

BOOK REVIEW

An Introduction to Travel and Tourism

by Leonard J. Lickorish and Carson L. Jenkins

(Butterworth Heinemann, Oxford, UK, 1997, xii+244 pp.,
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In this age of globalization, when political, economic and technological barriers to world trade continue to fall, tourism is thriving as never before. Since 1993, vast numbers of North and South Americans, Europeans, Asians, and residents of other areas have established new tourism demand records annually. It is fortunate that there is now a book that offers a global perspective on international and domestic visitor phenomena at an introductory level.

An Introduction to Tourism is designed to appeal to students of tourism and those already employed in tourism industries who desire to know more about the overall structure, challenges and direction of the activity that engages them. The authors have strong practical and conceptual backgrounds in tourism. Len Lickorish is the former Director General of the British Tourist Authority and now Secretary General of the European Tourism Action Group. His co-author, Carson Jenkins, is a Professor of International Tourism at The Scottish Hotel School, University of Strathclyde. They have produced an extremely well-written and informative book on tourism in terms of its progress, its resource requirements, its customers, its consequences, and its future.

This book has a decidedly European flavor, offering an international perspective to students in the Americas and elsewhere. It views tourism primarily from the developed country perspective, covering –

- the history of tourism and current implications;
- tourism measurement, including definitions and estimation methodologies;

- factors influencing the demand of tourism, e.g., economic, supply side, motivational;
- economic, social/cultural and environmental impacts of tourism;
- the tourism industries, particularly strong on tour operators and packages;
- marketing, with an emphasis on marketing planning and SWOT analyses
- policy, planning and development in six stages;
- the role of government, covering alternative state functions regarding tourism , representative national policies, and multi-lateral institutions affecting its development;
- tourism in developing countries from the perspective of the developed ones;
- future trends in the demand for and supply of tourism resources.

At the end of most chapters is a list references, as well as books and articles for further reading. The reader would benefit from a glossary and a more detailed index than is now present. The only other shortcoming is the rather terse treatment of how technological progress is shaping tourism demand and supply.

This text is designed for a mature audience. It assumes a basic understanding of business, political affairs, economic principles and impact analysis. Consequently, I think this book is well-suited for a semester-long introduction to tourism course for hospitality, commercial recreation, or hotel and restaurant administration students, either at graduate or undergraduate levels. In the U.S., it would also be useful as a supplementary text in introductory tourism courses to provide the European perspective on basic tourism characteristics, management issues, and consequences.

Since few hospitality, recreation, transportation, or attraction managers have a grasp of the entire tourism sector and the issues that weave through it, this book is an excellent introduction to the broad scope of tourism, from history through inter-industry linkages and impacts to the government role and the future of this rapidly changing phenomenon.

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