

ITM Bachelor 1. Sem

8029: Introduction International Tourism Management

SUPPLY SIDE:

Commercial Supply Structures: Tour Operator, Travel Agencies, Marketing Organizations

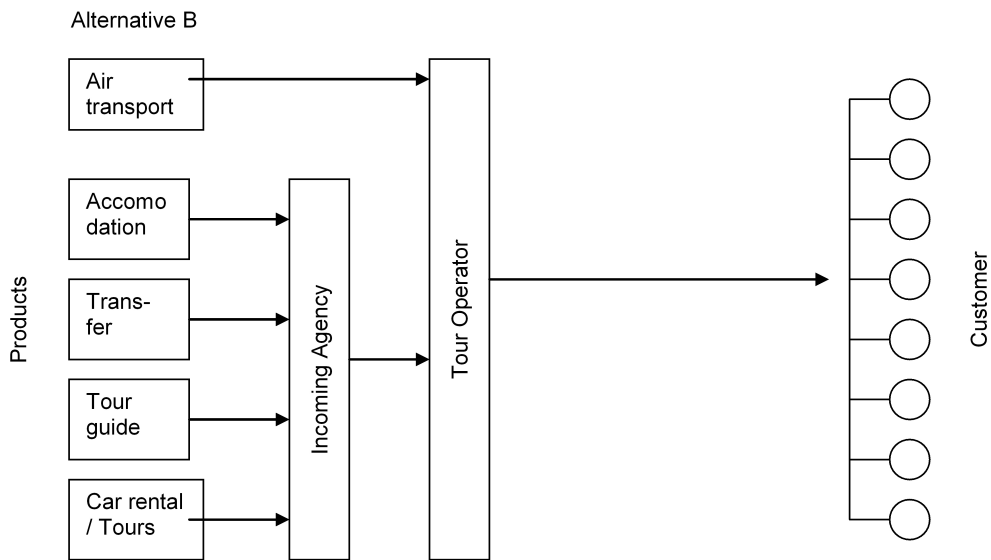
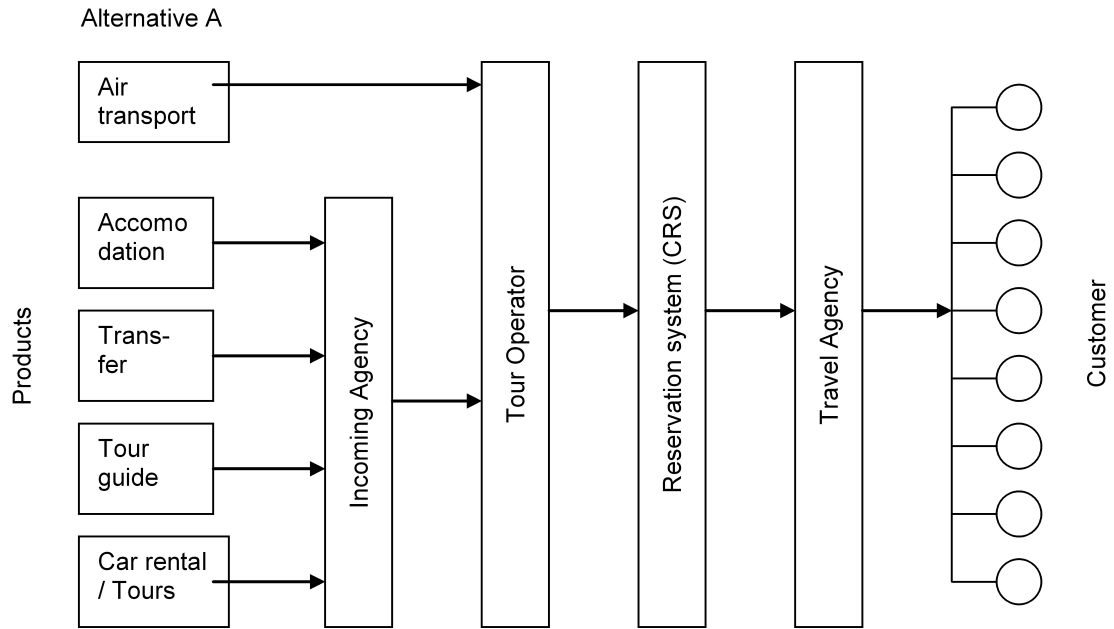


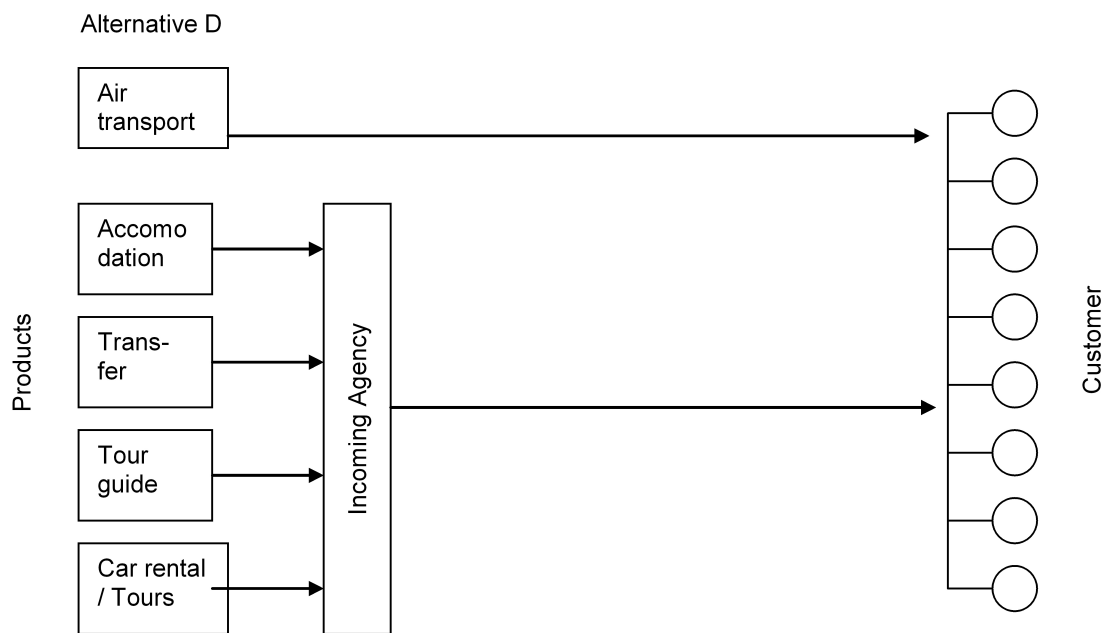
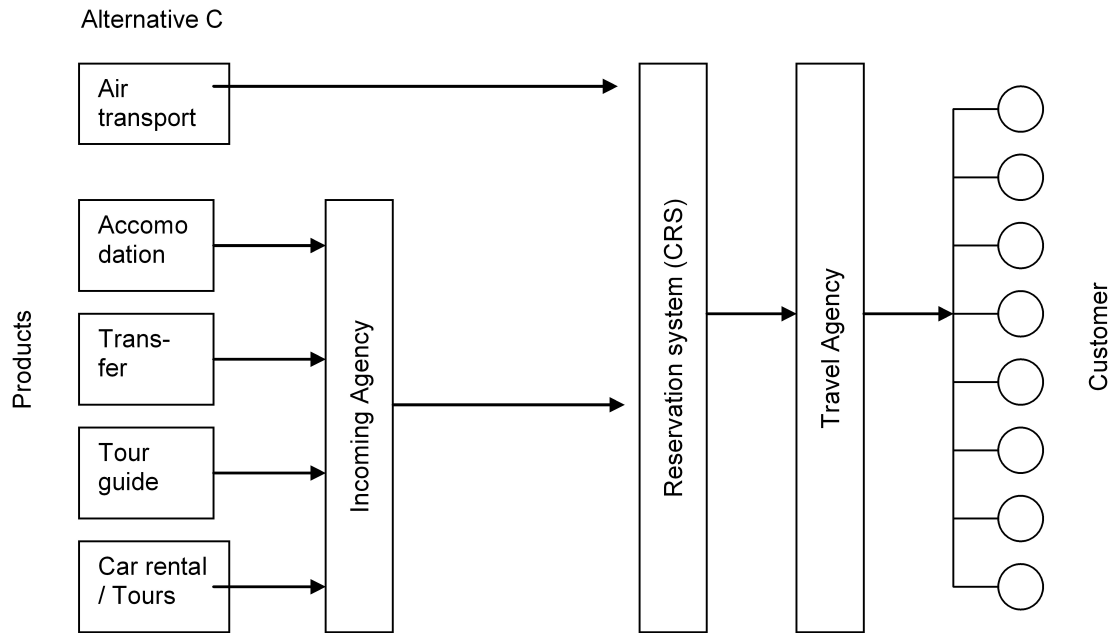
Patterns of distribution:

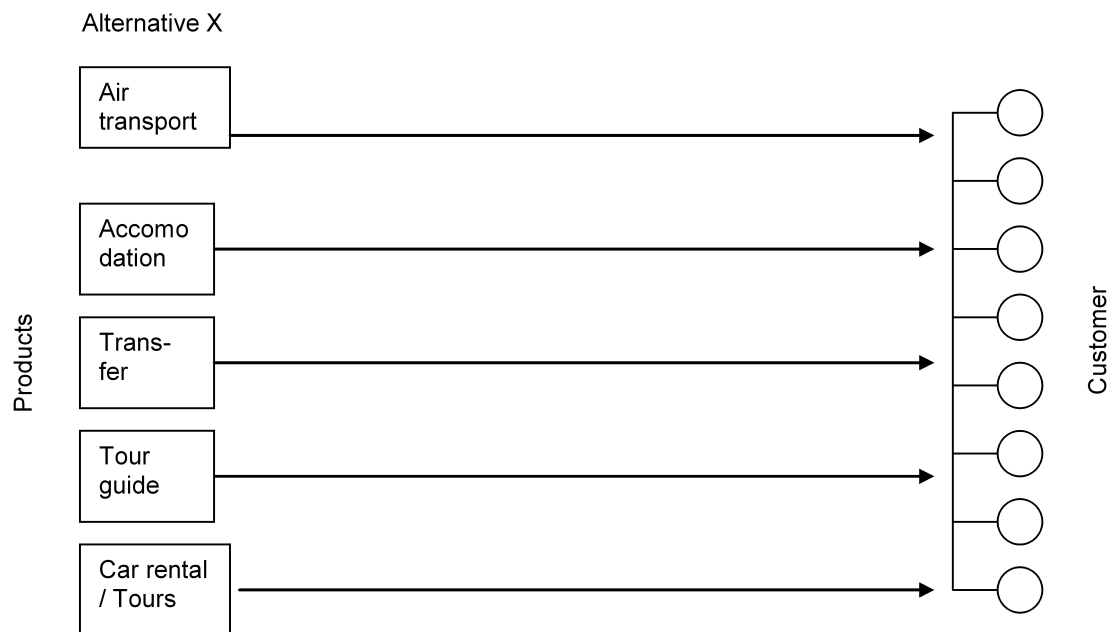
Supplier --> Traveller

Supplier --> Intermediary --> Traveller

Supplier --> Intermediary --> Intermediary --> Traveller







Tour operators

Organize and sell tours: package - all-inclusive - moduls - dynamic packaging

- Outbound and Inbound
- International companies
- Specialized TOs
- "Grey" TOs

Travel agencies

Sells single products only, not organizer

Income forms:

- Commission
- Charges

Structures:

- Independent TA
- Franchise

- Company-owned

DMOs / NTOs (Destination Marketing Organizations / National Tourism Organizations)

Different forms of government involvement

"Selling" the destination

On local / regional level often competitor by selling own products or acting as agency



Contact: Prof. Dr. Wolfgang Georg Arlt *FRGS*
Bachelor and Master Program *International Tourism Management*
arlt@fh-westkueste.de, Office 2.018, Tel. 0481 8555-513
Consultation hours (during lecture period): Tuesday 16.00 - 17.00 h

