

Book Review

The Business of Tourism

Holloway, J C. & Humphreys, C. (2016)

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The tourism industry is a fluid business where development and approaches are often vulnerable to outside stimuli, including factors such as technological and economic change. Therefore, tourism textbooks must keep abreast of new information and innovation so that theories remain relevant to practice. For almost 30 years the authors have been constantly updating this book by adding new context and flavours. Every edition was planned, organized and structured with historical context combined with background theory and research, including up-to-date case studies.

The Business of Tourism can be considered as a general academic textbook. It is a practical handbook for any student wishing to work in one of the many diverse sectors of the tourism industry. This is an essential text for students studying tourism or travel management because it critically analyses the application of theories in the industry. It is also an introductory book for readers who are interested in exploring tourism from a business perspective and could prove useful to readers who want to start a business in travel and tourism segment. To the practitioners, the book provides updated tourism data, statistics and figures, thus helpful for the development of new tourism products. It also provides some insights into the unanticipated densities arise from tourism activities. The book is forward looking, in providing reflective insights into current concerns, as well as highlighting future issues that are useful in the development of tourism business.

Basically, this book examines in detail the tourism product, its impacts and the nature of the tourist, and provide the reader with a comprehensive understanding of the management of this important global industry. It is divided into four major comprehensive parts: (a) defining and analyzing tourism and its impacts, (b) the travel and tourism product, (c) intermediaries and provision of travel and tourism services, and (d) case studies.

The first part lays out the basic understanding, concept, segments of tourism. It includes the multifaceted definition of tourism and the evolution of defining tourism from different international organization including the United Nation World Tourism Organization (UNWTO). It further explores the historical development and growth of tourism up to the era of popular tourism from 1950 to the twenty-first century. This part of the book highlights tourism demand which includes: tourist motivation, tourism market, tourist decision making, consumer process, destination branding and tourism trends and fashion. In addition, sustainability was introduced at the early stage of discussion. Economic, socio-cultural, and environmental impacts of tourism were extensively discussed in this part.

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The second part consists of eight chapters, with in-depth discussion on structure and organization (Chapter 8), tourism destinations (Chapter 9), tourist attractions (Chapter 10), business tourism (Chapter 11), hospitality sectors and tourist transportation (Chapter 12), with specific emphasis on land transportation (Chapter 13), air transportation (Chapter 14), and water transportation (Chapter 15). Chapter eight explains the integral and associated sector of tourism and travel including the chains of distribution and how it applies to the industry. It is presented in a very forward-looking manner which includes predictions directions, and forthcoming trends of the tourism industry. Chapter nine discusses the complexity of the destination as a tourism product and the importance of the image and branding in destination marketing. To market the destination properly, ways to distinguish between different categories of the destination was explained and interpretation of the appeal of each form of destination was simplified. Chapter ten focuses on how to distinguish destination and attraction. The discussion includes the components of tourism that will attract tourist and which attraction appeals to each market. Subsequently, this part of the book illustrates the challenges that a destination faces in terms of changing preferences of tourist and propose solutions to overcome the problem. Chapter eleven explicates principal sector of the business tourism. It expounds the types of meetings, their objectives and the roles of meeting planners. Further, it gives emphasis on incentives travel comparing it with other forms of workplace rewards and demonstrate awareness of the challenges of organizing successful incentive travel programs. In addition, discussion on how to distinguish between trade fair and exhibition and further understand the roles of those companies that supply services to this sector of business tourism. This part raises awareness on the main trends that impact on business tourism in the early twenty-first century. Chapter twelve examines the structure and nature of the hospitality sector, distinguishing between the various categories of tourist accommodation and catering service. It describes how accommodation is classified and appraise the problems involved in classification. It gives further understanding of the nature of demand for accommodation and catering and how the sectors have responded to changing patterns of demand over time. This gives critical understanding to the readers about the relationship between the hospitality sector and other sectors of the tourism industry. Chapter thirteen articulates the role that airline and airports play in meeting the needs of tourism. It explains how air transport is organized and distinguish different categories of airline operations and encapsulate the reasons for air regulation and the system of regulation in force. Moreover, it recognized the dynamic nature of the airline business and appraise the changes that have taken place in the recent years and it scrutinizes the reasons for success, and the success or failures of airline's policies. Chapter fourteen classifies each category of waterborne transport and the role each plays in the tourism industry and explain the economics and marketing of cruise and ferry operations. Additionally, this chapter recognize principal world cruise routes and state the reasons for their popularity. Chapter fifteen discusses the role of railways and their place in tourist travels and significance of the coach industry and a private car in tourism. In addition, it explores the growing importance of tourist travel by bicycle or by foot.

The third part of this book gives comprehensive and profound discussion of the following: management of visitors (Chapter 16), the structure and role of the public sector in tourism (Chapter 17), tour operating (Chapter 18), selling and distributing travel and tourism (Chapter 19), and ancillary tourism services (Chapter 20). Chapter sixteen explains the concept of visitor management and identify different techniques employed to manage tourists in the destination. This chapter also highlights the rules of interpretation in visitor management and illustrate the controls that can be implemented to protect the physical environment from the operation. Chapter seventeen describes the part played by local, regional, and central govern-

ment and their agencies in the planning and promotion of tourism industry in a country. It acknowledges the growing importance of the public sector in all aspect of tourism and its role in public-private partnerships. In addition, this chapter defines the term social tourism and discusses its significance for disadvantaged populations. Chapter eighteen concerns the discussion of roles of a tour operator and explain the different types and function of tour operators. This part includes the framework of the basic principles behind the construction and marketing of a tour package and explains the appeal of the package tour to its various market. It gives further understanding of the importance of new forms of electronic reservations and sales systems for operators and their clients. Chapter nineteen explains the role of the travel agent as a component of travel agency and their relationship with another sector. It distinguishes the functions performed by an agent and the qualities necessary for effective agency management and services. In addition, it explains the consideration and the requirements for establishing and running a travel agency and further assesses the constraints and threats to agents' operations and evaluates alternative solutions for their survival. Chapter twenty discusses the roles of guides, couriers, and animateurs in meeting tourist's need and describe the use of insurance and financial service to assists the tourist. It also identifies the principal source of information used by travel agents.

Part four consists of eight case studies, namely: Sightseeing and River Cruise, Golf and Myrtle Beach-USA, European Tourism Association, Sex Tourism, Coaching Holidays: Cooks Coaches, Excel Exhibition Centre and London International Convention Centre, Mobile Technology, and the Canterbury Tales. These case studies explore the issues raised in the earlier chapters and demonstrate the continual relevance of theories to practice. Each case study provides challenges, future issues, and summary that is very helpful in making sense of the case.

The shortcomings of the book are relatively minor, the main one being the Western-centricity of the examples used. By focusing mainly on European and American challenges, the book neglects the rising dominance of tourism in Asia. The book would have benefited significantly through greater extrapolation of Asian issues, particularly in view that the greatest growth in tourism now takes place in the Asia region. Further, clarity and coherence could be further enhanced if each chapter provides a succinct summary of the issues explored. While the Introduction chapter has laid out the main themes of the book, a reader would have to re-read or consult the Introduction to re-orient while navigating through the remaining chapters. The strengths of this 10th edition (compared to the 9th edition) are the latest statistical data, examples and case studies. There is of course room for improvement – the subsequent edition may consider adding striking, informative images that encapsulate the themes discussed and recommend further readings.