



Tourism Policy and Planning: Yesterday, Today, and Tomorrow (Paperback)

By David L. Edgell, Jason R. Swanson

Taylor Francis Ltd, United Kingdom, 2013. Paperback. Condition: New. 2nd New edition. Language: English . Brand New Book. The wellspring to the future global growth in tourism is a commitment toward good policy and strategic planning. Governments, the private sector, international organizations, academic institutions, and not-for-profit agencies must be the leaders in developing sustainable tourism policies that transcend the economic benefits and embrace environmental and cultural interests as well. Tourism Policy and Planning: Yesterday, Today, and Tomorrow (second edition) offers a comprehensive look into the policy process and how policies link to the strategic planning function as well as influence planning at the local, national and international levels. This second edition has been fully revised and updated with important new chapters and case studies that reflect the many important developments in the travel, tourism and hospitality industry and subsequent new policies and plans needed to better understand the nuances and issues in the travel, tourism and hospitality industry. The second edition features: Updates to reflect recent developments and issues ranging from global economic and cultural issues to concerns for increased national and local leadership in tourism policy and strategic planning Three new chapters: Barriers and Obstacles to International Travel , The...



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