

Travel agency essay sample

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Hospitality Industry is dynamically growing in the recent years, not only in the number of tourist but also the number of it's different fields. One of these is the expansion of Travel Agencies. Travel Agency is one of the service intensive industries and indispensable among the tourism business. But what is the specific role of travel agency in the hospitality industry and how does it affect the whole industry.

Travel Agency is defined as a retail business selling travel-related products and services to customers on behalf of suppliers such as airlines, car rentals, cruise lines, hotels, sight-seeing tours and package holidays. When we say Travel Agency they are the one who can assist you in planning your trip or someone has to be responsible with all the preparations you will need. They are responsible for planning, reserving and preparing vacation holiday tours or only transportation and accommodation the travelers need to have. Of course, travel agencies sell product that are related to traveling they also give out great customer service to every client that they will have in order that you will understand the nature of the work. Similarly, you also must have seen people traveling from one place to another by buses, trains, cars, scooters, rickshaws, cycles, etc.

In the past years, the number of travel agency has increased in Malolos, Bulacan. However, there are also increasing number in disputes among the customers and travel agencies regarding service quality. Nowadays, most of travel agencies focus on several ways to increase their service quality in order to increase the level of satisfaction. It is recommended that in order to improve customer satisfaction, human resources professionals should listen to the customers before changing organizational practices.

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When travel agencies are able to achieve or exceed the expectations of customer, they will be satisfied with the service. Therefore, globally competitive service travel agency must achieve a quality service that exceeds customer's expectation.

Background of the Study

There are two registered Travel Agencies and Tour Operators in Malolos, the Heritage Guides of Bulacan which promotes and offers a quality experience of Festivals, Historical Architecture, Scientific Interest and leisure to domestic and international visitors in our province. Their Umbrella Organization Great Malolos conduct tour packages from different types of market. The other one is the Guides ' R. Us Travel Consultancy Services which offers Heritage Tours. Travel agencies became more commonplace with the development of commercial aviation in Malolos, starting in the 1920s. Travel Agency sales represent over 85% of all the Travel booked world wide. The travel industry relies on Travel Agency's to distribute and promote travel products around the globe directly to the customer. Unfortunately travel agents are dwindling. As more and more people book their vacations and flights online, agents become obsolete. Another thing is a travel agent is supposed to offer impartial travel advice to the customer.

However, this function almost disappeared with the mass-market package holiday and some agency chains seemed to develop a ' holiday supermarket' concept, in which customers choose their holiday from brochures on racks and then book it from a counter. Again, a variety of social and economic changes have now contrived to bring this aspect to the fore once more,

particularly with the advent of multiple, no-frills, low-cost airlines. The majority of travel agents have felt the need to protect themselves and their clients against the possibilities of commercial failure, either their own or a supplier's. They will advertise the fact that they are surety bonded, meaning in the case of a failure, the customers are guaranteed either an equivalent holiday to that which they have lost or if they prefer, a refund.

Significance of the Study

This section will provide brief description on the various significances of the study given the three categories Education, Business and Industry.

To the Travel Agencies- This research will help to promote Travel Agency as the readers become aware of the important role of it in the Hospitality Industry.

To future researcher. The proposed study will benefits and help the future researcher as their guide. The study can also open in development of this study.

To the Tourism Industry- The result of this study can provide recommendations on how to evaluate the performance of a certain Travel Agency in accordance to marketing the tourism industry.

Statement of the Problem:

This research intends to investigate the role of a Travel Agency in the Tourism Industry.

1. What are the characteristics of a travel agency.
2. How does a travel agency helps in marketing the tourism industry.

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3. How does tourism Industry depend on travel agency.
4. Which aspect of tourism industry and travel agency do they relate to each other.
5. What is the advantage of booking in a Travel Agency compare to online-booking.

Conceptual Framework

I named this Conceptual Framework as the “ The Descriptive Concept”. This research will show the characteristics, benefits, and the importance of a Travel Agency; it’s performance in the previous 5 years within the area of Malolos; it’s competitors and threats; and will also show how the Tourism Industry will become if without Travel Agencies. This facts will show us the significant role of the Travel Agencies in whole Tourism Industry.

Hypothesis

The story of the couple who got lost in Costa Concordia is proof enough that it pays to seek expert advice when it comes to planning your holidays in unfamiliar territories. It would not be made possible if it were not with the help of their travel agent.

As a holidaymaker, you want to make the most out of your trip. Even if you already have an idea of what you want to happen during your excursion, there is nothing wrong with asking for help from professionals in sorting out your itinerary and other vacation details.

Aside from the fact that they help travellers save time and money in planning their vacations, tour agencies also contribute their talents and <https://assignbuster.com/travel-agency-essay-sample-essay-samples/>

services in helping regions that rely on the revenues they can get from various hospitality establishments and travel-related operations. Travel agencies are definitely a huge help in promoting the tourism industry. These specialists take the time and effort formulating all sorts of techniques to entice tourists from all over the world to come and visit Malolos city. They also spend money and resources immersing their agents and staff members in the culture and tradition of every place. That is why agents help spread awareness about a particular holiday destination.

Indeed, despite the convenience of booking your hotel and flight online all by yourself, it is a practical move to seek professional help from a reputable tour agency. Why is that? First, an agency knows better than you do.

Because this tour company has more knowledge about the city or region, you are heading to, there is more guarantee that you will be able to make informed decisions that will not only give you the best value for your money, but also ensure your safety while in a faraway place. Second, although cost is the reason you want to skip the whole process with a travel company.

However, you save more if you use their services. Connection-wise, they have the best access to give you a more pleasant vacation experience without spending too much. This is especially helpful if you have multiple stops and complicated itineraries. Third, travel agencies have different specialities. Some are expert in cruises and others in safaris. This means that their agents are certified specialists in certain fields. This simplifies your search for information as they can make the necessary arrangements that will suit your itinerary.

Chapter 2 Review of Related Literature

Foreign

The use of advance information technology subjected so far by the use of internet websites. The internet is an important part of most people's lives. They use it to communicate research information and conduct daily tasks. They also depend upon it for scheduling appointments and online reservation system which gives competitive advantage to other with same establishment. Based on the website ezinearticles. com, online reservation systems are the future of the self-catering holiday provider as more and more people request online booking. It is even more important as home working becomes a lifestyle choice, web based solutions are becoming more and more powerful. From the essay posted on the website www. oppapers. com, online reservation systems make customers' lives easier. Industries such as travel and tourism, hotels, and food use online reservation systems. With travel and hotels, many benefits of this system for the travelers are easily recognized and include the improved guest services from the initial online contact, the contiguity of the reservation process. Local

The Philippine Travel Agencies Association represents the Philippine Travel Sector in various international and national associations. PTAA also sits in the tourism councils of the local government units. The Philippine Travel Agencies Association (PTAA) is a fairly young organization born out of a union of the national associations of the outbound travel agencies and inbound tour operators in 1979. Founded to foster unity in the travel industry and to promote the welfare of its members and the travelling public as well, the

PTAA has evolved into one that now plays a vital role both in the national and international tourism levels.

The PTAA aims to be the leading and most respected travel and tourism association of choice. To upgrade and professionalize the members of the travel & tourism industry. And to act as the voice of the Philippine travel industry in all local and global concerns. Locally, it represents the travel/tour agency sector in : Air Safety Foundation (ASF), Philippine Chamber of Commerce and Industry (PCCI); Hotel & Tourism Institute of the Philippines (HTIP); Tourism Industry Board Foundation Inc. (TIBFI); Federation of Philippine Industries Inc. (FPII); Pacific Asia Travel Association (PATA) – Phil. Chapter; National Tourism Council Board (NTCB); Federation of Tourism Industries in the Philippines.