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Question no 01

Why is tourism policy and planning important?

Answer to the question no 01

In 1987 D.Getz defined 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".

Faludi, in 1973, defined tourism planning as "Planning is a very important part of the process by which governments manage tourism at the national, local and organizational levels".

The upkeep and expansion of the tourism sector in a particular area is referred to as tourism planning. Planning for tourism is, of course, a crucial component.

Creating strategies and plans to increase, develop, and stimulate tourism for/in a destination may be summed up as tourism planning. The primary motivation behind establishing and implementing strategies for the tourist industry is to generate money, which will eventually raise the GDP of a nation or region.

The tourism policies

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 policy provides the overall direction to a country's tourism development (Goeldner & Ritchie, 2009). It also provides an overall framework within which a country's private and public sector work together to achieve its tourism policy objectives. National tourism policy objectives help focus on enabling tourism to achieve the social and economic development needs of the country such as employment generation, foreign exchange earnings, development of marginal and disadvantaged communities, overall economic development and sustainability. Policy planning as a process is typically led by current development needs and in response to changes in the external and internal environments. Tourism policies and plans seek to resolve tourism development issues, safeguard the built and natural heritage, and achieve sustainable socioeconomic development in relation to the aspirations of current and future generations (Edgell & Swanson, 2013). However, performance of the tourism sector depends on various factors such as the policy formulation capacities of a country with the active involvements of key stakeholders.

The need for tourism planning

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.
- It involves making major decisions which cannot be taken spontaneously.

Benefits of Tourism Planning

Tourism destination planning should be a vital component of every destination's tourism development plan to get the best outcomes and please all stakeholders. While some places do a great job of maintaining sustainable tourism, others (typically developing countries) need to recognize the significance of comprehensive tourism development planning.

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
- It constructs new infrastructure, such as sewage systems, roads, etc., for the community.

Formulating an approach to tourism policy and planning:

According to Inskip, six "golden standards" should be followed when creating a strategy for tourist planning and policy (1991).

- **1. Goal Oriented:** Tourism Planning should be oriented to achieve broad national and community goals.
- **2. Integrative:** Integrating tourist policy and planning into the economy, land use and infrastructure, conservation, and environmental planning.
- **3. Market Driven:** Planning for successful tourism growth in a cutthroat international market.
- **4. Resource Driven:** Developing tourism that capitalizes on the location's inherent advantages while preserving and improving the features and experiences of existing tourism resources.
- **5. Consultative:** Considering broader community attitudes, needs, and desires to determine what the population will accept.
- **6. Systematic:** utilizing primary or secondary information to support planners conceptually or predictably, incorporating knowledge from other tourist locations.

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.

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Planning is critical to the success of any hospitality business. It ensures that the business is focused on achieving its goals and objectives and has the resources it needs to do so. It also helps managers to identify potential obstacles and make informed decisions about the business's future direction.

Question no 03

How many levels of tourism planning are there?

Answer to the question no 03

Tourism planning is the process of considering the needs of people planning a trip and using those factors to determine the best resources, programs and activities for their trip. Tourism planning is intended for local residents and businesses of the location, as well as tourists who travel there. It is a process of setting objectives, identifying a course of action, analyzing and implementation of a plan that will favor tourism and its policies. It embraces different dimensions like social, economic and environmental. It is the first and foremost step of any destination to be an attraction for the tourists. In general, if we talk about Planning, it could be defined as a process of thinking about certain activities and ideas to reach and achieve a desired goal. Tourism Planning follows the same basic process, concept and approaches as normal general planning. The difference is that it is just adapted to the characteristics and specific of the tourism system. So, tourism planning can be referred to as a step-by-step process in which tourism goals are tried to be achieved by chalking out comprehensive, sustainable, continuous, and integrated and environment friendly ideas, activities and plans. According to Gunn “tourism planning should be directed towards mainly four basic goals which are: sustainable use of resources, integration of local community and area, enhanced visitor satisfaction and improved economy and business success.”

Centralized Tourism Planning: Centralized tourism planning is done by a single authority, usually the state or central government. **Decentralized Tourism Planning:** Organizations are interested in developing tourist spots and planning the various activities visitors can enjoy.

The tourism plan should deal with the five key components of tourism:

- Attractions.
- Businesses.
- Infrastructure.
- Human Resources.
- Promotion.

Levels of tourism planning

Planning and policy for the tourism industry occur at several levels. This can be done in a top-down approach, with international or national bodies, or a bottom-up approach from a local level.

- **1. International Tourism Planning:** Tourism planning at the international level typically involves international transportation services, the movement and scheduling of tourist tours between different countries, the development of significant tourist attractions and facilities in neighboring countries, as well as the working strategies and promotional programs of many nations.
- **2. National Tourism Planning:** Tourism policy, infrastructural facilities, and a physical structure plan, which includes significant tourist attractions, chosen tourism development regions, international entrance points, facilities, and services, are all addressed at the national level of tourism planning. Additionally, it is concerned with the quantity, types, and quality of lodging and other essential tourist facilities and services; the country's major travel routes and their regional connections; tourism organization rights, laws, and investment policies; marketing and promotion strategies for the industry; education and training initiatives; and environmental, economic, and sociocultural analysis.
- **3. Regional Tourism Planning:** Regional planning considers factors such as regional policy, regional entrance points, transportation facilities, and services; the types and locations of tourism attractions; the quantity, varieties, and places of lodging and other tourist facilities and services; and the sites of tourist development regions, such as resort areas. They will also oversee sociocultural, environmental, economic, and impact analyses, regional education and training programmers marketing strategies, investment policies, organizational structures, legal frameworks, and implementation strategies, including project plans and zoning ordinances.
- **4. Local Tourism Planning:** Participants at the local level will think about the analyses, outputs, outcomes, and assessment of tourism planning at the ground level.

Question no 07

What are the 5 functions of planning?

Answer to the question no 07

Planning is the fundamental management function, which involves deciding beforehand, what is to be done, when is it to be done, how it is to be done and who is going to do it. It is an intellectual process which lays down an organization's objectives and develops various courses of action, by which the organization can achieve those objectives. It chalks out exactly, how to attain a specific goal.

Planning is nothing but thinking before the action takes place. It helps us to take a peep into the future and decide in advance the way to deal with the situations, which we are going to encounter in future. It involves logical thinking and rational decision making.

The 5 functions of planning

At the most fundamental level, management is a discipline that consists of a set of five general functions: planning, organizing, staffing, leading and controlling. These five functions are part of a body of practices and theories on how to be a successful manager.

Understanding the functions will help managers focus efforts on activities that gain results. Summarizing the five functions of great management (ICPM Management Content):

1. **Planning:** When you think of planning in a management role, think about it as the process of choosing appropriate goals and actions to pursue and then determining what strategies to use, what actions to take, and deciding what resources are needed to achieve the goals.
2. **Organizing:** This process of establishing worker relationships allows workers to work together to achieve their organizational goals.
3. **Leading:** This function involves articulating a vision, energizing employees, inspiring and motivating people using vision, influence, persuasion, and effective communication skills.
4. **Staffing:** Recruiting and selecting employees for positions within the company (within teams and departments).
5. **Controlling:** Evaluate how well you are achieving your goals, improving performance, taking actions. Put processes in place to help you establish standards, so you can measure, compare, and make decisions.

Question no 05

Why tourism policy and strategic planning are important?

Answer to the question no 05

Strategic Planning

Strategic planning is the art of creating specific business strategies, implementing them, and evaluating the results of executing the plan, in regard to a company's overall long-term goals or desires. It is a concept that focuses on integrating various departments (such as accounting and finance, marketing, and human resources) within a company to accomplish its

strategic goals. The term strategic planning is essentially synonymous with strategic management.

The concept of strategic planning originally became popular in the 1950s and 1960s, and enjoyed favor in the corporate world up until the 1980s, when it somewhat fell out of favor. However, enthusiasm for strategic business planning was revived in the 1990s and strategic planning remains relevant in modern business.

Strategic Planning Process

The strategic planning process requires considerable thought and planning on the part of a company's upper-level management. Before settling on a plan of action and then determining how to strategically implement it, executives may consider many possible options. In the end, a company's management will, hopefully, settle on a strategy that is most likely to produce positive results (usually defined as improving the company's bottom line) and that can be executed in a cost-efficient manner with a high likelihood of success, while avoiding undue financial risk.

The purpose of strategic planning is to set overall goals for your business and to develop a plan to achieve them. It involves stepping back from your day-to-day operations and asking where your business is headed and what its priorities should be.

BENEFITS OF STRATEGIC PLANNING

Asking a Business Plan

The very first strategic planning most businesses do is a business plan. When you first start your business, you will likely have prepared a mission statement, a budget, and a marketing and promotion plan. The business plan is a good first step, but it needs to be reviewed and updated as the business continues and grows. If you shove it in a drawer and let dust gather on it, it won't serve as the foundation of your business, as it was meant to.

Using Goal-Based Planning

How you go about conducting strategic planning will depend on many variables, including the size of your business, the time frame included, and your personal preferences. The most common style of plan is goals-based. In this type of plan, you set goals for the business (financial and non-financial) and map out the steps needed to meet those goals.

Making Time

It can be difficult to find the time to plan your business. Other, more pressing priorities, like trying to bring in revenue, may grab your attention; however, carving out time regularly will help you keep on top of your business.

Blocking off a few hours a day or week to focus on your plan should be part of your business operations. During that time, you can examine the prior week's financial performance and

update any marketing initiatives to make sure that your business is on track with your initial plan. If it's not, then you'll need to make adjustments to get back on track.

Promoting Communication

As a business owner, you will most likely have employees. It is critical to inform them of your strategic plan so that they are on the same page and working towards the same goal as you.

For example, if you have a sales team and your strategic plan involves bringing in five new clients a month, your sales team needs to be aware of this so that they know the goal to achieve. If they don't, perhaps they would be under the assumption that bringing in two new clients a month is excellent, when in actuality, it is only 40% of your goal. Without clear communication to your employees, your business will be a boat set adrift without any course to follow.

Following Up

A critical part of the planning process is reviewing your previous plan and comparing it to your actual results. Were you able to bring in five new clients last month? If not, why not? Tweak the plan going forward to account for changes in your business or the general economic climate. The more experience you get with the planning process and with the operational side of your business, the more accurately you will be able to plan.

Once you have had your business running for a while and block out time to follow up on your strategic plan, you will be able to determine where the strengths and weaknesses in your business lie. This would allow you to correct course, perhaps changing your business plan and goals slightly to focus on your strengths, while allowing you to eliminate your weakness, making your business stronger and increasing the likelihood of achieving your goals.

The Bottom Line

Planning out the future of your business is the best way to ensure success. Creating an initial plan and communicating that plan to your employees will ensure that everyone is working towards the same goal.

Taking out time to review your business's results and comparing them to your plan will help ensure that the right policies and procedures continue whereas those that are not benefiting the company will be removed. It may seem awkward and difficult at first to create a strategic plan, but with practice, you will be able to move your business in the right direction.

Tourism policy

A tourism policy is a stated course of action in the tourism field and provides a guiding framework for decisions about the future tourism governance, development, and/or promotion of a country. A tourism policy document details what governments choose to do or not to do with respect to tourism.

Policy refers to an overall, high-level plan that includes goals and procedures. Policies are generally found in formal statements such as laws and official documents and statements.

Tourism Policy is generally considered to be an area of a nation overall economic policy. It is a public policy designed to achieve specific objectives relevant to tourism established at the municipal, state or federal level. ² More generally, tourism policy should reflect the overall development policy of the country or region so that tourism is well integrated with it. Policy also evolves from the survey and analysis of present tourism development patterns and infrastructure, tourist attractions and activities, and the tourist market.

Importance of tourism planning

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.

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

It builds new facilities such as sewage for whole communities or new roads

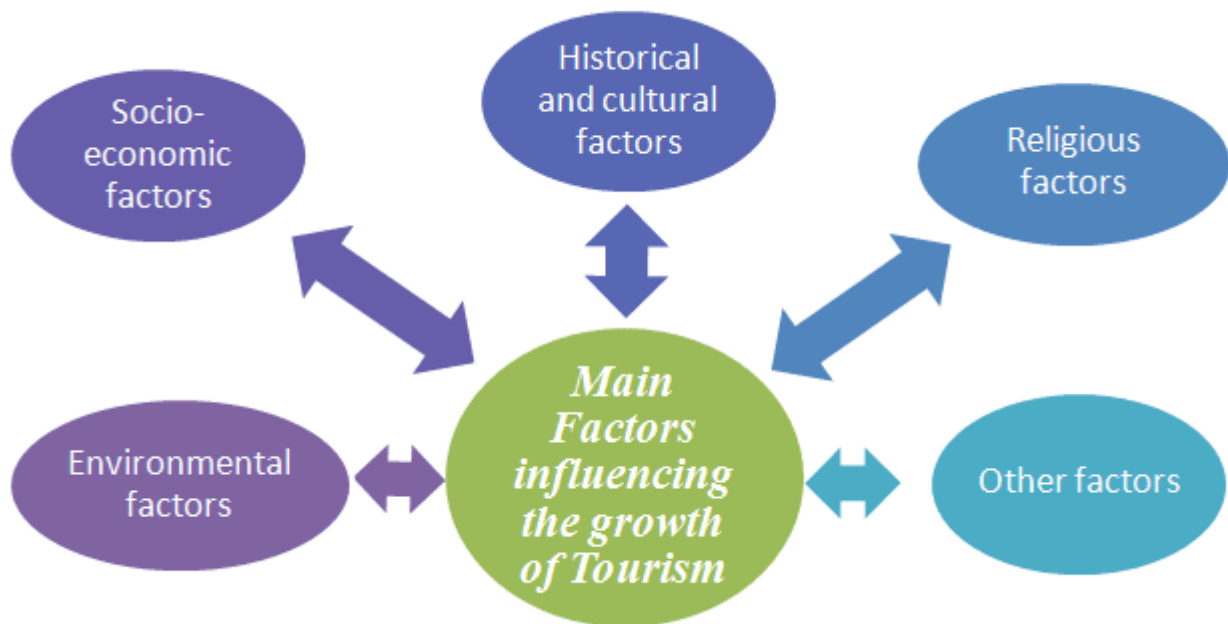
Tourism planning really can make or break a destination. If done well, it can ensure the longevity of the tourism industry in the area, take good care of the environment, have positive economic outcomes and a positive benefit to the community.

If done badly, tourism development can destroy the very environment or culture that it relies on. It can disrupt local economies, cause inflation and negative effects to local people and businesses. Unfortunately, developing countries tend to suffer the most from negative impacts such as these, largely as a result of limited education and experience in contrast with Western nations.

What are the 5 factors to consider for effective tourism planning?

Answer to the question no 02

The following image depicts factors influencing the growth of tourism.



Important factors that affect the development of tourism are as follows:

Environmental factors:

Good climate,
Beautiful scenery, etc.

Socio-economic factors:

Accessibility,
Accommodation,
Amenities,
Ancillary services, etc.
Historical and cultural factors,

Religious factors and

Other factors.

Now let's discuss above factors affecting the growth of tourism.

1.Environmental factors

Two main environmental factors that have led to the growth of tourism:

Good climate: Good climate is one of the most important features of attraction for any tourist place. Pleasant climate with warmth and ample of sunshine attracts tourists who come from the temperate and colder regions. For example, most of the sea-side resorts in U.S.A and U.K are located on a warmer southeast. On other hands, people from summer areas migrate to cooler regions to seek pleasure of cold fresh environment. For instance, in India places like Lonavala, Mahabaleshwar near Mumbai, Kullu and Manali, Shillong, Kashmir, so on are well-known for their cool and pleasant climate. Other countries with cooler climate that attract tropical tourists are Switzerland, Sweden, etc.

Beautiful scenery: Tourism booms at picnic spots with beautiful sceneries. For example, sunrise and sunset points, long sea beaches, fresh water lakes, waterfalls, etc., often attract large numbers of tourists.

2. Socio-economic factors

Four important socio-economic factors that influence the development of tourism:

Accessibility: Of all socio-economic factors, accessibility is the most important one. All tourist centers must be easily accessible by various modes of transportation like roads, railways, air and water. To enjoy nature's beautiful sites seeing traveling by roads and railways is a better option. If a tourist plans to reach a remote tour-destination in the quickest possible time, then airway is the most suitable choice. Generally, waterways are seldom selected unless a tourist decides to enjoy a luxury cruise experience in sea and/or interested to visit an isolated archipelago.

Accommodation: Places of tourists' interest must be capable enough to provide good accommodation and catering facilities. A type of accommodation required by tourists depends on their lives-styles, standard of living, capacity to spend money, nature of services expected, etc. Classification of accommodation centers (i.e. various hotels, motels, dormitories, etc.) on basis of rating like five stars and below are essential so that tourists can make a proper choice and plan their trips appropriately. Generally, tourism mostly prospers in those areas where good lodging and food facilities are available at reasonable prices.

Amenities: Growth of tourism at a particular place is also influenced crucial factors like; how well the site is maintained for touring activities like skiing, roping, paragliding, rowing, fishing, surfing, safari adventure, etc. Whether emergency facilities are available or not, so on.

Ancillary services: If a tour destination is equipped by ancillary (supplementary) services like banking and finance, the Internet and telecom connectivity, hospitals, insurance, so on, then such a place succeeds to hold (retain) more tourists for a longer time. This overall helps to boost the local economy to some extend.

3. Historical and cultural factors

Many tourists are attracted to places of historical significance and that which have a legacy of rich cultural heritage. People love and enjoy exploring destinations where there are famous ancient monuments, marvelous forts, castles and palaces of earlier kings and queens, etc.

Examples of places that are famous throughout the world for their historical and cultural accounts are; Taj Mahal in India, Nazca lines and Machu Picchu in Peru, Pyramid of Giza in Egypt, Great wall of China and Stonehenge in England.

4. Religious factors

People often make pilgrims to places of religious importance to seek inner peace, get blessing of their favorite deities and gurus, attain salvation before death, etc. Here, faiths, beliefs and sentiments of people contribute in booming tourism at holy places.

Examples of places that are well-known for their religious significance are Jerusalem in Israel, Mecca and Medina in Saudi Arabia, Varanasi and Amritsar in India, etc.

5. Other factors

Sometimes other factors also contribute toward growth of tourism at unexpected places.

For example, UFO crash site in Roswell, New Mexico (USA) attracts many tourists from around the world.

Research activities and adventures of deep seas and caves, geological studies of hot-water springs and geysers, seismic analysis of active volcanoes, investigation of paranormal-activities in abandoned ghost towns, etc. also contribute in developing tourism on some scale.

So, these are some of the main factors influencing the growth of tourism.