

Indian LCC's can't afford to set away from GDS for a long: Anil Parashar

Rajesh Tiwari

Despite the fact that a lot of LCC's (Low Cost Carriers) from world across utilizing the cutting edge technology of GDS (Global Distribution System), the Indian LCC's are a little hesitant at the moment, whether to join the GDS or not. "In today's fast paced world where customer wants single window clearance with a host of options at the competitive price, joining a GDS has become a necessity for LCC's," says **Anil Parashar**, President & CEO, InterGlobe Technology Quotient while interacting with Whereabouts at the outset of an event organised by ITQ for media professionals.

"Since a GDS gives an impetus to LCC's aggressive growth plan through its rich content and branding along with ancillary services like hotels and car rentals the Indian carriers can't afford to set away from GDS for a long," added Parashar.

On being asked, against the global trend why the Indian LCCs are not getting onboard, he explains, "The international operations of Indian LCC's are not more than 5 to 7 percent of their total operations. Once after extending their international operations the rich content and branding will become a necessity for them, therefore the LCC's will have to come on board for further reach and to compete with the other airlines."

Travelport Smartpoint poised to become a 'Game Changer'

Launched just one and half year ago, Travelport Smartpoint is gaining popularity among the travel agencies across the country, and poised to become a game changer for travel bookings. The latest version (7.4) would further add to the technological evolution thereby making the process of travel booking even more seamless. Smartpoint solution is one-stop shop travel booking platform that offers updated content, ancillaries, images of cabins and seats in a single window, accurate product description within the fare and much more.



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President & CEO
InterGlobe Technology

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While elaborating on the adoption of Smartpoint by travel agencies, Parashar said "The professionals who have been there for a long and skilled in traditional format of business were a little reluctant for a change initially while the newer generation adopted this technology instantly and find it as a lovely platform to work with for a seamless business." "The agencies who have upgraded to the Smartpoint solution are swearing by it today," he added.

Further explaining on the advantage of Smartpoint he said that this technology is a game changer for travel bookings. "In order to compete with the newer or upgraded one, the travel agencies working on traditional format will be compelled to adopt this cutting edge technology soon," added Parashar.

The company is making all efforts to encourage those who have been upgraded to the system but reluctant to switch over to this format.

CRUISE

TIRUN launches new feature 'Partner Search'

WH Desk

Offering simplified travel bookings to travel agents all across the country, TIRUN the exclusive India representative for three brands of Royal Caribbean Cruises, has launched its Partner Search page. The newly-added Partner Search feature on TIRUN provides travel partners and agencies greater ease while searching for cruise vacations, checking for itineraries, and will also allow them to get multiple quotations and make multiple bookings with different dates, all in one go.

The platform displays cruise fares all-inclusive of taxes and gratuities, saving travel agencies and their respective customers from hassles of hidden charges while cruise sailing. Adding to the platform's flexibility, Partner Search is also accessible from mobile phones to help agents make booking even while they are on the go.

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