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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. Primary focus of the book is on marketing. Teaches students how to market travel more effectively.