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BUSINESS TRAVEL

Incentive Travel: Insights into Its Consumers. Pauline J. Sheldon. *Journal of Travel and Tourism Marketing*, vol. 3, no. 2, 1994, pp. 19-34. The Hayworth Press, 10 Alice Street, Binghamton, NY 13904-1580. \$28 annual subscription.

This article examines the phenomenon of incentive travel and gives insight into its use by major U.S. corporations. A survey of Fortune 1000 companies and their use of incentives, especially incentive travel, is the basis of the paper. The results show that travel is a common incentive tool used by 40% of the sample companies. Characteristics of incentive travel are discussed, and differences between users and nonusers of incentive travel are identified. The results show that corporations with strong national or international presence and those having a large in-house corporate travel department are more likely to use incentive travel.

CONFERENCE PROCEEDINGS

Spoilt for Choice. Ruth V. Gasser and Klaus Weiermair (eds). Gesamtherstellung: Thaurdruck, Giesriegl G.m.b.H., Krumerweg 9, A-6065 Thaur, Austria. 295p.

This book contains the proceedings of the International Conference held at the University of Innsbruck in November 1993. The main theme of the conference dealt with the decision-making process and the preference changes of tourists.

Tourism: The Economy's Silver Lining. Travel and Tourism Research Association, 10200 West 44th Avenue, #304, Wheat Ridge, CO 80033. October 1994. 450p.

This book contains the proceedings from the Travel and Tourism Research Association's 1994 conference held at Bal Harbour, Florida, June 18 through 22. The main themes discussed at the conference focused on ecotourism, customers of the 1990s, and a look at the future, including the effects of the information superhighway on the tourism industry.

CULTURE

Elegant Survivors: Historic Renovation in Oregon. W. Allison Hart. *The Cornell Quarterly*, vol. 35, no. 4, August 1994, pp. 38-61. Elsevier Science, Madison Square Station, P.O. Box 882, New York, NY 10160-0206. \$65 annual subscription.

This report examines the hotels around Portland, Oregon, to demonstrate the advantages and challenges of rehabilitating historic properties. The economics of extensive historic renovation depends at least in part on protecting the property from escalating property taxes. Nevertheless, a developer who reclaims a historic property will probably benefit from operating in a unique market niche.

DEMAND

The Use of CPI for Tourism Prices in Demand Modelling. Clive L. Morley. *Tourism Management*, vol. 15, no. 5, October 1994, pp. 342-46. Butterworth-Heinemann, 80 Montvale Avenue, Stoneham, MA 02180. £220 annual subscription.

This article investigates the evidence for the use of CPI for tourism prices, employing a variety of methods and data. The results confirm that it is reasonable to use CPI as a proxy for tourism prices in demand models. However, interpolation of the estimated coefficient is problematical.

DESTINATION DEVELOPMENT

The Attitudes of Bakewell Residents to Tourism and Issues in Community Responsive Tourism. Chris Ryan. *Tourism Management*, vol. 15, no. 5, October 1994, pp. 358-69. Butterworth-Heinemann, 80 Montvale Avenue, Stoneham, MA 02180. £220 annual subscription.

This article seeks to identify and categorize the attitudes of residents towards tourists, and to indicate the stability of those attitudes over a period of time. It uses the town of Bakewell in Peak National Park in the U.K. as the location of the study.

Destination Maintenance: Why Sedona Needs Schnebly Hill. Jim Bergstrom, Lawrence Yu, and Edgar Medweth. *The Cornell Quarterly*, vol. 35, no. 4, August 1994, pp. 32-37. Elsevier Science, Madison Square Station,

P.O. Box 882, New York, NY 10160-0206. \$65 annual subscription.

This article provides a case study to discuss the theory of destination life cycle. This theory suggests that each destination will enjoy a period of great growth followed by a period of stability and then one of decline. Schnebly Hill in the Sedona, Arizona, area provides an example of this theory.

Developing a Viable Tourism Industry in Ghana: Problems, Prospects and Propositions. Francis Adu-Febiri. *Tourism Recreation Research*, vol. 19, no. 1, 1994, pp. 5-11. Center for Tourism Research and Recreation, A-965/6, Indira Nagar, Lucknow, India. \$100 annual subscription.

This article discusses the approach Ghana needs to adopt in order to exploit its vast tourism resources and play a crucial role in its development process.

The Effects of North Sea Oil Development on the Development of Tourism: The Case of the Shetland Isles. R. W. Butler and D. A. Fennell. *Tourism Management*, vol. 15, no. 5, October 1994, pp. 347-56. Butterworth-Heinemann, 80 Montvale Avenue, Stoneham, MA 02180. £220 annual subscription.

This article examines the impacts of North Sea oil-related developments on a small but growing tourism industry in the Shetland Islands during the period from 1970 to the present. Both the positive and negative effects are presented.

España: An International Tourist Brand. Stephan Parkinson, Maria Angustias Martín, and Lynn Parkinson. *Irish Marketing Review* 1994, vol. 7, 1994, pp. 54-64. Paul Chapman Publishing Ltd., 144 Liverpool Road, London, N1 1LA, U.K. £60 annual subscription.

For over a decade, Spain has been developing and positioning its national brand, recognizing the importance of managing the market perception of Spain as a tourist destination. In doing so, it has addressed the issues involved in capturing the essence of a country in a sustained marketing program, involving the travel trade and managing its marketing communications. The Spanish administration invested heavily in the brand of the country over this period, and foreign visitors have increased by 30%. Other countries, such as Greece, Australia, and Malaysia are now developing national tourist brands.

Residents' Attitudes Towards Tourism: A Longitudinal Study in Spey Valley, Scotland. Donald Getz. *Tourism Management*, vol. 15, no. 4, August 1994, pp. 247-58. Butterworth-Heinemann, 80 Montvale Avenue, Stoneham, MA 02180. £220 annual subscription.

This article discusses the results of surveys that were conducted in 1978 and 1992 to reveal perceptions and attitudes of residents of Spey Valley, Scotland, towards tourism and related issues. Conclusions are drawn for tourism planning and management in Spey Valley, and regarding the theory and uses of perception and attitude measures.

Riding into Open Market Economy. Robert C. Hazard Jr. *Viewpoint*, vol. 1, no. 2, pp. 42-49. *Viewpoint*, 801 Second Avenue, New York, NY 10017.

Travel and tourism are revving up as Argentina's new strategic motor. Overnight the model for a bureaucratic agricultural economy has become the Latin example for fast-paced

free market development. This article discusses Argentina's travel and tourism industry.

Tourism in the Pacific Island Microstates: A Case of Vanuatu. C. Michael Hall. *Tourism Recreation Research*, vol. 19, no. 1, 1994, pp. 59-64. Center for Tourism Research and Recreation, A-965/6, Indira Nagar, Lucknow, India. \$100 annual subscription.

This article uses the island nation of Vanuatu as an example in examining the tourist industry development in the Pacific Island microstates, where scarce resources limit development and force these nations to depend on service industries such as tourism and financial services for economic development.

Tourist Shopping Villages in the Calgary Region. Donald Getz, Darrin Joncas, and Michael Kelly. *The Journal of Tourism Studies*, vol. 5, no. 1, May 1994, pp. 2-15. Department of Tourism, James Cook University of North Queensland, Townsville 4811, Queensland, Australia. \$35 annual subscription.

Patterns of tourist-oriented retailing and services were surveyed in all villages in the Calgary, Alberta, planning region. Several communities were found to display very high numbers and/or proportions of tourist-oriented businesses, with variations reflecting planning, locational, and entrepreneurial factors. Findings confirm the proposition that shopping is a viable strategy for attracting tourists in near-urban, resort, and enroute communities, and that specific planning and business strategies can be employed to create tourist shopping villages. A research agenda is outlined for expanding work on tourist shopping villages, including discussion of the semiotics of tourist shopping — the ways in which business and tourist shopping areas communicate with visitors.

DEVELOPMENT OF TOURISM

Global Tourism: The Next Decade. William Theobald (ed). Butterworth-Heinemann Ltd., Linacre House, Jordan Hill, Oxford OX2 8DP, U.K. 1994. 406p.

This book allows readers to examine critical issues and problems facing the tourism industry. The problems are complex and interwoven, and they suggest a variety of crises such as: overcrowding of tourist attractions, resident-host conflicts, overuse and destruction of natural resources; loss of cultural heritage; increased crime and prostitution; inflation and escalating land costs; and a host of other political, sociocultural, and economic problems that may be brought about or exacerbated by tourism development. Twenty-nine authors from around the world contributed to the volume.

ECONOMIC IMPACT

Economic Impact of Kentucky's Tourism and Travel Industry 1992 and 1993. Kentucky Department of Travel Development, 500 Mero Street, Suite 2200, Frankfort, KY 40601. 18p.

This publication analyzes the economic impact of Kentucky's tourism and travel industry. It focuses on the expenditures, employment, and tax impacts for 1993, with comparisons to 1992.

1993 Economic Impact for Tourism and Recreation in Mississippi. Mississippi Department of Economic and Community Development, Tourism Division Research Unit, P.O. Box 849, Jackson, MS 39205. July 1994. 113p plus appendices.

This book provides 1993 economic impact information for statewide tourism and recreation efforts. Most of the information for nongaming jobs and expenditures was based on calendar year 1993 to coincide with gaming-related figures. This edition will serve as a base year for future studies.

ECONOMICS OF TOURISM

Stability of Caribbean Countries: Case of Tourist-Oriented Economies. William D. Gunther and Mary Fish. *Tourism Recreation Research*, vol. 19, no. 1, 1994, pp. 12-17. Center for Tourism Research and Recreation, A-965/6, Indira Nagar, Lucknow, India. \$100 annual subscription.

This article examines the hypothesis that during the 1980s tourist-oriented Caribbean economies experienced cyclical economic activity due to changes in tourist activities. This hypothesis substantiates recent studies that centered on the premise that tourist-based economies are relatively stable.

Taxing Travel Exports. Robert Demone. *Viewpoint*, vol. 1, no. 2, pp. 63-68. *Viewpoint*, 801 Second Avenue, New York, NY 10017.

This article discusses how the long-established and accepted idea of taxing exports will prompt tourists to travel to the less expensive destination, and how this approach must be revised by re-examining the travel and tourism industry's part in a country's economic development.

Tourism, Tax Receipts and Local Governments. Frances L. Thomson and Norman J. Thomson. *The Journal of Tourism Studies*, vol. 5, no. 1, May 1994, pp. 57-66. Department of Tourism, James Cook University of North Queensland, Townsville 4811, Queensland, Australia. \$35 annual subscription.

State and commonwealth governments have a vested interest in ensuring that some minimum level of public expenditure is maintained at the local level. For local areas in which tourism dollars are spent, it can be expected that some of this expenditure will be reflected in rising property values. Thus, local governments can make fiscal gains from successful tourism ventures that offset the public costs they may incur. Failure to acknowledge these gains may lead to both a lack of funding for facilities by local councils and a greater dependence on the other two tiers of government to meet the cost of tourism needs.

EMPLOYMENT

High Quality Travel and Tourism Jobs. Bryan D. Langton. *Viewpoint*, vol. 1, no. 2, pp. 26-33. *Viewpoint*, 801 Second Avenue, New York, NY 10017.

This article covers the expansion of the travel and tourism industry, the world's largest industry. Powered by cutting-edge information and transportation technologies, this extraordinary economic motor offers high quality, well-paid employment.

Women in Hospitality Management: General Managers' Perception of Factors Related to Career Development. J. Brownell. *International Journal of Hospitality Management*, vol. 13, no. 2, June 1994, pp. 101-18. Elsevier Science, The Boulevard, Langford Lane, Kidlington, Oxford OX5 1GB, U.K. \$245 annual subscription.

This article examines the results of a study about women's career development in the hospitality industry from general managers' perspectives.

ENVIRONMENT

Environmental Attitude by Trip and Visitor Characteristics. Muzaffer Uysal, Francis P. Noe, Claudia Jurowski, and Cary D. McDonald. *Tourism Management*, vol. 15, no. 4, August 1994, pp. 284-94. Butterworth-Heinemann, 80 Montvale Avenue, Stoneham, MA 02180. £220 annual subscription.

This article examines the variation of environmental concerns with respect to visitor (age, gender, marital status, education) and trip (destination type, travel group, overnight stay, residence, and site-specific preference) characteristics in the US Virgin Islands National Park. The findings of this article suggest that trip behavior (including site-specific preferences), rather than demographic characteristics, accounts for most of the variance in environmental concerns.

Environmental Considerations in Tourism Development on Island Microstates: The Case of Bermuda. Victor B. Teye. *Tourism Recreation Research*, vol. 19, no. 1, 1994, pp. 18-24. Center for Tourism Research and Recreation, A-965/6, Indira Nagar, Lucknow, India. \$100 annual subscription.

This article examines some of the critical issues involved in tourism planning and development in Bermuda. The discussion centers on broad planning areas aimed at curtailing adverse environmental impact while sustaining appropriate and acceptable levels of tourism activities that ensure desired economic benefits.

A Survey of the Tour Operator's Role in Marine Park Interpretation. Marc Hockings. *The Journal of Tourism Studies*, vol. 5, no. 1, May 1994, pp. 16-28. Department of Tourism, James Cook University of North Queensland, Townsville 4811, Queensland, Australia. \$35 annual subscription.

This article discusses the significance of the results of a mail survey of marine park tour operators. The survey dealt with the tour operator's role as the primary source of information about the marine park environment and its management. While most operators have generally favorable attitudes towards interpretation, different types of operators favor different methods of assistance and training from management agencies.

Toward a Greener Globe. Sir Colin Marshall. *Viewpoint*, vol. 1, no. 2, pp. 2-17. *Viewpoint*, 801 Second Avenue, New York, NY 10017.

This article discusses the extent to which travel and tourism products depend on the natural and cultural environment for their perpetuation, and highlights the fact that it is society's duty to look after it. It is both morally right and good business for the world's largest industry to lead in

creating a greener globe. Human survival depends on a healthy environment.

FORECASTING

Travelometer: Fall '94 Travel Forecast. Travel Industry Association of America, 1100 New York Avenue, N.W., Suite 450, Washington, DC 20005. 12p.

This report is a seasonal forecast of what Americans think about the U.S. economy, their own financial situations, and how they will relate to their travel plans for the 1994 fall season.

FOREIGN LANGUAGE

Turizam. Godina 42, broj. 3-4, STR 33-69, Ozujak-Travanj 1994. Znanstveno-Strucni Casopis, Gunduliceva 3, Zagreb, Hrvatska.

This publication, written in Croatian, provides English summaries of each of the main articles. Articles deal with the topics of tourist resources and global tourist trends.

Turizam. Godina 42, broj. 5-6, STR 69-96, Svibanj-Lipanj 1994. Znanstveno-Strucni Casopis, Gunduliceva 3, Zagreb, Hrvatska.

This publication, written in Croatian, provides English summaries. Articles include topics on the importance of market research in planning the development of nautical tourism in Croatia, and the characteristics and experiences of management of marinas in the United States.

GAMING

The Economics of Gaming Regulation. Anthony Cabot. *Gaming Research and Review Journal*, vol. 1, no. 1, pp. 11-18. UNLV International Gaming Institute, 4505 Maryland Parkway, Las Vegas, NV 89154-6037. \$28 annual subscription.

This article discusses how the differences in regulatory policy between states can affect the economics of a state's gaming industry. These differences can make one state's gaming industry more competitive than another. Seven major areas of casino regulation can have the greatest impact and are discussed in this article. These areas include cost of regulatory compliance, regulatory price controls, ease of entry, taxation, advertising, credit policy, and economic controls.

1993: A Good Year for Gaming. William A. Bible. *Gaming Research and Review Journal*, vol. 1, no. 1, pp. 1-4. UNLV International Gaming Institute, 4505 Maryland Parkway, Las Vegas, NV 89154-6037. \$28 annual subscription.

This article reports on financial and legislative actions and results that occurred in Nevada's gaming industry in the calendar year of 1993 and looks ahead to predict the effects of these outcomes.

INTERNATIONAL TOURISM

Tourism Employment in Bali, Indonesia. Judie Cukier-Snow and Geoffrey Wall. *Tourism Recreation Research*, vol.

19, no. 1, 1994, pp. 32-40. Center for Tourism Research and Recreation, A-965/6, Indira Nagar, Lucknow, India. \$100 annual subscription.

This article examines the growth of employment in Bali, Indonesia, using secondary sources of information.

Tourism in Far Southern Thailand: A Geographical Perspective. Robert C. Mings and Sommart Chulikpongse. *Tourism Recreation Research*, vol. 19, no. 1, 1994, pp. 25-31. Center for Tourism Research and Recreation, A-965/6, Indira Nagar, Lucknow, India. \$100 annual subscription.

This article explores the process whereby developing tourism foments change in places. It is based on research conducted in Far Southern Thailand's regional center of Hat Yai. The findings of the study provide insights into issues related to tourism as an agent of local and regional change.

Tourism in Northern Cyprus: Patterns, Policies and Prospects. Douglas Lockhart. *Tourism Management*, vol. 15, no. 5, October 1994, pp. 370-79. Butterworth-Heinemann, 80 Montvale Avenue, Stoneham, MA 02180. £220 annual subscription.

This article examines the reasons for Northern Cyprus' relatively slow tourism industry growth and outlines the future prospects for tourism in that area.

Is Tourism Still the Plantation Economy of the South Pacific: The Case of Fiji. C. Michael Hall. *Tourism Recreation Research*, vol. 19, no. 1, 1994, pp. 41-48. Center for Tourism Research and Recreation, A-965/6, Indira Nagar, Lucknow, India. \$100 annual subscription.

This article examines the proposition that international tourism in the South Pacific has the characteristics of a new plantation economy. It uses the island of Fiji as an example.

U.S. International Air Passenger and Freight Statistics. Volume 1, number 5, July 1994. Office of International Aviation, Washington, DC 20590.

This report contains statistical information on U.S. international passenger and freight air travel for the 1993 calendar year. Tables offer information on foreign travel, arrivals, departures, and selected passenger and freight travel statistics.

U.S. International Air Passenger and Freight Statistics. Volume 2, number 2, September 1994. Office of International Aviation, Washington, DC 20590.

This report contains statistical information on U.S. international passenger and freight air travel on a monthly and year-to-date summary for January 1994. Tables offer information on subjects such as foreign travel, arrivals, departures, and selected passenger and freight travel statistics.

U.S. International Air Travel Statistics. Volpe National Transportation Systems Center, Center for Transportation Information, Kendall Square, Cambridge, MA 02142.

This report contains statistical information on U.S. international air travel for the first quarter of 1994. Tables offer information on foreign travel, arrivals, departures, and selected passenger travel statistics.

LODGING

McDonaldization: A Reply to Ritxer's Thesis. P. Lyon, S. Taylor, and S. Smith. *International Journal of Hospitality*

Management, vol. 13, no. 2, June 1994, pp. 95-100. Elsevier Science, The Boulevard, Langford Lane, Kidlington, Oxford OX5 1GB, U.K. \$245 annual subscription.

This article discusses whether the fears of the spread of fast-food principles to other services is overstated.

Prospects for Financing a Minority-owned Small Restaurant or Motel. F. A. Kwansa. *International Journal of Hospitality Management*, vol. 13, no. 2, June 1994, pp. 89-94. Elsevier Science, The Boulevard, Langford Lane, Kidlington, Oxford OX5 1GB, U.K. \$245 annual subscription.

This article discusses the extra challenges minority-owned businesses face in gaining capital and the prospects and lessons that would-be minority-owned business entrepreneurs should consider in order to succeed in establishing their own restaurants or motels.

Use of Macro Economic Variables to Evaluate Selected Hospitality Stock Returns in the U.S. C. W. Barrows and A. Naka. *International Journal of Hospitality Management*, vol. 13, no. 2, June 1994, pp. 119-28. Elsevier Science, The Boulevard, Langford Lane, Kidlington, Oxford OX5 1GB, U.K. \$245 annual subscription.

This article, employing regression analysis, investigates how selected macro economic variables influenced restaurant and hotel stock returns over a 27-year period.

MARKETING

Telephone and Mail Response to Advertising, 1989 Through 1993. Kentucky Department of Travel Development, 500 Mero Street, Suite 2200, Frankfort, KY 40601. 17p.

This publication reports on the results obtained from an advertising and promotional marketing campaign conducted in 1993 by the Kentucky Department of Travel Development. Its purpose is to inform potential visitors of Kentucky's attractions and to influence them to visit the state.

MEETINGS AND CONVENTIONS

Site Selection for Professional Meetings: A Comparison of Heavy-Half vs. Light-Half Association and Corporation Meeting Planners. *Journal of Travel and Tourism*, vol. 3, no. 2, 1994, pp. 59-84. The Hayworth Press, 10 Alice Street, Binghamton, NY 13904-1580. \$28 annual subscription.

The purpose of this article is to identify differences in the level of attractiveness of selected Caribbean destinations to corporate and association meeting planners. Specifically, this article explores how the number of meetings planned in the Caribbean affected attractiveness ratings. The research also examines which of the facilities, services, and recreational factors were the most significant.

MULTIPLIERS

The Measurement of Tourist Income Multipliers. Stephen Wanhill. *Tourism Management*, vol. 15, no. 4, August 1994, pp. 281-83. Butterworth-Heinemann, 80 Montvale Avenue, Stoneham, MA 02180. £220 annual subscription.

There have been many area studies measuring tourism income multipliers, and these have been well covered in a number of review articles. However, the treatment of income is not always made explicit and the term is only loosely defined. This article addresses the issue of personal taxation and social insurance contributions, and shows that the stage at which they are deducted as leakages can have very different effects on the resulting multiplier values.

PLANNING

Building a 21st Century Tourism Industry. Christopher Rodrigues. *Viewpoint*, vol. 1, no. 2, pp. 34-41. *Viewpoint*, 801 Second Avenue, New York, NY 10017.

When an industry has grown as fast as travel and tourism, it is tempting to believe that growth is its birthright, a birthright that will bring financial rewards, increased employment, a higher tax base, and improved human aspects. This article discusses these misleading beliefs and attempts to forecast the future of the travel and tourism industry.

Modelling Site Location Decisions in Tourism. Luiz Moutinho and Bruce Curry. *Journal of Travel and Tourism*, vol. 3, no. 2, 1994, pp. 35-58. The Hayworth Press, 10 Alice Street, Binghamton, NY 13904-1580. \$28 annual subscription.

Site location analysis and retail location strategy can be considered critical factors and integral elements of an effective organizational business plan in the tourism industry. This paper focuses on two different approaches that can be applied to site location analysis and selection in tourism: spreadsheet models and the analytic hierarchy process. Rule-based expert systems are also discussed.

Operating in the Economics of the '90's. Wolfgang J. Momberger. *Viewpoint*, vol. 1, no. 2, pp. 50-58. *Viewpoint*, 801 Second Avenue, New York, NY 10017.

This article discusses the travel and tourism industry's need to strategically adapt its philosophy and plan to negotiate the stormy economic seas of the 1990s.

Where Do the Trails Lead? Peter W. Williams and Karim B. Dossa. The Center for Tourism Policy and Research, Simon Fraser University, Burnaby, BC, Canada V5A 1S6. July 1994. 54p.

This book is targeted at ski area operators, product suppliers, destination marketers, and association managers attempting to keep a pulse on the trends shaping skiing's future. It is designed to provide them with not only a snapshot of existing conditions, but also trends and sources of information needed for effective decision making in these competitive times.

The White House Conference on Travel and Tourism. Travel Industry Association of America, 1100 New York Avenue, N.W., Suite 450, Washington, DC 20005-3934. 1994. 27p.

This book examines the topics that will be covered at the first-ever White House Conference on travel and tourism scheduled for November 1995. Its purpose will be to significantly increase the understanding and appreciation of the importance of travel and tourism, and to recommend strategies and programs that will best enable the industry to fulfill its economic potential into the twenty-first century.

POLICY

The Implications of Free Trade Agreements for Tourism in Canada. Gordon D. Taylor. *Tourism Management*, vol. 15, no. 5, October 1994, pp. 315-18. Butterworth-Heinemann, 80 Montvale Avenue, Stoneham, MA 02180. £220 annual subscription.

This article reviews the implications for tourism in and to Canada of NAFTA, the earlier Free Trade Agreement (FTA) with the United States, and former bilateral agreements on tourism between Canada and Mexico. It examines impacts on tourism flows among the relevant countries and the likely effects on the Canadian tourism industry.

Implications of the North American Free Trade Agreement for the US Tourism Industry. Ginger Smith. *Tourism Management*, vol. 15, no. 5, October 1994, pp. 323-26. Butterworth-Heinemann, 80 Montvale Avenue, Stoneham, MA 02180. £220 annual subscription.

This article discusses the impacts of NAFTA on the U.S. tourism industry and on its relationship with Canada and Mexico. It is argued that Mexico will benefit from foreign investment thus stimulated through increased employment and a rise in the standard of living.

National Tourism Policies: Implementing the Human Resource Dimension. Tom Braun. *Tourism Management*, vol. 15, no. 4, August 1994, pp. 259-66. Butterworth-Heinemann, 80 Montvale Avenue, Stoneham, MA 02180. £220 annual subscription.

This article addresses an area that has been neglected in academic discussion, that of the specific position of human resource factors in tourism policy and implementation. It reports on a survey on the role of national tourism organizations and other agencies in this area. The conclusion suggests a classification of the agencies that play a role in human resource policy development and implementation within tourism, and also points to areas where further research would be desirable.

Tourism and NAFTA: Towards a Regional Tourism Policy. Manuel Rodriguez and Julio Portales. *Tourism Management*, vol. 15, no. 5, October 1994, pp. 319-23. Butterworth-Heinemann, 80 Montvale Avenue, Stoneham, MA 02180. £220 annual subscription.

This article discusses the implications of the North American Free Trade Agreement (NAFTA) for the development of tourism in Mexico. Regardless of the potential that NAFTA has for the growth of international tourism between Mexico and each of the other North American countries, the article concludes with a discussion of the design and implementation of coordinated tourism policies among the three nations since NAFTA went into effect on January 1, 1994.

Tourism in Western Samoa: Situation, Policies, Impacts and Constraints. H. Leo Theuns. *Tourism Recreation Research*, vol. 19, no. 1, 1994, pp. 49-58. Center for Tourism Research and Recreation, A-965/6, Indira Nagar, Lucknow, India. \$100 annual subscription.

This article examines the past, present, and future of Western Samoa's policies towards tourism and their impacts on the economy, the environment, and sociocultural values.

RESEARCH

Tourism Research: Achievements Failures and Unresolved Puzzles. AIEST. Volume 36. AIEST, Varnbuelstr. 19, CH-9000 St-Gallen, Switzerland. 1994.

Contains basic reports presented at the 44th Congress of AIEST from August 28 to September 3, 1994, held in Vienna, Austria. Includes papers in English, French, Spanish, and German.

RESORTS

The European Timeshare Market: The Growth, Development, Regulation and Economic Benefits of One of Tourism's Most Successful Sectors. Ron Haylock. *Tourism Management*, vol. 15, no. 5, October 1994, pp. 333-42. Butterworth-Heinemann, 80 Montvale Avenue, Stoneham, MA 02180. £220 annual subscription.

This article examines the growth within the key European markets for timeshare, and considers the trends in the industry, its impact, and the regulation of its activities.

Resort Timesharing — Coming of Age. Gary A. Terry. *Tourism Management*, vol. 15, no. 5, October 1994, pp. 327-32. Butterworth-Heinemann, 80 Montvale Avenue, Stoneham, MA 02180. £220 annual subscription.

This article examines the current state of the timesharing industry in the United States. Receiving deservedly bad press in the past, the industry cleaned itself up and is currently showing impressive growth. The author analyzes the benefits now accruing from timeshare and describes some of the successful schemes in operation.

RESTAURANTS

New Study Lets Restaurants Compare Operations. *Restaurants USA*, vol. 14, no. 3, September 1994, pp. 40-41. National Restaurant Association, 1200 Seventeenth Street, N.W., Washington, DC 20036-3097. \$125 annual subscription.

The National Restaurant Association's new Restaurant Industry Report 1994 allows restauranteurs to compare their operations with those of a similar business profile. The new study is based on 1993 information collected from almost 2,700 restaurant operators.

RURAL TOURISM

Rural Tourism and Sustainable Rural Development. *Journal of Sustainable Tourism*, vol. 2, no. 1-2. Channel View Books, Frankfurt Lodge, Clevedon Hall, Victoria Road, Clevedon, Avon BS21 7SJ, U.K. \$53 annual subscription.

This issue contains the proceedings of the Second International School of Rural Development held from June 28 to July 9, 1993, at the University College Galway, Ireland. The main theme of the conference centered around rural tourism, its benefits, and its potential.

SERVICE QUALITY

Breaking the Rules for Better Service. Barbara Whitaker Shimko. *The Cornell Quarterly*, vol. 35, no. 4,

August 1994, pp. 18-22. Elsevier Science, Madison Square Station, P.O. Box 882, New York, NY 10160-0206. \$65 annual subscription.

This article takes a look at people who succeeded in climbing the management ladder in the foodservice industry. Some findings about personality factors that create successful management raise questions about the possibility of improving service. The major obstacle to providing excellent service may be the strong tendency toward conformity in organizations. Existing decision-making policies, coupled with the manner in which organizations reward conforming behavior, present an overwhelming challenge to companies hoping to attract and retain customers through exceptional service.

Quality Management: The Multidimensional Leadership Challenge. Jeffrey E. Lickson, Tero J. Kauppinen, and Alesander J. Ogg. *Hospitality and Tourism Educator*, vol. 6, no. 3, Summer 1994, pp. 7-12. Council on Hotel, Restaurant and Institutional Education, 1200 17th Street, N.W., Washington, DC 20036-3097. \$50 annual subscription.

Quality is everybody's job. Leaders will get what they pay for, not what they ask or hope for. Change in culture starts from a change in leadership culture and develops only with continuous measurement and feedback.

Service Quality Ideals Among Hospitality Industry Employees. Glenn F. Ross. *Tourism Management*, vol. 15, no. 4, August 1994, pp. 273-80. Butterworth-Heinemann, 80 Montvale Avenue, Stoneham, MA 02180. £220 annual subscription.

Service quality issues are an important yet relatively neglected area in tourism and hospitality research. This article investigates personality needs, work motivators, and industry employment interest with hospitality industry service quality ideals among a sample of Australian hospitality industry employees. Implications of the study's findings for both employees and employers within the hospitality industry are examined.

Service Quality in Practice: Customer Service in Scotland's Tourist Information Centres. J. J. Lennon and A. T. Mercer. *International Journal of Hospitality Management*, vol. 13, no. 2, June 1994, pp. 129-142. Elsevier Science, The Boulevard, Langford Lane, Kidlington, Oxford OX5 1GB, U.K. \$245 annual subscription.

This article concerns the application of service quality training and assessment to the Tourist Information Centre network in Scotland.

Service: The Marketing Stepchild — A Hospitality Scenario. Susan R. Gregory and George G. Fenich. *Hospitality and Tourism Educator*, vol. 6, no. 3, Summer 1994, pp. 55-58. Council on Hotel, Restaurant and Institutional Education, 1200 17th Street, N.W., Washington, DC 20036-3097. \$50 annual subscription.

This article is directed at both the educator and the practitioner and attempts to conceptualize a different framework for marketing that will embrace the unique characteristics of the service product. The hospitality and tourism industry provides the contextual backdrop for this work, and examples cited are from this field.

TECHNOLOGY

Tourism, Technology and Competitive Strategies. Auliana Poon. Caribbean Futures Limited, 50 Richmond Street, Port-of-Spain, Trinidad. 1994.

This book analyzes the major challenges facing tourism today. The author highlights the central role of information technology in creating mass tourism by the mid-1970s, and how technology and innovation is creating a new "best practice" of flexibility, market segmentation, and diagonal integration within tourism. The book demonstrates how companies in the industry and tourism destinations can enhance their competitiveness in the marketplace. Written for both industry practitioners and academics.

TOURS

Consequences of Integration in UK Tour Operating. Michael Bottomley Renshaw. *Tourism Management*, vol. 15, no. 4, August 1994, pp. 243-46. Butterworth-Heinemann, 80 Montvale Avenue, Stoneham, MA 02180. £220 annual subscription.

The 1990s have seen an upsurge in integration that has resulted in the largest tour operators having control of the largest multiple travel agents. In June 1993 the Office of Fair Trading decided to investigate vertical integration by the three U.K. giants Thomson, Airtours, and Owners Abroad/Thomas Cook to establish whether or not there were grounds for referral to the Monopolies and Mergers Commission under the competition legislation. The result of the enquiry was, at the time of publication, still awaited. A referral and proven case could force operators to sell or limit their travel agency chains. This article looks at development of integration and the issues and problems raised.

TRAVEL AGENCY OPERATIONS

Travel Weekly Focus. August 18, 1994, section 2. Reed Travel Group, 500 Plaza Drive, Secaucus, NJ 07094-3602. 184p.

This issue of *Travel Weekly Focus* contains the 1994 U.S. Travel Agency Survey. The survey covers many subjects of vital interest to the agency marketplace. This issue also contains articles and charts describing the findings of the survey, plus reports on their significance.

TRAVEL AND TOURISM RESEARCH

The Structural Dynamics of Aggregate Production: A Challenge to Tourism Research. Percy Harris and David Harris. *The Journal of Tourism Studies*, vol. 5, no. 1, May 1994, pp. 29-38. Department of Tourism, James Cook University of North Queensland, Townsville 4811, Queensland, Australia. \$35 annual subscription.

This article discusses how conventional tourism research prevents tourism from being included as a separate industry in any kind of national, state, or regional economic account, and so limits the measurement of the contribution of tourism to these economies. It also analyzes the same kind of limitations imposed on employment and production research.

TRAVEL BEHAVIOR

Annual Report 1993. European Travel Commission, 2 rue Linois, 75015 Paris, France. 1993. 9p plus tables.

This publication, written in English and French, reports on the European tourism industry for the 1993 calendar year. It is subdivided into sections that provide quantitative information on tourist behavior for 1993 and looks forward to examine the possible effects of the European Union.

B.C. Skiers in Profile: 1993-94. Peter W. Williams and Karim B. Dossa. The Center for Tourism Policy and Research, Simon Fraser University, Burnaby, BC, Canada V5A 1S6. July 1994. 74p plus appendices.

This report provides a comprehensive description of skiers at B.C. ski areas. It profiles their attitudinal, behavioral, and socioeconomic traits. This report parallels and complements an ongoing research effort that has been conducted by the government of British Columbia in conjunction with the Canada West Ski Areas Association for more than a decade. It represents an example of the ongoing commitment by both organizations, and also by Simon Fraser University's Center for Tourism Policy and Research, to track existing market behavior and emerging ski trends in British Columbia.

Frequent Travel in America. C. B. Whitmore and Harold Wilson. *Lodging*, vol. 20, no. 2, October 1994, Special Supplement. American Hotel Association Directory Corporation, 1201 New York Avenue, N.W., #600, Washington, DC 20005-3931. \$35 annual subscription.

This article summarizes the results of a 1994 study of frequent traveler preferences in the U.S. travel market and compares the results to similar studies conducted in 1985 and 1989.

Global Tourist Behavior. Muzaffer Uysal (ed.). International Business Press, 10 Alice Street, Binghamton, NY 13904-1580. 1994. 271p.

This book presents examples of tourist behavior and tourism marketing research that incorporate the global nature of tourism as an integral component.

Segmenting the Australian Domestic Travel Market by Holiday Activity Participation. Alastair M. Morrison, Sheauhsing Hsieh, and Joseph T. O'Leary. *The Journal of Tourism Studies*, vol. 5, no. 1, May 1994, pp. 39-56. Department of Tourism, James Cook University of North Queensland, Townsville 4811, Queensland, Australia. \$35 annual subscription.

This article discusses how segmenting travel markets by activity participation may be a powerful means of explaining past holiday behavior and for predicting future holiday behavior. For those charged with marketing tourism destinations, it provides an important source of information for marketing planning and implementation. Based upon a large-scale survey of Australian domestic travelers, this study identifies six distinct market segments with unique sets of activity participation and other characteristics. The results suggest that activity-based segmentation is a viable approach to differentiating travel markets.

Travel Patterns and Behaviors of Visitors to the Southern Highland Region of the United States. Dinesh Dave and Michael Evans. Center for Business Research, John A. Walker College of Business, Appalachian State University, Boone, NC 28608. 1994. 52p.

This research study is the largest travel research project conducted in the southeast region of the United States to date. It provides practical marketing information for the Southern Highland Attraction Association and also contributes to the overall hospitality and tourism industry in the southeast United States. The findings will be useful in planning various marketing and business strategies for the tourism industry in the southeast high country area.