



Community Development through Tourism

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Community Development through Tourism examines the development of local communities through the healthy integration of community planning, business planning and tourism planning. It explores the most pertinent tourism and business theories, moving from strategic planning to community empowerment and practice. Research-based case studies are used to illustrate how things work in the real world, and the ways in which various theories can and have been applied.

This book will be an important resource for business development managers, tourism operators and community leaders, as well as students and teachers in courses that incorporate aspects of community tourism into their business, tourism, social sciences and arts programs.

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Editorial Review

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