

Table of Contents

<u>Preface</u>	6
1. Tourism: its historical development	8
<u>Tourism through the ages</u>	8
2. Who is the tourist?	38
<u>Motivations</u>	38
<u>Segments of the market</u>	42
<u>Factors influencing the location of tourism</u>	47
<u>Patterns of travel</u>	52
3. How do tourists travel?	56
<u>Modes of transportation</u>	56
<u>Marketing of passenger transportation</u>	69
4. Where do tourists go?	77
<u>Tourism destinations: attractions and tourist flows</u>	77
<u>Regions of the world</u>	77
<u>Western Europe</u>	86
<u>Southern Europe</u>	94
<u>Eastern Europe and the Soviet Union</u>	96
<u>Africa and the Middle East</u>	98
<u>Asia and the Pacific</u>	101
5. How is tourism organized?	104
<u>International</u>	104
<u>National organizations</u>	107
<u>State organizations</u>	113
<u>Private business firms and organizations</u>	115
6. Why develop tourism?	117
<u>Goals of tourism development</u>	117
<u>Economic impacts of tourism</u>	117
<u>Social impacts</u>	125
<u>Cultural impact</u>	128
<u>Environmental impact</u>	131
7. The planning of tourism	134
<u>Why plan?</u>	134
<u>What is planning?</u>	136
<u>Importance of data collection</u>	139
8. Developing tourism	143
<u>The development process</u>	143
<u>Market analysis</u>	144
<u>Planning and engineering analysis</u>	155
<u>Socioeconomic analysis</u>	158
<u>Business and legal analysis</u>	158
<u>Synthesis of basic data</u>	166
<u>Selection of development areas</u>	167
<u>Preparation of area-wide master plans</u>	167
<u>Economic feasibility</u>	173
<u>Administrative and legal plan</u>	176
<u>Overall financial feasibility</u>	177
9. The management of tourism	179
<u>How to develop leadership</u>	179
<u>Coordination of tourism</u>	187
<u>Visitor services</u>	198
<u>Anticipating and planning service needs</u>	199
<u>Coordination of visitor services</u>	200
<u>Training for visitor services</u>	202
<u>The public awareness program</u>	205

<u>Establishing tourist information centers</u>	213
<u>Evaluating the visitor services program</u>	216
10. <u>Tourism promotion</u>	219
<u>Developing the promotional plan</u>	220
11. <u>Travel distribution systems</u>	232
<u>Tourism distribution systems</u>	232
<u>The role of the tour wholesaler</u>	235
<u>Role of the retail travel agent</u>	245
12. <u>Future trends</u>	252
<u>Influences on demand</u>	252
<u>Final word of caution</u>	259
<u>Appendix A: travel and tourism information sources</u>	261
<u>Appendix B: glossary of terms</u>	265
<u>Appendix C: listing of major trade abbreviations</u>	274
<u>References</u>	276