A Perspective on the Purpose and Nature of Tourism Research Methods

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Tourism research, while no substitute for superior management practices, provides objective, systematic, logical, and empirical foundations for such management. Tourism, because of its great complexity of social, environmental, and economic aspects, requires research input from many disciplines—marketing, behavior, geography, anthropology, business, history, political science, planning and design, futurism, and many others. While the scientific method is basic to virtually all research, the several disciplines have slightly different approaches important to tourism. The value of such research lies in better development, management, policy-making, and education in this important and growing field.

Today, business people and governmental leaders the world over are increasingly recognizing that the phenomenon of tourism has already become a powerful economic and social force. Developing countries seek its rewards and developed countries strive to protect market share. This comparatively new revelation is due largely to statistical research several decades ago that demonstrated tourism produced incomes, jobs, and taxes. Without doubt, published data revealing these positive impacts stimulated both the public and private sectors to expand activity in developing and promoting tourism.

But, research into other facets of tourism has been much slower to develop. There may be several reasons for this. A preoccupation with promotion has tended to favor large funding for promotion and little for research. Individual parts of the field of tourism—airlines, hotels, food services, parks, highway transportation—have engaged in proprietary research for some time. But, the protective nature of proprietary research, not sharing findings with the public, has benefitted only those sponsoring the research. Another reason
may be the general lack of understanding of how *sweeping and complicated* the field of tourism really is. It is not just business; nor is it really an "industry." It involves much more. And each part sees tourism from its own perspective, not as a whole. This has not changed greatly since Sales (1959), in the first seminal work on tourism, *Travel and Tourism Encyclopaedia*, observed the lack of each element's understanding of its role in overall tourism. Finally, these and other causes have resulted in a general *lack of faith* in the power of enlightenment that properly designed research can produce.

The discussion in this chapter has two main objectives: (1) to reveal the breadth of research need in tourism and (2) to emphasize the opportunity for stimulating progress in tourism by involving many disciplines in research. The recent growth and diversity of tourism research topics now reported in journals and the great increase in numbers of tourist researchers bear testimony to greater application of research methods to issues and problems of tourism.

**THE VARIETY OF TOURISM RESEARCH NEEDS**

All three sectors of tourism decision makers could benefit from research findings in their respective roles. *Governments*, as prime developers of tourism infrastructure (water, waste, police, fire protection and attractions) need facts for enlightened policies and action. Governments involved in parks, zoos, recreation areas, and historic sites need findings related to tourists who view and use these as attractions. *Commercial enterprise* needs the results from studies of traveler trends as well as factors contributing to better business success. *Nonprofit* organizations need greater information on their role as developers and managers of important parts of tourism such as museums, festivals, events, and cultural attractions. All three sectors, faced with global growth of tourism, need better solutions to negative impacts—social, economic, and environmental.

Viewed from this perspective, it can be seen that tourism is an extremely complex phenomenon and that the issues and problems will not be solved by the traditional method of conventional wisdom. Experience may be a good teacher but the field of tourism now
demands the sophisticated research approaches that have proven so effective in other fields.

ROLE OF OBJECTIVE RESEARCH

Tourism knowledge today is building through a variety of means. Some means are more exacting than others. Some have been more popular than others. It may be useful at this point to paraphrase Kerlinger’s (1986) identification of four ways of knowing, based on earlier work of Buchler, Cohen, and Nagel.

First, tourism practitioners know certain things because of tenacity. Certain "rules of thumb", known by those in the several facets of tourism, are passed from one to another as truths merely because they are held as truths. For example, the rule of high occupancy for years has been the truth of hoteliers everywhere. Research, however has demonstrated that many other factors in addition to occupancy can contribute to success and even 100 percent occupancy may not necessarily prove profitable, especially if capital was overextended. Sometimes, beliefs of certain truths prevail in spite of new objective research that proves them wrong.

Second is the method of authority. In some countries and in some aspects of tourism, certain tourism information is believed because it has been stated by an accepted authority. Even the courts recognize the strength of statements by experts. Such authority can come from several sources. It may come from public acceptance, from one who is reputed to have superior knowledge, or by governmental decree.

A third form of gaining tourism knowledge is by means of intuition. We accept certain information about tourism because it just seems right to do so. Beliefs, such as that tourism has no impact on resources or that tourism is always an economic good, are believed because they seem right to believe. It "stands to reason" that these statements are correct.

The fourth way of gaining knowledge is through science, obtained by means of objective research. Built into this form of identifying information is one quality that does not appear in the others. This is the matter of questioning and systematic check. The others may produce, by chance, correct information but there is no questioning or check upon its correctness. In scientific research, there are many points along the way of investigation that
force critical examination. Objective research is systematic, logical, and empirical and can be replicated (Tuckman 1972). As a result, the information is more dependable. "By testing thoughts against reality, science helps to liberate inquiry from bias, prejudice, and just plain muddleheadedness" (Hoover 1976). It is in the context of science that many new truths of tourism are developing.

RESEARCH APPROACHES

For tourism, a few approaches are more popularly used today and vary in how they are performed and what they can accomplish. Four approaches, not necessarily mutually exclusive, are described in the following discussion. Sometimes one, such as description, leads to another, such as testing. (See the Suggested Sources of Information for resource materials and examples of tourism research.)

TO DESCRIBE AND INVENTORY

One approach in tourism is not to prove new relationships or to demonstrate the value of new practices but merely to describe. While some scholars denigrate the value of descriptive research, tourism knowledge is in such a stage of infancy that descriptive research is valuable and necessary today. The many facets of the complicated phenomenon we call tourism have not even been described adequately. Basic inventory and description are also often helpful in decision making.

For example, individual tourism businesses of some portions of Texas have long recognized the value of tourism to them and to their areas. However, this knowledge was not generally known nor accepted by other businesses or agencies. The state of Texas, for example, contracted the U.S. Travel Data Center to obtain descriptive data for all counties. These data included expenditures, taxes paid, employment generated, and payrolls generated by travel. As a result of these research findings, several counties were surprised to discover the great importance of travel and stepped up their efforts to provide better service and to organize more formal efforts to promote tourism.
Throughout the United States, State Comprehensive Outdoor Recreation Plans employ descriptive research to inventory recreational facilities. These reports catalog items important to tourism, such as campgrounds, picnic facilities, playgrounds, swimming areas, golf courses, boating areas, and other recreational development.

Also important to tourism are time series descriptive studies, such as those prepared by the U.S. Bureau of Census. Every five years that agency prepares a census of travel and a census of selected services. These provide base data, important to both the public and private sector.

Individual tourism businesses regularly develop statistics on their operations. Data on rooms rented, revenues obtained, costs of maintenance, and other facts are determined to describe the characteristics of the business. Descriptive data on markets are commonly compiled. Descriptive studies about certain tourism businesses, such as camping (Bevins, LaPage and Wilcox 1979), are being produced.

TO TEST

Experimental research, used for generations in scientific laboratories and field experiments, has application to tourism. It is especially useful in experimenting with changes in practices. It is more difficult, but is sometimes used, in testing physical development.

For example, food services may experiment with various menu combinations and portions before arriving at standardized menus and portion control. Maintenance managers may run experiments on the most cost-effective maintenance strategies and equipment for taking care of large properties. Airlines may run experiments on special price-destination packages. Experiments in obtaining opinion response from varying content and presentation of advertising copy and illustrations are often made before deciding upon advertising layout.

The experimental methods of research are very productive for certain types of tourism research.

TO PREDICT, FORECAST
Of interest to many tourist businesses is increasing the ability to make forecasts. Decisions on the purchase of new generations of equipment, new sites, and new technology may rest on predictions of increased demand for a specific tourism service or product. One of the fundamental problems in forecasting is the lack of basic data. Descriptive research can provide this foundation. Another problem is assuming that the external factors of influence will remain the same in the future. It is one thing to obtain research data on the past but quite another to assume that new factors will not change their arrangement or importance in the future. Predictability and forecasting are more reliable in the physical sciences than in social science, the realm of tourism behavior. At present there is an increasing amount of research on the factors that influence forecasting (Witt and Witt 1990). Research of these factors, relating psychological and social factors to the economics of tourism, is seen as a major need in the field of tourism.

TO MODEL, SIMULATE

One approach to research is to set up hypothetical situations, establish mathematic relationships between factors, and study controlled changes. In a way, this represents the creation of a scenario patterned after real world situations. However, the scenario does not utilize measures of existing situations but rather assumptions of these situations. The process of modeling forces the researcher to assume a set of conditions and to state explicit relationships. When the data are assigned quantifiable language, the computer is able to assist greatly in making rapid calculations regarding the influence of changes in relationships.

Simulation and modeling have useful approaches in outdoor recreation demand studies. Some of the types used have been gravity models (relationships between origins and destinations), linear programming (optimal acquisition of resources), Acar model (policy regarding recreational opportunities), systems theory (recreational camping and boating), and comprehensive simulation modeling (state recreation plans) (Analysis 1977).

TOURISM REQUIRES MULTIDISCIPLINARY RESEARCH
Because of the great diversity of the many elements that make up tourism, problems are not resolved by only one method. The breadth and complexity of tourism requires the use of many methods depending on the topic. The emphasis should be placed on the nature of the information needed and then tap every principle, technique and method most appropriate for resolving that need. "No single discipline alone can accommodate, treat, or understand tourism; it can be studied only if disciplinary boundaries are crossed and if multidisciplinary perspective are sought and formed," state Graburn and Jafari, editors of the special issue, "Tourism Social Science," *Annals of Tourism Research*, (1991).

The following discussion of some key disciplines and their special approaches to research is intended to guide the planner, developer, and manager of tourism into research methods most productive for the special needs of tourism today.

**MARKETING**

By far the most active discipline in tourism, marketing, is an application of behavior, business, and economics with its own set of research approaches. Marketing research "is an instrument of decision-making" (Wentz 1972). Therefore, it is an applied field directed toward a specific function within the firm. Wentz identifies five types of market research: market and sales, distribution, product, business-economics, and advertising.

Adapting the scientific method to marketing, secondary data and survey research methods are used most frequently. Both experimental and nonexperimental designs are employed. Churchill (1991) emphasizes that the design must stem from the problem and classifies research into three categories: exploratory research (discovery of ideas and insights), descriptive research (frequencies, trends in consumption), and causal research (cause-and-effect relationships).

Because the emphasis is the solution of a problem, marketing research follows generally the scientific method: formulation of the problem; determination of sources of information and the research design; preparation of data-collection forms; design of the sample and collection of the data; analysis and interpretation of the data; and preparation of the research report (Churchill 1991).
A special subset within the study of marketing, very important to tourism, is that of 
consumer behavior. This topic has been the focus of scholars for several years, building 
upon the mix between psychology, sociology, and economics. Consumer behavior forms the 
foundation for much of marketing decision making. It also provides information and insight 
into social policy in consumer affairs, and it affords better information of direct value to the 
consumer (Kassarjian and Robertson 1973).

Consumer behavioral research could be classified into several emphases. One 
emphasis is that of consumer perception of brand, price, and the influences of levels of 
learning. Then, studies of motivation and personality are important as they relate to decisions 
to purchase. Of equal concern to marketers of tourism is research in attitude and attitude 
change. Tourism market segmentation research has been directed often toward objectives of 
psychographics and consumer benefits. The main purpose of consumer behavior research is 
to try to explain why tourists do what they do. For forecasting behavior, Delphi technique 
and nominal group technique are sometimes used. (Calatone and Mezanec 1991,113)

BEHAVIOR

Psychology and sociology, while different disciplines, have for years provided research 
insight into human behavior and how it is organized. Research techniques are increasingly 
employed to provide information and explanation of what activity takes place, as well as 
how, when and where. The more difficult question of why it takes place continues to 
stimulate probing into factors influencing behavior, such as psychographic studies in tourism. 
Since tourism is dependent upon people's propensity, habits, and desires, behavioral research 
is a major element in building new knowledge and solving tourism problems.

In the behavioral sciences, two basic approaches are made in utilizing the scientific 
method: experimental and nonexperimental (Kerlinger 1986). The desire is to engage in 
experimental research whenever possible--whenever important variables can be manipulated, 
such as changes in management practice, room type, or transport vehicles. Other variables, 
however, are less amenable to manipulation, such as religious values, honesty, taste and 
esthetics, and many others. The process of behavioral research often uses methods of survey
research and follows the basic steps of the scientific method: (1) defining the problem, (2) identifying hypotheses, (3) selecting methodology, (4) collecting data, (5) analyzing data, and (6) presenting results and conclusions.

Leisure and recreation studies have often used techniques to measure optimal arousal—the level of mental stimulation at which performance, learning or feelings are maximized. (Smith and Godbey 1991, 95) An area of cognitive psychological study has been applied to the use of maps. (Pearce and Stringer 1991, 140) Because tourism is often in social context, techniques of social psychological research are sometimes used, such as for cultural shock of tourism. Studies in environmental psychology have been directed toward visitor imagery and crowding.

BUSINESS

Business, as a discipline, increasingly recognizes the value of research and therefore the business sector of tourism has much to gain from research. Emory (1980) identifies four areas of research interest by business. First are those research studies that report, basically in statistical form. the research design may be simple but the products may be very valuable to management for decision making. Second, business research is often description, including comparisons and relationships beyond mere reporting. By adding certain facts and assumptions, a third form of research, that of prediction, is performed. Finally, when explanation of the forces that account for the phenomenon is included, usually more sophisticated research is required.

Frequently, the term research and development is associated with business. Actually, while some experimental and survey research methods are utilized, this is more directly in the area of technology--the handling of engineering and technology problems. In business, operations research is closely related and usually emphasizes production and goods-handling. However, in actual business organization, it may become merged with marketing research and research and development departments.

According to Gearing et al. (1976), operations research in tourism is closely allied to
economic analysis but places greater emphasis on decision-making situations that arise from real life. Operations research involves three steps: (1) structuring into a mathematical model, (2) exploring systematic procedures, and (3) developing solutions with optimal values.

Adaptation of the scientific method to business research often results in the following research process: (1) exploration of the situation, (2) development of research design, (3) collection of data, and (4) analysis and interpretation of results (Emory 1980). The two most frequent research designs used in business are experimental and simulation.

Often economic analysis of tourism is used for cost-benefit study, multiplier analysis, demand studies, and optimal development levels. Another important use of economic analysis is the study of governmental intervention into business activity, such as for subsidies.

(Eadington and Redman 1991, 52)

**HISTORY**

History, previously preoccupied with chronological documentation, has increasingly applied scientific methods to describe and explain the past. The discipline of history is making many valuable inputs to tourism. Documentation of the past development and growth of the many facets of tourism provides the context for evaluation of today’s tourism. Case histories of tourist businesses and tourist destination areas contribute to tourism decision making today. Greatly expanding historical restoration and interpretation, as tourist attractions, demand accurate research of past events and details of sites and architecture. Modern tourists require increasingly sophisticated description and presentation of historic places.

Historical research is performed for the same purpose as other research—to gain new understandings. By learning more about the past, the present is clarified. But, historical research is somewhat more difficult because evidence is of the past. Benjamin (1991) states that there are two basic forms of evidence: primary and secondary.

Primary evidence includes the statements of those who actually participated in past events. These may be found in newspapers, diaries, notebooks, letters, minutes, interviews, and other forms of first-hand knowledge of the event. Audio and video tapes, photographs, and artifacts are primary evidence.
Secondary evidence includes the findings of those who did not witness the events but investigated primary evidence. History articles and books usually represent secondary evidence.

All historians face problems of reliability of evidence. Questions of bias, accuracy, and even fraudulence must be given critical review. Several years ago, Hockett (1949) identified three key steps of criticism: (1) external criticism (determination of circumstances attending the production of a document, question of original form of document; (2) internal criticism (positive, negative); and (3) determinable facts (allusions, contemporary statements, cross-check of statements, fit). Tests of consistency and corroboration are important.

Historical research can contribute much to the development and understanding of tourism, not only through documentation of the past but also through identification of attraction potential. According to Towner and Wall (1991), needed is research by historians that links findings to issues of the day, especially the social milieu.

GEOGRAPHY

Few disciplines are as closely related to tourism as is geography. Around the world all tourism is developed on the land and its special characteristics. Geography is defined as the science concerned with the spatial location, distribution, pattern, and organization of human activities on land and space. Certainly, the discipline of geography has much to contribute in helping understand traveler origins and destinations and their relationships. Research has also been focused on the relationship between geographic factors and preferred zones of development (Gunn 1972; Miossec 1977; Getz 1986; Fagence 1990). Mitchell and Murphy (1991) suggest that there is need for greater cooperative research of tourism by geographers and social scientists.

Basically, geographers employ the fundamental rules and procedures of scientific research. Generally, their research can be divided into two categories—predictive and explanatory. Geographers have expressed interest in tourism for several reasons: spatial distribution, landscape conservation, impact of mass tourism, role in economic geography, tourism as an export and cultural aspects.
Recently, many geographers, such as VanDoren (1982), Pearce (1986), and Fagence (1990) have produced studies and models that help explain spatial relationships of tourism. Their findings can be of great assistance to policymakers of tourism, guiding tourism in directions that protect resources and produce economic gains.

Special applications of the scientific method for geographic studies of tourism have included: input-output analysis, catastrophe theory, expansion method, and spatial modeling.

ANTHROPOLOGY

The field of anthropology, because it is the science of man and culture, has many applications to tourism. Whereas other disciplines are more specific, anthropology seeks to identify, describe, and explain holistically the many manifestations of mankind.

The most conspicuous subdivision of anthropology related to tourism is that of archeology, providing information and sites of great value as tourist attractions. Of equal value to tourism is sociocultural anthropology, which studies human social and cultural life. Two other subdivisions of anthropology, biological (physical) and linguistic, may have potential contributions to make. Anthropology utilizes both exploratory descriptive study and hypothesis-testing research. Descriptive studies, often using participant observation and informal interviewing as tools, frequently provide foundations for more highly focused hypothesis testing later on. Hypothesis testing is basically scientific research methodology but for anthropology may be directed along one or more of four paradigms: (1) pretest-posed-test, (2) static-group comparison, (3) nonequivalent control group, and (4) control group (Brim and Spain 1974).

"Anthropology has important contributions to offer to the study of tourism, especially through a neo-traditional approach that includes the basic ethnography and its national character variant, as well as the acculturation model and the awareness that tourism is only one element in culture change" (Smith 1980). More recently Smith (1992) stated: "In summary, anthropologists, with their sensitivity to ethnic and minority cultures, their knowledge of cultural conservation, and their concern for directing cultural change into beneficial channels, should find interesting and rewarding employment in government, in
visitor and convention bureaus, as guides and interpreters, and as consultants to governments and industry."

Nash and Smith (1991) emphasize that the field of anthropology will in the future provide greater insight into the forces that generate tourism, the transactions between cultures and the consequences of tourism development.

**POLITICAL SCIENCE**

Increasingly, tourism is being recognized as having important political implications. Developed countries seek new policies to protect and maintain present levels of tourism and developing countries promote policies of expansion. Less well known is political science research and the opportunity it holds for tourism.

The basic tenets of the scientific method are followed in political science research. However, the nature of the field requires special problem identification along three lines: 

"(1) simple description of the phenomenon, (2) relational analysis of various aspects of the phenomenon, or (3) causal interpretation of the phenomenon, its antecedents and its consequents" (Leege and Francis 1974). In general, the research designs of social science are used, but political science studies for tourism may use a wide range of methods depending on the context. In some cases, true experimental design is appropriate whereas in other instances less rigorous designs may be used.

Matthews and Richter (1991) predict greater involvement of political science research in tourism. Needed is greater study of government's involvement, roles, and implications for tourism. The identification of tenets of tourism policy presents many challenges for study. The education and training of leaders and specialists in tourism increasingly need the results of political science research. International law and politics deserve greater attention.

**PLANNING AND DESIGN**

Planning and design (urban and regional planning, architecture, landscape architecture, engineering, interior design are distinct professions with many subdivisions. Yet they have
some common elements, such as creating new physical environments for human use—in this case, tourism. Today, all these professions are seeking new and better data upon which to base their plans and creative designs. This research is not along any common lines of strategy but generally reflects the scientific method by seeking objective information and solution to problems.

In the land use and landscape analysis field, for example, many techniques are being experimented with. These represent aerial photography, hand graphics, and computer techniques of inventorying and evaluating physical land factors of importance to planners of recreation and tourism development, such as Geographic Information Systems (GIS) (Gunn and Larsen 1988). Occasionally, studies are made of developed facilities to gain insight into how well the designed environment functions were planned.

Challenges in tourism planning require deeper research of the roles of official urban planning and zoning. Because civic officials determine much of a city’s physical and economic growth, these decisions deserve greater research study for adaptation to tourism. As So (1988) points out, planning requires research of legal parameters, political implications, social impacts, intergovernmental relationships, and esthetic and environmental impacts.

FUTURISM

Although traditionalists may scoff at the notion of futurism as a distinct discipline, the field has risen to the level of considerable importance and relevance to tourism. Philosophers, scientists, technicians, and planners have joined in making insightful studies of trends, not necessarily to predict but to identify future possibilities. Futuristics can be defined as "applied history" (Cornish 1977).

Emerging among the futurists are many approaches toward gaining insight into the future. Some key approaches, used with varying degrees of success, are: (1) trend extrapolation, (2) scenarios, (3) use of experts (Delphi technique), and (4) models, games, and simulation. Already, several worldwide organizations and future-oriented research institutes have been organized and are producing research studies. Tourism, extremely vulnerable to many factors of the future, may look more and more to the works of these
scientists involved in future-oriented research.

Futurists are identifying key trend factors that can influence major changes in tourism in the future (Godbey 1989). For example, it is predicted for the United States that over 64 percent of the population will be over the age of 65 by 2030. They predict also that increased quality of life, public-private cooperation, cultural exchange, and greater personal service will gain in importance for tourism in the future.

INPUT FROM OTHER DISCIPLINES

The complexity of tourism demands research input from many disciplines. Those discussed above are merely a start on a long list of disciplines applicable to the development of new information for tourism or to the solution of tourism problems.

For example, leisure and recreation studies are building a distinct area of interest with special research approaches and literature involving very important aspects of tourism. Park and resource management research, involving land use as well as behavior, has direct bearing on tourism. Engineering research is a vital component of many businesses directly related to tourism products and equipment. The field of communications is frequently identified as a distinct discipline and is having tremendous impact on many elements of tourism. Wildlife, fisheries, and forestry are often considered discreet disciplines and their research has direct bearing on tourism, especially in the planning and management of attractions. Probably the greatest amount of outdoor recreation research in the United States has been sponsored by the several experiment stations of the U.S. Department of Agriculture, Forest Service. Marine engineering and oceanography, with their many concerns over coastal development, are important to coastal tourism. The field of law is of increasing importance to the many facets of tourism everywhere. Medicine, health, and nutrition are at the very foundation of many concepts of personal fitness and use of leisure. The leisure implications of veterinary medicine are great, including the control of pet disease and management of zoos as tourist attractions. And, of course, studies in tourism economics are needed in order to go beyond the impact of the firm.
CONCLUSION

More and more, the many social, environmental, and cultural, as well as economic, implications of tourism are being recognized. Even this brief review of a few disciplines demonstrates current and potential input of varied research that is valuable to tourism. Future businesses, organizations, educational institutions, and governments have the opportunity of harnessing many ways of gaining new knowledge and solutions to problems of tourism.

While the several disciplines appear to utilize different research approaches, there is more fundamental similarity than difference. Throughout, the basic aim is to perform objective, systematic, logical, and substantive research. Specific problem-solving research is becoming an integral part of many tourist-oriented businesses. At the same time, universally applicable research is increasingly assisting nations, states, provinces, cities, organizations, and educational institutions in gaining greater insight into tourism.

Techniques and methodologies vary somewhat across disciplines but all seem to desire quantifiable methods whenever applicable. For some topics, it is sufficient to have the opinions of key leaders or specialists. However, more generalizable research, applicable to large masses of population, requires representative sampling designs. Because tourism does not have a long history of research, today descriptive and exploratory studies are providing worthwhile data.

The main conclusion is that tourism is a complex phenomenon and therefore the research of tourism must utilize all the disciplinary approaches that will be most useful in solving problems and in providing new information. Because tourism is multidisciplinary, solutions to problems will increasingly require cooperation and collaboration of researchers from several disciplines. Problems of land use and planning will require team research from market analysts and geographers as well as planners. Historians, anthropologists, and sociologists can combine efforts to study means of alleviating culture shock from tourism development. Engineers, planners and consumer behaviorists could combine efforts to improve transportation and travel information techniques. Research from wildlife, forestry, and water resource specialists can assist in solving issues centered on attraction development of natural resources. These and many other combinations of disciplines will need to be
created in order to address and provide solutions to needed tourism planning, development, and management issues in the future.

SUGGESTED SOURCES OF INFORMATION

The following sources are a sampling of research studies relating to the several disciplines. Further contact with the separate disciplines or agencies supporting such disciplinary research should provide other titles of interest.

GENERAL


MARKETING


BEHAVIOR


**BUSINESS**


**HISTORY**


Casson, Lionel (1971), "After 2,000 Years Tours Have Changed but Not Tourism," *Smithsonian*, (2) 6, 53-59.


King, Doris Elizabeth (1957), "The First-Class Hotel and the Age of the Common Man," *The
Journal of Southern History, (23) 2, 173-188.


GEOGRAPHY


Gunn, Clare A. (1972), Vacationscape: Designing Tourist Regions, Austin: University of Texas.


ANTHROPOLOGY


Smith, Valene L. (1990), "Managing Tourism in the 1990s and Beyond," *Practicing Anthropology*, (14) 2, 3-4.

**POLITICAL SCIENCE**


**PLANNING AND DESIGN**


**FUTURISM**


