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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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Abstract

Small island locations face particular challenges when seeking to compete within the international tourism marketplace. This paper is set in the context of island tourism development, with a particular focus on Spain's Canary Islands. With this context in mind, th[...] small islands ([...] ularly where tour ope[...] tion systems (GDS[...] s for the secto[...] hich is rapidly e[...] organiza[...] that facilitate[...] an increasingly volatile area, with new products and operational models to be found in

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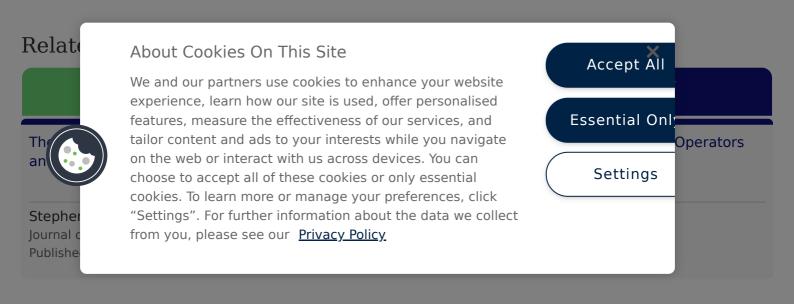Source: Regional Ministry of Tourism and Transport, Government of Canaries, 2001.

Note: Hotels are represented by triangles.

Source: Gobierno de Canarias, Consejería de Turismo, 2002.

Source: Adapted from Buhalis and Licata, 2002.

Source: Adapted from Lickorish and Jenkins, 2000.

'MOM': term coined by Renshaw meaning 'March of the Multiples'.

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