

BRIEF CONTENTS

Guided tour	xii
Case matrix	xiv
Authors and contributors	xvi
Preface	xix
Publisher's acknowledgements	xxi
Abbreviations	xxiv
1 An Introduction to Tourism	1
PART 1 TOURISM DEMAND	21
2 The Nature of Tourism Demand	24
3 Tourism Consumer Behaviour	39
4 Measuring and Modelling Tourism Demand	65
5 Forecasting Tourism Demand	86
PART 2 THE TOURISM DESTINATION	113
6 Destinations	117
7 The Economic Impact of Tourism	144
8 The Environmental Impact of Tourism	175
9 The Socio-cultural Impact of Tourism	197
10 Sustainable Tourism	224
11 Tourism and Development Planning	258
12 Tourism, Crises and Disaster Management	288
PART 3 THE TOURISM SECTOR	309
13 Attractions	313
14 Accommodation	348
15 Events Management	372
16 Intermediaries	389
17 Transportation	416
18 Public Sector and Policy	450
PART 4 MARKETING FOR TOURISM	483
19 Managing Marketing for Tourism	487
20 Marketing Planning	521
21 Marketing Mix Applications	547
22 Information Technology in Tourism	588
Glossary	623
Index	630