

Tourism Policy and Planning in Context Of The Sustainable Development

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Abstract:Competitiveness have become more important for developed or developing countries in today's globalized world economy. For a country to be successful in both national and international markets is related how efficient they use economic resources. Competitiveness degree of countries is a positive function of providing opportunities for source of revenue for citizens, improving the quality of life, increasing employment opportunities for the reduction of unemployment etc... To progress on a stable manner on the factors we stated will be possible with composing a sustainable economy. Tourism activities can be used for providing a sustainable economy. It is seen as an undeniable fact that tourism provides employment, access foreign Exchange, investment opportunities, regional and national development for economies of countries.

This study will expose the role of tourism for Bosnia – Herzegovina's economy growth in a sustainable way. Also it will be determined that what kind of policies they should follow to have more shares from global tourism market.

Key Words: Sustainable, Sustainable Development, Tourism Policy Planning.

1. Introduction

Sustainable development lies at the heart of the new Government's policies. It means achieving a balance between three broad objectives-maintenance of economic growth, protection of the environment and prudent use of natural resources, and social progress which recognized the needs of everyone. Governments have for many years used the key economic indicators to develop and monitor their economic policies. The new challenge for statisticians is to develop a package of meaningful national indicators to monitor and report on our progress towards the broader concept of sustainable development, and to highlight the key issues and objectives.

2. Sustainable Development

It is possible to see numerous of articles and reports on sustainable development. Sustainable development can be defined in technical terms as a development path along which the maximisation of human well-being for today's generations does not lead to declines in future well-being. There sustainable development was defined as a development that "meets the needs of the present without compromising the ability of future generations to meet their own needs". This definition suggests the need to balance two concerns, one having to do with present, or intragenerational needs and the other having to do with future, or inter-generational needs(WCED,1987). Attaining this path requires eliminating those negative externalities that are responsible for natural resource depletion and environmental degradation. It also requires securing those public goods that are essential for economic development to last, such as those provided by well-functioning ecosystems, a healthy environment and a cohesive society. Sustainable development also stresses the importance of retaining the flexibility to respond to future shocks, even when their probability, and the size and location of their effects, cannot be assessed with certainty(OECD,2001).

Most important purpose of the development is provide that human goodness and mankind reach to his maximum capacity. Leaders of developed and developing countries, civilian society organizations, development experts and international aim organizations are agree that about the sustainable development can be achieved by four factors. These factors are healthy and improving economy which attuned to changes of the age, revenues of the country is distributed between the citizens, a political system and effective leadership which to guarantee human rights and freedom, an economic policy which consider that environment protect(Çelik,2006).

Sustainable development enormously important for developing country. If we consider that changes on conditions of the international competition and international companies affect the basic establishments like AB,OECD,WTO etc. by lobby(Türkel) , we can understand this very well.

Because of developing countries discover the new way for the global marketing. So, From day to day, conditions of competition get difficult for developed country. This conditions cause that come up against developed country, to encounter. For example, lose the their market share.

It is possible that if a country want to have bigger share in global market, it must follow and use new technology and have a strong economy. These factors are necessitate a good economic policy planning.

3. Economic Case in Bosnia-Herzegovina

Bosnia-Herzegovina economy based on energy, metal, forest products and mining sector. Foremost two advantages of these sektors; they have high competition power and can bring lots of investors to aera.

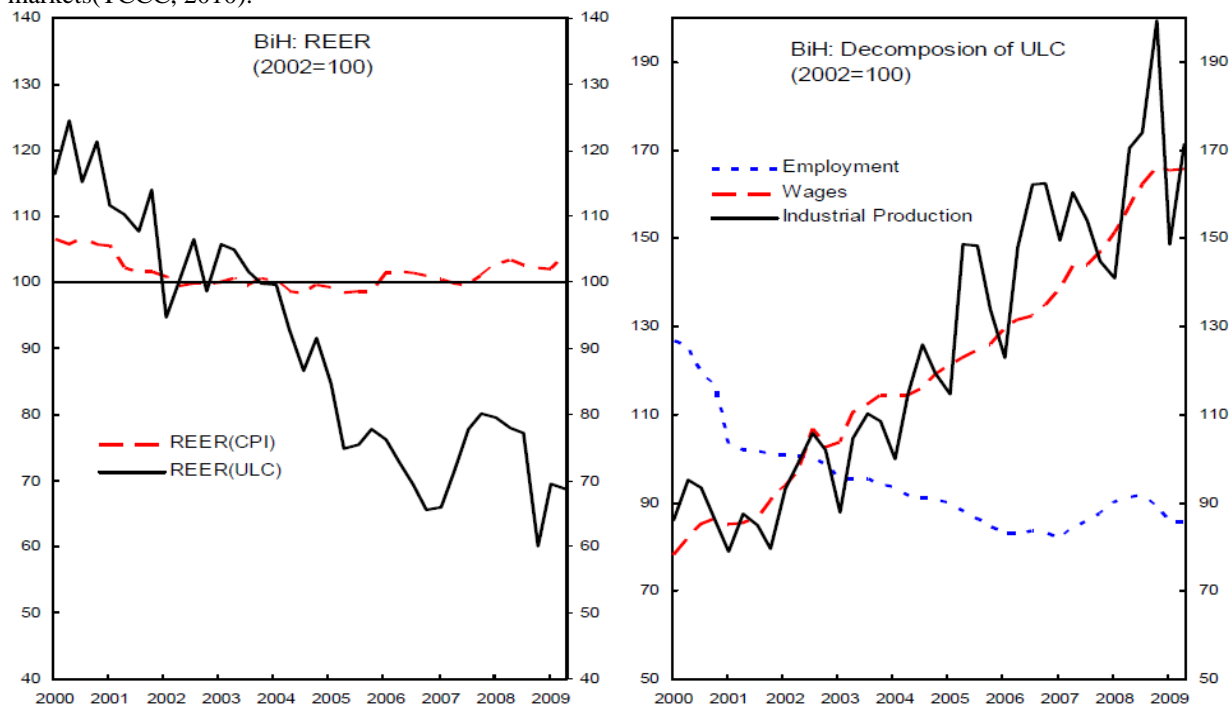
The interethnic warfare in Bosnia and Herzegovina caused production to plummet by 80% from 1992 to 1995 and unemployment to soar. With an uneasy peace in place, output recovered in 1996-99 at high percentage rates from a low base; but output growth slowed in 2000-02. Part of the lag in output was made up in 2003-08 when GDP growth exceeded 5% per year. However, due in large part to the global economic crisis, GDP fell by about 3% in 2009, exports fell 24%, and unemployment - as officially reported - rose above 40%(gia.gov).

In First three quarter of 2004, The Bosnia-Herzegovina Government's revenue increased %13,2 and it attained 569 millions \$. But, this rate is under the budget's targets and growth in industry is continue(FERB,2005).

We examined Bosnia-Herzegovina Economy on the table.

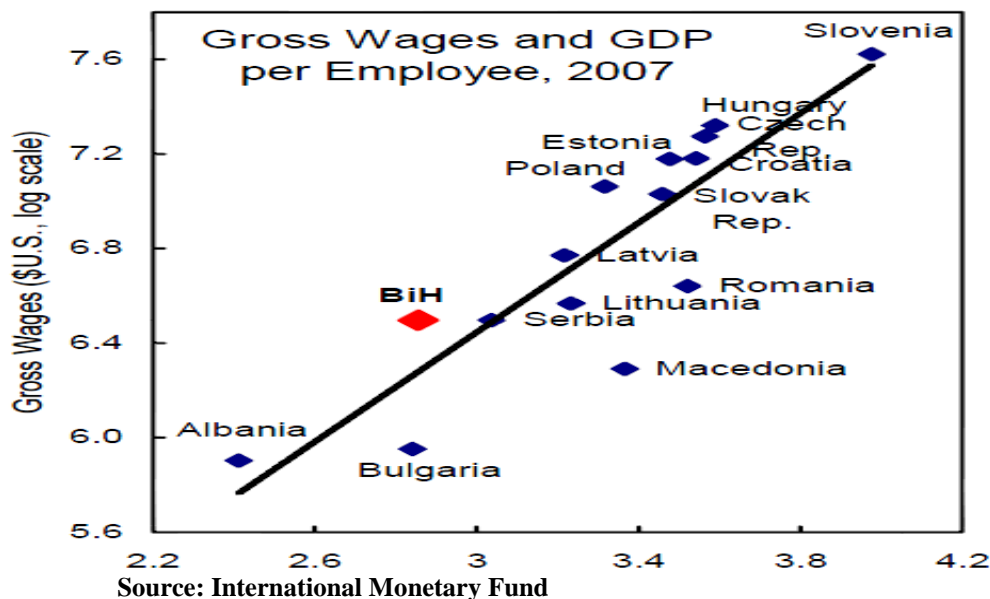
a. Competitiveness Indicator 2000-2008

Competitiveness is become most important for developing and developed counyries global world economy of today. Countries can be succesfull directly proportional with their resources use productive or not. Countries would like to know that their advantage and disadvantage as far as other countries in international global markets(TCCC, 2010).



Real effective exchange rate (REER) developments indicate stable (based on relative consumer prices) to improving (based on relative unit labor costs) external competitiveness of BiH that has underpinned its growing export market shares. A closer look at the evolution of unit labor cost shows a decline in employment, while output and wages have been increasing. At the same time, BiH's export structure has shifted toward higher-value added manufacturing goods. The growth of the more capital-intensive export sector "metal and aluminum" implies an upward shift in the capital-labor ratio over time. This argues for caution in interpreting the otherwise positive trends in competitiveness based on labor cost indicators(World Economic Forum 2009-2010).

b. Gross Wages and GDP per Employee
 (Wages and labor productivity appear to be in line with neighboring countries)



Gross wages and GDP per employee indicator shows B.H’s sub-par performance relative to neighboring countries. According to members of private sectors, key factors impeding FDI and higher access of companies to foreign markets include:

- Political instability,
- Complicated and “expensive” bureaucracy,
- Lack of clear vision for economic development,
- Corruption and weak legislative framework,
- Poor quality control(World Economic Forum,2010)

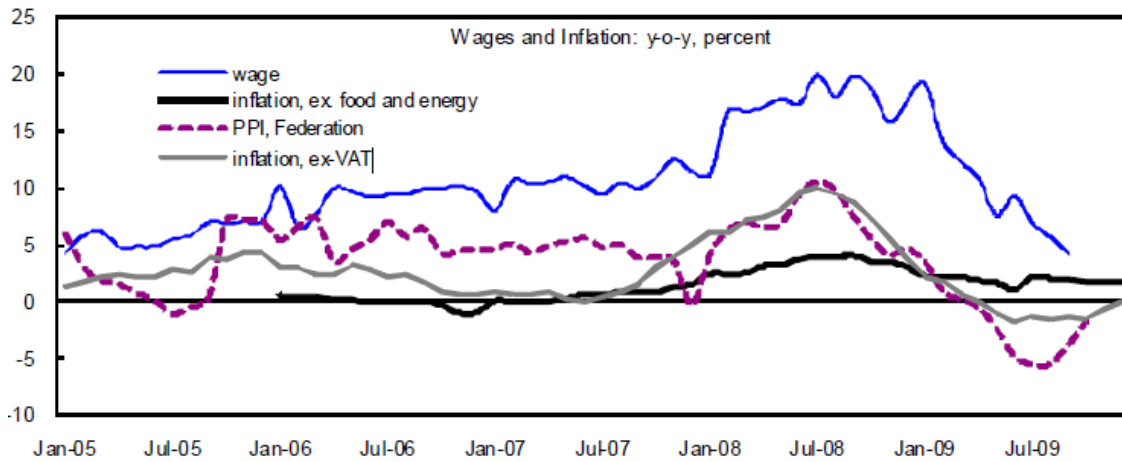
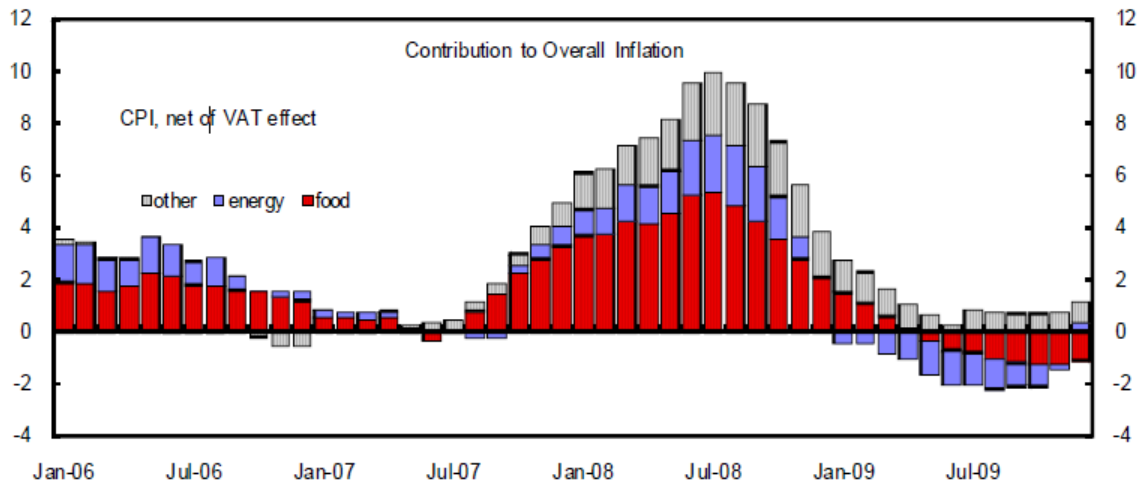
These indicators shows B.H haven’t got sufficient competition. It is clear that B.H make a move for get strong between the it’s neighbour.

c. Employment and Unemployment Indicator

	2003	2004	2005	2006	2007	2008
(Percentage change)						
Employment						
Labour force (end-year)	0,8	1,6	0,5	9,6	1,6	-0,6
Employment (end-year)	-1	0,2	2,1	4,3	4,5	4
(In per cent of labour force)						
Unemployment (end-year)	42,1	42,9	42	44,8	43,2	40,6

All of the developing counties have same problems. One of these problems is unemployment. Employment and unemployment indicator shows B.H face to serious unemployment problem too. When we look at the indicator, we can see Unemployment rate is %42,1 in labour force in 2003. This rate recedes to %40,6 in 2008. Unemployment rate is decreased by %2,1 from 2003 to 2008. B.H a country which AB’s candidate an this rate is not sufficient for E.U standart.

d. Inflation Developments Indicators (2006-2009)



Sources: BiH authorities; and IMF staff calculations.

AB standards necessitate mono division's inflation rate. If we look at the figure from this perspective, we can suppose that B.H fulfils AB's inflation rate. But, wages and inflation figure show real state. Decrease on the inflation was triggered by decrease on the wages.

All of these figure show that B.H have an uneven economy. Because of high unemployment rates, low wages, sectors which need to progress etc., B.H needs to new employment and revenue areas.

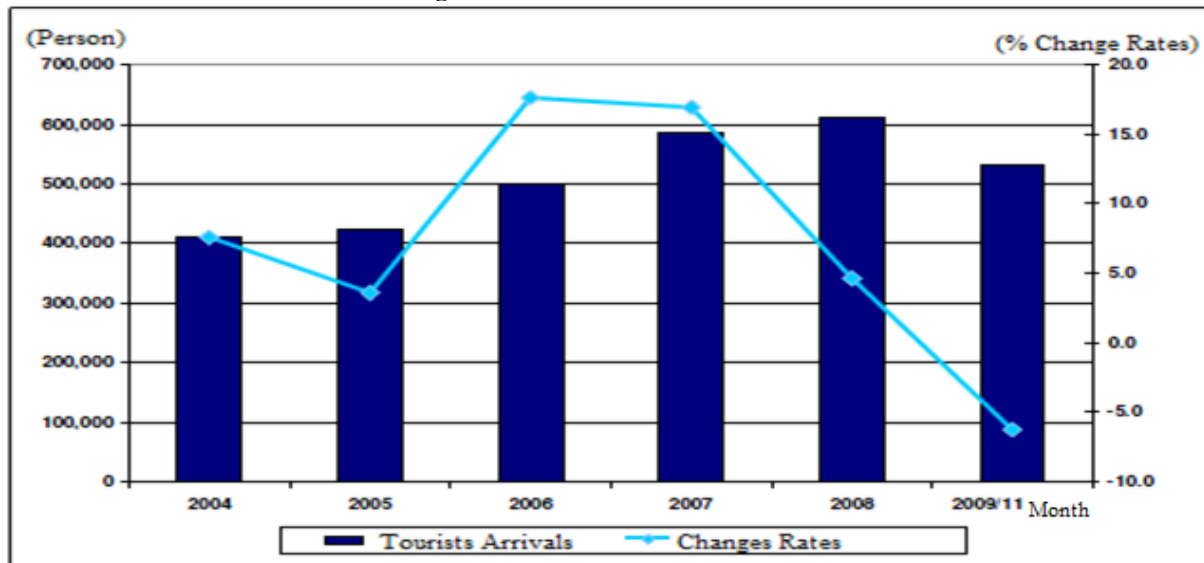
4. Tourism Potential Of Bosnia-Herzegovina

There are 393 hotels,motels, hostels ,pensions and 24,402 capacity of beds in Bonia-Herzegovina in 2009(for elevel months). Lots of hotels,motels,hostels and pensions are existing in Bosnia-Herzegovina Federation.

Source: Turkey Development Bank(2010)

Capacity Of Building In Tourism Sector.	2007	2008		2009	
	Piece	Piece	İncrease or decrease(%)	Piece	İncrease or decrease(%)
Hotels	169	179	5.9	89	5.6
Motels	95	95	0.0	06	11.6
Pensions and Hostels	50	61	22.0	2	1.6
Others	30	34	13,3	6	5,9
Total	344	369	7.3	93	6.5
Room Numbers(Total)	10,667	11,064	3.7	1,737	6.1
Bed Numbers(Total)	22,149	23,015	3.9	4,402	6.0

Tourists Arrivals And Change Rates



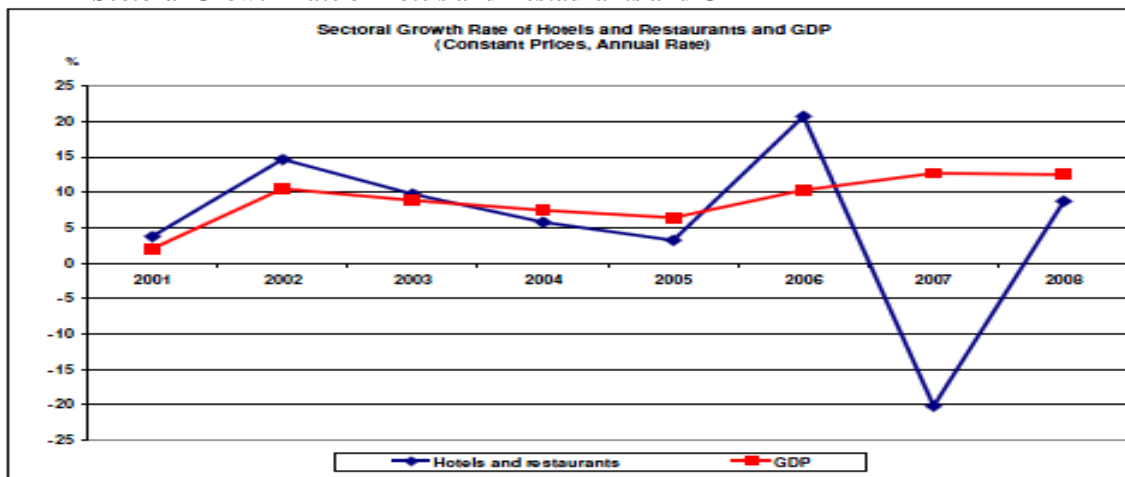
When we look at the tourist arrival and change rates figure, we can monitor increase of tourist arrivals regularly. But, tourist arrivals rate declined %-6 in 2009. This declined resulted from global economic crisis.

Tourism Revenue and change rates per years

Years	Tourism Revenue (Million \$)	Change Rates(%)
2003	404	-
2004	507	25,5
2005	557	9,9
2006	658	18,1
2007	798	21,3

Tourism revenue of B.H increased regularly. The biggest increase rate can be watched in 2004(%25).

Sectoral Growth Rate of Hotels and Restaurants and GDP



Sectoral growth rate of hotels and restaurants followed an uneven path. We can watch that the biggest rate in 2006(%20) and the smallest rate in 2007(%-20). But, sectoral growth and GDP rates increased from 2007 to 2009(%30).

Tourism Indicators of B.H And Neighbouring Countries

	B.H	Croatia	Montenegro	Serbia	Austria	Macedonia
Room Numbers	10,789	76,078	17,965	24,023	285,558	7,214
Bed Numbers	22,442	163,171	42,778	52,547	646,915	17,124
Overnight visitors (X1000)	306	9,307	984	696	20,766	3,903
Nights(X1000)	1337	56006	7294	7329	100645	2018
Tourism Revenue (Million \$)	798	9,576	457	1,011	21,292	219

Figure of tourism indicator show me that B.H have low rates and competition power for tourism between the it's rival country.

5. Tourism Types in Bosnia-Herzegovina

Bosnia-Herzegovina tourism based on natural and cultural tourism. Especially, winter sports, thermal, SPA and ecological tourism, hunting and nature sports are very important for B.H tourism sector. Besides, country have a seashore for 25 km to Adriatic Sea in Neum city.

6. Tourism Policy And Planning for Sustainable Development in Bosnia-Herzegovina

An Effective tourism policy and planning will be benefit to the B.H Economy. Because, tourism is now a major area of academic, government, industry and public concern. While it is now an oft-cited truism that is the

world's largest industry, tourism is significant not just because of its size in terms of the number of people travelling, how many people it employs, or how much Money it brings into a destinations(Hall,2008).

a. What Is The Planning?

Planning is a traditional and basic human activity(Dredge and Jenkins,2007). According to Gleeson and Low(2000), planning is a dialectical concept rather than an "analytical" one. An analytical concept is one that can be perfectly and finally defined in such a way that we can know what it is and what it is not. A dialectical concept, on the other hand, is one that overlaps with other concepts and even with its opposite. It (planning), as a concept, like "justice" or "democracy" or "money", is crucially important for social life, but one that can never be pinned down in a unique, perfectly encompassing definition.

b. What Is The Policy?

Defining policy is not a wasted effort. Clarifying what policy is, even if it is done from different perspectives, provides a means for people to understand what it is we are talking about, examining or researching. If such concepts were not clarified, it would not be possible for us to refer to any particular disciplines or fields of study and for bodies of knowledge to be developed. One could not develop a philosophy or set of principles for policy analysis if one could not define policy(Dredge and Jenkins,2007).

c. Sustainable Development in Bosnia Herzegovina and tourism

The speed and extent of the economic transformations associated with tourism development, together with the social and territorial changes consequent upon this, are by now familiar subjects in tourism. Such transformations are epitomised by the sequence of changes in the social construction of the Costa del Sol as a tourism destination, and the territorial recognition associated with this(Barke and France,1996;Marchena,1987). The Costa del Sol was little more than a scatter of fishing villages in the 1950s, but by the 1960s it had become a fashionable international destination, and by the 1970s a mass tourism destination(Williams and Shaw,1998)

Previously, we mentioned about the issue of B.H economy. B.H can become a tourism destination by an effective tourism policy and planning like Costa del Sol for solve the issues in the B.H Economy. So, B.H Government must know that disadvantages in tourism sector.

d. Disadvantage of B.H In Tourism Sector

B.H government must apply suggestions in the paragraph for tourism policy and planning in the context of sustainable development(Turkey Development Bank,2010);

- Advertisement activities are **insufficient**. This state is a disadvantage for international tourism market,
- Transport substructure is not sufficient,
- Hotels in the B.H are insufficient according to other Balkan Countries,
- Number of qualified personnel is low and insufficient about the quality and quantity,
- Other sectors which supported the tourism sector need to develop,
- There are insufficiencies about the tourist's health and security,
- Natural, cultural, historical inheritances are defended adequately,
- Nights in the hotels are low too,
- B.H's economy depends on other countries' economic aims. So, B.H tourism investments become very hard,
- B.H's constitution isn't sufficient for tourism investment,
- There is wrong competition in B.H's economy,
- There is an out of balance revenue in B.H's economy,
- B.H's competition with the other Balkan countries.

If all of these negative status changes from these disadvantages to advantages, B.H will have good tourism policy and planning.

7. Conclusion

Planning studies must be done for attain the targets which determined previously. National plans must be prepared attentively for economic development context of the these plans.

Because of we see low indicators of tourism sector and economy, we can understand that B.H. haven't sufficient tourism and economic policy and planning. If B.H government would like the sustainable development for it's economy, urgently they must determine policy and planning of economy and tourism sector.

B.H government will have been obtained very well tourism policy and planning when they determined which they enter tourism markets. So, first of all B.H government overview it's tourism resources and advantage in tourism sector.

After the tourism resources and advantage was determined in tourism sector, B.H government must began to intensive advertisement activities all of the target markets, encourage tourism investments and infrastructure, follow the activities which his rivals in the tourism sector, etc.

Unemployment, low wages, rights and competition power, depends on the aims of other countries of issues can be solved by new ways, policy and planning. Exactly, we understand that importance of tourism sector for B.H's sustainable development.

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