



Tourism Analysis: A Handbook

By Stephen Smith

Longman Group. Hardcover. Condition: New. UNUSED, GOOD, NOT EX-LIBRARY, 1st edition, bump Jkt. First Edition Hardcover ISBN: 0582301505, 332 pages. According to estimates from the World Tourism Organization, tourism is the world's single largest industry. Despite its size and its importance for improving the quality of life for millions of travellers, however, it remains a highly fragmented and poorly understood field. Tourism businesses, and tourists, function in risky and uncertain environments - susceptible to labour or social unrest, the vagaries of climate, the potential for disease and major accidents, currency fluctuations, business bankruptcies, and fashion trends. Although these are the facts of life for anyone working in tourism they can be minimized by intelligent planning, development, and policy formulation. These, in turn, depend ultimately on better research and better information about all aspects of tourism. Tourism Analysis is the first major English- language textbook devoted to the tools and practice of tourism research. It presents in a concise and practical form thirty-six of the more important quantitative methods used by tourism planners, researchers and consultants, each one introduced with a description of its uses and its relationship to other research techniques. This is followed by a carefully designed, step-by-step outline...



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