

TUI Travel Plc in Travel and Tourism (Morocco)

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Date: December 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: T4A03793949EN

Abstracts

The company's strategy involves targeting key countries with emerging economies which have strong growth potential. The company is the result of a venture by global leisure travel retail group TUI Travel, which has invested in travel accommodation, travel retail and transportation. Its diversification is a key aspect of its competitive advantage in travel and tourism in Morocco.

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