

Contents

| | |
|---------------------------------------|------|
| List of case studies | xv |
| List of innovations in sustainability | xvi |
| Preface | xvii |
| Companion website information | xix |



| | |
|--|----------|
| 1 Tourism today: Why is it a global phenomenon embracing all our lives? | 1 |
|--|----------|

| | |
|--|----|
| Learning outcomes | 1 |
| Introduction | 2 |
| COVID-19, travel deprivation and its effect on the global tourism sector | 3 |
| Travel and sustainability | 7 |
| Case Study 1.1: The Maldives, tourism and sea level change | 8 |
| Innovation in Sustainability 1.1: Sustainability as a philosophy to transform the impact of travel and tourism | 11 |
| Case Study 1.2: Water equity issues and sustainability in the developing world | 13 |
| Why study tourism? Is it just about enjoyment and holidays? | 14 |
| The leisure society | 15 |
| The ‘cost of living crisis’ and tourism | 16 |
| The internet and social media | 19 |
| The travel influencer | 20 |
| Concepts: Tourism, the tourist and travel | 21 |
| An organizing framework for the analysis of tourism | 23 |
| The tour, holidays, leisure time and the destination | 24 |
| Measuring tourism | 26 |
| The growth of global tourism and volatility in demand | 27 |
| Case Study 1.3: Terrorism and its impact on global tourism: Managing for crises and destination resilience | 28 |
| Forces affecting tourism: Globalization, inequality and the developed and developing world | 34 |

Tourism and modern slavery 36

Case Study 1.4: Tourism and poverty alleviation 38

A framework for the book 39

Tourism and management as a focus for the book 39

Managing tourism demand and supply: The perennial management challenge for tourism organizations 41

Managerial skills in tourism: Trust, communication and manager roles 42

The tourism supply chain 45

Managing the tourism sector 47

Disruptive innovations and technologies in tourism: A game changer for consumers and businesses? 48

The metaverse 50

References 53

Further reading 55

Questions 55

Access additional resources 55



2 Tourism: Its origins, growth and future

57

Learning outcomes 57

Introduction 58

Tourism in classical times 59

The Middle Ages 60

The Renaissance and Reformation 62

The European Grand Tour 62

Case Study 2.1: Changing patterns of spa development as a form of tourism 64

Tourism and the coast: Transition from spas to the seaside resort 66

Tourism in the Edwardian and inter-war years 69

Post-war tourism: Towards international mass tourism 72

Mass tourism and the evolution of Spanish resort tourism 73

Trends in tourism in the 1980s–2000s 75

The future of tourism 76

Changing patterns of tourism in the Middle East 77

The future for tourism growth: Asia–Pacific as the powerhouse of global tourism? 77

Space tourism 81

Conclusion 82

References 83

Further reading 83

Questions 83

Access additional resources 83



3 Demand: Why do people engage in tourism? 85

- Learning outcomes 85
- Introduction 86
- What is tourism demand? 88
- The motivation dichotomy: Why do people go on holiday? 90
- Intrinsic and extrinsic motivation 90
- Case Study 3.1: Volunteer tourism 93*
- Maslow's hierarchy model and tourist motivation 94
- The tourism tradition of motivation studies: Classifying and understanding tourist motives 96
- Re-evaluation of tourist motivation research: Crompton and Petrick (2024) 97
- Non-participation in tourism 98
- Consumer behaviour and tourism 99
 - Gender and ethnicity 100*
- Purchasing a holiday 102
- Case Study 3.2: Medical tourism: A new growth area for tourism? 104*
- The tourist image of products and places 106
- The future of tourism demand 106
- Case Study 3.3: Emergent forms of tourism demand: Dementia and tourism 108*
- Conclusion 109
- References 109
- Further reading 110
- Questions 111
- Access additional resources 111



4 Transporting the tourist I: Surface transport 113

- Learning outcomes 113
- Introduction 114
- Transport, tourism and the tour 116
- Policy issues in tourist transport 119
- Land-based transport 121
 - Walking and tourism 122*
 - The car and tourist travel 123*
 - Cycling and tourism 127*
 - Infrastructure to promote cycle tourism 128*

Innovation in Sustainability 4.1: Slow travel 129

- Coach and bus travel* 130
- Rail travel* 133

Case Study 4.1: Tourist travel by rail: The Trans-Siberian Railway 135

Water-based transport 136

- Cruises* 136
- Ferries* 138
- Inland waterways* 141

Managing land- and surface-based tourist transport 141

Innovation in Sustainability 4.2: Monitoring and reducing carbon consumption in tourism 142

References 143

Further reading 145

Questions 145

Access additional resources 145



5 Transporting the tourist II: The aviation sector 147

Learning outcomes 147

Introduction 148

The role of the airport as a tourist terminal facility 149

Innovation in Sustainability 5.1: The emergence of urban air mobility services and vertiports as a sustainable transport option 152

- What is an airport and how is it operated?* 155

Case Study 5.1: Decarbonizing the airport: Moving to net zero 158

The international airline industry 159

- Trends in the airline industry* 160

Managing the airline industry 163

Regulating international air transport 164

Airline marketing: Its role and recent innovations 167

- British Airways as an exemplar of marketing-led transformation* 167
- How airlines use marketing functions* 168

The low-cost carriers: Aligning service provision to demand 169

- Low-cost carriers in Europe* 170

Airline marketing and developing client relationships: Frequent-flyer programmes and alliances 171

- In-flight catering: A marketing opportunity?* 174

Future trends 175

- Air rage* 175

Conclusion 177

References 178

Further reading 179

Questions 179

Access additional resources 179



6 Accommodation and hospitality services **181**

Learning outcomes 181

Introduction 182

The hospitality sector 183

The accommodation sector 186

The accommodation sector as a global phenomenon and operational issues 187

The characteristics of the accommodation industry 188

The management and development of the accommodation sector 189

Types of tourist accommodation 190

Serviced accommodation sector: Hotels 191

The boutique hotel 195

Budget accommodation and hotels 196

The non-serviced accommodation sector 198

The caravan and motor home sector 199

Other issues for the accommodation sector 199

Eating out 200

Environmental issues 200

Innovation in Sustainability 6.1: Scandic Hotels and environmental issues: A pioneer in sustainable business practices 203

Human resources issues 204

Conclusion 206

References 207

Further reading 208

Questions 208

Access additional resources 208



7 Tour operating and travel retailing **209**

Learning outcomes 209

Introduction 210

Changes in the holiday market: The technological revolution and retailing 212

Social networking and tourism 214

Case Study 7.1: The sustainable traveller: Booking.com’s Sustainable Travel 2024, report 218

The tour operator 220

Economics of tour operation: Managing for profit 222

Tour operating business performance 223

Regulating tour operating 224

The European holiday market 225

ATOL trends 225

How do these companies compete for business? 226

Innovation in Sustainability 7.1: Corporate Social Responsibility and tour operators 229

Consumer issues in tour operating 232

Marketing and planning the holiday: The holiday brochure 235

Travel agents 236

The evolution of travel agents 237

Characteristics of travel agents 238

The organization of travel agents with premises for consumers 239

Business travel 240

The future of travel retailing 241

Conclusion 243

References 243

Further reading 244

Questions 244

Access additional resources 244



8 Visitor attractions and events **245**

Learning outcomes 245

Introduction 246

Case Study 8.1: Events as attractions 246

Attractions, events and tourism: A symbiotic relationship? 248

Classifying visitor attractions 254

The events industry classified 259

Visitor attractions: Product considerations 259

Attractions as a leisure product 260

Visitor attractions and the product life cycle 262

Visitor attractions and the visitor experience 263

The visitor experience at attractions: Key influences 263

Managing the visitor experience: Potential and prospects 267

Innovation in Sustainability 8.1: The greening of meetings and events 269

The future for visitor attraction management 270

Product development and innovation 271
Marketing and promotion 272
Revenue generation and funding 272
Education and training 273
Community and public sector intervention 274
Climate readiness 274

Conclusion 275
References 275
Further reading 277
Questions 277
Access additional resources 277



9 The management of tourism **279**

Learning outcomes 279
Introduction 280
Managing tourism businesses: Key principles 280
The purpose of management in tourism organizations 282
What do tourism managers manage? 285
Marketing tourism as a management function 285
The marketing mix 286
Managing operational issues in tourism businesses 288
Managing seasonality 289
Managing service provision: Human resources issues and service delivery 290
Service provision in tourism: A perennial management challenge? 292
Case Study 9.1: The evolution of research on services marketing 294
Case Study 9.2: The Disney model of customer care 296
Developing and managing tourism ventures in the small business sector 299
Tourism and innovation 301
Challenges for tourism managers 301
How and why does innovation occur and what is its significance in tourism? 302
Tourism management in action: Designing and developing a visitor attraction 304
Case Study 9.3: A feasibility study for a new tourism attraction: The scope and range of issues 306
Conclusion 307
References 308
Further reading 309
Questions 309
Access additional resources 309



10 The public sector and tourism

311

Learning outcomes 311

Introduction 312

Governments and tourism 312

Why governments intervene in the tourism sector 314

Government intervention and tourism performance 315

Case Study 10.1: Destination Management Organizations and tourism 318

Tourism policy 322

How government organizations influence tourism 326

Planning and tourism 327

Does tourism planning exist? 328

Innovation in Sustainability 10.1: Championing sustainability in practice: The Global Sustainable Tourism Council (GSTC) 328

The planning process for tourism 330

Government tourism strategies 331

The public sector marketing of tourism 332

The future of the public sector in the management of tourism 335

References 338

Further reading 339

Questions 340

Access additional resources 340



11 Managing the visitor and their impacts

341

Learning outcomes 341

Introduction 342

The geography of tourism: Its application to impact analysis 343

Analysing the impact of tourism 346

The economic impact of tourism 348

Constructing the economic impact of tourism 350

Social and cultural impacts of tourism 353

Tourism and the environment 356

The tourism sector response 360

Visitor management 360

Innovation in Sustainability 11.1: Getting tourists out of their cars onto public transport: The experience of New Forest National Park, UK 363

Case Study 11.1: The challenge of managing tourism growth: The case of Vietnam 364

Case Study 11.2: Managing the tourist impact in Venice 366

Future issues for visitor management 370

References 373

Further reading 375

Questions 375

Access additional resources 375



**12 The future of tourism:
Post-tourism? 377**

Learning outcomes 377

Introduction 378

The spread of tourism 378

Innovation in Sustainability 12.1: Regenerative tourism 378

Case Study 12.1: The tourism strategy of Turkey to 2028 380

The snowball and amoeba concepts in tourism 381

Understanding the future of tourism 385

The pressures for tourism to change 386

An ageing travelling public 387

New social trends 387

New outbound markets 387

Crises and disasters in tourism 388

Crises in tourism and business response: A management challenge? 388

Technology and tourism 389

Climate change, tourism and the environment: Its impact on future tourism trends 390

New business trends 391

Limiting tourism: The beginning of the end? 392

Towards a new tourism management concept: Managed tourism 398

References 403

Further reading 404

Questions 404

Access additional resources 404