



TOURISM PLANNING

Forces of Change, Processes, and Relationships

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Tourism is one of the biggest industries if not the biggest in the world today. In recent years the industry has become even more global in nature, functioning as a crucial economic engine of growth in many emerging economies. *Tourism Planning: Forces of Change, Processes, and Relationship* offers a relatively comprehensive look into fundamental features in tourism planning. The book illustrates how tourism planning connects with various aspects of the environment, including society, nature, economy and politics. The book is written with students of tourism in mind, enlighten them with aspects of planning which they may not be familiar with. It serves as a guide to theory and practices in tourism planning.

An introductory chapter with concepts and traditions in tourism development sets the foundation for the book. The book then goes on to examine components of tourism development. The institutionalisation of tourism in Malaysia gives an understanding on how tourism is positioned in the country. The authors onward describe the stages and processes in tourism planning. Subsequent chapters then address issues in tourism planning, including policies, features of sustainability, and impacts of tourism to the environment, economy and socio-culture. Several management assessment tools are given focus later on. Finally, challenging issues like carbon footprint, extreme climate, health pandemic and digitalization are extricated as the backdrop to envision tourism in future decades.

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