

4. Interview members of three different constituent groups and identify similarities and differences regarding their opinions of tourism development in a community.
5. Based on interviews with tourism promotion agency personnel, library and online searches, and your exposure to the mass media, provide a list of marketing activities performed to promote your community.
6. Based on currency exchange rate changes, which countries would be less expensive to visit now than 5 years ago? You may want to track the exchange rates between your currency and several other currencies over the past 5-year period and identify three countries.

Glossary

- Comparative advantage** The benefits of one alternative relative to another.
- Constituent groups** Subgroups of citizens with a set of common needs or wants.
- Convention and visitors bureau** An organization whose mission is to develop tourism to an area by attracting both professional and leisure travelers.
- Convention center** A property developed to serve the special needs of groups, especially regarding meetings and trade shows.
- Cost-benefit analysis** A method used to determine the relative impact of a development, in which total costs and total benefits are estimated and then compared.
- Destination image** The detailed impression an individual or target segment has of a specific destination.
- Destination marketing organizations (DMOs)** Organizations that are dedicated to promoting tourism activities in a town, city, county, province, or region.
- Destination vision** An inspirational portrait of the ideal future that the destination hopes to bring about at some defined future time (usually in 5, 10, 20, or 50 years).
- Economics** The study of the choices people make in using scarce resources to meet needs.
- Entrepreneurial** Assuming the risks of a personally owned business.
- Exchange rate** The number of units of one currency necessary to be exchanged to obtain a unit of another currency; for example, 121 Japanese yen for U.S. \$1.00.
- Export** A good or service produced in one country and purchased by a resident of another country; the opposite of “import.”
- Financial resources** The amount of money available for a given project through the use of debt and equity.
- Import** A good or service purchased in one country but produced in another country; the opposite of “export.”
- Infrastructure** The foundation utilities and other systems necessary for an economy, such as roads, electricity, and water and sewage systems.
- Joint venture** Combined efforts of two or more partners, usually organizations.
- Leakage** Purchasing power that is spent on imports to an area, resulting in a transfer of income out of the local economy.
- Multiplier concept** The additional economic activity that results when money is spent and re-spent in a region on the purchase of local goods and services.
- Nonprofit tourism association** An organization that exists to support the tourism industry of an area and often promotes the area as a destination.
- Objective** A specific target for which measurable results can be obtained.
- Passenger facility charge** A charge added to airline tickets for enplanement. The monies collected are to be used for airport improvements.
- Policy** A general statement that provides direction for individuals within an organization.
- Privatization** The action of converting a government-owned business to private ownership.
- Public/private organizations** Organizations made up of private and public members, usually to coordinate efforts between government and private businesses.
- Superstructure** The facilities needed to serve the specific needs of tourists, such as hotels, restaurants, and attractions.
- Tourism planning** A continual process of research-and-development decisions to create and sustain tourism in a region.
- Tourism policy** A master plan formulated by a government (national, state/provincial, local) to aid in guiding the development of sustainable tourism industries within its jurisdiction.

References

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