

B.T.M. 2ND SEMESTER
POLICY AND PLANNING FOR
TOURISM DEVELOPMENT (201)

Topic- Introduction to Tourism
Policy and Planning

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TOURISM POLICY AND PLANNING

- Tourism is a dynamic industry and its trends and practices changes time to time. It is a global industry today. It includes the aspects of local, regional, national and international level to be considered and planned.
- The dynamic nature of tourism requires a periodic review of tourism policies and plans.
- Generally a tourism policy is valid for a longer duration of time in comparison to a tourism plan.

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Tourism planning and policy are the set of regulations, rules, guidelines, direction for promotion of objectives and strategies that provide frame-work within which the collective and individual decisions directly affecting long term tourism development are taken.

“Tourism policy is whatever governments choose to do or not to do” Hall and Jenkins

CONTINUED

- Tourism policy making is inherently a political activity affected by formal structures of government.
- A tourism policy provides a set of guidelines for all those directly and indirectly involved in tourism by specifying broad goals, objectives, priorities and actions for the development of tourism.

OBJECTIVES

- The main objective of tourism planning is to achieve successful tourism development and management.
- The objectives of tourism policy and planning are concerned with following grounds-
 - **Tourism development policies**
 - **Structural plans**
 - **Facility standards**
 - **Institutional factors**
 - **Management of tourist flow**

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- The main objectives are as following-
 - Establishing the role of tourism development objectives.
 - Developing tourism in such a way that natural and cultural resources do not get any harm.
 - Integrating tourism into the overall development policies.
 - Providing a rational basis for decision making by both public and private sectors on tourism development.
 - Making co-ordinated development of all the tourism elements (i.e.- 5 E's)

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- Balancing the economic environment and social benefits of tourist.
- Providing physical structure to tourism development.
- Establishing the guidelines and standards for preparing detailed plans for tourism development.
- Effective implementation of tourism development policies and plans.
- Providing effective co-ordination of public and private sectors effects and investments in developing tourism.
- Offering baseline for continuous monitoring of the progress of tourism development

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- To project and position a friendly tourist image.
- To make tourist destination more attractive.
- To make appropriate marketing policies according to the attraction and infrastructure of the destination.
- To encourage local community to participate in tourism activities.
- To create employment opportunities for local community.
- To generate maximum sum of revenue from tourism.
- To create a conducive business environment.

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- To encourage youth to participate in tourism development.
- To build basic infrastructure facilities for tourism.
- To give priority and encouragement to local handicrafts, fairs and festivals.
- To ensure safety and security of tourists.
- To establish linkages with concerned stakeholders.

COMPONENTS OF TOURISM DEVELOPMENT AND PLANNING

Various types of facilities and services are required for tourism development of tourism can be grouped under following sections-

- Attraction
- Transportation
- Accommodation
- Supporting Facilities
- infrastructure

THANK YOU