

TOURISM

Fifth Edition

旅游管理英文原版精品教材

Principles and Practice

旅游学

理论与案例 **5** 版

(英) 约翰·弗莱彻 艾伦·法伊奥 戴维·吉尔伯特 斯蒂芬·万希尔 著

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Alan Fyall
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GUIDED TOUR



CHAPTER 9

THE SOCIO-CULTURAL IMPACT OF TOURISM

LEARNING OUTCOMES

The learning outcomes of this chapter may be defined as:

- identifying those aspects of socio-cultural behaviour that are most susceptible to tourism activity and most likely to be influenced and changed as a result of it;
- understanding the various approaches to studying the socio-cultural aspects of tourism and the relationship between them;
- providing a framework for the study of the relationship between tourism development and socio-cultural impacts; and
- encouraging the reader to understand key concepts.

Photograph: Shutterstock, Deposit, OK-D-Peter Wenzel

Introductions concisely describe the themes and issues explored through the rest of the chapter.

Key terms are highlighted throughout the text. Definitions for all these terms are included in a full glossary at the end of the book, creating a particularly useful revision tool.

Every chapter opens with **learning outcomes** that let you know what you will gain from that section of the book.

188 CHAPTER 9 THE SOCIO-CULTURAL IMPACT OF TOURISM

INTRODUCTION

A core aspect of tourism is that it creates an arena where different cultures interact. That interaction can be through the act of delivering the tourism product. It can be incidental, or even the motivation for travel. The results of such cultural interaction can be either positive or negative, with respect to both the host and tourist cultures. There is a wide range of service industries in the world, but there is often no need for the consumer to visit the place of production in order to consume the product, such as when buying insurance or financial services. The fact that tourists must visit a location for tourism consumption to take place means that cultural interaction is inevitable. The implications of this for the destination's population is that not only will it be subject to the changes created by the stimulation and change in direction of the local economy, it will also be subject to changes from coming into contact with an alien population. Changes in economic growth and development will always be associated with changes in the socio-cultural characteristics of an area. As the population becomes wealthier and healthier, their wants and needs change and this influences their spending choices and lifestyles. However, because tourism brings visitors into contact with the local population it adds further dimensions to the socio-cultural change.

The contact between visitors and local residents can be beneficial or detrimental to the host population depending upon the difference in cultures and the nature of the contact. Much of the literature on social impacts is based in that it focuses attention upon the negative impacts of tourism on the host population. In reality socio-cultural impacts tend to contain a mixture of both positive and negative strands and these impacts affect both hosts and guests. Similarly, little attention has been paid to the fact that there can also be socio-cultural impacts on the tourist population, which can again be either positive or negative.

THE NATURE OF SOCIO-CULTURAL IMPACTS OF TOURISM

The aim of this chapter is to outline the nature of socio-cultural impacts, and to examine those contexts that are positive and those that may be deemed to be negative. In order to do this it is important to include an examination of the process of tourism development because the speed and nature of development can be a major influence on the magnitude and direction of socio-cultural changes. The chapter will also investigate the causal factors for socio-cultural impacts, suggest possible methods for measurement and outline some policy implications.

It is not possible for tourism to occur without there being some form of socio-cultural impact because, by its very nature, tourism is about bringing people from one culture and background to co-exist temporarily alongside people from a different socio-cultural background. The difference may be slight, as is often the case with domestic tourism where there may be regional variations in dialect, eating habits and dress codes, or it may be significant in the case of international tourism where there may be differences in language, religion, dress and behaviour codes. The range of impacts is enormous and ranges from the arts and crafts through to the fundamental behaviour of individuals and collective groups. The impacts can be positive, such as the case where tourism preserves or even renews the craft skills of the population or where there is a positive cultural exchange between two distinct populations. The impacts can also be negative, such as the commodification and bastardisation of arts, crafts and ceremonies/traditions of the host population. The impacts can also detract from cultural exchange by presenting a limited and distorted view of one of the populations.

A factor often overlooked by researchers is the socio-cultural impact of tourism on the visitor population. For instance, the growth of UK tourists visiting Spain throughout the 1960s and 1970s resulted in culinary and beverage changes in the UK (paella and Rioja wine being two Spanish products that benefited from this exchange). Visitors to Australia would often find it hard to resist adopting the beach-based lifestyle and the barbecue when they returned home. There is evidence of socio-cultural impacts, ranging from the clothes we

188 CHAPTER 9 THE SOCIO-CULTURAL IMPACT OF TOURISM

Labour factors

The economic factors demonstrated how tourism can attract workers from other industries. The level of stagnation with respect to tourism can be exacerbated where the employment opportunities for workers within the tourism industry are limited to lower level, front-line workers. In such cases the senior and middle management positions are filled by experienced staff from outside the country (often from the country that has provided either the investment or the tourist), then where a significant proportion of the managerial staff are locals, their contact with other non-local staff and the tourism may cause a change in their consumption habits so that they have a high propensity to consume imported goods.

Although tourism may be an industry that is associated with higher wages and salaries than the more traditional industries such as farming and fishing, there are many cases where the working conditions are found to be less than desirable. Child labour, casual contracts, part-time jobs with no training are all too common. The International Labour Organisation (ILO) estimate that some 10-15% of all employees in the tourism industry are below the age of 18. Children under the age of 12 are frequently employed in developed and developing countries to work in tourism-related businesses. This, again, is not unique to tourism as child labour has always been apparent in the primary sector (such as agriculture) and manufacturing sectors (such as textiles). Tourism, because of its relatively high use of female labour and also its dependency upon local usage, can bring with it some far-reaching socio-cultural impacts.

MINI CASE STUDY 9.1

Tanzania: philanthropy on course to benefit Maasai people in Tanzania

By Apollonia Taire, dTN, 28 August 2019

TANZANIA 1976 – One of their traditional skills, the Maasai women are found selling beads and locally-made jewelry and livestock to the tourists coming and visiting in the Loliondo area in northern Tanzania.

Beads, necklaces, and scarves made in different colors, along with bracelets, are the most attractive locally-made jewelry by the Maasai women who are going to be visited by the tourists who are visiting the area.

The Maasai are the most interesting people in Tanzania because of their lifestyle, which until today has remained intact and unchanged for a number of centuries.

Most of the Maasai people live in Arusha region of northern Tanzania, the area which is the tourist hub in East Africa. But the Maasai beliefs have confined them to cattle-keeping, with less interest in modern lifestyles and education.

These philanthropy is currently changing the Maasai life with more benefits from tourist companies, which are operating in the Loliondo area, where a section of companies are running hunting and photographic safaris. The Eryatwa Women's Collaborative is a living example of Maasai women who are going to benefit from these philanthropy initiatives. From just ten women, the Eryatwa Women Group now has more than 100 members who are working for the state. Eryatwa Women's Collaborative members are looking to benefit from tourists who pass through their village, Sukuma, heading to Loliondo-based tourist camps. The Maasai women members of Eryatwa Collaborative have planned to start a community health initiative in their area soon. Eryatwa chairman, Nalinda Pembe, has been happy to see many more tourists calling at their road-side stalls packed with traditional artefacts.

Unlike most communities in Tanzania, the Maasai people in the Loliondo area live in a harsh environment, sharing the semi-arid land with wild animals, where water, better roads, health services, and schools have been lacking for decades. Only four-wheel tourist and heavy-duty vehicles can enter the Loliondo Maasai area on ground. Most tourists prefer to fly there with light aircraft.

Mini case studies concentrate on specific destinations and organisations to illustrate the theory and practice of contemporary tourism and how they can lead to issues and controversies.

CONCLUSION

This chapter has examined the nature and determinants of the socio-cultural impacts associated with tourism development. In so doing, the nature of the tourism development process has been explored together with the influence of socio-economic factors in driving the development of tourism. The typological studies undertaken by researchers such as Smith and Plog have provided a framework which facilitates the further development of socio-cultural impact methodologies and that framework can be used to show the commonalities of the models suggested by Butler and Doney. Thus, it was noted, this framework is static and is severely limited by the nature of the variables used. The development of tourism can have specific implications for incidents of crime and health, as well as influencing the individual and collective lifestyles of the local population. It was also noted that there are positive aspects to tourism's socio-cultural impacts and that these should not be neglected when evaluating the performance of tourism in a given destination. It is also important to recognise the fact that tourists can also transmit socio-cultural impacts back to the populations of the originating countries.

The problems associated with measuring either the desirability of preserving the cultural heritage of a destination or determining how this is influenced by the presence of tourists make it a difficult area of research. The staged authenticity approach to tourism development can provide a firewall in order to maintain the integrity of the local cultural heritage. However, staged authenticity can also act as a catalyst for further cultural penetration and form the 'thin end of the wedge' for further intrusion.

There are data available that can be used to analyse the magnitude and direction of socio-cultural impacts and these were examined in order to suggest a framework for an integrated tourism impact model.

SELF-CHECK QUESTIONS

1. What are the major approaches to studying the socio-cultural impacts of tourism?
2. What models have been put forward to explain the development of tourism and its impact on the local population?
3. What are the main socio-cultural dangers associated with using six tourism or gambling as platforms for tourism development?
4. Identify three direct positive socio-cultural impacts of tourism and three indirect negative socio-cultural impacts of tourism.
5. What are the major difficulties involved in measuring the socio-cultural impacts of tourism and what sources of data are available?

YOUTUBE

Cultural Impacts

Cornewell, The Impact of Tourism: Three separate identities speak about how tourism affects their profession, and how they feel about being a fish in an ocean of travellers.

<http://www.youtube.com/watch?v=9P0pC2RfKp4>

'Death to Venice' is tourism killing or saving the city?

<http://www.youtube.com/watch?v=XuRfA2dUd4>

Alan Sangaris - Tourist or Traveller? The Impact of Tourism in Mexico and Cuba

<http://www.youtube.com/watch?v=thv2dC-F8I>

Self-check questions at the end of chapters allow you to review material and track your progress.

Links are included to **YouTube**, highlighting some of the most interesting travel videos available online.

References and further reading lists offer helpful starting points for continued study of the chapter material.

Extensive, colourfully illustrated and up-to-date **case studies** conclude each chapter by applying what you've just read to real-life tourism situations.

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MAJOR CASE STUDY 9.1

Tourists behaving badly

TOURISTS FOR BETTER OR WORSE?

Destinations want tourists! Most want tourists to come to their destination and to spend their money so that they earn income, foreign exchange and create employment opportunities. But all tourists are not the same either from an economic or a socio-cultural point of view. There have been many articles in the media about tourists' bad behaviour over the years. So who are the worst

tourists to invite to your destination? The short answer is 'it depends who you ask'.

According to regular polls undertaken at sites such as the one run by Expedia, the French do quite well at being voted the world's worst tourists, largely because of behaviour such as poor tipping, impatience and unwillingness to attempt to speak the local language. According to a report in *Time* (<http://www.time.com/time/world/article/0,8596,1909820,00.html>) the French

118 PART 9 THE TOURISM DESTINATION

each of the main models and the role of tourism before looking at the characteristics of tourism that make it such an attractive development option for many destinations. Tourism planning is a process that can take place at different levels from the international (such as the Caribbean or Europe) through to national and then to local planning levels. Planning at each of these levels is discussed prior to looking at the planning process and its key stages. The importance of each stage is considered, followed by a brief look at the expertise needed to construct successful tourism development plans. The chapter concludes by looking at what can go wrong and the reasons that can bring about plan failure.

Finally, tourism operates in a dynamic world and, whereas there are many forces that drive tourism forward to higher volume and deeper penetration, there are also forces outside a destination's control that can suddenly deter people from travelling to specific places or, like the events of 9/11 in 2001, can change the way in which some aspects of tourism activity are conducted. Therefore, tourism development strategies must also consider how best to deal with the negative forces that can switch off tourism activity overnight or work against tourism growth. Chapter 12 concludes this part by examining crises that can hinder tourism activity and the disaster management processes that can mitigate some of the damage caused by negative events.

AN IMPACT ASSESSMENT PRACTITIONER'S VIEW

By David J. James, Managing Director, Global Tourism Solutions (UK) Ltd

In 1985, following the establishment of Canada's National Task Force on Tourism Data, Frank Hart and I were appointed as Chairmen of the Working Party to consider local area statistics. This work focused on the city of Edmonton, Alberta, Canada, and became the first attempt to develop the effective use of supply-side-generated local area tourism statistics drawing on the model developed in Saskatchewan in 1981. This research provided much-needed data for the city councils and convention bureaux on the impact of tourism, which is the principal subject matter of this part of *Tourism: Principles and Practice*.

In 1988, I was appointed Director of Tourism and Amenities for Scarborough Borough Council and it was in that context that the model was transferred to the UK. The model was first run on behalf of Scarborough Borough Council in 1989, becoming known as the Scarborough Tourism Economic Activity Monitor (STEAM), and has subsequently been adopted by many local authorities in the UK.

STEAM approaches the measurement of tourism at the local level from the supply side, which has the benefit of immediacy and relative inexpensiveness. It is not a statistically estimated model in the manner of an input-output model of the local economy, but rather uses the output of such models as discussed in this section, particularly multiplier values arranged by location and industrial sector as generated by the authors of this text. In effect STEAM is a spreadsheet model that is more of a process in which the values of the relationships or equations defined on the spreadsheet are specified at each stage by the user. Thus, although the logic of the model is constant, the nature of data input will alter from area to area depending on the amount of survey material available and qualitative expert opinion concerning the structure of tourism in the local economy. In this way the model builds in both quantitative and qualitative assessments to arrive at local volume and value measures of tourism.

Practitioners' views are included in each part of the book, giving a fresh insight from someone who understands the real world of tourism.

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Professor John Fletcher is Professor of Tourism and Director of the International Centre for Tourism and Hospitality Research at Bournemouth University. John is Editor in Chief of the *International Journal of Tourism Research*, a Fellow of the International Academy for the Study of Tourism and a Fellow of the Tourism Society. He has undertaken tourism development and impact studies throughout the Caribbean, the South Pacific, the Indian Ocean and across Europe on behalf of national governments, local authorities and international agencies. John has led research projects funded by the EU, UNEP, USAID, UNWTO, WTTC, WWF and international development banks. In his efforts to improve the accessibility of tourism impact research he pioneered the development of interactive economic and environmental impact models in the 1990s and is author of more than 130 articles, official reports and book chapters on tourism impacts. He has also written on the place of tourism in national accounts and presented to the British Association for the Advancement of Science.

Alan Fyall is Professor at the Rosen College of Hospitality Management, University of Central Florida, USA. Prior to arriving in the USA, Alan was Professor in Tourism and Deputy Dean Research & Enterprise in the School of Tourism, Bournemouth University in the UK. He has published widely in his fields of expertise and is the author of over 100 articles, book chapters and conference papers as well as 14 books. Alan has organised a number of international conferences and workshops for academic, professional and governmental audiences and is frequently invited to deliver keynote addresses. He is Co-Editor of Elsevier's *Journal of Destination Marketing & Management* and Co-Editor of Goodfellow Publishers' Contemporary Cases Online. He also sits on the editorial boards of *Annals of Tourism Research*, *Journal of Heritage Tourism*, *International Journal of Tourism Research* and *Anatolia*, and is a Visiting Professor at the University of Ulster and Edinburgh Napier University in the UK and the Université d'Angers in France. Alan's current research interests lie in destination management and emerging destination management structures and the impact of generational

change on patterns of buying behaviour in the context of attractions and destinations. Alan is a former Member of the Bournemouth Tourism Management Board and Board of Solent Synergy Limited, and has conducted numerous consulting and applied research projects across the UK and overseas for the likes of the European Union, Commonwealth Secretariat, Grant Thornton and the Malaysian Ministry of Tourism.

David Gilbert is Emeritus Professor of Marketing at the Surrey Business School, Surrey University as well as a Visiting Professor at the Universities of Dongbei University of Finance and Economics and Bournemouth. He has 27 years' academic experience in higher education and over eight years' operational marketing experience for the private sector, having worked as a Product Manager and as a Marketing Manager for Rank Leisure. He specialises in the teaching of marketing related to: Relationship Marketing, Consumer Behaviour, e-Business, Market Research, Research Methods and the functions of Marketing Management and was the founder of both the MSc in Tourism Marketing at Surrey and the DBA programme. His main research is in the field of services marketing and his publications, which number over one hundred, also include a book on retail marketing management. Alongside his academic duties he has worked with several government and private organisations and consultancies on tourism or marketing project work, as well as having planned and provided training in 20 overseas' countries. He was the founder and research director of the Thomas Cook Research Centre at the University of Surrey and has an in-depth knowledge of marketing in relation to the service industry.

Stephen Wanhill is Professor of Tourism Economics, University of Limerick and Emeritus Professor of Tourism Research, Bournemouth University and a Visiting Professor at the Universities of Nottingham and Swansea. He is a Director of Global Tourism Solutions (UK) and his principal research interests are in the field of tourism destination development. To this extent he has acted as a tourism consultant to a number of UK planning and management consulting firms, and has undertaken a wide range of tourism development strategies, tourism impact assessments, lecture programmes and project

studies from airports to cultural attractions, both in the UK and worldwide, covering some 50 countries. Steve has written extensively on public sector intervention in tourism, tourism impact methodology, and project appraisal and development in academic journals and edited books, which brought him recognition in terms of acting as tourism policy advisor to the Select Committee on Welsh Affairs for a period of five years in the House of Commons. He has been a board member of the Wales Tourist Board with responsibilities for the development and research divisions. In this capacity, he spent much time reviewing and recommending grant applications for projects that encompass accommodation, restaurants and pubs, attractions and public facilities, such as country parks, visitor centres and infrastructure improvements. He is the Editor of *Tourism Economics* and has served as an Editorial Board Member for *Acta Touristica*, *The Service Industries Journal*, *European Journal of Tourism Research*, *Tourism Management*, the *International Journal of Tourism Research* and the *Journal of Travel Research*.

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Professor Dimitrios Buhalis is a Strategic Management and Marketing expert with specialisation in Technology and Tourism. He is currently Established Chair in Tourism, Director of the eTourism Lab and Deputy Director of the International Centre for Tourism and Hospitality Research (ICTHR) at the School of Tourism at Bournemouth University and Professorial Observer at the Bournemouth University Senate. He is also the President of the International Federation of Information Technology for Travel and Tourism (IFITT). He previously worked at the Universities of Surrey, Westminster and the Aegean whilst he had visiting appointments at ESSEC in France, Hong Kong Polytechnic University, China University of Aveiro, Portugal, and the Modul University in Vienna, Austria. He is regarded as an expert in the impacts of ICTs in the tourism industry, the management of tourism distribution channels as well

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Dr Mary Beth Gouthro is former Programme Leader for BA (Hons) Events Management at the School of Tourism at Bournemouth University and now oversees Graduate and Professional Engagement on behalf of the Events course with industry. Mary Beth delivers on the first year and final year of the events management undergraduate degree, overseeing Events Context and International Events Management. Before embarking on an academic career, Mary Beth's thirteen years of industry experience spanned charity, corporate private and public sector positions in Marketing Communications/Events. This combined with her passion for education in the field of events management feeds research and practical interests in the events field more broadly e.g. managing/creating optimal event experiences, as well as an interest in Event Management research, particularly qualitative methods. She has advised industry associations such as the UK Chapter of ISES (International Special Event Society) in building a programme for their membership to gain more mutually beneficial initiatives between event management courses and UK universities.

Dr Yeganeh Morakabati is a Tourism Risk Analyst, Middle East and Research Methods Specialist. She is currently Senior Lecturer in the School of Tourism at Bournemouth University. Yeganeh read for her doctorate degree on the topic of travel risk perceptions at

Bournemouth University before being appointed as a lecturer in 2008 and then moved to Plymouth Business School in 2011. Following a successful period at Plymouth Business School where she continued her research for organisations such as the UNWTO and the Gibraltar Government she returned to Bournemouth University as a Senior Lecturer in 2012. Yeganeh was the owner and Managing Director of a successful major travel agency in Tehran prior to moving to the UK to study for her Master's degree in Tourism Management and Marketing. Since graduating she has undertaken a wide variety of research projects for the University including economic impact studies, the construction of a major database for the Commonwealth Tourism Centre, national and local governments. She also provides research methodology support and training to the postgraduate and PhD students.

Derek Robbins trained as a transport planner and is currently Senior Lecturer in Transport and Tourism in the School of Tourism at Bournemouth University. He has developed specialist units at both undergraduate and postgraduate level in aviation, tourism transport, and tourism's contribution to climate change. He has published widely on the relationship between transport and tourism and specific research interests include the deregulation of transport services, most notably the bus and coach industry, transport for tourists within the destination, sustainable transport, cycle tourism, cruise ship tourism, slow travel and tourism and climate change. He co-authored a special tourism edition of the *Journal of Transport Geography* in 2007 and was commissioned to contribute open learning materials for professional

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Dr Debbie (Deborah) Sadd is an academic in the School of Tourism at Bournemouth University, teaching Olympic Studies, Strategy and Leadership and Marketing on both the Undergraduate and Postgraduate Events Programmes. She also has undertaken guest lectures within the Sports Management programme, both in the UK and overseas. Debbie completed a Tourism Management and Planning Masters degree in September 2004 with distinction. The research for her Masters was undertaken in Weymouth and Portland, Dorset, prior to the successful 2012 Olympic Bid. This research project is on-going. She also completed in 2006 a Masters in Event Management. Her research interests include social impacts of events, urban regeneration opportunities from events, community identification, legacy planning and in particular the opportunities to be gained for the local communities from the hosting of London 2012. For her PhD, she used both Sydney and Barcelona as case studies to develop a framework of best practice for London 2012 in relation to stakeholder identification. Debbie was awarded an ESRC funded scholarship as part of the STORMING initiative to undertake research into Sporting Events Carrying Capacity including travelling to Tampa, Florida to undertake further research.

PREFACE

Welcome to the fifth edition of *Tourism: Principles and Practice*. This edition is the latest manifestation of the textbook that we published 20 years ago because we could not find a text that met the needs of our undergraduate and postgraduate students at that time. The past 20 years have witnessed enormous changes in the world, and tourism principles and practice have also changed in that time, reflecting the dynamics of the world in which we now live. This edition contains new features and content to ensure that the book keeps pace with the changing world of tourism and tourism education. We have completely revised and streamlined this edition to make the content more accessible and up to date. Practitioner insights have been added, as well as extensive case studies, with clear intended learning objectives, all set in a colourful and user-friendly format. This fifth edition uses a collaborative approach between academics and practitioners to help students, organisations and practitioners understand and apply current principles and practice to the exciting subject area of tourism.

THE FEATURES OF THIS BOOK

This new edition expands on the concept of tourism satellite accounts to reflect their growing role in the management and planning of tourism around the world. There are also new chapters introduced, one on events and another on disaster management, which add further insight to the key aspects that made earlier editions so successful. In an increasingly challenging and volatile business world, and with the dynamics of social change facing the world, we offer readers fundamental and underlying principles to study the world of tourism, within four distinct but related Parts: **Tourism Demand**, **The Tourism Destination**, **The Tourism Sector** and **Marketing For Tourism**. Chapters have all been updated to reflect the developments and changing significance of various aspects, such as the economic/environmental/socio-cultural impacts of tourism, climate change, and concerns for the safety and security of tourists.

While the underlying structure of this edition follows earlier successful editions, we have updated, refined and improved all subject areas, added new concepts where necessary and added practitioner comments on tourism, new case studies and examples throughout. The text retains the features that have made it so reader-approachable over the past 20 years, as well as containing some new features. Features include:

- **Learning Outcomes** at the beginning of every chapter to orientate the reader and to focus their mind in respect of the key concepts that underpin each chapter.
- The use of **Major** and **Mini Case Studies** within each chapter to allow the reader to link the theory of the chapter to contemporary issues and practice. Each of these case studies, together with accompanying questions, have been specially selected for this edition.
- The introduction of practitioner '**As I See It**' stories to illustrate important aspects of tourism and its development.
- The identification of key texts and web-based material in a section of **References and Further Reading** at the end of each chapter. Here we have provided the key sources to guide the reader through the increasingly complex maze of tourism literature. These bibliographic signposts will act as the first port of call for assignments and presentations and provide an opportunity for guided specialised investigations where core concepts are reviewed in more detail and from which the reader may derive a deeper understanding.

- The use of **hyperlink addresses** which allow the viewing of supporting evidence such as videos or other forms of communication which will help reinforce the chapter content.
- The updated **Glossary** of key terms to guide the reader through the specialist terminology used in the chapters.
- The use 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 its content more accessible.

This text started out on its journey of development and refinement two decades ago and was based on the research experience of the authors as they undertook projects for national governments, industry and international agencies across all continents of the world. The authors have continued that practice through all five editions, and this current edition reflects their more recent research undertaken to meet the needs of the changing economic, social, environmental and security demands of tourism. When the first edition was written, world international tourist arrivals were around the 500,000 level; in 2012 this number had increased to more than one billion and is predicted to reach 1.8 billion by 2030. This growth in tourism presents many challenges for those people charged with its management. We hope you find that this edition captures your imagination and helps you set out on your journey of discovery as you research into one of the world's largest and most rapidly growing industries.

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