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FOURTH EDITION



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Clare A. Gunn

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Li Yang, Geoffrey Wall

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Tourism Planning Clare A. Gunn, 1979 **Handbook on Tourism Tourism Planning** Clare A. Gunn,1933 Planning Philip F. Xie, 2023-12-11 Timely and accessible this Handbook offers a thorough account of the growth development and changes in the field of tourism planning over recent decades With contributions from an interdisciplinary and international range of top scholars it examines critical issues and challenges facing contemporary tourism planning Covering research at local national and global levels chapters unpack and frame planning strategies in various destinations expanding the definition of tourism planning to encompass a range of successful case studies **Planning for Ethnic Tourism** Li Yang, Geoffrey Wall, 2016-04-22 Ethnic tourism has emerged as a means that is employed by many countries to facilitate economic and cultural development and to assist in the preservation of ethnic heritage However while ethnic tourism has the potential to bring economic and social benefits it can also significantly impact traditional cultures ways of life and the sense of identity of ethnic groups There is growing concern in many places about how to balance the use of ethnicity as a tourist attraction with the protection of minority cultures and the promotion of ethnic pride Despite the fact that a substantial literature is devoted to the impacts of ethnic tourism little research has been done on how to plan ethnic tourism attractions or to manage community impacts of tourism This book addresses the need for more research on planning for ethnic tourism by exploring the status and enhancement of planning strategies for ethnic tourism development The book develops the case of a well known ethnic tourist destination in China Xishuangbanna Yunnan It analyzes how ethnic tourism has been planned and developed at the study site and examines associated socio cultural and planning issues The authors evaluate the perspectives of four key stakeholder groups the government tourism entrepreneurs ethnic minorities and tourists on ethnic tourism through on site observation interviews with government officials planners and tourism entrepreneurs surveys of tourists and ethnic minority people and evaluation of government policies plans and statistics This book is unique in its emphasis on planning and in its focus on China rapidly emerging as a major player in tourism with applications for tourism around the world Planning for Tourism Nigel D Morpeth, Hongliang Yan, 2015-05-01 This text provides an innovative approach to the pedagogy of contemporary planning processes within different cultural contexts globally It adopts an innovative multi disciplinary social science approach and through the inclusion of international case studies considers the extent to which intelligent design has enabled the needs of disabled residents and visitors to have universal access to social spaces and facilities In incorporating the consideration into the fabric of the book it will encourage the mainstreaming of universal design and accessible tourism as keystones of planning processes within the C21st

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