Contents

	Introduction	1
	Defining tourism	4
	The general approach	6
	Mass tourism to metatourism?	10
	Tourism and consumerism	11
Chapter 1	Supply and demand: the commoditisation of tourism	14
_	Introduction	14
	The characteristics of contemporary tourism	14
	Supply and demand	21
	The process	25
	Vertical integration	26
	Package holidays	27
Chapter 2	Motivation, tourists' perspectives and marketing	29
	Brief encounters – an introduction to tourism motivation	29
	Introduction	29
	The use of tourist surveys	29
	The commodification of tourism	31
	'Our mission: to go where no man has gone before'	
	- the expansion of the frontiers of tourism	32
	Anything for anyone: a place for everyone	44
	Perspectives on the tourists' view of the world	47
	Introduction	47
	Concept formation in the context of tourism:	
	people and destination	54
	The tourist brochure	56
	The role of the tour guide in concept formation	57

Contents

	Tourism marketing: an alternative perspective	63
	Consuming destinations	63
	Product differences	70
Chapter 3	Globalisation, the North-South debate and tourism	
	employment	74
	Tourism in the context of globalisation	74
	Introduction	74
	Globalisation theory	7 5
	Globalisation and tourism enterprises	76
	Standardisation	78
	Tourism's place in the North-South debate	81
	Introduction	82
	Concepts and dynamics of 'North-South' tourism	82
	Destination attributes and resources as commodities?	94
	The problématique of tourism's employment	99
	Introduction	99
	The characteristics of tourism employment	100
	Patterns of employment	102
Chapter 4	Commodities, culture and the division of labour	105
	Commodification of destinations	105
	Introduction	105
	Mass production: a question of demand and supply?	105
	Competition for the icons of development:	
	the symbols of success	109
	Implications of 'destination as commodity'	110
	Social and cultural issues of tourism	112
	Introduction	112
	Culture and tourism	112
	Defining culture	113
	Culture as tourist product	114
	Hosts and guests: demarcating the encounter	117
	The nature of the contact	119
	The implications	126
	Discussion	129
	Tourism, expatriates and the international division	
	of labour?	130
	Introduction	130
	Tourism and the international division of labour?	131
	The position of expatriates	132
	Cultural clash	133
Chapter 5	Economic impacts of tourism	136
	Introduction	136
	The costs and benefits	139

Contents

	Negative aspects of promotion	144
	Tourism as 'mono-crop'	146
Chapter 6	Progress: from rice paddy to golf green -	
•	environmental issues and tourism	151
	Introduction	151
	Ideological approaches to the environment	151
	Tourism: another environmentally friendly industry?	153
	Development and the environment	156
	The transition period	158
	The pressures of development	160
	Here today, gone tomorrow?	164
	The impact of the tourist in the system	168
Chapter 7	Planning: retrospection, interventions and approaches	177
	Tourism planning: a retrospective view	177
	Introduction	177
	Planning approaches	179
	The actors in planning	182
	Causes and results of poor planning	183
	Public sector interventions in tourism	186
	Introduction	186
	Tourism policy-making	186
	Government intentions in tourism planning	189
	Goal setting	191
	Incentives	197
	Approaches to tourism planning	199
	Introduction	199
	Complexities of planning for tourism	199
	Types of planning	201
	Contemporary approaches to planning	201
Chapter 8	Alternative and sustainable tourism development -	
_	the way forward?	208
	Introduction	208
	The era of the 'alternative'	208
	Sustainable development – tourism's benefit?	210
	Components of sustainable tourism development	218
	Let's go eco – let's be alternative!	221
	References	226
	Index	237