


# Tourism Policy and Planning: Yesterday, Today, and Tomorrow

*By David L. Edgell Sr, Jason Swanson*

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**Tourism Policy and Planning: Yesterday, Today, and Tomorrow** By David L. Edgell Sr, Jason Swanson

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 International Tourism Policy Process”, and “Transformative Leadership, Poverty Alleviation and Tourism Policies”
- New case studies throughout the book to illustrate practical applications of policy and planning at the international, regional, national and local levels to provide a solid foundation for a better understanding of new travel and tourism concepts and issues
- Examination of the past, present, and future of tourism policy development and strategic planning to equip professionals, academicians, and students to better understand the global tourism marketplace.

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Review

**"The book emphasizes establishing policies and management plans to identify and reduce negative impacts created by tourism facilities and services. It also looks at how to create public-private sector partnerships and collaborative activities with broad stakeholder support to optimize the positive contributions of the tourism-related economy." -** *Don Hawkins, Eisenhower Professor of Tourism Policy, School of Business, George Washington University*

**"Using a wide array of in-depth case studies, this comprehensive and expanded edition is the definitive volume for students and tourism professionals seeking to expand their knowledge and understanding about the world's largest industry---tourism. Those officials making and affecting tourism policy would be well advised and wise to familiarize themselves with Edgell's and Swanson's unique insights into the arena of expanding international tourism and the issues that confront it." -** *Fredrick M. Bush, former US Ambassador and Assistant Secretary of Commerce for Tourism*

About the Author

David L. Edgell, Sr. at East Carolina University is Professor of Trade, Tourism and Economic Development in the School of Hospitality Leadership and is a Research Scholar in the Center for Sustainable Tourism, and, in addition, a Charter Member of the International Academy for the Study of Tourism.

Jason R. Swanson is Assistant Professor of Hospitality and Tourism Management at the University of Kentucky and an Adjunct professor of Strategic Tourism Planning at Assumption University in Bangkok, Thailand.

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