

Technology revolutionises travel

Siri, Google and there comes Alexa, wait before you mistake me! These are not the prominent ladies ruling the industry but yes they are the one who holds a pivotal role in our day to day life. It's the same with the travel industry. Technology has changed the overall scenario making travel just a click away. Progress is impossible without a change and as we start a new beginning with 2019, here's a look on what technology experts are looking at.

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The Indian tourism sector is flourishing and will continue with the same in the years to come wherein we will expect good no of travellers looking for the services of Travel agents to book their outbound or inbound tour and

RezLive.com will remain as the preferred choice of its travel partners for providing excellent services to their customers.

Travel has changed drastically, but there are more alterations on the way. It is hard to believe that we all used to go through different travels books to decide our destination that we used to book through our travel agent. The three things that should be changed or altered will be to have more use of virtual reality, better utilization of big data and at last will be IOT.



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I would say the prevalence is not very good and that a lot of fragments have cropped up, thereby pushing the customer/traveller to the traditional offline travel agencies. No matter how

many automation tools are introduced, there is always a missing element which prevents complete automation from taking over traditional booking experiences. There is a long way to go before the current scenario is replaced with one-system automated travel experience.

Inclusive automation: There are a lot of gaps in travel technology when it comes to replacing current manual process. Take packages for example, it is a completely manual process as of today and the travel industry does not have any replacement against the manual package making procedure. When we say inclusive automation, we mean a process that begins at destination recommendation and ends at picking up attractions that suit a traveller with a complete package generated for him/her without leaving his mobile/laptop/desktop.

Aggregation of various services: Sticking to a single website which acts as an aggregator from multiple sources really helps a traveller in keeping his focus on one single point of contact. This way the process of scouring 100s of websites is removed thereby providing a one stop destination for travellers to check, compare and choose.

Reducing fragmentation: Although this follows from the point 2 above, it still applies to the complete travel technology ecosystem. A lot of API providers are not ready to allow users to checkout their shopping carts from the affiliate website. A redirect to the particular affiliate provider is necessary which removes the entire point of a centralised experience. A lot could be achieved in terms of revenue growth when the user has a single point of all his travel requirements.

