

S. B. Agarwal



4831/24, Ansari Road Darya Ganj NewDelhi-110 002 **Phone: 3260807**

Fax: 3274173 E-mail: essess@del3.vsnl.net.in

Contents

Contents	
Preface	
1. Introduction	1-21
2. Strategic Planning	22-64
Situation Analysis	
Objectives and Goals	
Strategy Form illation	
Marketing, Positioning and Mix	
Implementation and Monitoring	
Integration of Strategic Planning	
Strategic Options	
Exploration and Involvement	
Development	
Consolidation and Stagnation	
Decline	
Tourism Development Policy	
Tourism Programmes	
Community Participation	
Tourism in tlie Economy	
The Tourism Market	
Institutional Setting	
3. Sustainable Tourism Systems	65-95
Images Formulation for Sustainable	
Tourism System	
Over Induced I	
Over Induced II	
Covert Induced I	
Covert Induced II	
Autonomous	
Unsolicited Organic	
Solicited Organic	
Organic	
Destination Image'Characteristics	
Agenda for Sustainable Tourism System	06 144
4. Sustainable Tourism in Small Islands	96-144
Environmental Auditing	
Acquisitional Audit	
Associale Audit	
Compliance Audit	
Corporate Audit	

Diverstiture Liability Audit	
Health and Safety Audit	
Issues Audit	
Product Audit	
Site Audit	
State of the Environment Audit	
Implications of Climate Change	
5. Tourism for Sustainable Economic Development	145-176
Development Theories	
Modernization	
Dependency	
Neoclassical Counter-revolution	
Alternative Development	
Gender Perspectives	
Planning and Development Perspectives	
Sustainable Development	
Economic Development	
Agenda 21,	
Policy Considerations	
6. Requirements of Sustainable Tourism	
Development	177-194
Quality Management	
Customer Care	
7. Mass Tourism: Economic Possibilities	195-223
Mass Tourism and Inflation	
Incidental Costs of Tourism	
Sustainable Alternatives to Mass Tourism	
8. Implications of Sustainable Tourism	224-229
Economic Implications	
Social Implications	
Environmental Implications	
Appendix	230-317
Index	