



## Tourism Planning- An Important Component for Growth of Tourism

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### ABSTRACT

*Planning is one of the key factor in growth and development of any sector. It provides better allocation of resources in targeted way thereby achieving better results. Tourism which is a multi disciplinary field also requires planning for proper utilization of the man, material and tourist resources. In a country like India which is a vast and diverse in geographical, traditional, linguistic and cultural aspect tourism planning is of vital importance. Moreover growth of tourism has multi dimensional effect in the economic, social and cultural aspects. So planning in tourism can generate huge benefits.*

**KEYWORDS:** Planning, Development, Environment, Economy, Approach etc.

### Introduction:

When we define planning we can say that planning means organizing various activities in such a way that certain objectives in the future can be met and certain goals are achieved in desired way. Planning process for tourism requires multiple form of organizations, their participations to achieve certain goals through adopting different approaches depending on the need and level of development. We can briefly summarize this into following way:

- A. Preparations of plans through study and projects by involving planners from different sectors who have expertise, will be effected by it and have some vision.
- B. Through objectives to be achieved and determination of goals.
- C. Conducting surveys, publishing their reports and getting feedback from different sectors and group of people so that further modifications on goals can be done.
- D. Approaches of planning to be used depending on the resources and need of development.
- E. Implementation of the plan depending on techniques and approaches decided in the planning process.
- F. Monitoring of the plan and related recommendation made constantly and changes and adjustment done if needed on this basis.

Therefore we can say that planning for tourism is a comprehensive task which require skilled and specialized manpower on the one hand and will develop infrastructure on the other. Effective planning is that which takes into account that approach of planning which help in overcoming the challenges faced in development of tourism on the one hand and help in maintaining balance on the environment on the other so that the need of sustainable development can be fulfilled.

Let us discuss the whole planning process one by one related to development of tourism in broader way.

- A. Preparation of Plan: This includes number of planners from different sectors who guide and direct planning process for future development depending on their experience and expertise. This includes the following :
  - (1) Government or Public Sector : Tourism sector to a large extent is developed and managed by government. In many countries government plays important role in advertising places of tourist interest, maintaining museums, archaeological sites etc. It also spends huge amount of budget in maintaining and developing wild life parks, sanctuaries, biosphere reserves, resorts and outdoor recreation facilities for travelers. Apart from there the major part of development of infrastructure like roads, water supply etc. is maintained by it apart from controlling law and order situation in the country. Therefore the decision of public sector has long lasting effect on the development of tourism in any area through development of city in planned way, maintenance of essential services. So understanding of various government policies is necessary for formation of plan for development of tourism.
  - (2) Private Sector: This is also important player because many of its components like hotels, restaurants, fun parks etc. are owned and run by private sectors. It involves diversity of products unlike manufacturing industries therefore it requires large number of diverse

mix of decision maker. It is also oriented toward profit motive, so it aims at meeting their requirements through adoption of such strategies which help in meeting their main motive of maximization of profit along with increase in quantity and quality of their products. So their expertise, experience and knowledge is of great importance in the formulation of tourist plan.

- (3) Non Governmental Organizations: This voluntary, non formal organizations has played important role in the development of tourism in many part of the world. The organization are not based on profit rather they lay emphasis on the preservation of environment, conservation of sites of historic importance and providing training to local people to develop local raw material and small industrial units, preservation of local indigenous techniques for example Madhubani paintings in Bihar, making of cane and bamboo products in Assam. These organizations not only help in attracting tourist and expansion in tourist market but also help in providing market to these products in national and international market. So these people are also important to formulation of plan for overall development of tourism.
- (4) Professionals from different fields: Now a day with the development and improvement in living standards there is growth in number of consultants who are specialized in a particular project, site to give consultation in different services for development. The professionals can provide unbiased information and plans for development like for building, landscape, guidance, transportations, services, land use of communities etc. With the development of Universities and institutes related with tourism many teachers and researchers are involved in the process of development of tourism through research in various aspects of tourism. All these professionals can play important role in the formulations of plan and its objective for development of tourism. These professionals range from management experts, engineers, architecture, teachers etc.
- B. Determination of goals and objectives of the plan: Planning can be fulfilled if it is directed towards particular goal and objectives. Though goals of plan differ from country to country depending on the condition and need of the tourism. However there are broad goals which are common in almost every country of the world which are:
  - (1) Providing satisfaction to the tourist: One of the major goals of tourism planning is to help in development of such mechanism which help in minimizing tourist's discomfort and dissatisfaction due to improper transportation, accommodation and related activities. Policies should be made in such a way that it helps in fulfillment of demand of the user, planner and supplier. But it should also be flexible to accommodate any change in demand if required. Since it is a huge and diverse sector planning must help in setting such policies which help in development of basic infrastructure like transportation, hotels, electricity, water supply etc. and development of all dependent sectors so that tourist gets satisfactory outcome and love to visit the place again and again.
  - (2) Development of Economy: One of the foremost goals of tourism planning is development of the economy. Tourism has huge scope to grow income and wealth of the country by improving and increase income, industrial, agricultural and service sector which leads to growth in investment in the country which helps in raising

employment. Planning should help in development of all these sectors but also help in removing constraints of low resources, red tapeism in development of private sector and provide incentive to development of public private partnership. It should aim at enhancing consumer's satisfaction by identifying area to be taken care and provide positive response to design, develop and manage areas of tourism. In this way its positive effect in development can be taken advantage of specially in developing countries which have huge potential in this sector and which are on the process of economic development.

- (3) Proper utilization of resources so that sustainability of the resources and development can be maintained: Development process has taken place at the cost of degradation of environment which have far reaching effects to the whole humanity. Growth of tourism in many areas has led to many environmental problem like pollution of water due to stress on sewage system, throwing of plastic bags, cans etc. in the water, it has also led to pressure on already scarce land resources in the form of construction of hotels, resorts etc to attract tourism without giving any emphasis to environment and its feasibility. Therefore it is one of the foremost task of planner to evolve such policies and plans which help in the conservation of natural resources, scenic beauty of the place and help in maintenance of the balance in the ecosystem. Moreover growth of tourism depends on the continuation of the beauty of the area and preservation of historic and archaeological sites in its original form. Hence sustainable development of the area giving emphasis to planned and proper use of resources is required. Therefore now a day concept of 'eco tourism', 'nature tourism', etc. is gaining popularity. So planning must include the issue of sensitivity of nature and environment while forming tourism policies and it must help in evolving tourism scenario which can be continued and can be enjoyed by future generation without any discrimination.
  - (4) Integration of tourism with social and economic life of community: Tourism should be developed in such a way that instead of creating tradeoff between visitors and local people's social and economic benefits it should help in integrating them. It can be done if proper education, infrastructure, marketing and information system is developed. In order to integrating tourism into community planners must evolve such plans which help in the fusion of tourism with social and economic life of the people in the area. Development of tourism should be taken in such a way that it takes into consideration of environment, water bodies and preservation of tradition and culture of the area. Such programmes should be adopted in which the community from the area takes active part in the development of plan and policies of tourism in the area.
- C. Conducting of Surveys: Another important part of plan formulation is conducting surveys related to different aspects of tourism through different method and agencies. By publishing their reports, conducting seminars, projects, feedback forms from different sections of the society is taken. This helps in removing some of the lacunas in the plan and help in modification or addition of some goals and objectives. So this is an important aspect of planning for tourism and formulation of more people friendly and environment friendly tourism policies.

- D. Approaches of the planning to be used depending on the resources and need of the area: There are various approaches of planning which should be adopted depending on the need which are as follows:
- (1) Continuous, incremental and flexible approach: Tourism planning should be continuous without any break in the process. Further there should be enough scope to add new plan to it which can be done when plan should be flexible so that new adjustment can be taken.
  - (2) System approach: Planning should be done in such a way that it helps in interrelating different system and using technique of system approach which is one of the latest approach and helps in better coordination of different system.
  - (3) Comprehensive approach: In it all the aspects of tourism development are taken into account by taking its institutional, environmental and socioeconomic implications.
  - (4) Integrated approach: When different approach of planning are integrated together to achieve certain goals of tourism.
  - (5) Environmental and sustainable development approach: This approach is used to provide check to environmental degradation and its natural and cultural system is protected. It also led to adoption of such policy in which continuity of development of tourism takes place without jeopardizing future interest.
  - (6) Community approach: In it maximum involvement of the local community is called for in planning and decision making process. It aims at making tourism community friendly and integration of tourism with community.
  - (7) Implementable approach: Such plans and policies are adopted which can be implemented in the area without any problem either in technical front or in local area front.
- Therefore depending on the requirement and goal of plan any of these approach or combination of different approaches should be adopted so that a feasible, useful and best tourism policy can be formulated.
- E. Implementation of plan depending on the technique and approaches decided in the planning process: This is most important aspect of planning. After choosing goals, objective of plans and selecting suitable approach success of plan will depend on its implementation to make use of resources and manpower. For proper implementation some points to be kept in mind are:
- (1) Training of manpower.
  - (2) Advertising of the policies for public awareness.
  - (3) Taking feedback from society in various forms.
  - (4) Making policy flexible to add new provisions.

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