

The 11th International Conference on Business Excellence “Strategy, Complexity and Energy in changing times”, “The best way to predict the future is to create it.” – Abraham Lincoln
30-31 March 2017, Bucharest, Romania

**PAPER PRESENTED:
STRUCTURE, CONDUCT AND PERFORMANCE PARADIGM
IN ASSESSING TRAVEL AGENCY PERFORMANCES**

Gabriela Stănciulescu

The Bucharest University of Economic Studies
cecilia.stanciulescu@gmail.com

Elisabeta Iona Molnar

Partium Christian University
elis@gmail.com

Abstract

The purpose of this paper is to present and exemplify traditional and neoclassical approaches to market structure and tourism firm performance analysis. The paper tackles some of the industrial economic thinking trends which were meant to fill the gaps left by the traditional approaches. Two approaches stand out from among the industrial economic trends: SCP paradigm and game theory. The results show that the strategy tourism operators prefer is to practise high prices; however there is no certainty that the competitors would adhere to such an idea at the beginning or during the season.

Keywords

Paradigm, Tourism Firm, Game theory