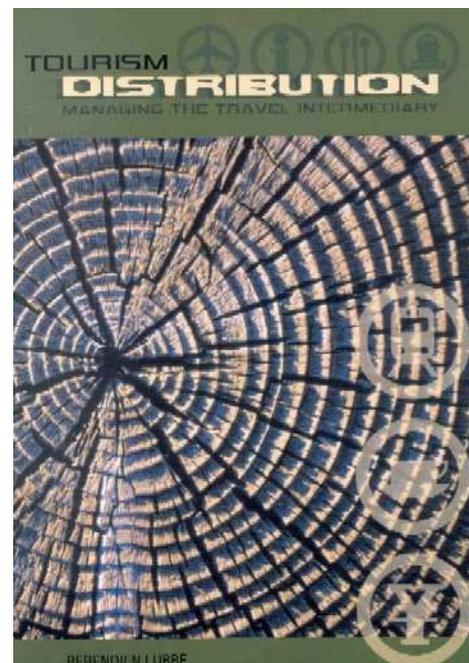


Tourism Distribution - Managing the Travel Intermediary

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About this Publication:

Travel distribution has become one of the most talked-about subjects in the tourism industry since technological advances have opened new channels and opportunities for suppliers of tourism, travel intermediaries and consumers. While technological advances have brought about dramatic changes, so too has the consolidation of organisations, both in the airline and travel industries. These changes are transforming the industry and while travel agents will remain key players in distribution, their fundamental role will probably change from supplier-biased intermediaries to consumer-biased consultants.

Contents Include:

Part 1: An Overview of the Travel Industry

Tourism Distribution

The Development of the Travel Industry in South Africa

A Future Perspective on the Distribution of Tourism in South Africa

The Statutory and Regulatory Environment of the Travel Industry

Part 2: Travel Retailing

Travel Agencies

Managing the Travel Agency: The Operations, Technological and Human Resource Functions

Managing the Travel Agency: The Financial and Marketing Functions

Part 3: Business Travel

Business Travellers and their Characteristics

The Corporate Travel Department

Incentive Travel

The Tour Wholesaler

Inclusive Tourism: Tour Marketing

Inclusive Tourism: Tour Administration and Operation

Tour Manager and Tour Member Behaviour

Of Interest and Benefit to:

This book is aimed primarily at the student of tourism and is an essential component in the study of travel, airlines, accommodation suppliers and destination management.

This book is about travel distribution, and while it does not pretend to predict the future in this dynamic environment, it provides the framework within which travel distribution takes place. The principles of tourism distribution are discussed, as well as the environment in which the travel

industry operates. Development of the industry from a historical perspective as well as a present overview and future trends are described. The role of the travel agent and tour wholesaler is discussed from a management perspective and the various management functions are explained in the context of a travel organisation. Examples from the local travel industry are included as well as comprehensive case studies that illustrate the theory.