



IMPORTANCE OF A TRAVEL BOOKING EXPERT

Hiring GDS proficient staff that is adept in technology, is a must for travel agencies

As the travel is returning to pre-COVID levels, **Sandeep Dwivedi, COO at InterGlobe Technology Quotient** shares his outlook on how imperative are the new travel retailing standards for travel agencies as well as the importance of hiring the best of travel booking experts

A Global Distribution System (GDS) is travel agency's front-running choice for booking flight and ancillaries to accommodation and transport at the destination for their customers.

GDS is the basic element of the tourism industry. Today's traveller has a myriad of travel ideas and options with ease of search through online mediums; however, the technology behind the source of their travel information remains GDS. Despite the available options, it is difficult for them to make a right choice for best experience and there comes the travel booking professional at a travel agency, to guide them honestly and competently for making a better choice. It is the travel expert who packages and processes all the various attractions of the destination and sells to the tourist. And it is the GDS that aggregates all the content from various sources and provide information to travel agencies in a user-friendly way.

As travel returns, there will be high demand and people would give up almost anything to take a trip. But complicated, confusing, and disappointing booking experiences are standing in their way. Most of all like vacation time, but the travel shopping experience, there's a wide gap. As per the recently conducted survey by Travelport suggests that travel isn't making it into the top three easiest buying experiences for consumers:

1. Booking a restaurant online



travellers find it difficult and time-consuming to compare offers when searching and booking flights and hotels. So, it's no wonder that people do not enjoy looking for and booking trips on their own.

Customer expectations have changed, and they're getting more sophisticated every day. The travel industry, on the other hand, has to adapt new ways to reflect upon their customers in how people perceive its innovation.

Our travel agency customers recognize that change is needed and agree that retailing standards should be improvised. Travel

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2. Buying clothes online
3. Browsing and buying electronic/physical goods online

The lack of transparency when comparing offers is driving complexity in travel. Sure, travel has price comparison sites just like any other industry. But choosing the right deal is about so much more than price, and that's what makes it harder. Families or maximum

retailing is broken, but the good news is, it can be fixed. But who's going to do the fixing? Our view is: Travel Experts are the only players in the market that are truly capable of delivering the best retailing standards that other industries thrive upon.

Hire the best of travel experts from the best of travel academies in India, always looking to serve you better.