

T.A.S.S.L.E.
Travel Agent School Supporting
Learning and Education
How to Become a SUCCESSFUL Travel Agent Program.™


Module 1
The Travel Industry

Welcome!

Keep Moving Forward...



Mindset



Keep Moving Forward...

What we all hope for

What Life throws us

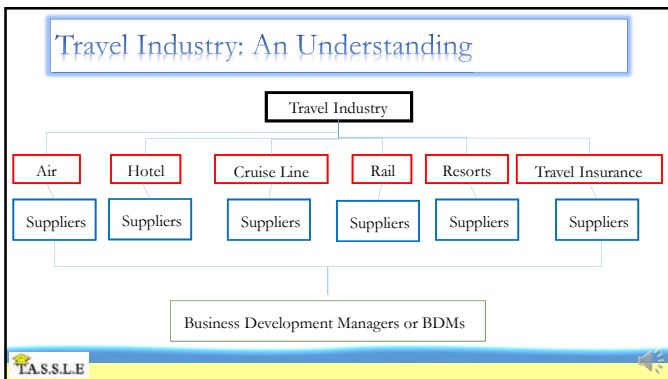
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Module 1

- Travel Industry
 - An Understanding
 - Numbers/Credentials
 - Consortia
 - Laws
 - Rules and Regulations
 - Ethics
 - Travel Jargon

Picture by Yohannes

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Travel Industry: Numbers

Travel Industry Numbers/Credentials

International Airlines Travel Agent Network

IATAN has been around for over 25 years and acts as a bridge between travel agencies and facets of the travel industry. When an agency becomes accredited they receive an IATA number which is recognized by almost all suppliers. The IATA number is probably the most recognized number in the Travel industry.

ARC

IATA

Airline Reporting Corporation

Established in 1984 after the Airline Deregulation of Act of 1978 went into effect, originally financial bridge between airlines and travel agencies, but has grown to working with all facets of the travel industry. Becoming an ARC accredited travel agency takes a lot of work and is very beneficial for those agencies who sell mostly airfare.

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Travel Industry: Numbers

Travel Industry Numbers/Credentials

Travel Retailers Universal Enumeration

CCRA acquired OSSN, and has taken over handling the accreditations to obtain a TRUE number. CCRA has been around since 1974 originally acting as a call center and then eventually launching a revolutionary hotel systems for travel agencies to increase profits by accessing discounted rates. Today they are now supporting travel agencies and travel agents with trainings and local chapter meetings.

ARC

IATA

CLIA

TRUE

Cruise Lines International Association

CLIA was established in 1975 as a way for the cruise line industry to have a trade association to act as voice on their behalf. CLIA believes in advocating for the cruise industry through education. They provide several online course and certifications to travel agents and those in the cruise line industry. When an travel agency becomes accredited through CLIA they receive a CLIA number.

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Travel Industry: Numbers

Travel Industry Numbers Outside of US

TIDS

Travel Industry Designator Service

TIDS program for IATA is similar to that of IATAN's Non-ticketing program just for companies outside the United States.

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Travel Industry: Consortia

Consortia – Travel agencies who get together to increase buying power, increase added amenities and discounts to pass onto the client, weed out suppliers, one stop shop booking engines, daily trainings, yearly conferences, and fighting for the travel agency.

Travel Leaders®



Travel Industry: Laws

State Travel Laws

- California
- Delaware
- Florida
- Hawaii
- Illinois
- Iowa
- Louisiana
- Massachusetts
- Minnesota
- Missouri
- Nevada
- New York
- Oregon
- Pennsylvania
- Rhode Island
- Virginia
- Washington
- District of Columbia



Travel Industry: Laws

Federal, State, City, and/or County Laws

and/or County Laws



Travel Industry: Regulations




Photo by Jerry Dudanski

Travel Supplier Rules and Regulations

- Suppliers
 - Airlines
 - Cruise lines
 - Resorts
 - Travel Insurance
 - Licensed for your state and possibly other states
- Travel Industry Trade Associations
- Consortia
- Your Agency
- Copyright Laws

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Travel Industry: Regulations




PCI DSS Compliant

- PCI DSS – Payment Card Industry Data Security Standard
- Follow a set of requirements to ensure that the way you process, store, or transmit credit card information is maintained in a secure environment.
- Who falls under this umbrella – everyone in the travel industry
 - If you take credit card information you are acting a merchant
- Learn more at: picomplianceguide.org

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Travel Industry: Regulations



Picture by Yohannan

Errors and Omissions Policy

- Commonly referred to as E&O Insurance
- What does it cover?
 - Errors
 - Omissions
 - Liabilities
 - Bodily Injury
 - Property damage
 - Personal Injury
 - Fire legal
- Amounts
- Deductibles

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Travel Industry: Ethics

Definition of Ethics - an area of study that deals with ideas about what is good and bad behavior or a branch of philosophy dealing with what is morally right or wrong

Merriam-Webster Dictionary

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Travel Industry: Ethics

Guidelines:

Confidentiality

- Do not give any client's information to another person.
 - Inter-office personnel
 - Family
 - Friends
 - Group member
 - Suppliers need the information to make booking

Disclosure

- Always be *upfront*
 - Service fees
 - Additional costs or hidden fees
 - If you won't be able to get the best "deal"
- Advertising in a deceptive manner
- Over generalizing – "This is the best cruise line in the world!"

Reservations

- Double-booking
- Hidden City Ticketing
- Holding space
- Back to Back Ticketing
- Booking to circumvent regulations and rules
- Booking other travel agent's clients

Preferred Suppliers

- Making a booking knowing that it is going to benefit you more than the client

Listen to your instincts!

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Travel Industry: Ethics

Unethical Behavior, What now:

Be Prepared

- Some clients who want you to do something unethical may report you to your agency head.
- You get reprimanded
- Client leaves
- Take the blame and move on

Take the ethical road

- Knowing when something is unethical and learning to adapt with diversion
- Head off the client request
- Tell co-worker about their unethical behavior while tolerating their behavior

The ethical road can be very scenic and worth the drive.

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Travel Industry: Ethics


Travel Industry


- Respect of Business Development Managers
 - Site inspections
 - Special agent trainings
- Respect of travel suppliers
 - Preferred status
 - Higher Commission tiers
- Respect of other travel agents
 - Referrals
 - Travel industry leader
 - Speaker at conferences

Your Clients

- Respect of Clients
 - Client loyalty
 - Client Retention
 - Sense of Security
- Repeat business leading to larger, more expensive vacations

Referrals pour in quickly!






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Travel Industry: Jargon

- Oceanview
- Ocean Front
- Consortium
- Special Interest Travel

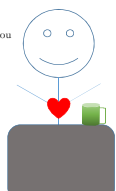
- Feature
- Hidden-City Ticketing
- Back to Back Ticketing
- Co-Op
- Benefit
- Up-Selling
- GDS
- PNR
- CRM
- OTA
- Adventure Travel
- Cross-Selling
- Open-Jaw
- Code Sharing
- Value
- Closeout
- Preferred Supplier
- Direct flight
- First Class
- Non-Stop flight
- Business Class




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Travel Industry: Jargon

- **KISS – Keep it Simple Sweetie**
 - Travel Jargon Appropriately
 - Even if the client talks to you using travel jargon, only use it appropriately.
 - Not a competition
 - Talking in travel jargon makes you look like you are in a competition
 - One Upper
 - Confusing says what?
 - Using travel jargon to make you sound knowledgeable only confuses the client
 - Confused client will not come back
- Find other ways to show your knowledge
 - Certifications
 - Benefits over features
 - Timetables
 - Fitting the clients needs





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Pondering if the travel industry is for you?



Keep Moving Forward...

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All Photos and Drawings in this presentation are owned by Mary Yohannan
