**Thomas Cook**

**Principals**

Accommodation Thomas cook provide hotels for tourists, having their own hotels benefits them because they would be gaining relationships and new tourists because when most of the package is provided by one company they may build a relationship that would continue a life time. However, accommodation would not be successful without relying on other component industries. For example, without attractions tourists would feel the need to travel, therefore they would be no need for hotels in that area.

Attractions Thomas Cook rely on attractions, for example the Thomas Cook tour operators would need to include attractions in their packages to help sell the package and make the holiday look attractive to tourists. So without attractions Thomas Cook may lose out on commission as travel agents would find it difficult to sell packages without having appealing tourist attractions like theme parks or the pyramids. Without these Thomas Cook could be unsuccessful.

Transports Thomas Cook have aircraft that allow tourists to get from one country to another, they also partner with coach and car companies so that tourists can get to their hotel safely or get to waterparks or any other tourist attractions. Without their links with other transport companies they may miss out on a percentage of their market share, which would mean they may eventually be unsuccessful and other companies like Thompson may beat them.

Consumers Customers play the most important part, without them there would be no need for holiday which would mean that Thomas Cook would not need to exist. If the travel agents or call centre can’t sell packages to consumers, they will lose out on revenue, which then means it effects the whole chain; the attraction companies, accommodation, transport, travel agents and tour operators. The travel and tourism industry would be at risk without customers.

**Wholesalers**

Tour Operators Thomas Cook has tour operators that create packages which they would then send to travel agents so that they can sell the packages to customers. Tour operators rely on travel agents to sell their packages to customers. Without travel agents no one would be able to sell their packages and they would be unsuccessful. Also travel agents rely on tour operators to create packages they can sell and earn commission on.

**Retailers**

Call Centres Having call centres is another method of selling products and services. It is used by Thomas Cook to sell their holiday packages to customers that prefer organising their holiday through the phone. Booking holidays through call centres can be much easier as you can stay in your own home and get advice at the same time and you don’t have to go out just to enquire about one thing when you can just pick up the phone. But the call centre would not be successful without the tour operators because they would have nothing to sell to the customers. They rely on each other to be successful.

Travel Agents Thomas Cook travel agents are located in various areas and they aim to sell their packages by face to face contact as some people prefer it that way. They again rely on tour operators to create the packages which they can get commission from. Having local travel agents is beneficial because customers can build a good relationship with them which means they are more likely to be loyal to the business, they would be comfortable within the business which would mean it is beneficial to sell their packages to local travel agents so that they can still earn a share of the market.

Online Now that we have technology online booking is much easier which is why Thomas Cook have a website where people can look and book holidays by themselves. Customers may prefer not communicating with anyone so they would do an online booking because it may be easier for them, with Thomas Cook having a website is another way to distribute products and services whilst they still earn a share of the market from people who book online.

**Consumers**

Leisure For people going on holiday for leisure Thomas Cook provide economy class for families that are going on a holiday. Economy class is much cheaper than business and first class. Thomas Cook rely on customers to fly economy class. Without customers they would not be successful

Business Thomas Cook provide business class for people who need to prepare for meetings or need to get work done, the business class allows them to do that in a more comfortable environment. This would mean people who are traveling for business purpose wouldn’t be put off because Thomas Cook provide for them. Also Thomas Cook rely on business passengers to fly with them so they can be successful.

Visiting Family & Friends Some people travel to visit their family or friends that live abroad, this is why Thomas Cook rely on these tourists to use their airlines and their retailers so that they can be successful. Consumers are the main part of this type of organisation because without tourists they would not operate properly and would have to shut down.