

# **The Decision Makers In Travel Retail**

**Alain Decrop**

Leading Travel and Tourism Retail Sacha Zackariya, 2023-04-03 Deepen your understanding of how to adapt to international travellers' different needs and backgrounds. Harness the burgeoning levels of tourism and learn everything you need to engage travellers with your business and spending money. The modern traveller is complex, even more so in a post-pandemic world. International consumers are in search of memorable experiences that make them feel special and, ideally, share those experiences with others and bring those feelings home with them. While wanting to be more adventurous, they also want to make their trip safe and special while minimizing their impact on the environment. Leading Travel and Tourism Retail is an invaluable guide for any professional involved in the world of retail, including consumer brands, retailers, hospitality, landlords, politicians, airports, transportation and technology groups. Engaging and accessible, this book covers everything from assessing the competitive market situation to product adaptation, ESG, human talent management, accessing funding, political considerations, and the role of technology and data. It offers a unique glimpse behind the inner workings of some of the best-known brands in the world across airports, shopping malls, and city centre locations. Delivering invaluable insight through fascinating interviews from high-profile leaders, including the President of LVMH Retail Asia, the CEO of Harrods, the President of CHANEL Perfumes & Cosmetics worldwide, this is a must-have book for those who want to drive profits. LIST OF INTERVIEWS Sir Tony Blair, former British Prime Minister, UK Pierre-Hugues Schmit, Chief Commercial & Operations Officer at Vinci Airports Group, France Ravi Thakran, Group Chairman of

LVMH Asia, Singapore Michael Ward, Managing Director of Harrods, UK Jacques Stern, CEO of Global Blue, Switzerland Vasiliki Petrou, CEO of Unilever Prestige, UK Andrea d'Avack, President of the CHANEL Foundation, France Pallak Seth, CEO of PDS Apparel Manufacturing, India Louis de Bourgoing, International Chairman of WHSmith, UK Jose-Antonio Lasanta, CEO of Prosegur Cash, Spain Dan Cockerell, former Vice President of Disney's Magic Kingdom, USA Tine Arentsen Willumsen, CEO of Above & Beyond Group, Founder of The Diversity Council, Denmark Paul Samuels, Executive Vice President of AEG Entertainment Group, UK Hugo Brady, Vice President of AEG Entertainment Group, UK Malik Fernando, Director of Dilmah Tea, MJF Hotels and Holdings, Sri Lanka Jonathan Chippindale, CEO of Holition Technologies, UK Ben Zifkin, President of Hubba, Canada Desirée Bollier, Chair and Chief Merchant of Value Retail, UK Stewart Wingate, CEO of London Gatwick Airport, UK Craig Robins, Founder and Owner of Miami Design District Development, USA Taylor Safford, President and CEO of Pier 39, San Francisco, USA Frances O'Grady, Secretary General of the Trades Union Congress, UK Christine Comaford, business and leadership coach Baroness Nicky Morgan former Secretary of State for Digital, Culture, Media, and Sport, UK Professor Ian Woodward at INSEAD, Singapore Professor Steve Jarding, Harvard University, USA Lesley Batchelor OBE, Director General of The Institute for Export & International Trade, UK Jason Holt, Chair of the Apprenticeship Ambassador Network, Chairman of Holts Group, UK Julia Simpson, President & CEO of World Travel & Tourism Council (WTTC)

*Proceedings of the International Academic Conference on Tourism (INTACT) "Post Pandemic Tourism: Trends and Future Directions" (INTACT 2022) Janianton*

Damanik,Badaruddin Mohammed,Dyah Widyastuti,Nuryuda Irdana,Hera Oktadiana,2023-02-10 This is an open access book. This international conference aims to discuss and provide critical views based on empirical experience and the relevant concepts to the changing trends and future directions of tourism development after the Covid-19 pandemic. Some of the topics that can be raised as discussion material include (but are not limited to): Adaptation strategies of tourism transportation modes to the CHSE standard Adaptation strategies and models of the tourism accommodation industry to the CHSE standard Creative Industry and tourism MSME business models in the post-pandemic period Reactivation and revitalization of community-based tourism businesses Optimizing the use of IT products in tourism business management Innovation and implementation of carbon neutral and green zones in tourism destinations Trends in travel financing planning changes Issues of de-skilling, recharging, and up-skilling tourism HR The future of tourism education institutions Reconstruction of tourism institutions in the post-pandemic period Relations between tourists and tourists in tourism destinations in the post-pandemic period Changes in tourist market profiles and preferences and their implications for promotion and marketing strategies Tourist perspectives on post-pandemic tourism and CHSE practices Trends and prospects for healthy tourism and green tourism This is an open access book. This is an open access book.

**A Decision-Makers Guide to Public Private Partnerships in Airports** Andy Ricover,Jeffrey Delmon,2019-12-06 Airport development is critical to economic growth and poverty reduction. This book will help decision-makers assess whether Public Private Partnerships (PPP) might be a viable option to meet their airport development

requirements. It walks the reader through the airport PPP process, from early preparation to bringing the project to market and managing the project during implementation. The book will help eradicate misconceptions about the role of the private sector in airport infrastructure. A Decision-Makers Guide to Public Private Partnerships in Airports provides an essential guide for those in a position to make decisions linked to airport development, to their advisers, their staff and also to students wishing to understand airport PPP.

The Emerald Handbook of Computer-Mediated Communication and Social Media  
Jeremy Harris Lipschultz, Karen Freberg, Regina Luttrell, 2022-06-27 Uniquely relating social media communication research to its computer-mediated communication foundation, as well as digital and emerging media trends, this handbook is an indispensable resource whether you're a graduate student or a seasoned practitioner.

**Big Data Analytics for Improved Accuracy, Efficiency, and Decision Making in Digital Marketing** Singh, Amandeep, 2021-06-18 The availability of big data, low-cost commodity hardware, and new information management and analytic software have produced a unique moment in the history of data analysis. The convergence of these trends means that we have the capabilities required to analyze astonishing data sets quickly and cost-effectively for the first time in history. They represent a genuine leap forward and a clear opportunity to realize enormous gains in terms of efficiency, productivity, revenue, and profitability especially in digital marketing. Data plays a huge role in understanding valuable insights about target demographics and customer preferences. From every interaction with technology, regardless of whether it is active or

passive, we are creating new data that can describe us. If analyzed correctly, these data points can explain a lot about our behavior, personalities, and life events. Companies can leverage these insights for product improvements, business strategy, and marketing campaigns to cater to the target customers. Big Data Analytics for Improved Accuracy, Efficiency, and Decision Making in Digital Marketing aids understanding of big data in terms of digital marketing for meaningful analysis of information that can improve marketing efforts and strategies using the latest digital techniques. The chapters cover a wide array of essential marketing topics and techniques, including search engine marketing, consumer behavior, social media marketing, online advertising, and how they interact with big data. This book is essential for professionals and researchers working in the field of analytics, data, and digital marketing, along with marketers, advertisers, brand managers, social media specialists, managers, sales professionals, practitioners, researchers, academicians, and students looking for the latest information on how big data is being used in digital marketing strategies.

*Tourism, Transport and Travel Management* M.R. Dileep, 2019-03-19 The terms travel and tourism are often used interchangeably in tourism literature. This comprehensive textbook provides students with essential knowledge of the intricate relationship existing between travel, transport and tourism. The book analyses the structure, functions, activities, strategies and practices of each of the sectors in the travel industry, such as airlines, airports, tour operators, travel agencies and cruises. It is structured into six parts, covering all modes of transport (air, land and water), travel intermediation, the tour operation business and impacts and prospects for the future. International case studies

are integrated throughout to showcase practical realities and challenges in the travel industry and to aid students' learning and understanding. Written in an accessible and engaging style, this is an invaluable resource for students of tourism, hospitality, transport and travel management courses.

*Shopping Choices with Public Transport Options* Muhammad Faishal Ibrahim, Peter J. McGoldrick, 2017-03-02 In recent years, the environmental, social and economic concerns regarding laissez-faire retail decentralization policies have resulted in an emergence of a global trend towards the provision of wider choices of good quality public transport modes in suburban areas. Existing research on transport choices to shopping areas simply looks at travel time, travel cost or distance as a measure of the 'deterrence' of getting to a retail outlet and has concentrated on the attributes of the retail outlets, thus neglecting the transport attributes. Based on a substantial study incorporating both quantitative and qualitative research, this engaging volume takes a more balanced view of both retail outlet and transport attributes. It employs a multi-method, sequential design to examine the many dimensions salient to how people evaluate transport options for shopping purposes and unravels many important issues in transport mode and retail destination choices.

*Travel Retail - An Insider's Guide* Kevin Brocklebank, 2022-09-20 Travel Retail has been my passion for almost 20 years. In this book, I share some of the tips, tricks and ideas that can help you drive retailer and brand performances further and faster. It shows you the shopper journey, the metrics to use and how to build stronger relationships with your stakeholders. The book highlights opportunities to transform our industry into a high performing culture. Whether you are starting your journey or are a Travel Retail veteran,

you will find something to help you on your own journey in this amazing industry. The book covers: Key Challenges In Travel Retail Key Metrics & Terminology Relationships The Shopper Journey Category Management Shopper Marketing Space Management The Future of Travel Retail The text draws on experience from working within a travel retailer and in cross functional roles.

*Hospitality and Tourism* Norzuwana Sumarjan,Zahari Mohd Salehuddin Mohd,Radzi Salleh Mohd,Mohi Zurinawati,Hanafiah Mohd Hafiz Mohd,Bakhtiar Mohd Faez Saiful,Zainal Artinah,Saiful Bakhtiar,Mohd Hafiz,Mohd Hanafiah,2013-11-18 *Hospitality and Tourism - Synergizing creativity and innovation in research* contains 116 accepted papers from the International Hospitality and Tourism Postgraduate Conference 2013 (Shah Alam, Malaysia, 2-3 September 2013). The book presents trends and practical ideas in the area of hospitality and tourism, and is divided into the sections below: - Hospitality and tourism management - Hospitality and tourism marketing - Current trends in hospitality & tourism - Technology, advancement and innovation in hospitality and tourism - Green hospitality and tourism - Food service and food safety - Relevant areas in hospitality and tourism *Hospitality and Tourism - Synergizing creativity and innovation in research* will be useful to postgraduate students, academia and professionals involved in the area of hospitality and tourism.

**Consumer Behavior in Tourism and Hospitality Research** Arch G. Woodside,Alain Decrop,2017-08-09 The chapters in this volume provide tools and evidence useful for deep understanding of tourists' buying, consumption, and being through examinations of consumers' self-descriptions of personal markers of their trip configurations.



**Energy Sustainability through Retail Electricity Markets** John Collins, Wolfgang Ketter, Andreas L. Symeonidis, 2023-12-16 The world is moving away from demand-driven electricity markets supplied by centralized generation and distribution of fossil-fuel-produced electricity. Increasing reliance on weather-dependent renewable sources will require a shift toward a supply-driven paradigm, while beneficial electrification, including widespread adoption of electric vehicles, heat pumps, and batteries will offer considerable but widely distributed demand flexibility that can be used to compensate for supply variability. The open-source Power Trading Agent Competition (Power TAC) platform simulates a decentralized future, modeling the high complexity of future retail electricity markets. This book describes a variety of approaches to profitable trading in realistic wholesale and retail electricity markets. It presents actionable insights from extensive exploration of policies and business models for retail electricity markets gained from a decade of Power TAC tournaments, and from research inspired by the Power TAC experience. Featuring contributions from tournament designers, competitors, and scientists combining best practices from computer science and economics and management science, this book is of benefit to academics, researchers, practitioners and policy makers in sustainable energy and wholesale and retail electricity markets.

*A Decision-Makers Guide to Public Private Partnerships in Airports* Andy Ricover, Jeffrey Delmon, 2023-05 This book will help decision-makers analyze their context and assess whether Public Private Partnerships might be a viable option for airport development.

Proceedings of the Second International Conference on the Future of ASEAN (ICoFA)

2017 - Volume 1 Ahmad Nizan Mat Noor,Zeti Zuryani Mohd Zakuan,Sarina Muhamad Noor,2019-04-15 This book examines how business, the social sciences, science and technology will impact the future of ASEAN. Following the ASEAN VISION 2020, it analyses the issues faced by ASEAN countries, which are diverse, while also positioning ASEAN as a competitive entity through partnerships. On the 30th anniversary of ASEAN, all ASEAN leaders agreed to the establishment of the ASEAN VISION 2020, which delineates the formation of a peaceful, stable and dynamically developed region while maintaining a community of caring societies in Malaysia, Indonesia, Singapore, Brunei, Vietnam, Thailand, the Philippines, Myanmar, Laos and Cambodia. In keeping with this aspiration, Universiti Teknologi MARA (UitM) Perlis took the initial steps to organise conferences and activities that highlight the role of the ASEAN region. The Second International Conference on the Future of ASEAN (ICoFA) 2017 was organised by the Office of Academic Affairs, Universiti Teknologi MARA Perlis, to promote more comprehensive integration among ASEAN members. This book, divided into two volumes, offers a useful guide for all those engaged in research on business, the social sciences, science and technology. It will also benefit researchers worldwide who want to gain more knowledge about ASEAN countries.

The SAGE International Encyclopedia of Travel and Tourism Linda L. Lowry,2016-09 Taking a global and multidisciplinary approach, The SAGE International Encyclopedia of Travel and Tourism examines the world travel and tourism industry, which is expected to grow at an annual rate of four percent for the next decade.

Towards Consumer 4.0 Insights and Opportunities under the Marketing 4.0 Scenario

Maria Pilar Martinez-Ruiz, Monica Gomez-Suárez, Ana Jiménez-Zarco, Alicia Izquierdo-Yusta, 2021-02-17

*Tourism: The nature and structure of tourism* Stephen Williams, 2004 This collection of key articles from the most influential journals and books in the field examines what social scientists mean by the term tourism, and what it means to be a tourist. Carefully selected and introduced by the editor, this material charts the sociological changes that have occurred in tourism, and the change from the upper-class grand tours of the late nineteenth-century to the mass tourism of the present day. The collection also assesses the economic impacts of tourism on local economies, environmental considerations, and whether the growth of tourism is sustainable in a post-September 11th world. *Tourism: Critical Concepts in the Social Sciences* is an accessible and comprehensive resource designed for academics and scholars researching in tourism, globalization, and human geography.

Managing Risk and Decision Making in Times of Economic Distress Simon Grima, Ercan Özen, Inna Románova, 2022-03-01 *Managing Risk and Decision Making in Times of Economic Distress* adds much needed scholarly analysis of the fledgling decision/control approach, arguing the merits of its empirical content to shed light on the structure of capital contracts and rationale for diversity of objectives.

**Vacation Decision Making** Alain Decrop, 2006 This book explores the complex decision-making processes involved in choosing and buying tourism products and services. It combines a theoretical overview of the basics of tourist behaviour and decision-making, with the results of an in-depth qualitative study of vacationers. It considers both the

generic decision to go on vacation, or not, and more specific travel decisions, such as destination and accommodation type, from an individual and social point of view. It looks at how, when, and why such decisions are made, and the factors that influence the final outcome. The book concludes by rejecting existing tourist typologies in favour of a new typology of vacationers.

**Multi-Criteria Decision-Making Models for Website Evaluation** Vatansever, Kemal, Akgül, Yakup, 2019-05-15 With almost every business application process being linked with a web portal, the website has become an integral part of any organization. Satisfying the end user's needs is one of the key principles of designing an effective website. Because there are different users for any given website, there are different criteria that users want. Thus, evaluating a website is a multi-criteria decision-making problem in which the decision maker's opinion should be considered for ranking the website. Multi-Criteria Decision-Making Models for Website Evaluation is a critical scholarly resource that covers the strategies needed to evaluate the navigability and efficacy of websites as promotional platforms for their companies. Featuring a wide range of topics including linguistic modelling, e-services, and site quality, this book is ideal for managers, executives, website designers, graphic artists, specialists, consultants, educationalists, researchers, and students.

Trade Marketing Focus PA Basheer BSc. MA MBA, 2017-03-31 Businesses need to create a great product, but they also need to produce it in the right quantity and make it visible to right consumers and that's why in-house marketing is critical. In this guide, Basheer P.A, a successful business strategist, walks you through, how to create

promotional plans and how to execute it, with excellence. The strategies and best practices will help you quickly capture the attention of consumers. He shares insights on key marketing topics, including: ways to maintain a feeling of warmth and connection with customers; elements you must track when observing competitors; tips on using minimum resources to achieve maximum results; and strategies to maximize the value of consumer feedback. Whether you're a business management student, business professional, business owner, distribution, sales or marketing professional or consultant, you can easily take what you apply to overcome common business obstacles and achieve success. Improve the efficiency of yourself, your employees and/or coworkers, and your entire organization with the lessons in Trade Marketing Focus.

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### The Decision Makers In Travel Retail

### Introduction

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