

Innovative Travel Agency: Outbreak Travel Gear (Otg)

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Abstract : Outbreak Travel Gear (OTG) is a new era of innovative technological product of travel agency (Innovative Travel Agency). This product aims to combat miscommunication that arise for both tourism frontliners and consumers while travelling during this outbreak due to obligation of wearing face mask. OTG is a product where headphones and face shield are combined and designed in a futuristic way with a touch of digital technology. The idea to develop this product arise to provide a genius solution to the travel agency industries especially tour guides to combat miscommunication that happened during the outbreak while still abide to the SOPs. No such product as OTG has been invented and innovate or available in the market. Therefore, this idea of integrating modern technology and innovation will help travel agencies in improving their communication to consumers while using the mask during their service which provides clearer communication. In this new era where practicing social distancing and wearing a face mask is a must, the use of OTG is a necessity and offer convenience to both parties and eliminate the miscommunications.

Keywords: Travel Agency, Innovative Product, Tourism, COVID-19, Communication, Protection.

1. Introduction

Research on face masks shows that they help control the spreading of the respiratory droplets when the wearer sneezes or coughs into the mask [1][2][3][4]. The Centers for Disease Control and Prevention (CDC) and the World Health Organization (WHO) have also stressed on the importance of wearing a mask by both symptomatic and asymptomatic carriers to contain the spreading of viruses, such as, the coronavirus disease 2019 (COVID-19) [5]. Outbreak Travel Gear (OTG) is an innovative product that is made for tourism frontliners and tourism consumers. There are 3 main functions that are

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provided in OTG which is audio, gear holder and face shield. The audio part includes microphone and closed-back type headphones. The gear holder includes auto sterilization and wireless charging home box. The face shield offers UV block surface and anti-germs and airborne viruses.

In addition, microphone, wireless charger and gear holder act as an added value to the package. The unique feature about this product is to help the user have an effective communication where both parties understand the conveyed message while still adhere to social distancing and the use of face mask. Next, OTG provide a brief protection towards the user where the designation of face shield will cover the users whole face and it is lightweight. Figure 1 illustrate the OTG Audio. Figure 2 illustrates the gear holder while figure 3 shows the illustration of



Figure 1: OTG Audio



Figure 2: OTG Holder



Figure 3: OTG Face Shield

2. Materials and Methods

Prior to the idea of innovating this product, observation to the tourism industry was done. Since the Covid 19 outbreak, the number of tourist and travellers to a destination shown a drastic drop and the future of tourism is still unclear as upcoming tourism events and tourism activities are put to halt and remain uncertain. The outbreak affected the tourism industry especially travel agencies as there are decline in demand to travel due to several restrictions. The drop in demand to travel resulting to the loss in income of travel agencies.

Interviews with people from tourism industry were also conducted to know their opinions on this outbreak and their suggestions to combat the problem that the industry faced. Secondary data was also used to search information on the ways to aid tourism industry during this outbreak and how the invention of OTG will help the society.

3. Results, Discussion and Conclusion

The invention of OTG help to combat the main problem that arises during this outbreak which is miscommunication due to wearing a face mask. This includes problems such as cannot hear clearly and speak effectively because of the distraction caused by a normal face mask. As for service industry such as tourism, communication is important in providing information to travelers and their potential travellers especially in making travel deal and closing deal. Thus, OTG help to curb the miscommunication faced by both parties.

OTG also offers a full protection towards the user where the designation will cover the whole face and it is lightweight. Thus, the user can be sure about their health and safety. Furthermore, depending on breathing comfort, wearing multiple layers including face shield of masks could offer increased protection [1][5]. OTG aid tourism industry especially travel agencies helping them stay relevant and progressive even during the Covid 19 outbreak and assist in providing communication efficiency during delivering their services, thus provide tourism consumers satisfactory experience. The performance of the developed product has been successfully demonstrated.

OTG is highly recommended to be widely used by the tourism industry. This innovative product offers various functions that will assist the users such as tourism frontliners or tourism consumers in

terms of having an effective communication. OTG will help to eliminate unwanted distractions during the communication. Besides effective communication, it also provides a whole protection to the users.

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