Tourism Demand Modelling and Forecasting

Modern Econometric Approaches



Haiyan Song and Stephen F. Witt



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Modelling And Forecasting Demand In Tourism

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trends as accurately as possible is vital in the struggle to stay one step ahead of the competition Building on the success of Practical Tourism Forecasting this text looks at 13 methods of forecasting and with a user friendly style Forecasting Tourism Demand guides the reader through each method highlighting its strengths and weaknesses and explaining how it can be applied to the tourism industry Forecasting Tourism Demand employs charts and tables to explain how to plan a forecasting project analyse time series and other information select the appropriate forecasting model use the model for forecasting and evaluate its results Ideal for marketing managers and strategic planners in business transportation planners and economic policy makers in government who must project demand for their products among tourists Executives who rely on forecasts prepared by others will find it invaluable in assisting them to evaluate the validity and reliability of predictions and forecasts Those engaged in analysing business trends will find it useful in surveying the future of what has been called the largest industry in the world Tourism Management Arch G. Woodside, Drew Martin, 2008 This book provides in depth empirical reports on specific topics within five general areas of tourism management and marketing 1 scanning and sense making 2 planning 3 implementing 4 evaluating actions process and performance outcomes and 5 administering Offering descriptions tools and examples of tourism management decision making the book is useful for students in tourism and management and for tourism executives It has 27 chapters and a subject index International Handbook on the Economics of Tourism L. Dwyer, 2007-09-24 Tourism economics is a rapidly expanding field of research and interest in the subject has been growing steadily over the past decade As a field of study it is one of the small band of areas such as energy and transport economics that draws on and applies developments in general economics This highly accessible and comprehensive Handbook presents a cutting edge discussion of the state of tourism economics and its likely directions in future research Leading researchers in the field explore a wide range of topics including demand and forecasting supply transport taxation and infrastructure evaluation and application for policy making Each chapter includes a discussion of its relevance and importance to the tourism economics literature an overview of its main contributions and themes a critical evaluation of existing literature and an outline of issues for further conceptual and applied research Larry Dwyer and Peter Forsyth have assembled a fascinating Handbook that will be an invaluable and much welcomed reference book for tourism economics scholars and researchers at all levels of academe General economics scholars will also find much to engage them within the book Tourism Forecasting and Marketing Kevin Wong, Haiyan Song, 2012-10-12 Stay up to date with the most effective practices in tourism demand forecasting Tourism Forecasting and Marketing presents vital up to date research on the latest practice and applications of tourism demand modeling and forecasting The book addresses both econometric and time series approaches to forecasting focusing on the concepts model specification data analysis and methodologies used in day to day tourism planning An international panel of practitioners and academics call on a diverse range of empirical research findings to discuss commonly used theoretical frameworks for forecasting and future directions tourism demand is likely to take Tourism Forecasting and Marketing presents research findings from the United States the United Kingdom Asia and Australia that are invaluable for guiding government and private sector tourism investment and development decisions. The book addresses traditional versus modern forecasting techniques evaluations of current and past forecasting methods modeling and forecasting destination choice and the impact of forecasting and marketing on tourism demand Topics include using time series models to forecast inbound tourism demand for China and Greece determining the economic factors that influence tourism demand in Hong Kong Indonesia and Malaysia examining domestic travel expenditures in South Korea developing a model to forecast ski tourism using the Palmore cohort analysis for tourism forecasting and much more Tourism Forecasting and Marketing is an important textbook for educators and students working in tourism policy planning and management and tourism marketing. The book is equally effective as a reference for travel and tourism researchers and for professionals dealing with tourism demand analysis and forecasting.

Tourism Forecasting and Marketing Kevin Kai Fai Wong, Haiyan Song, 2002 Up to date research on the latest practice and applications of tourism demand modelling and forcasting. The book addresses both econometric and time series approaches to forecasting focusing on the concepts model specification data analysis and methodologies used in day to day tourism planning.

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