

A Review of Marketing Ideas within the Evolution of Tourism Planning Thought

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Abstract

Marketing techniques were valued and used dominantly in the early tourism planning. Over the years, however, tourism has grown in both scale and extent. With this growth, academics and environmental critics alike have shown numerous cases and instances, whereby communities, societies, and their welfare have been compromised for economic growth. Such an uneven consideration is believed to be supported by ill-equipped marketing strategies. In order to further develop a more responsible marketing approach, it is important to trace how marketing and planning have emerged within the context of tourism development. The objective of this article, therefore, will provide an overview of contemporary perspectives and issues in tourism planning. An understanding of these broad concepts and their evolution serves as a precursor to an examination of the relationship between

planning and marketing of a destination area. Key underlying factors that have resulted in some profound changes to tourism planning and how new forms of tourism (in contrast to mass tourism) have emerged will be outlined.

Introduction

During the past two decades tourism has emerged as one of the world's major industries. It is exceeding the importance of many manufacturing sectors and other services in terms of sales, employment and foreign currency earnings. Along with the growth of the tourism industry, there has been an increasing debate about the negative effects of unplanned tourism development and the haphazard approach to mass tourism, particularly in developing countries (Ryan, 1991, March, 1994). Factors such as cultural denigration, loss of traditional pride and ethnic identity as well as environmental

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