

Contents

Acknowledgements	vii
Selected Supporting Websites	ix
1 Introduction	1
2 The Package Holiday and the Rise of the Tour Operator	11
3 The Operating Environment	38
4 Product Development	59
5 Small and Medium-sized Tour Operators	86
6 Customer Service	108
7 Financial Planning: Pricing the Package	130
8 Tour Operators and Key Travel Regulations	146
9 Distribution (Place)	166
10 Marketing	187
11 Human Resources and Managing the Workforce	219
12 Crisis Management	246
13 Challenges and Issues: A Look Ahead	264
Index	271