

# Sustainable Tourism Management

---

**John Swarbrooke**

*Principal Lecturer in Tourism  
School of Leisure and Food Management  
Sheffield Hallam University  
Sheffield, UK*

CABI *Publishing*

# Contents

---

|   |            |
|---|------------|
| Preface   | vii        |
| Acknowledgements  | x          |
| <b>Part One: Introduction</b>   | <b>1</b>   |
| 1. Historical Background  | 3          |
| 2. The Nature and Scope of Sustainable Tourism                          | 13         |
| 3. A Critique of Current Thinking in Sustainable Tourism Management     | 24         |
| 4. Towards a New Approach to Sustainable Tourism Management             | 41         |
| Conclusions to Part One   | 45         |
| <b>Part Two: The Three Dimensions of Sustainable Tourism</b>            | <b>47</b>  |
| 5. The Environmental Dimension  | 49         |
| 6. The Economic Dimension   | 59         |
| 7. The Social Dimension   | 69         |
| Conclusions to Part Two   | 83         |
| <b>Part Three: The Key Actors in Sustainable Tourism</b>                | <b>85</b>  |
| 8. The Public Sector  | 87         |
| 9. The Industry   | 104        |
| 10. The Voluntary Sector  | 115        |
| 11. The Host Community  | 123        |
| 12. The Media   | 135        |
| 13. The Tourist   | 142        |
| Conclusions to Part Three   | 150        |
| <b>Part Four: Sustainable Tourism in Different Geographical Milieux</b> | <b>153</b> |
| 14. Coastal Areas and the Sea   | 155        |
| 15. Rural Areas   | 161        |
| 16. Urban Areas   | 172        |
| 17. Mountainous Regions   | 183        |
| 18. Islands   | 193        |
| 19. Developing Countries  | 203        |
| Conclusions to Part Four  | 213        |

---

|   |            |
|---|------------|
| <b>Part Five: Sustainable Tourism and Functional Management</b>                     | <b>215</b> |
| 20. Marketing Management  | 217        |
| 21. Human Resource Management   | 230        |
| 22. Operations Management   | 238        |
| 23. Financial Management  | 245        |
| Conclusions to Part Five  | 251        |
| <b>Part Six: Sustainable Tourism and the Different Sectors and Types of Tourism</b> | <b>253</b> |
| 24. Tourist Destinations  | 255        |
| 25. Visitor Attractions   | 268        |
| 26. Tour Operations   | 276        |
| 27. Transport   | 288        |
| 28. Hospitality   | 299        |
| 29. Cultural Tourism  | 306        |
| 30. Ecotourism  | 318        |
| 31. All-inclusive and Self-contained Resort Complexes                               | 330        |
| 32. Business Tourism  | 336        |
| Conclusions to Part Six   | 341        |
| <b>Part Seven: Conclusions</b>  | <b>342</b> |
| 33. Conclusions   | 344        |
| <b>Part Eight: The Future of Sustainable Tourism</b>                                | <b>348</b> |
| 34. The Future of Sustainable Tourism   | 350        |
| Bibliography  | 361        |
| Index   | 367        |