

CONTENTS

Preface xv

PART ONE TOURISM OVERVIEW 1

CHAPTER 1 • TOURISM IN PERSPECTIVE 3

Introduction	4
What Is Tourism?	4
Components of Tourism and Tourism Management	12
Basic Approaches to the Study of Tourism	22
Economic Importance	26
Benefits and Costs of Tourism	31
Summary	34
Key Concepts	34
Internet Sites	34
Internet Exercise	36
Questions for Review and Discussion	36
Case Problems	36
Selected References	36

CHAPTER 2 • TOURISM THROUGH THE AGES 37

Introduction	40
Early Beginnings	41
Early (and Later) Tourist Attractions	53
Early Economic References	54
The First Travel Agents	55
Historic Transportation	55
Accommodations	59
Chronologies of Travel	60
Summary	65
<i>About the Reading</i>	65
READING 2.1 / SOME PAST, PRESENT, AND FUTURE TRENDS IN THE TRAVEL INDUSTRY	66

Key Concepts 70
 Internet Sites 70
 Internet Exercises 70
 Questions for Review and Discussion 71
 Selected References 71

CHAPTER 3 • CAREER OPPORTUNITIES

Introduction 74
 Job Forecasts 74
 Job Requirements 74
 Career Possibilities 75
 Career Paths in Tourism 82
 Internships 84
 Other Sources of Career Information 87
 Summary 87
 Key Concepts 88
 Internet Sites 88
 Internet Exercise 89
 Questions for Review and Discussion 89
 Case Problems 89
 Selected References 91

PART TWO HOW TOURISM IS ORGANIZED 91

CHAPTER 4 • WORLD, NATIONAL, REGIONAL, AND OTHER ORGANIZATIONS

Introduction 94
 International Organizations 95
 Developmental Organizations (International and National) 100
 Regional International Organizations 101
 National Organizations 101
 Regional Organizations 108
 State and Community Organizations 109
 Summary 113

About the Reading 113
 READING 4.1 / PACIFIC ASIA TRAVEL ASSOCIATION 113

 Key Concepts 114
 Internet Sites 115
 Internet Exercises 115
 Questions for Review and Discussion 116
 Case Problems 116
 Selected References 117

CHAPTER 5 • PASSENGER TRANSPORTATION

Introduction	120
The Airline Industry	122
The Rail Industry	129
The Motorcoach Industry	131
The Automobile	134
The Cruise Industry	141
Other Modes	146
Summary	146
<i>About the Reading</i>	147
READING 5.1 / AUSTRALIA'S OLYMPIC PARK STATION AND RAIL LINK	147
Key Concepts	148
Internet Sites	148
Internet Exercises	149
Questions for Review and Discussion	150
Case Problems	150
Selected References	150

CHAPTER 6 • HOSPITALITY AND TOURISM

Introduction	154
The Lodging Industry	155
The Food Service Industry	167
Meeting Planners	172
Meetings and Conventions	172
Summary	173
Key Concepts	174
Internet Sites	174
Internet Exercises	176
Questions for Review and Discussion	176
Case Problems	177
Selected References	177

CHAPTER 7 • ORGANIZATIONS IN THE TOURISM PROCESS

Introduction	180
Travel Agents	181
Internet	194
Consolidators	197
The Tour Wholesaler	197
Specialty Channelers	201
Choosing Channels	203
Summary	203

Key Concepts 204
Internet Sites 204
Internet Exercises 205
Questions for Review and Discussion 205
Case Problems 206
Selected References 206

**CHAPTER 8 • ATTRACTIONS, ENTERTAINMENT,
RECREATION, AND OTHER**

Introduction 210
Attractions 211
Gaming 216
Recreation 219
Entertainment 227
Festivals and Events 227
Shopping 229
Education 232
Publishing 233
Marketing and Publicity Organizations 234
Miscellaneous Services 234
Summary 234
About the Reading 235
READING 8.1 / HISTORY OF AMUSEMENT PARKS 235
Key Concepts 239
Internet Sites 239
Internet Exercises 240
Questions for Review and Discussion 240
Case Problem 241
Selected References 241

PART THREE UNDERSTANDING TRAVEL BEHAVIOR 243

**CHAPTER 9 • MOTIVATION FOR
PLEASURE TRAVEL 245**

Introduction 246
A Focus on Customers 246
The Need for a Theory 253
The Development of Motivation Models 258
Summary 258
Key Concepts 259
Internet Exercise 259
Questions for Review and Discussion 260
Case Problems 260
Selected References 261

CHAPTER 10 • CULTURAL AND INTERNATIONAL TOURISM FOR LIFE'S ENRICHMENT

Introduction	264
Importance	264
Life-Seeing Tourism	266
The Romance of Pleasure Travel	267
Developmental and Promotional Measures	268
Anthropography (Geography of Humankind)	270
Types of Destinations as Travel Experiences	272
Other Tourist Appeals	275
Tourism and Peace	284
Summary	290
<i>About the Reading</i>	291
READING 10.1 / EXAMPLES OF TOURISM EXPERIENCES	291
Key Concepts	293
Internet Sites	294
Internet Exercise	294
Questions for Review and Discussion	294
Case Problems	295
Selected References	295

CHAPTER 11 • SOCIOLOGY OF TOURISM

Introduction	298
Effects on the Individual	298
Effects on the Family	298
Effects on Society	299
Life Characteristics and Travel	302
Emergence of Group Travel Patterns	309
Social (Subsidized) Tourism	311
Summary of the Principal Social Effects of Tourism	313
The International Tourist	314
Barriers to Travel	317
Summary	318
<i>About the Reading</i>	319
READING 11.1 / ERIK COHEN'S CLASSIFICATION OF INTERNATIONAL TOURISTS	319
Key Concepts	320
Internet Sites	320
Internet Exercises	321
Questions for Review and Discussion	321
Case Problems	322
Selected References	322

**PART FOUR TOURISM SUPPLY, DEMAND, POLICY, PLANNING,
AND DEVELOPMENT 325**

CHAPTER 12 • TOURISM COMPONENTS

Introduction	328
Supply Components	329
Natural Resources	330
Built Environment	332
Operating Sectors	334
Spirit of Hospitality and Cultural Resources	342
Matching Supply with Demand	347
Summary	352
Key Concepts	353
Internet Sites	353
Internet Exercises	354
Questions for Review and Discussion	354
Case Problems	355
Selected References	355

**CHAPTER 13 • MEASURING AND
FORECASTING DEMAND**

Introduction	358
Why Demand Is Important	358
Demand to a Destination	358
Measuring Demand	360
Projection Methodology	363
Summary	368
Key Concepts	369
Internet Sites	369
Internet Exercises	369
Questions for Review and Discussion	370
Case Problems	370
Selected References	370

CHAPTER 14 • TOURISM'S ECONOMIC

Introduction	374
Tourism's Economic Impact: An International Perspective	374
Comparing International and Domestic Expenditures	377
Optimization	378
Economic Multipliers	386
More Advanced Economic Concepts Related to Tourism	395
Summary	398

Key Concepts	400
Internet Sites	400
Internet Exercises	401
Questions for Review and Discussion	401
Case Problems	401
Selected References	402

CHAPTER 15 • TOURISM POLICY: STRUCTURE AND PROCESS 403

Introduction	404
Tourism Policy: A Definition	405
The Focus of Tourism Policy: The Competitive/Sustainable Destination	407
The Major Parameters of Tourism Destination Management (TDM)	408
Tourism Policy: Structure, Content, and Process	414
The Process of Tourism Policy Formulation	420
Translating Policy into Reality	424
Formulating Policy to Deal with Crises	424
Summary	426
<i>About the Reading</i>	426
READING 15.1 / GLOBAL CODE OF ETHICS FOR TOURISM	427
Key Concepts	431
Internet Sites	431
Internet Exercises	432
Questions for Review and Discussion	433
Selected References	433

CHAPTER 16 • TOURISM PLANNING, DEVELOPMENT AND SOCIAL CONSUMERISM 436

Introduction	436
Planning for a Competitive/Sustainable Destination	436
The Nature of Tourism Planning	438
Relating Tourism Planning to Tourism Policy	439
Why Tourism Planning Is Necessary	440
The Planning Process	443
Goals of Tourism Development	449
Political Aspects of Tourism Development	449
Development of Tourist Potential	451
Summary	457
Key Concepts	457
Internet Sites	457
Internet Exercises	458

Questions for Review and Discussion 459
Case Problems 459
Selected References 460

CHAPTER 17 • TOURISM AND THE ENVIRONMENT

Introduction 462
Does Tourism Threaten the Environment? The WTTC Position 462
Sustainable Development 465
Ecotourism: Common Terms Used 473
2002: The International Year of Ecotourism 478
Current Tourism Industry Practices 480
A Closing Note 489
Summary 489
Key Concepts 490
Internet Sites 490
Internet Exercises 491
Questions for Review and Discussion 492
Case Problems 492
Selected References 493

**PART FIVE ESSENTIALS OF TOURISM RESEARCH
AND MARKETING 495**

CHAPTER 18 • TRAVEL AND TOURISM RESEARCH

Introduction 498
Illustrative Uses of Travel Research 498
The State of the Art 499
The Travel Research Process 499
Sources of Information 502
Basic Research Methods 505
Who Does Travel Research? 510
Travel and Tourism Research Association 514
Summary 515
Key Concepts 515
Internet Sites 516
Internet Exercise 516
Questions for Review and Discussion 517
Selected References 517

CHAPTER 19 • TOURISM MARKETING

Introduction 520
Marketing Concept 520
The Marketing Mix 521

Market Segmentation	537
Marketing Planning: The Tourism Marketing Plan	543
Joint Marketing Efforts	544
Summary	545
Key Concepts	546
Internet Sites	546
Internet Exercises	546
Questions for Review and Discussion	547
Case Problem	548
Selected References	548

PART SIX TOURISM PROSPECTS 551

CHAPTER 20 • TOURISM'S FUTURE 551

Introduction	554
Tourism in the Third Millennium	554
The World of Tourism in 2020	555
The Nature of Future Growth	556
Leisure, Tourism, and Society in the Third Millennium	557
New Realities—New Horizons: Forces Impacting the Future of Tourism	558
The Tourist of the Future	566
The Changing Nature of Tourism Products	572
Summary	574
Key Concepts	575
Internet Sites	575
Internet Exercises	576
Questions for Review and Discussion	576
Selected References	576
<i>Glossary</i>	579
<i>Index</i>	585