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Tourism Planning

By the end of this chapter, the reader will be able to:

- Describe the difference between planning and policy
- Identify and describe the scales of planning
- Explain the need to consider new approaches to planning in the future

Introduction

In the last few decades of the 20th Century, there was a shift from modernist forms of public administration, where government bureaucracies were given licence to 'define and act for the public good' (Dredge and Jamal, 2015: 287), to the current globalist/neoliberal perspective of governance, where governments have downsized bureaucracies and outsourced many functions. The outcome has seen many governments move into an arbiter/enabler role, shifting from public administration to public management. This change significantly influenced thinking about the role that governments play in planning. The consequence has been that while there is apparent public sector support for development that adheres to the principles of sustainability, the reality is that neoliberal style policy continues to place growth rather than sustainability at the heart of policy formulation. Previous chapters of this book have observed that maintaining contemporary systems of economic production and consumption will create a future that will be significantly different from the present. Characteristics of this 'future' will include rising sea levels, degraded ecosystems and higher temperatures. Future planning challenges will include responding to the impact of climate change, the depletion of non-renewal resources, ecosystem decline and the need to transition into a

new carbon-neutral economy. From a planning context these changes will require rethinking of how tourism planning is undertaken and the objectives that future planning may wish to achieve compared to the current objectives of planning, which are often based on a desire for continuing growth but with a cursory nod to a need for development that is 'sustainable'.

This chapter briefly reviews the role of planning, the relationship between planning and policy, and issues that planning will need to address in the future. Underlying this discussion is the view that a lack of planning, particularly at the strategic level but also at the destination and enterprise level, will result in ad hoc, unregulated, inefficient and reactive responses to calls to supply tourism infrastructure and services.

The literature on planning is vast and growing, with an increasing interest in specific forms and aspects of tourism. Readers are referred to Saarinen, Rogerson and Hall (2017), Dredge and Jamal (2015) and Rahmafritia, Pearce, Oktadiana and Putro (2020), Costa (2019) and Lew (2007) for detailed discussions on key trends in tourism planning. Hall (2015) provides a useful table (see Figure 16.1) that illustrates the relationships between planning traditions, key themes, global development milestones and humanity's global footprint. One outcome of the interest in planning has been the emergence of special interest areas in the planning literature. Examples include the role of planning in sustainable development, (Simão and Partidáron, 2012); power exercised through social representation in planning (Moscardo, 2011); community participation (Tosun, 2000); cultural heritage planning (du Cros, 2001); and destination development (Haughland, Ness, Gronseth and Aarstad, 2010). Commenting on the apparent gap between academic model building and their application in practice, Ruhanen (2004) observed that there is a need to move the 'wealth of academic knowledge' into the real world of planners and decision makers.

Planning traditions

Planning has a long tradition stretching back to the time when the first urban settlements emerged in the Middle East, and is now undertaken in a number of forms and at various scales. The forms of planning include public and private sector planning, development, infrastructure provision to support tourism activity, land and resource use, and promotion and marketing (Hall, 2005). Scales include sectoral, local, regional, national and international. Over time, planning has emerged as a systematic process that assists various private and public sector actors to engage in dialogue. This process acknowledges that there are usually overlapping and often competing interests that need to be considered in a policy environment that is becoming increasingly complex and contested, as factors such

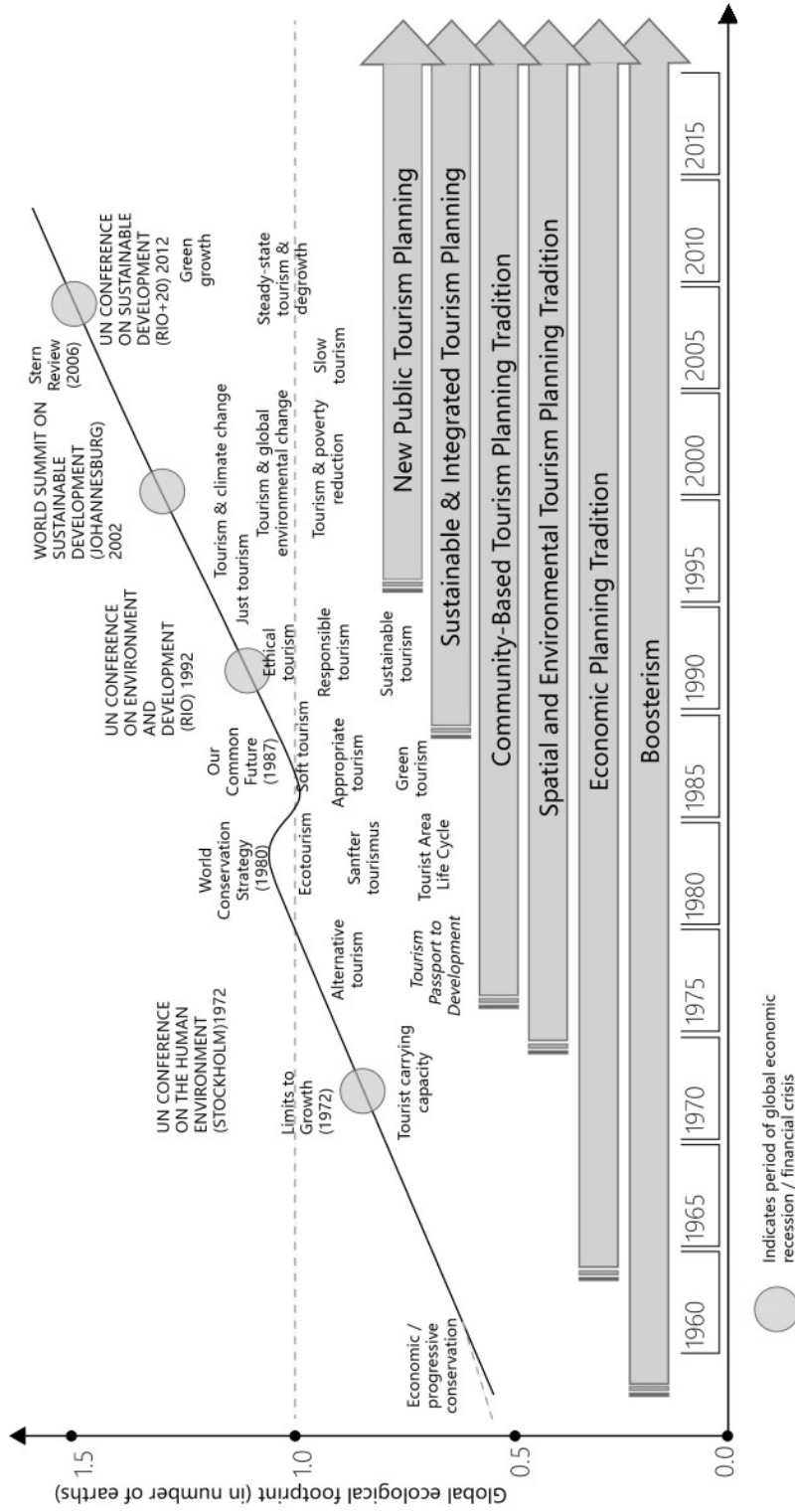


Figure 16.1: Relationship between planning traditions, key themes in tourism development, global development milestones, and humanity's global footprint (Hall, 2015).