CONTENTS

	PREFACE	ix
Part One	AN OVERVIEW OF TOURISM	I
1	TOURISM: ITS HISTORICAL DEVELOPMENT	ı
	 Tourism Through The Ages 2 Tourism: A Definition 17 The Dimensions of Tourism 22 Economic Importance 29 Influences on Travel Patterns 29 Careers in Travel/Tourism 33 Endnotes 39 Study Questions 39 Discussion Questions 40 	
2	WHO IS THE TOURIST? ■ Motivations 42 ■ Segments of the Market 47 ■ Factors Influencing the Location of Tourism 54 ■ Patterns of Travel 60 ■ Endnotes 63	41

	Study Questions 64Discussion Questions 64	
3	HOW DO TOURISTS TRAVEL?	65
	 Modes of Transportation 66 Regulation 79 Marketing of Passenger Transportation 83 Study Questions 92 Discussion Questions 92 	
4	Where do tourists go?	94
5	Tourism Destinations: Attractions and Tourist Flows 95 Regions of the World 95 Western Europe 109 Southern Europe 119 Eastern Europe and the Soviet Union 122 Africa and the Middle East 124 Asia and the Pacific 128 Study Questions 132 Discussion Questions 132 Discussion Questions 132 HOW IS TOURISM ORGANIZED? International 134 National Organizations 138 State Organizations 146 Private Business Firms and Organizations 150 Endnotes 150 Study Questions 150	133
	■ Discussion Questions 151	
Part Two	THE DEVELOPMENT OF TOURISM	152
6	WHY DEVELOP TOURISM?	152
	 Goals of Tourism Development 153 Economic Impacts of Tourism 153 	

Contents

	 Social Impacts 163 Cultural Impact 168 Environmental Impact 172 Endnotes 174 Study Questions 174 Discussion Questions 175 	
7	THE PLANNING OF TOURISM	176
	 Why Plan? 177 What Is Planning? 180 Importance of Data Collection 183 Endnotes 187 Study Questions 188 Discussion Questions 188 	
8	DEVELOPING TOURISM	189
	 The Development Process 190 Market Analysis 191 Planning and Engineering Analysis 203 Socioeconomic Analysis 206 Business and Legal Analysis 207 Synthesis of Basic Data 216 Selection of Development Areas 218 Preparation of Areawide Master Plans 218 Economic Feasibility 225 Overall Financial Feasibility 232 Endnotes 233 Study Questions 233 Discussion Questions 234 	
9	THE MANAGEMENT OF TOURISM	235
	 How to Develop Leadership 236 Coordination of Tourism 246 Visitor Services 258 Anticipating and Planning Service Needs 261 Coordination of Visitor Services 262 	

	 Training for Visitor Services 264 The Public Awareness Program 267 Establishing Tourist Information Centers 277 Evaluating the Visitor Services Program 280 Study Questions 282 Discussion Questions 282 	
Part Three	THE MARKETING OF TOURISM	283
10	TOURISM PROMOTION	283
	■ Introduction 284	
	Developing the Promotional Plan 286	
	Endnotes 299	
	Study Questions 299Discussion Questions 300	
11	TRAVEL DISTRIBUTION SYSTEMS Tourism Distribution Systems 302 The Role of the Tour Wholesaler 305 Role of the Retail Travel Agent 319 Endnotes 326 Study Questions 327 Discussion Questions 327	301
Part Four	THE FUTURE OF TOURISM	328
12	FUTURE TRENDS	328
12	 Introduction 329 Influences on Demand 329 Final Word of Caution 338 Study Questions 340 Discussion Questions 340 	320

Contents		vii
Appendix 1	TRAVEL AND TOURISM INFORMATION SOURCES	341
Appendix 2	GLOSSARY OF TERMS	346
Appendix 3	LISTING OF MAJOR TRADE ABBREVIATIONS	362
	REFERENCES	364
	INDEX	367