

An Introduction to Tourism

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Contents

<i>Preface</i>	vii
<i>List of figures</i>	ix
<i>List of tables</i>	xi
1 The nature and characteristics of the tourism industry	1
2 How tourism developed – the history	10
3 The measurement of tourism	33
4 Factors influencing demand for tourism	52
5 Economic impacts of tourism	63
6 Social and cultural aspects of tourism	76
7 Tourism and the environment	85
8 Tourism trades	98
9 Marketing	135
10 Tourism policy, planning and development	169
11 The role of government	182
12 Tourism in developing countries	208
13 Tourism by world region	216
14 Future trends	226
<i>Index</i>	242

Preface

Tourism is now recognized as being an economic activity of global significance. As the importance of the activity has increased, so too has the attention given to it by governments, organizations in both the public and private sectors, and academics. This book is an introduction to a complex and multi-faceted industry. It is written for two main audiences: for students of tourism and for those employed in the industry who want to know more about the structure, component activities, and environment within which they work. The book aims to provide a comprehensive introduction to the tourism industry to encourage further study and to stimulate interest in the subject area. To advance these aims, the recommended 'Further reading' at the end of each chapter is selective rather than comprehensive.

In writing this book the authors have tried wherever possible to relate theoretical concepts to empirical examples, many based on their extensive international experience in the industry.

Mr Bill Richards prepared Chapter 8. His assistance is gratefully acknowledged and much appreciated.

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Figures

Figure 8.1	Tourism industry trades	100
Figure 9.1	Applying marketing in the travel and tourism industry	141
Figure 9.2	The continuous circle of marketing	142
Figure 9.3	Elements involved in a corporate business strategy and hierarchy of objectives	144
Figure 9.4	The parameters of possibility: motivations and deterrents	154
Figure 11.1	List of objectives of La Conception Suisse du Tourisme	197
Figure 14.1	The changing era of tourism	231

Tables

Table 1.1	International tourist arrivals and receipts	4
Table 2.1	Miles of railway track built, 1835–85	17
Table 2.2	Passengers – Britain to Europe, 1891–1900	19
Table 2.3	Vehicles in use in Great Britain, 1926–39	22
Table 2.4	Foreign tourism by mode of transport	24
Table 2.5	Development of world air transport, 1972–94	25
Table 3.1	Users’ needs for demand-side statistics	43
Table 4.1	Fares: credits and debits, 1989–94	54
Table 4.2	European outbound trips, 1990–94	55
Table 8.1	Tourist expenditure breakdown, 1994	99
Table 8.2	Travel and tourism taxes – estimated 1996 revenue (US\$, billions)	101
Table 8.3	International trips from EU Member States by mode of travel, 1990	104
Table 8.4	Ten major tourist destinations – percentage of tourist arrivals by air	107
Table 8.5	Volume of cars in European countries	108
Table 8.6	Growth of passenger car registration	108
Table 8.7	Market share of the leading car rental operators in Europe, 1991	109
Table 8.8	Trend in passengers carried on European railways, 1981–94	110
Table 8.9	The ferry market in the Western and Eastern Channels, 1988–90	112
Table 8.10	World cruise purchases, 1990	112
Table 8.11	Full-service US retail travel agents, 1985–92	114
Table 8.12	Suppliers’ dependence on US travel agents	114
Table 8.13	Cost structure of a typical Mediterranean package holiday from the UK	115
Table 8.14	Passengers carried under the largest air travel organizers’ licences	116
Table 8.15	Utilization of tourist accommodation in Europe – survey 1985	120
Table 8.16	Summary of worldwide statistics for the hotel industry by global region	120
Table 8.17	International and US hotel trends, 1985–91	121
Table 8.18	Number of tourist accommodation establishments, 1989–93	124
Table 8.19	Estimated theme park admissions and spending, 1994	127

Table 8.20	Frequency of ski holidays by skill level	128
Table 8.21	Exhibition centres in Europe, 1994	129
Table 8.22	International congresses – top 10 countries, 1991	130
Table 8.23	Average revenue per conference delegate by venue type, in the UK, 1994	130
Table 8.24	Value of incentive travel market	131
Table 9.1	Product market growth strategies (four basic options)	145
Table 9.2	Motivational factors inducing people to buy	153
Table 9.3	Nordic markets: product demand – Sweden	159
Table 9.4	Product/market fit: table for a hotel	160
Table 9.5	Marketing and promotion techniques	161
Table 9.6	Promotion options and tools	162
Table 9.7	Relative weighting of marketing tools	163
Table 12.1	Classification of countries by GNP per capita	208
Table 12.2	Classification of countries by GNP per capita levels and by region	209
Table 13.1	World's top destinations	220
Table 13.2	World's top earners from tourism	220
Table 13.3	Top five destinations in Africa, 1993	224
Table 14.1	International tourism: world and regional prospects, 1990–2010	233
Table 14.2	Estimated GDP to 2010 by region	234