Contents

	Preface	vi
	Acknowledgements	ix
1.	The Travel Industry — Its History Adèle Hodgson, Global Partners	1
2.	Railways JEFF PERCIVAL, British Rail	20
3.	The Role of the Air Carrier ALAN WHEELER, British Airways	37
4.	The Travel Agent — Rise or Fall? LUKE MAYHEW, Thomas Cook	49
5.	The Development of Travel Related Insurance Protection and its Role in the Growth of the Travel Market MICHAEL EVE, Bank of America Insurance Services	74
6.	The Tour Operator — New and Maturing Business PETER DELANEY-SMITH, Intasun	94
7.	Marketing Business Travel Services ROGER HYMAS, American Express Financial Services	107
8.	The Hotel Industry: Who Controls its Destiny? J F DANIELSON, Sheraton Management Corporation	135
9.	The Concept of Strategy within the Travel Industry ADÈLE HODGSON, Global Partners	144
	Index	155