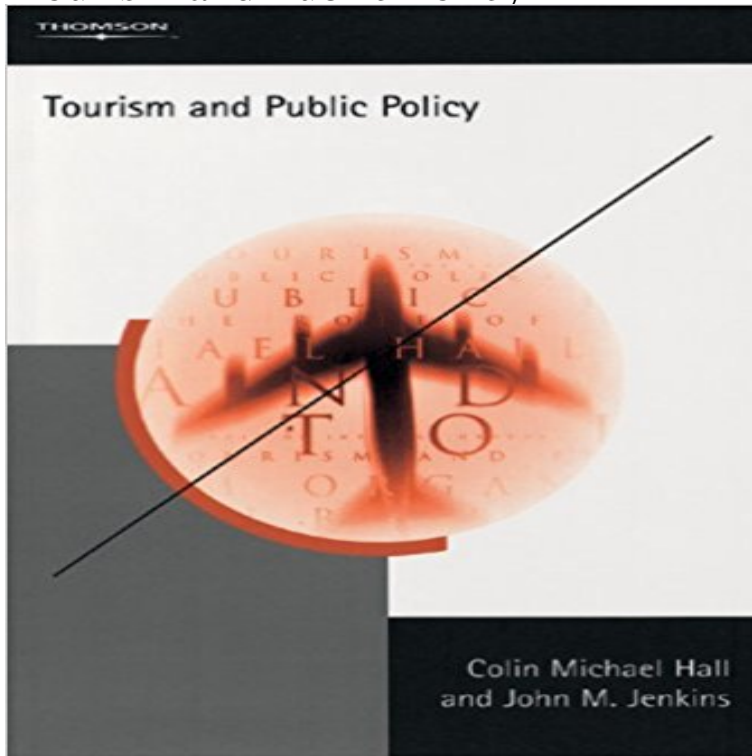


Tourism and Public Policy



Using international case studies this introductory study looks at the key factors which influence government tourism policy-making, including: the effect of tourism organizations on policy; value in the tourism policy-making process; the role of interest groups; aspects of power in policy making; and evaluating tourism policy. A framework for the study of tourism policy is developed, and chapter summaries, international case studies, a guide to further reading and questions for discussion are provided.

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