

A Study on Innovations and Emerging Patterns in Airline Industry due to E-Commerce

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Abstract: *This contextual analysis examines the impact of internet commerce and online reservation systems on the transportation industry. Two queries are looked at: 1. How might new information technologies—especially those relating to e-commerce—be used to establish a competitive edge? 2. How has the job of travel agents changed as a result of the new information technologies being employed to achieve a competitive edge in the aviation sector? The first topic focuses on the effects of American Airlines' SABRE technology, which has repeatedly been hailed as giving the company a competitive advantage. To understand how information technologies have affected the travel industry, the larger impact of remote-access, computerised reservation systems, or Global Distribution technologies, and e-commerce access to online bookings is explored using Porter's five-force model of industry competitive forces.*

Keywords: Travel agent, booking, internet, airline, bookings, consumer

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