TOURISM DEVELOPMENT PLANNING IN SELECTED EU COUNTRIES

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Abstract

Tourism development planning is now part of the regional policies of all Member States of the European Union. Strategic plans at national or regional level are specific instruments of regional management which contain results of the planning process and ensure the development of tourism in the selected region. The paper analyzes the representatives of these plans from Great Britain, Germany, the Czech Republic, Slovakia, Romania and Bulgaria. It evaluates their contents and form of processing according to suggested united methodology respecting main principles of current quality management. The paper tests the process of evaluation on a selected sample, compares different approaches to planning and identifies the best transferable practices as the first step of creating the complex system for evaluation and quality improvement of regional planning in tourism.

Keywords: regional management, tourism, strategic documents, evaluation.

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