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An analysis of supply-side relationships in small island destinations: the role of tour operators, travel agencies and tourism transport in the Canary islands

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Pages 201-218 | Published online: 18 Feb 2007

🗨 Cite this article 🔗 <https://doi.org/10.1080/1479053042000314485>

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facilitate the establishment of new competitive strategies and positioning in an

increasingly volatile area, with new products and operational models to be found in both demand and supply. This exploratory study addresses issues raised in a survey of a sample of hotel and travel agency managers in the Canary Islands, relating to specific supply-side relationships within the transport and tourism distribution sectors.

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Notes

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Source: Regional Ministry of Tourism and Transport, Government of Canaries, 2001.

Note: Hotels are represented by triangles.

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