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 thebox.

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.

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.
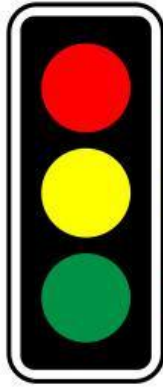c. It increases the cost of packages.
d. It requires more user input.

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