UNDERGRADUATE PROJECT

HTT 655

FINAL YEAR PROJECT

Argumentative Essay

(The Risks of Travel Online Booking)

NAME :

NUR SHANAJEEHA BT SHAMSUDDIN

(2014950495)

GROUP :

HM241 5B

PREPARED FOR :

MADAM SHAREENIE SHERA ABDUL HAMID

TABLE OF CONTENT

1.0   INTRODUCTION

In the early days of American aviation, passengers were very few and the airlines did not fly regularly as at present. Ticket fares were regulated by the Civil Aeronautics Board. All routes, fares and flight schedules were published in the Official Airline Guide and travel agents requested reservations by phone. As the number of passengers flying annually began to grow, this manual system could not cope and the airlines looked at upgrading their method of ticketing.

In 1946, American Airlines were the very first to come out with an automated booking system. This was called the Electromechanical Reservisor which comprised a temporary storage of magnetic drums. The airline's operators had to do the actual lookups as travel agents could not directly query this system. In 1953, marked the birth of complex airline reservation systems when American Airlines launched the SABRE (Semi-Automatic Business Research Environment) reservation or online system. Next, came DATA by Delta, Apollo by United Airlines and PARS by Trans World Airlines. Eventually, these were replaced by complex computer reservations systems (CRSs). Originally operated by airlines, CRSs were later extended for the use of travel agents who could query the systems and make reservations themselves.

In the early 1980s, CRSs were extended with more features and the new systems were able to book and sell tickets for multiple airlines where the earlier CRSs could handle only one. These newly developed systems were called global distribution systems (GDS). Eventually, airlines divested their direct holdings in GDS companies, with the notable exception of the Asian carriers who remain owners of the following GDSs: Abacus, Topas, Axess, Infini, and Travelsky. In addition, Amadeus has Air France, Lufthansa, and Iberia as minority shareholders.

Through global distribution systems, travel agents could easily retrieve the information needed about many airlines. As a result, they had greater information searching and booking capabilities, it can make them do their works easier. Yet, passengers themselves needed a travel agent's assistance when making a booking. If any passenger wanted to book a seat or to go through a schedule they would have to contact the travel agents. So, the airlines needed a web-based booking system which will allow the passengers to directly retrieve information about the air schedules, make a booking. That is when the Internet booking engines (IBEs) were introduced. IBEs are used by nearly every airline at present to cut off extra expenses

and to support instant booking and payment. A travel online is a website on the world wide web that is dedicated to travel. The site may be focused on travel reviews, trip fares, or a combination of both. Approximately seventy million consumers researched travel plans online in July 2006. Travel bookings are the single largest component of e-commerce.

An online booking system includes a computer connected to a wide-area network, the computer including a processor and a memory configured to store programming and data. An act database includes entertainment records associated with a plurality of entertainers (Mark Armstrong, 2014). Programming causes the processor to receive a performance request from a talent buyer over the network, the performance also requests including performance request data regarding an open performance date desired to be booked.

The system determines if the performance request data matches a respective entertainment record in the act database and, if so, notifies a respective entertainer associated with the selected act to contact the buyer (Mark Armstrong, 2014). If the act is booked, the processor updates the act and talent buyer itinerary databases. Matching a performance request with entertainment records may include determining if an entertainer is available within a predetermined number of days of the performance date and within a predetermined distance.

The importance of the Internet as information medium particularly in tourism has been identified and discussed by numerous researchers (Gursoy & McLeary, 2004). However, it has long been stated that the Internet, as yet, is not used to its full extent as a platform for bookings and recommendations (Klein, Kohne & Oomi, 2004). Nevertheless, current figures show that the purchases made online are multiplying. It can be increased in online travel sales, air travel, hotels, package tours, rail and rental cars for the tourism industry (Marcussen, 2007).

2.0   PROBLEM STATEMENT

Travel online booking brings more risks to the tourism and hospitality industry. Nowadays, the world has faced a rapid growth in the use of Internet where people around the world can easily access information and making reservations online (Wong & Law, 2005). This booking method has been widely used recently in this world of Information Technology (Amirrudin Kamsin, 2005). Many companies have implemented this method on their commercial websites. Online booking is a convenient way of finding and booking your flights over the internet. For example, by using Emirates online services customers can build an itinerary to suit their travel plans and request a particular seat, special meal, or service pay online by credit card using our secure server.

Companies make e-booking as an investment that helps them in the scope of expanding their market leadership. By having the online booking or reservation system, it will lead to superior control over the reservation process and operation with greater accuracy and thus also helps to reduce errors due to conventional manual processing. (Amirrudin Kamsin, 2005).

A travel online booking allows customers to specify their travel requirements such as the city of departure, destination, departure date, return date and class of travel and accommodations. Once this information is received, the travel online booking will offer a list of available air tickets, hotels, and excursions which the customers can make bookings. Advancements in internet technology and its wide availability have radically altered the means by which and how customers select hotel accommodations, packages for travel and booking transportation services. Thus, the hotel industry is placing greater emphasis on online booking management (Xie et al., 2011).

However, besides the benefits also the users might face the risks when doing the online booking. It also contains some unwanted elements or disadvantages. There are some reasons why Travel online booking can also bring more risks to the tourism and hospitality industry. These are the points of argument which are: (a) The interpretation of live help. When customers do their own reservation or online booking, they usually cannot communicate with the company's staff during purchase. For example, to know about the hotel rooms, flight routes, visa requirements or anything else they are concerned about. (b) the overview of hidden fees. Many online travel sites advertise low rates to attract more