

**SWARBROOKE, John**

**Consumer behaviour in tourism / John Swarbrooke, Susan Horner.  
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**Part One Context**

- 1 Introduction
- 2 The history of tourist behaviour
- 3 Main concepts in consumer behaviour, including models of consumer behaviour which have been adapted for tourism

**Part Two The Purchase-decision Process**

- 4 Motivators
- 5 Determinants
- 6 Models of the purchase decision-making process

**Part Three Typologies of Tourist Behaviour**

- 7 Typologies of tourist behaviour and segmentation of the tourism market

**Part Four Tourism Demand and Markets**

- 8 The global pattern of tourism demand
- 9 National differences - domestic, outbound, inbound
- 10 The nature of demand in different segments of the tourism market
- 11 Consumer behaviour and markets in the different sectors of tourism

**Part Five Consumer Behaviour and Marketing**

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- 13 The marketing mix and tourist behaviour

**Part Six Topical Issues in Consumer Behaviour**

- 14 The green tourist - myth or reality?
- 15 The rise of the global/Euro tourist?
- 16 The emergence of new markets and changes in tourist demand
- 17 Quality and tourist satisfaction

**Part Seven Conclusions and Future**

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Case study 2 Flying Colours Holidays Limited - Club 18-30  
Case study 3 The segmentation of the outbound Japanese market  
Case study 4 The Savoy Group of hotels  
Case study 5 Cathay Pacific Airways

Case study 6 First Choice Holidays - all-inclusive package  
Case study 7 Carnival Cruise Lines - the cruise market  
Case study 8 Wensleydale Creamery, Hawes, North Yorkshire  
Case study 9 Société Roquefort, Roquefort, France  
Case study 10 Industrial tourism in France  
Case study 11 British Airways - environmental policy  
Case study 12 TUI, Germany - environmental policy  
Case study 13 Ragdale Hall - health hydro  
Case study 14 The International spa market  
Case study 15 Granada Studios Tour  
Case study 16 Easyjet  
Case study 17 Las Vegas, Nevada, USA  
Case study 18 Rural tourism in France  
Case study 19 Inbound and outbound tourism in the USA – the breaking the myths  
Case study 20 Taiwan - the emergence of a new major outbound tourism market  
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