

1**Beyond prescription [Texto impreso] : community engagement in the planning and management of national parks as tourist destinations / Denise Hewlett and Jonathon Edwards**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 59-63

Abstract: Worldwide, the planning and management of national parks as tourist destinations requires strategies for the area-wide design of projects and frequently results in tri-sector partnerships. In most cases these are led by the public sector together with representatives of tourism small and medium-sized enterprises (TSMES) and local residents. However, this practice of collaboration, although widely endorsed, is complex. Partnerships and consultations require the adherence of institutions to principles of governance together with a civic community, building on its inherent social capital. However, in reality the community's participation is commonly reported to be the engagement of a few, and can never be assumed, questioning at the least, the legitimisation of decisions made in the name of a community. In increasingly democratised contexts this result is disquieting and raises critical questions as to why some community members do and others do not choose to engage in local decision-making practices. The tourism literature has reported extensively on community participation, and in the protected area context has generated many sets of best practice guidelines and toolkits. However, the subject of governance in protected areas and particularly in the planning and management of destinations is relatively new (Spyriadis et al., 2012), social capital is rarely cited, and extensive research on categorically identifying reasons for both engagement and disengagement is scarce. Further, in the protected area and specifically UK contexts, there is minimal research into civic engagement in tourism and protected areas. This paper contributes to addressing this deficiency. Key findings from research conducted in a UK national park are presented, identifying reasons for both community engagement and disengagement in decision-making processes relating to the development of the area into a tourist destination.

Tourism planning and development. -- 2013, v. 10, n. 1, february, p. 45-63

2**Brazil's image abroad [Texto impreso] : how can the public and private sector partnership improve marketing strategies? / Fabiana Gondim Mariutti, Janaina de Moura Engracia Giraldi and André Lucirton Costa**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 119 : 21 refs.

Abstract: Brazil needs both theoretical and empirical studies to help strengthen its image through complementary business strategies by the public and private sectors. The aim of this study is to analyse the relationship between the image of Brazil and its culture and to suggest marketing communication strategies for appropriate promotional efforts abroad. This is a conceptual paper based on the analysis of relevant literature and available data on the tourism market. The suggestions are made based on five categories of Brazil's image: paradise Brazil, the fragile sex of Brazil, the Brazil of the Brazilian, the country of carnival, and exotic and mystical place. Using the combined work of the public and private sectors along with a communication plan for tourist destinations, negative associations can be re-assessed and improved. By reflecting on and analysing the past, future academic studies can focus on ways to improve tourism, while tourism companies and public policies that will attract international tourism to Brazil can be developed.

Tourism Planning and development. -- 2013, v. 10, n. 1, february, p. 110-119

3**Collaboration and partnership in tourism [Texto impreso] : the experience of Botswana / Jaloni Pansiri**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References:p. 81-84

Abstract: This study explores the use of management activities (tourism planning and marketing) in explaining collaboration and partnership in a tourism destination. Analysis of findings was based on seven management activities, evaluation of partnerships with tourism-related organizations, and 23 statements measuring the extent of interaction and collaboration between destination players. Data was collected from three tourism areas in Botswana. Factor analysis, reliability analysis and a series of independent t-tests were used to analyse the data. Study results indicate that tourism marketing has more influence than tourism planning in explaining and evaluating tourism collaboration and partnerships. The study found statistically significant differences between organizations which have tourism marketing activities and those which do not. Destination management organizations need to encourage tourism organizations to design and implement tourism marketing plans with a view to enhancing collaboration and partnerships in a destination.

Tourism planning and development. -- 2013, v. 10, n. 1, february, p. 64-84

4**From national to regional tourism development focus in Kenia [Texto impreso] : examining the challenges and oportunities / Rayviscic Mutinda Ndivo, Judith Waudo, Fuchaka Waswa**

Este artículo se encuentra disponible en su edición electrónica. Los datos para su acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 108-109

Abstract: Despite Kenya's unique combination of tourist attractions spread throughout the country, the tourism activity in the country has always been almost exclusively centred on two geographical regions: the coastal beaches and a handful of game reserves and national parks. The goal of this study was thus to examine the reasons for the country's skewed tourism development and explore strategies of addressing the skew. The study was primarily based on documentary review of existing empirical and official government reports and other related documents. The study revealed key factors as being responsible for the lopsided development of Kenya's tourism. First and foremost, the country's tourism development policy proved to be a leading obstacle to the development of the country's tourist attractions and regions. Further, the centralised focus of Kenya's tourism planning, governance and marketing was also noted as being responsible for the skewed tourism development in the country. In addition, there was an evident lack of consensus on the demarcation of the different tourist regions in the country by the key tourism development agencies and stakeholders. It was also noted that Kenya lacks a tourism master plan, a roadmap to guide the development of the industry. Other factors included lack of awareness of the different attractions in the country and the passive role of tourism marketers in packaging and promoting the different tourist attractions in the country, only concentrating on the traditionally popular ones. The study thus recommends the adoption of a regional tourism development focus in Kenya that would facilitate the development and positioning of the different tourist attractions and regions as destinations on their own right. Unlike the centralised approach, this model would recognise the varied needs, level of maturity and vision of each region and be supported within the context of the existing national and county framework.

Tourism planning and development. -- 2013, v. 10, n. 1, february, p. 99-109

5**The application of environmental governance networks in small destinations : evidence from Indonesia and the Coral Triangle [Texto impreso]/ Charlie Charlie, Brian King and Michael Pearlman**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 29-31

Abstract: The natural environment plays a major role in determining destination attractiveness in many small island destinations. This is particularly the case in settings which are characterised by limited natural resources and environmental carrying capacity. Some small island destinations in developing countries have adopted environmental governance networks as a means of advancing environmental protection. However, little is known about how such networks operate. Drawing upon two Indonesian examples within the area known as the "Coral Triangle", this paper explains how environmental governance networks operate in the context of marine-based tourism in small island settings within developing countries. The analysis is approached in three stages: firstly, by reviewing the literature relevant to environmental governance networks, and by proposing an applicable analytical framework. Secondly, two collaborative governance network case studies are examined. Thirdly, a revised conceptual framework is proposed to explain the operations, characteristics and effectiveness of environmental governance networks in the two case study settings. The frameworks from this paper can serve as a basis for further research into the operation of other environmental governance networks.

Tourism planning and development. -- 2013, v. 10, n. 1, february, p. 17-31

6**The complexities of tourism and regeneration [Texto impreso]: the case of the 2012 olimpic games / Nancy Stevenson**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 14-16 : 78 refs.

Abstract: Regeneration proposals typically seek to use a range of physical, economic and social initiatives to tackle inequality and improve areas. Often they attempt to change the image of places, making them more attractive to tourists, investors, and residents. The role of tourism in these regeneration processes is complex and contested. Tourism elements are often not well understood by decision-makers and sometimes create tensions with wider social regeneration aspirations. Using concepts from complexity theory, this paper interrogates the relationship between tourism and wider regeneration aspirations connected with the 2012 Olympic Games. It uses complexity theory to explore the context within which policies are developed, and the relationships between different policy initiatives. Both are highly complex, constantly evolving and sometimes ambiguous. It argues complexity concepts might be used to help to develop deeper understanding of the relationships between tourism and regeneration.

Tourism planning and development. -- 2013, v. 10, n. 1, february, p. 1-16

7**Tourist responses to extreme environmental events [Texto impreso] : the case of Baltic Sea algal blooms / Jan Henrik Nilsson and Stefan Gössling**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 42-44

Abstract: The natural environment is an important element in destination choice. Regional environmental change and extreme environmental events including outbreaks of species perceived as disturbing to tourists or diminishing perceived environmental quality should consequently affect tourism. However, few studies appear to have investigated these interrelationships in particular with a view to climate change, which in the future is likely to fundamentally affect landscapes, ecosystems and individual species. Coastal landscapes and marine environments are of particular importance in this context, as nature-based tourism and sun, sand and sea tourism constitute two of the most important sub-sectors of global tourism. Focusing on algal blooms occurring in the Baltic Sea in the period 2002–2006, this article investigates tourist reactions to these events in southern Sweden. Results from an online survey with 3,217 respondents indicate that perceptions of algal blooms vary widely, ranging from disinterest to annoyance and avoidance. Results also indicate that a significant share of respondents have shortened or cancelled their holidays in the regions affected because of algal blooms. Insights derived from responses are also discussed in the context of media reports on algal blooms.

Tourism planning and development. -- 2013, v. 13, n. 1, february, p. 32-44

8**Urban hotel development patterns in the Kumasi Metropolis, Ghana [Texto impreso] / Issahaku Adam**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 97-98

Abstract: Knowledge of urban hotel development patterns is key to proper planning and management of urban destinations. However, there is a paucity of empirical studies on the development patterns of hotels within the African context. The purpose of this study was to analyse the hotel development patterns in the Kumasi Metropolis of Ghana. The study revealed that three main periods which coincide with the history of tourism development, characterised hotel development in the Metropolis. Again, it was revealed that higher rated hotels (one to four stars) were located in the core of the Metropolis whilst budget hotels dominated in the periphery. It was therefore concluded that hotel development is closely related to tourism development in the Metropolis.

Tourism planning and development. -- 2013, v. 10, n. 1, february, p. 85-98