

## Chapter 10 Outline

Travel Agencies  
Travelers Served  
Meeting the Needs of Travel Agents  
Property Information  
Service  
Finding Travel Agents  
Reaching Travel Agents  
The Future of Travel Agents  
Conclusion

## Competencies

1. Describe travel agencies and the kinds of travelers they serve. (pp. 375–379)
2. Explain how travel agents get information about properties and book reservations, and explain how hospitality firms serve travel agents and their clients. (pp. 379–400)
3. Describe ways in which hospitality salespeople find and reach travel agents and agencies, and summarize issues facing travel agents in the future. (pp. 400–408)



### Insider Insights

James P. Tierney, CHSE  
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“Being a travel agent has to be a unique and sometimes frustrating experience. Travel agents are required to work hard to make less money! Clients look for the least expensive airfare, the most economical tour package, and the best possible room rate. In finding these deals, the agent makes less commission. And the agent is held personally responsible if anything goes wrong with the client’s vacation or travel arrangements.”