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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.

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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 adhering to the SMART framework.

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This edition of The Tourism System is as useful as the first was several years ago, as it focus on the main issues of the tourism sector, as well new ones that are constantly emerging. Cláudia RIbeiro de Almeida, Tourism Course Director, University of Algarve - ESGHT, Faro, Portugal

The Tourism System | Higher Education

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