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Leisure Travel: A Marketing Handbook. Stanley C. Plog, Ph.D. ©2004 | Pearson | Out of print. A useful and pragmatic approach to understanding how to market travel products and destinations, Leisure Travel enables students to understand the needs of different types of travelers based on their personality profiles. The book offers a unique historic perspective, based on the author's more than 35 years of experience as a consultant and researcher to industry leaders, along with case examples of how to increase tourism and grow the leisure travel market. Features. Features. Primary focus of the book is on marketing. Teaches students how to market travel more effectively. @inproceedings{Plog2003LeisureTA, title={Leisure Travel: A Marketing Handbook}, author={S. Plog}, year={2003} }. S. Plog. Published 2003. Geography. I. perspectives on leisure travel. 1. A Personal View of the Travel Industry. 2. An Industry That Changed the World. II. The psychographics of travel. 3. Why Destinations Rise and Fall in Popularity. 4. The Psychographics of Travel Segments. Leisure travel: A Marketing Handbook. Upper Saddle River, NJ: Pearson. Education. Plog, S. C. (2006). "One Mo"™, Once: A commentary on the Litvin paper on the plog. psychographic system. Furthermore, psychocentric traveler usually chooses familiar experiences in their travel decisions. They are comfortable in choosing activities that involves variation, adventure and risk. It comes from the root words allo (varied in form) and centric, meaning these individuals focus on varied activities (Milan, 2017). Venturers were the first groups who explored the new destinations and passed their travel experiences to their friends, also called as near-venturers. Tourist behavioral intention in visiting attractions in Quezon Province. A marketing book for travel professionals, Leisure Travel focuses primarily on the psychology of travel "why people travel and why they don't, and how to reach and motivate them more effectively. This book emphasizes that to get a greater market share, the travel professional must understand the motivations, thoughts, and lifestyles of their important market segments; thereby ensuring that advertising and promotional dollars for their programs hit their intended targets. This book provides a different perspective on travel, based on the more than 35 years that I served virtually all aspects of the industry as a consultant and researcher. Consumer Goods Travel & Leisure Travel Services Tourism. Travel & Tourism Market Research Handbook 2019-2020. Lowest Prices Guaranteed. Length. And this market research handbook has been used as a strategic business planning resource by executives in dozens of hotel corporations, travel companies, and tourism business. The handbook presents tourist visitor and expenditure statistics for each state, major cities, and tourist destinations, based on surveys by RKMA. Travel & Tourism Market Research Handbook 2019-2020 includes Hotels & Resorts, previously published as a separate annual reference han...