

- Ocular inspection or visit.
 - ➔ The final checkup of the business; if it thoroughly met the check list
 - ➔ To make sure everything is safe to protect the people/guest and your employees

DIMENSIONS OF TOURISM PLANNING

➔ The structure, coverage, inclusion

1. LEVELS – existing and the start up
 - Existing - meaning they are already operating
 - Need to study
 - Mind your own business
 - Control process, support yourself.
 - Start up – (new trends [before is potential])
 - For the convenience of the travelers (e.g. apps to help guest)
 - Start from the very beginning (e.g. Feasibility)
 - >Start with the policy then the location, next is the culture of the community (learn to adapt from them, the needs of the people [meaning start of everything])
2. TIME FRAME – time allocation; span of time, duration or limit.
 - Questions “HOW LONG”
 - Short term – ASAP, depend on just a short amount of time (1-2 years)
 - Medium term – monitor (2-5 years)
 - Long term – continuous monitoring and evaluation; how do you see your company after 5 years.
 - Supported by a vision – forecast of the future of your business
 - 5 years and above
3. SCOPE – similar to time frame; scale, limitations, coverage, concentration, or focus.
4. SPATIAL UNITS – different agencies related to tourism (NIPAS)
 - ➔ Get the rules from the agencies. The agencies are the implementers of rules. Policies need to abide “*what shall be done*” in your business.
5. TOURIST SITE – depend on the site to consider

- Stakeholders: roles
 - a) Donors and NGO's
 - skills training
 - livelihood advice
 - setting up network: marketing groups/strategies
 - monitoring outcomes
 - sharing good practice
 - b) Private sectors
 - Assistance in developing authentic, good quality product
 - marketing
 - c) Tour Operators
 - bridging the gap between small scale CBT's and mainstream industries.
 - d) Others
 - academia

➤ PLANET

1. Green design principles
2. Carrying capacity
3. Conservation and preservation
4. Impact assessment and monitoring
5. Robust data collection
6. Climate change
7. Mitigation and adaptation

➤ PROFIT

1. Long term commitment
2. Private sectors partnership
3. Financial savvy
4. Transparency and accountability – be responsible of your mistakes
5. Linkages – connections
6. Distribution
7. Complementary
8. Demand – driven quality products
9. Appropriate target market – what to provide (ex. Elders)

➔ Market Research

- Target market dictates the marketing mix

Best Tourism Product (*Mr. Felipe Leon Jr.*)

1. Original
2. Indigenous