

## **Using Itinerary Mapping to Understand the Dynamics of Visitor Activity: the Case of Policy Formulation in the Loch Lomond and Trossachs National Park**

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In methodological terms, comparatively few papers have been published in the geography of tourism literature since the early studies by Forer and Pearce (1984) which examined the circuits of coach tours on the South Island of New Zealand. Whilst it is widely recognised within existing texts that distinct tourist circuits exist within countries and regions, based upon the available infrastructure and attraction base, much of the current knowledge and assumptions on coach travel is not based on substantive research data. Although a number of conference papers have examined recent developments in itinerary mapping (eg. Forer and Page 1998), such studies have not resulted in the more widespread use of this technique to understand tourist flows and activities. This paper examines the results of two inter-related studies undertaken in 2003 and 2004 within the newly created Loch Lomond and Trossachs National Park. An analysis of coach itineraries and car-based visitor itineraries derived from survey research are analysed to assess 'who goes where', 'when', 'why' and points to some of the impacts associated with this activity. The findings are discussed in relation to potential policies and planning mechanisms for visitor management in the National Park as it develops its Park plan in 2004. The paper concludes with a summary of how applied geographical research can inform public policy formulation.

### References

Forer, P. and Pearce, D.G. (1984) 'Spatial patterns of package tourism in New Zealand', *New Zealand Geographer*, 40: 34–42.

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