

ABSTRACTS/TITLES RECEIVED

their graduates current by providing proportionate continuing education opportunities.

- TSM DEMOGRAPHIC CHANGES: IMPLICATIONS FOR TRAVEL MARKETING**
Dayton P. Jorgenson. *The Cornell Hotel and Restaurant Administration Quarterly* (School of Hotel Administration, Cornell University, Ithaca, New York, 14853, USA), August 1976, pp. 4-10.

The report attempts to provide the reader with a basic demographic picture of the nation: the recent past, the present, and to some extent, the next few years ahead. The paper deals with the following elements - the birth rate, marriage and divorce, and the composition of our families and households - and states that to a large extent they will determine what will happen in the market place in the rest of the century. Tables.

- TSP THE FEDERAL ROLE IN TRAFFIC RESEARCH AND DEVELOPMENT**
Gerald D. Love & Lyle Sexton, *Traffic Quarterly* (Box 55, Saugatuck Station, Westport, Connecticut 06880, USA), October 1976, pp.505-519.

The purpose of this article is to discuss the federal role by briefly reviewing the history of the federal governments technical and financial assistance in the general fields of traffic improvements and traffic research. Typical examples of traffic research projects now being conducted by the Federal Highway Administration are described to show how these efforts have been structured to provide improved technology for reducing traffic congestion and improving the operational efficiency of highways.

- TSM FRANCE: NATIONAL REPORT NUMBER 30. *International Tourism Quarterly*** (27 Saint James's Place, London, England), Number 2, 1976, pp. 21-34.

This paper describes France as one of the popular tourist countries, providing all that the visitor may wish. France has many attractions which are skillfully exploited. The French are doing more than planning for tourism in the 1980's by creating the facilities to meet the new demands. Tables.

- TSM GREECE: NATIONAL REPORT NUMBER 31. *International Tourism Quarterly*** (27 Saint James's Place, London, England) Number 2, 1976, pp.35-44.

This report is intended to supplement and bring up to date the earlier report published in the first issue of ITQ five years ago

(ITQ number 1, 1971, p. 8). In this report there seems little doubt that Greece is headed for a massive upsurge in tourism. It is also clear that in many ways the country is ill prepared for the tourism industry.

- TSM HOLIDAY PEAKS - THE SOCIAL AND ECONOMIC EFFECTS.
Department of industry, and Commerce (Australian Government
Publishing Service, Canberra, Australia), 1976, 63 pp. free.

This report contains the proceedings of a national conference held in Sydney in October 1975. It provided a venue for an exchange of views between interested groups on the concept of staggered school and industrial vacations. The viewpoints are presented in this report. Map and Appendixes.

- TSM IMPLICATIONS OF RECREATIONAL ACTIVITY AGGREGATES FOR
TOURISM DEVELOPMENT POLICIES. Stephen F. McCool.
Journal of Travel Research (Business Research Division, University of
Colorado, Boulder, Colorado, 80302, USA), Volume XIV, Number 4,
Spring 1976, pp. 1-4.

The utilization of the tourism industry as an economic development tool remains a viable policy option for many tourism-dependent regions in the U.S. In spite of the likelihood of persisting energy shortages and the lingering uncertainties of inflation, recession and other ills, governmental agencies will continue to look to tourism as one method of increasing the economic and social welfare of their citizenry. This report maintains that effective tourism development policies, programs and marketing strategies require close and continuing coordination among tourism development agencies, state and federal suppliers of recreation opportunities and research organizations. Tables.

- TSM INDUSTRY ECONOMICS: A GENERAL VIEW John Baldwin Seales.
The Travel Agent (American Traveler, Inc., 2 West 46th Street, New York,
N.Y. 10036 USA), August 5, 1976, pp. 30-34.

First in a series of articles examining the relationship between supplies, agents and the marketplace. And also how these relationships between segments of the industry determine price and pay levels.

- TSM INTERFACES BETWEEN TOURISM AND OUTDOOR RECREATION.
Mark Egan, *The Tourism Review* (Case Postale 1535, 3001 Berne,
Switzerland), April/June 1976, pp. 6-10.

Whereas originally tourism was largely recreation oriented, today it has many orientations, but with all of them, recreation can be an