A. If the goal of planning is to offer certain localities:

NEW ECONOMIC IMPACT

- Increased economic impact—high export
- Favorable social impact
- Minimum negative environmental impact
- Heightened user satisfactions

B. Then, it is necessary to have an increase in the:

VOLUME OF PARTICIPATION

- Greater numbers visiting attractions
- Therefore, increasing the demand for:
  - Accommodations
  - Food Service
  - Transportation
  - Retail sales and services
- With planned development that is sensitive to locality

C. Therefore, if "A" and "B" are to be accomplished, there will need to be greater:

DEMAND

- Increased desire to participate
- Increased ability to participate

SUPPLY

- Greater numbers of attractions
- More: transportation facilities
- accommodations
- food services
- retail sales and services
- An improved destination image
- Relatively low imports in economy
- With planned development sensitive to locality

D. So, in order to accomplish "C", "B", and therefore, "A", certain strategies must be developed to build upon baseline information on:

MARKETS

- Image and knowledge of destinations
- Ability to pay/job security/disposable income
- Travel has high personal priority
- Relatively high mobility
- Freedom from social constraints
- Freedom from governmental constraints
- Mobility of settlement of friends and relatives
- Nearness to destinations
- Volume

RESOURCE DEVELOPMENT

- Existence of favorable natural resources
- Existence of favorable cultural resources
- Available land for development
- Existing magnets
- Favorable development image
- Easy access
- Viable service communities
- Local acceptance, support for tourism
- Availability of managerial pool
- Availability of labor pool
- Available finance
- Favorable governmental controls
FIG. 1 TOURISM DEVELOPMENT ZONES

- **BASIC TRANSPORTATION**
- **ACCESS LINKAGE**
- **ATTRACTIONS**
- **SERVICE CENTERS**
- **ZONE BOUNDARY**
TOURISM DEVELOPMENT ZONES

1.0 Definition

Tourism development zones are of two classes: touring--linear zones for touring-sightseeing and destination--area zones for destination activities. Figure 1 graphically illustrates these two classes.

1.1 Touring Zones

Touring zones contain three main elements: (a) a basic transportation route; (b) a surrounding visual and accessible corridor with opportunities for egress and ingress to linear attractions; (c) service centers for food, car service, first aid, souvenirs and lodging--concentrated at nodes rather than scattered along the travel route. Touring zones may utilize high-volume high-speed expressways, "old" roads now bypassed by new routes or especially developed "scenic" roads.

1.2 Destination Zones

Destination zones contain primarily "destination attractions" and a supportive service center. It is served either by a transportation link with a basic transportation route or by the route directly.
2.0 Characteristics

2.1 Identity

Development zones have boundaries that are imaginary edges of tourism development subregions that have a number of cohesive characteristics that set them apart from surrounding areas. They have individual identity and theme, individual geographic and landscape character, distinctive background and origin, individual sets and mixes of tourism purposes and individual relationships to access and service centers. Because the criteria for setting the boundaries are dependent upon both stable and variable factors, it must be recognized that boundaries are dynamic and will change over time.

2.2 Existing Foundations

Development zones, at any point in time, are founded in an existing set of elements that have already demonstrated a degree of viability and stability. It is better to build upon an ongoing system of land use than to create an entirely new one. For example, if one were to create, in a presently undeveloped area of land, a completely new development zone, he would of necessity have to create (a) an entirely new access from or along a transportation route, (b) a new array of attractions capable of attracting mass visitors, (c) a new set of lodging, food service, entertainment, retail sales and other supportive services and (d) new community infrastructure
such as water supply, waste disposal, police, fire protection, and other basic utilities.

2.3 Policy Base

Development zones, even though a planning tool and without legal and political identity, can serve as foundations for the establishment of both local and higher governmental policy. For example, the identification of a tourism development zone can be viewed by park and recreation agencies to assist them in planning park and recreation areas. While parks may have conservation and resource protection as a set of objectives, they also contain attraction features.

2.4 User Functions

The concept of development zones provides a framework for the development of all tourism activity functions. Market information shows that people now engage in a variety of activities that could be classified into five major categories: (a) short-stay use (picnicking, swimming, beach lounging, fishing); (b) touring-sight-seeing (driving for pleasure, narrated tours, transient camping, boat cruising, visiting natural features, visiting historic sites, visiting friends and relatives); (c) resorting (vacation and holiday use at resort hotels, motels, vacation homes, destination campgrounds, parks); (d) conventioneering (meeting at locations with
activities "b" and (e) special activities (such as winter sports, photography, scuba diving, collecting, snowmobiling). The study and analysis of zones should reveal potential for the development of as many and as great a variety of activities as feasible.

2.5 Feasibility Limits

Development zones vary greatly in their capacities. Evidence shows that the capacity of a development zone depends more upon how the area is managed and planned than by any other factors. For example, planning that places intensive walking only on screened and paved walkways of known design capacity prevents erosion of soils and scattered deterioration of natural settings. Arbitrary controls should not be placed on development for volume usage. Rather, factors to be considered are: resource capacity, user capacity, management capacity and social capacity of the community.

2.6 Planning

Optimum utilization of development zones depends upon planning that recognizes the limitations as well as opportunities for development.

Important is to consider the congruency of "linear" and destination zones. Efficiencies of investment in transportation and service center development can be obtained when optimum volumes are reached. Conversely, when activity functions conflict (sight-seeing tourists or day-use boaters versus cottage owners on the same lake) planning must provide for
segregation and alternative locations.