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Travel With a Reliable Partner

By Rufat Kuliye

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Question of trust was always critical on the web and as generally known web today is one of the weakest place in regard to protection of someones privacy or rights. It affects almost all industries on the web and hotel reservation as well. This issue becomes more important while the industry expands. The percentage of internet-based hotel reservations was tripled in 2004 to 15.4 percent from 4.9 according to Andersen LLP. It is generally known that 85% of Internet users rely on search engines to find any information on the Web (e.g. MSN, Google, Yahoo, AltaVista, etc). But we have to keep in mind that being listed in the top search results at the major search engines mentioned above gives no guarantee at all that a certain company is really reliable. While search engines make their ranking rules more strict, there are still a good number of websites with false reputation that appear in the top search results at major search engines by using some tricks. To make it clear and help web-surfers to understand this issue from a professional point of view our team will give some major hints to which anyone should pay attention to find the right company. We will discuss some issues about travel industry, which can be helpful in understanding of major problems.

Most of the travel websites if not all of them provide only reservation service without giving any information or news about this fast developing industry on the web. According to the statistics, travel related websites generate a huge traffic on the web and of course it brings to a high competition in this industry. Every day thousands of new travel websites appear on the web but most of them after spending much efforts and finance, disappear from the web as easily as they appeared first. The reason – it is not an easy task to build quality, travel website able to provide not only quality service but also to present a wide range of products professionally.

There are many travel websites providing so many information, partly useful and partly not since they don't understand the market, its specific needs, needs of customers which finally brings to abundance of the information collected on the website thus making a trouble to a visitor to find easily what he needs. Other websites while having good hotel database still can't organize their website in a proper way. If you visit this kind of website you can hardly find information about the city that you need. You

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have to spend a few minutes trying to find what you need among huge amount of text links. Hotel search must be organized as easy as possible divided by cities, countries, type of hotels with good advanced search boxes for the best discount hotel deals.

On some websites when you start searching for discount hotel deals, the engine gives you only a few results leaving you almost not a choice. Or you have to visit each hotel link separately resulting in spending much time. That's why the most important in any industry on the web and especially in travel service is to collect information about all discount hotel deals in the best way and put them in front of the customer professionally to make his reservation procedure as easy and fast as possible. To provide this service a travel website team must be knowledgeable first and experienced through years not just a few days or months.

In addition to the competition, another problem, a visitor is having on the web today is a trust. We have to agree that it is not an easy to pay your hard earned money on the web without knowing anything

about website. It is another problem web visitors are having today. You have to be very careful when you choose a website on the web. The best solution is to choose a website which is the old experienced on the web. There are many young sectors on the web where it is hard to find an experienced website. There are a few websites in travel industry that exist on the web for the last 10, 15 years. It is a good criteria to choose the right website. Another advantage of the experienced websites is that they know how to serve their customers since they have a good experience, they know different types of problems that may appear during hotel reservation and they know how to solve these problems professionally. That's why the best choice is to visit this kind of websites or the ones that connected to them through affiliate links thus providing almost the same quality of service. When you visit a travel website pay attention to Customer Care section, Privacy Policy, Terms of Use, Cancel Reservation Policy, Confirming Reservation, Payment Issues and other Frequently Asked Questions section. Availability and detailed description of these sections gives another credibility to a website. Pay attention to the availability of the phone number with a live person to reply to any of your question. If you find subscription to a newsletter option that says that a website team builds a long and strong relations with their customers. A good website provides secure reservation thus protecting their customers from many problems on the web. BBB.org is a Better Business Bureau organization that provides information on over two million organizations and websites and it is advisable to check any website before you invest. When you visit a website and find BBB sign with a link taking you to the main base of this organization testifying that a website you visited has a long presence on the web and a reliable partner then you can stop this website and choose it as your travel provider. If this sign is not available it doesn't decrease credibility of a website but its availability is preferable.

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Signs Of A Trustworthy And Reliable Travel Web Site

By Frank Johnson

The web has turned into a valuable resource for travel deals, discount airfare, and travel hints, tips, and tricks. However, some travel web sites are more valuable than others. Some provide you with in-depth travel guides and savings on airfare to destinations worldwide that just can't be beat. However, some fall short and just can't offer the information and savings other travel web sites can. So how do you differentiate between the thousands of travel sites currently on the Internet? The solution is to look for sites that offer comparison shopping, travel guides, and free browsing.

Travel Web Site with Comparison Shopping

A primary feature of a reliable and resourceful travel web site is its ability to provide competing airfare pricing from multiple providers. Not all travel sites provide you with multiple travel rates. Some only provide airfare prices from one or two providers (who, of course, they've partnered with to only offer their airline tickets). These sites aren't trying to help you find the best deals in airfare. They're just hocking their partner's airfare tickets. A travel web site that offers multiple rates is honestly trying to help you find the best deal on airfare to the destination of your choice by presenting you with as many airfare rates as possible. The more options you have, the better your chances are of finding a great deal on airfare.

Travel Web Site with Travel Guides

If you're planning on going overseas to a destination you've never been to before, it's important to find a travel guide that provides you information about the region, the people, the culture, and even the weather. A reputable travel site will have a selection of travel guides to many top destinations across the globe. A travel web site that doesn't offer information about traveling to specific countries isn't much of a travel site. And believe it or not, there are sites out there that claim to be travel sites but don't offer anything more than airfare. If you're looking for a reputable and reliable travel web site, find one that offers free travel guides AND deals on airfare.

Travel Web Site with Free Browsing

If you're searching the web for deals on airfare, your best solution is to find a travel web site that allows you to browse its airfare deals for free. Not all travel sites allow you to browse for free. Some require you to provide your credit card and personal information before you can even look at their airfare deals. Even though you're not being billed for browsing, it's still a hassle to fill out an online form and hand over your valuable credit card information just to see if you can save a few bucks on a flight. A reliable and trustworthy travel website will allow you to search for cheap airfare for free. Of course, when it comes time to purchase airfare, you will have to submit some information or become a member of the site to take advantage of their airfare deals, but until you're absolutely ready to buy, there should be no need for you to take out your credit card or even provide a site with your email address. If you're looking for a trustworthy and reliable travel web site, find one that allows you to browse for airfare deals for free.

There are literally thousands of websites on the web that claim to be travel sites. And on some levels they are. But if you want to save time and money, find a website that offers comparison shopping,

travel guides, and free browsing. A travel web site that offers these three items obviously understands what it takes to travel.

cFares is the first choice thousands of knowledgeable travelers are using right now to save hundreds of dollars on low airfares. For a reliable travel web site and travel deals, visit

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