



Tourism Impacts, Planning and Management

By Peter Mason

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Tourism Impacts, Planning and Management is a unique text, which links these three crucial areas of tourism - impacts, planning and management.

Tourism impacts are multi-faceted and therefore are difficult to plan for and manage. Tourism Impacts, Planning and Management looks at all the key players involved – be they tourists, host communities or industry members – and considers a number of approaches and techniques for managing tourism successfully.

Now in a second edition, this bestselling text has been fully revised with updated statistics and case studies, including the Bali bombings, Stonehenge and tour guiding, plus all-new material on the planning process in developed countries, community action planning in Canada, the role of zoos, pro-poor tourism in Southern Africa, government planning in Dubai, lodge development in Thailand and the use of IT in planning in Sri Lanka.

Tourism Impacts, Planning and Management is invaluable for tourism undergraduates and is suitable as introductory material for postgraduate tourism management courses, as well as being a useful tool for those studying related courses.

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Tourism Impacts, Planning and Management By Peter Mason Bibliography

- Sales Rank: #1277642 in Books
- Brand: Brand: Routledge
- Published on: 2008-05-08
- Released on: 2008-03-31
- Original language: English
- Number of items: 1
- Dimensions: 9.69" h x .73" w x 7.44" l, 1.35 pounds
- Binding: Paperback
- 320 pages

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Editorial Review

Review

On the first edition:

"...an extremely welcome text... balancing confidence in its topic with accessibility and clarity."

Bryn Parry, Senior Lecturer, Southampton Business School, UK

"Mason's book is a digest of the theory and practice of management and planning of tourism impact. Succinctly and clearly written it provides an excellent introduction to the subject.

The book contains many well thought out case studies from many different countries and on a wide variety of topics. Many of them are based directly on the work of the author and his research associates. This first hand approach adds credibility to much of what is discussed in the book."

Keith Dewar, University of New Brunswick, Saint John, Canada

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