



Written by leading international tourism researchers, this book examines the key trends in European tourism planning and organisation. It introduces a theoretical framework to tourism planning and organisation using a procedural and structural approach. Despite having a European focus, it is globally relevant as many lessons from Europe can be applied to international tourism development. The book identifies and discusses six key themes in the context of European tourism planning and organisation: territory, actors and structures, economics, policy, methods and techniques and vision. It also identifies leading and emerging practices and offers a new vision for European tourism planning.