

UNIT IV

Online travel agencies A brief introduction

The role of an online travel agency (OTA) is becoming increasingly important in the accommodation industry as they provide a convenient way for travelers to arrange their stay. From the comfort of their home, travelers can compare hotel prices and book them over the internet.

An online travel agency (OTA) arranges and sells accommodations, tours, transportation and trips on an online platform for travelers. They are third parties who sell services on behalf of other companies. Usually, these OTAs offer many benefits with added convenience with more of a self-service approach. They also include a built-in booking system which allows instant bookings. How Do Online Travel Agencies Work?

1. Merchant Model In this model, hotels sell rooms to OTAs at a discounted or wholesale price. Then, the OTA sells them to the customer at a markup price
2. Agency Model This is a commission-based model where OTAs acts as a distribution partner. OTAs receive full commission after the stay has taken place.

The hotel directly receives the payment from the end customer and does not wait for the payment transfer from third-party distributors. What Are the Benefits of Partnering with Online Travel Agencies? In one word – exposure!

Online travel agents get thousands of website visitors from all over the world. Plus, they have positioned themselves as an authority on everything related to travel. So, people trust the recommendation they receive from OTAs. By listing in OTAs, accommodation businesses like hotels not only reach a vast set of audience but will also find their service among many other reputable sources of information. In addition, hotels that are listed on OTAs can also benefit from what is referred to as the ‘billboard effect’. This means that OTAs provide a form of advertising for service providers such as hotels on their platforms. Once the user gains this awareness, they may even go to the website of that particular hotel to make a direct booking. What Are the Advantages and Disadvantages of Selling Through Online Travel Agents? Accommodation businesses like hotels and B&Bs have pros and cons of getting listed in OTAs.

Advantages Of Online Travel Agents

Low-cost method of selling accommodation services
Reduced online marketing spend as OTAs invest in advertising to attract potential customers
Impartial reviews give customers the confidence to book
Users can easily compare various accommodation costs at one place
Digital marketing packages - how to build one !

Disadvantages Of Online Travel Agents

Commission rates are charged on every sale. It can range between 10-15% of the gross cost
Restrictive cancellation terms
Even if accommodation businesses use OTAs, the need for their

own website and booking engine does not go away Investment in a balanced multi-channel strategy may be needed to boost sales Online travel industry.

Even though OTAs can help to fill your rooms, accommodation businesses must try to maximize revenue through their own website. Consistent work on search engine optimization tactics and other digital marketing techniques is a must. Accommodation businesses must focus on customer retention techniques and directly target their existing customers through emails and direct marketing. How to start an online travel agency Travel agencies no longer inform customers about the availability of flights and rooms. They issue rooms and get a commission from the respective accommodation businesses. That is why most of the new travel businesses follow the OTA model.

If you plan to enter the OTA arena, you can specialize in pilgrimages, leisure travel, business travel or any niche. But, focusing on how effectively you offer things is the key to success. Here Are Some Points You Have To Consider When Starting An Online Travel Agency

Register the name of your agency and if applicable,

take a license as per your local laws Try to get a membership in IATA or any other reputed travel organization

Gain more knowledge about the travel industry

Get your travel website designed by a professional company like ColorWhistle

Focusing on a particular niche will also bring more success Publicize your business in the online space Utilize the power of blogging Create a good social media presence Why Do People Use Online Travel Agencies? Few OTAs offer reward programs which can be used for future travel needs Special rates which cannot be found elsewhere Some OTAs may have generous cancellation policies. For example, Priceline does not offer any penalty if the user cancels the ticket until the end of the next business day Most users may not have an idea on where to book other than an OTA OTAs make it easy to compare different rates

Who Are the Top Online Travel Agents?

Booking.com is one of the largest accommodations websites which has now expanded to smaller markets such as family-operated bed and breakfast, vacation rentals and self-catering apartments.

INTERESTING STATISTICS

Every day, 1,550,000 nights are booked 68% of nights booked came from families and couples 42% of nights booked came from unique places such as homes and apartments 38% of reviews are given by guests which are useful for other travelers 75% of nights booked come from guests who booked more than 5 times Expedia's Hotels.com Expedia's Hotels.com is a popular brand which has a global audience and attracts diverse travelers. The company gained more power in the industry by acquiring Travelocity.

Gets over 675 million monthly site visits Operates in 70+ countries and 40+ languages Attracts 75 million monthly flight shoppers Airbnb revolutionized the travel accommodation industry by introducing home-sharing. The website has diverse listings and travellers get a sense of safety as they can know their guest's identity.

2.9 million hosts are present on Airbnb Average of 800k stays each night 14k new hosts join every month Apart from these major OTAs, there are many small ones such as OneTravel, Vayama, Tripsta, TravelMerry, ExploreTrip, Kiss&Fly, Webjet, GoToGate, Travelgenio, Bookairfare, Fareboom, Skybooker, Travel2be, OneTwoTrip!, and eBookers

What The Future Holds for Online Travel Agencies?

It is clear that, in the near future, accommodation businesses are not about to back down from OTAs. They are enjoying the billboard effect and trying their best to retain website visitors and convert them into direct booking. Sure, there is a cost involved. The upside of this is that accommodation businesses are working hard to create a loyal customer base that will continue to seek direct bookings. The chances of OTAs suffering in the long run are pretty slim. Smaller accommodation businesses have a lot to gain from the exposure they receive through OTAs. Plus, a large portion of the younger generation prefers OTAs. So their market will continue to grow. If you need any help to design, develop or market an OTA website, contact our travel web design and development experts at Color Whistle. We can create an amazing website with beautiful designs combined with dynamic content such as live rates and special offers. Contact us today for your free business analysis and consultation.

Online Travel - Indian Scenario

Growth in India's travel and tourism industry is the second fastest worldwide. According to a Deutsche Bank report, the industry would grow at a CAGR of 10% to reach US\$111 billion by 2020. The growth of the services sector (thereby leading to rising household income, an expanding middle class and more inbound and outbound tourism) is responsible for this rapid growth. The civil aviation sector in India has witnessed favourable developments in the last decade. India is the ninth-largest civil aviation market in the world and is poised to feature among the top five global markets over the next decade.

The rise in inbound and outbound travel and the growth of tourism have increased demand for hotel rooms. At present, there is a demand-supply gap in the availability of hotel rooms, with the deficiency being on the supply side. In the online travel segment, global distribution systems (GDS), OTAs, airlines and hotels are engaged in providing information on tickets, hotel room inventory and tour packages. Revenue models depend on partnerships among these players. Airlines either sell their tickets directly to customers or through GDS and OTAs. GDS offer air and railway tickets, car rental information and hotel rooms. This makes it 109 compelling for OTAs to partner with them. OTAs also directly partner with airlines, hotels, railways and bus services.

Meta search engines partner with airlines and hotels to provide customers with a common portal that encompasses information from all OTAs and airline portals. This helps their customers obtain information on the best prices available on a single website. Revenue sources in Online Travel [Source: www.ey.com/Publication/] Main sources of revenues for GDS, OTAs and meta-search engine websites: Travel ticketing is the largest segment of internet commerce in India both by volume and value. The segment currently represents nearly 90% of the overall online travel market in India (by value of transactions).

In 2011, 59% of internet users searched for or bought travel products online. Apart from the convenience offered by online purchasing, the limited need to touch and feel the product enabled this segment to grow faster than others in the industry. Price, schedule and choice of

airline are the only parameters to be considered while buying a ticket online. Railway tickets have been available online for close to 10 years now, though this mode of purchase has been witnessing rising volumes only over the last three to four years.

Currently, the number of railway tickets sold online amount to nearly three times that of airline tickets. OTAs derive the bulk of their revenues from the airline industry. Among the various modes of transport, more than 50% of air tickets and 40% of train tickets are bought online. This is not surprising, considering that a larger number of air travellers have internet access. Airline tickets has benefited from the rapid growth of the overall airline Industry in India, especially LCCs, which maintain focus on online booking. 110 Online travel penetration by segments [Source: www.ey.com/Publication/]

The Indian Railways website is the most visited travel site in India. However, since the average price of a railway ticket is less than that of an airline ticket, online booking of domestic air tickets has emerged as the largest segment of the online travel industry (with a 65% share in 2009). OTAs form a significant portion of this segment with a 34% market share. Break-up of domestic air ticket bookings in India International air ticket and bus ticket bookings contributed a minuscule 4% and 2% to the ticketing market in 2009, respectively.

Despite the higher value of international tickets and air passenger traffic (40.8 million in FY12) accounting for one-third of domestic air traffic (120.5 million in FY12), most travellers seem to prefer offline agents to make bookings. As a result, the share of international air tickets is smaller than that of domestic air tickets.

A new model emerging in the online air ticket booking space is opaque pricing, with OTAs selling air tickets at a discount to existing prices. However, the names of the airlines are only revealed on completion of the booking process. This pricing scheme benefits consumers, since they can buy tickets at low prices. This also provides an avenue for airlines to sell the maximum number of seats. However, while this scheme may benefit airlines in selling their vacant seats, it takes away their opportunity of differentiating services, since passengers are unaware of the names of the airlines. Low entry barriers in the online travel market have resulted in a number of small players entering the online hotel reservations and hotel packages space.

The market is now cluttered with a mix of large Indian OTAs, as well as several smaller players and international players. Recent entrants are mainly competing on price to capture market share. This has put pressure on the margins of players across the segment. Commission rates in the air travel segment are low (around 7%). The margins of hotel reservations and tour packages are the highest among all the segments of online travel and are often as high as 25%. Online travel: margins by segment Margins in the ticketing business for OTAs in India are expected to erode further, with airlines increasingly raising their voice against giving commissions to the former.

The airline commission model has already been done away with in Japan. Leading international airlines flying to India have already decided to adopt a zero-commission structure for travel agents. As of January 2012, 17 international airlines had stopped paying commission to travel agents. It is expected that there will be continued pressure on the margins of OTAs from domestic airlines as well. In 2008, domestic airlines adopted international airlines' strategy of implementing a zero commission structure. However, they had to revert to the model on being

boycotted by OTAs. The factors mentioned above are causing a shift in the revenue mix of OTAs, which are looking at hotel reservations to enhance their revenue stream.

OTAs have expanded their operations beyond selling tickets online to offering complete travel and tourism solutions. Higher margins in the hotel reservation segment have lured many OTAs. However, players need to be aware and step up to the competencies required in the hotel reservation space in terms of supplier partnerships management, operational requirements of workforce and information management. These requirements are different from those posed in the ticketing segment.

OTAs should focus on providing call center services to customers seeking information and grievance redressal. Since customer experience is a prime focus area for all e-Commerce companies, OTAs need to invest in training customer care executives to ensure an enhanced experience for customers. The success of OTAs in this segment is, therefore, dependent on how well the workforce is trained to perform these tasks efficiently. Online presence of hotels results in higher visibility, as well as greater responsibility.

The online presence of hotels ensures higher visibility and generates additional business even during off-season months. However, an online presence also entails the responsibility of servicing clients. Hotel services are different from those provided by airlines, since hotels need to deal with customers for a much longer period. Failure to deliver on promises or poor customer service may lead to negative publicity from customers. With online reviews gaining popularity in India, a bad word about a hotel may spread quickly and cause fatal damage. OTAs are also providing tour packages. They are bundling airline tickets, hotel reservations and tour packages to suit the needs of consumers who have moved from being low-price deal seekers to value-conscious users.

OTAs need to ensure that they segment their target customers correctly and provide a value proposition that is commensurate with the latter's expectations. The growth of the Indian OTA market has attracted leading global OTAs to the country. Leading Indian OTAs have been successful in capturing market share because they understand the psyche of local customers and customize their solutions accordingly. Although it may take some time for international players to understand the market and capture market share, they have more substantial financial resources and a wider global supplier network. International OTAs in India lead in servicing inbound traffic. Their supplier networks help them attract the best deals for their customers. This, coupled with their huge technological investments and the ability to provide relevant search results for their customers, makes them a force to be reckoned with.

There is low penetration of the online bus ticketing services segment in India. The online presence of bus operators would increase their visibility, since it would enable easier access to information for tourists. Although there is significant scope for expansion, the low adoption of technology by bus operators and the fragmented nature of the bus industry hamper growth. Players need to, therefore, quickly invest in technology or risk losing out on a significant share of potential customers.

OTAs are increasingly feeling margin pressures in the ticketing business. They may use the ticketing segment to generate volumes and then cross-sell their hotel reservations and package services to customers acquired in this manner. Presence in the hotel reservations segment is expected to shore up margins, but OTAs need to develop specific capabilities to succeed in the

hotel reservations segment. The underpenetrated segments of online travel, including hotel reservations, tour packages and bus travel, would see growth in coming years. Suppliers in these segments, i.e., hotels and bus operators, would need to up their investment in adopting technology to increase visibility.

OTAs would increasingly focus on the hotel and tour package segments. Players that understand customer requirements and provide suitable products at the best value in terms of price and customer experience would undoubtedly gain an edge. User-generated content is expected to play a significant part in consumers' hotel selection decision. OTAs need to ensure an active role in the generation of online reviews and regular updating. Hotels need to be aware of the fact that though user-generated content (UGC) can be a primary source of marketing, it can also spread jarring negative publicity at the speed of light. Therefore, hotels must act on the promises made in their advertisements on OTAs or other media.

Online Booking Trends and Challenges

Travel & Tourism is the biggest segment of the e-commerce domain in India, as well as on a global platform. Therefore it is vital that travel and tourism e-commerce sites are secured to ensure safe transactions for customers. The overwhelming response of the consumers towards the online travel segment was triggered by the entry of low cost carriers (LCCs). Also, the International Air Transport Association (IATA), an air travel regulatory agency, had e-ticket rollout in 2008. As a result, the industry saw an upsurge of bricks-and-mortar and brick-and-clicks tour operators and emergence in the pure-clicks travel aggregators and online travel agents (OTAs).

The industry has since then witnessed an increase in the number of travellers as well as number of travels per traveller. However, the biggest issue facing this industry is limited penetration of credit cards, coupled with consumer's apprehensions towards online security and privacy issues. If travel & tourism e-commerce is to live up to its full potential, the players – both suppliers and intermediaries – must gain an understanding of which risks online customers are most concerned with as well as what specific steps can be taken to help reduce such risk perceptions by making security assurances.

Background to Online Security Issues

The Internet is a publicly owned medium and the sender has no control over the channels that carry information to the receiver across a network of computers. This gives any intermediary computer in the network, the potential capacity to eavesdrop, and make copies of the information, or, even to maliciously misrepresent itself as the intended receiver. Hackers may even attack the computers of the sender and the receiver. Confidential information such as passwords or credit card numbers is especially susceptible to such abuse. These threat perceptions, since the early days of e-commerce, have acted as barriers and inhibitors to e-commerce.

The most frequently cited reasons for not purchasing travel products online are, in the order of precedence: credit card security, no assessment of product quality, privacy issues and 'rather purchase locally'. One of the most important reasons for not using an online channel for purchasing is the lack of trust: unfamiliar vendors as well as insecurity of transactions and

personal information. In short, the discussion on barriers to e-commerce has focused mainly on security of transactions, privacy of customers' personal information and general trust in the vendor of whom the customer has not any prior experience. However, a number of security options are available and the vast potential of the Internet in the form of e-commerce can be realized surmounting these issues.

Here are some important terms to be familiar with in the context of online security:

➤➤ A computer 'virus' is a piece of code that is secretly introduced into a system in order to corrupt it or destroy data. Some viruses damage the computer by damaging programs, deleting files, or reformatting the hard disk while some others make their presence felt by presenting text, video, or audio messages. They eat into limited memory resources and introduce bugs leading to system crashes and possible data corruption and loss.

➤➤ A 'worm' is special type of virus that spreads without any user interaction, typically by exploiting a flaw in popular software.

➤➤ 'Trojans' are virus-like programs that disguise themselves as legitimate programs and generate unwanted effects. But, unlike viruses, they do not replicate and expand in numbers.

➤➤ Spyware refers to software that secretly gathers information about a user while he navigates the Internet. Spyware is sometimes used for identity theft, the act of obtaining the personal or financial information of another person for the purpose of assuming that person's name to make transactions or purchases.

➤➤ Adware is software that automatically downloads, installs, and plays advertising materials on a computer that runs particular programs. Many computer programs come with advertising and sometimes even spying functions integrated into them and are often detrimental to security.

➤➤ A root kit is a group of programs designed to take the administrative control of a computer system in an illegitimate way.

➤➤ 'Malware' (abbreviated form of 'malicious software') is a term that is increasingly being used to represent all the aforementioned programs that are designed to infiltrate or damage a computer system without the user's informed consent.

➤➤ Phishing is an attempt to fraudulently acquire sensitive information, such as usernames, passwords and credit card details, by masquerading as a trustworthy entity in an electronic communication.



Dear valued PayPal® member:

Due to concerns, for the safety and integrity of the paypal account we have issued this warning message.

It has come to our attention that your PayPal® account information needs to be updated as part of our continuing commitment to protect your account and to reduce the instance of fraud on our website. If you could please take 5-10 minutes out of your online experience and update your personal records you will not run into any future problems with the online service.

However, failure to update your records will result in account suspension. Please update your records on or before **May 12, 2005**.

Once you have updated your account records your paypal account service will not be interrupted and will continue as normal.

To update your PayPal® records click on the following link:
<http://www.paypal.com/cgi-bin/webscr?cmd=login-run>

Thank You.
 PayPal® UPDATE TEAM

Accounts Management As outlined in our User Agreement, PayPal® will periodically send you information about site changes and enhancements.

Visit our [Privacy Policy](http://www.paypal.com/cgi-bin/webscr?cmd=p/gen/ua/policy_privacy-outside) and [User Agreement](http://www.paypal.com/cgi-bin/webscr?cmd=p/gen/ua/policy_privacy-outside) if you have any questions.

Phishing attack through an email invitation



Phishing attack through information solicitation on a fake page

➤➤ Vishing, similar to phishing, involves an individual getting an email or a call from a number saying his bank accounts have been deactivated due to an unauthorised transaction. The email or the call also asks him to call up a phone number to get this rectified. Falling for

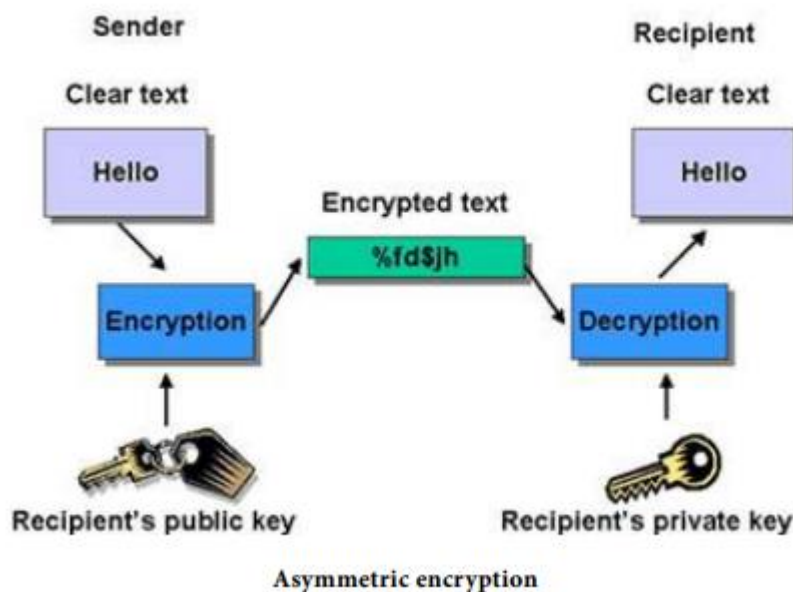
this trap, the individual ends up calling up the number and disclosing confidential information over the internet. This information is misused by the criminals.

➤➤ Technical attacks are one of the most challenging types of security compromise an e-commerce provider must face. Perpetrators of technical attacks, and in particular Denial-of-Service attacks, typically target sites or services hosted on high-profile web servers such as banks, credit card payment gateways and popular social networking sites. There are two popular tools, namely data encryption and firewall, to ensure data security during data transmission on a network of computers

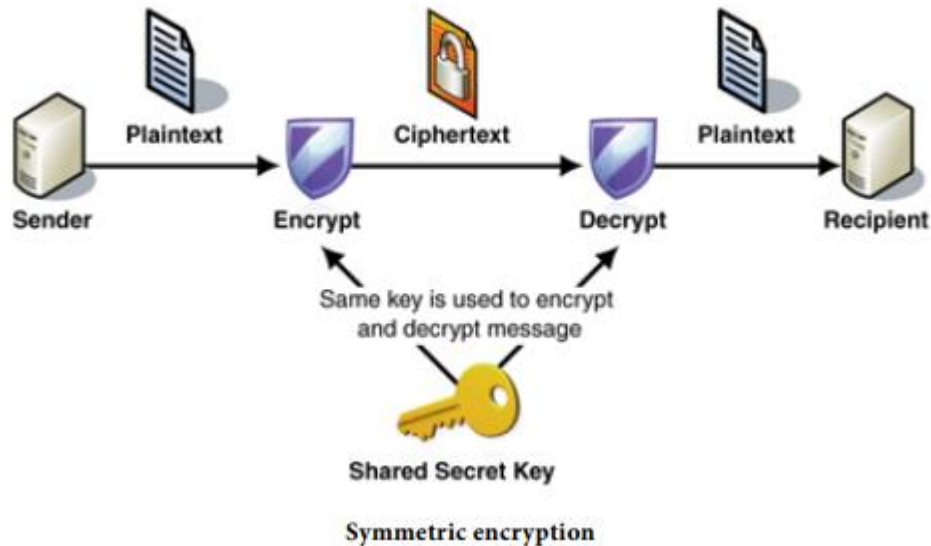
Data Encryption:

It is the process of translating plain text data (plaintext) into something that appears to be random and meaningless (cipher text). Decryption is the process of converting cipher text back to plaintext. Encryption converts data into an encoded form before it is sent over the Internet, thus preventing unauthorized access to the information. Encryption is the most effective way to achieve data security. To read an encrypted file, you must have access to a secret key or password that enables you to decrypt it. There are two main types of encryption: asymmetric encryption (also called public-key encryption) and symmetric encryption.

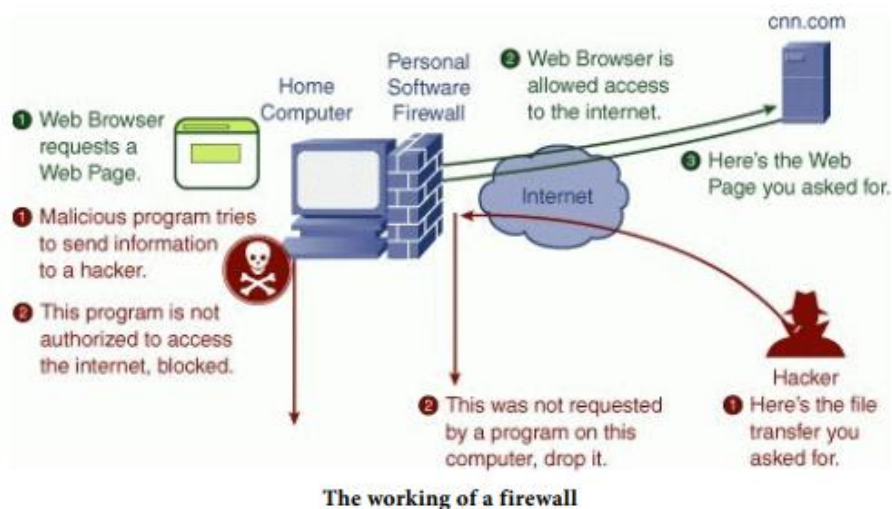
- Asymmetric encryption is a cryptographic system that uses two keys — a public key known to everyone and a private or secret key known only to the recipient of the message. An important element to the public key system is that the public and private keys are related in such a way that only the public key can be used to encrypt messages and only the corresponding private key can be used to decrypt them. The following figure illustrates that. Moreover, it is virtually impossible to deduce the private key if you know the public key. Public-key systems, such as Pretty Good Privacy (PGP), are becoming popular for transmitting information via the Internet.



- Symmetric encryption is a type of encryption where the same key is used to encrypt and decrypt the message, as shown in the following figure. This differs from asymmetric (or public-key) encryption, which uses one key to encrypt a message and another to decrypt the message



➤ **Firewall:** As the name implies, a computer firewall is like the firewalls used in building construction to prevent the spread of fire from one room to another: it is a dedicated hardware system or software running on a computer, which inspects network traffic passing through it, and denies or permits passage based on a set of rules. For example, one simple rule could be on how to discriminate the internet (low trust zone) from the intranet (high trust zone). A firewall protects an individual computer or a smaller network from a larger network. It is installed at the point where the networks interconnect. Firewalls can be configured for each of the computers in a network, or at the common point that connect the internal network to the internet, or both. Most of the personal computers come with a pre-installed firewall. In addition, there exist in the market many other software based firewall solutions, too. In addition, businesses often install a common firewall, often a dedicated software-hardware combination, for each of the internet connections that they may have. In this way, a business can control how employees connect to websites, whether files are allowed to leave the company over the network, and so on. A firewall gives the company tremendous control over how people use the computer network. The following figure illustrates the working of a firewall: 166 The working of a firewall Firewalls adopt a combination of the following technologies to achieve the result:



➤➤ Packet filter: In this method, the firewall examines the packets of information entering and leaving the network against a set of rules on whether to allow or prevent the packets. Packets that do not meet the condition are not allowed to cross the firewall. Even though packet filtering is generally effective, ever increasing Internet Protocol (IP) spoofing attacks (a technique by which intruders send messages to a computer with an IP address indicating that the message is coming from a trusted host) have reduced its agility.

➤➤ Proxy Server: Here, instead of the information requesting computer directly sending the request to the information serving computer, the firewall is configured to do that job. The firewall receives the information and then sends it to the computer inside the organization. The proxy server hides the true network addresses of the computer that requests the information. The proxy server acts as a client to the server and as a server to the client. This way, it is a 'proxy' for both and prevents an external computer from directly accessing the internal systems of an organization.

➤➤ Stateful Inspection: A relatively newer firewalling technique, in which, instead of examining the contents of each and every packet, certain key parts of the packet are compared to a database containing trusted information. In one scheme, information leaving to the internet is compared with the information coming in to the internal network. If the information that comes in does not match the information that leaves, the same is rejected. The rules mostly involve values of data packet control fields like IP source and destination addresses and Transmission Control Protocol (TCP) port numbers.

➤➤ Application Gateway: In this method, specific applications are permitted or specific applications are prevented. Different types and degrees of security mechanisms are applied to different applications such as File Transfer Protocol (FTP).

➤➤ Circuit Gateway: Here, security mechanisms are used only until a connection is made or circuit is established. Once the circuit is made, data movements will become unconstrained. Sometimes, access for external computers will be limited to a selected computer only. Such a computer that is in a network strongly protected by a firewall is called a 'bastion host'. In this case, since only one host can be directly attacked, only this one host needs to be very strongly protected, so security can be maintained more easily and less expensively. To ease legitimate

traffic, some services may be given more relaxation - say, the common Hypertext Transfer Protocol (HTTP) where as some others may undergo stricter scrutiny - say, through a network protocol such as TELNET. Third-Party Certification for E-Commerce Security Assurance Assurance is the degree of confidence that security measures, both technical and operational, work as intended or planned. Information assurance aims to improve the quality or state of being secure at situations where the consumer is not quite familiar with the background of a business.

While transacting online has become a necessary and commonplace, not all consumers are completely comfortable using the Internet for transacting business because of concerns regarding security of their transactions. For these situations, consumer trust and confidence can be enhanced by web assurance services.

The most widely used computer security model is the CIA (confidentiality, integrity and availability) triangle framework which addresses the fundamental concerns regarding the vulnerability of information security.

The purpose of assurance seals is to provide assurance to consumers that a website discloses and follows through with its operating practices, that it handles payments in a secure and reliable way, that it has certain return policies, or that it complies with a privacy policy that says what it can and cannot do with 168 the collected personal data.

Business integrity and financial settlements combine to form the business integrity area, and privacy compliance forms the third area, privacy.

➤ Privacy Assurance Services: TRUSTe and BBB Online were among the first providers of privacy assurance in e-commerce. As first movers, they may be vulnerable to traditional competitors (CA/CPA firms) who have proven reputations and expertise in the assurance business. The ability to develop high quality standards and proven reputations for independence are key attributes that could give CA/CPA firms a competitive advantage. These two programs have similar requirements. To be eligible 169 for a TRUSTe license, websites must comply with its principles of the privacy program (<http://www.TRUSTe.com>). User right to choice and consent over how their personal information is used and shared is one of these principles. Other principles concern the posting of a privacy policy, and disclosure about the collection and use of personal information, use of cookies, and third parties using cookies to collect data on the website. TRUSTe monitors its licensees' compliance with their own posted privacy policies and the TRUSTe program requirements. The oversight processes include initial and periodic website reviews, 'seeding' and online community monitoring. TRUSTe also resolves privacy complaints and requires its licensees to cooperate with its reviews and inquiries.

➤ Integrity Assurance Services: Web Trust and a related service by PWC (called PWC Better Web) offer assurance to consumers about the integrity of transaction processing, ability of the website to provide goods and services, sales terms, and handling of customer complaints. These items provide some assurance to consumers that the website is an authentic business with some ability to provide legitimate goods or services. This is however, quite incomplete because it provides no assurance that controls are in place to monitor or prevent misbehavior by outside agents.

➤ Security Assurance Services: VeriSign assurance seals are popular and they focus specifically on security level issues. The basic requirements for VeriSign are

- (1) thirdparty verification of the business entity's registration information,
- (2) domain name confirmation,
- (3) export controls confirmation in regard to encryption practices, and
- (4) use of VeriSign's products that facilitate transmission of encrypted data and verification of parties involved in a transaction.

Web Trust is another comprehensive security assurance services. While most of the other certifications are done on an annual basis, Web Trust must be renewed every 90 days. Three principles form the guiding framework:

- (1) business practices and information privacy must be disclosed on-line and transactions must be executed as prescribed,
- (2) transaction integrity (i.e. customer transactions are completed and billed as agreed), and
- (3) the entity maintains effective controls over customers' information. It may be noted that popular Online Travel Agency (OTA) websites such as MakeMyTrip.com and Expedia.co.in have also subscribed to the credit card companies (such as Visa and MasterCard) for security validation service.

Sivasailamet al. (2002) have developed six web assurance dimensions:

- security,
- transaction integrity,
- authenticity, privacy compliance,
- business integrity and
- financial settlements.

But the observation of OTAs in this study provided scope to identify one more dimension, namely user-agreement compliance. Further observation of privacy policies posted on the OTA website indicated a demarcation between intra- and inter-organizational privacy compliance.

The revised web assurance dimensions addressing the three major customer concerns, viz. security, privacy and business integrity are shown in Table. The issues addressed by them and the potential remedies are also highlighted.

Customer concerns	Assurance Dimensions	Issue Addressed	Potential remedy
Security	Transaction Security	Unauthorized access	Distributed denial of service attacks
Transaction	Security	Intrusion detection software	Firewalls, traffic management software, back-up servers and IP numbers,
Security	Transaction integrity	Alteration/deletion/ duplication of docs	Diversion/non receipt of docs
Authenticity of parties to transaction	Identity theft	Digital signatures/certificates (such as those from VeriSign) and encryption	Privacy Intra-organizational Privacy Compliance
Privacy	Intra-organizational Privacy Compliance	Unauthorized	

access Inappropriate use Software/electronic controls Physical controls, managerial controls/
restrictions to access data that could aid in profiling; and privacy seals like TRUSTe, BBB
Online, Web Trust and so on Privacy Inter-organizational Privacy compliance Data theft
Unintended use Physical controls, managerial controls/ restrictions to access data that could
aid in profiling; and privacy seals like TRUSTe, BBB Online, Web Trust and so on Integrity
Business Integrity Grievance redress Comprehensive audit of business practices, role of
arbitrator/mediator, and seals like BBB Online reliability Integrity Agreement compliance User
agreement violation Enforcement (like Children's online privacy protection act)

E-commerce assurance is necessary in order to build customer trust. Businesses must become more proactive in obtaining and displaying assurance seals on their websites. When customers' distrust of companies is high, these seals will help. Affirmative action by the government, coupled with self-imposed reforms by assurance service providers could possibly discourage corrupt practices and boost consumer confidence in assurance seals and also the state of travel e-commerce. As e-commerce transactions become increasingly complex, coupled with increased regulations and liability exposure, the need for assurance in e-commerce protocols is likely to grow.

Every third-party assurance service must satisfy certain concerns of e-commerce security. Although the AICPA-Yankelovich (1997) study identified six e-commerce security assurance dimensions, viz., cluster security, transaction integrity, authenticity of parties, business integrity, financial settlements and privacy compliance, standard industry practices tend to cluster security, transaction integrity, and authenticity of parties into one overarching area - security. Business integrity and financial settlements combine to form the business integrity area, and privacy compliance forms the third area, privacy.

Dimensions of e-commerce security assurance

Customer concerns	Assurance Dimensions	Issue Addressed	Potential remedy
Security	Transaction Security	Unauthorized access Distributed denial of service attacks	Intrusion detection software Firewalls, traffic management software, back-up servers and IP numbers, proper password generation guidelines, prompt application of software patches and proxy servers
Security	Transaction integrity	Alteration/deletion/duplication of docs Diversion/non receipt of docs	Software controls Encryption, electronic receipts for Sender
Security	Authenticity of parties to transaction	Identity theft	Digital signatures/certificates (such as those from VeriSign) and encryption
Privacy	Intra-organizational Privacy Compliance	Unauthorized access Inappropriate use	Software/electronic controls Physical controls, managerial controls/restrictions to access data that could aid in profiling; and privacy seals like TRUSTe, BBB Online, Web Trust and so on
Privacy	Inter-organizational Privacy compliance	Data theft Unintended use	Physical controls, managerial controls/restrictions to access data that could aid in profiling; and privacy seals like TRUSTe, BBB Online, Web Trust and so on
Integrity	Business Integrity	Grievance redress	Comprehensive audit of business practices, role of arbitrator/mediator, and seals like BBB Online reliability
Integrity	Agreement compliance	User agreement violation	Enforcement (like Children's online privacy protection act) Role of arbitrator/mediator
Integrity	Financial Settlements	Diversion of payments Escrow Services Unauthorized usage of financial data Non-repudiation	Escrow Services

[Source: Adapted from Sivasailamet *et al.* 2002]

Assurance Dimensions	Third-party Assurance Seal
Security	
Privacy	
Business Integrity	

Dimension-wise popular Third-party e-Commerce assurance seals

The e-commerce industry in general and the travel & tourism e-commerce in particular face challenges in terms of risks to customer privacy, transaction security and business integrity. With increasing technical know-how, and its widespread availability on the internet, the online criminals are becoming more sophisticated in the deceptions and attacks they can perform. Novel attack strategies and vulnerabilities become known only when a perpetrator has uncovered and exploited them. In saying this, there are multiple security strategies (to prevent and to counter attacks) available to e-tourism service providers to reduce the risk of attack and compromise significantly. Awareness of the risks and the implementation of multi-layered security protocols, detailed and open privacy policies and strong authentication and encryption measures, and security assurance in the form of third-party assurance seals will go a long way in assuring the consumer of security, privacy and integrity.

Role of Social Media

As a result of the developments in information and communication Technologies, and their widely and densely use new marketing mediums have recently emerged. A number of platforms have also appeared in product preference in terms of consumers. The masses communicate with each other on social media. Firms are looking for the ways of affecting the preferences of customers, and they use social media as a marketing environment. Today, the competition between firms has raised, therefore most firms find traditional marketing methods inadequate in reaching to their customers. Therefore, they aim to take action in every environment in which customers exist.

This situation causes producing firms to; conduct marketing activities in a more number of ways in digital or virtual media. In recent years, in tourism industry hotel services also use social media for purposes such as effective advertisement, reaching more customers and building brand loyalty. Through social media, tourism services can reach to more customer faster. Besides, customers can also quickly reach to tourism services through their social media accounts in the stages of information searching, assessment of alternatives, selecting choices and purchasing. The aim of this study is to explain how hotel services manage their Facebook accounts and which features they use, and to bring forward proposals. For this reason, Facebook accounts of these hotel services has been studied through content analysis method.

- Media are playing an important role in the growth, development and promoting by creating a better awareness and understanding to cater to the need and requirements of domestic and international tourism as one know is every traveler is a potential tourist, it depends upon the campaign of professionals.
- Media has made a huge impact on the tourism industry consumer engage with social networking sites to research trips make informed decision about their travel and share the personal experiences of a particular hotel, restaurant or airline.

1. Social Networking

Social networking sites- Facebook, Google Plus, Cafe Mom, Gather, Fitsugaretc allows users to connect and share with people who have similar interests and backgrounds. The most famous example of social networking is Facebook, Twitter, and LinkedIn etc. That enables the tourists to efficiently communicate and interact with other members

of social network like friends, family and co-workers and world at large. For using Facebook as a tool The business need to develop their brand profile through creating a Facebook page and share interesting, and newsworthy information with consumers. The company needs to help consumer meet their social needs and let them fulfil each other needs. Do not intrude or be pushy like salesman, and act as facilitator for creating social presence. Depending upon kind of users they can offer customised communications. For example does offer incentives or recognitions for new needs for deal seekers. Do respond to comments from complainers or fans and weave into your comments and posts to continually extend this. They can also create discussion forums to 153 Role of Social Media in Tourism have feedback about their products and services. (Treadway and Smith, 2010). Another social platform is LinkedIn. LinkedIn has 225 million registered users and on the average 110 million unique monthly visitors.

Remember to follow effective communication principle of AIDA – attention interest-desire and action. Request cheerleaders and opinion leaders for testimonials. Promote company through ‘follow’ button and remember to link your other social media accounts to your LinkedIn Company Page. Make the information engaging and varied but also remember pictures speak more than words.

2. Micro-Blogging Sites

Twitter, Tumblr, Posterous etc allow the users to submit short written entries, which can include links to product and service sites, as well as links to other social media sites. Twitter is very popular micro blogging site amongst the celebrities and Politicians, due to which it attracts a wide variety of fans of such personalities from around the globe. It provides an excellent opportunity to businesses to market there offerings through celebrates or by themselves. The message or tweet can be personal thoughts, quotes, news and picture links, brand, and product and service links, thus creating interest and buzz. Invite friends or brand cheer leaders and follow opinion leaders or media channels that are of interest to your customers & followers. Your followers are following you as role models or reference groups or your brand leadership due to power, authority, rank, expertise, referrals, coercive etc. ensure that you continuously perform your role. Tweet yourself and retweet from higher ups in industry, media, consumer groups, government reports and news channels etc.

3. Blog Web log,

4.

is a web page that serves as a publically accessible personal journal for an tourists (Blood 2002 in (Ernestad V., 2010)) .A blog is powerful and inexpensive tool to can convey different types activities, interests and opinions such as political, commercial, public and personal word of mouth. They are also known as Publishing tools; like WordPress, Blogger, Squarespace etc. allows users engage in conversations by posting and responding to community message. Blogs can be updated on a frequent basis. Blogs can also be regularly developed for a variety of different marketing and branding campaigns. They are an active source of promoting products and services and spreading information (Khare, 2012). There are many different blogs that cover and attract people

from specific industry. Marketers generally develop their profile and carry on updating them so that the fans and connected users are kept well informed.

5. Multimedia or Video Sharing

It enables sharing of multimedia content, for example Flickr (photographs) and YouTube (videos) are used by Millions of people exchange information and interests. Video sharing sites- YouTube, Vimeo, Viddler; etc. allow users to share different types of media, such as pictures and video. YouTube has more than 1 billion registered users at which videos are viewed 4 billion times per day is largest media sharing site in the world. Once registered a business can upgrade with a fee to get YouTube's 'branded channel' option. The business can increase traffic by using SEO keys and tags that are in line with interests of your consumer segment and your brand. Business should stay current and follow the rules of movie making and education. People like seeing more than reading but it must be something for them (SEOPressor, 2012).

6. Collaboration Tools

Wikipedia, WikiTravel, WikiBooks; etc are Apps or software based social platforms where users can work together (synchronously or asynchronously) 154 Role of Social Media in Tourism to create, modify and manage content (Decidedlysocial, 2012; SEOPressor, 2012; About.com 2014). 6. Rating/Review Sites Amazon ratings, Angie's List; Kind of platforms allow reviews to be posted about people, businesses, products, or services. It is a social strategy tool professionally designed and written to maximize conversions sales. (Decidedlysocial, 2012; SEOPressor, 2012; About.com 2014)

7. Photo Sharing Sites

Flickr, Instagram, Pinterest; etc. enable users to upload, transform edit, publish and share pictures and videos etc (Decidedlysocial, 2012; SEOPressor, 2012; About.com 2014). Instagram is very popular photos and videos sharing platform and recently purchased by Facebook. It has 130 million active monthly users. The business can upload photos or videos of brands or other issues of interests and can link with other social platforms and invite people to click for favourite ones. To keep always in the trend continuously upload new actions photos about your actions that would be of interest to users. That addresses their social, rational, emotional and epistemic needs.

8. Personal Broadcasting Tools

Blog Talk radio, Ustream, Livestream, tumbler are platforms that offers a way of participatory journalism and synonyms to personal publishing.

9. Platforms

like Virtual Worlds Second Life, World of Warcraft, and Farmville Are 3D computer based online community environment in which users are represented on screen as

themselves or as made-up characters and interact in real time with other users using texts, or 2D or 3D models, known as Avatars (Decidedlysocial, 2012; SEOPressor, 2012; About.com 2014).

10. Location based Services

Check-ins, Facebook Places, Foursquare, and Yelp etc are Apps on gadgets and mobiles that use geographical position (GPS) and link it with information, entertainment, or social media service that is available nearby location. E.g. gas prices and services or restaurants near your location (Decidedlysocial, 2012; SEOPressor, 2012; About.com 2014).

11. Widgets Profile badges

Like buttons etc are sets of small helpful software program or Apps, which gives extra power and control to the user when embedded directly into a web page. These can be used to add features like, weather, clock, local news, Twitter widget, Mailing list, gossips and joke of the day etc (Decidedlysocial, 2012; SEOPressor, 2012; About.com 2014).

12. Group Buying Sites

Groupon, Living Social, Wowcer, Crowdsavings etc are latest trend in money saving, with the power to pull in big discounts (Decidedlysocial, 2012; SEOPressor, 2012; About.com 2014).

13. Social Bookmarking and News Aggregation

Digg, Delicious, StumbleUpon and so on allow users to save and organize links to any number of online resources and websites (Decidedlysocial, 2012; SEOPressor, 2012; About.com 2014). Social bookmarking such as StumbleUpon discovery engine has 25 million registered users. It searches and recommends web pages to its users and can also be shared by others to 'like it'. This also recommends users other related sites or sites Role of Social Media in Tourism that your network has liked or submit industry related sites and blogs or create a stumble upon channel (SEOPressor, 2012).

14. Email Marketing

Sending emails to existing or potential tourists is one of the most effective Internet marketing .

15. Search Engine

Like Google, Bing, Yahoo etc are used by tourists to find the company or destination information and search engine optimisation can bring a particular site at top search position

E- Marketing & Promotion

Internet Marketing is one of the essential components to promote tourism business over the globe. Internet marketing for tourism industry can help you for better performance as well as can help you to connect with different clients from different countries. It will also let you show them visual information of the destination and possibly that will attract more and get more exposure.

When searching for innovative marketing techniques to endorse business, enlarge your sales or widen your clients, you have to come across the term internet marketing. The internet is rising all over the world these days and its evolving of internet marketing. These terms include your web presence, social media, search engine optimization, blogging, email marketing and online advertising. The most significant part of any business is the promotion which is globally done by optimization contents as well as ranking on top of the search engines so that peoples will get to know more about your content and your shared values.

The Web is highly accessible all over the world and its modern way to share information leave reviews, so Internet marketing will be the best solution for promoting travel and tourism too. Business is all about generating customer and retaining them along with generating profit so for the tourism and travel agencies internet marketing and SEO will be the effective way to lead and guide them in an effective way. Specifically, online marketing is the key to success if you are looking forward starting up travel tourism businesses. As tourism industry is a global business so it's better if you choose to target the global audience. For this online marketing is only the way through which you can target infinite numbers of spectators. Let's clear it out with more precise points:

1. The Internet allows the enhancement of travel agencies by speeding up communication and providing all the necessary details.
2. You can create a better impression in the people by your high-quality visualization of tourism services and products through the internet than brochures and catalogs.
3. The Internet can be regarded as a competent and valuable distribution channel for collecting customers and at the same time identify their requirements.
4. Unlimited competence of online media and database allocates immediate access to tourist market free products to every potential tourist.
5. With the internet, you can have qualitative and effective market research. The entry of internet in the tourism industry has improved the promotional tools such as TV, radio, newspapers and posters into text, photographs, drawings or 3D photographs.

6. Through email marketing, you can send weekly or monthly email newsletter with updated information about your destination and special travel offers along with new activities.
7. Sharing of high valued traveling experiences and extensive knowledge about the travel by your customers on the online can encourage new clients.
8. The modern era demands of innovative ideas rather than traditional one. As people are widely attracted towards the use of internet they want you to appear with a couple of clicks. Simply, surfing on net your prospects can choose the package you have and book through online. Further, with ease you are capable of generating profits and sales.

The swiftness of technology is varying immensely that people are also becoming more tech savvy. Every day people are relying on the internet for every detail, products, and services. Nowadays, most of the people surf on the internet for places and requirements before planning any trip. They prefer doing research about the places and accommodation through the web. So, shifting to the web for tourism business is not only a necessity but a must.

The plan of action that prescribes resource allocation and other activities for dealing with the environment, achieving a competitive advantage, that help the organization attain its goals. In general, Strategies focus on Core competencies, developing synergy and creating value for customers; and more than with attend to level of extent of company activity, there are four Global Strategies (Kotler, 2009):

- Globalization: product design and advertising strategies are standardized around the world
- Multi-domestic: adapt product and promotion for each country.
- Transnational: combine global coordination with flexibility to meet specific needs in a various Competitive Edge, through Competitive Strategies.
- Differentiation: distinguish products or services from competitors.
- Cost leadership: aggressively seeks efficient facilities, pursues cost reductions, and uses tight cost controls to produce products more efficiently than competitors
- Focus: the concentration on a specific regional market or buyer group Vellas (1999) argue that Marketing strategy and strategic marketing are two concepts with strong dependence to each other.

A strategic marketing process involves matching a company's internal resources, capabilities and external environmental opportunities for company's long-term development. A marketing plan (STRATEGY) is useful to companies in the Tourism business. It can help to:

- Identify sources of competitive advantage
- Gain commitment to a strategy
- Get resources needed to invest in and build the business

- Inform stakeholders in the business
- Set objectives and strategies
- Measure performance

The important key for companies to be successful is getting competitive advantage from implementing strategies. To maintain its competitive advantage, a company needs to deliver to customers values that can be clearly differentiated from those of its competitors. A marketing strategy can be defined, as a plan by a company to differentiate from its competitors, using its relative strengths to better satisfying customer needs in given environment. Also, Jain (2004) explain that in an effective and appropriate strategy it's important that, the following elements should be considered:

1. organizational strategy domain
2. total and operational goals
3. resources' allocation
4. searching for resistance competitive advantages
5. Synergy

The central goal of strategy is to achieve sustainable competitive advantage over rivals and thereby to ensure lasting profitability. Strategy concerned with long- term direction and deals with the overall plan for deploying the resources that a firm possesses. More than, strategy is about achieving unique positioning vis-à-vis competitors and it entails the willingness to make trade-offs, to choose between different directions and between different way of deploying resources. Marketing strategy is a strategy for marketing activities to get better results and arriving to their Long terms aims. There are different strategies and different methods for design the strategy for company and marketing activities. Different strategies are suitable for different companies with different qualifications. More than companies with attention to their qualification and capacity, aims, resources or manager decision use different method.

E-Marketing During last decade, we have seen Marketing and technologies move from traditional forms to digital form. With these changes, the companies, which could not coordinate and harmonized their activities whit change process and new market and technology procedure, had to leave market and have to give their market share to new or flexible companies. In other word, the methods of marketing have changed and improved, and we have become a lot more efficient at telling our stories and getting our marketing messages out there. E-Marketing is the product of the meeting between modern communication technologies and the age-old marketing principles that humans have always applied. Unique characteristic of using internet can be studied as below (Evans, 2000):

1. 24 hours access
2. Innovation
3. Possibility of joining to globalization process
4. Possibility of joining to local marketing
5. Access to multimedia
6. Possibility of more understandable making relationship between people and stakeholders
7. Possibility of customizing products
8. Possibility of useable for all people
9. Easy use

Very simply put, E-Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms E-Marketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous. The Internet has changed this in three important marketing ways in related with customers.

If want to explain that why consumers prefer to use internet to buy the tourism services and products, can flowing reasons mention: First, the Internet allows consumers to talk to consumers. The Internet allows many-to-many communication flows. Consumer information sites such as The Consumer Democracy (www.consumerdemocracy.com) "is for information on products: quality, praise, complaints, ratings, features, descriptions, reviews, comparisons, discussion, problem reports, information, statistics, rankings, prices, rip-offs, bargains and shady affairs". EComplaints.com and planetfeedback.com offer similar forums and services. Second, consumers can find and access information much easier than before.

For the first time businesses must deal with a basic tenet of pure competition, a totally informed consumer. In a world where information is power, this can make sellers uncomfortable. Imagine the poor automobile salesperson, who is greeted on the lot by a customer with a dealer invoice that shows the price the dealer paid for the car, easily available from automobile information's such as Auto-by-Tel. These buyers will not let dealers make big markups anymore. Third, and most significantly, the Internet enables the information flow to be reversed so customer-centric companies can pull information from consumers to improve and customize products. Compare this with the product-centric company that pushes products to consumers. Companies that recognize this power shift to the customer will create a customer-centric strategy

E-Marketing is the process of marketing a brand with using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. Moreover, if want to explain that why companies - specialty in tourism industry-increase the using internet in their marketing activities, can refer that flowing reasons mention by Jing; Holden, Belew and Elad (2009):

F1.Online/immediate/24-hour availability, Directly connect buyers and sellers: This creates time independence and enables customer service to be decoupled from supplier availability. Such 24-hour availability is a strong facilitator of a global presence, overcoming time differences. As the customer, is in the first instance interacting with an automated system, there is a set of service requests that can become 'self-service'

F2.Ubiquity: Global information networks (fixed and mobile, satellite) promise to offer worldwide, large-scale and low-cost, access to electronic commerce.

F3.Global: It is often claimed that one of the largest changes brought about by the Internet is that it is global: companies get access to customers globally, customers get access to suppliers globally.

F4.DigiΘzaΘon: The Internet and the communication and computer systems connected to it are all processing digital and digitized information. Digital information can be easily stored, transmitted, processed, mixed, transformed, and in short manipulated in many ways, independent of its source or carrier.

F5.MulΘmedia: closely related to digitization is the aspect of multimedia, referring to the capability to deal with and deliver information in several ways: text, graphics, sounds, and video, eventually tactile.

F6.InteracΘvity: As opposed to EDI, which is for application-to-application data exchange, the Internet offers person-to-person and person-to-application interactivity. Even if one side of the interaction is automated, through a Web- server program, the interaction possibilities are wide ranging and can be extremely varied and engaging.

F7.One-to-one: The Internet makes customer profiling fairly easy by capturing and analyzing customer characteristics. Technically, this can consist of storing some information about the customer on the customer's computer (e.g. a 'cookie'), which is retrieved when the customer returns to the site. Many sites encourage potential customers to provide an e-mail address; personal data etc. 'intelligent agents' that assist in the sales process can complement customers' profiling technology.

F8.IntegraΘon: Customer service is greatly enhanced by integrating the functionalities of the transaction parties on the basis of standardized information flows. One-stop integration of functions-that is, integrating all the necessary functions for a transaction at a single point of access and with seamless flow of information between them, as illustrated by this example is,

however, only one aspect of integration. Information integration is another opportunity to extract additional value by analyzing data from various steps of the transaction or across transactions. F9. Can is updated in real-time, therefore always up-to-date

F10. Reduce costs: fixed cost, variable cost, caring cost, contact and post,...

F11. Increase productivity: Tourism companies, specialty Airlines can gain significant productivity improvements by using business-to-business e-commerce to streamline and improve its supply chain processes. They can save time and money by purchasing supplies via the Web. Similarly, they also can use e-commerce to communicate and transact with distributors and customers in a more cost-effective and timely manner than through traditional channels.

F12. Improve level of customer service: Tourism companies can improve its level of customer service by allowing customers to access "help" information, complete application forms, pay invoices, or change their account details via its Web site, at their own convenience.

F13. Strengthen customer relationships: Tourism companies can strengthen relationships with existing customers by allowing them to access - via its Web site - previously inaccessible decision-support information, such as detailed research reports, product specifications and price comparisons.

F14. Enhance business intelligence: Tourism industry can use its Web site to collect valuable intelligence about customer needs, buying habits and preferences. This intelligence can be a valuable input to the development of new, profit-enhancing processes, products and services. Similarly, they can use the Web to research new markets and to gather valuable intelligence about its competitors.

F15. Increase direct sales of products or services: The Web enables businesses to reach customers all over the world, 24-hours per day, and 7-days per week. Companies in tourism industry can use the Web to create a "self-service" environment that allows them to offer lower prices and provide more detailed product information than that which Airline can offer in the real world.

F16. Generate advertising, sponsorship or brokerage revenue: Many "content" and "intermediary" sites generate revenue through advertising or sponsorship arrangements with other sites. Intermediary sites provide useful information and act as springboard to sponsoring Web sites. Intermediary sites offer earn brokerage fees on transactions that result from the information or service they provide. Due to high degree of uncertainty regarding future developments, especially in the E-Marketing environment where technologies and business models change rapidly, making long-term commitments to a strategy is difficult challenge. Furthermore, there are usually numerous, different and frequently contradicting decision criteria that need to be evaluated during strategy analysis and formulation.

Influence the e-systems in marketing Synergies emerging from use of IT and ICTs systems effectively mean that information will be widely available and accessible through a variety of media and location. As result of IT development, various systems and tools gradually became available to support business management and enable firms to enhance their efficiency and productivity. Users are able to use mobile devices such as portable computers and mobile phones as well as digital television and self service terminals/kiosks to interact and perform several functions (Buhalis, 2003, 9).

In first era, data processing, the main objective was to improve operational efficiency by automating information- based processes. Others are mentioned in following

Information Systems (IS): are defined as the interrelated components working together to collect process, store and disseminate information to support decision making coordination, control, analysis and visualization in organization

Management Information Systems (MIS): The principle aim of this era was to increase management effectiveness and efficiency by satisfying organization information requirements. In continue with add clerical and especial functions it used for support decision making for management and create added-value for customers.

Decision Support Systems (DSS): they are the natural progression form MISs and transaction processing systems. They can develop and test scenarios for different developments environment and assess the risk of decision alternatives.

Strategic Information Systems (SIS): These enable companies to use all data and processes available to define their strategic objective in order to improve their competitiveness. SISs are often instrumental in changing the nature of firms in restructuring all business processes.

Executive Information Systems (EIS): EISs use aggregate data and easy-to-read graphs to demonstrate the current status of an organization and projected trends for key factors selected by executives.

Expert Systems: exert systems consist of a specialized knowledge base and software to perform human-like inferences on knowledge and thus answer specific questions, they can explain the reasoning process and conclusions. They often use artificial intelligence, which ultimately aim to imitate human functions such as thinking, seeing, hearing, tasting, smelling and feeling.

OPERA Hotel Property Management System: it is designed to scale according to requirements of any size hotel or hotel chain. Its back office is powerful financial software suite that provides hotels with a fully integrated, flexible financial and e- business solution. OPERA is full-service hotel systems with Sales & Marketing, Catering, Revenue Management, and Quality Management, Back Office, and Material management. In addition, OPERA Enterprise Solution offers products for hotel chain's corporate office that includes a central reservations system(CRS)for both centralized guestroom and function-space sales, and

enterprise information system, the customer relationship management(CRM) package specifically designed for hotel industry.

E-Marketing strategy Information and communication technologies enhance the ability of organization to manage their resources, increase their productivity, communicate their policies and market their offering and partnerships with all their stakeholders, namely consumers, suppliers, public sector organizations, interest groups, etc. ICTs include not only the hardware and software required but also the groupware and Netware as well as intellectual capacity (human ware) to develop, program and maintain the equipment (buhalis, 2003, 6). Explore strategies and techniques that you can use on the Internet that will enhance and support your business's overall marketing objectives. Internet marketing can attract more people to your website, increase customers for your business, and enhance branding of your company and products. The E-Marketing Strategy is normally based and built upon the principles that govern the traditional, offline Marketing - the well-known 4 P's (Product - Price - Promotion - Positioning) that form the classic Marketing mix.
