

## **Role of Intermediaries**

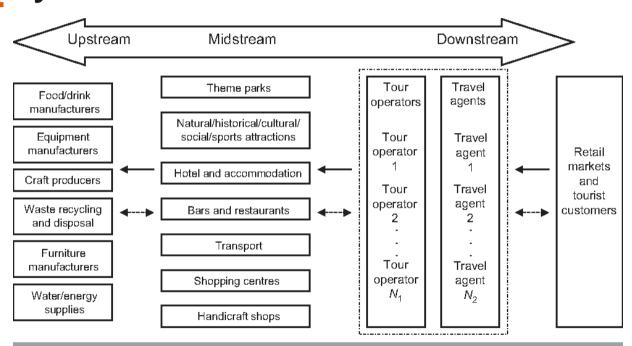


## **Function of Intermediaries**

- Information Gathering
- Promotion
- Contact
- Negotiation
- Physical Distribution
- Financing
- Risk Analysis



## Example: Role of Intermediaries in Tourism Industry



Local government: tourism sustainability

Source: https://www.semanticscholar.org/paper/Game-Theoretic-Study-or-the-Dynamics-or-Tourism-for-Huang-Chen/50d2fec75a037be6dc262004fa009a52174b1a21/figure/0



## Thank You