

Significance of Relation between Retailing and Tourism

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Abstract: *The relationship between tourism and retail is relatively well understood. Conversely, the relationship between tourism and retailing is not just a semantic one, but one with major conceptual implications. This paper offers a reading of the connections between tourism and retailing. A supply-side, retailer-focused perspective contributes a deeper understanding of tourist shopping, revealing as it does the social relations of exchange in tourism shopping episodes, different types of tourist shopper and how cars and other commodities may be usefully deployed to develop enduring, long-term destination marketing themes*

Keywords: Supply Chain Management is used as SCM, technology.