

GLOBAL
EDITION



Tourism

The Business of Hospitality and Travel

SIXTH EDITION

Roy A. Cook • Cathy H. C. Hsu • Lorraine L. Taylor



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Sixth Edition
Global Edition

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Dedication

To my wife, Gwen, who continues to support and encourage me in the completion of all my writing endeavors.

Roy

To my husband, Thomas Sun, for his TLC and support.

Cathy

To my parents, Robert and Harriet, from whom I inherited an insatiable sense of wanderlust.

Lorraine

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PREFACE

This text provides a holistic view of the tourism industry through the use of cases and real world examples. We have taken a global perspective with numerous international examples and included current trends and industry developments in every industry segment.

We set out to write a book that would be as interesting and multifaceted as the field itself. Like the five previous editions, the sixth edition of *Tourism: The Business of Hospitality and Travel* features a conversational style, making it fun to read, yet providing a thorough overview of the tourism industry, giving balanced coverage to each component part. The role of travel intermediaries, technology, transportation modes, accommodations, cruise lines, destinations, attractions, and food and beverage operations are all covered in detail. As the importance of the industry has continued to grow we have paid increasing attention to the economic, political, environmental, and social/cultural impacts of tourism and the critical issues of sustainability.

As our title suggests, we look at the tourism industry through the lens of business, specifically by considering the management, marketing, and finance issues most important to industry members. In addition, the book starts with a comprehensive model of tourism and unfolds by considering each piece of the model in succession. All students should find the book enjoyable and educational, no matter which facet of the industry they find most interesting.

New to the Sixth Edition

We have built on the success of the previous editions of *Tourism: The Business of Hospitality and Travel* and created an even better learning tool in the sixth edition.

A new four-color format is intended to enhance engagement with a text students have already said they enjoy learning from and reading. Additional key additions and revisions include:

- We have addressed the ways that environmental and sustainability issues have continued to grow in importance throughout the industry by highlighting key issues and emerging trends. Chapters 12 and 13 include an expanded discussion of the triple bottom line for evaluating the impacts of tourism and sustainability.
- We have added a significant number of academic references in all chapters for readers who are seeking resources for more in-depth analyses and discussions.
- We increased coverage of the rapidly evolving impact of technology on the tourism industry and expanded coverage of the dynamics of distribution. Chapter 4 discusses the growing importance of social media to tourism and Chapter 5 includes coverage of beacon technology, for example.
- We increased the presence of international practices and perspectives with multiple new examples.
- Chapter 3 includes an expanded discussion of human resources in the context of the service-profit chain, especially as it relates to improving and maintaining service delivery.
- Chapter 10 includes enhanced coverage of cruise line topics with the addition of new material, especially the growth in fleets and river and Asian cruises.

Who Should Use This Book

We designed this sixth edition of *Tourism: The Business of Hospitality and Travel* so that it can be tailored to suit a variety of needs. Its engaging writing style and hundreds of updated industry examples make it the perfect textbook for students taking their first hospitality or tourism class. The thoroughness of content also makes it suitable for upper-level hospitality and tourism courses. To meet the advanced critical-thinking needs of junior and senior students, we have augmented the text's basic content with integrative cases that they can use to apply their knowledge and refine their problem-solving skills.

No matter how experienced the instructor or students, we believe this sixth edition is one that professors can teach with, not simply from. The various text features and teaching supplements allow each instructor to develop the course to fit his or her style to successfully deliver the content in a way that engages and inspires students.

How the Text Is Organized

The sixth edition of *Tourism: The Business of Hospitality and Travel* introduces students to an integrative model of tourism as a dynamic industry and then unfolds, considering each of the model's components in turn. Part 1 focuses on the traveling public and tourism promoters, explaining the importance of providing quality service, the critical linking role of distribution channel members, and the importance of technology to all industry participants. Part 2 familiarizes students with each of the tourism service providers in turn, beginning with transportation and concluding with destinations and resorts. Part 3 elevates students' attention to macro-issues facing the industry, such as the important impacts tourism can have on host communities and the world. Each part of the book is followed by several integrative cases.

Special Features

Tourism: The Business of Hospitality and Travel includes a variety of features to support student engagement and understanding and to allow instructors the greatest flexibility in teaching their courses.

- Every chapter opens with learning objectives and a detailed outline.
- Every chapter features an engaging opening vignette that illustrates a major component of the chapter and then is mentioned again within the chapter pages.
- All chapters include ethical/critical-thinking dilemmas (termed “You Decide”) that are useful in generating class discussion and encouraging students to practice critical-thinking skills. Each “You Decide” is written to be especially relevant to the chapter in which it appears.
- Every chapter includes tables and figures that will help students understand the more abstract concepts and theories presented.
- For Your Information (FYI) boxed items are sprinkled throughout the chapters. These items serve as examples of chapter concepts and provide helpful travel tips or useful business information.
- Every chapter includes “Tourism in Action” topics that provide students with in-depth industry examples.
- Discussion questions at the end of every chapter are based on the learning objectives and are intended to help students retain and deepen their understanding of text material.

- The “Applying the Concepts” section within each chapter offers professors and students a variety of thought-provoking topics to explore or to use as a blueprint for applying newly acquired knowledge.
- Key terms are listed at the end of each chapter and a full glossary is placed at the end of the book.
- Integrative cases follow each major section of the textbook, offering the instructor supplemental material and examples for student discussion.

Instructor Resources

To fulfill our goal of making this sixth edition of *Tourism: The Business of Hospitality and Travel* customizable for individual instructor needs, we have developed a comprehensive instructor’s toolkit of resources. The instructor’s manual includes the usual elements—detailed chapter outlines and a test bank—but also includes supplemental lecture material and discussion guides to support the cases provided in the text. In addition, discussion suggestions are offered throughout the chapter outlines to generate student debate on several of the textbook features, such as the “You Decide” chapter dilemmas. The power of the written word in our text is also supported with PowerPoint slides.

To access supplementary materials online, instructors need to request an instructor access code. Go to www.pearsonglobaleditions.com/cook, where you can register for an instructor access code. You will receive a confirmation email, including your instructor access code. Once you have received your code, go to the site and log on for full instructions on downloading the materials you wish to use.

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Our colleagues and students in the School of Business Administration at Fort Lewis College have always supported and challenged us to remain current and continually improve each edition of this textbook. We would also like to thank our colleagues at The Hong Kong Polytechnic University, School of Hotel and Tourism Management, who provided expert knowledge and updated information about various subject areas in the travel and tourism field. Their generosity made the updating of the book a much easier and enjoyable process.

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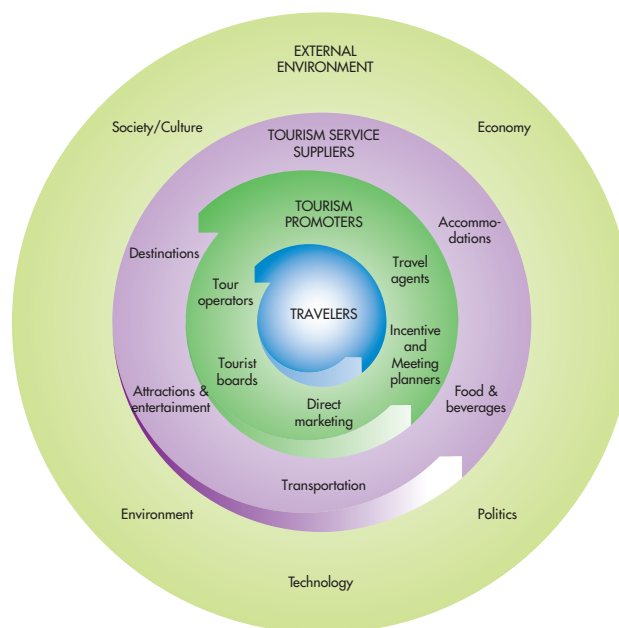
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The Traveling Public and Tourism Promoters

CHAPTERS

- 1 Introducing the World's Largest Industry, Tourism
- 2 Marketing to the Traveling Public
- 3 Delivering Quality Tourism Services
- 4 Bringing Travelers and Tourism Service Suppliers Together
- 5 Capturing Technology's Competitive Advantages



An integrated model of tourism.

CHAPTER 1

Introducing the World's Largest Industry, Tourism

Travel is fatal to prejudice, bigotry, and narrow-mindedness.

—MARK TWAIN

LEARNING OBJECTIVES

After you have read this chapter, you should be able to:

1. Understand and explain the basic definition of tourism.
2. Identify the major participants and forces shaping the tourism industry.
3. Explain historical factors that encouraged the development of tourism activities.
4. Explain the impact of physical, human, and regional geography on tourism activities.
5. Explain why tourism should be studied from marketing, management, and financial perspectives.
6. Identify future challenges and opportunities facing the tourism industry.
7. Discuss career prospects in the tourism industry.

CHAPTER OUTLINE

Could a Career in Tourism Be in Your Future?

Introduction

Services and Tourism

What Is Tourism?

A Tourism Model

The History of Travel and Tourism

The Empire Era

The Middle Ages and the Renaissance Era

The Grand Tour Era

The Mobility Era

The Modern Era

Bringing Tourism into Focus

Geography Describes the Traveler's World

Maps

Reading Maps

Indexes and Locators

Scales

Legends

Physical Geography

Landforms and Vegetation

Water

Climate and Seasons

Human Geography

Regional Geography

Studying Tourism from Business Perspectives

Marketing

Management

Finance

Tourism's Challenges and Opportunities
 Where Do You Fit In?
 Topics Covered in Each Chapter
 Summary
 You Decide

NetTour
 Discussion Questions
 Applying the Concepts
 Glossary
 References



Tourism is a Worldwide and Growing Phenomenon. Prasit Rodphan/Shutterstock

Could a Career in Tourism Be in Your Future?

From the day Richard Wolf started a summer job at a local hotel in the Black Forest in Germany, Richard knew he wanted to be in the business of serving people. After finishing school, Richard decided to move to Munich and enroll in a three-year vocational training program in one of the city's leading hotels. It was certainly hard work but a great learning experience. Richard was not only back in the classroom but was also able to take advantage of intensive, hands-on training in all departments of the hotel. After passing his final exams, he gained the professional qualification *Hotelkaufmann*, which certified the completion of his apprenticeship in hotel management.

The twists and turns of his career have been as varied and exciting as the industry that became a part of his life—tourism. Richard started to work as a hotel concierge in a spa hotel outside of Munich. He soon established a reputation as being extremely professional and was promoted to work at the front desk. Richard was given greater responsibilities in his new role and he proved to be a team player with leadership potential. He was appointed as assistant manager and many of his initiatives ensured an improvement in guest satisfaction scores.

However, Richard recognized that he needed to further develop his skills and competencies if he wanted to climb up the career ladder. He took the decision to enroll in a tourism master's degree course at a leading school in Switzerland. It proved to be a valuable investment that enabled him to not only develop strategic, decision-making, and project management skills, but also improve his foreign language skills. After graduation, Richard was recruited as the hotel manager of a small health and wellness hotel in Lugano, Switzerland. Based on his successful track record of profitable operations, he was recruited to open a ski resort and hotel in St. Moritz. The promotions and opportunities within the hotel and hospitality group just kept coming. Richard was promoted to vice president of a larger ski resort and hotel in the region and his next assignment found him moving from the Swiss mountains to the Spanish seashore as he accepted a transfer to the resort's sister property that was popular with golf enthusiasts.

His decision to embark on an MBA with a tourism management specialization at a French business school opened up even more opportunities. Armed with additional education and a broad base of operational experience, he secured general manager positions at a golf resort in Spain, and later in Portugal.

Richard's most recent career move finds him as a business owner, serving all segments of the tourism industry. He soon realized that technology was changing how people were making reservations. He partnered with a former colleague to launch a booking application that books lodging, destination activities, and vacation packages for individuals and groups traveling to Spain and Portugal.

As you approach the study of tourism, let your imagination soar, learning all you can to prepare yourself to grow as your career advances.

Introduction

Welcome to the study of a dynamic group of industries that have developed to serve the needs of travelers worldwide—**tourism**! Tourism is the **business** of hospitality and travel. Whether we are travelers or we are serving travelers' needs, this exciting and demanding group of visitor services industries touches all of our lives. In this book, you will explore the many and varied segments of this multifaceted industry. As you learn more about tourism, begin thinking about the future challenges and opportunities that lie ahead for all of these industries and how they may influence your life.

Services and Tourism

Services and tourism go hand in hand. You will learn more about services in Chapter 3. However, as we begin our study of tourism, it is important to know that these activities make a significant economic impact on almost every nation in the world! Services are growing at a faster rate than all agricultural and manufacturing businesses combined. In fact, tourism-related businesses are the leading producers of new jobs worldwide.

Tourism has developed into a truly worldwide activity that knows no political, ideological, geographic, or cultural boundaries. For a long time, tourism was disparate and fragmented, but as this industry has continued to grow and mature, a sense of professional identity has emerged. It has formed lobbying groups such as the World Travel and Tourism Council (WCTT), which includes executives of airlines, hotel chains, and travel agents among its members and concentrates on making the case for tourism's global importance and economic value. The future prospects for tourism are brighter than ever as people continue to travel for work or pleasure. "Given its historical performance as a luxury good during expansions and a necessity during recessions, travel and tourism's future economic prospects look quite bright" (p. 51).¹ As we will see later, the growth and popularity of tourism activities have not been accidental. Growth projections indicate that tourism will support almost 350 million jobs worldwide by 2025. This will be an increase of over 70 million jobs when compared to 2015.²

Tourism has become more than just another industry; it has developed into an important part of the economic fabric of many communities, regions, and countries. Tourism activities have historically demonstrated a general upward trend in numbers of participants and revenues. Tourism is one of the few industries that is sensitive to economic ups and downs, and yet at the same time rebounds quickly from any negative economic conditions or other environmental impacts. Even in the face of a dramatic credit crunch, an economic slump, and political uncertainty, the impact on international tourism was not as severe as the downturn experienced in foreign trade and industrial production.³ "Over the past six decades, tourism has experienced continued expansion and diversification, to become one of the largest and fastest-growing economic sectors in the world" (p. 2).⁴

What Is Tourism?

As tourism-related activities have grown and changed, many different definitions and ways of classifying the industry have emerged. Use of the term *tourism* has evolved as attempts have been made to place a title on a difficult-to-define group of naturally related service activities and participants. As we embark on our study of tourism, it is helpful to begin with a common definition that has been accepted for decades: “the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.”⁵

As our definition shows, tourism includes a wide array of people, activities, and facilities, and most people would agree that it is a unique grouping of industries that are tied together by a common denominator—the traveling public.

Can you describe tourism in your own words? Take a moment to think about this question. You might find it easy to answer this question in general terms, but more difficult to answer if you were asked to provide specific details. In fact, you might find yourself facing a task similar to the one depicted in Figure 1.1. Tourism is much like the elephant: diverse and sometimes hard to describe, but, just like the elephant, too big to be ignored.

Specific segments of tourism, such as air transportation, theme parks, eating and drinking establishments, lodging and accommodations, and museums, have their own industrial classification codes in every industrialized country. However, the overall grouping of related activities and organizations that come together to create the more comprehensive tourism industry does not have its own distinctive industry code. To address this concern organizations such as the WTTC and the United Nations World Tourism Organization (UNWTO) have spearheaded efforts to highlight the breadth and economic impact of tourism. Even though tourism may not be classified as a distinct industry, it is generally agreed that “[t]ourism” appears to be becoming an acceptable term to singularly describe the activity of people taking trips away from home and the industry which has developed in response to this activity.”⁶

FIGURE 1.1

The blind men and tourism.

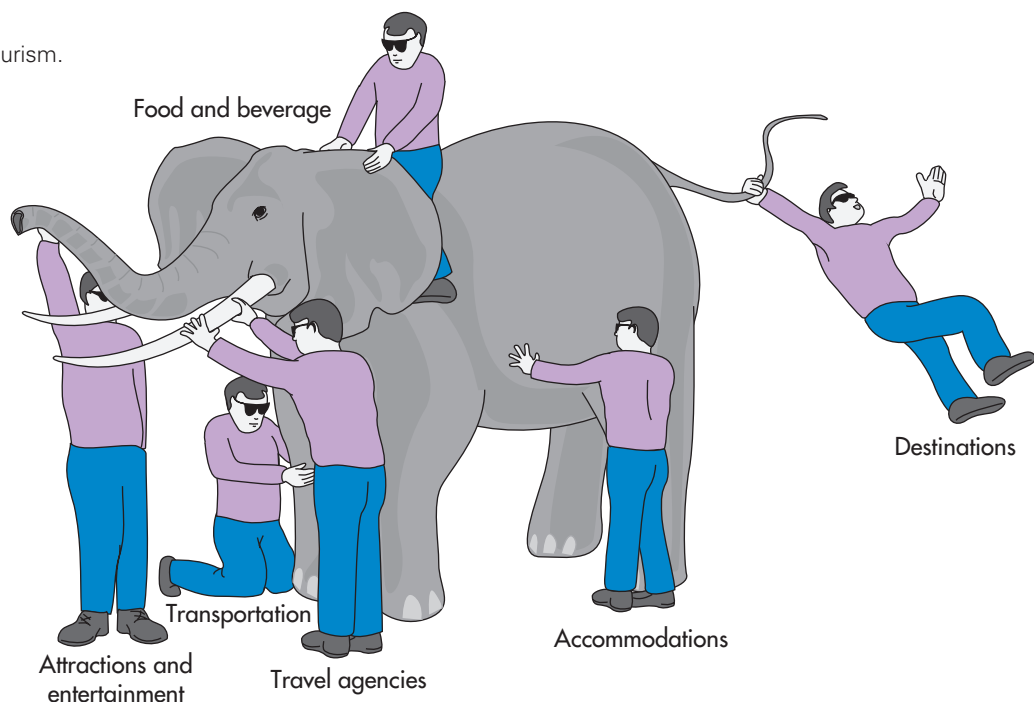


Table 1.1 Components of the Tourism Industry

Accommodation Services	Food and Beverage Services
Railway Passenger Transport Services	Road Passenger Transport Services
Water Passenger Transport Services	Air Passenger Transport Services
Transport Equipment Rental Services	Travel Agencies and Other Reservation Services
Cultural Services	Sport and Recreational Services
Country-Specific Tourism Goods	Country-Specific Tourism Services

Based on: International Recommendation for Tourism Statistics 2008, UNWTO, 42.

Both the WTTC and UNWTO track and report tourism statistics to highlight the size, scope, and impact of tourism-related businesses. Comparable data from around the world is made possible through the use of a common definition of tourists or visitors. As defined by UNWTO, tourism is a social, cultural, and economic phenomenon, which entails the movement of people to countries and places outside their usual environment for personal or business/professional purposes. These people are called visitors . . . and tourism has to do with their activities, some of which involve tourism expenditure.⁷ The U.S. Travel Association has taken the commonly agreed upon definition of tourism and restricted its scope by defining these activities as trips away from home of 50 miles or more, one way, or trips that include an overnight stay in paid accommodations.⁸

By using a common umbrella definition, data can be collected and analyzed for each of the industry subgroupings shown in Table 1.1 in [Tourism Satellite Accounts](#).

Even as the debate continues for a common definition, it has been suggested that the definition be expanded to include the concept of displacement. This inclusion would expand the definition to capture, “the decision of tourists to leave the familiar behind in order to participate in something new” (p. 122).⁹ Because definitions conjure up different meanings and can be used for different purposes, some critics have suggested using a term other than *tourism* to describe the industry. One of these suggestions has been to use a more inclusive and descriptive term such as “visitor-service industry.”¹⁰ For convenience and ease of understanding, however, we will refer to tourism as an industry in this book.

A Tourism Model

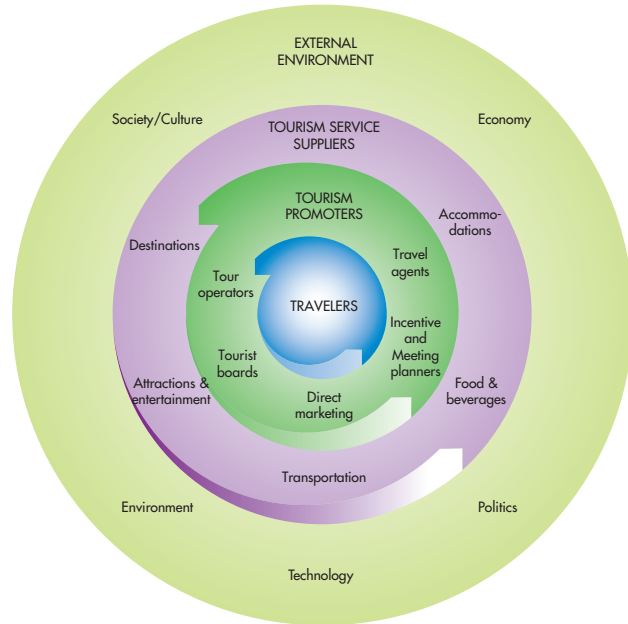
In an attempt to overcome some of the problems encountered in describing tourism, the [model](#) presented in Figure 1.2 was developed to highlight important participants and forces that shape the tourism industry. The model, like a photograph, provides a picture that begins to capture the dynamic and interrelated nature of tourism activities. This model can be used as a reference throughout the entire text. Although many of the terms in our tourism model may not be familiar at this time, you will be learning more about each one and its importance in later chapters.

As you study our tourism model, notice its open nature and how each of the segments is related to the others. Let’s begin our study of tourism by looking at travelers (tourists), who serve as the focal point for all tourism activities and form the center of our model. Radiating from this focal point are three large bands containing several interdependent groups of tourism participants and organizations.

Individual tourists may deal directly with any of these tourism service suppliers, but they often rely on the professional services provided by tourism promoters shown in the first band of our model. Tourism promoters, such as travel agencies and tourist

FIGURE 1.2

An integrated model of tourism.



boards, provide information and other marketing services. Moving to the next band of our model, we see key tourism suppliers who provide transportation, accommodations, and other services required by travelers.

Tourism suppliers may provide these services independently; they may compete with each other; and, at times, they may work together. For example, airline, bus, railroad, cruise ship, and car rental companies may compete individually for a traveler's business. However, they may also team up to provide cooperative packages such as fly-ride, fly-cruise, and fly-drive alternatives. Or, as airlines have discovered, they must establish strategic alliances with many other carriers to provide seamless travel across states, nations, and continents. Hotels and resorts may also compete against each other for the same traveler's patronage yet cooperate with transportation providers to attract tourists to a specific location. Service providers representing all segments of the tourism industry may often work together to develop promotional packages designed to attract tourists to destinations.

How closely these individuals and organizations work together is ultimately influenced by the forces shaping the face of tourism activities. As our model shows, the tourism industry does not operate in a vacuum. All of the participants, either individually or as a group, are constantly responding to a variety of social/cultural, political, environmental, economic, and technological forces. These forces may range from subtle changes, which are noticeable only after many years, to more dramatic changes, which have immediate and visible impacts. Examples of these forces can be found all around us.

Gradual changes may be noticed in destinations that were once fashionable but eventually faded in popularity, such as Niagara Falls on the Canadian/U.S. border and Brighton in England. Similar shifts can also be seen in transportation. Steamship passage across the North Atlantic was eclipsed by the faster and more efficient airplane, which opened new horizons for travelers. Immediate impacts can be seen in sudden shifts brought about by currency devaluations, wars, fuel shortages, natural disasters, and economic conditions.¹¹ Rapid adoption of new technologies such as the Internet can have immediate and far-reaching impacts on tourism activities and service providers. A country that was once avoided may suddenly become a popular tourism destination because it is more affordable or accessible. Conversely, a once-popular destination may be avoided because of a recent natural disaster or political upheaval.

The number of travelers from and to nations also varies dramatically due to political and economic changes. Through the year 2020, Europe will continue to see the largest number of tourist arrivals followed by East Asia and the Pacific and then the Americas. At the country level, China will be the largest tourist receiving country by 2020, surpassing France, and the United States.¹² Now that China has developed a sizable middle class due to its economic growth, it has become the biggest Asian nation in terms of outbound travelers and a domestic market that is growing 15% to 20% a year.^{6,13}

Let's look at how our model might work. Suppose you (a tourist) want to visit a sunny beach or a snow-covered mountain. You might begin planning your trip by browsing the websites of different airlines, condominiums, hotels, and/or resorts (tourism service suppliers) searching for possible flight schedules and accommodation options. You could simply call a travel agent (tourism promoter) who would search out the best alternatives to meet your needs, rather than spending time and money contacting each supplier. Another option would be taking a "virtual trip" to your desired destination by browsing offerings on the Internet. Finally, you could contact your preferred destinations' local chambers of commerce or visitors' bureaus to learn more about their offerings.

As you progress through this book, we will focus our attention on specific features of our model, learning more about each component and how it interacts with other components of the tourism industry. We will begin our journey into the study of tourism by looking back in time to discover the origins of these activities and the foundations they laid for tourism as we know it today.

The History of Travel and Tourism

Table 1.2 lists some of the milestones in the development of tourism. Long before the invention of the wheel, travel occurred for a variety of reasons. In the beginning, it was simple. As seasons changed and animals migrated, people traveled to survive. Because these early travelers moved on foot, they were confined to fairly small geographic areas. Travel may have remained a localized experience, but people by nature are curious. It is easy to imagine these early travelers climbing a mountain or crossing a river to satisfy their own sense of adventure and curiosity as they sought a glimpse of the unknown.

We can only guess at the wonder and amazement of early travelers as they made each new discovery. However, there is a rich history of people and cultures that forms the foundation of tourism. History provides important insights into the reasons for travel and the eventual development of tourism. Based on early records, we know that many cultures and nations moved great armies and navies to conquer and control resources and trade routes. Although military forces often traveled great distances, it was probably not until the emergence of the Egyptian, Eastern Mediterranean, and Roman Empires that travel began to evolve into tourism as we know it today.

Early recorded history provides a glimpse into ancient tourism activities. The Phoenicians, like many travelers, were interested in travel because of a sense of curiosity and discovery as well as a means of establishing trade routes. Although written records are scarce, other peoples such as the Mayans on the Gulf Coast of what is now Mexico and the Shang Dynasty in what is now present-day China probably traveled for many of the same reasons as the Phoenicians. Evidence of their travels can be found in the artifacts they collected during their journeys to faraway places. One thing we know for sure is that as civilizations became established and spread geographically, travel became a necessity.

The Empire Era

The point at which simple travel evolved into the more complex activities of tourism is hard to identify. However, tourism as an industry probably began to develop during the

Table 1.2 Milestones in the Development of Tourism

Prerecorded history	Travel begins to occur out of a sense of adventure and curiosity.
4850 B.C.–715 B.C.	Egyptians travel to centralized government locations.
1760 B.C.–1027 B.C.	Shang Dynasty establishes trade routes to distant locations throughout the Far East.
1100 B.C.–800 B.C.	Phoenicians develop large sailing fleets for trade and travel throughout their empire.
900 B.C.–200 B.C.	Greeks develop common language and currency, and traveler services emerge as city-states become destinations.
500 B.C.–A.D. 300	Romans improve roads, the legal system, and inns to further travel for commerce, adventure, and pleasure.
A.D. 300–A.D. 900	Mayans establish trade and travel routes in parts of Central and North America.
A.D. 1096–A.D. 1295	European travel on failed religious crusades to retake the Holy Lands from Muslim control introduces these military forces to new places and cultures.
A.D. 1275–A.D. 1295	Marco Polo's travels throughout the Far East begin to heighten interest in travel and trade.
14th–16th centuries	Trade routes develop as commercial activities grow and merchants venture into new territories.
A.D. 1613–A.D. 1785	Grand Tour Era makes travel a status symbol for wealthy individuals seeking to experience cultures of the civilized world.
18th–19th centuries	Industrial Revolution gives rise to technological advances, making travel and trade more efficient and expanding markets; increasing personal incomes make travel both a business necessity and a leisure activity.
1841	Thomas Cook organizes first group tour in England.
1903	Wright Brothers usher in era of flight with the first successful aircraft flight.
1913	Westinghouse Corporation institutes paid vacations for its workers.
1914	Henry Ford begins mass production of the Model T.
1919	First scheduled airline passenger flight debuts between London and Paris.
1945	World War II ends and ushers in new era of prosperity, giving rise to millions of people with the time, money, and interest to travel for pleasure and business.
1950	Diners Club introduces the first credit card.
1952	Jet passenger service is inaugurated between London and Johannesburg, South Africa.
1950s	Rapid expansion of hotel and motel chains in the United States via franchise agreements.
1978	Competition on routes and fares begins with signing of Airline Deregulation Act.
1978	American Airlines expands access to electronic reservation system, SABRE, to travel agencies.
1984	The State Council of China approves the organization of tours to Hong Kong and Macao for mainland residents visiting relatives, which was the prelude to the outbound tourism of Chinese citizens.
1996	Expedia is founded as a division of Microsoft.
2000	TripAdvisor is founded.
2001	Dennis Tito launches the advent of space tourism as he pays \$20 million for an eight-day vacation aboard the International Space Station.
2001	Transportation Security Administration (TSA) in the United States is created to ensure airline passenger safety in the wake of the September 11th terrorist attacks on the World Trade Center in New York City and the Pentagon in Washington, D.C.
2002	The euro currency is introduced, signaling liberalization of travel among member nations of the European Union.
2004	Mark Zuckerberg, a Harvard student, launches a social networking service Facebook.com.
2007	Air Bed and Breakfast (AirBnB) launched, signaling a wave of new services such as Uber and an expanding sharing economy in tourism services.
2011	Google provides an online flight-booking service, Google Flights, to public.

Empire Era, which stretched from the time of the Egyptians to the Greeks and finally came to an end with the fall of the Roman Empire. During this time, people began traveling in large numbers for governmental, commercial, educational, and religious purposes out of both necessity and pleasure. The Egyptian Kingdoms (4850–715 B.C.) were the first known civilization to have consolidated governmental functions at centralized locations. Travel to these locations by boat was particularly easy because travelers could use the Nile River, which flowed northward but was constantly brushed by southward breezes. Because oars were not needed, travel in either direction was relatively effortless. Boats could go north with the current or south with sails.

As travel became commonplace, basic necessities such as food and lodging had to be provided. Several factors combined to encourage travel during the height of the Egyptian, Greek, and Roman Empires. Large numbers of travelers began to seek out enjoyable experiences in new locations. The most notable group of these travelers, because of their numbers, was the Greeks.

The Greek Empire (900–200 B.C.) promoted the use of a common language throughout much of the Mediterranean region, and the money of some Greek city-states became accepted as a common currency of exchange. As centers of governmental activities, these city-states became attractions in themselves. They offered visitors a wide variety of opportunities to enjoy themselves while away from home. Shopping, eating, drinking, gaming, and watching spectator sports and theatrical performances are just a few of the many activities that grew out of travel and evolved into the more encompassing aspects of tourism.

The growth of the Roman Empire (500 B.C.–A.D. 300) fostered expanded tourism opportunities for both middle-class and wealthy citizens. Good roads (many of which were built to connect the city of Rome to outlying areas in case of revolt) and water routes made travel easy. As these roads were developed, so were inns, which were located approximately 30 miles apart, making for a day's journey. Fresh horses could be hired at the inns and at more frequent relay stations. With effort, people could travel 125 miles a day on horseback, knowing they would have a place to eat and sleep at the end of the day. These roads, which connected Rome with such places as Gaul, Britain, Spain, and Greece, eventually extended into a 50,000-mile system. The most famous road was the Appian Way, joining Rome with the “heel” of Italy.

Many of the hassles of travel to distant places were removed because Roman currency was universally accepted and Greek and Latin were common languages. In addition, a common legal system provided protection and peace of mind, allowing people to travel farther away from home for commerce, adventure, and pleasure. Just like the Greek city-states, cities in the Roman Empire became destination attractions or way-side stops along the way to a traveler's final destination.

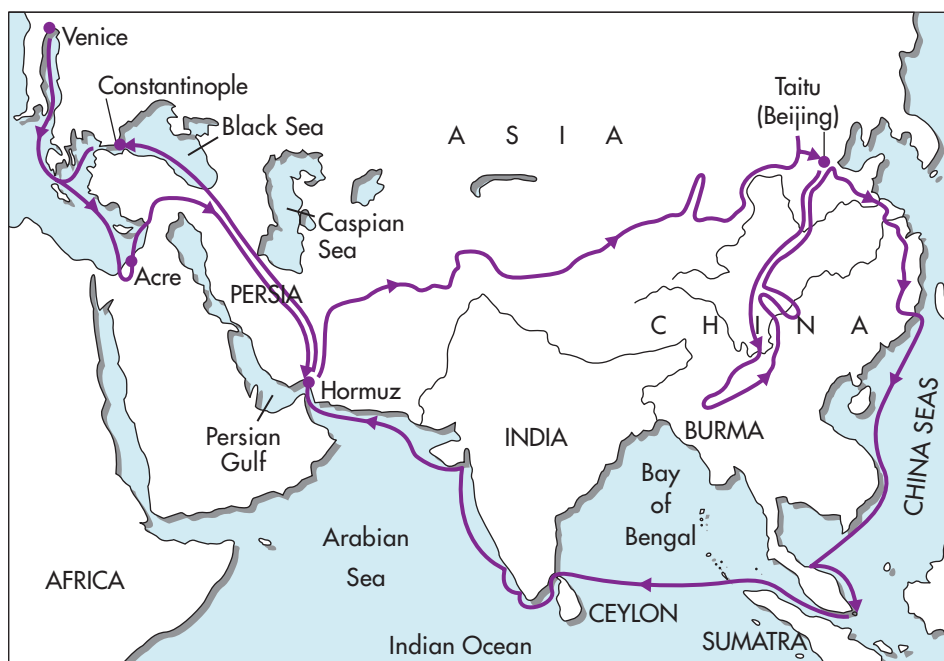
Has this brief glimpse into ancient history taught us anything of use today? The answer is yes. Even today, tourism activities continue to flourish where individuals have free time; travel is easy and safe; there are easily exchangeable currencies; common languages are spoken; and established legal systems create a perception of personal safety. The absence of any of these factors can dampen people's desire to travel and enjoy tourism-related activities, as can be seen in the demise of travel during the Middle Ages.

The Middle Ages and the Renaissance Era

Travel almost disappeared during the Middle Ages (5th–14th centuries A.D.). As the dominance of the Roman Empire crumbled, travel became dangerous and sporadic. The **feudal system** that eventually replaced Roman rule resulted in many different autonomous domains. This breakdown in a previously organized and controlled society resulted in the fragmentation of transportation systems, currencies, and languages, making travel a difficult and sometimes dangerous experience.

FIGURE 1.3

Marco Polo's travel route from his home in Venice, Italy, to China during the 13th century.



As the Roman Catholic Church gained power and influence, people began to talk of Crusades to retake the Holy Land. There were nine of these Crusades (A.D. 1096–1291), but each failed. In 1291, Acre, the last Christian stronghold, was retaken by the Muslims, bringing the Crusades to an end. Although conquest and war were the driving forces behind the Crusades, the eventual result was the desire of people to venture away from their homes to see new places and experience different civilizations.

After the Crusades, merchants such as Marco Polo traveled to places well beyond the territories visited by the Crusaders (see Figure 1.3). Reports of Polo's travels and adventures (1275–1295) across the Middle East and into China continued to heighten interest in travel and trade. The rebirth in travel emerged slowly during the Renaissance (14th–16th centuries). Merchants began to venture farther from their villages as the Church and kings and queens brought larger geographic areas under their control. Trade routes slowly began to reopen as commercial activities grew and merchants ventured into new territories.

The idea of traveling for the sake of experiences and learning can probably be attributed to the first recorded “tourist,” Cyriacus of Ancona. His journeys took him around the Mediterranean Sea in a quest to learn more about and experience Greek and Roman History.¹⁴ The desire to learn from and experience other cultures heightened awareness of the educational benefits to be gained from travel and led to the Grand Tour Era.

The Grand Tour Era

The Grand Tour Era (1613–1785), which marked the height of luxurious travel and tourism activities, originated with the wealthy English and soon spread and became fashionable among other individuals who had time and money. Travel, and the knowledge provided by these travels, became a status symbol representing the ultimate in social and educational experiences. Grand Tour participants traveled throughout Europe, seeking to experience the cultures of the “civilized world” and acquire knowledge through the arts and sciences of the countries they visited. Their travels took them to a variety of locations in France, Switzerland, Italy, and Germany for extended periods of time, often stretching over many years.

Although the desire to participate in the Grand Tour continued, the Industrial Revolution, which began c. 1750, forever changed economic and social structures. Whole nations moved from an agricultural and commercial focus to modern industrialism. People became tied to the regimented structures and demands of factory life and the management of business enterprises. Economic growth and technological advances led to more efficient forms of transportation, the integration of markets across geographic and international boundaries, and higher personal incomes for larger numbers of people. Travel became a business necessity as well as a leisure activity, and tourism suppliers rapidly developed to serve the growing needs of travelers. The days of leisurely travel over extended periods of time to gain cultural experiences faded away as fewer and fewer people were able to take advantage of these time-consuming opportunities.

The Mobility Era

Growing economic prosperity and the advent of leisure time as well as the availability of affordable travel ushered in a new era in the history of tourism. People who were no longer tied to the daily chores of farm life began to search for new ways to spend their precious leisure time away from their jobs in offices, stores, and factories.

The Mobility Era (1800–1944) was characterized by increased travel to new and familiar locations, both near and far. Tourism industry activities began to increase as new roads, stagecoaches, passenger trains, and sailing ships became common sights in the early 1800s. Great Britain and France developed extensive road and railroad systems well before Canada and the United States. The growth and development of roads and railroads helped to increase the availability of transportation alternatives and reduced their costs, attracting more and more people to the idea of travel.

Thomas Cook (1808–1892) can be credited with finally bringing travel to the general public by introducing the tour package. In 1841, he organized the first tour for a group of 570 people to attend a temperance rally in Leicester, England. For the price of a shilling (12 pence), his customers boarded a chartered train for the trip from Loughborough, complete with a picnic lunch and brass band. The immediate success of his first venture and the demand for more assistance in making travel arrangements led Cook into the full-time business of providing travel services.

The next major steps in the Mobility Era were the introduction of automobiles and air travel. Although automobile technology was pioneered in Britain, France, and Germany, it was Henry Ford's mass production of the Model T in 1914 that brought individual freedom to travel, opening new horizons for millions of people. Winged travel was not far behind, and the time required to reach faraway places began to shrink. Orville and Wilbur Wright ushered in the era of flight with their successful test of the airplane in Kitty Hawk, North Carolina, in 1903.

The Modern Era

But the means of mobility and an interest in seeing new places were not enough. The seeds of **mass tourism** were planted during the first half of the 20th century when industrialists such as George Westinghouse created the paid vacation, believing that annual breaks from work for employees would increase productivity. The working and middle classes in industrialized countries thus were given the financial means and the time to satisfy their newfound wanderlust. Indeed, at the dawn of the 21st century, most workers in virtually all industrialized nations have several weeks of vacation time that they may choose to spend traveling.

Mass tourism received an additional boost after World War II (which ended in 1945). During this war, millions of people throughout the world, including over 17 million Canadian and U.S. citizens, were exposed to many new, different, and even exotic locations as they served in a variety of military assignments. Military service

FYI ALL WORK AND NO PLAY

Forgo vacation time? You would have to be crazy, right? Well, many Americans and Brits work insane hours and frequently skip their allotted paid vacation periods. Nearly one-quarter of self-confessed workaholics in Great Britain take not a single day's "holiday" of the 24 days they earn during the year. Ten percent of workers who work over 48 hours per week also forgo vacation breaks, whereas another 22% of these

"long hours workers" take ten days or less. In the United States, a Harris poll revealed that 51% of Americans did not plan to take an annual vacation even though they had earned an average of 14 days. In contrast, workers in France on average forgo only 3 of the 36 days they earn each year. Human resource experts believe that vacation time is necessary for workers to be productive, and they believe that the

U.S. federal government should mandate paid vacation days just as many European countries do. Believe it or not, President William Taft (1909–1913) proposed that all workers should be given two or three months off each year! Yet, the United States is still the only advanced economy that does not require any mandatory vacation time.

Sources: Based on All work and no holidays (2002). *Management Services*, 46(2), 5; Bellows, K. (2003). Too little play time. *National Geographic Traveler*, 20(8), 18; Allegretto, S., and Bivens J. (2006, July–August). *Foreign Policy*, 26–27. Dickey, J. Save our vacation, (June 1, 2015) *Time* 180(20). Save our vacation, 44–49.

forced many people who had never traveled before to do so, and they were eager to share their positive experiences with family and friends when they returned home.

Following the end of World War II, several additional factors helped encourage the growth of tourism. Cars were again being produced in large numbers; gas was no longer rationed; and prosperity began to return to industrialized countries. As American families travelled around the country in cars, the motel business began to boom. Also in the 1950s, hotels and motels expanded quickly through the newly adopted franchising development model. The introduction of jet travel in the 1950s and its growing popularity in the 1960s further accelerated growth in both domestic and international travel. To grease the gears of the tourism industry even further, in 1950, the credit card was born in the form of the Diners Club card. Credit cards provided travelers with purchasing power anywhere in the world without the risk of carrying cash and the hassle of currency exchange. In fact, credit cards are now the preferred form of international buying power because travelers can charge their purchases in the local currency. Time, money, safety, and the desire to travel combined to usher in an unparalleled period of tourism growth that continues today.

The 20th-century phenomenon that came to be known as mass tourism now includes two different groups of travelers.¹⁵ These groups are classified as organization mass tourists who buy packaged tours and follow an itinerary prepared and organized by tour operators. The second group is classified as individual mass tourists. These travelers visit popular attractions independently but use tourism services that are promoted through the mass media. In addition, many travelers are now seeking more than just going to a destination to be able to say "been there, done that." They have a desire to become truly immersed in all the destination has to offer and when able to, give back through educational and volunteer programs.

Well into the 21st century, the tourism industry has proven to be full of opportunities and challenges. Widespread Internet access, opening of previously closed international borders, and increased wealth and mobility of citizens in increasingly industrialized countries such as China and India are opening new venues for travelers and providing millions more potential tourists. Even countries such as Vietnam and Cuba that were once off limits to U.S. travelers are experiencing explosive tourism growth. However, the future is not completely rosy for tourism. Terrorism, political and economic instability, and health scares have discouraged travel. Increased security efforts have also meant increased hassles and time constraints for travelers at airports, borders, and attractions. Only time will tell what the future holds for us, as tourism industry members and as consumers of tourism services.

This has been just a brief journey through some of the changes that have led to the growth of tourism. In later chapters, we will explore more of the historical details and importance of each of these changes as well as some of the more recent factors that have shaped the tourism industry.

Bringing Tourism into Focus

The continued growth in tourism and, more specifically, international travel may well make tourism the world's peace industry. "As we travel and communicate in ever-increasing numbers, we are discovering that most people, regardless of their political or religious orientation, race, or socioeconomic status, want a peaceful world in which all are fed, sheltered, productive, and fulfilled."¹⁶

Our methods of transportation have definitely improved, and the distances we can cover in relatively short periods have greatly expanded, but the sense of curiosity and adventure found in those early travelers is still with us today. However, travel today is more than just adventure, and it has spawned an entire group of service industries to meet the needs of tourists all over the world.

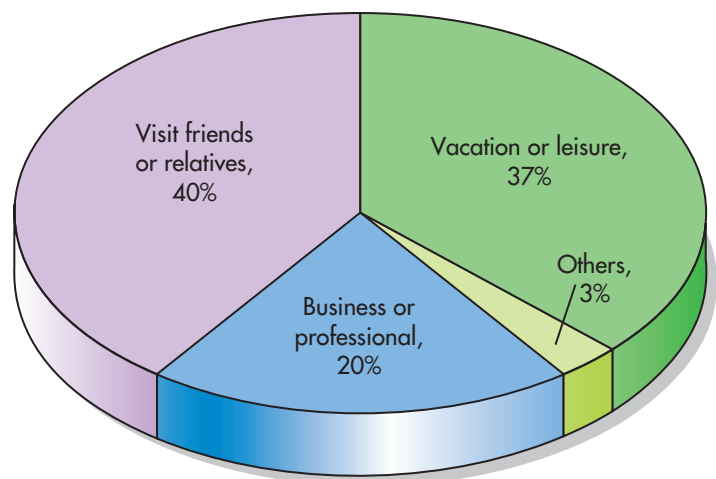
Where people travel, why they choose a particular location, and what they do once they arrive are of interest to everyone in the tourism industry. These data are now collected and recorded based on the reasons given for taking trips. The primary reasons for travel can be broken into three broad categories: vacation and **leisure travel**, visits to friends and relatives (called **VFR** in the tourism industry), and **business** or **professional travel** (see Figure 1.4). Travel in all of these categories creates demands for other tourism activities.

Travel and tourism have now become so commonplace in industrialized countries that we may fail to think about what has made these activities possible. If you think about it, tourism affects all of our lives and is intertwined throughout the entire fabric of a **host community**, region, or country. Tourism can be viewed and studied from a variety of perspectives. In addition to geography and the commonly studied business disciplines of marketing, management, and finance, other disciplines often included in the study of tourism are:

- Anthropology
- Sociology
- Economics
- Psychology

FIGURE 1.4

Typical reasons for travel. The percentages of trips in each category may vary from year-to-year, but they are relatively constant over time. Business or professional: 20%; Visit friends or relatives: 40%; Vacation or leisure: 37%; Others: 3%. *Source:* Travel Facts and Statistics. U.S. Travel Association (2010).



Each of these perspectives provides important insights into tourism activities and raises a variety of questions. Some of the more commonly asked questions that could help us understand travel, tourism, and tourists include:

- Who are these visitors?
- Why do they travel?
- Where do they travel?
- What are their concerns when they travel?
- What are their needs when they travel?
- What forms of transportation do they use?
- Where do they stay?
- What do they do when they travel?
- Who provides the services they need?
- What impact do they have on the locations they visit?
- What types of career opportunities are available in this industry?

These and many other questions point to the need to study tourism.

Casual or commonsense approaches to answering these questions will not prepare us to meet the needs of tomorrow's visitors. Rather than studying tourism from only one perspective, throughout this book you will have the opportunity to learn from multiple perspectives. You will learn more about tourism in general, the segments of the tourism industry, and the key issues facing tourism.

Technology continues to have an unprecedented effect on the tourism industry. For example, the Internet has inexorably changed the way tourism services are sold and automation is being adapted for new uses. Throughout the chapters of this text, we will highlight how technology is affecting the service landscape. Technology plays such an important role in the tourism industry that we will take a more in-depth look at these impacts in Chapter 5.

Geography Describes the Traveler's World

Travel is a key component in all tourism activities; therefore, a basic understanding of geography can enrich our understanding of the tourism industry. As a future tourism professional, you may find yourself working in a position requiring more than just a basic understanding of geography. Careers in travel agencies, tour operations, airlines, car rental companies, rail and bus companies, cruise lines, travel publishing, and cartography are just a few examples of where geographic knowledge may be considered important. If you see yourself in any of these careers or just want to be a more informed traveler, join us as we journey through this section and learn how geography provides a window to the world.

Take a look at what *National Geographic Traveler* calls the world's greatest destinations (see Table 1.3). How does geography play a role in defining these special places? Are they the same or different? Are they near or far? Are they rural or urban? Let your imagination roam, and take a moment to locate each of these distinct destinations on a map. What makes these destinations special?

Now that you have located these destinations, see whether you can answer these basic questions. How do you get to these locations? Based on climatic conditions, when would be the best time to visit? What would you see and experience once you arrive? A thorough understanding of geography gives you the confidence to answer these questions and meet travelers' needs.

Table 1.3 Fifty Places of a Lifetime

African Continent	Antarctica	Asian Continent
Pyramids of Giza	The entire continent	Istanbul
Sahara	North American Continent	Acropolis
Serengeti	Canadian Rockies	Jerusalem
Seychelles	Boundary Waters	Petra
European Continent	Canadian Maritimes	Great Wall of China
English Lake District	San Francisco, CA	Japanese Ryokan
Coastal Norway	Big Sur, CA	Taj Mahal
London	Mesa Verde, CO	Hong Kong
Paris	Grand Canyon, AZ	Danang to Hue
Loire Valley	Vermont	Angkor
Barcelona	New York	Kerala
Amalfi Coast	British Virgin Islands	Outer Space
Vatican City	Oceania	An infinite frontier
Tuscany	Papua New Guinea Reefs	
Venice	Outback	
Alps	North Island, New Zealand	
Greek Islands	Hawaiian Islands	
South American Continent	Galápagos Islands	
Tepuis		
Amazon Forest		
Machu Picchu		
Rio de Janeiro		
Torres del Paine		

Maps

What better place to start studying geography than with *maps*? For centuries, maps have played a role in traveler's plans and adventures. But, what are maps?

"Since classical Greek times, curiosity about the geographical landscape has steadily grown, and ways to represent it have become more and more specialized. Today there are many kinds of mapmaking,"¹⁷ Globes, photo maps, trail maps, topographical maps, satellite image maps, and street guides should come to mind when you think of maps and how to read them understanding basic **cartography** notations. However, these are only a few examples; other types of maps are also commonly encountered. Mall diagrams, airport layouts, and even stadium and concert seating diagrams are all forms of maps. "Like a model automobile or ship, a map is a scale model of the real world, made small enough to work with on a desk or computer."¹⁸

No matter how large or small, maps show you where you are and how to get to where you want to be. Today, maps serve a variety of tourism purposes, as they are created to depict scale models of reality and convey important information to users. For smaller locations such as airports, theme parks, and historic districts, mapmaking (technically plans) is fairly simple. However, for expansive areas such as continents or countries, mapmaking is not quite as simple.

The Earth is a sphere, so the most accurate map of the world is a globe; but carrying around a sphere that is big enough to provide any level of detail is a physical impossibility. So, although these spheres make attractive conversation pieces and let