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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.