

Redefining travel commerce solutions

Addressing some of the latest innovations from InterGlobe Technology Quotient (ITQ), Anil Parashar, President and CEO, talks to **TRAVTALK** about ITQ's top priorities and gives an outlook on the tourism industry.



AHANA GURUNG

Anil Parashar is jubilant about their accomplishments in 2015, which range from bagging awards to celebrating the first anniversary of Travelport's Rich Content and Branding.

In focus

So, what will be ITQ's top priority in 2016? "Our focus on developing technology will continue and we will definitely provide some new products," says Parashar. "We will continue to bring Interglobe synergies by value-addition in different businesses that we are in, get them together, and offer customers services beyond GDS." One of the initiatives ITQ is giving key importance to, is the Corporate Social Responsibility (CSR) by the company. Parashar elaborates, "We are increasingly focusing on the development of trade and giving back to the fraternity. For this purpose, close to 300 young women are being trained to become travel experts and counsellors with the help of NGOs and are also promoting skill development with the assistance of various trade associations across the country. In brief, we are mainly concentrating on the development of the less fortunate for their benefit, as well as the industry," he says.

Technology talk

Of late, talks of a new payment solution for airlines called eNett VANs using Travelport Smartpoint have been making the rounds. "Virtual Account Numbers (VANs) is a payment forum supported and owned by Travelport," says Parashar. "It is a very convenient tool for travel agents and the travel fraternity. It provides a secure payment mode at a lower cost and reduces the risk of fraud since a unique number is used for each new booking or payment transaction," he adds. VANs are automatically generated MasterCard numbers that agents can use to make secure payments. "At the moment, it is not available in India but it is only a matter of time before it is," he clarifies. "The fact is that such innovations will give an impetus to other partnerships to build such products and bring ease of travel to the customers. Technology will bring new dimensions of development." Other products like ITQ's Trip38—a travel app that guides you at every stage including when your phone is

off, since it is linked to the airport systems; and Travelport's Rich Content and Branding—a solution provider that allows airlines to effectively market and retail their offering to travel agencies around the world; are actively contributing in redefining travel commerce.

Point of view

In Parashar's opinion, the Indian tourism industry's future

seems promising. "India has the youngest population, high disposable income, and while the middle class is bound to double in another five years, the industry is in the cusp of major growth. Strategies such as Make in India and Swachh Bharat, are contributing to the development of the industry in a major way," he concludes.

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Anil Parashar

President and CEO, InterGlobe Technology Quotient (ITQ)



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