

STATE OF THE ART AND FUTURE TRENDS OF THE SPANISH TRAVEL AGENCIES

Sergio Moreno Gil
Teresa Aguiar Quintana
Universidad Las Palmas de
Gran Canaria - España

Besides the importance of travel agencies and their difficult situation to face the future in the tourism sector, there is a lack of research on travel agencies, the main trends influencing them and possible actions to improve their situation. This research develops a qualitative study based on two related methodologies: 1) focus groups with the main segments of the travel agencies: corporate and holidays, analyzing their motivations and perceptions, and 2) interviews with managers and experts to analyze the perception of the customers and then stress some of the main trends affecting this industry. Finally, and especially valuable due to the difficult situation of the travel agencies in Spain, the study develops some generic strategies to take into account for the travel agencies in Spain and also some future research topics useful for the industry.

KEY WORDS: *travel agency; Spain; qualitative study; motivations; trends; successful strategies.*