

SECOND EDITION



TOURISM MANAGEMENT

Managing for Change

STEPHEN PAGE



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Second edition

Stephen J. Page



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Preface

This book is written as a simple, plain language introduction to tourism and assumes no prior knowledge of what tourism is and how it affects our everyday lives. To read it you need to ask one question: why is there so much interest in tourism? If you are inquisitive about tourism and how it has developed as a business then read on. This is a book which looks at what the tourism industry is and does, and why it is such an important global business. In simple terms it shows how tourism is organized, run and managed – and how our desire to take holidays and use our leisure time creates an industry which is expanding and is sometimes seen as out of control. This book does not pull any punches: it is not full of jargon, buzzwords and academic gobbledegook – there are far too many books like that which fail to convey the excitement that tourism engenders. It tells a story chapter by chapter about how tourism has developed, what tourism is and how specialist businesses meet the insatiable demand for holidays and travel. Where technical terminology is used, it is explained in lay terms for the general reader. The book offers many insights into a fascinating business which is changing so fast that even commentators find it hard to keep abreast of it.

The book takes a global look at what tourism is with examples from various countries and places, and asks: *If tourism is so important to our economies and society, what can we do to manage it? Whose responsibility is it? Is it too late to control it?* Such questions can only be answered after explaining how the tourism industry exists as a large unwieldy set of interests that are united by one key principle: making money from the visitor and their pursuit of pleasure or travel. The book is comprehensive in the way it treats the different elements of the tourism sector and questions what the challenges of managing tourism are.

Tourism Management: Managing for change will be essential reading for anyone interested in tourism – including tourists – and who want to understand how the business works, how it makes profits and what are the effects of its activities on destinations. The book examines all the key trends now affecting the tourism industry from the impact of technology to the way low-cost airlines have transformed the market for leisure travel.

We are all living in an age of major social and economic transformation, and tourism is part of that transformation. Reading this book will at least help you understand what is driving these changes in tourism and what is likely to stimulate future changes. For the tourism manager, the book will undoubtedly spell out a few home truths. For the general reader, it will show how difficult being a manager in tourism actually is – and the problems that we, the travelling public – *the tourists* – actually pose for businesses – as well as the opportunities and the challenges.

I hope you enjoy reading this book. It is certainly not the largest book ever written on tourism, but it is a clear, lucid and frank assessment which is easy to follow and above all shows how everything fits together – since tourism is not a simple business, all about holidays – or is it? Why not read on and find out! Happy reading.

Stephen J. Page is Scottish Enterprise Forth Valley Professor of Tourism Management in the Department of Marketing, at the University of Stirling, Scotland