

Certified Travel Counselor (CTC) Program

Skill Area: Contemporary Issues Elective Course

Supplier Relations



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Introduction

Overview

The travel agency business today is rapidly developing new and creative ways to use technology and serve customers. But one constant remains—travel agents act as a link between suppliers and their passengers. It is a well-accepted fact that travel agents must forge and maintain strong relationships with their customers. But it is equally important for travel agents to forge and maintain strong bonds with the suppliers that best serve customers' needs and the agency's business needs.

Business relationships can be compared to personal relationships. People who are married or have a committed lifetime partner are happier and live longer, healthier lives. Likewise, travel agencies that have solid, committed business relationships with the suppliers they use most frequently have greater profitability, less stress, and a better opportunity for longevity in business.

How those supplier relationships are formed and maintained is the subject of this course. You will learn to develop your agency's profile, analyze its needs, determine which suppliers best fill those needs, and create and maintain those relationships, leading to increased profitability and business success.

Learning Outcomes

After completing the readings and activities of *Supplier Relations*, you will be able to

- Understand how supplier relations affect agency success.
- Analyze current and potential markets in order to select suppliers.
- Determine which suppliers best fit an agency's needs.
- Outline a program for implementing supplier relations.
- Analyze the success or failure of supplier relations and make appropriate adjustments.

