

Conference Name: Dubai – International Conference on Social Science & Humanities, 18-19 February 2025
Conference Dates: 18-19 February 2025
Conference Venue: Flora Creek, Deira, Dubai, UAE
Appears in: PEOPLE: International Journal of Social Sciences (ISSN 2454-5899)
Publication year: 2025

Ömer Çoban, 2025

Volume 2025, pp. 101

DOI- <https://doi.org/10.20319/icssh.2025.101>

This paper can be cited as: Çoban, O.(2025). Improving the Capacities of Travel Agencies with Product and Market Diversification Strategies. Dubai – International Conference on Science & Humanities, 18-19 February 2025. Proceedings of Social Science and Humanities Research Association (SSHRA), 2025, 101

IMPROVING THE CAPACITIES OF TRAVEL AGENCIES WITH PRODUCT AND MARKET DIVERSIFICATION STRATEGIES

Ömer Çoban

Faculty of Tourism, Hacı Bektas Veli Nevsehir University, Nevşehir, Turkey

omercoban@nevsehir.edu.tr

Abstract

There are various studies in the literature that point out the importance of product and market diversification for destinations and tourism businesses. However, there are limited studies on the obstacles that tourism businesses face during product and market diversification. Therefore, the research has attempted to reveal what these obstacles are through data collected from travel agencies and their stakeholders using the interview technique. It has been determined that the barriers to the product and market diversification processes of businesses are specialization, lack of operational experience, lack of qualified personnel, possible operational costs and insufficient public support. In order to eliminate the aforementioned barriers within the scope of the research, suggestions have been developed for travel agencies and stakeholders who have an impact on their activities.

Keywords:

Product Diversification, Market Diversification, Travel Agency