

# Benefits of the ctrip idea in the future life

Business



## Benefits of the Ctrip Idea in the Future Life

The idea hopes to achieve much as shown in the below exhibit which depicts the various services which will be easy to achieve scientifically on adopting the case idea (David & Nancy, 2012).

Exhibit 1: benefit accrued from the case idea.

### Recommendations

Pre-travel checklist will help ensure quality assurance to travelers. This will entail service perception, response, service reliability and timeliness.

Prepaid expenses will benefit travelers in that they can be able to know the right travel agency to use depending on the cost and hence help the client to budget (David & Nancy, 2012).

Packaged tour in regard to the case idea will benefit travelers in that they will be able to book a full package in that; if they are touring a region they can get all the services at one stop. Services such as the airline to use, the vehicle to use when on land and hotels are inclusive and easily accessible.

Travelling designations will help to classify travelers as seen in exhibit 2.

### Exhibit 2

In this exhibit, there will be benefits both to travelers and the travel agencies in that; the traveler can travel according to their potentials where there is a category for budget travelers who do not require using a lot of money, while the luxury travelers will require more comfort. Decision making will be easier for the travelling agencies due to the classifications of travelers (Mohinder, 2009).

In future life, the ideas in the case will help the travel agencies be able to broaden their client base as shown in exhibit 3.

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### Exhibit 3

This classification will be beneficial to the agencies in that they will be able to make decisions based on the ability of their clients and consequently treat a client fairly and thus increasing their customer base (David & Nancy, 2012).

The case idea explores the increase in income that will arise from increase in the customer base. This is as in exhibit 4.

### Exhibit 4

#### Recommendation

This exhibit according to the case idea demonstrates the customer base beginning from 2007 when a new CEO is hired. Considering the vertical axis as the customer base in hundreds of thousands and the horizontal axis as the years moving forward, it illustrates that in the year 2007 the customer base was at 600, 000. The figure increases to 800, 000 customers in 2011 resulting from the acquisition of 16 percent by Tencent Company. This figure is predicted to rise in 2017 due to the recommendations made and the figure is projected to be at one million customers. This means the customer base in the projected future life will increase accordingly (Mohinder, 2009).

As a result of increase in the number of customers, the revenue for the travel agency will in future increase as shown in exhibit 5.

### Exhibit 5

2007 2011 future life

Hotel reservations

53 percent

56 percent

70 percent

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### Packaged tour bookings

5 percent

7 percent

32 percent

### Air ticketing

39 percent

39 percent

56 percent

others

N/A

N/A

N/A

### Corporate travel

4 percent

4 percent

18 percent

### Recommendations

Considering exhibit 5, the case idea recommends that the increase in the customer base through the methods stated earlier, will lead to increase in the profits due to increase in the travel activities above (Harvard business review on thriving in emerging markets, 2011).

### References

David, A. G & Nancy, D. (2012) Ctrip: Scientifically Managing Travel Services: Harvard Business School General Management Unit Case No. 312-092.

Harvard business review on thriving in emerging markets. (2011). Boston, Mass: Harvard Business Review Press.

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Mohinder, C. (2009). Travel agency management: An introductory text. S. I.: Anmol Publications Pvt.