



# TOURISM MARKETING



**B.S. BADAN  
HARISH BHATT**

# Tourism Marketing

## PREFACE

**B.S. Badan  
Harish Bhatt**



**Commonwealth**

# Contents

---

<i>Preface</i>	v
<b>Chapter</b>	<b>Pages</b>
1. World Tourism Today	1
2. What is Tourism Marketing	28
3. Tour Guidance	38
4. National Tourist Offices	48
5. Public and Private Sector Tourism	57
6. Tourism in Coastal Resorts	68
7. The World of Today and Tomorrow	79
8. Environment for Travel and Tourism	89
9. SWOT Analysis	123
10. Strategy and Direction for Travel and Tourism	130
11. The Demand for Tourist Travel	167
12. The Demand for Tourism	223
13. Tour Operations	246
14. Tourism Distribution	279
15. The World Tourism	306
<i>Bibliography</i>	333