

# Victoria University Of Bangladesh

Course title ~ TMGT 302  
*Bachelor of Tourism & Hotel Management*

Submitted By ~ Tourism & Policy Planning

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Program - BTHM

## 1.

International tourism planning

At the international level tourism planning typically involves; international transportation services; the movement and scheduling of the tours of tourists among different countries; the development of major tourist attractions and facilities in neighbouring countries and the working strategies and promotional programs of many countries.

Examples of international level participation groups include:

International Government and Intra-government Org's:g. World Tourism Organisation; Organisation for Economic Cooperation and Development (OECD)

International Producer Organisations:g. World Travel and Tourism Council  
International Non-Producer Organisations:g. Tourism Concern; World Wildlife Fund (WWF); Greenpeace;

International Single Interest Organisations:g. World Congress Against the Commercial Sexual Exploitation of Children

You may also be interested in my post- 'What is tourism? A definition of tourism'

The following organisations will consider similar issues, but not limited by the concerns or boundaries of a single nation. Decisions and influences from this level can be significant for tourism at a national and local level

European Union

of Caribbean States (ACS)

The Organisation for Economic Co-operation and Development

The South Pacific Tourism Organization (SPTO)

The “Tourism Program” of the Organization of American States (OAS)

National tourism planning

The national level of tourism planning is concerned with: tourism policy; infrastructure facilities and a physical structure plan which includes important tourist attractions, selected tourism development regions, international entry points, facilities, and services. It is also concerned with: the amount, kinds, and quality of accommodation and other required tourist facilities and services; the important tour routes in the country and their regional connections; tourism organisational entities, laws and investment policies; tourism marketing strategies and promotion; education and training programs and environmental, economic, and socio-cultural analysis.

## **2.**

Identifying consumer trends and preferences: Market research can help identify consumer behaviour, preferences, and trends in the travel and tourism industry. This information can help businesses, airports, and travel destinations tailor their products and services to meet the evolving needs and expectations of their target customers.

Understanding competition: Market research can help businesses understand their competitors, their strengths and weaknesses, and their market share. As a result, travel and tourism destinations or businesses can develop effective strategies to stay ahead in a competitive space.

Identifying new opportunities: With travel and tourism market research, organisations can identify new market segments, untapped markets, and emerging trends in the industry. Keeping tabs on this information will assist in developing new products and services that meet the needs of these target audiences.

Improving marketing efforts: Earn insights into how travellers perceive a brand, what motivates them to choose one brand over another, and what messaging resonates with them. Then, use this information to create data-driven marketing strategies that resonate with your target consumer.

Reducing risk: Lastly, several travel and tourism market research options help companies make informed decisions about product development, marketing, and business strategy. This can help reduce the risk of failure and minimise the costs associated with trial and error.

## Travel & Tourism Market Research Options

Businesses in the travel and tourism space can use several market research options to guide their marketing and product development efforts.

For example, as stated above, 40% of US travellers want to feel that they have made the most out of their trip.

Uncovering a unique statistic like this could lead organisations to focus on promoting experiences or activities that help travellers feel that they have made the most out of their trip, such as guided tours, local cultural experiences, or adventure activities.

They may also focus on ensuring that the customer experience is of high quality, with excellent customer service, clean and comfortable accommodations, and well-maintained facilities and equipment.

Travel and tourism market research options include:

On-site intercept surveys  
Ad concept testing  
Visitor or traveller surveys  
Online reputation management (ORM)

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## **4.**

### TOURISM'S THREE MAIN IMPACT AREAS

Negative impacts from tourism occur when the level of visitor use is greater than the environment's ability to cope with this use within the acceptable limits of change. Uncontrolled conventional tourism poses potential threats to many natural areas around the world. It can put enormous pressure on an area and lead to impacts such as soil erosion, increased pollution, discharges into the sea, natural habitat loss, increased pressure on endangered species and heightened vulnerability to forest fires. It often

puts a strain on water resources, and it can force local populations to compete for the use of critical resources.

## DEPLETION OF NATURAL RESOURCES

Tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce.

In dryer regions like the Mediterranean, the issue of water scarcity is of particular concern. Because of the hot climate and the tendency of tourists to consume more water when on holiday than they do at home, the amount used can run up to 440 litres a day. This is almost double what the inhabitants of an average Spanish city use.

### Local resources

Tourism can create great pressure on local resources like energy, food, and other raw materials that may already be in short supply. Greater extraction and transport of these resources exacerbates the physical impacts associated with their exploitation. Because of the seasonal character of the industry, many destinations have ten times more inhabitants in the high season as in the low season. A high demand is placed upon these resources to meet the high expectations tourists often have (proper heating, hot water, etc.).

### Land degradation

Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased construction of tourism and recreational facilities has increased the pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and nonrenewable, in the provision of tourist facilities can be caused by the use of land for accommodation and other infrastructure provision, and the use of building materials.

Forests often suffer negative impacts of tourism in the form of deforestation caused by fuel wood collection and land clearing. For example, one trekking tourist in Nepal - and area already suffering the effects of deforestation - can use four to five kilograms of wood a day.

## 5.

### Basic Concepts in Tourism Planning and Development

Planning is one of the most fundamental skills that you will need as a future tourism professional, this is because every company that you want to work with makes plans at every level of their organisation that includes the company that you might want to establish on your own.

### General Concepts of Planning

Planning, in its broadest definition is organising the future to achieve certain objectives. Planning is carried out at all levels from individual planning their everyday activities and personal lives to formalise comprehensive national and regional planning undertaken by some governments.

### Tourism Policy

is a defined set of rules, regulations, guidelines, directive, and development or promotion objectives and strategies that provide a framework within which the collective, as well as individual decision directly affecting long-term tourism development and daily activities within a destination are taken. Tourism policy is one of the primary bases of tourism planning, along with national, local development plans, land use plans, natural and cultural assets of the place, environmental policy, cultural policy, foreign policy and expressed national or local needs.

## 6.

Policy and planning directly related, despite being completely different types of processes, they both confront the same issues, that being the overall future development of a destination. This essay reflects on policy and planning in the tourism industry. Beginning with the purpose of tourism policy, underlining why policy and planning is important, how it is utilized, and finally the benefits to tourism development. Utilizing examples from Kenya, United Kingdom, New Zealand, and Croatia to further illustrate why tourism policies and planning are necessary in destinations.

Policy is government involvement in the tourism industry, which develops a framework around long-term tourism development, as well as daily implications that impact a destination. The purpose of which is to provide stakeholders a broad framework of economic and social benefits, generally employment and income (Goeldner., & Ritchie, 2012). Planning, however, is forecasting the possible future of the destination, developing a process that limits the negative effects of a tourist footprint and still allowing the destination to benefit and develop (Graci, 2015., & Goeldner., & Ritchie, 2012). Therefore, together the purpose of both tourism policy and planning is to ensure that tourists are getting a high quality experience, which still benefits the destination, while minimising the negative effects that impact the success of the destination, such as diminishing a destination's environment.

## 7.

Tourism planning should be an integral part of any destination's tourism development plan in order to achieve the best results and satisfy all stakeholders. Tourism planning is key to maintaining sustainable tourism and whilst some destinations do this very well, others (often developing countries), fail to recognise the importance of effective tourism development planning.

In this post I will explain why tourism planning is so important and recommend some literature for further reading on this topic. This information on tourism planning should be helpful to a number of tourism stakeholders, including business entrepreneurs, Government bodies and tourism workers. It is also useful for those studying travel and tourism as well as those who have a general interest in the subject. For an introduction to the concept of tourism policy and planning visit this post- 'The different levels of tourism policy and planning'.

Wait! Before you read on, take a look at the short video that I created all about the importance of tourism planning!

What is tourism planning?



Tourism development refers to the growth and maintenance of the tourism industry in a given locality. And, of course, tourism planning is a very important part of this.

On a basic level, tourism development can be defined as creating strategies and plans to increase/develop/encourage tourism for a destination. The fundamental reason behind planning and implementing strategies for developing the tourism sector is primarily to make money and to subsequently increase the GDP of a country/area.

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Tourism development consists of many elements including, but not limited to: developing and managing private-public partnerships, assessing the competitors to gain competitive advantage, ensuring responsible and sustainable development, viewing tourism as an interconnected system and a demand-driven sector, assessing private sector investment and international cooperation, tourism clustering and involvement by the Government.