



with DVD

CORE CONCEPTS IN HOSPITALITY AND TOURISM: TOURISM MANAGEMENT



Features:

- ▶ Full Color Book plus DVD
- ▶ Over 100 hours Interactive E-lectures, Quiz and Videos in DVD
- ▶ DVD has many useful features for teachers to teach with digital resources in classroom



3G E-LEARNING

**CORE CONCEPTS IN
HOSPITALITY AND TOURISM:
TOURISM MANAGEMENT**



3G E-LEARNING

**CORE CONCEPTS IN HOSPITALITY AND TOURISM:
TOURISM MANAGEMENT**



3G E-LEARNING

© 2019 3G E-learning LLC

90 Church Street

FL 1 #3514

New York, NY 10008

United States of America

www.3ge-learning.com

email: info@3ge-learning.com

Authored and Edited by 3G E-learning LLC, USA

ISBN: 978-1-98462-090-3

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise without prior written permission of the publisher.

Reasonable efforts have been made to publish reliable data and information, but the authors, editors, and the publisher cannot assume responsibility for the legality of all materials or the consequences of their use. The authors, editors, and the publisher have attempted to trace the copyright holders of all material in this publication and express regret to copyright holders if permission to publish has not been obtained. If any copyright material has not been acknowledged, let us know so we may rectify in any future reprint. Registered trademark of products or corporate names are used only for explanation and identification without intent to infringe.

*Case Studies and/or Images presented in the book are the proprietary information of the respective organizations, and have been used here specifically and only for educational purposes.

For more information visit **www.3ge-learning.com**



TABLE OF CONTENTS

Preface

vii

CHAPTER 1	BASICS OF TOURISM MANAGEMENT.....	1
•	Introduction.....	2
•	Core Concept: Tourism.....	3
•	Core Concept: Types of Tourism.....	6
•	Core Concept: Sustainable Tourism.....	28
•	Core Concept: Tourism Planning and Useful Source.....	34
•	Review Questions.....	43
•	References.....	44
CHAPTER 2	TOURISM DESTINATIONS.....	47
•	Introduction.....	48
•	Core Concept: Destination Awareness.....	49
•	Core Concept: Destination Management System.....	68
•	Review Questions.....	88
•	References.....	89
CHAPTER 3	TOURISM DESTINATION AND MARKETING MANAGEMENT.....	91
•	Introduction.....	92
•	Core Concept: Attractions in Tourist Destination.....	93
•	Core Concept: Tourism Promotion and Marketing.....	107
•	Core Concept: Positioning and Branding the Destination.....	118
•	Review Questions.....	133
•	References.....	134

CHAPTER 4	GLOBALIZATION IN TOURISM INDUSTRY.....	137
	• Introduction.....	138
	• Core Concept: Contradiction Between Globalization and Tourism.....	139
	• Core Concept: Tourism in the Age of Globalization.....	153
	• Review Questions.....	165
	• References.....	166
CHAPTER 5	TOURISM PRODUCTS AND SERVICES.....	169
	• Introduction.....	170
	• Core Concept: Meaning of Tourism Product.....	172
	• Core Concept: Tourism Services.....	197
	• Review Questions.....	209
	• References.....	210
CHAPTER 6	TOURISM IMPACTS, TRENDS, AND FUTURE.....	213
	• Introduction.....	214
	• Core Concept: Overview of Impacts of Tourism.....	215
	• Core Concept: Elaboration of Tourism Impacts.....	219
	• Core Concept: Environmental Effects of Tourism.....	226
	• Core Concept: Tourism – Trends and Future.....	238
	• Review Questions.....	243
	• References.....	244
	INDEX.....	245

INDEX

A

Accessibility 176, 188
Accommodation 171, 173, 174,
175, 182, 184, 185, 199, 207
Advertising 71, 82
Amenities 177, 188
Attraction 174, 188
Awareness 86, 90

B

Business tourism 177

C

Community 50, 53, 54, 55, 56, 60
Composite Product 179
Content Management System
(CMS) 76
Cultural attraction 178
Cultural commodification 147
Current market 187
Customer journey 102, 103, 104,
133

D

Decision-making 77, 86, 87
Desert 52, 66
Destination image 78, 80, 81, 82,
83, 84, 85, 86, 87, 88
Destination Management 92, 96,
97, 98, 104, 122, 134
Destination Management Organi-
zation (DMO) 70
Destination Management Systems
(DMS) 69

E

Economic impacts 215, 217, 220
Ecosystems 229
Environmental management 236

F

Financial Analysis 60

- G**
- Global distribution system (GDS) 202
 Globalization affect 138
 Global mobility 141, 142
 Global Positioning System (GPS) 48
- H**
- Heterogeneous 180
 Hospitality 185, 186, 210, 211
 Hotel property 195
 Hotel room 179
 Human resource 144, 147
- I**
- Incrementalism 31
 Inseparability 178
 Intangibility 178
 Interaction 54
 Internationalization 140, 149, 159
- L**
- Landscape 223, 231
- M**
- Marine museum 66
 Mass tourism 5
 Mobile device 238
 Multinational corporations 142
- N**
- National Tourism Authorities (NTAs) 96
 Natural environments 226
 Noise pollution 228
 Non-Governmental Organizations (NGO) 78
- O**
- Off-road vehicles (ORVs) 229
 Online travel agent (OTA) 199
- P**
- Phenomenon 6, 8, 10, 23, 27
 Physical environment 26
 Pre-determined destination 179
 Pre-travel 204, 206
 Psychological 179
 Psychological experience 171
 Public Use Plans (PUP) 73
- R**
- Receptive tour operator (RTO) 201
 Resort 194, 195, 196
- S**
- Service management system 149
 Small and medium-size enterprises (SMEs) 149
 Social and cultural 217, 220, 222
 Social media 76
 Sustainable development 92
 Sustainable tourism 29, 30, 31, 32, 33
 System of Measuring Excellence for Destinations (SMED) 72
- T**
- Theatre 193
 Theme park 193
 Tourism 1, 3, 4, 6, 28, 29, 30, 32, 33, 35, 36, 37, 38, 39, 40, 41, 42, 44, 45, 47, 49, 50,

- 51, 54, 55, 56, 57, 58, 59,
60, 61, 62, 63, 64, 66, 68,
69, 70, 71, 74, 75, 76, 81,
82, 85, 88, 89, 90, 169, 170,
171, 172, 173, 174, 177,
180, 181, 182, 183, 184,
186, 187, 189, 190, 197,
210, 211
- Tourism Area Life Cycle (TALC)
101
- Tourism business 3
- Tourism construction 223
- Tourism destination 92, 93, 94,
96, 97, 109, 127, 134
- Tourism destination development
92
- Tourism destination management
63
- Tourism development 55, 59, 60,
61, 74, 216, 217, 219, 222,
223, 224, 226, 227, 229, 236
- Tourism Impact Analysis 59
- Tourism impacts 217
- Tourism industry 171, 186, 197,
199, 210, 215, 219, 227,
231, 235, 236, 238
- Tourism marketing 56, 81
- Tourism product 169, 170, 171,
172, 173, 179, 180, 183,
184, 185, 186, 187, 189, 209
- Tourism supplier 181, 201
- Tourism turnover 140
- Tourist attraction 51, 60, 66
- Tourist destination 48, 49, 50, 51,
52, 61, 62, 63, 77, 85
- Tourist information 148, 159
- Traditional marketplace 191
- Transnational corporations (TNC)
150
- Travel agency 172, 198
- Travel motivation 61
- U**
- Unique selling points (USP) 78
- Unstable Demand 180
- V**
- Variability 179
- Visitor attention 53
- W**
- Wildlife 229, 233
- World Tourism Organization 138,
167