TOURISM BEHAVIOR OF YOUNG PEOPLE. A COMPARATIVE PERSPECTIVE USING DIFFERENT FACTOR ANALYSES METHODS

Oana ŢUGULEA
"Alexandru Ioan Cuza" University of Iaşi
22 Carol I Blvd., 700505 Iaşi, Romania
ciobanu.oana@uaic.ro

Claudia BOBÂLCĂ
"Alexandru Ioan Cuza" University of Iaşi
22 Carol I Blvd., 700505 Iaşi, Romania
iuliana.bobalca@uaic.ro

Liviu-George MAHA
"Alexandru Ioan Cuza" University of Iaşi
22 Carol I Blvd., 700505 Iaşi, Romania
mlg@uaic.ro

Abstract. *The purpose of this study is to investigate results obtained using different statistical procedures for the case of young people's touristic behavior. Our aim is to understand if different statistical procedures deliver different results when young tourists use the Internet vs. the travel agency in planning a trip. The objectives of this research are: (1) Identifying the main factors that group important aspects when young tourists use the services of an agency to plan a trip, using the common factors method; (2) Comparison of results of the common factors method results with principal components method results, when young tourists use the services of an agency to plan a trip; (3) Identifying the main factors that group important aspects when young tourists use the Internet to plan a trip, using the common factors method; (4) Comparison of results of the common factors method results with principal components method results, aspects when young tourists use the Internet to plan a trip. A quantitative survey was conducted on a sample of 217 young tourists. Two types of statistical procedures were used to compare the results: Principal Component Method and Principal Axis Factoring Method. The research results indicated that Lack of flexibility, Costs saving, Professionalism and Received help are factors used when young tourist use the services of an agency to plan a trip. Comfort ability, Insecurity, and Lack of trust are among the factors when young tourists use the Internet to plan a trip. The study suggests that the Principal Axis Factoring Method is delivering slightly more logical grouped items but the total variance of the scales is smaller comparing to the total variance of the scales delivered by the Principal Component Method. This work is original because we identify scales to measure the importance of using travel agencies and the Internet in planning trips using two different factor analyses.*

Keywords: travel agencies; tourism; Internet; factor analyses; scale.

Introduction

The importance of the Internet for the tourism industry has rapidly increased in the recent years. The Internet is an important channel both for communication and distribution (Law, Leung & Wong, 2004), not just because it offers consumers the opportunity to buy products and services using electronic channels, but also because of its wide use as an information environment (Turban, Lee, King & Chung, 2000).

Understanding tourist's behavior in planning a vacation is key information both for the providers of touristic products and tourism authorities in developing appropriate marketing strategies. Some people are more confident using the Internet for searching information and booking while others choose to contact travel agencies, to discuss with travel agents and buy from them. It is necessary to discover the factors influencing the use of the Internet or the travel agencies for planning trips.

The purpose of the present research is to explore different results using two different statistical procedures for the case of young people's touristic behavior in planning a trip. We investigated if different statistical procedures deliver different results when analyzing young tourists' choice to use the Internet vs. the travel agency in planning a trip.

Using Internet and travel agencies in planning a trip

The Internet is now a unique and sustainable online business environment available for information gathering and selling, both for tourists and companies. The use of the Internet influences tourists' decisions regarding the intention to travel (Kaplanidou & Vogt, 2006). Internet information affects "all stages of the tourist's information process" (Lohmann & Schmücker, 2009, p.32).

There is a large interest in studying important factors affecting the use of the Internet in planning a trip. Three important characteristics of online travel purchases were identified in the study of Weber and Roehl (1999, p. 296): „security of sensitive information", „quality of information about purchase choices" and „Internet vendor's reliability".

The main reasons for using the Internet for travel planning are a convenience, time saving (Weiner & Brown, 1995; Heung, 2003), accessibility, real-time updated information (Bonn, Furr & Susskind, 1999), the interest in using new technology and service quality (Heung, 2003). The study of Law, Leung, and Wong (2004) identified convenience (for searching and purchasing) as an advantage of the Internet. Ease of use is a significant factor for tourists when they decide to access the Internet for planning a trip (Castañeda, Frías & Rodríguez, 2009, p. 549). Also, one of the main reasons for not using the Internet for information or booking is the insecurity (Sterne, 1999; Heung, 2003, p.375).

Different nationalities require different sources of information (Kozak, 2007). Travelers have different information needs from the Internet at different stages of their trip. Before the departure, the travel planning process is affected by the availability of information because tourists usually seek feedback on the forums or

specialized websites about the products they have selected (Kim, Lehto & Morrison, 2007, p.160).

Researchers also investigated different market segments behavior on Internet users for travel planning. Kim, Xiang, and Fesenmaier (2015, p.277) examine different issues of Internet use among four generational groups: Silent Generation, Baby Boomers, Generation X and Generation Y. They discovered significant differences between these generations regarding information search process, trip planning activities and online booking behavior. The study of Chang (2014) identified four groups of Internet travel planners: sensate, defensive, deal and totemic.

Despite the fact that online services provide tourists a particular comfort in finding information and purchasing products and services, many customers still prefer to use traditional purchasing alternatives, such as travel agencies. Vasudavan and Standing (1999, p.216) mention three roles of the travel agencies, concerning: providing information, processing transactions and tourists counseling.

There are cases when people use the Internet only for information purposes, after which they will contact the traditional channels to make the reservation and to buy the touristic products. Some of the benefits provided by travel agencies, comparing to the Internet are the possibilities to offer personal information and specialized advice (Palmer & McCole, 1999). Almost similar results are revealed in the study of Law, Leung and Wong (2004, p.102) that identified human touch and personal services as main benefits of travel agencies. The same research compared the perception of two different travelers groups: short-haul and long-haul. Long-haul tourists have the habit of buying more from the Internet travel websites than the others. Short-haul tourists consider that online travel agencies are more flexible than travel agents.

Although there are travel consultants who don't believe that the development of travel booking through the Internet will cause potential loss of customers (Vasudavan & Standing, 1999), the best approach for a travel agency is to sustain its advantages by its presence in the online environment, rather than being just a traditional booking option.

Purpose and hypotheses

The purpose of this study is to investigate different results using different statistical procedures for the case of young people's touristic behavior. Our aim is to understand if different statistical procedures deliver different results when young tourists use the Internet vs. the travel agency in planning a trip.

The objectives of this research are:
Objective 1: Identifying the main factors that group important aspects when young tourists use the services of an agency to plan a trip, using the common factors method;
Objective 2: Comparison of results of the common factors method results with principal components method results when young tourists use the services of an agency to plan a trip;
Objective 3: Identifying the main factors that group important aspects when young tourists use the Internet to plan a trip, using the common factors method;

Objective 4: Comparison of results of the common factors method results with principal components method results when young tourists use the Internet to plan a trip.

Derived from these objectives and past research, the research hypotheses are:
H1: Lack of flexibility, Saving of costs, Professionalism and Received help are factors used when young tourists use the services of an agency to plan a trip;

The four dimensions were identified in a previous quantitative research (Bobâlcă, Ţugulea, Maha & Maha, 2014), using the Principal Component Analysis (PCA). It is expected to identify them in a Common Factor Analysis as well.

The *Received help* dimension, in particular, is expected to be identified due to a previous qualitative research and past studies. The results of the three focus groups we organized show that young people who plan a trip consider that a travel agency presents the advantage of working with people trained to offer specialized information, recommendations, and advice based on reasons. Also, the study *Servicing the Digital Leisure Traveller* conducted by Travelport - a leading distribution service and e-commerce provider for the global travel industry -underlines the fact that, in planning a more complex trip, the young generation usually asks for help from travel agents.
H2: Comfort ability, Insecurity, and Lack of trust are among the factors when a young tourist uses the Internet to plan a trip

In the previous quantitative research, the PCA identified these three dimensions (Bobâlcă et al., 2014). The *Lack of trust* dimension was also suggested from the previous qualitative research that revealed that the lack of human factor on Internet is a reason not to trust the Internet, and past research, such as Lewis and Semejin (1998), that explain that trust is an important aspect for people who plan a trip. The lack of trust can be found on "credit card's security" and "confidentiality problems" (Weber & Roehl, 1999).

Methodology

The hypothesis and the questionnaire used in the present study were built based on a previous qualitative research that investigated young people's motivations, opinions and behavior as tourists. The questionnaire was tested on 30 subjects. The final quantitative research was conducted on 217 valid questionnaires.

Population and sample

We paid attention to the ethical aspects of the research during the process of data collecting. The study is based on the answers of the students questioned about their tourism behavior. We considered that students, men, and women, attending all the education levels (bachelor, master, and doctoral studies), are representative of the population studied (young people). The teachers' permission was needed in order to collect data. Students' current activity was not disturbed. Data collection was not an evaluation criterion. Students were informed about the research. The verbal consent was asked. Students had the option to quit anytime during the data collection. Aspects

of personal life that could lead into an uncomfortable situation for them were not approached by the questionnaire.

The investigated population, considered representative of young people with a high level of education (Enis, Cox & Stafford, 1972), consists of bachelor's degree students, master's degree students, and Ph.D. students. Students are frequently used in order to understand behavioral research (James & Sonner, 2001; Oakes, 1972).

Out of the 217 investigated students, 55.5% are female students and 44.5% are male students, 44% are in the first year of study, 35.4% are in the second year and 20.6% are in the third year, 73.2% have the bachelor's degree, 24.4% are master students and 2.4% are Ph.D. Students.

Research results

Objective 1. Identifying the main factors that group important aspects when young tourists use the services of an agency to plan a trip, using the common factors method.

In order to evaluate the importance of aspects referring to a travel agency, the 5 points scale (1- Not at all important; 2 – Not important; 3 – Neutral; 4 – Important; 5 – Very important) was used. The 24 aspects listed in the questionnaire were selected from the previous qualitative research.

We conducted factor analysis, Principal Axis Factoring Method (PAF), in order to find the determinants of using the services of an agency using a Common Factor Method. Respondents that used at least once the services of a travel agency were selected, as their answers were considered to be relevant. 5 factors were identified in the first run of the analysis. As there were items with similar loadings in Pattern Matrix, successive runs of the analysis were conducted until the items in Factor Matrix were loaded > 0.3 and items in Pattern Matrix were not loaded similarly between two or more factors.

The eliminated items in these successive analysis were: *You get more information from the agency staff than using other sources; Agency deals are not promoted very well; You can benefit from a customized travel package; The agency has a good reputation; You don't get degree of liberty; You can get discounts if you are a loyal customer; You do not have liberty regarding travel schedule; It allows online payment of the tourist product.*

The final analysis delivered four factors explaining 52% of the total variance. Items were grouped in a logical manner. A scale is reliable when the lower limit of the Cronbach-alpha coefficient is between 0.7 and 0.9 (Garson, 2010). Some researchers accept lower limits such as 0.5 (Fogg, 2001). The rule of reliability is (George & Mallery, 2003): 0.9 – excellent reliability; > 0.8 – good reliability; > 0.7 – acceptable reliability; > 0.6 – doubtful reliability; > 0.5 – weak reliability; < 0.5 – unacceptable.
This indicates the scale has a good reliability. The internal consistency of the entire scale measured with Cronbach-alpha is 0.842.

Table 1 represents the resulted dimensions and the items grouped in each dimension.

Table 1. Dimensions of important aspects in reference to a travel agency – PAF Method

Lack of flexibility	Saving of costs (money, time, effort)	Professionalism	Received help
You depend on the agency's work schedule Their prices are high If you cancel your trip, you pay penalties You do not get degree of freedom Not all information provided correspond to the reality You don't know how are the people that you will go on the trip with (for group tours) Distrust of the travel agency	My effort is reduced (the agency organizes all) Time saving (the whole journey is planned from the beginning) You can negotiate the price of the touristic package	They present several offers to choose from You can benefit from a guide Discuss with specialized personnel in tourism	It helps you decide if you have not decided The specialized staff clarifies your uncertainties The travel agency offers you a package with tight schedule You receive recommendations about what you need to know

Each of the 5 dimensions was analyzed from the reliability and total variance explained points of view.

Lack of flexibility
The internal consistency of the scale is 0.840, which indicates a scale of a good reliability. The dimension consists of 7 items and explains 28% of the total variance.
All the investigated aspects are considered moderately important (mean between 3 and 4).

Saving of costs (money, time, effort)
The internal consistency of the scale is 0.771, which indicates a scale of an acceptable reliability. The dimension consists of 3 items and explains approximately 3.65% of the total variance.
All the investigated aspects are considered important (mean approximate 4). The most important advantage offered by a travel agency is time saving.

Professionalism
The internal consistency of the scale is 0.805, which indicates a scale of a good reliability. The dimension consists of 3 items and explains approximately 15% of the total variance.

The investigated items are all important (mean around value 4). The most important item is "They present several offers to choose from".

Received help

The internal consistency of the scale is 0.746, which indicates a scale of an acceptable reliability. The dimension consists of 4 items and explains approximately 5.45% of the total variance. All aspects are moderately important (mean between 3 and 4).

Objective 2. Comparison of results of the common factors method results with principal components method results when young tourists use the services of an agency to plan a trip

In a previous quantitative research (Bobâlcă et al., 2014), factor analysis was conducted on the same database. The only difference was that the analysis was the PCA, Varimax rotation.

Table 2 represents differences between the two types of factor analysis from the point of view of the number of items, the differences in items composing the dimensions and the total variance explained.

Table 2. Differences in results between the two methods – PCA and PAF (Bobâlcă et al., 2014)

Type of Factor analysis	Dimensions/ number of items	Total variance explained	Extra items	Items missing
Principle Component Method Total variance entire scale: 65%	Lack of flexibility/7 items	31%	You do not have liberty regarding travel schedule	You do not know how are the people that you will go on the trip with (for group tours);
	Saving of costs/5 items	16%	You can benefit from a customized travel package You can get discounts if you are a loyal customer	-
	Professionalism/ 3 items	7%	-	-
	Received help/ 4 items	5,5%	-	-
	Online payment/ 1 item	5%	It allows online payment of the tourist product	-
Principle Axis Factoring Total variance entire scale: 52%	Lack of flexibility/7 items	28%	You do not know how are the people that you will go on the trip (for group tours);	You do not have liberty regarding travel schedule
	Saving of costs/3 items	3.65%	-	You can benefit from a customized travel package You can get discounts if you are a loyal customer
	Professionalism/ 3 items	15%	-	-
	Received help/ 4 items	5.45%	-	-

One important difference between the results delivered by the two types of factor analysis is the total variance explained by the entire scale. The variance explained by the PAF Method is 13% lower than the variance explained using the PCA Method. For all the other aspects, there are small, not important differences. Also, there are slight differences between the scales from the items point of view. All these aspects are highlighted in the table above.

Objective 3. Identifying the main factors that group important aspects when young tourists use the Internet to plan a trip, using the common factors method

In order to evaluate the importance of aspects referring to a travel agency, the same 5 points scale (1- Not at all important; 2 – Not important; 3 – Neutral; 4 – Important; 5 – Very important) was used. The 26 aspects listed in the questionnaire were selected from the previous qualitative research.

As in the previous case, we conducted factor analysis, PAF Method, in order to understand the determinants of using the Internet to plan a trip, using a Common Factor Method. Respondents that used at least once the Internet to plan a trip were selected, as their answers were considered to be relevant. 4 factors were identified in the first run of the analysis. All items loaded > 0.3 in Factor Matrix.

The eliminated items in the successive analysis, items that loaded similar between two or more factors in Pattern Matrix, were: *Opinions published on the Internet of other people are not always real, It allows you to plan your trip as you wish (more freedom).* The final analysis delivered three factors explaining 50.78% of the total variance. Items were grouped in a logical manner. The internal consistency of the final scale, measured with Cronbach -alpha is 0.886.

Table 3 shows the manner the items were grouped into factors.

Table 3. Dimensions of important aspects in reference to the Internet – PAF Method

Comfort ability	Insecurity	Lack of trust
You can easily compare offers	Confidentiality of the information provided is not assured/controllable	Pictures, illustrations may be fake
No time limit for seeking information (you can surf the Internet as much as you want)		
	Lack of possibility to evaluate the quality or the existence of products / services	Information may be false
Not necessary to go at the firm headquarters		Do not see who you are talking to
You can access the information from any location with Internet access	Requires time to inform yourself	Not all information is updated
Costs less than if you go to a travel agency	Transaction security is not guaranteed (insecurity of the credit card)	
You can view pictures or videos with the selected destination		
You can quietly take a buying decision, without being pressured by a company	You cannot always ask a specialized staff	

employee It is available non-stop You can postpone a journey without paying penalties You can find opinions from other people (reviews) Provides more information It provides information to contact the hotel/guesthouse/location where you want to check in It's easy to find what you want	Is uncertain because of viruses and/or hackers Booking on the Internet is not always reliable	

We analyze each dimension.

Comfort ability
The internal consistency of the scale is 0.914. The scale has an excellent reliability. The dimension consists of 13 items. The factor explains 27.64% of the total variance.
All the investigated aspects are important and very important (all averages are above 4) for young tourists. This suggests that aspects connected to comfort, such as no limited time when they use the Internet, removing the space barrier and receiving more information should be considered by companies promoting their touristic products using the Internet.

Insecurity
The internal consistency of the scale is 0.883. The scale has a good reliability. The 7 items composing the scale explain 19.40% of the total variance.
All the investigated aspects are between neutral and important from the young tourists' point of view (mean between 3 and 4).

Lack of trust
The internal consistency of the scale is 0.778. The scale has an acceptable reliability, as the value is almost 0.8. The dimension consists of 4 items. The factor explains 3.72% of the total variance. All the aspects are considered to be between neutral and important (mean between 3 and 4).

Objective 4. Comparison of results of the common factors method results with principal components method results when young tourists use the Internet to plan a trip.
As it was already explained in objective 2, in a previous quantitative research (Bobâlcă et al., 2014), factor analysis was conducted on the same database, with the difference that the analysis was the PCA, Varimax rotation Method.

Table 4 represents differences between the two types of factor analyses.

Table 4. Differences in results between the two methods – PCA and PAF
(Bobâlcă et al., 2014)

Type of Factor analysis	Dimensions/number of items	Total variance explained	Extra items	Items missing
Principle Component Method Total variance entire scale: 57%	Comfort ability/13 items	31%	It allows you to plan your trip as you wish (more freedom)	Costs less than if you go to a travel agency
	Insecurity/7 items	21%	- You can get discounts if you are a loyal customer	-
	Lack of trust/ 3 items	5%	-	Not all information is updated
Principle Axis Factoring Total variance entire scale: 50.78%	Comfort ability/13 items	27.64%	Costs less than if you go to a travel agency	It allows you to plan your trip as you wish (more freedom)
	Insecurity/7 items	19.40%	-	-
	Lack of trust/ 4 items	3.73%	Not all information is updated	-

The variance explained by the PAF Method is almost 7% lower than the variance explained using the PCA Method. For all the other aspects, there are small, not important differences. All these aspects are highlighted in the table above.

Conclusions and implications

The research has the purpose of investigating differences in results concerning young people's touristic behavior towards how they use the Internet vs. the tourism agency when they plan a trip. The differences consider using two different factor analyses on the same database, for the same objectives. The analyses used are PAF and PCA Methods. The objectives considered identifying dimensions of important aspects perceived by young tourists when planning a trip for two situations: using the services of an agency and using the information placed on the Internet.

The dimensions resulted from the PAF Method are mostly the same as the dimensions resulted from the PCA method. Small differences were identified concerning the total variance explained by the entire scale and by each factor. Also, for the case of aspects considered when using the services of an agency, a dimension with one item identified with the PCA Method was not identified at all with the PAF Method. Concerning the composition of items of each dimension, there are also small differences.

The study suggests that the PAF is delivering slightly more logical grouped items but the total variance of the scales is smaller comparing to the total variance of the scales delivered by the PCA Method. If the purpose of a study is to explain as much as possible

from the total variance, PCA Method is recommended. On the other hand, if the purpose of the study is to underline factor structures in a very logical manner, PAF Method is recommended.

Confirmation and disconfirmation of research hypotheses

H1: Lack of flexibility, Saving of costs, Professionalism and Received help are factors used when young tourist use the services of an agency to plan a trip – the hypothesis was confirmed.
Both factor analyses presented in this study identified these four dimensions. H1 is confirmed.
H2: Comfort ability, Insecurity, and Lack of trust are among the factors when a young tourist uses the Internet to plan a trip – the hypothesis was confirmed.

Both factor analyses presented in this study identified these three dimensions. H2 is confirmed.

Research implications

This research aimed to investigate possible different results when using two different factor analyses to analyze young tourists' behavior in planning a trip when using the Internet and travel agencies as sources of information and tools.

This work is original because we identify scales to measure the importance of using travel agencies and the Internet in planning trips using two different factor analyses and factor rotation methods.

Managerial implications

From the resulted scales point of view, these results are useful for travel agency managers and Internet websites administrators. The scales were underlined by two different factor analyses.

Limitations of the research

One important limitation of this study is the sample's consistency, as only students were investigated. Students are very familiar with using the Internet. More conclusive results could be obtained if young people that are not students are investigated as well.

Future research

A future direction could be to confirm the dimensions in a future study, using confirmatory factor analysis. This aspect is available only for the dimensions resulted from the Principal Axis Factoring Method. Confirmatory factor analysis is recommended when a common factor method was used in the exploratory phase.

References

Bobalcă, C., Tugulea, O., Maha, A., & Maha, L. (2014). *Internetul sau agenţiile de turism. Ce aleg tinerii turişti? [Internet or travel agencies. What do young tourists choose?]. Bucharest:* Universitară Publishing.

Bonn, M.A., Furr, H.L., & Susskind, A.M. (1999). Predicting a behavioural profile for pleasure travellers on the basis of internet use segmentation. *Journal of Travel Research*, 37(4), 333-340.

Castañeda, J.A., Frías, D.M., & Rodríguez, M.A. (2009). Antecedents of internet acceptance and use as an information source by tourists. *Online Information Review*, 33(3), 548-567.

Chang, D.Y. (2014). An Improved Segment-Based Approach: Case of Internet Travel Planners. In J.S. Chen (Ed.), *Advances in Hospitality and Leisure* (pp.69-97). London: Emerald Group Publishing Limited.

Enis, B.M., Cox, K., & Stafford, J. (1972). Students as Subjects in Consumer Behavior Experiments. *Journal of Marketing Research*, 9(1), 72-74.

Fogg, B.J., Marshall, J., Laraki, O., Osipovich, A.,Varma, C., Fang, N., Paul, J., Rangnekar, A., Shon, J., Swani, P., & Treinen, M. (2001). What Makes Web Sites Credible? A Report on a Large Quantitative Study. *CHI Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*, 3(1), 61-68.

Garson, D. (2010). *Factor analysis*. Retrieved from http://faculty.chass.ncsu.edu/garson/PA765/factor.htm.

George, D., & Mallery, P. (2003). *SPSS for Windows step by step: A simple guide and reference. 11.0 update* (4th ed.). Boston: Allyn & Bacon.

Heung, V.C. (2003). Internet usage by international travellers: reasons and barriers. *International Journal of Contemporary Hospitality Management*, 12(7), 370-378.

James, W., & Sonner, B. (2001). Just Say No to Traditional Student Samples. *Journal of Advertising Research*, September-October, 61-73.

Kaplanidou, J., & Vogt, C. (2006). A structural analysis of destination travel intentions as a function of web site features. *Journal of Travel Research*, 45(2), 204-216.

Kim, D., Lehto, X. Y., & Morrison, A. M. (2007). Gender differences in online travel information search: Implications for marketing communications on the Internet. *Tourism Management,* 28(2), 423-433.

Kim, H., Xiang, Z., & Fesenmaier, D.R. (2015). Use of the Internet for Trip Planning: A GenerationalAnalysis. *Journal of Travel & Tourism Marketing*, 32(3), 276-289.

Kozak, N. (2007). External Information Search Behavior of Visitors to Turkey. *International Journal of Hospitality & Tourism Administration*, 8(3), 17-33.

Law, R., Leung, R., & Wong, J. (2004). The impact of the Internet on travel agencies. *International Journal of Contemporary Hospitality Management*, 16 (2), 100 – 107.

Lewis, I., & Semejin, J. (1998). The impact of information technology on travel agents, *Transportation Journal*, 37(4), 20-26.

Lohmann, M., & Schmücker, D.J. (2009). Internet research differs from research on internet users: some methodological insights into online travel research. *Tourism Review*, 64 (1), 32 – 47.

Oakes, W. (1972). External Validity and the Use of Real People as Subjects. *American Psychologist*, 17(10), 959-962.

Palmer, A., & McCole, P. (1999). The virtual re-intermediation of travel services: a conceptual framework and empirical investigation. *Journal of Vacation Marketing*, 6(1), 33-47.

Sterne, J. (1999). *World Wide Web Marketing*. New York: John Wiley & Sons, NY.

Turban, E., Lee, J., King, D., & Chung, H.M. (2000). *Electronic Commerce: A Managerial Perspective*. New Jersey: Prentice-Hall.

Vasudavan, T., & Standing, C. (1999). The impact of the Internet on the role of travel consultants. *Participation and Empowerment: An International Journal*, 7(8), 213 – 226.

Weber, K., & Roehl, W.S (1999). Profiling people searching for and purchasing travel products on the World Wide Web. *Journal of Travel Research*, 37(3), 291-298.

Weiner, E., & Brown, A. (1995). The new marketplace. *The Futurist*, 29(3), 12-16.