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The Use of Typologies in Tourism Planning: Problems and Conflicts

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THE USE OF TYPOLOGIES IN TOURISM PLANNING: PROBLEMS AND CONFLICTS

46th Congress of the European Regional Science Association (ERSA)

Enlargement, Southern Europe and the Mediterranean.

August 30th-September 2006

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1. Introduction. Tourism in general

Tourism in the post-war period is one of the more dynamic and developing sectors of the world's economy. It possesses worldwide the fourth place between the most important industries of export of goods and services. This is the main reason why many times tourism is characterized as an "industry". Tourism as an industry has one basic characteristic that makes the difference with all other industries: the points of production and consumption coincide spatially. Another basic and important characteristic of tourism is its correlation with the globalisation in many productive sectors and in the field of goods and services. This way it can assist economic growth in regions where it is developed and simultaneously can diffuse geographically the wealth that is created.

According to the forecasts of World Tourism Organisation (2006) tourism will continue its ascending course. Europe which was the main tourist receiving region since 1950 will continue to be in the first place while for the Balkan's peninsula and Greece specifically it is expected an increase of their tourist receipts.

Tourism is a world-wide socio-economic phenomenon stemming from the human need for leisure, contact with nature and the desire to visit new places and cultures. The growth of tourism is an outcome of many factors such as rising standards of living, improvements in transport, the growth of income and free time, the "industrialisation" of tourism etc. Its growth requires the contribution of environmental, cultural, economic and social factors. This is the main reason why many times is described and/or characterized as a multifaceted sector.

Tourism has many impacts both positive and negative (such as any other industry) at the destination place where it is developed. Those impacts can be positive so they can contribute considerably in the region's development while negative impacts can lead to the decrease of tourist activity. Tourist attractions according to the Butler (1980) are not infinite and timeless but should be viewed and treated as finite and possibly non-renewable resources.

The recognition of impacts that tourism causes in destination areas is a crucial parameter in the decision-making process for tourism. This process is essential so that tourism's sustainability in a destination area will be ensured.

2. statistical trends

According to the statistical data of the World Tourism Organisation (WTO, 2005) inbound tourism worldwide reaches the 80% of total tourist activity. Most of the tourist destinations (except destinations in euro-zone) give priority to the development of international receipts mainly because of the foreign exchange that comes into their economy.

It is worth mentioning here that in general the growth of international tourism arrivals significantly outpaces growth of economy as measured in Gross Domestic Product (GDP). In years when world economic growth exceeds 4%, the growth of tourism volume tends to be higher. When GDP growth falls below 2%, tourism growth tends to be even lower in 3.5%(WTO, 2005).

The substantial growth of tourism activity clearly marks tourism as one of the most remarkable economic and social phenomena of the past century. The number of international arrivals shows an evolution from a mere 25 million international arrivals in 1950 to over 700 million in 2002, corresponding to an annual growth rate of 6.6%.

During this period (until 2003) development was particularly strong in Asia and Pacific (13% average growth per year) and in the Middle East (10%) while America (5.4%) and Europe (6.3%) grew at an average below the world's average growth. New destinations are steadily increasing their market share while at the same time more mature regions such as Europe and America tend to have a less dynamic growth. Europe and America were the main receiving regions in a fifty years period of time from 1950 to 2000.

Based on the WTO (2005) forecast of the Tourism Barometer Europe will sustain the biggest tourism market share in the industry (45.9%) while Asia and Pacific are following with a 25.4% share and America will have an 18.1% of the market. The biggest part from Europe's lost share will be earned from Asia and the Pacific region. In Europe the average annual growth will reach 3.4% for the period 1995-2020 while the same rate worldwide will be 4.1%.

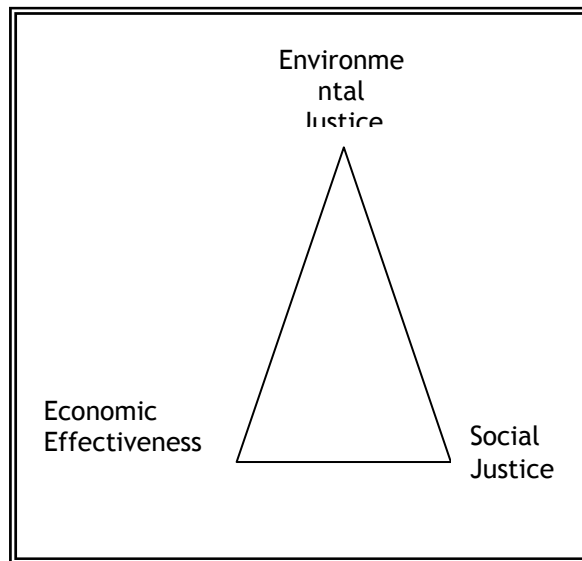
More specifically in Europe, France has the biggest share in market. Mediterranean region is one of the most important tourism regions worldwide reaching 22% of worldwide receipts. In the Balkan region tourism is expected to have a significant growth. It is estimated (WTO, 2004) that the average annual growth in the area will reach 4.6% bigger than the worldwide annual growth (4.1%).

3. the concept of sustainable tourism

The concept of development historically has an altered conceptual framework which mainly depends on time, place and the sovereign system of values. The concept of sustainability became particularly perceptible in the second half 20th century but as an idea exists for much bigger period of time (Casagrandi and Rinaldi, 2002).

After World War II there was an increasing recognition of the effects of materialism and consuming society on the natural resources worldwide. This common conscience has led during the end of 80's after the meeting "On the Environment and Development" to the Brundtland report. Main idea of this report was the fact that we don't inherit earth from

our ancestors but we borrow her from our children. This basic idea has set the principles and the concept of sustainable development in a focal point.



The achievement of sustainable development has three basic components the economic effectiveness, the social justice and the environmental conservation. From those three aspects much attention is given in the third one, the environmental conservation. Mobious triangle comes from this concept and it presents basic exchanges made between those three dimensions. Policy making can give decisions that can be placed in one point of the triangular each time.

The concept of sustainable tourism development/ tourism sustainability began to be used at the end of the ' 80s when those involved in tourism industry (academics, tour operators, etc.) began to realise the effects of tourist development in destination places. The meaning of sustainability is applicable in tourism industry through the concept of sustainable tourism development which consists an important place of application for sustainability principles (Coccossis, 1996, Coccossis and Nijkamp , 1995). The contestation of development model that was based on enlargement, industrialisation and on the economies of scale, as well as changes in the human principles lead to the contestation of organised mass tourism and in the search of new more sustainable forms of tourism development (Hardi, 1997). Sustainability in tourism has to do with a tendency of development that recognises and puts principles in tourism development.

In bibliography there are two basic trends for the concept of sustainability in tourism: sustainable tourism and sustainable tourism development. For their dissociation and definition Butler (1993) stated that for tourism: "... sustainable development in the context of tourism could be taken as: tourism which is developed and maintained in an area (community, environment) in such a manner and at a such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well-being of other activities and processes. That is not the same as sustainable tourism which may be thought of as tourism which is in a form which can maintain its viability in an area for an indefinite period of time (Butler, 1993)". Basically the difference of those two concepts is relevant to the development process in which the first term is reported while second one has to do with the form and characteristics of tourism in an area.

Tourism sustainability is the key in the search of a more productive and harmonic relation between three basic elements: the tourist-guest, the host society and the environment. This relation is a dynamic one. The achievement of this desirable harmony depends upon the ability of the host region to accept the absorption and adapt changes that come as a result of tourism development and may be predictable or not or they can differ in intense and extent. Those differences are inter-correlated with the characteristics and the special features of each destination. As for the host society economic effectiveness should exist together with positive social relations between hosts and guests. Positive attitudes on the side of host societies intensify the quality of the tourist experience offered and contribute positively in the attractiveness of the destination (Fredline and Faulkner, 2000). It should be mentioned here that during the last years is observed an increased interest on the behalf of tourists in sustainable tourism development (Jennings, 2004). Tourists are also interested in more "independent" journeys that are organised from their selves. Tourists are now more informed, unanticipated and they also have ecological conscience (Aguilo et al, 2005).

Many academics of the discipline believe that the attempts made for defining tourism sustainability are in a lot of points dangerous because general definitions of the concept simplify a sector which by nature is complicated and inter-correlated from all the resources (natural, economic, social etc) of the destination area while more narrative definitions often restrict the width of the issues covered by the concept (Bramwell et al, 1996). According to Bramwell and Lane (1993) sustainable tourism is a positive approach intended to reduce the tensions and friction created by the complex interactions between the tourism industry, visitors, the environment and the communities which are host to holiday makers. It is an approach which involves working for the long term viability and quality of both natural and human resources. It is not anti-growth but acknowledges that there are limits to growth.

Some authors as well rail against the term wondering whether it is becoming just another empty cliché (Muller, 1994) and others have concerns as to how such developments may be achieved (O'Grady, 1990, Cater, 1991, 1993, 1987, Pleumaron, 1994, Wheat, 1994). Butler (1993) even argued that in certain situations what is being proposed as sustainable tourism "may well be more harmful... in the long term than more conventional tourism.

Another important point of many new approaches is that sustainability must be conceived as a transition, journey or path, rather than an end point or an achievable goal (Middleton and Hawkins, 1998). According to Farrell and Twining-Ward (2004) earth and its components have been found to operate as an interactive whole, a complex adaptive system, with interdependent and integrated parts displaying unpredictable behavior, constantly evolving and in general not amenable to analysis by orthodox, linear, deterministic science. Sustainability as a concept is being developed as a new means coping with global change and the way in which complex systems function. Also sustainability

examines the dynamic interactions and behavior of natural and social complex systems and is a synthesis of biological, social, geophysical and technological systems research (NRC, 1999, Sustainability Science Forum, 2002).

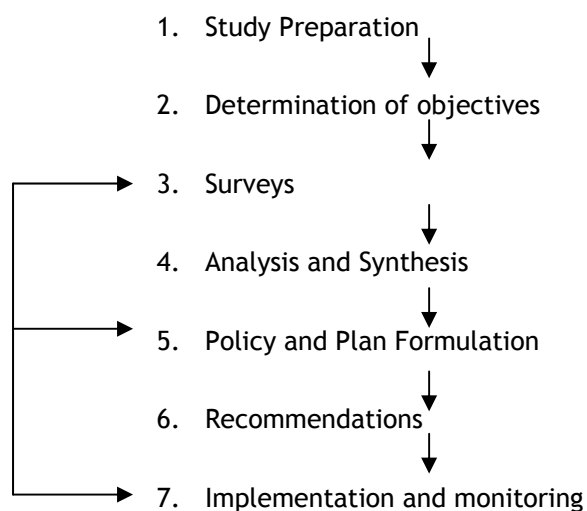
4. the concept of tourism planning

Planning is an activity and/or method of organising the future in order to achieve certain objectives (Dredge, 1999). It generally represents the activity of an organisation or society for configuring the optimal strategy for future action, so that the desirable objectives to be achieved or in order to solve problems that are developed in different and complicated situations. According to Khakee (1988 and 1986) planning process as well as the procedure of future investigation are interrelated.

The concept of planning is the procedure of organising future so that certain objectives to be achieved. Planning is future visioning in which forecast plays the fundamental role. In this procedure there are always imponderable factors that it is possible to be anticipated. Planning is also considered to be a procedure that can facilitate and support cooperation between a society's members in order acquiescence to be achieved. (Voogd, 1998).

According to Getz (1987, 1992) tourism planning constitutes a process based on the study and evaluation of resources that are available in the area and the alternative solutions, in order to optimise tourism's contribution to human prosperity and environmental quality.

Tourism planning is a complex and rational process and as such it should be carried out on the basis of a systematic process in order its results to be realistic and effective. This process varies according to the systems situation, the type and the level of planning. According to Inskeep (1991) the basic steps of tourism planning are:



It's important to be mentioned here that planning constitutes a circular process which provides knowledge to decision makers and it is refilling the system with the appropriate information. In case that the decisions made and the processes followed can not fulfil the objectives defined at the beginning of the process then those objectives as well as the process followed can be redraw.

5. tourism typologies

Tourism constitutes an activity which is developed in different ways in each region mainly because of the diversity of characteristics of each place. Moreover each place attracts different type of tourists because of the differences recognised between the motives and the characteristics of the journey (Mansfeld, 1992). This diversification requires a different way of tourism management in tourism destinations. Tourism typologies (of destination areas and tourists) are aiming at a more effective and comprehensive formulation of tourism policy.

Tourism is developed in different patterns in space, depending on the specific characteristics of destinations. Typology constitutes a very important tool for tourism planning as it supports the recognition of its spatial effects, demonstrates the way, the extent and the intensity of growth, contributes in the process of rational planning and in the adoption of effective tourism policy. Thus it contributes in all of tourism planning stages, in the analysis of the existing situation, the recognition of positive and negative effects of tourism in the place of reception, in the creation and selection of alternative scenarios for tourism growth and in the specialization of policy per type of tourism growth.

Two categories of typologies are distinguished: those where the interest is focused either on (a) the characteristics of tourist demand or (b) the destination's characteristics. The first one focuses on the motives and the characteristics of the travel made by the tourist and it includes criteria like psychological, economic, social etc factors. In the second category typologies have to do with destination areas and their main criteria are geographic, economically, demographically etc (Pearce, 1989). Main aim of those typologies is the understanding of the structure and dynamics of development in each destination area as well as to indicate their spatial and developmental particularities.

There are multiple profits from the creation and use of typologies because they mainly allow the recognition of important dimensions of this activity. More specifically the classification analysis helps in the recognition of (Williams, 1998, Vulpian, 1989):

- different types of tourism
- different types of tourists
- different travel motivations

- the effects of tourism in destination areas according to the motives and the type of travel
- Differentiations in the structural characteristics of tourism (for example in the services offered in reception, in accommodation etc) that the different categories of tourists and tourism will cause.

In the following paragraphs will be presented the most important efforts that have been made for the creation of a typology in an international level.

5.1 Demand typologies

Tourism literature has developed a large number of demand typologies. Many of those typologies have been proposed to sub-divide tourists into homogenous groups. Main aim of those typologies is targeting and positioning alternative strategies, marketing operations, destination selection, pricing etc. The criteria that can be used separately or in combination are different depending on the case (Lang and O'Leary, 1997). Some of those criteria that have been used in literature are a) demographic criteria such as age (Anderson and Langmeyer, 1982), family characteristics (Fodness, 1992), b) tourist's predisposition such as benefits sought (Shoemaker, 1994, Woodside and Jacobs, 1985). The tourist's behaviour characteristics constitute an important set of criteria that occasionally have been used in literature, some of them are a) the activities that take place at the destination area (Hsieh, O' Leary and Morrison, 1992, Moscado, Morrison, Pearce, Lang and the Leary, 1996), b) amount of expenditure (Spotts and Mahoney, 1991), c) destination chosen (Lang et al, 1997), d) distance travelled (Etzel and Woodside, 1982, Woodside and Carr, 1988) and e) the frequency of travel (Woodside, Cook and Mindak, 1987). Geographic and economic criteria have been also suggested and used (Swarbrooke and Horner, 1999). Some of the most important criteria that have been proposed in typologies are the socio - psychological. Those criteria can offer a complete "image" of the tourist. The criteria that are used in this cases are: a) values and lifestyle (Thrane, 1997), b) attitudes, interests and opinions (Davis, Allen, and Crosonza, 1988), c) motives of travel (Cha, McCleary, and Uysal, 1995), d) personality types (Plog, 1974). The most important typologies in that case are those of Plog (1994) and Cohen's (1972, 1979).

In the following Table 1 we can see the most important demand typologies. The table is showing per writer the aim of the typology, the criteria used and the types produced.

Writer	Aim	Criterion	Tourist types
Stavraki & Guibilato	Motives of travel	1. group size	Single, family, group
		2. travel budget	Lux, social, mass

		3. age	Young, older people
		4. length of stay	Small, medium, large scale, weekend
		5. leisure, free time	Leisure, cultural, athletic, gastronomic, hunting, religious, agrotourism etc
		6. business	Technical, scientific, conference, exhibitional, etc
		7. health issues	Leisure, therapeutical, spa etc
		8. destination	Internal, international, transnational, coastal, mountainous, rural, urban etc
		9. accommodation preferred	Hotel, motel, rent rooms, camping, second homes
		10. means of travel	Airplane, train, ship, boat etc
Smith S.L.J.	Motives of travel	1. sex	Men, women
		2. educational level	Junior, high school, University
		3. tourists income	Categories depended on the income earned
		4. money spend during the journey	Costs of travel, accommodation, and all other activities undertaken are included
		5. the season of the year that the journey is undertaken	January -March, April-June, July-September, October-December
		6. distance travelled	25-49,50-99,10-499,500-999,1000-1499, more than1500 miles
Cooper et al.	Travel characteristics and motivations	1. place of origin	Internal
			International
		2. purpose of travel	National holidays, athletic, culture, VFR
			Business
Cohen	Travel characteristics and motivations	Tourist behavior	All other motives.
			Organized mass tourist
			Individual mass tourist
			Drifter
Yiannakis et al	Roles tourists play	Tourist behavior	Explorer
			Sun lover
			Action seeker
			Anthropologist
			Archaeologist
			Organized mass tourist
			Thrill seeker
			Explorer
			Jetsetter
			Seeker
			Independent mass tourist
			High class tourist
			Drifter
th V(19	Destinations chosen	Tourist behavior	Escapist
			Explorer
			Elite

			Off-beat
			Unusual
			Incipient mass
			Mass
			Charter
Plog	Destinations chosen	Tourists lifestyles and value systems (psychographic research)	Allocentric
			Mid-centric
			Psyco-centric
Jackson et al	Destinations chosen	Tourists personalities	Explorer
			Adventurer
			The guided
			The groupie
American Express	Destinations chosen	Modes of travel	Adventurers
			Worriers
			Dreamers
			Economists
			Indulger
Wickens	Destinations chosen	Tourists behavior	<ul style="list-style-type: none"> • Cultural heritage • Ravers • Shirley Valentine • Heliolatrous • Lord Byron
McMinn kai Cater	Tourism effects in Belize	Length of travel, the way that tourists affect Belizian economy	Developer-tourist
			«condo-tourists»
			Itinerant- tourist

Table 1: Demand typologies

From the typologies studied appear that mainly three major types of tourists can be derived as follows in Table 2.

Type	Destination preferred	Life cycle stage ³	Impacts intention	Contact with the local community
Lonely travelers	Pioneer resort	Exploration	Small	High
Tourists traveling in small groups	Popular	Initial stages of tourism growth	Medium	Medium
Mass tourists	Famous	Stagnation	High	Small

Table 2: General model of demand typologies

³ The life cycle stages referred here are after Butler's model of the Tourist Area Life Cycle (Butler, 1980)

The above table shows is a simplification of demand typologies mentioned above. Main aim of this table is to help organise thinking in demand typologies. Basically there are three major groups of tourists those that are travelling alone in pioneer destinations searching for exotic and strange environments in destinations not discovered yet from the tourism industry, they are using local facilities and they want contact with the residents. In their case the impacts on the socio-economic system and the environment as well is minimum mainly because of small numbers. In the second case tourists prefer to travel in small groups to destinations with facilities and growing reputation, they are seeking of a combination of amenities and authenticity their impacts on the socio-economic system and the environment as well as their contact with the residents is average. Finally the third group is the one of mass tourists people travelling in big groups, preferring fully organised trips to famous destinations, with middle-class income they have little interaction with local people beyond commercial links which means that the tourism industry in the destination is in fully development and the impacts caused to the society and the environment are maximum.

During last years there is a remarkable change in tourism demand as far it concerns the third type of tourists mentioned above. Mass tourists are more conscious and they prefer to travel in groups as far it concerns the means of travel but they organise their activities in the destination place on their own. Those tourists organise from their places of origin the transportation and accommodation matters and they are informed according to the facilities and activities offered in the destination area (mainly through the world wide web) and they prefer to prepare their own holiday plan during their length of stay in the area. This way they spend more money in the destination place, they are aware of the place and the activities offered there while socio cultural and environmental effects are medium.

5.2 Supply typologies

Supply typologies mainly have to do with the characteristics of the destination area. Those typologies serve the useful purpose of highlighting the fact that different processes of development can and do occur. Supply typologies can show the shape, the form and the extent of tourism development in an area. These typologies can show basic differences of development between destinations as well as the different character of each destination. For example tourism is developed in different ways and has a different character in small islands, or in urban centers, or in overpopulated areas, or in rural areas. They also can facilitate tourism planning and the decision making process in a macroscale as they can group together places/destinations with same or almost same characteristics.

According to Lew(1987) there are three methods in order to create a supply typology: the ideographic, the organisational and the cognitive one.

The first one and perhaps the most important focuses on the concrete uniqueness of the environment and as such stress differences between nature oriented and human-oriented attractions. Typologies based of organisational perspectives focus on the spatial characteristics of size, scale and carrying capacity. Finally cognitive approaches stress typologies relating to tourist perceptions and experiences.

Tourism is developed in different ways in space. Development is depended upon the spatial characteristics of the destination place. For example the development of tourism in coastal areas differs from the development of tourism in mountainous or urban areas or in small island destinations. Tourism development therefore is very sensible and close attached to the characteristics of the area it exists and it is developed. This is the main reason why the following bibliographic research for tourism typologies is organised according to types of destinations.

Table 3 presents some of the most important supply typologies in the bibliography.

WRITER		CRITERION	TYPES OF TOURIST REGIONS
<i>Barbaza</i>	COASTAL REGIONS	<ul style="list-style-type: none"> size and extent of population autogenous or planned type infrastructures locally located or extensive nature of tourist region 	Costa Brava - Cote d'Azur
			The coasts of Black Sea
			Languedoc-Roussillon
<i>Peck & Lepie</i>		<ul style="list-style-type: none"> The rate of growth Force of local society The effects of tourist growth in the local society 	Rapid tourist growth
			Low growth
			Temporary growth
<i>Gormsen</i>		<ol style="list-style-type: none"> The nature of lodgings The level of participation of local population and external factors that influence the growth of tourism The social constitution of tourists 	Region 1: Baltic sea
			Region 2: Mediterranean
			Region of 3: N. Africa's coastline
			Region 4: D. Africa, Caribbean, N. America, Pacific Ocean.
<i>Wong</i>		<ol style="list-style-type: none"> The scale and the qualitative characteristics of the resort The extent of participation that has the private and public sector in the growth of tourism. 	1. System of drawn resort
			2. Seasonal residences that comply with international models
			3. Seasonal residences that comply with local and national models
			4. Regions that allocate small number of lodgings.
<i>Preau</i>	MOUNTAINOUS REGIONS	<ol style="list-style-type: none"> the situation of local community at the beginning of growth the rate of growth the general characteristics of environment of the region as well as her technical and economic probabilities of growth. 	Chamonix model
			Belleville model
<i>Pearce</i>		Segregation of responsibilities of growth	Integrated growth

			Catalytic growth
Lundgren	OTHER REGIONS	1. The degree of mutual attraction of tourists (inflow-outflow of tourists) 2. geographic characteristics 3. offer of tourist services	1. Centrally located destinations
			2. Peripheral urban regions
			3. Peripheral rural regions
			4. Destinations of natural environment
Miossec		1. places of reception, 2. means of transport, 3. tourist behavior, 4.the attitude of tour operators to the local population	Area 1
			Area 2
			Area 3
			Area 4

Table 3: Supply typologies.

The above typologies of supply demonstrate that tourism can be developed in various ways depending upon the spatial characteristics of each destination (e.g. differences are realized in coastal and island resorts, in rural or urban areas) and the type of development each time. In the majority of cases, common elements in the process of growth are realized. This diversity can be attributed to the differentiation of regional characteristics and to the large number of actors involved in the tourism development process.

It is therefore obvious that the main criterion used for the creation of a typology so far (for planning purposes) for the classification of tourist regions will be their growth characteristics. Important also is the existence or not of a planning process in the development of the area. The growth (and vigour) of the local society in each destination is also important constituting of many factors such as the demographic and economic characteristics, the level of education, etc. The social background of tourists as well as their socio-economic characteristics contributes to the creation of the destination's image.

It is worth mentioning that the review of typologies has shown that main criteria in the process of creation of a typology of supply are the growth characteristics of the destination. In some cases, demography, tourism infrastructure, the effects of tourism in the study area as well as the characteristics of visitors have been used.

Growth should not be the only or the main criterion for the creation of a typology for tourism planning purposes. Qualitative characteristics of tourism should also be obtained. Some of those criteria that can give a spatial typology of tourism with a more olistic view of the tourism product in the area could be:

- a) Growth rate of the total number of beds (sum of beds in hotels and rent rooms),
- b) Density of those beds calculated in the total resort area (number of beds per squared Kilometre),
- c) Proportion of hotel and rent rooms beds, and
- d) Relationship between hotel beds and the size and the extent of the local population.

The first of those criteria the one of growth rate reflects the dynamics of tourism growth in the area studied but it does not show the qualitative synthesis of the product. This criterion shows the dynamics of tourism development in the area of interest.

The second criterion of tourism density of the area shows the pressure created from tourism development in the destination area. It is calculated by the ratio of beds (hotels and rent rooms) in the area studied and the total size of the area. This criterion can give a view of the extent and intense of tourism development.

The third criterion of the ratio of hotel and rent rooms in the study area is a qualitative criterion which is showing the qualitative synthesis of the tourism product in the area. In this case when the ratio is equal or higher than one then in the area there are more hotel rooms than rent rooms. In the case where the ratio is lower than one then the rent rooms beds are more than the hotel ones. This second case means that the product in the area is less qualitative because possibly it is addressed to tourists with relatively low budget.

The forth criterion is the ratio between the number of beds in the area studied and size of the local population. This criterion shows the strength of the local population over the tourists population. In cases where the ratio is lower than one then the destination is at the primary stages of development according to Butler's model of the Tourist Area Life Cycle. In cases where the ratio is equal or greater than one then tourists population is bigger than the local population. This means that the area is satiated and the strength of the local population is small. In those cases the destination is at the final stages of tourism development.

The combination of those four criteria can lead to the development of an accurate, representative and effective typology of tourist areas for planning purposes. The typology that will come up from the processing of those criteria will be as much accurate as much accurate will be the primary available data. In most of the cases lack of accurate and analytical data is a serious problem that can lead to results that are not so effective and representative.

In the following Table 4 is presented a general model for supply typologies for coastal resorts for organising thinking purposes. It is important to mention that in cases where tourism development is extensive and intensive then the destination is matured, tourism impacts on the environment and the society are high while development comes from external investment. On the other side when the rate of development is low and spatially concentrated on an area then we have a pioneer resort on the exploration stage where tourisms impacts are non-existent and investment comes from the local community.

Destination	Criteria	Types	Life cycle stage ⁴	Impacts intention	Participation of the local community in tourism's growth
Coastal areas	a) the power of the local society b) the rate of development	1)extensive development	Stagnation	High	Low
		2)local development with extensive trends	Development	Medium	Medium
		3)slow localized development	Exploration	Low	High

Table4: General model of supply typologies

The analysis of supply typologies showed that all efforts were spatially limited - at the local level -, descriptive and they don't use new technologies or methodologies. Also, they do not give the potential for readjustment as growth in every case changes the initial situation of an area, in other words they could not handle time-space data.

It is worth mentioning here that tourists characterise a destination place and together with the spatial characteristics of the area they are producing the image of the place. Typologies created for tourism planning purposes should therefore associate demand and supply characteristics.

6. the use of typologies in the overall tourism planning process

It is obvious that the creation of a typology of demand or supply is a result of the influence of many different but interdependent factors. Some of those factors according to supply typologies are the characteristics of the tourist's personality, his behaviour, the characteristics of the travel undertaken, etc. According to demand typologies the shape of development and her spatial distribution are factors that have to be taken account.

It should be underlined that typologies of demand and supply are interdependent and related because tourists profile that are visiting a destination area are giving to that specific destination area the type of tourism (for example mass or ecotourism) that the area is developing and vice versa. For example tourists that prefer to visit Canary Islands or Mallorca or according to Greece Rhodes or Corfu, they prefer to travel in famous destinations, they travel with charter flights, and their accommodation is in big hotels and

⁴ The life cycle stages referred here are after Butler's model of the Tourist Area Life Cycle (Butler, 1980)

the trip in general is fully organised from the place of their origin. Those tourists are mass tourists and they are giving to the destination the character of a mass destination. In each case study where the creation of a typology is wanted tourists characteristics together with the characteristics of the destination area should be taken into account in order the typology created to be realistic and representative in her results.

The creation of a typology can considerably assist the tourism planning process in a destination area. The use of typologies can assist to the determination of the goals and objectives of the analysis, to the identification of the tourist system, the socio-economical and environmental effects of tourism in a destination area, the stage of tourism development etc. Typologies can also assist the decision support process for tourism especially when tourism planning concerns national or regional level. In this case the use of typologies is essential because in this way policies and actions should be specialized for every type/group/class of touristic area. As a result tourism planning could become rational, systematic and effective because it concerns groups of areas with similar characteristics, problems and conflicts. According to the basic steps of the tourism planning process as they mentioned above the use of typologies can assist in:

1. Study Preparation, under this step government together with the private sector should take a decision to develop or expand or improve tourism development in a planned way. In this stage the use of typologies could assist the identification of the basic issues of planning just because it can highlight trends and constraints of tourism development in an area.
2. Determination of objectives. Goals and objectives indicate the desired results of developing tourism. Goals refer to more general aims of development and objectives to the more specific ones. Goals and objectives should be carefully determined because they are basic determinants of the tourism policy and plan. Typology can determine the stage and type of tourism development in an area. By identifying the stage and type of development it is easier to determine the desired type or level of development.
3. Surveys. This step involves collecting quantitative and qualitative data on all relevant aspects of the tourism system. The survey step should be carefully conducted in order to be efficient. Often in this step a map or aerial photograph can help on the observation of spatial relationships that are not obvious in any other way. Survey stage can assist in the creation of a typology but it also can be assisted by the use of a typology by facilitating the process of collecting available data. At this point new technological and methodological tools like Geographical Information Systems could make the process more easy, representative and accurate through the use of their extensive and powerful spatial databases.

4. **Analysis and Synthesis.** In this step data gathered on the previous stage of surveys are combined and synthesized in order to identify major opportunities and constraints for tourism development in the area. The use of typologies here can help to highlight the real touristic image of the destination area, to show the trends, the problems and conflicts together with the opportunities of development.
5. **Policy and Plan Formulation.** This stage refers to the formulation of tourism policy and preparation of the physical structure of the plan. The use of scenarios is essential at this point. Here the use of typologies is essential especially in cases where the spatial and time scales are extended where obviously tourism development could not have the same strength or characteristics in everywhere. Basically the creation of a typology is a process where destination areas presenting similar characteristics are grouped together in classes. Main aim in thin process is to assist tourism planning and decision support process. So typologies can basically help in that step through the process of formulation policies that are suitable and essential for each set/group/type of touristic area.
6. **Recommendations.** Based on all above steps alternative scenarios should be evaluated here in order the most suitable to be selected and implemented. Alternative scenarios can be applied in each type/group of touristic area.
7. **Implementation and monitoring.** At this final step the plan prepared above should be implementd while touism development should be monitored in order to be ensured that the goals and objectives defined are accomplished. By the use of a typology it is easy to monitor/observe the effectiveness of the plan through the transitions that will happent between and within groups/classes.

Tourism is an extensive and intensive activity. Its development is different from place to place and it is depended upon the special characteristics/ features of the place itself. Typologies can play a critical role in tourism planning process especially in cases where planning is in a macro-level (national or regional level). In order planning to be rational and the goal of sustainable development to be achieved different types of development and different types of tourism should be recognised. The creation of a typology is an essential way of recognising different types of tourism development in space.

7. discussion

Planning process is an important tool in order to be achieved the goals and objectives of sustainable development. Tourism and the environment nexus is both complex and

variable, and certainly operates within a framework of cost factors. The concept of sustainable development explicitly recognizes interdependencies that exist among environmental and economic issues and policies. Sustainable development is aimed at protecting and enhancing the environment, meeting basic human needs, promoting current and intergenerational equity, and improving the quality of life of all peoples. There are strong variations in tourism and the environment relationships that are contingent on the form, the shape, the extent and intense of tourism. They are two interrelated factors that affect each other meaning that the quality of the environment attracts tourism which causes effects to the destination area. If those effects are beyond the area's carrying capacity then the destinations loses its attractiveness in the tourism system.

Typologies are aimed at creating groups of tourists or destination areas with similar characteristics. Similarity should be high between the members of the same group and low between members of different groups. Distances should be small in members within the same group and high between different groups. Typologies helping at organizing thought in tourism related issues. Demand and supply typologies are a very important and effective tool in the tourism planning process. They advocate tourism planning process at all stages as described above and especially in the final steps of decision making and policy formulation.

Typology constitutes a very important tool for tourism planning as it supports the recognition of its spatial effects, demonstrates the way, the extent and the intensity of growth, contributes in the process of rational planning and in the adoption of effective tourism policy.

It should be underlined here that the matter of scale is an important aspect of the tourism planning process as it is recognized from WTO (WTO, 1980c). Different scales of tourism planning were identified by the WTO: intraregional, national, regional, local and sectoral. At each different scale different types of plans should be formulated in order planning to be effective and rational. It is logical that at different scales different typologies can be created by using different criteria and different factors. Typologies at local scale could be very detailed and in depth taking into account every component of the system. On the other hand typologies created for national scale could not be in such a detail.

A very important element in all efforts been made for the creation of a typology is the availability of data. In order to create an effective, rational, logical and detailed typology the factor of data availability at the scale needed is crucial. Many times there is lack of data in many factors of the tourist system or their availability are on scales that don't fit with each other. In those cases the study should be changed so that the typology needed to be effectively created.

Finally typologies are essential tools in tourism planning process and in formulating and achieving the goals and objectives of sustainable development. What it should be taken

into account in the process of developing a typology for tourism planning purposes is the scale needed and the data available. The methodology and the technological tools that are going to be used are also elements of importance because in every case what is essential is the typology created to be detailed and accurate enough.

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