

Fundamentals of Tourism Product Development Planning

There are three fundamental issues to which all destination authorities need to give the most careful and detailed consideration, namely:

1. Structures - establishing appropriate institutional arrangements for tourism,
2. Inter-agency coordination - tackling the challenge of coordination both between central government departments and down the line to the regional and local administrations, and
3. Planning system - establishing a planning system and a full planning process that gives adequate guidance but encourages originality and stimulates investment. Tourism is unlike any other economic sector in that it involves the state, private sector and community where it takes place.

