A REVIEW OF THE ADVANTAGES AND DISADVANTAGES ASSOCIATED WITH THE DIFFERENT APPROACHES AND SCALES ADOPTED IN THE TOURISM PLANNING

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ABSTRACT
Planning for tourism can and has been approached from different perspectives with different scales and aims to boost tourism activities or to achieve sustainability. Tourism planning equally takes place at different scales: international, national, regional, and local levels. The planning process should be identified as a continuous and flexible progression, for example, the policies and recommendations need to be flexible for alternative circumstances. However if the approach is not well-managed and well-organized, it could bring the impacts to destination. In some local communities, local people may be provided just low-skilled minimum wage work. People in local community clearly do not get much in the benefit provided by tourism activities. The community usually pursues to get benefit from tourism, however the people might not have ‘a realistic understanding of what they are doing in achieving this development and what are the impacts of tourism’. It is strong that the way to achieve the strong well-planned local tourism development is the need of community participation as well as the decision making processes.

Keywords: tourism planning, integrated approach.

INTRODUCTION
Ultimately, planning can be ended with particular local areas or sites. All levels are vital for accomplishing tourism management and development. On a long-term base, the planning strategy can lead to benefits without particular problems; moreover, poorly-managed planning could bring both environmental and social problems. In fact,

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any failure of tourism planning can be redeveloped although this is time consuming and would require significant financial investment. The national and regional levels should be concerned with planning strategies and policies, institutional aspects, and other elements related to developing tourism. Subsequently, more details about the outline of national and regional planning such as rural, resorts and other forms of tourism activities can be provided. What a planner needs to concentrate on is how to integrate the supranational level and how those levels of action are linked. Also a variety of tourism planning approaches is reviewed with both advantages and disadvantages to any levels of destinations (Mill & Morrison, 2006).

**TOURISM PLANNING AT DIFFERENT LEVELS**

At an international scale, there are international tourism organisations, such as World Tourism Organization (WTO), World Travel and Tourism Council (WTTC), International Air Transport Association (IATA) and International Civil Aviation Organization (ICAO) which provide the guidelines and issues for planning tourism at individual level of destination. Moreover, regional international organizations, i.e. Organization for Economic Cooperation and Development (OECD) and Pacific Asia Travel Association (PATA) launch global and regional tourism policies, and support the collaboration amongst countries in both the public and private sectors (World Tourism Organization, 1998).

Tourism planning at the national level is focused on several components, such as tourism policy, tourism organisational structures (a major infrastructure) tourism marketing tactics in general, economic, environmental and sociocultural concerns and impacts (Inskeep, 1991). WTO publication indicates that there are various significant benefits of carrying out national and regional tourism planning. The advantages include, for example, establishing the purposes and policies of tourism development in general; integrating tourism industry into the country and region’s overall development patterns as well as developing the linkages between tourism involvement and economic sectors; affording a rationale for decision-making by both the public and private sectors; and achieving and balancing the economic, environmental and social benefits in which maximise the benefit to society, also minimise feasible
problems. Planning at the regional level is normally done for states and provinces in which are regionally related to policies and structure planning, tour programmes and transportation network. At this level, coordinating education and training courses are required (World Tourism Organization, 1998). Regional and local tourism planning are concerned with specific issues that could reflect on sub national area. Nevertheless, Cooper, Fletcher, Fyall, Gilbert & Wanhill (2005). proposed that regional and local plans should not neglect the aims and objectives of a national plan. In order to achieve efficient result for a large area, a regional scale of planning tourism is required. There is a slightly difference at each scale, however, integrating tourism development at all scales are linked for leading to the desired purposes.

TOURISM PLANNING WITH VARIOUS APPROACHES

Since mass tourism started in the 1950s followed in the United States (Marcouiller, 2007), boosterism approach has become the traditional principal toward tourism planning. The approach is a simplistic view in which tourism is viewed as intrinsically good with automatic benefit to the host. Getz (1987 cited in Hall, 2008) believed that economic growth is always promoted. Hall (2008) stated that the boosterism approach, tourism is described as a form of non-planning. Since the negative impacts of economic, social and environment are minimal. Within the traditional approach, local people and community are not engaged in the decision-making and planning processes. Noted that in the hosting of mega-event, such as the Olympic Games, in which it is comprised of the host city and region. For instance, in the 1960s-1970s, the boosterism is marked as rapidly development of Mediterranean coastal resorts, where it has been broadly criticised for the uncontrolled management of resources for short-term economic expansion (Getz 1986 cited in Sharpley, 2008) that there was a specific pattern of tourism related development, such as mega-sporting events. It has focused on stimulating tourism demand. Moreover the study by Burns (1999) proposed that the need of less developed countries remain principally for tourism development with economic benefits which is more serious than environment and social factors.
Furthermore, tourism planning as an integrated approach, which is sometimes referred to as the comprehensive approach, is about a basic idea in planning tourism that should be viewed as an inter-related structure with demand and supply factors. The former is international market and domestic tourist markets, as well as residents who utilise the attractions, facilities and services. The latter consists of activities, attractions, accommodations, and infrastructure. Additionally, the supply factor is related to institutional element which includes: 1) organisation structures, particularly in public and private associations; 2) regulations and legislation related to tourism; 3) training and education curriculum; 4) possibility of financial schemes; 5) marketing and promoting strategies; and 6) travel facilitation of immigration. An integrated system should be aimed for all the part of the above systems (World Tourism Organization, 1995).

It is argued that an integrated approach is aimed to incorporate every sectors of tourism; however the plan is not comprehensive enough and not properly prepared in an integrated manner (Tosun & Timothy, 2001). For instance, it shows that there is a lack of integrated planning, especially sectorial planning in separated dominations. In Turkey tourism can be seen as replacing rather than supplementing. Many farmers, who stay in popular tourist destinations, have sold their own lands and moved from agricultural work to finance related tourism business. Eventually they all became hoteliers, restaurant owners, etc. They failed to realise whether this was something they wanted without giving consideration to the tourism possibility. As a result, most of them were unsuccessful in their effort to run the small tourism business. Take the study of tourism planning in Spain by Baidal (2004) for example. It shows that the weakest point with planning tourism in Spain in which the regional planning issues are unsteady and inadequate, in common such as territorial, economic and environmental matter. With those difficulties, it is necessary to have coordinated and operative technical and political solutions. Baidal (2004) explained that the integrated approach does not fit the present distribution of the truly administrative practice. The theoretical approach should be considered along the current politico-administration framework. It is suggested that at the national level, the market’s development can be another process to help achieve tourism in Spain.
THE IMPACT OF TOURISM

The principle of sustainable tourism development which is set by the World Tourism Organization (1995, p.7) should meet ‘the needs of present tourists and host regions while protecting and enhancing opportunity for the future’. Bramwell et al. (1996 cited in Butler, 1999) suggested that there are seven dimensions of sustainable tourism management: environmental, cultural, political, economic, social, managerial and governmental. Mc kercher (2003) showed how the tourism industry can lead to sustainable development and offer high quality as well as small effects. There are four mainstays of sustainable tourism: economic, ecological, cultural and local sustainability. Additionally, Mason (2003) supported that sustainable tourism development should include economic and organisational dimension as well as socio-cultural and environmental factors. An organisational viewpoint of tourism sustainability is one of the components to developing the tourism industry (Haywood, 1989). The principle of environmental quality and economic growth support each other, for example, CP hotels develop an environmental code; McDonald’s moved from plastics to recycled-paper; and Green marketing products have increase and commenced environmental-friendly code of conducts.

The impacts of tourism are not all negative, but also positive. Bramwell, Prat, Richards & van der Straaten (1996); Mc Kercher (2003) illustrated the examples of sustainable tourism resources have both advantages and disadvantages. Economic sustainability needs a potential profitability in short and longer term: internationally and nationally need to carry out and review guidelines for education training to improve and organise tourism industry in individual country; the contribution of income and employment generate to regional and local level with marketing and product development. Furthermore, it is often that governments focus on increasing the number of tourists and foreign exchanges without taking into consideration the environment and society matters. Well-prepared national, regional and local tourism planning guiding principles and strategies which aim to move destinations sustainable in term of environmental conservation need to be implemented. Nonetheless, the approach has to make sure that the proposed planning process incorporates sustainable principles. As the result, the effect will turn out; frequently
ecological degeneracy comes from tourist activities, in which the natural destination should provide litters for tourists who are able to decrease the quality of the destination. Cultural sustainability is to maintain or even increase the values or strengthen the community identity. The possible benefits are to raise the understanding of its own cultural and inter-cultural relation; to carry out the traditional festivals and cultural activities, to gain economic profitability to develop own local areas. Even so, the long run, the local areas may absorb too much of inter-cultural and its community may lose their intrinsic tradition and culture (Haywood, 1989).

Take Egypt for example (Helmy, 2004). Tourism has now grown to be one of the huge businesses in Egypt and accordingly in Agenda 21 Egypt’s planning should be concerned more in terms of sustainable development. At the United Nations Conference on Environment and Development (UNCED) in 1992. The Egypt case study by Helmy (2004), evaluated the principles of sustainable development as the tourism planning approach to demonstrate the disadvantages and advantages of applying the planning system as well as pointing out the lack of initiative to move the destination more towards sustainability. Egypt earns national income successfully in both direct and indirect job opportunities, yet amongst different regions the development policies need to balance the distribution of economic profitability. At the regional and local scale such as the Red Sea and Sharm el-Sheikh, local communities provided the infrastructure facilities and social services that tend to be the major benefit within the areas. Moreover, the finding showed that the planning progress still required sustainable tourism forms such as ecotourism and alternative tourist market which offer the participation between hosts and guests. On the other hand, the present planning approach needs to be implemented with two considerable techniques: optimising tourist expenses and conducting the quality tourism sectors. Moving on to the environmental dimension, there are two key strategies in order to accomplish ecological protection goals: legislation and specialised agencies and establishments. The last dimension is socio-cultural that it is difficult to measure. The difficulty is the overlap between the socio-economic impacts and socio-cultural impacts (Helmy, 2004, p. 495). The planning objectives only looked for socio-economic benefits, yet its socio-cultural effects have
been ignored. The techniques for communicating between hosts and tourists can be provided by creating cultural events and local festivals, as these result in both visitors and local communities making a profit.

From the global viewpoint, in the past decade there has been continually a degradation of the environment. Hawkins & Haltz (2001) demonstrated that the funds and political factor are not adequate to stop the progress of environmental problems, internationally and nationally, or deal with ecological issues. The environmental concern is necessary as long-term and increasing along with serious global problems. With national and local issues and the current lack of sustainable attention, the preoccupation is still the main barrier to environmental movement globally (UNEP 1997 cited in Hawkins & Haltz, 2001). The key strategies to sustainable tourism development take place within the national, regional and local policies.

A vital component of community-based planning is social sustainability. It is a key component to move destination sustainability. To achieve sustainable tourism, planning needs the co-ordinated support and managing of all concerned stakeholders (World Tourism Organization, 1998). According to Mill & Morrison (2006), a community and its people should be engaged and should participate in the tourism planning process. The involvement of local communities in planning tourism with maximise benefit to local people and communities are needed (World Tourism Organization, 1998). Murphy (1985, p. 156) illustrated, that planning for community must be ‘realistic and attractive to tourists in a competitive market’. The approach is a ‘bottom-up’ structure planning which highlights ‘development in the community’, as well as the need of a subset of overall community goals as it corresponds to local economy (Murphy, 1985).

**TOURISM AND LOCAL COMMUNITY**

There are several advantages of applying the community approach: the local community has a chance to demonstrate their own traditional culture and ethnic values to visitors for optimising tourist fulfilment; local government, non-government organisation as well as local community could have an economic benefit as a desirable alternative to other industries (Hall, 2008); improving quality living standard of the local people through the local economic. On the other hand, there will also
be the drawbacks of improper community planning approach that could have impacts on a social dimension. Craik (1988 cited in Hall, 2008) proposed that social impacts need to be focused on with a moral prospective of the requirement for a community in making decision processes. Let’s take the development of casinos toward tourism development at a destination as an example. The host community could be affected from impacts of casino tourism product, especially the increase in crime and prostitution, as well as government’s regulations with casino gambling. Public participation will have a power control over decision making process, hence, community approach needs for a partnership in the tourism planning and development (Timothy & Tosun, 2003 cited in Hall, 2008). Tosun & Timothy (2001) showed that in Turkey tourism planning development there lacks the community approach, as tourism is given into upper level rather than local participation. The government is unresponsive to local development as existing of the social traditional structure. The local community participation has been missing in many developing countries. Tourism in Turkey is managed by the central government and its supporters. However, Murphy (1985) demonstrated that there is the public participation through government rather than community involved. They are related to public consultation but have no such opportunity for local people to be partnerships in the decision-making processes. The alternative goals are connected with each planning scales at community planning level. Internationally, community tourism planning is to develop socially suitable guideline for tourism development. For instance, WTO (1998) provided the guidelines and methodologies to local authorities, public and private sectors at the local level. The aim of the guideline is to achieve and strengthen towards tourism sustainable worldwide in the long-term to support local authorities in making better decisions on development and management tourism at local stage. At national scale tourism planning is economic and social concerns, such as the payment stability and social-economic impacts on regions. This level planning is intended to preserve and develop tourism resources to achieve the national attraction products. At the regional level, environmental capabilities and carrying capacity are of concern. At a local scale, the needs of resident is more important.
CONCLUSION
In the conclusion, there are several tourism planning approaches that have been reviewed. They have not covered every proposed planning approach, however, those discussions are just brief guidelines in order to have the basic ideas at the different scales and the alternative approaches. In the past decade, a variety of tourism planning strategies have the purpose of minimising negative effects and maximising tourism benefits that consist of economic, environmental and social aspect. The vital of tourism planning is ‘a multidimensional activity’. Tourism industry needs to be developed and managed basically in an integrated and sustainable approach. Following this approach, tourism can obtain considerable economic advantages to the areas, without generating any environmental and social impacts; therefore, the existing resources could be preserved for future use. Integrative tourism planning has been initiated to the overall plan for development of national and regional. Also at the local scale, the community-based planning is a combined planning with all stakeholders which allow them to participate in the decision-making process.

BIBLIOGRAPHY


