

1. Record Nr.	UNINA9910778923403321
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Titolo	Tourism supply chain management / / Haiyan Song
Pubbl/distr/stampa	Abingdon, Oxon ; ; New York : , : Routledge, , 2012
ISBN	1-136-64031-2 1-136-64032-0 0-203-80439-2
Edizione	[1st ed.]
Descrizione fisica	1 online resource (217 p.)
Collana	Routledge advances in tourism ; ; 23
Disciplina	338.47910687 910.68/7 910.687
Soggetti	Tourism - Management Hospitality industry - Management Business logistics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [184]-196) and index.
Nota di contenuto	Front Cover; Tourism Supply Chain Management; Copyright Page; Contents; List of Figures; List of Tables; Preface; List of Abbreviations; 1. Introduction to Tourism Supply Chain Management; Learning object; 1.1 Background; 1.2 Supply chain management in tourism; 1.3 Critical issues in TSCM; 1.4 Theoretical framework; 1.5 Summary; Discussion questions; 2. Demand Management and Forecasting; Learning objectives; 2.1 Introduction; 2.2 Tourism demand management; 2.3 Collaborative TSC forecasting; 2.4 Forecasting methods; 2.5 Collaborative forecasting system design; 2.6 Summary; Discussion questions 3. Tourism Supply Chain CoordinationLearning objectives; 3.1 Difficulties with TSC coordination; 3.2 Conflicting objectives; 3.3 Costs of poor information sharing; 3.4 Coordination mechanisms; 3.5 Information sharing; 3.6 Summary; Discussion questions; 4. Tourism Supply Chain Competition; Learning objectives; 4.1 Tourism supply chain competition; 4.2 Game theory and its application to TSC competition; 4.3 Competition in a tourism supply chain; 4.4 Summary; Discussion questions; 5. Chain versus Chain Competition; Learning

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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 rivals.
