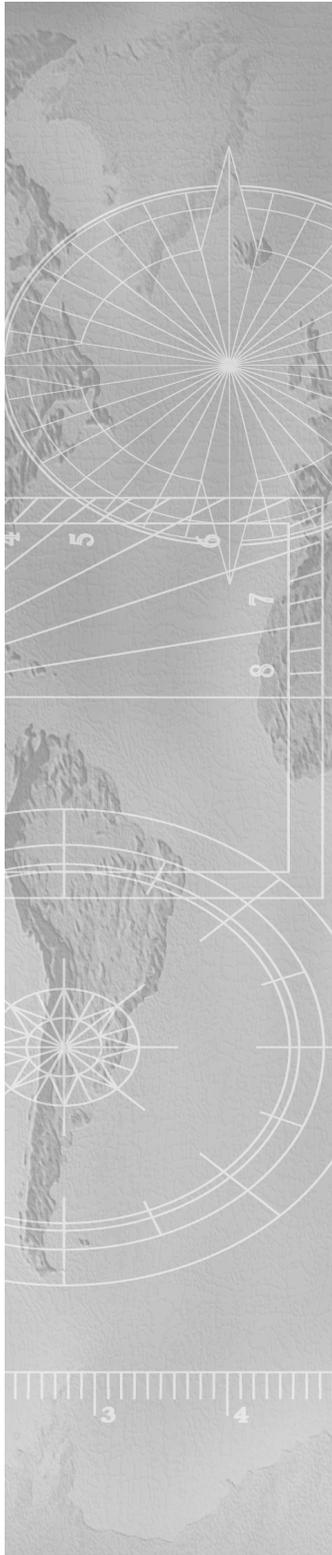


Part One

The Meaning of Marketing in Travel and Tourism





CHAPTER 1

Introducing travel and tourism

Tourism is deemed to include any activity concerned with the temporary short-term movement of people to destinations outside the places where they normally live and work, and their activities during the stay at these destinations. (The Tourism Society, 1979)

This chapter introduces and defines the subject matter of this book. The intention is, first, to identify for practical marketing purposes the nature of travel and tourism and the industry it supports and, second, to indicate the growth potential of the industry in the next decade and its role in post-industrial societies.

Although the niceties of definitions can be debated endlessly, travel and tourism is best understood as a total market reflecting the demand of consumers for a very wide range of travel-related products. It is widely claimed that this total market is now serviced by the *world's largest industry*. At the beginning of the new millennium increasing interest is being shown in many countries in the potential of global travel and tourism as an important contributor to economic development, measured in terms of investment, employment and balance of payments. There is also increasing interest in the potential environmental and cultural contribution of tourism to the social and cultural life of host communities and to the built and natural environment. This is matched by concern about its negative effects in the conspicuous use of energy and water

supplies, impact on global warming and damage to marine environments, and on the ecosystems of some destinations developed as major tourism resorts. Tourism is also of interest because of the millions of small and medium-sized enterprises (SMEs) it sustains and its ubiquitous nature – there are now very few regions of the modern world where tourism is not a relevant consideration.

Marketing is a subject of vital concern in travel and tourism because it is the principal management influence that can be brought to bear on the size and behaviour of this major global market.

Within the total market there are many submarkets or segments, and many products designed and provided by a wide range of organizations, which are categorized in Figure 1.1. Defined as a market, travel and tourism is best understood in terms of demand and supply. Marketing is introduced in Chapter 2 as the vital linking mechanism between supply and demand focused on exchange transactions, in which consumers exercise preferences and choices and exchange money in return for the supply of particular travel experiences or products. For reasons discussed subsequently, the principles and practice of marketing are also highly relevant to tourism resources for which no market price is charged, such as national parks and historic towns. Marketing is a vital role for national tourism organizations (NTOs) and other area organizations, most of which are not directly engaged in the sale of products although they are increasingly involved with commercial partners, which are.

The chapter begins with an overview of travel and tourism demand, its international dimensions and main components. A working definition of the subject is provided, with comments on the distinction between *tourism*, and *travel and tourism*, often a source of confusion to students. The components of demand and supply and the linking role of marketing are put together in diagrammatic form (Figure 1.2), which serves also to identify the main categories of supply within the travel and tourism industry.

An overview of travel and tourism demand

In defining travel and tourism for the purposes of this book it is useful to follow the basic classification system, which is used in nearly all countries where measurement exists. This system is discussed in detail in most introductory texts and is based on three overall categories of visitor demand with which any country is concerned; each is a different sector of the total market:

- 1 *International visitors* who are residents of countries other than that being visited and travel for tourism purposes (see below). Also known as *inbound tourism*.
- 2 *International visitors*, who are residents of a country visiting other countries and travel for tourism purposes. Also known as *outbound tourism*.
- 3 *Residents* visiting destinations within their own country's boundaries who travel for tourism purposes. Also known as *domestic tourism*.

Defining travel and tourism is a primary responsibility of the World Tourism Organization (WTO), which undertook a major review of its definitions at an international conference on travel and tourism statistics in Ottawa in 1991. In 1993 revised definitions were adopted by the United Nations (UN) Statistical Commission. The following are the principal terms:

- *Visitors* to describe all travellers who fall within agreed definitions of tourism.
- *Tourists* or staying visitors to describe visitors who stay overnight at a destination.
- *Same-day visitors*, or excursionists, to describe visitors who arrive and depart on the same day. Same-day visitors are mostly people who leave home and return there on the same day, but may be tourists who make day visits to other destinations away from the places where they are staying overnight.

As outlined above, these three categories are easy to understand. In practice the technicalities of achieving statistical precision in measuring visitor numbers are extremely complex and, despite agreed international guidelines, no uniformity yet exists in the measurement methods used around the world. Eurostat, for example, which publishes the statistics for tourism in Europe, issues guidelines for the collection of data but has to rely on the different methodologies used by individual countries to compile their data.

While the definition of travel and tourism outlined in this chapter will be adequate for the working purposes of those involved in marketing, this book does not set out to be a detailed study of the nature of tourism. Readers seeking further elaboration of concepts and measurement issues are referred to the reading suggestions noted at the end of the chapter. Marketing managers will, of course, require their own definitions of the market segments with which they are involved, and these will be far more detailed than the broadly indicative aggregate categories introduced here (see Chapter 7).

International tourism

People who travel to and stay in countries other than their normal country of residence for less than a year, are described as international tourists. They are usually treated by governments as the most important market sector of tourism because, compared with domestic tourists, they typically spend more, stay longer at the destination, use more expensive transport and accommodation, and bring in foreign currency which contributes to a destination country's international balance of payments. International tourism is also easier to measure than domestic tourism and such visitors tend to be more recognizable as tourists at destinations.

Around the world, measured as *arrivals* or *trips*, the numbers of international tourists and their expenditure have grown strongly since the 1950s, notwithstanding temporary fluctuations caused by the three

major international energy and economic crises of the early 1970s, 1980s and 1990s. The overall growth pattern is revealed in Tables 1.1 and 1.2, and the reasons for it are discussed in some detail in Chapters 4 and 5. For the purposes of this introduction it is sufficient to note the recent growth and current size of the international market, and to be aware of consistently confident projections that international tourism will continue to grow well into the twenty-first century. Although annual fluctuations in volume reflecting economic and political events are certain, current expectations are for annual growth of the order of some 4 per cent per annum over the period 2000–10 as a whole. The growth in shares of international arrivals projected for the Asia Pacific region (Table 1.2) has major implications for the future of world travel and tourism. (See also WTO, 1997.)

Table 1.1
Recorded and projected growth in worldwide international tourist arrivals, 1950–2010

Year	International arrivals (millions)	Index of growth for each decade
1950	25.3	–
1960	69.3	274
1970	165.8	239
1980	286.3	173
1990	459.2	160
2000(e)	692.0	150
2010(e)	1000.0	144

Notes: These are arrivals as supplied over the years to WTO, plus projections at 1998. Although their accuracy cannot be assured, they provide indicators that are widely used around the world. (e) is a projected figure.
Source: WTO (1997).

Table 1.2
Changes in WTO world regional shares of international tourism arrivals, 1950–2010

Year	Europe	Americas	Asia Pacific
Shares of total arrivals at end of each decade shown (%)			
1950	66	30	0.8
1960	73	24	1.0
1970	71	23	3.0
1980	66	21	7.0
1990	62	21	11.0
2000(e)	56	19	17.0
2010(e)	55	20	24.0

Notes: These are shares for the three main WTO regions only. The projected growth in the share of Asia Pacific arrivals since 1990 is the most significant trend. (e) is a projected figure.
Source: WTO (1997).

At present, reflecting the proximity of borders in Europe, it is common for well over half the adult population living in Northern Europe to have made one or more international tourist visits during the previous five years, mostly on vacation. Experience of international travel is very much less for Americans, reflecting the size of the USA and the distances most of them have to travel to make international trips. US inter-state tourism, e.g. between the North East and Florida, should perhaps be viewed as similar in principle to tourism between European countries over similar distances, especially as the latter develop the European Union and its common currency, the euro.

Although not shown separately in Tables 1.1 and 1.2, international same-day visits are an important market sector in countries with common land frontiers, such as the USA and Canada, the Netherlands and Germany, and Malaysia and Singapore. Because of the speed and efficiency of cross-Channel ferries and the Channel Tunnel, same-day visits between Britain and France and Britain and Belgium are also important elements of the total market for tourism.

Domestic tourism

People who travel and stay overnight within the boundaries of their own country are classified as domestic tourists. Estimates of the size of this sector of the market vary because in many countries domestic tourism is not adequately measured at present. As an indication, the WTO estimates that domestic tourism around the world outweighs international tourism by a factor of around 10:1 (WTO, 1997). In the USA, where good measurement does exist, Americans take only one trip abroad for every one hundred domestic trips defined as travel to places more than 100 miles distance from home. Even for longer visits of over ten nights' duration, international trips were no more than 3 per cent of the total. For the British, where the statistics are also good and reflecting the shorter distances to travel abroad, there were some four domestic tourism trips (including overnight stays) for every visit abroad in the late 1990s.

Evidence from surveys of the vacation market in Europe and North America in the 1990s indicates that, in most countries, between a half and three-quarters of the adult population took one or more holidays away from home in any twelve-month period of at least one night's duration. This includes international and domestic holidays, although the latter are the largest category. Increasing numbers of people take more than one vacation trip a year, a factor of great importance to marketing managers, for reasons discussed later.

Market research data analysing the complete tourism experience of the same individuals over periods of more than one year are rarely available although they exist, for example, for France and the Netherlands. But, excluding the very old, the sick, the severely disabled and those facing particular financial hardship, recent and frequent experience of some form of staying and same-day tourism now extends to over nine out of ten people in most economically developed countries.

Within the total volume of domestic tourism, same-day visits are the most difficult to quantify. In most developed countries the frequency of day visits is already so great that it is not easily measured by traditional survey techniques, because people find it hard or impossible to remember the number of trips they have taken over a period of months or even weeks. In the early 2000s there is, however, a rough but useful estimate for developed countries that there are at least twice as many domestic day visits for leisure purposes within a country as there are tourist days or nights spent away from home for all purposes. Thus, for example in the UK in 1998 an estimated 100 million domestic tourism visits for all purposes generated 350 million nights away from home. An additional 1250 million same-day visits of at least three hours duration from home for leisure purposes were made by the British in the same year (1998 data). With a population of some 55 million in Britain, this is equivalent to over twenty visitor days per person for leisure purposes over a year. UK estimates of day visits for business and social purposes do not exist, although such visits are obviously a very large market especially for operators of transport, meetings and catering services.

To summarize, the total market for travel and tourism comprises three main elements: international visits inbound to a country; outbound international visits made by a country's residents; and domestic visits including day visits from home. The total market has grown rapidly in recent years and is now very large, encompassing the great majority of the population of economically developed countries. Frequent, repeat purchases of travel and tourism products in a year are already a normal experience for many people. Although the statistics are inevitably open to dispute, travel and tourism is now the largest sector of world trade and in developed countries typically contributes 5–10 per cent of gross domestic product.

As major population countries such as China and India expand and develop their own tourism industries in the coming decades, to take dominant positions as destinations and generating countries in the global market, one may safely predict that marketing will be a subject of growing significance and interest. Adapting and developing in different socioeconomic cultures what are essentially the sophisticated techniques of Western societies will ensure continuing interest in tourism marketing for decades to come.

A working definition of travel and tourism

Before drawing the discussion of the main markets in travel and tourism into a working definition, it may be helpful to clarify one important potential source of confusion. What, if any, are the differences between *tourism* and *travel*, used on their own as single terms, and *travel and tourism* used as a combined term? What can a definition of tourism mean if it does not include travel? This book proceeds in the belief that an acceptable definition of tourism necessarily covers all relevant aspects of travel. In normal usage *tourism* and *travel and tourism* are terms that relate to exactly the same market and they are used interchangeably.

Travel and tourism tends to be the term used most often by managers, especially in North America, because it is convenient, practical and widely understood. Accordingly, this usage is adopted generally throughout the book. Where, for the sake of convenience, *tourism* is used alone, it also means travel and tourism; students should be aware that no conceptual difference is implied between the two expressions in this book.

Although academics have debated conceptual definitions of tourism for several decades, and there were earlier international agreements on statistical definitions, it was not until 1991–2 that the WTO endorsed the following statement, which serves as the working definition of the total market that is used throughout this book. The current WTO definition is very similar to the British one of 1979 noted at the start of this chapter.

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. (WTO, 1992 – subsequently ratified by the UN Statistical Commission)

The UN definition pulls together the three main elements of travel and tourism:

- 1 Visitor activity is concerned only with aspects of life outside normal routines of work and social commitments, and outside the location of those routines.
- 2 The activity necessitates travel and, in nearly every case, some form of transport to the destination.
- 3 Specific destinations are the focus for a range of activities and a range of facilities required to support those activities. Such activities and facilities have a combination of economic, social and physical environmental impacts that are the basis for tourism policy and visitor management programmes.

Five important points are stressed in relation to the definition:

- There is nothing in it that restricts the total market to overnight stays; it includes same-day visits.
- There is nothing in it that restricts the total market to travel for leisure or pleasure. It includes travel for business, social, religious, educational, sports and most other purposes – provided that the destination of travel is outside the usual routines and places of residence and work.
- All tourism includes an element of travel but all travel is not tourism. The definition excludes all routine commuter travel and purely local travel, such as to neighbourhood shops, schools or hospitals.

- Travel and tourism absorbs large elements of individual leisure time and encompasses many recreational activities, but it is not synonymous with either because the bulk of all leisure and recreation takes place in or around the home.
- All travel and tourism trips are temporary movements; the bulk of the total market comprises trips of no more than a few hours' or nights' duration.

The component sectors of the travel and tourism industry

At the beginning of this chapter travel and tourism was identified from the demand side as a total market comprising three main sectors: international tourism, domestic tourism and same-day visits. This section identifies the sectors of supply that are loosely known as the travel and tourism industry.

A major difficulty in understanding and dealing with travel and tourism as a total market or industry is the sheer number of private and public sector enterprises involved in supplying services and the extent to which so many of them see tourism as only a part of their total business operations. For example, airlines, trains, buses, restaurants and hotels all deal with a wide variety of market segments, many of which do not fall within the internationally agreed definition of travel and tourism. Hotels have local trade for bars and meals, and transport operators carry commuters. Many visitor attractions, such as museums, and most visitor information bureaux also provide services to local residents. This mixture of products designed to serve both tourism and other markets has great significance for marketing decisions; it is discussed in some detail in Part Five of this book, which considers marketing applications in the component sectors of the industry.

comprises the products or outputs of several different industry sectors as these are conventionally defined and measured in most countries' economic statistics. In practice, convenient though the concept is for all working within it, travel and tourism is not an industry that is recognized as such by economists. In assessing the performance of industry sectors it is normal for economists and government statisticians to use standardized classifications of economic activity to measure the outputs of sectors such as transport, hotels and similar accommodation, restaurants and similar outlets, bars, and catering separately. Generally they cannot identify what proportion of each output is generated by visitor spending. Recent work on satellite accounting, pioneered in Canada and taken up by the WTO and the Organization for Economic Co-operation and Development (OECD), provides a methodology for assessing the economic contribution of tourism using a country's national accounts. Fortunately this is not a matter of prime concern for marketing managers and the term *travel and tourism industry* is used throughout this book in the broad sense that it is used and understood without difficulty in practice.

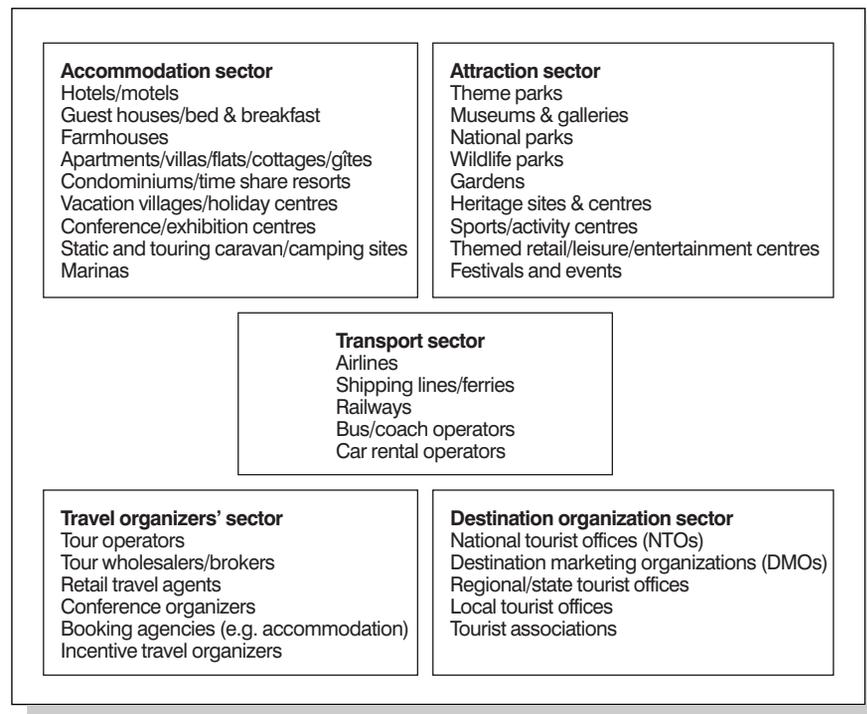


Figure 1.1
The five main sectors of the travel and tourism industry

The five main component sectors of the industry noted in Figure 1.1 are reflected in the chapter headings and case studies included in Parts Five and Six of the book. Each of these comprises several subsectors, all of which are increasingly concerned with marketing activities, both in the design of their products and the management of demand. The authors consider that the linking of sectors in Figure 1.1 as an 'industry' is also justified by the existence within the sectors of certain common, integrating principles that underlie the modern practice of services marketing. Such principles greatly facilitate the understanding of the subject and help to explain the common interests in marketing that practitioners in tourism recognize. Students may find it a useful exercise to extend the list in Figure 1.1, using the same five sector headings and aiming to produce up to fifty subsectors involved altogether in the *travel and tourism industry*.

It can be seen that some of the subsectors are fully commercial and operated for profit, some are operated commercially for purposes other than profit and some are in the public sector and operated mainly on a non-commercial basis. To illustrate, in the first category are most hotels, in the second category many attractions, such as safari parks and heritage sites, and in the third category many state-owned national museums, national parks and most of the operations undertaken by tourist offices. Internationally, growing recognition of the value of marketing in non-commercial operations in the second and third categories has been a remarkable feature of the last decade.

The systematic links between demand and supply and the role of marketing

Figure 1.2 is provided to show vital linkages between demand and supply in travel and tourism that are fundamental to an understanding of the role of marketing. The figure shows the relationship between market demand, generated in the places in which visitors normally live (areas of origin), and product supply, mainly at visited destinations. In particular, it shows how the five main sectors of the industry set out in Figure 1.1 combine to manage visitors' demand through a range of marketing influences. Noted as the *marketing mix*, in the centre of the diagram, this important term is fully explained in Chapter 6.

Readers should note that the linkages in Figure 1.2 focus on visitors in the left-hand box. A detailed knowledge of their customers' characteristics and buying behaviour is central to the activities of marketing managers in all sectors of the industry. Knowledge of the customer, and all that it implies for management decisions, is generally known as *consumer or marketing orientation*; a concept explained in depth in the next chapter. Note also that there are two-way flows of information for each of the links shown.

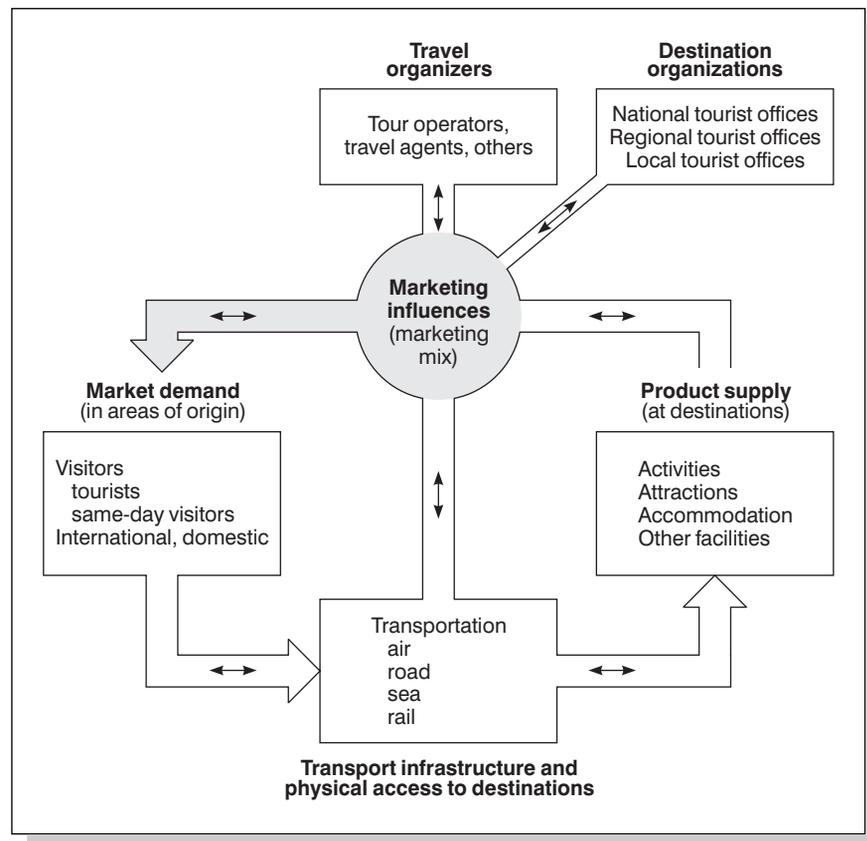


Figure 1.2
The systematic links between demand and supply: the influence of marketing

It should be noted also that not all visits to a destination are influenced by marketing activity. For example, domestic visitors travelling by private car to stay with their friends and relatives may not be influenced by destination marketing in any way at all. On the other hand, first-time buyers of package tours to exotic destinations in the Pacific area may find almost every aspect of their trip is influenced by the marketing decisions of the tour operator they choose. The operator selects the destinations to put into a brochure and selects the messages and images that communicate their attractions. Tour operators choose the accommodation, the range of excursions, the routes, the choice of airline and the prices. Somewhere in between these two examples a traveller on business selects his own destinations according to business requirements but may be influenced as to which hotel he selects. The range of influences, noted as the 'marketing mix', is obviously very wide, and it is varied according to visitors' interests and circumstances.

There are, of course, many other linkages between the five sectors of the travel and tourism industry, for example between national and regional tourist organizations and suppliers at the destination. These additional linkages are not drawn into Figure 1.2, to avoid unnecessary confusion in this introduction. The linkages are, of course, identified subsequently in all parts of the book.

Changing prospects for twenty-first century tourism

Looking back over the last thirty years it is easy to see the key economic and social trends that are transforming the former industrial economies in the developed world into post-industrial societies. On the one hand it is a story of severe economic decline, loss of employment and traditional community disintegration, hastened by the economic crises of the early 1970s, the early 1980s and the early 1990s. On the other hand it is a story of remarkable economic growth as new forms of economic activity, including tourism, have emerged to replace those that have been lost. Developments of information and communications technology (ICT) and of transport technology have unleashed powerful global economic forces, which have simultaneously speeded the decline of traditional industries in countries that developed them for over a century and facilitated the emergence of new forms of employment. It is in this crucible of change that most developed societies are being redefined, and it provides a fertile and volatile context for the trends that are influencing the future of tourism globally. (See also the Epilogue.)

As traditional areas of employment decline in the developed world, many of the industries involved are being re-established in the developing world using the latest technology combined with less costly labour. Such shifts arouse ethical considerations but are expected to promote the economic growth of the developing world and in turn promote further global tourism development.

The main areas of economic decline in developed economies are painfully obvious with hindsight:

- Iron and steel.
- Coal mining.
- Textiles.
- Manufacturing, especially of household goods.
- Shipbuilding.
- Traditional public transport – (with potential recovery to combat congestion and pollution).
- Docks and port facilities.
- Traditional paper-based clerical services.
- Agriculture and fisheries.
- Many small market towns.

The main areas of economic growth are equally clear:

- Information, communications and technology services (see Chapter 10).
- Financial services – banking, insurance, pensions and share trading.
- Media generally, broadcast media in particular, including cable and satellite.
- Retailing – especially as concentrated in out of town/edge-of-town centres or alternatively in large regeneration developments in the centre of cities and towns.
- Education – further and higher education in particular and all forms of training.
- Air transport and associated infrastructure; private cars and motorways; sophisticated road transport systems to service the growth sectors.
- Creative industries such as film, theatre, music and publication.
- The arts and culture generally including music, festivals, museums, libraries and art galleries.
- Leisure, recreation and sport and the products, facilities and infrastructure they support.
- Travel and tourism and its associated sectors of hospitality and catering, conferences, exhibitions, entertainment and visitor attractions – also known as the ‘experience economy’.

The forces in society promoting the growth of tourism are developed more analytically in Chapters 4 and 5. This introduction is intended only to underline the fact that world travel and tourism as defined in this chapter has shifted remarkably in a quarter of a century from what the *Economist* in the early 1990s was still assessing as a *Pleasure Principle* (*Economist*, March 1991) to an integral part of modern post-industrial society and a key element of the lifestyle for all with discretionary income that takes them above subsistence level. Students may find it instructive to consider how all forms of tourism, international and domestic, day and stay, are involved in every one of the economic growth trends listed

above. Tourism is no longer just the expression of leisure choices for an affluent minority but a core element in modern society, increasingly recognized as a primary economic driver in all countries. This trend also holds good for developing societies that are able effectively to harness some parts of the industrial manufacturing stage and bypass other parts to move straight into post-industrial economic forms as a result of global developments in communications and transport technology.

Changes as profound as those outlined above inevitably had major consequences for the places where millions of people live and work. Most industrial cities and towns suffered economically and environmentally since the 1970s as large sectors of their wealth creation based on traditional industries were rendered uneconomic through international competition, and were closed down. In response, supported in Europe by national governments and international funding through the European Commission, the drive to implement regeneration programmes radically altered the urban structure in Europe in the last two decades with major development schemes focused on the new areas of economic growth. In nearly all these regeneration programmes the process of change embraced aspects of tourism, leisure and recreation, and forged a proactive climate for the arts, heritage and culture that underlies the development of many new tourism facilities in recent years.

The old industrial economies of the twentieth century gave rise to concepts of mass production and mass consumption and hence *mass tourism*. But post-industrial societies everywhere and the new economy reflect the growth of more affluent, more mature, more culturally diverse, more educated, more demanding, more quality conscious, more cynical, more litigious and more sophisticated consumers at the start of the new millennium. Such customers are very far removed from the now outdated notions of 'mass tourism' commonly applied to the 1960s and 1970s, and still widely used in many tourism textbooks.

In post-industrial economies, the arts, heritage and culture are much more than a just vibrant elements of the 'new economy'. They are also vital symbols for place and for a sustainable quality of life including education on which other parts of economic revival can build. The Guggenheim at Bilbao in Spain, the Royal Armouries at Leeds and the Tate Modern in the UK, the Sydney Opera House and Darling Harbour in Australia, Baltimore and Boston in the USA are not just sites for urban regeneration and locations for museums and galleries. They are icons of local pride and phoenix symbols of present determination to regenerate local economies from a lost industrial past into a more prosperous post-industrial future. They provide unique and comprehensible images that are so vital to communication in a modern world overwhelmed by information overload. It augurs well for future tourism that governments around the world are committed to urban and rural regeneration, and that most support the role of culture and heritage within it.

Allowing for business and conference visits, and for day visits for many purposes including non-routine shopping, recreation and entertainment, the thrust of tourism development and the locus for tourism destinations is shifting at the start of the new millennium. Impossible to

quantify with available data, the pendulum is swinging away from traditional coastal locations and activities to new urban locations and activities, many on the sites of former traditional industrial activity. New tourism is far more dispersed across virtually every community in developed countries. These changes have important environmental implications, both positive and negative as examined by Middleton and Hawkins (1998). But, overall, we believe they augur well for sustainable growth and an exciting future for the world's largest industry.

Chapter summary

This chapter introduces travel and tourism as a nationally and internationally important market in which the natural focus of management activity is on exchange transactions between visitors (demand side) and the business sectors and destinations that compete to supply their needs (supply side). The overall dimensions of the market are set out and key definitions provided in a form suitable for marketing purposes. The travel and tourism industry is outlined as five main sectors of economic activity, the marketing practices of which subsequently form the subject matter of Part Five of the book. This chapter emphasizes that there are no conceptual differences intended between the use of the terms *tourism*, and *travel and tourism*, and they are used interchangeably throughout the book. All the definitions are based on principles that are valid for all countries, whether they are economically developed or not and whether their tourism industry is mature or just emerging.

The five sectors of the industry are presented in Figure 1.2, which traces the main linkages between supply and demand and, in particular, indicates how marketing influences all aspects of demand and supply. These influences are analysed in depth in later chapters. The final part of the chapter looks at some implications for tourism in the twenty-first century as a key element in post-industrial societies and the 'new' economy.

Students should be aware of a tendency among many authors of travel and tourism books to state or *assume* that tourism is a subset of leisure and recreation, or to treat the subject as exclusively concerned with holiday travel. In fact, as clearly endorsed by the UN Statistical Commission in 1993, tourism encompasses travel for business, social and many other non-holiday purposes. For many hotels, airlines and for most travel agents, business travel is the most important sector for marketing purposes. In terms of revenue, the value of business travel is often much higher than recreation travel and is logically given priority in marketing terms. For many visitor attractions, educational markets and same-day visits from home are more important segments than holiday visitors. It is important for readers to keep firmly in mind this broad and internationally endorsed concept of travel and tourism.

For those who wish to consider the definitions of travel and tourism in greater depth, although this is not necessary for marketing purposes, further readings are suggested.

Further reading

- Cooper, C. et al. (1998). *Tourism Principles and Practice*. Chapter 1, 2nd edn, Longman.
- Goeldner, C. R. (2000). *Tourism: Principles, Practices, Philosophies*. Chapters 1 and 3, 8th edn, Wiley.
- Smith, S. L. J. (1995). *Tourism Analysis: A Handbook*. Chapter 2, 2nd edn, Longman.
- Theobald, W. (ed.) (1994). *Global Tourism: The Next Decade*. Chapter 1, Butterworth-Heinemann.
- Now dated, the original conceptualization in Burkart and Medlik is still relevant:
- Burkart, A. J. and Medlik, S. (1981). *Tourism: Past, Present, and Future*. Chapters 4 and 7, 2nd edn, Heinemann.