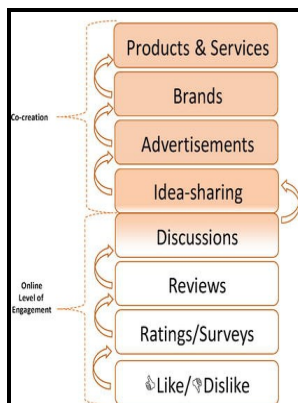


# Study of the perceptions and expectations of travel agents with regard to the quality in marketing they receive from a travel tour operator.

The Author) - Customers want more: 5 expectations you must meet now



Description: -

-study of the perceptions and expectations of travel agents with regard to the quality in marketing they receive from a travel tour operator.

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## Travel and tourism industry yet to exploit the Internet fully in India

It is also responsible for conducting orientation programs and trainings for new staff, recognizing the best facets of staff and motivating them to achieve organization objectives. We regret to inform you that the publisher of this article, Not Applicable, has removed this article from DeepDyve.

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We are looking forward to hearing from you.

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Comments such as the one below suggest a real reluctance to view hosts in anything other than a service position. Manuals, post-trip evaluation of previous clients travel experiences and personal travel experiences are all examples of how travel agents can work to provide a wider information base.

## DeepDyve

Brand Association Brand associations as empirical research signify sway consumers evaluation towards the brand.

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