Tourism Sales and Distribution

Travel and Tourism Management
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Tourism

TRAVEL
AROUND THE WORLD
Participants

Suppliers

Intermediaries

Consumers
Types of Selling

**Transactional Selling**
- Simplest
- Fewer selling steps
- Examples - hamburgers, DVD's

**Consultative Selling**
- Training and experience
- Customers need advice
- Example – cruises and tours
### Travel Sales

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<td>• Tour operators</td>
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<td>• Travel agencies including online agencies</td>
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<td>• Travel agencies</td>
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Rentals
- Direct
- Travel agencies

Rail
- Direct
- Rail passes
- Travel agencies

Tours
- Customized tours
- Direct
- Public tours
- Travel agencies
Travel Purchases

Individual travel components
• each part of the travel is purchased separately

Packaged travel
• several components are “bundled” and purchased as one product

All-inclusive travel
• all or most components purchased together
Distribution
Distribution Path

**Suppliers**
(airlines, hotels, tour operators, cruise lines, car rental companies)

**Consumers**
(the public)

**Intermediaries**
(travel agencies)

Direct Distribution

Indirect Distribution

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Friday Check-In: Special Episode from IPW Orlando
SOMEDAY
I'm going to
TRAVEL the
WORLD
Let’s Review!

1. What is tourism?
2. Who are the participants in the travel and tourism industry?
3. What are the two types of selling?
4. Travel sales vary between suppliers – is there a common sales type for the suppliers listed?
5. What is an all-inclusive travel purchase?
6. How is travel distributed?
**References and Resources**

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Textbooks:

Video:
- Friday Check-In: Special Episode from IPW Orlando
  This week's Friday Check-In comes to you from Orlando at the 47th Annual IPW, the nation's premier international travel marketplace. U.S. Travel's President and CEO Roger Dow gives you a recap of the record-breaking event, plus Visit Orlando's George Aguel makes a special appearance to thank sponsors and everyone in attendance.
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