



International Tourism Policy and the Role of Governments in Tourism in the Context of Sustainability

Lilly Marlene Kunkel

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Essay from the year 2008 in the subject Tourism, grade: 1.3, University of Brighton (School of Service Management), course: Contemporary Issues in Travel and Tourism, language: English, abstract: The aim of this essay is to show the relationship between politics and tourism and to discuss the issue of policy as a tool for tourism regulation in the context of sustainability. To reach this aim, an examination of literature surrounding the fields of tourism policy and planning will be undertaken. Different theories will be given and the role of governments in tourism will be defined. The issue will be discussed in a historical as well as a modern context, mainly focussing on the case study of Bhutan, and a final conclusion will be given.

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