



## The Factors Affecting Revenue Management towards Travel Agencies

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### Abstract

The international tourism industry is one of the indispensable activities for the macro economies of the countries. Ensuring this contribution depends on the effective work of revenue management (RM) which is a vital part of finance management. Regarding RM, western researchers focused on the airlines and accommodation sectors and relatively ignored travel agencies. In our country except one, we did not find any article on RM in terms of travel agencies. For this reason, there is a big and important gap in the literature. To fill this gap, this study aims to develop conceptual arguments by examining and listing the factors such as implementing strategies and necessary performance metrics affecting RM in travel agencies. From the sectoral perspective, it also makes recommendations to tourism literature by conceptually clarifying the critical issues regarding general RM applications.

### Article Type

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