

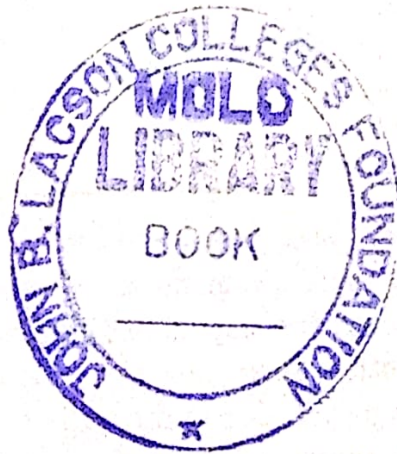
**PRINCIPLES  
OF  
*TOURISM***

PART 1

ZENAIDA L. CRUZ Ph. D.



# PRINCIPLES OF *TOURISM*



PART 1

ZENAIDA L. CRUZ Ph. D.

*Published & Distributed by*

**REX Book Store**

856 Nicanor Reyes, Sr. St.  
Tel. Nos. 736-05-67 • 735-13-64  
1977 C.M. Recto Avenue  
Tel. Nos. 735-55-27 • 735-55-34  
Manila, Philippines

Philippine Copyright 1991, 1999

By

Rex Book Store Inc.

and

Zenaida L. Cruz, Ph.D.

*Classification: Textbook*

ISBN 971-23-2716-7

No portion of this book may be copied or reproduced in books, pamphlets, outlines or notes, whether printed, mimeographed, typewritten, copied in different electronic devices or in any other form, for distribution or sale, without the written permission of the author except brief passages in articles, reviews, legal papers, and judicial or other official proceedings.

Any copy of this book without the corresponding number and/or the signature of the author/s on this page either proceeds from an illegitimate source or is in possession of one who has no authority to dispose of the same.

*Z. L. Cruz*  
ALL RIGHTS RESERVED

No. **17613** \_\_\_\_\_

REPRINT: JUNE 2005



Printed by

**REX PRINTING COMPANY, INC.**

TYPOGRAPHY & CREATIVE LITHOGRAPHY

84 P. Florentino St., Quezon City  
Tel. Nos. 712-41-08 • 712-41-01



## FOREWORD

Quality education in tourism manpower development requires local texts and references for tourism students and professors alike. This book by Dr. Zenaida L. Cruz plays a significant role in this context.

Through this book, the reader is introduced to the theories, concepts, and principles pertaining to the behavioral, sociological, political, economic, psychological and cultural aspects of tourism.

Let this book be an instrument for better appreciation, understanding and improvement of the Philippine tourism industry and hence make a major contribution to national development and progress.

**Rafael M. Alunan III**

*Secretary*

22 October 1991

# TABLE OF CONTENTS

CHAPTER	Page
<b>I. The Meaning and Importance of Tourism .....</b>	<b>1-18</b>
Definition of Tourism. Meaning of Tourist. Elements of Travel. Residence of the Traveler. Purpose of Travel. The Nature of a Tour. The Tourist Product. The Tourist Destination. Tourist Services. Characteristics of Tourism. Importance of Tourism.	
<b>II. The History of Tourism .....</b>	<b>19-34</b>
Early Tourism. Tourism in the Medieval Period. Tourism during the Renaissance and Elizabethan Eras. Tourism during the Industrial Revolution. Modern Tourism. Origin of Tourism in the Philippines. International Travel Patterns. Factors that Favor the Growth of Tourism.	
<b>III. The Psychology of Travel .....</b>	<b>35-68</b>
The Psychology of Travel. Travel as a Means to Satisfy a Need and a Want. Relationship of Needs, Wants, and Motives. Maslow's Theory of Motivation and Travel Motivations. The Learning Process of a Tourist. Effect of Consistency and Complexity on Leisure Travel. Classification of Travelers Based on Personality. Classification of Travelers Based on Purpose of Travel. Travel Constraints.	
<b>IV. The Economics of Tourism .....</b>	<b>69-80</b>
The Role of Tourism in Economic Development. Economic Impact. Direct and Secondary Effects. Tourism Multiplier. Cost-Benefit Ratio. Undesirable Economic Aspects of Tourism. How to Maximize the Economic Effect of Tourism.	

<b>V. The Sociology of Tourism .....</b>	<b>81-92</b>
The Social Nature of Travel. The Social Effect of Tourism. Socioeconomic Variables and Their Effect on Travel. The Rise of New Travel Patterns. Preferences of the International Tourist. Types of Tourist Roles. Social Tourism.	
<b>VI. Tourism and Culture.....</b>	<b>93-112</b>
Effects of Culture on Travel. The Importance of Cultural Tourism. Cultural Factors with Tourist Appeal.	
<b>VII. The Tourism Network and Supply Components.....</b>	<b>113-138</b>
Tourism Components. Tourism Supply Components. Natural Resources. Infrastructure. Hospitality Resources. Hospitality Training. Transportation. Superstructure. Hotel Classification. Restaurants.	
<b>VIII. Tourism Organizations .....</b>	<b>139-176</b>
International Organizations. Regional Organizations. Role of National Organizations in Tourism. Professional Tourism Organizations. Tourism Organizations in the Philippines.	
<b>IX. Employment Opportunities in Tourism</b>	<b>177-201</b>
Airlines. Travel Agencies. Hotels and Motels. Cruise Lines. Motorcoaches. Car Rental Companies.	
<b>X. Current Trends and Issues in the Tourism and Hospitality Industry ...</b>	<b>203-222</b>
The Bright Future of Tourism. Issues in Tourism. Legal Issues. Human Resource Issues. Operations Issues. Consumer Affairs Issues.	
<b>Glossary .....</b>	<b>223</b>
<b>Appendix A .....</b>	<b>231</b>
<b>Appendix B .....</b>	<b>243</b>
<b>Index .....</b>	<b>264</b>

## INDEX

### A

Accessibility 7, 11  
Accommodation 10, 11, 131  
Advertising 45  
Actual experiences 51  
Aesthetics 38  
Aircraft 24, 32  
Airlines 56, 114, 115, 85, 91  
Airlines group arrangements  
Airlines group patterns 85  
Airlines group rates 85, 90  
Airport 117, 134  
Airport terminals 117  
Air travel 24, 129  
Amenities 10  
American Express 23  
American Express Interna  
tional 26  
Apartment-hotels (Apartels)  
133  
Ati-Atihan 9  
Attractions 9

### B

Baden-Baden 22  
Baedeker 23  
Baguio City 26, 98  
Balance of payments 14  
Banaue tour 26  
Bargain destination 28  
Batch 61  
Bays 48  
Beaches 116  
Bed and Breakfast 133

Beverage 134  
Board of Travel and Tourist  
Industry (BTTI) 27  
Boeing 707 jets 24  
Bohemia 22  
Book of Ezekiel 20  
Boracay 9  
Bullfight 45  
Bus 117, 122, 128  
Business Travel 55

### C

Camp ground 131, 133  
Canterbury 21  
Car 24, 26  
Carribbean 29, 118  
Climate 116, 118  
Club Mediterrene 62, 84  
Coach 24, 26  
Communications 13, 121  
Community awareness 126  
Complexity 51  
Congress 56  
Condominium 131  
Consistency 51  
Continent 21, 22  
Continental conventions 57  
Colorum 26  
Corregidor 45  
Cost-benefit ratio 75, 78  
Couples 62  
Credit cards 31  
Crockery 136  
Cruises 23, 130

Culture 93, 94  
 Cultural motivators 36  
 Culture shock 94  
 Currency restrictions 78

**D**

De luxe hotel 134  
 Department of Tourism  
     (DOT) 28, 32,  
 Deficit 14  
 Developmental Organization  
     114  
 Documentation 12  
 Domestic tourism 6, 29  
 Discretionary income 24  
 Disposable income 30  
 Drifter 89, 91  
 Duty-free tourist shops 46, 70  
 Dynamic 14, 17  
 Dynamic element 2

**E**

Economy hotel 133, 134  
 Economic development 14, 70  
 Economic impact 71  
 Economic strategies 76, 78  
 Education 36, 44, 83, 103  
 Educational significance 15, 17  
 Elderly 61  
 Employment 15  
 Entertainment 11, 16  
 Ethnic 39, 40  
 Europe 25, 29, 30, 33, 40, 52  
 Event attraction  
 Excursion 4, 23, 24  
 Excursionist 4, 5, 16  
 Explorer 89, 91

**F**

Facilities 6, 7  
 Family commitments 65  
 Family pleasure travelers 61  
 Fears 65  
 Floating resorts (floatels) 130  
 Flora and fauna 116, 119  
 First class hotels 134  
 Food and beverage 11, 134  
 Foreign exchange  
     earnings 71, 78  
 Fort Santiago 9

**G**

Galleons 25  
 Gasoline stations 21  
 Grand tour 21, 32  
 Greeks 20, 21  
 Groups inclusive tour  
     (GIT) 6  
 Growth theories 76  
 Guide books 23

**H**

Hawaii 45  
 Health care 41, 121  
 Health spas 22, 41, 133  
 Health tourism 41  
 Holiday camps  
 Hongkong 25, 28, 42, 46, 102  
 Highways 117, 121  
 Highway robbers 21  
 History 19, 110  
 Hospitality resources 117, 123  
 Hospitality training 124  
 Hotels 21, 131



## I

Incentives 28, 76  
 Incentive travel 25, 55, 57  
 Inclusive tour 6  
 Independent inclusive tour 6  
 Individual mass tourist 88, 91  
 Industrial Revolution 22  
 Import substitution 76  
 Infrastructure 117  
 Inns 21, 133  
 International conventions 56  
 International tourism 6  
 Interpersonal motivators 37

## J

Japan 25, 26, 120  
 Jerusalem 45  
 Junior families 61

## K

Karlsbad 22  
 Korea 28

## L

Laguna lake tour 26  
 Lakes 118  
 League of Nations 3  
 Leakage 74  
 Legaspi tour 26  
 Leisure 5, 24  
 Length of stay 5  
 Limousine 117, 127  
 Loans 77  
 London theater 45  
 Lourdes 109

## M

Manila 25  
 Manila Clipper 25  
 Man-made attractions 9  
 Marienbad 22  
 Maslow, Abraham 35, 37  
 Mass market 23, 54  
 Mature families 61  
 Mayo, Edward 51  
 Mecca 45  
 Meetings 3, 6  
 Middle Ages 21  
 Middle class 22  
 Motive 37, 38, 49, 50, 51  
 Motivation 22, 35, 36, 37, 49  
 Mount Mayon 26  
 Mid-range families 61  
 Mineral Springs 32  
 Mobility 30  
 Motels or motor hotels 132  
 Multi-dimensional 114  
 Multiplier effect 73  
 Mutations 21

## O

Old Testament 20  
 Organization for Economic  
 Cooperation and  
 Development (OECD) 70  
 Organized mass tourist 88  
 Olympic Games 21, 42

## P

Package tour 6, 31, 54  
 Pagsanjan Falls 26, 119  
 Paradores 90, 133

- Passenger lounges 56  
 Passenger transport 117  
 Passports 6, 21  
 Peace 15, 17, 25  
 Personal values 45  
 Philippines 24, 25, 28, 46  
 Philippine Tourist and Travel Association (PTTA) 27  
 Phoenicians 20  
 Pilgrimage 21  
 Power 120  
 Portugal 46  
 Physical disability 65  
 Physical motivators 36  
 Physiological needs 38  
 Private Homes 133
- R**
- Rail 24, 122, 129  
 Railways 22, 24  
 Reservation 6  
 Regular leisure traveler 59  
 Relaxation 89, 40, 86, 87  
 Religious travel 21  
 Renaissance 21  
 Resort 23, 24  
 Resort travelers 60  
 Restaurants 110, 135  
 Retirees 30, 33  
 Rivers 48, 118  
 Rome 21  
 Romans 20, 21
- S**
- Scenery 20, 48  
 Seaside resort 24, 41  
 Seasonal 14  
 Sea travel 24  
 Self-discovery 36  
 Shopping 46  
 Sightseeing 83  
 Singapore 46, 102  
 Singles 5  
 Site attractions 9  
 Sleeper seats 56  
 Social effect of tourism 82, 91  
 Social Benefits 15  
 Social nature of travel 82  
 Society of Incentive Travel Executives (SITE) 58  
 Socio-economic variables 83, 90  
 Special interest tours 85  
 Standard hotels 134  
 Spain 46  
 Sports 42, 66  
 Status and prestige 36, 37, 39, 44  
 Streets 121  
 Sumerians 20  
 Supply components of tourism 116, 137  
 Superstructure 117  
 Subsidies 76, 77  
 Support services 114, 137
- T**
- Taal Volcano 26  
 Tagaytay 26  
 Taiwan 23  
 Tax exemption 77  
 Taxi 127  
 Theme parks 9

- Theory of motivation 37  
 Tour 6  
 Tour operator 12  
 Tourism 2, 12, 26, 32  
 Tourism development 70, 78  
 Tourism multiplier 71  
 Tourism network 113, 115  
 Tourist 3, 4, 6  
 Tourist destination 7  
 Tourist product 7  
 Tourist services 11, 16  
 Transportation 117, 127  
 Traveler 5, 24, 49, 54  
 Travel agent 12  
 Travel clubs 84  
 Travel constraints 64  
 Travel motivations 36  
 Travel patterns 29  
 Trip 5
- U
- United Nations Conference on
- International Travel and  
 Tourism 4
- V
- Valleys 48  
 Venice 22  
 Visas 6  
 Visitor 4  
 Visitor expenditures 72
- W
- Wanderlust 36, 39  
 Want 32  
 Water 116, 120  
 Waterfalls 48, 119  
 Water springs 22  
 Wealth 62  
 World war II 24
- Y
- Young travelers 133

