Technological mastery of the travel industry

Technological mastery is the new mantra of the Indian travel industry. Studies say that most of the travellers in the modern era are millennials who have a flair for online experimentation. They surf, search and make holiday plans based on this facility. It is through their keen interest and DIY stance, the travel industry has become more tuned to the online medium- creating platform where they can deliver services without any hitch.

Online surfing has become the most convenient way to know about places even before visiting them. In the last decade the tourism has witnessed a dramatic transformation from manual process, to desktop, and now mobile booking and wearable technology.

It's not just the Tier I city dwellers that are following this trend, but Tier II and III cities' travellers are steadily getting accumulated in it through increased usage of Smartphones and Internet. And this shift has always called for the travel industry to drive in new changes and finer technological developments.

Our contribution to the technologically advanced world

This web-based era has presented many opportunities for the travel world to grow multifariously. As a result of this, cumulatively the Indian travel industry is becoming digitally advanced. To make it reach this stage, members of this fraternity have employed tech based solutions for their services- creating digital representation of the same.

Recognizing and keeping pace with such evolution we have taken the GDS market a step ahead of what it was a decade ago. We have embraced and implemented revolutionary technology. Our step towards technological advancement has been marked with the upgrading of Smartpoint 6.0- an integrated platform that offers intelligent, dynamic and interactive technology.

The idea behind such innovation is to strike a balance between the new and the old. A person who is getting introduced to the travel industry should not perceive it as hard core program, nor should a person with years of experience in programming should feel his knowledge wasted.

In the global era, world has become a very small space. And in order to bring in changes and be successful in it, one needs to step ahead together. It is with such an ideology in place, we have invested our resources in making travel world a smoother place to function.

The New platform and the new user

A GDS is defined by its usability. A user's ease and booking functionality demonstrates how we are as a travel distribution platform. Hence our integrated and new age innovations.

These are planned to offer seamless booking and travel management services that can be accessed through single profile- log in. Information of more than 400 airlines, 6,50,000 hotels, rails, and cruises, in over 170 countries can been made available through this single platform. Other additional advantages like- queue management, itinerary planning, TripAdvisor rating, agent alerts, automatic mails to customers on itinerary bookings so on are also available.

Unlike the older version, Smartpoint 6.0 does not require high level program based language use. A new user with limited technological exposure to GDS can handle this platform swiftly. Not only that, this new version has worked on striking a balance. An old user or a user of any other GDS can easily function through this platform. Smartpoint 6.0, through cryptic language translator, converts any other program language to its own and eases usability.

It also offers a number of advantages like Map based information , Periodical agent alerts, TripAdvisor ratings and top 5 reviews Interactive calendar, Trip Quotes- that sends automatic itinerary mails to customers etc. that makes travel surfing even more convenient.

However, introducing innovation is just the first step. Popularising it and making trained technological aide readily available is also necessary. It is through these steps can a new revolutionizing step set in and make people's functionality more convenient and innovation worthier.

Digitalization- a necessary bliss

The web based world has not only eased for the customers to access travel based information, it has also made it imperative for the travel providers to stay at the top of the game. It is through recognizing the modern demands and understanding the functionality of the travel world's growth momentum, we have been able to provide necessary aide initiating swifter booking services, faster access to information, and integrated travel consultancy- pro operations.