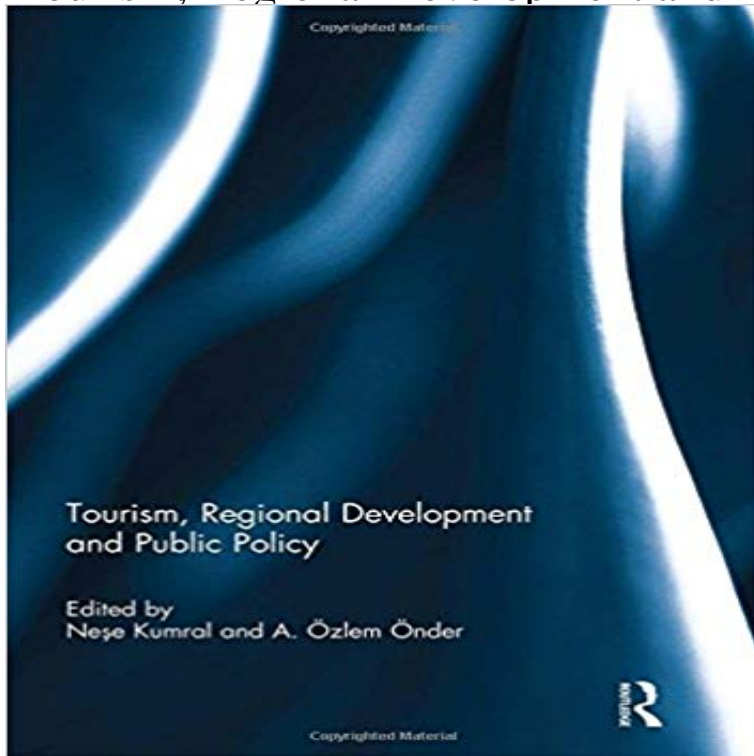


Tourism, Regional Development and Public Policy



The tourism industry, as one of the main drivers of creative economy, gains more importance in growth policies both at national and regional levels. However traditional tourism destinations now face a more competitive environment, for an increased number of possible destinations have emerged. This environment is further deepened by an increase in the number of products and services available to the preferences of visitors. Therefore new tourism policies, unlike traditional strategies, should aim to increase the competitiveness of the local through supporting increased quality of experience and promoting innovation in tourism services. Based on the workshop organized by Regional Studies Association Research Network on Tourism, Regional Development and Public Policy in Izmir, Turkey, this book introduces, motivates and examines diversities in the tourism industry from a regional development perspective. The papers in this book cover various case studies from different country experiences. The views expressed in these articles promise to improve our understanding of tourism in a new aspect that goes beyond the mass tourism mentality. This book was originally published as a special issue of *European Planning Studies*.

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