

# DESTINATION DEVELOPMENT & MANAGEMENT

## UNIT -2

# ASSESSMENT OF TOURISM POTENTIAL

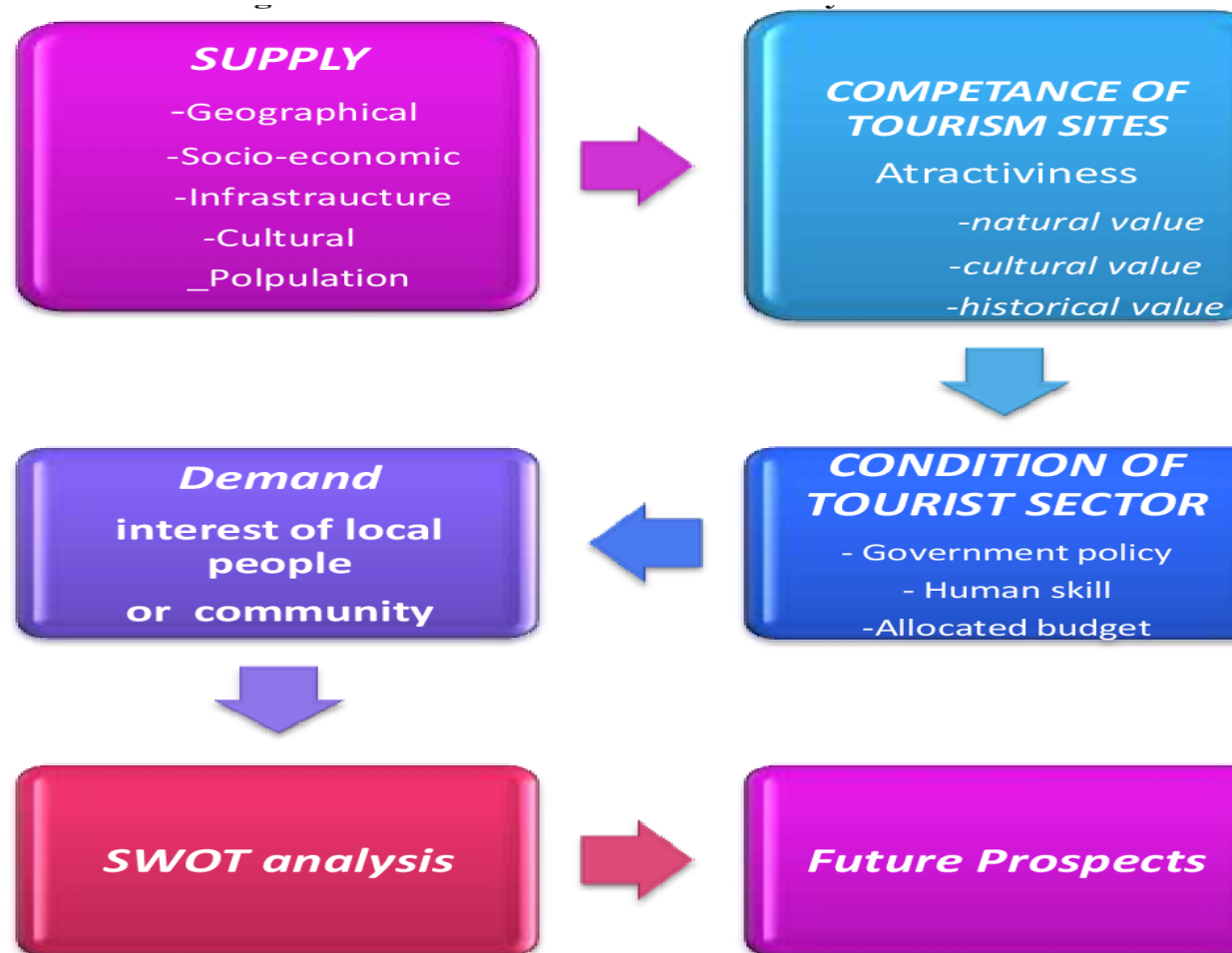
Tourism Assessment:

Tourism assessment program is a self-assessment. A business receiving a notice to file the Tourism Assessment Form has been identified as a potentially assessable business falling into one of the travel and tourism industry.

## **TOURISM POTENTIAL:**

The sum of the natural, anthropogenic and material resources and conditions necessary for a destination management.

# POTENTIAL ANALYSIS OF TOURISM:



# **TOURISM IMPACT ASSESSMENT AND ITS IMPORTANCE:**

It forces planners and developers to forces what could possibly go wrong and take precautions to prevent such unfortunate consequences from happening.

Planners and developers would be able to identify actions could prevent or mitigate the impacts.

# **TOURISM IMPACTS ASSESSMENT AND ITS TOOLS:**

Triple bottom line approach-Encompasses with ECONOMIC, SOCIAL and ENVIRONMENTAL impacts of tourism.

Tourism carrying capacity Assessment-Used to identify and implement limits to the number of visitors to specific destinations or attraction.

# **OTHER IMPACT OF ASSESSMENT :**

WTO 1996 enumerated core indications of sustainable tourism development, namely;

- Site protection
- Stress
- Use intensity
- Social impact
- Development control
- Waste management
- Planning process
- Consumer satisfaction
- Local satisfaction

**EIA**

**ENVIRONMENTAL IMPACT ASSESSMENT**



# WHAT IS MEANT BY EIA ?

Environmental impact assessment (EIA) is an environmental decision support tool, which provides information on the likely impacts of development projects to those who take the decision as to whether the project should be authorised. ... EIA forms part of the spectrum of environmental assessment (EA) processes.

# WHAT IS THE PURPOSE OF AN EIA ?

The aim of Environmental Impact Assessment is to protect the environment by ensuring that a local planning authority when deciding whether to grant planning permission for a project, which is likely to have significant effects on the environment, does so in the full knowledge of the likely significant effects,

# WHAT ARE THE TYPES OF EIA ?

Strategic EIA (SEIA):

Regional EIA:

Sectoral EIA:

Project Level EIA:

Life Cycle Assessment:

# WHAT ARE THE STEPS IN EIA ?

1. Scoping. Establish the boundaries of the EIA, set the basis of the analyses that will be conducted at each stage, describe the project alternatives and consult the affected public.
2. Impact Assessment & Mitigation.
3. Impact Management.
4. The EIA Report.
5. Review & Licensing.
6. Monitoring.

# WHO USES EIA ?

Environmental Impact Assessment (EIA) is a process of evaluating the likely environmental impacts of a proposed project or development, taking into account inter-related socio-economic, cultural and human-health impacts, both beneficial and adverse.

# WHAT ARE THE KEY ELEMENTS OF EIA ?

- Air Environment. – Determination of impact zone (through a screening model) and developing a monitoring network.
- Noise Environment.
- Water Environment.
- Biological Environment.
- Land Environment.
- Socio-economic and Health Environment.
- Risk Assessment.
- Environment Management Plan.

# WHAT ARE THE DISADVANTAGES OF EIA ?

Weakness: Relies on Technical Inputs

One of the disadvantages of an EIA is that it relies heavily on technical data and examinations, from tests in the field to analysis programs that compare data and predict events.

# WHO IS EIA INDIA ?

EIA is now mandatory for more than 30 categories of projects, and these projects get Environmental Clearance (EC) only after the EIA requirements are fulfilled. Environmental clearance or the 'go ahead' signal is granted by the Impact Assessment Agency in the Ministry of Environment and Forests, Government of India.



# **ENVIRONMENT MANAGEMENT SYSTEM**

# WHAT IS ENVIRONMENT MANAGEMENT (EMS)?

- A set of Methods and Procedures For aligning Corporate strategies, policies And operation With Principle that Protect ecosystem.
- International Organization for Standardization ISO (14001).

# THE AIMS OF EMS

To increase Compliance and Reduce waste

**COMPLIANCE:**

The act of Reaching And maintaining Legal standards.

**REDUCES WASTE :**

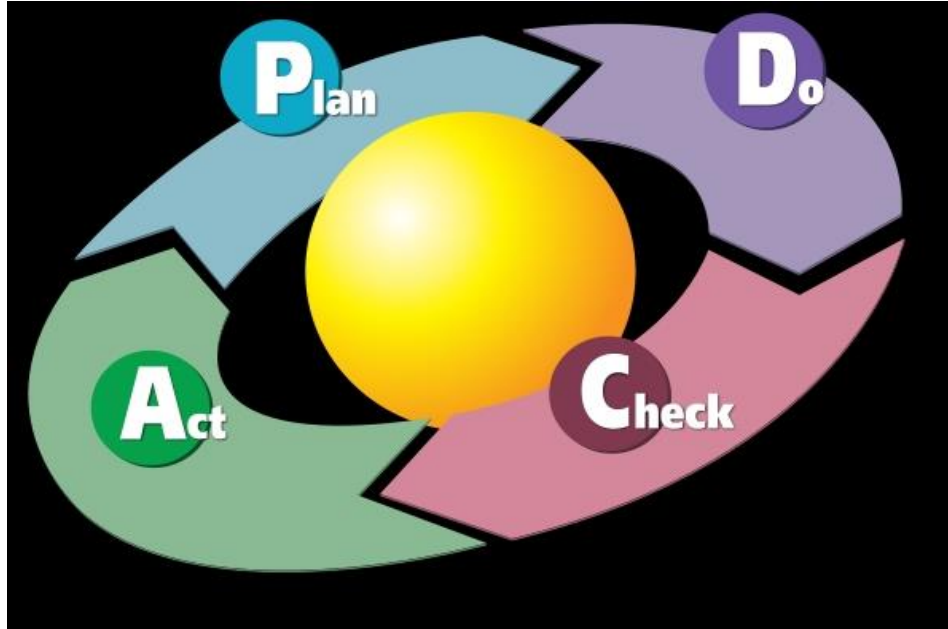
To reduce environment impact.

# INTERNATIONAL ORGANIZATION FOR STANDARDIZATION

- In September 1996 Standardization Published the First edition Of ISO 14001, the standard.
- Describing Specific Requirements For an EMS.
- A second edition ISO14001 published 2004.
- The dominant environment management system In the world.

# EMS MODEL OR PDCA CYCLE

Plan  
Do  
Check  
Act



# PLAN

- Identify environment aspect

Ex. Air pollutants

- Determine Most important To company.

Ex. work health & safety

- Legal and others requirement

- Objects and Targets

- Management action to support object and target.

**DO**

Structure

Training awareness

Communication

EMS Documentation

Document control

Operational control

# CHECK

- Monitoring and Measurements
- Nonconformance , corrective And Preventative action
- Records



# ACT

- EMS Audits
- Management Reviews
- This final review stage Created A loop of Continuous improvement for a company

# ENVIRONMENT MANAGEMENT SYSTEM

- Air pollution control program
- Water pollution Control program
- Waste management program
- Work place environment Health program
- Other environment Program management.

# CENTRAL BENEFITS OF EMS

- Drive
- Set targets To reduce Energy, Water Use, Waste to find fill
- Achieve the cost saving
- Pollution Prevention
- Increased Efficiency
- Improved Morale

# FEATURES

- Sets framework for training to achieve objectives and desired performance.
- Encourages contractors and suppliers to establish their own EMS.
- Facilitates e-reporting to federal, state and provincial government environmental agencies through direct upload.

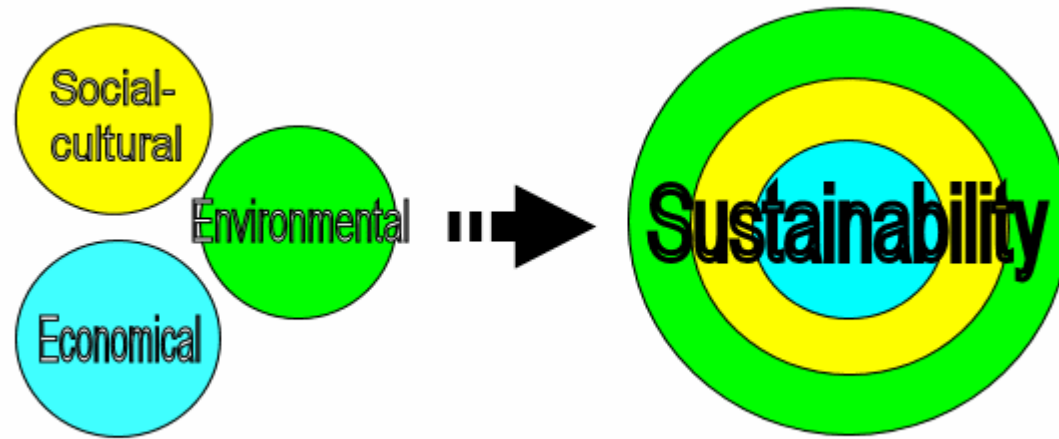
- Provides a systematic way of managing an organization's environmental affairs.
- Creates environmental buy-in from management and employees and assigns accountability and responsibility.

# **PLANNING FOR SUSTAINABLE TOURISM AND DEVELOPMENT**

What is sustainable tourism?

Sustainable tourism hold a long-term view, for present and future generations, ethically and socially just and culturally adapted, ecologically viable and economically sensible and productive.

# THE THREE DIMENSIONS OF SUSTAINABLE TOURISM



The three dimensions of sustainable tourism

# **SUSTAINABLE TOURISM CRITERIA:**

- Eco Tourism
- Mass tourism
- Cultural tourism
- Adventure tourism
- Epicurean tourism
- Rural tourism



# **SUSTAINABLE DEVELOPMENT PRINCIPLES:**

Four basic principles of sustainability:

- The idea of holistic planning ,cross-sectoral planning and strategy making
- The importance of preserving essential ecological processes
- The need of protect both human heritage and biodiversity
- The requirement that development should be carried out so that productivity does not deplete resources for the long term and future generations.

# **BENEFITS OF SUSTAINABLE TOURISM DEVELOPMENT:**

- Developing new businesses
- Expanding job opportunities
- Increasing income
- Marketing new products
- Improving infrastructures
- Encouraging diversification
- Integrating local economy
- Promoting community pride
- Higher quality of life for local population

# SUSTAINABLE TOURISM PRODUCTS

## The Three R's

Reduce

Reuse

Recycle

## The Ten R's

Recognize

Refuse

Replace

Reduce

Reuse

Recycle

Re-engineer

Retrain

Reward

Re-educate

# MANAGING SUSTAINABLE TOURISM DEVELOPMENT:

**Carrying Capacity**-It represents the intensity of the use a certain environment can stand over a determined period of time without damaging its sustainable potential for the respective use.

- Physical capacity
- Environmental capacity
- Economic capacity
- Social capacity
- Perceptual capacity
- Infrastructure capacity

**Government Interventions**-A central authority take mandatory measures to reduce environmental degradation in order to prevent population and control.

**Economic approach**-Taxes should enact to reduce environment degradation.

**Self regulation**-Industry itself taking responsibility for its own action.

**Monitoring.**

**Marketing and information services**

**Environmental management**

**Cleaner production**

# SUSTAINABLE TOURISM AND ENVIRONMENT

**Ecolabeling-** Encourages the enterprises to act responsibly in order to receive the accreditation.

## **Socio-cultural impact**

- Community involvement

- Community conflict

- Cultural change

- Cultural interpretation

## **Environmental impact**

# **STRATEGY DEVELOPMENT:**

Define the area

Assessment of the area

Assessment of available tourism facilities

Assessment of tourism demand

SWOT analysis and strategic objectives

Action plan

Proposal and monitoring

# **SUSTAINABILITY ISSUES**

- Exclusive nature of tourism
- Issue between policy and the practices
- Narrow definition of tourism
- Resource management
- Do not have a clear vision
- Leadership



## **TRENDS IN SUSTAINABLE TOURISM:**

- Indigenous and community tourism
- Public and private sector synergy
- Ecotourism
- Agro tourism
- Ethical tourism

# **TOURISM PLANNING**

# WHAT IS TOURISM PLANNING?

Is the process of Consider The need of the people Planning a Trip and using Those factors to determine The best resources, program And activity For the trip.

Tourism planning intended for local residents and business of the Location as well as Tourist Who travel there.

## **MEANING OF TOURISM PLANNING?**

It is process of Setting goals, Selecting alternative Course Or action to achieve the goals , implementation The chosen alternative and evaluating the choose To find the successful.

## **Nature of Tourism Planning**

- Tourism planning seeks to provide a detailed “on-the-ground” outline as to how each of the factors affecting tourism’s destination success should be developed.
- “Good tourism planning goes beyond schemes to maximize profit”.
- Developers must incorporate ways to enhance human welfare & happiness.

# General Concepts of Planning

- In its broadest definition, planning is organizing the future to achieve the set objectives.
- Major types of planning:
  - Economic development planning
  - Physical land use planning
  - Infrastructure planning
  - Social facility planning
  - Park and conservation planning
  - Corporate planning
  - Urban and regional planning

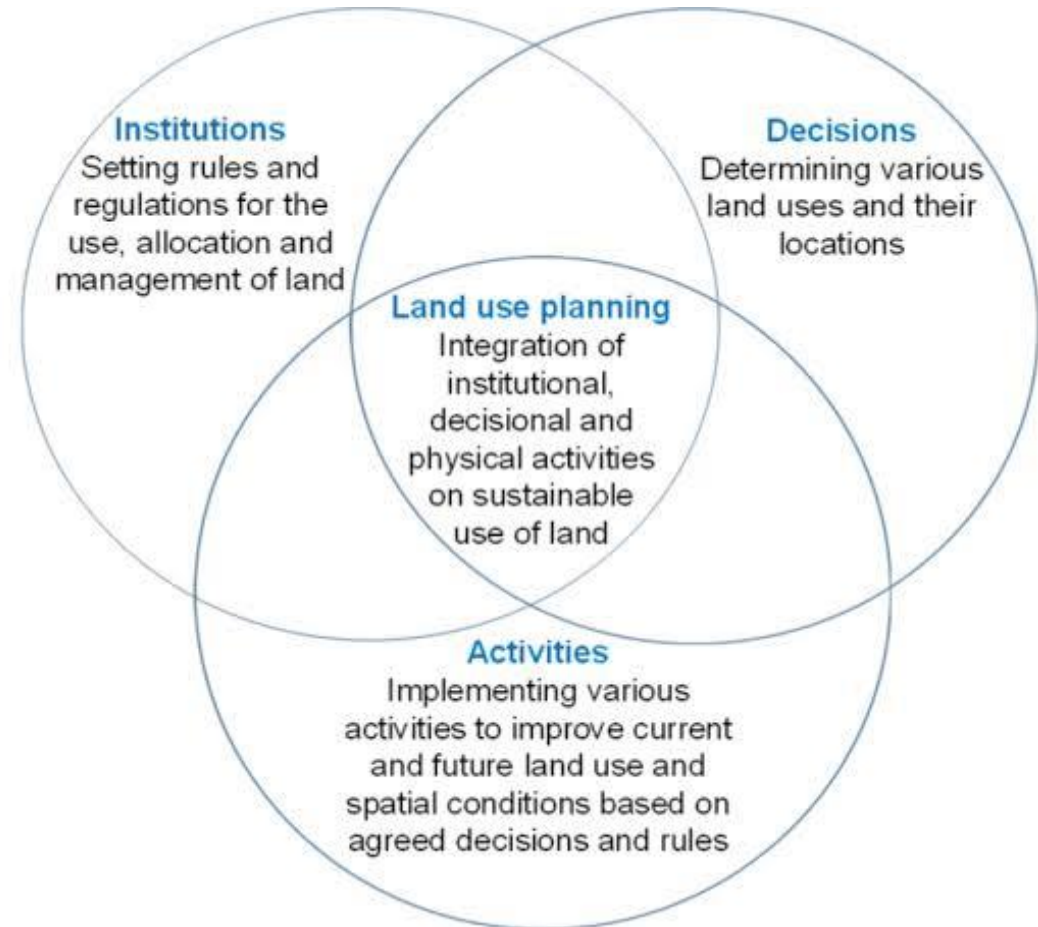
# **ECONOMIC DEVELOPMENT PLANNING**

The economic development plan provides a comprehensive overview of the economy, sets policy direction for economic growth, and identifies strategies, programs, and projects to improve the economy.

Includes general background information on economic development planning and sample economic development plans.

# PHYSICAL LAND USE PLANNING

Tourist Development Areas selected As tourist resort , resorts towns, Tourist attractions, And urban tourism Impose land use plan .





# INFRASTRUCTURE PLANNING

Infrastructure Refer to all underground And surface Construction of a region. It includes to a water supply, Electric line's, Road and highway, communication, And other related Service.

superstructure Are the facilities And service That are above The ground Such sa hotel , Resort and restaurant, Shopping centres , airport buildings, Museum And similar structure.

# **SOCIAL FACILITY PLANNING**

Social planning involves community and government groups and organizations working together in collaboration to address critical social issues facing a community.

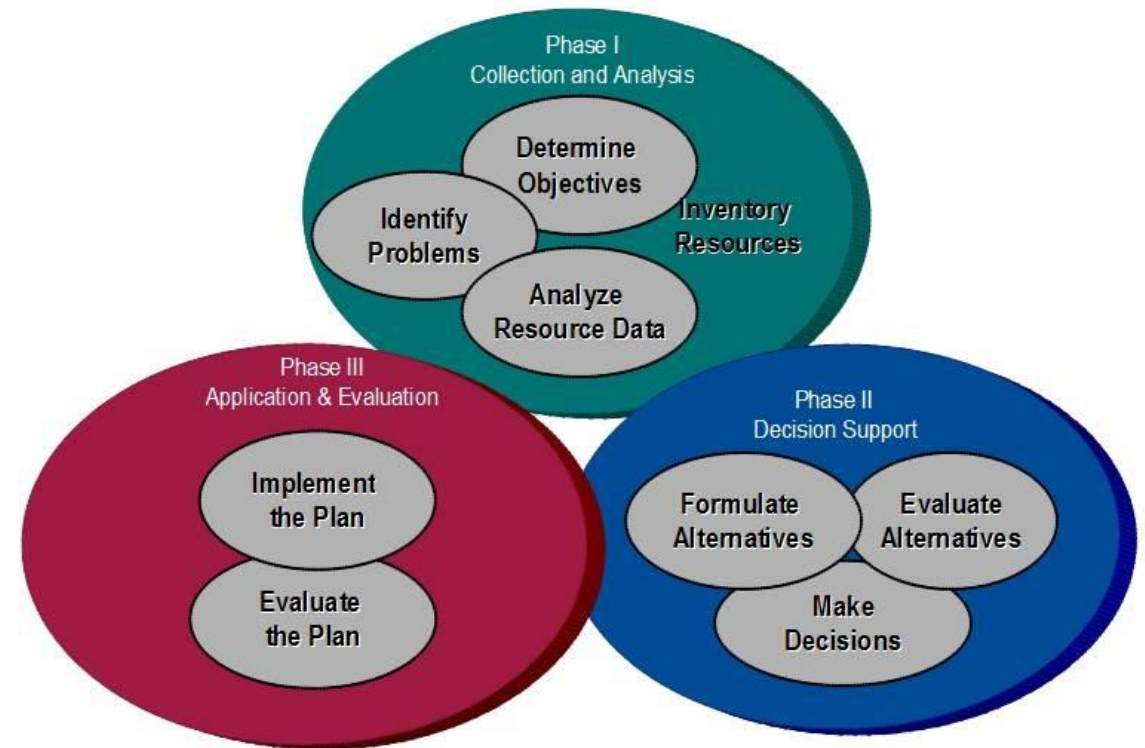
Social planning has also been referred to as community development or community social planning.

# PARK AND CONSERVATION PLANNING

Conservation plans are developed and implemented to protect, conserve, and/or enhance natural resources within the client's social and economic interests and abilities.

Natural resources are defined by NRCS to include soil, water, air, plants, animals, energy and human considerations

## NRCS Planning Process



# CORPORATE PLANNING

“Corporate planning is a systematic approach to clarifying corporate objectives, strategic decision making and checking progress toward objectives. A corporate plan is a set of instructions to managers of an organization describing what role each department is expected to fulfill in the achievement of organization's objectives.”

# URBAN AND REGIONAL PLANNING

Urban and regional planning involves optimizing the use of land and resources in a community.

Professionals in the field of urban and regional planning use population and economic growth projections to allocate resources and anticipate infrastructure and public service needs. The work of urban and regional planners involves balancing economic activity, community needs and environmental preservation while making decisions for municipalities and larger geographic areas.

# WHAT IS TOURISM PLANNING?

Tourism planning is the process of considering the needs of people planning a trip and using those factors to determine the best resources, programs and activities for the trip.

Tourism planning is intended for local residents and business of the location, as well as tourists who travel there.

# **TYPES OF TOURISM PLANNING:**

- Spatial Tourism planning.
- Sectoral Tourism planning.
- Integrated Tourism planning.
- Complex Tourism planning.
- Centralized Tourism planning.

## **SPATIAL TOURISM PLANNING:**

This planning, the space as well as the environment of the tourist spot is scrutinized for creating good quality and quantities at the spot.

EX – corbett National park



## **SECTORAL TOURISM PLANNING:**

The region to be developed is divided into various broad sections, called Sectors.

These sectors are allocated resources.

Their social, economic and environmental needs are assessed.

The natural resources of each sector must be preserved and protected .

# **INTEGRATED TOURISM PLANNING:**

THE SECTORS OR PARTS OF A TOURISTS REGION ARE INTEGRATED SO THAT THE REGION BECOMES A HOT DESTINATION.

FOR EX – TOURIST SPORTS OF MOUNT TITLIS , LUCERN , GENEVA AND OTHER PARTS OF SWITZERLAND ARE INTEGRATED.

THESE HAVE BEEN DEVELOPED TO PROVIDE PACAGES TO TOURISTS SO THAT THEY COULD VISIT ALL THESE SPOTS WHEN THEYVISIT THE SWISS ALPS.

## **COMPLEX TOURISM PLANNING:**

When several regions are considered for the purpose of planning, it is called complex tourism planning.

These have to be developed on a comprehensive basis because the international tourist may be keen to visit all the tourists spots located in these region

## **CENTRALIZED TOURISM PLANNING:**

This types of planning is done by a single authority, usually the state or central government.

For ex- Renovation of the red fort for exposing more area of its premises to tourists

**THANK YOU**