

ACTIVITY 1 - 5 MIN CLASS DISCUSSION

Imagine you want to take a trip with your family.

1. Have you ever visited a travel agency?
2. Do you know what a travel agent does?
3. Can you name travel agencies in your city?



ACTIVITY 2 - COMPLETE THE TEXT

Complete the text with words from the box.

travel - retailers - chain - products - customers

Travel agents are _____; they sell the tourism _____ to the public in a shop that is called a _____ agency. They are the part of the _____ of distribution and connect tour operators (the wholesalers) to _____. Additionally, they offer other services.

ACTIVITY 3 - MATCHING EXERCISE

Match the verbs from A with the objects from box B

A

1. Representing
2. Guiding and advising
3. Giving
4. Planning

B

- a) _____ customers as to the best product available for them.
- b) _____ travel itineraries and working out costs and schedules.
- c) _____ a client in a complaint after an unsatisfactory holiday.
- d) _____ advice on visa and passport applications before trips.

ACTIVITY 5 - LISTENING COMP

1. Why do travelers prefer to use online travel agencies (OTAs) over going directly to hotels or airlines?

- a. They are cheaper.
- b. They offer more options.
- c. They are more reliable.
- d. They are faster.

2. What is the first pillar that a successful OTA is built upon?

- a. Marketing strategies.
- b. Compliance and accreditation.
- c. Inventory.
- d. Technology.

3. What does an OTA need to obtain from IATA to operate legally?

- a. Customer reviews.
- b. Accreditation.
- c. Additional funding.
- d. User data.

4. Which of the following is NOT a function of the booking engine in an OTA?

- a. Checking availability.
- b. Aggregating data.
- c. Conducting customer service.
- d. Processing payments.

5. What is the role of the commission engine in an OTA?

- a. To manage user accounts.
- b. To determine pricing and markup.
- c. To handle customer feedback.
- d. To conduct marketing campaigns.

6. How does a dynamic packaging engine benefit travelers?

- a. It allows for slow booking.
- b. It creates bundles of travel products automatically.
- c. It increases the cost of packages.
- d. It requires more user input.

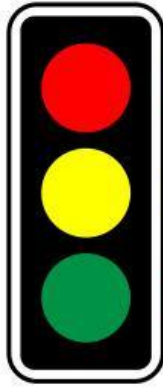
7. What does the recommendation engine in an OTA utilize to suggest options to users?

- a. User metadata and search history.
- b. Random selection of options.
- c. User reviews from other sites.
- d. External advertisements.



Self-Evaluation

- ☐ • To practice making anagrams about the topic.
- ☐ • To go over the things that travel agencies do.
- ☐ • To watch a video on how to create a OTA.



I achieved 1 objective :S

I got 2 objectives! :)

I accomplished the 3 objectives :D