

Sample Format of Answers Below!

TATM- Activity 1

1. Enumerate the types of travel agency
2. Give at least 3 advantages and 3 disadvantages of an online travel agency

Little background:

TRAVEL COMPANIES AND TRAVEL AGENCIES

Article 243 of Tourism Code 1980 A travel and tour agency is an entity engaged in the business of extending to individuals or groups, travel services and assistance or groups, to include documentation, ticketing, booking for transportation and/or accommodation; arrangements, handling and/or conduct of tours within or outside the Philippines, whether or not for fee, commission or any form of monetary consideration.

Travel Agencies act as intermediaries for the customers.

They function as brokers for the tourists. They arrange everything, from tour operators to accommodation. They receive commissions from their suppliers, such as hotels, food and beverage establishments, and tour operators, as well as earn their revenues from their principals or customers.

- primary function is to provide retail travel services to customers. Aside from the principal payment, they also acquire earnings from the commissions they receive from various tourism sectors, including carriers, hotels and tour operators.

TYPES OF TRAVEL AGENCY

Independent	Independent	Small-sized
Miniples	Consortiums	Medium- Sized
Multiples	Mega Travel Agencies	Large- Sized

No number of words required, no need to be long :->

Enumerate the Types of Travel Agency

Independent:

- Independent agencies are smaller establishments that operate on their own without being connected to any larger corporate network. They usually have a personal touch and deep knowledge of niche markets or local destinations, making them ideal for travelers seeking a unique and personalized experience. These agencies often focus on building strong relationships with their clients to offer tailored advice and services.

Miniples:

- Miniples are medium-sized agencies that have a few branches, typically within a specific region or city. They may offer specialized travel services, such as adventure or eco-tourism, and often benefit from having a few locations that allows them to serve a broader customer base compared to independent agencies. Miniples tend to balance the flexibility of small agencies with the resource availability of larger ones.

Multiples:

- Multiple agencies are part of larger networks or chains, often having a national or international presence. They tend to offer a wide range of services, from flight bookings and hotel reservations to complete vacation packages. With their extensive reach, they can often secure better deals and offer a wider variety of destinations. Their scale also allows them to provide more standardized services across different locations.

Consortiums:

- A consortium is a group of independent travel agencies that collaborate to share resources, marketing efforts, and technology. By pooling their strengths, these agencies can compete with larger players in the industry. Consortiums often benefit from shared expertise and bulk buying power, which can translate into better deals for clients.

Mega Agencies:

- Mega agencies are large, multi-branch organizations that have significant market presence. They operate on a massive scale and often cater to a global clientele. These agencies can offer almost any type of travel service, from budget trips to luxury vacations. Due to their size and reach, they can provide extensive support, specialized services, and exclusive deals that smaller agencies might not have access to.

Give at least 3 Advantages and 3 Disadvantages of an Online Travel Agency

Advantages:

1. Accessibility and Convenience

- Online travel agencies are accessible round the clock, making it easy for travelers to book flights, accommodations, and other services at any time, regardless of their location. This flexibility is particularly beneficial for those who have busy schedules and need to make travel arrangements outside of regular business hours.

2. Price Comparison and Options

- These agencies often allow customers to compare prices and packages from various providers all in one place. This transparency makes it easier for customers to find the best deals, save money, and choose services that best match their needs and budget. The availability of various filters and tools simplifies the decision-making process, helping customers make informed choices.

3. Customer Feedback and Ratings

- Online platforms often feature reviews and ratings from previous customers, giving potential travelers insights into the quality and reliability of services offered. This information helps build trust and reduces the uncertainty of booking through a service they haven't tried before.

Disadvantages:

1. Impersonal Experience

- Unlike traditional travel agencies where you can interact with an agent face-to-face, online travel agencies lack that personal touch. This can be a downside for those who value personalized service, as digital platforms may not be as responsive to unique needs or complex travel inquiries.

2. Overwhelming Choices and Information Overload

- With a vast number of options and service providers available on these platforms, customers can sometimes feel overwhelmed. Too many choices and offers can lead to decision fatigue, making it difficult for users to select the best option for their travel plans.

3. Potential for Hidden Costs and Terms

- Online platforms may not always present all costs upfront, leading to unexpected charges or complications during the booking process. Additional fees, cancellation policies, and other terms might not be as clear as when dealing with a travel agent directly, which can result in unpleasant surprises.

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