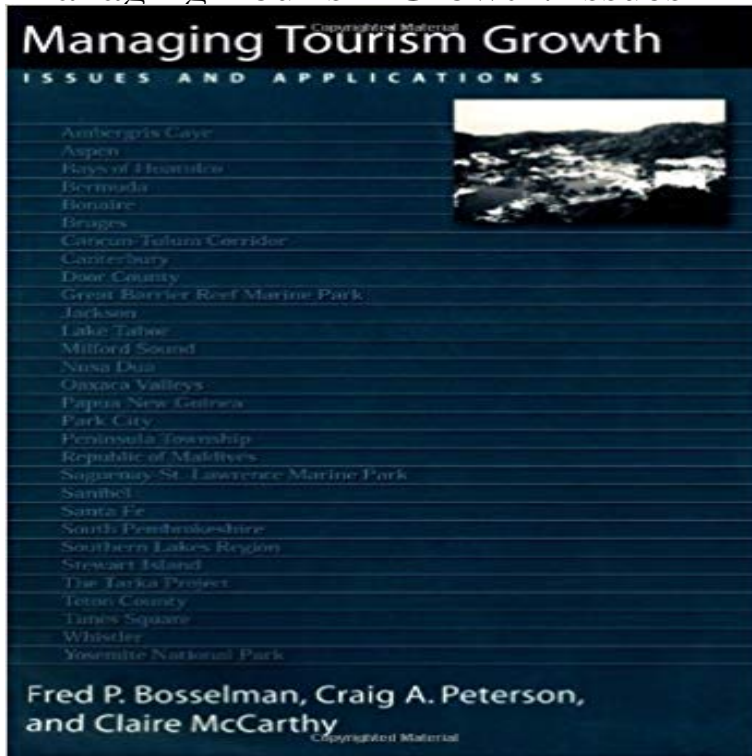


Managing Tourism Growth: Issues And Applications



Tourism is by many measures the worlds largest and fastest growing industry, and it provides myriad benefits to hosts and visitors alike. Yet if poorly managed, tourism can have serious negative impacts on tourist communities-their environment, physical appearance, economy, health, safety, and even their social values. Managing Tourism Growth analyzes and evaluates methods by which communities can carefully control tourism in order to maximize the positive aspects while minimizing the detrimental effects. The authors offer vivid examples of the ways in which uncontrolled tourism can adversely affect a community, and explain how to create an effective strategy that can protect tourism resources for current and future generations. Specific chapters provide detailed descriptions and evaluations of various approaches that communities around the world have successfully used. The authors examine alternative legal and regulatory measures, management techniques, and incentives that target tourism growth at all levels, from the quality of development, to its amount and rate of growth, to the locations in which it takes place. Approaches examined include: quality differentiation, performance standards, and trade-off strategies; preservation rules, growth limitations, and incremental growth strategies; expansion, dispersal, and concentration strategies, and identification of new tourism resources. The final chapter presents a concise and useful checklist of the elements of successful strategies that can help guide destination communities in the planning process. An outstanding feature of the book is the numerous and varied case studies it offers, including Santa Fe, New Mexico; Milford Sound, New Zealand; Nusa Dua, Bali; Great Barrier Reef, Australia; Sanibel, Florida; Canterbury, England; Republic of Maldives; Bruges, Belgium; Times Square,

New York; Papua New Guinea; Park City, Utah; Whistler, British Columbia; and many others. The depth and accessibility of information provided, along with the wealth of global case studies, make the book must-reading for planning professionals, government officials, tourism industry executives, consultants, and faculty and students of geography, planning, or tourism.

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