



White Paper

The Travelling Industry Paradox

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The Travelling Industry Paradox

Its puzzling that despite the internet knits us closer and provides us various platforms of staying in touch via social networks and video conferencing, the travelling industry continues to grow. According to UNTWO, in 2010, there were over 940 million international tourist arrivals worldwide, representing a growth of 6.6% when compared to 2009. Travelling seems to be one of the most desired human activities.



Why?

A major reason of this growth in the travelling industry can be derived from how easy has travelling and tourism become, thanks to the World Wide Web! The travelling industry has grown both vertically and horizontally majorly because new players and internet companies have evolved themselves as travel facilitators by providing travel tools.

Travelling before arriving!

Most travellers have nowadays virtually travelled the places before arriving there and have visually experienced the destination. A Virtual traveller has become significantly more important to a physical traveller for the travel industry. Trips and tours are planned based on the web elements which endorse the destination up to your expectations.

Do you exist?

Location Based Services (LBS) have played a revolutionary role in the travelling industry. Google maps are now a basic necessity of nearly every reasonable phone. Travelling is now more social than ever! Where, when and with who features on sites like Facebook, Latitude and Foursquare derive the social travel engine. No matter how huge your billboard is but if you are missing on these social networks you do not exist. Foursquare was expected to pass 750million check-ins before the end of June 2011, with an average of about 3 million check-ins per day. 50 percent of users come from outside US and also 50 percent of users are

female.

Existing is just the beginning, the race then moves on to reviews, ratings and online options for availing those travel services.



Web 2.0 Travel Pouch

SOA & Open APIs

Web 2.0, and hence Travel 2.0, advocates the use of open source platform either completely or partially, such as the LAMP solutions. The unequal nature of the travel industry also calls for sharing and aggregation of information across the various components of the web in

The multifaceted travel supply chain using open Application Programming Interfaces (APIs) and Service Oriented Architectures (SOAs).

Interfaces

According to a research by Amadeus, travel companies have only about 11 seconds to capture the customer on their websites or risk them getting bored and going elsewhere. With so much of choice and variety, the overall internet shopping experience becomes crucial and travel companies need to have their applications designed to suit this need. Usability experience has thus become a mandatory area of attention for online travel websites.

RSS

Websites like Expedia and Orbitz provide RSS feeds that can be subscribed by customers to get personal notification about the latest travel deals and promotions which will influence the purchase decision of the traveller. Really Simple Syndication (RSS) allows online businesses to stay synced with their customers. RSS helps deliver customized content, as chosen by the user to his feed reader. Online travel websites can deliver the latest prices, deals and plans about trips of traveler's choice.

