Tourism Planning

What is Planning?

In its broad definition, planning is organising the future to achieve certain objectieves.

Basic Planning Process

The basic planning process that applies to the preparation of any type of plan can be represented in various ways,but the conceptual approach is the same. The basic planning process follows successieve steps that are expressed as follows.

1. Study preparation- Decision to proceed with the study, writing of the study project terms of reference, and organisation of the project
2. Determination of development goals and objectieves - the goals and objectieves of development are first decided in a preliminary manner subject to modifications resulting from feedback during the plan formulation and impact evaluation stage.
3. Surveys – surveys and inventory of the existing situation and characteristics of the development area.
4. Analysis andsynthesis – analysis of the survey information and synthesis of the analysis, which provides much of the basis for the plan formulation and recommendations.
5. Plan formulation – formulation of the development policy and physical plan, typically based on preparation and evaluation of alternatieve policies and plans.
6. Recommendations – formulation of the recommentadions on plan-related project elements
7. Implementation – implemendation of the paln and related recommendations , utilising various techniques that have been identified in the plan.
8. Monitoring – continous monitoring and feedback on the plan’s recommnedations and implmentation with any necessary adjustments made.

Tourism Planning Approach

* Continous, incremental and flexible approach – although still based on an adopted policy and plan, tourism planning is seen as a continous process with adjustments made as needed based on monitoring and feedback, but within the framework of maintaining the basic oblectieves and policeis of tourism development.
* Systems approach – toursim is viewed as an interelated system and should be planned as such, utilising systems analysis techniques
* Comprehensieve approach – related to the systems approach, all aspects of tourism development including its institutional elements and environmental and socio economic implications are analyzed and planned comprehensively,
* Integrated approach – related to the systems and comprehensieve approachs, tourism is planned and developed as an integrated system within itself and also is integrated into the overall plan and total development patterns of the area.
* Environmental and sustainable developmet approach- tourism is planned, developed and managed in such a manner that its natural and cultural resources are not depleted or degraded, but maitained as viable resoursecs on a permanent basis for continous future use. Carrying capacity analysis is an important technique used in the environmental and sustainable development approach.
* Community approach – there is maximum involvement of the local community in the planning and decision-making process of tourism and , to the extent feasible and desirable, there is maximum community particpation in the actual developmet and managemet of tourism and its socioeconomic benefits.
* Implementable approach – the tourism developmet policy, plan and recommendations are formulated to be realistic and implemntable, and the techniques of the implentation are considered throughout the policy and plan formulation with the implemetation techniques, including a development and action program or strategy, specifically identified and adopted.
* Application of a systematic planning process- the systematic planning process is applied in tourism planning based on a logical sequance activites, it must also be remembered that planning is both an art and a science, and a sense of imagination and creativity must be applied in tourism planning at all levels. Such crativity need nor abrogate nor be contrary to the systamatic approach and can in fact complement it to produce more successful tourism development.

In many cases, the approach of balancing economic, environmental, and social objectieves within the framework of maintaining sustainable development is the most appropriate one, but it depends very much on the oeverall national, regional and community objectieves.

Tourism Planning Terminology and References

There is sometimes confusion about the terminology used in tourism planning, and it is important to define terms used in any palnning reference.

Objectieve; refers to what is expected to be achieved from the planning of tourism development, e,g Karpaz peninsula far east of cyprus, increase urban toursim

Policy; refers to the development approach applied to guide and determine decision-making

Give incentives to the people at that reagion

Plan; refers to an orderly arrangement of parts of an overall system that reflects the policy, 3-5 years, attract olderly people, who like natural life

Strategy; refers to the means of accomlishing the policy and plan recommendations., magazines, tour operators

Tourism and the Environment

The close relationship between tourism and the environment and the importance of environmental palning anf sustainable tourism development palnning are becoming increasingly recognised.

The Manila Decleration of the World Tourism Organisation, the most comprehensieve international statement adopted on the goals of modern tourism, emphasizes the importance of both natural and cultural resources in tourism and the nedd for conservation of these resources for the benefit of both tourism and residents of the tourism area.

The protection, enhancement and improvement of the various components of man’s environemt are among the fundemental conditions for the harmonnious development of tourism. Similrly, rational management of tourism may contribute to a large extent to protecting and developing the phyisacal environment and the cultural heritage,as well as imporving the quality of life.

Levels and Types of Tourism Planning

International Level

This level of planning is concerned mostly with international transportsation services, the flow and tour programming of tourists among different countries. Some limited tı-ourism planning, marketing and cooperative activities generally take place at the international level through organisations such as:

WTO: World Tourism Organisation

ICAO: International Civil Aviation Organisation

IATA: International Air Transport Association

PATA: Pacific Asia Travel Association

OECD: Organisation for Economic Cooperation and Development

National Planning

The national level of tourism planning is focused on several element:

* Tourism policy
* A physical structure plan including identification of major touris attractions, designation of tourism development regions, international access points and the internal transportation network of facilities and services
* Other major infrastructure considerations
* The general amount, types and quality level of accommodations and other tourist facilities and services required
* The major tour routes in the country and their regional connections
* Tourism organisational structures, legislation and investment policies
* Overall tourism marketing strategies and promotion programs
* Education and training programs
* Facility development and design standards
* Socio cultural, environmental, and economic considerations and impact analyses
* National level implementations techniques, including stagigng of development and short-term development strategy and project programming

Regional Planning

The regional level of tourism planning is for one region of a country, regional planning focuses on the elements of:

* Regional policy
* Regional access and the internal transportation network of faciliites and services
* Type and location of tourist attractions
* Location of tourism development areas including resorts area
* Amount, type and location of tourist accommodation and other tourist facilitites and services
* Regional level environmetal, sociocultural, and economic considerations and impact analyses
* Regional level education and training programs
* Marketing strategies and promotion programs
* Organisational structures, legislation, regulations and investment policies
* Implementation techniques including staging( sahneleme) of developmetnt, project programming, and regional zoning(imar) regulations

Subregional Planning

In some countries or regions, there is need for subregional planning, which is more specific than the regional level, but not as detailed as development area or resort land use planning.

Development Area Land Use Planning

Tourism development areas designated for intergrated tourist resorts, resort towns, urban tourism and tourist attractions require land use plans. This more detailed level of planning indicates the specific areas for hotels and other types of accommodation, retail shops and other tourist facilities, recreation, parks and converation areas. Etc

Facility Site Planning

Site planning is very specific planning for individual buildings or complexes of buildings such as hotels, commercial centres and visitor facilities.

Facility design

Architectural, landscaping, and infrastructure designs and engineering specificatios must be prepared for resorts, hotels, restaurants, attractions features such as visitor facilities at national parks, archaeological and historic sites, information and cultural centers and other tourist facilities.

The Planning Process and General Surveys

The National and Regional Tourism Planning Process

Figure 3.1 indicates application of the basic planning process.

Study Preparation

A decision has been made by the government, in consultation with the private sector and general public through its institutional process, to develop tourism, or expand or improve its present development, in a planned manner. If there is any doubt about the relative economic, environmental, and social costs and benefits of developing or expanding tourism, then a prefeasibility assesment should be carried out to make certain that there is potential for developing tourism and that its benefits will outweight its likely costs in the foreseeable future. If this assessment is positeve, then the terms of reference for the planning study are prepared, based in part on the prefeasibility assessment.

Long-range national and regional tourism plans involving policy considerations are usually prepared for a 15 to 20 year period although, in some cases, a 10 year period may be considered more relevant, especially in newly developing tourism areas where future conditions are less predictable.

Even through time periods are established for convenience of programming, they should be flexible based on changing circumstances.

Determination of Objectieves

Goals and objectieves indicate the desired results of developing tourism, usually of various types of socioeconomic benefits, and the special considerations that must be made, such as minimisining environmental and sociocultural impacts. Objectieves should be carefully determined in the close consultation with the government and steering comittee. Objectieves should be decided at the commencement of the study because they will influence the types of surveys and analyses and formulation of the policy, plan and recommendations. However, at this point , they are stated in a tentative fashion because the results of the analyses and plan formulation may indicate that some objectieves are in conflict with one another or that certain objectieves cannot realistically be achieved. For example, if one objectieve states that the economic benefits of tourism should be maximized and another objectieve stipulates that environmental and sociocultural impacts should be minimized, it may not be possible to prepare a policy and plan that simultaneously achieves both these objectieves, or an objectieve of a rapid increase in tourist arrivals may not be possible to achieve becaose of market or facility constraints.

Feedback has crucial importance at all level of planning, ıf it is found that some objectieves are incompatiable, alternatieve plans to reach the different objectieves can be prepared and presented to the policy makers before a decision is made on which plan and related objectieves to finalise. If some objectieves are unrealistic to achieve, then they will need to be modified or the intention to develop tourism reassessed.

Surveys

The survey stage of the planning process involves collecting data, both quantitative and qualitative, on the relevant aspects of the tourism considerations as listed on the planning process chart. This survey activity needs to be carefully organised to be efficiently conducted and will include field surveys of tourist attractions, facilities and services, and transportation and other infrastructure; discussions with the relevant government officials, private sector representatieves, and community spokesman; review of existing documents, maps and data, and any other means to obtain the information required.

There is no substitute for making actual field inspections of tourist attractions, facilities, services and infrastructure to make certain that accurate information is obtained and realistic evaluation are made. It is useful, although not always feasible, for the study team to travel together during the field survey so they can exchange ideas and become aware of the relationships of the various survey information to their respectieve disiplines. Because of the close relationship between the tourist products and markets, it is important for the market analyst to field inspect the tourist attractions, facilities and services.

In addition to fiels surveys and document research, special surveays may need to be conducted, for example, of tourists to determine their characteristics, expenditure patterns, tour activities, attitiudes and satisfaction levels of the local tourism products. As part of the market survey, it may be necessary to interview tour operators and airlines in the overseas market countries to obtain their and theri clients’ perceptions of, and experience with, the tourism area.

Depending on the size and type of planning area, a considerable amount of time and several team members, plus good logistical support, may need to be programmed for conducting the surveys, especially to visit places that are not easily accessible.

Analysis and Synthesis

Both quantitieve and qualitative analysis and synthesis of the survey information must be carefully done. The intagrated analysis of physical, social and economic factors will include, for example, establishing general visitor carrying capacities to help determine the overall optimum level of tourism development in the country or region.

An important type of synthesis is the identification of the major opportumties and problems or constaints for developing tourism in the area.

Policy and Plan Formulation

The best approach to formulation is to first prepare and evaluate alternatieve policies and outline plans (scenarios). There is seldom a single ideal plan for any area that achieves all the desired objectieves but, rather, the optimum plan that achieves most of the objectieves without generating serious problems evolves through evaluation of alternatieve policies and plans. After this evaluation, the policy and plan that best meet the objectieves, optimize econımic benefits, reinforce positieve and minimizing negatieve environmental and sociocultural impacts are selected for finalisation

Tourist Attractions and Activities

Types of Tourist Attractions and Activities

In order to survey and evaluate tourist attractions, it is important to understand the types of tourist attractions and activities that should be considered in planning tourism and how these can be categorised for analysis purposes.

If we categorise types of touris attractions, we face with below categorises:

* Natural attractions that are based on features of the natural environment
* Cultural attractions that are based on man’s activities
* Special types of attractions that are based on artificially created

These three major categories can then be divided into more specific sub categorieses.

Natural Attractions

Major categories of natural attractions include the types described in the folloing sections

Climate

A warm, suuny, dry climate is typically desirable by most tourists, especially those from cold winter areas, and particullarly when associated with other attractions such as beach, marine and mountain areas that provide opportunities for recreation activities. Ceratin kinds of health resorts are also often located in warm, suuny and dry climate areas. But some types of popular tourist activities such as snoow skiing require cols weather and snow but preferably clear skies.

Scenic Beauty

The overall natural scenic beauty of an area may be a major motivations to visit there, especially , if conservation major have been applied to maintain the cleanliness and natural character of the environment. Attractieve and interesting agricultural lanscapes such as the rolling green field of Britain and the terraced rice field of Southeast Asia can also be consiedered as places of scenic beauty.

Associated with areas of scenic beauty activities such as pleasure driving with stops at scenic view points, hiking, picnicing, camping and wild life viewing. Remote scenic areas may offer opportunities for adventure-oriented tourists engaging in such activities as river rafting, rock climbing adn long distance trekking.

Beaches and Marine Areas

Beaches and associated marine areas for sunbathing, swimming, boating,, wind and board surfing, water skiing, parasailing, scuba diving, sport fishing and other water recreating activities are major attractions in many places in the world.

Flora and Fauna

Unusual and interesting flora and fauna can be very important attractions, especially when combined with scenic landscapes. aAnimal and plant life conservations is a major issue in many parts of the world because of various problems, especially reduction of wildlife habitat by encroachment of agricultural and urban uses and poaching of protected animals.

Zoos, aquariums and botanic gardens are specialized flora and fauna features and if well developed and maintained, can be major international attractions.

Special Environmetal Features

Specail environemtal features such as high moutnatins, unusual geologiacal formations, caves, hot springs, and mild forms of volcanic activity are important attractions for both general sight-seeing and special interest tourist.

Park and Conservations Areas

Any existing designated major parks or other types of conservation areas should, of course, be incluede in the survey and evaluation of tourist attractions. The International Union for Conservation of Natura and Natural Resources (IUCN) has specified categories and criteria for establishment of parks and conservation area.

Health Tourism

The evaluation of any existing mineral waters for possible development as spas must take into account the potential markets that can be attracted to the spa resort.

Another type of health tourism developed more recently is the diet resort, a place where people go to lose weight and regain physical vitality. Some centres for treatment of drug addiction and alcholism.