

Perceptions of service cannibalisation: The moderating effect of the type of travel agency

Díaz E.

Martín-Consuegra D.

Esteban Á.

Restructuring in the tourism industry and distribution channels produced by development of online channels influence travel agents who perceive service cannibalisation. Sales agents' perceptions of declining sales lead to a series of consequences regarding risk-aversion, job insecurity, job satisfaction, job alienation, and travel agent effort and training. This study tests a model that analyses sales agents' perceptions of service cannibalisation and their consequences. It examines moderation by type of travel organisation (i.e., independent travel agencies and consortia/franchises) on service cannibalisation by sales agents and each of their consequences. Results suggest travel agents' perceptions of service cannibalisation correlate with some consequences for travel agents, and disparities in these relationships according to type of travel agency. This study provides recommendations to retail travel agencies to help them overcome negative effects of multi-channel distribution systems on sales agents. © 2014 Elsevier Ltd.

Online channel

Sales agents

Service cannibalisation

Travel agencies

Internet

leisure industry

tourism development

tourism management

tourism market

travel demand