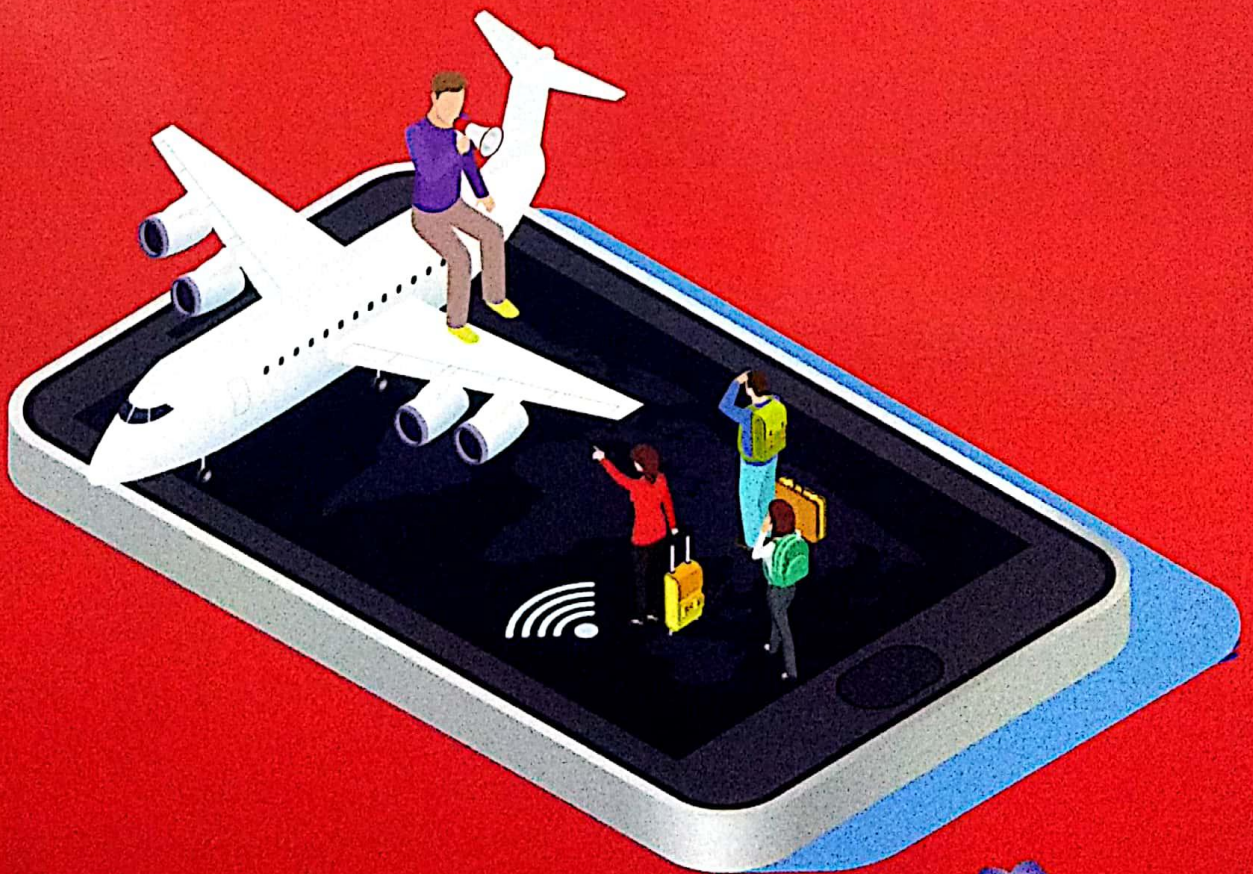


Tourism, Transport and Travel Management

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

TOURISM, TRANSPORT AND TRAVEL MANAGEMENT



3G E-LEARNING

TOURISM, TRANSPORT AND TRAVEL MANAGEMENT



3G E-LEARNING

© 2020 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: 978-1-98463-833-5

This book contains information obtained from highly regarded resources. A Wide variety of references are listed. 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.

Notice: Registered trademark of products or corporate names are used only for explanation and identification without intent of infringement. 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. Although care has been taken to check accuracy of formulas and procedures, the detailed methods should be tested further on a small scale before being adopted commercially.

For more information about 3G E-Learning LLC and its products, visit www.3ge-learning.com

TABLE OF CONTENTS

Preface

xiii



Chapter 1 Travel and Tourism: An Introduction

1

Introduction	1
1.1 Meaning of Travel	2
1.1.1 The History of Travel and Tourism	3
1.1.2 Reasons and Purpose for Travel	10
1.2 Tourism: The Concept and Definition	12
1.2.1 Components of Tourism	13
1.2.2 Features of Tourism	15
1.2.3 A Tourism Model	16
1.2.4 Marketing of Tourism	18
1.3 Classification of Tourism	20
1.3.1 How to Promote Tourism	29
1.4 Tourism Industry	34
1.4.1 Tourism Industry Value Chain	35
1.4.2 Sectors of Tourism Industry	36
1.4.3 Current Trends and Tourism as a System	38
Summary	43
Multiple Choice Questions	44
Review Questions	45
References	46

Chapter 2 Air Transport

47

Introduction	47
2.1 Introduction to Air Transport	49
2.1.1 Characteristics	49
2.1.2 History of Air Transportation	50
2.1.3 Types of Aviation	54
2.1.4 Air Transportation System	57
2.1.5 Standardizations in Air Transportation	60



2.1.6 Safety and Security	61
2.2 Airport	62
2.2.1 Evolution of Airports	63
2.2.2 Ground handling services	65
2.3 Airport Operations And Infrastructure Management	67
2.3.1 Airfield layout and configuration	69
2.3.2 Runway pavements	71
2.3.3 Navigational aids, lighting, and marking	73
2.3.4 Cargo facilities	74
2.3.5 Airport capacity	75
2.3.6 Airport security	75
Summary	80
Multiple Choice Questions	81
Review Questions	82
References	83



Chapter 3 Globalization Agenda in Tourism 85

INTRODUCTION	85
3.1 Economic Motivation of Tourism Globalization	88
3.1.1 Globalization through Communication in Tourism	91
3.1.2 Tourism Development into the Global Economic Crisis	94
3.1.3 Corporate Globalization and Its Effects on Society	97
3.2 Tourism Development	102
3.2.1 Need for Theory in Tourism Development	106
3.2.2 Tourism Development as a Process	108
3.2.3 Relationship between Tourism and Economic Development	109
3.2.4 Tourism Marketing	110
3.3 Impacts of Tourism	113
3.3.1 Tourism Conflicts	121
3.3.2 Role of Tourism Planning	123
3.3.3 Sources of Tourism Impacts	123
Summary	129
Multiple Choice Questions	130
Review Questions	131
References	132



Chapter 4 Travel Agencies and Tour Operators

133

Introduction	133
4.1 Roles and function of Travel Agencies	134
4.1.1 Functions of Travel Agencies	138
4.1.2 The Travel Agents Role in Travel and Tourism Industry	140
4.1.3 Organization of Travel Agencies	140
4.2 Types of Travel Operations	149
4.2.1 Travel Agencies	149
4.2.2 Outbound Tour Operators	150
4.3.3 Inbound Tour Operators	150
4.3.4 Ground Operators	151
4.2.5 Local Service Providers	152
4.3.6 Travel Resellers and Portals	152
4.3.7 Types of Tours	156
4.3 Importance of Tourist Guides	159
Summary	164
Multiple Choice Questions	165
Review Questions	166
References	167

Chapter 5 Destination And Marketing Management

169

Introduction	169
5.1 Destination Marketing	170
5.1.1 Tourism Destination Marketing	171
5.1.2 Use Destination Marketing	173
5.1.3 Tourism Promotion and Marketing	174
5.1.4 The Role of the DMO	177
5.1.5 DMO as a Marketing Body	178
5.1.6 Customer Focus for Destination Marketing	179
5.1.7 Marketing Research and Marketing Intelligence	181
5.2 Tourism Destination Marketing: Approaches Improving Effectiveness And Efficiency	182
5.2.1 Destination Marketing: Context, Value-chain Approach and Implications	184
5.2.2 Strategic Marketing Approach and Electronic Marketing	185
5.2.3 Clustering Approach	190
5.2.4 Implications and Recommendations	194
5.3 Destination Management System	196

5.3.1 The Destination Management Organization (DMO)	197
5.3.2 Tools for Destination Management	200
5.3.3 Destination Image Development	204
Summary	213
Multiple Choice Questions	215
Review Questions	216
References	217



Chapter 6 Cruise Tourism Management 219

Introduction	219
6.1 Basic of Cruise Tourism	220
6.1.1 History of Cruise Tourism	221
6.1.2 Trends in Cruise Tourism	223
6.1.3 Why Cruise Tourism?	225
6.1.4 Types of Cruises	229
6.1.5 How to Plan a Cruise	233
6.2 Water Transportation	239
6.2.1 Water Transportation and Tourism	241
6.3 Cruise Tour Package	242
6.3.1 Types of Cruise Tour Packages	242
6.3.2 Process for Development of Cruise Package	243
6.3.3 Standard Components of Cruise Package	243
6.3.4 Steps in Cruise Package Development	244
6.3.5 Cruise Itinerary	245
6.3.6 Types of Cruise Itineraries	245
6.3.7 Determination of Cruise Package Coast and Price	246
6.3.8 Cruise Sales and Marketing	247
6.3.9 Cruise Ticketing	249
6.4 Cruise Market	250
6.4.1 Trends and Developments in the Cruise Market	250
Summary	256
Multiple Choice Questions	257
Review Questions	257
References	258



Chapter 7 Travel Intermediation 259

Introduction	259
7.1 Intermediaries In Travel And Tourism	260
7.1.1 Intermediaries in the travel and tourism distribution	

channel	262
7.1.2 Dynamics and Strategies of Cybermediaries	265
7.1.3 Intermediaries between passive and active use of information: Management and policy implications	269
7.2 Travel Agency Management	273
7.2.1 Forms of a Travel Agency	273
7.2.2 Travel Agency Role and Importance	274
7.2.3 Importance of a Travel Agency / Agent	275
7.2.4 Travel Agency Objectives	277
7.2.5 Accounting Management for Travel Agencies	279
7.2.6 Travel Agency Service Levels	280
7.2.7 Role of Online Travel Agency	281
7.3 Travel Distribution System	281
7.3.1 Distribution system work	282
7.3.2 Global Distribution System (GDS)	283
7.3.3 Computer Reservation System	285
7.3.4 Airline Reservation System	287
7.3.5 Online Travel Agent	287
7.3.6 Destination Information System	288
7.3.7 Online Intermediaries	289
7.3.8 Hospitality Distribution	293
Summary	299
Multiple Choice Questions	300
Review Questions	301
References	302
 Index	 305

INDEX

A

Adventurers 10
Adventure Tourism 28
Advertising 199, 208
Aerial photography 56
Airline service 52
air pollutant emissions 60
Air traffic control 60, 62, 70, 80
Air Traffic Management 49, 80
Air transport 47, 48, 49, 50, 80
Air transportation system 58, 60, 80, 82
American Express Company (AMEXO) 136
automated reservation system (ARS) 283
Automatic forwarding system 267
Awareness 212

B

Ballooning 56, 80
block chain technology 259
Buffet restaurant 223
Business Cruise Package 243
Business Support Organization's (BSOs) 219

C

Computer Reservation Systems 260, 263
Continental Airlines 143
Crosswind facility 70
crosswind operation 71

CRS (Computer Reservation System.) 92
cruise lines 219, 220, 222, 225, 235, 237, 247, 248, 250, 252
cruise package 242, 243, 244, 246, 247, 248
Cruises combine 233
Cruise tourism 219, 220, 225, 256, 258
cultural environment 16
Cultural tourism 23, 43
customer satisfaction 15

D

Dark tourism 29
Decision-making 204, 211, 212
Destination image 205, 206, 207, 208, 209, 210, 211, 212
Destination Management Organization (DMO) 197
Destination Management Systems (DMS) 196, 213
Destination marketing 169, 170, 171, 172, 185, 195, 213
destination marketing organizations (DMOs) 182, 213
destination's economy 219, 220, 256
Distribution channel 261, 262, 263, 271, 286, 299, 301

E

Economic activity 94, 95, 98, 103, 112, 113, 129

Farm tourism 26

GDS (Global Distribution Systems) 92
Geographical dominance 269
Global distribution systems (GDSs) 133
Global economy 85, 94, 95
Global marketplace 56
Global transportation 54
Gross domestic product (GDP) 58, 95, 104, 129

health tourism 24
Honeymooners Package 243
Hotel room 283
Human Development Index (HDI) 103, 105

- Information dissemination 270
- Instrument Flight Rules (IFR) 61, 70
- instrument meteorological conditions (IMC) 70, 73
- Intelligence function 261
- International Chamber of Shipping (ICS) 239
- International Monetary Fund (IMF) 99
- international tourism 223, 225, 256
- International travel 94, 98

judicial system 26

Less developed countries (LDCs) 106

Marketing 90, 102, 110, 111, 112, 132
Marketing research 181, 182, 213
marketing strategy 179, 186, 195
Marketing system 177
Medical tourism 24
Military aviation 57, 80
mini cruise 231, 241, 256, 257
motivation 10
mountain tourism 27, 43

National tourism administration (NTA) 172
National Tourist Organizations 171
Non-Governmental Organizations (NGO)
205

Operational capacity 70, 71, 75
Organizational structure 177, 179

Promotion 169, 172, 175, 179, 186, 187
Public Use Plan (PUP) 200

- Rainy season tourism 23
- Regulatory system 49
- Religious tourism 25, 43
- River cruises 229, 256
- Rural tourism 25, 43

- Sea cruises 230
- shipping technology 14
- small and medium sized enterprises (SMEs) 260
- Social media 203
- socioeconomic 16
- Solid carbon dioxide 48
- Space tourism 28

Sponsorships 176
 Sports tourism 28
 Standards and recommended practices (SARPs) 60
 Summer tourism 23, 43
 System of Measuring Excellence for Destinations (SMED) 200

T

Telephones 142
 theme cruises 229, 230, 252
 Tourism 85, 88, 91, 92, 94, 95, 97, 98, 100, 101, 102, 103, 104, 105, 106, 108, 109, 110, 111, 112, 113, 115, 116, 117, 118, 119, 120, 121, 122, 123, 126, 127, 129, 130, 132, 196, 197, 198, 199, 201, 203, 207, 208, 211, 213, 302
 Tourism activity 111
 Tourism destination marketing 170
 Tourism development 85, 94, 97, 102, 106, 114, 118, 119, 120, 121, 122, 127, 129, 131, 201, 294, 296, 297
 Tourism encourages 115
 Tourism industry 8, 10, 34, 35, 43, 45, 85, 87, 90, 91, 95, 99, 103, 105, 108, 109, 111, 113, 129, 173, 174, 177, 184, 185, 186, 187, 188, 190, 191, 192, 213
 Tourism marketing 110, 111, 129, 207
 Tourism market research 181
 Tourism services 91, 93, 112

Tourist destination 109, 110, 111, 129, 203, 210
 Trade publications 175
 Transactive activity 107
 transportation systems 6
 travel agency 134, 137, 139, 141, 142, 143, 148
 Travel Agent 266, 283, 287
 Travel and tourism 1, 43
 travel industry 259, 260, 273, 274, 289, 299
 travel motivation 226
 Turnaround cruises 232

U

Unique selling points (USP) 205
 United Nation World Tourism Organization 103

V

Visual Experience 174
 Visual Flight Rules (VFR) 61
 visual meteorological conditions (VMC) 73

W

Water transportation 239, 241, 256
 wine cruises 230
 Winter tourism 22
 World Bank (WB) 99
 world cruise 229, 231, 234
 World Tourism Organization 12, 44
 World Trade Organization (WTO) 99