

Chapter 4 Outline

Channels of Distribution
Travel Intermediaries
Electronic Travel Distribution Systems
Ground Operators
Air Carriers
Channels of Distribution in Europe
and Japan
Government Regulation of Travel
United States
Foreign Governments
Vertical, Horizontal, Backward, and
Forward Integration

Competencies

1. Describe channels of distribution within the hospitality industry. (pp. 33–40)
2. List and briefly describe U.S. and international governmental entities that regulate or influence travel. (pp. 40–42)
3. Describe vertical and horizontal integration in the hospitality industry. (pp. 42–43)