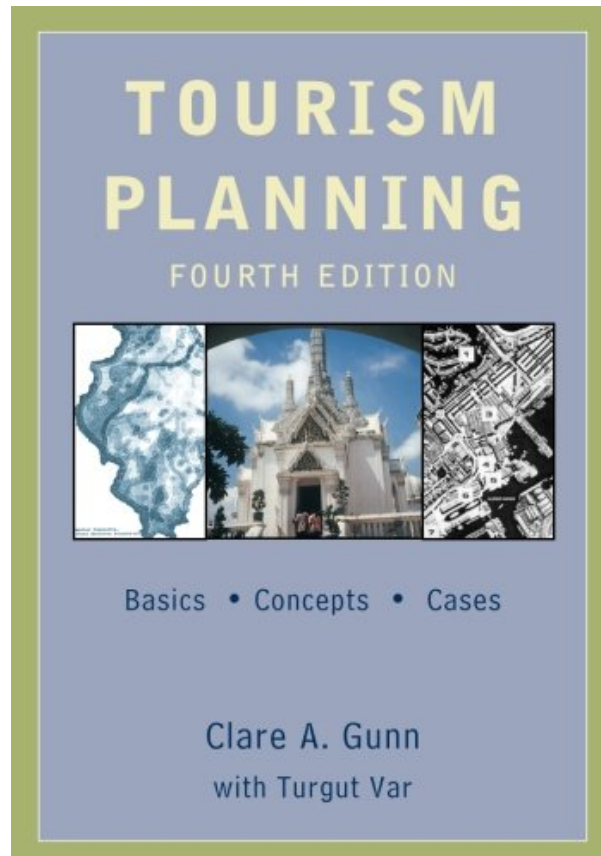


TOURISM PLANNING: BASICS, CONCEPTS, CASES BY TURGUT VAR, CLARE GUNN



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Review

'This is an excellent book that would prove useful to a range of audiences: students, planners, and policy-makers. It should be a required addition to any tourism library.' - *Current Issues in Tourism*

About the Author

Clare A. Gunn is Professor Emeritus in the Department of Recreation, Park, and Tourism Sciences, Texas A&M University. He is also the author of *Vacationscape: Designing Tourist Regions* (Taylor and Francis).

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As one of the fastest growing sectors of the economy since the 1950s, tourism has proved to be a complicated phenomenon, unlike any other economic producer. Over the last few decades, tourism has exerted increasing pressure on the land and negative social, environmental and economic impacts have surfaced as major issues. Positive guidelines for better planning are in demand by developers and designers who need new understandings of the breadth of tourism's complexity for their own success. Long considered the seminal work on tourism development, *Tourism Planning* provides a comprehensive, integrated overview of all aspects of tourism and the planning functions that accompany it, emphasizing concepts and principles for better planning.

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