



REVIEW ON TOURISM PLANNING

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Abstract

This research is a review of tourism system in different cities. for reviewing purpose the researchers have selected two already existing researches to discuss the tourism system as well as to critically analyze the structure and problems in the papers.

The Title of papers selected for discussion is:

- 1) Tourism Planning and Development in Crete: Recent Tourism Policies and their Efficacy
- 2) Progress in tourism planning and policy: A post-structural perspective on knowledge production

INTRODUCTION

The first paper focuses on the dramatic changes in Greek which have taken place in recent years. Earlier their economies were driven by agriculture, fishing and navigation. Yet, residents of many countries demand trips which have turned Greek economy towards tourism development as a strategy that breaks out the cycle of scarcity and deprivation. Currently, tourism is considered as the most vital financial activity. According to estimations described in the paper, 40 per cent of the residents are involved in tourism events. Tourism industry provides employment opportunities which reduce the unemployment rate in the whole of Greece. Whereas the second paper demonstrates that though tourism planning and policy development tend to

increase profit, but the challenge is how to make progress in the tourism industry and policy knowledge, the approaches adopted and the factors which are responsible for it.

In relation with policy planning cycle

(Andriotis, 2001) Claimed that tourism activities are considered as a tool towards economic growth, preservation of environment and heritage, as well as cultural communication in contrary to it tourism development cause many social constraints and environmental degradation, pollution, and various negative impacts. Whereas, the second paper spotlight how to gain progress in tourism planning and policy-making and how to resolve these issues. The first aim basically aims to assess the strategies and plans and programs for tourism growth in Crete, pinpoint the issues and solutions to those issues, and finally, suggestions for the development of tourism industry are narrated for future. While the objective of the second paper is to define tourism planning from the perspective of different researchers. The research paper comprises of poststructuralist & critical strategy, following creative approaches of sociology, though separating itself from outdated thoughts, narrative methods are used to enlighten the evolution and progress in tourism development and policy making. Both selected papers completely follow the policy planning cycle, as the first paper identify the issues faced by tourism activities, brief methodology step by step is described for the reader, and then policies are suggested accordingly, similarly the second paper also followed the policy planning cycle by introducing with the challenge, situation analysis and financial assessment are made but it did not elaborate on the methodology adopted rather than it focuses on the literature and thoughts of various authors and their thinking, and approaches they adopted, Further in the end results are explained thoroughly to point out an needs and requirements for making progress in tourism planning and policy formation.

Contents of papers and role of Stakeholders

A crucial challenge which tourism planners face is to take the initiative for a comprehensive tourism strategy and the making of the plan. Keeping in view the reality that there exist many other features, aspects and factors as well as the involvement of stakeholders in the planning of tourism. Whereas it can also not be denied that some of the tourism plans are not implemented owing to the interference of political matters, that are disgracefully hard to resolve. The research paper selected by the scholar aims to suggest strategies and approaches for

enhancing tourism competitiveness, the paper has also investigated variances and resemblances among rules and legislation, policies of the government. There are some valid points in both research papers but in contrast with it there is a weak point in second paper that it mainly focuses on literature but didn't define well how to adopt, though approaches are elaborated how to implement them is a drawback, but it has followed planning cycle for elaborating each and every phase of cycle and contribution of stakeholders. The second article include the aspect of "community participation" literature of the paper extracted from past studies and in the opinion of the author of this paper keeping in view technical rationality and normative models concerning participation of public and engagement of community should be evaluated as well as framework for the development of public contribution must be exercised and different tools, techniques and methods to assess participation of the government with community must be established to have clear and consistent significances which can be gained for development of tourism department in any country The author of first study explained that under his observation there is no organized and consistent collaboration or partnership among the bodies who are involved in the development of tourism indirectly he is pointing out the participation and involvement of stakeholder the author suggested that there is a need for formation of new departments who might be responsible for highlighting the concerns of stakeholders because directly or indirectly they are responsible for the formulation of a consistent and stable tourism policy.

METHODOLOGY

The theoretical framework adopted by both papers is the same to some extent, both papers highlighted the challenges and then have designed a concise framework to produce better results and outcomes, the author of the first paper expressed that survey was conducted in the case study area and data was collected from two major sources which are from primary and secondary primary data was collected from officials, interviews from local authorities and perception of tourism experts whereas secondary data was collected from literature, past studies, analysis from different reports and material related to policies and plans available at official sites. Outcomes of the research are gained by using both sources. The second paper is qualitative in nature; it mainly focuses on theories and policies, the Content analysis was used in the paper to interpret data. Also, the analysis is carried out by using data coding or keywords in the table each table is on a

distinct topic. This is a thematic or frequency approach to analyse data collected from different sources. It is a good practice, and I as a reader learnt two methods of collecting data and analysing in tourism planning and management.

Problems in Tourism planning

As a reader I get to know that there are many methods available for assessment and evaluation of efficiency of tourism planning in a state these methods include urban planning, strategic planning, regional planning and the main thing is to find out vision, goals, mission, aims, objectives and policies and the ways to implement policies for adequate tourism planning. Planning cycle also follows these steps, the papers which I as a reader and student analyse also illustrated the major issues, problems are challenges to understand in tourism planning and policy development. The second paper described the fact that a shift is observed in recent years and tourism industry is considered as a sole instrument for economic or social growth of a region but meanwhile there is a question which needs to be answered is the role of this industry in solving and addressing the societal issues, according to the paper there are some performers, actors and beneficiaries' bodies that are disregarded in dominant treatises in tourism development and policy-making they exclusively focus on economic and financial values as a reader I suggest to have a study on the argument that aims to highlight the issues related to tourism politics, and environmental and social injustice Though problems have been highlighted in both the publications but how to resolve these issues is not kept in concern.

Policies described in the Paper

In both research papers, Partial attention had been given in illustrating the roles, interests and responsibilities of various stakeholders in tourism policy making. Present situation and desired roles are not focused, the role of government institutions, management authorities, business industries related to tourism planning responsibilities are not raised. Although the first paper plans for regional development and growth are stated, and the institution's names are also mentioned for a better idea to a reader. Some of the movements are considered concerning knowledge, and perspective of planning theorists and philosophers in urban and regional planning, authors must be highlight negotiation measures, conflict resolution in tourism and policymaking. Authors must have described how to create mobility and expand tourism industry,

policy trade-offs, opportunities for tourism researcher and planner which lie within the tourism development and policy development.

CONCLUSIONS

Because of the inadequate planning, coordination among planning departments and management of activities every state face problems Both papers have comprehensively explained

the issues and recommended and suggested few measures to be adopted, development laws, perspective of different authors, policies, strategies, current initiatives for the lessening of issues concerned with tourism but because of weak departmental and institutional setup these policies tend to remain in paper not implemented which is a drawback, the authors though argue about the influences and production of correct knowledge, push and pull factors, and some solutions towards policy problems. Contribution through these paper is no doubt fruitful but focused but be given to the social perspective, the contribution of consultants and stakeholders and must underline the archaeological importance of tourism planning and enhancing knowledge of policymaking. Role of social regularities should have been explained in detail for a better idea for tourism planner and ways to make progress in the tourism industry.

Reflection

After assessing and evaluating these two papers, me as tourism planner learnt how to create long-term policies and plans but what I understand is that these policies should be flexible, so that they can be amended as situation and time deviate. Though these papers gave a concept that a long-standing strategies and plans gives vibrant direction for future, how to convince stakeholders and tends them to participate in decision making process and how to make progress in tourism industry. In my opinion tourism planning should adopt integrated approach and well-defined laws and rules. Consequently, being a tourism planner, one should emphasize in making sustainable and workable tourism plans which must have a strategic focus in enhancing economic development rather than focusing on figure of tourists' entering, leaving and enhancing personal business. I also learnt from this papers that local citizens also play a significant role in influencing tourism planning. These papers gave appropriate idea of writing a discussion paper, identifying problems, following planning cycle, describing theories and

models, which undoubtedly clarified responsibilities and roles of different sectors such as development departments, regional and sector development departments. These papers have helped how to write well-organized steps by step methods and structure that covers all facets in policy and tourism planning.

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