TOURISM PLANNING

7th - 9th unit
REGIONAL DEVELOPMENT HIERARCHY

- Since planning involves prediction of consequences of the manipulation of a number of development factors, it is necessary to identify these factors.

- Regional development of tourism generally must have an increase in the volume of participation. More people must go to a region and spend money on tourism activities in order to generate new jobs, new incomes and new tax revenues.
REGIONAL PLANNING CONCEPTS

Tourism Development Dependence Hierarchy

Regional plans and planning for tourism take on many forms. Some are directed heavily toward promotional plans. Often these, are improperly labeled marketing plans because they focus mostly on how more travel can be sold.

Some nations develop marketing plans that include both improved supply side development as well as how to merchandise it.
Supply side planning can range from policies and guidelines to specific action strategies for physical and program development.

For this, today's planning suggests there is value in a nation or region performing two types in concert:

- a supply side plan, updated regularly (perhaps every five years), and
- continuous planning action
SUPPLY SIDE PLAN

Process for developing a regional tourism plan has five key steps:

Step 1. Setting Objectives.
Step 2. Research.
Step 4. Concepts
Step 5. Recommendations.
Step 1. Setting Objectives.

The key objectives of a regional plan would be to provide planning action on the following topics:

- Solutions to constraints and issues
- Identification of destination zones with greatest potentials
- Action objectives and strategies.
SUPPLY SIDE PLAN

Step 2. Research.

- Using secondary data (existing reports, maps, literature
- Public workshops

Two sets of factors need to be studied:
- Physical factors
- Program factors

Instead of going directly into the stage of recommendations, it is wise to evaluate what the research step has revealed.

Step 4. *Concepts*

The first three steps are not determinants—they suggest and stimulate propositions. It is at this step that local citizens, public and private developers, and professionals review the findings and conclusions. The final recommendations depend on how well all parties can visualize change in order to produce desired results.
Step 5. Recommendations.

At the regional scale all recommendations must be generalized. The focus is on planning toward making the tourism system functioned more smoothly and more productively.

Recommendation on 4 aspects of tourism development:
- Physical development
- Program development
- Policies
- Priority
CONTINUOUS PLANNING ACTION

Product's Analysis Sequence for Outdoor Leisure Planning (PASOLP) (Lawson and Baud-Bovy, 1977.)

**Four-phase planning process:**
1. Scientific investigation and analysis
2. Identification of development objectives
3. Creation of physical plan
4. Impacts

Although this concept was put forward several years ago, its basic elements are often found in other tourism planning approaches in more recent years.
This model adds the dimensions of competitiveness and sustainability to the basic planning process. It is another case that demonstrates the great complexity of the planning and development of tourism.

Based on reviews of many national approaches to tourism planning at the national level, the World Tourism Organization proposed a generic planning process that includes several major phases:

- **Study preparation**
- **Determine Goals and Objectives**
- **Make Surveys**
- **Analysis and Synthesis**
- **Policy and Plan Formulation**
Basic characteristics of today’s tourism planning concepts and processes are:

- **Regional tourism planning concepts reveal much similarity.**
- **Planning concepts now include more environmental concerns.**
- **Regional tourism plans must have a clear and acceptable vision.**
- **Implementing agents and their responsibilities need early declaration.**
- **Planning often requires new public-private cooperation and collaboration.**
- **Destination zone identification requires local follow up.**
DESTINATION PLANNING CONCEPTS

Planning concepts and processes are applying at three geographical scales:

- region (nation, state, province)
- destination (community and surrounding area)
- site (land for development).

All plans and recommendations at all levels require integration, usually demanding new cooperation and collaboration.
FOR ALL TOURISM THE GREATEST GEOGRAPHICAL IMPERATIVE IS **PLACE**.

Different aspects of place:

- **Temporal** aspect of place are critical to tourism planning (visitor impressions and experiences vary greatly with the time the place is visited)
- **Age** (ancient or new)
- **Spatial distribution** of places around the earth has deep meaning for tourism and its planning.
- **Name** (place names call up fantasy and imagery).
- In spite of today’s great mobility and migration of peoples, certain landscapes retain **people-place qualities**.
- Places can be described by technical and scientific facts (eg. Madrid occupies 500 km2).
DESTINATION PLANNING ISSUES

- Because the community (or several) is the focal point for tourism destinations, it appears that there are many constrains for community action toward tourism development.

- Blank (1989) outlines several silent limitations:
  - Lack of comparative advantage (location, quality of potential)
  - Carrying capacity limitations
  - Lack of community’s acceptance of change – preference for status quo
  - Power structure’s preference for other development
  - Myopic view of tourism
  - Fear of tourism – erosive characteristics
  - Environmentalist resistance to any development
  - Narrow and inflexible policies on public lands.
Working with destination planning, researchers have observed some important constrains at the local level. Frank and Go et al. (1992) have noted the following resistances:

- *Tourism involves such a diversity of actors that clear mandates for development are lacking*
- *Lack of local guidance and will*
- *Mandates are unclear or in conflict*
- *Local jurisdictions seek a quick fix and fail to provide financial and human resources to do the job.*
- *Lack of monitoring system to measure success.*
Literature: