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Factors driving behaviour: The consideration of tourism flows between generating regions and destinations influenced by push and pull factors Push factors e.g. escape, relaxation, regression, social interaction Pull factors e.g. accessibility, desirability, security, culture, image, hospitality, reputation.

Unit 1: The Contemporary Travel and Tourism Industry

The behaviour of tourists ¶ what their motivations are, how they make decisions and judgements, what impact their behaviour has on the places they visit and what life change is brought about for the tourists themselves ¶ is fundamental in understanding the tourism industry as a whole. Contemporary Tourist Behaviour provides a rigorous but approachable¶

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Description The study of tourism and indeed the tourism industry is changing constantly. Contemporary Tourism: an international approach presents a new and refreshing approach to the study of tourism, considering issues such as the changing world order, destination marketing, tourism ethics and pro-poor tourism.