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## Description

Tourism is dependent upon global policies and politics. It is highly responsive to natural, economic and political occurrences and events. The needs, expectations and anticipated benefits of tourism vary greatly from one destination to the next, and there is no “one size fits all” approach to destination management. Therefore, the purpose of this assignment is to ask you to examine tourism for one specific case.

## The Hypothetical Case

Upon graduation you have secured employment to assist the minister of tourism in insert location here (you choose a country, province / state, city, region). Your minister has been directed to pursue tourism as an economic and social development opportunity. Your job is to assist your boss in preparing for tourism.

Your first task is to decide which country, province, state, city or region you will base your project on. Please note that Canada and any location in Canada are excluded from your location selection.

Using knowledge gained throughout the course and from secondary sources, you will document the overall current tourism situation and then analyze the location for future tourism opportunities and marketing. You will need to use the Internet and library resources to access public documents and research associated with preparing your case study. Be sure to properly reference all sources using APA format, including websites.



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