

# Forbes

## This Is Why Travel Agents Want To Be Called Travel Advisors

By Christopher Elliott, *Contributor I'm a consumer advocate. I write about customer service.*

**When Peter Schwartz needs to book a trip, he doesn't contact a travel agent. He calls a travel *advisor*.** "She's an expert at identifying great deals on planes and other means of travel plus hotels," says Schwartz, a marketing consultant from Tucson, Ariz. "She understands how to piece together all the details of an international trip to make sure it is convenient and efficient." Like many other travelers, Schwartz is looking for more than someone who will do more than get him from point "A" to point "B." He wants an expert with professional certifications such as Destination Specialist or Certified Travel Associate, which are offered by the Travel Institute. "This sort of expert experience is very valuable for me since it saves me a lot of time and money -- and frustration," he adds.



Schwartz in Spain, a trip organized by a Travel Advisor.

