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Create awareness of the stakeholders/key players in tourism management; • Be aware of a number of introductory issues in relation to the key players in tourism planning and management; and • Examine the influence of these key players to the planning and development.

Chapter 3 TOURISM PLANNING 3.0 INTRODUCTION Planning is about setting and meeting objectives. Although various approaches have been developed in general planning, e.g. boosterism, integrated, interactive, collaborative, bottom-up etc, a literature review of tourism shows that not many authors have been concerned with tourism planning.

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