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have an intense,
burning desire
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and to achieve
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clear deci-sion
that you are
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techniques until
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D stands for
determination:
You must be
willing

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.. Tourism

The chapter goes on to discuss whether tourism is supply or demand led. It then explains different levels of demand, and the concept of price elasticity of demand.

Structuring the demand for

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Tourism is discussed, and the chapter moves on to explain various approaches to market segmentation.

Tourism demand |

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"To properly
confront the
causes of
overtourism,
tourism
management and
planning must
take into
account the
negatives of
higher visitor
numbers,
accepting that
'more' doesn't

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Tourism mean

'better . . .
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Can overtourism

be stopped? Yes

-- here's how

it's being . . .

tourism

revenues, the

foreign visitor

segment is a

strategic part

of the city' s

economy for

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several reasons.

First, since overseas business cycles can be out of sync with local ones, foreign tourism can grow while the local economy is stagnant or contracting. As a result, in slow periods,

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this segment of
the industry can
serve as

Tourism and New
York City's
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The first step
should be pretty
familiar. You'll
start by
outlining the
things you want
to achieve from

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This could be as
simple as
increase

visitors/tourism

to your

destination. You

may also want to

increase the

revenue derived

from that

tourism. In this

first step, you

won't focus on

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adhering to the
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several years
ago, as it focus
on the main

issues of the
tourism sector,
as well new ones
that are
constantly
emerging.

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