Tourism Essay

**Critically evaluate tourism planning in relation to sustainability, drawing on one or more examples to illustrate your argument (1500 word essay)**

**Introduction**

As the negative economic, social and environmental impacts of poorly planned tourism have become increasingly clear in the last 20 years, sustainability in relation to tourism has become a central issue. Tourism is now widely seen by national and international policy makers as an important means of achieving the UN’s Sustainable Development goals of reducing poverty and promoting sustainable development (UNWTO 2015). Strategic planning of tourism development is now almost always undertaken in relation to the principles of sustainable development (Inskeep 1991; Mowforth 2003; Hall 2000). Drawing on key literature about tourism planning and sustainable development, this essay examines the tourism planning process for Spain and analyses contributing factors that would shape the development of policies in relation to sustainable development. The essay firstly defines the concept of tourism destination and explains the tourism planning process and sustainable development. Particular consideration is given to the factors that shape tourism development policies in relation to sustainable development.

**Conclusion**

The central aim of this essay was to present the tourism planning process for Spain as well as to analyse the factors which influence the development of sustainable tourism policies.

The major conclusion that emerges from the essay is that Spain realises the necessity of integrating the principles of sustainable development into its tourism planning, and an important manifestation of this is the creation of the tourism plan “Horizonte 2020”. If the country succeeds in fully implementing the scheme, it will not only increase the socio-economic benefits of tourism but also improve the natural and cultural environment. Taking everything into account, proper recognition of country’s needs, threats, challenges and potential combined with stakeholders’ conscious involvement in tourism planning constitute a prerequisite of a good sustainable development policy.