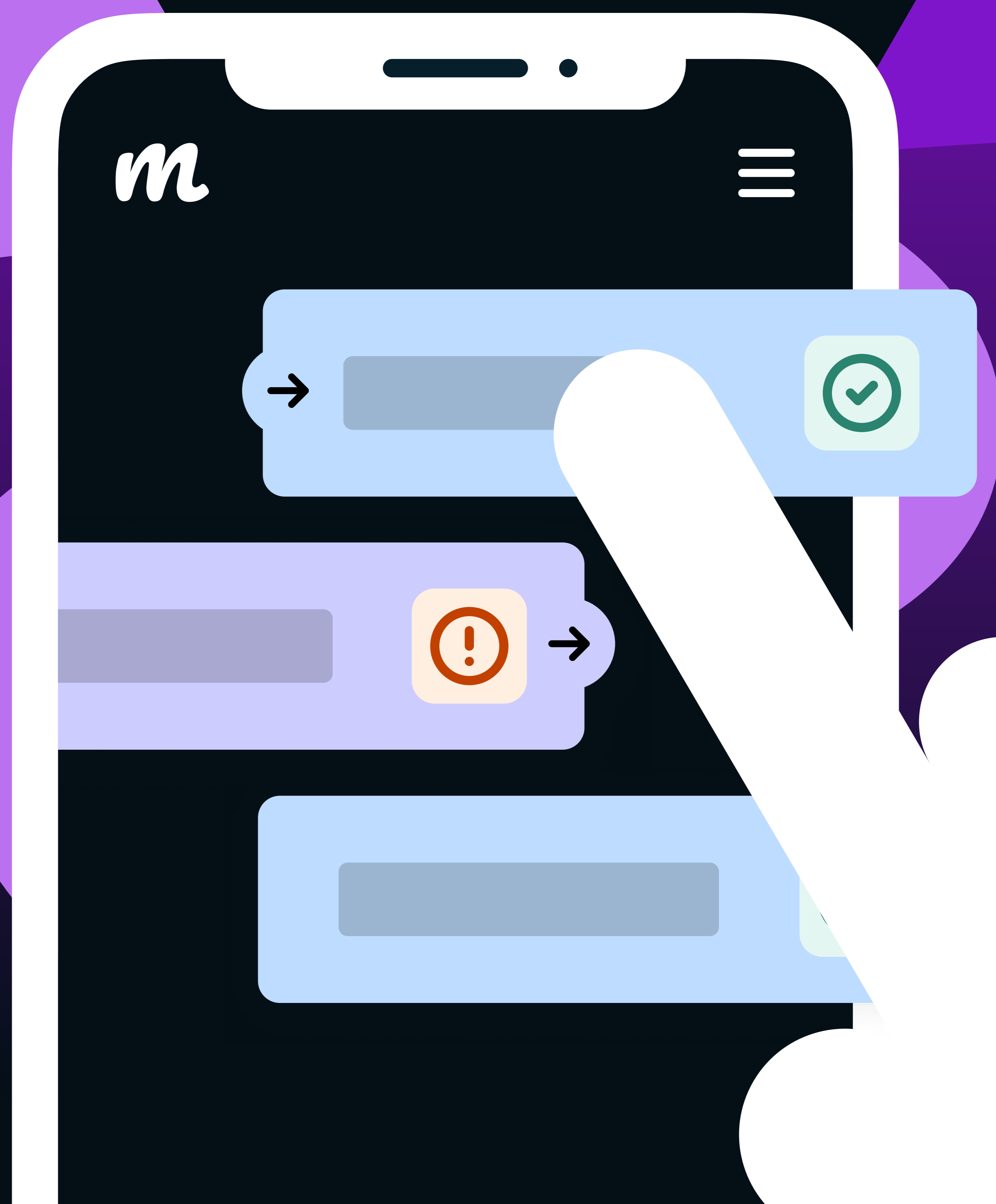


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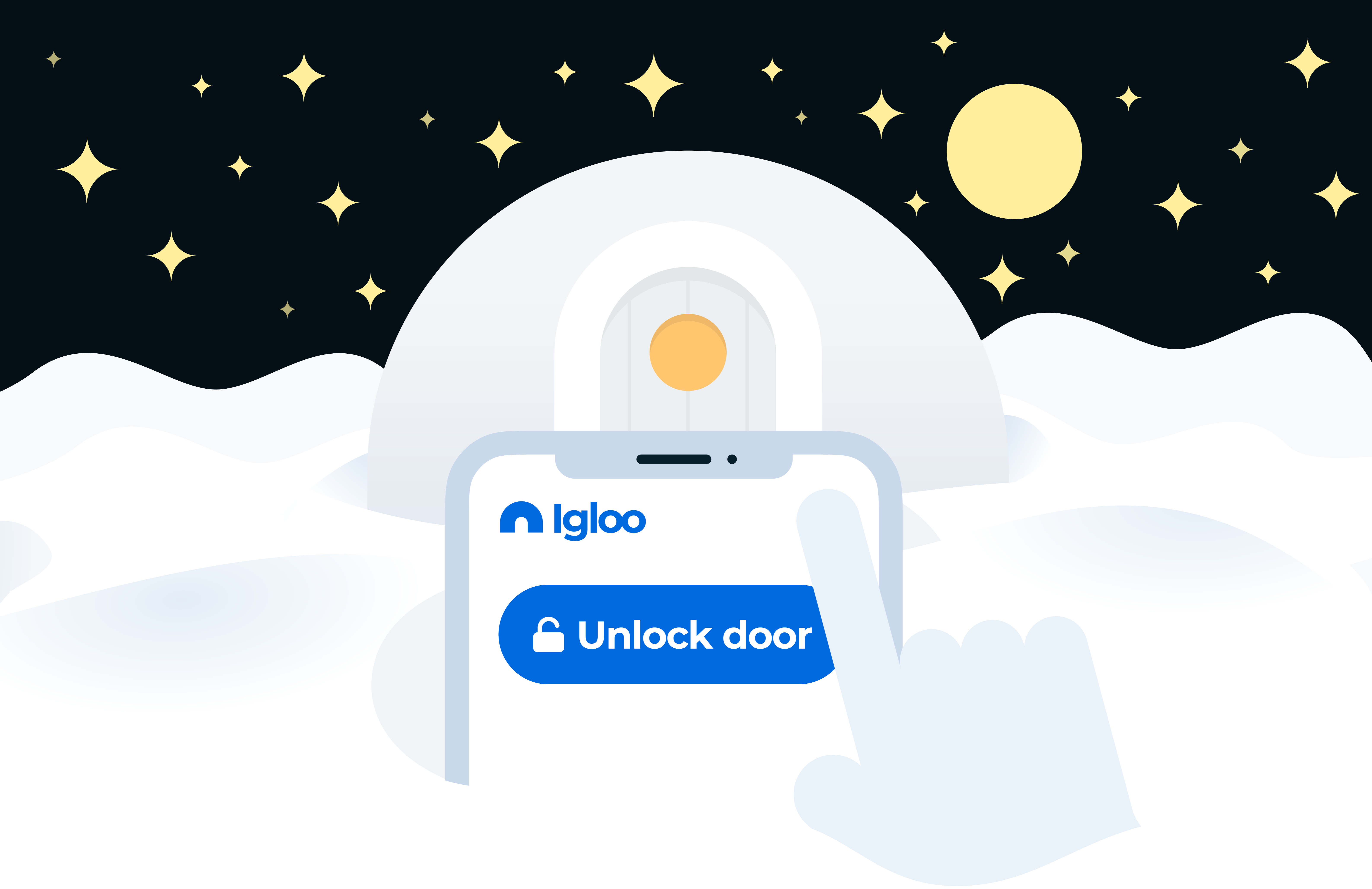
# Why Holistic Management Tools are the Future of the Travel and Tourism Business?

An Introduction to Holistic Travel Tech.



**moder**  
For pioneers of travel.

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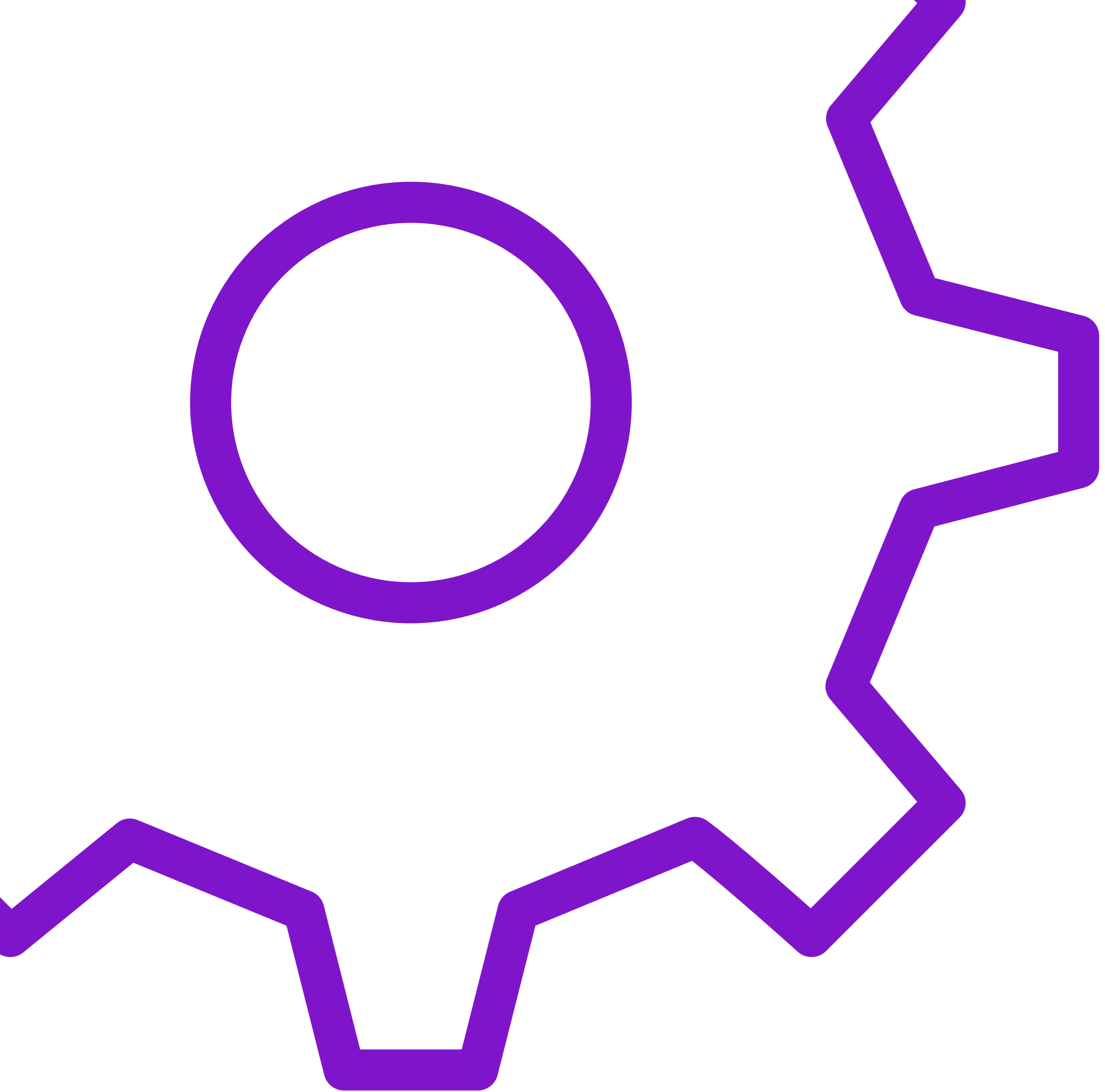


# 01 What is Travel Technology?

Serving the fragmented and multi-sectoral complexity of the Travel and Tourism industry, Travel Technology can be difficult to define without overwhelming the listener.

**In travel, each individual sector operates on its own unique principles, yet is fully reliant on its sister sectors, to create an overall visitor experience.** When the overall visitor experience succeeds, so does each sector within the industry. Thus, creating a delicate ecosystem of inter-reliant components, the Traveller simply calls, Travel.





## 01 What is Travel Technology?

# What Kind of Technology Does the Travel Industry Currently Rely on?

Generally speaking, travel software can be put into two categories – software designed for commercial delivery (*front-end*) and software designed for the operational management of a business (*back-end*).

There are several sub-fields targeting accommodation providers, transport companies, activities and attractions, restaurants, bars and dining experiences – just to name a few. Drilling down further, you find many technology companies specialising in only part of a solution to the entire travel operation, **making the business tech-stack often layered and complicated**. We'll discuss more about tech-stack and the need for it later.

**A few “all-in-one” or “end-to-end” systems do exist, where the system aims to deliver a solution for both front-end and back-end. Rarely however, are they truly “all-in-one” and more often they provide a tech-selection targeting one sector of the industry, doing either the front-end or back-end well.** Cross-selling between sectors is rare, and often relies on a web of integrations, affecting speed and user experience, both for staff and travellers.

*Breathe.* The future is here. **A Holistic approach to Travel Technology is led by the belief that the layers found within the travel industry are so intertwined that to resolve any issues, in any part of the sector, solutions can only be found by looking at the industry as a whole.**





## 02 Europe's first Holistic Travel Management Tool

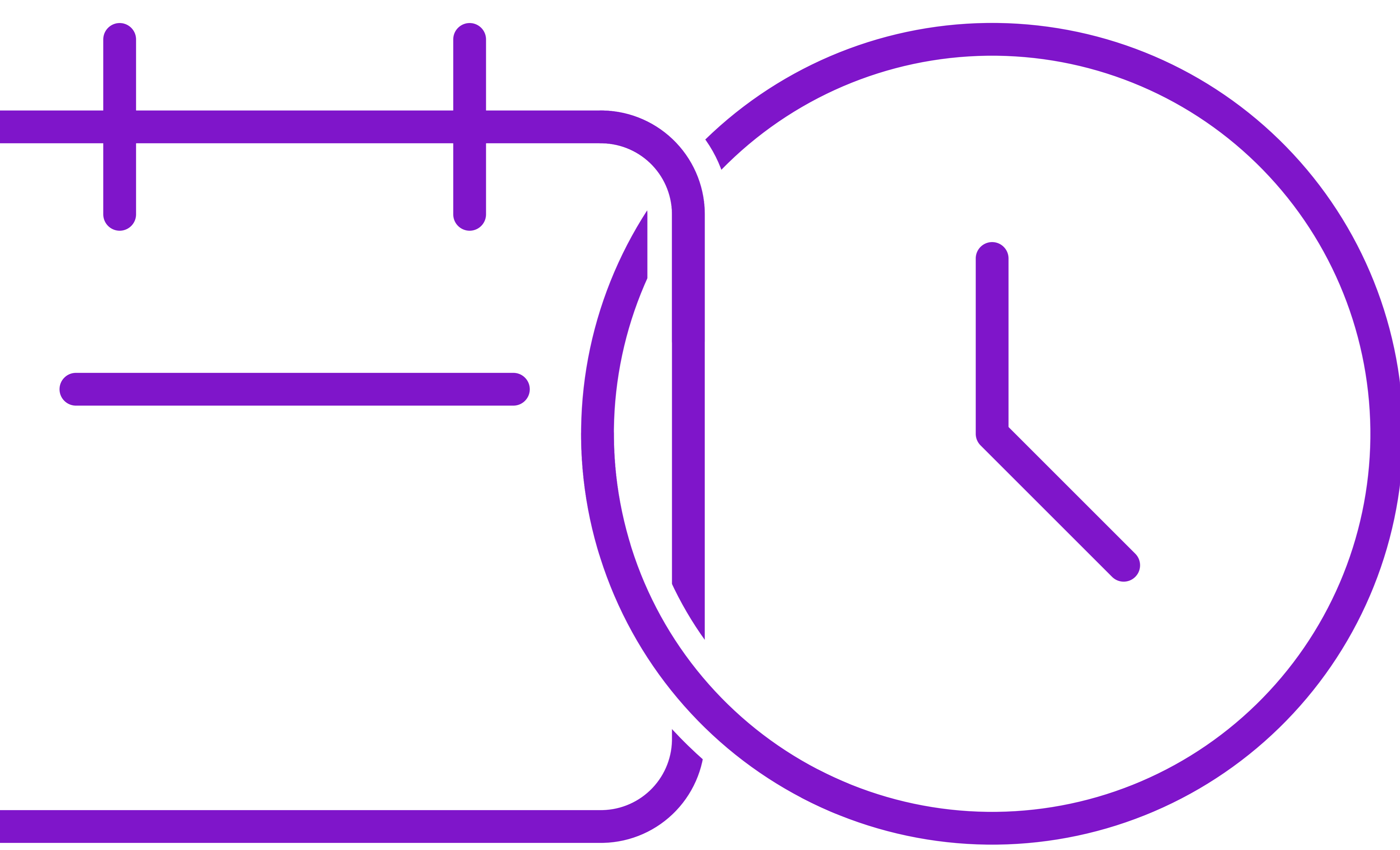
A handful of pioneers within Travel Technology have identified the need for change and have decided to tackle the real problem by introducing holistic solutions for the Travel Industry itself, rather than focusing on the linear needs of each individual sector.

The question being asked in Holistic Travel Technology is **how do we build systems that simplify, unite and share for an industry so co-reliant on each sector?**

A key factor pushing for this new path in technology is the industry's desire to start bridging the gap between travel components and create a seamless online journey for travellers. The rise of Millennial and Gen Z travellers has made this an essential code to crack, as digital natives ask the question: **why can I not book my entire holiday in one simple basket?**

Furthermore, combining commercial functionality with operational management has taken centre stage in the same conversation, as companies look to find solutions to help with the ever-growing staffing shortage plaguing the travel industry post-pandemic. **Doors are opening towards digitally merging the customer journey with resource management, developing cross-departmental platforms to support a multi-tasking workforce.**






## 03 The Secret Formula of Holistic Design

At Moder, we are fully invested in the Holistic Travel Technology challenge and have built the Europe's first Holistic Travel Management Tool, using the straightforward combination of, Time.

**Bringing together overnight bookings with hourly based reservations, we are able to combine the sale and management of accommodation with activities, attractions and experiences on one platform.** Imagine that you have a system where the traveller can easily reserve their accommodation, book their restaurant, reserve a massage, check-in and buy more products or experiences. All in one easy-to-use booking journey, online.

Operating the much-varied combination of travel services to provide a quality experience can get tricky. **The advantage of a holistic system is that all the travel products are sold and then operated within the same workflow and user journey.** In Moder this means that the availability of all travel products and services is always at the disposal of both travellers and the entire personnel of the Travel Business. Thus, making it easy to manage for businesses and serving the needs of the “Overall Travel Experience”, or solving the “Problem of Travel” as we say at Moder.

**The end result is what we call an “All-You-Need” platform to sell and manage every aspect of your local travel business.**



## 04 Why Choose a Holistic Management Tool over a Tailored Tech-Stack?

The post-pandemic remote-work revolution hit the travel industry slightly less dramatically than other industries. Despite the ability to move many functions within travel organisations *off-property*, each business inherently continues to need an in-location workforce as well, as travel services are mostly consumed in a fixed location. This poses a unique challenge for technology providers to find solutions where systems move with employees as well as synchronise smoothly in location.

**As we start to examine the needs of businesses with workers in different locations, multiple points of sale and customers becoming ever more independent, Holistic Management Tools built on native cloud-based technology really start to have an edge against complex tech-stacks.**





## 04 Why Choose a Holistic Management Tool over a Tailored Tech-Stack?

# Workforce Challenges

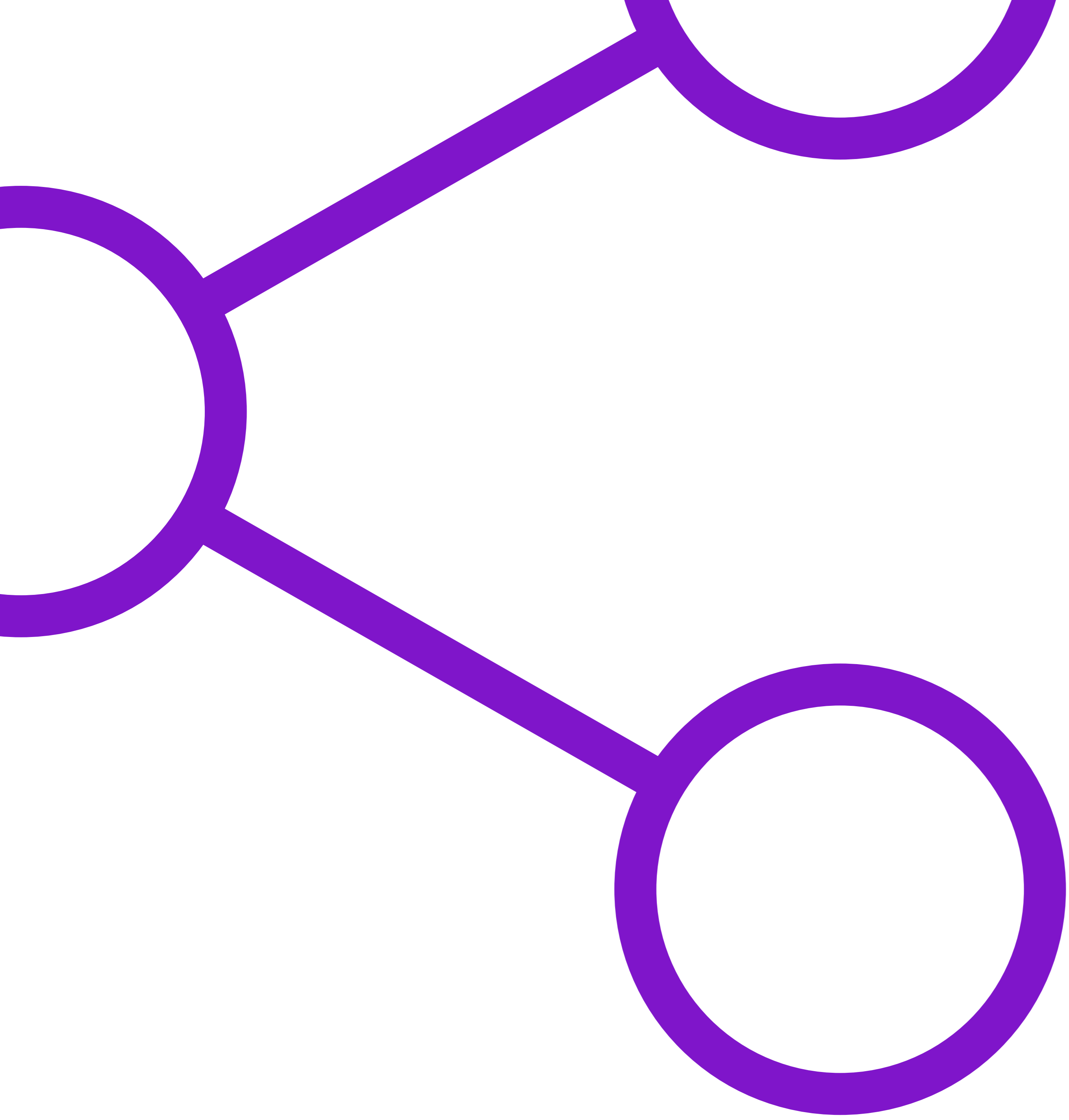
Exploring the workforce, you find two unique challenges within travel and tourism: **training personnel and managing the use of multiple systems**. Travel professionals, who have done traditional hotel systems training, are well accustomed to the pain a business owner feels, when a staff member finally makes it through their last training module only to have the same employee leave at the end of the season.

**Training is one of the most time-consuming parts of a travel business.** In a world where some of your staff are only there for one season or have cross departmental duties within your organisation, system training can become an extremely expensive exercise when multiple systems need to be learned, sometimes by the same employee. Adding to this is the managerial challenge, where the need to train and support staff, sometimes spread out across multiple locations, poses further levels of complications.

Managing a travel business with multiple interlocking systems, preventing mistakes and making sure information within each system is entered, passed on and reported on correctly, at best a nuisance. At worst, impossible.

**With Holistic Management Solutions like Moder, you see the benefits of training staff on one system, removing operational pitfalls, poor information quality and allowing for the smooth management of travel businesses.** Thinking a step further, you can also use Holistic technology as a core employee retention strategy, allowing your workforce to learn about different areas within the system, promoting cross-department shifts and motivating staff to stay longer, as their job roles become more versatile.





## 04 Why Choose a Holistic Management Tool over a Tailored Tech-Stack?

# Multiple Points of Sale

The point of sale is also worth thinking about when choosing the right technology for a travel business. As travellers are becoming ever more online savvy, the purchase pattern among customers is changing. In addition to the expectation to provide a portal for purchasing accommodation online, guests are looking for ways to book upsells and activities online during their stay as well. The traditional concierge service or activity desk now competes with digital kiosks, mobile apps and virtual activity menus.

**Technology needs to support the purchase of the same product from multiple points of sale, commanding an easy-to-use tool for everyone, including guests. Real-time resource management has never been more crucial, as there is no room for caching, failures between systems or overbookings, handling inventory where customers themselves are making the add-on bookings.**



## 04 Why Choose a Holistic Management Tool over a Tailored Tech-Stack?

# Integration Costs Stack Up

Every system added to a tech-stack costs something. The integration between different systems has a price (sometimes passed onto the customer, sometimes not). Connection fees change and the compatibility of systems also change. While a tech-stack tailored to your business, may be just what you need, **it is worth considering what that tech-stack costs both in terms of individual systems, as well as the cost of connecting them all.**

It is also worth investigating how well your systems work together and what development plans they have for the future, to ascertain the longevity of the Stack. As a rule, a tech-stack should be reviewed every two years to make sure it is still relevant and cost-efficient.

**With a Holistic Solution, like Moder, this does not need to be done. The cost of the system is *all-inclusive* varying on the size of your business or features you have activated.** Integration costs, if any, are included in the overall solution and connection updates and integrations done by an expert in-house team, making sure you always have “best-in-class” technology at your fingertips.



## 04 Why Choose a Holistic Management Tool over a Tailored Tech-Stack?

“When we make technology purchases within travel, we should be doing so with the overall business in mind, facilitating a new fluid way of working and a seamless online world. This comes with a new set of questions for business owners to think about, especially when looking at training their workforce and who actually uses the technology purchased.”

Should we be buying software **for reception, for revenue, for housekeeping, for sales** – or should we be buying technology **for our business?**

Can you really afford to make your employees learn multiple systems? Does each department need a different system, or would they work more fluidly on one? How do systems interact with multiple points of sale and a customer-led world?

**And finally, what does all of this cost your business?**



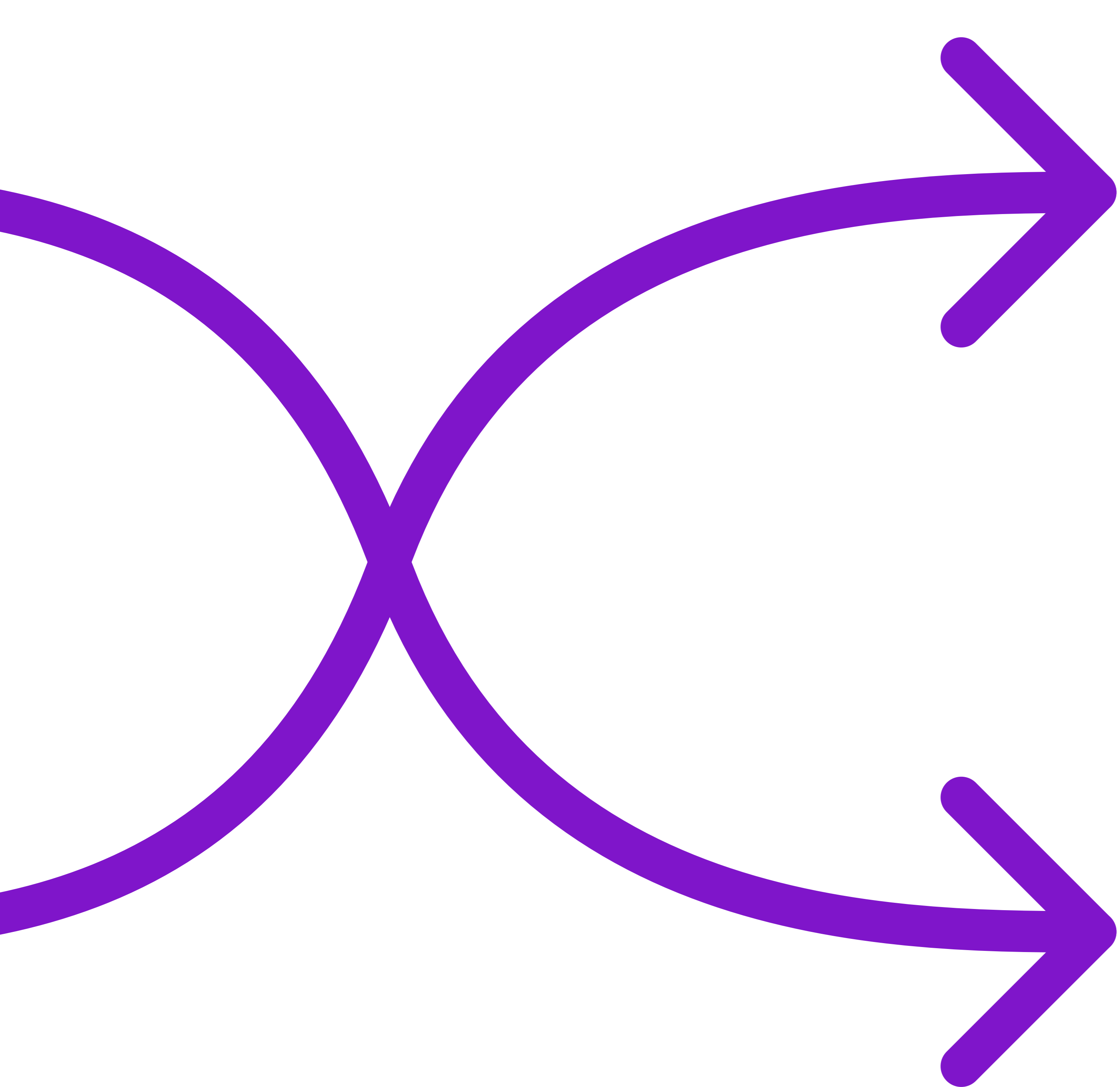
## 05 Benefits of Holistic Software Development

When exploring the traditional approach to software development, you often come across the “Conveyor Belt” approach to building systems. The Belt refers to a project being handed from one department to another to add the next “Bolt On”. While this approach is essential in some industries, the multi-layered complexity of the travel industry, often leads to software in our space becoming rigid, inconsistent and difficult to navigate using this method.

While still somewhat in its infancy, holistic software development can overcome many of these issues and enable a more united and goal-orientated development structure. In essence, the change lies in cross-departmental problem solving, with a centred outcome, where each individual within the process is aware of the overall goal and owns the solution equally to his peers.

**Applying the concept of Holistic Software Development to Moder, we not only offer a Holistic Travel Management Solution as our core product, but also adopt the Holistic Approach to innovation and creation within the company.**





## 05 Benefits of Holistic Software Development

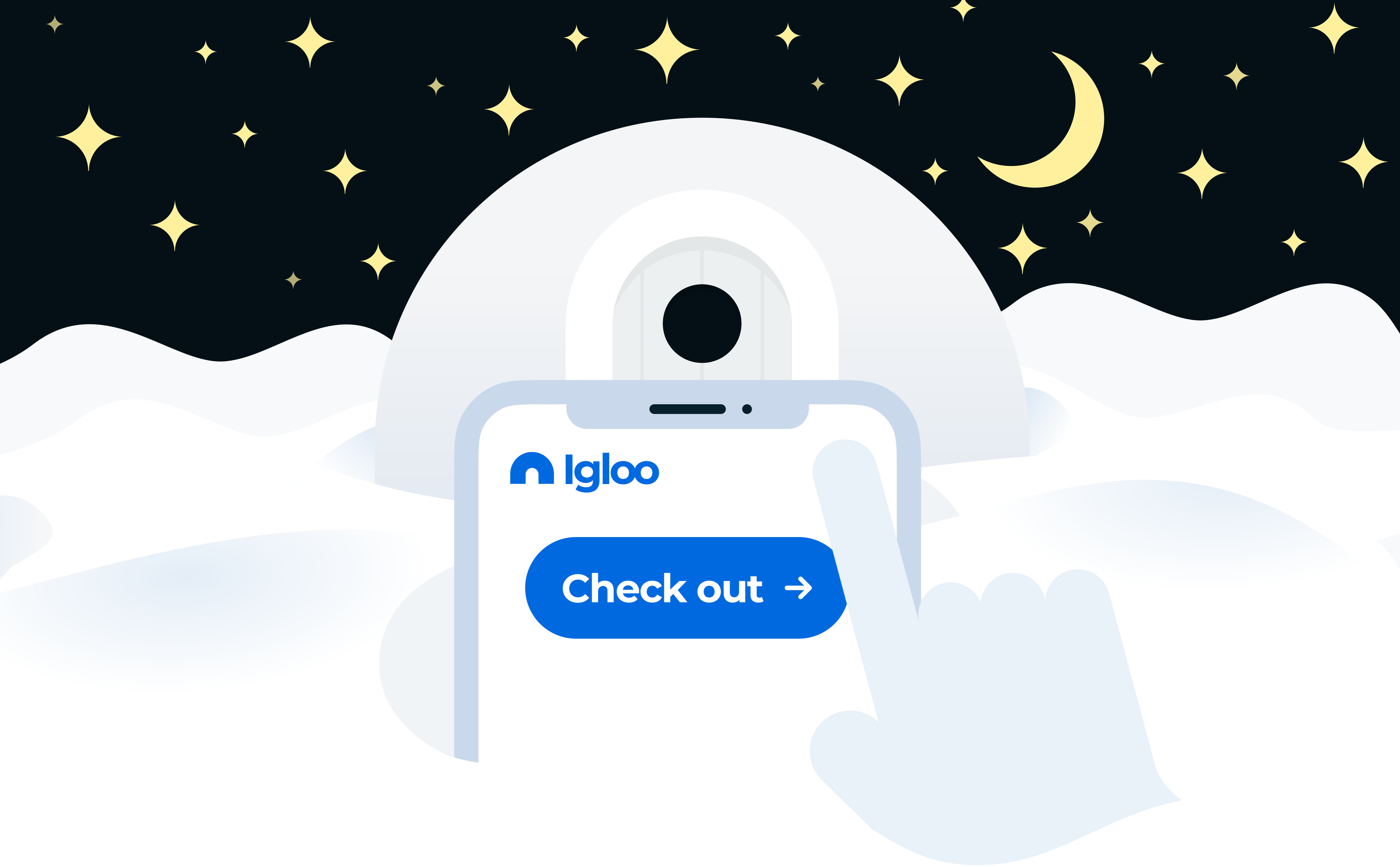
# Innovation starts with collaboration

All our teams have visibility on our development projects and work together to find the best solutions for our Travel Business. This inclusive and collaborative environment means that we have great team spirit throughout the company, and also **find solutions quicker than perhaps some of our competitors.**

From a software point of view this also means that Moder is evolving in synchronisation with the business, facilitating future industry requirements in a fluid way. Rather than building fixes for individual customers and rigid bolt-on modules, we aim to build **clean-coded solutions that serve a real business need** and have an immediate impact on the industry.

We believe in innovation through collaboration, also on the partner side. We often invite industry players and end-users to test and comment our solutions before we start developing. This we find hugely important, as it reduces our need to tailor to individual businesses, rather **we focus on delivering best-in-class solutions for everyone.** The result of our approach is a modern, clean-coded and ever evolving system, built with future innovation in mind.

**Our aim is to build pioneering solutions, inspiring innovation within our company as well as among our Travel Industry peers.**



## 06 Wrap it up Holistically

**Holistic Travel Technology is the first real approach to connecting the fragmented travel industry and its various needs for a sustainable future. For the Travel and Hospitality businesses, this offers a unique opportunity to streamline tech.**

When we make technology purchases within travel, we should be doing so with the overall business in mind, facilitating a new fluid way of working both commercially and operationally. This comes with a new set of questions for business owners to think about. Should we be buying software with departmental focus – for reception, for revenue, for housekeeping, for sales – or should we be buying technology for our business.

Can you really afford to make your employees learn multiple systems? Does each department need a different system, or would they work more fluidly on one? How do systems interact with multiple points of sale and a customer-led world?

**And finally, what does your complex tech stack cost your business? Could there be a better way?**





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