To explore this theme of the inter-relationships between tourism and marketing further, why not consult the following from ScienceDirect:


*Annals of Tourism Research* 6(2): 1979 Pages 149-194

Jafari, J.

Tourism as the subject of doctoral dissertations,


Jafari, J. and Aaser, D.

Progress in Tourism Management: From the geography of tourism to geographies of tourism – A review


C.M. Hall, S.J. Page

which is focused on the evolution of tourism from a geographical perspective but offers a number of useful insights on the development of the subject

Also see the following on the balance between education and training in Tourism

Balancing tourism education and training

*International Journal of Hospitality Management, Volume 28, Issue 1, March 2009, Pages 2-9*

Fabio Zagonari
Exploring Further - useful articles Chapter 2

The following are good starting points to read on tourist motivation:


To explore this theme further, why not consult the following from ScienceDirect:


*Building and testing theories of decision making by travellers* Tourism Management, Volume 26,
Examine the literature relating to decision-making in consumer research and traveller destination choice models, and their importance to tourism destination marketing.
Exploring Further - useful articles Chapter 3

The following articles examine a range of land-based forms of tourist transport including the role of transport in facilitating tourism development which are available on ScienceDirect including:

The role of the transport system in destination development, Tourism Management, Volume 21, Issue 1, February 2000, Pages 53-63, Bruce Prideaux.

and the importance of initiatives to reduce the dependence upon car-based travel:

The Sanfte Mobilitaet project: achieving reduced car-dependence in European resort areas, Tourism Management, Volume 22, Issue 4, August 2001, Pages 411-417, David M. Holding

The main text by Page (2009) provides a synthesis of the literature on car-based tourism which is an underdeveloped area of research and some of the major research studies to consult are:

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Exploring Further - useful articles Chapter 4 / 5

Key studies on air transport and tourist travel to consult are:


Exploring Further - useful articles Chapter 6

Key studies on accommodation and hospitality to consult are:


Exploring Further - useful articles

The following articles outline key themes in hotel development:

**The impact of online user reviews on hotel room sales**
*International Journal of Hospitality Management, Volume 28, Issue 1, March 2009, Pages 180-182*
Qiang Ye, Rob Law, Bin Gu

**Performance comparisons of hotels in China**
*International Journal of Hospitality Management, Volume 24, Issue 1, March 2005, Pages 57-73*
Ray Pine and Paul Phillips

which examines the performance of hotels within the Chinese market

**Analyzing seasonality in Welsh room occupancy data**
*Annals of Tourism Research, Volume 31, Issue 2, April 2004, Pages 374-392*
Nicole Koenig and Eberhard E Bischoff

the challenge of seasonality in hotel management is examined in this article

**Innovation activity in the hotel industry: evidence from Balearic Islands**
*Tourism Management, Volume 26, Issue 6, December 2005, Pages 851-865*
innovation (as Chapter 10 also examines) is a key driver of change and competition in the tourism sector as illustrated by the hotel sector in the Balearic Islands

**Expansion strategy of international hotel firms**

*Journal of Business Research, Volume 58, Issue 12, December 2005, Pages 1730-1740*

Jean Jinghan Chen and Irini Dimou

the way hotel firms expand and develop international expansion strategies is addressed in this article

**Locational strategies of international hotel chains**

*Annals of Tourism Research, Volume 32, Issue 4, October 2005, Pages 1077-1099*

Colin Johnson and Maurizio Vanetti

why hotels choose to enter some markets and locate in certain areas is examined in this article

**The influence of the accommodation sector on tourism development: lessons from Cyprus**


Richard Sharpley

This article examines the role of accommodation in the development of tourism in Cyprus.

**Accommodation employment patterns and opportunities**

*Annals of Tourism Research, Volume 25, Issue 2, April 1998, Pages 314-339*

N. Kontogeorgopoulos
This article examines the role of accommodation development in Phuket and the issues for tourism employment.

Noam Shoval and Kobi Cohen-Hattab

This article traces the evolution of hotel accommodation in Jerusalem.

Lastly, the following article provides a broad overview of recent research in hospitality.

**The role of research in the hospitality industry: A content analysis of the IJHM between 2000 and 2005**
Manuel Antonio Rivera, Randall Upchurch
Exploring Further - useful articles Chapter 7

Studies to consult on tour operators and travel agents and tourism:

Tour operators


Travel Agents


Other relevant journal articles include:
In terms of the tour operator business, a number of articles on sciencedirect highlight current developments and initiatives such as e-commerce, strategic alliances and the importance of destination image including the following:

**A supply chain management approach for investigating the role of tour operators on sustainable tourism: the case of TUI**

*Journal of Cleaner Production, Volume 16, Issue 15, October 2008, Pages 1589-1599*

Marianna Sigala

**The perception of small and medium sized tourism accommodation providers on the impacts of the tour operators’ power in the Eastern Mediterranean**

*Tourism Management, Volume 25, Issue 2, April 2004, Pages 151-170*

Constantinos Bastakis, Dimitrios Bahalis and Richard Butler

**Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research**

*Tourism Management, Volume 29, Issue 4, August 2008, Pages 609-623*

Dimitrios Buhalis, Rob Law

**The future eTourism intermediaries**,

*Tourism Management, Volume 23, Issue 3, June 2002, Pages 207-220*

Dimitrios Buhalis and Maria Cristina Licata

This article examines the implications of e-tourism providers on the tour operation business and travel agency supply.

**Strategic alliances along the Niagara Wine Route**,

*Tourism Management, Volume 22, Issue 1, February 2001, Pages 21-30*

David J. Telfer

This article examines how the tour operators and other industry sectors can collaborate to develop a supply chain and competitive advantages for each other

**Tourism destination images of Turkey, Egypt, Greece, and Italy as perceived by US-based tour operators and travel agents**,

*Tourism Management, Volume 22, Issue 1, February 2001, Pages 1-9*

Seyhmust Baloglu and Mehmet Mangalolu

This article examines how destinations are perceived by tour operators which sell products and packages to such destinations.
Exploring Further - useful articles Chapter 8

Key studies on visitor attractions to consult are:


Many of the themes associated with heritage attractions and attractions in general can be examined in the following two articles available on sciencedirect:

**Progress in visitor attraction research: Towards more effective management**, *Tourism Management*, Volume 31, Issue 2, April 2010, Pages 155-166

Anna Leask


Brian Garrod, Alan Fyall and Anna Leask

This article examines how visitor attractions manage impacts.

**Visitor learning at a heritage attraction: a case study of Discovery as a media product**, *Tourism Management*, Volume 19, Issue 1, February 1998, Pages 5-23

Richard Prentice, Sinéad Guerin and Stuart McGugan

This article examines how visitors learn at attractions.

To explore this theme further, why not consult the following:

An interesting approach to conceptualising visitor attractions in relation to gardens can be found in:

and the following book by Fyall, Garrod and Leask (2008) *Managing Visitor Attractions: New Directions* provides some interesting insights on how visitor attractions are conceptualised, developed and managed.
Exploring Further - useful articles Chapter 9

Key studies on tourism marketing to consult are:


Key Studies on Tourism and Human Resource Management to consult are:


Key studies in tourism and SMEs to consult are:


**Exploring Further - useful articles**

To develop some of the themes on advertising in tourism and role of creating a positive image to customers, the following articles are available on sciencedirect:

*An expanded framework for measuring the effectiveness of destination advertising*, *Tourism Management, Volume 18, Issue 3, May 1997, Pages 127-137*
Edward G. McWilliams and John L. Crompton

This article reviews the problems with traditional methods of measuring destination advertising

*To know us is to love us: The public relations campaign to sell a ‘Business-tourist-friendly’ Miami, Public Relations Review, Volume 23, Issue 2, Summer 1997, Pages 95-115*
Donn James Tilson and Don W. Stacks

The importance of public relations campaigns in destination advertising to address negative events provides some interesting insights on managing an organisation’s labour requirements.

One of the problems which many businesses face is how to manage the knowledge that staff have. A wide ranging review of knowledge management can be found in:

*Knowledge transfer and management in tourism organisations: An emerging research agenda*  
*Tourism Management, Volume 30, Issue 3, June 2009, Pages 325-335*  
Gareth Shaw, Allan Williams

The World Travel and Tourism Council (WTTC) has some interesting reports on human resource issues available at http://www.wttc.org

One of the best texts on the role of management in tourism (albeit with a largely Australian focus) is:
In terms of managing seasonality in tourism, see:


While the management of crises in tourism is dealt with in:

**Chaos, Crisis and Disasters: A strategic approach to crisis management in the tourism industry**

*Tourism Management, Volume 25, Issue 6, December 2004, Pages 669-685*

To understand the innovation process in the hotel sector see:

**Innovation behavior in the hotel industry**

*Omega, Volume 37, Issue 2, April 2009, Pages 380-394*

Francina Orfila-Sintes, Jan Mattsson

To explore the themes above further, why not consult the following:

On human resource management see a wide ranging review in:

**Human resources in tourism: Still waiting for change**

*Tourism Management, Volume 28, Issue 6, December 2007, Pages 1383-1399*

Tom Baum

The management of tourism on small islands can also be found in:

Exploring Further - useful articles Chapter 10

Key studies on tourism policy and the public sector to consult are:


Exploring Further - useful articles Chapter 11

Key studies on tourism impacts to consult are:


A range of key studies on tourism impacts are also reproduced in:


The impact of tourism is well covered in the following articles and books:

- On specific impacts:
  - On the cultural aspects of tourism see:
  - On economic impact of tourism see:
    - *Evaluating tourism’s economic effects: new and old approaches* Tourism Management, Volume 25, issue 3, June 2004, pages 307-318 Larry Dwyer, Peter Forsyth and Ray Spurr. This provides a good overview of new approaches to the analysis of the economic impact of tourism.
On the environmental impact of tourism, new approaches such as **ecological footprinting** are now in vogue and a number of useful sources are:

The Ecological Footprint Lifestyle Calculator can be found at: [www.bestfootforward.com](http://www.bestfootforward.com) while the following are very good introductions:

- [www.wwf.org](http://www.wwf.org) with a focus on Scotland
- [www.walesfootprint.org](http://www.walesfootprint.org)
- [www.environment-agency.gov.uk](http://www.environment-agency.gov.uk)

A useful article on this is:

**The ecological footprint as a key indicator of sustainable tourism**, *Tourism Management, In Press* Colin Hunter and Jon Shaw

On the management of visitors and the relationship with the community and environment, a number of useful studies from sciencedirect are listed below:

**Community Benefit Tourism Initiatives—A conceptual oxymoron?**
*Tourism Management, Volume 29, Issue 1, February 2008, Pages 1-18*
Murray C. Simpson

This is an excellent review of the subject and key research in the area

**The sustainability of island destinations: Tourism area life cycle and teleological perspectives. The case of Tenerife**
*Tourism Management, Volume 29, Issue 1, February 2008, Pages 53-65*
Juan Ramón Oreja Rodríguez, Eduardo Parra-López, Vanessa Yanes-Éstévez

**Host community reactions; A cluster analysis**, *Annals of Tourism Research, Volume 27, Issue 3, July 2000, Pages 763-784*
Elizabeth Fredline and Bill Faulkner

This article highlights the problems which tourism can pose for resident populations and their reactions.

**The "vicious circle" of tourism development in heritage cities**, *Annals of Tourism Research, Volume 29, Issue 1, January 2002, Pages 165-182*
Antonio Paolo Russo

The role of tourism management and small historic cities is dealt with in this article focussing on Venice and the case study in Chapter 11 on *Tourism Management: Managing for Change*.

John Glasson, Kerry Godfrey and Brian Goodall Jan van der Borg Helen Absalom
This article is good overview of visitor management issues in heritage cities.

The following articles are useful introductions to ecotourism:

**Ecotourism in Bhutan: Extending its Benefits to Rural Communities**  
*Annals of Tourism Research, Volume 35, Issue 2, April 2008, Pages 489-508*  
Dhan B. Gurung, Klaus Seeland

This article examines how ecotourism fits with rural development issues

**Twenty years on: The state of contemporary ecotourism research**  
*Tourism Management, Volume 28, Issue 5, October 2007, Pages 1168-1179*  
David B. Weaver, Laura J. Lawton

This is the best overview of the subject and state of research in the area which readers can access
Exploring Further - useful articles Chapter 12

Key studies on futuring and tourism to consult:

*Climate change, transport and energy*


*Forecasting and Scenario planning*


UNWTO (2010) *Demographic Change and Tourism*. Madrid: UNWTO.

*Tourism and Growth Management*


*BRIC markets*


Exploring Further - useful articles

In terms of the future challenges for tourism managers and destinations in managing tourist safety – see the following chapter from:


On tourism forecasting, the following offers useful insights


For specific country forecasts see:

The World Travel and Tourism Council at http://www.wttc.org

and for a forward looking approach using scenario planning, see:

**A case study of best practice – Visit Scotland’s prepared response to an influenza pandemic**

*Tourism Management, June 2006, Volume 26, Issue 3, Pages 301-334*

Stephen Page, Ian Yeomant, Colin Munro, Joanne Connell and Linda Walker

which is the first tourism article to look at the problems of avian flu and a possible flu pandemic and the measures organisations need to take to manage the impacts

On the future trends in the tourism industry worldwide see:


and


In addition, Chapter 13 in *Tourism Management: Managing for Change* also identifies a number of themes briefly which readers may wish to explore further through the following articles available on sciencedirect:

In terms of the debates over tourism in the *Antarctica*, see the following range of studies:

To explore this theme further, why not consult the following:

**Measuring the ethical nature of tourism operators**, *Annals of Tourism Research*, Volume 26, Issue 4, October 1999,
Prospects for Polar Tourism
*Annals of Tourism Research, Volume 35, Issue 1, January 2008, Pages 281-282*

Ralf Buckley

**Beyond guidelines; a model for Antarctic tourism,** *Annals of Tourism Research, Volume 26, Issue 3, July 1999, Pages 516-533*

Pamela B. Davis

**Environmental guidelines for tourism in Antarctica,** *Annals of Tourism Research, Volume 21, Issue 2, 1994, Pages 231-244*

John Splettstoesser and Melissa C. Folks

**A monitoring research plan for tourism in Antarctica,** *Annals of Tourism Research, Volume 21, Issue 2, 1994, Pages 295-302*

J. M. Acero and C. A. Aguirre

On September 11th – see:

**September 11, 2001 attack on America: a record of the immediate impacts and reactions in the USA travel and tourism industry,** *Tourism Management, Volume 23, Issue 6, December 2002, Pages 573-580*

J. N. Goodrich

On how destinations respond to natural disasters see:

**Katherine, washed out one day, back on track the next: a post-mortem of a tourism disaster,** *Tourism Management, Volume 22, Issue 4, August 2001, Pages 331-344*

Bill Faulkner and Svetlana Vikulov

On the issues surrounding visitor safety see:

**Visitor safety in urban tourism environments: the case of Auckland, New Zealand,** *Cities, Volume 19, Issue 4, August 2002, Pages 273-282*

Michael Barker and Stephen J. Page

and


On space tourism see:

**Dreams and realities: the challenges facing development of space tourism,** *Space Policy, Volume 17, Issue 2, May 2001, Pages 133-140*
and in relation to the opportunities it offers the tourism sector see:

**Space tourism: New market opportunities for hotels and cruise lines**

Abraham Pizam

On the future of mobility issues in tourism also see:

**Low-mobility: The future of transport**
*Futures, Volume 40, Issue 10, December 2008, Pages 865-872*

Patrick Moriarty, Damon Honnery