tourism planning is the best way to develop these kinds of destinations.

▶ Centralized Tourism planning

- ▶ This is done by a single authority, usually central or state government. The main decisions of tourism development like framing of tourism policy, establishing service standards etc., are usually done by the central or state government. However, now the centralized planning seems to be ineffective and the government is promoting decentralization by way of privatization.

The Planning Process

- ▶ 1). Objective setting
- ▶ 2). Selection and classification of tourism spots
- ▶ 3). Carrying capacity management
- ▶ 4). Development of Basic Amenities
- ▶ 5). Evaluation of Tourism Project
- ▶ 6). Development and implementation of tourism master plan

The Planning Process

- ▶ 1).Define tourism system
- ▶ 2).Objective setting
- ▶ 3).Data Gathering
- ▶ 4).Analysis and generation of Alternatives
- ▶ 5).Evaluation of Alternatives
- ▶ 6).Feasibility Analysis
- ▶ 7).Impact Assessment
 - ▶ Impacts on Local Government
 - ▶ Impacts on the Business
 - ▶ Impact on residence
- ▶ 8).Selection of the best plan
- ▶ 9).Implementation of plan
- ▶ 10). Monitoring and evaluation.