





# Tourism Policy Planning and Development

MILTON BARKER

# TOURISM POLICY PLANNING AND DEVELOPMENT

Milton Barker



# Contents

vii

# Preface

Chapter 1	Introduction	1
	Basic Stages in Tourism Development Planning	1
	Origins of Tourism	- 1
	Developing and Implementing Future-oriented Tourism Policies,	
	Strategies and Plans	10
	Origin and Development of Tourism Planning	30
<b>Cl 1 2</b>		
Chapter 2	The Purpose of Tourism Planning	6
	Tourism Planning and Governance	6
	Two Sides of Tourism Planning	9
	Steps in the Planning Process	0
	Territorial Planning in Tourism	0
	National and Regional Tourism Planning Concluding Remarks	5
	Importance of Tourism	2
	Tourism Destination Planning: How, When, and Who	4
	Scale, Change and Resilience in Tourism	8
	Structural Components of a Tourism Plan	l
Chapter 3	Tourism Development	
empter o	Tourism Development	
	Definition of Tourism	
	Historical Background of Tourism Development	
	Developments of Tourism in 21st Century	
	The Tourism Industry	
	Tourism and Economic Development	
	Growth in Tourism Industry	
	Development of Tourism Infrastructure	
	Tourism in the Face of 21st Century's Challenges 142   Tourism and the Modern World 146	
Chapter 4	Tourism Attractions Planning and Development:	
	Tourist Destination Areas	
	Sustainable Tourist Experiences and Destinations Around the World	
	The Global Mandate for Protected Areas	
	A Framework for Valuing Protected Areas	

	Monitoring Tourism in Protected Areas	178
	Effective Ways to Promote Sustainable Tourism	180
	Tourist Attraction	
	Top Destinations in Sustainable Tourism	
Chapter 5	Tourism Policy and Planning in Modern Era	
Chapter o	Definition of Tourism	200
	Tourism Planning and Policy in Vietnam	
	New Trends in China's Tourism Industry under Industrial Reforms	
	New Trends in Tourism	
	The Role of the Private Sector in Tourism Planning and Development	
	Decentralisation of Policy Initiatives	
	Trends of Modern Tourism Industry	
Chapter 6	Regional Planning Concepts in Tourism	
	Models and Principles of Public Policy for Tourism	
	Approaches to Tourism Planning	235
	Most Important Steps Involved in Tourism Planning - Explained!	237
	Tourism Competitiveness: Measurement Indicators	250
Charter 7	Destination Discriming in Transform	257
Chapter 7	Destination Planning in Tourism	
	Destination Performance	
	The Types of Tourism Destinations	
	Destination Awareness	
	Tools for Destination Management	
	Attractions	
	The Importance of Shopping Tourism for Destinations and Hotel Companies	285
	Stakeholder Engagement in Destination Planning	
	Stakenologi Engagement in Destination Planning	209
	Bibliography	295
	Index	297

# Index

# A

Accessible Tourism 25, 93 Accommodations 43, 54, 62, 76, 214, 264, 271, 283 Agritourism 282, 283 Automobile 4, 83, 110, 114

#### B

Basic Level 1, 2 Basic Stages 1 BLeisure Travel 33

# С

Consultative 3, 219 Country Approaches 16, 23 Creative Tourism 100, 187 Culinary Tourism 213, 282, 283 Cultural Heritage 17, 25, 30, 69, 92, 112, 184, 227, 292 Cultural Resources 16, 67, 70, 85, 227, 228

#### D

Dark Tourism 100, 211 Demand Factors 68, 146 Destination Planning 74, 75, 76, 249, 259, 260, 289, 292, 294 Doom Tourism 101

#### E

Economic Development 7, 18, 39, 61, 74, 76, 79, 91, 99, 111, 112, 117, 131, 154, 201, 205, 218, 234, 241, 245, 258, 283 Economic Effects 61, 112 Economic Factors 87 Economic Impacts 5, 47, 91, 113, 126, 128, 131, 218 Economic Leakage 31, 215, 261 Economic Progress 72 Educational Tourism 100, 270 Employment Opportunities 19, 28, 29, 41, 49, 113, 202 Environmental Impacts 7 Ethnic Cultures 42

#### F

Feasibility Analysis 46

#### G

Global Shock 10 Goal Oriented 2 Growth Strategy 11

#### H

Half Truths 84 Hospitality Skills 42 Human Resources 26, 28, 228, 242, 251, 252

#### I

Impact Assessment 46, 126 Industry Decline 10

#### L

Leveraging Tourism 19 Local Celebrities 42 Local Community 16, 45, 97, 123, 135, 177, 191, 193, 213, 216, 217, 258, 291 Local Culture 31, 34, 97, 163, 273, 277 Local Environment 24, 31, 71, 204 Local Government 19, 47, 48, 53, 55, 56, 57, 58, 59, 60, 61, 63, 251, 257

#### M

Manage Overtourism 35 Management Skills 42 Market Driven 3, 127, 176 Medical Tourism 24, 99

# N

National Airlines 9 Natural Resources 7, 23, 38, 42, 49, 50, 51, 52, 54, 56, 155, 168, 172, 202, 204, 227, 235, 244 Negative Social 7, 30, 93, 202, 261 Nordic Tourism 17

# 0

Organizations 5, 36, 37, 40, 41, 43, 50, 72, 77, 79, 84, 92, 93, 100, 103, 104, 132, 133, 141, 162, 191, 196, 200, 233, 256, 257, 271, 272, 276, 291, 292 Origins of Tourism 3, 7

### P

Planning Process 31, 34, 40, 69, 72, 81, 219, 221, 235, 236, 237, 244, 249, 259, 260 Political Change 93 Political Factors 86 Pro-poor Tourism 99 Protected Areas 7, 9, 78, 99, 165, 167, 168, 169, 170, 172, 174, 176, 177, 178, 202, 261 Public Intervention 52, 57 Public Involvement 45, 71, 72

## R

Railway Travel 7 Recession Fourism 99 Recreation Facilities 7, 40, 201 Resource Driver 3 Rural Development 19

## S

Service Quality 104, 107, 108, 109, 110, 111, 204, 254, 255 Services Defined 101 Skills Training 27, 29 Social Factors 88, 258 Social Impacts 6, 7, 38, 47, 69, 114, 115, 221, 287 Social Media 28, 33, 226, 275, 292 Societal Progress 73 Strategic Planning 39, 71, 75, 249 Study Governance 37, 39 Supply Factors 68, 69 Support Services 43, 130, 132 Sustainable Development 15, 16, 18, 36, 37, 38, 49, 50, 53, 65, 66, 70, 71, 99, 160, 167, 168, 228, 289 Systematic 3, 27, 40, 46

#### T

**Technological Factors 88** Technological Innovation 102 Territorial Planning 49, 53, 54, 62, 64, 239 Thematic Products 22 Thematic Tourism Law 24 Tourism Budgets 14 Tourism Earnings 95, 114 Tourism Impacts 5, 47, 96, 241, 277, 294 Tourism Levy 15, 18, 19 Tourism Management 31, 203, 222, 233, 249, 250, 291 Tourism Markets 41, 44, 222 Tourism Offer 14, 18, 21, 22, 23, 25 Tourism Organizations 41, 92, 256, 257 Tourism Product 22, 23, 68, 114, 229 Tourism Promotion 9, 14, 15, 206 Tourism Resources 14, 36, 41, 43, 70, 71, 92, 252 **Tourism Routes 22 Transformative Travel 34** 

### V

Visitor Stakeholders 292

#### W

Wine Tourism 24, 282, 283, 284