

National Tourism Policies, Strategies and Master Plans

Below is a list of links to various national tourism master plans, strategies and policies. Some are current and some are dated.

The links shown are primarily in English. Those in other languages are identified. Various on-line translation engines can be used to translate keywords.

Please note that the URL for links changes frequently. This list was updated in April 2015. Some links may no longer be valid.

Global or Regional Organisations	Policy / Master Plans
World Tourism Organisation	Repository of Master Plans - http://www.e-unwto.org/doi/pdf/10.18111/9789284416783
APEC	http://www.apec.org/groups/som-steering-committee-on-economic-and-technical-cooperation/working-groups/tourism.aspx
ASEAN	http://www.asean.org/storage/2012/05/ATSP-2016-2025.pdf
Europe	Marketing Strategy - http://etc-corporate.org/?page=marketing
South Pacific / Pacific Community	http://spto.org/resources/prtstrategy-2015-2019

Country / Economy	Policy / Master Plans
Abu Dhabi	http://tcaabudhabi.ae/en/about/Pages/strategy-and-policy.aspx
Albania	http://www.al.undp.org/content/dam/albania/docs/Final%20CULTURE%20MARKETING%20STRATEGY-July1.pdf
American Samoa	http://doc.as.gov/planning_grants/tourism-master-plan/

Anguilla	http://www.gov.ai/documents/Final_STMP2.pdf - http://caribbean.eclac.org/content/government-anguilla-sustainable-tourism-master-plan-2010-2020
Argentina	http://2016.turismo.gov.ar/wp_turismo/ (in Spanish)
Australia	http://www.tourism.australia.com/statistics/tourism-2020.aspx
Bangladesh	http://tourismboard.gov.bd/plan-and-policies/tourism-policy/
Barbados	http://www.bhta.org/index/resources/publications.html
Belize	http://www.saveourpeninsula.org/tourism/Draft_Policy%20on%20RespTourism_Feb2010.pdf
Bermuda	http://www.gov.bm/portal/erver.pt/gateway/PTARGS_0_2_12295_311_1794_43/http%3B/ptpublisher.gov.bm%3B7087/publishedcontent/publish/gov_top_level_org_house_/whats_happening3/bermuda_master_plan_townhall_061112_v3.pdf http://www.gotobermuda.com/bermudatourism/National-Tourism-Plan/
Bosnia and Herzegovina	http://oc-jahorina.com/wp-content/uploads/TOURISM_MASTER_PLAN_JAHORINA.pdf
Botswana	2000 master plan - http://www.ub.bw/ip/documents/2000_Botswana%20Tourism%20Master%20Plan.pdf
Brazil	http://www.resonanceco.com/Library/brazilian-governments-national-tourism-plan/
Canada	https://www.ic.gc.ca/eic/site/034.nsf/vwapj/Canadas_Federal_Tourism_Strategy-eng.pdf/\$file/Canadas_Federal_Tourism_Strategy-eng.pdf http://en-corporate.canada.travel/markets/how-we-do-business

	http://www.tourism.gc.ca/eic/site/034.nsf/eng/00041.html
Colombia	http://www.oecd-ilibrary.org/docserver/download/8515041ec044.pdf?expires=1461213970&id=id&accname=guest&checksum=A1AFFE28C3E1762E372A23EDA896E63A
Cook Islands	http://www.cookislands.travel/destinationdevelopment
Costa Rica	http://oc-jahorina.com/wp-content/uploads/TOURISM_MASTER_PLAN_JAHORINA.pdf
Curacao	http://www.curacao.com/en/directory/corporate/strategic-tourism-master-plan/
Cyprus	http://www.visitcyprus.com/media/Downloads/Strategy/Executive_Summary_Tourism_Strategy_2011_2015.pdf
Dominica	http://tourism.gov.dm/news-and-media/tourism-policies
Dominican Republic	http://www.odt.org.do/j/index.php?view=article&catid=932%3Ainformation&id=87%3Adominican-sustainable-tourism-development-master-plan-pm-tdo&format=pdf&lang=en
Ecuador	
Egypt	file:///C:/Users/hmbob/Downloads/Refreshed%20Tourism%20Strategy%202013-2020%20The%20Way%20Forward%20and%20New%20Horizons.pdf
Finland	https://www.tem.fi/files/28018/Finlands_Tourism_Strategy_to_2020.pdf http://www.visitfinland.com/about-us/product-development/ https://www.tem.fi/en/enterprises/tourism/roadmap_of_tourism_2015-2025
Georgia	http://economy.ge/uploads/meniu_publicaciebi/ouer/Industry_Overview_ENG.pdf
Ghana	http://ghana.travel/info/downloads/gtdp.pdf

Greece	http://www.marketinggreece.com/en-gb/strategy
Guam	https://www.guamvisitorsbureau.com/research-and-reports/reports/guam-tourism-2020-plan
Haiti	Master plan - http://go-destinationmarketing.com/caribbean/may13/haiti.html
Iceland	http://www.ferdamalastofa.is/en/about-us/tourism-strategy-2011-2020
India	http://www.mdoner.gov.in/content/comprehensive-tourism-master-plan http://tourism.gov.in/tourism-policy http://www.tourism.nic.in/writereaddata/CMSPagePicture/file/Events/Draft_National_Tourism_Policy_2015.pdf (draft)
Indonesia	http://mddb.apec.org/documents/2012/MM/TMM/12_tmm7_017.pdf http://www.oecd-ilibrary.org/docserver/download/8514011e.pdf?expires=1461207405&id=id&accname=ocid195129&checksum=52758D93704796C6B1C8427A84DA618E
Ireland	http://www.dttas.ie/tourism/english/tourism-policy
Jamaica	http://www.mot.gov.jm/content/tourism-master-plan http://mot.gov.jm/content/policies
Jordan	http://www.mota.gov.jo/Documents/NTS_2011-2015_English.pdf http://inform.gov.jo/en-us/By-Date/Report-Details/ArticleId/47/smid/420/ArticleCategory/208/Jordan-National-Tourism-Strategy http://www.siyaha.org/sites/default/files/Documents/NTS%202011-2015_English.pdf

Kenya	https://www.coursehero.com/file/13287750/National-Tourism-Srategy-20132018pdf/ http://www.ktf.co.ke/section.asp?ID=29
Korea	http://kto.visitkorea.or.kr/eng/overview/About/vision.kto
Latvia	http://www.tava.gov.lv/sites/tava.gov.lv/files/dokumenti/strategiskie-dokumenti/Latvian-tourism-marketing-strategy-2010-2015.pdf https://www.em.gov.lv/en/sectoral_policy/tourism/
Lesotho	http://www.ltdc.org.ls/organisation.php
Lithuania	http://www.bccl.lt/wp-content/uploads/2013/07/BCCPaper45.pdf
Macedonia	http://economy.gov.mk/Upload/Documents/Kohl%20&%20Partner_Tourism%20Strategy%20Macedonia_DRAFT%20FINAL%20REPORT_16%2002%2023_E.pdf
Malawi	http://www.e-travelworld.cn/malawi/Publications/documents/NATIONAL%20TOURISM%20POLICY.pdf
Malaysia	http://www.epu.gov.my/en/pelancongan
Maldives	http://www.tourism.gov.mv/downloads/news/2012/4TMP_DRAFT_Vol_2_BACKGROUND_ANALYSIS.pdf
Malta	http://www.tourism.gov.mt/en/publicconsultations/Documents/Draft%20National%20Tourism%20Policy%202015%20-%202020.pdf file:///C:/Users/hmbob/Downloads/Tourism_Plan_-_Latest.pdf http://www.mta.com.mt/planning#
Mauritius	http://tourism.govmu.org/English/Pages/Overview-of-Tourism-Sector-in-Mauritius.aspx

Mongolia	http://asiapacific.unwto.org/sites/all/files/pdf/mongolia_2.pdf
Morocco	http://www.tourisme.gov.ma/ (in French)
Myanmar	http://www.myanmar-tourism.org/images/handbooks/myanmar-tourism-master-plan-english-version.pdf
Namibia	http://www.namibweb.com/tourpolicy.htm
Nepal	http://cooperation.unwto.org/news/2014-05-27/national-tourism-strategy-plan-nepal
New Zealand	http://tourism2025.org.nz/
Nigeria	http://www.ibadektyma.com/tourism_masterplan.pdf
Norway	https://www.regjeringen.no/contentassets/1ce1d6cdebac47739b3320a66817a2dd/lenke_til_strategien-engelsk.pdf
Palestine	https://www.paltrade.org/upload/multimedia/admin/2014/10/5448e8c6d8011.pdf
Panama	http://www.atp.gob.pa/programas/plan-maestro-de-desarrollo-turistico-sostenible-2007-2020
Papua New Guinea	http://www.tpa.papuanewguinea.travel/PicsHotel/PNGTA/Brochure/TPAFactsheets/Tourism%20Master%20Plan.pdf
Peru	http://www4.congreso.gob.pe/comisiones/2000/turismo/planmaestro.htm (In Spanish)
Philippines	http://tourism.gov.ph/SitePages/tourismpolicy.aspx http://www.tourism.gov.ph/Pages/TourismNationalStrategy.aspx http://asiapacific.unwto.org/sites/all/files/pdf/philippines_5.pdf

Qatar	http://corporate.qatartourism.gov.qa/Portals/0/English%20Strategy.pdf
Romania	http://www.unibuc.ro/prof/dobre_r_r/docs/res/2014marMaster_Plan_Tourism.pdf http://www.turismverde.ro/file/Final_NTDS-Assessment_Romania1.pdf
Samoa	http://www.adb.org/sites/default/files/linked-documents/cobp-sam-2016-2018-ld-05.pdf http://www.preventionweb.net/files/27077_samoatourismdevelopmentplan20092013.pdf
Seychelles	http://www.egov.sc/documents/strategy2017.pdf
Singapore	https://www.stb.gov.sg/about-stb https://www.mti.gov.sg/MTIInsights/Pages/Investments.aspx https://www.stbannualreport.com.sg/
Slovenia	http://www.slovenia.info/pictures/TB_board/atachments_2/2012/2012-2016_SLOVENIAN_TOURISM_DEVELOPMENT_STRATEGY_(summary)_14629.pdf http://www.mgrt.gov.si/fileadmin/mgrt.gov.si/pageuploads/turizem/Turizem-strategije_politike/STRATEGIJA_ENG_WEB.pdf
Solomon Islands	http://www.solomonislandsinfocus.com/an-outline-of-the-solomon-islands-national-tourism-strategy-ntds.html
South Africa	http://www.tourism.gov.za/AboutNDT/Branches1/Knowledge/Documents/National%20Tourism%20Sector%20Strategy.pdf
Sri Lanka	http://www.sltlda.lk/tmp

St Lucia	file:///C:/Users/hmbob/Downloads/TT-04-St_Lucia.pdf
Swaziland	http://www.thekingdomofswaziland.com/downloads/STA/resources/Product%20Development.pdf
Switzerland	http://www.seco.admin.ch/themen/05116/05121/index.html?lang=en
Taiwan	http://admin.taiwan.net.tw/public/public_en.aspx?no=6
Tanzania	http://www.tzonline.org/pdf/Tourismpolicy.pdf (1999) http://www.tanzania.go.tz/egov_uploads/documents/MIGA_sw.pdf http://tct.co.tz/index.php/about-us/strategy
Thailand	http://www.tourismthailand.org/About-Thailand/About-TAT/Policy-Marketing-Plan http://thailand.prd.go.th/ewt_news.php?nid=1981&filename=index http://www.tourismmekong.org/wp-content/uploads/Thailand%E2%80%99s-Tourism-Policy-Lawwebsite.pdf
The Gambia	http://www.gambia.dk/forums/topic.asp?ARCHIVE=true&TOPIC_ID=1066 http://www.motc.gov.gm/sites/default/files/The-Gambia-Tourism-Development-Master-Plan-Revised-Draft.pdf (2006)
Tonga	http://www.tourism.gov.tt/Ministry/PolicyDocuments.aspx
Trinidad and Tobago	http://www.ema.co.tt/new/images/policies/tourism_policy.pdf http://www.tourism.gov.tt/Ministry/PolicyDocuments.aspx http://www.ctaeconomic.com/uploads/files/unsorted/Draft%20Strategy%20(medical).pdf

	(medical tourism strategy)
Uganda	http://tourism.go.ug/index.php?option=com_phocadownload&view=category&id=1&Itemid=278
UK	https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/78416/Government2_Tourism_Policy_2011.pdf https://www.gov.uk/government/publications/2010-to-2015-government-policy-tourism/2010-to-2015-government-policy-tourism https://www.visitbritain.org/britain-tourism-strategy
USA	http://tinet.ita.doc.gov/about/tourism_policy.html http://tinet.ita.doc.gov/pdf/national-travel-and-tourism-strategy.pdf
Vanuatu	http://tourism.gov.vu/assets/docs/VSTAP_FINAL_Feb_2014.pdf http://www.vanuatuislandtravel.com/vtap-finaldec31st08-040909.pdf
Vietnam	http://www.chinhphu.vn/portal/page/portal/English/strategies/strategiesdetails?categoryId=30&articleId=10051267 http://esrt.vn/data/filedownload/file/FileDownload24.pdf
Zambia	http://www.zambiatourism.com/media/TourismPolicyforZambia.pdf