

# 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.pearsonhighered.com/irc](http://www.pearsonhighered.com/irc), where you can register for an instructor access code. Within forty-eight hours after registering, 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.