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objectives; 5.1 Chain versus chain competition
 5.2 Game-theoretic framework5.3 Impact of tourism supply chain membership; 5.4 Impact of tourism supply chain preference; 5.5 Impact of cross-sector integration; 5.6 Impact of inter-sector integration; 5.7 Summary; Discussion questions; 6. Tourism Distribution Channels; Learning objectives; 6.1 Tourism supply chain and distribution channels; 6.2 Channel intermediaries; 6.3 Tourism distribution channel structure; 6.4 Tourism distribution channel development; 6.5 Tourism distribution channel members; 6.6 Summary; Discussion questions; 7. Capacity and Inventory Issues in TSCM Learning objectives7.1 Introduction; 7.2 Tourism capacity management; 7.3 Overbooking strategy; 7.4 Revenue management; 7.5 Summary; Discussion questions; 8. Customer Relationship Management in TSCs; Learning objectives; 8.1 Introduction; 8.2 Definitions of CRM; 8.3 Key components of CRM; 8.4 Customer service management; 8.5 e-CRM; 8.6 Summary; Discussion questions; 9. Information Communication Technologies and TSCM; Learning objectives; 9.1 Information communication technologies and tourism; 9.2 ICT-empowered tourism; 9.3 ICT impacts on TSCs; 9.4 ICTs and tourism in China; 9.5 Summary Discussion questions10. Conclusions and Future Research Directions; 10.1 Collaborative TSC planning and forecasting; 10.2 TSC coordination; 10.3 TSC dynamics; 10.4 Integrated product and TSC design; 10.5 ICT-empowered TSCM; References; Index

Sommario/riassunto

Fierce global competition in the tourism industry is now focused on integral parts of supply chains rather than on individual firms. The highly competitive environment has forced tourism firms to look for ways to enhance their competitive advantage. Tourism products are often viewed by consumers as a value-added chain of different service components and identifying ways to effectively manage the interrelated tourism business operations will enable tourism firms to better meet customer needs and accomplish business goals thus maintaining competitive advantage over their equally efficient riv
