

# **Tourism**

**How effective management makes  
the difference**

***Roger Doswell***

**B**UTTERWORTH  
**H**EINEMANN

OXFORD AMSTERDAM BOSTON LONDON NEW YORK PARIS  
SAN DIEGO SAN FRANCISCO SINGAPORE SYDNEY TOKYO

# Contents

---

<i>Preface</i>	vii
<b>Part One The Background to Tourism Management</b>	
1 Tourism – definitions, concepts and policies	3
2 Tourism demand	26
3 The tourism product	47
4 The travel trade	67
5 Government tourism administration	86
<b>Part Two Tourism’s Impacts and Other Management Criteria</b>	
6 Tourism and the economy	107
7 Tourism and the environment	126
8 Sociocultural effects	147
9 Development issues	164
10 Planning and management	181
<b>Part Three Planning and Management Strategies</b>	
11 Managing the GTA, regulation and research	203
12 Managing marketing	227
13 Managing product development	245
14 Managing human resources development	265
15 Managing public awareness programmes	287
<i>Bibliography</i>	308
<i>Index</i>	313