

Handbook of Research on International Travel Agency and Tour Operation Management

Part of the Advances in Hospitality, Tourism, and the Services Industry Book Series

Mohinder Chand Dhiman (Kurukshetra University, India) and Vinay Chauhan (University of Jammu, India)

Description:

Changes within the travel industry, such as globalization, consumerism, and advancements in technology, have transformed travel agencies into highly competitive businesses. To remain successful, new business approaches and models must be created in the global tourism and hospitality industry. Travel companies continue to expand their businesses in different countries and seek to collaborate with international entrepreneurs, developing the need for cross-cultural strategies and policies. As travel agencies flourish, identifying these business practices is necessary for these organizations to obtain a competitive management model at the global level.

The **Handbook of Research on International Travel Agency and Tour Operation Management** gathers the latest methodologies, tools, models, and theories regarding tourism development and sustainability into one comprehensive reference source in order to promote, manage, and maximize the profitability potential of travel agencies and tour operation services. Featuring research on topics such as e-marketing, medical tourism, and online travel, this book provides travel agents, managers, industry professionals, researchers, academics, and students with the necessary resources to effectively develop and implement organizational strategies and models.



ISBN: 9781522584346

Release Date: May, 2019

Copyright: 2019

Pages: 360

Topics Covered:

- Consumer Generated Content
- E-Marketing
- International Business
- Knowledge Sharing
- Marketing Strategy
- Medical Tourism
- Online Travel
- Service Quality
- Sharing Economy
- Sustainability

Hardcover: \$285.00

E-Book: \$285.00

Hardcover + E-Book: \$345.00

Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: www.igi-global.com

Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA