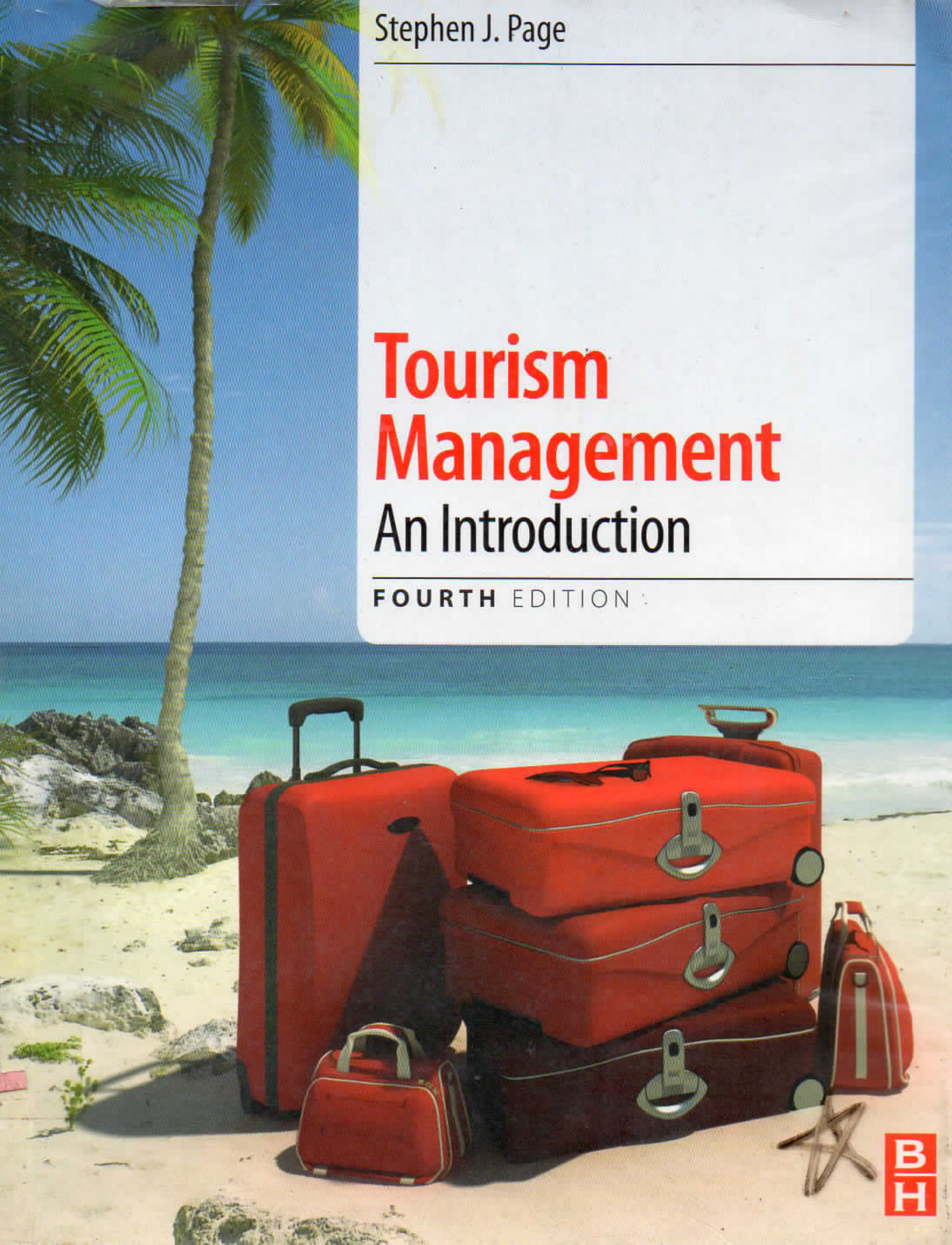


Stephen J. Page

Tourism Management

An Introduction

FOURTH EDITION



Contents

Preface	ix
1 Tourism today: Why is it a global phenomenon embracing all our lives?	1
Introduction	1
Travel and sustainability	3
Why study tourism? Is it just about enjoyment and holidays?	7
The leisure society	8
The internet	10
Concepts – tourism, the tourist and travel	11
An organizing framework for the analysis of tourism	13
The tour, holidays, leisure time and the destination	14
Measuring tourism	15
The growth of global tourism and volatility in demand	16
New forces affecting tourism – globalization, inequality and the developed and developing World	20
A framework for the Book	23
Tourism and management as a focus for the book	23
Managing tourism demand and supply: The perennial management challenge for tourism organizations	24
The tourism supply chain	26
Managing the tourism sector	28
2 Tourism: Its origins, growth and future	35
Introduction	35
Tourism and the coast: The seaside resort	41
Tourism in the Edwardian and inter-war years	45
Post-war tourism: Towards international mass tourism	49
The future of tourism	52
Space tourism	53
Conclusion	54
3 Demand: Why do people engage in tourism?	56
Introduction	56
What is tourism demand?	58
The motivation dichotomy: Why do people go on holiday?	59
Intrinsic and extrinsic motivation	60
Maslow's hierarchy model and tourist motivation	65
The tourism tradition of motivation studies: Classifying and understanding tourist motives	66
Consumer behaviour and tourism	69
Purchasing a holiday	74
The tourist image of products and places	75
The future of tourism demand	76
Conclusion	77

4	Transporting the tourist I: Surface transport	80
	Introduction	80
	Transport, tourism and the tour	82
	Policy issues in tourist transport	83
	Land-based transport	94
	Water-based transport	106
	Managing land- and surface-based tourist transport	112
5	Transporting the tourist II: The aviation sector	115
	Introduction	115
	The role of the airport as a tourist terminal facility	116
	The international airline industry	123
	Managing the airline industry	128
	Regulating international air transport	129
	Airline marketing: Its role and recent innovations	133
	The low-cost carriers: Aligning service provision to demand	134
	Airline marketing and developing client relationships: Frequent flyer programmes and alliances	140
	Future trends	144
	Conclusion	145
	The future of tourist travel and transport	148
6	Accommodation and hospitality services	151
	Introduction	151
	The hospitality sector	152
	The accommodation sector	154
	The accommodation sector as a global phenomenon and operational issues	155
	The characteristics of the accommodation industry	157
	Types of tourist accommodation	160
	Conclusion	178
7	Tour operating and travel retailing	180
	Introduction	180
	The tour operator	182
	The European holiday market	188
	ATOL trends	189
	Consumer trends affecting the future of tour operating	193
	Consumer issues in tour operating	194
	Marketing and planning the holiday: The holiday brochure	196
	Business travel	204
	Travel agents and information communication technology	205
	Social networking and tourism	206
	The future of travel retailing	211
	Conclusion	213
8	Visitor attractions	215
	Introduction	215
	Classifying visitor attractions	217
	Visitor attractions in the UK: Recent trends and patterns	223

Visitor attractions: Product considerations	225
Attractions as a leisure product	226
Visitor attractions and the product life cycle	227
Visitor attractions and the visitor experience	229
Managing the visitor experience: Potential and prospects	231
The future for visitor attraction management	235
Conclusion	239
9 The management of tourism	241
Introduction	241
Managing tourism businesses: Key principles	242
The purpose of management in tourism organizations	243
What do tourism managers manage?	245
Marketing tourism as a management function	246
Managing operational issues in tourism businesses	248
Managing service provision: Human resource issues and service delivery	249
Service provision in tourism: A perennial management challenge?	251
Developing and managing tourism ventures in the small business sector	253
Tourism and innovation	260
Tourism management in action: Designing and developing a visitor attraction	265
Conclusion	267
10 The public sector and tourism	271
Introduction	271
Governments and tourism	272
Planning and tourism	286
Government tourism strategies	290
The public sector marketing of tourism	290
The future of the public sector in the management of tourism	297
11 Managing the visitor and their impacts	301
Introduction	301
The geography of tourism: Its application to impact analysis	302
European tourism: Trends and patterns	302
The geography of European tourism based on air transport: Key trends and impacts	303
Analysing the impact of tourism	304
The economic impact of tourism	308
Social and cultural impacts of tourism	313
Tourism and the environment	316
Visitor management	319
Future issues for visitor management	321
12 The future of tourism: Post tourism?	338
Introduction	338
The spread of tourism	339
Understanding the future of tourism	344
The pressures for tourism to change	350
Crises and disasters in tourism	352

Technology and tourism	353
Climate change, tourism and the environment: Its impact on future tourism trends	354
New business trends	356
Limiting tourism: The beginning of the end?	357
Towards a new tourism management concept: Managed tourism	362
Index	369

Index

A

- AA. *See* American Airlines
- ABTA. *See* Association of British Travel Agents
- Accessibility, 347
- Accommodation services, 151–179
- globalization and, 155–157
 - management of, 158–160
 - non-serviced, 169–172
 - as product, 157
 - in Scotland, 170
 - serviced, 161–169
 - types of, 160–161
- Accor, 168
- Actual demand, 58
- Advanced purchase (APEX), 139
- Adventure travel, 192
- Advertising, 48, 77, 89, 134, 140
- Aerdart, 91
- Aeroméxico, 142
- Affecters, 63
- Affordability, 347
- Age of Administrative Planning, 84
- Age of Contestability, 84
- Age of Protection, 84
- Age of Public-Private Partnerships, 85
- Ageing, 52, 351
- AIDA. *See* Awareness, Interest, Desire, Action
- Air Asia, 136
- Air Berlin, 14
- Air China, 142
- Air France, 142
- Air New Zealand, 142
- Air Route Development Fund, 84
- Air transport, 88, 115–148, 196, 303–304. *See also*
- Low cost airlines; *specific airlines*
 - bilateral agreements in, 130
 - competition for, 141
 - deregulation of, 85–87, 130, 132–133, 138
 - future trends with, 144–145
 - Greenhouse Gas (GHG) with, 146, 147–148
 - in-flight catering with, 143–144
 - in inter-war period, 46–47
 - management of, 128–129
 - marketing of, 133–134, 140–148
 - navigation systems for, 118
 - in post-war period, 50
 - privatization of, 121, 130
 - regulation of, 129–133
 - schedule services for, 124
 - swine flu and, 116
 - trends in, 124–128
- Air Transport Action Group (ATAG), 124–126
- Air Travel Organiser's Licence, 188
- Air Travel Trust Fund, 192
- Airbus A380, 51
- Airlines. *See* Air transport
- Airports, 117, 138
- operation of, 118–123
 - policies of, 86–87
 - security at, 118
 - as tourist terminal facility, 116–119
- Alamo car rental, 97
- Alcohol, 145
- Alitalia, 142
- Allocentrism, 67–68
- Alpine Classic, 163
- Amenities creep, 165
- American Airlines (AA), 140–142
- American Express, 202, 204
- Amoeba concept, 341–344
- Amsterdam, 237
- ANA, 142
- Antarctic Treaty Consultative Meeting, 359
- Antarctica, 359
- Antitrust, 130
- Anxiety society, 347
- APEX. *See* Advanced purchase
- Argentina, 16
- Argyll's Lodgings, 231
- Arousal-seeking motivation, 65
- Arriva, 102
- ASEAN. *See* Association of Southeast Asian Nations
- Asiana Airlines, 142
- Association of British Travel Agents (ABTA), 188, 194, 197, 202, 241
- Association of Southeast Asian Nations (ASEAN), 144
- ATAG. *See* Air Transport Action Group
- Atlanta, 133
- Atlantis, Bahamas, 168
- Atlantis bicycle route, 99
- ATOL, 188, 189–190, 191
- license holders, 190
- Attitudes of, and Experiences Towards Air Travel*, 86
- Attractions. *See* Visitor attractions
- Australasian Spa Association, 161–162
- Australia/Australasia, 275. *See also* New Zealand
- air transport in, 136
 - Byron Bay in, 278
 - Margaret River in, 75

- Australia/Australasia (*Continued*)
 Northern Territory of, 64
 spa hotels in, 161–162
 Austravel, 202
 Austrian Airlines, 142
 Authenticity, 348–349
 Aviation fuel, 128
 Aviation Health Institute, 145
 Avis car rental, 97
 Awareness, Interest, Desire, Action (AIDA), 74, 191
- B**
- BA. *See* British Airways
 Balamory (TV series), 72
 Bali, 16
 Bank Holiday Acts, 44
 Baudrillard, J., 8
 B&B. *See* Bed-and-breakfasts
 Bed-and-breakfasts (B&B), 154, 167
 Beer, 172–173
 Behaviour, 57, 58, 69–72
 Best Western, 163
 Bhutan, 319–321, 359
 Big OE. *See* Overseas Experience
 Bilateral agreements, 130
 Bilbao, Spain, 231
 BITOA. *See* British Incoming Tour Operators Association
 BlackBerries, 212
 Blackpool, 44
 Blackpool Pleasure Beach, 223
Black's Shilling Guide to Scotland, 45
 Blue1, 142
Blueprint for New Tourism, 339
 BoA. *See* Boliviana de Aviacion
 Bodmin Jail, 153, 178
 Boeing 737, 135, 140
 Boeing 747, 51, 144
 Boeing Commercial Airplane Group, 118, 124
 Bolivia, 138
 Boliviana de Aviacion (BoA), 138
 Bookings
 with Best Western, 163
 with CRS, 144, 199, 205
 for cruises, 107
 discounts and, 191
 internet and, 2, 9–11, 205–206
 for Megabus.com, 91
 online, 2, 9–11, 205–206
 Boutique hotels, 166–168
 Branding, 77, 255, 348
 Branson, Richard, 54
 Brazil, 71–72, 136–138
 Brazil, Russia, India and China (BRIC) markets, 345, 352
 BRIC. *See* Brazil, Russia, India and China (BRIC) markets
 Bridge Suite, 168
 British Airport Authority, 86
 British Airways (BA), 128, 133–134, 142, 143
 online bookings by, 206
 British Coachways, 90–91
 British Hospitality Association, 277
 British Incoming Tour Operators Association (BITOA), 183
 British Midland, 142
 British Waterways Board (BWB), 111
 Brochures, 51, 196–199, 328
 Brundtland Report, 287
 Budget (car rental), 97
 Budget hostels, 168
 Budget hotels, 165, 166, 168–169
 Budget travellers, 81–82
 Bulgari Hotels, 167
 Bulgaria, 194
 Burger King, 172
 Burkhart, A., 13
 Burrell, Kate, 291
 Bus transport, 101–103
 Business. *See also* Profit management
 core, 228
 plan, 265–266
 SMEs, 253–260
 tour operators and, 186–188
 trends, 356–357
 Business travel, 46, 205
 hotels and, 156–157
 budget, 166
 travel agents and, 204–205
 Butlin, Billy, 48
 BWB. *See* British Waterways Board
 Byron Bay, Australia, 278
- C**
- c2c. *See* Consumer-to-consumer
 CAA. *See* Civil Aviation Authority
 Caffè Nero, 172
 Cairngorms National Park, 334
 Caledonian Sleeper, 104–105
 California, 73
 Cambodia, 138
 Camel Trail, 176
 Canada, 93–94
 Candlewood Suites, 164
 Canterbury Cathedral, 322
 Capacity, 248
 Caravan parks, 170–171
 Cardiff Bay, Wales, 217
 Carlson Wagonlit, 204
 Carnival, 109
 Carrying Capacity Model, 323, 325
 Cars
 parking of, 88
 rentals, 97
 transport by, 94–97

- Casinos, 172
 Catamarans, 110–111
 Cendant Corporation, 192
 Center Parcs, 170
 Change, 36, 245
 Channel Tunnel, 109
 Charter airlines, 124
 Chicago, 133
 Chicago Convention, 130
 Child prostitution, 358
 Chile, 74
 China, 283, 340, 352
 air transport and, 116–118
 hotels and, 157
 Tibet-Qinghai plateau in, 75
 China Southern Airlines, 142
 Christianity, 37, 38
 City and Hall Lines, 46
 City breaks, 191–192
 Citylink, 91
 Civil Aviation Authority (CAA), 129, 138, 188
 Clacton holiday camp, 48
 Clarkson's tour operator, 50
 Classical times, 36–37
 CLIA. *See* Cruise Lines International Association
 Climate change, 4–5, 86, 354–356
 Climbing, 45
 Clovely, Devon, 306
 Club Med, 27–28, 167
 C&N Touriste, 28
 CO₂, 3, 93, 354–355
 from accommodation services, 176
 from air transport, 147
 Coach transport, 101–103
 Code of Conduct for Tour Operators, of ABTA, 197
 Coffee Republic, 172
 Colonization, 45–46
 Comcab, 91
 Comfort Inn, 163
 Commissions, 199
 Compass Catering, 172
 Competition, 25
 for air transport, 141
 globalization and, 347
 innovation and, 263–265
 by tour operators, 190–193
 Computer reservation systems (CRS), 144, 199, 205
 Computer-generated media, 10–11
 Conferences, 235
 Constrained demand, 86
 Consumer Direct, 194
 Consumer protection, 52, 196
The Consumer Society: Myths and Structures
 (Baudrillard), 8
 Consumer-to-consumer (c2c), 208
 Continental Airlines, 127–128, 142
 Continuity, 36
 Cook, Thomas. *See* Thomas Cook
 Cooperative Holiday Association, 47
 Cooperative Holiday Fellowship, 47
 Core business, 228
 Costa, 172
 Costa Rica, 64
 Countryside Commission, 98
 Crisis management, 267–268, 352–353
 Croatia, 194
 Croatia Airlines, 142
 Crowne Plaza, 164
 CRS. *See* Computer reservation systems
 Cruises, 106, 107–109
 Cruise liners, 46
 Cruise Lines International Association (CLIA), 107
 Cultural industries sector, 238
 Cunard Line, 46
Current Market Outlook 2010, 118
 Cycling, 97–101, 176
 CZA Czech Airlines, 142
- ## D
- Dachas, 48
 Dallas, 133
 Darwin, Charles, 71
 Day excursionists, 98
 DC10, 51
 DCMS. *See* Department for Culture, Media and Sport
 Dead legs, 187
 Deep vein thrombosis (DVT), 145
 Deficiency motivation, 65
 Delta Airlines, 135, 142
 Demand, 13, 56–78
 for air transport, 126–127
 constrained, 86
 management of, 24–26
 for Scotland accommodation services, 159
 seasonality of, 248
 Demographics, 70, 193–194
 Denver, 133
 Department for Culture, Media and Sport (DCMS),
 223, 286
 Department for Trade and Industry (DTI), 195
 Deregulation, of air transport, 85–87, 130, 132–133,
 138
 Design Hotels, 166
 Destinations, 14–15, 42, 81, 305
 NTOs and, 293, 296
 The Destination Group Ltd., 189
 Destination management systems (DMSs), 206
 Developed countries, 20–22
 Developing countries, 20–22
 Development of Tourism Act, 295
 Direct expenditure, 311
 Dirtiest Hotels, 209

Disasters, 352–353
 Discounts, 205
 bookings and, 191
 at hotels, 187
 Discretionary activity, 2
 Disney Corporation, 253, 254–256
 Disneyland, 72, 254
 Divisional managers, 243
 DMSs. *See* Destination management systems
 Doxey's Index of Tourist Irritation, 315
 Drifters, 67
 DTI. *See* Department for Trade and Industry
 Dubai, 231
 Dubai International Capital, 169
 DVT. *See* Deep vein thrombosis
 Dynamic packaging, 181, 192

E

EA. *See* Environmental Assessment
 Early Bird Programmes, 255
 easyBus, 91–92
 easyJet, 28, 85, 196
 ECI. *See* Environmental Change Institute
 Ecological footprinting (EF), 362, 363
 Econometrics, 53
 Ecotaxes, 319
 Ecotourism, 71–72, 73, 192
 Eden Project, 103, 217
 Edwardian times, 45–49
 EF. *See* Ecological footprinting
 Effective demand, 58
 Effectiveness, 243
 Efficiency, 243
 Ego enhancement, 63
 Egypt, 29, 30
 Egypt Air, 142
 Elderhost, 194
 Elderly, 187, 194
 Employment, 2, 21, 46, 275. *See also specific employment positions*
 End Child Prostitution and Trafficking, 358
 Energizers, 63
 England, 40–41
England Marketing Strategy, 294
 English Channel, 110
 English Tourist Board, 316
Enjoy England Strategy, 294
 enjoyEngland, 284
 Ensemble Virtuoso, 202
 Entertainment facilities, 24
 Environment, 316–319, 348, 354–356
 accommodation services and, 176–178
 Environmental Assessment (EA), 304–306
 Environmental Change Institute (ECI), 86–87
Environmental Management for Hotels: The Industry Guide to Best Practice, 176

ETC. *See* European Travel Commission
 Ethical Code of Conduct, of UN-WTO, 358
 Ethics, 21
 Ethnicity, 72–73
 E-ticketing, 205
 ETIX, 205
 e-tourism, 9–11
 EU. *See* European Union
 EU Directive on Package Travel, 195
 Europe, 102, 169, 188–189, 284, 302–307.
 See also specific locations
 air transport in, 122, 141, 303–304
 car rentals in, 97
 Grand Tour of, 38–41, 327
 LCAs in, 138–139
 railways in, 43, 103–105
 European Caravan Federation, 171
 European City of Culture, 232
 European Court of Justice, 196
 European Cycle Route Network, 99
 European Cyclists Federation, 99
 European Travel Commission (ETC),
 302–303
 European Union (EU), 275. *See also specific countries*
 consumer protection in, 196
 EC Directive on Package Travel in, 195
 policies of, 85, 283
 tour operators in, 181
 Eurovelo, 99
 Events, 221, 233–235, 347
 Events mega driver, 347
 Excursions, 14
 Exhibitions, 235
 Expectancy-based motivation, 61
 Expedia, 27, 189
 Experience economy, 10, 234
 authenticity and, 348–349
 visitor attractions and, 229–234
 Exploration, 45–46, 67
 Expos, 235
 Extrinsic motivation, 60–64

F

Fairs, 235
 Family holiday, 72
The Family Spending Survey 2008, 9
 Fast-food, 172
 F&B. *See* Food and beverage
 Federal Aviation Authority, 119
 Ferries, 109–111
 Festivals, 221, 235
 FFPs. *See* Frequent flyer programmes
 Fiennes, Celia, 39
 Fifth freedom, 132
 Fiji, 153
 Film tourism, 6

Finnair, 142
 Firmdale, 167
 First Choice, 187, 189
 First freedom, 131
 First World War, 46
 Flightbookers, 189
 Food and beverage (F&B), 172–176
Food Heroes (TV series), 173
 Foot and Mouth, 16
 Fort Lauderdale, 73
 Foster, Norman, 118
 Four P's, 247–248
 Fourth freedom, 131
 France, 85, 95, 275
 Franchises, 162, 247
 Free attractions, 224, 225
 Freedom rights, 131–132
 Frequent flyer programmes (FFPs), 140–143
 Functional managers, 242
The Future for Air Transport (ECI), 86–87
 Future Holiday Forum, 178
 Futurescope, 236

G

Galileo, 205
 Gambia, 275
 Gap year. *See* Year Abroad
 Gardens, 226, 227
 GATS. *See* General Agreement on Trade in Services
 Gay travellers, 72, 73
 GDS. *See* Global distribution systems
 Gender, 46, 72–73
 General Agreement on Trade in Services (GATS), 275, 339
General Public Space Travel and Tourism, 53
 Geographical Information Systems (GIS), 304
 GeoTourism, 221
 German Wings, 14
 Germany, 95, 157
 GHG. *See* Greenhouse gases
 Giant's Causeway, Ireland, 221
 Girona-Costa Brava airport, 138
 GIS. *See* Geographical Information Systems
 Gîte holidays, 170
Gladiator (movie), 37
 Global distribution systems (GDS), 205
 Global Sustainable Tourism Criteria, 361
 Global warming, 354–355
 Globalization, 20–22, 280
 accommodation services and, 155–157
 competition and, 347
 information technology and, 52
 Globespan, 192
 Go Green Go Caravanning, 171–172
 Go-Ahead, 102
 Going Places, 202

Goldtrail, 192
 Government, 52, 272–281. *See also specific organizations and agencies*
 interventions by, 276–281
 Scotland and, 273
 strategies for, 290
 Government Taskforce on Tourism and the Environment, 96
 Grand Tour, 38–41, 327
 Great Exhibition, 43
 Great Western Railway, 43
 Greece, 36, 111, 191
 Green Tourism Business Scheme, 177
 Greenhouse gases (GHG), 3, 146, 147–148, 354–355
 Gretna Green Outlet Village, 220
 Greyhound Bus Operators, 84
 Group Envergreen, 168
 Guestology, 255
 Guggenheim Museum, 231
Guide for Local Authorities on Developing Sustainable Tourism (UN-WTO), 274
 Guild of Business Travel Agents, 204
 Gunn's tourist attraction model, 225, 226

H

Haiti, 17
 Hall, J., 38
 Hallmark events, 234
Handbook on E-Marketing for Tourism Destinations, 211
Harry Potter (movie series), 221
 Harry Ramsden's, 172
 Hawaii, 73
 Hays Travel, 258
 Health and well-being tourism, 6, 41, 77
 Heathrow Express, 112
 Hedging, 128
 Heritage tourism, 321
 Hertz car rental, 97
 Heterogeneity, 246
 Hierarchy of needs, 65–66
 Hilton Group, 167
Hip Hotels: Budget, 169
 Hispanics, 73
 Holidays, 14–15
 Bank Holiday Acts, 44
 family, 72
 Future Holiday Forum, 178
 nature, 192
 purchasing, 74, 82, 204
 working, 47
 Holiday camps, 48, 170
 Holiday cyclists, 98
 Holiday homes, 48, 170
 Holiday Inn, 163, 164

Holiday Inn Express, 164, 169
 Holiday Parks, 170
 Holy Land, 37
 Home-working travel agents, 258–259
 Honeypots, 96, 100
 Hong Kong, 254–255
 Horizon Holidays, 50
 Horwarth and Horwarth Worldwide Hotel Industry report, 155–156
 Hospitality services, 151–179, 310
 Hostels, 168
 Hotel Indigo, 164
 Hotels
 boutique, 166–168
 budget, 165, 166, 168–169
 business travel and, 156–157
 Dirtiest Hotels, 209
 discounts at, 187
 in Europe, 169
 as franchises, 162
 marketing for, 162
 Royal Hotel Guide, 43
 as serviced accommodation services, 161–169
 spa, 161–162
 voluntary chain associations for, 162–163
 yield management systems with, 165
 Hovercraft, 111, 260
 HRM. *See* Human resource management
 Hub and spoke operations, 124, 126, 132–133
 Human resource management (HRM), 177–178, 249–251
 Hunting, 45

I

Ian Schrager, 166, 167
 IATA. *See* International Air Transport Association
 ICAO. *See* International Civil Aviation Organization
 Iceland Air, 191–192
 ICT. *See* Information communication technologies
 ILG group, 191
 ILO. *See* International Labour Organization
 Image, 75–76, 348
 IMAX, 236
 Imperial Airways, 46–47
 IMS. *See* Island microstates
 Inclusive tours. *See* Packages
 India, 352
 Indigenous populations, 365
 Indirect expenditure, 311
 Individual mass tourists, 67
 Individualism, 348
 Indo China, 138
 Induced impact, 312
 Inequality, 20–22

In-flight catering, 143–144
 Information communication technologies (ICT), 2, 9–11, 52, 181, 211–212, 354, 357.
 See also Internet
 CRS, 144, 199, 205
 Infrastructure, 24, 274, 305
 Inland waterways, 111–112
 Innovation, 260–265
 Instant Holidays, 258
 Institute of Practitioners in Advertising, 70
 Intangibility, 246
 InterContinental Hotel Group, 163–164, 176
 Interest Groups, 277
 International Air Services Transit Agreement, 130
 International Air Transport Association (IATA), 130
 International Association of Antarctic Tour Operators, 359
 International Civil Aviation Organization (ICAO), 130
 International Hotels Environment Initiative, 319
 International Labour Organization (ILO), 21
 International Leisure Group, 188
 Internet, 2, 9–11, 205–206
 Inter-war period
 advertising in, 48
 air transport in, 46–47
 second-home ownership in, 47
 Intrinsic motivation, 60–64
 Inventory, 249
 Island microstates (IMS), 318
 Isle of Mull, 72
 Isle of Wight, 44
 Italy, 95, 157, 327. *See also specific cities*

J

J D Wetherspoon, 172–175
 JAL, 142
 Japan, 53
 Jet Tours, 27–28
 JetBlue, 140
 JetStar, 136
 Johnson Space Center, 53
 Joie de Vivre, 166
 Joint ventures, 247
Journal of Air Transport Management, 120
 Junk mail, 208

K

Kelkoo, 206
 Kennedy Space Center, 53
 Kew Gardens, 225
 Key West, 73
 Kentucky Fried Chicken (KFC), 172
 Kimpton, 166

KLM, 142
 Korean Air, 142
 Kuoni, 28
 Kurtax, 319
 Kyoto City Council, 232
 Kyoto Treaty, 3

L

LAC. *See* Limits of Acceptable Change
 Ladies Scottish Climbing Club, 45
 Lake District National Park (LDNP), 96, 165, 170
 Laker, Freddie, 135
 Lan Chile, 142
 Land-based transport, 94–105
 buses and coaches as, 101–103
 cycling as, 97–101, 176
 management of, 112
 railways as, 43, 84, 103–105
 St. Ives, Cornwall and, 104, 105
 seaside resorts and, 43, 81
 Landing fees, 122
 Laos, 138
 Las Vegas, 163
 Lastminute.com, 212
 LCAs. *See* Low cost airlines
 LDCs. *See* Less-developed countries
 LDNP. *See* Lake District National Park
 League of Nations, 47
 Leasing, for LCAs, 140
 Leiper's tourism system, 13, 14, 30–32
 Leisure product, 226, 227
 Leisure society, 8–10
 Leisure time, 14–15
 Leisured classes, 35
 Lesbian travellers, 72, 73
 Less-developed countries (LDCs), 275
Lets Fly Together, 127
 Liability Convention, 53
 Limits of Acceptable Change (LAC), 324, 325
 Linea Aerea Nacional, 359
 Linear attractions, 221–222
 Little Chef's, 172
 Liverpool, 232
 Lobbying, 277
 Loch Lomond and Trossachs National Park, 96
 Logistics, 82
 London, 280–281
 street markets in, 218–220
 terrorism in, 91
 London Docklands Development Corporation, 283
 London Dungeon, 264
 London Tourist Board, 280
 London Transport, 46
 London Underground, 85, 290–292
 Long John Silvers, 172

Longevity, 348
Lord of the Rings (movie trilogy), 221
 LOT Polish Airlines, 142
 Lottery and Millennium funds, 111
 Lourdes, France, 17
 Low cost airlines (LCAs), 6, 134–140
 Lufthansa, 142, 144
 Lunn, Henry, 44–45
 Luxury, 349

M

M4, 112
 Madame Tussaud Scenerama, 237
 Madrid Protocol, 359
 The Maldives, 4
 Malév, 142
 Malmaison, 167
 Managed tourism (MT), 356, 362–366
 Management, 23–33, 241–268
 of accommodation services, 158–160
 of air transport, 128–129
 crisis, 267–268, 352–353
 of demand, 24–26
 DMSs, 206
 HRM, 177–178, 249–251
 key principles of, 242–243
 of land-based transport, 112
 levels of, 242
 marketing in, 246–248
 operations in, 248–249
 profit, 21–22, 243, 356
 by tour operators, 184–186
 profit management, 21–22, 243, 356
 by tour operators, 184–186
 by travel agents, 202
 for visitor attractions, 237–238
 PSM, 273
 public sector and, 297–299
 purpose of, 243–245
 roles in, 25–26
 in small business sector, 253–260
 of supply, 24–26
 of surface transport, 112
 TOMM, 324, 326
 VAMP, 323, 325
 VIMM, 323, 325
 of visitors, 301–335
 of visitor attractions, 223, 231–233, 235–236, 265–267
 experience of, 231–233
 future of, 235–236
 profit management of, 237–238
 yield management systems, 138, 165
 Man-made attractions, 221
 Margaret River, Australia, 75

- Margate, 42, 43, 44
The Market for Recreational Cycling in the Countryside, 98
- Marketing, 246–248. *See also* Advertising;
 Destinations
 of air transport, 133–134, 140–148
 with brochures, 196–199
 consortia, 247
 for hotels, 162
 mix, 247–248
 public sector and, 290–297
 of visitor attractions, 237
- Marriott International, 167
- Maslow, Abraham, 65–66
- Mass-Observation project, 48
- Mayle, Peter, 170
- McDonald's, 172
- Mecca, 124
- Medical tourism, 6
- Medlik, S., 13
- Meet and greet, 122, 194, 195
- Meetings, 235
- Megabus, 85, 89–94
 advertising for, 89
 in Canada, 93–94
 in USA, 93
- Mega-hotels, 163
- Megatrain.com, 93
- Mexico, 17
- MGM Grand Hotel and Casino, 163
- Miami, 73
- Microtrends, 77
- Middle Ages, 37
- Middle class, 8–9, 37, 170
- Millennium Wheel, 111
- Million passengers per annum (MPPA), 86
- Mintzberg's ten managerial roles, 25–26
- Mitchell and Butler Innkeepers, 166
- Mobile phones, 212–213
- Mojave Aerospace Ventures, 54
- Monarch of the Glen* (TV series), 221
- Monmouthshire County Council, 173
- Morocco, 194
- Motivation, 59–70
 classification of, 66–69
 key publications on, 61–62
 Maslow's hierarchy of needs and, 65–66
 theoretical approaches to, 61
 volunteer tourism and, 64
- Motor Carriage Act, 84
- Motorhomes, 171
- Movie locations, 221
- MPPA. *See* Million passengers per annum
- MT. *See* Managed tourism
- Multiplier Analysis, 313
- MyTravel, 189, 191, 192, 259
- Myanmar, 138
- MySpace, 210
- ## N
- National Airline Quality Ratings, 136
- National Bus Company (NBC), 84, 102
- National car rental, 97
- National Caravan Council (NCC), 171–172
- National Cycle Network (NCN), 98–101
- National Express, 90, 102
- National Ireland Tourist Board, 284
- National Parks, 95–96, 165, 170, 221, 334
- National Tourism Organizations (NTOs), 218, 283, 284–285, 290, 294–295
 destinations and, 293, 296
- National Trust, 228
- Natural attractions, 221
- Natural catastrophes, 16–17
- Natural History Museum, 224
- Nature holidays, 192
- Navigation systems, 118
- NBC. *See* National Bus Company
- NCC. *See* National Caravan Council
- NCN. *See* National Cycle Network
- Needs-based motivation, 61, 70
- Netherlands, 85, 237
- New York City, 73
- New York Skyride, 237
- New Zealand, 221, 275, 334
 B&B in, 167
 big OE and, 63
- NGOs. *See* Non-governmental agencies
- Niche accommodation services, 165
- Niche tourism, 6, 77, 263
 9/11, 75
- Nippon Yasen Kaisha, 46
- NITB. *See* Northern Ireland Tourist Board
- No demand, 59
- No Frills Carriers: Revolution or Evolution?* (CAA), 138
- No Win No Fee, 194
- Nodal attractions, 221–222
- Non-governmental agencies (NGOs), 283, 358
- Non-serviced accommodation services, 169–172
- Noordzee cycling route, 99
- Norfolk Broads, 111–112
- North Cornwall District Council, 176
- North of Scotland and Orkney and Shetland Company, 107
- North Sea, 110
- North West Regional Development Agency (NWRDA), 102–103
- Northern Ireland Tourist Board (NITB), 297
- Northern Territory, Australia, 64
- Northwest Airlines, 144
- Norway, 107, 189, 276

- Novelty accommodation services, 165
 NTOs. *See* National Tourism Organizations
 Nuclear weapons research center, 75
 NWRDA. *See* North West Regional Development Agency
- O**
- Oasis, 170
 Occasional services, 101
 Ocean Point, 231
 Ogilvie, I., 308
 Oil, 88, 128
 Old Town Jail, 231
 Olympic Games, 17, 36
 OMNIMAX, 236
 One-peak seasonality, 248
 One-way fares, 139
 Oneworld alliance, 142
 Online bookings, 2, 9–11, 205–206
 Open skies policies, 131
 Operation Brunel, 211
 Operations, 248–249
 Organized mass tourists, 67
 Orient Express, 104
 Orient Line, 46, 107
 Outbound markets, 352
 Overseas Experience (Big OE), 63
 OzJet, 136
- P**
- Packages, 182–183, 185
 Paddle steamers (ships), 41–42, 80
 Paid attractions, 224
 Palm Springs, 73
 Passports, 195
 Peak District Park, 96
 Pearce, Phillip, 60
 Pears, Charles, 291, 292
 Peninsular and Orient Steam Navigation Company (P&O), 46, 107, 108
 ferries, 109, 111
People First, 178
 PepsiCo, 172
 Perishability, 246
 Permanent attractions, 222
 Pink Pound, 72
 Pizza Express, 172
 Pizza Hut, 172
 Place, 247
 Place bonding, 294
 Planning, 23, 286–290
 P&O. *See* Peninsular and Orient Steam Navigation Company
 Point-to-point services, 124, 126, 139
 Policies, 281–286
 in EU, 85, 283
 in Europe, 284
 open skies, 131
 public sector and, 272
 in Scotland, 84
 tourist transport and, 83–94
 of UK airports, 86–87
 Pooling agreements, 130
 Poon, Auliana, 193
 Post-war period, 49, 50
 Potential demand, 59
 Potter's impact of tourism framework, 307, 308
 Poverty alleviation, 22
Poverty and Progress: A Second Social Survey of York (Rowntree), 47
 Premier Inn, 169
 Premier Travel Inn, 166
 Price, 247
 Priority Club Rewards Scheme, 162
 Privatization, of air transport, 121, 130
 Products
 formulation of, 247
 gardens as, 226
 leisure, 226, 227
 visitor attractions and, 225–229
 development of, 236–237
 life cycle of, 227–229
 Profit management, 21–22, 243, 356
 by tour operators, 184–186
 by travel agents, 202
 for visitor attractions, 237–238
 Project managers, 243
 Promotion, 247
 Pro-poor tourism, 2
 Prosperity, 347
 Prostitution, 358
 PSM. *See* Public sector management
 Psychocentrism, 67–68
 Psychographic segmentation, 73
 Public sector, 32, 271–299.
 See also Government
 marketing and, 290–297
 policies and, 272
 visitor attractions and, 238–239
 Public sector management (PSM), 273
 Purchasing holidays, 74, 82, 204
 Push/pull factors, 61, 65–66
- Q**
- Qinghai Provincial Tourism Association, 75
 Quality, 349
 Quality Assurance, 209
 Quality of life, 2
Queens Newspaper Book of Travel, 45
Quo Vadis? A Just Censure of Travell as it is commonly undertaken by the Gentleman of Our Nation (Hall), 38

R

- Racking, 202
 Railways, 43, 84, 103–105
 St. Ives, Cornwall and, 104, 105
 seaside resorts and, 43, 81
 Raitz, Vladimir, 50
 Rank Group, 170
 Reception services, 24
 Receptive facilities, 24
 Recreation Opportunity Spectrum (ROS),
 323, 325
 Recycling, 176
 Reductionism, 7
 Reformation, 38
 Regeneration, 216–217
 Regional Development Agencies, 284, 285–286
 Regional Tourism Organizations (RTOs), 283,
 296–297
 Regulation. *See also* Government; Policies
 of air transport, 129–133
 of tour operators, 188
 Religious events, 17
 Renaissance, 38
 Resort life cycle, 15
 Resources, 24
 Restaurants, 172–176
 Return on Investment (ROI), 293–294
 Rewe, 28
 Risk, 76
 Ritz-Carlton, 167
 Road pricing, 88
 ROI. *See* Return on Investment
 Rome, 17, 37
 ROS. *See* Recreation Opportunity Spectrum
 Rotorua, New Zealand, 334
 Rowntree S, 47
 Royal Caribbean Cruises, 109
 Royal Commission on Environmental Pollution, 98
Royal Hotel Guide, 43
 Royal Jordanian, 142
 Royal Mail steamers, 46
 Royal Suite, 168
 Royal Yacht Britannia, 231
 RTOs. *See* Regional Tourism Organizations
 Russia, 48, 352
 Ryanair, 138, 140, 196
- S
- Saga, 194
 St. Ives, Cornwall, 28, 104
 St. Pancras Express, 112
 San Francisco, 73, 264
 Sanatoria, 48
 SARS. *See* Severe Acute Respiratory Syndrome
 SAS, 142
 Scheduled services, 101, 124
 Schumpeter's innovation types, 260,
 261
 Scotland, 39, 72
 accommodation services in, 170
 supply and demand for, 159
 air transport in, 88
 climbing in, 45
 ferries in, 111
 government and, 273
 Green Tourism Business Scheme in, 177
 hunting in, 45
 Millennium Wheel in, 111
 National Parks in, 96
 policies in, 84
 seaside resorts in, 44
 transport in, 87–88
 visitor attractions in, 228
 ScotRail, 104
 Scott, Walter, 39
 Scottish Enterprise, 262, 284
 Scottish Tourism Framework for Action, 262
 Scottish Tourist Board, 98
 Sea level change, 4
 Sea-bathing, 41
 'Seaside Excursions' (Burrell), 291
 Seaside resorts, 41–45, 81, 169
 Seat-only sales, 187, 191
 Second freedom, 131
 Second World War, 48
 Second-home ownership, 11–12, 47
 Security, at airports, 118
 Self-catering, 170
 Service provision, 251–253
 Serviced accommodation services, 161–169
 Service-dominant logic, 252
 SERVQUAL, 232, 251–253
 Severe Acute Respiratory Syndrome (SARS), 16
 Sex industry, 358
 Shanghai Airlines, 142
 Shearings, 102
 Shopping, 218–220
 Short-break cyclists, 98
 Shows, 235
 Shuttle services, 101
 Singapore Airlines, 142
 Single households, 52
 Six Star Burj Al Arab, Dubai, 168
 Sixth freedom, 132
 Skegness holiday camp, 48
 Skiing, 45
 Skyteam, 142
 Skytrain, 135
 Slow travel, 6
 Small- and medium-sized enterprises (SMEs),
 253–260

- SMEs. *See* Small- and medium-sized enterprises
 Smith, Valene, 313
 Snowball concept, 341–344
 Social class, 70–71, 223–224
 Social media, 10–11
 Social networking, 206–211
 Social trends, 351
 Socio-economic segmentation, 70
 South Africa, 274, 275, 358
 South African Airways, 142
 South Beach Group, 166
 South Korea, 340
 Southend-on-Sea, 292
 SouthWest Airlines, 135–136, 268
 Soviet Union, 63, 275
 Spas, 40–41
 Spa hotels, 161–162
 Space Museum, 53
 Space tourism, 53–54
 Space World, 53
 SpaceShipOne, 54
 Spain, 50, 52, 275, 340
 hotels and, 157
 Spam, 208
 Spanair, 142
 Special events, 222
 Sport tourism, 6, 24
 Stagecoach, 89–94, 102
 Stakeholder interests, 32, 287
 accommodation services and, 158
 Standards, 248
 Star Alliance, 142
 Star Cruises, 109
 Starbucks, 172
 StarNet, 142
 Starwood, 166, 167
 Staybridge Suites, 164
 Stein, Rick, 173, 176
 Stena Line, 109, 111
 Stirling Castle, 231
 Strategic alliances, 142–143, 247
 Street markets, 218–220
 Students, 12
 Supply, 13
 for air transport, 126–127
 management of, 24–26
 for Scotland accommodation services, 159
 Supply chain, 26–33
 e-tourism and, 9–11
 Suppressed demand, 58
 Surface transport, 80–112
 land-based, 94–105
 water-based, 106–112
 cruises, 107–109
 ferries, 109–111
 inland waterways, 111–112
 Sustainability, 3–6, 5, 21, 64, 361, 366
 SUSTRANS, 98–101
 Swine flu, 17, 18, 116
 Swiss Air, 142
 Switzerland, 45
 SWOT analysis, 247
- ## T
- Taco Bell, 172
 TAP Air Portugal, 142
 TAROM, 142
 TCP. *See* Travel career pattern
 Technology, 2, 348, 353–354. *See also* Information communication technologies; Internet
 Technorati, 206
 Television locations, 221
 TENS. *See* Trans-European network
 Tension-reducing motivation, 65
 Terrorism, 16, 75, 91, 347, 349
 Texas, 73
 Thai Airways International, 142
 Third freedom, 131
 Third Package, 138
 Thomas Cook, 28, 36, 43, 46, 182, 189, 200, 202, 259, 328
 cruises and, 106
 Egypt and, 29, 30
 MyTravel and, 192
 Thomson Airways, 187
 Thomson Fly, 187
 Thomson Holidays, 50, 74, 187, 193, 210
 TIA. *See* Tourism Industry Association
 Tibet-Qinghai plateau, 75
 Ticketing and Settlement Agreement, 93
 Ticketless travel, 205
 TICs. *See* Tourist information centres
 Time pressures, 348
 Toji Temple, 231–232
 Tolbooth Art Centre, 231
 TOMM. *See* Tourism Optimization Management Model
Tomorrow's Tourism Today, 86
 Tour operators, 180–213
 business performance and, 186–188
 commissions to, 199
 competition by, 190–193
 consumer issues with, 194–196
 consumer trends and, 193
 demographics and, 193–194
 elderly and, 194
 in EU, 181
 packages by, 182–183
 profit management by, 184–186
 recent studies on, 184
 regulation of, 188
 summer planning horizon for, 186
 virtual, 192

Tourism, 1–33. *See also specific locations and topics*

- amoeba concept in, 341–344
- business plan for, 265–266
- in classical times, 36–37
- coast and, 41–45
- colonization and, 45–46
- competition in, 25
- as concept, 11–13
- cycling and, 97–101
- demand for, 13, 56–78
 - for air transport, 126–127
 - future of, 76–77
 - for Scotland accommodation services, 159
 - seasonality of, 248
 - volatility in, 16–20
- as discretionary activity, 2
- economic impact of, 308–313
- in Edwardian times, 45–49
- elements of, 24–25
- employment and, 2, 21
- environment and, 316–319
- ethics and, 21
- ethnicity and, 72–73
- exploration and, 45–46
- future of, 52–54, 338–366
 - key references on, 345
- gender and, 72–73
- geography of, 302
- as global phenomenon, 1–33
- globalization and, 20–22, 280
- government and, 52, 272–281
 - interventions by, 276–281
 - Scotland and, 273
 - strategies for, 290
- growth of, 17
- impacts of, 304–316
- infrastructure for, 24, 274
- innovation and, 260–265
- leisure society and, 8–10
- limitations to, 357–361
- management of, 23–33, 241–268
 - of accommodation services, 158–160
 - of air transport, 128–129
 - crisis, 267–268, 352–353
 - of demand, 24–26
 - DMSs, 206
 - HRM, 177–178, 249–251
 - in HRM, scope of, 249
 - HRM in, 249–251
 - key studies in, 250
 - key principles of, 242–243
 - of land-based transport, 112
 - levels of, 242
 - marketing in, 246–248
 - operations in, 248–249
 - profit management, 21–22, 184–186, 202, 237–238, 243, 356
 - PSM, 273
 - public sector and, 297–299
 - future of, 297–299
 - purpose of, 243–245
 - roles in, 25–26
 - in small business sector, 253–260
 - of supply, 24–26
 - of surface transport, 112
 - TOMM, 324, 326
 - VAMP, 323, 325
 - VIMM, 323, 325
 - of visitors, 301–335
 - of visitor attractions, 223, 231–233, 235–236, 265–267
 - visitor attractions and, 265–267
 - yield management systems, 138, 165
- measurement of, 15–20
- in Middle Ages, 37
- motivation for, 59–69, 70
 - classification of, 66–69
 - key publications on, 61–62
 - Maslow's hierarchy of needs and, 65–66
 - theoretical approaches to, 61
 - volunteer tourism and, 64
- origins and growth of, 35–52
- planning for, 286–290
- policies with, 281–286
- poverty alleviation and, 22
- pressures to change, 350–352
- public sector and, 271–299
- purchase of, 74, 82
- quality of life and, 2
- reception services for, 24
- regeneration and, 216–217
- resources of, 24
- risk and, 76
- service provision in, 251–253
- snowball concept in, 341–344
- social and cultural impacts of, 313–316
- social networking and, 206–211
- space, 53–54
- in Spain, 50, 52
- study of, 7–8
- supply of, 13
 - for air transport, 126–127
 - management of, 24–26
 - for Scotland accommodation services, 159
- supply chain for, 26–33
- sustainability and, 3–6, 21
- system for, 13–14
- travel and, 13
- 2010 key issues for, 346

- Tourism: Past, Present and Future* (Burkart and Medlik), 13
- Tourism Accommodation in London in the 1990s*, 280
- Tourism and the Environment*, 316
- Tourism Concern, 21, 358
- Tourism for All, 322
- Tourism Industry Association (TIA), 72, 277
- Tourism Innovation Group, 262
- Tourism Ireland, 209
- Tourism Optimization Management Model (TOMM), 324, 326
- Tourism Potential of Cycling and Cycle Routes in Scotland*, 98
- Tourism satellite accounts (TSA), 313
- Tourism trauma, 361
- Tourist attractions. *See* Visitor attractions
- Tourist Behaviour* (Pearce), 60
- Tourist information centres (TICs), 286
- The Tourist Movement* (Ogilvie), 308
- Tourists, 11–13, 57–58
behaviour of, 57, 58, 69–72
image and, 75–76
transport and, 82–94
- Tours, 14–15, 82–83
- Tower of London, 221
- Trans-European network (TENS), 85
- Transport. *See also* Air transport
by cars, 94–97
to destinations, 81
land-based, 94–105
buses and coaches as, 101–103
cycling as, 97–101, 176
management of, 112
railways as, 43, 81, 84, 103–105
policies and, 83–94
in Scotland, 87–88
surface transport and, 80–112
tourists and, 82–94
tours and, 82–83
water-based, 106–112
cruises, 107–109
ferries, 109–111
inland waterways, 111–112
- Travel, 11–13. *See also* Business travel; *specific travel-related organizations and businesses*
slow, 6
ticketless, 205
youth travel market, 12
- Travel agents, 182, 199–206
ABTA, 188, 194, 197, 202, 241
business travel and, 204–205
characteristics of, 201–202
evolution of, 200–201
Guild of Business Travel Agents, 204
home-working, 258–259
- ICT and, 205–206
organization of, 203–204
profit management by, 202
purchasing holidays from, 204
recent studies on, 184
- Travel Association, 194
- Travel career pattern (TCP), 68–69
- The Travel Company, 204
- Travel Counsellors, 258
- Travel retailing, 201. *See also* Tour operators; Travel agents
future of, 211–213
- Travelocity, 189
- Travelodge, 166, 169
- Travelsupermarket.com, 181, 206
- TripAdvisor, 9, 74, 208–210
- Trunk routes, 124
- TSA. *See* Tourism satellite accounts
- TUI, 28, 189, 202, 259
- Tunisia, 194
- Turkey, 191, 194, 342
- Turkish Airlines, 142
- TWA, 142
- Twitter, 208
- Two-peak seasonality, 248
- U**
- UFOs, 74
- UK. *See* United Kingdom
- Unconstrained demand, 86
- Union Line, 46
- Unique selling proposition (USP), 296
- United Airlines, 127–128, 142
- United Kingdom (UK), 129, 138, 285, 295. *See also specific locations*
airports policies in, 86–87
B&B in, 154
car ownership in, 95
coach transport in, 102
employment in, 46, 275
ferries in, 109–111
hospitality services in, 153
National Parks in, 95–96
NTOs in, 218
in post-war period, 49, 50
tourist expenditures abroad, 309
visitor attractions in, 223–225
women in, 46
- United States of America (USA). *See also specific locations*
air transport in, 122
car rentals in, 97
destinations in, by mid-nineteenth century, 42
gays in, 73
hotels and, 157
lesbians in, 73

United States of America (USA) (*Continued*)

- Megabus in, 93
- 9/11 and, 75
- in post-war period, 49
- social networking in, 206–208
- TIA in, 72, 277
- Yosemite National Park in, 96
- UN-WTO. *See* World Tourism Organization
- US Airways, 142
- USA. *See* United States of America
- USP. *See* Unique selling proposition

V

- Vacation.com, 202
- Valleys Cycle Network, 99
- Valuair, 136
- Values-based motivation, 61
- VAMP. *See* Visitor Activity Management Programme
- Venice, 326–333
- Very Important Travellers Club, 142
- VFR. *See* Visiting friends and relatives
- Victoria and Albert Museum, 224
- Vietnam, 138
- Vietnam Airlines, 142
- VIMM. *See* Visitor Impact Management Model
- Virgin, 85, 256
- Virgin Atlantic, 256
- Virgin Blue, 136
- Virgin Galactic, 54
- Virgin Trains, 105
- Virtual tour operators, 192
- Visas, 195
- VisitBritain, 206, 283
- Visiting friends and relatives (VFR), 51
- VisitLondon, 210
- Visitor Activity Management Programme (VAMP), 323, 325
- Visitor attractions, 215–239
 - classification of, 218
 - education and training about, 238
 - events as, 233–235
 - experience and, 229–233
 - management of, 231–234
 - factors for success, 230
 - feasibility study for, 266–267
 - as leisure product, 226
 - management of, 223, 265–267
 - experience of, 231–233
 - future of, 235–236
 - profit management and, 237–238
 - marketing of, 237
 - products and, 225–229
 - development of, 236–237
 - life cycle of, 227–229
 - public sector and, 238–239
 - scope of, 221–222

- in Scotland, 228
- social class and, 223–224
- in UK, 223–225

Visitor Attractions Trends: England 2006, 223

Visitor Impact Management Model (VIMM), 323, 325

Visitor management, 301–335

VisitScotland, 173, 284, 285–286

VisitWales, 173, 284

Voluntary chain associations, 162–163

Volunteer tourism, 6, 64

W

- W pattern, 187
- Wales, 99
- Walk-ins, 163
- Wallace Arnold, 102
- Walt Disney World, Orlando, 221
- Water-based transport, 106–112
 - cruises, 107–109
 - ferries, 109–111
 - inland waterways, 111–112
- Web 2.0, 206–211
- Welsh Development Agency, 173
- Wendy's, 172
- West Hollywood, 73
- Western Channel, 110
- Whitbread, 169, 177
- White Paper, 86, 87
- White Star, 46
- Wimpy, 172
- Women, 46
- Wordsworth, William, 39
- Working holidays, 47
- World Cup, 274
- World Heritage sites, 231
- World Summit, 358
- World Tourism Organization (UN-WTO), 11, 20, 211, 274, 283, 288
 - Ethical Code of Conduct of, 358
 - hotels and, 156
- World Trade Organization, 275
- World Travel and Tourism Council (WTTC), 1, 324, 339
- WTTC. *See* World Travel and Tourism Council

Y

- Year Abroad, 12
- A Year in Provence* (Mayle), 170
- Yield management systems, 138, 165
- Yosemite National Park, 96
- YoTEL, 178
- Youth travel market, 12
- Yum Brands, 172