TOURISM PLANNING WORKSHOP
Sackville, New Brunswick
June 10, 1986
Dr. Clare A. Gunn, Professor Emeritus
Texas A&M University

8:30  TOURISM--THE NEW WAVE  Some misunderstood aspects of what tourism is all about. Tourism is far more comprehensive, more complicated, more challenging than generally believed.

9:00  RECREATION-CONSERVATION-TOURISM IDEOLOGIES  Unless these ideologies are understood--the conflicts and compatibilities--many problems can strangle all sides.

9:30  TOURISM--A COMPLICATED SYSTEM  Tourism is much more than hotels, airlines and promotion. The dynamic functioning system must be understood in order to plan.

10:00  THE CONCEPT OF DESTINATIONS  The concept of "catching" tourists as they travel is obsolete. The concept of destinations is essential to planning and development.

10:30  A REGIONAL ASSESSMENT APPROACH

   a. Process
   b. Canadian application

11:30  DISCUSSION

12:00  Lunch

1:00  A COMMUNITY APPROACH

   a. Where to start
   b. Analyze what you have
   c. Problems and Issues
   d. Projects and Programs
   e. Priorities
   f. Organizing/Implementing
   g. Evaluating

4:30  DISCUSSION

5:00  Adjourn