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Author

Carriveau, Kenneth

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Review: Managing Tourism Growth: Issues and Applications

By Fred P. Bosselman, Craig A. Peterson and Claire McCarthy

Reviewed by [Kenneth Carriveau](#)
Baylor University, USA

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Bosselman, Fred P., Craig A. Peterson, & Claire McCarthy. *Managing Tourism Growth: Issues and Applications*. Washington, DC: Island Press, 1999. 304 pp. ISBN 1-55963-605-X (softcover). US\$40.00 Recycled, acid-free paper

Managing Tourism Growth is a valuable resource for those concerned with the tourism industry. Bosselman and friends use their many years of experience and legal expertise in land use and development issues to give a general guide for developing successful and sustainable tourism programs within an economic market. Readers should note well that this is not a 'how-to' text with clear, step-by-step instructions, but rather an analytical discussion of the methods, components, and techniques that characterize effective tourism management strategies.

The first three chapters are the backbone of the volume and comprise the 'issues' component of the text. Bosselman begins with a general snapshot of the types of risks and benefits often encountered while developing tourism programs. The brief discussion looks at the impact tourism has on the economic, social, and cultural status of the travel destination. Excerpts from six case studies presented later in the text are used to highlight examples of poor tourism planning and management.

The second chapter is the most substantial of the 'issues' chapters and focuses on tourism growth planning. The authors discuss four management objectives and six developmental conditions, all derived from common-pool resources management research done in the last twenty years, research the authors deem essential to the creation of an effective and successful strategic plan. Readers will not be surprised that most of the discussion centers around the 'fair use', 'sustainability', and 'adaptability' themes found in most development texts published over the last few years. Surprisingly, though, Bosselman and his colleagues insist that the local community, the tourist, and the state/national government all share in the responsibility and accountability, although not necessarily in equal measure, for the development, management, and continued success of any tourism development program. Balanced effort and equitable involvement are the key ingredients to Bosselman's scheme to planning.

In chapter three, the authors take the process to the next logical step and discuss the factors and conditions that must be considered once the

development plan has been created and put into effect. Quality-, quantity-, and location-based growth management strategies are examined, along with the role of the market, local norms, and the law in the evaluation of these strategies, plus the hierarchical scales often encountered in the implementation of these strategies. The reader is reminded that local geographic, cultural, and societal characteristics play significant roles in determining which strategy should be employed for a specific region--but the management techniques discussed earlier should provide good, general guidelines for selecting and implementing a strategy or combination of strategies.

The next three chapters comprise the 'applications' half of the text and are used to discuss the different management strategy options in greater detail as well as various implementation techniques available for each. Numerous case studies from around the world are included to highlight concepts and points brought up in the discussion. Readers will find some of the legal comments and considerations brought up during the case study analyses to be thought provoking and should facilitate discussion during their own planning processes.

The text concludes with a summary chapter that provides numbered lists of the key concepts borne out in the text, extensive endnotes, and an excellent index. One troubling feature of the volume is the burial of the additional readings suggestions in the lengthy notes. An additional section of recommended readings for each chapter would be more useful than scattered references in the bibliographic information.

Highly recommended reading for anyone interested in developing their community's tourism market and should be required reading for politicians, government officials, community leaders, and others directly involved in economic development planning. Appropriate for college libraries with urban planning, environmental economics, or economic development programs. Essential addition to special libraries serving urban planning, economic development, land management, resource management, tourism, and commerce oriented clientele.

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Kenneth L. Carriveau, Jr. <Kenneth_Carriveau@baylor.edu>, Assistant Professor and Science/Engineering Reference Librarian, PO Box 97146, Baylor University, Waco, TX 76798-7146, USA. TEL: 1-254-710-4607. FAX: 1-254-710-3116.

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