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Marketing Nature-Oriented Tourism for Rural Development and Wildlands Management in Developing Countries: *A Bibliography*

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Marketing Nature-Oriented Tourism for Rural Development and Wildlands Management in Developing Countries: a Bibliography[1]

Introduction

There are numerous bibliographies covering the literature on tourism marketing and some on various aspects of wildlands management in developing countries, but this is among the first to specifically link these two important areas. It includes a variety of descriptive case studies, project summaries, marketing manuals, research reports, methodological reviews, and information sources related to nature-oriented tourism, tourism impacts, and wildlands management in developing countries. The bibliography will be useful for researchers and practitioners focusing on the relatively small but fast-growing market for wildlands tourism in developing countries.

It is important to clarify what is meant by "nature-oriented tourism" (alternatively referred to as "ecotourism," "tourism based on natural history," "ecological tourism," and "nature-related tourism"). The concept of nature-oriented tourism is used to describe activities ranging from scientific natural history studies to wilderness adventure trips. Near one end of the spectrum are dedicated botanists, biologists, ornithologists, geologists, and other professional specialists. At the other end of the scale are adventurers and thrill seekers: mountaineers, trekkers, whitewater rafters, hunting and fishing enthusiasts, spelunkers, and wilderness campers. Many nature-oriented tourists fall between the extremes; they enjoy combining light natural history education with soft adventure. Thus, activities that are mentally and physically less demanding (e.g., casual birdwatching, motorized wildlife safaris, nature photography, visits to national parks, short nature hikes) attract a large number of participants.

A fairly broad definition of nature-oriented tourism was used when selecting materials for the bibliography, but this is far from an exhaustive listing of all literature on wildlands tourism in developing countries. Many important works published in various developing countries have undoubtedly escaped our attention. Other materials sometimes could not be located for review even when their existence was known.

The bibliography is primarily limited to materials published within the last 10 years, although a few interesting and key publications dated before 1976 are included.

Generally, only those publications that closely adhere to the specific theme of the bibliography are included. A few materials covering general tourism marketing principles and practices are included, however, to provide reference for users. Also, some publications identifying a wide range of additional information sources are included for people seeking literature on topics not fully covered by this bibliography.

Citations are organized in five broad categories: Information Sources, Tourism Impacts, Planning and Development, Wildlands Management, and Marketing and Promotion. Many publications could logically have been placed in two or more of the categories, but citations are listed only once under the category of primary focus.

Acknowledgment

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Information Sources

This category includes statistical reports, general tourism reports, related bibliographies, organizational directories, and articles identifying additional sources of travel and tourism information.

IS-1. Alpine, Andy; Hansen, Steen. 1984. The adventure vacation catalog. New York: Simon and Schuster. 382 pp.

This book, published by the editors of the Specialty Travel Index, summarizes special tours and trips to many parts of the world. Numerous nature-oriented activities are described. Information on government and state tour offices, clubs and associations, and tour operators is also provided.

IS-2. de Burlo, Charles. 1980. The geography of tourism in developing countries. Public Administration Series: Bibliography P-546. Monticello, IL: Vance Bibliographies. 27 pp.

An annotated bibliography describing literature that focuses on the sociocultural impacts of tourism in developing countries.

IS-3. Dilsaver, Lary M. 1977. The effects of international tourism: a bibliography. Washington, DC: Council of Planning Libraries Exchange Bibliography 1410. 31 pp.

Lists publications that analyze the social, cultural, and economic impacts of international tourism.

IS-4. Forman, Stephen. 1982. Travel and tourism research: a guide to information sources in the Washington, D.C., area. Boulder, CO: University of Colorado. 107 pp.

Public and private organizations that provide tourism information are identified. Libraries, publications, data bases, and embassies in the Washington area are featured.

IS-5. Gay, Jeanne. 1981. Travel and tourism bibliography and resource handbook. Santa Cruz, CA: The Travel and Tourism Press. 3 vol.

Lists books, reports, articles, and organizations associated with tourism and travel by country and region, subject and activity, and industry structure (e.g., tour operators, travel agents, airlines, restaurants, hotels, etc.). The final sections index resources, periodicals, publishers (with addresses), titles, and authors.

IS-6. Goeldner, C.R.; Dicke, Karen. 1980. Bibliography of tourism and travel research studies, reports, and articles. Boulder, CO: University of Colorado. 9 vol.

This comprehensive bibliography annotates a variety of publications, mostly published after 1970. Volume titles include: "Information Sources," "Economics," "International Tourism," "Lodging," "Recreation," "Transportation," "Advertising-Planning," and "Statistics-Visitors."

IS-7. Goeldner, Charles R. 1979. Data sources for travel and tourism research. pp. 277-290. In: Hawkins, Donald E.; Shafer,

Elwood L.; Rovelstad, James M., eds. Tourism marketing and management issues. Washington, DC: George Washington University.

Indentifies sources of information available on tourism, travel, and recreation. Lists indexing services, bibliographies, travel and tourism periodicals, trade and professional associations, government (domestic and foreign) sources of data, yearbooks, handbooks, and other materials.

IS-8. Hyma, B.; Ojo, A.; Wall, G. 1980. Tourism in tropical Africa: a review of literature in English and research agenda. Annals of Tourism Research 7(4):525-553.

Reviews tourism literature specific to tropical Africa. Research that addresses tourism extension, regulation, and management is examined.

IS-9. Jafari, Jafar. 1979. Tourism and the social sciences--a bibliography: 1970-1978. Annals of Tourism Research 6(2):149-194.

Lists a collection of tourism research with foundations in the social sciences. Work done in an interdisciplinary fashion is favored.

IS-10. Pacific Area Travel Association. Annual statistical report. San Francisco, CA: Published annually.

Annual summary of visitor-arrival statistics and related data for PATA member countries.

IS-11. Sobal, Jeff. 1981. Tourism research and the social sciences. Public Administration Series: Bibliography P-647. Monticello, IL: Vance Bibliographies. 42 pp.

Lists publications on a wide range of research topics related to tourism and the social sciences.

IS-12. UK, Economist Intelligencë Unit. International tourism quarterly. London: The Economist Publications Ltd. Published four times a year.

Each issue contains several "National Reports," detailing recent developments affecting tourism in the countries reviewed. Country reports are usually updated about every 5 years. Other "Special Reports" are occasionally included.

IS-13. Waters, Somerset. Travel industry world yearbook--the big picture. New York: Child & Waters, Inc. Published annually.

This yearbook examines the latest facts, statistics, and trends of the worldwide tourism industry. Political and economic developments are also analyzed with respect to their implications for the travel industry. Highlights of developments in all key tourism countries are provided.

IS-14. World Tourism Organization. World travel and tourism statistics. Madrid. Published annually.

Lists detailed statistics on tourist movements, transport, motivations, accommodations (capacity and occupancy), and tourist expenditures, by country.

Wildlands Management

To sustain nature-oriented tourism, the wildlands resource base must be adequately protected and maintained. This often means limiting the number of visitors to an established visitor carrying capacity and controlling the points of access to wildlands. Private operators may need to be restricted by permit or other regulations to guard against excessive or destructive impacts. Wildlife and vegetation must be protected from exploitation (e.g., poaching, slash-and-burn agriculture) that is incompatible with sustained use.

With increasing pressure on the land base, parks and other wildlands must show economic returns sufficient to justify their continued existence. Increasing attention is therefore being focused on fees charged for access and use of natural areas. The manner with which such revenues are redistributed to local residents also has important implications for wildlands management.

This section includes publications that deal with management of wildlands where tourism is a major activity. Many articles present case studies of successful management strategies; others describe situations where management needs to be improved. Several articles suggest ways to improve the management of wildlands. Publications of this type frequently overlap material annotated in the Planning and Development section.

WM-1. Almagor, Uri. 1985. A tourist's "vision quest" in an African game reserve. Annals of Tourism Research 12(1):31-47.

The interactions of guides with visitors to the Moremi Wildlife Reserve of Botswana are described. Conflicts are common because visitors are required, often against their desires, to have guides accompany each vehicle. Guides and visitors have differing ideas of what role the guides should play.

WM-2. Arnett, G. Ray. 1982. Cooperation between government and the private sector: a North American example. pp. 534-537. In: McNeely, Jeffrey A.; Miller, Kenton R., eds. Proceedings, world congress on national parks and protected areas; 1982 October 11-22; Bali, Indonesia. [Available from International Union for Conservation of Nature and Natural Resources, Morges, Switzerland]

Presents a case for private and public cooperation in the management of national parks systems. Reviews the history of private involvement in national parks, including such aspects as concessions, private philanthropy, distribution of interpretive literature, private citizen membership on advisory boards, volunteer programs, and landowner leases.

WM-3. Betancourt, Jorge A.; Hanson, Donald; Wild, Ken. 1979. Honduras' La Tigre: public benefits through conservation. Parks 4(2):9-11.

Discusses La Tigre National Park and the importance of its protection for the surrounding communities. The educational, recreational, economic, and environmental benefits resulting from the protection are emphasized.

WM-4. Bolton, Melvin. 1977. New parks and reserves in Nepal. Oryx 13(4):473-479.

Focuses on Nepal's national parks. Emphasizes the management and conservation efforts in the Royal Chitwan National Park. Attention is given to the unique faunas in the area and their interactions.

WM-5. Clarke, Colin G.; Hodgkiss, Alan G. 1974. Jamaica in maps. London: Hodder and Stroughton. 104 pp.

This geographical reference includes a section on the forests of Jamaica and the recreational benefits provided for the many foreign visitors and tourists.

WM-6. Cohen, Erik. 1982. Jungle guides in northern Thailand--the dynamics of a marginal role. Sociological Review 30(2): 234-266.

Uses the jungle guides of northern Thailand as the focus of discussion on the structure and dynamics of tourist guides in the framework of tourism development. Includes a dynamic model that analyzes the ecological and social factors shaping the role of a guide.

WM-7. Connally, Eugenia Horstman. 1983. Wildlife parks in Kenya. National Parks 27(5-6):28-32.

A brief discussion of Kenya's management and regulations for parks and game reserves is presented.

WM-8. Dupuy, A.R.; Verschuren, J. 1977. Wildlife and parks in Senegal. Oryx 14(1):36-46.

Describes the existing and newly created parks and wildlife reserves in the West African country of Senegal. Three basic objectives of the national parks in this country are scientific research, conservation, and controlled tourism.

WM-9. Filani, M.O. 1975. The role of national tourist associations in the preserving of the environment in Africa. Journal of Travel Research 13(4):7-12.

Addresses several areas of importance concerning the role of tourist associations in preserving the environment. Characteristics of the African environment, problems encountered in the struggle to preserve the environment, and existing preservation techniques are discussed.

WM-10. Glick, Dennis; Betancourt, Jorge. 1983. The Rio Platano Biosphere Reserve: unique resource, unique alternative. Ambio 12(3-4):168-173.

Reports on a proposal to include this Honduran biosphere on the list of World Heritage Sites. Management strategy needed to protect this resource is discussed.

WM-11. Grant, Gordon. 1983. Sagarmatha: jewel in the lotus. National Parks 27(5-6):24-27.

Describes the high mountainous peaks and enduring Sherpa populations of the Sagarmatha National Park of Nepal. Management efforts in face of intensive visitor use of the park are discussed.

WM-12. Harcourt, A.H. 1981. Why save the mountain gorilla? Wildlife 123(2):22-26.

The protection of the Parc National des Volcans in Rwanda

is important not only for the conservation of the mountain gorilla but also because the water supply is dependent on the park's forested watershed. This article points to the need for a balanced campaign of conservation education and tourism development, along with additional training and equipment for guards, to ensure the protection of the gorillas and the primary Rwandan watershed.

WM-13. Harcourt, A.H.; Curry-Lindahl, Kai. 1978. The FPS Mountain Gorilla Project--a report from Rwanda. Oryx 14(4):316-324.

Describes early progress and needs of a project helping Rwanda protect the mountain gorillas and the Parc des Volcans. Threats to the park are detailed and suggestions are made to provide better equipment to guards and guides, increase the number of guards, habituate more gorilla groups to tourists, increase publicity, and intensify research activities. The report concludes with an appeal to increase tourism to the area as a way of improving the local economy.

WM-14. Henry, Wesley R. 1979. Patterns of tourist use in Kenya's Amboseli National Park: implications for planning and management. pp. 43-57. In: Hawkins, Donald E.; Shafer, Elwood L.; Rovelstad, James M., eds. Tourism marketing and management issues. Washington, DC: George Washington University.

Research revealed tourist use of Amboseli to be highly concentrated in a small portion of the park because of visitors' wildlife viewing preferences. The findings have important implications for management in the coming years. The author urges greater monitoring of visitors and their impacts to better maintain the park's fragile resources.

WM-15. Jenkins, D.V. 1976. National parks in Sabah--for whom and for what? Malayan Nature Journal 29(4):225-232.

The responsibility of park managers to provide an educational and conservation ethic for visitors and tourists is emphasized. A summary of the national parks policy of Sabah, Malaysia, is provided as a basis for creating a better understanding of the parks' values and purposes.

WM-16. Kellert, Stephen R. 1984. Wildlife values and the private landowner. American Forests 90(11):27-28.

The management of wildlife on private lands is presented as a growth opportunity for humans as well as an incentive for preserving an important resource. Esthetics, recreation, ecology, science, and utility are some of the values discussed as motivations for the private landowner to manage wildlife.

WM-17. Lusigi, Walter J. 1981. New approach to wildlife conservation in Kenya. Ambio 10(2-3):87-92.

The basic planning and management philosophy behind Kenya's conservation efforts is reviewed. Serious conflicts between the needs of the local population and national park policies are described.

WM-18. Machlis, Gary E.; Tichnell, David L. 1985. The state of the world's parks. Boulder, CO: Westview Press. 131 pp.

Data collected from a survey of 135 national parks in more than 50 countries were used to assess the condition of the world's parks and the threats against them. Recommendations are made for resource management, policy, and research.

WM-19. Malayan Nature Society. 1976. On a national park for Pulau Pinang. Malayan Nature Journal 29(4):277-281.

The proposal for multiple use management of a national park in the Pulau Pinang state of Malaysia is discussed. The proposed uses include conservation, recreation, education, scientific research, and tourism.

WM-20. Manning, Robert E. 1979. Strategies for managing recreational use of national parks. Parks 4(1):13-15.

Presents a classification of management strategies. Emphasizes the value of management alternatives for confronting the environmental and social impacts of visitor use.

WM-21. McNeely, Jeff; Scriabine, Raisa. 1983. Parks for people. Ambio 12(1):51-53.

Comments on the World National Parks Congress held in Bali, Indonesia. Delegates to the Congress cited many examples of park protection and management contributing to human needs and welfare. Also included is a list of objectives from the Bali Declaration.

WM-22. Meganck, Richard A. 1978. Battle for a Colombian park. Oryx 14(4):352-358.

A fight over plans to develop a multimillion dollar tourist complex within the boundaries of a national park in Colombia is reviewed. Defeating the plans of developers may prove to be a victory for conservation efforts throughout Latin America. The article states that preservation of the park does not mean locking out tourists. Tourism activities (e.g., sightseeing, fishing, tours) are encouraged and are growing in frequency.

WM-23. Meganck, Richard A.; Goebel, Martin. 1979. Shifting cultivation: problems for parks in Latin America. Parks 4(2):4-8.

The impacts of "milpa," or slash-and-burn agriculture, in Latin America are discussed in relation to the preservation of national parks and the need for intensified management of natural resources.

WM-24. Miller, Kenton R. 1974. Development and training of personnel--the foundation of national park programs in the future. pp. 326-347. In: Elliot, Sir Hugh, ed. Proceedings, second world conference on national parks; 1972 September 18-27; Yellowstone and Grand Teton National Parks, USA. [Available from International Union for Conservation of Nature and Natural Resources, Morges, Switzerland]

Emphasizes the problems and issues of park management in developing countries. The management of these systems for scientific, educational, cultural, and recreational purposes is analyzed with

respect to the skills, functions, training, and development required by park personnel.

WM-25. Miller, Kenton R. 1978. Planning national parks for eco-development: methods and cases from Latin America. Ann Arbor, MI: University of Michigan. 889 pp. Dissertation.

The history of national park development in Latin America is described in detail. The role of parks in "eco-development" is well defined. Planning strategies center on the establishment and early management of national parks. Considerable attention is focused on developing the human and institutional capacity to manage national parks. The major problems facing national park management in Latin America are described, and parallels are drawn from African experience.

WM-26. Miller, Kenton R. 1982. Parks and protected areas: considerations for the future. Ambio 11(5):313-315.

Raises important questions about the management of protected areas and the future existence of these wild resources and ecosystems. The major points of interest include selection of natural areas, size and shape of protected areas appropriate to management, contributions to sustained development (e.g., tourism), and the organization of protected areas and management institutions. Ten key factors for successful management are presented.

WM-27. Mishra, Hemanta R. 1982. A delicate balance: tigers, rhinoceros, tourists and park management vs. the needs of the local people in Royal Chitwan National Park, Nepal. pp. 197-205. In: McNeely, Jeffrey A.; Miller, Kenton, eds. Proceedings, world congress on national parks and protected areas; 1982 October 11-22; Bali, Indonesia. [Available from the International Union for Conservation of Nature and Natural Resources. Morges, Switzerland]

Discusses the need for balancing the objectives of the local population and park management. A summary of the area's ecology and land use patterns is provided along with a discussion of the factors influencing the ecosystem. Problems associated with the human element surrounding the park are identified with respect to the wildlife population in the area. A discussion of the benefits derived from the park by the local people (e.g., tourism, soil and water conservation, and employment) is provided.

WM-28. Monfort, Alain; Monfort, Nicole. 1984. Akagera: Rwanda's largest national park. Parks 8(4):6-8.

Presents three basic arguments for preserving the Akagera region in Rwanda: (1) poor soils and unpredictable climates would not adequately support agriculture for human populations, (2) tourism is showing impressive increases and contributes greatly to the country's foreign exchange, and (3) conservation is necessary for the preservation of natural resources.

WM-29. Moore, Alan W. 1981. Tour guides as a factor in national park management. Parks 6(1):12-15.

The conflict between conservation and tourism is addressed

specifically with respect to the role of tour guides to inform and educate visitors and promote adherence to park regulations.

WM-30. Myers, Norman. 1972. National parks in savannah Africa: ecological requirements of parks must be balanced against socioeconomic constraints in their environments. Science 178(4067):1255-1263.

An overview of national parks and game reserves of East Africa, with special emphasis on balancing ecological objectives with socioeconomic constraints. Includes a brief comparison of North American and African parks, and discusses population pressures, the rationale for parks' existence, the role of man in savanna ecology, tourism and its drawbacks, game cropping, multiple land uses, and institutional systems for protected areas.

WM-31. Naqshband, G. 1980. Integration of tourism and environment. Eastern Economist 75(24): 1304-1307.

A call for integrating tourism development with conservation efforts in India. Problems, and guidelines for addressing them, are highlighted.

WM-32. Nchunga, Mushanana L. 1978. A study of the potential for the commercial use of wildlife in the North Eastern Tuli Block. Department of Wildlife, National Parks and Tourism. Republic of Botswana. 57 pp.

Describes this area in terms of its land area and resources. Study methods are described and commercial management alternatives presented for the wildlife population.

WM-33. Newby, John. 1982. The role of protected areas in saving the Sahel. pp. 130-135. In: McNeely, Jeffrey A.; Miller, Kenton, eds. Proceedings, world congress on national parks and protected areas; 1982 October 11-22; Bali, Indonesia. [Available from the International Union for Conservation of Nature and Natural Resources. Morges, Switzerland]

Discusses endangered flora and fauna in Niger and the Sahel region of Africa in the context of resource conservation and modern land use practices. The ecology of the area is summarized and endangered species are identified. Major constraints facing conservation efforts are discussed and suggestions are made for stimulating tourism and wildlife production for commercial uses.

WM-34. Novicki, Margaret A. 1983. Tourism with a socialist slant. Africa Report 28(1):49-53.

To restore cultural pride and correct past injustices toward the Zimbabwean people, the revival of controlled tourism seems essential for the development of the country. This objective is discussed with emphasis on the importance of flora and fauna to the tourist industry.

WM-35. Ojo, G.J. Afolabi. 1978. Nigerian national parks and related reserves. pp. 271-283. In: Nelson, J.G., Needham, R.D.; Mann, D.L., eds. International experience with national parks and related reserves. Publication Series 12. Ontario, Canada: Department of Geography. University of Waterloo.

Provides data on existing forms of public land within the park system of Nigeria, evaluates the economic significance of national parks and reserves to developing countries, and identifies specific management problems associated with such development. Historical data on Nigerian parks and reserves are also included.

WM-36. Olindo, Perez M. 1974. Park values, changes, and problems in developing countries. pp. 52-60. In: Elliot, Sir Hugh, ed. Proceedings, second world conference on national parks; 1972 September 18-27; Yellowstone and Grand Teton National Parks, USA. [Available from International Union for Conservation of Nature and Natural Resources, Morges, Switzerland]

Presents a discussion of the changing values associated with parks and related problems in developing countries. Highlights countries such as Kenya, which have vast wildlife reserves and significant potential for nature-oriented tourism. Park planning and management to meet these challenges are also discussed.

WM-37. Olwig, Karen Fog. 1980. National parks, tourism and local development: a West Indian case. Human Organization 39(1):22-31.

Provides a historical account of national park development in the United States, with emphasis on tourism and local economic development in the Virgin Islands.

WM-38. Prosser, Laurence. 1977. A model for planning and managing national parks. Center of Leisure Studies. Eugene, OR: University of Oregon. 456 pp.

A national park model for the future is presented with guidelines on ideals, concepts, and principles of park management. International guidelines for national park philosophy, planning, and management are proposed.

WM-39. Salazar, Arturo Ponce. 1982. Ecuadorian strategy for the conservation of wildlands and wildlife. pp. 581-582. In: McNeely, Jeffrey A.; Miller, Kenton R., eds. Proceedings, world congress on national parks and protected areas; 1982 October 11-22; Bali, Indonesia. [Available from International Union for Conservation of Nature and Natural Resources, Morges, Switzerland]

The 1976 strategy for conservation of natural areas established by the government of Ecuador is summarized. The plan consists of three major objectives affecting the short-, medium-, and long-term future of the country's natural areas.

WM-40. Sayer, Jeffrey A. 1980. Afghanistan's efforts to manage wildlife and environment. Parks 4(4):6-7.

A brief comment on the management and conservation plans for Afghanistan's five wildlife sanctuaries.

WM-41. Schloeth, Robert F. 1974. Transportation within and outside parks as a major factor in resource use and protection. pp. 138-145. In: Elliot, Sir Hugh, ed. Proceedings, second world conference on national parks; 1972 September 18-27; Yellowstone and Grand Teton National Parks, USA. [Available from International

Union for Conservation of Nature and Natural Resources, Morges, Switzerland]

The problem of transportation planning and management is discussed in relation to environmental protection and natural resources preservation.

WM-42. Singh, Ram Bachan. 1978. National parks, game sanctuaries and public reserves of India. pp. 235-269. In: Nelson, J.G.; Needham, R.D.; Mann, D.L., eds. International experience with national parks and related reserves. Publication Series 12. Ontario, Canada: Department of Geography, University of Waterloo.

The management of parks and related reserves in India is discussed with emphasis on ecology, technology, strategies and institutional arrangements, perceptions, attitudes, and values.

WM-43. Singh, Tej Vir; Kaur, Jagdish. 1986. The paradox of mountain tourism: case references from the Himalaya. Industry and Environment 9(1):21-26.

The pros and cons of tourism in the Himalayas of Nepal are discussed. The questions of development and increased tourism activities are addressed from an ecological and sociocultural viewpoint.

WM-44. van den Berghe, Pierre L. 1986. Colonialism, culture and nature in African game reserves: comment on Almagor. Annals of Tourism Research 13(1):101-107.

Commentary on the article by Almagor (WM-1). Misunderstandings between guides and visitors in Africa are explained by cultural and racial differences and relate to a prevailing colonial mentality.

WM-45. Villa, Jose L.; Ponce, Arturo. 1982. Islands for people and evolution: the Galápagos. pp. 584-587. In: McNeely, Jeffrey A.; Miller, Kenton, eds. Proceedings, world congress on national parks and protected areas; 1982 October 11-22; Bali, Indonesia. [Available from International Union for Conservation of Nature and Natural Resources, Morges, Switzerland]

A program of conservation for the Galápagos Islands in Ecuador is described. The dual aim of protecting natural resources while creating benefits to the human population is the focus of the program, which proposes scientific investigation, resource protection against introduced species, training, environmental education, and controlled tourism.

WM-46. Western, David. 1976. A new approach to Amboseli. Parks 1(2):1-4.

The integration of people, wildlife, and land as a solution to the conflicts threatening the national park of Amboseli in Kenya is proposed.

WM-47. Western, David. 1982. Amboseli. Swara 5(4):8-14.

The historical development of Amboseli is traced by a scientist who has been closely involved with the park's development for 20 years. The system that returns park reve-

nues to the native Masai is described. Historical changes in management practices are outlined.

WM-48. Western, David. 1982. Amboseli National Park: human values and the conservation of a savanna ecosystem. pp. 93-100. In: McNeely, Jeffrey A.; Miller, Kenton R., eds. Proceedings, world congress on national parks and protected areas; 1982 October 11-22; Bali, Indonesia. [Available from International Union for Conservation of Nature and Natural Resources, Morges, Switzerland]

Discusses the conflicts between conservation and human populations in this Kenyan park. A 15-year program of multiple use management, which includes inputs from landowners surrounding the park and distribution of economic benefits, is described.

WM-49. Western, David. 1986. Tourist capacity in East African parks. Industry and Environment 9(1):14-16.

Discusses policy resource capability, visitor behavior, environmental impact, planning and management, and externalities as six key factors in evaluating the tourist capacity of East Africa's national parks.

WM-50. Wetterberg, Gary A. [B.]; Meganck, Richard A. 1978. Colombian national parks and related reserves: research needs and management. pp. 175-232. In: Nelson, J.G.; Needham R.D.; Mann, D.L., eds. International experience with national parks and related reserves. Publication Series 12. Ontario, Canada: Department of Geography, University of Waterloo.

A study of Colombia's national parks and reserves and their management and research needs. Provides data on the Colombian national park system and identifies specific problems of management requiring future research.

WM-51. Wetterberg, Gary B. 1974. Implementation of park user fees. pp. 196-204. In: Wetterberg, Gary Bernard. The history and status of South American national parks and an evaluation of selected management options. Seattle: University of Washington. Dissertation.

The advantages and disadvantages of a number of management alternatives for national parks in South America are discussed.

WM-52. Worf, William A. 1979. A shopping catalog for forest recreation opportunities. pp. 405-409. In: Hawkins, Donald E.; Shafer, Elwood L.; Rovelstad, James M., eds. Tourism marketing and management issues. Washington, DC: George Washington University.

A system for assembling and dispensing information about available forest recreation opportunities is described. The author urges its adoption for use in a variety of countries and situations, claiming that visitors could be better informed and spend less time trying to locate opportunities suited to their interests.

Planning and Development

For nature-oriented tourism to be successful, planning and development of support services are essential. Although nature-oriented travelers tend to be more tolerant of Spartan conditions than traditional tourists, their demands are considerable. Their activities are more dispersed and they travel to more remote destinations than other types of travelers. Logistics and support services are often difficult to coordinate.

Publications in this section describe the planning and development requirements for infrastructure, accommodations, transportation, labor, management, and financing needed to support nature-oriented tourism. Policies and regulations governing the development of wildlands tourism are also covered by some of the articles.

PD-1. Abod, Sheikh Ali; Hamzah, Mohd Basri. 1983. Potential of plantation forests for recreation in Malaysia. pp. 153-156. In: Jalan-Bicara, ed. Rekreasi luar di Malaysia (Outdoor Recreation in Malaysia). Serdang Selangor: Universiti Pertanian Malaysia.

The rising population and standard of living in Malaysia are related to the increased demand for forest recreation. Forest plantations are being developed to meet timber demands, and the need for multiple use management is stressed.

PD-2. Aisbey, Emmanuel O.A.; Owusu, J.G.K. 1982. The case for high-forest national parks in Ghana. Environmental Conservation 9(4):293-304.

The geographical and historical significance of highland forests in Ghana is presented. Development of national parks in areas not abundant in wildlife is discussed. Common attractions for visitors and hunters are described. The point is made that diverse areas need to be conserved in order to protect the natural resources which support tourism and recreation.

PD-3. Ascher, Bernard. 1984. Obstacles to international travel and tourism. Journal of Travel Research 22(3):2-16.

Restrictions on the tourist trade are identified and examined. Particular attention is given to government actions, including documentation, exchange controls, customs regulations for individuals, foreign remittance requirements, local equity requirements, and operating restrictions for businesses. Possible approaches for the future are discussed.

PD-4. Boza, Mario Andres. 1974. Costa Rica: a case study of strategy in the setting up of national parks in a developing country. pp. 183-192. In: Elliott, Sir Hugh, ed. Proceedings, second world conference on national parks; 1972 September 18-27; Yellowstone and Grand Teton National Parks, USA. [Available from International Union for Conservation of Nature and Natural Resources, Morges, Switzerland]

Using Costa Rica as an example, the management and planning stages of establishing a national park in developing countries are presented.

Addresses the processes of choosing park sites, recruiting staff, obtaining financing, materials and equipment, soliciting general project support, and various other implementation actvities.

PD-5. Breslin, Patrick; Chapin, Mac. 1984. Conservation Kuna-style. Grassroots Development 8(2): 26-35.

Reports on the Kuna Indians of Panama and their struggle to protect and preserve their heritage by creating a wildlife reserve and forest park. Includes personal interviews with Kuna leaders and details their administration of the project.

PD-6. Chaplin, Tom. 1981. La Tigre: a park in the clouds. Parks and Recreation 16(8):36-39.

La Tigre National Park in Honduras exemplifies efforts to provide benefits to people in and near national parks. The plan zones the park into preservation areas, extensive use areas, and intensive use areas. Restrictions are based on past use and biological diversity. Within the three major zones, the park will provide opportunities for scientists, researchers, educators, recreationists, and tourists.

PD-7. Chib, S.N. 1980. Financing tourism development: a recipient's view. International Journal of Tourism Management 1(4): 231-237.

The financial aspects of developing tourism projects are discussed from the host-country viewpoint. Various sources of funding and investment are presented and policy issues are debated.

PD-8. Child, Graham. 1982. Managing wildlife for people in Zimbabwe. pp. 118-121. In: McNeely, Jeffrey A.; Miller, Kenton R., eds. Proceedings, world congress on national parks and protected areas; 1982 October 11-30; Bali, Indonesia. [Available from International Union for Conservation of Nature and Natural Resources, Morges, Switzerland]

Wildlife as a renewable resource in Zimbabwe's Chirisa Safari Area is discussed. Economic and nutritional benefits of wildlife for the local population are discussed. Research objectives are reviewed.

PD-9. Croft, Trevor A. 1981. Lake Malawi National Park: a case study in conservation planning. Parks 6(3):7-11.

This park contains one of the most diverse fish resources in the world. Conservation measures have been implemented to protect the unique species of fish in the area. The planning scheme for the park includes five major uses: cottage plots, settlement and cultivation areas, forestry, fisheries, and tourist development.

PD-10. Dahl, Arthur Lyon. 1980. Conservation planning and environmental monitoring for tourism development. pp. 125-128. In: Pearce, Douglas G., ed. Proceedings, tourism in the South Pacific: the contribution of research to development and planning; 1980 June 10-13, Rarotonga, Cook Islands. [Available from Department of Geography, University of Canterbury, New Zealand]

Environmental resource management for tourism in the South Pacific region is discussed.

A review of research by the South Pacific Commission and suggestions for cooperative efforts by governments and the tourist industry are provided.

PD-11. Daltas, Arthur J. 1977. Protecting service markets with consumer feedback. The Cornell Hotel and Restaurant Administration Quarterly 18(2):73-77.

Discusses the importance of seeking and receiving consumer appraisal of the quality of services provided. A method of surveying consumers is described. Consumer opinions about new or different services can also be tested.

PD-12. Davis, David H.; Simmons, James A. 1982. World Bank experience with tourism projects. Tourism Management 3(4):212-217.

Describes the four major categories of projects financed by the World Bank's tourism department during the decade ending in June 1979.

PD-13. de Alwis, Lyn. 1982. River basin development and protected areas in Sri Lanka. pp. 178-182. In: McNeely, Jeffrey A.; Miller, Kenton R. eds. Proceedings, world congress on national parks and protected areas; 1982 October 11-22; Bali, Indonesia. [Available from International Union for Conservation of Nature and Natural Resources, Morges, Switzerland]

Describes the Mahewali Project, which demonstrates how preservation and protection of natural areas can lead to multiple benefits for wildlife and people. Tourism, local employment, and recreational and educational opportunities are some of the payoffs expected from the project.

PD-14. de Kadt, Emanuel, ed. 1979. Tourism--passport to development? London: Oxford University Press. 360 pp.

An introduction outlines the papers collected in this book. Politics, planning, and control of tourism are discussed. The effects of tourism on the host society are described, especially with regard to changing values and attitudes as a result of the tourism encounter. The papers focus on the impacts of tourism and methods of using tourism as a vehicle for development.

PD-15. de Silva, G.S. 1976. The need for more national parks. Malayan Nature Journal 29(4): 265-268.

Discusses the need for national parks in developing countries by using the Sabah region of Malaysia as an example. Critical planning and policy questions are summarized and addressed, including the importance of tourism for national park areas.

PD-16. Doswell, Roger; Gamble, Paul R. 1979. Marketing and planning hotels and tourism projects. London: Hutchinson. 216 pp.

Describes and explains each aspect of developing a new hotel. It shows how modern marketing theories can be applied to the hotel industry and explains how to evaluate the potential market for new services. Financial management practices are also detailed.

PD-17. Ferrario, Franco F. 1980. Tourist potential and resource assessment. pp. 311-320. In: Hawkins, Donald E.; Shafer, Elwood L.; Rovelstad, James M., eds. Tourism planning and development issues. Washington, DC: George Washington University.

Many developing countries rely on a standard model for tourism development that may or may not be the best approach for their specific situations. This model consists of four basic elements: economic competitiveness, adequate infrastructure, sufficient accessibility, and aggressive marketing. Even with all four of these elements present, successful development of a tourist industry depends on the existence of something interesting and exciting to see. Discusses the importance of tourist attractions and the accurate assessment of natural resources which visitors come to see.

PD-18. Gee, Chuck Y.; Choy, Dexter J.L.; Makens, James C. 1984. National tourism administration and public policy. pp. 67-83. In: The travel industry. Westport, CT: The AVI Publishing Company, Inc.

Discusses the goals and objectives of national tourism offices and administrations. The process and functions of these offices in forming public policies for tourism are analyzed, with examples from different countries.

PD-19. Goffe, Peter. 1975. Development potential of international tourism. Cornell Hotel and Restaurant Administration Quarterly 16(3):24-31.

Many criticisms of international tourism relate to how tourism addresses the long-term economic interests of the host country. Leakage and foreign exchange earnings are frequently used to measure tourism impacts. Marketing techniques that can optimize the economic contributions from international tourism in developing countries are given.

PD-20. Gorio, Sylvanus. 1978. Papua New Guinea involves its people in national park development. Parks 3(2):12-14.

Initiating national park and reserve projects in developing countries often creates conflicts between local people and conservationists. Competition for resources is at the root of most conflicts. In Papua New Guinea, local people play an integral role in selecting and managing protected areas. Landowner approval of resource management decisions and employment of young men as rangers are two examples of how people are involved.

PD-21. Gray, H. Peter. 1981. Wanderlust tourism: problems of infrastructure. Annals of Tourism Research 8(2):285-290.

The costs of infrastructure associated with a "wanderlust" tourism industry exceed those of resort-based tourism. Some of the problems of providing infrastructure for wanderlust tourism in developing countries are analyzed. Internal transportation, accommodations outside modern cities, and site preservation are examined. The author advocates the creation of guided tours that operate quasi-independently of the local transportation sys-

tem, accommodations which meet the standards of foreign travelers, and strategies for maintaining visitor numbers at a level compatible with the local physical resources.

PD-22. Gunasillan. 1976. Potential sites for national parks (a case for more national parks). Malayan Nature Journal 29(4):262-264.

The development of a national park in the Ipoh area of Malaysia is suggested. The area is rich in flora and fauna and development would include the preservation of scenic spots for recreation and tourism.

PD-23. Halffter, Gonzalo. 1981. The Mapimi Biosphere Reserve: local participation in conservation and development. Ambio 10(2-3):93-96.

Describes the establishment of protected areas and the development of multiple uses of this biosphere reserve in Mexico as an example of conservation practices made possible through the support and participation of local associations and citizen's groups.

PD-24. Hawkins, Donald E., ed. 1982. Social and economic impact of tourism on Asian-Pacific region. Report of the symposium on tourism management. Kathmanda, Nepal. 314 p. [Available from Asian Productivity Organization, Tokyo, Japan]

Proceedings of a symposium on tourism planning and development by tourism officials of 12 Asian and Pacific countries. Country-specific papers are highlighted in addition to discussions on policy issues and recommendations for the future.

PD-25. Hiranyakit, Somchai. 1984. Tourism planning and environment. Industry and Environment 7(1):2-3.

The importance of planning in tourism development is discussed in relation to the environment.

PD-26. Hoong, Ding Cheong. 1976. Proposal for an integrated plan of a national park in Perak. Malayan Nature Journal 29(4):282-306.

A tourism complex is presented as part of an integrated plan to develop the Perak area of Malaysia. Plans to develop the limestone hills for recreational use and tourism are discussed.

PD-27. Jenkins, C.L. 1982. The use of investment incentives for tourism projects in developing countries. Tourism Management 3(2):91-97.

The lack of domestic funds and expertise needed to realize tourism projects creates a need to motivate foreign investors to provide the capital for tourism development. Discusses the rationale behind offering investment incentives, describes the characteristics of these incentives, and outlines suggestions for using investment incentives to stimulate the development of a tourism industry.

PD-28. Jenkins, C.L.; Henry, B.M. 1982. Government involvement in tourism in developing countries. Annals of Tourism Research 9(4):499-521.

Focuses on the distinction between active and passive involvement of governments in the development of a tourism industry. Involvement in five major areas is discussed: foreign exchange earnings, foreign investment, employment in tourism, land use policies, and air transport.

PD-29. Kaiser, Charles, Jr.; Helber, Larry E. 1978. Tourism planning and development. Boston: CBI Publishing Co. 238 p.

Outlines approaches for developing transportation, infrastructure, accommodations, support industries, and human resources for tourism. A final chapter discusses marketing of tourism products.

PD-30. King Mahendra Trust for Nature Conservation. 1985. First annual report year 2041/42 (1984/85). KMTNC Publication Series 1-85. Katmandu, Nepal. 17 pp.

The report on this conservation trust describes individual projects and activities to preserve Nepal's flora and fauna. Activities include providing recreational, educational, and research opportunities for Nepal.

PD-31. MacKinnon, John. 1979. A glimmer of hope for Sulawesi. Oryx 15(1):55-59.

Describes the joint efforts of the Food and Agriculture Organization, World Wildlife Fund, and the Indonesian Directorate for Nature Conservation to protect the endangered Asian and Australasian wildlife in Sulawesi. The need for touristic, educational, recreational, research, and esthetic values are discussed.

PD-32. Manning, Robert E. 1979. International aspects of national park systems: focus on tourism. pp. 179-192. In: Hawkins, Donald E.; Schafer, Elwood L.; Rovelstad, James M., eds. Tourism marketing and management issues. Washington, DC: George Washington University.

Discusses the role of national parks in the international community and provides an overview of national parks in the world. Also focuses on the important economic contributions of national park systems.

PD-33. McCloskey, M. 1984. World parks. Sierra 69(6):36-42.

Although the amount of land set aside for national parks is at a record high, McCloskey warns of impending development threats to parks in many areas of the world.

PD-34. Myers, Norman. 1981. A farewell to Africa. International Wildlife 11(6):36-47.

The conflict between wildlife preservationists and local communities in developing countries suggests that planners and administrators should consider the values of African wildlife and culture as unique assets. Commercial and economic solutions to conflicts may be more appropriate than pure conservation approaches.

PD-35. Naqshband, Ghulam. 1985. Role and functions of the operational sector of youth tourism. World Travel 184:33-34.

The importance of youth travel to South Asia is discussed, and measures to support it are suggested. The requirements of youth tourism need special attention from governments and the private sector. Youth-oriented lodging is essential, as are low-cost transportation and food. Since young people frequently travel independently and rarely buy package tours, they need to be provided with informative travel literature. Although young travelers spend less per individual than older tourists, their numbers are substantial. Young travelers are likely to return later in life if they develop a favorable impression of a destination.

PD-36. Nolan, Harold J. 1979. Tourist attractions and recreation resources providing for natural and human resources. pp. 277-282. In Hawkins, Donald E.; Shafer, Elwood L.; Rovelstad, James M., eds. Tourism marketing and management issues. Washington, DC: George Washington University.

Promoting high visibility of quality natural attractions often conflicts with the desire to maintain and preserve those attractions. Discusses five important variables in planning the development of tourist attractions: locational characteristics, existing recreational opportunities, carrying capacity, degree of need, and land use objectives.

PD-37. Nordin, Musa Bin. 1976. Walking trails in Taman Negara. Malayan Nature Journal 29(4):242-245.

Many of the impacts caused by excessive visitor use can be avoided by better park management. Discusses the use of walking trails to control damage use.

PD-38. O'Driscoll, T.J. 1978. Observations on the direction of international tourism. The Cornell Hotel and Restaurant Administration Quarterly 17(3):47-56.

Recommendations are made for improving tourism attractions, upgrading facilities, and strengthening management. All such improvements require injection of capital in advance of earning added revenue. An appeal is made to governments to invest in the needed improvements.

PD-39. Ojo, G.J. Afolabi. 1978. Environmental resource management for recreation and tourism in Nigeria. Quarterly Journal of Administration 12(3):287-308.

Discusses the potential for rapid economic growth in Nigeria and the demand tourism and recreation will place on the country's resources. Traditional attitudes, infrastructure, and income distribution need to be improved to enhance the prospects for tourism and recreation development.

PD-40. Oltremari, Juan V.; Jackson, Royal G. 1985. Chile's national parks: present and future. Parks 10(2):1-4.

Chile continues to increase its conservation efforts and protect the natural and scenic

beauty of the country through national parks and reserves legislation. A major objective is to maintain the natural environment's equilibrium, while permitting research, education, and recreation activites.

PD-41. Parker, J. Kathleen. 1985. The social ecology of tourism: a conceptual approach for planning. New Haven, CT: Yale University. 403 pp. Dissertation.

Presents a socioecological framework for studying the adaptive behaviors and adjustments of public and private institutions in Acapulco and Cancun, Mexico. Development strategies and the role of tourism at the community level are explored. Includes an impressive list of literature from the field of tourism planning and development.

PD-42. Pigram, John J. 1980. Environmental implications of tourism development. Annals of Tourism Research 7(4):554-583.

Discusses the mutual benefits that can be gained from a complementary relationship between tourism and the environmment. Although focused on Australia, the concepts are relevant for any country attempting to develop tourism and conserve natural resources simultaneously at the same site.

PD-43. Richter, Linda K.; Richter, William L. 1985. Policy choices in South Asian tourism development. Annals of Tourism Research 12(2):201-217.

Analyzes the tourism policies of India, Pakistan, Bangladesh, Sri Lanka, Nepal, Bhutan, and the Maldive Republic with respect to five policy options: (1) public vs. private tourism development, (2) domestic vs. international tourism, (3) class vs. mass tourism, (4) centralization vs. decentralization; and (5) integrated vs. enclave tourism.

PD-44. Robinson, Alan H.; Bari, Abdul. 1982. Komoda National Park: progress and problems. Parks 7(2):10-12.

The conservation plan for this park in Indonesia is discussed. The management plan concentrates on protecting the resources, especially the giant Komodo monitor lizard. The potential for tourism is high, and care is being taken to maintain the attraction while preserving the resource.

PD-45. Rodriguez, Juan Jose A. Reyes. 1979. Tourism development and natural resources conservation. pp. 73-85. In: Hawkins, Donald E.; Shafer, Elwood L.; Rovelstad, James M., eds. Tourism marketing and management issues. Washington, DC: George Washington University.

Mexico is the focal point for a discussion of the relationship between tourism development and natural resource management. Summarizes the master plan set forth by the government in the 1960's and 1970's to plan diverse tourism projects. Also discussed are the implications for future development based on research findings, information systems,

and the appropriations of tourism development for local, regional, national, or international situations.

PD-46. Romeril, Michael. 1983. A balanced strategy for recreation, tourism and conservation: the case of Les Meilles, Jersey. Tourism Management 4(2): 126-128.

An example of resource planning for tourism development balanced with the integration of indigenous population needs and interests. The resource and land base of Les Meilles are summarized and a balanced strategy for development is described.

PD-47. Rubeli, Ken. 1976. Taman Negara--present demands and future pressures. Malayan Nature Journal 29(4):204-218.

Tourism development in this region of Malaysia is discussed. Visitor statistics are summarized, and development initiatives relative to the needs of the region are evaluated. Emphasis is placed on domestic and youth tourism.

PD-48. Saglio, Christian. 1979. Tourism for discovery: a project in lower Casamance, Senegal. pp. 321-335. In: DeKadt, Emanuel, ed. Tourism: passport to development? Washington, DC: World Bank.

A unique tourism development project in West Africa is described. The project emphasizes simple accommodations, built of traditional materials and managed by local people. Canoes are used for transportation, meals are planned around local products and traditional cuisine, and opportunities for contact between guests and hosts are encouraged. The approach requires little capital investment, and the popularity of the experiment has produced significant revenues for the cooperating villages.

PD-49. Shelton, Napier. 1983. Parks and sustainable development. National Parks 27(5-6):16-21.

Discusses the critical issues facing national parks and conservation efforts in the world today. Of most importance is the attempt to preserve natural environments without neglecting the needs of the people.

PD-50. Singh, R.L. 1978. Dudwa National Park: where environment and tourism agree. Tourism Recreation Research 3(1):11-15.

Presents an example of planned wildlife and national park tourism for this park in India. A description of the park area is followed by highlights of carefully planned and executed conservation and recreation activities that benefit a variety of groups.

PD-51. Stoddart, D.R.; Cowx, D.; Peet, C. [and others]. 1982. Tortoises and tourists in the western Indian Ocean: the Curieuse Experiment. Biological Conservation 24(1):67-80.

A historical and geographical description of an experiment to develop tourism for a specific place and objective is provided. The introduction of giant tortoises on the island of Curieuse in the Seychelles is expected to reduce the negative impacts of tourism on the island.

PD-52. Stone, B.C. 1976. A proposal for a Malaysian National Park Service. Malayan Nature Journal 29(4):246-252.

Management of national parks in Malaysia is discussed in relation to educational programs, professional career development, biological research, and general park maintenance. Cooperative programs with universities and the National Museum, and a program to expand and define job functions within the park are suggested to overcome present problems.

PD-53. Sumardja, Effendy A. 1981. First five national parks of Indonesia. Parks 6(2):1-4.

Indonesia has instituted national environmental and development plans for its first five national parks. Plans that emphasize regional and local development, raising the conciousness of the population toward conservation and education are stressed as essential for successful environmental protection.

PD-54. Teuscher, Hans; Lang, Heinrich R. 1982. Inland tourism in developing countries--a possibility to reduce regional disparities. Tourist Reviews 37(2):2-5.

Inland tourism--i.e., tourism by the indigenous population--is proposed as an alternative to international tourism from industrialized nations. Examples of inland tourism in Brazil are presented.

PD-55. Thorsell, James W. 1982. National parks from the ground up: experience from Dominica, West Indies. pp. 616-620. In: McNeely, Jeffrey A.; Miller, Kenton R., eds. Proceedings, world congress on national parks and protected areas; 1982 October 11-22; Bali, Indonesia. [Available from International Union for Conservation of Nature and Natural Resources, Morges, Switzerland]

The Dominica National Park Development Plan and the new Morne Trois Pitons National Park are discussed. The plan is based on 14 coordinated steps to develop public awareness and establish links between tourism and education.

PD-56. Tomlinson, D.N.S. 1980. Nature conservation in Rhodesia: a review. Biological Conservation 18(3):159-177.

A history of conservation in Rhodesia, with detailed geographical and physiographical information on the country's national parks, recreational parks and sanctuaries, safari areas, botanical gardens, and botanical reserves.

PD-57. Ummat, R.C. 1980. Tourism in India: need for dynamic approach. Eastern Economist 75(24):1297-1300.

Appraisal of the tourism situation in India and the proposed development objectives and policies intended to ensure rapid growth of tourism and tourism facilities.

PD-58. Wells, R.J.G. 1982. Tourism planning in a presently developing country: the case of Malaysia. Tourism Management 3(2):98-107.

Malaysia is an example of a developing country with diverse natural attractions. The tourism industry and its impacts on Malaysia are summarized. Special emphasis is placed on tourism as an integral part of development rather than as the sole source of development potential.

PD-59. Western, David. 1982. Amboseli National Park: enlisting landowners to conserve migratory wildlife. Ambio 11(5):302-308.

Focuses on the advantages of integrating local populations into the management and conservation schemes of national parks in Kenya.

PD-60. Winpenny, J.T. 1982. Issues in the identification and appraisal of tourism projects in developing countries. Tourism Management 3(4):218-221.

Discusses the host-country view of tourism development and tourism policy issues. Suggests that tourism projects be analyzed for their contribution to the economy as are other development projects. Maximum returns and profits to the governments should be an essential concern when making tourism development decisions.

PD-61. Wright, Michael R. 1985. Kuna Yala: indigenous biosphere reserve in the making? Parks 10(3):25-27.

A unique biosphere reserve may develop in the Comarca de Kuna Yala reservation of Panama due to the converging interests of conservationists and the Kuna Indians. The project combines tourism, scientific research, and protection of a threatened biological area while maintaining the existence of the Kuna culture.

Tourism Impacts

The benefits and costs of international tourism have been debated for decades. Travelers generate significant amounts of foreign exchange in the countries they visit, which produces income and provides thousands of jobs. In some wildland areas not suited for commodity production, the sale of nature tourism may, in fact, be the only viable source of economic activity. International tourism has saved a number of wildlife species and unique natural areas from extinction by generating the revenue needed to protect and sustain resources, and by creating international awareness and concern for the plight of endangered species and natural areas.

Tourism is not without its problems, however, and can leave serious negative impacts on the host environment and society. Negative impacts are to be expected if the industry is inadequately monitored or poorly regulated. Environmentalists and sociologists are especially sensitive to the risks of large-scale tourism. Large numbers of visitors can quickly degrade the natural attractions upon which the industry depends. Cultural and social values are likewise vulnerable to corruption by foreign values. And even if economic benefits appear substantial, they may be accruing to a minority of the host residents or even to nonresident investors. Local residents may be left suffering from inflation and other economic disruptions caused by seasonal fluctuations in the tourism industry and the increased competition for limited local resources.

This section lists publications describing the social, environmental, economic, cultural, and physical impacts of nature-oriented tourism. Articles highlight both positive and negative impacts.

TI-1. Abrahamson, David. 1983. What Africans think about African wildlife. International Wildlife 13(4):38-41.

As the world's conservationists strive to protect endangered species of flora and fauna, many in the developing world debate the necessity of these efforts relative to their immediate needs for food and nutrition. Brief comments on this complex problem by African wildlife specialists are presented. The Tanzanian case is highlighted.

TI-2. Afolayan, Timothy A. 1980. A synopsis of wildlife conservation in Nigeria. Environmental Conservation 7(3): 207-212.

Describes the role wildlife and conservation play in the economy and development of Nigeria. Adequate management and lack of trained personnel are identified as two major problems confronting conservation efforts in this country.

TI-3. Andrews, Clinton. 1983. Photographs and notes on tourism and deforestation in the Solu Khumbu, Nepal. Mountain Research and Development 3(2):182-186.

Discusses the impacts of tourism on the land and resources.

TI-4. Archer, Brian. 1978. Domestic tourism as a development factor. Annals of Tourism Research 5(1):126-141.

Concentrates on the economic effects of domestic tourism, but also draws attention to the favorable and unfavorable political, social, cultural, moral, environmental, and conservation aspects of domestic tourism. Examples are drawn from industrialized countries, but discussion of the situation in developing countries is provided. Concludes with a discussion of ways in which domestic tourism may improve a country's international tourism position.

TI-5. Barrett, Suzanne W. 1980. Conservation in Amazonia. Biological Conservation 18(3):209-235.

Reviews the conservation situation and the present efforts to improve management and protection in northern Brazil. Fear of environmental degradation has prompted the planning of an extensive network of parks and reserves. Plans for improved wildlife protection and wider distribution of information on the status of threatened species are emphasized. Recommendations for future management are also included.

TI-6. Beekhuis, Jeanne V. 1981. Tourism in the Caribbean: impacts on the economic, social and natural environments. Ambio 10(6):325-331.

Summarizes the tourism industry in the Caribbean and its history of development. Environmental degradation threatens to seriously damage the important tourism industry in the Caribbean. Offers a perspective for the future of the industry.

TI-7. Budowski, Gerardo. 1977. Tourism and conservation: conflict, coexistence, or symbiosis. Parks 1(4):3-6.

Focuses on the basic relationships that exist between tourism and conservation in most countries, and which are often characterized as being in conflict. The more difficult-to-attain but beneficial relationships of coexistence and symbiosis are advocated.

TI-8. Burn, Henry Pelham. 1975. Packaging paradise. Sierra Club Bulletin 6(5):25-28.

A discussion of the many environmental, social, and cultural losses that may result from ill-managed international tourism. Provides examples of several countries where tourism has caused damage that may be irrevocable.

TI-9. Campbell, A.C.; von Richter, W. 1976. The Okavango Delta and tourism. pp. 245-247. In: Proceedings of the symposium on the Okavango Delta and its future utilization. 1976 August 30-September 2; Gaborone, Botswana.

Discusses the importance of tourism to Botswana and the major role of the Okavango Delta region in attracting visitors to the country. Positive and negative characteristics are pinpointed with suggestions for changes in tourism development policy and management of the region.

TI-10. Canadian Outdoor Recreation Research Committee. 1975. The economic impact of parks. Toronto: Ontario Research Council on Leisure. 107 pp.

A summary of findings on outdoor recreation development. The main sections review alternative measurements of recreation facilities and their economic impact, review several studies on recreation

valuation and impacts, introduce a measurement for economic impact of existing parks, provide a detailed guideline for contracting officers of impact assessments, and offer recommendations on how to analyze economic impacts of recreation development.

TI-11. Cheshire, Ben. 1985. Nepal learns to live with the fruits of tourism. Contours 2(2):6-10.

Weighs the benefits of foreign exchange and employment generated by tourism against the cultural and environmental impacts of tourism in Nepal.

TI-12. Cleverdon, Robert. 1979. The economic and social impact of international tourism on developing countries. London: The Economist Intelligence Unit Ltd. 152 pp.

This analysis reviews past and current economic and social impacts of international tourism on developing countries; identifies examples of, and reasons for, problems arising from international tourism; and suggests basic guidelines for tourism planning, measurement, and control (including areas for regional and international collaboration).

TI-13. Coburn, B.A. 1984. Sagarmatha: managing a Himalayan world heritage site. Parks 9(2): 10-13.

Describes the environmental impact of the increasing number of hikers and trekkers in the Himalayas of Nepal. Responding to a request from the Nepalese government, the Sagarmatha National Park has been established as a World Heritage Site. The special designation should help protect the natural features of the area and the surrounding pastures and forests.

TI-14. Cohen, Erik. 1979. The impact of tourism on the hill tribes of northern Thailand. Internationales Asienforum 10(1-2): 5-38.

Discusses the economic and social impacts of tourism on the tribal communities of Thailand, analyzes the structure of the tourist industry in the region, and describes encounters between tourists and natives.

TI-15. Cohen, Erik. 1983. Hill tribe tourism. pp. 307-325. In: McKinnon, John; Bhruksasri, Wanat, eds. Highlanders of Thailand. Oxford: Oxford University Press.

The ecological and sociological organization of the northern Thailand hill tribes and the interactions between the tribal populations and tourists are discussed; the problems are analyzed.

TI-16. Crittenden, Ann. 1975. Tourism's terrible toll: the more it succeeds, the more tourism devastates the very basis of its existence. International Wildlife 5(2):4-12.

A critical commentary of the tourism industry, with examples of the detrimental effects of foreign visitors throughout the world. Stresses the importance of proper planning and management to avoid negative impacts on the environment, culture, and people of host countries.

TI-17. Dameyer, Christina. 1986. Pakistan aims at the adventure market: conference confirms country's potential. Pacific Travel News 30(7):15-16.

Reviews the current status of tourism development as revealed at the fifth annual Pakistan Tourism Convention in April 1986. A major focus of the convention was the promotion of adventure travel and a discussion of the changes in government policies that facilitate adventure travelers in the country.

TI-18. Davis, R.K. 1972. National parks as the basis for generating rural economic activity. pp. 4056-4063. In: Proceedings, seventh world forestry congress; 1972 October 4-18; Buenos Aires, Argentina.

In addition to the macroeconomic benefits often alluded to, the impacts of park development and management on the local economy are discussed. Parks must be accessible and be able to support large numbers of visitors if substantial revenues are to be generated. Lodges and restaurants should be dispersed around the perimeter of the parks to maximize the impact on the local economy. Seasonal fluctuations in visitor numbers must be minimized.

TI-19. de Groot, R.S. 1983. Tourism and conservation in the Galápagos Islands. Biological Conservation 26(4):291-300.

These islands are used as an example of an area where conservation has been compromised for the short-term gains of the tourism industry. The observations are based on a 2-year study of the environment and recent developments.

TI-20. de Kadt, Emanuel. 1979. Social planning for tourism in the developing countries. Annals of Tourism Research 6(1):36-48.

Shows the need to consider the social impacts of tourism and to plan according to existing sociopolitical conditions. The dangers of massive or unrestrained tourism development are stressed.

TI-21. de Vos, A.; Kaittany, K. 1972. Economic values of wildlife in Africa. pp. 4033-4038. In: Proceedings, seventh world forestry congress; 1972 October 4-18; Buenos Aires, Argentina.

The economic benefits from wildlife-based tourism in Africa are underscored by data from Kenya and Botswana. Wildlife conservation and utilization generate valuable foreign exchange, but they do not require heavy capital investments.

TI-22. Duffield, Brian S. 1982. Tourism: impact. Tourism Management 3(4):248-255.

Discusses the complexity of measuring the distribution of tourism efects. Identifies economic and social costs and benefits of tourism, and pinpoints several factors that must be considered when measuring these impacts.

TI-23. Eidsvik, Harold K. 1980. National reflections on the past and prescriptions for the future. Environmental Conservation 7(3):185-190.

Proposes a shift in conservation strategies to include social objectives and rural development in future conservation programs.

TI-24. Elkan, Walter. 1975. The relation between tourism and employment in Kenya and Tanzania. The Journal of Development Studies 11(2): 123-130.

The enthusiasm, or lack of it, for tourism as a development tool in low-income countries is discussed, with examples from Kenya and Tanzania. Based on a survey of employment in the hotel and tourist industry, a more eclectic approach to assessing the costs and benefits of tourism in developing countries is suggested.

TI-25. Ferrario, Franco. 1981. An evaluation of the tourist potential of Kwazulu and Natal. Durban, South Africa: Kwazulu Development Corporation. 289 pp.

This comprehensive study of the tourist potential of two regions of South Africa includes an evaluation of tourism resources and subsequent plans for development.

TI-26. Ferrario, Franco F. 1982. Method approach for evaluating tourist resources: case of South Africa pp. 115-135. In: Singh, Tej Vir; Kaur, Jagdish; Singh, D.P., eds. Studies in tourism, wildlife parks, conservation. Delhi, India: Metropolitan Book Company Private Limited.

Presents an approach for evaluating tourist resources as the critical basis of tourism development programs.

TI-27. Fox, Morris. 1975. The social impact of tourism--a challenge to researchers and planners. pp. 127-147. In: Finney, Ben R.; Watson, Karen Ann, eds. A new kind of sugar: tourism in the Pacific. Honolulu, HI: East-West Center.

Comments and concerns of representatives from various Pacific countries pinpoint the many problems and negative social impacts of tourism in developing countries. Common concerns of host-country citizens, tourists (expectations and disillusionment), and entrepreneurs are presented. Concludes with a discussion of research and planning needs of the industry.

TI-28. Hanson, Dennis. 1975. On the way to Chomolungma. International Wildlife 5(5):12-16.

While on a 5-week trek in the Everest region, the author noted the effects of the fast-paced tourism growth taking place in Nepal. Environmental impacts in the Himalayan scenic areas, as well as the modernization of Katmandu, are described.

TI-29. Hasselblatt, Waldemar B. 1973. Tourism promotion in developing countries. Intereconomics 8:241-244.

An overview of the factors considered critical for tourism development in developing countries by foreign assistance planners in the Federal Republic of Germany.

TI-30. Hasselblatt, Waldemar B. 1974. Chances of tourism promotion in LDC's. Intereconomics 11:340-343.

Discusses the positive and negative impacts of foreign tourism on less-developed countries. Economic benefits are compared with social and cultural damage from tourism. Suitable tourism activities to be promoted with foreign aid are suggested.

TI-31. Hillary, Sir Edmund. 1983. Mountain expeditions. pp. 92-97. In: Proceedings, third international tourism and heritage conservation conference; 1983 November 1-4; Katmandu, Nepal.

vol. 3. [Available from Pacific Area Travel Association, San Francisco, CA]

Several mountain expeditions in Nepal are described. The impacts of population and tourism on the natural environment of the Himalayas are also discussed.

TI-32. Hiller, Herbert L. 1982. Some basic thoughts about the effects of tourism changing values in receiving societies. pp. 199-201. In: Singh, Tej Vir; Kaur, Jagdish; Singh, D.P., eds. Studies in tourism, wildlife parks, conservation. Delhi, India: Metropolitan Book Company Private Limited.

Emphasizes the changing values of developing countries and the potential disturbances associated with tourism and political movements within these countries.

TI-33. Hinrichsen, Don; Lucas, P.H.C.; Broughton, Coburn [and others]. 1983. Saving Sagarmatha. Ambio 12(3-4):203-205.

Human impacts on the Sagarmatha National Park in Nepal are briefly discussed, emphasizing the serious deforestation caused by trekkers and the local population.

TI-34. Hudman, Lloyd E. 1979. Proposed system analysis model for assessing the potential impact of tourism. pp. 313-325. In: Hawkins, Donald E.; Shafer, Elwood L.; Rovelstad, James M., eds. Tourism marketing and management issues. Washington, DC: George Washington University.

Proposes a system that identifies the variables of an area and their relative importance for tourist planning. A model for assessing impacts specific to tourism and regional development is presented.

TI-35. Hutchison, Alan. 1977. Tourism in Africa. Research in Tourism 1(1):18-28.

Presents an overview of the advantages and disadvantages of tourism in four major regions: North Africa, East and Central Africa, West Africa, and Southern Africa.

TI-36. Importance of tourism's impact on the environment. 1981. World Travel 160:23-28.

Summarizes world needs and concerns for improved and updated policies for protecting the environment from the negative social, cultural, and economic impacts of tourism.

TI-37. Jeffries, Bruce E. 1982. Sagarmatha National Park: the impact of tourism in the Himalayas. Ambio 11(5): 274-281.

Forest and shrubland degradation by overgrazing and excessive collection of firewood and forest litter are the main problems facing this national park in Nepal. Solutions that are compatible with national park objectives and the survival of the Sherpa people are discussed.

TI-38. Jeffries, Bruce E. 1982. The Sherpas of Sagarmatha: the effects of a national park on the local people. pp. 473-478. In: McNeely, Jeffrey A.; Miller, Kenton R., eds. Proceedings, world congress on national parks and protected areas; 1982 October 11-22; Bali, Indonesia. [Available from International Union for Conservation of Nature and

Natural Resources, Morges, Switzerland]

Provides additional discussion of the Sagarmatha National Park, its impact on the local population, and the impacts of tourists and trekkers.

TI-39. Jenkins, C.L. 1980. Tourism policies in developing countries: a critique. International Journal of Tourism Management 1(1):22-29.

Discusses why host-country governments must intervene in the planning and promotion of tourism to minimize the negative impacts of uncontrolled tourism.

TI-40. Jenkins, C.L. 1982. The effects of scale in tourism projects in developing countries. Annals of Tourism Research 9(2): 229-249.

The question of large-scale vs. small-scale tourism projects is discussed in relation to developing countries. Although large-scale development may be inevitable in many cases, the negative consequences of such development may be preempted by appropriate planning and policies.

TI-41. Johnson, P.J. 1976. Wildlife as a basis for future tourism development. pp. 235-243. In: Proceedings of the symposium on the Okavango Delta and its future utilization; 1976 August 30-September 2; Gaborone, Botswana.

Provides a discussion on the attraction to Botswana's wildlife viewing and wilderness travel. An outline of wildlife activities and attractions is given, followed by the history of the wildlife industry in Botswana. Discusses the assets and problems associated with the future development of wildlife tourism in relation to the political and economic climate of the country.

TI-42. Jud, Donald G.; Krause, Walter. 1976. Evaluating tourism in developing areas: an exploratory inquiry. Journal of Travel Research 15(2):1-9.

The impact of tourism industries on economic growth and development of Mexico and Puerto Rico is examined. The role of the public sector in tourism promotion is discussed, and a model for estimating tourism's contribution to economic growth in Puerto Rico is presented. The social costs of an expanding tourism industry are analyzed. The findings of the study are summarized, with recommendations and implications for other developing countries.

TI-43. Karan, P.P.; Mather, Cotton. 1985. Tourism and environment in the Mount Everest region. Geographical Review 75(1): 93-95.

The negative impacts of trekkers in the Khumbu area are described. Most serious are deforestation resulting from trekkers' demands for firewood, soil compaction and erosion, and trailside litter. Few of the economic benefits of tourism reach the local population. Efforts are being made to limit negative impacts, but more needs to be done to preserve the mountain environment.

TI-44. Kaur, Jagdish. 1982. Nanda Devi: Himalaya's superlative nature phenomenon. pp. 79-87. In: Singh, Tej Vir; Kaur, Jagdish;

Singh, D.P., eds. Studies in tourism, wildlife parks, conservation. Delhi, India: Metropolitan Book Company Private Limited.

Examines present policy and management of the Nanda Devi Sanctuary in India with respect to human intervention and preservation.

TI-45. Kellert, Stephen R. 1984. Assessing wildlife and environmental values in cost-benefit analyses. Journal of Environmental Management 18(4):355-363.

Discusses the deficiencies of cost-benefit analysis in assessing the value of wildlife and the environment. Examples are taken from the controversy surrounding Tennessee's Tellico Dam and the snail darter. Alternative methods of cost-benefit analysis are suggested.

TI-46. Latimer, Hugh. 1985. Developing-island economies--tourism v. agriculture. Tourism Management 6(1):32-42.

The competition between tourism and agriculture for land in developing countries is discussed in relation to tourism's social returns.

TI-47. Liew, Jeff. 1980. Tourism and development: a re-examination. pp. 13-17. In: Pearce, Douglas G.; ed., Proceedings, tourism in the South Pacific: contribution of research to development and planning; 1980 June 10-13; Rarotonga, Cook Islands. [Available from Department of Geography, University of Canterbury, New Zealand]

Presents three major economic indicators for determing the relative economic impact of tourism on a developing economy. Foreign exchange, competition for scarce resources, and employment are discussed, with general conclusions concerning the distribution of benefits from tourism.

TI-48. Lucas, P.H.C. 1982. How protected areas can help meet society's evolving needs. pp. 72-77. In: McNeely, Jeffrey A.; Miller, Kenton R., eds. Proceedings, world congress on national parks and protected areas; 1982 October 11-22; Bali, Indonesia. [Available from International Union for Conservation of Nature and Natural Resources, Morges, Switzerland]

The role of protected areas in contributing to life-support systems, preservation of genetic diversity, sustainable utilization, conservation of national heritage, recreation, and tourism are discussed in terms of the management and development needed to meet the needs of people.

TI-49. Lusigi, Walter J. 1982. Future directions for the Afro-tropical realm. pp. 137-146. In: McNeely, Jeffrey A.; Miller, Kenton R., eds, Proceedings, world congress on national parks and protected areas; 1982 October 11-22; Bali, Indonesia. [Available from International Union for Conservation of Nature and Natural Resources, Morges, Switzerland]

Discusses the trends leading to the present policies which are not sensitive to the needs of local Africans. Suggests that there are three basic choices in planning for conservation development: areas where conservation and protection are unique priorities,

areas where intensive use has priority over any protection schemes, and areas where a compatible mixture of the two extremes should prevail.

TI-50. Marfurt, Edith. 1983. Tourism and the Third World: dream or nightmare? Swiss Review of World Affairs 33(4):14-20.

A critical analysis of the negative impacts caused by tourists and the tourism industry in developing countries. Social, economic, and cultural impacts are cited and questions are raised concerning the ability of tourism to benefit the host-country and its population.

TI-51. Marsh, J.S. 1982. The nature protection and tourism relationship in parks. pp. 26-39. In: Downie, Bruce; Peart, Bob, eds. Parks and tourism: progress or prostitution? Victoria, BC: National Provincial Parks Association of Canada.

Presents a theory determining the extent and severity of the tourism and conservation relationship by using a "degree of conflict continuum." The continuum measures conflict based on the type and amount of tourism, and the size and fragility of the park area.

TI-52. Marshall, Peter. 1981. Tanzania's controversial industry. Africa Report 26(6):52-55.

The debate over tourism in Tanzania centers around its compatibility with the socialist ideals established by the government. The need and desire for foreign currency are real, but staunch socialists claim the wealth generated by tourism is unevenly distributed. Cultural and social disruptions caused by tourism are also a major concern.

TI-53. Mathieson, Alister; Wall, Geoffrey. 1982. Tourism: economic, physical and social impacts. New York: Longman, Inc. 208 pp.

Analyzes social, economic, and physical impacts of a tourist industry. The problems of past impact studies and the lack of sufficient attention given to the costs of tourism are also discussed. Data on tourism employment, income, balance of payments, and receipts are presented for Scotland and the Bahamas.

TI-54. Matthews, D.O. 1962. The economics of parks and tourism. pp. 113-124. In: Adams, Alexander B., ed. Proceedings, first world conference on national parks. 1962 June 30-July 7; East Africa Tourist Travel Association. [Available from U.S. Department of the Interior, National Park Service, Washington, DC]

Data on the economic returns from tourism are provided for the region of East Africa and the wildlife industry. Many examples (primarily from the late 1950's and early 1960's) of economic gain by the countries and/or the local populations are presented. Emphasis is placed on the fact that income from these natural and wildlife areas are providing greater economic returns than any other alternative land use. Management recommendations for each of the major countries of East Africa are included.

TI-55. Matthews, Harry G. 1978. International tourism: a political and social analysis. Cambridge, MA: Schenkman Publishing Co. 99 pp.

This analysis focuses on the unusual perspective of world politics as affected by tourism. Several biased perceptions of tourism, e.g., tourism as neocolonialism and neoimperialism, tourism as an extension of the plantation economy, tourism as white intrusion, tourism as fantasy, are presented and discussed.

TI-56. Miller, Norman N. 1982. Wildlife-wilddeath: Kenya's man-animal equation. UFSI Reports, No. 1. Hanover, New Hampshire. Universities Field Staff International. 28 pp.

In East Africa, the competition between the human and wildlife populations for resources is the most challenging problem facing present conservation efforts. This article details the complex relationships between rural communities and the tourism-generating wildlife. Emphasis is placed on increasing the understanding of the East African's values system as a critical ingredient for successful conservation and development program.

TI-57. Milne, Robert C. 1981. International cooperation: enlightened self-interest? Parks and Recreation 16(8):59-62.

Discusses the issue of local, regional, federal, and international cooperation for the survival and preservation of the world's natural resources. The need for coordination and support in areas of the world where conservation development is just beginning is stressed. The social, economic, and physical linkages of nations are discussed.

TI-58. Mishra, Hemanta R. 1982. Balancing human needs and conservation in Nepal's Royal Chitwan Park. Ambio 11(5):246-251.

The conflict between wildlife preservation and the interests of local residents serves as the basis of discussion on conservation versus human needs. Presents the case of Nepal, with a review of the human impacts on the area and the animal impacts on the human population.

TI-59. Mishra, Hemanta R. 1983. Tourism and conservation. pp. 63-67. In: Proceedings, third international tourism and heritage conservation conference; 1983 November 1-4; Katmandu, Nepal. vol. 3. [Available from Pacific Area Travel Association, San Francisco, CA]

Highlights the conflicts and impacts of tourism on the natural environment of Nepal, and comments on the role of the government and private sector in protecting the country's resources.

TI-60. Mountfort, Guy. 1974. The need for partnership: tourism and conservation. Development Forum 2(3):67.

The need for increased coordination and cooperation between conservation and development efforts is stressed.

TI-61. Mountfort, Guy. 1975. Tourism and conservation. Wildlife 17(1):30-33.

Although the tremendous economic potential of wildlife-based tourism is recognized, attention is focused on the many destructive effects of tourism on the environment. Protection of the quality of

the environment should be a primary consideration of tourist development.

TI-62. Myers, Norman. 1975. The tourist as an agent for development and wildlife conservation: the case of Kenya. International Journal of Social Economics 2(1):26-42.

Foreign exchange, employment, government revenue, and other benefits of wildlife-based tourism in Kenya are balanced against effects of price distortions and unfavorable income distribution. Wildlife conservation is discussed in the context of the positive externality of tourism, which currently benefits the international community much more than it does local Kenyan society.

TI-63. Netboy, Anthony. 1975. Tourism and wildlife conservation in East Africa. American Forests 81(8):24-27.

East Africa is the example chosen to demonstrate the growing need for symbiotic relationships between wildlife and tourism development. Wildlife reserves and parks in East Africa are described and the issues confronting their existence are discussed.

TI-64. Nolan, Sidney D., Jr.; Nolan, Mary Lee. 1978. Variations in travel behavior and the cultural impact of tourism. pp. 1-17. In: Studies in Third World societies, tourism and behavior. Publication 5. [Available from Department of Anthropology, College of William and Mary, Williamsburg, VA]

Presents the results of a study that segmented travelers by frequency and type of travel. The implications of two general types of travel are discussed. Rapid movement and fast-paced touring most readily fit into the formal structure of commercial mass tourism. Travelers are typically stereotyped by the local population, and their individual impacts may be submerged in the broader impact of mass tourism. Tourists who travel in a less-structured, leisurely, exploratory, multipurpose, or multidestination style engage in random contact with the host population and are more likely to serve as positive agents of cultural exchange.

TI-65. Oi, Michio. 1974. The role of national parks in social and economic development processes. pp. 94-100. In: Elliot, Proceedings, second world conference on national parks; 1972 September 18-27; Yellowstone and Grand Teton National Parks, USA. [Available from International Union for Conservation of Nature and Natural Resources, Morges, Switzerland]

Discusses the role of national parks in the world and their necessity for continued development and preservation of important resources. Japan's national parks system is highlighted.

TI-66. Organization for Economic Cooperation and Development. 1980. The impact of tourism on the environment. Paris. 148 pp.

Reports on a special session of the OECD group of experts on environment and tourism. Discussions included are on the present and future status of the environment and tourism,

economic aspects of environmental protection and tourism, policy recommendations, and a bibliography.

TI-67. Organization of American States. 1984. Reference guidelines for enhancing the positive socio-cultural and environmental impacts of tourism. Washington, DC: The Department of Economic Affairs, International Trade and Tourism Division. 5 vol.

This series of publications contains guidelines and methodologies prepared by the OAS at the request of several countries in the Caribbean region. The papers address the rapidly growing tourism industry in the Caribbean and its impacts on the social and cultural environments of the area. The five volumes are: "Enhancing the Positive Socio-Cultural Impacts of Tourism in the Caribbean," "Enhancing the Positive Socio-Cultural Impact of Tourism: Public Attitude and Awareness Programmes," "Labor Market Issues in the English-speaking Caribbean Countries," "Increasing Local Participation in the Tourism Industry: Strengthening the Role of Small Hotels and Guest Houses," and "Enhancing the Positive Impact of Tourism on the Built and Natural Environment."

TI-68. Page, John A.T. 1985. Lessons from Ladakh. Orion 4(3):23-31.

Describes the unique life in the Ladakh region of India. The cultural and geographical history of the Ladakhs is discussed in relation to their stable and harmonious relationship with their natural surroundings. The advent of foreign visitors and development began to tear away at the delicate balance in the area.

TI-69. Pearce, K.G.; Lim, M.T.; Chai, P.P.K. 1983. Bako National Park: its scientific value and its use. pp. 157-165. In: Jalan-bicara, ed., Rekreasi luar di Malaysia (Outdoor recreation in Malaysia). Serdang Selangor: Universiti Pertanian Malaysia.

A summary of the ecology of the Bako National Park in Malaysia. Results of visitor surveys reflect the status of present use within the park; suggestions for future development are included.

TI-70. Propst, Dennis B., comp. 1985. Assessing the economic impacts of recreation and tourism. Conference and workshop, Department of Park and Recreation Resources. 1984 May 14-16; East Lansing, MI. 63 pp. [Available from USDA Forest Service, Southeastern Forest Experiment Station, Asheville, NC]

This workshop had two main objectives: (1) to identify the best technology available for impact assessment and (2) to provide research strategies to meet methodological and data needs.

TI-71. Pye, Elwood A.; Lin, Tzong-biaw. 1983. Tourism in Asia: the economic impact. National University of Singapore: Singapore University Press. 351 pp.

Four detailed case studies outline the economic factors and impacts of tourism industries in Sri Lanka, the Philippines, Hong Kong, and Korea.

TI-72. Romeril, Michael. 1985. Tourism and conservation in the Channel Islands. Tourism Management 6(1):43-49.

Discusses the impacts of tourism on the environment in the Channel Islands and the efforts to preserve the natural heritage of the area.

TI-73. Sayer, Jeffrey A. 1981. Tourism or conservation in the national parks of Benin. Parks 5(4): 13-15.

The national parks system of Benin is discussed. The desire for the parks and natural areas to be economically self-sustaining through tourism is weighed against the question of environmental stability and preservation.

TI-74. Shah, Kagda B. 1983. Mountain expeditions. pp. 88-91. In: Proceedings, third international tourism and heritage conservation conference; 1983 November 1-4; Katmandu, Nepal. vol. 3. [Available from the Pacific Area Travel Association, San Francisco, CA]

Describes the impact of mountain tourism on the economy, land, fuelwood supply, pollution, society, and culture of Nepal. Recommendations for mountain tourism, the economy, and the environment are provided.

TI-75. Sindiyo, Daniel M.; Pertet, Fred N. 1984. Tourism and its impact on wildlife conservation in Kenya. Industry and Environment 7(1):14-19.

Gives a brief historical review of tourism based on wildlife in East Africa. The rise and stagnation of tourism in Kenya are described, and strategies for revitalizing the industry are outlined. The beneficial economic and social effects of tourism are compared with the negative environmental impacts. Further research on the interactions of tourism and the environment are recommended.

TI-76. Singh, Tej Vir; Kaur, Jagdish. 1986. The paradox of mountain tourism: case references from the Himalaya. Industry and Environment 9(1):21-26.

Discusses the pros and cons of tourism in the Himalayas of Nepal. The questions of development and increased tourism activities are addressed from an ecological and sociocultural viewpoint.

TI-77. Smith, Valene L., ed. 1977. Hosts and guests: the anthropology of tourism. Philadelphia, PA: University of Pennsylvania Press. 254 pp.

A collection of papers written by anthropologists on the social and cultural impacts of tourism. Several case studies from developing countries are provided. Introductory chapters discuss various types of tourism and their impacts.

TI-78. Theuns, H.L. 1976. Notes on the economic impact of international tourism in developing countries. Tourist Review 31(3):2-10.

A detailed discussion of the economic and monetary factors affecting the returns from tourist industries. The most common indices used to assess the economic impact of tourism (i.e., balance of payments, imports, capital revenue, labor income, gross receipts, income, employment) are reviewed with respect to their applicability for the developing world.

TI-79. Thresher, P. 1981. The present value of an Amboseli lion. World Animal Review 40:30-33.

This analysis points out the importance of wildlife viewing to the Kenyan economy. The author calculates that one maned lion available for viewing by tourists will draw $515,000 in foreign exchange over its lifetime. This compares with $8,500 if the lion is used as a resource for sport hunting, and between $960 and $1,325 if used for commercial purposes. Analysis of the value of lions from the perspective of landowners and individual Masai families indicates similar advantages of managing lions for wildlife-viewing tourists.

TI-80. Thresher, Philip. 1972. African national parks and tourism--an interlinked future. Biological Conservation 4(4):279-284.

The costs of establishing and maintaining African national parks are presented, and methods of financing the parks are discussed. The potential of tourism for attracting foreign exchange to the continent and as a major source of funds for managing the parks is highlighted.

TI-81. Thresher, Philip. 1981. The economics of a lion. Unasylva 33(134):34-35.

Advocates that wildlife, lions in particular, are a renewable natural resource that can provide badly needed foreign exchange for Kenya and extra cash for local residents if managed for wildlife tourism. The author claims that over 2,000 jobs may be tied to wildlife viewing in Amboseli alone.

TI-82. Tichnell, David L.; Machlis, Gary E.; Fazio, James R. 1983. Threats to national parks: a preliminary survey. Parks 8(1):14-17.

Results of a survey on the ecological health of protected areas. Conservation leaders and park administrators from around the world were surveyed for the study. The need for better planning and management in national parks systems is discussed.

TI-83. Travis, Anthony S. 1982. Physical impacts: trends affecting tourism. Tourism Management 3(4):256-262.

Proposes a social theory for tourism development in addition to the more common and imbalanced theory of economic development.

TI-84. United Republic of Tanzania. 1983. National parks statistics report, 1971-1982. Dar-es-salaam. 15 pp.

Detailed monthly and annual statistics on national park activities. A summary of domestic and foreign visits and revenues is included.

TI-85. Vogt, Jay W. 1978. Wandering: youth and travel behavior. pp. 19-40. In: Studies in Third World societies, tourism and behavior. Publication 5. [Available from Department of Anthropology, College of William and Mary, Williamsburg, VA]

The phenomena of wandering youth, their travel experiences, and their resulting impact on the host cultures are explored. The primary motivation is the quest for personal growth, which is achieved through independent decision making, stimulating daily experiences, learning through

exposure and detachment, and transient but intense interpersonal relationships. The impact of wandering tourism is felt mainly at centers of congregation, where youth meet and lodge.

TI-86. von Orsdol, Karl G. 1979. Uganda's national parks. Swara 2(4):14-16.

Describes the history of poaching and killing of wildlife in Uganda. Prospects for improving the situation are also discussed.

TI-87. Washburn, Stanley, Jr. 1985. Visit with the gentle giants. Defenders Sept./Oct.:36-40.

Recounts a visit to the Parc National des Volcans in Rwanda to see the mountain gorillas. Attention is given to the human pressures on the land, and the need for immediate solutions to the economic pressures affecting both the gorillas and the local population.

TI-88. Western, David. 1971. Amboseli: new perspectives. Animals 13(12):532-536.

Conditions at Amboseli at the time the park was converted to management for tourism are described. The major problems for the park are said to stem from the parallel increases in the Masai and tourist populations. Competition for water and forage was especially keen at the time the article was written.

TI-89. Western, David; Henry, Wesley. 1979. Economics and conservation in Third World national parks. BioScience 29(7): 414-418.

Discusses whether economics and conservation objectives can be met simultaneously in the popular East African wildlife parks. Factors such as park use and income generation, resource capability, visitor behavior and capacity, impact assessment, and internal and external management are examined.

Marketing and Promotion

In all but the most spectacular wildland areas, visitor numbers must increase if natural areas are to provide significant economic returns. Although environmentalists might prefer to maintain these wildlands in an isolated state, local population pressures will eventually force a destructive invasion of the wildlands if alternative methods of income generation are not provided.

Effective marketing strategies can greatly increase the number of visitors to parks and other natural areas. Market research helps identify people most likely to visit wildlands and determines the most effective advertising approaches and delivery channels. A major task for most promoters of nature-oriented tourism in developing countries is simply to make potential visitors aware of the products that exist. Other important components of marketing include product development and packaging, image projection, pricing, advertising, and promotion.

Several of the tourism marketing publications cited in this section are not specific to nature-oriented tourism or developing countries. Their general concepts are easily adapted, however, to the circumstances encountered by most marketing strategists.

MP-1. Abrahams, E. Anthony. 1983. Tourism promotion: a shared place in the sun. Parks 7(4):12-13.

Advocates collective tourism promotion by groups of neighboring developing countries. Cost-effectiveness and the ability to present a stronger image are the primary advantages.

MP-2. Alpine, Lisa. 1986. Trends in special interest travel. Specialty Travel Index 13:83-84.

The boom in special-interest travel is discussed as a result of interviews with travel agents across the United States. Based on this study, many wildlands activities are among the most popular choices. Of fifteen activities, they ranked: white-water rafting (1), wilderness expeditions (3), hiking (4), fishing (5), trekking (9), birdwatching (14), and wildlife safaris (15).

MP-3. Arbel, Avner; Ravid, S. Abraham. 1985. On recreation demand: a time-series approach. Applied Economics 17:979-990.

Presents results of a time-series econometric study of recreation demand. Energy prices, weather, prices of complementary goods, and the value of the dollar vis-a-vis foreign currencies were found to exert a significant influence on park use.

MP-4. Bitner, Mary J.; Booms, Bernard H. 1982. Trends in travel and tourism marketing: the changing structure of distribution channels. Journal of Travel Research 20(4):39-44.

Results of a study that examined the structure of the travel and tourism distribution system, as well as the operations, motivations, and interactions of the intermediaries in the system. Explores the way in which a travel and tourism distribu-

tion system will operate in the future, with a focus on the role of travel agents.

MP-5. Bonnett, Jeremy. 1982. Implications of marketing and promotion for the development of tourism. Tourism Management 3(4):242-247.

Discusses marketing objectives and segmentation in the context of developing countries. The need for flexibility of the marketing plan is emphasized. Consumer motivations and the effect of price on the demand for tourism are discussed.

MP-6. Brennan, Dan G.; Woodside, Arch G.; Sharpe, Clifford W. 1982. Cooperative national advertising to increase awareness and convert latent demand into intentions to visit. Journal of Travel Research 20(4): 30-34.

Reviews the reasons for cooperation among government and private tourism interests. An example of a successful cooperative advertising campaign in Canada is presented. Suggestions are made for developing similar campaigns in other areas.

MP-7. Britton, Robert A. 1979. The image of the Third World in tourism marketing. Annals of Tourism Research 6(3):318-329.

The tourism industry continues to portray many developing countries as "paradise," "unspoiled," "sensuous," or with other distorted descriptions, presumably to compensate for the obvious poverty beyond the hotel or sightseeing bus. Discusses the inability of the tourism industry to represent destinations as real places. Themes and biases in advertisements, travel journalism, and the travel trade press are examined. It is maintained that the use of distorted imagery has an adverse impact on the quality of the visitor's experience and on the receiving society. Some alternatives, including information and advertisements already in use, are presented.

MP-8. Calantone, Roger; Schewe, Charles; Allen, Chris T. 1979. Targeting specific advertising messages at tourist segments. pp. 149-160. In: Hawkins, Donald L.; Shafer, Elwood L.; Rovelstad, James M., eds. Tourism marketing and management issues. Washington, DC: George Washington University.

Reports on a marketing segmentation study. Results suggest five groups of travelers--frequent visitors, sightseers, sports and relaxation-minded travelers, young nature buffs, and a "representative subgroup"--to target for marketing purposes.

MP-9. Ceylon Tourist Board. 1984. Survey of foreign visitors from Sri Lanka, February-April 1983. Colombo: Sri Lanka. 157 pp.

Examines the quality of the Sri Lankan tourism industry by comparing tourists' expectations with their actual experiences.

MP-10. Crompton, John L. 1979. An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image. Journal of Travel Research 17(4):18-23.

A nationwide survey of college students in the United States found respondents to be most concerned about sanitation and safety when considering a vacation to Mexico. The country rated high in the respondents' opinions with regard to climate and favorable prices. The farther away from Mexico that respondents resided, the more favorable was their image of that country as a vacation destination.

MP-11. Davidoff, Philip G.; Davidoff, Doris S. 1983. Sales and marketing for travel and tourism. Rapid City, SD: National Publishers. 290 pp.

Covers the characteristics of the tourism product, psychology of travelers, marketing research, image, communications, advertising, publicity, promotion, and sales.

MP-12. Etzel, Michael J.; Wahlers, Russell G. 1985. The use of requested promotional material by pleasure travelers. Journal of Travel Research 23(4):2-6.

The importance of specific travel literature requested by consumers is emphasized. Booklets and brochures are used by a large number of travelers who have identifiable characteristics and attributes. Promotional materials should be prepared and distributed conscientiously in light of the findings of this study. Printed materials are especially important to travelers considering a first visit to a destination. Experienced travelers also make heavy use of printed promotional materials.

MP-13. Etzel, Michael J.; Woodside, Arch G. 1982. Segmenting vacation markets: the case of the distant and near-home travelers. Journal of Travel Research 20(4):10-14.

Presents an approach for studying near-home and distant travelers as target segments for travel marketing. Issues addressed include the benefits perceived by these two groups of travelers, the personal and family demographics of the two groups, and what the groups seek while on vacation. Research concluded that distance traveled for vacations can be correlated with family size, use of travel agents to arrange trips, travel expectations, credit card use, and leisure activities.

MP-14. Gitelson, Richard J.; Crompton, John L. 1983. The planning horizons and sources of information used by pleasure vacationers. Journal of Travel Research 21(3):2-7.

Travelers were studied to relate their purpose of travel and length of stay to use of print media, broadcast media, consultants, and destination-specific literature. Differences in vacationers' planning horizons were also examined.

MP-15. Goodrich, Jonathan N. 1979. Benefit segmentation of U.S. international travelers: an empirical study with American Express. pp. 133-147. In: Hawkins, Donald L.; Shafer, Elwood L.; Rovelstad, James M., eds. Tourism marketing and management issues. Washington, DC: George Washington University.

This study segmented travelers based on 11 benefit variables. Three groups of travelers were

identified from the study: "passive-entertainment types," "sports types," and "outdoor types." It was shown that benefit segmentation may be as effective, or more effective, as demographic segmentation for defining tourist market segments. Promoters should seek to emphasize particular benefits in advertising to attract particular benefit-seeking segments.

MP-16. Heinsius, Howard A. 1977. How to select advertising media more effectively. Lodging (May):33-35.

Twelve essentials of media selection are discussed, with emphasis on television, radio, and newspapers. Specific guidelines for publication advertising are provided.

MP-17. Hiller, Herbert L. 1975. The organization and marketing of tourism for development: an argument for the necessity of intervention in the market-place. pp. 237-246. In: Finney, Ben R.; Watson, Karen Anne, eds. A new kind of sugar: tourism in the Pacific. Honolulu, HI: East-West Center.

Developing countries should take a stronger role in controlling the evolution of tourism in their countries. More emphasis must be placed on tourism as a vehicle for development; hotels should be kept small and locally managed; local labor should be utilized to the fullest, etc. The guiding principle of tourism development and marketing must not be "give them what they want" but instead, "give them what you have--and make what you have what they want."

MP-18. Indonesian Tourist Promotion Office for North America. 1981. Indonesia national and nature reserves. Jakarta: Directorate Nationale of Tourism. 150 pp.

Provides an example of detailed and high-quality promotion of a country's natural attractions, national parks, and nature reserves. Includes information for each major region of the country: a summary of the region and specific reserves, flora and fauna distributions, tips for travelers and recreationists, detailed color maps, weather and climatic conditions, and information on communications and facilities.

MP-19. Johnson, Walter. 1983. Viewpoint: tomorrow's traveller--a marketing analysis. Tourism Management 4(2):129-132.

Challenges the traditional demographic methods of analyzing travel motives and offers an alternative approach based on "psychological segmentation." Ten kinds of travelers are identified, and the author suggests that sellers of travel must recognize these groups and tailor their services accordingly.

MP-20. Kelly, John R. 1985. Recreation business. New York: John Wiley & Sons. 469 pp.

Several chapters describe the structure of the recreational tourism business. A separate discussion is provided on constructing an advertising campaign. Advice is given on identifying the target market, defining the product, choosing professional assistance, selecting the media, constructing the advertising message, integrating the campaign, and

evaluating the results. All major media are discussed in detail. A special section is devoted to the underutilized potential of trade journals for promoting and advertising recreational services.

MP-21. Maas, Jane. 1981. Brochures that sell. Lodging (October):49-52.

A good strategy when developing promotional brochures includes five points: knowing your objectives, knowing your target audience, defining the benefits to consumers, offering evidence of your credibility, and presenting the right tone and manner. Fifteen recommendations are presented to help improve brochures.

MP-22. McQueen, Josh; Miller, Kenneth E. 1985. Target market selection of tourists: a comparison of approaches. Journal of Travel Research 24(1):2-6.

Data from 12,000 tourists homeward bound from Tasmania were used to compare 15 alternative segementation methods. The preferred method was found to be one that combined the two best dichotomous variables: first time or repeat visitors and tourists, with or without relatives in the state.

MP-23. Meidan, Arthur. 1984. The marketing of tourism. Service Industries Journal 4(3):166-186.

Discusses the factors affecting tourism markets and sectors such as travel agencies and tour operators, hotels and catering, and transport. Suggests that analysis of tourism marketing should include market segmentation, marketing mix, and strategy development.

MP-24. Mill, Robert Christie; Morrison, Alistair M. 1985. The tourism system. Englewood Cliffs, NJ: Prentice-Hall. 457 pp.

Contains sections on traveler motivations, tourism impacts, the transportation and accommodation sectors, policy and planning, tourism regulation, and tourism marketing. Emphasis is placed on marketing channels and effective methods of getting the promotional message to the market.

MP-25. Moeran, Brian. 1983. The language of Japanese tourism. Annals of Tourism Research 10(1):93-108.

The Japanese travel market is dramatically increasing in importance. Analyzes tourism promotion materials produced by Japanese to determine the themes and keywords that encourage Japanese to purchase tourism products. Concludes that the Japanese tourist is primarily motivated by opportunities to experience "nature, food, and recreation."

MP-26. Murphy, P. 1982. Marketing. pp. 54-57. In: Downie, Bruce; Peart, Bob, eds. Parks and tourism: progress or prostitution? Victoria, BC: National and Provincial Parks Association of Canada.

Special considerations for marketing national parks are discussed. Pricing of park facilities in the context of national park philosophy is emphasized.

MP-27. National Park Service. 1983. Marketing parks and recreation. State College, PA: Venture Publishing. 170 pp.

Three major sections discuss ways of orchestrating marketing efforts to meet the needs of clients, methods of assessing those needs, and techniques of publicity, advertising, personal contact, and special promotions.

MP-28. Pacific Area Travel Association. 1973. An introduction to marketing and its application to tourism. San Francisco, CA. 98 pp.

Suggests a marketing program for second- and third-level administrators who are unable to experience first-hand the processes involved in the services and facilities of the tourism industry. The marketing process is explained in general terms and examples of how the process can be applied in the tourism industry are provided.

MP-29. Pacific Area Travel Association. 1974. The potential market in the United States for special-interest pleasure travel to Pacific area destinations. San Francisco, CA. 100 pp.

Results of an analysis of U.S. special-interest travelers who could be attracted by existing activities and sites in the Pacific area.

MP-30. Pacific Area Travel Association. 1976. Europe's special interest travel market. San Francisco, CA. 75 pp.

A detailed market segmentation analysis of the special-interest travel market of Europeans to Pacific and Asian countries.

MP-31. Pacific Area Travel Association. 1985. Study of potential U.S. vacation travelers to the Asia/Pacific area. San Francisco, CA. 21 pp.

Includes the results of a 1984 survey of U.S. long-haul travelers, analyzing consumer segments to develop target marketing plans. Also includes a literature review of current and future trends affecting travel to the Asia/Pacific region and results of a survey of PATA members' perspectives of the U.S. travel market.

MP-32. Pfister, Robert E.; Mills, Alan S. 1981. Tourism in Chile's national parks: a comparison of national and non-national visitors. Travel Research Journal 7(1):25-39.

Discusses the resource planning issues concerning Chile's Lakes Region national parks. The development of public information programs that reflect the needs of park visitors is discussed in relation to the establishment and management of national parks.

MP-33. Price, Sandra. 1978. Conservation education: the wildlife clubs of Kenya. Parks 3(3):1-2.

Brief description of wildlife clubs in Kenya and their role in communicating conservation to young people as part of their educational development.

MP-34. Price, Sandra. 1979. "I didn't know my country was so beautiful." International Wildlife 9(1):4-11.

Provides a detailed discussion of the importance of wildlife clubs in Kenya and other African countries to development and educational opportunities for young people.

MP-35. Read, Stanton E. 1979. A prime force in the expansion of tourism in the next decade: special interest travel. pp. 193-202. In: Hawkins, Donald E.; Shafer, Elwood L.; Rovelstad, James M., eds. Tourism marketing and management issues. Washington, DC: George Washington University.

Predicts that special-interest travel will dominate the tourism industry in the 1980's. Defines special-interest travel and makes suggestions for developing and promoting it.

MP-36. Reilly, Robert T. 1980. Travel and tourism marketing techniques. Wheaton, OH: Martin House Travel and Tourism Publishers, Inc. 220 pp.

The role of advertising in tourism marketing is discussed, and detailed guidelines are provided for utilizing various media. Hints are given for constructing advertising messages, designing print advertisements, producing radio and television spots, and directing an advertising campaign.

MP-37. Rosenow, John E.; Pulsipher, Gerreld L. 1979. Tourism: the good, the bad, and the ugly. Lincoln, NE: Century Three Press. 264 pp.

Offers a positive assessment of tourism as a means of maintaining and promoting cultural diversity. A major chapter focuses on marketing and communications.

MP-38. Schmoll, G.A. 1977. Tourism promotion. London: Tourism International Press. 136 pp.

Detailed description of the tourism marketing system, the demand for tourism services, tourism promotion techniques, and the elements of promotion and planning.

MP-39. Sunday, Alexander A.; Johansson, Johny K. 1975. Advertising and international tourism. pp. 81-96. In: Ladany, Shawl P., ed. Management science applications to leisure time operations. New York: American Elsevier Publishing Company, Inc.

Econometric models were used to estimate the effectiveness of tourism advertising by 17 countries trying to attract U.S. travelers. Shows that advertising has a significant positive effect on net revenues from tourism for most countries. There is also evidence that the effectiveness varies with the proximity of the country to the United States.

MP-40. Udanga, Lucena E.; Natividad, Virginia L. 1980. Setting fees on our national parks and recreation areas. Canopy International 6(8):10-12.

Currently, entrance fees are charged at only a few Philippine national parks. The advantages and disadvantages of instituting a pricing scheme are discussed.

MP-41. Wahab, Salah. 1976. Tourism marketing: a destination-oriented programme for the marketing of international tourism. London: Tourism International Press. 273 pp.

Offers marketing advice and tools for marketing tourism destinations to tourism specialists. A deductive approach is used by discussing general concepts, planning and strategic development, and marketing

practices currently used by various national tourism offices and enterprises.

MP-42. Weinreb, Risa. 1986. Selling special interest travel. Specialty Travel Index Spring/Summer. 99 pp.

Suggestions are made to travel agents to find out clients' skill levels, determine how much adventure they want, where and when they want to travel, and how much they are willing to spend on special-interest travel. By determining the answers to these simple questions, the agent will be able to find the best tour for the client and establish a reputation as an expert in special-interest travel.

MP-43. Wilson, P. 1980. Problems of promotion of tourism. Eastern Economist 75(24):1301-1304.

Argues for increased tourism promotion and development in India, including further development of wildlife sanctuaries and "natural recreation villages."

MP-44. Woodside, Arch G.; Ronkainen, Ilkka A. 1979. Tourism management strategies for competitive vacation destinations. pp. 3-19. In: Hawkins, Donald L.; Shafer, Elwood L.; Rovelstad, James M., eds. Tourism marketing and management issues. Washington, DC: George Washington University.

Describes how travelers evaluate and choose vacation destinations. Consideration is given to "evoked," "inert," and "inept" vacation destination sets. Heavy advertising is necessary to move destinations from one set to another in the minds of travelers.

MP-45. Yacoumis, John. 1980. Printed communication tools in destination marketing. International Tourism Quarterly 1:52-65.

Traditional printed promotional materials are classified and discussed. Policy requirements for promotional activities are considered. Special emphasis is placed on methods to minimize production and distribution costs. The major trends in communication tools are assessed.

MP-46. Yesawich, Peter C. 1978. What you need to know before you spend money on marketing. Lodging (January):7-9.

The three main components of a successful marketing plan--timeliness, cohesiveness, and focus--are discussed. Seven steps are recommended for formulating a successful plan.

Author Index

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