

Unit 1. Tourism: Introduction

1.1 Tourism in Nepal: An introduction

Tourism

The World Tourism Organization (WTO) considers tourism to be any form of travel that involves a stay of at least one night but less than one year away from home. Therefore, the WTO definition includes business travel and visits to friends and relations, but not day-trips. However, tourism is generally considered as domestic or international travel for leisure or recreation, and including day-trips.

The activities of tourists and those who cater them.

Ecotourism

"Tourism that involves traveling to relatively undisturbed or uncontaminated natural areas with the specific object of studying, admiring and enjoying the scenery and its wild plants and animals as well as any cultural aspects (both past and present) found in these areas" (Ceballos-Lascurain 1993).

"Visits to national parks and other natural areas with the aim of viewing and enjoying the plants and animals as well as any indigenous culture" (Boo 1990).

"An enlightening nature travel experience that contributes to the conservation of the ecosystem while respecting the integrity of host communities" (Cater and Lowman 1994).

"Responsible travel to natural areas which conserves the environment and improves the welfare of local people" (Lindberg and Hawkins 1993).

Any style and type of tourism that has the potential to bring benefits to the local economy whilst contributing to natural and cultural resource conservation (National Ecotourism Strategy, Nepal, 2001)

Nature based tourism

It involves simply natural areas whereas ecotourism demonstrates a clear commitment to conservation and development.

Sustainable tourism

Tourism and associated infrastructures that both now and in the future operates within natural capacities for the regeneration and future productivity of resources.

Alternative tourism, wildlife tourism, protected area tourism, green tourism, village tourism, religious tourism, adventure tourism, indigenous tourism, soft tourism, agriculture tourism, tiger tourism etc.
(Discuss)

1.2 Status and scope of tourism in Nepal

After the democratic revolution of 1951 AD, marked a new era in Nepalese tourism for all foreign visitors.

In 1972, Tourism Master Plan was prepared. The stress was laid on the maximum utilization of local resources and tapping the available possibilities.

In 1977, Ministry of Tourism came into existence.

In 1995, Nepal's tourism policy came into existence. It specifies,
To develop and expand tourism industry by promoting natural, cultural and human environments of the country, and to increase employment, foreign currency earnings, expand tourism industry upto rural areas

In 1997, Nepal Tourism Board formed.

Tourism now is a major contributors to national economy (4% of national GDP), generating about US\$ 170 million annually and attracting just under half a million foreign visitors. It provides direct and indirect employment for over 3,00,000 people. It is a major earner of foreign exchange dollars and represents 18% of total export earning.

Over 80% of all visitors come for holiday/pleasure or trekking/mountaineering purposes. Over 50% of visitors cite natural attractions as a key consideration factor in choosing Nepal as a destination. 38% come for trekking. 98% of all trek visitors are

concentrated in 3 PAs-Annapurna, Sagarmatha and Langtang National Park.

Mostly, age of tourists ranging from 35-54 years old. 82% were college graduates. 60% stated they prefer to travel as a couple, 15% with family and 13% preferring to travel alone. Trip duration is 8-14 days. Important elements of trip are wilderness, wildlife and trekking. Motivation for trekking next trip is enjoy scenery/nature and new experience/places. Fifty percent trek independently and rest 50% by trekking agents.

Important PAs are Chitwan (42,654), Sagarmatha (19,156), Shivapuri (50,996 –visitors) in 2004/05. Important season: Aswin/kartik and Chaitra/Baisakh. Nepal's tourism attractions are world class. Foreign tourist arrival in Nepal in the year 2000 is 464,648 and 491,504 in 1999.

Tourists status in protected areas

Year	Number of visitors
051/52	90,086
052/53	111,211
053/54	153,262
054/55	139,286
055/56	148,728
056/57	163,574
057/58	161,020
058/59	124,108
059/60	110,340
060/61	172,290
061/62	154,716

Scope of tourism in Nepal

- Major foreign exchange earner (18% of total export earning)
- Important industry for job (about 300,000)
- Major contributor to national economy (4% GDP)
- Largest service industry of Nepal (Near half million visitors)
- A lot of new job creator especially for low skilled people
- A tool of economic development (infrastructure and market development)

- A tool of poverty reduction (Income diversification)
- Useful in developing remote areas
- Major contributor to the conservation of nature and culture
- Predicted good growth for next 20 years in world

1.3 Tourism Resources in Nepal

The development of the tourism system is based on existing natural, cultural and socio-economic tourism resources. Tourism resources must be developed into tourist attractions. Specific groups of tourists can be attracted to specific tourism resources. Emphasis should be placed on tourism resources; the categories of tourists that want to make use of these resources and how to attract such tourists to the tourist destination, product or service.

A tourism resource is defined as a natural, cultural and socio-economic resource that has the potential to become a tourist attraction, or is a tourist attraction already.

Unique tourism resource is that which has such unique, authentic and outstanding feature that it alone has the potential to attract tourists. It is the reason behind the trip. For different types of tourists the uniqueness of a resource will differ, unique tourism resources are also called as primary resources.

Supportive tourism resources are those resources which do not per se attract tourists, but which add to the overall experience of a trip. Village life, a local forest or a small temple can be examples of the supportive tourism resources.

Social and physical infrastructures are elements of the overall tourism product that makes the experience accessible. This can be the existence of a local group, a guide service, a visitor information center or a road.

Unique tourism resources are what make the destination attractive for tourists, they are the reason for going. But these resources do not necessarily generate benefits for local group. Mount Everest attracts large number of tourists who trek it, climb it, or are content to see it from the comfort of an aero plane during a mountain flight. But simply

viewing Mt. Everest does not generate income for the Sherpas living in the vicinity of the mountain.

The supportive tourism resources and the social and physical infrastructure of the solu region (eg; Lodges, local guide) provide jobs and income to the people living there. Village life, local climate, local culture, and natural landscape (supportive resources) give the tourists extra satisfaction keep them in the area for longer period and also provide additional income, such as that earned from local cultural programme, food and handicraft sales and income earned by porters and guides.

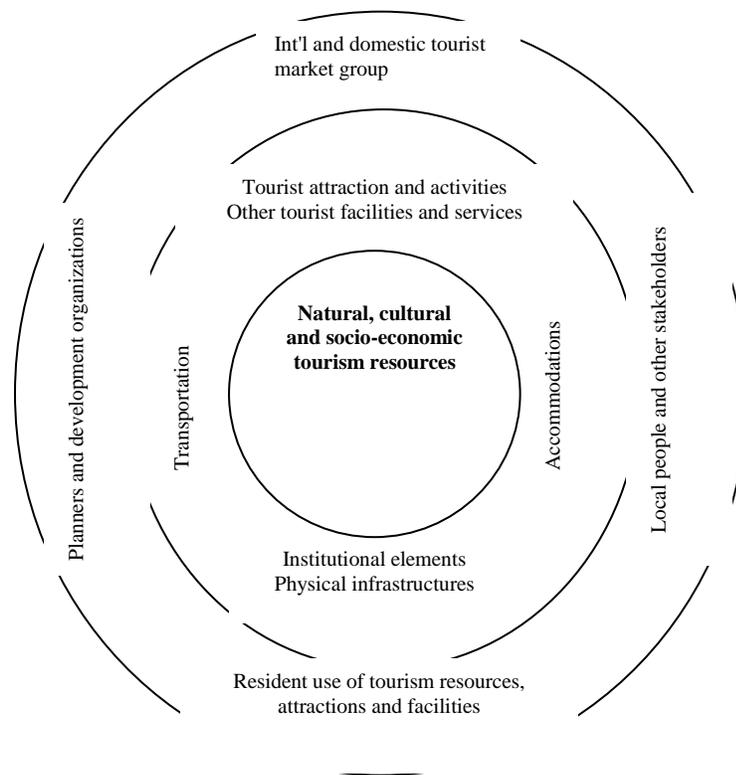


Figure: Elements of a tourism system (Adapted from Inskip, 1991)

Natural tourism resources of Nepal

- Mountains: Mt Everest, Mt Annapurna, Mt Dhaulagiri etc.
- Nature/scenery: trekking, Rara lake, Kyanjing valley, Upper dolpa etc.
- Wildlife: Rhino, Tiger, Elephant, Brahsingha herd etc.
- Forest/reserves/waterfalls/lakes etc

Cultural Resources

- Local culture: Tharu culture, Sherpa culture, Gurung village etc
- Cultural sites: Pashupati, Lumbini, Tengboche monastery etc.
- Traditional buildings/indigenous knowledge/festivals/Marriage etc.

Socio-economic Resources

- Diversity: Caste, language, dress etc.
- Rural areas: Dolpa, Mustang, Khumbu region etc
- Home stay: Langtang village/Sirubari village/ friendly behavior etc.

Unit 2. Facilities and services

Facilities and services (F & S) are not attractions but facilities to bring tourists to the attractions and allow their uses. It helps to enhance value of the attractions. F & S play an important role in selection of destination.

Facilities may be a place (National park and conservation area)

an event (Elephant polo, festival, Olympic)

an activity (Trekking, mountaineering)

an infrastructure (Access, road, Communication)

a recreation (Camping, picnic site, fishing, shopping)

a government policy (Visa, hunting, trekking permit)

a commercial service (Tour and travel service, accommodation)

a volunteer service (rescue, medical, security condition)

Sometimes F and S are also attractions (E.g., Hong Kong)

Types of facilities and services

Infrastructure: Facilities and services created mainly for meeting the needs of local community are called as infrastructure. Sometimes equal weightage is put on tourists needs. For example: airport, bus, road, telephone, police, medicine etc.

Superstructure: Facilities and services created specially to fulfill the needs of tourists. For example: Hotels, Restaurants, parks, events etc.

But there is no clear cut boundary between infrastructure and superstructure. Generally, Government is responsible for infrastructure and private sector is encouraged for development of superstructure. Once the superstructure is built local community use them and infrastructure also by tourists. So both facilities are used by both categories.

2.1 Recreational facilities

Transportation and accommodation are two most important element of a tourism system. Besides that holiday tourists want to be active in destination, thus requires information on recreational activities and

attractions. Tourists rarely travel to a destination simply for the sake of it or simply to stay in a hotel. They want to see, do, feel and experience something. The features that attract a person to a particular destination are known as **attractions**. Attractions may be both natural and man made kinds. Attractions provide the tourists to involve in many activities.

2.1.1 National park, wildlife reserves and conservation areas

Protected areas are always an important tourists attraction worldwide. The first organized approach to managing protected areas in Nepal dates back to the year 1973 by establishing Chitwan National Park. In Nepal there are 9 national parks, 3 wildlife reserves, 3 conservation areas, 1 hunting reserve and 11 buffer zones covering an area of 19.70% of total geographical area of Nepal.

National park: Area set aside for conservation, management and utilization of animals, birds, vegetation, and landscape together with the natural environment. There are nine national parks in Nepal.

S. No.	Name	Year of Establishment	Area (Km²)
1.	Chitwan NP	1973	932
2.	Bardia NP	1988	968
3.	Shivapuri NP	2002	144
4.	Khaptad NP	1984	225
5.	Rara NP	1976	106
6.	Shey Phoksundo NP	1984	3555
7.	Langtang NP	1976	1710
8.	Makalu Barun NP	1991	1500
9.	Sagarmatha NP	1976	1148

Wildlife Reserve: Area set aside for the conservation and management of animals, birds and other resources and their habitats. Currently there are three wildlife reserves in Nepal.

S. No.	Name	Year of establishment	Area (km²)
1.	Suklaphanta WR	1976	305
2.	Parsa WR	1984	499

3.	Koshi Tappu WR	1976	175
----	----------------	------	-----

Hunting reserve: Area set aside for the management of animals, birds, and other resources to provide for hunting. Currently there are only one hunting reserve in Nepal.

S. No.	Name	Year of establishment	Area (km ²)
1.	Dhorpatan HR	1987	1325

Conservation area: Area managed in accordance with an integrated plan for the conservation of the natural environment and the sustainable use of natural resources. Currently there are three conservation areas in Nepal.

S. No.	Name	Year of establishment	Area (km ²)
1.	Annapurna CA	1992	7629
2.	Manasalu CA	1998	1663
3.	Kanchenjunga CA	1997	2035

Buffer zone: An area surrounding a park or reserve encompassing forest, agricultural lands, settlements, village open space and many other land use forms. To date there are 11 buffer zones in Nepal.

SN	Buffer Zone	Year of establishment	Area (km ²)
1	Chitwan NP	1996	750
2	Bardia NP	1996	327
3	Langang NP	1998	420
4	Shey Phoksundo NP	1998	1349
5	Makalu Barun NP	1999	830
6	Sagarmatha NP	2000	275
7	Suklaphanta WR	2004	243.5
8	Koshi Tappu WR	2004	173
9	Parsa WR	2005	298.17
10	Rara NP	2006	198
11	Khaptad NP	2006	216

Recreational facilities in PAs

- Photographing landscape and wildlife
- Learning about nature/wilderness area
- Viewing wildlife
- Visiting parks and reserves
- Foot safari
- Elephant safari
- Bird watching
- Seeing forests, trees and flowers
- Mountain climbing
- Jungle drive
- Elephant riding
- Boating
- Camping
- Fishing
- Hunting
- Jungle/nature walk
- Trekking
- Visitor center
- Rock painting etc.

2.1.2 Amusement and other parks

Amusement parks are designed around activities. Some parks are thematic parks such as;

Tribhuwan park

Children park

IT park

Religious park

Cultural park

Archeological parks (Forts)

Zoological park

Mountain Museum

Butterfly park

Botanical garden

Fish park etc.

Recreational activities in such parks may include;

- Seeing art
- Viewing historic objects
- Swimming
- Boating
- Fishing
- Sunbath
- Wild walk
- Game
- Gambling
- Horse riding
- Canopy walk
- Rock painting
- Rock climbing
- Unguided walk etc.

2.1.3 Social and cultural diversity

Social and cultural diversity is also an attraction. Some recreational features are;

- Friendly people, ever smiling people, great hospitality
- Unique socio-cultural diversity, large ethnic variation (south to north, east to west).
- Unique cultural practices and dialects
- Culture, cultural heritages
- Caste, language, dress, concert, marriage, festivals etc
- Rural setting/home stay/farm stay etc.

Some culture and ethnic group are already recognized such as Sherpa, Gurung, Newar, Tharu etc and some are unrecognized widely such as Magar, Lama, Tamang, Chepang, Kusunda etc.

Some of the recreational activities regarding social and cultural diversity in Nepal are:

- | | |
|--|---|
| ▪ Experiencing new and different lifestyle | ▪ Heritage interpretation (temple, monastery) |
| ▪ Visiting historically important places | ▪ Home stay |
| ▪ Searching for new experiences | ▪ Farm stay |
| ▪ Village walk | ▪ |
| ▪ Cultural programme | |
| ▪ Participants observation: marriage, Bartabandha, dayee, ropayee etc. | |

2.2.1 Tours

A recreational activity.

Transportation three types:

- Fro and to host country
- Between host destination
- Within host destination

Tours are organized within host destination. Tours can be divided into three types;

1. **Local sightseeing tour:** usually half or one day tour. Mostly visitor involve in one activity. Such as local village tour with local guide. Means: Boat, bicycle, bike vehicle etc

2. **Two-three days tour:** Often associated with a specific recreational activity with meal and accommodation. Such as trekking.
3. **Package tour:** Holiday tour. It could meet the many needs/wants of tourists. Almost with meals and accommodation. Usually it is one week long tour. Animal portering Human portering in Himalaya.

2.2.2 Sporting events

Sporting events attract domestic and international travellers. Such events are: World Cup, Olympic, SAAF game, Asian Game, Elephant polo, Everest running competitions etc.

Mostly competitive events attract many fans alongwith team players. Such evens attracts mass movement of travelers within country. Sometimes, one or two days holiday in between provides sightseeing opportunities.

2.3.1 Accommodation and food

Accommodation and food are basic element of a tourism system. It is also a common element for all kinds of tourist whether the tourist is with limited or unlimited budget, group or individual, planned or unplanned. Accommodation ranges from tent in a camping site to five star hotel. Accommodation varies in types of accommodation, the facilities offered, the standards of services provided.

Classification/categorization of accommodation facilities are required otherwise there will be more confusion on the terminology such as hotel, ecotel, motel, first class hotel, deluxe hotel, superior, double, economy, budget hotel, resort, inn, guest house, camping, home stay, farm stay, hostels, pub etc. Standardization is important because traveller who are unable too view the product (may be in brochure) before purchasing it. They should rely on terminology they know. For example, motel is where a couple go for a few hours in Japan. Inn is hotel or motel run by a large chain in USA, pub offers a bed and breakfast service within a public house in UK.

There is a star rating system in UK and other European countries. The star may range from 0 to 5 based on quality of service, room, restaurants and other facilities. Deluxe, first class, second class and economy class hotels are in use in USA.

Accommodation facilities are used by tourists depending on location, price, facilities, marketing, size and customer type. Generally government is responsible for policy formulation, quality control, monitoring, loan facilities whereas private sector are involved in accommodation facilities development and management.

Community managed hotels, hostels, lodges and similar other facilities are good for community benefits. The accommodation facilities in natural areas should be unobtrusive and do least interference to environment. The structures should be nature blending with local design, and should be made with local materials and by local people.

Food and drink are common, essential and vital element. Encourage local grains, vegetables, fruits, beverages. Hygiene is essential. Tourists want difference in dining experiences. It is a part of a total tourist experience in any destination.

2.3.2 Shopping

It is an attraction and/or facility. Shopping of basic necessities and souvenirs and gifts. Japanese are very familiar in shopping because they give souvenirs and gifts to their friends, relatives and officials after their trip.

Buying local products and services (eg, potato, vegetables, chicken, meat, eggs, kerosene, fruits, diary products, beverages, handicrafts etc.)

Equipment rental shop: Bicycle, Motorcycle, Jeep, Camera, Binocular, Books, Tents, Jackets etc.

Some destinations are famous for some products. For example, France and perfume, Swiss chocolates, Hawaiian pineapple etc. It could be in smaller scale such as knife and Salyan, dhaka and Palpa etc.

2.3.3 Financial Services

There are three main services for travelers.

1. Insurance: mainly by travel agents, it is travel insurance including medical expenses, accident, injury, loss of money, loss of baggage etc
2. Foreign exchange: Travelers cheque, exchange of foreign banknotes etc
3. Credit facilities: Internationally recognized credit cards such as VISA, EXPRESS, DINER etc.

2.3.4 Publication/Information

Tourist requires information before they depart and once they arrive. It is important because it is impossible to see, touch or feel the tourist product before it is consumed, the purchase decision heavily relies on information. It helps tourists to know about the area and compare with other alternative destinations.

Data+use=information.

Three main things in publication: Objective, target audience and media use.

Means of publication

Websites: before they depart

Brochures/leaflets: provide by travel agents

Posters/signs: in roads/airports

Radio/FM/TV: while tourist is in destination

Newspaper: tourists and travelers magazine, newsletter

Reports: through friends/relatives etc

What information a tourist need?

People and their way of life, the language, the climate, transportation, season, rules, currency, costs, location of hotels and restaurants, weather, attractions, trail Information, trek information, event Information etc.

2.3.5 Entertainment

Sometimes it may be an attraction. Thailand and south China and sex tourism.

Mostly it is separate from attraction and includes night life of tourists, cinema, concert, night clubs, dance, songs competition, cultural program, gambling, racing etc.

2.3.6 Conference facilities

International/national/conference/meeting/seminar paces etc

Catering facilities for large number of tourists

Improved communication services, translators provisioning and security situations

Number of conference held per year growing because of globalization, coordination, partnership etc

2.3.7 Rescue and medical services

A volunteer service.

Nepal is Himalayan country and lots of tourists use to come for mountaineering, adventurous tourism, trekking etc therefore the medical services, rescue operations helicopter facility are must.

2.3.8 Transportation

Transportation: basic need and common essential element

Tourism has two elements i.e., dynamic (travel) and static (stay at host country).

Transportation three types:

From and to host country

Between host destination

Within host destination

Without transportation how beautiful attraction remains unused and or underused.

It may be an attraction such as fastest train, cable car, super highway etc.

Local traditional transportation: bull car, camel back riding, horse back, elephant riding etc.

Classification of transportation:

1. public/private sector
2. domestic/international (within and between country)
3. water/land/air (ship, boat, rail, bus, car, planes, helicopters)
4. animal/human (portering)

5. scheduled and unscheduled (regular flight/charter service)

Unit 3: Tourism planning

31. Introduction

Tourism plan is defined as a set of organized objectives with the provision of the means for achieving those objectives. A plan is an image or vision to represent the form and/or feature of desired situation.

Planning is the process of selecting objectives and then determining the means by which those objectives will be achieved. **Planning** is the bridging activities that take us from where we are to where we want to be in some future desired time. It is deciding in advance what to do, how to do it, when to do it and who is to do it. Planning is in line with objectives, actions, and time.

3.2 Tourism planning and development

Planning process basically comprised four steps:

1. establish a goal or objectives
2. define the present situations
3. identify aids and barriers
4. develop a set of action plant

Tourism Development

It includes;

1. **Hardware: Larger and smaller infrastructure development**
 Airport, Motorable road, town planning, visitor center, nature trails, trekking circuits, campsites, forest bungalows, eco-friendly teashops, Renovation of temples/monasteries
2. **Software: Social mobilization process, tourism awareness**
 Capacity enhancement
3. **Small and micro enterprise development and marketing support**
 Skill development, loan facility, enterprise development training materials

Process of tourism development

1. Background analysis: The origin of idea, the interest of local people.

2. Tourism Product Study: Analysis of current tourism product and tourists flow in the area
3. Market survey: survey of local travel agents, foreign tour operators and tourists
4. Study of Government tourism policy
5. Actor analysis: overview of organizations in the tourism sector and possibilities of cooperation
6. Field survey: survey of tourist attractions and activities
7. Risk analysis
8. Decision making: tourism development

Tourism Development Wheel (Discuss)

Eight 'A's in tourism planning and development

1. attractions
2. access
3. activities
4. amenities
5. accommodations
6. affinity
7. actors
8. acts

Checklist for Tourism Development (ODA, 1996)

- Is there a minimum planning framework in place which will ensure that tourism development does not damage the quality of the local environment?
- Is there an overall strategy for economic development and a specific role for tourism in this strategy?
- Is there a sufficient infrastructural framework to support the proposed tourism development?
- Can the food and product requirements of the travel and tourism industry be met by current provision within the region or country or will it result in increased imports (and thus leakages of foreign exchange earnings)?
- Is there provision for the stimulation of other sectors (such as agriculture and crafts) to ensure maximum benefit from the development of tourism?

- Is there, or will there be, training provision for members of the local community to guarantee opportunities to assume managerial positions within tourism companies?
- Will the companies participating in the programme be selected because of their environmental profile?
- Will specific management plans be prepared for areas of cultural or natural interest?
- Have the local community been involved in the development of the programme?
- Is there provision within the programme to communicate environmental issues to tourists?

It is important to inventorize the potential of tourism in an area. Variables that determined the tourism potential of an area are accessibility, scenery, culture, climate, variety of attractions, popularity, infrastructure, actual demand, possibility to combine a visit to the area with a visit to other tourist cluster, basic tourism facilities etc.

Phases and steps in tourism development (Hummel, 1999)

Phase 1	Step 1	High tourism potential area selection
	Step 2	Identification of potential tourism development area
	Step 3	Participatory inventory
	Step 4	Feasibility studies
Phase 2	Step 5	Establishment of tourism platform
	Step 6	District planning
	Step 7	Training and organizing entrepreneurs and CBOs
	Step 8	Product and marketing skill development
	Step 9	Implementation of business plan
Phase 3	Step 10	Monitoring at different levels
	Step 10	

Criteria for tourism development (Developed by SNV Nepal)

1. high potential tourism areas
2. opportunities and constraints for obtaining greatest possible leverages

3. sustainable use of resources
4. target group oriented
5. focus on self-help
6. facilitating role
7. nodal points

3.3 The need for tourism planning

The need for tourism planning is to,

- Increase participation of local communities
- Protect traditional cultural identities
- Develop a planned, controlled tourism
- Utilize resources in a sustainable way and protect natural resources
- Utilize tourism income for local social and economic development
- Preserve and develop tourism resources
- Educate and improve community capabilities
- Responsible marketing, advertising and interpreting
- Prevent environmental pollution
- Intensify research in tourism

3.4 The scope of tourism planning

Good planning is central to good tourism management.

It is a management tool.

It leads to good promotion.

Planning reduces negative impacts and enhances positive impacts.

Tourism planning is applicable at the national, regional and local levels.

According to scope of planning, it could be national tourism plan, regional tourism plan and local plan such as Bardia National Park tourism plan.

3.5 Tourism planning approaches

3.5.1 Carrying capacity (CC)

It is an widely recognized fact that any human use of natural area inevitably leads to changes in the conditions of those areas. Changes occur in both the biophysical and social condition of an area. The ultimate outcome of these changes is a phenomenon that has become known as **recreational succession**. Recreational succession leads to the creeping development of recreation sites, displaces certain types of visitors to other areas and may reduce the diversity of recreation opportunities available to a community.

In order to resolve the vexed question of appropriate use and acceptable impact and to halt the recreational succession, managers have focused on the question " **how much use is too much?**" This question has been based on the assumption that it is possible to identify specific level of use where if exceeded would lead to changes in both the environmental setting and the recreational experience.

The idea of carrying capacity assumes that there is a level of development and a maximum number of visitors that an area can tolerate without adverse effects on the environment. **Carrying capacity** is an attempt to define the level of tolerance or compatibility between tourist activities and demands and the ecological, social and economic support systems to meet those demands. It understands for the number of receptionists that an area can sustain without damaging the integrity of the natural environment and diminishing the recreation experience of visitors.

Carrying capacity is a relative and dynamic concept. All natural areas are considered to have limited ecological, physical and aesthetic carrying capacity. A number of factors need to be considered in determining the various carrying capacity (CC) of an area. CC of any particular site or area may be seen as a function of a number of variables-the quantity and variety of tourism resources, the tolerance of resources to use, the number and frequency of visitors, their activity types and intensity of resource use, provision and maintenance of infrastructure facilities, monitoring and management of resource use

sites, and expectations, attitudes and behavior of visitors as well as managers of resources and local community.

The notion of carrying capacity presumes that there is always an upper limit beyond which sustainable use of tourist resource is not possible. The tolerance and utility of CC concept at different stages of policy and program formulation, development of work plans, implementation, monitoring and evaluation as well as feedback is illustrated in figure.

5. determine the maximum number of visitors that an area can tolerate
6. develop action plan and institutional framework for implementation and monitoring

3.5.2 Limit of acceptable change (LAC)

Limit of acceptable change is a framework for natural area planning. Extensive research into ecological and social dimensions of recreational carrying capacity has failed to establish predictable links between different levels of use and their impacts on the recreational settings. Researchers have realized that there are too many intervening variables in the relationship between use and impact. After two decades of efforts the prospect of findings a satisfactory answer to "how much use is too much" seems as far off as ever.

The researcher then concluded that they have been trying to answer the wrong question. This realization has led to a simple restatement of the problem. Instead of approaching the problem of resource impacts, the problem should be tackled by focusing attentions on the desired social and biophysical conditions of an area. The critical issue in planning and management is not the number of people using an area but the condition of the environmental setting which determines both the conservation value of an area and the quality of recreation experiences it provide. By concentrating on the conditions that managers are attempting to maintain in a park the central question for park planers is redefined as "**how much changes is acceptable?**"

The concept of the recreational opportunity spectrum has been promoted as a means of overcoming a number of problems in recreation planning and management, including recreational succession. Recreational opportunity planning enables as inventory of environmental settings to be developed according to criteria which indicate the capability of various settings to provide opportunities for recreation activities and experiences.

The philosophy of concepts of ROS have been further developed to provide a logical series of interrelated steps for natural area planning. This new framework is known as the LAC system.

The LAC system establishes a process for deciding what environmental and social conditions are acceptable in an area and identifying management actions required to protect or achieve those conditions. The important feature of the process is a shift in attention from appropriate levels of use to acceptable ecological and social conditions

in an area. This change in focus recognizes that resources and social impacts are inevitable consequences of recreational use of natural areas. It enables planners and managers to limit recreational impacts to a level that is appropriate and acceptable for an area.

There are four main stages in the LAC process.

1. For a range of opportunity classes, specify acceptable and achievable environmental and social conditions and define those conditions by a set of measurable indicators.
2. Analyze the relationship between existing conditions and those judged acceptable for each class
3. Identify management actions needed to achieve acceptable environmental and social conditions.
4. Monitor the indicators of condition of an area and evaluate the effectiveness of management actions.

Steps in Determining Limits of Acceptable Change (LAC)

Step 1: Identify area issues and concerns, including legal guidelines, organisational policy, area-specific features and values, regional and national settings.

Step 2: Define opportunity classes, these representing sub-units of the area which provide different conditions, and increase the diversity of the area.

Step 3: Select quantitative indicators of resource and social conditions for which management is striving.

Step 4: Develop an inventory of existing resource and social conditions, using inventory data and maps.

Step 5: Specify standards for resource and social indicators for each opportunity class, based on inventory data to ensure realism and to clarify the nature and extent of management activity that will be required to achieve standards.

Step 6: Identify alternative opportunity class allocations reflecting area issues and concerns, and existing resource and social conditions.

Step 7: Identify management actions for each alternative, including an analysis of the various costs and benefits of each alternative, in terms of environmental impacts and impacts on visitors, as well as on administrative costs.

Step 8: Evaluate and select preferred alternative, the final selection reflecting the responsiveness of the alternative to the issues and concerns identified in step 1 and the management requirements identified in step 7.

Step 9: Implement actions and monitor conditions, with monitoring being particularly important as it provides feedback on the effectiveness of management actions employed, alerting managers to the need to consider more rigorous application or the use of other measures.

Source: Stankey et al. (1985)

3.5.3 Recreational opportunity spectrum (ROS)

ROS concept was first introduced by Clark and Stankey in 1979. ROS is a conceptual framework that helps to clarify relationships between recreational settings, activities and experiences. The assumption underlying the ROS is that quality is best assured through the provision of a diverse array of opportunities. The ROS recognizes that opportunities sought by recreationists range from easily accessible, highly developed areas with modern conveniences to undeveloped primitive areas in remote location. A wide range of opportunities is possible between these extremes.

A recreation opportunity is defined as a chance for a person to participate in a specific recreational activity in a specific setting in order to realize a predictable recreational experience. Thus, the ROS conceives of the recreation planning and management tasks involving 3 distinctive elements.

1. The first element involves the desire of people to participate in an **activity**.
2. The second element concerns the **settings** that people seek at which they will participate in their selected activity. Recreational settings are defined as the combination of bio-physical, socio-economic and managerial conditions that give value to a place.
3. The settings provided by management and the activities in which recreationists engage are the means by which recreationists can achieve the third element of interest **experiences**. This experience represents the end product of recreation planning and management.

The idea of ROS has been used to develop a formal planning framework called the recreational opportunity planning (ROP) system. The **ROP** system views the provision of recreational opportunities as a production processes composed of **seven steps** that lead to the provision of a particular pattern of opportunities.

1. estimation of demand for specific recreational opportunities
2. conducting a resource capability analysis to provide different recreation opportunities
3. identification of current patterns of recreational opportunity provision

4. Recreational recommendations
5. Integration of recommendations for recreational opportunities
6. development of alternative plans for resource allocations
7. development of recreation management plan.

The ROS is a framework for understanding relationship and interrelations. It can be used for a variety of purposes and at many planning and management levels. It helps to define and understand relationships between,

- social, physical, biological and management systems
- recreational and non recreational uses of resources
- planning, management and use of resources
- recreational settings and activities and experiences
- various disciplines and functional areas of resource management
- spatial and temporal distribution of recreational opportunities and use.

The ROS is based on state of art judgments. It is a best guess tool for planning, management and research. It is tentative and subject to revision as new information and experience in its use is obtained.

The ROS is a means to various ends. It facilitates integrated resource planning and management by helping planners and managers to make assumptions, management objectives and presumed consequences of management alternatives on recreational opportunities. ROS will not make the decisions. It does not give answers but does allow planners and managers to test assumptions and objectives.

The ROS is not simple to use. It takes time and hard work to use the ROS properly. The ROS can not be viewed as a prescriptive cookbook with a precise set of rules r hard and fast numerical standards or coefficients. It is process oriented and may not fit in every situation.

The ROS does not have a specific number of classes with specific names. It is a continuum that can be divided into as many classes as are convenient. Management needs will dictate how many classes are desirable.

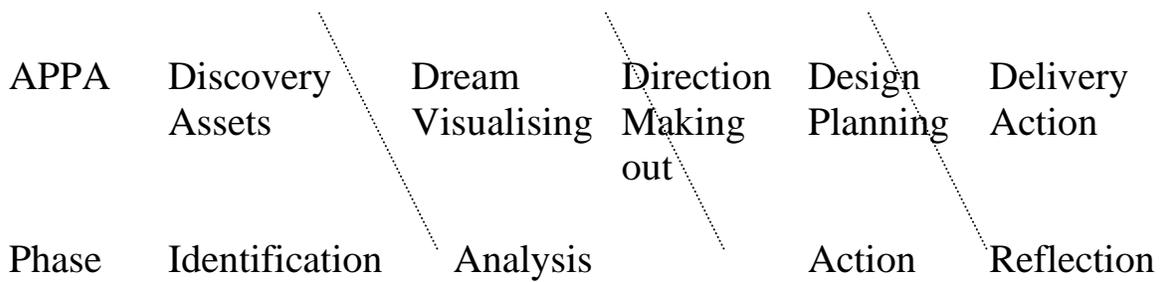
3.6 Tourism Planning models

3.6.1 The Appreciative Planning and Action Model

APPA is built on searching for the positive, for successes, for what works, as opposed to the problem oriented focus of many other planning and development strategies. This approach is more oriented towards practical solutions in the field. It is easy and quick to learn.

APPA approach is adopted to facilitate communities in their efforts to assess, plan, implement and learn from activities. APPA is built on four basic elements, including a simple 4-part planning and action approach that parallels classic planning models.

APPA works with 5Ds.



This include:

One goal: Seeking the root cause of success (Not the root cause of failure)

Two laws: 1. What you seek is what you find (The questions you ask determine the answers you get)
2. Where you believe you are going is where you will end up

Three principles: 1. If you look for problems, you find more problems
2. If you look for successes, you find more successes
3. If you have faith in your dreams you can achieve miracles

The 5Ds that became the 7Ds

The Five 'Ds'

- 1. Discovery** Asking positive questions, seeking what works, what empowers, what gives life to our community or group; when have we, as women, felt particularly excited, energized, empowered?
- 2. Dream** Visioning of what could be, where we want to go, what we want for our daughters, our granddaughters?
- 3. Direction** Making out a direction in the future what is achieved for
- 4. Design** Making a strategy and long-range plan based on what we have already done and now will do for ourselves
- 5. Delivery** Agree on a short-term action plan and personal commitments to get started

And the APPA additions

- 6. Do it now!** Begin with something we can all do, right now
- 7. Discussion/Dialogue** — Mini 'A-Valuation' — sharing and discussing what everyone liked best
- 8. Dance & Drum** — Get out the drum and let's dance to celebrate our successes!

3.6.2 Objective oriented Project Planning (ZOPP)

1. Interest analysis

- Identify interest groups

- Classify them into broader groups
- Prepare interest matrix including their characteristics, SWOT etc

2. Problems analysis

- List all major problems
- Establish cause and effect relationship applying if then logic
- Seek starter problem, underlying problems or root causes
- Prepare problem tree

3. Objectives analysis

- Convert problem tree into objective tree
- Restate the problems into objectives
- Establish
- Prepare objective tree

4. Screening of objectives

- Grouping of objectives
- Formulate alternative programme components

5. Project planning matrix (Logical framework)

- Make a goal
- Purpose
- Outputs/results
- Activities/Inputs
- Put them in a logical framework

Logical framework

Narrative summary	OVI	MOV	Assumptions
Goal			
Purpose			
Output			
Activities	Resources		

OVI

Objectively verifiable indicators (QCTL)

MOV

Means of verification (Sources of information)

Assumptions

- Identify
- External condition
- Beyond the control of the project
- If these are not difficult, ignore
- If these are difficult, internalise
- If these are very difficult (Killer assumptions): change the strategy of the project

Unit 4: Impacts of tourism and mitigation measures

Impacts are the changes in the condition of a subject or situation. Impacts can be direct/indirect, positive/negative, social/economic/physical, short term/medium term/long term, local/regional/national/international.

Tourism impacts generally on host destination due to physical presence (e.g., crowding), interaction (cultural, dressings), expenditure (economic) and use of local resources (resource depletion etc).

Impacts depend on;

- Type of tourists
- Type of tourism activities
- Level of tourism development
- Tourist density
- Local participation
- In country economy
- Management priority

4.1 Economic impacts

Positive impacts

- Distribution of money in rural areas
- Direct and indirect employment
- Income
- Contribute to development
- Industry development-handicraft, cottage
- Raised awareness level
- Stimulus of local market
- Multiplier effects
- Foreign exchange

Negative impacts

- High leakage
- Unequal distribution of money
- Price hike
- Seasonality
- Unstable market
- Over dependency
- marginalization

4.2 Social impacts

Positive impacts

- Improved understanding
- improve living standards

Negative impacts

- Begging
- drug addiction

- respect others' tradition, values
- education/awareness
- knowledge exchange
- alcoholism
- lack of respect (e.g. without permission-photo)
- copying (demonstration effects)
- commercialization of culture
- Prostitutions (AIDS)

4.3 Environmental/physical impacts

Positive impacts

- Reason for conservation of natural resources
- conservation awareness
- encourage better management of an area
- resources collection (tourists turned into park supporters)
- Conservation tool (revenue collection)

Negative impacts

- Disposal of litter/sewage, oil release, increase demand on local water supply (Water pollution)
- air and noise pollution
- impacts on vegetation (collection of plants, introduction of alien sps, trampling, forest clearance for resort, way etc)
- wildlife hunting/fishing/camping
- Wildlife poaching for souvenirs
- wildlife feeding behavior changed
- transmission of diseases to wildlife
- Effects on breeding behaviour
- Habituation and taming
- Drainage alteration
- Overcrowding
- Migration

4.4 Mitigation of negative impacts

In general, these are some of the measures to reduce/prevent negative impacts of tourism and to augment positive impacts.

- Good planning
- Application of EIA, CC, ROS, LAC principles in planning
- Continuous and effective monitoring and research
- Code of conduct
- Limited use (Quota, day limit, limited entry, set time etc)
- Dispersal use (one way road, containers)
- Establish regulation (Fine, eligibility requirements)
- Conservation awareness and low impact education

- Zoning
- Alternative energy
- Good Management
- Local community involvement

Mitigation of economic impacts

- In planning stage, incorporate steps to enhance economic benefits and prevent or at least reduce possible problems
- Linkages with other sectors-agri products, cottage, handicraft industry etc
- Use local items and local persons
- Local ownership of facilities and services
- Creating awareness of the opportunities
- Providing starting loan/subsidy/setting saving credit schemes etc
- Local employment-rainign to local people

Mitigation of Socio-cultural impacts

- Develop tourism gradually so that people have time to adopt it
- local people in decision making
- Types of tourists selection with local communities compatibility
- Maintain authenticity of local dance, music, art, handicraft, dress etc
- Education and awareness
- Inform tourists about the local community
- Train local people

Mitigation of Environmental impacts

- Define LAC
- Select appropriate type of tourists
- Apply suitable zoning regulations
- Develop and implement a waste management plan
- Use of alternative energy
- Develop a code of conduct
- Low impact education
- Monitoring and management