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IS TECHNOLOGY BOOSTING OR UNDERMINING TRAVEL AGENCIES' COMPETITIVE ADVANTAGE?

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In the digital age, the travel agent faces increasing competition in the online marketplace. Customers have more and more options for travel and vacations and the ability to quickly compare competing offers.

In this context, travel providers must find ways to stand out from the competition and entice potential customers with offers that are tailored to their expectations. One strategic response that travel agencies can provide in this online competition is the individualization of offers. Customization is about creating travel packages that are tailored to the specific needs and preferences of each individual customer, making them feel truly special and giving them exactly what they want. The tourism offering gives them an unforgettable experience with their unique personality, which leads to higher satisfaction and increases loyalty. A predictable effect of satisfaction and loyalty is the recommendation of travel offers to other potential customers.

But how can customization be achieved? By collecting data on customers' preferences, habits and budgets, i.e. by using the internet and technology. The personalization of a travel agency's offers can be achieved through various technologies and tools. For example, travel agencies can use recommendation algorithms to suggest destinations or experiences based on a customer's travel experience or stated preferences. In addition, travel agencies can use data analytics tools to identify market trends and customer preferences to create personalized offers that are perfectly tailored to customers' needs.

Investing in personalization can therefore bring significant benefits, both in terms of customer satisfaction and in terms of increasing sales and customer loyalty. Travel agencies need to be open to innovation and utilize available technologies to provide the best possible services and experiences to their customers. By personalizing offers, travel agencies can improve tourists' experiences and build a good reputation in the competitive travel industry market.

In summary, the internet and technology can be perceived as difficulties for the activity of travel agencies, but they also offer solutions to overcome these difficulties. This means changing and adapting to change. And this change must mean evolution.