



Figure 11.9. Two examples of seamless-availability messages

tem whereby flights can only be sold and cancelled as units.⁷ Finally, it allows airlines to track rudimentary “click” behavior.

Seamless availability comes at a cost, though. To provide a response within the prescribed time limits, a firm usually needs to set up dedicated communication links and hardware. Also, GDSs charge more to implement this feature as it puts a heavy strain on their own systems.

11.2.3.3 GDS Abuse in the Travel Industry

While RM is not directly concerned with the inner workings of a GDS, limitations of GDSs often create challenges for a RM system implementation. One potential problem is abuse by travel agents. To give an example, if a GDS stores a multisegment itinerary as independent seg-

⁷ *Married logic* is an airline industry practice to counter travel agents abusing the system by booking an itinerary to get cheaper fares and then cancelling part of the itinerary.