

# Bulletin

Philippine Mosaic

## Industry prescriptions for 2011

By Albert Villadolid | General Manager | Amadeus Philippines

As we enter a new decade in the 21st Century, I am often asked this question: What is the future of our industry? This is such a difficult question, because no one can really be certain what the future will be.

Fortunately, this question was the subject of an extensive research we conducted together with Oxford Economics late last year and dubbed "Travel Gold Rush 2020".

The report has become a must-read (<http://www.amadeus.com/PH/goldrush2020>) for industry leaders and stakeholders who desire to shape the future or at the very least, prepare for it.

My top five industry prescriptions for 2011 are based on the report.

First, to survive and prosper, travel agencies must move from being order-takers to expert travel advisers. Travel order-taking will continue to be challenged by automated tools that have now become part of travel websites.

But expert travel advice can and will continue to be dominated by personal travel professionals. Demand for personalized, professional and deep expert advice will remain to be an important part of the industry value chain.

Second, seek out profitable industry niches. Some travel segments, especially those which need bespoke advice and those which deal with complex and demanding travel arrangements,



will continue to seek and be willing to pay premium fees for travel agency services.

Third, explore and develop new business models with travel providers like airlines, hotels, resorts, tour operators, restaurants and ground transport firms. Find new win-win business models that recognize the contributions and the value of each industry player.

Fourth, exploit technologies to solve business problems and hurdle increasing

business complexities. Check out Amadeus and our partners plethora of solutions that can further automate and streamline your business processes, enhance your product and solutions offerings, leverage on existing resources and emerging trends, retain, and even reach new customers.

Finally, be present in multiple channels. Engage your customers face-to-face and online. Communicate through short message service. Be seen in social networking sites. More channels means wider and superior customer reach.

Do not allow yourself to be disintermediated. Instead, reintermediate and take part in shaping the future of our industry.

Learn from the past, prepare to advance and have a Brighter, Bolder, and Better 2011!

*Albert T. Villadolid is the General Manager of Amadeus Philippines. Amadeus is the chosen technology partner for providers, sellers, and buyers of travel, serving more than 500 airlines, 90,000 travel agencies and more than 27,170 airline sales offices in 217 markets worldwide.*

*He is also one of the first Professional Industrial Engineers in the Philippines, and he teaches Strategic Information Systems Planning at De La Salle Professional Schools. Ramon V. del Rosario Sr. Graduate School of Business. He can be reached at [albert.villadolid@amadeus.com](mailto:albert.villadolid@amadeus.com).*

## Amadeus and industry giants cited as Travel Team of the Year

The prestigious Business Travel Awards named Amadeus along with its partners American Express Global Business Travel and Microsoft as the Travel Team of the Year during awards ceremony held in the United Kingdom (UK).

The award giving body, composed of top industry professionals and business travel journalists, recognized the group for the full alignment and integration of their respective platforms.

The three companies worked creatively to

break down inherent organisational boundaries to create a seamless relationship between the business travel services provider, the client, and the technology provider.

"Amadeus is delighted to have created strong relationships with two important players in the industry that have lead to a win-win situation for all. These types of partnerships take time to develop and require commitment from all parties, but the savings and the operational benefits speak for themselves," Amadeus vice president

for multinational business and corporate travel Albert Pozo said.

The award is the second for the year for Amadeus after it was named in the Travel Weekly Globe Awards as the Best Technology Provider.

On its 16th year, the Business Travel Awards is viewed as the highest recognition given by the UK travel industry and an esteemed acknowledgment among international travel industry players.

## Amadeus to widen and strengthen academic partnerships

Amadeus Philippines is looking to aggressively expand its partnership with the academe this year in its bid to support the professional development of future travel industry workforce.

Amadeus Philippines operations manager Corito Guevara said they will be offering their e-Learning modules and other certification programs to more colleges and universities nationwide.

"I encourage schools to include the Amadeus

e-Learning modules in their curriculum. We offer the widest range of courses for students enrolled in travel and tourism related courses," Guevara said.

Amadeus students modules include Reservations Essentials, Fares Basics, and e-Ticketing.

The Amadeus Corporate University (ACU), which has certified close to 10,000 students since 2003, combines classroom training and online learning.

Aside from college students, ACU also offers Marine Travel Professional certification on a quarterly basis and the Corporate Travel Expert (CTE) certification program once a year.

The CTE is held in collaboration with the Global Business Travel Association – the world's largest network of business travel professionals.

ACU currently offers 19 regular courses and three specialized courses.

For inquiries, email [training@ph.amadeus.com](mailto:training@ph.amadeus.com).

### Amadeus donates PCs

Amadeus Philippines donated personal computers (PCs) to Philippine Christian University and its Center for Tourism Policy & Development Studies Philippines Inc; Barangay 172, Zone 17 in Malibay, Pasay City, and the Philippine National Police's (PNP) Women and Children's Desk in Makati City.

Amadeus Philippines general manager Albert Villadolid characterized the donations as the company's way of supporting the development of future professionals in the travel and tourism industry and as its way of making a positive contribution in the communities where they operate.



## First certification program for marine travel agencies in the country

Amadeus Philippines recently conducted the first Marine Travel Professional (MTP) certification program in the country.

Leading marine travel agencies in the country took the MTP course that covered reservations, fares, and ticketing courses for seafarers through the Amadeus Selling Platform.

Amadeus Philippines operations manager Corito Guevara said with the Philippines as the seafaring capital of the world is only fitting for the program to be offered in the country.

"Through the MTP certification program, Amadeus aims to further professionalize the industry and help travel agencies to provide



the services that are being demanded by the marine travel market," Guevara said.

Individuals who completed the program have earned a place in the elite Amadeus MTP Charter Group and the privilege to append the "MTP" acronym at the end of their names.

## Medmar Marine selects Amadeus

Amadeus signed global marine travel specialist Medmar Marine Travel Agency to a multi-year contract that will provide it with access to its global distribution system (GDS).

The Amadeus GDS, the most widely used platform among travel agencies in the world will be used by Medmar for handling Filipino seafarers.

"We conducted due diligence and narrowed it down to Amadeus which we believe is the best technology partner that can deliver on its promise of providing the best price to service ratio for its customers,"

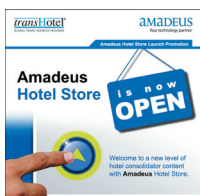


Medmar Marine Travel Agency director for business development Dan Milosevic said.

Amadeus, as part of the agreement, will also provide training to the staff of Medmar through its Amadeus Corporate University.

Aside from the Philippines, Medmar has operations in Greece and Croatia.

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