LECTURE NOTE ON

Tourism & Recreation

For B.Sc. Forestry III Year

Prepared by:

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**Terminology regarding tourism**

- **Tourist**: an individual who travels for the pleasure of traveling, out of curiosity.
- **Time budget**: every individual has three types of time, namely **Subsistence time**, **Existence time**, and **Leisure time**.

**Subsistence time**: the time that is spent on meeting the physiological needs for survival; eg. Sleeping, refreshing, and eating. **Existence time**: the time in which activities necessary to support life are carried-out; eg. Work time, school time. **Leisure time**: the free time available after subtracting the subsistence time and existence from the total time budget. \[L = \text{Total Time} - (ST+ET)\]

In the **time budget**, every individual has three types of time, namely **subsistence time**, **existence time**, and **leisure time**. The **subsistence time** understands for the time that is spent on meeting the physiological needs for survival. For example: sleeping, refreshing, and eating. The time in which activities necessary to support life are carried-out is referred as **existence time**, such as work time, school time. **Leisure** is the free time available after subtracting the subsistence time and existence from the total time budget. It is an unobligated time, during which an individual performs activities that refresh his body and mind.

The leisure time is further divided into 1. daily leisure, 2. weekly leisure, and 3. annual leisure. The **daily leisure** or unobligated time may come before or after school or work/office. The daily leisure available to an individual averages about 6 hours per day. It is however fragmented into many small periods limiting the person to carry out only certain recreation activities. The **weekly leisure** is generally termed for weekend leisure. It provides opportunity for participation in those activities that are not feasible during daily leisure. The length of weekly leisure and types of activities performed vary from country to country. For example, some countries have 6 workdays per week while others have 5 or 4 workdays. Weekend outing with friends and or family is most popular recreation activities performed during this unobligatory period. Long vacations and holidays are generally termed as **annual leisure**. It is estimated that by the year 2000, the average annual leisure time will be 4-6 weeks (Juvenile, 1976). It has been also noticed that the total leisure time available to an individual depends upon various socio-cultural, economic, and environmental factors as well as the person’s personal characteristics such as attitudes, behaviors, age, lifestyle, etc.

- **Recreation**: is any activity carried out during leisure time that recreates or rejuvenates (refresh) the person engaged both mentally and physically for works. The **any activity** may be a constructive or destructive to the person involved or to his society. Hence, to qualify as a recreation activity, the activity must be a **constructive one**; not doing any damage to the person involved or his society. According to places, where a recreation activity is carried out, it may be classified as **indoor recreation** or **outdoor recreation**. As the names suggest, recreation activities that are carried out inside closed doors are classified as **indoor recreation** and those conducted in open environment are referred as **outdoor recreation**. Outdoor recreation pursuits are generally carried out during weekend or annual leisure.
• Relationship among leisure, recreation and tourism

Leisure: weekend and vacation
(weekly/annual)

Outdoor recreation spectrum

Tourism

It depicts that outdoor recreation is generally carried out during weekend and long vacation and tourism is one form several outdoor recreation activities.

• The phases of recreation experience

**Anticipation Phase**: It is in fact planning phase. During this phase a person analyses his own psychological needs or interests, the range of recreation opportunities available, and family or social needs to make a decision to participate a recreational activity. The roles played by available information, leisure time and resources at hands are very crucial at this stage. Even after making decision and selection of a recreation option, a lot of efforts and investment are made on preparation for the experience such as purchase of package in advance, purchase of recreation gears. It creates tremendous business.

**Travel to Phase**: This is traveling phase that is necessary to get to the site of recreation activity. It requires inputs of time and costs. The role of different transportation means is important. Uncertainties and inconveniences may greatly influence the travel to experience. Planning of transportation on regional, national and international basis is crucial to enhance this experience.

**On-Site Experience**: This is actual participation phase. It involves everything that a person does, feel, and experiences on the site. It involves the activities in which he engages, the resource setting where he performs recreation activities, the services and facilities he uses on the site, the costs he incurs, and the travel facilities he uses (on and between sites). The on-site experience plays central role to enhance the visitors' satisfaction from the total experience. The recreation service providers therefore emphasize development of quality services and facilities, good on-site travel between sites, cluster of closely related activities at one complex, and compatible price.

**Return Travel**: It is the experience obtained while returning to home. The routes and transport may be same or different but psychologically the person may be tired and hold different anticipation. Many recreation service providers in the attempt to deal with more customers give thoughts only one short-term economic benefit and pay little attention on this phase. It is generally forgotten that small difficulty faced during this time may result-in
to develop a totally negative reflection about the entire experience. Such happening may be unfortunate not only to the concerned to that service provider but also to the entire recreation industry of the area.

**Recollection Phase:** This is post-experience phase, in which the recreationists recall many important moments of whole experience. They develop photos and films; share their experience with friends, relatives and may also plan for revisiting the site.

- **Definition: Tourism**

  “tourism is the sum of the phenomena and interrelationships arising from the travel and stay of non-residents”, in so far as they do not lead to permanent residence and not connected with earning activity” ……(AIDT-Geneva, 1950).

  Or

  “Temporary movement of people to the destinations outside their normal places of work and residence and the activities undertaken, the people met, and the facilities and services used by them during their stay in the destinations to meet their needs” ……(Mathieson and Wall, 1982).

- **Difference between tourist and traveler**

  The word “tourist” is restricted to those who travel for pleasure (stay at destination, temporarily).
  “Travelers” do not involve such restrictions (Intention either money making or/recreation).
  Also a traveler is who moves either on permanent or temporary basis, from point A to B.

- **Tourist product**

  Composite in nature
  Includes everything the tourist purchases, sees, experiences, and feels; from the start of tour until return to home
  Example: journey to and from home, accommodation, everything purchased or used; services, facilities, food, souvenirs, culture.

- **Requirements of tourist products**

  Attraction
  Access
  Activities
  Amenities
  Accommodation
  Affinity (Hospitality)
  Actors (Operators)
  Acts (rules & regulation)
• **Tourist and tourism activities**

A person who travels for pleasure in any other places rather his usual residence. Domestic & International tourists travel within their country & aboard. Beauty of Nature, Treasures of Culture & Seeking Adventure Activities.

• **Tourism products and activities**

Nature base: Himalaya, Mountains, Rivers, Lakes, Caves, Hills, Jungles, Wild lives, Birds and Butterflies, Plants etc. 
Culture base: Temples, Monasteries, Old places & Monuments, Traditional dresses, Ornaments, Utensils, Households materials, Museum, Musical instrument, Folk Songs & Dance etc. 
Adventure: Mountaineering, Trekking, Rafting, Air sports, Jungle Safari etc.

**Basic characteristics of tourism**

![Diagram of tourism characteristics]

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Tourism... statistics

Tourism industry contributes a major portion in foreign currency earning.
According to Economic Survey, Nepal earned foreign currency equivalent to more than 18 billion rupees in the eight months of fiscal year 2009/2010.
Tourism contributes 2.6 percent to GDP and a total of about 8 percent in the foreign exchange earnings.
(Source: NTB, 2010 Feb)

Current status of world tourism

903 million visitors grew by 4.6%
Economic Activity of $5.9 trillion i.e. about 10% of global GDP
Employing 238 million people
Europe – America – Asia Pacific
Switzerland- Nepal – New Zealand

Evolution of tourism

Travelers were guided in Ancient time by:
Interest: Political, commercial, resources etc.
Curiosity: Places & people, discovery of India, USA, China, Australia etc.
Religious sentiments: Lumbini & KTM valley, Jerusalem,(E.kawaguchi)
Organized Olympic games in Greeks 776 BC to 393 AD
Rome was famous for model city till 16th
Thomas Cook organised tour from Europe since 1841 AD.
The tour operator of USA since 1866.
Organized tour in India since 1938.
Invention of photography, bicycle, traveler cheque, technology, motor car, steam engine etc. 19th and 20th century.
Increase in disposable income & leisure time, faster cheaper & safer Jet aircraft since 1950 AD

Tourism business and activities

Hotels & Lodges
Travel Agencies
Trekking Agencies
Restaurants & Bar
Handicrafts Centre
Books & Equipments shops etc.
Tourism Industry in Nepal

Since 1950 from Mountaineering
5,26,705 visitors in 2007
Purpose of visit: Holiday pleasure, Mountaineering & trekking and Others.

Ecotourism or responsible tourism

Four pillars:
1. Minimizing environmental impacts
2. Respecting host culture
3. Maximizing benefits to local people, and
4. Maximizing tourist satisfaction

Three dimensions:
1. Nature based
2. Environmentally educated
3. Sustainable management of natural/cultural resources

For definition: Ecotourism can be described by different terms;

Nature based tourism, nature tourism, environmental tourism, specialist tourism, green tourism, adventure tourism, indigenous tourism, responsible tourism, sensitized tourism, cottage tourism, sustainable tourism

Specifically, ET is a form of nature tourism, which respects the environment and encourages and promotes the wellbeing of local people
Nature tourism may or may not do this

Purposeful travel to natural areas→to understand cultural and natural history of environment→do not disturb the ecosystem→producing economic benefits→conservation of natural resources→financially benefited to local people

Classification of tourism

On the basis of destination:

Domestic tourism (DT): traveling only within own country
Inbound tourism (IT): non residents traveling to the given country
Outbound tourism (OT): residents traveling to another country
Internal tourism: DT+IT
International tourism: IT+OT
On the basis of size:

Mass tourism: involves large number of tourist
Controlled tourism: involves a limited number of tourist
Elite tourism/tourist: involves independent minded tourist

On the basis of purpose:

Pleasure/holiday, adventure, visiting relatives and friends, business, health, pilgrimage, official, convention/seminar

**Bungy jumping**

If you thought bungy jumping was restricted to some places in Europe, New Zealand and America, it's time you got and update. The sport has finally found a natural home in the highest mountain range in the world. The ultimate thrill of a bungy jump can now be experienced in Nepal at perhaps the best site in the world.

Nepal's first bungy jumping site is situated 160m over the wild Bhote Kosi river, and located close to the Nepal-Tibet border, a three-hour bus ride from Kathmandu. As can be arranged on arrival in Kathmandu. As of now, there is only one agency offering this sport. The jump, at 160m, was designed by one of New Zealand’s leading bungy consultants, and is operated by some of the most experienced jump masters in the business. It's mishap-proof. The agency takes safety “very, very seriously”.

**Location:** Less than 3 hours outside Kathmandu by Ultimate Bungy Shuttle. You will travel the Arniko (Kathmandu/Lhasa) Highway to within 12km of the Tibet Border and the famous Friendship Bridge.

**The Gorge:** Ultimate Bungy Nepal takes place on a 166m wide steel suspension bridge over the Bhoti Kosi River.

**Rates:** The rate is $75 per jump. Nepalese are entitled to 30% discount

**Paragliding**

Paragliding in Nepal can be a truly wonderful and fulfilling experience for the adventure seeker. A trip will take you over some of the best scenery on earth, as you share airspace with Himalayan griffin vultures, eagles, kites and float over villages, monasteries, temples, lakes and jungle, with a fantastic view of the majestic Himalaya.
Gliding is a weather dependent sports and the flying season in Nepal commences from November through February, the best months being November and December. The takes off point for these flights is Sarankot (1592m.), which also offers prime views of Fewa lake and mountains at sunrise and sunset (provided the skies are clear) and the landing is by the Fewa lake. No previous experience is required as qualified pilots provide a short briefing before launching.

**Detail Itinerary:**

**Day 01:** Flight or drive to Pokhara from Kathmandu - O/N at hotel.

**Day 02:** Hiking to Sarangkot (1590m) - O/N at hotel.

**Day 03:** Paragliding tour - O/N at hotel in Pokhara.

**Day 04:** Sightseeing in Pokhara city.

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**Rafting**

Nepal is home to eight out of the fourteen highest peaks in the world with colorful and intricate Hindu religion to the austerity of the Buddhist monasteries. From these breathtaking heights, rivers crash down through the foothills, fed by monsoon rains and melting snow, on their way to the Great Plains of the Ganges.

Nepal has many rivers for you to explore: Trishuli River (rafting for 1 up to 3 days), Seti River (rafting trip 2 days), Bhotekoshi River (rafting 2 days), Kali Gandaki River (rafting 3 days), Marsyandi River (rafting/kayaking 4 days), Sun Koshi River (rafting 7 to 9 days), Arun River (rafting adventure 9 days), Karnali River (whitewater rafting 10 days), Tamur River (rafting adventure 11 days). On these rivers you will find the world's most thrilling whitewater with a wide range of difficulties, warm water and bug free beaches for camping. All this makes a wealth of unlimited opportunities for great river rafting, kayaking, climbing, mountaineering, biking, hiking and ever popular trekking adventures in Nepal. Nepal has something to offer to everyone.

We are proud to share our wonderful country, culture and our many years of experience in this field with you and give you an excellent opportunity to explore the remote countryside which is never possible without river trips.

Rafting is our passion. We live, breath and sleep white water and when you join us you are going to have the most unique rafting experience in Nepal. Fed by the highest mountain range in the world, the Himalaya, Nepal boasts some of the world’s best raft-able rivers.

A rafting trip will take you away from the busy trekking routes, hectic roads and the usual tourist trails. You'll find yourself in the heart of rural unspoil Nepal where there are no road and perfect sceneries. Rafting is also very eco friendly, as we literally 'leave no footprints'. After our trip, nobody would even be able to tell where we have been.

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Our fully supported river expeditions are thoroughly equipped to the last detail. Expert professional guides, safety kayakers, and state of the art equipment make challenging rivers possible, even if you have no previous rafting experience. With a good mental attitude and a sense of adventure you'll soon be enjoying the wilder moments of these mighty rivers. As soon as your paddle touches the water you're no longer a client, you're a team member.

**Difference between water crafts**

**Canoeing**

Canoeing is the activity of paddling a canoe for the purpose of leisure time recreation (also called a canoe trip or "tripping"), sport competition, or transportation or navigation, and exploration.

The term usually refers exclusively to using one or more single blades i.e. paddle to propel a canoe forward with only human muscle power utilized.

However, in British english, canoeing is used to refer to kayaking and Canadian canoeing is used to refer to canoeing. The International Olympic Committee and the International Canoe Federation both use the term "Canadian Canoeing" and "Kayaking".

There are sub-varieties of canoeing, such as whitewater or wildwater canoeing, outrigger canoeing, in North American parlance. Travelling white water in a whitewater raft can involve using either paddles, or a pair of oars, or both.

**Outrigging**

Outrigger Canoe Racing is a team paddling sport which utilises the outrigger canoe an North American and European terminology. The sport is also known as Va'a (Wa'a) racing in some parts of the Pacific and Waka ama (Māori) in New Zealand.

**Kayaking**

Kayaking is the use of a kayak for moving across water. Kayaking is differentiated from canoeing by the fact that a kayak has a closed cockpit and a canoe has an open cockpit. Kayakers use a double bladed paddle. Another major difference is in the way the paddler sits in the boat. Kayakers sit in a seat on the bottom of the boat with their legs extended out in front of them. Canoeists will either sit on an elevated bench seat or
kneel directly on the bottom of the boat. However, sprint racing canoeists kneel on one knee in the "high kneel" posture.

**Dragonboating**

A **Dragon boat** is a very long and narrow human powered boat used in the team paddling sport or **Dragon boat racing** which originated in China.

**Rafting**

**Rafting** or **white water rafting** is a recreational activity utilizing a raft to navigate a river or other bodies of water. This is usually done on whitewater or different degrees of rough water, in order to thrill and excite the raft passengers. The development of this activity as a leisure sport has become popular since the mid 1970s.

**Skurfing**

Water skiing and surfing, and is used to describe a popular surface water sport in which the participant is towed on a surfboard behind a boat with a ski rope.
Tourism resources in Nepal

Nepal is one of the world's leading touristic destinations. It is the only country in the world known for:

- Highest peak in the world - the Mt. Everest
- The birth place of Lord Buddha - Lumbini
- Multi-cultural life of 101 ethnic groups & 92 spoken language
- The home of brave Gurkha Shoulders
- It is home of living goodness – Kumari

- is one of the worlds greatest trekking paradise,
- concentration of art, culture and tradition that can’t be found anywhere else in the world,
- relatively a small country, but possesses most outstanding bio-diversity in the world.

A destiny for all lovers of nature, culture, adventure and many more.....
Present situation

Scope of tourism in Nepal is very high but.....

- mostly elite businesses are involved - few people are benefited
- very few areas have been developed and promoted as touristic destinations
- unmanaged growth has created negative impact to the culture and environment

Unequal benefit sharing has widened the gap between rich and poor

Time to Change - Alternative Approach

Alternative approach.....

- a better distribution of tourists throughout the entire country, especially to the rural areas
- bottom-up approach that involves the community in the construction, operation and maintenance of tourist facilities
- income generated from tourism goes directly to the rural communities
- sustainable economics promotes thriving village communities
- responsible tourism supports the environment and culture
### Tourism resources in Nepal (in brief)

#### Unique Landscape

- Within about 200 km, altitude of Nepal scales 100 m to above 8000m
- Tropical to Alpine, Tundra
- World’s 10 highest mountain peaks
- Tropical *Sal* to temperate conifer and much more NTFPs/MAPs

#### Biodiversity/Flora and Fauna/Wildlife/National Parks and Wildlife Reserves

- 25th position in global BD, 11th in Asia
- Meeting point of two major faunal realms of the world (Palaeartic and Indomalayan)
- PAs covers 23.23% country land (Source-Web site; DNPWC, 2010)
- Different categories of PAs provides conservation to at least 80 of the country’s 118 ecosystems
- NP-10, WLR-3, HR-1, CA-6, BZ-12

#### Climate

- Almost all climate type (tropical to tundra)
- Four distinct seasons
- Ideal seasons for tourist are from Sep to Nov and Feb to April

#### Friendly People

#### Culture

- Indian-Aryan-Mongoloid
- More than 366 annual festivals in one year
- 103 ethnic/caste group (118 in discussion in past constitution assembly), 106 dialects

#### Religious Centers

#### Shopping Centers

### Scope of tourism in Nepal

Local economy  
Infrastructure and superstructure in the area  
Job opportunities  
Market of local products  
Develop culture, its reorganization  
Establish the setting/s as a popular tourist destination  
Increase government and other related organizations attention (plan/program-focused on tourism sector)  
Tools for bio diversity conservation, poverty reduction, ultimately development of nation
Issues concerning tourism in Nepal

Temporal and Spatial Concentration
Forest Degradation
Pollution
May deterioration of culture
Unbalanced Income Distribution
Image deterioration
High Leakage
Lowest Expenditure
Illegal foreign exchange
One international airport
Unfair competition
Unscientific data recording
Lack of awareness
Poor co-ordination between government and private sector and also among different departments of government
Poor marketing.

Importance of tourism in Nepal

Source of foreign currency
Income & employment opportunities
Improvement in life standard
Awareness & exposure about life & culture.
Development of Infrastructure
Conservation of natural & cultural heritages.
Promotion of traditional skill & knowledge.

Motivation for travelling

Experience: New places, people for knowledge.
Exploration: Places, resources.
Relaxation: Escape from crowd.
Interaction: People, community
Adventure & thrill: Wilderness, adventures activities.
Admiration: Pyramids, Taj mahal etc.
Achievements & fame: Visiting places, Climbing Mountains.
Physical fitness: Body/ soul Strengthen Social/Family ties: Visiting with them.
Religious purpose: Muktinath, Manakamana, Chardham, Mecca, Jerusalem etc.
Why tourists travel?

Sharing experience, adventure, learning purpose on;
- Scenic beauty of Himalaya, Lake, River, Hills and Terraces etc.
- Mountaineering, Trekking, Rafting, Wildlife safari, Visiting cultural sites.
- Rural area & Village tour, Seminar, Workshop, Meeting, Festivals etc.

Refreshment from the tired life
Spiritual (esp. psychological/religious practices)
Shopping/visit to relatives (commercial/social network)
Earning
Migration (within/among the country) permanently/ temporary
Conservation, awareness, development, politics

In short-

Promote conservation and preservation
Gain health benefits
Enhance personal experiences, including cognitive objectives (e.g., learn about history),
affective concepts (e.g., gain peace of mind), and sychomotor desire (e.g., get exercise)
Participate in a social experience
Achieve family bonding
Spend quality time with friends
Provide the opportunity for participate in festivals and rituals
Engage in a spiritual experience
Meet people with similar interests
Achieve group team building
Achieve time and cost efficiency
Feel personal accomplishment.

Key factors of travel

Time
Money
Interest/curiosity
Attraction/facility-services
Invitation, diplomacy

Facilities and services

Introduction

Tourism is such an industry that highly depends on supply of services and facilities. In other words, tourism demands for a wide range of services and products. These requirements vary from general type of facilities and services to highly specialized ones including special human services as well as development special facilities to fulfill the needs of tourists.

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Although facilities and services themselves are not referred as attractions, they play vital roles in facilitating tourists by bringing them to the attractions and allowing them to use the attractions. The facilities and services also contribute largely to magnify the value of the attractions. It has been observed that the tourism value of an area augments with the increase in the diversity of facilities offered and maintenance of the quality of these facilities and services. When there are two or more destinations having similar attractions, facilities and services might play strong roles and affect the in final selection of destinations.

Anything that facilitates tourists may be regarded as facilities and services. It may be a place (national park, amusement park); an event (Olympic games, elephant polo, triathlon competition, cultural festivals); an activity (trekking, mountaineering, rafting); a basic infrastructure facility (access, roads, airlines, communication); a recreational facility (camping sites, picnic sites, fishing sites, gambling, shopping - supermarkets); a government policy (visa, hunting, trekking permit and regulations); a commercial service (tour and travel services, accommodation services, transportation, food and beverages); or a volunteer service (rescue, medical, security).

Because of the complex nature of tourism, sometimes distinguishing attractions from facilities and services is very difficult. In such cases, the facilities and services may have a role equivalent to the attractions. For example, due to variety and quality of facilities and services, an ordinary site/area may attract more tourists (Singapore) while a most attractive site may be unused (Dolpo area in Nepal) due to lack of facilities and services.

It is important to keep in mind that tourists expect "good value" for their money therefore it is also necessary to maintain a "balance of costs and quality" of facilities and services.

Tourism demands for a wide range of FACILITY, PRODUCTS and SERVICES

<table>
<thead>
<tr>
<th>Facilities (places where something is done or made) e.g. Hospital is a facility</th>
<th>Products (stuff, material tangible things) e.g. Tooth brush are a product</th>
<th>Services (something done for or to you) e.g. Getting your teeth cleaned is a service</th>
</tr>
</thead>
</table>

Types of facility and services depends on tourist and their choice
Facility and services themselves are not referred as attraction, they contribute largely to add value on attraction

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<td>&quot;A&quot; attraction</td>
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<tr>
<td>S+++</td>
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Visit frequency is Lesser ↔ Visit frequency is higher

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Example;

<table>
<thead>
<tr>
<th>Singapore</th>
<th>Nepal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ordinary site but variety of F and S</td>
<td>A most attractive site in terms of BD/scenic value but lack of F and S</td>
</tr>
</tbody>
</table>

Attracting more tourist | Attracting least/no tourist

**Types of facility and services**

1. **Infrastructures**
   - basic facilities and services that are created primarily to meet the requirements of local communities
   - Tourism is given less thought
   - In some cases equal emphasis is placed for tourist needs
   - Mostly government is responsible for the development of infrastructure
   - The examples of infrastructure are transportation and roads, airlines and airports, water supply, electricity, hospital, security services, communication facilities, telephone, post office, medical services, etc.

2. **Superstructures**
   - Those facilities and services that are created specially to support tourism industry
   - The prime consideration for development of such facilities is tourist
   - Unlike infrastructure development, private sector investment is encouraged for the development of superstructure
   - The examples of superstructure are different kinds of accommodation, catering, transportation within the sites in a destinations, parks, events, etc.

It is very difficult to draw a clear-cut boundary to isolate infrastructures from superstructures. Local people use the superstructure facilities created for tourists and tourists use the infrastructure facilities created for locals. Superstructure can't stand without enough and adequate infrastructure (e.g. lack of transportation, hotels may not get enough numbers of customer)

**Essential facilities and services for tourism**

- tourist product purchasing facilities (travel and tour agencies),
- transportation to and from chosen destination (air, sea, land) and transportation within the destination,
- accommodation (hotels, motels, resorts, farm stays, camping),
- sightseeing, entertainment and recreation (theater, shows, amusement, parks, skiing, fishing, boating, swimming, wildlife viewing, horse riding, elephant riding, sporting, etc),
- catering (restaurants, bar, pub, bakeries, etc),

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• interpretation (brochures, tour guides, information boards, etc.) and communication (post office, telephone, fax, email), and
• others: shopping, financial services, security, rescue and medical.

Component of tourism

1. Transportation: it enables to visit a destination place
2. Accommodation: it caters for his well being there
3. Attraction: it induces him to entertain there
   a. Core attractions: Basic assets or attributes of the community (e.g. nature, history, culture, etc)
   b. Supporting attractions: represents facility and services that serves the needs of visitors (e.g. lodging, food service, local transportation, shopping, foreign currency exchange, etc)
4. Food catering: it helps him to survive there
5. Infrastructure: it enables successful functioning of all these components (all forms of construction, required by locals
6. Souvenir shops: it provides an opportunity to get quality gift items or other products

Planning of Tourism

Introduction to planning

Planning is the conscious process of selecting and developing the best course of action to accomplish an objective………Mary C. Niles.

Or Planning is deciding in advance what to do, how to do it, when to do it and who is to do it. It provides the ends to be achieved……Stephen P. Robbins.

Planning is vital to achieve desired goals and objectives.
It is a process involving:
Development of goals and objectives
Development of strategies and actions
Scheduling of the actions
Identification of the roles and responsibilities of the parties involved in the implementation of the plan
Development of standard schemes and/or indicators for monitoring and evaluation.

cited from Shrestha and Walinga, 2003

Planning is not an end in itself but an ongoing process.
Plan is nothing but a management tool
Providing guidelines to the managers about the actions needed at different places and times to achieve the objectives
Include budgetary details.

Key words in planning: Goal, Objective, Action, Decision, Choice.

Demand and Supply are two drivers of tourism, in planning of tourism supply side should be planned according to the demand. Planning is the bridging activities that take us from where we are to where we want to be in some desired future time.
Basic elements of planning

**Ends:** Specification of objectives and goals

**Means:** Selection of policies, program, procedure and practice by which objectives and goals are to be pursued

**Resources:** Determination of the types and amounts of resources required, how they are to be generated or acquired and how they are to be allocated to activities

**Implementation:** Design of decision making procedure and a way of organizing them so that the plan can be carried out

**Control:** Design of a procedure for anticipating or detecting errors in, or failure of, the plan and for preventing or correcting them on a continuing basis

Types and level of planning

Types-

A. **Corporate:** Private profit  
B. **Communist:** Purpose- Public utility; public purpose is defined by communists  
C. **Democratic:** Purpose- public utility; public purpose is left open to public
**Level**

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<th>Scale</th>
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<th>Types</th>
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<td>National</td>
<td>Macro</td>
<td><strong>Strategic</strong> (formulation of overall strategy and policy and development of a set of plans, long-term issues effecting the whole org.), Formulation of goals and selecting the means</td>
</tr>
<tr>
<td>Regional</td>
<td>Meso</td>
<td><strong>Tactical</strong> (deciding how the resource of the org. will be allocated in the short and medium term to meet the org. strategic objectives), Selecting means to pursue specific goals</td>
</tr>
<tr>
<td>Local</td>
<td>Micro</td>
<td><strong>Operational</strong> (resource allocation), Functional area</td>
</tr>
</tbody>
</table>

Strategy is the answers how to achieve various objectives

**Types of plan accordance with their extent**

WCS

NCS (1987)

System plan-NBS

Master plan Management plan Annual Plan

Specific plan Sub plan or sectoral plan Site plan

**Tourism development in Nepal**

Ever since Tenzing Norgay Sherpa and Sir Edmund Hillary made the first successful climb of Mount Everest in 1952, Nepal has been a country that has captured the attention of a growing number of people.

Not long after this monumental event, the first tourists began to trickle in to the country to sample its unique cultural attractions, with the more adventurous going beyond the Kathmandu valley and into the mountains themselves (Mac Lellan et al, 2000).

Nepal has undergone a huge growth in tourist arrivals since it first began to welcome visitors in the 1960s.

Growth has been strong over the past decade, making tourism vitally important to Nepal's economy (See Table 1).

From these humble beginnings, tourism has become one of the country's biggest industries and a vital source of foreign capital (Cockerell, 1997).

It was in Nepal in the 1960s that the world's first commercial trek took place. The number of visitors coming to Nepal specifically for trekking has grown steadily and trekking now accounts for over 15% of Nepal's tourism (Mac Lellan et al, 2000).

The newly opened areas, including Upper Mustang, so far account for less than 3% of the total.
Nepal's tourism development plan

The major justifications for the development of the tourism industry in Nepal have been the potential for foreign exchange earnings and employment creation. Following a decade of rapid growth, the Tourism Master Plan was formulated in 1972 and subsequent policy initiatives have been largely guided by it (Sharma, 1998). Policies, priorities and guidelines for the development of various forms of tourism including trekking, resort development, conservation and the management of natural and environmental resources. It also envisaged strong support and investments from both the public and private sectors. Crucial to this plan was full government support. However, a review of the Master Plan concluded that the government had largely failed to develop tourism in a planned manner, leading to a number of tourism-related problems compounded by poor access and inadequate infrastructure throughout the country. In addition, government investment in tourism has been criticized as being limited in scope and involvement despite the apparent economic benefits it brings. The result has been demand-led development and overcrowding in the main tourist centers. It is this failure to integrate tourism as part of an overall development strategy for the regions that has resulted in the deterioration of some mountain environments.

Tourism development/growth (in short)

Tourism started in Nepal after the democracy when Nepal’s frontiers were opened for foreigners
Tourists visiting during 50s were motivated by nature
Tourist during 60s by Nepal’s people and culture
The growth rate in earlier years was very high, however it was not planned, visioned or guided by any policy objective
Tourism board in 1958, later it was dev. as DoT
First perspective plan was brought in 1972, revised in 84 and 90
From the early stage, private sector has played vital role in development of tourism

Goal of tourism development (Factors influencing on tourism Development)

Provide a framework for raising the living standard of the people through the economic benefits of tourism
Develop an infrastructure and provide recreation facilities for visitors and residents alike
Ensure development within visitor center and resorts is appropriate to those areas
Establish a development program consistent with the cultural, social, and economic philosophy of the government and people of that region
Optimize visitor satisfaction
The overall goals for better planning must include

Better visitor satisfactions
Improved business success and economic impact
greater protection of environmental assets, and
Improved integration into regular community life

Some advantage of tourism and its planning

Provide employment opportunities
Generates foreign exchange
Increases incomes
Increases GNP
Development of tourism infrastructure helps to stimulate local commerce and industry
Justifies environmental protection and improvement
Increase governmental revenues
Diversifies the economy
Creates a favorable worldwide image for the destination
Facilitates the process of modernization
Provides tourist and recreation facilities for the local population
Provides foreigners and opportunity to be favorable impressed by little-known nation or regions

Some dis-advantage of tourism and its planning

Develops excess demand
Creates leakages so great that economic benefits do not accrue
Diverts funds from more promising forms of economic development
Creates social problems from income differences, social differences, introduction of prostitution, gambling, crime, and so on
Degrades the natural physical environment
Degrades the cultural environment
Poses the difficulties of seasonality
Increases vulnerability to economic and political changes
Adds to inflation of land values and the price of local goods and services

(The need for combined long-term planning efforts and immediate action) Need for tourism planning

Making tourism sustainable requires the ability to look to the future and focus on long-term relationships amongst tourism, development and the environment. It also requires the ability to insert this long-term vision into daily efforts that focus on how best to respond to the current tasks and issues immediately facing park managers that day, or week or month.

Long-term planning decisions must be made regarding limits of acceptable use, facility design, energy use, transportation, waste disposal, and available resources when designing tourism facilities and services. These types of decisions will impact the overall, long-term tourism development of a site. For example, deciding

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upon limits of acceptable use will determine the types and amounts of infrastructure that is required within the park. This infrastructure will be in place for years to come. Decisions such as these are often very complex, and it is good to seek opinions and assistance from a broad range of other people during the decision-making process.

Other decisions need to be made as a result of issues, conflicts or situations that are presently occurring and have caught the attention of park managers. For example, if a visitor accidentally starts a fire that begins to burn out of control, the park manager must deal with this situation immediately. Unplanned developments of this sort are an expected part of routine tasks and problem solving. Another example involves the distribution of management funds. Each year the park manager must examine the available budget, prioritize projects, and designate funds accordingly. These types of decisions affect immediate and short-term situations in the park, and are often made by the park manager alone, or in consultation with a small number of others. These decisions are often reactionary rather than designed with forethought. When dealing with current management situations on a regular basis, it is possible to forget to refocus on the long-term issues and vision of the future as well. Park managers must try to achieve a balance between focusing on long-term planning and tasks that require immediate doing.

The degree to which different decisions support or impede sustainability of the project varies. For example, it may be cheaper to use non-local material, but benefits of using local building material may be increased harmony with the environment. On the other hand, using local material may have a local negative environmental impact if the required materials are scarce. Whatever choice is made, it will impact sustainability of the area. Decisions such as this one are partially based on individual judgment. Sometimes park managers must be able to consider the various issues and make a decision without much guidance. Fortunately, guidelines, frameworks and other sources are available to assist in the decision-making process.

While some decisions are based largely on individual judgment, others are based on regulations or restrictions. For example, if developers are legally required to conduct an environmental impact assessment as part of the approval process for development, the decision to conduct such an environmental impact assessment may mean that developers are simply following the rules. If they do not conduct one, it is easy for park managers to make the decision to not accept the proposal, since the regulation was not fulfilled. It is the responsibility of every individual, organization and business to act in an ethical and conscientious manner when making decisions that will possibly affect the local people, the tourists and the environment. Government legislation and policies can be created to encourage unwilling participants to think about the impacts that today’s choices can have on tomorrow’s outcomes.

Long-term planning ensures that the future is considered during the decision-making process. Focusing on long-term planning encourages decision-makers to ask the question “How do we want this area to be twenty years from now?” A common vision can be determined, and referred to when choosing between alternative paths upon which to proceed. Identifying short-term and medium-term goals as action steps or benchmarks for long-term planning enables stakeholders to prioritize the areas of the project where energy and finances are to be concentrated. Often there is not enough money, time or staff available to accomplish an ideal amount of change. An old adage advised that a journey of a thousand miles begins with the first step. It is necessary to identify the resources that are currently available, and then allocate where they are most needed in order to begin the process of consciously choosing to plan and manage protected areas in a sustainable manner. These immediate choices can be guided by overall long-term goals that act as reminders of desired future accomplishments.
Importance of tourism planning

Setting aims and objectives and course of actions;
Sustainability of tourism resources;
Sustainable utilization of local resources;
Integration with other economic activities of the country and region;
Involvement of local communities in the tourism sector;
Maintaining regional economic balance;
Management of impacts; And
For enhancement of tourist satisfaction.

Basic planning process

Once a government has made the decision to develop its country’s tourism, a basic planning process should be adopted that includes at least the following seven steps:

1. Study preparation
2. Determination of objectives
3. Survey
4. Analysis and synthesis
5. Policy and plan formulation
6. Recommendations
7. Implementation and monitoring

1. Study preparation

The government first decides “what it wants studied”. Ministry or DoT are responsible for this task (only executive not of the implementer to do such work)
Hired the expert of different fields and form a team called Multi Disciplinary Team (MDT)
Preparation of precise terms of reference for the study
To visit the area/s
To assess the specific types of planning needed
To assess tourism status and opportunities

[MDT includes- tourism dev. Planner, tourism marketing specialist, tourism manpower and training specialist, transportation planner, economist, sociologist, ecologist, legal expert, specialist in WL, park and recreation planning, etc]

2. Determination of objectives

MDT forms the preliminary objectives (may need to be modified later)
Establishing objectives, in consultation with the government (objectives should reflect the government’s policy and strategy)
Broken up into different categories i.e. basic, intermediate, short-, medium- and long-term)
Objective should be “SMART”
3. Survey

Inventory and evaluation of various existing & potential tourist attractions
MDT should seek attractions are unique to an area and grouping by its importance on tourism development
Also gather all possible issues of political, social and economic field

[Consultation with stakeholders is important here]

4. Analysis and synthesis

..Existing tourism development (if any), its historical background, main obstacles to its further dev., prospects
..Tourist markets based on the market survey of the characteristics of current tourist, distance, cost incur in transportation
Direct and indirect effects of the tourism sector on the GDP, employment, industry, preservation of cultural traits, etc
In short, analysis must therefore take into account-
Demography, economic, socio-cultural, environmental, land use, tenure ship as they affect and will be affected by tourism
MDT should summarize the major opportunities and constraints to developing tourism

[Synthesize the many elements of their survey and analysis]

5. Policy and plan formulation

MDT should prepare and evaluate alternative policies and outline plans
Then with the participation of the gov., the team can determine the final policies and plan
Identification of best program
Prepared plan may need to be modified after implementation, e.g. large no. of tourist---- unacceptable level of environmental and social impacts----market target will need to be reduced.

6. Recommendations

Preparation of draft plan
MDT should make specific recommendations concerning means of enhancing economic benefits, tourist promotion program, education and training, impact controls, gov. incentive to private sector investment, legislation, etc
Circulate the plan for feedback
Final plan formulation

7. Implementation and monitoring

Policies and plan should be carefully reviewed
Implementation of plan
Continuous monitoring should be undertaken to detect problems as they arise and to facilitate remedial action.
Monitoring will also reveal any changes in market trends that will necessitate modification of program.
A periodic formal review of the plan through various govt. department and the private sector.

Redesigning----------Study preparation

[Scope] Levels of tourism planning

Level of planning depend mostly on the size of the country and management resources available.
Thus for smaller countries, or countries with limited finances, it may be more economical and practical to centralize the planning process at the national level.
Bigger and richer countries can draw up sub-national planning strategies.

National and regional or local level planning: Level of planning depends mostly on the size of the country and management resources available. Thus for smaller countries, or countries with limited finances, it may be more economical and practical to centralize the planning process at the national level. Bigger and richer countries can draw up sub-national planning strategies.

Planning tourism at all levels is essential for achieving successful tourism development and management. The experience of many tourism areas in the world has demonstrated that, on a long-term basis, the planned approach to developing tourism can bring benefits without significant problems, and maintain satisfied tourist markets. Places that have allowed tourism to develop without the benefit of planning are often suffering from environmental and social problems. These are detrimental to residents and unpleasant for many tourists, resulting in marketing difficulties and decreasing economic benefits. These uncontrolled tourism areas cannot effectively compete with planned tourist destinations elsewhere. They usually can be redeveloped, based on a planned approach, but that requires much time and financial investment.

Tourism is a rather complicated activity that overlaps several different sectors of the society and economy. Without planning, it may create unexpected and unwanted impacts. Tourism is also still a relatively new type of activity in many countries. Some governments and often the private sector have little or no experience in how to develop tourism properly. For countries that do not yet have much tourism, planning can provide the necessary guidance for its development. For those places that already have some tourism, planning is often needed to revitalize this sector and maintain its future viability.

First, tourism should be planned at the national and regional levels. At these levels, planning is concerned with tourism development policies, structure plans, facility standards, institutional factors and all the other elements necessary to develop and manage tourism. Then, within the framework of national and regional planning, more detailed plans for tourist attractions, resorts, urban, rural and other forms of tourism development can be prepared. There are several important specific benefits of undertaking national and regional tourism planning. These advantages include:

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Establishing the overall tourism development objectives and policies—what is tourism aiming to accomplish and how can these aims be achieved.
Developing tourism so that its natural and cultural resources are indefinitely maintained and conserved for future, as well as present, use.
Integrating tourism into the overall development policies and patterns of the country or region, and establishing dose linkages between tourism and other economic sectors.
Providing a rational basis for decision-making by both the public and private sectors on tourism development.
Making possible the coordinated development of all the many elements of the tourism sector. This includes inter-relating the tourist attractions, activities, facilities and services and the various and increasingly fragmented tourist markets.
Optimizing and balancing the economic, environmental and social benefits of tourism, with equitable distribution of these benefits to the society, while minimizing possible problems of tourism.
Providing a physical structure which guides the location, types and extent of tourism development of attractions, facilities, services and infrastructure.
Establishing the guidelines and standards for preparing detailed plans of specific tourism development areas that are consistent with, and reinforce, one another, and for the appropriate design of tourist facilities.
Laying the foundation for effective implementation of the tourism development policy and plan and continuous management of the tourism sector, by providing the necessary organizational and other institutional framework.
Providing the framework for effective coordination of the public and private sector efforts and investment in developing tourism.
Offering a baseline for the continuous monitoring of the progress of tourism development and keeping it on track.

National level planning concentrates on formulation and implementation of:

- Plans and policies
- Strategies
- Structural plans
- Facility standardization
- Institutional development and other necessary elements.

It provides a basic framework of national and regional tourism development.
Mostly at the country level, a National Tourism Plan (Master Plan) is developed which is generally prepared with the underlying principles of NCS.

-There are a number of benefits of national tourism plan. Some of these are:

- It sets out overall objectives and policies for tourism development.
- It helps in conservation of natural and cultural resources.
- It emphasizes integration with national and regional development plans and economic activities.
- It provides rational in decision making.
It allows coordinated development of many elements of tourism industry.
It helps in optimizing resource allocations in different sectors.
It is helpful in optimizing and balancing economic, environmental and social benefits.
It provides guidelines and standards for specific development at local levels.
It lays foundation for effective implementation of plans, policies and institutional & organizational framework.
It extends opportunity for good co-ordination with private sectors.
It provides baseline for monitoring progress and keeping development in track.

**Local level planning**

At the local levels, tourism plans are prepared for the development of sites or tourism activities for an area.
It is prepared under the guidance provided by the Master Plan.
Different development organizations at the local level (local government, NGOs, community institutions) or private tour operators need to develop their site plans or say local level plan.
Local level planning is needed to ensure, design, determine and adoption of-

- Tourist facility development
- Facilities and services promoted and make it attractive
- Respect and conserve to nature, culture, people, etc
- To create local employment and promote local livelihood

National and regional planning lays the foundation for tourism development of a country and its regions. It establishes the policies, physical and institutional structures and standards for development to proceed in a logical manner. It also provides the basis for the continuous and effective management of tourism which is so essential for the long-term success of tourism.

**Public involvement in planning**

Planning is for the benefit of people, and they should be involved in the planning and development of tourism in their areas. Through this involvement, tourism development will reflect a consensus of what the people want. Also, if residents are involved in planning and development decisions - and if they understand the benefits the tourism can bring - they will more likely support it. At the national and regional levels of preparing tourism plans, the common approach to obtaining public involvement is to appoint a steering committee. This committee offers guidance to the planning team and reviews its work, especially the draft reports and policy and planning recommendations that are made. A planning study steering committee is typically composed of representatives of the relevant government agencies involved in tourism, the private sector, and community, religious and other relevant organizations.

Also, open public hearings can be held on the plan. These hearings provide the opportunity for anybody to learn about the plan and express their opinions. Another common approach, when the plan is completed, is to organize a national or regional tourism seminar. This meeting informs participants and the general public about the importance of controlled tourism development and the recommendations of the plan. Such seminars often receive wide publicity in the communications media. In a large country or region, the usual
procedure is for the tourism plan to be prepared by the central authority with public involvement. This can be termed the 'top-down' approach. Another procedure sometimes used is the 'bottom-up' approach. This involves holding meetings with local districts or communities to determine what type of development they would like to have. These local objectives and ideas are then fitted together into a national or regional plan. This approach achieves greater local public involvement in the planning process. But it is more time consuming and may lead to conflicting objectives, policies and development recommendations among the local areas. These conflicts need to be reconciled at the national and regional levels in order to form a consistent plan. It is important that the development patterns of the local areas complement and reinforce one another, but also reflect the needs and desires of local communities. Often a combination of the 'top-down' and 'bottom-up' approaches achieves the best results.

Tourism planning approach

A. Conventional or traditional (CC, LAC, ROS)
B. Modern or Participatory (ZOPP, APPA)

Carrying Capacity

Recreation CC understands for the number of recreationists that an area can sustain without damaging the integrity of the natural environment and diminishing the recreation experience of visitors.

Tourism CC is a specific type of environmental CC and refers to the CC of the environment (bio-physical & social) environment with respect to tourist activity and development (Wolters, 1991).

It represents the maximum level of visitor use and related infrastructure that an area can accommodate.

CC represents a threshold level of human activity: if exceeded, the resource base will deteriorate (Wolters, 1991).

Basic Components of CC:

1. Biophysical
2. Socio-cultural
3. Psychological
4. Managerial

Physical CC: spatial ability of an area to accommodate people. The CC of a campground is determined by the size and number of campsites.

Biological CC: ability of ecosystem to withstand human use. In the campground, when biological CC is exceeded the vegetation is trampled or animal life disappeared.

Social CC: impact of people to people. The social CC is reached, in the campground when crowding causes a decrease in user satisfaction.
[If various sites, such as nature trail, fishing and camping are interconnected with a single access, the CC of the area might be best determined the lowest real capacity. Say, camping site can accommodate 12 persons per night, it does not matter whether the trail can sustain 50 persons and fishing sight allows 30 persons on daily basis, the real carrying capacity will remain 12 persons per day].

**The concept of tourist area cycle evolution**

Though not a planning framework, the concept of tourist area cycle evolution brought forward by Butler (1980), might be an important thing to keep in mind during planning tourism at any stage. The concept describes that tourist areas are dynamic that they evolve and change with time. These changes are brought by a variety of factors including changes in preferences and needs of visitors. The pattern of growth of tourism in any area exhibits a slow growth at first for quite some time, then experiences a rapid rate of growth, stabilizes and subsequently decline following a basic asymptotic curve (Figure below). The tourists come to a new area in small numbers initially due to restriction of access, facilities and lack of knowledge. As facilities increase, and awareness grows, their number will increase. With marketing, information dissemination, and further capacity development, the area's popularity will grow rapidly. Eventually, when levels of carrying capacity are reached, the rate of increase in tourist number will decline. With time the attractiveness of the area declines relative to other areas, because of overuse and negative social, economic and environmental impacts, eventually the actual number of tourist may also decline.

**A Tourism Area Cycle Evolution**

![Image of A Tourism Area Cycle Evolution diagram]

*Figure: Hypothetical evolution of a tourist area (Butler 1980)*
Issues related with application of carrying capacity

"How much is too much use?" It is typically a judgmental measure varying from person to person, places to places, time to time and management objectives.

Social carrying capacity is even more difficult. For example, on what is crowded. Managers, tour operators, recreationists may have different opinions. Some key-parameters that could be useful in measuring carrying capacity are-

- Type of activity
- Season
- Time of day
- Status of resources
- Existing facilities
- Satisfaction of users.

Recreation Opportunity Spectrum (ROS)

Clawson and Fisher (1962) argued "the various parts of a park system for a nation are interrelated; the various parts can not be considered separately and without regard to other parts". Recognizes that individual areas within the park system are interrelated and that each unit has equal importance.

Basic Principles: The basic assumption underlying the ROS is that quality recreational experiences can best be assured by providing diversity of recreation opportunities according to the settings (Clark and Stankey 1979).

A recreation opportunity spectrum as defined is "a chance for person to participate in a specific recreational activity in a specific setting in order to realize a predictable recreational experience. It visualizes activity, setting, and experiences as three distinctive elements of recreation planning and management.

Activity: what people do when they participate in some form of recreation - It is important to know who the potential users are, what are their expectations, the specific style of activities in which they want to participate

Settings: what people seek at which they will participate in selected activity/activities. The recreational settings are defined as the combination of biophysical, social and managerial conditions that give value to a place (Clark and Stankey 1979). Examples of setting: Access, remoteness, naturalness, facility zone, etc

Experiences: are end products. The settings provided by management, and the activities in which recreationists engage are the means by which recreationists can achieve experiences.
Opportunity class

The U.S. classification system has following six O.C.:

- Modern-Urban (areas near paved highways)
- Rural (modified natural environment)
- Roaded-Natural (This setting consists of areas near improved and maintained roads, but natural in appearance)
- Semi-Primitive Motorized (1/2 mile road)
- Semi-Primitive Non-Motorized (1/2 mile from the nearest point of motor vehicle access)
- Primitive (at least 3 miles from the nearest point of motor vehicle access)

Steps of ROS System (Like any production process)

1. Estimation of demand for specific recreational opportunities of the setting/s
2. Analysis of resource capability:
   a. to determine the potential of a resource
   b. to provide different recreation opportunity
3. Identification of current patterns of recreational opportunity provision
4. Determination of where and how different recreational opportunities should be provided through an analysis of demand and resource capability information
5. Integration of recommendations for recreational opportunities with those for other resource outputs (e.g. timber, agriculture, and urbanization)
6. Development of alternative plans for resource allocations
7. Development of recreation management plans consistent with the allocation chosen in Step 6

B. Limit of Acceptable Change (LAC)

In order to improve the practical applicability of the traditional methods for measuring carrying capacity, Stankey and a number of other researchers developed the LAC technique.

<table>
<thead>
<tr>
<th>Traditional approach</th>
<th>Revised approach</th>
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<tbody>
<tr>
<td>How much use is too much?</td>
<td>What natural conditions are desired here?</td>
</tr>
<tr>
<td>Based on CC concept.</td>
<td>Based on resource mgt. by objectives.</td>
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</tbody>
</table>

Delphi survey are a widely accepted technique for gathering information on issues which are not easily quantifiable such as Social and environmental impacts.
1. Identify Area Concerns and Issues

- Issues, concerns, values and special features of the settings are identified
- These will provide a basis for developing management objectives are identified
- Focuses on larger regional and national context
- Ecological concerns from ecologist while social concerns from local people
- Simply we can say, the step covers the identification of area’s importance/special features, associated problems (E/S), History of the area, culture, norms, values of the community as well as the settings.

2. Define and describe Opportunity Classes/Zones

- Similar to ROS but in detailed scale of class
- O.C. are hypothetical descriptions of the range of conditions that managers consider likely to be maintained or restored in the area.
- Each class representing the conditions appropriate for the area
- Each class is distinguished by different biophysical, social and managerial conditions
- The number of classes are also defined as well as their general resource, social, and managerial conditions.
- Some of the O.C. may be as:
  - Pristine (untouched)
  - Primitive (old)
  - Semi-primitive (semi-old)
  - Non-motorized and transition (going to be modern)

3. Select Indicators of Resource and Social Conditions

- Identifying indicators of condition for each O.C.
- The indicators are chosen to measure the impacts or concerns identified in Step 1
- Selected indicators should be: [Q-Q-T-L]

: Q-quantifiable, Q-qualitative, T-time frame, L-location specific
Reliable
- Measurable
- Subject to management control (facilitate in monitoring/evaluation of the project)

4. **Inventory of resources and social condition**
- Baseline data is needed before meaningful standards can be developed
- An inventory of resource conditions
- These may include campsites, system trails, user-created trails, cultural sites, and rare plant sites [inventory of development, use density, and human-induced impacts on the setting might be measured]
- An inventory of social conditions is often obtained via a visitor use survey
- Product is a map and/or list of existing conditions of each indicator throughout the Gorge/setting

5. **Specify Standards for resource & social condition**
- Purpose of this step is to identify indicators-specific variables-that, singly or in combination, are taken as indicative of the condition of the overall O.C.
- Standards are formed for each indicator in each opportunity class
- Indicators may remain constant across different opportunity classes, standards usually vary among classes
- Standards serve to define the limits of acceptable change
- They are the maximum permissible conditions that will be allowed in a specific opportunity class.
- Assign quantitative or highly specific measures to the indicators

6. **Identify alternative O.C. allocation**
- This is a prescriptive step (it is concerned with establishing what should be), and input from both the authority and the public should be used to make these decisions
- This involves identifying the alternative allocations of areas to different O.C. within a park
- Products are maps and tabular summaries of alternative opportunity zone allocations

7. **Identify mgt action for each alternative**
- Analysis of the costs, broadly defined, that will be imposed by each alternative
- Identify places where problems exist and what management actions are needed.
- Purpose of this step is to identify the differences, if any, that exist between current conditions (inventoryed in step 4) and the standards (identified in step 5).
- Identification of what management actions would best

8. **Evaluation & selection of an alternative**
- This step involves costs and benefit evaluation of each alternative and selection of most preferred option
- Following criteria might be helpful here:
  - Sensitivity of the issues and concerns identified in Step
  - Contribution to diversity at the regional and national scale
  - Impact on different user groups
  - The feasibility of implementation
- Product is the final allocation of opportunity zones and selection of a management program

9. **Implement actions & monitor condition**
- Purpose of this step is to implement a management program to achieve the objectives of the selected alternative and to provide periodic, systematic feedback regarding the performance of the management program
- Product is recommendations of needed changes in management program in order to obtain progress toward bringing existing conditions up to standard

**Basic terms used in ZOPP**

<table>
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<tr>
<th>Term</th>
<th>Definition</th>
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**ZOPP: Ziel Orientierte Project Planung**

- **Goal Oriented Project Planning** is known by the acronym ZOPP from the German
- The method has been used in Germany and several Scandinavian countries to plan large and multi-faceted development projects
- This is the first case, in which it has been used specifically in PA mgt planning in Nepal (Heinen & Rayamajhi, 2001)
- It is used to prepare comprehensive mgt plans
- The method relies on analyzing problems and issues of each of the setting
- The idea of assembling people for a planning workshop is based firstly
- On the believe that the creativity of a group is more than the sum of the creative potential of the individuals
- Participatory method
- Brainstorming and mutual agreement of all level of stakeholders
- A process cannot be concluded (reached to the final) within a week
- The out put of the WSs are then used as inputs by a task force (Case of PA planning in Nepal, TF comprised 5 member assigned by the authority)
- WSs participants involved in the process (in Nepal):
  - DNPWC, DoF, UNDP, local UG/CBOs/NGOs, local commercial groups
  - In ZOPP workshops included 26-46 participants (Nepal)
- Participants organized in to working groups for the analysis (in tree form) and evaluation of the outputs
- ZOPP workshops are designed to accomplish five major planning steps

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ZOPP steps

1. Interest analysis/stakeholder analysis (Interest analysis table)
2. Problem analysis (cause-effect relationship; out put: Problem Tree)
3. Objective analysis (means-end relationship; out put: Objective Tree)
4. Alternative analysis (screening of the Objective tree)
5. Preparation of program matrix (logical framework)

Each step forms the input to the next step in sequence

1. Interest Analysis
   - First day of the workshop
   - Participants are asked to identify all interest groups who are formally or informally involved in the settings (eg protected area)
   - Classed into broad categories divide into smaller working groups and analyze:
     ◊ Their characteristics
     ◊ Problems specific to them
     ◊ Their potentiality and weaknesses
   - Draw inference from above analysis and prepare interest analysis matrix

2. Problem Analysis
   - Follows the interest matrix
   - Each participant is asked to write 2 major problems (maximum) related to the settings (eg PA)

Starter problem--- Specific problem... Cause-effect relationship

   - Form Problem tree

Starter problem like loss of BD through degradation of habitat in and around the PA]

3. Objective Analysis
   - Problem analysis followed by Obj Analysis
   - Positive condition of output of the Problem tree
   - Problem tree into means-end analysis
   - They may add new problem/obj, and/or delete those that are not relevant, not feasible or unrealistic
   - Eg Problem: illegal livestock grazing that directly leads to habitat degradation (or contaminated water supply)

   Objective: increase fodder production in the BZ or introduce improve (or potable water supplied in target areas)

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4. Alternative Analysis

- Using objective criteria, analyze which objectives should be central to the project design
- The groups are then given time to refine the outputs of the analysis by revising problem and objective tree
- Selecting the most feasible alternative by:
  ◊ Technical suitability/appropriateness
  ◊ Financial sustainability
  ◊ Institutional capability
  ◊ Socially accepted/benefited
  ◊ Environmentally not affected

5. Preparation of program planning matrix (Log frame)

- The matrix is crucial for the overall park management strategic framework
- Includes hierarchy of the objectives, OVI, MoV and assumption

```
ZOPP WORKSHOP

- Interest analysis
- Problems analysis
- Objective analysis
- Alternative analysis
- What is each of us giving and what is each of us taking?
- Which is the situation we are actually facing?
- Which is the situation we want to reach in the future?
- In which area/sector our project/s will operate?
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PROBLEM ANALYSIS

Young people unemployed

Unsuitable labour market policies

Not enough job places

Labour market mobility underdeveloped

Information is not available

Underdeveloped human resources

Young people not sufficiently prepared
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OBJECTIVE ANALYSIS

Less young people unemployed

Lab. mkt. policies respond to local circumstances

Job opportunities increase quantitatively

Suitable regulations favour workers mobility

Human resources respond to lab. mkt. needs

Information on job opportunities is disseminated

Vocational and guidance preparation are available

ALTERNATIVE ANALYSIS

Less young people unemployed

Lab. mkt. policies respond to local circumstances

Job opportunities increase quantitatively

Suitable regulations favour workers mobility

Human resources respond to lab. mkt. needs

Information on job opportunities is disseminated

Vocational and guidance preparation are available
Logical Framework Analysis

It is a planning tool and a process that helps for project design to identify:
- Project objectives on the basis of-
  - Situation analysis
  - Stakeholder analysis
  - Gender analysis
- Indicators
- Monitoring & Evaluation framework
- Potential risk and assumption

It is an analytical tool for Objective oriented Project planning and management
It is a tool for improving the quality of project
It is a planning tools which “defines”, “Summarizes”, “outlines” and “indicates”:
- It defines-
  - What an intervention will do
  - What it will deliver
  - The impact it is expected to achieve
  - The contribution of that impact to HLOs/Goal
- It Summarizes-
  - The indicators used to monitor progress
- It outlines-
  - How information will be collected
- It indicates-
  - How the external environment is expected to shape project impact

Logical Framework-Matrix

<table>
<thead>
<tr>
<th>Hierarchy of Objective</th>
<th>Objectively verifiable indicator (OVI)</th>
<th>Means of Verification (MOV)</th>
<th>Assumption/Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOAL- the broad dev objectives or HLOs</td>
<td>Long-term indicator (Dev impact)</td>
<td>Base line information before implementation of project &amp; follow-up evaluation at end of project</td>
<td>Sustainability Ass.</td>
</tr>
<tr>
<td>PURPOSE- action undertaken by target during post program</td>
<td>End of project indicators (Dev outcomes up to %)</td>
<td>Reports provided by beneficiaries/service provider</td>
<td>Development Ass.</td>
</tr>
<tr>
<td>OUTPUT- achievement that the program is responsible and has control over</td>
<td>Deliverables (Developments outputs)</td>
<td>Report of enable projects agencies</td>
<td>Implementation Ass</td>
</tr>
<tr>
<td>ACTIVITIES- inputs, financial resources</td>
<td>Schedule/budget</td>
<td>Progress report</td>
<td>Mgt Ass</td>
</tr>
</tbody>
</table>

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APPÁ: APPRECIATIVE PARTICIPATORY PLANNING AND ACTION

..is the foundation of sustainable community participation
Based on concept of dream of ideal world
Based on past success stories, experiences and practices
Plans, assesses and implements activities for building local capacities, especially for marginal & DAGs
Looks for sustainable linkages between economic development and conservation
Aims to built commitment by seeking to excite, motivate and reward participants with immediate positive feedback and, with hope that they can achieve a better future by themselves.

**Basic principles:**

1. Think positive
2. Do positive
3. Then, get more and more than expectation

**Steps: 4 D Cycle**

1. Discovery
2. Dreams/Vision
3. Design
4. Delivery

*Now the step contains 5 step or say 5 D Cycle*

1. Discovery
2. Dreams
3. Direction/Analysis
4. Design
5. Delivery

1. **Discovery**

   What is the best, who have the fruitful knowledge, values, experiences, discover first
   Appreciating discover of important time period
   Discovering successes, skills
   Identifying supportive means of resources, materials
   Showing all discovered items on a map

2. **Dream/Vision**

   What might be?
   Long and short dreams for future
   Vision reorganization for future

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Determine backup means and wishes for achieve the dreams
It is good, showing it in map

3. Design

What should be?
Designing all the attributes getting from dreams and discover to implementation
Planning should be mapped

4. Delivery/Destiny

Who works what, who will be responsible to do this work?
Promises, understanding, coordination, support
Action-lesson learned-networking-experience sharing

Goals of tourism in protected area

In promoting tourism to protected areas, a plan for how best to manage tourism to these areas must be developed. Through proper planning the desired goals of tourism are identified. Effective tourism management will enable protected areas and surrounding communities to attain positive impacts and reduce negative impacts of tourism.

The goals of sustainable tourism in protected areas:

1. To provide people with the ability to learn, experience and appreciate the natural and cultural heritage of the site
2. To ensure that the natural and cultural heritage of the site is managed appropriately and effectively over the long term
3. To manage tourism in parks for minimum negative social, cultural, economic and ecological impact
4. To manage tourism in parks for maximum positive social, cultural, economic and ecological impact.

Concept: PA vs Tourism

Parks and protected areas offer ecological, educational, recreational, scientific, economic and cultural benefits to domestic and international visitors, surrounding communities and society in general.
Park managers and tourism operators have different, and often competing, objectives.
Park managers are driven by legislative mandates and their main goal is to protect socially-defined values.
Private tourism operators are driven by the market and their main goal is to make a profit.

These two managerial groups view tourism as a means to:
Promote conservation
Generate revenue
Learn from others
Create employment and income
Develop long-term sustainable economic activity
Manage resource extraction
Foster research.

Links between tourism and environment

There are four main links between tourism and the environment:

1. Components of the natural environment are the basis for a marketable tourism attraction or product
2. Management of tourism operations should minimise or reduce their negative environmental impacts
3. Direct and indirect economic contributions should be made by funds generated through tourism to conservation of the environment being visited
4. Attitudes of tourists towards the environment are impacted by the environmental and cultural interactions provided by tourism operators and park staff.

There are environmental aspects to every major component of tourism business (e.g., products and markets, management, money and people). These environmental aspects are heightened when the locations in which tourism is occurring are protected areas (Buckley, 1994).

Tourism and Protected Area (Development vs. Conservation)

“In developing greater cooperation between the tourism industry and PAs the primary consideration must be the conservation of the natural environment and the quality of life of local communities”.

In developing countries around the world, tourism to natural areas, sometimes called ecotourism or nature tourism, is becoming increasingly popular.
To conservationist, this growth is a cause for both enthusiasm and concern.
Ecotourism can generate badly needed revenue for local and regional economies, heightened local awareness of the importance of conservation, and new incentives for governments and dwellers in and around appealing natural areas to preserve them.
At the same time, however, the demands placed on ecosystems and natural resources from increased tourism can destroy the very attractions that draw people.
Developing ecotourism wisely therefore poses an enormous challenge.
In the face of increasing pressure from development activities on and near protected natural areas, conservationist and park managers are broadening their strategies to include the active participation of rural people in natural resource management and development schemes.
Conservationists have realized that "the future of the earth's biological diversity is inextricably linked to improving the quality and security of life of rural populations so they are not forced to deplete their resources to survive"
Therefore, biological diversity of natural resources can be preserved only if populations who are dependent on these resources for their livelihood are offered viable alternatives to use the resources in sustainable ways.

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One alternative proposed as a means to link economic incentives with natural resources preservation is the promotion of nature tourism. With increased tourism to parks and reserves, which are often located in rural areas, the populations surrounding the PAs can find employment through small-scale tourism enterprises. Greater levels of nature tourism can also have a substantial economic multiplier effect for the rest of the country. Therefore, tourism to PAs demonstrates the value of natural resources to tourists, rural populations, park managers, government officials, and tour operators. The challenge facing countries with attractive natural resources is how to plan for the development of those resources without degrading them in the process. Tourism requires various levels of infrastructure, can bring in thousands of people who can induce changes in the local, regional, or national economies that may range from very favorable to detrimental.

Countries that seek to use nature tourism as a major source of economic growth, will need to orient their national development plans in a way that will protect and enhance their natural attributes while promoting economic growth. Both the ecology of the area and the types of tourism development will determine what is a sustainable level of tourism (carrying capacity should be used while developing tourism in natural areas esp. in PAs).


Tourism and Protected areas: a symbiotic relationship

Many people especially from developed countries are willing to spend considerable amounts of money and time to get away from their daily life. The more people seek travel opportunities to unspoiled areas, the greater the pressure on remaining pristine areas. Therefore, both considerable opportunity and need exist for developing a symbiotic relationship between PA management and tourism.

Three different types of relationship:

Tourism and nature conservation come into conflict, particularly if the tourism is detrimental to nature and its resources. Conservationists are likely to oppose such tourism with all kinds of restrictions. Coexistence is possible. If, for example, neither tourism nor conservation is well developed in the relevant area, or because each is ignorant concerning the other's field. However, such coexistence rarely continues indefinitely, particularly as an increase in tourism is appropriate to induce substantial changes. This stage may therefore be followed either by a mutually satisfactory or even enriching relationship (symbiosis), or by conflict. Symbiosis may occur if tourism and conservation are organized in such a way that both derived benefits from the relationship. From the conservationist's point of view this means that natural assets are conserved as far as possible in their original condition, or evolve towards an even more satisfactory condition. While an increasing number of people derive wider benefits from nature and...
natural resources, be these physical, aesthetic, recreational, scientific or educational. There are economic advantages too. Such mutual support can and should contribute to the realization that conservation of nature can be a useful tool in improving the quality of life.

Unfortunately, the actual interface between tourism and conservation has often been one of coexistence moving towards conflict. This is for several reasons: inadequate management; lack of awareness; and explosive growth of tourism on the one hand and degradation and loss of natural areas on the other. All too often, expansion in nature based tourism has occurred without sufficient planning.

But this need not be so. A change of attitude on both sides could result in a number of benefits for a country (especially in the developing world).

**Sustainable tourism in PAs: WHY?**

1. To provide people with the ability to learn, experience and appreciate the natural and cultural heritage of the site
2. To ensure that the natural and cultural heritage of the site is managed appropriately and effectively over the long term
3. To manage tourism in parks for minimum negative social, cultural, economic and ecological impact
4. To manage tourism in parks for maximum positive social, cultural, economic and ecological impact.

**Disadvantage of non-sustainable tourism development:**

1. For conservation and PAs: environmental damage, excessive visitor pressure, pollution, consumption of available management resources, diverting attention away from other management priorities
2. For local people: disturbance and damage to ways of life and social structure, higher costs, especially for housing and land, weakening or loss of traditional cultures
3. For society: pressures on resources

**Suggested actions to reduce the negative impacts of tourism in PA**

Training staff, especially conservation officers, to enable them to record their findings properly and to instruct the public in general, and tourist guides in particular, on how to reduce human impacts on PAs.
Legally prosecuting those who ignore legislation and regulations concerning natural resources.
Encouraging local people to switch from hunting to ecotourism and handicraft activities, as their main source of income.
Raising awareness - through formal and informal teaching, and use of the media - of local people and visitors of the consequences of purchasing skins and other animal products as souvenirs, and thereby motivating them to change their behavior.

Advantage of sustainable tourism:

For conservation and protected areas
- Greater public’s and local peoples’ awareness of protected areas and the environment
- Political support which can help to attract funding and support the designation of new protected areas
- Conservation of natural and cultural features through restoration projects and direct practical help
- Additional finance from the tourism sector and from businesses

For the tourism sector
- Government support for businesses and employment
- Development of new, high quality, environmentally-sound products, based on nature and culture with a long-term future
- Reduction in development costs through partnerships with protected areas
- Improvement of company image
- Attraction of customers looking for environmentally-sound holidays
- Increased tourist awareness of the need to protect the environment and cultural and social values

For local people and society
- Improved income and living standards
- Revitalisation of local culture and traditional crafts and customs
- Support for rural infrastructure and facilities
- Improved economy
- Avoids or stabilises emigration of local population
- Makes local populations aware of the need to protect the environment and cultural and social values
- Improved physical and psychological health
- Promotion of harmony between people from different areas, facilitating the exchange of ideas, customs and ways of life

(Adapted from FNNPE, 1993)

Disadvantages of sustainable tourism development

Even tourism development that is based on sustainable development principles and designed to be environmentally and culturally friendly will usually be accompanied by negative impacts. Sustainable tourism development has the potential to:

1. Increase consumption of resources and, in cases that are poorly planned and managed (and are not sustainable), exhaust the resources
2. Increase waste and litter production

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3. Upset natural ecosystems, and introduce exotic species of plants and animals
4. Lead to population movement towards areas of tourist concentration
5. Lead to a loss of traditional values and a uniformity of cultures
6. Increase prices and the local population potentially loses ownership of land, houses, trade and services
7. Encourage purchase of souvenirs that are sometimes rare natural elements
8. Take up space and destroy the countryside by creating new infrastructures and buildings.

**Tourism marketing and promotion**

**Marketing:** People hold a variety of misconceptions about marketing. Most common is its confusion with selling and advertising. Selling and advertising are actually types of promotion which is only a component of marketing. Marketing involves much more, including product/service development, place (location and distribution), and pricing. It requires information about people, especially those interested in what you have to offer (your "market"), such as what they like, where they buy and how much they spend. Its role is to match the right product or service with the right market or audience. Marketing, as you will see, is an art and a science. According to the American Marketing Association, marketing is "the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives." Simply stated it is creating and promoting a product (ideas, goods or services) that satisfies a customer's need or desire and is available at a desirable price and place.

Modern marketing is a way of doing business, heavily based on the "marketing concept" which holds that businesses and organizations should:

1. Design their products/services to meet customer needs and wants;
2. Focus on those people most likely to buy their product rather than the entire mass market;
3. Develop marketing efforts that fit into their overall business objectives.

By adopting this concept you not only provide your customers with better products, you will avoid wasting valuable time and money developing and promoting a product or service nobody wants.

**Recreation and tourism marketing:** Earlier it was mentioned that a product can be "ideas, goods, or services." Since tourism is primarily a service based industry, the principal products provided by recreation/tourism (R/T) businesses are recreational experiences and hospitality. These are intangible products and more difficult to market than tangible products such as automobiles. The intangible nature of services makes quality control difficult but crucial.

It also makes it more difficult for potential customers to evaluate and compare service offerings. In addition, instead of moving the product to the customer, the customer must travel to the product (area/community). Travel is a significant portion of the time and money spent in association with recreational and tourism experiences and is a major factor in people's decisions on whether or not to visit your business or community.

As an industry, tourism has many components comprising the overall "travel experience." Along with transportation, it includes such things as accommodations, food and beverage services, shops, entertainment,
aesthetics and special events. It is rare for one business to provide the variety of activities or facilities tourists need or desire. This adds to the difficulty of maintaining and controlling the quality of the experience. To overcome this hurdle, tourism related businesses, agencies, and organizations need to work together to package and promote tourism opportunities in their areas and align their efforts to assure consistency in product quality.

*A marketing approach to tourism (given in figure below)*

Corporate analysis: involves analyzing the organization's strengths and weaknesses, vital competitor/s, the mission, goal and objectives of the organization

Market research: Informed business decisions rely on having adequate information. Market research is the systematic collection of information on the supply and demand for tourism products. Market research addresses two major questions;

1. Who is the tourist?
2. Why does he/she purchase the tourist product?

Examples of the types of information required by the tourism provider are:

- Country of origin
- Age, sex, occupation
- Date of travel
- Reasons of travel
- Attitudes about travel
- Means of transport to destination

Market segmentation: the process of isolating just who your most likely customers are is termed as market segmentation. Segmentation refers to the process of dividing the total market of all possible consumers into segments, and the concept is based on the premise that consumers with similar needs and wants will also have other characteristics in common such as education, income, and lifestyle. The chosen segment is termed as target market. Important marketing characteristics are; Responsiveness, identifiable, substantial,
and accessible. Market may be segmented on the basis of; geography, psychographics, demographics, benefits.

**Product formulation:** A product is a package of benefits. For the marketer, the tourism product consists of 4 facets, these are;

1. Attraction [scenery, beaches, historic buildings, events, etc.]
2. Amenities [accommodation, meals, service, entertainment, recreational facilities, etc.]
3. Accessibility [each to reach physically to target destination or ease to purchase the products by tourist]
4. Image [emotion aroused by the attractions and facilities offered, such as rest, recuperation, sunshine, excitement, satisfying food, comfort, romance, sex-these are the emotions and feelings the tourist operator is selling]

**Pricing:**

Price list and tag serve to attract tourism

Simply, totaling up the costs of producing a product, adding on a percentage profit, and offering it for sale to the public

Important questions needed while fixing the price of the products;

i. What is the customer willing to pay for my products?
ii. With this knowledge in mind, what is the most profitable price to charge?

Pricing decision;

i. Skimming price [fix high price for the products, targeted to limited tourist/customers, serving optimal quality of facilities and services]
ii. Penetration price [fix reasonable or as low as possible price for the products, targeted to the tourist who may compare the prices of alternative products and choose the best value for money, targeted to maximum number of tourist]

**Distribution:**

Successful tourism marketing requires that the customer can easily purchase the product at a place where he/she is shopping for tourism.

Distributional places should be as much as attractive. Extension (brochures/information) is important in tourism product distribution.

i. Computer reservation,
ii. Booking slips
iii. Call/mail booking

Travel agent makes easy to search these places or services.

**Promotion:**

Promotion provides target audiences with accurate and timely information to help them decide whether to visit your community or business. The information should be of importance and practical use to the potential or existing visitor and also accurate. Misrepresentation often leads to dissatisfied customers and poor recommendations. Don't make claims you cannot live up to.

Developing a promotional campaign is not a science with hard and fast rules. Making decisions regarding which type or combination of promotion types to use (personal selling, advertising, sales

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promotions, or publicity) is not always easy. If, however, you follow a logical process and do the necessary research, chances for success will be improved.

It will be necessary to make decisions regarding:

1. Target audience---the group you are aiming at;
2. Image---that which your community or business wants to create or reinforce;
3. Objectives---those of the promotional campaign;
4. Budget---the amount of money available for your promotion;
5. Timing---when and how often should your promotions appear;
6. Media---which methods (television, radio, newspaper, magazine) will most effectively and efficiently communicate your message to the target audience; and
7. Evaluation---how can the effectiveness of the promotional campaign be determined.

The success of internal marketing is dependent on creating an atmosphere in which employees desire to give good service and sell the business/community to visitors. To create such an atmosphere requires the following four important elements:

1. Hospitality and Guest Relations---An organization wide emphasis on hospitality and guest relations, including a customer oriented attitude on the part of the owners and managers as well as the employees. If the owner/manager is not customer sensitive, it is unlikely the lower paid employees will be.
2. Quality Control---A program which focuses on improving both the technical quality (the standards associated with what the customer receives) and the functional quality (the standards associated with how the customer receives the service). All employees who come into contact with customers should receive hospitality training.
3. Personal Selling---Training the staff in the selling aspects of the property (business) or community. This also includes rewarding them for their efforts. By being informed about the marketing objectives, and their role in accomplishing those objectives, they can help increase sales.
4. Employee Morale---Programs and incentives aimed at maintaining employee morale. The incentives can be both monetary and non-monetary. A customer oriented atmosphere usually results in customers that are more satisfied, do less complaining and are more pleasant to serve. This helps build employee morale, their desire to provide good service and their efficiency.

**Customer satisfaction in tourism:** is greatly influenced by the way in which the service (hospitality) is delivered and the physical appearance and personality of the business. It is critical that these elements be communicated in the best possible manner to convince people to come and experience what your business or community has to offer. Equally important is the ability to generate repeat business because of your efforts. Thus, marketing becomes the method to reach potential visitors. It is a vital part of tourism management and can be done effectively and well, with sophistication and tact, or it can be done poorly in a loud, crass and intrusive manner. Hopefully, this bulletin has given you the basics for the former rather than the latter. Remember that to do an effective job at marketing:

1. adopt a strong customer orientation which includes regular research and assessment of their needs, wants and attitudes;
2. allocate sufficient resources and time to marketing;
3. assign formal responsibility for marketing to one person or department; and

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4. develop and regularly update a marketing plan.


Spatial planning or territorial planning

In the English speaking world, the terms land use planning, town and country planning, regional planning, town planning, urban planning, and urban design are often used interchangeably, and will depend on the country in question but do not always have the same meaning. In Europe the preferred term is increasingly spatial planning or more recently territorial cohesion (for regional and trans-national planning).

In Australia, the United Kingdom, and New Zealand, the term town planning is common, although regional planning and land use planning are also used. In the United States and Canada, the terms urban planning and regional planning are more commonly used.

Spatial planning definition

Spatial planning refers to the methods used by the public sector to influence the distribution of people and activities in spaces of various scales. Spatial planning includes all levels of land use planning including urban planning, regional planning, environmental planning, national spatial plans, and in the European Union international levels.

Regional/spatial planning gives geographical expression to the economic, social, cultural and ecological policies of society. It is at the same time a scientific discipline, an administrative technique and a policy developed as an interdisciplinary and comprehensive approach directed towards a balanced regional development and the physical organisation of space according to an overall strategy."

'Not a single concept, procedure or tool. It is a set of concepts, procedures and tools that must be tailored to whatever situation is at hand if desirable outcomes are to be achieved. Strategic plan making is as much about the process, institutional design and mobilization as about development of substantial theories. This broad area is reflected in the place and the role of planners in strategic spatial planning.'

'Local planning authorities should adopt a spatial planning approach to local development frameworks to ensure the most efficient use of land by balancing competing demands within the context of sustainable development,'

'Spatial planning goes beyond traditional land use planning to bring together and integrate policies for the development and use of land with other policies and programmes which influence the nature of places and how they function. This will include policies which can impact on land use, for example, by influencing the demands on or needs for development, but which are not capable of being delivered solely or mainly through the granting of planning permission and may be delivered through other means,'

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'Spatial' planning is a wider, more inclusive approach to considering the best use of land than traditional 'land-use' planning. Land-use planning has an approach that focuses on the regulation and control of land whereas spatial planning provides greater scope for the Council and other organisations to promote and manage change in the area. The Local Development Framework will still provide mechanisms by which future land uses may be managed (and so give confidence to land owners and investors) but it will also open doors of opportunity and highlight other investment opportunities and plans from other responsible stakeholders.

Environmental Planning

Environmental planning is a field of study that since the 1970s has been concerned with a given society's collective stewardship over its resources that ultimately includes those of the entire planet. The aims of environmental planning are to integrate the public sector urban planning with the concerns of environmentalism to ensure sustainable development, notably of air, water, soil and rock resources.

What exactly constitutes the "environment", however, is somewhat open to debate among these practitioners, as is the exact scope of the intended environmental benefits. Chief concerns among environmental planners include;

- The encouragement of sustainable development,
- Green building technologies, and
- The preservation of environmentally sensitive areas.

Environmental regulations are among the few national-level policies that have direct implications for land-use planning. Four of the major types of environmental theme that impact land-use planning are wetland laws, clean-air laws, clean-water laws, and laws for the protection of endangered species.

The primary concern of environmental planning is expressed in the assessment of three spheres of environmental impact by human economic activity and technological output:

- Biophysical environment
- Socio-economic environment
- Built environment

The environmental planning assessments encompass areas such as land use, socio-economics, transportation, economic and housing characteristics, air pollution, noise pollution, the wetlands, habitat of the endangered species, flood zones susceptibility, coastal zones erosion, and visual studies among others, and is referred to as an Integrated environmental planning assessment.

An objective view of the environmental planning process is often framed in perspectives offered by the integration of assessments of the natural resources, the environment as a system, the scientific perspective, and the social scientific perspective.

Some widely used method of assessing the environment are;
Hedonic price (according to the worth of the nearby community or associated assets), Contingent valuation (Biding: WTA and WTP) and Travel cost method (Distance from the centre and cost incurred to reach the site)

The challenge while environment planning

The rapid growth of tourism throughout the world has increased its social and economic importance not only in popular tourist destinations but in poorer regions where traditional industrial or agricultural economies have declined. In regions blighted by geographical isolation, unemployment and out-migration, the natural environment and the promotion of ecotourism is often the only viable alternative for economic regeneration and social improvement. Despite its potential benefits, planning of ecotourism (as well as tourism in general) is often carried out in a slowly manner with little integration of potential actors and beneficiaries who could collectively promote and develop the industry. Moreover proper consideration of the spatial and long term implications of ecotourism, both in improving a region’s environment and in regenerating its economy, is seldom made. The potential catalysts for long term spatial planning meanwhile, regional, sub-regional and local plans, are often generalist in nature and treat ecotourism as a fringe player in the overall design of land use policy.

Lack of tourism planning has led to imbalances in tourist distribution, duplication of products, diseconomies of scale, and environmental neglect of many regions. Ecotourism products are often planned where opportunities arise, on a site by site basis, without adherence to any long term spatial planning strategy involving other sectors of the economy. There is now a clear need to integrate tourism planning, and notably ecotourism, with more mainstream planning strategies (including those concerning land use planning, socio-economic development and environmental protection).

Zoning

Utilize zoning to identify and plan for areas where higher levels of tourism impacts may occur without harming areas of ecological significance. Zoning is an essential part of all protected area management plans. Its main purposes are to define and map the different levels of protection and use that will occur in the protected area and to separate potentially conflicting human activities.

Zoning must be comprehensive, but also as simple as possible. This ensures it can be readily understood by the public and be translated into management actions and regulations that are easy to comply with and enforce. To avoid unnecessary regulation of human activities, each zone should have clear and justifiable objectives.

Examples of zoning designations include areas of strict protection, low level use (e.g., scientific study or backcountry non-motorised travel in small groups), intensive use (e.g., visitor facilities such as washrooms, reception, parking lots and education centers, etc.), and park operations (e.g., administrative offices, maintenance sheds, waste disposal facilities, etc.). If additions to park tourism infrastructure are necessary, a few items should be considered.

Integrated management that addresses a range of threats and accommodates a range of stakeholder interests can be achieved through multiple-use zoning. Zoning forces planners and managers to think ahead and to quantify present and future social and environmental impacts.
This method of planning commonly utilises zoning for different uses and varying degrees of use. Multiple-use zoning schemes can be used to minimise impacts on ecologically critical or sensitive areas. The design, nature and regulatory framework of a multiple-use protected area will depend on the primary objectives of the area. Zoning a protected area for multiple uses can ensure that critical core areas are not impacted. In some cases, environmentally or culturally sensitive sites may require special management but do not fit the existing zoning designations. Management plans should include the guidelines necessary for the protection and use of such sites.

Zoning practices should also extend beyond the boundaries of the protected area when possible and when necessary. For example, where visitor demand is high, more resilient areas outside the park boundaries can be developed to accommodate overspill, with alternative trail systems, picnic sites and information points (e.g. buffer zone). The private sector may be involved in some of these operations.

{For more pls refer ROS/TOS}

Visitor surveys

What is a visitor survey? A visitor survey is a way to communicate with people who come to your destination in order to learn more about them. You may conduct a visitor survey using the telephone, the internet, the mail, or by interviewing people at your event or attraction. By asking specific questions you can learn different aspects of the visitor’s behavior and motivation, and you can use this data to make strategic decisions about many of your community’s activities. Most of the discussion in this section focuses on on-site visitor surveys. Please note that this process is applicable to other types of surveys as well.
Objectives

Once you decide that a visitor survey can provide the information you need, the first step is to determine the objectives of your survey. It is important to develop clear, concise objectives in writing to determine if they make sense and are understood and agreed upon by all parties involved in the project.

Start by asking: “What do I want to know about the visitors to my local community?” This will help define your key objective, which should remain the focus when evaluating the rest of your survey needs. There are some common objectives that can be addressed by surveying a visitor population. Examples include determining the economic impact of visitors to an event in your community, developing a profile of existing visitors, and understanding what perception visitors have of your area. The following is a brief discussion of possible visitor survey objectives:

Figure: Process of visitor survey

Visitor economic impact

Economic impact measures the visitor spending generated by an event or in a specific geographic area during a specific time period. It estimates the net impact of spending originating from visitors who live outside the defined geographic area and those dollars that stay in the local economy. It represents the incremental spending above and beyond what would be expected in the region if the event/tourist activity were not held.

Below are some basic ways to evaluate economic impact in your local community or event:

How much do tourists spend in the local community?
What portion of sales made by local businesses is due to tourism?
How much income does tourism generate for households/businesses in the area?
How many jobs in the area does tourism support?
How much tax revenue is generated by visitor spending?

Visitor profile

A visitor profile is a description of visitors based on demographic and behavioral characteristics, such as age, income, accommodation preferences, travel party size, season of travel, etc. as well as spending behavior. Having a clear understanding of what visitors to your area “look like” can help you make better
marketing decisions, project funding decisions, product development decisions and revenue planning decisions.

By understanding who is currently coming to your area, for example, you can decide if that is indeed the group you want to attract to your area. If not, you can make strategic changes to your marketing to target your desired audience.

Target Marketing is choosing a specific group of people to market to based on demographics, preferences and travel patterns. You will find that using target marketing is more cost effective and successful than non-targeted advertising or promotion. Segmentation is grouping visitors by age, gender, income, lifestyles, activities and/or interests. Dividing the market into segments means taking a look at who comes (and when) and who doesn’t (and if not, why not). The goal is to identify the customer segment in your geographic target which offers the highest potential as a visitor to your area.

Visitor perceptions

Understanding the perception visitors and potential visitors have of your community (and competing destinations) can provide direction to your marketing and communication program of work. We all think we know what makes our community great or unique, but we often find that those things are not resonating with visitors. Armed with this information, we can make decisions about whether the perception visitors have is acceptable, or whether we want to change peoples’ perceptions. If we do, the solution may be as simple as changing our communication strategy or it may mean we change our entire marketing mix and message. Information is power.

Feasibility assessment

The process of determining whether a survey project is feasible involves determining whether there are other ways to get the information you want without conducting a formal visitor survey (a Research Inventory Assessment) and if not, examining the project management resources (time, money, personnel) that you have available to undertake a new project.

Research inventory assessment

Once you know what the objectives of your research are, you should thoroughly investigate existing resources that might meet your needs.

Is there another way of getting to this information?
Review newspaper articles, trade magazines, and internet resources
Is there existing information on visitors we can use?
Does this information exist for nearby communities or at the county level?
If you have information but it does not specifically address your needs, what questions need to be asked to specifically address what you want to know?
Project management

When assessing the feasibility of any project, certainly it is important to understand the resources that will be required. There are generally two possibilities – conducting the research yourself or paying someone else to do it.

Survey preparation

Preparing to conduct your visitor survey involves several actions. This section will discuss designing a questionnaire, including both what types of questions are typically asked with different objectives in mind and tips on how to formulate those questions, as well as guidance on how to make sure your survey project meets your objectives.

Determining survey approach: two approaches are mainly used here; Quantitative and qualitative approach

Sampling

Pre-testing questionnaire

Conducting the survey

There are several factors to consider when conducting a survey:

Deciding when and where to survey-

If you are conducting a survey of overall visitors to your destination, it is best to survey through the course of a full year in order to account for any seasonal variations.

Survey sites with high traffic volume are best, because there is a higher likelihood that the sample you draw will be representative of the larger population.

Managing interviewers-

The length of time it takes to conduct every completed survey will help you determine how many interviewers you need at any given time. If you are conducting the survey at a specific event, it is important to reach your survey quota within the given time, but remember that interviewer fatigue can impact the reliability of your data. Schedule enough properly trained interviewers to make the task feasible.

If you are conducting interviews over an extended period of time to account for seasonality, your sample plan should call for completing a specific number of interviews on specific days. You will not need to interview every day.

Data entry and analysis

The key to getting the most out of all of your work to this point is to have a clear plan for getting the data you collect into a program that will allow you to analyze it. Data entry should begin as soon as data starts coming in from the field. Organization is important because timely and consistent data entry allows you to
detect any problems early in the process and correct them. If you leave all data entry till the end of the project, it becomes a mammoth task that could lead you to ultimately give up on the analysis and waste all of your effort.

The software package chosen for data entry will determine what kind of analysis you can easily do. It is certainly possible to analyze data from Microsoft Excel, and the program offers graphing capabilities, however a more robust statistical package like SPSS will contain more tools to make the analysis of your data fast and accurate.

Other ways to measure visitation:

1. Zip code survey
2. License plate survey
3. Web site survey
4. On-line survey (e.g. through email)
5. Attraction/event visitor counts

You can “count” visitors as simply as having each one sign a guestbook, use a traffic counter or door counter, or conduct a formal intercept survey. The drawback is that the counter will not differentiate between locals and actual visitors, so it is not an effective way to understand visitation in the larger sense.

6. Unobtrusive survey
7. Visitor information centre

**Impacts of tourism**

The word IMPACT understand for changes brought about in the condition of a subject or situation due to one or many factors

The changes may be either positive or negative

TI refers to the several desired and/or undesired changes brought about in an area by Tourism

Well planned and adequately managed tourism can bring more positive benefits

The uncontrolled tourism development may totally ruin not only the economy of the area but also the natural and cultural resources

Negative impacts are prevented or mitigated and positive ones are reinforced (recommendation)

The impacts of Tourism vary according to:

- Number of tourists
- Nature of tourists, and
- Characteristics of the site

The individual tourist normally has a relatively small impacts while

Problems arise, if the number of tourists is large or the resource overused
Positive impacts of tourism

The tourism industries directly employs about 2,50,000 people in Nepal. One million others have jobs closely tied to the country’s tourism infrastructure (need yearly 7.2% additional man power). The average contribution of tourism earnings to GDP has increased from 2.3% in 1980 to about 4.2% in 1994. In 8th plan, GDP=4.4%, at 2006 GDP= 4%, at 2008 GDP = 3.5%, now GDP=2.6%

- Largest source of foreign exchange and balance of employment
- Distribution of money to rural areas
- Triggered local development and infrastructure
- Improved living standard of people in popular tourism areas
- Capacity building of local communities (Bagmara, ACA communities)
- Cultural awareness and revival of cultural heritage
- Feeling of national and self pride
- Source of funding for conservation programs: BZ, CA, NP and WL, etc
- Recovery of degraded forest- ACA, Bagmara/Kumorosa
- Initiation of lake protection programs-Bishazari tal

Negative impacts of tourism

- Low budget tourism in the world
- High leakage/export dependent (eg. ACAP, only 20 cents out of every 3 $ spent by tourist remains in the area.............survey year 2007)
- Inequitable distribution of money
- Price hike (increase products price, unscientically)
- Conflict of manpower for tourism and traditional economic activities (agriculture)
- Seasonal/site specific tourism growth
- Influenced in social value of the hosts (esp. in Ghandruk area)
- Disintegration of traditional people (leave out the area)
- Culture commercialization
- Increased prostitution, begging, drug addiction, alcoholism, other illegal activities and AIDS
- Deforestation (Firewood, Timber, Trampling)
- Wildlife disturbance (CNP, PWLR)
- Pollution

Causes of tourism impacts

Major Cause;

- Rapid growth of tourism
- Little regards to environmental and social consequences
- Lack of study- EIA, IEE
- Lack of awareness among the host and guest
- Temporary residency in the area
  - Used facilities and services quite often in totally different way

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Inadequate and ineffective enforcement of rules
Infrastructures development without consensus and consent of locals

Tourism impacts occur due to following reasons

1. Physical presence of tourist

   Crowd and congestion in the site
   Demonstration effects (jeans, new dress, style) in the desire of the local people to own these things or copy their styles
   The conducts like open-display of love, and semi-nudity, which are intolerant to the locals, may bring hostile (ve like enemy) attitude towards tourists
   Sometimes the local youths are seen to copy these behaviors leading to cultural degradation

2. Interaction of tourists with local residents

   Tourism is one of the most common and effective means by which the host communities and tourists come closer and develop different types of communications

   These contacts may-

   Economic and contractual contacts (contacts with the host people having tourism business or/and having other economic activities)
   Social contacts (contacts with tourist’s relatives or other people whom they know well)
   Occasional contacts (contact occurs when tourist and host community stand side by side, for example along a trekking route—they may also try to influence each other, which ultimately may result in the behavioral change of the local people)

3. Expenditure Performed by Tourists

   The expenditure made by tourists to buy various items in the destination is the main factor that triggers many environmental and economic impacts
   Facilitate to create employment and income opportunity in the destination; encourages local people to allocate more physical (land, water, forest etc) and human resources (as tourism labor) in the tourism sector
   It may lead to uncontrolled growth of tourism and natural feature of the area may disappear

Types of tourism impacts

According to the elements of host environment impacted, the tourism impacts are categorized into:

1. Socio-cultural impacts
2. Economic impacts
3. Physical impacts
Socio-cultural impacts of tourism

..are outcomes of modifications in the ecological niche of a society; contact between two societies; and evolutionary changes occurring in the society
Tourism contributes to change in:

- Value system
- Individual behavior
- Norms, customs, belief
- Traditional thinking, ceremonies, feasts (religious festivals)
- Community organization
- Collective life style, creative expressions
- Family relationship, etc.

Unidirectional in nature and impacts flows to the S/C environment of the host community
Actualization theory: “tourism is a new form of colonialism and imperialism”

Types of S/C impacts

1. +ve S/C Impacts:

Bringing thru well tourism planning like friendly environment, respect to others values, culture and norms, mutual understanding, establishment of communication, renovation of cultural sites, people’s employment, increased awareness, feeling of pride, etc.

2. -ve S/C Impacts:

Culture commercialization
Changes of values, discard of traditional practices
Gambling, drug and alcoholism, copying style
Prostitution, crime, begging, social disintegration, etc.

Factors affecting S/C impacts

Number of tourists: No is high, congestion & crowd problems arises
Length of stay: if stay is long-greater the chance of the tourists creating S/C impacts
Economic characteristics of the tourists: the closer the economic levels between tourist and host, the lesser S/C impacts and vice versa
Social and cultural background of tourist: if more or less alike the social environment of host and tourist, less chances of social impacts
Economic development at the destination: Actualization theory; more benefits go to mature or developed society than weaker or undeveloped society
Measuring S/C impacts

Measuring S/C impacts are complicated task
The closed society may see a cultural change negatively while an open society may see the same as positive impact
Currently, two frameworks, which are widely applicable to social impact research, are in practiced

1. Irritation Index developed by Doxey, 1975

   Euphoria (level of joy)
   The level of apathy (indifference)
   The level of irritation (politeness-->antagonism)
   The final level

2. Attitude-response matrix

   Allan (1988) used this matrix in a study conducted in Nepal/Tibet-A, India-B, Pakistan-C, Afghanistan-D

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<thead>
<tr>
<th>Active</th>
<th>Response</th>
<th>Passive</th>
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<tbody>
<tr>
<td></td>
<td>A. [Favorable]</td>
<td>B. [Favorable]</td>
</tr>
<tr>
<td>+ve</td>
<td>Aggressive support</td>
<td>Slight acceptance and light support</td>
</tr>
<tr>
<td>-ve</td>
<td>D. [Unfavorable]</td>
<td>C. [Unfavorable]</td>
</tr>
<tr>
<td></td>
<td>Aggressive opposition</td>
<td>Slight acceptance but opposition to</td>
</tr>
<tr>
<td></td>
<td></td>
<td>tourist activities</td>
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Economic impacts of tourism

Economic impacts are caused by the expenditures made by tourists in different phases of tourism
(pre travel phase, travel phase, post travel phase)
These impacts are the most measurable impacts

Major economic impacts are:

1. Regional distribution of money

   Tourism can play significant role to fill the widening gaps between rich and poor countries
   In the national and regional context, it can distribute money to rural areas where other economic opportunities are scarce
2. Balance of payments

A nation's balance of payment represents the difference between expenditure and receipts. When a nation's expenditure exceeds its receipts, it is said to have a balance of payments deficit. When its receipts exceed its expenditure, it is said to have a balance of payments surplus. Tourism income can contribute tremendously to the gap of balance of payments particularly of underdeveloped countries.

3. Generation of income and employment

Tourism is a highly service-oriented industry and requires a large number of human resources.

4. Economic diversification

With the expansion of tourism, many new business and industries may come up to support it.

Measuring economic impact

1. Export value or Net earnings

Net earnings = Total foreign exchange earnings - total amount spent on imports

Example: A tourist in Nepal spends US $ 200 (as a whole), of which, $70 goes to salary, $30 goes to local made handicraft, $60 goes to travel and tour agents in Nepal, $20 goes to imported goods, and $20 goes to foreign owner.

Then, export value or net earning foreign exchange is:

\[200-(20+20)\] $ = $160.

2. Multiplier effect

Tourist expenditure on goods and services has a Flow-on effect on the economy of an area, called ME. The ME of tourism is the number by which initial tourist expenditure is multiplied to obtain cumulative income effect.

Example: A tourist spends $200 in accommodation, then if $50 is spent on salary, if the salary receiver spends $20 for different purposes in the area.

The ME = \([200+50+20]/200 = 1.7\)

The higher is this multiplier value; the lower is the leakage and good for the local economy.

The lower the multiplier value, the higher is the import and external leakage and not productive for the area.
3. Others

a) Calculation of total income from tourism  
b) Fraction distribution to country’s GDP  
c) Total revenue generated  
d) Per day tourist expenditure  
e) Direct count of number and types of employment  
f) Impact of family income of the people in the area.

<table>
<thead>
<tr>
<th>Physical (environment) impacts of tourism</th>
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<tbody>
<tr>
<td>Physical impacts’ detection is a difficult task</td>
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<tr>
<td>Difficulty to distinguish whether an impact is caused by tourism or there are some other factors responsible for that</td>
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<tr>
<td>Lack of baseline data</td>
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<td>To understand physical impacts it is essential to know the relationship between tourism and environment</td>
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</table>

1. Relationship between Tourism and Environment  
   - Isolation from each other and establish little contact  
   - Each benefits from each others  
   - Both remain in conflicting position (Most areas suffer from this)

A. Symbiotic relationship between Tourism and Environment  

Tourism provides incentives for conservation and generates income that can be used to protect or repair degraded environment.

B. Potential conflict between tourism and Environment  

- **Tourism and vegetation**- Garbage, camping and trekking, etc  
- **Tourism and water quality**- Release of sewage into water, excessive growth of weeds.....reduced level of O2......reduced (aqua) species diversity  
- **Tourism and air quality**- More significant in the urban areas and congested spots, especially during peak seasons  
- **Tourism and wild life**  
  - Indirect impacts: due to loss of vegetation, the animal may become extinct from the area; if the habitat lost belonged to a specific habitat requiring animal  
  - Direct impacts: hunting of game animals and fishing...disrupt prey/predator relationship...directly reduce the population. Also by wild life viewing and photography changes in animals behavior.  
- **Tourism and landscape**  
  - Infrastructure/facilities/services...garbage problem, many buildings, more population, vegetation depletion, loss of corridors and wildlife  

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– **Tourism and conflict of resource use**

*The most common conflicts are:*
- Conflicts of access
- Irresponsible behavior of tourist
- Competition for labor between traditional industries and tourism industries
- Competition for land and houses.

**Managing tourism impacts**

- Total control is almost impossible
- Negative impacts = prevented/mitigated
- Positive impacts = reinforced/recommended as input

**Mitigating Negative impacts**

1. Good planning (in all aspects)
2. Integrated planning (including the local communities)
3. Environmental Impact Assessment (EIA)
4. Development of indicators
5. Continuous and effective monitoring
6. Concept of carrying capacity
7. At the national level a standard TOS/ROS classification should be developed.
8. At the local level-site is divided into use zones and ROS classification
9. LAC—particularly for nature-based tourism area. By integrating the LAC framework with carrying capacity and TOS concepts

**Managing socio-cultural and economic impacts of tourism**

- Equitable benefit distribution
- Local communities are involved in planning, implementation, and monitoring of the tourism program
- Awareness program, skill development package
- Strict laws for control of drugs and crime
- Develop financial and technical support package
- Land use plan and zoning for uncontrolled development which causes the increased negative impacts in the total environment.

**Managing Environmental (physical) Impacts**

Many features of the environment are attractions for tourists...tourist facilities...tourism development...generating environment impacts

- EIA, ROS/TOS and LAC
- Continuous monitoring and evaluation
- Awareness campaign, regulation, set limit (CC), limit use, conservation education, etc.