



## Social and Economic Education for Development

### A Process for Strategic Tourism Development Planning

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Cooperative Extension Service

- I. Identifying the players in tourism in the county and the region (Stakeholders Analysis)
  - a. Who are the active organizations and/or key players in tourism?
  - b. What are their interests and concerns?
  - c. What are their responsibilities in the tourism sector?
  - d. Who else needs to be at the table in any discussion of tourism development?
  
- II. Tourism Visioning process

To develop common ground for a **vision statement** for tourism development. A **tourism vision statement** is a shared expression by the tourism stakeholders about what they want the tourism sector to be in twenty years. The tourism vision statement reflects the **values** of the stakeholders and are the basis for developing a set of **guiding principles** for tourism development. The **tourism guiding principles** serve as "filters" for decision-making about the goals, strategies, and tactics of the development plan.
  
- III. Analysis of the current tourism situation
  - a. What do we already know about tourism in the area?
  - b. What are some strengths, weaknesses, opportunities, and threats of the tourism sector?
  - c. Identifying barriers to and/or forces leading to strategic development planning.
  
- IV. Determining tourism guiding principles and identifying goals
  
- V. Strategies and tactics to specify goals within a time frame of action
  
- VI. Implementation and evaluation
  - a. Developing an implementation process
  - b. Identifying agencies/groups responsible for plan implementation
  - c. Establishing criteria for evaluation and revision of the plan