

<<旅游学>>

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前言

Welcome to the fourth edition of *Tourism: Principles and Practice*. This edition builds upon the successful restructuring of the third edition and includes a range of new features and content to ensure that the book keeps pace with the changing world of tourism. We have completely revised this edition to provide the reader with up-to-date content, extensive case studies, discussion and essay questions, clear learning objectives and a colourful and user-friendly format. This edition, and the continued success of *Tourism: Principles and Practice*, is a reflection of the growing maturity of tourism as a subject area in higher education.

THE FEATURES OF THIS BOOK

This new edition retains many of the key philosophies that made the earlier editions so successful. In a changing and turbulent environment for tourism, we offer readers the fundamental and underlying principles with which to approach the study of tourism, contributing a complete framework that effectively integrates theory and practice, and which, we feel, stands the test of changing times. Of course, we have updated the text to take into account developments such as the growing concern for climate change events and the maturing response of tourism to the safety and security of tourists. While the basic structure of this book follows the third edition, we have updated, refined and improved all subject areas, added a new chapter on tourism under crises, substantially revised the tourism marketing material and added new case studies and examples throughout the book.

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内容概要

《旅游学原理与实践(第4版)》既注重同国际学术接轨,又反映我国旅游发展与研究的现状。书中使用的资料和例证新鲜生动,全面反映旅游业的最新动态。非常适合本科阶段的旅游管理专业的学生研读,同时对那些从事旅游工作并且希望更多地了解旅游业的结构、各种旅游活动的人士,也可以通过阅读《旅游学原理与实践(第4版)》对旅游业有一个全面的认识 and 了解。

<<旅游学>>

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书籍目录

0 An Introduction to TourismPART 1 TOURISM DEMAND1 Managing Tourism Demand2 Tourism Consumer Behaviour3 Measuring Demand for Tourism4 Tourism Demand Determinants and ForecastingPART 2 THE TOURISM DESTINATION5 The Economic Impact of Tourism6 The Environmental Impact of Tourism7 The Socio-cultural Impact of Tourism8 Sustainable Tourism9 Tourism and Development Planning10 Tourism under CrisesPART 3 THE TOURISM SECTOR11 Attractions12 Accommodation13 Intermediaries14 Transportation15 Public Sector and Policy16 DestinationsPART 4 MARKETING FOR TOURISM17 Managing Marketing for Tourism18 Marketing Planning19 Marketing Mix Applications20 Information Technology in TourismPART 5 TOURISM FUTURES21 The Future of TourismGlossary

章节摘录

插图：The measurement of demand normally includes statistics of volume, value and profiles, as we describe in some detail below. In addition, during the collection of such data from visitors, questions are also often asked that relate to visitor opinions and attitudes.

Volume statistics The total number of international tourist arrivals to a country and the total number of international tourist departures from that country are key measures of demand. It can be seen that such measures are actually of trips. They are not counts of individuals since, for example, a businessperson who makes 20 visits to a country will be counted 20 times. However, the numbers of trips and of individuals are related by the equation: $\text{number of trips} = \text{number of individuals} \times \text{average number of trips taken per individual}$. Estimates for any two of the variables in this equation will therefore provide an estimate for the third. The equation is general in the sense that it can be applied to any group of tourists. For example, the number of trips made in total by Japanese tourists to Ruritania in the year 2006 will be equal to the product of the number of individuals involved and the average number of trips they make to Ruritania.

A serious weakness in using international tourism arrivals, as far as most tourism suppliers are concerned, is that the length of stay is not taken into account. The length of stay is important for accommodation establishments, beach managers, retail outlets and so on, although not, of course, for passenger terminals. A better measure of volume for many purposes is therefore total tourist nights. This also acts as a measure of likely impact on a tourist destination. It can be defined as follows: $\text{total tourist nights} = \text{number of tourist trips} \times \text{average length of stay (nights stayed)}$

Value (expenditure) statistics Total visitor expenditure is a simple measure of the economic value of foreign visitors to a country. It normally includes spending within a host country, and excludes fare payments made to international passenger carriers for travel into and out of that country. Similarly, the expenditure of outgoing tourists while abroad is a measure of the economic cost to a country due to its nationals travelling abroad. International tourism expenditure can typically be classified under the headings of accommodation, food and drink, entertainment, shopping and travel within the host country. For the purposes of comparison between countries, value statistics are often converted to US dollars.

Visitor profile statistics Profile statistics are made up of statistics relating to the visitor and those of the visit. Table 3.1 shows information typically collected.

Measurement methods used Tourism statistics relating to international tourism are normally estimates rather than exact values. The reasons for this mainly centre on the fact that monitoring and measuring what are at times complex movements of people are not easy and are subject to error. We can most easily understand this when contemplating how to obtain detailed profile or expenditure information about tourists. Even the controls at international boundaries and currency controls do not normally work to provide accurate tourism information as they are designed for security or immigration purposes.

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