

# Time of Changes – New Marketing Strategies

Today the tourism industry world-wide faces many challenges. Only the players able to change their strategies so that they meet the market conditions seem able to survive and be successful for a longer time. More than anywhere else the company size does not really matter here – both travel agency as well as market leaders are forced to take into account the dramatically changing market. Naturally, different players contemplate and choose different competitive strategies in order to sustain and move their businesses forward.

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