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Leisure Travel: A Marketing Handbook. Upper Saddle River, N.J.: Pearson/Prentice-Hall. A concept of travel philosophy has been developed by Tourism Canada as part of market segmentation research resulting in travel styles segments. The segmentation process is based on the following assumptions: There are recognizable groups in the population based on Leisure Travel book. Read reviews from world's largest community for readers. A marketing book for travel professionals, Leisure Travel focuses primarily... 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; th 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. 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. Primary focus of the book is on marketing. Teaches students how to market travel more effectively.