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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

The last few decades of the 20th Century, saw a shift from modernist forms of public administration where government bureaucracies were given licence to 'define and act for the public good' (Dredge & Jamal, 2015: 287) to the current globalist/neoliberal perspective of governance, where governments have down-sized 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. This approach is no longer appropriate in a global economy facing numerous changes generated by climate change. Addressing these challenges, and policies to combat climate change, will require a more interventionist approach to planning in the future.

Previous chapters have observed how contemporary systems of economic production and consumption have created a situation where global society faces 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 Rahmafitria et al. (2020), Costa (2020) and Lew (2007) for detailed discussions on key trends in tourism planning. Hall (2015) provides a framework that illustrates the relationships between planning traditions, key themes, global development milestones and humanity's global footprint. He illustrates, for example, that planning has evolved from boosterism, through to a focus on economic development, community tourism, sustainable planning and now to a greater concern on public tourism planning.

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 & Partidáron, 2012), power exercised through social representation in planning (Moscardo, 2011), community participation (Tosun, 2005), cultural heritage planning (du Cros, 2001) and destination development (Haughland et al., 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. This observation by Ruhanen (2004) continues to have merit and will become even more important in the future as human society begins to face the sustainability crisis that has resulted from its over exploitation of scarce renewable and non-renewable resources.

Planning traditions

Planning has a long tradition stretching back to the time when the first urban settlements emerged in the middle east. It is now undertaken in a number of forms and at various scales. The forms of planning include public and private sector, development, infrastructure provision to support tourism activity, land and resource use, and promotion and marketing (Hall, 2005). Scales include sectoral,