



# Essentials of TOURISM

Sara Miller McCune founded SAGE Publishing in 1965 to support the dissemination of usable knowledge and educate a global community. SAGE publishes more than 1000 journals and over 800 new books each year, spanning a wide range of subject areas. Our growing selection of library products includes archives, data, case studies and video. SAGE remains majority owned by our founder and after her lifetime will become owned by a charitable trust that secures the company's continued independence.

Los Angeles | London , New Delhi | Singapore , Washington DC | Melbourne

### Chris Cooper

## Essentials of TOURISM

**THIRD EDITION** 







Los Angeles | London | New Delhi Singapore | Washington DC | Melbourne

SAGE Publications Ltd 1 Oliver's Yard 55 City Road London EC1Y 1SP

SAGE Publications Inc. 2455 Teller Road Thousand Oaks, California 91320

SAGE Publications India Pvt Ltd B 1/I 1 Mohan Cooperative Industrial Area Mathura Road New Delhi 110 044

SAGE Publications Asia-Pacific Pte Ltd 3 Church Street #10–04 Samsung Hub Singapore 049483

Editor: Matthew Waters

Editorial assistant: Jessica Moran Production editor: Victoria Nicholas Copyeditor: William Baginsky Proofreader: Sharon Cawood Marketing manager: Abigaii Sparks Cover design: Francis Kenney

Typeset by: C&M Digitals (P) Ltd, Chennai, India

Printed in the UK

Chris Cooper 2021

First edition published 2012 by Financial Times/ Prentice Hall. Second edition published 2016 by Pearson.

Apart from any fair dealing for the purposes of research or private study, or criticism or review, as permitted under the Copyright, Designs and Patents Act, 1988, this publication may be reproduced, stored or transmitted in any form, or by any means, only with the prior permission in writing of the publishers, or in the case of reprographic reproduction, in accordance with the terms of licences issued by the Copyright Licensing Agency. Enquiries concerning reproduction outside those terms should be sent to the publishers.

Library of Congress Control Number: 2020931585

British Library Cataloguing in Publication data

A catalogue record for this book is available from the British Library

ISBN 978-1-5264-9448-1 ISBN 978-1-5264-9447-4 (pbk)

### **BRIEF CONTENTS**

List of Figures and Tables	xiii	
About the Author	xvii	
Preface	xix	
Case Matrix	xxi	
Online Resources	xxiii	
PART 1 TOURISM ESSENTIALS: AN INTRODUCTION	1	
1 Tourism Essentials	3	
PART 2 DESTINATION ESSENTIALS	37	
2 The Destination	39	
3 The Economic Consequences of Tourism	69	
4 The Environmental Consequences of Tourism	93	
5 The Social and Cultural Consequences of Tourism	119	
6 Sustainable Tourism	147	
PART 3 TOURISM SECTOR ESSENTIALS	179	
7 Visitor Attractions and Events	181	
8 Hospitality	211	
9 Intermediaries	239	
10 Transport	267	
11 Coverage and Tourism	207	

#### ESSENTIALS OF TOURISM

PART 4 TOURISM DEMAND AND MARKETING ESSENTIALS	327
12 Demand	329
13 Tourism Marketing	357
PART 5 TOURISM FUTURES: THE ESSENTIALS	389
14 Tourism Futures	391
Index	421

#### CONTENTS

List of Figures and Tables	xiii
About the Author	xvii
Preface	xix
Case Matrix	xxi
Online Resources	xxiii
PART 1 TOURISM ESSENTIALS: AN INTRODUCTION	1
1 Tourism Essentials	3
Learning Outcomes	3
Introduction	4
The History of Tourism	6
The Subject of Tourism	8
A Tourism System	13
Definitions of Tourism	18
Tourism Supply as a Complex System	22
Spatial Interaction Between the Components of the	
Tourism System: Tourist Flows	23
Interrelationships and Classifications	24
The Tourist Experience	27
Summary	29
Discussion Questions	29
Annotated Further Reading	29
References Cited	30
PART 2 DESTINATION ESSENTIALS	37
2 The Destination	39
Learning Outcomes	39
Introduction	40
Defining the Destination	40
Common Features of Tourist Destinations	41
Accommodation, Food and Beverage	46
Retailing and Other Services	46
Access	46
Ancillary Services	47
	4 -

	Types of Tourism Destination Stakeholders	48 48
	The Sustainable Destination	51
	The Competitive Destination	56
	The Evolving Destination	60
	Summary	6.3
	Discussion Questions	63
	Annotated Further Reading	63
	References Cited	64
3	The Economic Consequences of Tourism	69
	Learning Outcomes	69
	Introduction	70
	The Supply Side of Tourism: Definitions and Characteristics	70
	The Demand Side of Tourism: Measurement Issues	72
	The Economic Consequences of Tourism	75
	The Economic Benefits of Tourism The Economic Costs of Tourism	81
	Summary	86 87
	Discussion Questions	3,
	Annotated Further Reading	87 87
	References Cited	88
4	The Environmental Consequences of Tourism	93
	Learning Outcomes	93
	Introduction	94
	The Developing Relationship between Tourism and the Environment	94
	Carrying Capacity	96
	Consequences of Tourism for the Environment	98
	Conflict	101
	Environmental Impact Assessment and Auditing	110
	Overarching Issues	112
	Summary	114
	Discussion Questions	114
	Annotated Further Reading	114
	References Cited	115
5	The Social and Cultural Consequences of Tourism	119
	Learning Outcomes	119
	Introduction	120
	Hosts and Guests	122
	The Demonstration Effect	128
	Modelling the Encounter	130
	The Consequences of Tourism for the Host Community	131
	Processes of Cultural Change	135
	Assessing the Social and Cultural Consequences of Tourism	140
	Summary	140
	Discussion Questions	1.61