

VICTORIA UNIVERSITY
OF BANGLADESH

Tourism and policy planning

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Question No :01

What is planning in tourism policy planning and development?

Answer to the question no: 01

Tourism policy planning and development

It is a “public. policy designed to achieve specific objectives relevant to tourism established. at the municipal, state or federal level”. More generally, tourism policy should reflect the overall development policy of the country or region so that tourism is well integrated with it.

Tourism policy adopts the position of the government on issues while Tourism Planning goes up to the decision-making process. Tourism Policy gives a big picture of how the Tourism Industry should be while Tourism Planning gives a detailed explanation especially on land use implications.

For the expansion of the sector important to plan tourism activities for the following reasons: It is necessary to plan tourism activities on different levels and in various manners to promote tourism and boost the economy. To provide quality to both tourists and residents.

Origin and development of tourism planning

Tourism planning was born from the necessity of simultaneously balancing the economic goals of tourism and preserving the destination’s environment and local welfare. It arose in the second half of the 1990s, when mass tourism brought an unparalleled change in the travel environment. Consequently, the industry had to develop new standards to adapt to this change.

The aim of tourism planning

The current objective of tourism planning is to control tourism’s unprecedented expansion to limit its negative social and environmental effects, while maximizing its benefits to locals.

These goals can be reached by:

1. Analyzing the development of tourism in the destination
2. Examining the state of affairs in a specific area and executing a competitive analysis
3. Drafting tourism policies
4. Defining a development strategy and actionable steps

Tourism planning should be part of destination development plans because it supports a destination’s long term success and incentivizes the collaboration of key stakeholders.

Tourism planning maximizes tourism benefits like:

- Promotion of local heritage and cross-cultural empathy
- Optimization of tourism revenue
- Natural environment and resource protection

Tourism planning also minimizes tourism drawbacks such as:

- Over tourism, and consequently anti-tourism feelings
- Economic leakage
- Disrespect for the local culture
- Damage to the local environment

Tourism planning is also important because, by creating plans and strategies, destinations provide an example that other destinations can follow to improve tourism in their area. It ensures that the destination is consistent with changing market trends, constantly addressing tourist and resident needs as they arise.

Tourism planning consists of creating strategies to develop tourism in a specific destination. Knowing and understanding current trends allows those in the industry to tailor their operations to meet demand. It is crucial for DMOs and tourism businesses to stay up-to-date.

Question No :03

Write the 3 ways of managing visitors?

Answer to the question no: 03

Visitor management, like most products, should be selected based on the needs of the customer and the facility, Vahary says. “End users and integrators need to first understand the complete life cycle of a visitor and then build an understanding of how the facility needs to interact with the visitors to the facility. Once the requirements are fully developed, the integrator needs to analyze the options to select the one that most closely meets those requirements.”

Here are the six most important visitor management techniques:

1. Recognize Visitors' Arrival and Make Them Comfortable
2. Identify the Type of Visitor
3. Visitor Sign In
4. Notify the Host
5. Visitor Check Out
6. Maintain a Visitor Log

Recognize Visitors and Make Them Comfortable

Have you ever walked into a restaurant or other place of business, looked around, and had no idea what you were supposed to do next? No one said hello. No sign directed you to “Order at

the Window” or “Please seat yourself.” No directory on the wall pointed you to a visitor desk. Most guests in that situation will do one of three things:

- 1) they’ll wander around awkwardly and watch what other people do;
- 2) they’ll ask someone for help, or
- 3) they’ll turn around and leave.

This is an obvious failure of the organization to accomplish the first technique of a strong visitor management process: recognizing that visitors will come to your organization and they will need tools to make the initial moments of that visit comfortable and pleasant. We all know it is easier to remember negative experiences. Visitors who feel confused, lost, or unwelcome may never want to return, and even worse, may tell others about their treatment.

People have an inherent need to be recognized. The first step of recognizing visitors can be easy as saying, “hello”, having a sign that reads “Welcome Visitors” or a welcome screen that informs visitors of their next step. Not every location needs to roll out the red carpet for visitors, but every location needs to acknowledge the visitors who do walk through the door.

Every organization has different ways of recognizing guests, and they range from very hands-on and labor-intensive, to reception automation. Some methods can be combined for maximum impact.

Identify the Type of Visitor

When visitors arrive at your place of work, how do you find out who they are and what their business is? Identifying visitors is an important step in the visitor management process. Once you have this valuable piece of information you can create a great visitor experience. Not having it though could cause you to steer a guest in the wrong direction, or allow someone onto the premise who should not be there.

In the prior section, we described how important it is to simply greet guests and make them feel comfortable. Once this is accomplished, the next step in the process is to determine who they are, what type of guest they are, and how best to meet their needs.

Visitor Sign In

Does your organization require visitors to sign in upon arrival? Every organization, and even individual offices within, has different guidelines surrounding guests and whether or not signing guests in is part of their visitor management system.

In parts of this series detailing the visitor management process, we described different ways to greet and identify your guests. Once you’ve identified which type of person or group is standing in your lobby, it is time to determine how much of the check-in process they are required to complete.

Whether or not you have visitors sign a paper or digital visitor logbook will depend largely on the rules or customs of your organization, but there are definite benefits to requiring visitors to check-in.

Notify the Host

When any visitor arrives at your workplace, they are there to connect with a person. It might be their host for a meeting, one of the people who receive food or package deliveries, or someone they need to consult with. Helping the guest and their host connect is a crucial step in any visitor management process. There is nothing worse than walking into a building and talking to ten different people before you find someone who can actually help you. So how can you make this step seamless?

First, of course, you have to ensure you are first greeting guests, if necessary. Upon knowing their purpose, you can determine who they came to see; it may be a specific person, a group of people, a department, or even security if they are not wanted at your site.

Question No :05

What is the basic concept in tourism planning and development?

Answer to the question no: 05

Tourism Planning and Development (TPD) aims to explore and advance our theoretical and practical understandings of the intersections between tourism, planning and development studies. Each of these fields of study is characterized by rich scholarly and interdisciplinary traditions.

Tourism planning can benefit various parties involved from the industry in the following ways: It boosts revenue and employment thanks to tourist spending. It safeguards cultural and natural assets so that visitors can enjoy them. It broadens the comprehension of cultural diversity.

Basic concept

Planning is the process of deciding in advance what is to be done, what is to be done, who is to do it and how it is to be done and when it is to be done. The determination of a course of action to achieve the desired result and bridges the gap from where we are to, Where we want to go.

Planning is the process of organizing ideas into actionable steps. Within planning, there are four major categories: strategic, tactical, operational, and contingency planning. Strategic planning is a process that organizations use to determine their goals and objectives.

Tourism Policy – Set of rules, regulations, guidelines, directives, development/promotion objectives and strategies.

Tourism Planning - is goal-oriented, striving to achieve certain objectives by matching available resources and programs with the needs and wants of people.

Vision—a desired future state of the destination

Goals—broad-based targets for tourism; are high-level milestones that must be achieved to make reaching the vision possible

Objectives—targets that are specific, measurable, attainable, realistic and time-bound; are the more detailed milestones that are required to reach a goal.

Strategies—brings together a coherent set of analysis, challenges, policies, positioning statements and activities to reach a specific goal or the overall vision.

Tourism Product Development - focuses on development and provision of experiences, services and infrastructure that exceeds customer expectations. With particular emphasis on the following:

- Protecting our natural environment and culture.
- Strengthening and building on tourism demand influencers.
- Strengthening and building on destination areas.
- Generally upgrading and enhancing the market readiness of tourism products and services.
- Improving traveler services and transportation infrastructure, most particularly ferry services and highway signage.
- Strengthening the industry and government organizations.

Question No :06

What is the relationship between tourism policy and tourism planning?

Answer to the question no: 06

Tourism policy

Tourism policy is a set of discourses, decisions, and practices driven by governments, sometimes in collaboration with private or social actors, with the intention to achieve diverse objectives related to tourism.

Tourism planning

Tourism planning consists of creating strategies to develop tourism in a specific destination. Knowing and understanding current trends allows those in the industry to tailor their operations to meet demand.

Tourism development planning enables a range of benefits to all stakeholders involved, for example: It increases income and jobs from tourist spending. It helps preserve cultural and natural heritage for tourists. It increases understanding of other cultures.

National Tourism Policy Objectives

To create jobs and entrepreneurial opportunities in the tourism sector and ensure the supply of a skilled labor pool. To make the tourist industry more competitive and draw in private sector investment. To preserve and enhance the nation's natural and cultural resources.

The relationship between tourism policy and tourism planning

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.

Tourism policy adopts the position of the government on issues while Tourism Planning goes up to the decision-making process. Tourism Policy gives a big picture of how the Tourism Industry should be while Tourism Planning gives a detailed explanation especially on land use implications.

Tourism policy and planning provide the guidance to enable the tourism sector achieve its full potential and make the most of existing resources by developing tourism within an overall vision and strategic goals and optimize its attractiveness and benefits both for visitors and the local community in a sustainable.

Different levels of tourism policies and planning:

COMPONENTS	ELEMENTS/SAMPLES
<ul style="list-style-type: none"> • Tourism attractions and facilities 	<ul style="list-style-type: none"> • all natural, cultural and special features of an area which attracts tourists to visit the area
<ul style="list-style-type: none"> • Accommodation 	<ul style="list-style-type: none"> • hotels and other types of facilities
<ul style="list-style-type: none"> • Other tourist facilities and services 	<ul style="list-style-type: none"> • eating establishments, outlets for handicrafts and souvenir, tourist information offices, medical facilities, etc.
<ul style="list-style-type: none"> • Transportation facilities and services 	<ul style="list-style-type: none"> • access into the country or area, internal transport, and facilities related to all modes of transportation
<ul style="list-style-type: none"> • Other infrastructure 	<ul style="list-style-type: none"> • water supply, power and sewage systems, telecommunications as well as drainage systems
<ul style="list-style-type: none"> • Institutional elements 	<ul style="list-style-type: none"> • manpower planning and educational programs, training and development, public and private sectors investment policies and control of tourism impacts

The stakeholders in tourism destination are: local residents, local companies, media, employees, government, competitors, tourists, business associations, activists and tourism developers.

Question No :07

Why tourism policy and strategic planning are important?

Answer to the question no: 07

Importance of tourism policy

Tourism planning really can make or break a destination. If done well, it can ensure the longevity of the tourism industry in the area, take good care of the environment, have positive economic outcomes, and a positive benefit to the community.

To create jobs and entrepreneurial opportunities in the tourism sector and ensure the supply of a skilled labour pool. To make the tourist industry more competitive and draw in private sector investment. To preserve and enhance the nation's natural and cultural resources.

To develop tourism as a modern industry earning foreign exchanges, it is very important to formulate rules and regulations for the management of tourism-related institutions and to formulate and implement policies to create good employment opportunities through this industry.

Importance of strategic planning

Strategic planning is most important step to meet the future sustainability of tourism and tries to ensure a desirable quality of tourism products while yielding the most benefits to the local community or tourist destination.

Strategic management sets a direction for the organization and its employees. Unlike once-and-done strategic plans, effective strategic management continuously plans, monitors and tests an organization's activities, resulting in greater operational efficiency, market share and profitability.

The strategy is the best plan opted from a number of plans, in order to achieve the organizational goals and objectives. The policy is a set of common rules and regulations, which forms as a base to take the day to day decisions. The strategy is a plan of action while the policy is a principle of action.

Having a strategic plan in place can enable you to track progress toward goals. When each department and team understands your company's larger strategy, their progress can directly impact its success, creating a top-down approach to tracking key performance indicators (KPIs).

The Most Important Part of Strategic Planning: “Operationalizing” Strategy.

