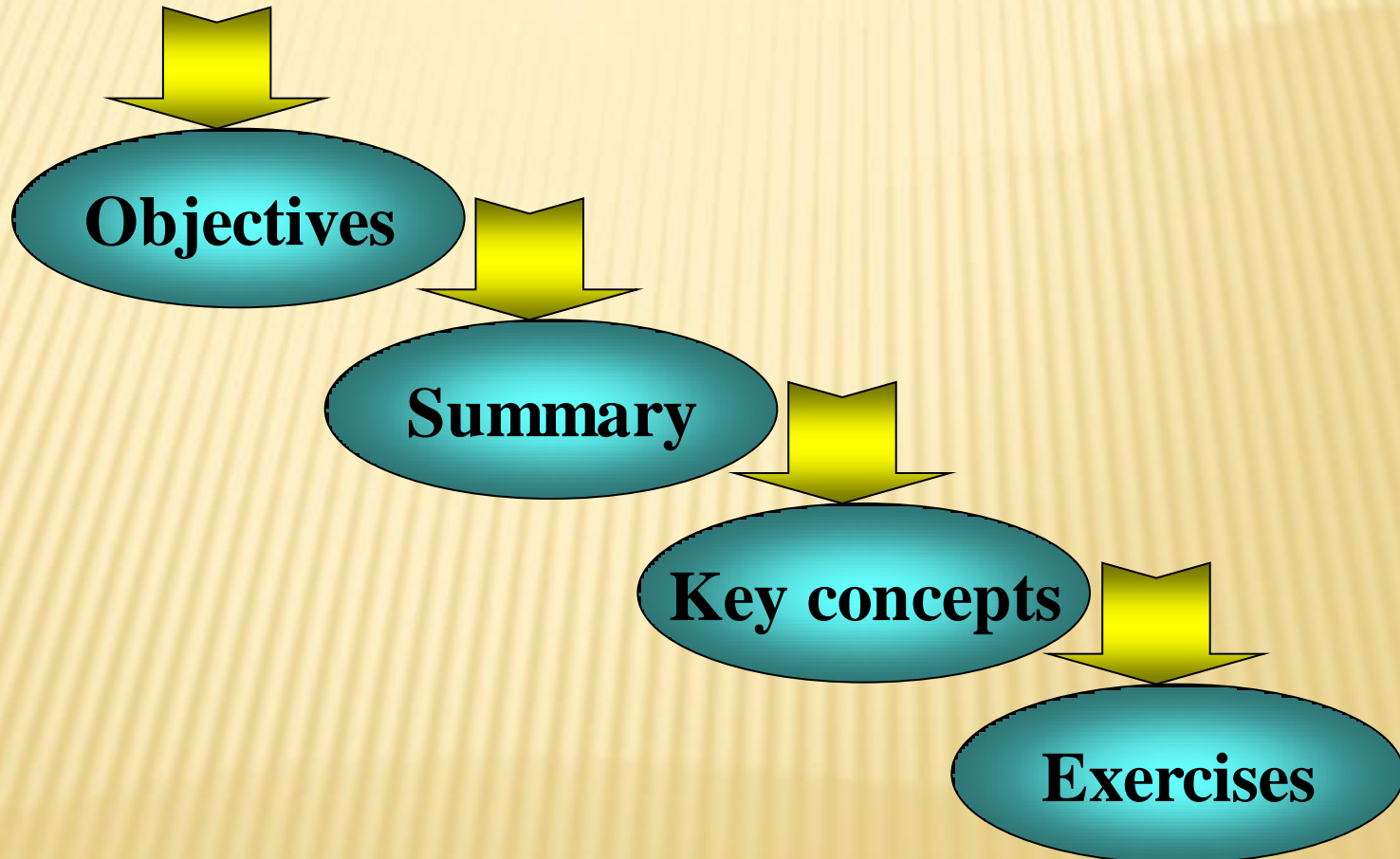


Chapter 9: Channels of Tourism Distribution



Discussion Questions

- 1. What changes do you think technology will bring to hospitality industry and tourism distribution channels?**
- 2. Please clarify the changes happened in the distribution channels for international tourism in the hospitality industry and tourism industry.**
- 3. What the main difference of the marketing channels between enterprises with the production of tangible products and enterprises with the production of services and tourism products?**
- 4. Whether a company should have too many members of the marketing channels? Please explain the reasons.**
- 5. Describe the difference between the tour operators and travel agents.**

Discussion Questions

- 6. Why franchising become a form of rapid development in the retail industry?**
- 7. According to federation of franchise in the world, 30 - 50% of the franchise applicants have worked in large enterprises, and later lost their jobs due to corporate downsizing. How can the mid-level executives of these enterprises adapt to the life as a franchisee? What are the advantages and disadvantages of their previous work experience?**
- 8. Find a tourism enterprise that allows customers book direct online, do you think what kind of people will book online? Is website design effective? Please explain the reasons.**