

Handout 3-1. Tourism Assessment Process: Getting Started



INFORMATION NEEDED	USE	POTENTIAL SOURCE
Geography, Climate, and Topography	Planning logistics, and understanding of physical attributes that may relate to tourism attractions and activities	Internet, travel guide books, topographical maps, national or regional tourism offices
Socio-Economic, Political, and Cultural Context	Defining the general context within which the team will be working	Government websites, travel guide books, newspapers, economic, sociology, and anthropological journals and magazine articles, history books
Tourism Policies, Master Plans, and Marketing Strategies	Understanding of government strategic approach to tourism development	Government investment promotion websites, tourism board or economic development office websites
Environmental, Biodiversity, and Natural Resource Use Issues (see below for further information on the importance of this area)	Preliminary understanding of priority conservation, land and resource use issues	Local conservation organization publications and websites, international organizations i.e. Conservation International, World Wildlife Fund, and The Nature Conservancy; Natural Resource and Protected Area Management Plans – check National Park Administration, Forestry Dept. and Department of Interior websites
Market Structures	General understanding of existing tourism plant, key market segments, products offered, and overall trends	World Tourism Organization statistical references, government websites, travel guide books, tourism and hospitality management publications, local tourism association websites
General Institutional Support	List organizations currently involved in tourism development	Government, tourism boards or administration, investment promotion offices, park and wildlife services, local tourism association websites