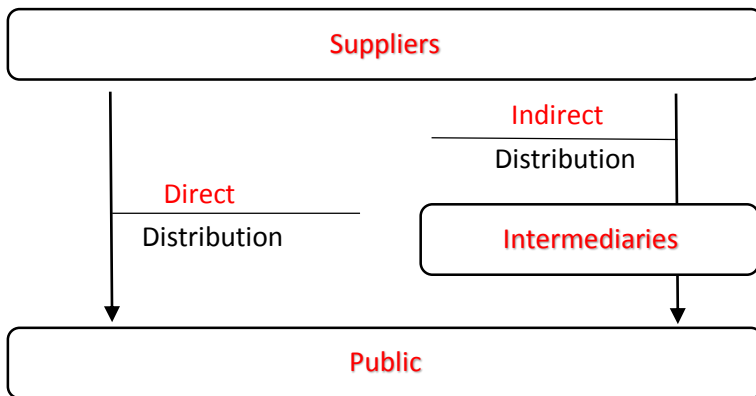
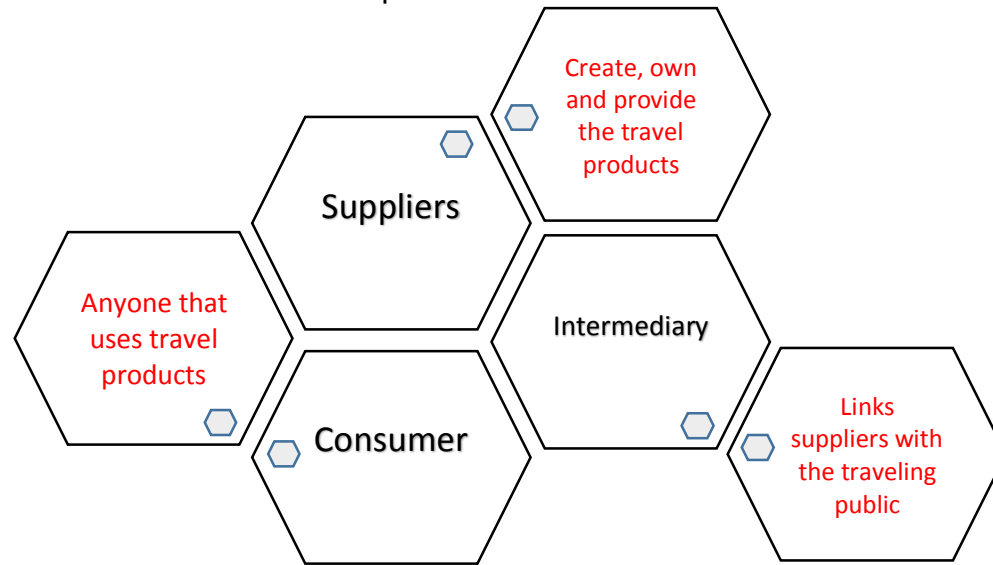


# Tourism Sales and Distribution Notes (Key)

Complete each section with statements from the slide presentation.



- 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

<b>Transactional Selling</b>		<b>Consultative Selling</b>	
<ul style="list-style-type: none"> <li>• 1. Simplest type of selling</li> <li>• 2. Fewers selling steps</li> <li>• Examples - hamburgers and DVDs</li> </ul>		<ul style="list-style-type: none"> <li>• 1. Training and experience</li> <li>• 2. Customers need advice</li> <li>• Examples - cruises and tours</li> </ul>	
<b>Airlines</b>	<b>Cruise</b>	<b>Lodging</b>	
<ul style="list-style-type: none"> <li>• Direct</li> <li>• Consolidators</li> <li>• Cruise lines</li> <li>• Rail companies</li> <li>• Tour operators</li> <li>• Travel agencies including online agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Cruise consolidators</li> <li>• Direct</li> <li>• Tour companies</li> <li>• Travel agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Cruise lines</li> <li>• Customized tours</li> <li>• Direct</li> <li>• Public tours</li> <li>• Tour operators</li> <li>• Travel agencies</li> </ul>	
<b>Rail</b>	<b>Rental</b>	<b>Tours</b>	
<ul style="list-style-type: none"> <li>• Direct</li> <li>• Rail passes</li> <li>• Travel agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Direct</li> <li>• Travel agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Customized tours</li> <li>• Direct</li> <li>• Public tours</li> <li>• Travel agencies</li> </ul>	