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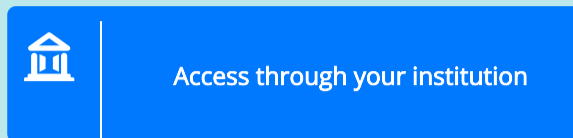
Assessment of technology strategies for sustainable tourism planning

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Abstract

Purpose

An essential requirement for tourism planning and policymaking is to review past strategies. The development of future roadmaps depends on a robust strategy validation process. The research analyses the technology strategies in Goa from 1962–2017 and highlights the impact of technology on tourism in Goa.

Design/methodology/approach

The paper presents a unique methodology that integrates tourism area life cycle (TALC) and Mintzberg's strategy analysis framework to evaluate strategies at a tourism destination.

Findings

The findings show that most technological advancements have taken place during the period 1989–2008. Both deliberate and emergent strategies were identified. Development of technology altered the type of tourism practiced in Goa. The use of internet facilitated the growth of tourism.

Research limitations/implications

This study clarifies the styles of public planning for tourism. It provides the foundation for strategic planning process.

Practical implications

Effective and efficient use of policy through technology road mapping can aid in co-creating a sustainable tourism destination for the future.

Social implications

The strategic evaluation framework can be used in any tourism destinations to identify past strategies and assess its impact on the future.

Originality/value

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The paper presents a unique methodology that integrates TALC and Mintzberg's strategy analysis framework to evaluate strategies at a tourism destination. The research proposes a strategic evaluation process that recognizes past strategies to validate the strategic analysis process.
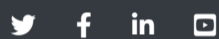
Keywords

Technology   Tourism   Strategy   Tourism area life cycle

Deliberate and Emergent Strategy   Goa

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