

# A Study of the Trends of E-Commerce in Airline Industry

**Prof. Namita Parab and Kamble Sohan Deepak**

Jai Bharat College of Commerce (Night), Mumbai, Maharashtra, India

**Abstract:** *This contextual investigation looks at the effect of online reservation frameworks and internet business on the movement business. Two inquiries are inspected: 1. How can new information technologies, particularly e-commerce technologies, be utilized to gain a competitive advantage? 2. How have the new information technologies being used to gain a competitive advantage in the air travel industry altered the role of travel agents? The impact of American Airlines' SABRE system, which has been frequently touted as giving the airline a competitive advantage, is the subject of the initial discussion. Using Porter's five-force model of industry competitive forces, the travel industry's wider impact of remote-access, computerized reservation systems, or Global Distribution Systems, and e-commerce access to online reservations is examined to comprehend how information systems have shaped and shaped the travel industry. The contextual investigation closes with a correlation of the effect of data innovations between the U.S. also, European travel businesses. It comes to the conclusion that the roles of industry players are not affected by technology alone; rather, the development of successful technologies takes advantage of environmental structural factors. In order to achieve a competitive advantage, strategic information systems must constantly evolve, but opportunism also plays a significant role.*

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

## REFERENCES

- [1]. Hopper, M.D. (1990). Rattling SABRE—New ways to compete on information. Harvard Business Review, 90(3), May-June , 118-125
- [2]. IBM. (2000). eBusiness: Is Europe Ready? Consultancy Report commissioned jointly with The Economist journal. Jupiter. (2001). Relationship management in the travel industry: Improving customer retention cost-effectively through proactive alerts.
- [3]. Jupiter Media Metrix Consultancy Report, Dec.
- [4]. Porter, M.E. & Millar, V.E. (1985). How information gives you competitive advantage. Harvard Business Review, July-August.
- [5]. SABRE. (2002). History section from corporate website. Retrieved from the World Wide Web on <http://www.sabre.com>
- [6]. AMR. (2002). History section from corporate website, Retrieved from the World Wide Web: <http://www.amrcorp.com>
- [7]. BCG. (2000). Winning the Online Consumer. Consultancy Report by Boston Consulting Group, March
- [8]. Clemons, E. K. & Hann, I-H. (1999). Rosenbluth international: Strategic transformation of a successful enterprise. Journal of Management Information Systems, 16 (2) 9-28.
- [9]. Elias, E. (1999). Internet commerce: Transforming the travel industry. SRI Consulting, Business Report