CHALLENGES AND OPPORTUNITIES OF E-COMMERCE IN TOURISM INDUSTRY

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ABSTRACT

Online transactions in the tourism industry are continuously increasing despite tough economic problems in this arena and fewer travelers overall. This industry is the leading application in the B2C (business-to-consumer) arena. Whereas other industries are displaying a stronger hold to traditional processes, the tourism industry is witnessing an acceptance of e-commerce to the extent that the entire industry structure is changing. The Web is used not only for information gathering, but also for ordering services. A new type of user is emerging, one who acts as their own travel agent and builds a personalized travel package. Tourism is an information-based industry it is one of the natural leading industries on the Internet). It is anticipated that most, if not all, sectors in the travel and tourism industry throughout the world will have sites on the Internet; showing the suitable marriage of two of the world's fastest-growing industries: information technology and tourism. E-travel is the leading and fastest growing category of e-commerce. In this study, the researcher will focus on the perception of consumers towards E-commerce business in the travel industry and challenges and opportunities being faced by tourism industry while adopting e-commerce.

KEYWORDS: Tourism, E-commerce, Challenges, Opportunities