TOURISM

PRINCIPLES AND PRACTICE

Sixth Edition

John Fletcher Alan Fyall David Gilbert Stephen Wanhill



Harlow, England • London • New York • Boston • San Francisco • Toronto • Sydney • Dubai • Singapore • Hong Kong Tokyo • Seoul • Taipei • New Delhi • Cape Town • São Paulo • Mexico City • Madrid • Amsterdam • Munich • Paris • Milan

BRIEF CONTENTS

Ca	use matrix	>		
Au	xi			
Pre	χ\			
Pul	xvi			
Ab	x			
1	An Introduction to Tourism			
P	ART 1 TOURISM DEMAND	20		
2	The Nature of Tourism Demand	0.1		
3	Tourism Consumer Behaviour	2! 40		
4	Measuring and Modelling Tourism Demand	6'		
5	Forecasting Tourism Demand	90		
	· · · · · · · · · · · · · · · · · · ·			
P	ART 2 THE TOURISM DESTINATION	110		
6	Destinations	12:		
7	The Economic Impact of Tourism	145		
8	The Environmental Impact of Tourism	174		
9	The Socio-cultural Impact of Tourism	194		
10		22		
11		259		
12	The Impact of Negative Events on Tourism and Destinations	28		
P	ART 3 THE TOURISM SECTOR	302		
13	Attractions	308		
14	Accommodation	344		
15	Events Management	370		
16	Intermediaries	389		
17	Transportation	408		
18	Public Sector and Policy	44'		
P	ART 4 MARKETING FOR TOURISM	480		
19	Managing Marketing for Tourism	486		
20		519		
21		54!		
22		58'		
	0,			
Glossary				
Ind	623			

CONTENTS

Case matrix		хi	4	Measuring and Modelling Tourism Demand	67
Au	thors and contributors	xiii		Stephen Wanhill	
Preface Publisher's acknowledgements Abbreviations		xvi		Learning outcomes	67
		xviii		Introduction	68
		хх		Tourism satellite account requirements	68
		^^		Measurement methods	70
				Sampling by place	74
1	An Introduction to Tourism	1		Administering the sample	78
٠.	Stephen Wanhill	- 1		Measuring own price elasticity	79
				Modelling tourism demand	80
	Learning outcomes	1		Conclusion	84
	Introduction	2		Self-check questions	84
	Defining tourism	2		References and further reading	84
	Tourism as a concept	4		· ·	
	A conceptual framework for tourism	7	5	Forecasting Tourism Demand	90
	An operational framework for tourism – the tourism			Stephen Wanhill	
	satellite account (TSA)	13		Learning outcomes	90
	Conclusion	17		Introduction	91
	Self-check questions	17		An overview of tourism forecasting	91
	References and further reading	18		Forecasting methods	93
				The forecasting problem	110
DARE 4 TOURION DEMAND				Market planning	111
PART 1 TOURISM DEMAND		20		Conclusion	112
2	The Nature of Tourism Demand	25		Self-check questions	113
_	Stephen Wanhill	25		References and further reading	113
				References and further reading	110
	Learning outcomes	25			
	Introduction	26	D	ART 2 THE TOURISM	
	Individual tourism demand	26	• •		
	Market tourism demand	34		DESTINATION	116
	Conclusion	36	6	Destinations	122
	Self-check questions	36	·	Alan Fyall	122
	References and further reading	36			
3	Tourism Consumer Behaviour	40		Learning outcomes	122
3		40		Introduction	123
	David Gilbert			The nature and role of destinations	123
	Learning outcomes	40		Destination trends	129
	Introduction	41		Destination management and marketing	136
	The individual decision-making process	41		Conclusion	140
	The fundamentals of consumer behaviour			Self-check questions	141
	and tourism	41		References and further reading	141
	Energisers and effectors of demand	43	_		
	Roles and the decision-making process		7	The Economic Impact of Tourism	145
	in tourism	48		John Fletcher	
	Models of consumer behaviour			Learning outcomes	145
	in tourism	54		Introduction	146
	The buying decision process in tourism	55		Overview	146
	The way forward	61		The generation of economic impacts by	
	Conclusion	62		tourist spending	154
	Self-check questions	63		Leakages of expenditure out of the local economy	154
	References and further reading	63		The measurement of economic impact	155

	The multiplier concept Types of multiplier	156 158		Tourism and economic development theories Integrated planning and development	253 258
	Methodological approaches	159		Development planning layers	266
	Weaknesses and limitations of multiplier models	165		The tourism development planning process	267
	The policy implications of multiplier analysis	169		Tourism development planning: when it goes wrong	
	Conclusion	170		Conclusion	277
	Self-check questions	170		Self-check questions	278
	References and further reading	170		References and further reading	278
	References and further reading	171		Treferences and further reading	2/0
8	The Environmental Impact of Tourism John Fletcher	174	12	The Impact of Negative Events on Tourism and Destinations	281
	Learning outcomes	174		Yeganeh Morakabati	
	Introduction	175		Learning outcomes	281
	Environmental impact	175		Introduction	282
	Environmental impact assessment	179		Risk perception and fear	282
	The EIA process	181		Destination resilience	283
	Environmental auditing	185		The impact of terrorist attacks on tourist arrivals	291
	Environmental action programmes	186		Conclusion	294
	Conclusion	189		Self-check questions	294
	Self-check questions	190		References and further reading	295
	References and further reading	191		Therefore and farmer reading	
	Thereferences and further reading	191			
9	The Socio-Cultural Impact of Tourism John Fletcher	194		ART 3 THE TOURISM SECTOR Attractions	302
			13		308
	Learning outcomes	194		Stephen Wanhill and Alan Fyall	
	Introduction	195		Learning outcomes	308
	The nature of socio-cultural impacts of tourism	195		Introduction	309
	Approaches to the study of socio-cultural			The nature and purpose of attractions	309
	impacts of tourism	196		Managing attractions	324
	The tourism development process	198		Conclusion	336
	The psychological basis of tourism development	198		Self-check questions	337
	The sociological basis of tourism development	200		References and further reading	337
	Some general negative socio-cultural				
	impacts of tourism	204	14	Accommodation	344
	Some specific negative socio-cultural impacts			Alan Fyall	
	of tourism	206		Learning outcomes	344
	Some general positive socio-cultural impacts			Introduction	345
	associated with tourism	211		Accommodation and the tourism product	345
	Methods of measuring the socio-cultural			Defining the accommodation sector	347
	impact of tourism	212		The distinctive nature of accommodation	355
	Conclusion	215		The management of commercial accommodation	356
	Self-check questions	215		Sectoral overlap	357
	References and further reading	216		Sector origins and the influence of the United States	
	· ·			Quality issues and grading in the	
10	Sustainable Tourism	221		accommodation sector	359
	John Fletcher			The accommodation sector and	000
	Learning outcomes	221		environmental issues	362
	Introduction	222			302
	Historical background	222		Information technology and the	000
	Definitions of sustainability in general	223		accommodation sector	363
	Definitions of sustainable tourism	225		Human resources and the accommodation sector	364
				Conclusion	365
	Sustainability of tourism	226		Self-check questions	365
	Sustainability as a strategy	240		References and further reading	366
	Climate change and tourism	241	15	Events Management	370
	Conclusion	248		Debbie Sadd and Mary Beth Gouthro	370
	Self-check questions	248			
	References and further reading	249		Learning outcomes	370
11	Tourism and Davalanment Planning	050		Introduction	371
11	Tourism and Development Planning	252		The historical development of events	371
	John Fletcher			Conclusion	378
	Learning outcomes	252		Self-check questions	378
	Introduction	253		References and further reading	378

16	Intermediaries	382		Management tasks	511
	Stephen Wanhill and Alan Fyall			The adoption of a marketing orientation	512
	Learning outcomes	382		Criticisms of the marketing concept	512
	Introduction	383		A societal marketing approach Conclusion	513 515
	The nature of intermediation	383		Self-check questions	515
	The role of the retail agent	393		References and further reading	515
	The role of the tour operator/wholesaler	395		Telefolious and further reading	010
	Conclusion	405	20	Marketing Planning	519
	Self-check questions	405		David Gilbert	
	References and further reading	406		Learning outcomes	519
17	Transportation	408		Introduction	520
	Derek Robbins			What is marketing planning?	520
	Learning outcomes	408		The marketing environment of the organisation	521
	Introduction	409		The purpose of the marketing plan	522
	Transport as a component of the tourist product	409		Successful planning	525
	Components of the transportation system	412		Structure of the marketing plan	526
	Competitor analysis	419		Conclusion	541
	Political influences on transport for tourism	429		Self-check questions	541
	Regulation of competition	430		References and further reading	542
	Future trends	432	01	Medication Miss Applications	- 41
	Conclusion	437	21	Marketing Mix Applications David Gilbert	545
	Self-check questions	437			
	References and further reading	438		Learning outcomes	545
	D.I.I. C. I. I.D.II.			Introduction	546
18	Public Sector and Policy	447		What is the marketing mix?	546
	Stephen Wanhill			Product	548
	Learning outcomes	447		Price	553
	Introduction	448		Promotion	562 570
	Public policy framework	448		Place (distribution) The marketing mix revisited: are the four Ps	570
	Administrative framework	453		sufficient?	576
	Impact of the public sector	458		Destination marketing	579
	Intervention policy	470		Conclusion	582
	Conclusion	471		Self-check questions	582
	Self-check questions	472		References and further reading	583
	References and further reading	472		3	
			22	Information Technology in Tourism	587
PA	RT 4 MARKETING FOR TOURISM	480		Dimitrios Buhalis	
10	Managing Maylesting Fay Tayyian	400		Learning outcomes	587
19	Managing Marketing For Tourism David Gilbert	486		Introduction	588
				Information communication technologies	
	Learning outcomes	486		as a business tool	588
	Introduction	487		eTourism: tourism and information communication	
	What is marketing?	487		technologies	592
	The evolution and application of marketing	487		eTourism and the tourism industry sectors	599
	Definitions and concepts of marketing	489		Conclusion – eTourism and the structure of	
	The differences between marketing and selling	492		the tourism industry	607
	Different business philosophies Marketing orientation	492 494		Self-check questions	609
	Tourism as a service product	494 496		References and further reading	609
	Tourism products and risk	499			
	Planning the service encounter	500	Glo	essary	615
	Quality management	502	Ind		623
	,			-	