TOURISM: Principles and Practice

旅游学
原理与实践

（英） 克里斯·库珀
约翰·弗莱彻
艾伦·法伊奥　著
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第四版 （Fourth Edition）

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出版者的话

当前，在教育部的大力倡导下，财经和管理类专业的双语教学在我国各大高校已经逐步开展起来。一些双语教学开展较早的院校积累了丰富的经验，同时也发现了教学过程中存在的一些问题，尤其对教材提出了更高的要求；一些尚未进入这一领域的院校，也在不断探索适于自身的教学方式和方法以及适用的教材，以期时机成熟时加入双语教学的行列。总之，对各类院校而言，能否找到"适用"的教材都成为双语教学成功与否的关键因素之一。

然而，国外原版教材为国外教学量身定做的一些特点，如普遍篇幅较大、侧重于描述性讲解、辅助材料（如习题、案例、延伸阅读材料等）繁杂，尤其是许多内容针对性太强，与所在国的法律结构和经济、文化背景结合过于紧密等，却显然不适于国内教学采用，并成为制约国内双语教学开展的重要原因。因此，对国外原版教材进行本土化的精简改编，使之变成更加"适用"的双语教材，已然迫在眉睫。

东北财经大学出版社作为国内较早涉足引进版教材的一家专业出版社，秉承自己一贯服务于财经教学的宗旨，总结自身多年的出版经验，同麦格劳—希尔教育出版公司、培生教育出版集团和圣智出版集团等国外著名出版公司通力合作，在国内再次领先推出了会计、工商管理、经济学等专业的"高等院校双语教学适用教材"。尤其是此次双语教材是与东北财经大学萨里国际学院共同推出。东北财经大学萨里国际学院是教育部批准的、与英国萨里大学共建的中外合作办学机构。学院所有课程采取双语和全英文授课方式，因而，东北财经大学出版社与萨里国际学院携手推出此系列双语教材。这套丛书的出版经过了长时间的酝酿和筛选，编选人员本着"品质优先、首推名作"的选题原则，既考虑了目前我国财经教育的现状，也考虑了我国财经高等教育所具有的学科特点和需求指向，在教材的遴选、改编和出版上突出了以下一些特点：

● 优选权威的最新版本。入选改编的教材是在国际上多次再版的经典之作的最新版本，其中有些教材的以前版本已在国内部分高校中进行了试用，获得了一致的好评。

● 改编后的教材在保持英文原版教材特色的基础上，力求内容精要，逻辑严密，适合中国的双语教学。选择的改编人员既熟悉原版教材内容，又具有本书或本门课程双语教学的经验。

● 改编后的教材配有丰富的辅助教学支持资源，教师可在网上免费获取。

● 改编后的教材篇幅合理，符合国内教学的课时要求，价格相对较低。

本套教材是在双语教学教材出版方面的一次新的尝试。我们在选书、改编及出版的过程中得到了国内许多高校的专家、教师的支持和指导，在此深表谢意，也期待广大读者提出宝贵的意见和建议。

尽管我们在改编的过程中已加以注意，但由于各教材的作者所处的政治、经济和文化背景不同，书中的内容仍可能有不妥之处，望读者在阅读中注意比较和甄别。

东北财经大学出版社

GUIDED TOUR

Stunning **colour photography** introduces each chapter and theme, bringing to life a variety of key tourist destinations

Learning outcomes enable you to focus on what you should achieve by reading the chapter

CHAPTER 4

Tourism Demand Determinants and Forecasting

LEARNING OUTCOMES

The purpose of this chapter is to introduce and discuss determinants of demand and forecasting approaches. We then draw together the chapter by reviewing key major trends in the patterns of demand for tourism from national and regional perspectives in the major case study. This chapter is designed to provide you with:

- familiarity with the determinants of demand which, at an individual level, are likely to affect propensity to travel;
- an understanding of social, technological, economic and political influences on tourism demand;
- an awareness of the reasons for forecasting demand for tourism;
- an understanding of the major approaches to forecasting demand for tourism; and
- an appreciation and explanation of the key national and regional patterns of demand for tourism.

Photograph: Beach at Ko Mya Takai, Ang Thong National Park, Thailand © Kelly Miller

Chapter **introductions** concisely describe the themes and issues explored in each chapter, helping you to assess the importance of the chapter to each specific stage of your studies

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INTRODUCTION

This chapter focuses upon the key determinants of demand for tourism and goes on to show how an understanding of these underlying influences allows us to forecast tourism demand. It is difficult to generalise about the determinants of demand. There is, for example, a particular problem in terms of linking different levels of generalisatio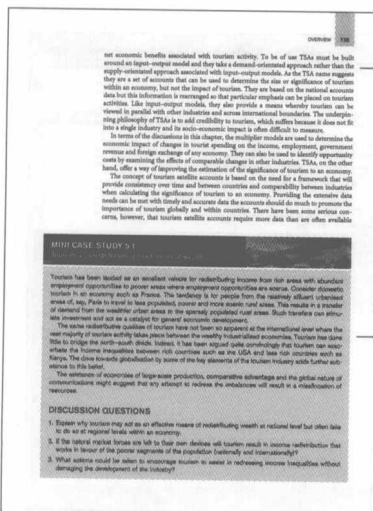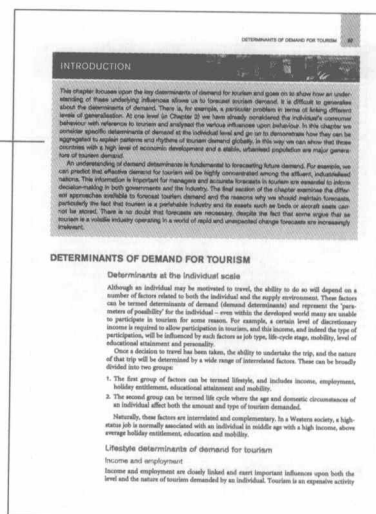n. At one level in Chapter 3 we have already considered the individual's consumer behaviour with reference to tourism and analysed the various influences upon behaviour. In this chapter we consider specific determinants of demand at the individual level and go on to demonstrate how they can be aggregated to explain patterns and rhythms of tourism demand globally. In this way we can show that those countries with a high level of economic development and a stable, urbanised population are major generators of tourism demand.

An understanding of demand determinants is fundamental to forecasting future demand. For example, we can predict that effective demand for tourism will be highly concentrated among the affluent, industrialised nations. This information is important for managers and accurate forecasts in tourism are essential to inform decision-making in both governments and the industry. The final section of the chapter examines the different approaches available to forecast tourism demand and the reasons why we should maintain forecasts, particularly the fact that tourism is a perishable industry and its assets such as beds or aircraft seats cannot be stored. There is no doubt that forecasts are necessary, despite the fact that some argue that as tourism is a volatile industry operating in a world of rapid and unexpected change forecasts are increasingly.

DETERMINANTS OF DEMAND FOR TOURISM

Determinants at the individual scale

Although an individual may be motivated to travel, the ability to do so will depend on a number of factors related to both the individual and the supply environment. These factors can be termed determinants of demand (demand determinants) and represent the 'parameters of possibility' for the individual – even within the developed world many are unable to participate in tourism for some reason. For example, a certain level of discretionary income is required to allow participation in tourism, and this income, and indeed the type of participation, will be influenced by such factors as job type, life-cycle stage, mobility, level of educational attainment and personality.

Once a decision to travel has been taken, the ability to undertake the trip, and the nature of that trip will be determined by a wide range of interrelated factors. These can be broadly divided into two groups:

1. The first group of factors can be termed lifestyle, and includes income, employment, holiday entitlement, educational attainment and mobility.
2. The second group can be termed life cycle where the age and domestic circumstances of an individual affect both the amount and type of tourism demanded.

Naturally, these factors are interrelated and complementary. In a Western society, a high-status job is normally associated with a high income, above average holiday entitlement, education and mobility.

Lifestyle determinants of demand for tourism

Income and employment

Income and employment are closely linked and exert important influences upon both the level and the nature of tourism demanded by an individual. Tourism is an expensive activity

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net economic benefits associated with tourism activity. To be of use TSAs must be built around an input–output model and they take a demand-orientated approach rather than the supply-orientated approach associated with input–output models. As the TSA name suggests they are a set of accounts that can be used to determine the size or significance of tourism within an economy, but not the impact of tourism. They are based on the national accounts data but this information is rearranged so that particular emphasis can be placed on tourism activities. Like input–output models, they also provide a means whereby tourism can be viewed in parallel with other industries and across international boundaries. The underpinning philosophy of TSAs is to add credibility to tourism, which suffers because it does not fit into a single industry and its socio-economic impact is often difficult to measure.

In terms of the discussions in this chapter, the multiplier models are used to determine the economic impact of changes in tourist spending on the income, employment, government revenue and foreign exchange of any economy. They can also be used to identify opportunity costs by examining the effects of comparable changes in other industries. TSAs, on the other hand, offer a way of improving the estimation of the significance of tourism in an economy. The concept of tourism satellite accounts is based on the need for a framework that will provide consistency over time and between countries and comparability between industries when calculating the significance of tourism to an economy. Providing the extensive data needs can be met with timely and accurate data the accounts should do much to promote the importance of tourism globally and within countries. There have been some serious concerns, however, that tourism satellite accounts require more data than are often available

MINI CASE STUDY 5.1

Tourism has been lauded as an excellent vehicle for redistributing income from rich areas with abundant employment opportunities to poorer areas where employment opportunities are scarce. Consider domestic tourism in an economy such as France. The tendency is for people from the relatively affluent urbanised areas of, say, Paris to travel to less populated, poorer and more scenic rural areas. This results in a transfer of demand from the wealthier urban areas to the sparsely populated rural areas. Such transfers can attract some investment and act as a catalyst for general economic development.

The same redistributive qualities of tourism have not been so apparent at the international level where the vast majority of tourism activity takes place between the wealthy industrialised economies. Tourism has done little to bridge the north–south divide. Indeed, it has been argued quite convincingly that tourism can exacerbate the income inequalities between rich countries such as the USA and less rich countries such as Kenya. The drive towards globalisation by some of the key elements of the tourism industry adds further substance to this belief.

The existence of economies of large-scale production, comparative advantage and the global nature of communications might suggest that any attempt to redress the imbalances will result in a misallocation of resources.

DISCUSSION QUESTIONS

1. Explain why tourism may act as an effective means of redistributing income from national level but often fails to do so at regional levels within an economy.

2. If the natural market forces are left to their own devices will tourism result in income redistribution that works in favour of the poorer segments of the population (nationally and internationally)?

3. What actions could be taken to encourage tourism to assist in redressing income inequalities without damaging the development of the industry?

Key terms are highlighted throughout the text: definitions are listed in a full Glossary at the end of the book, creating a particularly useful revision tool

Mini case studies concentrate on specific destinations and organisations to illustrate theory, practice, issues and controversies in the tourism industry

Each chapter ends with **self-check questions** for you to test your understanding and track your progress

If you want to explore topics further, **essay questions** encourage stimulating debates and class exercises

Annotated **further reading** sections support the chapter, directing you towards other valuable sources of information
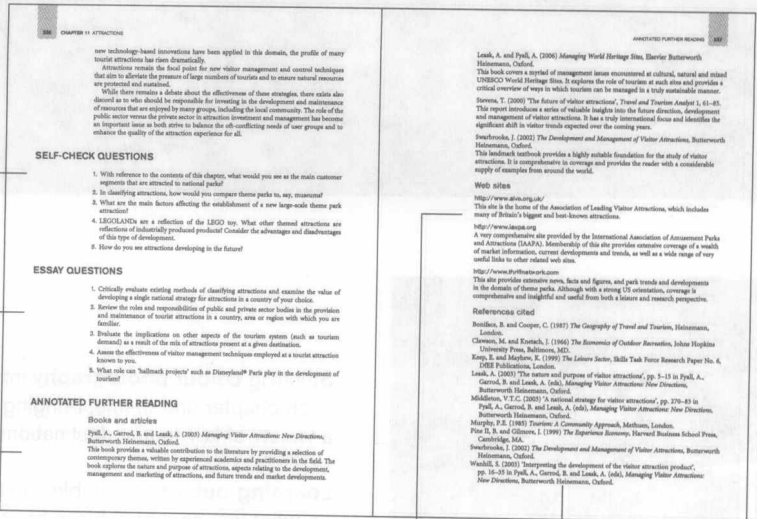
A list of **web sites** relevant to the topics discussed in each chapter provides links to current tourism practice in the real world

References cited within each chapter are listed, encouraging you to read more widely in the subjects that interest you

Long, colourfully illustrated and up-to-date **Case studies** at the end of chapters consolidate the major themes by applying the principles to real-life tourism situations
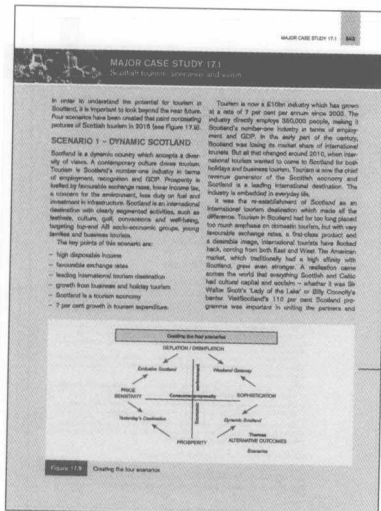
Log on to **www.pearsoned.co.uk/cooper** to find a wealth of interactive exercises, FT articles on the latest developments in tourism and video cases featuring companies such as Marriott, Air France and the Easy Group. There are also useful revision aids such as flashcards and multiple choice questions to help you build up your knowledge
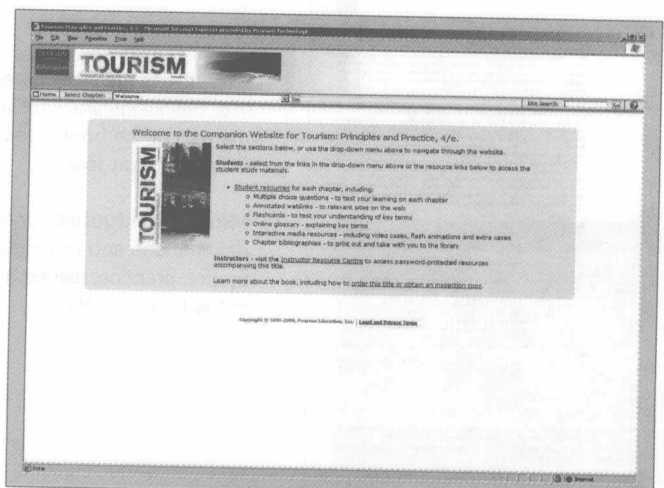
PREFACE

Welcome to the fourth edition of *Tourism: Principles and Practice*. This edition builds upon the successful restructuring of the third edition and includes a range of new features and content to ensure that the book keeps pace with the changing world of tourism. We have completely revised this edition to provide the reader with up-to-date content, extensive case studies, discussion and essay questions, clear learning objectives and a colourful and user-friendly format. This edition, and the continued success of *Tourism: Principles and Practice*, is a reflection of the growing maturity of tourism as a subject area in higher education.

THE FEATURES OF THIS BOOK

This new edition retains many of the key philosophies that made the earlier editions so successful. In a changing and turbulent environment for tourism, we offer readers the fundamental and underlying principles with which to approach the study of tourism, contributing a complete framework that effectively integrates theory and practice, and which, we feel, stands the test of changing times. Of course, we have updated the text to take into account developments such as the growing concern for climate change events and the maturing response of tourism to the safety and security of tourists.

While the basic structure of this book follows the third edition, we have updated, refined and improved all subject areas, added a new chapter on tourism under crises, substantially revised the tourism marketing material and added new case studies and examples throughout the book. This edition retains the features that we added in the third edition to enhance the use of the book in the classroom. These include:

- The introduction of **Chapter Learning Outcomes** at the beginning of every chapter to orientate the reader and to focus his or her mind in respect of the key concepts that underpin each chapter in the book.

- The inclusion of **Self-check Questions and Essay Questions** at the end of each chapter. These are designed to help the reader consolidate his or her knowledge as they work through the book and to draw out key contemporary issues and apply the theoretical content of the chapter to industry practice.

- The use of a **Major Case Study** at the end of each chapter to allow the reader to link the theory of the chapter to contemporary issues and practice. Each of these case studies with accompanying questions has been specially selected for this book.

- The use of two **Mini Case Studies** embedded within the chapters, again to draw out examples of how the material relates to the real world and to current issues. Discussion questions are provided at the end of each case study.

- The identification of key texts and web-based material in a section of **Annotated Further Reading** at the end of each chapter. Here we have provided a short description of the key sources to guide the reader through the increasingly complex maze of tourism literature. In addition, each section of the book has a bibliography which will act as the first port of call for assignments and presentations and provides an opportunity for guided specialised investigation where core concepts are reviewed in more detail and from which the user may derive a deeper understanding.

- The introduction of **photographs** to bring the material to life and the use of colour in the presentation of the text to make the book more attractive and easier to use.
- The addition of a **Glossary of Key Terms** to guide the reader through the specialist terminology in the chapters.

THE STRUCTURE OF THIS BOOK

Leiper's model of the tourism system, presented in the opening chapter entitled 'An Introduction to Tourism', provides the basic format for the book. In this introductory chapter we clearly define the elements of the system and our approach, and provide a case study analysing the issues surrounding one of the most important innovations in tourism – the use of tourism to alleviate poverty. The main body of the book is then structured around five key headings:

- Part 1   Tourism Demand
- Part 2   The Tourism Destination
- Part 3   The Tourism Sector
- Part 4   Marketing for Tourism
- Part 5   Tourism Futures

Part 1

Part 1 of the book examines all aspects of tourism demand in detail. We review the various concepts of demand, critically examine models of consumer behaviour and the decision-making process as it relates to tourism, look at factors that will influence demand for tourism at individual and global levels and analyse the techniques and approaches used to measure and forecast demand. We have written major case studies for this section that include new ideas of knowledge management for tourism data, the impact of the 2004 Indian Ocean Boxing Day Tsunami upon travel behaviour and an analysis of patterns of tourism demand across the globe.

Part 2

Part 2 of the book is focused upon the destination and how tourism interacts with the economy, the environment and the people. The impacts of tourism are explored along with the various techniques that have been used to measure them. Case studies have been selected to illustrate the diverse issues relating to tourism and its development in a wide range of circumstances. Comparisons and contrasts are also made between the different impact tools available to tourism researchers. Having put down the foundations for the study of tourism's impacts, the concept of sustainability is examined in some detail concluding with a chapter that sets out the parameters of planning and development. An additional chapter has been added to this part of the book examining tourism under crises and including a new and substantial section on tourism and climate change.

Part 3

In Part 3, we turn our attention to the tourism sector and those public sector organisations that influence and support tourism demand and supply. We have adopted an analytical and evaluative approach to this section, identifying the main sub-sectors that, when combined, constitute the tourism sector. We have focused generally on providing insights into the operating characteristics, trends and issues that dominate tourism and, specifically, upon attractions, accommodation, intermediaries, transportation, public sector organisations and22

destinations. Each chapter aims to show the principles governing the behaviour of the relevant suppliers and to provide examples of good practice that can be adopted elsewhere.

Part 4

Part 4 offers an understanding of the process and application of marketing to the unique characteristics of tourism. In this part, we provide a comprehensive overview of the management of tourism marketing including the strategies and tools that may be applied to deliver the tourism product effectively and efficiently to satisfy the tourism consumer. The chapters will anchor the concepts of marketing in the historical roots of its development and establish why services' marketing is different. Tourism as a service process is covered with major exposure of services and quality concepts. Marketing planning has its own designated chapter covering both tactical and strategic marketing planning procedures in respect of the tourism product. We review the benefits and purposes of marketing planning, consider the structure of a marketing plan and explore the implications of neglecting tourism marketing planning. We then go on to review the marketing mix as a key strategic tool, integral to achieving marketing planning objectives. The final chapter in this part analyses the role of technology and e-business in transforming the way that tourism marketing operates.

Part 5

Part 5 highlights issues that will influence the future of tourism. This section comprises a substantial chapter on the future of tourism. Part Five is instrumental in consolidating the strands and themes discussed throughout the book and presents them in a format that demonstrates the likely future development of all aspects of the tourism system. A wide range of influences are reviewed and assessed, together with an evaluation of impacts on both tourism products and tourists. In this section we have resisted the hype of futurologists and instead provide a disciplined framework within which to analyse tourism futures, including a major case on the tourism space race.

OVERVIEW

The philosophy behind this book remains the same as earlier editions: namely to provide a comprehensive, user-friendly contemporary text which can be used for both teaching and learning about tourism. We have many people to thank for the fact that this book has been produced; Paul Barron and Tom Baum, Dimitrios Buhalis, Derek Robbins and John Westlake each contributed chapters reflecting their own expertise; and David Cox at Pearson Education has been a professional and highly supportive editor.

BRIEF CONTENTS

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AN INTRODUCTION TO TOURISM

LEARNING OUTCOMES

In this chapter we focus on the concepts, terminology and definitions that underpin the study of tourism to provide you with:

- a basic understanding of the nature of the tourism system and a knowledge of the myths that surround tourism today;
- a comprehension of the issues associated with the academic and practical study of tourism;
- an appreciation of the individual elements which, when combined, comprise the tourism system; and
- a knowledge of basic supply-side and demand-side definitions of tourism and the associated difficulties and issues.

Photograph: Masai Warriors, Masai Mara, Kenya © Hannah Cox

INTRODUCTION

In this chapter we introduce the concept of a tourism system and outline its role in offering a way of thinking about tourism and providing a framework of knowledge for students approaching the subject of tourism. This framework is particularly important in the twenty-first century when the world is experiencing rapid and unexpected change caused by both human and natural agents. In addition, tourism has now become a major economic sector in its own right and we use this chapter to demonstrate the scale and significance of tourism.

At the same time, we outline some of the commonly held myths that surround tourism and identify some of the issues that are inherent both in the subject area and in the study of tourism. In particular, we emphasise the variety and scope of tourism as an activity and highlight the fact that all elements of the tourism system are interlinked, despite the fact that they have to be artificially isolated for teaching and learning purposes. Finally, we consider the difficulties involved in attempting to define tourism and provide some ideas as to how definitions are evolving.

TOURISM – MYTHS AND REALITIES

In a world of change, one constant since 1950 has been the sustained growth and resilience of tourism both as an activity and an economic sector. This has been demonstrated despite the 'shocks' of 11 September, 2001 (9/11), the dual bombings of a major Asian tourism destination – Bali, SARS (severe acute respiratory syndrome) and the threat of bird flu, the second Iraq war, bombings of both the London and Madrid railway systems and the 2004 Boxing Day Tsunami. Despite more recent crises, it was the events of 9/11 that triggered changes in consumer behaviour, changes which have made an impact on travel patterns and operations around the world. Yet, even with these challenges, in 2006 the World Travel and Tourism Council (WTTC) demonstrated the tremendous scale of the world's tourism sector (WTTC, 2006):

1. The travel and tourism industry's percentage of world gross domestic product was 10.3%;

2. The world travel and tourism industry had a turnover of US$6,477.2 billion; and

3. The world travel and tourism industry supported 234 million jobs (8.7% of total world employment).

It is therefore clear that tourism is a major force in the economy of the world, an activity of global importance and significance. It is also a sector that has the capacity to impact negatively upon host environments and cultures, the raw materials of many tourism products. As a result, increased prominence has been given to tourism in the United Nations' world summits such as the 1992 Rio Earth Summit and the World Summit on Sustainable Development in Johannesburg in 2003. A combination of the 'youth' of tourism as an activity – international mass tourism is at best only 40 years old – with the pace of growth in demand has given tourism a Cinderella-like existence, we know it is important, but it is not taken seriously. This has created a variety of issues for the sector. First, as well as demonstrating sustained growth, tourism has been remarkable in its resistance to adverse economic and political conditions. Events such as 9/11, terrorist bombings and the 2004 Boxing Day Tsunami clearly demonstrate the sector's ability to regroup and place emphasis on a new vocabulary including words such as 'safety', 'security', 'risk management', 'crisis' and 'recovery'. Inevitably though, growth is slowing as the market matures and, as the nature of the tourist and his or her demands change, the sector will need to be creative in supplying products to satisfy the 'new tourist'.

Secondly, international organisations support tourism for its contribution to world peace, its ability to delver on the Millennium Development Goals and in particular poverty alleviation, the benefits of the intermingling of peoples and cultures, the economic advantages that can ensue, and the fact that tourism is a relatively 'clean' industry. But an important issue is the stubbornly negative image of tourism as a despoiler of destinations and a harbinger of climate change; even the employment and monetary gains of tourism are seen to be illusory in many destinations. The International Labour Organization (ILO), for example, clearly views tourism jobs as of low quality, arguing that they are concerned with decent work, not just the creation of jobs but the creation of jobs of acceptable quality. A critical issue for the successful future of tourism will therefore be for all involved to demonstrate that the sector is responsible and worthy of acceptance as a global activity. The WTTC has been an influential lobbyist in this regard. As the representative body of the major companies in the tourism sector, it has led an active campaign to promote the need for the industry to take responsibility for its actions and for close public and private sector coalitions.

Thirdly, technology increasingly pervades the tourism sector. Tourism is ideally placed to take advantage of developments in information technology, from the use of the Internet to book travel and seek information about destinations, through the use of mobile telephone technology to revolutionise the way that tourism information can be delivered direct to the user *in situ* at the destination, to the innovative role technology plays in interpreting and displaying destinations. But this has all come at the price of restructuring the distribution channel in tourism and in changing the nature of jobs in the sector.

Finally, in many respects general perceptions of tourism are misplaced. Tourism is surrounded by a number of myths which have contributed unrealistically to its glamorous image. These are demonstrated in Table 0.1.

| Table 0.1	Tourism – myths and realities
Myth	The majority of tourism in the world is **international**.
Reality	Tourism in the world is predominantly domestic (people travelling in their own country). **Domestic tourism** accounts for about 80% of tourist trips.
Myth	Most tourism journeys in the world are by air as tourists jet-set from country to country.
Reality	The majority of trips are by surface transport (mainly the car).
Myth	Tourism is only about leisure holidays.
Reality	Tourism includes all types of purpose of visit, including business, conference and education.
Myth	Employment in tourism means substantial travel and the chance to learn languages.
Reality	Most employment in tourism is in the hospitality sector and involves little travel.
Myth	Large multinational companies such as hotel chains and airlines dominate tourism.
Reality	The vast majority of tourism enterprises in every destination are SMEs.
Myth	Tourism is a straightforward sector demanding little research or planning.
Reality	Tourism is a complex multi-sectoral industry demanding high-level planning underpinned by research to succeed.

THE SUBJECT OF TOURISM

In historical terms, tourism activity is a relatively new development and only recently has it been considered worthy of serious business endeavour or academic study. However, the tourism sector is of sufficient economic importance and its impact upon economies, environments and societies is significant enough for the subject of tourism to deserve academic consideration. There is no doubt in our minds that tourism is a subject area or domain of study but that at the moment it lacks the level of theoretical underpinning that would allow it to become a discipline. Nevertheless, the popularity of tourism as a subject, and the recognition of its importance by governments, has accelerated the study of tourism. Tourism as a subject is showing signs of maturity with a growing academic community, increasing numbers of both journals and textbooks which are becoming specialised rather than all-embracing, and a number of professional societies both internationally and within individual countries. We are also seeing a greater confidence in the approaches used to research tourism as the positivist and scientific approaches are augmented with qualitative and more experimental methods. All of these indicators point to the increasing professionalism of the tourism sector.

As an area of study, tourism is still relatively young and this creates a range of issues for all of us involved in teaching, researching and studying the subject:

- The subject area itself remains bedevilled by conceptual weakness and fuzziness. We are therefore faced with many questions that would be taken as common ground in other subjects (such as finding a way through the maze of terminology related to the type of tourism which is less destructive – green, alternative, responsible, sustainable, eco!). This results in a basic lack of rigour and focus leaving tourism as a subject area open to criticism by others. Franklin and Crang for example are unrelenting: 'The rapid growth of tourism has led researchers to simply record and document tourism in a series of case studies, examples and industry-sponsored projects' (2001: 6). This highlights the apparent conflict between 'academic' and 'applied' approaches which is also an unresolved issue.

- The subject encompasses a number of diverse industrial sectors and academic subjects, raising the question for those studying tourism as to whether or not tourism is, in fact, too diverse and chaotic to merit separate consideration as a subject or economic sector. According to Gilbert (1990) what makes tourism difficult to define is the very broad nature of the concept as well as the need for so many service inputs. Tourism also envelops other sectors and industries (Gilbert, 1990: 7) and therefore has no clear boundary due to the expansive spread of activities it covers. We would argue, of course, that it should warrant a subject and sector in its own right, but that there is a need for a disciplined approach to help alleviate potential sources of confusion for students. It is therefore important in this respect to provide a framework within which to locate these subject approaches and industries. In reality the tourism industry consists of a mass of organisations operating in different sectors each of which supplies those activities which are termed tourism.

- As if these problems were not sufficient, tourism also suffers from a particularly weak set of data sources – in terms of both comparability and quality, although the UN World Tourism Organization (UNWTO) has made significant progress in this regard.

- Traditional approaches have tended to operationalise and reduce tourism to a set of activities or economic transactions while more recent authors have been critical of this 'reductionism', stressing instead postmodern frameworks which analyse the significance and meaning of tourism to individuals.

- Finally, tourism does suffer from an image problem in academic circles. Indeed, many are attracted to it as an exciting, vibrant subject and an applied area of economic activity – which we believe that it is. But to be successful, tourism demands very high standards of professionalism, knowledge and application from everyone involved. This is sometimes felt to be in contrast to the image of jet-setting, palm-fringed beaches and a leisure activity.
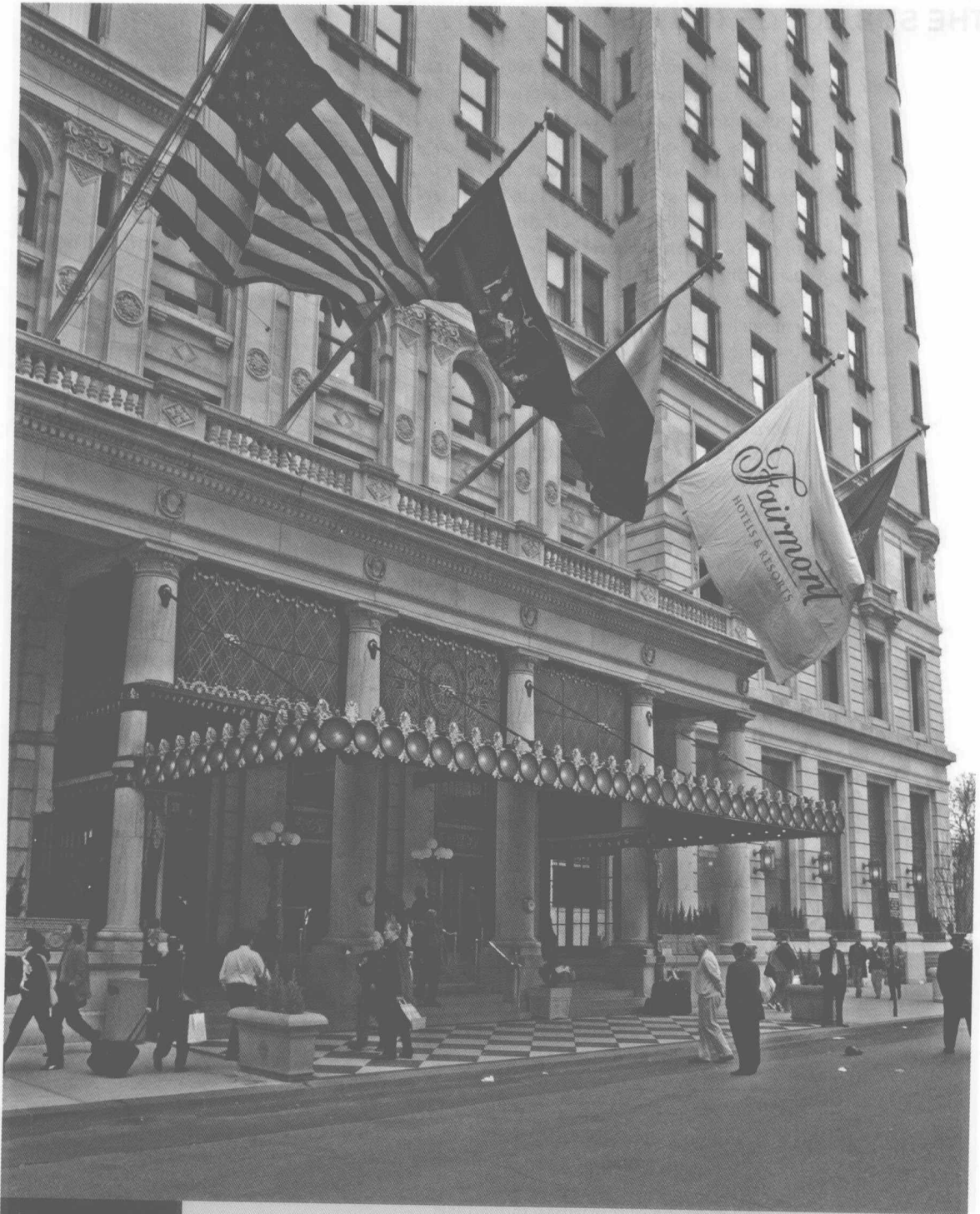
Photograph 0.1   Tourism has become an increasingly important element of study for many students as the subject gains acceptability in the academic community.
Source: Corbis/Ron Sachs

But there is light at the end of this tunnel. To quote Coles *et al.* (2006), tourism suffers from the difficulties of location 'in a sea of competing academic territoriality and competing constituencies' (p. 294). They suggest that our approach to tourism should be more flexible and fluid, recognising the inputs and value of differing subjects and disciplines to explanation in tourism. This is termed a 'post-disciplinary' approach, and it differs from the earlier ideas of multi- or inter-disciplinary approaches to tourism by being a flexible and creative approach that breaks through the parochial boundaries of disciplines (Coles *et al.* 2006).

A TOURISM SYSTEM

In response to the issues identified above, we feel that is important at the outset to provide an organising framework for the study of tourism. There are many ways to do this. Individual disciplines, for example, view the activity of tourism as an application of their own ideas and concepts, and an approach from say, geography or economics could be adopted. An alternative is to take a post-disciplinary approach as noted above. Figure 0.1 shows one such attempt to integrate a variety of subjects and disciplines and to focus upon tourism.

However, in a book of this nature it is impossible to cover the complete range of approaches to tourism. Instead, as an organising framework, we have adopted the model suggested by Leiper in 1979 and updated in 1990 (Figure 0.2). As Figure 0.2 shows, Leiper's model neatly takes into account many of the issues identified above by considering the activity of tourists, allowing industry sectors to be located and providing the geographical element which is inherent to all travel. It also places tourism in the context of a range of external environments such as society, politics and economies. There are three basic elements of Leiper's model:

1. **Tourists.** The tourist is the actor in this system. Tourism, after all, is a very human experience, enjoyed, anticipated and remembered by many as some of the most important times of their lives. Defining the tourist and attempting to produce classifications of tourists form the latter section of this chapter.

2. **Geographical elements.** Leiper outlines three geographical elements in his model:

   1. traveller-generating region;
   2. tourist destination region; and
   3. transit route region.

   The traveller-generating region represents the generating market for tourism and, in a sense, provides the 'push' to stimulate and motivate travel. It is from here that the tourist searches for information, makes the booking and departs.

   In many respects, the tourist destination region represents the 'sharp end' of tourism. At the destination, the full impact of tourism is felt and planning and management strategies are implemented. The destination, too, is the *raison d'être* for tourism, with a range of special places distinguished from the everyday by their cultural, historic or natural significance (Rojek and Urry, 1997). The 'pull' to visit destinations energises the whole tourism system and creates demand for travel in the generating region. It is therefore at the destination where the innovations in tourism take place – new products are developed and 'experiences' delivered making the destination the place 'where the most noticeable and dramatic consequences of the system occur' (Leiper, 1990: 23).

   The transit route region does not simply represent the short period of travel to reach the destination, but also includes the intermediate places which may be visited en route: 'There is always an interval in a trip when the traveller feels they have left their home region but have not yet arrived . . . [where] they choose to visit' (Leiper, 1990: 22).

3. **The tourism sector.** The third element of Leiper's model is the tourism sector, which we can think of as the range of businesses and organisations involved in delivering the