

# 40<sup>th</sup> UN/CEFACT Forum

8-12 May 2023

## Travel Agency and DMC&DMO Package Tour Project

Tunghua Tai / Founder, Siloah Travel / [tunghua.tai@gmail.com](mailto:tunghua.tai@gmail.com)

Anthony Chien / Deputy Director of CIDS, Commerce Development Research Institute /  
[anthonychien@cdri.org.tw](mailto:anthonychien@cdri.org.tw)

# Travel Agency and DMC&DMO Package Tour Project



1. Project purpose
2. Project scope
3. Proposed project leadership

# 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.

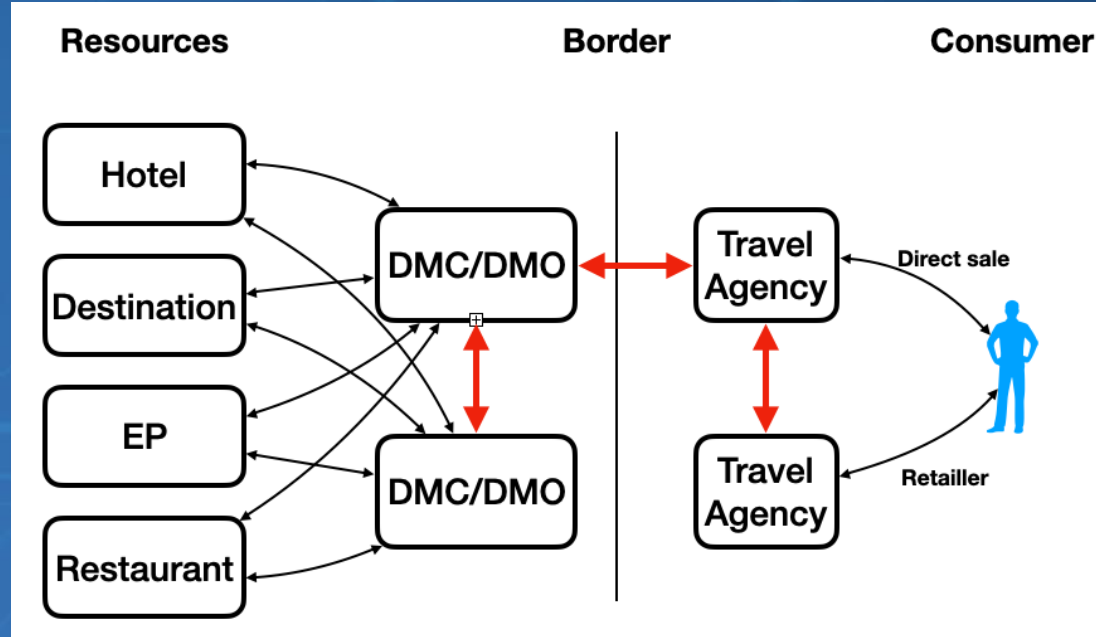


# Project purpose(4/4)

- 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.

1. Lead: Mr. Tunghua Tai e-mail address: [tunghua.tai@gmail.com](mailto:tunghua.tai@gmail.com)
2. Sub-Lead: Mr. Sachin Mehta e-mail address: [sachinashokmehta@gmail.com](mailto:sachinashokmehta@gmail.com)
3. Sub-Lead: Mr. Tadashi Ishihara e-mail address: [ishihara1943@ab.auone-net.jp](mailto:ishihara1943@ab.auone-net.jp)
4. Editor: Dr. Anthony Chien e-mail address: [penguinchien@gmail.com](mailto:penguinchien@gmail.com)
5. Editor: Mr. Daniele Tumietto e-mail address: [tumietto@economisti.it](mailto:tumietto@economisti.it)
6. Editor: Mr. Matt Jiang e-mail address: [matt.jiang@gmail.com](mailto:matt.jiang@gmail.com)
7. Vice Chair: Ian Watt email address: [ian.watt@nextradeworld.com](mailto:ian.watt@nextradeworld.com)

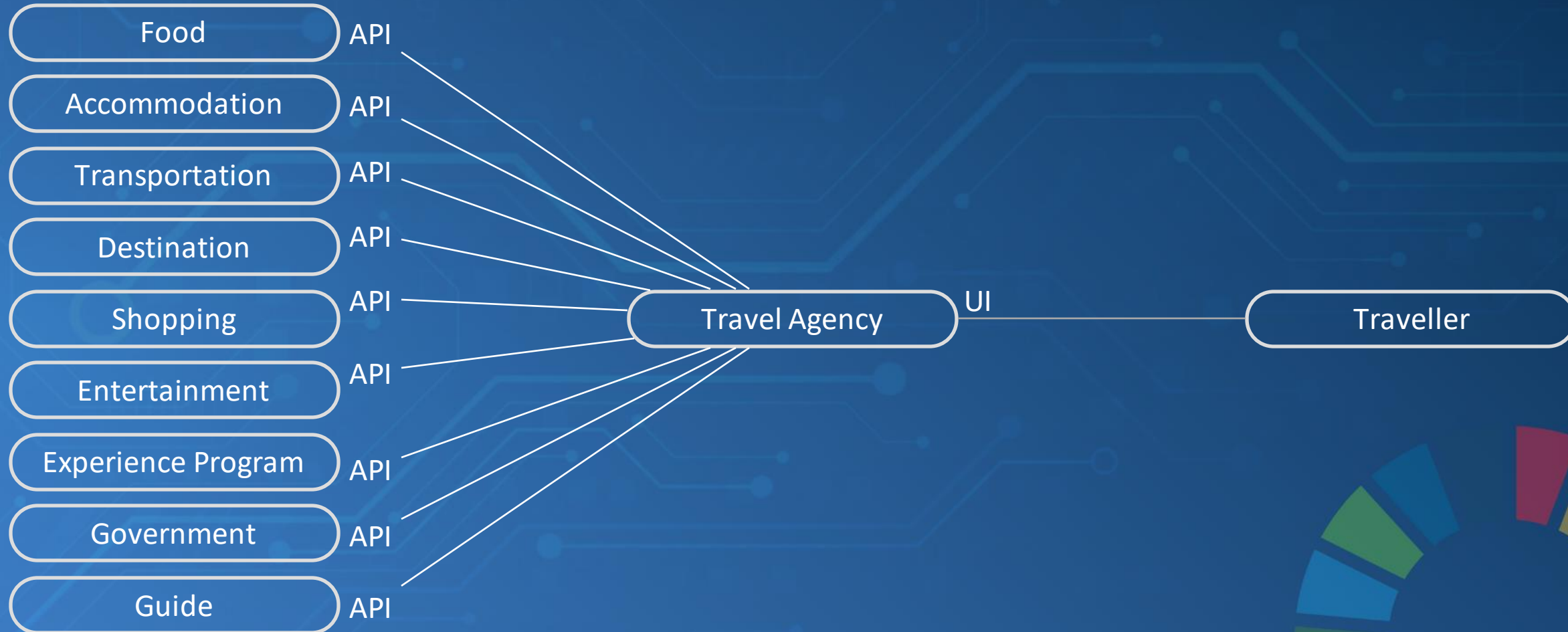
# Travel Agency Data Exchange

- 
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

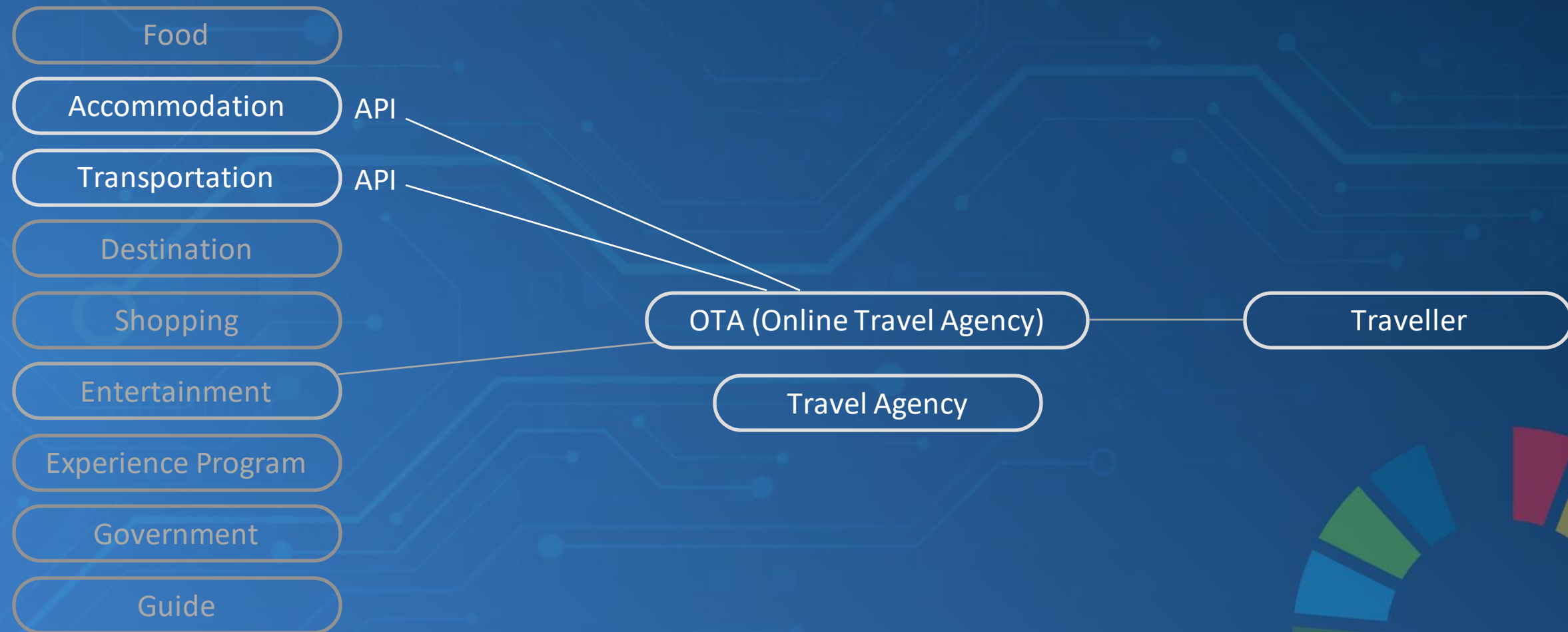
# Travel Industry

		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

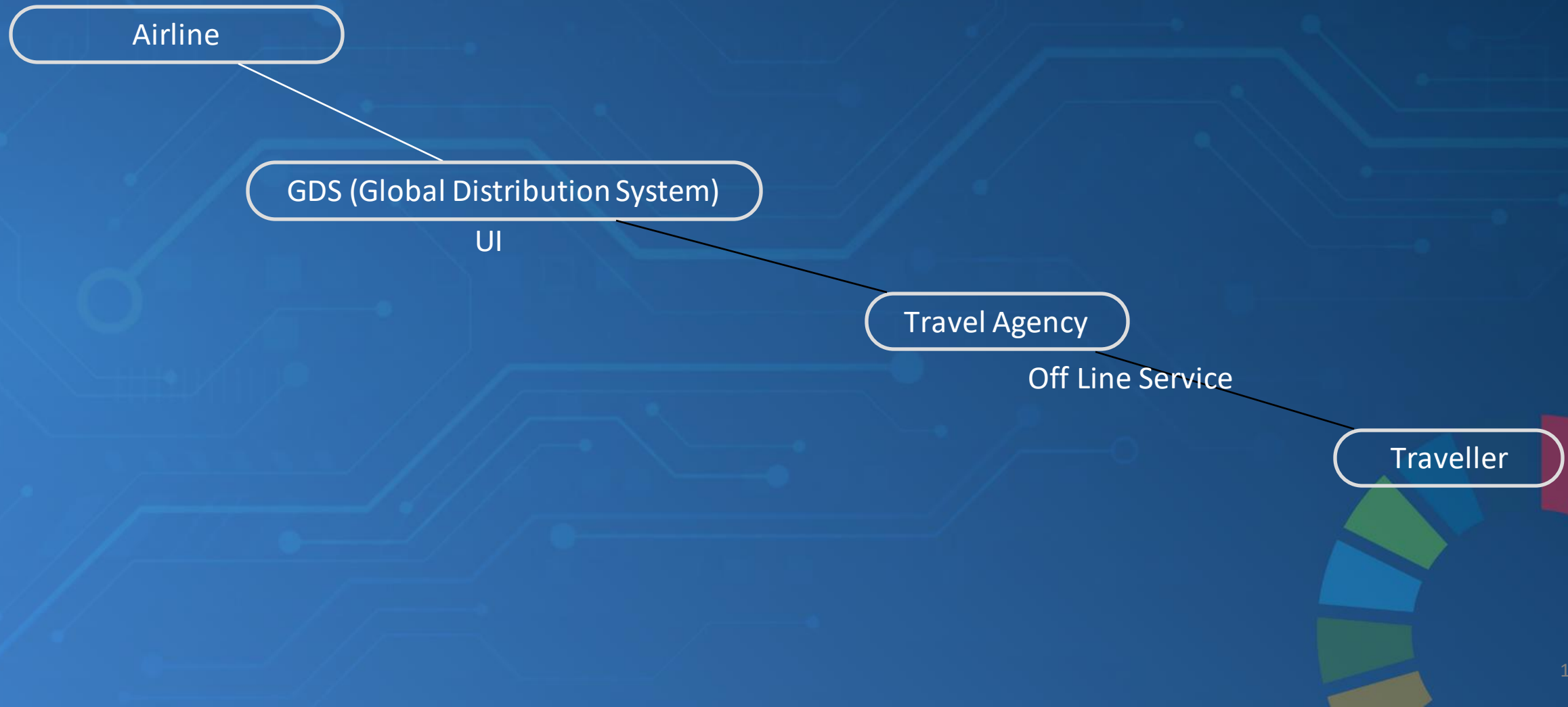


# FIT (Free Independent Traveler)

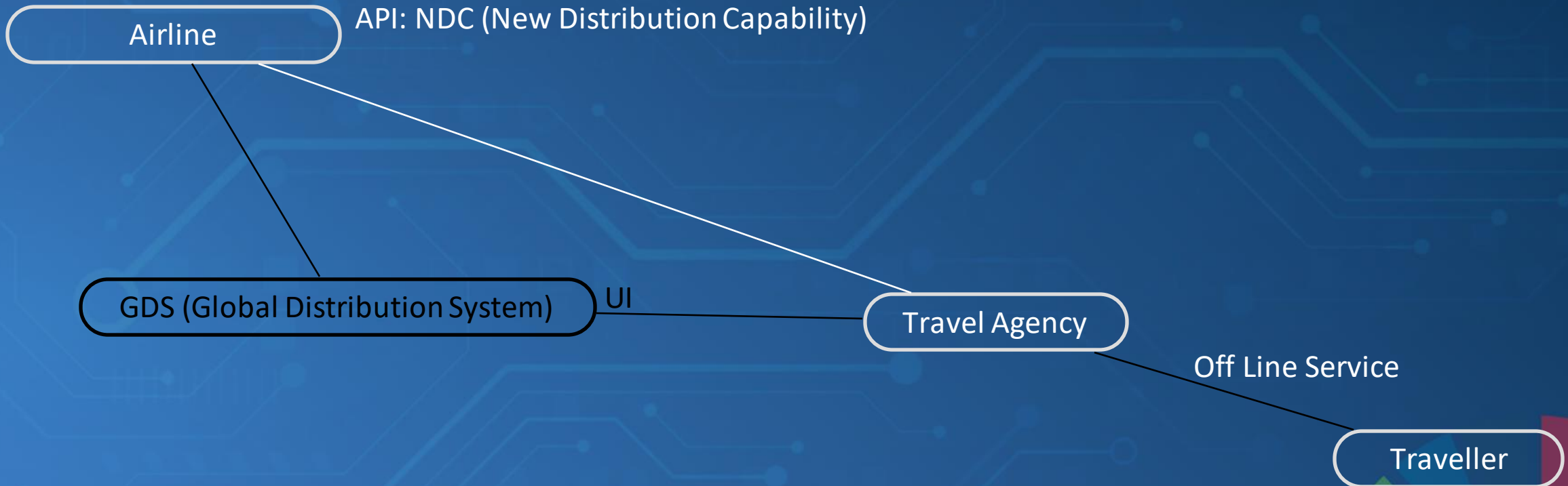




# Airline Industry (before)



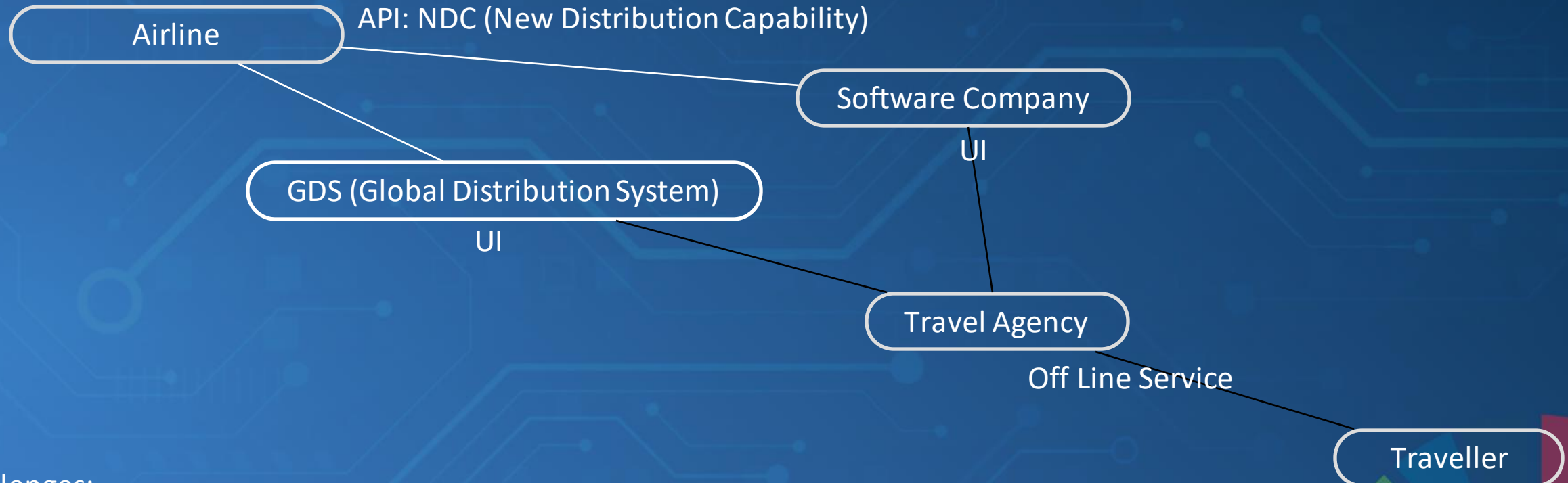
# Airline Industry (goal)



## Challenges:

1. Traditional Travel Agencies has no ability to connect API
2. Travel Agencies need to connect to “Every Airline Company” to calculate “connecting flight”.

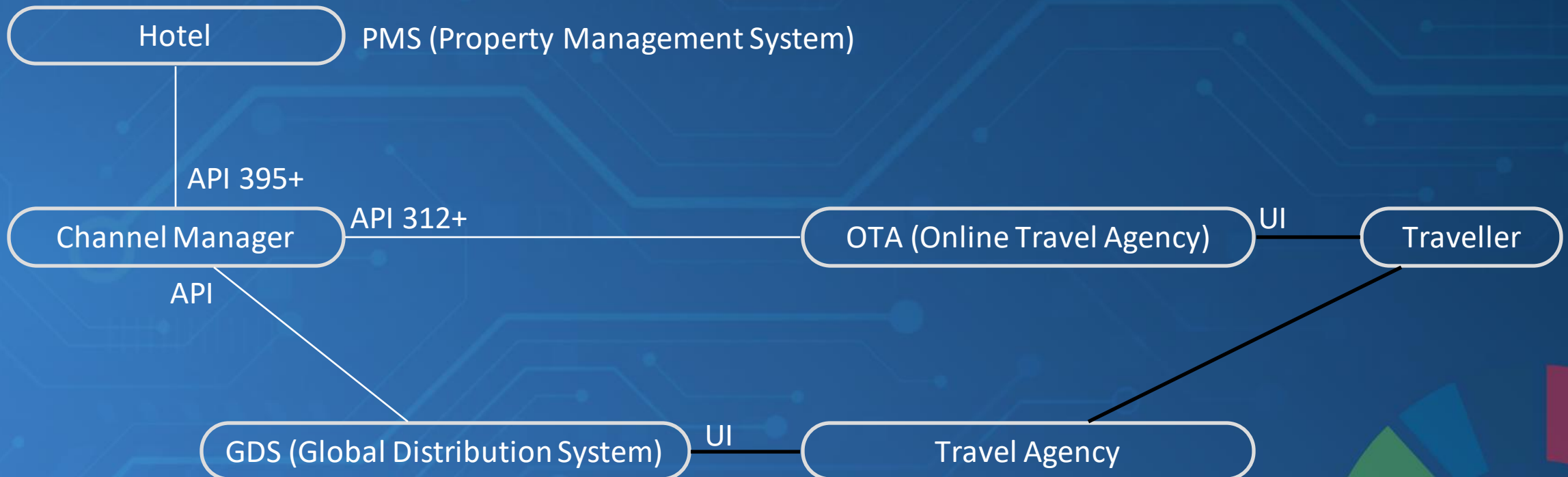
# Airline Industry (after)



## Challenges:

1. Travel Agencies connect API through cloud software companies
2. 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

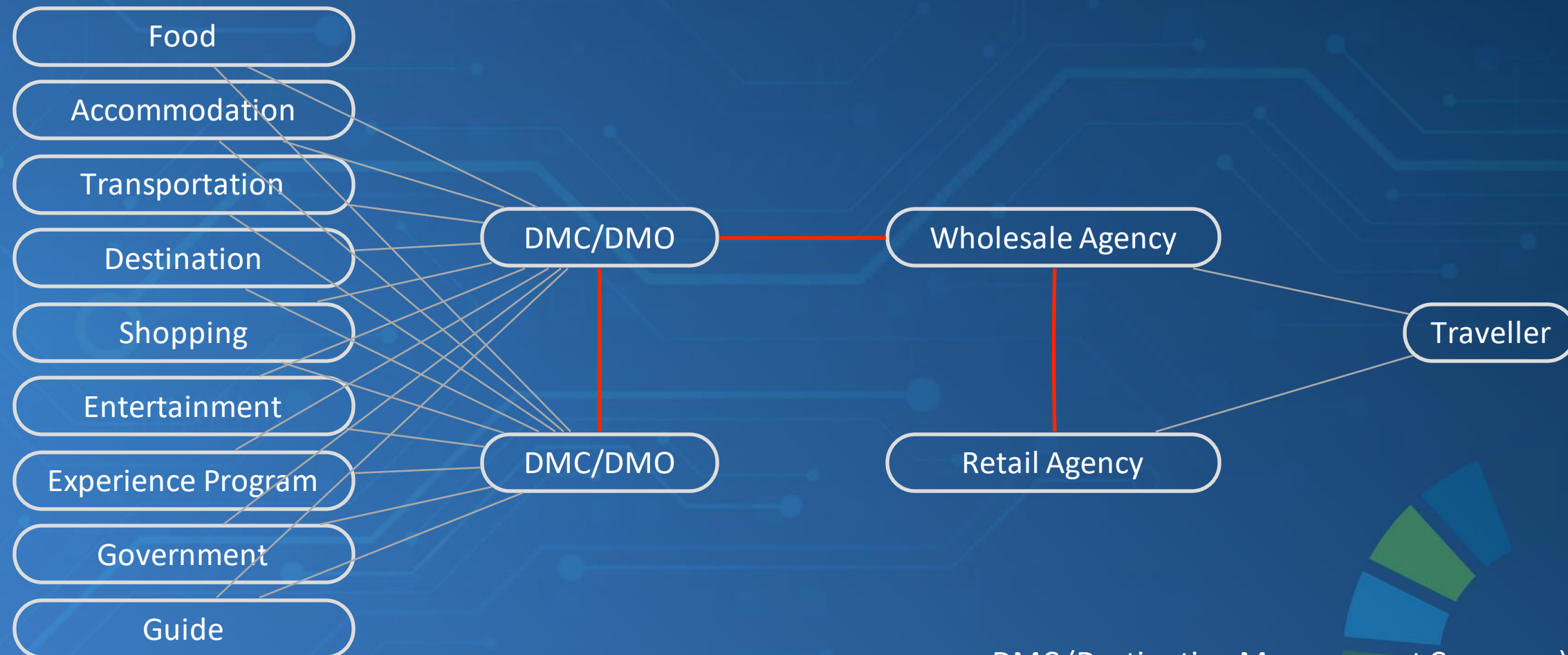
1. Safety
2. Convenient Transportation
3. Language Barrier

## FACT:

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



# Package Tour API Scope



# Package Tour

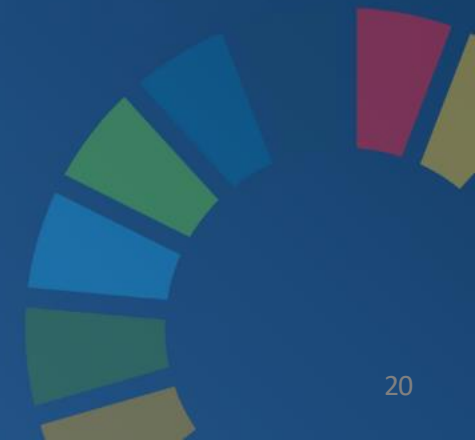
Design Phase

Marketing Phase

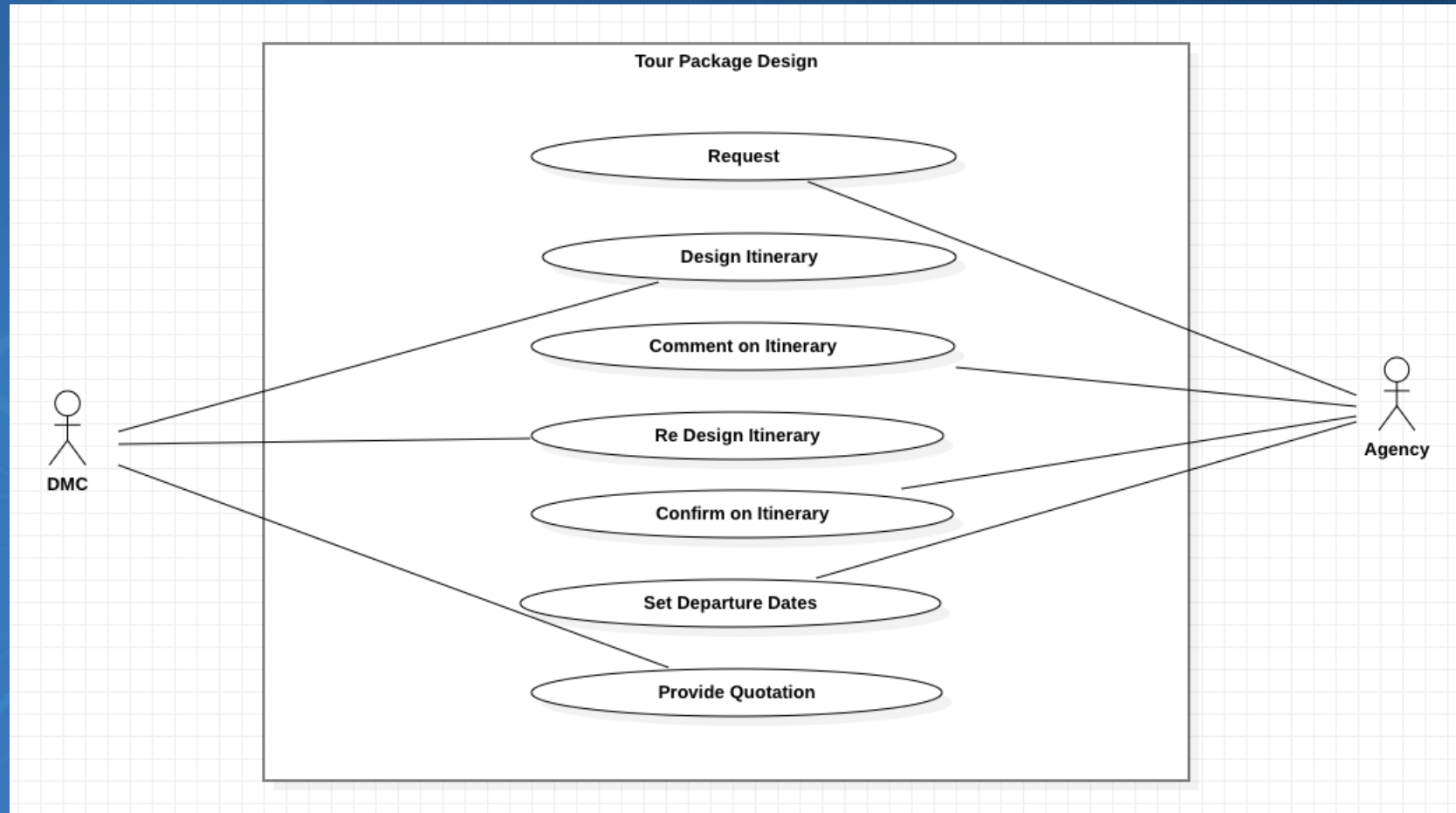
Pre-Departure Phase

Traveling Phase

After Travel Phase



# Package Tour - Design Phase

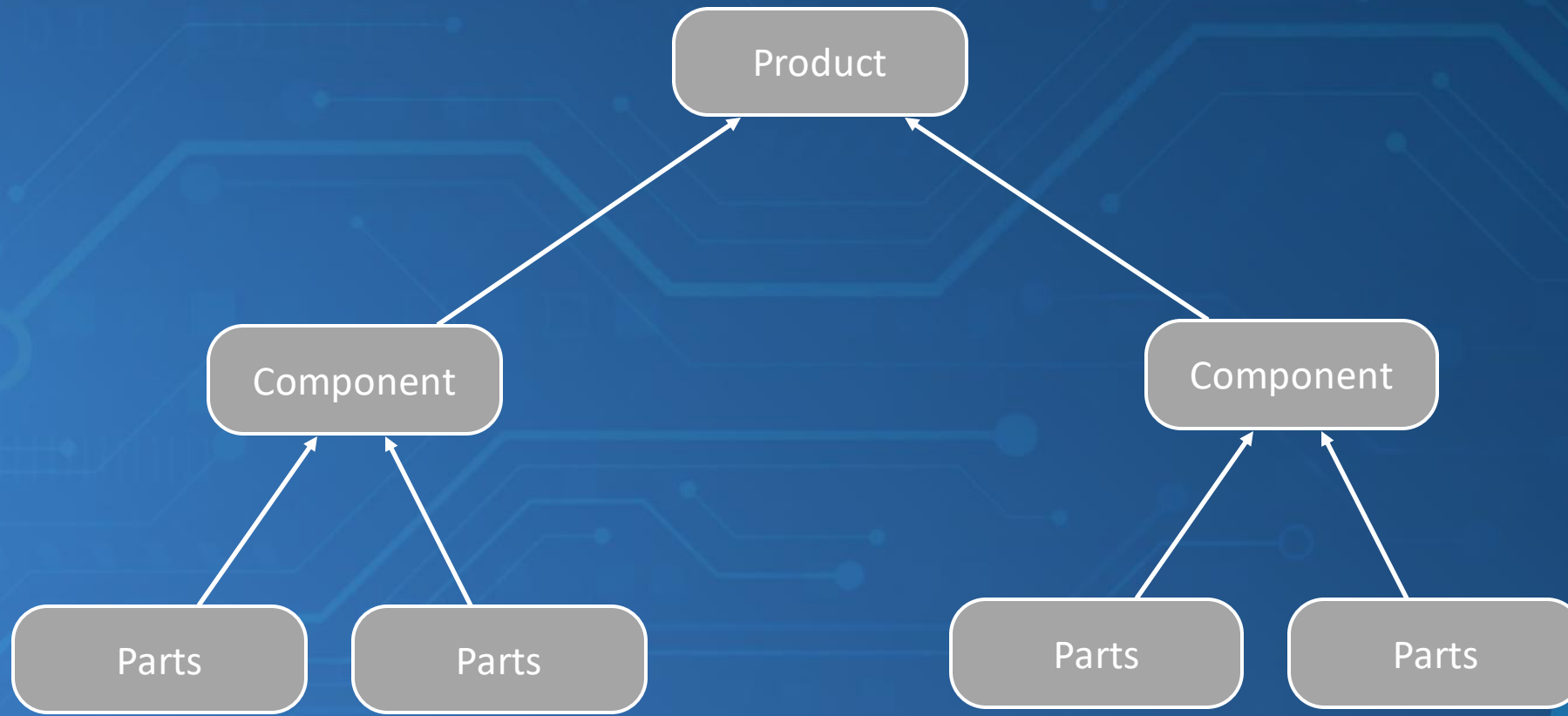


# Package Tour - Design Phase

- 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

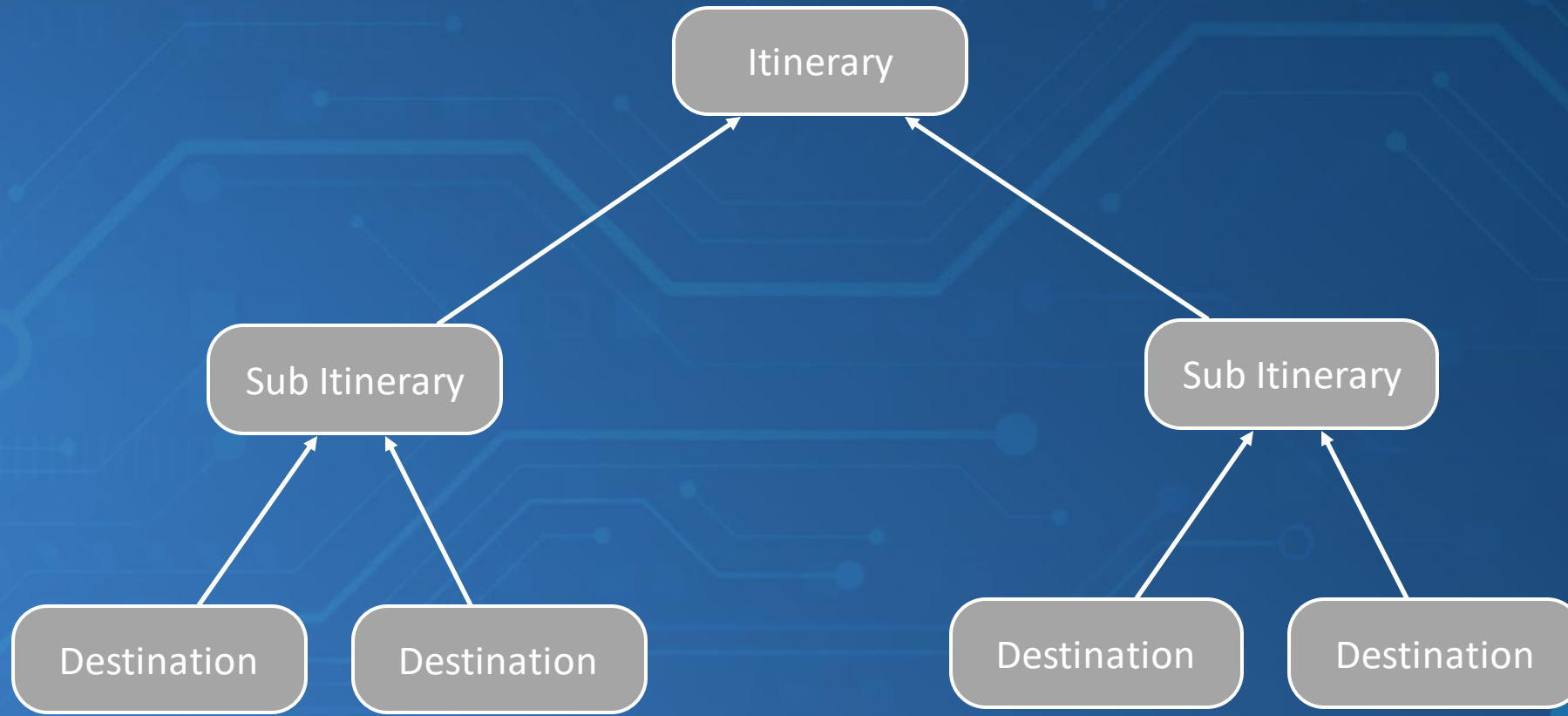


# Itinerary and BOM





# 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

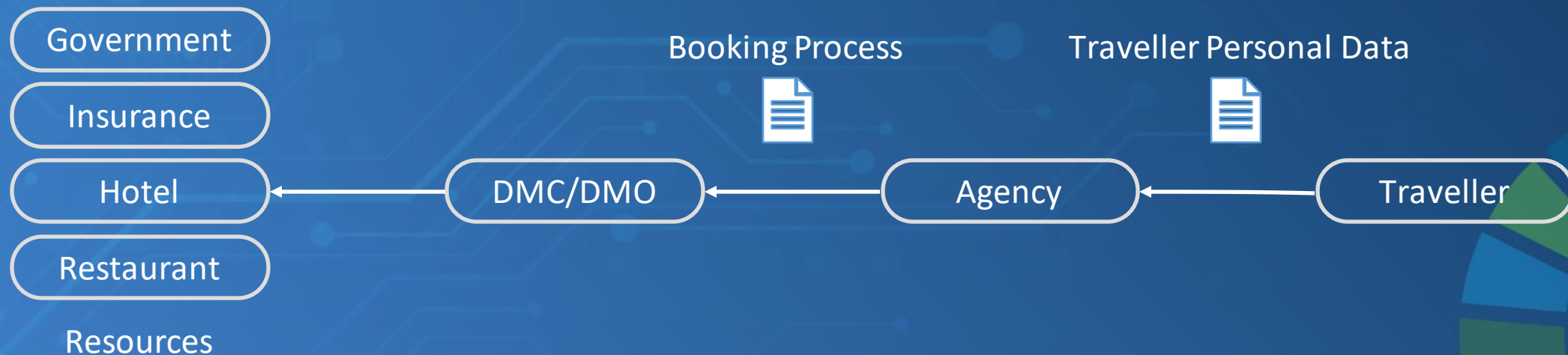
Booking process, block rooms

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



Private Key



Public Key



Public Key

# 40<sup>th</sup> UN/CEFACT Forum

8-12 May 2023



**Thank you for your  
attention!**

Tunghua Tai / Founder, Siloah Travel /  
[tunghua.tai@gmail.com](mailto:tunghua.tai@gmail.com)

Anthony Chien / Deputy Director of CIDS,  
Commerce Development Research Institute /  
[anthonychien@cdri.org.tw](mailto:anthonychien@cdri.org.tw)