

Introduction to Travel Service Delivery

Introduction to Travel Service Delivery

Key concepts, process flow, and best-practice guidelines for anyone new to the travel industry.

1. What Is Travel Service Delivery?

Aspect	Description
Definition	The end-to-end set of activities that turn a traveler's request (flight, hotel, tour, etc.) into a completed, satisfactory experience.
Stakeholders	• Travelers (customers) • Travel agencies / OTAs (online travel agents) • Suppliers – airlines, hotels, car-rental firms, cruise lines, tour operators • Service providers – GDSs, payment gateways, concierge teams
Goal	Deliver the right product, at the right time, with the right level of service, while protecting revenue and brand reputation.

2. Core Components of the Delivery Process

1. Inquiry & Booking

- Capture traveler's preferences (dates, destination, budget, special needs).
- Search inventory via Global Distribution Systems (Sabre, Amadeus, Travelport) or direct supplier APIs.
- Present options, confirm selection, and secure the reservation.

2. Payment & Ticketing

- Verify payment method (credit card, e-wallet, corporate account).
- Apply relevant fare rules, taxes, and surcharges.
- Issue electronic ticket (e-ticket) or reservation confirmation (PNR).

3. Pre-Travel Services

- Send itineraries, travel documents, and visa information.
- Offer ancillary products (travel insurance, seat upgrades, airport lounge access).

Introduction to Travel Service Delivery

- Provide proactive alerts (flight changes, weather, COVID-19 restrictions).

4. Travel Execution

- Coordinate check-in, baggage handling, transfers, and special assistance.
- Maintain a real-time communication channel (SMS, app push, chatbot).
- Monitor for disruptions and trigger re-booking or compensation processes.

5. Post-Travel Follow-up

- Collect feedback (surveys, Net Promoter Score).
- Process refunds, mileage credit, or loyalty points.
- Analyze data for service improvement and cross-selling opportunities.

3. Delivery Channels

Channel	Typical Use Cases	Advantages
Online Travel Agency (OTA)	Self-service bookings, price comparison	24/7 access, wide inventory
Traditional Agency / Brick-and-Mortar	Complex itineraries, corporate travel	Personal advice, relationship building
Mobile App	On-the-go bookings, real-time alerts	Instant notifications, geo-location services
Call Center / Contact Center	Last-minute changes, high-touch support	Human empathy, problem resolution
Chatbot / AI Assistant	Quick answers, FAQ, basic bookings	Scalable, low cost

4. Technology Backbone

Technology	Role in Service Delivery
Global Distribution System (GDS)	Central inventory hub for flights, hotels, cars.
Supplier API Integration	Direct, real-time access to pricing, availability, and booking confirmation.

Introduction to Travel Service Delivery

Technology

Role in Service Delivery

Customer Relationship Management (CRM)

Stores traveler profiles, preferences, and interaction history.

Payment Gateway

Secure processing of credit cards, alternative payments, fraud detection.

Travel Management System (TMS)

Handles corporate policy compliance, expense tracking, reporting.

Analytics & BI

Monitors performance metrics (conversion rate, CSAT, revenue per booking).

Automation & RPA

Automates ticket