CONTENTS

About the authors ix

Preface x

Acknowledgements xi

Features at a glance xiii

1 Introduction to tourism management 1

Introduction 2

The phenomenon of tourism 2
Definition of tourism 2

The importance of tourism 3

Tourism as an academic field of study 4

Obstacles to development 4

Current status 6

A sequence of tourism platforms 9 Universities and VET providers 11

Characteristics, outline and structure 12

Characteristics 12
Chapter outline 13

Chapter structure 13

Chapter review 15 Summary of key terms 15

Questions 16

Exercises 17

Further reading 17

References 18

2 The tourism system 19

Introduction 20

A systems approach to tourism 20

The basic whole tourism system 20

The tourist 23

Spatial component 23

Temporal component 26

Travel purpose 26

Major tourist categories 30

Data problems 32

Origin region 32

Origin community 33
Origin government 34

Transit region 35

Management implications of transit regions 35 Effects of technology 36 Destination region 37

Destination communities 39
Destination governments 39

The tourism industry 40

Chapter review 41

Summary of key terms 41

Questions 42

Exercises 43

Further reading 43

Case study 44

References 46

3 The evolution and growth of tourism 49

Introduction 50

Premodern tourism 50

Mesopotamia, Egypt and the Indus Valley 50

China 52

Ancient Greece and Rome 52

The Dark Ages and Middle Ages 54

Early modern tourism (1500-1950) 55

The Grand Tour 55

Spa resorts 56

Seaside resorts 56

Thomas Cook 58

The post-Cook period (1880-1950) 58

Contemporary tourism (1950 onwards) 59

The world's biggest industry? 61

Factors associated with increased tourism demand 61

Economic factors 61

Social factors 63

Demographic factors 66

Transportation technology factors 70

Political factors 71

Australian tourism participation 71

Future growth prospects 72

Chapter review 74

Summary of key terms 74

Questions 77

Exercises 77

Further reading 78

Case study 78
References 80

4 Destinations 83

Introduction 84

Global destination patterns: Advanced and emerging economies 84

Tourism market share and growth 84
Reasons for the proliferation of the emerging economies as destinations 85

Pull factors influencing a destination 88

Geographical proximity to markets 88
Accessibility to markets 89
Availability of services 91
Availability of attractions 91
Cultural and spiritual links 92
Affordability 93
Peace, stability and safety 93
Positive market image 95
Pro-tourism policies 96

Regional destination patterns 96

Europe 97
Asia-Pacific 98
The Americas 100
The Middle East 101
Africa 102
Australia 103

Internal destination patterns 104

The Australian pattern 107

Chapter review 109
Summary of key terms 109
Questions 110
Exercises 111
Further reading 111
Case study 112

5 The tourism product 117

Introduction 118

Tourist attractions 118

Natural sites 118

Natural events 126

Cultural sites 126

Attraction attributes 136

References 114

The tourism industry 140

Travel agencies 140
Transportation 141
Accommodation 144
Tour operators 145
Merchandise 146
Industry structure 146
Chapter review 149

Summary of key terms 149
Questions 151
Exercises 152

Further reading 152
Case study 152
References 155

6 Tourist markets 159

Introduction 160
Tourist market trends 16

The democratisation of travel 160

The emergence of simple market segmentation and multilevel segmentation 160

Niche markets and 'markets of one' 161

The destination selection process 162

Multiple decision makers 163

Tourist market segmentation 163

Geographic segmentation 164
Sociodemographic segmentation 166
Psychographic segmentation 172
Behavioural segmentation 176

Chapter review 181
Summary of key terms 181
Questions 182
Exercises 183
Further reading 183
Case study 184

References 186

7 Tourism marketing 189

Introduction 190
The nature of marketing 190
Definition of marketing 190
Services marketing 190
Intangibility 191
Inseparability 191

Variability 192	Competition with other sectors 242
Perishability 192	Employment problems 243
Managing supply and demand 193	Chapter review 245
Daily variations in demand 195	Summary of key terms 245
Weekly variations in demand 195	Questions 247
Seasonal variations in demand 195	Exercises 247
Long-term variations in demand 196	Further reading 248
Supply/demand matching strategies 196	
Market failure 200	Case study 248
Destination tourism organisations 200	References 250
Strategic tourism marketing 205	AUE noisumo longo.
SWOT analysis and objectives 205	9 Sociocultural and
Objectives 206	environmental impacts
Control/evaluation 207	of tourism 253
Marketing mix 207	Introduction 254
Place 208	Sociocultural benefits 254
Product 208	Promotion of cross-cultural understanding 254
People 209	Incentive to preserve culture and heritage 255
Price 209	Promoting social wellbeing and stability 256
Packaging 210	Sociocultural costs 257
Programming 211	Commodification 257
Promotion 211	The demonstration effect revisited 260
Partnerships 215 Chapter review 217	The relationship between tourism and crime 260
Summary of key terms 217	Factors contributing to the increased likelihood
Questions 218	of sociocultural costs 262
Exercises 219	Resident reactions 266
Further reading 219	Environmental benefits 268
Case study 220	Environmental costs 268
References 222	Environmental impact sequence 269
	Ecological footprinting 274
8 Economic impacts	Management implications of sociocultural and environmental impacts 274
of tourism 225	Chapter review 276
Introduction 226	Summary of key terms 276
Economic benefits 226	Questions 277
Direct revenue 226	Exercises 278 Manual extramella
Indirect revenue 232	Further reading 278
Economic integration and diversification 234	Case study 279
Employment (direct and indirect) 234	References 281
Regional development 234	Soft and hard ecotourism 340
Formal and informal sectors 235	10 Destination
Economic costs 236 998 yrozzolo	development 285
Direct financial costs 237 Mb xebril	
Indirect financial costs 238	Introduction 286
Fluctuations in intake 239	Destination cycle 286

The Butler sequence 287 Application and critique of the Butler sequence 296 Factors that change the destination cycle 301 Internal-intentional actions 302 External-unintentional actions 303 Internal-unintentional actions 304 External-intentional actions 304 National tourism development 304 Spatial diffusion 304 Effects of hierarchical diffusion 305 Effects of contagious diffusion 306 Model of national tourism development Chapter review 309 Summary of key terms 309 Questions 310 Exercises 311 Further reading 311 Case study 312 References 314 11 Sustainable tourism Introduction 318 A paradigm shift? 318 Dominant Western environmental paradigm 319 Towards a green paradigm 320 Sustainable tourism 322 Indicators 323 Sustainability and mass tourism 327 Reasons for adoption Practices 330 Quality control 332 Sustainability and small-scale tourism 335 Alternative tourism 335 Manifestations 337 Critique of alternative tourism 337 Ecotourism 339 Soft and hard ecotourism 340 Magnitude 341

Location 341

Destination sustainability 342

Extending the Butler sequence 343 Chapter review 346 Summary of key terms 347 Questions 349 Exercises 349 Further reading 350 Case study 350 References 353 12 Tourism research Introduction 356 Types of research 356 Basic research 356 Applied research 358 Cross-sectional research 358 Longitudinal research 359 Qualitative research 360 Quantitative research 362 Primary research 363 Secondary research 367 The research process 369 369 Problem recognition Question formulation 370 Identification of research methodology or methods 372 Data collection 373 Data analysis 374 Data presentation 375 Data interpretation 376 Chapter review 377 Summary of key terms 377 Questions 378 Exercises 379 379 Further reading Case study 380 References 382 Appendix 1 385 Appendix 2 387 Appendix 3 394 Glossary 399 Index 416