

## Management of travel agencies and tour operators

(Management cestovních kanceláří a agentur)

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The publication “Management of travel agencies and tour operators” is designed as a textbook although it is not implicitly mentioned in the text. Therefore the book can be used both as a teaching aid for university students who pursue tourism, and at the same time as a valuable resource for the staff of travel agencies and tour operators.

The book is logically structured and well organised. It is generally divided into four chapters. Authors provide a comprehensive overview of legal aspects of travel agencies and tour operators; management of travel agencies and tour operators – a functional approach; management of travel agencies and tour operators – a process approach and a business plan.

It is very beneficial that the book let readers learn more about the theoretical foundation of travel agencies; about planning, communication and information, corporate culture and other components of functional management, including control; and about process management. Readers can also appreciate that the book presents varied case studies with a range of instructive questions and tasks that are usefully formed in text boxes. It is praiseworthy that the authors explain the difference between the activities and the status of tour operators and travel agencies.

In case of a sequel and updating, it is recommended to focus on the methods of decision-making; the criteria of decision-making; the selection of criteria and the selection of key employees – especially who is the key employee; and the criteria how to keep the key employee. Besides these, more should be written about networking and virtual organization.



The book “Management of travel agencies and tour operators” can be described as an instructive and inspiring material for both students and the staff of travel agencies and tour operators.

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