

Strategic Tourism Planning for Communities

BUILDING THE FUTURE OF TOURISM

Series Editor: Anukrati Sharma

The world is entering the Third Millennium in which great changes are expected in all areas of human interest, life, and activity. These changes have been brought on by past and present man-made events, which have had both positive and negative consequences. The coming millennium will be marked by significant social, political, demographic, and technological changes and will definitely differ from the last century. The future will bring more leisure time, a higher standard of living, and a better quality of life for us all. This series examines recent and the most probable changes and gives a wide range of visionary insights as well as operational takeaways.

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Strategic Tourism Planning for Communities: Restructuring and Rebranding

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INVESTOR IN PEOPLE

*To our parents, who planted the seed of knowledge in our mind and nurtured it, who
gave us the gift of dreams and the ability to realize them.
Last but not least to our wonderful contributors and readers.*

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Preface

Traditionally, strategic planning has been used for tangible products and not for intangible services like hospitality or tourism.

The new dynamics have altered the working of the service sector, and strategic planning now plays an important role. Numerous nations have long used tourism as a tool for development, from the national to the local level. To succeed, tourism must be strategically planned within a community framework. The viability of a destination is greatly influenced by its tourism strategy.

There is no doubt that external factors have a significant impact on the tourism industry, as the COVID-19 crisis serves to remind us. There is a search for new branding and organizational strategies among destination marketing organizations (DMOs) throughout the globe. They need to plan strategically for upcoming economic, political, and cultural changes. Planning strategically and executing it effectively is essential not only to overcome immediate obstacles but also to establish, enhance, and maintain a destination's competitiveness throughout the long recovery period. As urban and rural communities seek to increase revenue sources by developing or reviving tourist hot spots, rebranding and restructuring tourist attractions are becoming more common. In today's world, tourism cannot be complete without the involvement of the locals. It gives the tourist a distinctive experience in addition to enhancing the livelihood chances for the local population. Encouragement of local community engagement is a key component of tourism development because it is essential to the long-term viability of the sector.

There are many topics included in this edited book, including sustainable tourism planning, community festivals, culture, community development, local communities, COVID-19 impact on the tourism Industry, Ayurvedic wellness, revitalizing community-based tourism, and applications of smart transportation systems to tourism. Creating this edited book was primarily aimed at spreading knowledge about the "Strategic Tourism Planning for Communities: Restructuring and Rebranding."

This book is the culmination of the meticulous efforts of many minds from India, Sri Lanka, Turkey, Indonesia, Kyrgyzstan, and Bangladesh. We wish to thank all the contributors for their hard work.

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