

cient environmental awareness. However, there were signs of optimism. Some speakers cited some success in getting developers to plan more environmentally sound projects, or saving an endangered species. A very positive sign is the current focus on ecotourism with sustainable development as an ideal. However, the difficulty is in finding a formula for sustainable tourism.

A more practical approach was seen to be "symbiosis" between tourism and conservation. This could be achieved by the creation of more park systems, more protected areas, and further education of both the tourism industry and tourists. "Proactive" planning (i.e., comprehensive planning and management) is also seen as a key to success. Finally, when national and local politicians and the local people were in favor of a plan, there was a much higher chance of success in enhancing environment through tourism.

Hawaii was featured in many papers and workshops through the participation of researchers, planners, and industry personnel at the conference. Hanauma Bay, a popular tourist attraction that has been the subject of controversy because of measures implemented to restrict usage and commercial enterprises, was the subject of several papers. One nice feature was a two-day, midconference break, during which site visits were arranged to enable participants to have a first hand look at some case studies discussed. The feeling of shared experience was achieved through the format of general sessions, rather than concurrent sessions, and hence fulfilled the expectations of a "congress," meaning "walking together." □ □

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Tourism Policy Forum

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Some 80 tourism researchers and officials from around the world participated in the first International Assembly of Tourism Policy Experts which was held in Washington DC, October 30–November 2, 1990. Several features distinguished this forum from other tourism meetings. Notably, participation in this international assembly was by invitation only, there were no registration fees, and all scheduled functions (such as receptions, meals, and breaks) were fully hosted — thanks to the founders of the George Washington University's Tourism Policy Forum which include Sheraton Hotel Corporations, US Air, and Institut Turistic Valencia of Spain.

The format of the forum was also unusual: everyone was a participant in this four-day assembly. The shared goals of the assembly were to identify and discuss major issues affecting world tourism, to anticipate future tourism trends, and to make policy-oriented recommendations on improving and strengthening the tourism industry internationally.

All assembly participants had received the preconference publication, *Back-*

ground Papers, containing about 50 papers prepared by the participants themselves. The intent was that the assembly's deliberation would be facilitated with this publication on hand. The forum began with a brief plenary (orientation) session at which the assembly procedures were outlined by its main organizers/architects: Donald Hawkins and Sheryl Spivack (George Washington University, USA), John Hunt (University of Massachusetts, USA), and Kristin Hunt (Hunt and Hunt, USA). The drafting process of the anticipated findings, recommendations, and resolutions of the assembly was described by J. R. Brent Ritchie (University of Calgary, Canada).

Then the assembly was divided into three equal-size groups whose membership was assigned in advance, with each group headed by a discussion leader and a rapporteur who had met several months earlier in Washington DC, to develop the operational schemes of the assembly. The discussion leader was to bring the subject matter into focus and elicit the thoughts of the participants, the rapporteur was to capture the substance of the discussion from which the draft of the final report would be elicited. Eduardo Fayos Sola (Institut Turistic Valencia, Spain), Michael Olsen (Virginia Polytechnic Institute, USA), and Jafar Jafari (University of Wisconsin-Stout, USA) were group discussion leaders; Frank Go (University of Calgary, Canada), Douglas Frechtling (George Washington University, USA), and Heather Kurent (Institute of Alternative Futures, USA) were group rapporteurs.

Each group met separately throughout the forum. All three groups followed a predetermined set of procedures for their discussion of the political, social, technological, and economic environments as they relate to tourism, but each group moved toward the goals of the forum independent from the other two. What linked these assembly groups during their four-days of deliberation was their discussion leaders and rapporteurs, who not only made sure that their respective groups followed the assembly procedures in generating discussion and seeking policy-oriented issues/recommendations, but also met every morning as the Drafting Committee, to incorporate their respective group offerings into one single assembly outcome. The document, "Toward a Framework for Global Tourism Policy: Key Policy Issues and Recommendations," was presented by Brent Ritchie, the Chair of the Drafting Committee, at the closing plenary session of the assembly.

Major events/trends impacting on tourism, as identified by the assembly, included: (a) The physical environment is taking "Center Stage" in tourism development and management. (b) There is a recognition that there are finite limitations to tourism development, both in terms of physical and social carrying capacity of destinations. (c) Resident responsive tourism is the watch word for tomorrow: community demands for active participation in the setting of the tourism agenda and its priorities for tourism development and management cannot be ignored. (d) Tourism must strive to develop as a socially responsible industry; more specifically, it must move pro-actively rather than simply responding to various pressures as they arise. (e) Cultural diversity must be recognized within the context of a global society. (f) Demographic shifts will dramatically transform the level and nature of tourism. (g) Patterns of tourism are being transformed by increasingly diverse lifestyles. (h) The political shift to market-driven economies is bringing about a global restructuring in which market forces, rather than ideology, are used to guide decisions and develop policy. (i) The trend to market economies and shrinking government budgets is creating strong pressures for privatization of tourism facilities and services. (j) Regional political and economic integration/cooperation will increase. (k) The growing demands of the high cost of capital for development of the tourism infrastructure and rising taxation/fees will maintain and increase financial pressures on the tourism industry. (l) Influence of

the global/transnational firm will increase. (m) The widening gap between the North/South nations will continue to cause frictions and will be a constant source of concern for harmonious tourism development. (n) Continued regional conflicts and terrorist activities are impediments to the development and prosperity of tourism. (o) Health and security concerns could become a major deterrent to tourism travel. (p) Technological advances are giving rise to both opportunities and pressures for improved productivity, human resource development, and restructuring of the tourism industry. (q) There is a continuing and growing need to increase the supply of personnel and to enhance their professionalism. (r) Despite recent progress, recognition by governments of tourism and its importance to social and economic development and wellbeing of regions is still far from satisfactory; one part of the reason is a lack of credibility of tourism data. (s) Growing dissatisfaction with current governing systems and processes may lead to a new framework (paradigm) for tourism.

The immediate follow-up measures of the assembly included the dissemination of the findings and transmission of a teleconference, via satellite, to Latin America which resulted in interaction between regional tourism leaders and assembly representatives. The complete text of the forum's proceedings will appear in the *World Travel and Tourism Review*, scheduled to appear in 1991.

The Tourism Policy Forum is a non-profit research and analysis group of the George Washington University School of Education and Human Development. Established in 1988, the forum assists governments and businesses worldwide in developing international tourism policy, publishes research and position papers, and brings together tourism officials from around the world to address specific issues and problems which may constrain tourism in the years ahead.

The second assembly is scheduled to take place in October 1991, in New Delhi, India. For more information about the first assembly and the future activities of the forum, contact Sheryl Spivack, Tourism Policy Forum, George Washington University, 817 23rd Street NW, Washington, DC 20052, USA. □ □

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NRPA's Tourism and Commercial Sessions

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In 1990, the National Recreation and Parks Association (NRPA) Leisure Research Symposium marked its thirteenth year as an annual event. The conference was held October 12–15 in Phoenix, Arizona. Part of the time at the Congress was devoted to meetings of boards, committees, and special interest groups; however, educational sessions and research presentations comprised the majority of the meeting time.

The NRPA is the nation's largest nonprofit service, research, and educa-