



41st UN/CEFACT FORUM

2-6 OCTOBER 2023 | BANGKOK | THAILAND

Travel Agency and DMC&DMO Package Tour Project

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Travel Agency and DMC & DMO Package Tour Project

Project purpose(1/4)

- “Package Tour” has been the most popular way of travel in the past century.
- Hundreds of thousands travel agencies and Destination Managing Company (DMC) and Destination Managing Organization (DMO) are servicing travelers in this industry, since Internet was invented.
- Big OTAs (Online Travel Agency) are prominent in the industry, using IATA airline standards, and OTA (Open Travel Alliance) hotel booking standards, traditional travel agencies and DMCs/DMOs are being left behind at this Internet travel trend.
- They don't have a sector relevant standard for exchanging data between each other.

Project purpose(2/4)

- In this OTA era, people tend to travel FIT (Free Individual Traveler), but the fact is distinctions suitable for FIT is limited by security condition, transportation convenience condition and language barrier etc, the result for FIT is finally most travelers stay in big city.
- OTAs are only “matching platform” for traveler and travel resources.
- The opportunity and requirement are for Travel Agency coordinating with DMCs can provide service and knowledge added value to design better itinerary and bring travel to wider choice of destinations.

Project purpose(3/4)

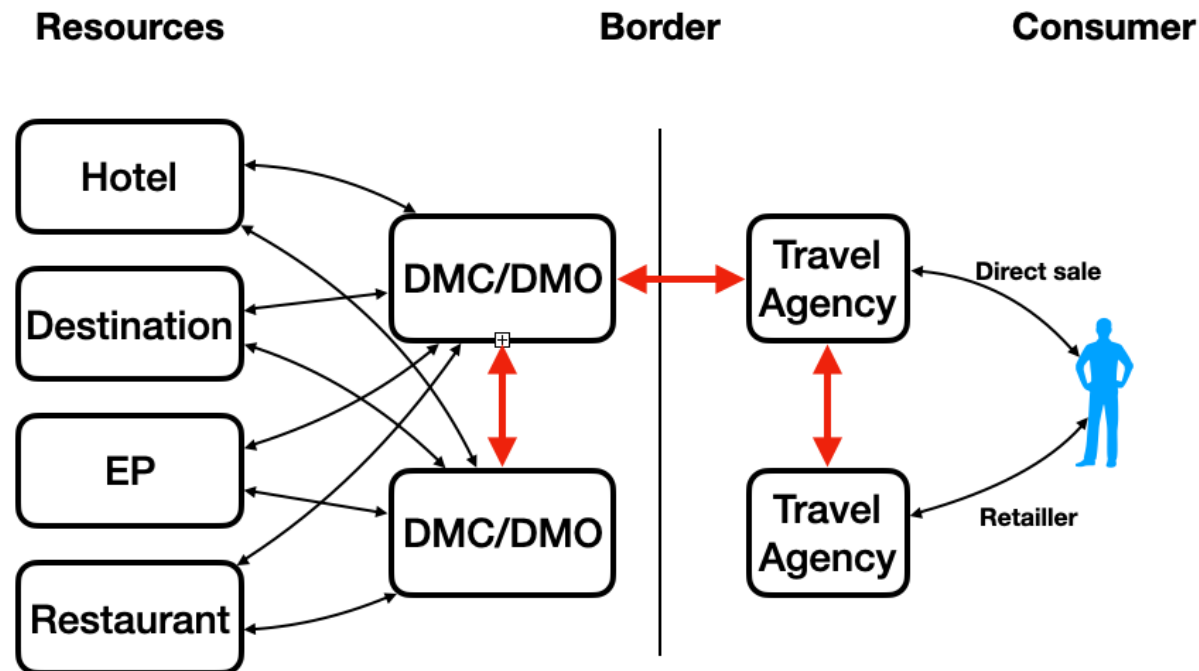
- Before actual travel occur, the product in travel industry is only “information”, no physical products exist, and most of travel agencies and DMCs are small and medium business entity where currently no open standards exist.
- Currently the big OTAs are all making their own API rules them self, without a global API standard, OTAs connecting each other by using all different API standards are very big and expensive task already.
- Without recognized open standards SME MSME travel agencies are inhibited from contributing to the industry.

Project purpose(4/4)

- The small Travel Agencies to develop software to connect to different OTAs by different API standards is nearly mission impossible, open global standards as produced by UNECE-UN/CEFACT and the purpose of this project will overcome this challenge.
- The challenge facing the SME travel Agency is the same as faced by SME's in global trade of goods.
- UNECE-UN/CEFACT mission is to produce standards bridging the gap between large corporate bespoke platforms and SME engagement in the industry.
- The purpose of this project is to design a set of API standard for exchanging "Itinerary", "Quotation", "Package Tour", "Traveler", and "Review" data between for travel agencies (including traditional travel agencies and OTAs), between travel agencies and DMCs, and between DMC to DMCs.

Project scope (1/2)

- The project enables replacing the current emails and spreadsheets used to exchange tour package data between Travel Agencies (mostly SME's) and Destination Managing Company (DMC) and Destination Managing Organization (DMO) with harmonized data and comments.
- (Ref red arrows in the diagram below). This will deliver additional semantic data definition into the CCL, RDM establishing the ability to write standardized APIs.



Project scope (2/2)

- The project is to produce definitions and Reference Data Models (RDM) on Travel Agency, Destination Managing Company (DMC) and Destination Managing Organization (DMO) API. It does not deliver a certification system but it provides elements upon which certification or labeling systems could be build.
- The project will also deliver components of future recommendations to government to facilitate, promote Travel Agency, Destination Managing Company (DMC) and Destination Managing Organization (DMO).
- The project will take in consideration work which has been produced by UN/CEFACT on White Paper on the technical applications of Business Standards for Sustainable Tourism being a subset of sustainable tourism products.
- ITEMS:
 1. Itinerary, 2. Quotation, 3. Tour, 4. Traveler, 5. Review
- PHASES:
 1. Design, 2. Marketing, 3. Booking, 4. Traveling, 5. After Travel

Proposed project leadership

Project leadership might be constructed by one Project Lead, two Sub-Leads, and one Editor as in the following.

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3. Sub-Lead: Mr. Tadashi Ishihara e-mail address: ishihara1943@ab.auone-net.jp
4. Editor: Dr. Anthony Chien e-mail address: penguinchien@gmail.com
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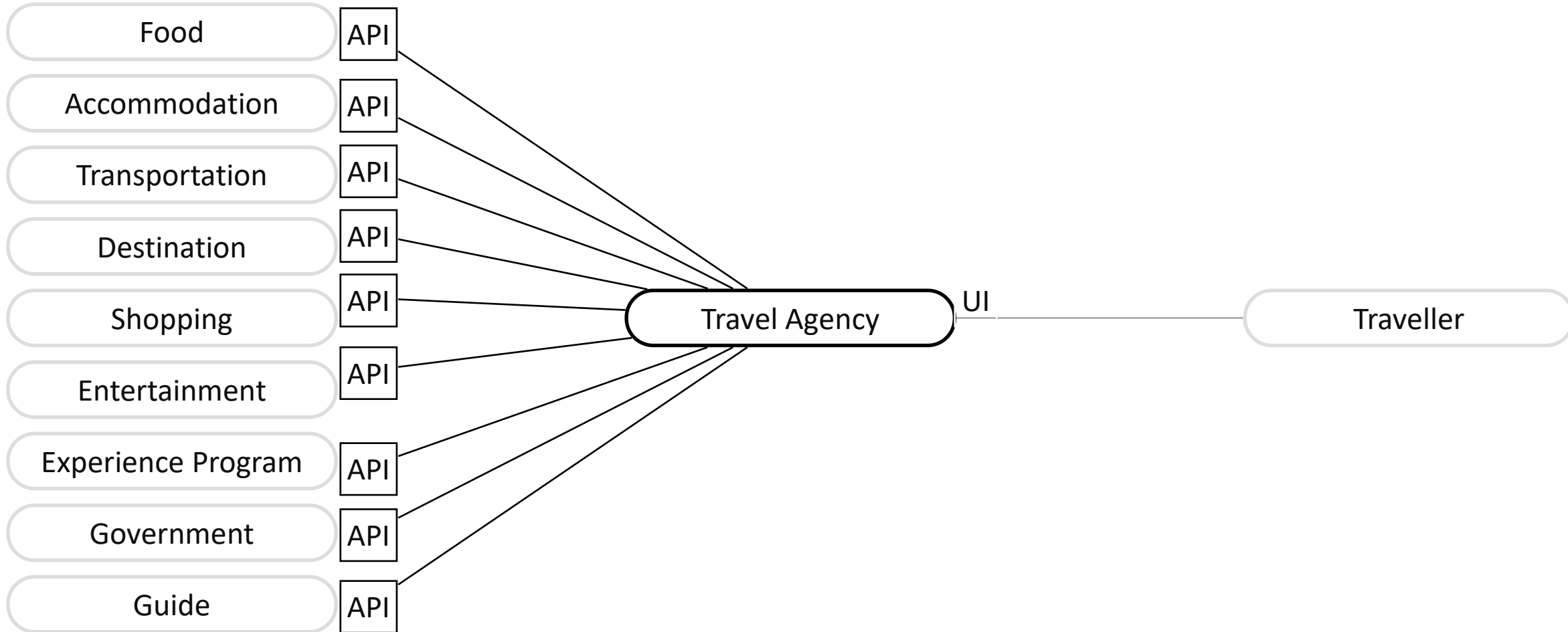
Travel Agency Data Exchange

1. Big picture for Travel Industry
2. Existing API Standards
3. Package Tour vs FIT
4. How Package Tour Works Without API
5. 5 Travel Phases and Data Exchange
6. Open Data for Travel Industry
7. Challenges for Travel API

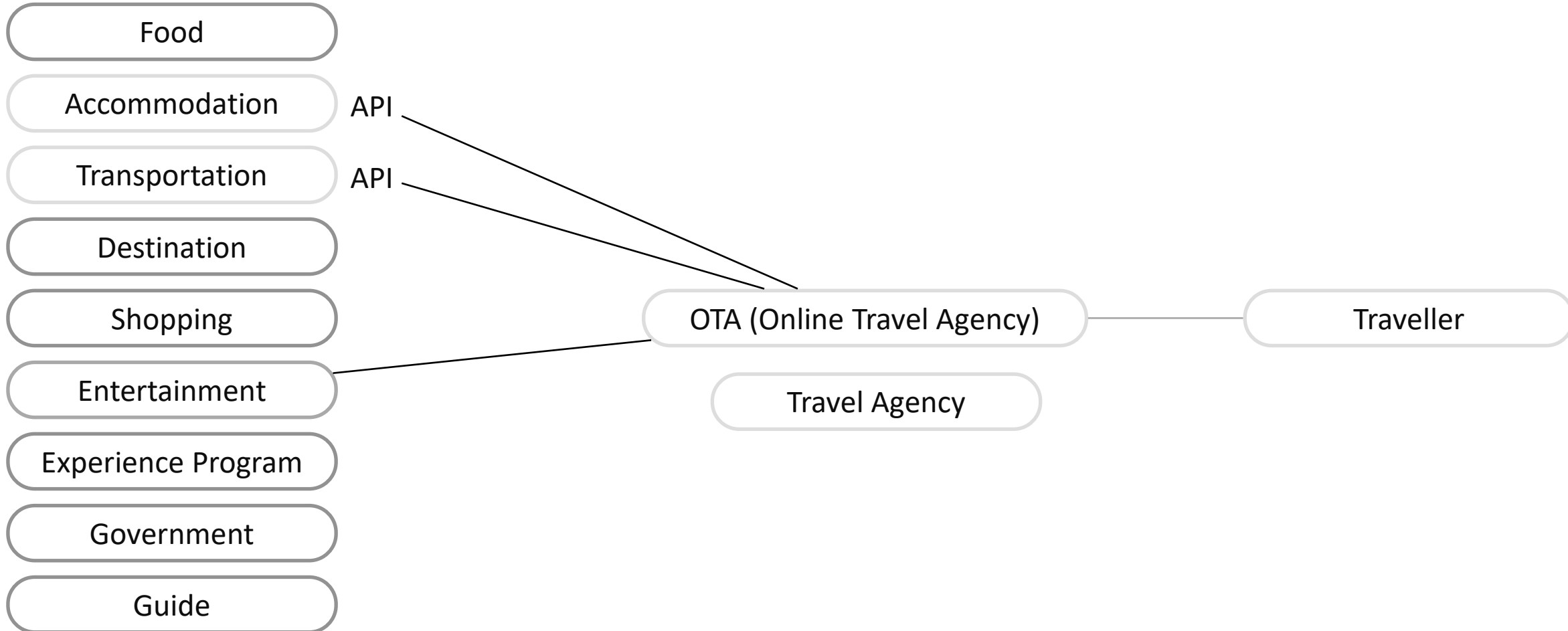
Travel Industry

		Existing API Standard
Food	Restaurant	
Accommodation	Hotels, B&B, Lodging House	Open Travel Alliance (XML), SLH
Transportation	Airline, Train, Cruise	NDC by IATA (XML)
Destination	Museum, National Park	
Shopping	Gift Shops	
Entertainment	Theater, Opera, Theme Park	
Travel Agency	Agency, DMC, DMO, Guide	
Local Government	Tourism Bureau	
Experience Programs	Culture Experience, Activities, Excursion	EP project
Traveler		

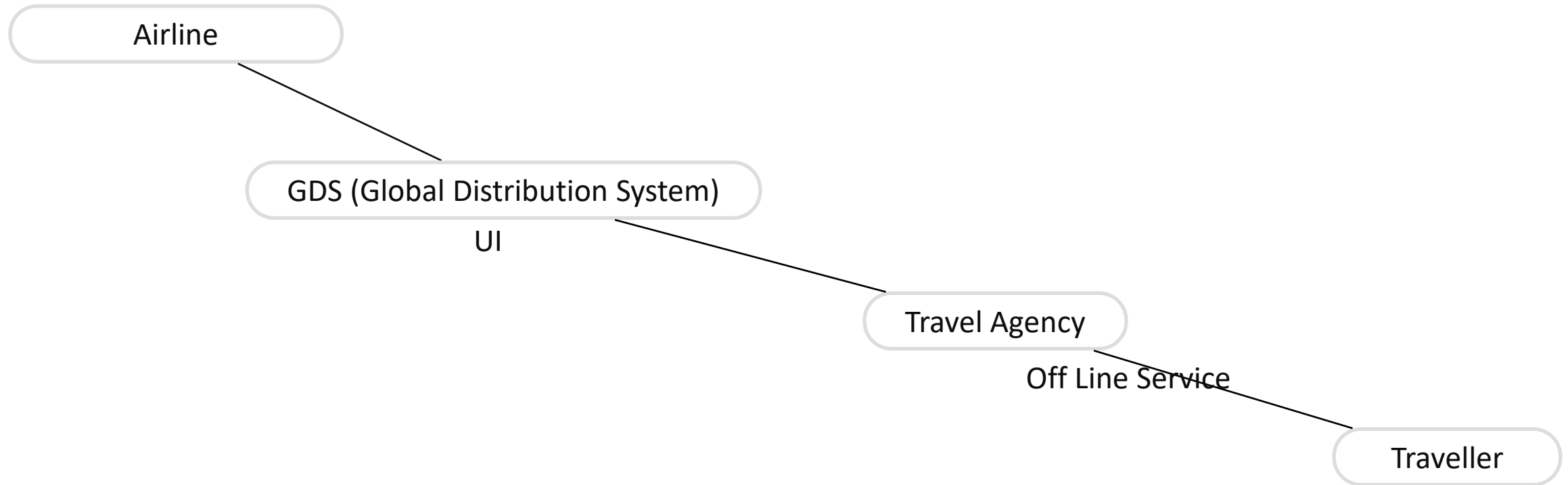
Future Goal



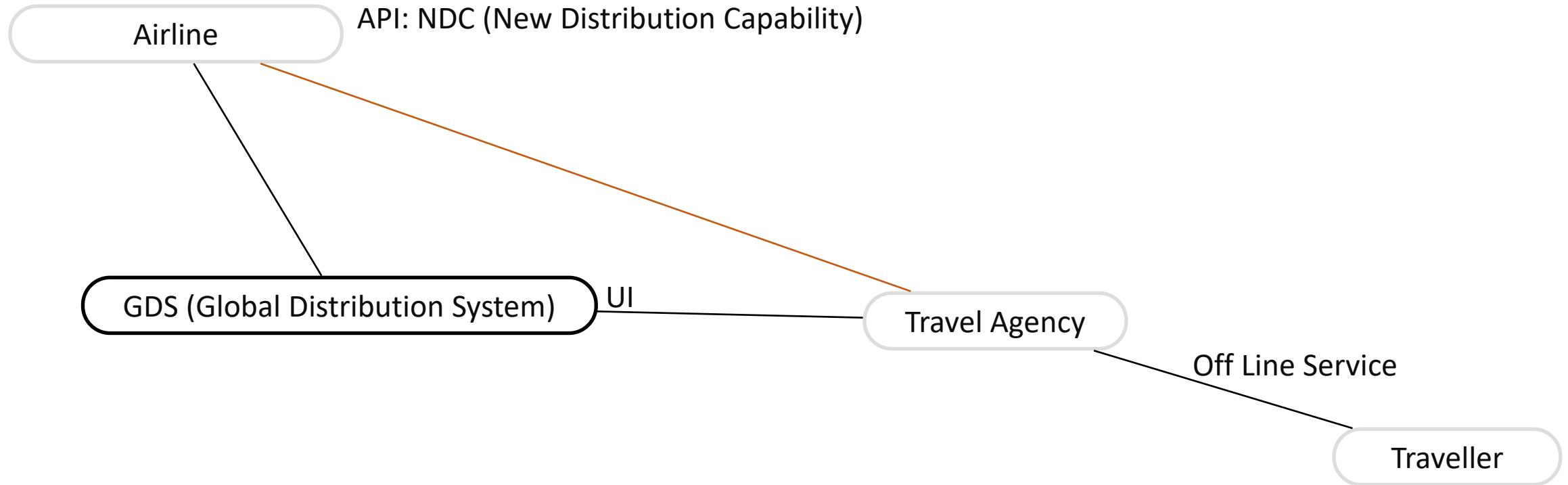
FIT (Free Independent Traveler)



Airline Industry (before)



Airline Industry (goal)

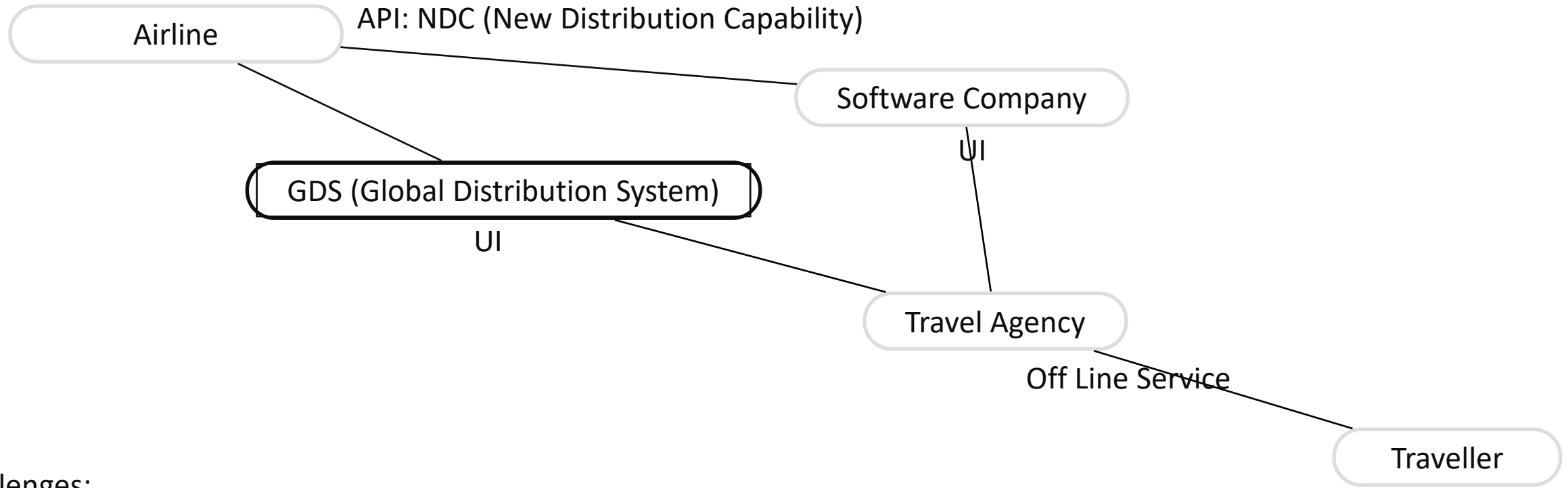


Challenges:

Traditional Travel Agencies has no ability to connect API

Travel Agencies need to connect to “Every Airline Company” to calculate “connecting flight”.

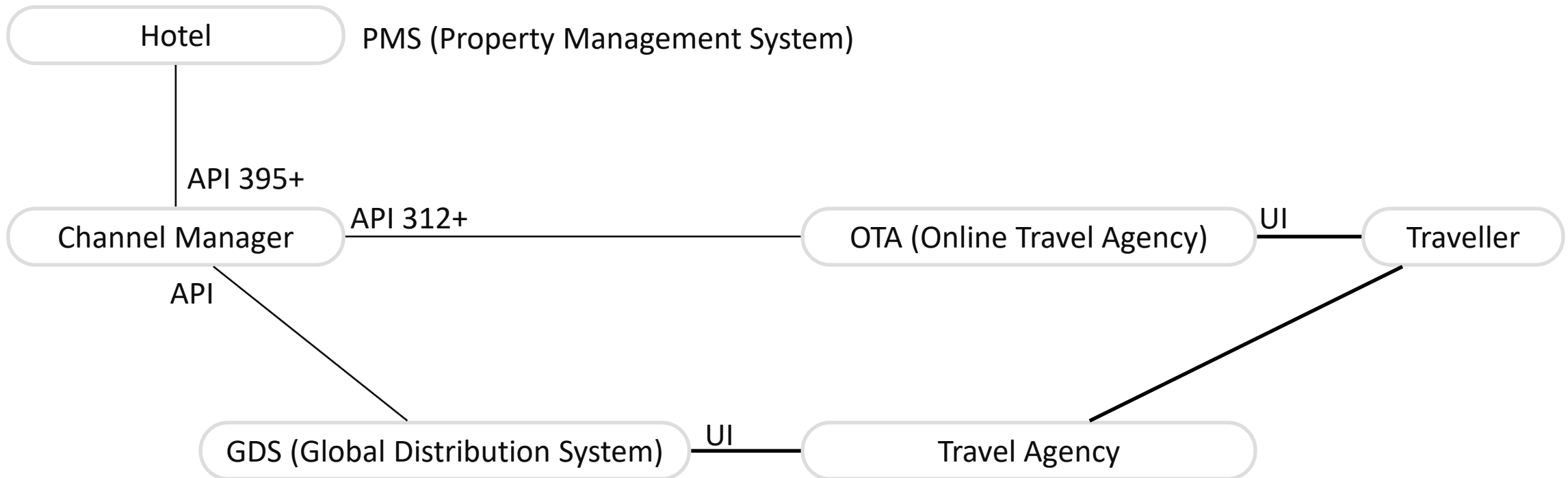
Airline Industry (after)



Challenges:

- Travel Agencies connect API through cloud software companies
- GDS merge software companies

Accommodation API



Function of Channel Manager: Availability Data, Dynamic Pricing
 Internet meant to cut middle man, end up creating huge middle man

Packing Tour vs FIT

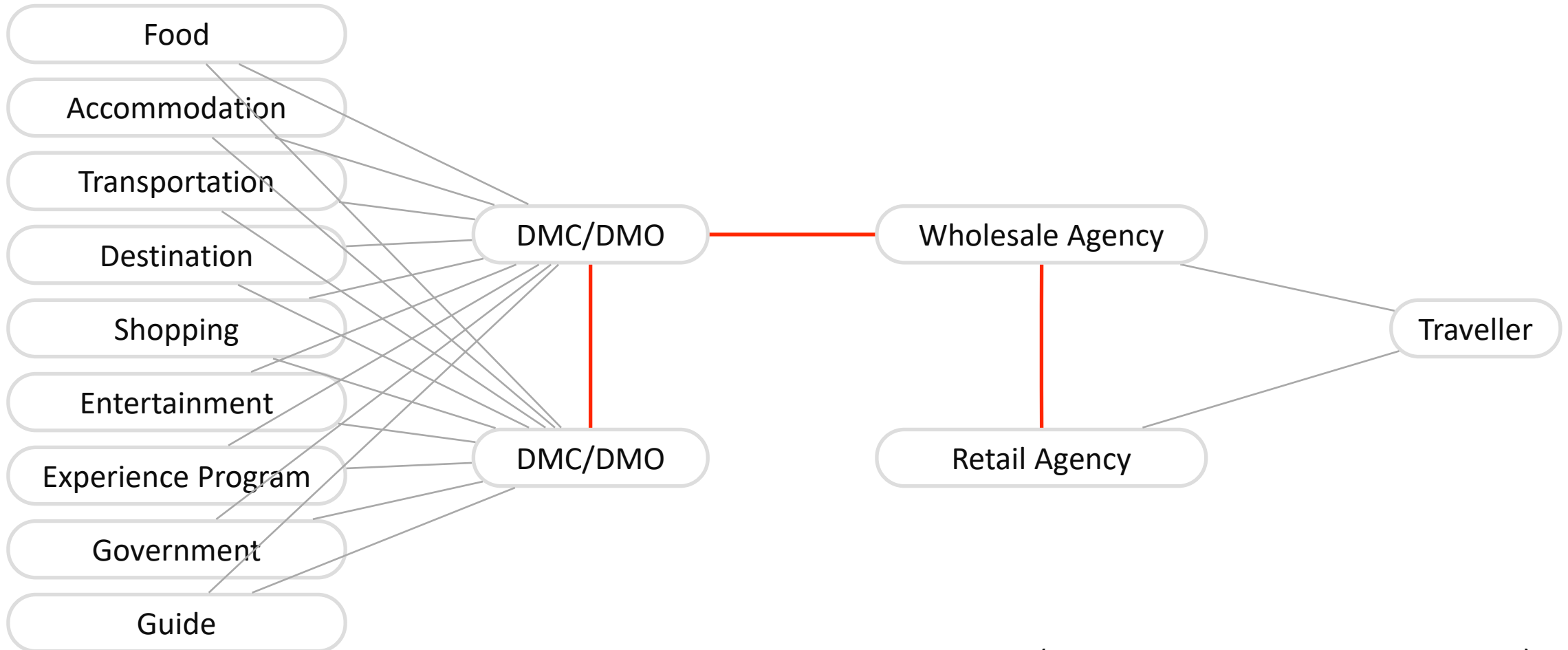
Limitation of FIT

1. Safety
2. Convenient Transportation
3. Language Barrier

FACT:

1. FIT concentrate on limited countries, especially big cities
2. Rural Area can not be revitalized by travel activity

Package Tour API Scope



DMC (Destination Management Company)
 DMO (Destination Management Organization) ¹⁸

Package Tour

Design Phase

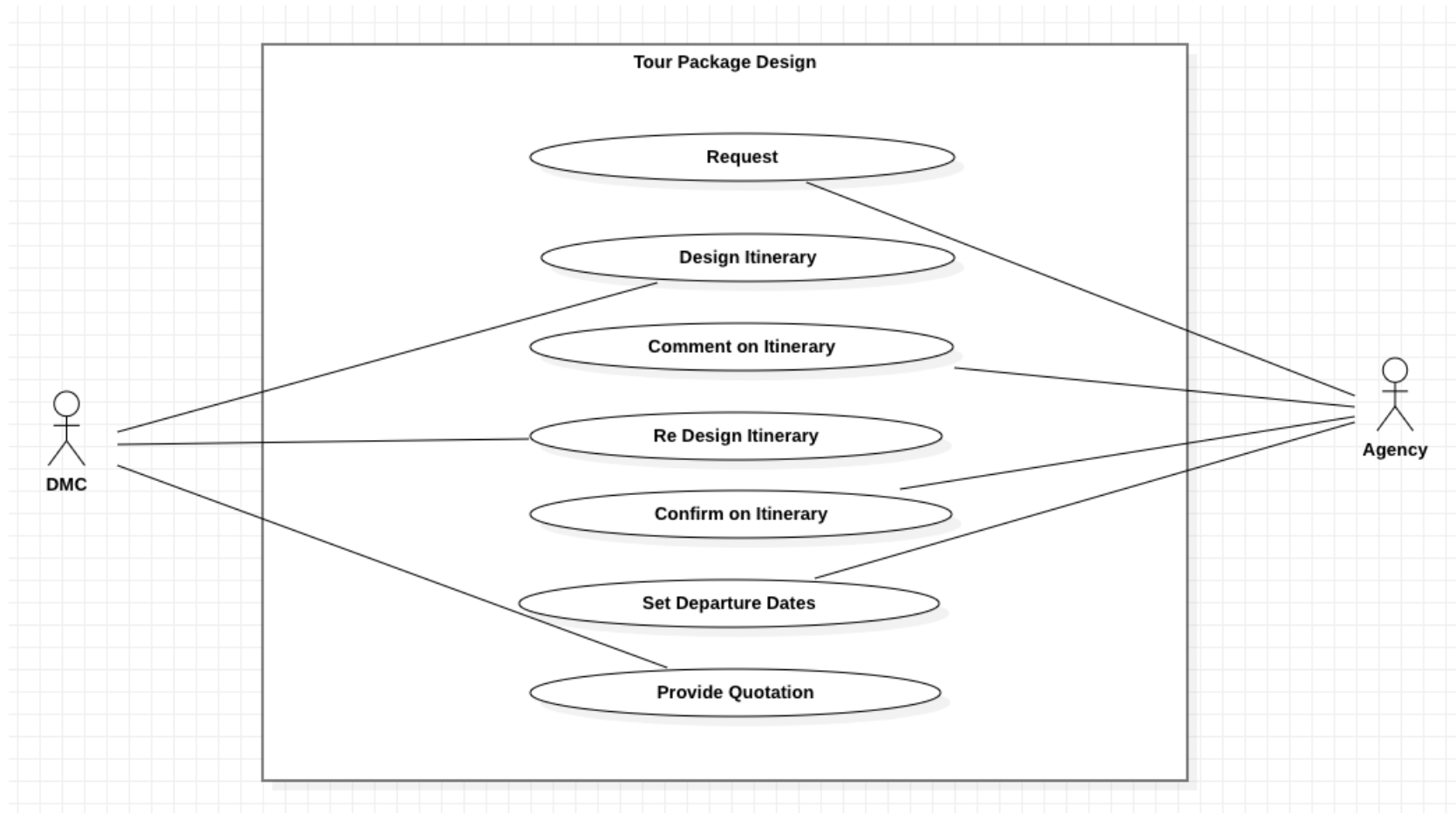
Marketing Phase

Pre-Departure Phase

Traveling Phase

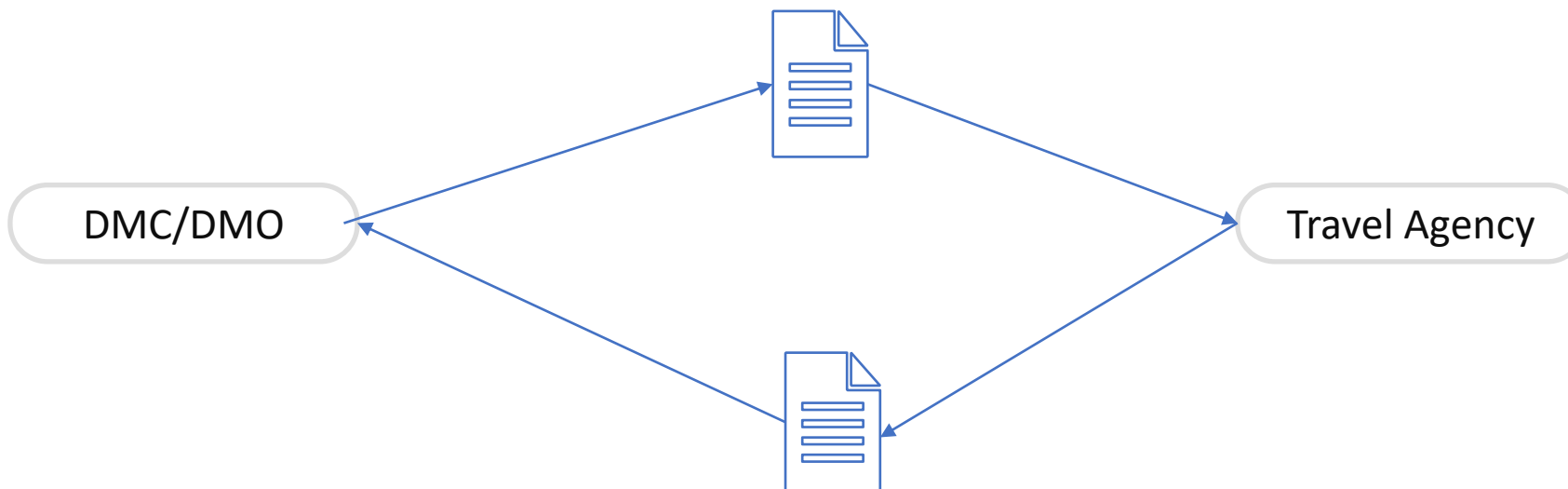
After Travel Phase

Package Tour - Design Phase

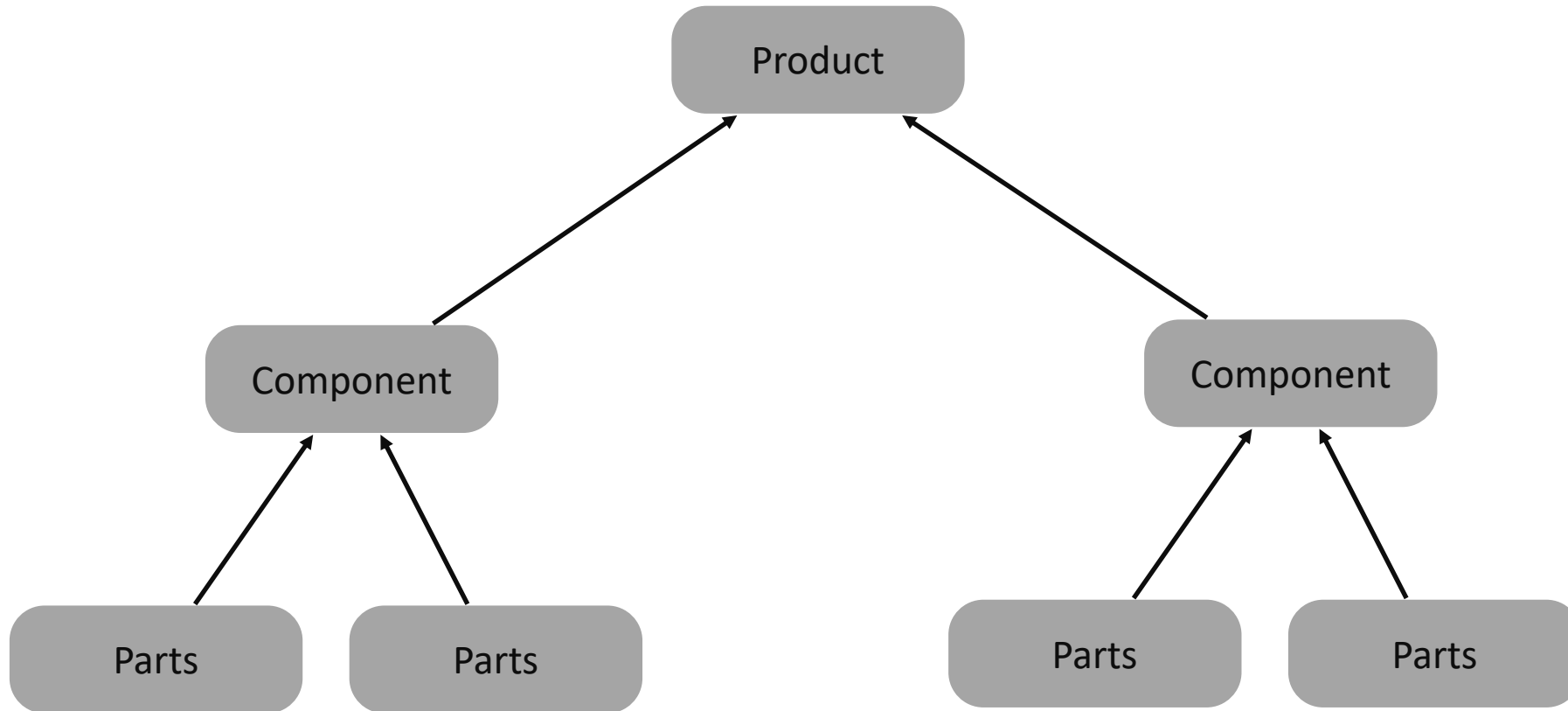


Package Tour - Design Phase

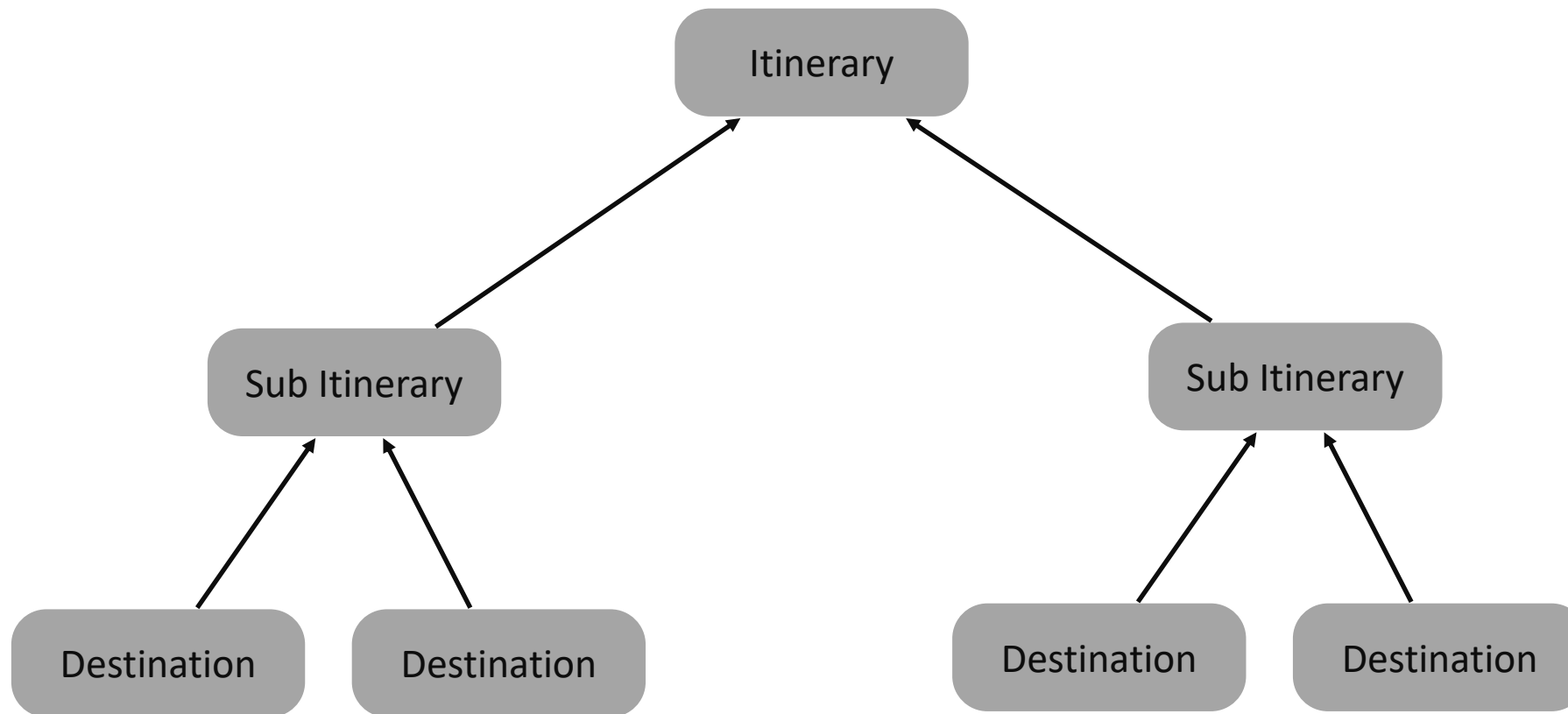
- Itinerary have to be multilayer
- Itinerary is packaged multiple times by different middle man
- JSON is perfect format for multilayer data
- “Quotation” document will reuse elements from CCL
- Itinerary and Quotation, 2 documents have to be a set



Itinerary and BOM



Itinerary and BOM



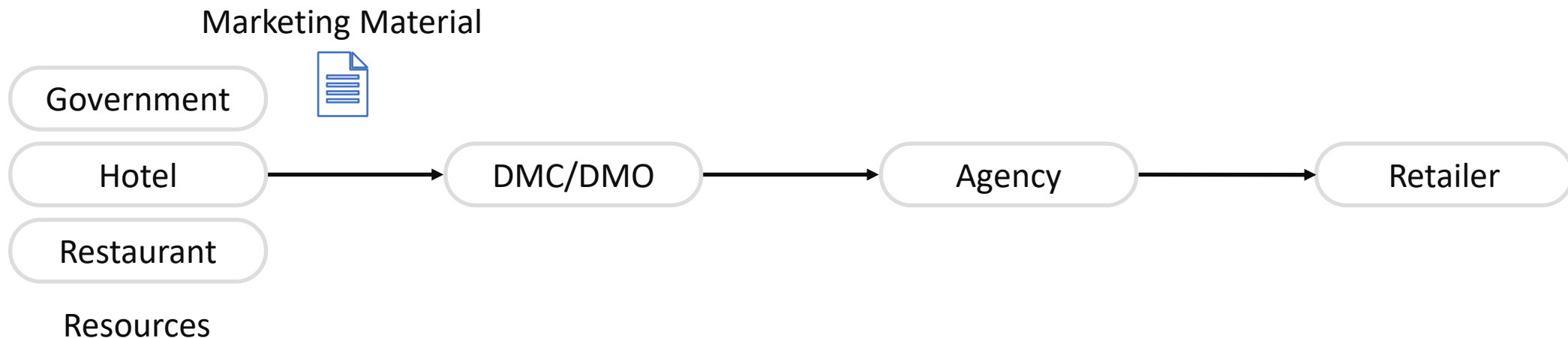
Package Tour - Marketing Phase

Marketing material from “resources”

Marketing material from “government”

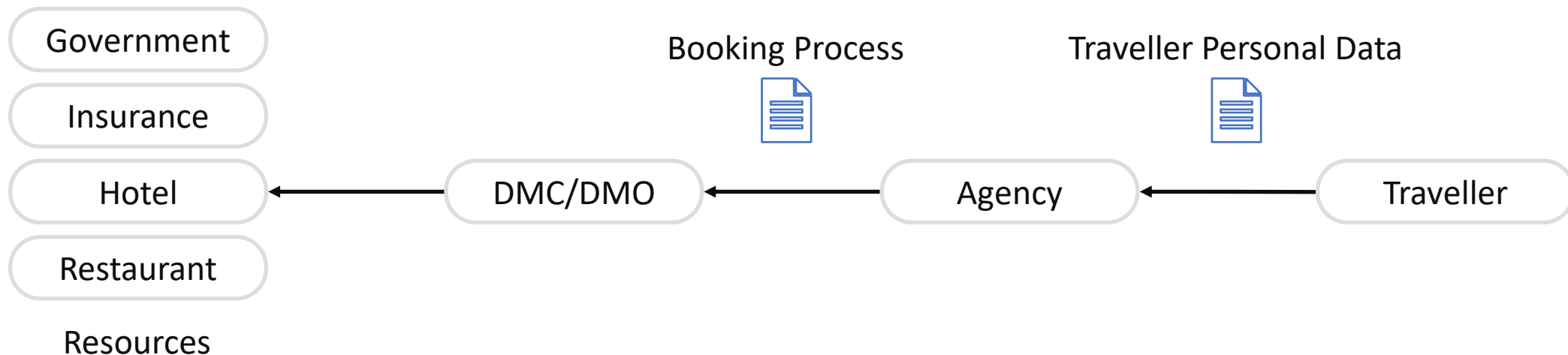
Marketing material from “traveller”

Basic information for each Destination, multi language



Package Tour - Pre Departure Phase

- Booking process, block rooms
- Cancel policy, penalty
- Insurance
- Travel Document: Passport, Visa...
- Visa Condition for each passport holder



Package Tour - Traveling Phase

Traveller basic information have to pass to resource
Luggage tracking
Special requirement, allergy, wheel chair...
Pre-order meal, can lower restaurant ingredient stock level
Real time feed back

Package Tour - After Travel Phase

Feed back from Traveller

Exchange feed back data through multiple middle man

Review Data:

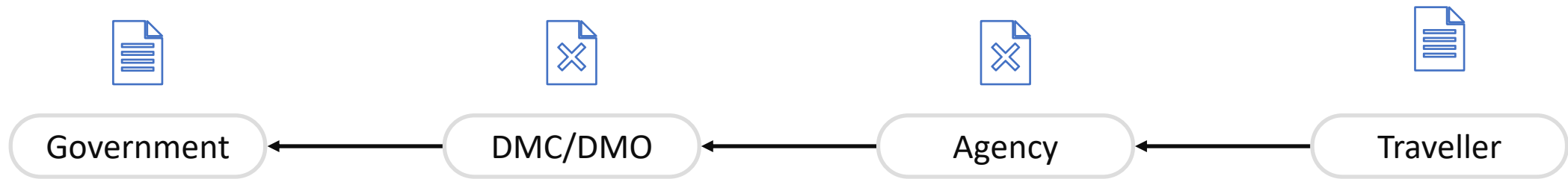
Review Data was controlled by big players today

Reviewer have to be real customer

BlockChain is the best place to store review data

Challenges

Data Protection



Visa Required Data Structure:

- Name
- Phone
- Birthday
- Passport Number

APP



Private Key

Public Key



Public Key



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Thank you for your attention!

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