

TOUR 27 –Tour and Travel Management

CASE STUDY: CHALLENGES OF ONLINE TRAVEL AGENTS

There is a lot of competition because of the internet's power, which is a critical feature of an online travel agent. Every online travel operator must adapt to the continuously changing global market. They'll have to compete for a slice of the pie. In order for the business to succeed, they must be aware of what's happening on around the internet and plan and develop new ideas. The number of online travel agents has expanded as a result of the internet and technology that they use to engage with customers more effectively. Nowadays, there are multiple social media platforms, such as Facebook and Twitter, where you can share information, advertise your business, and instantly contact with prospective customers.

Because of several changes in how they connect or communicate with their customers, online travel agencies are suffering losses. Problems deciding product distribution through multiple online and offline sales channels while managing inventory, pressure to upsell and proper management of sold-out seats, difficulty deciding whether to charge a flat fee or a commission, changing economic conditions, and new financial regulations are just a few of the challenges that an online travel agent faces. India has an extremely low internet access, broadband penetration, and online banking and credit/debit card usage. The aviation industry's volatility affects not just inventory and pricing, but also consumer sentiment when buying travel services. Online travel portals are confronted with several new challenges, including rapidly rising expenses, meeting customer expectations, and huge economic challenges.

Being an online travel agency is demanding, but if we learn to handle circumstances responsibly, listen to our customers, and think big for the future, we will be able to adapt to our target market and gain new skills and ideas that will benefit both our customers and employees. To adapt to technological improvements, other platforms and websites that we will use to communicate, different money transactions or modes of payment, and other packages that you will build to persuade your customers, you must be flexible and creative as a travel agent. Travel agencies must understand how to market online and how to reach out to potential customers.