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continues the
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the previous
editions, the
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key orientation of**

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**this text. We
view this industry
as having three
major
components: the
Travel Industry,
the Hospitality
Industry, and the
Local Commercial
Recreation
Industry, and we
will continue to
use the term**

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Commercial Recreation and Tourism to refer to the entire industry. The purpose of this edition remains the same as the first four editions; to provide an introduction to the scope,

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**characteristics,
management
aspects, and
trends of the
commercial
recreation and
tourism industry.
It is intended
that the book
offer a blend of
conceptual and
practical material
to achieve a basic**

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**understanding of
this huge and
diverse industry.
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the content is
oriented toward
large and
established
businesses, the
text also has an
entrepreneurial
orientation that
is particularly**

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**applicable to
smaller
businesses and
organizations.
Hopefully, many
future
commercial
recreation and
tourism
entrepreneurs
will gain some
useful ideas in
these pages. As**

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with earlier editions, this text will avoid coverage of content that is usually included in other texts, such as recreation philosophy, leisure behavior theory, activity leadership,

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generic

recreation

programming,

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theory, staff

supervision,

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principles, etc.

However, we will

cover several

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topics that have received little attention in other commercial recreation and tourism texts. These topics include entrepreneurial strategies, applied economic concepts, business start-

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**ups, steps of the
feasibility study,
operations
management,
and several
specific types of
programs in
commercial
recreation and
tourism. Finally,
the content is
presented in a
way that parallels**

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**a logical course
sequence. That
is, from general
to specific as
explained below.
The first three
chapters provide
an introduction
to the overall
commercial
recreation and
tourism industry
including history,**

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**definitions,
economic
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concepts,
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general
strategies to
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barriers.

**Chapters 4
through 8
present content
about the
initiation and
management of
the commercial
recreation and
tourism
enterprise. The
information is
intended to have**

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**general
application to the
overall industry,
even though
there are specific
differences
between the
diverse sub-
industries.
Content includes
business start-up
strategies,
feasibility**

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**studies, financing
sources, financial
management,
marketing,
operations
management,
and some specific
types of
programming.**

**Chapters 9
through 11
narrow the focus
to the three**

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**major categories
of the industry:
travel,
hospitality, and
local commercial
recreation. Each
chapter examines
the status,
operations,
trends, and
opportunities in
numerous
specific types of**

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industries.

Another reason to hold this content until the end is to buy time to allow students to investigate these industries on their own as part of a major class project. An industry report is

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a good idea for a project or term paper, particularly if the student relates the text content to examples found in the students desired area of career employment. We decided to delete the 12th chapter

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that concluded previous texts. The reasons that we decided to do this are that we decided to include industry trends within each of the three prior chapters. We also decided that the section of the previous

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text that focused on academic preparation for students, was better left to the faculty members who teach the course. The authors updated much of the content, particularly the content that

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**related to
specific industry
data. On the
other hand,
conceptual
content that
remains relevant,
was changed
little. Many new
references were
used for the new
material. This
text was**

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**developed for a
variety of uses.
The primary
purpose is, of
course, as a
textbook for an
introductory
course in
commercial
recreation and
tourism. The text
could also
function as an**

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**introduction to
the overall
industry for
majors in
travel/tourism or
hotel
management.
Whatever the
academic use, a
course instructor
should try to
supplement the
text concepts**

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**with local
examples.**

**Hopefully, the
text may also be
of value to
investors and
practitioners in
specific
industries who
seek an overview
of the entire
commercial
recreation and**

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**tourism industry.
Although there
are many
separate sub-
industries, it is
very common for
success in one
industry to be
related to events
in another
industry. For
example, hotels,
restaurants, and**

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**shops in a ski
destination
probably wont fill
up if the ski
mountain
operation is not
updated with
modern high-
speed lifts or
snowmaking
equipment to
guarantee a good
base for the**

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Christmas season. Similarly, all these businesses may be very dependent on a single airline company to fly tourists in for their ski vacation. It should also be pointed out that

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**the choice of
gender nouns he
or she
throughout the
text was made by
random
selections. As the
commercial
recreation and
tourism industry
matures, males
and females
seem to be less**

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**relegated to
stereotypical
roles either as
staff, managers,
or owners. With
great
enthusiasm,
three new co-
authors have
joined our team
to write this
seventh edition.
They are Dr.**

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**Scott Rood, Dr.
Kate-Price
Howard, and Dr.
Andrew Holdnak.
All three bring
exceptional and
practical
knowledge about
the commercial
recreation and
tourism industry.
Finally, Dr. Lynn
Jamieson has**

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decided to retire from her many years as one of the two founding authors of this text. We will miss her great attitude, professionalism, and knowledge. This book is exceptional in the sense that it

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**provides an
introduction to
law in general
rather than the
law of one
specific
jurisdiction, and
it presents a
unique way of
looking at legal
education. It is
crucial for
lawyers to be**

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aware of the different ways in which societal problems can be solved and to be able to discuss the advantages and disadvantages of different legal solutions. In this respect, being a lawyer involves

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being able to reason like a lawyer, even more than having detailed knowledge of particular sets of rules.

Introduction to Law reflects this view by focusing on the functions of rules and on

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**ways of arguing
the relative
qualities of
alternative legal
solutions. Where
'positive' law is
discussed, the
emphasis is on
the legal
questions that
must be
addressed by a
field of law and**

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**on the different
solutions which
have been
adopted by, for
instance, the
common law and
civil law
tradition. The law
of specific
jurisdictions is
discussed to
illustrate possible
answers to**

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**questions such as
when the
existence of a
valid contract is
assumed.**

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