

# Destinations Café

www.DestinationsCafe.com



A Travel Corp.



## Competing

**Competition** is the rivalry of two or more parties over something.

**Competition** can have both beneficial and detrimental effects.

**Competition** can cause economic injury to the parties involved, and drain valuable resources and energy: Training, Up to date technology and employee morale. **Travel agents** competing for your business engage in a pricing war. It can lead to the compromising of **ethical & moral** standards in order to gain your business. For example, several **agents** have been **caught discounting** or **offering credits** outside of the supplier's terms of agreement in order to boost their own chances of success. This practice can be harmful to **you** (the client), because in most instances the travel agent will sacrifice their and their company's **integrity, services, profitability and put your reservation at risk of being canceled or worse**. Companies that pursue unprofitable & unethical paths while engaging in competitive rivalries will destroy the travel industry and themselves.



## Earning your business

**Earn:** to receive praise & loyalty for effort, especially for work done or services rendered.

**Earning** produces success for all parties involved and makes use of the resources, employees and creates positive energy for you (the client) and the agent. Travel agents earning your business rather than try to compete for it. This practice leads to agents who are trained, educated and ethically inclined to always keep your best interests first. For example, the agent is going to be willing to give you approved discounted rates or credits, keeping themselves in the profession that have chosen and you with a professional that is earning a decent income, trusting and honest. **A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.**