

TITLE: Aviation and Tourism: Implications for Leisure Travel

Credit(s): Anne Graham, Andreas Papatheodorou and Peter Forsyth

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Reading this densely packed compilation of studies of the relation between aviation and tourism, I pondered on the intended readership. The editors say that they '...continue to be surprised at the failure of academia, government, industry and other stakeholders to fully recognise and appreciate the close and complex relationships which exist between aviation and tourism, particularly when leisure travel is concerned.' This motivated them to get '26 distinguished experts' to contribute.

All those stakeholders have plenty on their desks to contemplate; ranging from the third runway at Heathrow, the future economics of the airline sector, and energy prices, while the tourism industry itself is under severe pressure and all this within the scenario of the cliché of the credit crunch - help!

The book is well structured starting with a brief overview and followed by seven parts covering leisure travel demand, regulation, airline issues, the implications for airports, economic and environmental impacts and some destination case studies followed by a round up of conclusions, themes and future issues. Separate papers within each section look at aspects of the main theme.

Trying to read this book in one go is not for the faint hearted. There is a great deal of detail and the sheer scale of the attempted reach of the book is slightly intimidating. My own review copy is annotated with pencilled remarks and has a liberal profusion of 'post it notes' for future reference. So who is the book for? It provides a useful single source for those wanting either an overall view or others needing the detail of aspects of a particular theme.

So, this book is perhaps essential reading for both students and for those who have difficult decisions to make on the future strategy of the aviation and tourism sector.

Nick Booker

Director

Attract Marketing Ltd

Visitor attraction, destination management and leisure sector consultants.

Attract Marketing Ltd | Brook House 4 Lawrence Gardens | Kenilworth Works CV8 2GH

Tel: 01926 864 900 | Fax: 01926 851 591 | info@attractmarketing.co.uk | www.attractmarketing.co.uk