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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 BOOKThis 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, con- tributing 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 through- out the book.

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0 An Introduction to Tourism PART 1 TOURISM DEMAND 1 Managing Tourism Demand 2 Tourism Consumer Behaviour 3 Measuring Demand for Tourism 4 Tourism Demand Determinants and Forecasting PART 2 THE TOURISM DESTINATION 5 The Economic Impact of Tourism 6 The Environmental Impact of Tourism 7 The Socio-cultural Impact of Tourism 8 Sustainable Tourism 9 Tourism and Development Planning 10 Tourism under Crises PART 3 THE TOURISM SECTOR 11 Attractions 12 Accommodation 13 Intermediaries 14 Transportation 15 Public Sector and Policy 16 Destinations PART 4 MARKETING FOR TOURISM 17 Managing Marketing for Tourism 18 Marketing Planning 19 Marketing Mix Applications 20 Information Technology in Tourism PART 5 TOURISM FUTURES 21 The Future of Tourism Glossary

The measurement of demand normally includes statistics of volume, value and profiles, as we describe in some detail below. In addition, during the collection of such data from visitors, questions are also often asked that relate to visitor opinions and attitudes. Volume statistics The total number of international tourist arrivals to a country and the total number of inter- national tourist departures from that country are key measures of demand. It can be seen that such measures are actually of trips. They are not counts of individuals since, for example, a businessperson who makes 20 visits to a country will be counted 20 times. However, the numbers of trips and of individuals are related by the equation:number of trips = number of individuals x average number of trips taken per individual Estimates for any two of the variables in this equation will therefore provide an estimate for the third. The equation is general in the sense that it can be applied to any group of tourists. For example, the number of trips made in total by Japanese tourists to Ruritania in the year 2006 will be equal to the product of the number of individuals involved and the average number of trips they make to Ruritania. A serious weakness in using international tourism arrivals, as far as most tourism sup- pliers are concerned, is that the length of stay is not taken into account. The length of stay is important for accommodation establishments, beach managers, retail outlets and so on, although not, of course, for passenger termini. A better measure of volume for many pur- poses is therefore total tourist nights. This also acts as a measure of likely impact on a tourist destination. It can be defined as follows:total tourist nights = number of tourist trips x average length of stay   nights stayed   Value   expenditure

statistics Total visitor expenditure is a simple measure of the economic value of foreign visitors to a country. It normally includes spending within a host country, and excludes fare payments made to international passenger carriers for travel into and out of that country. Similarly, the expenditure of outgoing tourists while abroad is a measure of the economic cost to a coun- try due to its nationals travelling abroad. International tourism expenditure can typically be classified under the headings of accommodation, food and drink, entertainment, shopping and travel within the host country. For the purposes of comparison between countries, value statistics are often converted to US dollars. Visitor profile statisticsProfile statistics are made up of statistics relating to the visitor and those of the visit. Table 3.1 shows information typically collected. Measurement methods usedTourism statistics relating to international tourism are normally estimates rather than exact values. The reasons for this mainly centre on the fact that monitoring and measuring what are at times complex movements of people are not easy and are subject to error. We can most easily understand this when contemplating how to obtain detailed profile or expenditure information about tourists. Even the controls at international boundaries and currency con- trois do not normally work to provide accurate tourism information as they are designed for security or immigration purposes.

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