

## **Introduction**

The history of internet dates back 1950 and 1960s with the development of computers.

In its relative short life, it has helped spawn a number of business ,one of it is Online Travel Agent(OLTA).It has turned traveler's requirement into "One Stop Shops" for all our travel needs.

The Online travel industry does not have an exact starting date. But we can say that over the past five years , the views and trends of the customers have changed towards their travel bookings. The traditional "brick and mortar " was changing into the online travel booking. Instead of the travel agents working on their trips, the travelers wanted to book and view their trip plan themselves. The travelers wanted to view the rates themselves.

Travel portal is highly integrated booking engine connecting travel & hospitality industry suppliers with the buyers integrated form into single screen. The online travel portal integrates with GDS/CRS (Global Distribution System)and Non GDS suppliers like direct integration with Airline, Hotel, Bus Railways Insurance companies and other travel service suppliers.

The Travel Portal provides online booking facilities to customers or end users visiting their website.

### **Features of travel portal**

Air Ticket booking for domestic and international airlines, Hotel booking for domestic and international hotels, Bus booking engine using which a user can book Bus from one location nationwide. Car booking which can help a user to book the car rental of his choice at his desired location.

## **Advantages of booking on Online Travel Portal.**

Main important thing is convenience if you are going to book hotel rooms, air or car rental, you can book any time at home or office with the help of your smart phone or tablet.

It's very easy for travelers to update or cancel online booking, many sites providing bookings with no cancellation fees, free online changes.

Client Reviews before you finalize Booking another advantage of booking online is to check out past clients reviews of hotels, restaurant and flights, TripAdvisor is great place to read client reviews for all your needs like flights, hotels, tours and activities, restaurants, transportation etc.

With the help of travel sites, you can check prices, some unbeatable offers. Use your network important to go through reviews or get in touch with friends over there, Before reservation or making your travel plans. You need to focus on certain factors while choosing your Dream Vacation and ensure that you select flights and dates well in advance to get some good deals.

All you need to do is reserve an airline ticket, one night stay in hotel, rental car so online booking is the best and easy way to do it. You will get speed and flexibility if you are individual traveler, family or small group.

Online websites many times offer last minute deals, special offers and website links to get passport, insurance, weather status with the extra feature of social networking.

A faster Booking Process if you're a regular customer, you may get better rooms, making changes to your booking is easier and you can get advantage of points if you are a member of hotel traveller program. You can book favorite hotel before you reach at your destination, it will make you relaxed. Secondly, you can have safe and secure online transactions.

There are many travel portals available to provide you the best offers and deals, so this has increased the competition and we are getting advantage of it. You will get best prices in flights as compared to the travel agency who charge their commission on the booking as well.

You can easily check the status of flights and seats that are available, you can contact to support team if you have any query related to bookings.

Another benefit in favour of online booking is that secure payment process with your credit card, credit card payment option is safe and secure to pay online.

Online travel companies are coming with great services to stay in business by providing Amazing travel deals to Customers, websites will pass discounts to clients and as a output, the customer gets cheaper hotel deals, flights, transportation etc. if you compare with agency.

There is great opportunity to comparing the prices of travel portals and various travel booking websites, you may also check different packages, special deals which is offered by them.

## **Online Travel Portal In India**

India has an advantage of always being edge of curve and has quickly learnt from practices in developed countries and adapted well. The travel boom ,evolution of internet growing acceptance of ecommerce and emergence of the low cost carriers have been the key factors of evolution of this sector. There is also been a rise in the Tourism in India because of the easy availability of flights and hotels through Online Travel Portal. Today the consumers have understood the importance and benefits of using technology for their travel arrangements.

Online travel sites lets the customers be their own travel agent. The customer can Plan their trips or vacation and make reservations for a flight or a cruise, hotel or car rental quickly with just a few mouse click. Travel planning which took hours now takes only a few headache free minutes.

Today, if the traveler may not want to spend time searching hundreds of Airline fare prices and hotel locations ,it is the online site which does the searching for them and find the best available prices. The traveler also gets bonus information like weather updates, flight status, travel guides and tips. A travel portal is 24\*7 brand that travelers can book through at a time convenient to them.

We can say, for a sector that continues to hold sway as the largest e-commerce segment in India, the online travel market is marked by its dynamic and complex nature. The travel trade industry should rightfully take great pride in the success stories of homegrown OTAs which continue to dominate the market despite the growing

presence of big international names in online travel.

Major players are

Online Travel Agency	Products					
	Air	Hotel	Car	Bus	Rail	Cruise
Makemytrip	✓	✓	✓	✓	✓	✓
Yatra	✓	✓	✓	✓	✓	✓
Cleartrip	✓	✓	✓			
Travelguru	✓	✓				
Travelocity	✓	✓	✓			✓
Azou	✓	✓	✓			
TravelchaCha	✓	✓	✓			
Via World (Flightraja)	✓			✓		
Triamela	✓	✓				
Travelapic	✓	✓	✓			
Airticketa India	✓	✓	✓			
Indiatimes	✓	✓				
Travel	✓					
Exeget	✓	✓	✓	✓	✓	✓
Expedia	✓	✓	✓	✓		
Red Bus				✓		
Ticketvale			✓	✓		
Travel Bixee	✓	✓		✓	✓	
Thomas Cook	✓	✓			✓	✓