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Nota di contenuto	Cover -- Title Page -- Copyright -- Brief contents -- Contents -- Preface -- List of abbreviations -- Acknowledgements -- PART 1 DEFINING AND ANALYSING TOURISM AND ITS IMPACTS -- 1 An introduction to tourism -- Learning outcomes -- Why study tourism? -- Defining tourism -- The tourist product -- The nature of tourism -- The tourist destination -- Summary -- Questions and discussion points -- Tasks -- Bibliography -- 2 The development and growth of tourism up to the mid-twentieth century -- Learning outcomes -- Introduction: the early years -- Travel in the Middle Ages -- Developments in road transport in the seventeenth to early nineteenth centuries -- The Grand Tour -- Authorisation to travel -- Other political hindrances to travel -- The development of the spas -- The rise of the seaside resort -- Conditions favouring the expansion of travel in the nineteenth century -- The age of steam -- Other late nineteenth-century developments -- The years 1900-1950 and the origins of mass tourism -- Summary -- Questions and discussion points -- Tasks -- Bibliography -- Further reading -- 3 The era of popular tourism:1950 to the twenty-first century -- Learning outcomes -- Tourism since World War II -- The growing importance of business travel -- The all-inclusive holiday -- Mass market tourism in its maturity -- The influence of information technology -- Summary -- Questions and discussion points -- Tasks -- Bibliography -- Further reading -- 4 The demand for tourism -- Learning outcomes -- Introduction -- The tourist's needs and wants -- Travel motivation -- Travel facilitators -- Segmenting the tourism

market -- Consumer processes -- Making the decision -- Fashion and taste -- Factors influencing changes in tourist demand -- The future pattern of tourist demand -- Summary -- Questions and discussion points -- Tasks -- Bibliography -- Further reading.

5 The economic impacts of tourism -- Learning outcomes -- Introduction -- The international tourist market -- The value of economic data -- The economic impacts of tourism -- Statistical measurement of tourism -- Future issues -- Questions and discussion points -- Tasks -- Bibliography -- Further reading -- Websites -- 6 The socio-cultural impacts of tourism -- Learning outcomes -- Introduction -- The socio-cultural effects of tourism -- The hosts' impacts on tourists -- Cultural transgressions -- The exploitation of indigenous populations -- Managing the social impacts of tourism -- Bringing economic benefits to locals -- The impacts of travel on tourists' health -- Politico-cultural impacts -- Legislation and guidance protecting the tourist destination -- Summary -- Questions and discussion points -- Tasks -- Bibliography -- Further reading -- Websites -- 7 The environmental impacts of tourism -- Learning outcomes -- Introduction -- The environmental effects of tourism -- Public-sector planning for control and conservation -- The public/private-sector interface in the development of sustainable tourism -- Technology and sustainable tourism -- Summary -- Questions and discussion topics -- Tasks -- Bibliography -- Further reading -- Websites -- PART 2 THE TRAVEL AND TOURISM PRODUCT -- 8 The structure and organisation of the travel and tourism industry -- Learning outcomes -- Introduction -- The chain of distribution for tourism -- Common interest organisations -- Integration in the tourism industry -- Summary -- Questions and discussion points -- Tasks -- Bibliography -- Websites -- 9 Tourist destinations -- Learning outcomes -- Introduction: what defines a destination? -- Categorising destinations -- Coastal tourism -- Urban tourism -- Rural tourism -- Island tourism -- Spa tourism -- The successful destination. Design of the built and natural environment -- The media and their influence on tourist destinations -- Destinations of the future -- Summary -- Questions and discussion points -- Tasks -- Bibliography -- Websites -- 10 Tourist attractions -- Learning outcomes -- Introduction: defining the attraction -- Historic buildings and heritage -- Museums and art galleries -- Parks and gardens -- Other attractions -- Events -- Other influential factors attracting visitors -- The scope for innovative tourism -- Summary -- Questions and discussion points -- Tasks -- Bibliography -- Further reading -- Websites -- 11 Business tourism -- Learning outcomes -- Introduction -- Meetings -- Incentive travel -- Exhibitions and trade fairs -- Individual business travel -- Trends in business tourism -- Summary -- Questions and discussion points -- Tasks -- Bibliography -- Websites -- 12 The hospitality sector: accommodation and catering services -- Learning outcomes -- Introduction -- The structure of the accommodation sector -- Classifying and grading accommodation -- The nature of demand for accommodation facilities -- Categories of accommodation -- The distribution of accommodation -- Environmental issues -- Catering -- Future developments in the hospitality sector -- Questions and discussion points -- Tasks -- Bibliography -- Websites -- 13 Tourist transport by air -- Learning outcomes -- Introduction -- The airline business -- The organisation of air transport -- Air transport regulation -- The deregulation of air transport -- The economics of airline operation -- Environmental concerns -- The marketing of air services -- What is the future like for

air transport? -- Questions and discussion points -- Tasks -- Bibliography -- Websites -- 14 Tourist transport by water -- Learning outcomes -- Introduction -- The ocean liners -- Cruising -- Ferry services.

Coastal and inland waterways tourism -- Seagoing pleasure craft -- What does the future hold for water transport? -- Questions and discussion points -- Tasks -- Bibliography -- Further reading -- Websites -- 15 Tourist transport on land -- Learning outcomes -- Introduction -- The role of the railways in tourism -- Coach travel -- The private car -- Cycling and tourism -- Tourists on foot -- Future developments in land transport -- Questions and discussion points -- Tasks -- Bibliography -- Further reading -- Websites -- PART 3 INTERMEDIARIES IN THE PROVISION OF TRAVEL AND TOURISM SERVICES -- 16 The management of visitors -- Learning outcomes -- Introduction -- Controlling the impacts of visitors -- Meeting the cost of visitor management -- Operational approaches to visitor management -- Technology that can assist in visitor management -- Future issues -- Questions and discussion points -- Tasks -- Bibliography -- Further reading -- Websites -- 17 The structure and role of the public sector in tourism -- Learning outcomes -- Introduction -- The nature of government involvement -- Planning and facilitating tourism -- Supervision and control of tourism -- The organisation of public-sector tourism -- The role of the European Union (EU) -- The future role of the public sector in tourism -- Summary -- Questions and discussion points -- Tasks -- Bibliography -- Websites -- 18 Tour operating -- Learning outcomes -- Introduction -- Tour operators - why a European perspective? -- The role of the tour operator -- The role of air brokers -- Tour operating within the European Union (EU) -- The changing marketplace in tour operating -- The nature of tour operating -- Planning and marketing of package tours -- The role of the resort representative -- Pricing the package tour -- The tour brochure -- The reservations system -- Operators selling direct.

The information technology revolution and its impact on tour operating -- The future for tour operators -- Questions and discussion points -- Tasks -- Bibliography -- Websites -- 19 Selling and distributing travel and tourism -- Learning outcomes -- Introduction -- Historical context -- The scale of the retail sector -- The power of the travel agency chains -- The profitability of travel agents -- The role of travel agents -- Distribution trends -- Setting up and running a travel agency -- Travel agency appointments -- The impact of computer technology -- The future of travel retailing -- Questions and discussion points -- Tasks -- Bibliography -- Websites -- Consortia -- 20 Ancillary tourism services -- Learning outcomes -- Introduction -- Services to the tourist -- Services to the supplier -- Marketing services -- Technical services -- The future of ancillary services -- Questions and discussion points -- Tasks -- Bibliography -- Websites -- PART 4 CASE STUDIES -- 1 Sightseeing and river cruises -- 2 Golf tourism and Myrtle Beach, USA -- 3 European Tourism Association -- 4 Sex tourism -- 5 Coaching holidays: Cooks Coaches -- 6 ExCeL Exhibition Centre and London International Convention Centre -- 7 Mobile technology -- 8 The Canterbury Tales -- Index.

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### Sommario/riassunto

The tourism industry is in a constant state of flux, where trends and attitudes are frequently susceptible to outside influences, including factors such as technological and economic change. The Business of Tourism by Chris Holloway and Claire Humphreys is the ideal textbook to help readers not only understand these new changes but look at them with a critical eye and predict future trends. This book is an

essential text for students of tourism management or travel and tourism. The historical context is combined with background theory and research, plus up-to-date international case studies. It examines in detail the tourism product, its impacts and the nature of the tourist, to provide the reader with a comprehensive understanding of the management of this important global industry. The result is a practical and relevant text for any student wishing to work in one of the many diverse sectors of the tourism industry.

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