



**Information Management in the Travel Industry:
the Role and Impact of the Internet**

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Tourism

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Provider-customer relationship

Tourism industry



Declaration

I hereby declare that *“Information management in the travel industry: the role and impact of the Internet”* (2005) is my own work, that it has not been submitted before for any degree or examination in any other university, and that all the sources I have used or quoted have been indicated and acknowledged as complete references.



Sign: _____

Date: _____

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Abstract

Today most people have realised that information and time is wealth, and that mastering information promptly is important. People are attempting to adopt advanced technology to keep pace with social development. The Internet especially, being one of the advanced technologies used to convey information, has been disseminated everywhere and has impacted many fields in the past few years. One now talks of living in the information age.

The literature has been searched in different ways, and it is argued whether information management is able to simplify the complexity of tourism business process. The scope of potential work in the travel industry was found to be very wide, and it was decided that within the travel industry *tourism* would be a manageable scope for the work, particularly in view of previous research work at University of the Western Cape that investigated the tourism industry in the Cape Region (called “Support of Microenterprise Development in the Tourism and Travel Industry” or “Somditti”). A model for tourism derived from the literature search was positioned in the “Information Management Body of knowledge” (IMBOK) framework, as an example of a Business Process that serves two parties: the tourism service provider and the tourist. This research then explored the relationship between the business process (tourism) with supporting technologies (the Internet), and with the benefits to those parties involved based on the IMBOK and Somditti research work. It is found that the tourism industry, in which communication between tourists and providers is a very important component, is already using the Internet extensively and has potential to make further use of it, especially in the middle stages of the cycle of tourism activity (during the holiday). It is concluded that there is potential for Internet use that is not currently realised. The perceptions of tourism service providers and tourists are to some extent congruent, but there are some differences in expectation on either side that are important to understand, especially for those tourism service providers who wish to exploit the potential. The introduction of new technologies, such as digital cameras, is affecting the demand on the Internet as tourists exchange images during and after their holidays. Use of the Internet is increasing, but at a different

rate according to the kind of tourist involved. Two case studies reveal aspects of the early and late stages of Internet adoption (by different kinds of tourists), and provide empirical evidence some of the statistical evidence that is available in the main study.



Chapter 1. Introduction

In this information age, the Internet has found a role in various industries (such as transportation, advertising, and so on). According to Burnellis (1995), Cockburn & Wilson (1996), and Pitkow & Kehoe (1996), given the rapid penetration of the Internet, and in particular the World Wide Web, companies worldwide have been involved over the last year in planning and experimenting aimed at leveraging this new technological infrastructure for business purposes. The travel industry, in which communication between travellers and travel service providers is a very important component, has as much potential as any other industry to make full use of this new medium. Already, most travel agencies and travel service providers promote their products and services using web sites. Searching for information online is now seen by many people as a way to save time and cost, especially in their travel activities.

In order to fully deploy the Internet within the travel industry, understanding the use of the Internet in tourism is critical. This research sets out initially to examine the role and the impact of the Internet in the whole of the travel industry. But in order to define an achievable scope of work and because of its importance in South Africa at this time, *tourism* within the travel industry was chosen as the focus of the work. This decision was also related to the availability of research results from the project known as “Support of Microenterprise Development in the Tourism and Travel Industry” (Somditti) (UWC, 2001). This UWC project gives a very detailed view of activities that are shared between tourism providers and tourists. Although this research work was undertaken in City of Cape Town, because of the nature of the Somditti study it involved many people from other countries, as does the new work reported here. The opportunity was taken to update some of those results, and to seek fresh input from a small number of the 444 tourists interviewed within the Somditti study.

1.1 *Tourism and the Internet in the Western Cape*

Local leaders do not underestimate the importance of tourism to South Africa. In 2003 the then Minister of Environmental Affairs and Tourism (Moosa, 2003)

released statistics that confirmed that South Africa is the fastest growing tourist destination in the world, having attracted over 6.4 million tourists in 2002, and having overseas tourist arrivals up by 20.1% (just over 1.8 million). South Africa has exceeded its projected tourism growth numbers. What has led to this remarkable increase? The Somditti study revealed that in 2000 many tourists came here because they had family in South Africa, or they were combining tourism with business. To what extent does one now have tourists who come simply because South Africa is a great place to have a holiday? What has been the role of the Internet in achieving this?

Minister Witbooi (Western Cape Minister for Tourism and Gambling) clearly believes in the power of the Internet. He reports that potential and existing tourists would soon have a completely new way of discovering Cape Town and the Western Cape via the Internet (Cape Business News, 2004). Mike Fabricus (Cape Business News, 2004), CEO of the Western Cape Tourist Board says that this new Internet facility would revolutionise the way the Cape is marketed, and would be an invaluable information resource for Tourism structures, visitors, and stakeholders in the Cape tourism industry, and for travel journalists across the world. It was intended to support the joint marketing strategy and branding for Cape Town and the Western Cape, and to assist in the transformation of the Tourism public sector organizations. Visitors to the new facility are promised access to the full spectrum of the Western Cape's attractions, destinations, products and events via a series of related Internet websites. Information is displayed by province, region, town and also in various targeted market related themes. Tourism bureaus and tourism promotion agencies for Major Events and Conferences across the City and Province will use the same information held in a single database to deliver efficient and effective service by phone, fax, and email or in person, presumably for those visitors who do not have access to the Internet. Monwabisi Kalawe, Chairperson of the Cape Town Tourism and Events Board was reported to have said that:

“the Internet is a hugely efficient marketing tool, and is inexpensive relative to the exposure it can give a product. The system that has been chosen to use to distribute our information on the Internet also has immense potential to market Cape Town and the Cape extremely effectively to the international market. It is the time for tourism bureaux to implement electronic databases and use the internet as a tool to draw people from all over the world to their regions”. (Cape Business News, 2004)

Therefore, it can be seen that tourists to the Cape region are increasing, and local leaders are committed to the use of the Internet to promote Cape Town and the Western Cape. With all the commercial difficulty in deploying the Internet over recent years, one has to ask whether this presumption about the benefits of the Internet is actually justified. Is it this simple? Are there complexities and other factors that might get in the way of success, in promoting Cape tourism using the Internet? In other areas of application the complexities of implementation and market behaviour have rendered Internet-based systems ineffective and so it is necessary to seek out and use proper management models to plan and oversee appropriate use of the Internet.

1.2 Simplifying the potential complexities in tourism

There are many potential complexities in the tourism industry. For instance, there are various people involved: different kinds of tourists (for example, business, education, recreation, touring), and different kinds of service provider (for example, travel agency, tour operator, accommodation, foreign exchange, catering, and shops). In addition, there are many matters involved in the selection and organisation of a holiday: gathering tour information, preparing the holiday package, confirming holiday information, actually having the holiday (including shopping for things and paying for them – not always easy in a foreign country), and sharing the holiday experience with other people during the holiday and once arriving back home. Thus, it might be very difficult to manage all the people and matters precisely, and much of this potential complexity is about interaction

through or using *information*; information management becomes an important consideration.

From the information management perspective, the problem can be simply divided as shown in Figure 1.1:

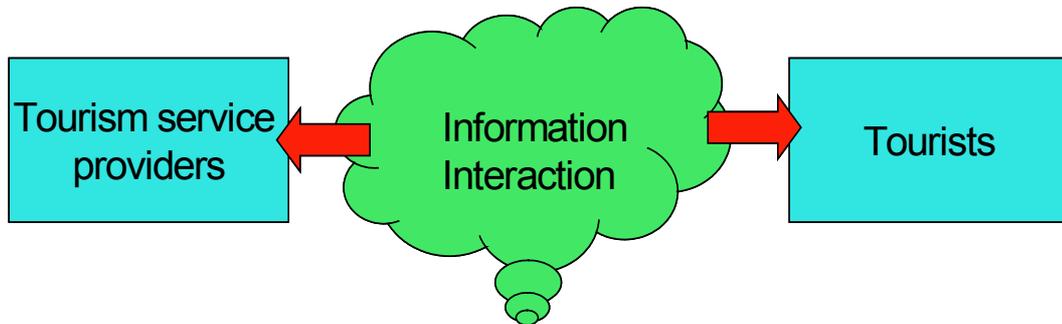


Figure 1.1 A simple view of information in tourism

There are two major components (as identified in Figure 1.1) in the tourism industry: tourism service providers and tourists. They share information and interact with each other using information, as shown in the middle of the figure. One can deduce that information management will be important in the tourism industry, especially when one anticipates the consequences of the Internet – the most recent innovation in conveying information and sharing information between different parties.

Figure 1.1 gives a simple view of the way that tourists and tourism service providers interact, and this simple view will be developed later. However, one might ask whether there is an equally simple starting point for considering information management? The combination of two models might help to determine the real issues in understanding the impact and role of the Internet in tourism.

Allen Lee (1999) has opined that there are two worlds: the world of information technology and the world of society at large. This idea can be extended to propose three critical areas of concern: information technology (the base components with which one builds systems, from the world of technology), information systems (the resultant systems that serve the needs of business, in

society at large) and information management (an all-embracing concern that deals with all aspects of delivering the benefits of information technology investments, at the interface of the two worlds).

Figure 1.2 illustrates how, in his view, these two worlds intersect in a way that makes clear the joint area that is so difficult (but so important) to manage.

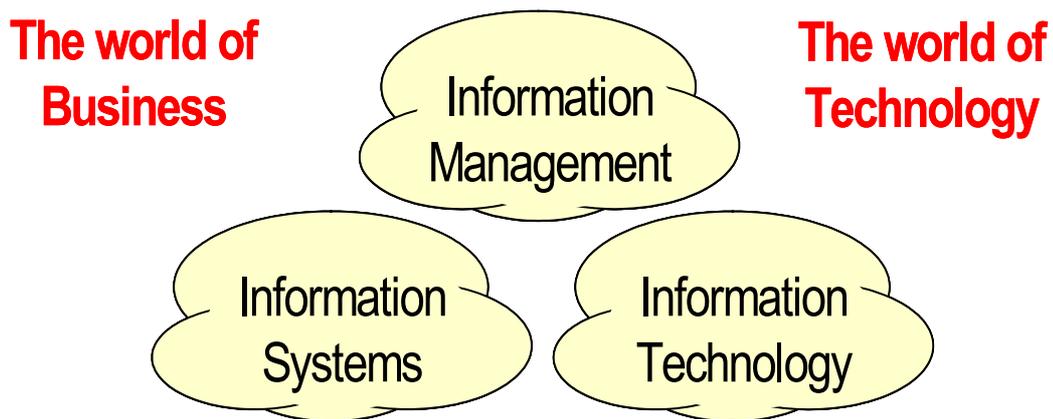


Figure 1.2 Two worlds and three areas of concern (Adapted from Allen Lee)

Especially in the tourism industry, it is essential to focus on that difficult area (information management). This idea of Allen Lee was one foundation in developing the “Information Management Body of Knowledge” (IMBOK) (Bytheway, 2004), that explicitly unpacks all the factors or components of information management. IMBOK will be further examined in Chapter 2. For the moment, Figure 1.2 gives a simple overview of how information management can be seen, as the intersection of two diverse worlds.

Figure 1.1 and Figure 1.2 indicate that it is necessary to combine the world of business and the world of technology in the tourism industry; in particular, information is interacting between tourism service providers and tourists. Literature indicates that a lot of research focus on information systems and business strategy, for instance, “An empirical study on predicting user acceptance of e-shopping on the Web” (Shih, 2004), and “Managing information systems for service quality: a study from the other side” (Bharati & Berg, 2003). In the tourism industry, many research works are only interested in how the booking is

processed by the systems and other benefits or strategy (See Chapter 2). *Therefore, research problem occurs, which is whether information management is able to simplify the complex business process in the tourism industry?*

1.3 Research objectives

This research builds on the two models in Figures 1.1 and 1.2. It examines the activities that take place between tourists and tourist service providers, and through questionnaires and case studies it will assess the actual use of the Internet and the contribution that it makes. It will examine all aspects of information management and assess the challenges and opportunities at different levels between information technology and “user” needs. It will do this using two established models, derived from Figures 1.1 and 1.2, which are brought together here for the first time.

Specific research questions will be addressed. How much are Internet technologies and Internet services actually used in tourism? How many people know about the use of the Internet in the tourism industry? How does the Internet assist the tourism provider and the tourist to collaborate with each other? How can the Internet be used to stimulate the development of this industry?

There is evidence that many people only use a small portion of the Internet facilities and services available to them. For instance, Özturan and Sevgin (2004) indicated that there is an increase in the use of the Internet. Turkish travel agencies for example use it simply as an additional mode of communication. The current emphasis is still on traditional marketing communication channels such as printed media, and telephone. Their web sites do not possess the interactive features required for Internet marketing. So perhaps most people only use the Internet to gain simple information when they plan to travel? Only some of them then make bookings via the Internet?

As one asks these questions, one might realise that along with the development of new digital technologies, more and more people share their holiday experiences

by Internet, for instance by sharing their digital photographs. However, how many people use the Internet during their holiday? For instance, for accessing more travel information whilst they are on the move, or for keeping in touch with work? If problems reported elsewhere are replicated widely, there are more potential uses of the Internet in the tourism industry that are not yet fully understood.

Hence, this dissertation sets out to determine how the Internet contributes to the entire cycle of tourism activity, as indicated in the questions that follow:

- How much use do tourism providers and tourists make of the Internet, and what do they do with it?
- Is the use of the Internet by tourism providers and tourists increasing, and by how much?
- What are the benefits of the Internet, as seen by both parties?

First, there is a general examination of the frequency of usage and other factors, based on questionnaire responses from 100 tourists and 50 tourism service providers. Some observations emerge, that are then investigated in more detail through the experiences of specific tourists that have been the subject of case study analysis. The results of the survey and the case studies are compared and general conclusions are drawn in the form of propositions, each of which stands as the basis for further possible research work.

Chapter 2. Literature review

This chapter looks at selected literature dealing with information management, tourism and the Internet. At the time, the review was undertaken. It was difficult to find any literature that dealt with the combination of these things, but during the course of the study a stream of Internet-related business research was becoming available, especially in conference proceedings. This did not cause any significant problems as the work reported here relies heavily on just two previously reported studies, as will become evident.

2.1 Approach to the literature review

In order to drive the search of relevant literature about the tourism industry and the Internet, the two fundamental domains of this study, a number of keywords and key phrases were used in searches. For example: “tourism demand”, “tourism promotion”, “travel motivation”, “information”, “Internet”, “Internet travel”, “travel online”, “trip”, “promotion”, “booking”, “tour”, “transaction”, “post tour experience”, and “feedback”. These keywords have been sought in books, journals, libraries, and on the Internet (such as Google).

Books provided much evidence about the history of tourism and the concepts that underpin it, although none dealt with the Internet and the treatment was generally rather “traditional”. When considering information management issues, authors tend to focus on tourism promotion: how to market travel services and the factors influencing tourism take up; there is little reported work that looked at the full spectrum of tourism activities. Although some of this literature is old, it still offers useful evidence about the field of study. Academic journals, research papers and government papers offer other sources that secure an understanding of more recent progress in the field.

Searching for source today involves both traditional libraries and the Internet, the latter principally in the guise of the World Wide Web, which is the most common mode of access to the Internet.

It is still the case that not everybody realises the Internet is the fastest way to disseminate information and not all of the traditional sources are represented on the Internet. Hence, in addition to searching on the web, all available local libraries were searched in order to access relevant sources, including libraries at the University of the Western Cape, the University of Cape Town, Cape Technikon, Stellenbosch University, and Peninsula Technikon. Large and small public libraries in Cape Town were also visited. It took almost one month to accumulate older literature in order to establish the history and conception of the travel industry.

The Internet provides faster access and searching of more current literature although often of more doubtful quality. It also took one month to search online for information relating to this research, using search engines such as Google.com, Yahoo.com, EBSCO, and some Chinese search engines. With the chosen key words, 1,220,000 results were found for “tourism promotion”, and 7,220,000 results for “Internet travel”; 1,400,000 for “travel transaction” and 1,820,000 for “post tour experience”. However, most articles or papers proved to be not relevant to the tourism industry and those that did tended not to have any academic credibility.

Many web sites just offer advertising. For example, <http://www.travel.com> just introduces potential destinations, bookings, airline tickets, car rental and accommodation. However, these searches indicated that the Internet is now being used heavily in the travel industry. Because this thesis has been re-worked, after the first version has been done, some new relevant research works have been identified during this time. For instance, one similar article to this research (Anonymous, 2004) was published on ‘Travel Trade Gazette UK & Ireland’, which was entitled ‘The web's full impact is still to be felt’.

In the whole thesis, there are 38 referenced sources and 52 other sources in the bibliography. In the references, only 6 references are from websites, 5 of them come from research papers, 20 of them are journal papers, 3 of them are from

books, 2 of them are from conference paper, and the remaining 2 is from newspapers.

2.2 Introduction

Studies have been conducted on the role and impact of the Internet in the travel industry. Such studies include the study conducted by Ma, Buhalis and Song (2003) where they identified the adoption of the Internet in the tourism industry in Europe and America. They claimed that the use of the new technologies was as old as 30 years. Additionally, Ma et al (2003) believed that the Internet brought the revolutionary changes to the structure of the tourism industry by providing tourism principals, airlines and hoteliers and opportunity to sell directly. Researches such as Garces et al (2004) concurred with Ma et al's (2003) view when they insist that the development of electronic commerce enables consumers to communicate directly with tourism organisations in order to request information and purchase products as well as to interact with principals. Other researches have also identified the role played by Internet in the tourism industry. For instance, Doolin et al (2002) believed that the Internet is an important means of promoting and distributing tourism senses. The Internet is fully seen as a communication tool that blurs the traditional boundaries between distribution and information (Swarbrooke, 1996). Rayman-Bacchus et al (2001) maintain that telecommunication developments seem to have sharpened the traveller's appetite for travel information. They contend that Internet technologies are complementing rather than undermining the role of travelling. Perhaps another way of looking at the role of the Internet in the travel industry is looking at Doolin et al's (2002) contention that the Web is becoming a collective "travel square" because more and more travellers are turning to online travel to fulfil their travel related tasks such seeking information making travel transactions, finding travel companies, and so on.

The tourism industry is a consumer of a diverse range of information (Cho, 1998) and a main user of these technologies (Reinders & Baker, 1998). Technology in the tourism industry is undoubtedly having an impact on tourism operations

(Stipanuk, 1993). The use of the Internet plays an important role in the development and use of Information and Communication Technologies. There is a growing availability of Internet resources in travel and tourism for a diversity of users (Walle, 1996). Therefore, literatures on the tourism industry will re-focus on the impact of the Internet in the industry with the framework of information management and tourism.

2.3 Information management

2.3.1 Definition of information management

Information management is defined in a general way by Howe (2004) as “*the planning, budgeting, control and exploitation of the information resources in an organisation*”. He argues that the term encompasses both the information itself and related aspects such as personnel, finance, marketing, organisation and technologies and systems. Information managers are responsible for the coordination and integration of a wide range of information handling activities within the organisation. These include the formulation of corporate information policy, design, evaluation and integration of effective information systems and services, the exploitation of IT for competitive advantage and the integration of internal and external information and data.

However, in the Information Management Body of Knowledge (Bytheway, 2004) (IMBOK) information management is defined in a different way, not concerned with the functional areas of a business invoked by Howe but using five levels of concern ranging from basic information technology to business strategy. Therefore, IMBOK helps to see the separate issues arising from the Internet (information technology) on the one hand and the benefits (business strategy) on the other. This view of information management will be a more useful tool to understand the impact of the Internet on the tourism industry.

2.3.2 Previous work of information management

Most reported research focuses on the contribution of information technology and information systems to organisations. For instance, Ahituv, Zif, and Machlin

(1998) determined the degree of use of information systems by CEOs in their strategic decision making and to seek a link with the firm's success in introducing new products. Their study also indicated significant differences in the level of environmental scanning and in the use of information systems between firms that were more successful in introducing new products into the market and firms that were less successful. There is much similar work, but none of it is focused on the Internet and its impact on the tourism industry and it is only indirectly helpful.

Even Lee's "two worlds" framework (1999) is too simple to interpret every activity in the business process of the tourism industry; it merely identifies the area of difficulty as the junction of the world of technology and the world of business (and society at large).

The roots of modern information management thinking lie in business. Progressive businesses, such as BP Exploration, developed simple models to assist managers in managing the junction of technology and business. At BP Exploration, their model was known as "Jacob's Ladder" seen in Figure 2.1:

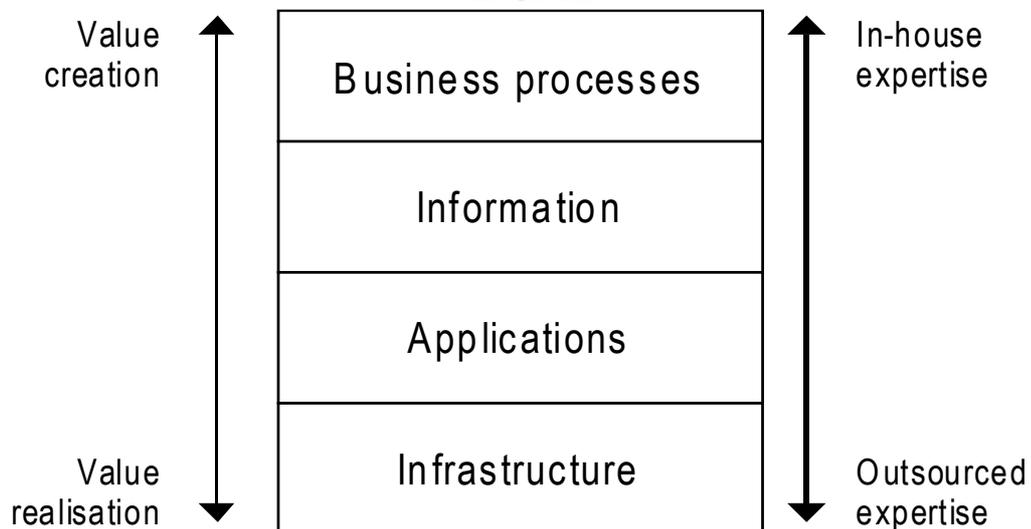


Figure 2.1 "Jacob's Ladder" as used at BPX

Jacob's ladder is interesting because it is very real, in the sense that it worked for BP Exploration (Cross and Earl, 1997) and assisted them in radically redefining

the role of the IT function. It brought the focus to the value and led to a successful approach to outsourcing. The relationship between the typical IT department and the rest of the business continues to be a troubled one for many organisations. Efforts to understand the relationship and deal with it more effectively continue, but at one level (technology) the issues being faced by IT managers change continuously and at another (strategy) the IT manager is often simply not heard. The sum of this difficulty continues to frustrate our efforts to provide business with the information system services that it needs.

The domain between organisational needs and IT capability was divided into four parts, as well as reported by Bytheway (2001):

- ❖ Business processes: deliver business outcomes: this is the level at which one should measure business performance.
- ❖ Information: those business processes need in order to function: *consider that every decision at every point in every business process needs information if it is to be an informed decision.*
- ❖ Applications: choose to call them “information systems”) that store, process, move and deliver information to the places where it is needed: *if there is an application that is delivering information that is not used, then it should be closed down.*
- ❖ IT Infrastructure: is the foundation for the information systems to run upon: *this is what one can easily measure – server availability is a classic example – money might be another. One can easily work out what the information technology infrastructure actually costs, but does one know the cost of developing applications and garnering information?*

This model shows that any advantage that might arise from new technologies would *not* be enduring, but only short lived; the real value comes from improved business processes – not the same thing at all as simply introducing new information technology. It brought focus to the value in the upper part of the model, and led (in BP Exploration) to a successful approach to outsourcing.

2.3.3 IMBOK

The Information Management Body of Knowledge (IMBOK) (Bytheway, 2004) emerged from a research project that was a partnership between the University of the Western Cape and Cape Technikon. It addresses information management competencies on a wide front, but reveals many aspects of the relationship between information technology, information systems and business issues such as strategy and business performance.

In IMBOK, a new model of information management is presented to illustrate the relation of how information is delivered from information technology to business strategy. It is shown in below Figure 2.2:

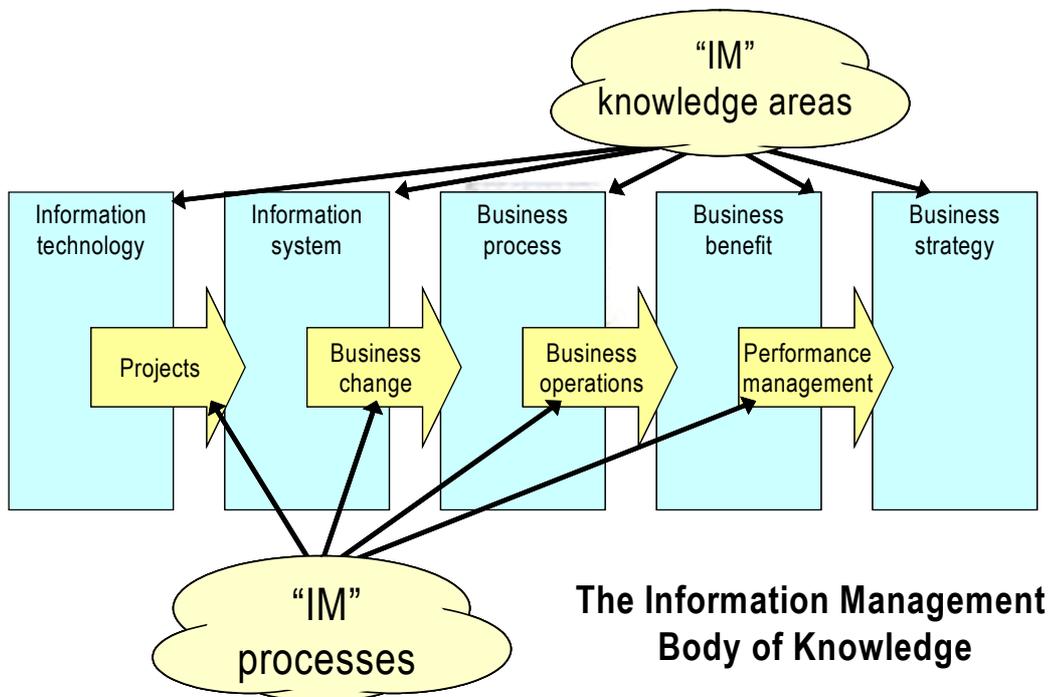


Figure 2.2 Framework of the Information Management Body of Knowledge (IMBOK)

Here **Information technology** is interpreted as the hardware, software, databases and communications networks that comprise the automated components of an information system, but the interest is on managing these things not engineering them. If information technology is to be managed successfully, one needs to encourage the proper use of the phrases "Information Technology" and "Information System" to indicate that there are two layers of different activity and management concern, which are related but separate from each other. Hence, a

clear distinction is given: an **information system** is a combination of automated and human actions that processes information for some organisational purpose. In this way, an information system has to be a reflection of the business. For example, the analogy with housing is a useful one: bricklayers and carpenters are needed to build a house, and programmers and database designers are needed to build an information system; the house is specified by an architect, an information system is specified by a business analyst. Many of the ideas come from systems thinking, and in one sense. **Business process** management is an extension of management thinking that takes the best advantage of systems thinking and systems practice but at a higher level. It is not difficult for business to **benefit** from the use of information technology and systems in business processes, indeed it is at the level of business process performance improvement that the benefits of an IT and IS investment can best be seen. With the basic strategic analysis tools **strategy** formulation is not too difficult and will set targets for business performance, but there are no tools that will guarantee the easy *implementation* of a strategy. However, having a framework for thinking is helpful in that all role players, at all levels, can see what they must do and why, and how one level of management depends upon another.

This framework (IMBOK) clearly demonstrates the importance of an understanding of information management, from basic technology issues to advanced business strategy. The interest of this study is in the middle – business processes, and how they work in the tourism industry, and what is the actual and potential contribution of the Internet. In addition, according to Mohamed and Adam's marketing function (2000), which further indicates the complex of business processes shown below in Figure 2.3:

EXHIBIT 4 Classification of Basic Marketing Functions				
Function	Promotion	Selling	Delivery	Support
Components	Advertising	Product Offering	Terrestrial	Warranty
	Publicity	Pricing	Electronic	Diagnostics
	Demonstrations	Ordering		Repair
	Try-outs	Payment		Feedback

Figure 2.3 Classification of basic marketing functions (Mohamed & Adam, 2000)

Figure 2.3 indicates that the tourism process is explained into promotion, selling, delivery, and support, therefore, it is essential to use IMBOK to manage the entire complexity in the tourism industry.

2.3.4 Adapting IMBOK to tourism

Information technologies relevant to tourism take many forms. Here one is focused on the Internet but one must remember that there are other technologies that might bear upon the study, for example PDAs (personal digital assistants), or GPS (geographical positioning systems). Digital cameras have become very popular and provide tourists with instant pictures that can be sent immediately to friends and family around the world.

Information systems relevant to tourism include browser software systems, reservation and booking systems, but these are relatively fixed and from the point of view of the tourist the browser (for example) is merely the route to the information that they need. Hence, information systems as such are not what one is really interested in for the purposes of this study, where the main interest is in the middle: the usage of the business processes that are shared by the tourist and the tourism service provider.

Business processes determine much about the quality of a holiday or a tour. How they work in the tourism industry and what is the actual and potential contribution of the Internet to improve them is the main focus of this study.

Business benefit is about the satisfaction of having the holiday (for the tourist), and the improved revenue, profit or growth (for the tourism service provider).

Finally, **business strategy** concerns the future for tourism as seen by both parties – changing hopes and expectations on the part of the tourist and more success in different ways on the part of the service provider.

2.4 Tourism

2.4.1 Definition of tourism

Tourism can be defined in many ways, with definitions varying according to the underlying purpose for the definition. Nash and Smith (1991) developed this theme to encompass a global perspective by saying:

'[Tourism is] a pan-human tourist process that originates with the generation of tourists in some society... continues as these tourist travel to other places where they encounter hosts, and ends [by affecting] the tourists, their hosts, and their home cultures...'

This above definition like many other definitions (for instance, Lizaso-Urrutia(1993), Mathieson and Wall (1982), Jafar Jafari (1977), and Galani-Moutafi (1999))is concerned with the purpose and timing of people travelling, which is too unilateral. For the purpose of this study, as it demarcates the boundaries of the people and activities that are included and excluded from the concept, the definition of William (1998) is followed:

'...the temporary movement of people to destinations that are removed from their normal place of residence [and] ... in addition, the organization and conduct of their activities and of the facilities and services that are necessary for meeting their needs'.

This definition indicates the direction of this research because it deals with the tourism industry from two sides: the provider and the traveller. It further recognises the organisation of activities between them. Tourism providers must provide information that promotes or disseminates their products and services, and tourists must use that information to decide what they wish to do and how to move around.

2.4.2 Previous work on tourism

For the previous research work on tourism, only a few authoritative sources were found that dealt with the role of the Internet in the tourism industry, which is a limitation of this research work. There might be more literature that could be found – “the impact of the Internet” is such a popular topic that much research is certainly being done that might be relevant; perhaps this new work is only represented in conference proceedings. Specifically, three relevant research papers have been found besides “IMBOK” and “Somditti”: these papers are therefore of some importance in order to determine the role and impact of the Internet in the tourism industry:



- ❖ In the first study, Pithers (2001) focuses on the use of South Africa’s nature areas in the promotion of tourism and economic development. This is a very specific example that shows the importance of nature reserves in the promotion of rural and urban areas in South Africa. In the study, the researcher indicates the important position that the travel industry is taking in the region and what the government should do in the promotion of the rural and urban nature reserves. Although the study makes reference to ‘promotion’, it fails to fully explain the relationship between the tourism provider and promotion, or the tourist and promotion, even though it is clear that specific use can be made of the Internet in these situations. What is evident from the study, however, is that promotion can be regarded as a significant component to the entire travel industry. It is a pity that this study did not follow through or look at things from the tourist perspective, but then that was not its intention. Although nothing is said

about whether they use the web to promote tourism, or about how much they use information technology, the paper still states that promotion should be the first activity within the travel lifecycle in the travel industry due to its significance.

- ❖ In the second research paper, Shepherd (1999) notes that Internet users worldwide can and do search the Internet for information. Potential tourists can use the net to search destinations – this is appealing for both independent travellers and those wishing to travel with an organised tour. Operators can advertise their products on the Internet and take bookings directly from customers in distant places. Hotels and airlines can use sophisticated databases to allow customers to make bookings directly online, and take payments by credit card. A few aspects of Internet use became apparent through the study. The tourism industry can benefit greatly from the various services the Internet provides. The Internet can be a valuable promotion tool for this industry. At the same time tourists and travel agencies can make use of the Internet search engines to locate, learn more and to discover what a destination has to offer in terms of tourists activities. Operators are involved in one step of the travel lifecycle, but as soon as the problem of connection is resolved, they will benefit from this high technology.
- ❖ The third study research paper also relates to tourism promotion using the Web, based on tourism in New Zealand (Lennon, 1995). It found that there is still a barrier (costs) to overcome before tourist organizations are willing to use the World Wide Web (WWW) to promote their regions and tourist attractions. However, the paper indicates that the goal of tourism operators using the WWW is to increase the number of visitors to the area, the time spent at the destination and their spending – if these measures could be related to use of the web then that would be the evidence that is needed. Ideally, the WWW user should be able to make a travel booking. WWW pages, that simply provide factual information together with some market promotion, are of interest to potential travellers but these page counts will not be reliable. The value of pages and the accuracy of usage

measures can be increased rapidly by involving the user, measured by the times of clicking on the web pages. Bookings may be one feature that engages the user but another useful service dialogue with the tourism agency so that further information requests can be made - either answers to specific questions or a request to receive brochures. The ultimate goal is actually to let the potential tourist make his or her own travel bookings. Since Lennon's study, things have changed of course. Today most web sites are free to the public (apart from subscription and connection costs where applicable) and the cost of web hosting has reduced dramatically. There are some web service providers that offer free space and some co-operatives that enable a tourism provider to market themselves on the web at no cost. Tourists can just pay for access to the Internet and then browse free sites to gain the travel information and make enquiries of the tourism provider or travel agency. The cost-benefit equation is increasingly in favour of using the web for promotion, from the point of view of both parties.



Through these three published studies, it is evident that there are strong arguments to develop the promotional use of the web for tourism, and that it will have benefits for both providers and tourists. Nevertheless, promotion is only a part of what could be done – booking tours, support for activities during a tour (such as support for incidental transactions) and exchange of post-tour experiences are also important activities in the travel lifecycle. The evidence suggests that there is far more potential for Internet usage than just for promotion. The Internet has opened up opportunities for commercial organisations to promote and sell their products and services – the question arises as to whether the Internet is *fully* utilised in tourism.

Research by Gherrissi-Labben and Johnson (2004) finds an emphasis among young tourists on leisure activities and the importance of information - particularly from the Internet, which hints that age groups might be a criteria to investigate the potential use of the Internet.

For the new search of tourism and the Internet, Lawl (2004) focused on the role Internet was playing in the tourism industry in the Asia Pacific region by presenting information on "Travel Asiadrasons" and "Asiatravelmart," two different but related Asian-based travel Web sites. It presents features, functions, and services that are available to online users, and drives to think of a new model to improve the Internet use.

2.4.3 Sommitti

Somditti (UWC, 2001) stands for "Support of Microenterprise Development in the Tourism and Travel Industry". Tourism offers one of the few market niches for labour intensive business development in the townships. There is also a growing demand for cultural tourism in the Western Cape and the industry offers potential for global economic participation, even at the level of microenterprise. This project investigated how micro-enterprise development can be impacted in the tourism industry positively in the peri-urban, disadvantaged areas of the Cape Town metropole, which are called "townships". The Somditti project was focused on how IMBOK can be used to make tourism in the townships more competitive.

Based on this definition of tourism, research work (the Somditti project) completed in 2001 by University of the Western Cape (UWC, 2001) also indicates that tourism providers and tourists are significant components in the tourism industry. In addition, the shared domain in the industry (what are tourism providers and potential tourists doing from the beginning of tourist preparing the holiday until payment) is included in the business process of IMBOK, which can be seen as following Figure 2.4:

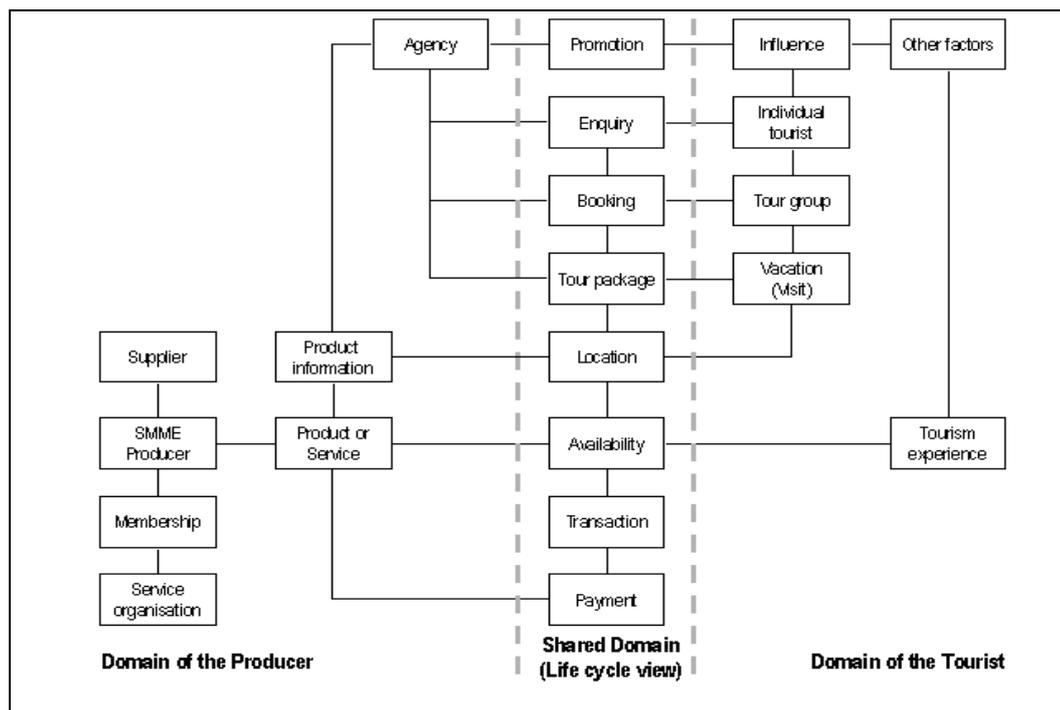


Figure 2.4: The framework of “Somditti”

As seen in Figure 2.4, on the left, it starts from the supplier who offers information and services. On the right side is the tourist domain, which starts with the experience. Then, both of them concentrate on the shared domain (in the middle), which is business processes (promotion, enquiry, booking, tour package, location, availability, transaction, and payment). This research project gave the strong indication of importance of business process in the tourism industry.

2.4.4 Adapting to information management

Of course, there are different kinds of tourists. One should expect that some would have intensive information requirements as the travel, for example in order to book an accommodation as they experience their holiday. Others will require no information because everything is pre-booked, although they may wish to lie on the beach and read an e-book on the PDA. This one can regard as a consequence of “tourism strategy”, so that the benefits of different Internet technologies will vary one tourist from another.

2.5 Internet

2.5.1 Definition of the Internet

Many people think that the Internet and the World Wide Web are the same thing. However, they are not. The World Wide Web is what it is browsed right now while doing an online search. It is one of the many features of the Internet. E-mail, FTP, and Instant Messaging are also features of the Internet. Peterson (1996) defines the Internet in terms of the following aspects:

- Hardware – a collection of computers, routers and high-speed communication lines (networks);
- Software – a network of computer networks based on the TCP/IP (Transmission Control Protocol/Internet Protocol) protocol;
- Content – shared resources between all the computers;
- Human users – everyone who contributes to the content of the Internet and makes use of these resources

Nevertheless, regarding to this research, the Internet is only applied as a resource for people to find information, to communicate with other people, for instance, using the Email (Electronic mail), WWW (World Wide Web), BBS (Bulletin Broad System), FTP (File Transfer Protocol), FAQ (Frequently Asked Questions), and other functions. Especially in recent times, some of new functions have been explored to facilitate people's lives, for instance, Real-Time Communication (voice over IP and streaming media). Text, audio and video communication can occur in real time on the Web, and collaboration tools include (University of Albany, 2004).

2.5.2 Adapting to tourism

This technology as the first step to deliver the benefit in the information age according to the IMBOK has become a broadcast medium, and those capabilities allow people to collaborate in real time. As one can see from the above more than Internet technology is involved. One sees evidence of Audio equipment, video

cameras and specialised software for chat, and white board. However, the Internet is the focus of one's interest, it is simply needed to recognise the other technologies that drive people's need for the Internet and complement its capabilities.

Once again, Özturan and Sevgin (2004) agrees that the use of the Internet has been increasing, but it is only been used in the simple way such as searching and booking, in the meantime Franco (2004) illustrates from the study data that consumers are using the Internet for researching more than actually booking their travel online. Thus, it is necessary to concern to improve the Internet use to satisfy tourists.

The Internet enters into everybody's life and every business, tourism being no exception. Indeed, in the fullness of time, tourism may be recognised as one of the very first sustained commercial applications of the Internet. Every organisation might benefit from using this technology. Therefore, if the tourism industry can make full use of it in their travel lifecycle, the changes in this field could be unimaginable.

2.6 Combination of information management, tourism, and Internet

Both tourism providers and tourists share the same domain of interest according to the Somditti's framework: promotion, booking, tour, transaction, and post-tour experience. Once a potential tourist decides to have a holiday, they could not exclude any of these steps (except perhaps the last, if they choose not to share their experiences with anyone). The service provider will have to keep pace with tourism activities if they are to sell their products and services to potential tourists.

Certainly, each is exchanging information with the other. Traditionally agents have been very involved at all stages of the travel lifecycle, principally travel agents at the start but others as a holiday proceeds. Today all of these agents are threatened by the Internet because of its information handling potential (Kotler,

Bowen & Makens, 1999). The tourism provider can promote their products and services on the Internet instead of going to the trouble of printing and distributing leaflets, brochures or magazines; they can then receive bookings by email in a short time rather than by conventional mail that will take so much longer, or fax which is not so reliable and much more expensive. They can issue electronic tickets to their clients for the flight or hotel. During the tour, a provider can still contact tourists through the Internet to keep in touch and learn of any other requirements that might improve the quality of service and get certainty of payment. Afterwards, if tourists were pleased, they could just email their experiences and suggestions to providers, which is much easier and more economical than conventional mail.

Again, as it is mentioned early on because of the re-work of this research, there arose many relevant studies about the tourism and Internet. However, few authors and researchers (if any) seem to be concerned about the entire travel lifecycle in the business process of information management. As has been established, this lifecycle includes promotion of travel opportunities, booking of a special holiday, the tour itself, transactions whilst on holiday, and the post-tour period when tourists are sharing their experiences with their family and friends. This lifecycle view is not evident in the literature that was reviewed, and it is taken as one of the key ideas for this research. This lifecycle is the area of shared interest between the tourism provider and the tourist. None of the lifecycle activities should be neglected for both tourism provider and tourist.

Therefore, one finds from the review of the literature and information exchange between tourism providers and tourists that there are two useful models that provide a foundation for this work, and relatively little reported work that expressly deals with the Internet and tourism. Where there is work, it tends to focus heavily on the early stages of promotion and booking, and the role of the travel agent. If the Internet could be employed more consistently from the beginning to the end, it might give the tourism industry and related businesses new opportunities. This is the aim of this study to determine the role and impact

of the Internet in the travel industry in the information age, and to understand some of the opportunities that arise.

Therefore, the focus is turning to the technology (Internet) and business (tourism) to investigate the role and impact of the Internet within the entire tourism process activity (promotion, booking, tour, transaction and post-tour experience). Regarding to information management of IMBOK and Somditti project in this research work, in detail the following questions will be addressed in this thesis:

- ❖ How much use do tourism providers and tourists make of the Internet, and what do they do with it?
- ❖ Is the use of the Internet by tourism providers and tourists increasing, and by how much?
- ❖ What are the benefits of the Internet, as seen by both parties?
- ❖ Make a detailed analysis of how specific tourists support the general findings from the above



Chapter 3. Research design

In this chapter, the theoretical model that underpins this research is developed, based on Williams's definition of tourism (Williams, 1998), IMBOK (Bytheway, 2004) and Somditti (UWC, 2001). Both quantitative and qualitative research methods were used to investigate the role and impact of the Internet within the tourism industry, and the design of the questionnaires and the case studies is explained.

3.1 *Theoretical model*

One is concerned here with the way in which a technology – the Internet – impacts on a certain sphere of activity – tourism. It is also concerned with the detail of tourism at all levels, so that particular uses of the Internet can be seen for their specific benefits.

The relationship between technology and the benefits that it delivers to its users (in this case the tourism service provider and the tourist) is complex, and is dealt with by the IMBOK framework. At the same time, the activities that occur between the tourism provider and the tourist are complex and fall into a cycle that is only hinted at in Williams's definition: the cycle starts with promotion and continues with bookings, the tour itself, and transactions whilst touring, and concludes with the post-tour experiences that are shared with friends and family (according to the model that emerged from the Somditti project).

There are other aspects of the industry that relate specifically to the provider or to the tourist, but are of no concern to the other. Each of the shared activities is about communication between the primary players and so the Internet has the potential to facilitate the communication between them. This is a key feature of the research, to investigate the potential of the Internet in these shared activities.

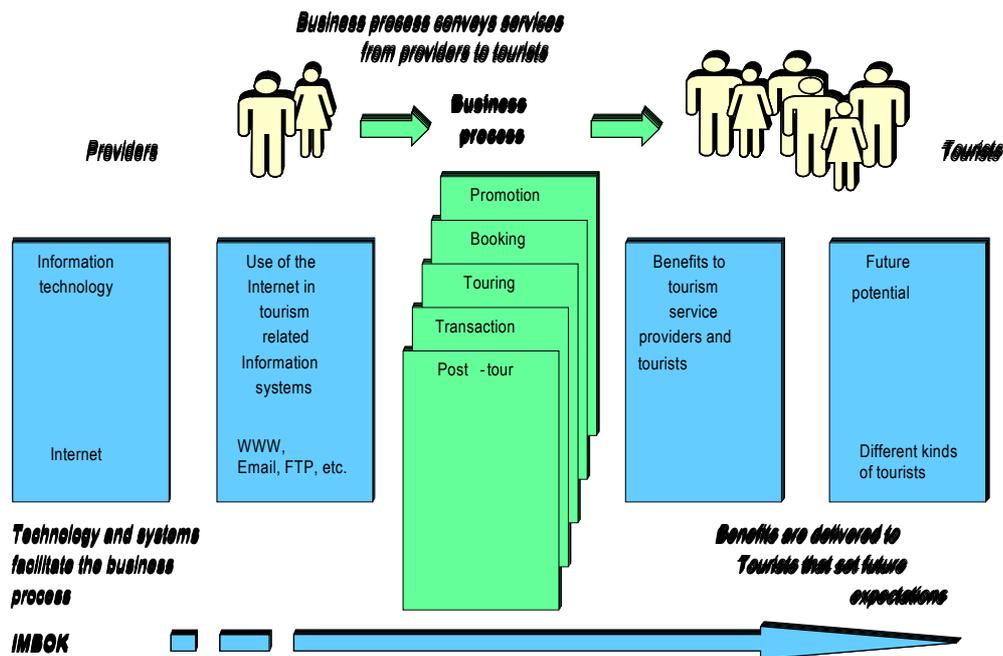


Figure 3.1 The framework of information management in the tourism industry

A combination of the two models identified and described in the literature review (the IMBOK framework and the Somditti tourism lifecycle) provides this research with a foundation upon which its detail can be built.

3.1.1 Interpretation of IMBOK in the tourism context

Figure 3.1 presents a theoretical model that accommodates these two, and around which the research has been based. The IMBOK framework runs from left to right, and the travel lifecycle sits in the centre as the *business process* in which one is interested. Other parts of the IMBOK framework are interpreted in this context as follows:

- The information *technology* that is of concern here is the *Internet*. (It will be found that other related technologies must be considered, such as digital cameras and electronic payment systems, but the focus here begins with the Internet alone.)
- The *information systems* that are of concern here are all the systems that support tourism activity. This research is not concerned to explicitly and

individually examine information systems as such, but only the effect that they have. The systems in question extend from the individual user's Internet browser right through to the reservation systems that support travel bookings – these are not of primary concern here except that they are the means to make the Internet usable.

- The *business process* that is of concern here is the travel lifecycle as experienced by tourists and tourism service providers, as noted above and shown in summary in Figure 3.1. This is the centre of our focus, in trying to understand how the Internet impacts on the activities of tourism service providers and tourists.
- The *business benefits* are the benefits as seen by the tourism service provider and the tourist. The nature of these benefits is of particular interest, as that gives the justification for further investment in new technologies and new systems.
- The *business strategy* is dealt with here as the future potential of the Internet in tourism, given the improved understanding of the current situation that this work has delivered.

Because there are two key role players in this study- tourism service providers and tourists – it is worth commenting on the way that each is involved with the business process that is tourism. This is done in the paragraphs that follow.

3.1.2 Tourism providers' view of the tourism lifecycle

In the tourism industry, the tourism provider offers products and services for tourists. Throughout all of these activities, a tourism provider has the potential to use the Internet, for promotion, bookings with tourist, payment for transactions during the tour, facilitating their clients' needs during their tour, and eventually getting feedback after the tour is finished.

Promotion: is an important component of marketing. It provides an extra incentive for consumers, but promotion is directed not only to consumers but also

to the sales force where it acts as a catalyst to accelerate actions that can make a valuable contribution to marketing (as long as it is properly used).

Booking: is the act of reserving a place or a passage, or engaging the services of a person or a group, in other words, it is an activity of helping the tourist decide where to go and what to do, based on their preferences.

Tour: is a movement from one location to another – possibly to many. The tourism service providers will be concerned about travellers' satisfaction with the quality of the tourism providers' services during the tour. Winning extra "business" from tourists once they have arrived is clearly a major issue for local tourism service providers.

Transaction: in tourism, one is concerned about transactions for accommodation, shopping, purchase of gifts, meal and other bills for other miscellaneous services. This is the primary source of revenue for tourism providers.

Post tour experience: is what happens after the tour. It is an activity where the provider is concerned to retrieve feedback from their clients.

3.1.3 Tourists' view of the tourism lifecycle

Tourists might also use the Internet to gain the information they need, for instance they might use the Internet to see the promotions, make bookings, do payment transactions, find more information or keep in touch with work during the tour, and share post tour experience or give feedback back to tourism provider.

Promotion: it is a process that facilitates the collection of travel information for potential travellers. They can find their holiday destination and holiday activities more easily when promotion is well handled by tourism service providers.

Booking: is the activity of reserving the holiday. Potential travellers need to confirm where they are going, how they will get to their destination, what type of

accommodation they will take, and what kind of transport they will use. Booking ensures all of those things for them.

Tour: is the activity of tourists taking their holiday.

Transaction: is paying their expenses and purchasing items during their holiday. Tourists need to pay for their food, accommodation, transport, and shopping before, during or after their vacation. They need to buy mementoes and gifts for their friends. In this research, one is concerned with the potential for electronic payments to purchase goods and additional services during the holiday by using the Internet.

Post tour experience: is the action of sharing their tour experiences with other people such as friends and family, or giving feedback to the service providers that they used.

Information is potentially a significant factor within the entire lifecycle of activities, and therefore the technologies that can accommodate and convey information, such as the Internet, become important; how the Internet might actually impact the travel lifecycle will be examined later in this thesis.

With this theoretical model in mind, it is appropriate now to summarise and to explore the methodology adopted for the study.

3.1.4 Summary of the theoretical model

The theoretical model presented here is a combination of two existing models – both relatively new and both locally produced through research projects based in the Western Cape. It has been noted that the IMBOK model needs to be tested and applied in different contexts, and this is the first study to do so.

Both models contributed to the design of the investigation, and are used to draw the results of the study together in the final stages of this dissertation.

3.2 Research methodology

As noted, in this research both quantitative and qualitative research methods have been used. Two questionnaires were designed and deployed early in the project, one for tourists and one for tourism service providers, and the results were used to update results from the earlier Somditti study. A selection of respondents to the original Somditti study were approached and provided some evidence about changing patterns of Internet usage.

This quantitative work was then followed by two case studies that were designed to supplement the understanding of the impact of the Internet on tourism through more detailed consideration of real tourist experiences, revealed through unstructured interviews and “story telling”.

3.2.1 Questionnaire design

Tourism providers and tourists are the two main entities in the tourism industry, and the main subjects for this study. With information technology at hand, the interests of either of these parties could be enhanced through benefits such as time saving, cost reduction, increased reach (providers) and increased choice (tourists), therefore technology is of potential importance now and in the future.

Simple questionnaires were designed to generate data about each kind of respondent, their basic use of technology, and their views about the use of the Internet in tourism, through closed and open questions. The purpose of the questionnaires was to provide background data for frequency and distribution analysis. There was no intention to undertake advanced statistical analysis, but there was the hope that open questions would generate richer data about the impact of the Internet on tourism than was previously available.

The content of the questionnaires included demographic questions in both cases, and then more specific questions that pursued different aspects of the views of respondents, but including consideration of every area of the IMBOK. The original questionnaires are provided in Appendix 1. The table below summarises

how the questionnaires covered the five areas of concern, as represented in the IMBOK model, using a combination of closed and open questions:

	Tourism Providers	Tourists
Information Technology	Respondents were asked to describe the technology that they used, and whether they had access to the Internet and a web site.	Respondents were asked to describe their access to the Internet at home, their experience level with personal computers and the Internet, and their use of the Internet for all purposes, including online shopping.
Information Systems	(Implied by evidence of Internet usage - in this case the necessary systems are simply the browser and server software applications)	
Business Process	Respondents were asked about every activity in the tourism lifecycle and their views of the importance of the Internet at each stage, for example whether people were actually booking through the Internet or not.	Respondents were asked about their holidays, whether they use the Internet at any stage in the tourism lifecycle (including the holiday period itself), whether they preferred it to conventional methods, and whether they had problems.
Business Benefit	Respondents were asked whether their businesses are able to benefit from the online activities (promotion, receiving bookings, and transaction), also about problems associated with use of the Internet.	Respondents were asked whether they could benefit from those online activities and where the benefits were to be found in the overall lifecycle.
Business Strategy	Respondents were invited to comment on future opportunities of using the Internet and its impact through open questions.	

Table 3.1 Questionnaires design fitting into IMBOK

As well as covering the range of issues evident in the IMBOK model, the questionnaires provided limited data for comparison with the survey undertaken previously in the Somditti research.

3.2.2 Perception survey

The Somditti survey established some basic facts about tourism and the Internet in 2000, and there is a comparative analysis of the quantitative results later in this dissertation. However, in addition to the basic fact-finding, the Somditti study asked the 444 respondents to provide their email addresses so that a follow-up study could be undertaken. It was decided to take that opportunity as part of this new study.

A qualitative analysis based on perceptions was undertaken. By recourse to those tourists from the Somditti survey who were still contactable via the email addresses that they had provided, in order to elicit views about how their use of the Internet has changed in the three years since the Somditti study. Because of the risk of non-response, a very simple approach was adopted based on statements and a Lickert scale response. Respondents were invited to “strongly agree” or “strongly disagree” with statements on a five point scale in order to determine their changing Internet use. The questionnaire statements were classified into four groups: (1) use of the Internet, (2) buying from South Africa since vacation, (3) learning about South Africa since vacation, and (4) telling friends about South Africa using the Internet:

- I use the Internet more than I used to
- I use the Internet more for planning vacation
- I have found new uses for the Internet
- I have bought many things from South Africa
- I bought those things using the Internet
- I have learned a great deal from South Africa
- I have learnt it using the Internet
- I have sent friends digital photographs
- I have told them a lot using email

3.2.3 Introduction of case studies

The responses to the questionnaires provide some evidence of current attitudes to the use of the Internet in tourism. However, analysis of the data leads to only a limited result despite the relatively high number of respondents: frequency counting can only take our understanding of Internet usage so far, and the reliability of simple statistical outcome is always arguable. It was not intended at the outset to undertake advanced statistical analysis, and this was not attempted. Rather, it was decided to undertake case studies in order to provide a more fulsome understanding of the impact of the Internet on tourism. Happily, the questionnaire analysis provided some interesting results concerning the level of experience with the Internet that gave purpose and shape to the case studies. The two case studies provided the opportunity to talk about the experiences of nine tourists in South Africa – one an Internet-experienced business visitor on an extended stay, and the other eight elderly members of a cycling group who were not Internet-experienced. The choice of case study subjects and the approach to the case study analysis was guided by the outcome of the questionnaire analysis. As will be seen later in this thesis, this led to a focus on the use of the Internet during touring, and the difference in attitude of Internet-experienced and Internet-inexperienced tourists.

Chapter 4. Results

This survey was undertaken by 100 travellers from different countries throughout the world, and by 50 tourism-related businesses providing a variety of services to tourists in the city of Cape Town. This chapter reports the findings of the questionnaires, the perception study and the two case studies.

4.1 Questionnaire: data collection and limitation

This data collection was only allowed in certain places. For instance, Table Mountain head office in Cape Town did not allow any data collection on or near the mountain. Thus, the V&A Waterfront became the main place to obtain data, and people who were walking on the street looking like tourists were approached to do this survey. All the tourists were interviewed face to face. Of the tourism providers, twenty businesses were also interviewed face to face, others by email, and just few businesses were interviewed by telephone.

On the tourist side, one of the main criteria in choosing tourist respondents was age group. Because computers and the Internet have been around for some time now, in order to ensure the representivity of the data, achieving different age groups of people was critical. Teenagers, young people, middle-aged people and old people might have different opinions about the development and use of computers and the Internet.

On the tourism provider side, providing information, accommodation, catering, tour operations and travel agency services are basic requirements for any tourist. Therefore, representative businesses offering those services were the major targets for the survey.

There are some limitations arising from the collection of the data. For instance, one difficulty was that an interview could only be done with people who spoke Chinese or English, a limitation of language; another important restriction is that interviews could only be undertaken with people visiting or working in Cape Town, which is a limitation of location. It was difficult to access people outside

Cape Town, although the visitors came from all over the world of course. Finally, some people did not like to answer at all, or were willing to answer only some of the questions due to their misunderstanding of the survey, which is a limitation of missing data.

4.2 Questionnaire findings

This survey was undertaken by 100 tourists from different countries throughout the world and by 50 tourism businesses providing a variety of services to tourists in the city of Cape Town.

4.2.1 Tourists

The content of this survey was categorised into four groups: demographics, holiday details, the experience of interviewee with computer and the Internet, and the utility of the Internet during their holiday.

In the matter of the holiday itself, most tourists (58%) came independently, and only 9% came on a tour organised by a tour operator or travel agent. Figure 4.1 shows other types of holiday organised.

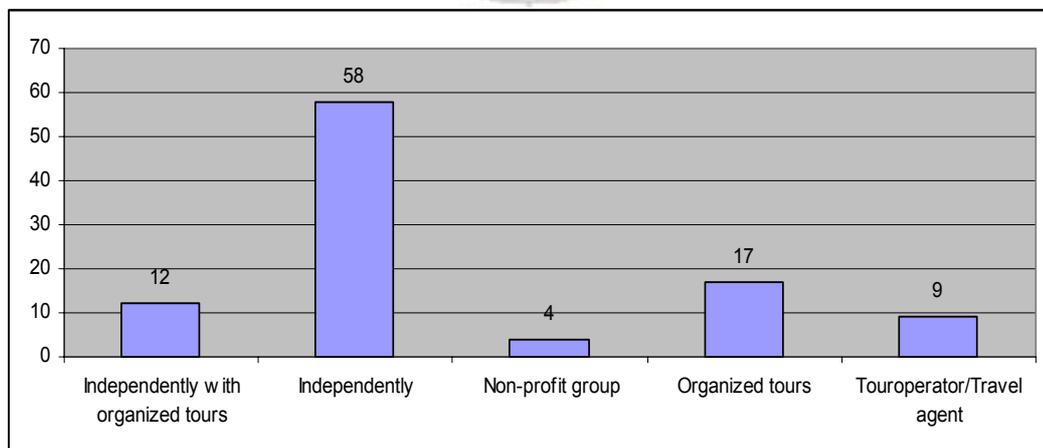


Figure 4.1 The way of organising the holiday

Looking at the relationship between “tour organisation” and “age group”, it can be seen that only 3% of middle-age people organised their holidays through a tour operator or travel agent, while 15% of old people used this traditional method. Table 2 (See Appendix 2) shows other results for tour organisation versus age

group, and it is not difficult to see that teenagers and old people would not like to travel independently, contrasting with young people and middle-age people who are more likely to want to be independent.

Most respondents (65%) considered that destination is the most important factor while choosing their holiday, as Figure 4.2 shows:

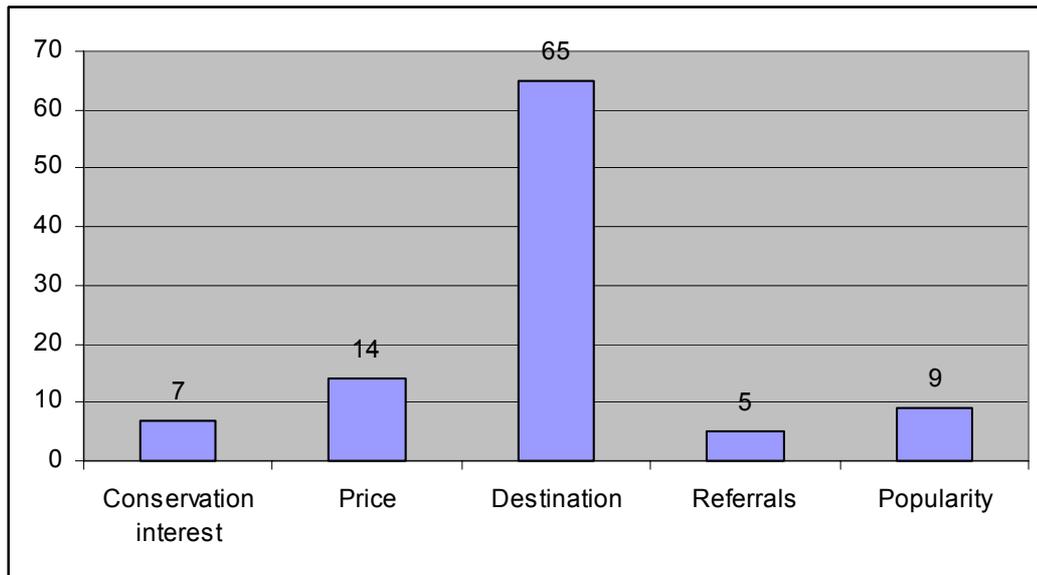


Figure 4.2 The most important factor that influences potential tourists to choose holiday

Age group as the main criterion can be compared with how people choose their holiday, in Table 3 (See Appendix 2), it can be seen that teenagers and old people are more focused on the price factor, while young (20, out of 33) and middle-age people (29, out of 35) pay more attention to destination when they choose their holiday. Overall, destination is the major concern in choosing holiday, at 65%.

People use different features of the Internet, such as email, database, web sites, and newsgroups. They were asked which feature they used most:

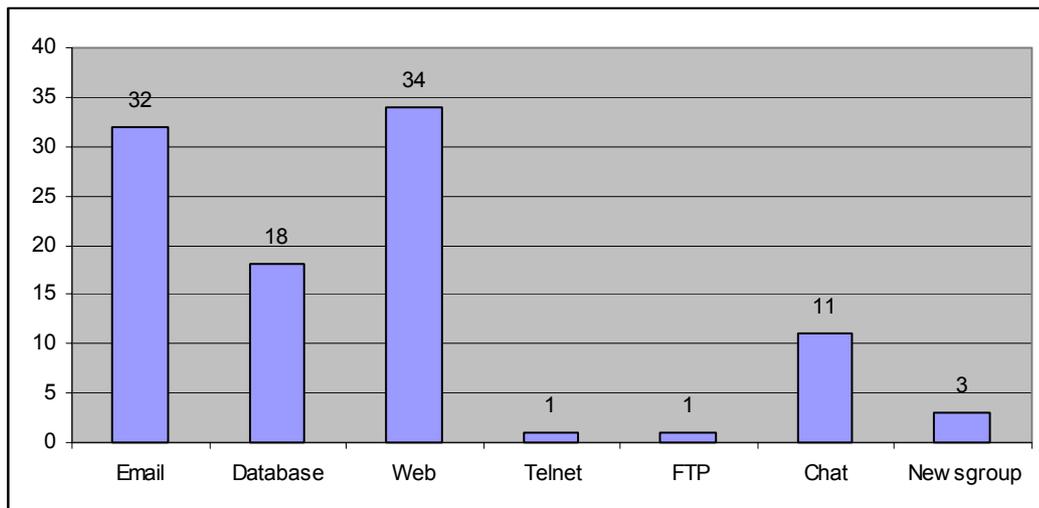


Figure 4.3 The functions of tourists mostly using

In Figure 4.3, tourists mostly use the Internet to browse web sites (34) or access databases (18) – both information retrieval activities – and 32 of them mostly use email, which indicates that most people use the Internet to collect information and communicate. Old features of the Internet such as Telnet, and specialist uses such as FTP, are clearly minority activities.

In this information age, people are anxious to obtain whatever information they need promptly. From the survey, 77 tourists (77%) have access to the Internet at home, and 17 teenagers (89% of teenagers) have the Internet access at home. Other results can be seen in Table 4.1:

Age group	Do you currently have access to the Internet from home?		
	Currently access to Internet from home	Not access from home	Grand Total
Teenager	17	2	19
Young people	25	8	33
Middle-age	27	8	35
Old people	8	5	13
Grand Total	77	23	100

Table 4.1 Currently accessing the Internet from home

Meanwhile, according to respondent's comments, 53% of tourists have purchased things through the Internet at some time, such as a CD, CD-player, clothes, electronic goods, books, camera, tickets, and computer parts and accessories. Thus far, one learns that a clear majority of tourists are likely to be Internet users and many of them now have the confidence to shop on the Internet.

When potential tourists set out to book their holiday, there are different means to connect with service providers, such as simply going to travel agents, using the telephone to contact with relevant person, and using the Internet. When presented with these three options and asked for a preference, the proportion preferring each can be seen in Figure 4.4:

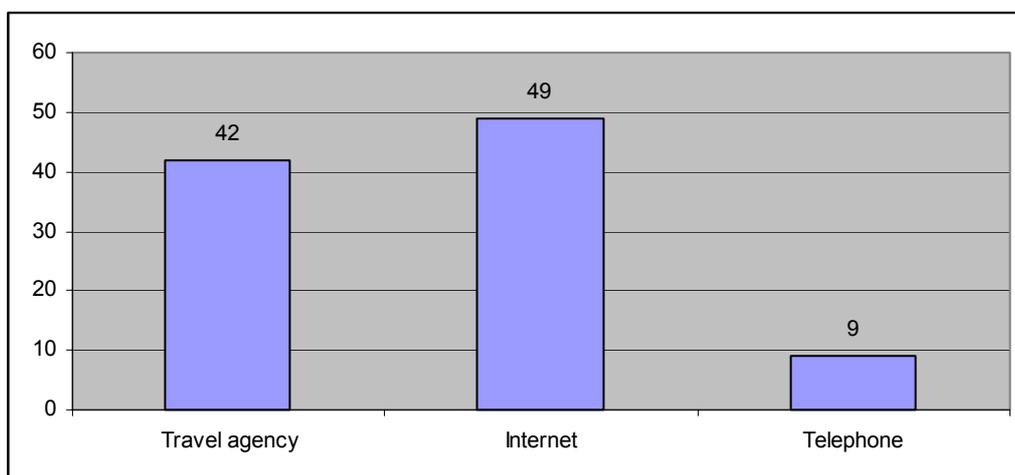


Figure 4.4 What is a easy way to make a booking

49 respondents (49%) indicated that the Internet would be their preferred way to make a holiday booking. But lots of people (42) still consider that a travel agency is the best way to make a booking, possibly because they can negotiate their holiday with people face to face, and avoid mistakes while organising their holiday according to their comments; this level of response compares with the proportion that have not yet made purchases on the Internet (see above). However, when analysed by age group, young people and middle-age people are more willing to make a booking through the Internet.

All tourists may wish to use the Internet for different purposes during their holiday, and they were asked about this. Figure 4.5 indicates that when presented with four options – finding more holiday information, keeping in touch with work, paying expenses, and sharing holiday experiences with others during the holiday – their most preferred use would be:

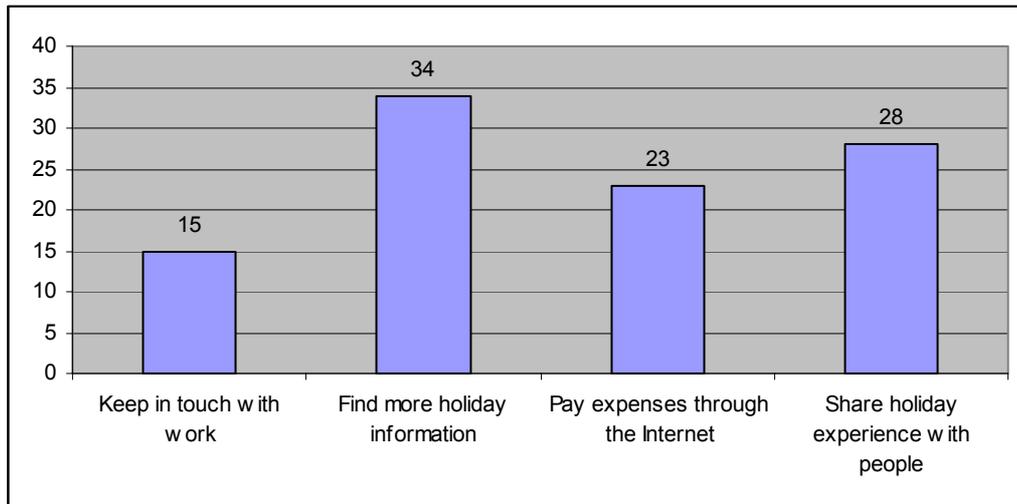


Figure 4.5 What do tourists want to use the Internet for during the holiday

34 respondents would rate looking for more information on the Internet highest, and 23 respondents would rate paying expenses as most important. 15 felt an obligation to stay in touch with work but a healthy 28 would like to share their holiday experiences. Unfortunately, when asked if they had been able to use the Internet while on holiday 29 respondents (almost one-third of tourists) are unable to do so. This suggests a significant level of suppressed demand.

Respondents were further questioned about **sharing experiences** after their holiday, and were asked to choose their preference between email, letters, and speaking face to face. Almost half of respondents agree that they would like to share their holiday experience by email, mostly young and middle-age people. The Table 4.2 provides all the figures:

	How will you post your tour experience?			
Age group	Email to them	Speak to them face to face	Write letter to them	Grand Total
Teenager	9	3	7	19
Young people	17	9	7	33
Middle-age	16	9	10	35
Old people	2	4	7	13
Grand Total	44	25	31	100

Table 4.2 The way to share the holiday experience

The results show that 44 respondents would like to post their tour experience by emailing to people, and most of them are teenagers, young people, and middle-age people. Out of 13 old people, only 2 are willing to use email to share the holiday. Once again one sees clear differences between the age groups.

At the heart of one's concern is the use of the Internet within the tourism lifecycle, and towards the end of the questionnaire respondents were asked where they thought the Internet was most important. Throughout all the shared activities between tourism providers and tourists, tourist respondents expressed the following opinions:

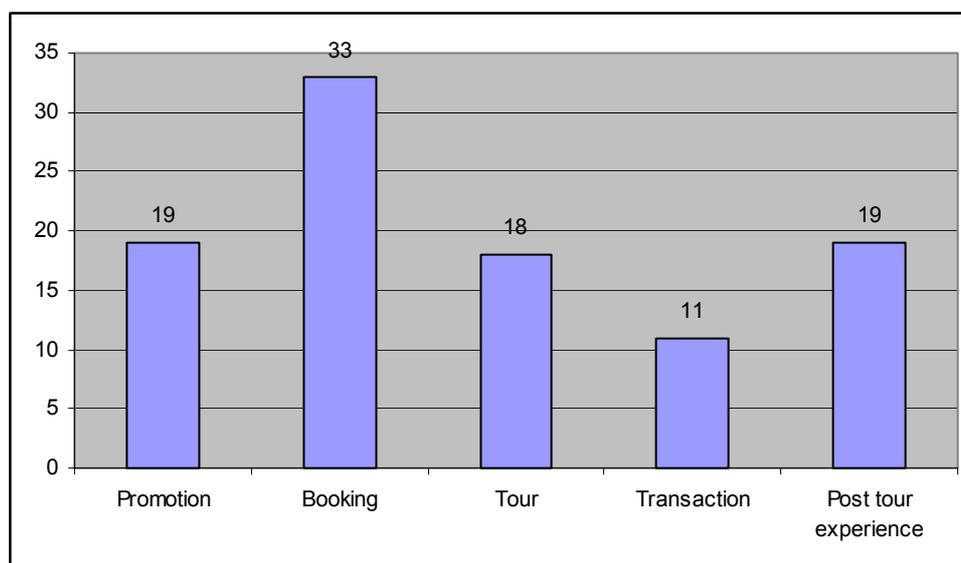


Figure 4.6 Most important process of using Internet in the tourism industry

In Figure 4.6, it is shown that 33% of people think that booking online is the most significant lifecycle activity where the Internet can be used. Fewer of them

considered Internet access during their holiday as the most significant area of use, but as they were asked to choose one from five, and in view of the popularity of promotion and booking, perhaps that were inevitable as a limitation of the question design. It is interesting that using the Internet as a means of sharing holiday experiences came through so strongly. An invitation to provide open comments on the future impact of the Internet in the tourism industry did elicit useful responses. A consolidated selection of comments follows (many respondents gave the same answers):

- Fast and easy
- Will begin to use it
- If it would be more reliable with less gaps, it will be very important
- It is a great advantage in holiday booking
- Great future as technology progresses
- People will use Internet more often
- Very important necessary for future
- It will grow bigger and bigger

4.2.2 Tourism providers



50 businesses were included in this survey, in order to cover a wide range of types of business and to represent the views of tourism service providers in a reliable way. The respondents provide various services to tourists, including craft retailing, travel agency services, tour services, accommodation and catering, foreign exchange, and some just information services. The survey of tourism providers is divided into two areas: **the general situation of the business** and **the utility of the Internet**.

Firstly, the types of business in the survey can be seen from Figure 4.7:

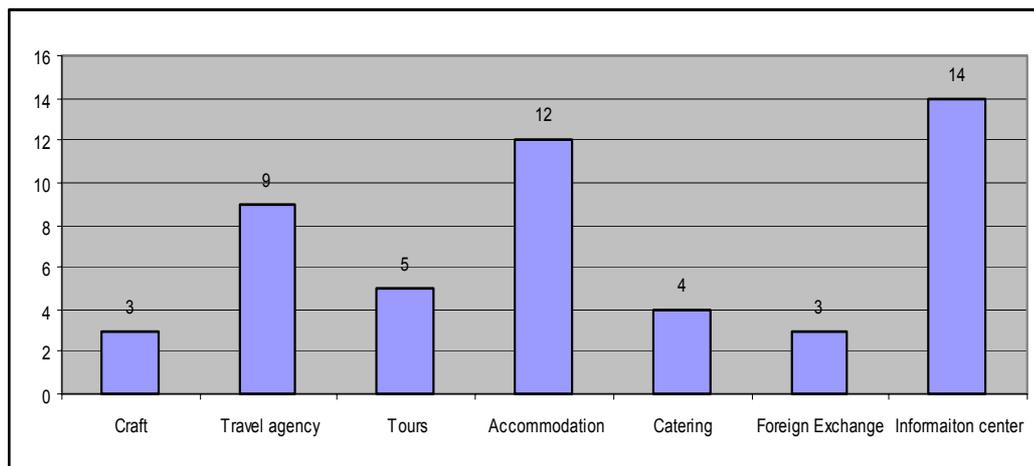


Figure 4.7 The types of businesses

The survey is therefore biased towards information centres, travel agencies, and accommodation providers. The type of business is the main criterion in this part of the survey, in order to determine what type of business might use the Internet most frequently, and how.

46 businesses (92%) have the Internet access and 42 of them have their own web sites intended to support their role in the travel industry. Only three businesses (6%) do not have Internet access and eight of them (16%) have no web sites, because they are small craft shops and there is no necessity for Internet access according to the survey, and they have not seen any potential advantages in using Internet. However, they still offer an email address that can be used for client contact.

As indicated in Table 4.3, 29 businesses (58%) are able to **benefit from online promotion**. 67% of foreign exchange businesses, 60% of tour operators, and 64% of information centres have benefited from only promotions. Apparently, craft shops could benefit less from it due to having no web sites or less online promotion.

The type of the business	Did your organisation benefit from the online promotion?		
	Yes	No	Grand Total
Accommodation	7	5	12
Catering	2	2	4
Craft	1	2	3
Foreign Exchange	2	1	3
Information Centre	9	5	14
Tours	3	2	5
Travel agency	5	4	9
Grand Total	29	21	50

Table 4.3 Benefit of online promotion

Comparing the ways that potential tourist use to **book their holiday**, as seen from the provider side, Internet and telephone bookings have the same percentage at 36%. In Table 4.4, it seems that most accommodation bookings come through the Internet, at 42%. People are more willing to make contact with a travel agency by telephone (44%) or by going to them directly (33%). It is a pity that there is no evidence of craft sales by the Internet, but the number of craft respondents surveyed is very small (only three) so this result might not be reliable.

The type of the business	How do people make bookings from your business?			
	Come to us	Internet	Telephone	Grand Total
Accommodation	3	5	4	12
Catering	1	1	2	4
Craft	2		1	3
Foreign Exchange	2	1		3
Information centre	2	7	5	14
Tours	1	2	2	5
Travel agency	3	2	4	9
Grand Total	14	18	18	50

Table 4.4 The way of receiving booking

33 organisations (66%) agree that the number of people logging on and making booking from their web sites has been increasing over past two years.

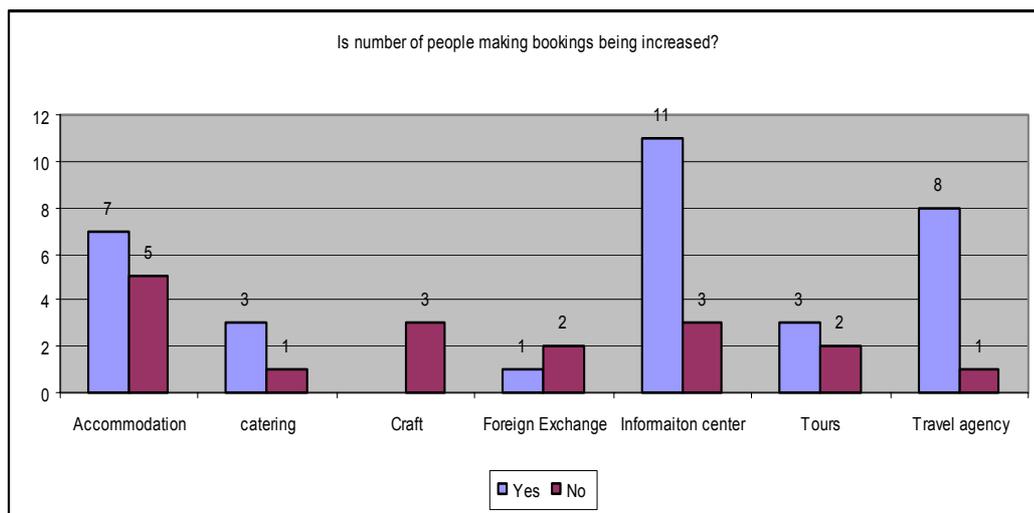


Figure 4.8 Increasing of booking

8 travel agencies (89%, which is out of 9 travel agencies) and 11 information centres (79%) agree that the number of online **booking is increasing**. In addition, people are tending to use the Internet for catering bookings from Figure 4.8.

In the last section of **post tour experience**, Table 4 (See Appendix 2) shows that 34 businesses (68%) can get feedback through the Internet. Accommodation, information centres and travel agencies especially are able to get high-ratio feedback online. In the survey, 11 information centre providers (22% in total) received comments from their customs. Meanwhile, 18% of accommodation suppliers and 14% of travel agencies were emailed back with comments. In other words, the application of email is greatly used on the Internet.

In the meantime, 94% of businesses assessed that Internet helped their organisations a lot and gave the following comments:

- Eventually it will not be necessary to have travel agents.
- The Internet will take the jobs of travel agents, as most things are now possible to book on line. This is sad as they will lose the personal touch with the client, but it seems to be the future.
- As more people become used to ordering on the Internet, sales will increase

- Net will continue to have a huge impact on the travel industry. It is a good direct marketing tool. It also enables accommodation establishments to advertise to a global market, at a minimal cost
- Could be very useful as long as connection can be speeded up for downloads
- The travel industry should realise the significance of the Internet use
- It's the way of the future

It can be seen that tourism providers put more attention at the beginning and after tour, and only two percent of them think the Internet should be applied during the tour.

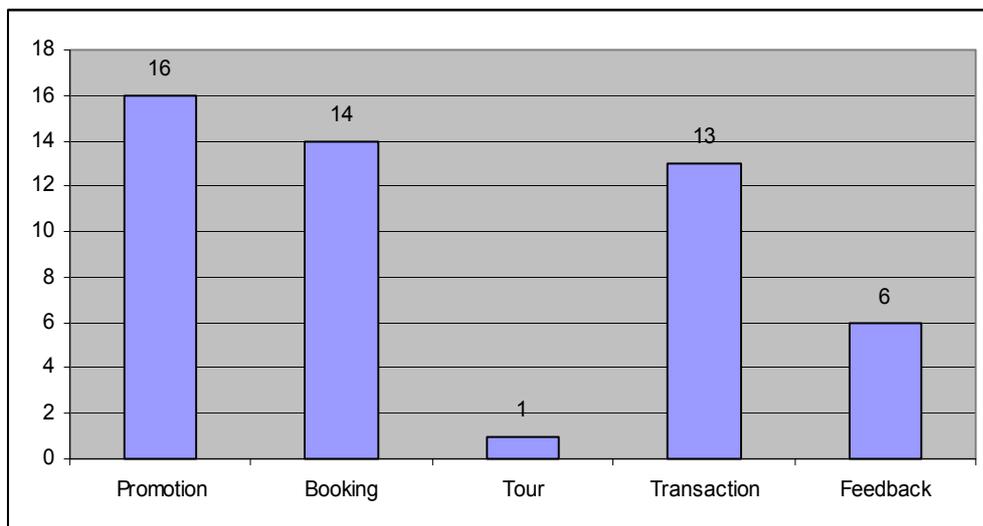


Figure 4.9 Internet use in tourism providers

In summary, Figure 4.9 shows the distribution of Internet usage as seen by the providers. It is evident that Internet usage is concentrated at the start and end of the cycle of activities, and that during a tour there is potential for more usage. The analysis of transactional activity during a tour looks quite high but a more detailed investigation, recognising the difference between simple credit card payments and banking transfers executed on the Internet (for example) might show that there is potential to improve payment services on the Internet. However, at present the ubiquity and convenience of credit card payments works against the

possibility of using the Internet more often for this purpose. At the end of a tour, providers would also like to hear from their clients promptly in order to improve their service, at the moment the Internet is the best tool to satisfy these two parties in the travel lifecycle.

4.2.3 Perception survey findings

A prior research project that was completed in March 2001 investigated the tourism industry in the Cape region (University of Western Cape, 2001). 444 tourists were interviewed and, in the course of the interview, they were asked to provide their email addresses. So, in addition to the questionnaires described above, a perception survey was undertaken by recourse to those tourists from the Somditti survey who were still contactable via the email addresses that they had provided. It is interesting that out of the 444, 80 provided email addresses and 22 of those replied to a simple enquiry based on nine simple statements, with which they were asked to agree on a five-point scale – in this way it therefore took the form of a perception survey.



Twenty-two respondents gave their opinions of the usage of the Internet in this short questionnaire. In the first part of **use of the Internet**, sixteen respondents (73%) strongly agree that they use the Internet more than they used to, and one learns that use of the Internet has been developed a lot. Especially in recent years, people have begun to realise the significance of Internet as a useful tool: none of the respondents disagreed so as to indicate that they are *reducing* their usage of the Internet (although there are occasional reports that a small number of Internet users have decided to discontinue their use – there is no evidence of that in this data).

It will encourage the tourism industry to learn that thirteen (59%) respondents strongly agree and nine (41%) agree that they use Internet more for planning their vacation than two years ago. No matter how potential tourists use the Internet to collect travel information, book, tour, do transaction, and post tour experience, the survey indicates that people are using the Internet more.

Meanwhile, twelve (55%) strongly agree that they have found some new uses for the Internet. Only 18 percent of respondents have no idea if they have obtained the new uses from Internet (See Figure 1 in Appendix 2). Taken together, this indicates that people are using the Internet more, and for new reasons.

In the section of **buying things from South Africa since vacation**, seven (32%) people strongly agree that they have bought things from South Africa through the Internet, which is encouraging. People overseas who bought things from South Africa via Internet, suggests that they did online transactions to pay for those things. Although eleven people (50%) have no idea and four people (18%) disagree that they have bought many things from South Africa, still twelve of them (55%) think that they bought things via Internet. Some of them gave comments that they have bought things online from other countries as well. Only nine of them (41%) have not shopped online.

While people are starting to shop online, more and more individuals also begin to surf more online. In part, they might have **learnt about South Africa since their vacation**. Only two persons (9%) have not learned a great deal using the Internet. 18 respondents (82%) have learned a great deal about South Africa, and 20 of them (91%) have learned it using Internet. Twelve of them (55%) agree that they have learned a great deal using the Internet, and only two persons (9%) learned nothing. The data shows that the number of people using the Internet to acquire knowledge and information is increasing.

In the last section, **telling friends about South Africa using the Internet**, people are definitely willing and able to share their tour experiences. In this information age, people are starting to forsake the old way of posting letters. They would like to take advantage of the speed and reliability of the Internet. In Table 5 (See Appendix 2), 82% of respondents agree that they have sent friends' digital photographs and 96.5% of them have told their friends a lot using email. This is useful evidence of the emergence of post-tour experience as an important Internet-stage in the lifecycle. People are anxious to share their tour memories with family

and friends; therefore, Internet as a fast and cheap medium of delivering messages is the best tool to do this.

In this perceptions survey, of the people who participated in the tourism survey two years ago, another supportive result is obtained: in general people do use the Internet more than they did two years ago and they are finding new uses for it. They use the Internet more for planning vacations and even buy products offered by tourism providers after the event. More people are using the digital camera to send their friends and family photographs by email. In conclusion, people are using the Internet at all points within the travel lifecycle, and this helps to justify the effort that has gone into this thesis

4.2.4 Discussion and analysis

The results obtained from the perception survey are compared with the Somditti survey in the table below. It shows that in the three years that have passed more and more people are involved with the Internet and they have found some new usages to facilitate their lives; in particular, potential tourists use the Internet more for planning their vacation and fewer are using travel agencies.

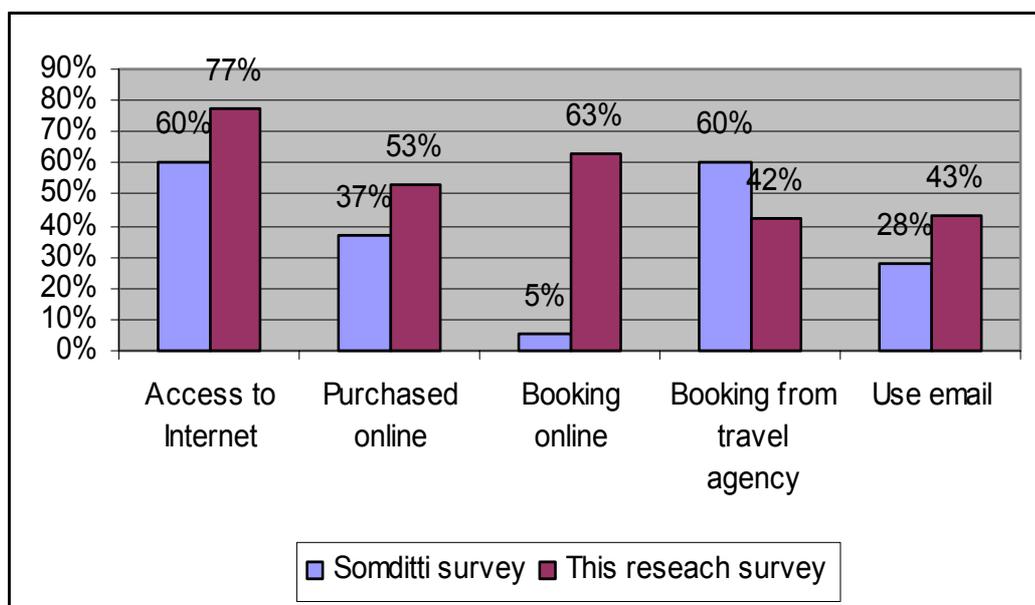


Figure 4.10 Comparison between Perception survey and this research survey

It can be seen in Figure 4.9 that the number of people accessing the Internet has increased from 60% to 77% compared with three years ago, especially online booking has been boosted 58 percentage points to 63%, and contrariwise booking through travel agencies has decreased 18 percentage points to 42%. In the meantime, purchasing online and use of email have also increased significantly.

The perceptions survey was a small one, but interesting because of the historical comparisons that are possible. The main survey provides some interesting insights into the current situation, through the 100 responses to the more detailed questionnaire designed for the present study. For example, the data indicates that the more expert you are, the less happy you are with Internet services – this is not what one might have expected. Then, availability and use of the Internet increases with age to “middle age” and then declines, which is what one would expect. Advanced technology is too new and older people are reluctant to learn new tricks. The majority of users of the Internet are young or middle-aged people.

In Figure 4.10 below, among 71 respondents who said that they needed Internet access during their holiday, the middle of the curve (average and competent users) is very high, but on either side (beginners and experts) the value is low. Why do experts not feel the need greatest?

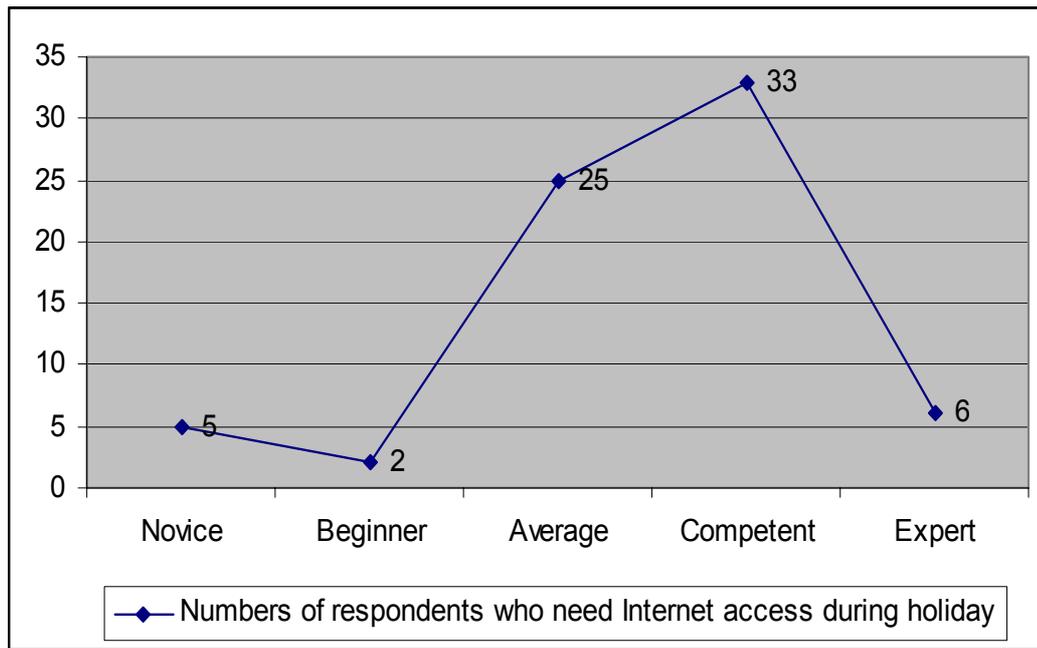


Figure 4.11 Numbers of respondents who need Internet access during holiday

It was found (by interview) that beginners did not know what to use Internet for, but experts were disappointed with the quality of Internet services, particularly in South Africa, and this dissuaded them from even trying. This warrants more investigation as it suggests that as Internet expertise increases people may actually choose to go to countries where Internet services are good, and South Africa might fall back in the league tables of popular places to visit.

When it comes to sharing the holiday experience, most people (16 average and 18 competent) think that the Internet (email) is the best way to share holiday experiences, but only 4 novices, 2 beginners and 4 experts agree. Again, the experts do not fall into the expected pattern of being the most enthusiastic – they seem to be the least enthusiastic.

Thus, analysis of all available data – including the previous research work (Somiditti) and the new data – the following major results are found:

A. Beginners and some experts are not making full use of the Internet, or choose not to do so. Only 4 experts out of 7 think that the Internet is the easier

way to make a booking, and one expert believes that he does not need the Internet access at all during the holiday.

B. Of those who would like to have Internet services whilst on holiday, 20 respondents are not satisfied with the services they receive in South Africa, and 29 reported that they were unable to access the Internet at all while on holiday, therefore, service providers offering promotional information on the Internet are unlikely to satisfy tourists' requirements whilst they are travelling. As Internet usage increases this is a real danger for the popularity of South African tourism.

C. Age is a factor when using the Internet. Out of 13 older people in the survey, 8 have never booked a holiday online, and only 2 would like to share their holiday experiences by using email. This is quite different to the younger age groups that make fuller use of the Internet?

D. Most respondents consider that there is a great future for the Internet in the tourism industry as the technology progresses and as adoption increases. As seen from tourism service providers' side, the Internet will take the jobs of travel agents as most things are now possible to book on line. This means the client will lose the personal touch, but it seems to be the future; perhaps there will be a small residual market for travel agent services, but it is very important for tourism service providers to find their markets with the best possible websites and they will need Internet (and information management) competencies.

Fitting into IMBOK again from the questionnaire, it can be seen the following result in Table 4.5:

	Questionnaire
Information Technology	<ul style="list-style-type: none"> • Use of the technology is increasing. • Old people are not using the technology than young people. • Experts are not making full use of the technology.
Information Systems	<ul style="list-style-type: none"> • Most of people use World Wide Web and Email. • Experts use other systems, e.g. FTP and Telnet. • More than half of tourists have ever bought goods from online systems.
Business Process	<ul style="list-style-type: none"> • More and more tourists are using the Internet on every activity. • Costs of accessing the Internet are not a big problem any more. • Tourists are wiling to use the Internet during the holiday
Business Benefit	<ul style="list-style-type: none"> • Some of tourists are not satisfied with services offered online by tourism providers. • Tourists can save lots of time and costs.
Business Strategy	<ul style="list-style-type: none"> • People want to customise their holiday. • Tourists are anxious to use the Internet during the holiday.

Table 4.5 Discussion between IMBOK and questionnaire results

With these results in mind, the case study phase of the research was designed to embrace both beginners and expert users of the Internet in order to explore the above question of Internet and computer competency in more detail. In addition, older subjects were chosen to exercise the possible differences that come with age. This approach ignores the many other criteria by which tourists can be categorised, but the question of expertise proved to be the most interesting because it was not expected, and within the scope of this study it would not be possible to deal with a large number of case study subjects

4.3 Case studies findings

The purpose of the case studies was to investigate the use of the Internet in the tourism industry with a focus on differing *expertise*, and *age*. This has been done by comparing two case studies in which there are distinct differences in terms of the knowledge of computers and the use of the Internet.

- The first case study concerns a group of cycling tourists (8 members) to South Africa. They came from the United Kingdom and all of them are over the age of seventy, with very little computer and Internet knowledge.
- The second case study concerns an academic visiting South Africa from the United States (Alan Davis), a seasoned software engineer with many years' experience of information technology and its use.

Because of the differences between the two, it was hoped that these case studies would help to inform the study about the potential for the Internet, and determine the benefits to both tourism providers and tourists.

4.3.1 Case 1

Background

There were eight persons from the United Kingdom in this cycling group and the average age of the cyclists was over seventy years. They had taken cycling holidays in other countries as well as in South Africa, in recent years. They also had plenty of experience of organising their tours independently, but on this occasion one of the cyclists organised everything and acted as tour leader. They came to tour for three weeks, visiting or staying in fifteen different places around South Africa. There were many activities involved in making sure that the tour would take place successfully.

The leader's name was Margaret, and she organised this entire tour from the beginning: collecting tour information, arranging the route for riding and accommodation, to concluding the tour and making sure that everything was dealt with. In her view, email is the Internet and the Internet is email – she never uses other applications on the Internet, not even to browse the World Wide Web to search for travel information. She only uses email to communicate with other people.

Information collection

In the first step of the travel lifecycle, Margaret would rather go directly to an information centre to acquire whatever information she needs. Occasionally she

uses the telephone but she emphasises that phone is not suitable for international enquiries due to the high costs.

For the South African cycling tour, the leader enquired at five information centres. But in order to ensure that all the accommodation and cycling routes were accessible and properly booked, she still chose to fly from the United Kingdom to South Africa twice in order to make a preliminary visit and to investigate details of the route (but by motor car on this occasion) – it would be interesting to reflect on how many international phone calls could have been made for the price of a return air fare).

Margaret praises the advantages and utility of information centres, which is that people are able to talk to each other face to face and understand thoroughly what is needed and what is being offered. A consultant in an information centre can give comprehensive explanations about locations and some suggestions about tour options. Nevertheless, she was aware that consultants might themselves be providing information that came from the Internet. They also need to access the Internet to acquire much of the information potential tourists require, otherwise, they would not have the most up to date travel information from the widest selection of sources. Clearly, this was not a compelling reason to persuade Margaret to use the Internet herself. She told the tale of one web site, where the information offered had more to do with the officials of the tourism body concerned (photographs and background information about the officers) rather than the sort of information needed by tourists. Early experiences like this, that are disappointing, dissuade people like Margaret from persisting with using the web.

It is learnt that information centres can still act as an intermediary to convey information between tourism provider and tourist, when the tourist does not have Internet access or Internet searching skills (for example this cycling group with an average age over seventy years and with little Internet knowledge). Information

Centres are likely to be more aware of available information than the average tourist, so they can gather it and then explain to those tourists.

Booking

For booking, the leader of this cycling group might have liked to use the Internet in order to acquire more destination information and to make bookings, but generally she chose to use the email after collecting the email addresses of relevant providers.

For this tour the leader made seventeen bookings in South Africa, fifteen of which were for accommodation, and only two for meals. Although the organiser gained the email addresses of tourism providers in South Africa and emailed them to make those reservations, it is interesting that she still felt it necessary to confirm those reservations by other means, because the Internet is still a new technology for her and perhaps it is difficult to accept its reliability immediately.

Margaret explains the justification for using email to make bookings (compared with use of a travel agent and telephone) as follows:

- The costs of using email is lower than telephoning directly, especially internationally around the world
- Email enables a faster response than fax and visits to travel agents
- Travel agents always offer the more expensive hotel for accommodation and she wanted to deal directly with providers

This reinforces the earlier result (See section 4.2.1), where forty-nine of the people interviewed agreed that online booking offers time and cost saving. It is probable that quicker and cheaper communications provided by email and online booking will facilitate tourism business.

Tour

One feature of the visit to South Africa was that permission was needed from local police stations to use the roads within their area. During the cycling tour in

South Africa, Margaret related that she used fax most frequently for this purpose, but occasionally also emails to contact the relevant traffic departments for permits and protection while riding within their area.

Apart from those instances, there was evidence that one person in this group needed to maintain contact with her daughter who was also travelling around the world. This was conveniently done by email, and it is interesting to note that email still works even when both parties are on the move. Nobody else in the party felt the need to use the Internet. Because there is no one-telecommunication service that allows people to use the telephone in any country throughout the world, the cost of international telephoning was seen as a problem. Further, there might be no possibility to communicate by telephone with people who are moving from one service area to another, email stands as the only easy way to keep in touch with people travelling in other countries.

Other members of the group did not need Internet access during their cycling tour. Although all the tourism providers they were in contact with (there is evidence that they passed 22 places) had at least one computer, it was generally only for their working requirements and not for the use of visitors. Perhaps one reason that this cycling group did not need to use the Internet on this occasion was that they were organised tourists, and all the schedules were arranged successfully in advance. There was no need to arrange for the tour once it had started.

In addition, although this was an organised tour, incidental expenses were still required to be paid by the individuals themselves. None of them chose to check out their bank account balance through the Internet, possibly because they were not aware that they could do so or simply because they had no need.

Transaction

As well as the bookings that the leader achieved by email, handling transactions whilst on holiday also deployed technology, but in the form of credit card payments.

Margaret used her credit card to pay for incidental expenses, though she did not realise that she was using network services during this procedure. Credit card systems based on dedicated networks have become commonplace, but the use of credit cards on the Internet is not so common. Tourism providers have realised that the reason tourists are reluctant to input their bank details on the Internet is for reasons of security.

Only one accommodation provider did not offer credit card facilities out of the entire fifteen they used in South Africa. In this instance Margaret had to withdraw cash to pay their bills, which she considered to be so inconvenient for tourists. She considered that the first need for today's tourists when touring is to be able to use a credit card; if a tourism provider cannot offer this service, then they deserve to lose some business.

Therefore, although these tourists were by no means "technology savvy", there is evidence that their expectations sometimes challenged providers in their use of new technologies – for credit card payments and for occasional use of email and other Internet services. Providers without these facilities would not be favoured and finding out exactly what is offered by providers becomes a criterion for the choice of holiday arrangements. However, one has noted that they were a well-organised group, and Margaret was apparently happy to invest heavily in terms of time and money at the planning stage. It seemed to pay off during the holiday itself

Post tour experience

When asked about what they intended to do to share their holiday memories and experiences, out of the eight cyclists three said only that they would like to have photographs to share with other people and that they expected to have to post them. When asked they agreed that they might like to use email but they did not expect to do so. They acknowledged that a letter would cost more than email in terms of time and money.

This study has already found through the questionnaire that 44% of all respondents share their tour experiences by email, and 31% use conventional letters, but 53.85% of them are older people (See Table 4.2). Only one in this cycling group – influenced by her children – owns a digital camera at the moment. The main result suggests that more of the cyclists might have got involved with new technology for these purposes, but perhaps the adoption trend with old people is just starting. When they understand the advantages of the Internet one might surmise that they will pick up the opportunity more widely.

Discussion

Throughout the entire lifecycle of the tour, Margaret only used the Internet (in the form of email) for the bookings, and her credit card for incidental expenses. Being of such an advanced average age, it might have been expected that they knew nothing of the Internet but this was not the case. They were aware, but had simply chosen not to get involved in any substantial way. As found (See Table 1 in Appendix 2), only one old people have owned a personal computer for more than four years, and 8 of them have Internet access from home. The fact that 92% of old people who have got a personal computer have not accessed the Internet provides more evidence that older people are reluctant or unwilling to get involved.

It is interesting to note that this cycling group confronted a few problems during their tour. When they arrived at Cape Town airport, some of their bicycles were damaged and they had to fix them up before they set off from Cape Town International Airport to Zevenwacht Wine Estate. They asked for assistance from the people in the airport in order to find a local bicycle shop, and then called them for help. This delayed their schedule, and it is interesting to ask whether Internet (or other new technology) services might have been available that could have helped them. The second problem was that one day they saw that the weather was sunny, and they just decided to ride on around a mountainous route. A violent storm suddenly arose as they came around one high bend, and the situation at that moment was very dangerous - in fact one of the cyclists crashed into the one at the

front who had been brought to an abrupt halt. They all had to stop riding immediately and began to walk. Eventually they had help from a passing vehicle and they were offered a lift to their lodgings for that evening. It was unfortunate that someone had to get hurt in the storm – could it have been avoided if they had better access to weather information and to road conditions?

The state of the Internet (and the millions of pages in the World Wide Web) has come to the point that problems like these should be eased where Internet access is quickly and easily available. In the first case, they could have been able to save some time if they had used the Internet to look for a local bicycle shop. With access to a search engine, what they needed to do was to just type in “bicycle shop in South Africa” and they would have seen a listing of possible sources of assistance. They might even have been able to compare which shop was nearest to the airport (in order that a repair person could arrive as soon as possible) and the cheapest. In the second case, they clearly could have checked on the weather forecast anytime before they set off, which should have led them to decide to spend the day indoors, or to find an alternative means to get to their next destination.

In this case, although the leader and other party members used the Internet only marginally within the entire tour, evidence of use at the start and end of the tour is provided by this case. There is further tentative evidence that Internet services within the tour would be beneficial to the tourist and service providers who seek to help them. Regarding the extent of Internet use in the tourism industry, the people in this group provide an example of very early usage: principally email, not much web browsing (if any). They represent the condition of many potential tourists, who have only just started to apply the Internet to some simple purposes. They have not identified the many other purposes that might facilitate their holiday.

4.3.2 Case 2

Background

The second case study concerns Dr. Alan Davis from the University of Colorado (USA), who has a special interest in computers and information technology because of his long experience in software engineering and related matters. For this reason, his experience makes for a distinctive comparison with first case study. Dr. Davis started to plan a four-month long trip to South Africa in July in 2002, arriving in August 2003 (for an indication of his plan, based on his travels at the time of the study, see Appendix 3).

This was a complex tour to organise, and everything from information collection, though booking and making payments had been organised by him. There was no doubt in his mind that he would wish to make extensive use of the Internet at all stage.

Information collection

Dr. Davis started to organise his South Africa tour in July 2002. He sees the Internet as the only way to arrange his travel and he collected all the information that he needed into a single document on his laptop.

He used the World Wide Web to search for whatever information he needed, for example browsing for information about accommodations, car rentals, and weather. He sent his requirements to the relevant provider and corresponded with them by email. Only once he had to use a fax due to a failure of the Internet connection.

The reasons why Dr. Davis prefers to use the Internet to gather his travel information was summarised as advantages and disadvantages contrasted with other media:

- Buying books to get the information costs lots of money
- Books are not able to provide the newest material

- Physically sending and receiving letters always takes time, and does not obtain the information needed immediately
- The Internet enables people to contact anybody who has a email box instantly, apart from the factor that people do not check their email immediately
- People are able to get a convenient record of everything that was said, and file it conveniently in their computer.

But not all providers responded to email immediately. Dr. Davis faced this problem most particularly when collecting travel information. Once, in order to confirm his accommodation in Botswana, he made emails three times to enquire if there was any room available. Finally, he received an email that said all the rooms were fully booked, and he would never know if he might have had a room if he had (for example) telephoned or faxed instead of emailing responding.

In another example, Dr. Davis searched Google using these key words: *Namibia*, *travel*, and *information*. He obtained thousands of results referring to “Namibia”, but unfortunately only two web sites provided relevant travel information that were about instruction of organisation.

Booking

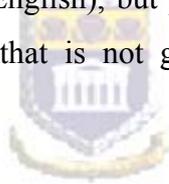
At this stage in organising the holiday, Dr. Davis made thirty-one reservations using the Internet to set up his entire itinerary. Among those bookings, he sees differences within two groups: public and private providers. He did not stay in hotels and guest-houses all the time. For instance, during the visit he took on academic assignments at the University of the Western Cape that occupied some weeks, for which reason he chose to stay first with a friend and then to rent a house.

Dr. Davis explained that he needed to verify his schedule and his bookings, to make sure that everything was in place according to his comprehensive preparation. To do this he needed to contact a number of people and email was

the best way to do this. Dr. Davis only used a travel agent once, to make bookings in Namibia, because the agent had not got an Internet connection. He summarised the reasons why he prefers to use the Internet to make bookings, some of which one has already seen:

Internet is faster to deliver the information than telephone or going to travel agent directly:

- Travel agents always provide the more expensive hotels for accommodation
- Throughout the world, the cost of making international telephone calls is much more expensive than using email
- Travelling around the world, language is always a problem. For instance, people in Namibia do not speak English (Namibians would speak German or Afrikaans rather than English), but people there might be able to read English, given the time that is not generally available in a telephone conversation



Therefore, for Dr Davis the Internet and email in particular, becomes the preferred medium to make bookings of accommodation, rental cars, and even meals.

Tour

During his tour, Dr. Davis explained that he needed Internet access all the time in order to maintain his itinerary and his other needs. However, he has found that not all places are able to offer Internet connection. For instance, he could not get Internet facilities at Namibia airport, and so to make sure of the next stage of his tour he had to go to look for an Internet Café. There were technical problems as well. In South Africa, he could not use his mobile modem to get an Internet connection directly to his laptop.

He explained that the reasons why Internet access is so important for him during his tour are:

- He needed to contact people whom he must meet, whether in his current location or the next one
- He needed to pay his bills
- If anything changed, he needed to inform the people concerned, for instance informing a hotel of a change of arrival date, or changing the date of a presentation

There are also some reasons why he would rather make use of the Internet or email rather than use telephone or fax:

- Cost is still the primary reason, especially in South Africa where making a telephone call costs a surprising amount of money
- The Internet always saves time
- In a particular situation, if people who need to contact each other were both moving around the world it is difficult to make an international telephone call, but they would make contact easily with email
- Language is always problem when using the telephone away from home

Dr Davis considers that tourism providers have realised some of the problems, and that they are trying to offer more Internet connectivity and build up more web sites in order that potential tourists will benefit.

Transaction

Dr. Davis operates twenty-five bank accounts and so, although he pays his expenses with a credit card that does not generally use the Internet (the credit card companies operate their own networks), he needs to check those accounts once a month and for this purpose he does use the Internet. Some of his accounts need to be checked once a week, therefore Internet banking has considerable advantages of convenience and low cost compared with any other way of operating a bank account when away from home.

He faced one problem when paying for accommodation in Botswana, in a hotel that did not have credit card payment facilities. It was necessary to fax their bank details to the hotel in order to pay for the accommodation and complete the transaction. This proved to be more complicated and caused difficulties and inconvenience. Fortunately, most tourism providers have realised the inconvenience and make sure that credit card payments are possible.

Except for that one hotel in Botswana, Dr. Davis's experience shows that tourism providers generally have online payment facilities that let the tourist purchase whatever products they need without any worry.

Doing the credit card payments has advantages when compared to cash or cheque:

- Providers can accrue the amount as sales revenue immediately
- They are protected from bad cheques written by consumers.
- Using cash is dangerous in some places, such as South Africa, where cash is a primary motivation for robbery

What consumers are always concerned about is security. Tourism providers should be aware of the need for security in dealing with customers' credit card details.

Post tour experience

Dr. Davis has experienced several generations of the development of camera technology, from printing the photographs by chemical processes to today's digital camera. He chooses a digital camera to record his tour experiences, and in fact he owns four digital cameras. In his opinion, using a digital camera has differences when compared to using conventional film and chemical processes:

Printing the photographs in the shop	Using the digital camera
Film is expensive	Do not need Film
Can not guarantee the clarity	Always clear
Can not see the picture immediately	Can see the picture immediately
Difficult to combine with other pictures	Easy to combine with other pictures
Total cost is higher	Total cost is lower
Difficult to upload on the Internet	Can easily upload to the Internet
Difficult to enlarge	Easy to enlarge
Camera is cheap	Camera is expensive

Table 4.6 Differences between “Normal photography” and “Digital photography”

It can be seen that using a digital camera has a number of advantages when compared to normal photography, all of which are good reasons for Dr. Davis’s choice of a digital camera.

He gave a very good example that demonstrates the advantages of a digital camera. If people use a normal camera they would have to buy film that costs R30, and then develop and print them for another R30. Afterwards, if they want to share their photographs, they need to buy an envelope and stamps in order to put them in the post, which will cost yet more money. With a digital camera, which is generally cheaper apart from the original cost of purchase, then they will benefit from the economy for a long time. In addition, digital photography allows one to share entertainment with friends immediately, through the camera, through a computer or through the Internet.

Discussion

All the way through Dr. Davis’s tour experience, he used technology constantly, at all stages in the life cycle. Even when he confronts inconveniences along the way, he first thinks how to utilise the Internet to resolve those problems. No doubt this is due to his exceptional involvement with computers and the Internet over many years. For example, when his son left his spectacles in a hotel in Namibia, and another time when his car’s tyres went down during the tour; he

immediately used the Internet to email the hotel and to find the tyre shop for help, and soon resolved these problems.

In his opinion, another reason why he prefers to employ the Internet to conduct all his work is language barriers. Although a telephone call might be faster than email or other ways to deliver the message, it is sometimes difficult to overcome problems with language. This is further evidence that tourism providers should realise the importance of email and Internet services to potential tourists. This case study indicates that the quicker the response is to an email, the more benefit there is to the tourist and therefore also to the tourism provider.

4.3.3 Comparison of two case studies fitting into IMBOK

There are some similarities and differences between these two case studies; clearly, the differences are due to their different background of technology literacy (Internet). The similarity is that both subjects organised their tour by themselves (in the first case study the leader herself arranged everything), and they are older people. They did not buy any packages from travel agencies, although inspection of some of the details might reveal that packages were evident at a lower level – for example, Dr. Davis (in the second case study) rented a house and the deal included use of a car; the leader (in the first case study) booked accommodation and the deal included meals and refreshments. The difference is the method they used to organise their tour.

Here Table 4.7 is a contrast of two case studies in IMBOK, in particular tourism business process:

		Case Study I	Case Study II
Information Technology		Computer and digital cameral	Computer, digital cameral and PDA
Information Systems		World Wide Web (WWW)	File Transfer Protocol (FTP) and WWW

Business Process	Promotion	The leader of the cycling group had to come to South Africa from UK to investigate every route and promotion.	Dr. Davis obtained all information and promotion information via the Internet.
	Booking	The leader booked every accommodation and route protection of cycling in South Africa using email.	Dr. Davis reserved accommodation and car, and had a very detailed itinerary of academic visiting.
	Tour	Never used the Internet for more information and resolved any problems they encountered. 22 places did not provide the Internet access but not really needed.	Accessed the Internet for tour information and resolved some problems while tour. He could not use the wireless-modem to have Internet access in South Africa.
	Transaction	Used the credit card for most of payment, and others by cash.	Used the credit card and Internet transaction (input credit card number on the website and pay for buying).
	Post tour experience	Use email and posted the letter.	Use email and upload on the website.
Business Benefit		Had to follow the booking and every activity reserved with confirmations.	Easily changed the route of tour and read the e-book on PDA anywhere, and resolved problems, but less satisfaction from service providers.
Business Strategy		Start using and exploring usages on the Internet. (But there will continue to be a reducing niche market for non-internet services).	Extended services will provide continuous Internet service and not only have self-organised tours but deal with complexity and requirements during a tour.

Table 4.7: Contrast of two case studies in IMBOK, in particular tourism business process

The first case study represents the early stages of involvement with the Internet. Potential tourists who have always worked in a traditional way and who do not have access to the Internet (or choose not to use it) are likely to go directly to an agent or information centre to acquire the information that they need, and then plan their trips with whatever they are given. In other words, they wish to customise their vacation but they are limited by whatever information the agent is willing to give them. The utility of the Internet for searching and browsing is not understood, but in this case email was used for confirming booking details based on the information provided by the agent. The preferred first use of the Internet seems to be email, based upon the evidence from this case study. There is evidence that members in this group realised that email was not the only application on the Internet, and that they have started to browse the web to obtain information, which means that even older people are exploring some uses of the Internet. They also agreed that if they could have used the Internet to access more information, they would not have confronted that storm and damage when they were cycling and faced a very heavy, unexpected, storm. But that might have been difficult in today's circumstances: among 22 places where they accessed tourism services, the providers only had Internet access for their own working requirements, no computer was available for tourist's use.

The second case study represents the other extreme. Dr. Davis's life is much more complicated due to his academic and technical background, and what he does is much more complicated than most people are prepared to put up with, especially those who are early users of the Internet. Almost all of the arrangements for his tour were accomplished using the Internet, including the resolution of problems whilst travelling. In other words, no matter what he does his first choice would be to reach for a technology-based solution. By reason of his background, he is also trying to explore more uses for the Internet. The fact that Dr. Davis could not use his wireless-modem for Internet access in South Africa again indicates insufficient service provision, but this time for technical reasons.

Chapter 5. Synthesis between questionnaire and case studies

After exploring these two case studies, it is necessary to consolidate the findings from all sources, in particular the results from the questionnaire that led to some choices about which cases to study and which questions to investigate in detail. This can conveniently be done using IMBOK, which is used below in Table 5.1 for this purpose:

	Questionnaire	Case Studies
Information Technology	<ul style="list-style-type: none"> • Use of technology is increasing. • Old people are not using the technology as much as young people. • Experts are not making full use of the technology. 	<ul style="list-style-type: none"> • Not all tourists bring technology with them. • For experts the technology in South Africa is too little for their needs.
Information Systems	<ul style="list-style-type: none"> • Most of people use World Wide Web for more information and Email for communication. • Experts use other systems, e.g. FTP and Telnet. • More than half of tourists have bought goods from online sources. 	<ul style="list-style-type: none"> • Initially, beginners only use email, but then they learn other uses. • Experts use many other systems.
Business Process	<ul style="list-style-type: none"> • More and more tourists are using the Internet for more activities. • Costs of accessing the Internet are not a big problem any more. 	<ul style="list-style-type: none"> • Beginners are not using the Internet during the holiday and only a little on other activities. • Expert uses Internet in every activity to facilitate his complex life.
Business Benefit	<ul style="list-style-type: none"> • Some of tourists are not satisfied with services offered online by tourism providers. • Tourists can save lots of time and 	<ul style="list-style-type: none"> • Beginners can benefit from utilising the email but they fail to access the wider benefits.

	costs.	<ul style="list-style-type: none"> • Expert saves lots of time and costs by using the Internet to organise his holiday.
Business Strategy	<ul style="list-style-type: none"> • People want to customise their holiday. • Tourists are anxious to use the Internet during the holiday. 	<ul style="list-style-type: none"> • Using the Internet, it is possible to build a customised holiday from home. • Use technology to manage the complexity of modern travel.

Table 5.1 Comparison between questionnaire and case studies fitting using IMBOK

These results can be summarised in the following four ways:

A. It was found that the expert could do almost nothing without the Internet, but unfortunately he was disappointed with the level and capability of Internet services, which also coincided with the result from the questionnaire (that some experts would choose not to use the Internet while travelling). For instance, he could not get a wireless-modem Internet connection in South Africa and had to abandon some use of the Internet.

B. Again Dr. Davis's expectation of the Internet use during his visit coincided with those 29 tourists who are anxious to have the Internet access while away. He has 25 bank accounts and has to check them regularly even away from home. As an expert, he is certainly exploring more usages and willing to have Internet access all the time. In the cycling group, people did not utilise the Internet to organise the tour except for email, but they could have avoided that inconvenience. For instance, the leader had to fly here ahead of the holiday in order to ensure the correct route condition and other information, but in this group there was an awareness of the wider use of the Internet.

C. Some older people are also making use of the Internet, especially those who are expert with computers. Even in the cycling group those who did not

know about the general use of the Internet were still using email, which seems to be the first stage in adopting Internet technologies.

D. Apart from the cycling group (people who are not familiar with the usefulness of the Internet), Dr. Davis considers that once tourism providers have built a web site, it should be checked to make sure that it is effective in providing people with the information that they need. Providers need to be able to attract people and then convert them from “lookers” to “bookers”. Otherwise, the investment in the web site is a waste of time and money. This reinforces the result from the questionnaire, that increasing the availability of the Internet will reduce travel agency and other traditional businesses that are founded on information exchange and information services.

This synthesis between the questionnaire findings and the case study findings leads to some propositions for further study of the impact of the Internet on tourism.



Chapter 6. Propositions

In this information age, life is becoming more complex. In order to adapt to this complicated life, the adoption of technology is seen as useful, although some would attribute the cause of complexity to the availability and use of new technologies. At the same time that one strives to solve problems, one finds that one is creating new ones.

That tends to be true of research. As is so often the case, this research leads to some observations that might be of interest to future researchers, as they represent the seeds from which future research can be developed. They are termed “propositions”, as is sometimes done in research work, to give them importance without attributing them the full status of a “result”.

Most tourists (See Figure 4.3) start to use the Internet for simple applications like communications (email) and opportunity identification (web searching), whether to customise their holiday or for some other purpose (See Figure 4.1). Thus, it is important for tourism providers to understand the degree of customisation needed by tourists in typical holidays and to offer appropriate tour packages to suit them. As the balance of interest and capability to customise shifts from the tour operator to the tourist, and then back again, the role of the Internet as an information source will be pivotal.

Proposition 1: The availability and information content of the Internet is a key factor in determining where packaging of tourism services occurs – at an agency of some kind or in the hands of the tourist. This, in turn, affects the degree of satisfaction experienced, according to whether the tourist wants to do the packaging or wants to have packages offered.

As was found in case study 2, most of the information pages offered by one agency or organisation – a Tourist Board – were about the board’s structure and mission statement (Welcome page, Photographs, Tourist information centres and

Board details), and the real information pages (Travel, Geography, Events calendar, Reservation details and Conference bureau) were relatively inaccessible, which are not what potential tourists expect nor what they need. This is the problem when building web sites, to understand what it is that the visitor to the web site needs to know, and to present it in an effective way. For instance, when potential tourists browse providers' web sites for the first time, most of them would want to see specific destination information first (according to the survey in Figure 4.2, 65% of tourists consider destination to be one of most important elements in choosing their holiday). Only then would they like to know about the organisation that might be able to help them, its reliability, and so on.

Proposition 2: The structure of a web site is critical to its usefulness to tourists. Poorly designed web sites will dissuade tourists; good web sites will encourage them. The question of what makes a good web site is important for tourism providers to understand.

More and more people would bypass the traditional mode of buying their holiday (going to a travel agent physically). The new way of organising a holiday is to use the Internet to get a better choice, more convenience, and possibly a cheaper product. As it was indicated early, Kotler, Bowen & Makens (1999) also agree that all of these agents are threatened by the Internet because of its information handling potential. It has been found in this thesis that 77% of tourists have the Internet at home, and 53% of them have bought products via the Internet; almost half of respondents considered that the Internet is the easiest way to make a booking and they will continue to use the Internet in other aspects of their lives (See section 4.2.1 and 4.2.2).

Proposition 3: Increasing availability of the Internet will take business away from traditional travel agencies. The quality of service at travel agencies, and their own use of the web to

*consolidate information that is dispersed around the Internet,
will be a key factor in stemming this loss of business.*

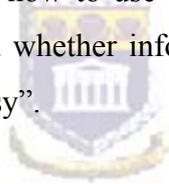
It has been established that most tourists just apply the Internet in a simple way, probably at the beginning of the travel lifecycle. Few people want to handle complexity which may be a factor whilst actually away on holiday. But they are willing to have the Internet access during the holiday for different purposes (See Figure 4.5). This hints that there is a gap in Internet usage, between the start (when basic information is being sought and bookings are made) and the end (when people are increasingly inclined to share their holiday experiences through the exchange of photographs). Tourism providers could take this advantage into account and promote themselves more effectively during the period when tourists are away from home, but it is difficult to see how this could be done, unless tourists can take their Internet services around with them. The role of the Internet café is essentially to substitute for services that are more convenient (and cheaper) at home. The day may come when our Internet services (or whatever ultimately replaces them) really can be carried around with us.

Proposition 4: There is an opportunity for Internet service providers to offer “roaming” services, in much the same way that cell phone operators do.

This survey has shown that 66% of tourists think that online promotion would affect their holiday choice. In addition, more and more people have more complex lives than before and already choose to handle daily requirements on the Internet (such as buying clothes, equipments, or even that tour) (See section 4.2.1). However, despite the utility of the Internet in people’s lives, tourism providers have the opportunity to handle it better, and to organise and offer complex tour packages to the more demanding potential tourists. This research has found that people are using the Internet more and more to handle daily needs, and that they are applying it to their needs of the tourism industry. It has been found (principally from the case studies) that tourists can be categorised according to the

maturity of their use: for searching (web browsing) and communication (email) in the beginning, and for advanced uses when they are expert, for example for complicated tour arrangements. All the potential tourists have some need for customisation, and the Internet has a role to play in achieving it, whether through selection of packages or by customisation of the detailed components of a holiday.

On the tourism providers' side, more of them are using the Internet for more and more purposes. They are willing to use the Internet to communicate with their clients, and they are attracted in the first instance by the saving of time and costs compared to other means of communication. On the tourist's side, there are two questions that arise immediately. The first question is whether advanced users of the Internet are able and willing to handle more complex holiday arrangements, and would they find that fulfilling? Although Internet use in the tourism industry can save time and cost, how much more can be saved and how much more can be gained? The second question is how to use information technology to manage this complexity successfully, and whether information technology really has the potential to make complexity "easy".



Proposition 5: The initial interest in saving time and cost will migrate to an interest in handling more choice and complexity in dealing with holiday arrangements, for both the tourist and for the tourism provider.

In order to stimulate the travel market, another idea is to offer more complex packages but still in an efficient way. With the increasing number of people wanting to use the Internet to customise their holiday (See Figure 4.8), agents have the opportunity to offer more choice, and to deal with all the complexities arising. There is evidence from the interviews that tourists are willing to buy tour packages, but they could not find the proper package (combining destination, price and popularity, for example), which is why some of them choose to arrange the holiday themselves. If packaging was more sophisticated and if the agents were willing to deal with more complexity, perhaps more tourists would be

willing to pay, even to pay premium prices? Cost is a concern for tourists – 14% agreed that price is the second consideration after destination (See Figure 4.2).

Proposition 6: Managing complex choice efficiently is one opportunity for travel agents and service providers, deploying their extensive knowledge of tourism opportunities far beyond the capability of the average tourist.

Both the tourist and the provider are interested in the tourism lifecycle, because that is (as was argued earlier in this thesis) the area of shared interest. There are five stages in the lifecycle, and it must be asked how can each stage make the best possible use of the Internet, to satisfy tourist's overall needs and in order to maximise the business opportunities for providers? It must also be asked whether there are any other applications of the Internet that will enable tourism providers to serve tourists' needs more completely and more effectively?



Chapter 7. Conclusion

This thesis will be concluded from the objectives of this research.

7.1 *Achievement of the objectives*

The objectives for this research were first presented in chapter 2, and are presented again here:

- ❖ How much use do tourism providers and tourists make of the Internet, and what do they do with it?
- ❖ Is the use of the Internet by tourism providers and tourists increasing, and by how much?
- ❖ What are the benefits of the Internet, as seen by both parties?
- ❖ Make a detailed analysis of how specific tourists support the general findings from the above

According to the framework of this research, the work was organised into two groups: tourists and tourism providers. 100 tourists and 50 tourism providers were interviewed in order to develop quantitative data, and two case studies were documented and analysed in order to provide a richer view of the detail of Internet use. In addition, tourists who had been interviewed in a previous study were asked to comment on their increasing of the Internet use, compared to what they said three years ago.

- *How much use do tourism providers and tourists make of the Internet, and what do they do with it?*

In the **first** question concerning use of the Internet by tourists, it is classified into five kinds of use here: “searching for information, seeking entertainment, education, buying goods (sometimes also selling goods), and communication with other people.

In the matter of travel, potential tourists are able to find and collect travel information from the Internet using search engines or by surfing on the World Wide Web from one web site to another – very often one web site includes links to others and it is not always necessary to use a search engine. From the survey of 100 tourists, 26% of them use the Internet to search for information and 26% of them use it for entertainment.

In Figure 2 (See Appendix 2), most tourists mainly use the Internet to search, for entertainment, and to communicate, and it is difficult for them to dig out other potential uses of the Internet. Combining to the second case study, it reveals that it is likely that in the beginning of tour lifecycle only simple uses like communications seem to be popular with new Internet users. As they become more confident, then other more advanced uses become interesting to them, such as education and shopping. Being willing to shop on the Internet would correlate with wanting to use it for incidental expenses, even when on holiday.

It has been found that tourism providers use the Internet most often for promotional purposes, in order to motivate potential tourists to buy their products and services. 58% of tourism providers do promotions on the Internet frequently and most of them consider that they benefit thereby. In the Somditti survey, three years previous to this study, it was found that only 11% of businesses used their computers for Internet and email; this new study as found that 72% of businesses use the Internet to conduct their daily business. However, businesses surveyed in the Somditti study were micro-enterprises located in the Cape Flats and in this survey they were established businesses in the more popular tourist areas, which will account for much of the difference.

- *Is the use of the Internet by tourism providers and tourists increasing, and by how much?*

Looking at the **second** objective, to determine the increase in use of the Internet by tourists, the comparison with Somditti survey provides the best evidence. In

the “Somditti survey”, 60% of tourists had the Internet access in 2001, and in 2003 one has found that the number has increased to 77%, a 17% increase in two years. However, the main uses are still for information access and email. 60% of the Somditti sample report that they use the Internet more for planning their holiday now, than previously. 77% agreed that they have found new uses for the Internet, which confirms that more and more use is being made of this technology.

Most tourism providers enjoy the speed and convenience of email to take bookings, and accept payments online. Some are promoting their products and services on the web. There is evidence that 62% of them agree that the number of potential tourists browse for information and make online bookings, and that this is an increase on previous levels of activity.

- *What are the benefits of the Internet, as seen by both parties?*

All the *tourists* agree that one of the most important benefits is that they are able to get whatever information they need, easily and promptly. Information is available on the web 24 hours a day unlike other media, and it is convenient to be able to access the web at anytime. In addition, they consider that communication and booking becomes much simpler; email can substitute for the traditional letter or fax and it saves time and cost. In particular, online credit card payments turn out to be more reliable but use of the Internet for payments is not so popular. Another benefit is that tourists enjoy using digital cameras to record their holiday images because there are a number of advantages when compared to a normal camera. In particular, it makes it easier to share their tour experiences with other people, even immediately as soon as the photograph is taken. Since the survey was undertaken, it has even become possible to use mobile telephones for photography, and to send images over the cellular networks – this of course is not using the Internet, but it is likely that tourists do not care how the images are transmitted provided that they are sent, and that the cost is reasonable.

Hence it is found that tourists can benefit from applying the Internet to all aspects of their travelling requirements, but more prior to a holiday and afterwards, rather than during the holiday. The trend is for more and more potential tourists to deploy new technologies as they get to know them and as the benefits become clear.

Internet use in the tourism industry also benefits to *tourism providers*. It is found that virtually all (96%) of the providers who promote their businesses using the Internet (58% of the total) benefit from it. Meanwhile, more than one third of bookings are from the Internet, and website traffic relating to online reservation, payment and email with clients is increasing.

Benefits, as seen by tourism providers, include:

- They can reach the maximum of potential clients across a wide spectrum in all countries
- It is easy and cheap to advertise on the Internet
- It is easier, more convenient, faster and more cost effective to communicate with clients using the Internet, especially when compared with use of fax and telephone
- Communication using the Internet provides a convenient and permanent record of email messages received and sent
- The Internet works 24 hours, overcoming problems of time-zone differences

In conclusion, both tourists and tourism providers are clearly able to benefit from Internet use and the number of people using the Internet is increasing, both for general purposes as well as for the organisation of holidays and travel.

- *Make a detailed analysis of how specific tourists support the general findings from the above*

Underlying some of these observations is further evidence that early users are likely to be heavily involved with the Internet at the start of their holiday, then at the end (as they adopt digital photography and use more email communicate with family and friends), but only later in their adoption of Internet technologies are they likely to want to use them all the way through their holiday or tour as evidenced by the expert. *Thus, adoption of new technology at a single point in the tourism lifecycle is likely to turn into continuous use, but only when tourism providers and other parties make this possible through improved Internet services in and around all holiday locations.*

As was mentioned earlier, the IMBOK project has developed a framework that is quite useful for those businesses involved in this information age. Information technology is a phrase that was used to refer to almost everything in the realm of computers and systems in business. As the model makes very clear, it is a long journey from investing in information technology components to delivering the benefits of that investment. Hence, if businesses are to manage information technology successfully, they need to encourage the proper use of the phrases "Information Technology" and "Information System" to indicate that there are two layers of different activity and management concern, which are related but separate from each other. Every business has its own system to run, for instance, in the tourism industry service providers systems to support promotion, booking, transaction handling, and so on. Business process is usually something that is seen or even defined from outside an organisation: a business process is a high-level component of a business, which delivers perceptible value to external stakeholders. A business process is normally seen as delivering value to one or more stakeholders in a business, whereas the lower level activities that serve it consume resources and drive costs (Bytheway, 2004). Then, business will benefit from good basic technology, systems and processes. Finally, its change leads to

business strategy. Therefore, if tourism providers want to generate one good business strategy, they have to take this advantage:

- Realise the importance of information technology, and then involve in the relevant technology;
- Have a better understanding of information system to keep business systematic;
- Acquaint every process in business in order to combine with technology properly;
- Realise the possible business benefits that could be brought about by applying the proper business processes.
- Designing business strategy that would allow change with the times.
- Realise the importance of Information Management

7.2 *Limitations of this research work*

There are a few limitations in this research work:

- This study has been re-worked, and during the submission there arose many relevant research about tourism and Internet, which have not been discussed in the literature.
- If the questionnaire were designed to look for some correlation but not the basic sequence counting following the previous research project (Somditti), this research would be able to bring some more significance about information management in the tourism industry.
- Because of the funds, this research was only undertaken in the city of Cape Town.

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Appendix 1. Interview questions

Tourism providers were questioned as follows:

My name is Haitao Song (Tom). Moreover, I am a student at the University of the Western Cape. We are doing a research project "**Information Management in Travel Industry: the Role and the Impact of the Internet**". Your business was randomly picked to form a part of our sample. (Explain random and sample)

1. What is the name of your business?

2. What kind of business are you running?
Craft ()
Travel agent ()
Tours ()
Accommodation ()
Catering ()
Foreign exchange ()
Other () _____
3. How long has your business been running?
Less than half a year ()
1 year – 2 years ()
2 years – 4 years ()
More than 4 years ()
4. How big is your organization?
Large () Medium () Small ()
Criterion: the number of staff
5. What services are you providing?

6. Does your company have access to the Internet?
Yes () No ()
7. Does your company have website?
Yes () No ()
8. What is your web site address?

9. Does your web site provide an e-mail address where you can be contacted?
Yes () No ()
10. Is your web site registered with any search engines?
Yes () No ()
11. Could you tell me something about the advantage and disadvantage of using the Internet to deal with your daily work?

-
-
12. Does your organisation often do the promotion on the Internet?
Yes () No ()
13. Did your organisation benefit from the online promotion?
Yes () No ()
14. How do people make bookings from your business mostly?
Telephone ()
Come to us ()
Internet ()
15. Is the number of people making booking online being increased recently?
Yes () No ()
16. Are there lots of tourists who contact your organisation for more information during their holiday?
Yes () No ()
17. How many percentages of people eventually paid you on the Internet for their holiday expenses?
Less than 5% ()
5% - 25% ()
25% - 50% ()
50% - 75% ()
75% - 100% ()
18. Did people give feedback to your organisation by email?
Yes () No ()
19. Which part do you think is the most important to utilise the Internet?
Promotion ()
Booking ()
Tour ()
Transaction ()
Post tour experience ()
20. Do you think the Internet helps your organisation a lot?
Yes () No ()
21. Have you got any problem amid using the Internet to precede work with your client?
Yes () Go to next question No () Go to question 23
22. What problem have you got?

23. What do you think about the future opportunities of using the Internet or the role and impact of the Internet in travel industry?



Tourists were questioned as follows:

Welcome to Cape Town – hope you had a pleasant trip. My name is Haitao Song and I am a student at the University of the Western Cape, here in Cape Town. We are doing a research project **“Information Management in Travel Industry: the Role and the Impact of the Internet”**. Could you please give a few minutes of your time?

1. Gender
Male () Female ()
2. Where are you from?
America ()
Europe ()
Asia ()
Africa ()
Local ()
Other () _____
3. What is your age group?
Teenager ()
Young people ()
Middle-age ()
Old people ()
4. What is your education level?
Certificate ()
Undergraduate ()
Postgraduate ()
Doctor ()
5. Did you come alone?
Yes () No ()
6. How are your holidays organised?
Independently ()
Independently with organized tours ()
Non-profit group ()
Organized tours ()
Tour Operator/Travel agent ()
Other () _____
7. Reason for visit
Historical site ()
Business ()
Recreation ()
Tour ()
Education visit ()
Passing through ()



- Other () _____
8. How long will you go on holiday for?
1-2 weeks ()
2-3 weeks ()
3-4 weeks ()
More than 4 weeks ()
9. May I ask you, where you come from are you seen as wealthy, poor, or somewhere in the middle?
Wealthy ()
Poor ()
Somewhere in the middle ()
10. How many times per year do you go for holiday?

11. What kinds of accommodation did you take?
Home ()
Hotel ()
Guest houses/B&B ()
Caravan ()
Family/Friends ()
Other () _____
12. What do you consider to be the most important factor when choosing your holiday?
Destination ()
Price ()
Referrals ()
Popularity ()
Conservation interest ()
13. Have you got your personal computer?
Yes () No ()
14. How long have you owned your personal computer?
Less than 1 year ()
1 year – 2 years ()
2 years – 4 years ()
More than 4 years ()
No idea ()
15. Do you currently have access to the Internet from home?
Yes () No ()
16. What type of connection of the Internet do you use with your computer?
Modem ()
DDR ()
ISDN ()
Broadband ()
No idea ()
17. Accessing the Internet at home is



- Cheap () Expensive ()
18. How do you rate your expertise with a computer and Internet?
Expert ()
Competent ()
Average ()
Beginner ()
Novice ()
19. What do you use the Internet primarily for?
Search ()
Entertainment ()
Education ()
Sale/Marketing ()
Communication ()
Other () _____
20. On the Internet, what application do you use mostly?
WWW ()
E-mail ()
Telnet ()
FTP ()
Database ()
Chat ()
Newsgroup ()
Other () _____
21. Have you ever purchased any product online?
Yes () Go to next question No ()
22. What did you buy from the Internet?

23. Do you think shopping online is secure?
Yes () No ()
24. Could you tell me something about the advantage and disadvantage of using the Internet to deal with your daily work?

25. Where do you collect your holiday information usually?
Television ()
Newspaper ()
Leaflet ()
Internet ()
Word of mouth ()
Other () _____
26. Do you think that promotion offered by tourism providers can affect you to choose your holiday destination?
Yes () No ()

27. What is easy way to make a booking?
Travel agency ()
Internet ()
Telephone ()
28. Have you ever booked your holiday from the Internet?
Yes () No ()
29. Are you able to access the Internet during your holiday?
Yes () No ()
30. What do you access the Internet for while having your holiday?
Keep in touch with work ()
Find more holiday information ()
Pay the expenses through the Internet ()
Share holiday experience with people ()
Other () _____
31. How do you post your tour experience, which means the way you use to share your tour experience?
Letter to them by writing ()
Email to them ()
Speak to them face to face ()
32. Which part do you think most important to use the Internet?
Promotion ()
Booking ()
Tour ()
Transaction ()
Post tour experience ()
33. Are you satisfied with the services that providers offer on the Internet?
Yes () No ()
34. Have you got any problem when you were using the Internet to book or purchase?
Yes () Go to next question No () Go to next question 36
35. What problem have you got?

36. What do you think about the future opportunities of using the Internet or the role and impact of the Internet in travel industry?



Appendix 2. Tables and Figures

Age group	Length of owning computer					
	Less than 1 year	1-2 years	2-4 years	More than 4 years	No computer	Grand Total
Teenager	3	2	3	6	5	19
Young people	2	8	4	10	9	33
Middle-age	1	7	10	11	6	35
Old people		3	5	1	4	13
Grand Total	6	20	22	28	24	100

Table 1 Comparison between “Age group” and “Time of owning personal computer”

Age group	How to organize your holiday?					
	Independently	Independently with organized tours	Non-profit group	Organized tours	/Travel agent	Grand Total
Teenager	5	1	3	8	2	19
Young people	22	5		2	4	33
Middle-age	22	6	1	5	1	35
Old people	9			2	2	13
Grand Total	58	12	4	17	9	100

Table 2 Holiday organised versus age group

Age group	Most important factor when choosing holiday					
	Conservation interest	Destination	Popularity	Price	Referrals	Grand Total
Teenager	2	10		6	1	19
Young people	2	20	6	2	3	33
Middle-age	2	29	2	2		35
Old people	1	6	1	4	1	13
Grand Total	7	65	9	14	5	100

Table 3 Comparison between “Age group” and “Most important factor when choosing holiday”

	Did lots of people give you feedback by email or other ways on the Internet?			
The type of the business	Yes	No	No idea	Grand Total
Accommodation	9	3		12
Catering	2		2	4
Craft	1	2		3
Foreign Exchange	3			3
Information centre	11	3		14
Tours	1	3	1	5
Travel agency	7	2		9
Grand Total	34	13	3	50

Table 4 Post tour experience via Internet

	I have sent friends digital photographs	I have told them a lot using email
Strongly agree	40.91%	41.91%
Agree	40.91%	54.55%
No idea	18.18%	3.54%

Table 5 Internet use of posting tour experience

	Do you currently have access to the Internet from home?		
Age group	Currently access to Internet from home	Not access from home	Grand Total
Teenager	17	2	19
Young people	25	8	33
Middle-age	27	8	35
Old people	8	5	13
Grand Total	77	23	100

Table 6 Comparison between “Age group” and “Access the Internet from home”

	How will you post your tour experience?			
Age group	Email to them	Speak to them face to face	Write letter to them	Grand Total
Teenager	9	3	7	19
Young people	17	9	7	33
Middle-age	16	9	10	35
Old people	2	4	7	13
Grand Total	44	25	31	100

Table 7 The way to post tour experience

	I have sent friends digital photographs	I have told them a lot using email
Strongly agree	40. 91%	41. 91%
Agree	40. 91%	54. 55%
No idea	18. 18	3. 54%

Table 8 Internet use of posting tour experience from perception survey

Economic condition	Accommodation				Grand Total
	Caravan	Family/Friends	Guest houses/B&B	Hotel	
Poor	0	0	0	0	0
Somewhere in the middle	2	9	23	26	60
Wealthy	3	4	4	29	40
Grand Total	5	13	27	55	100

Table 9 Relations between “Economic condition” and “Choice accommodation”

Age group	Most important factor when choosing holiday					Grand Total
	Conservation interest	Destination	Popularity	Price	Referrals	
Teenager	2	10		6	1	19
Young people	2	20	6	2	3	33
Middle-age	2	29	2	2		35
Old people	1	6	1	4	1	13
Grand Total	7	65	9	14	5	100

Table 10 Comparison between “Age group” and “Most important factor when choosing holiday”

Origin	What type of connection do you use?						Grand Total
	ADSL	Broadband	Fiber	ISDN	Modem	No idea	
Africa				2	6	8	16
America	1	3	1	1	4	2	12
Asia	2	1		3	6	1	13
Europe	3	6		5	30	11	55
Local		1			2	1	4
Grand Total	6	11	1	11	48	23	100

Table 11 Relationships between “origin” and “The type of connection”

The type of the business	Did your organisation benefit from the online promotion?		
	Yes	No	Grand Total
Accommodation	7	5	12
Catering	2	2	4
Craft	1	2	3
Foreign Exchange	2	1	3
Informaiton center	9	5	14
Tours	3	2	5
Travel agency	5	4	9
Grand Total	29	21	50

Table 12 Benefit of online promotion

The type of the business	How do people make bookings from your business?			
	Come to us	Internet	Telephone	Grand Total
Accommodation	3	5	4	12
Catering	1	1	2	4
Craft	2		1	3
Foreign Exchange	2	1		3
Informaiton center	2	7	5	14
Tours	1	2	2	5
Travel agency	3	2	4	9
Grand Total	14	18	18	50

Table 13 The way of making booking

The type of the business	Did lots of people give you feedback by email or other ways on the Internet?			Grand Total
	Yes	No	No idea	
Accommodation	9	3		12
Catering	2		2	4
Craft	1	2		3
Foreign Exchange	3			3
Informaiton center	11	3		14
Tours	1	3	1	5
Travel agency	7	2		9
Grand Total	34	13	3	50

Table 14 Post tour experience via Internet

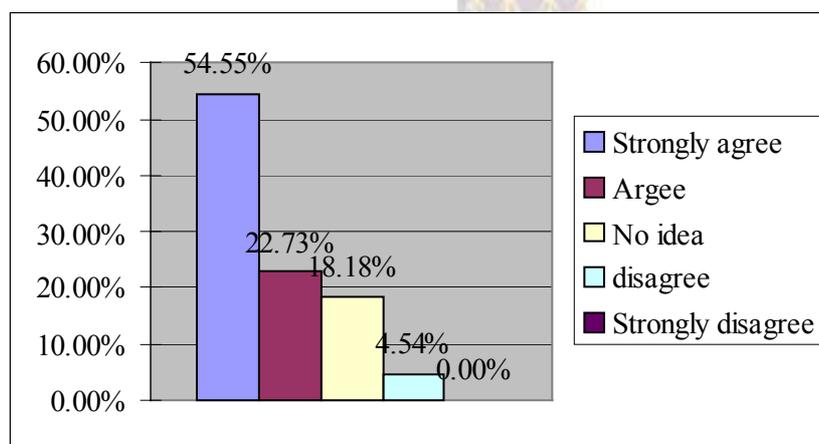


Figure 1 Found new uses on the Internet

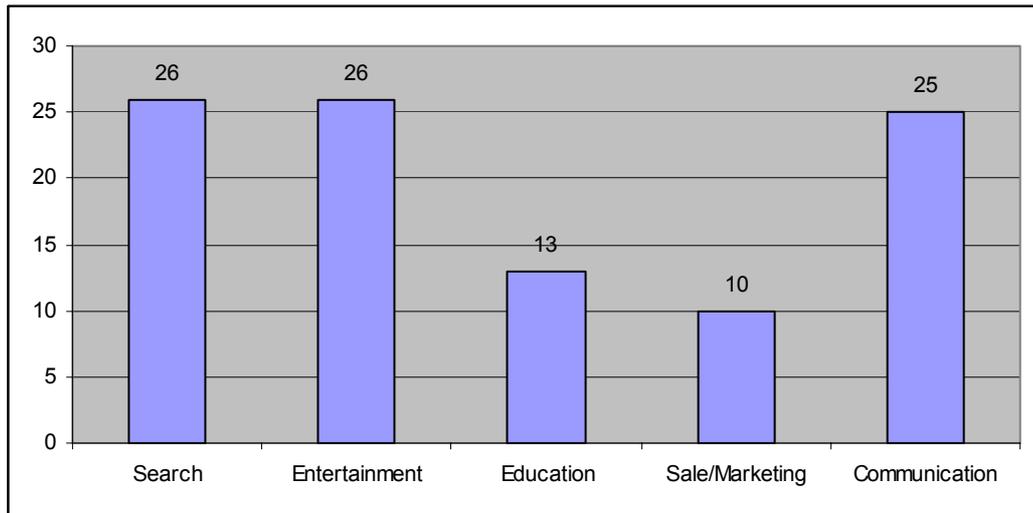


Figure 2 How tourists use the Internet

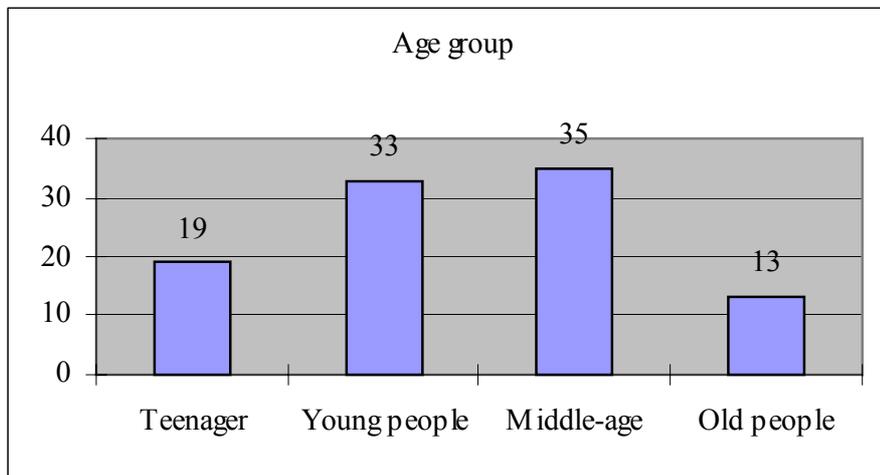


Figure 3 Tourists age group

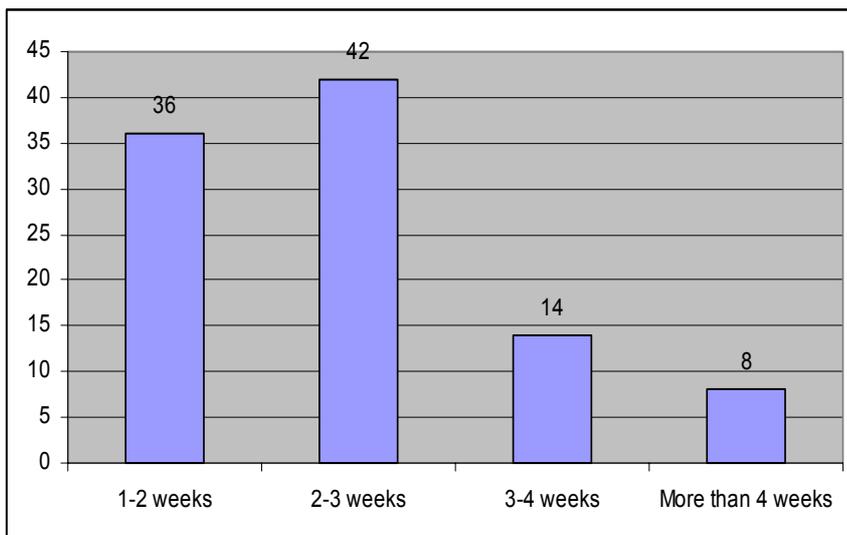


Figure 4 Length of time on holiday

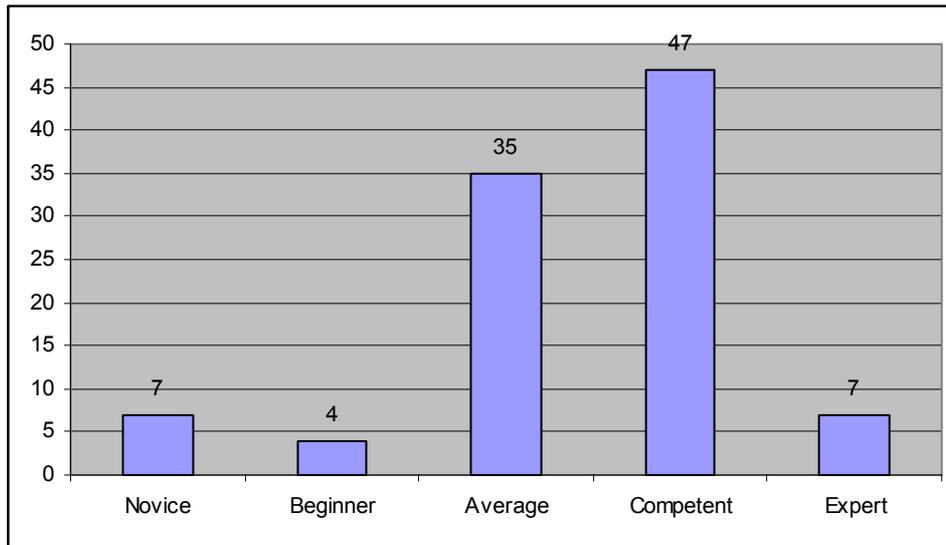


Figure 5 Expertise of using computer and Internet

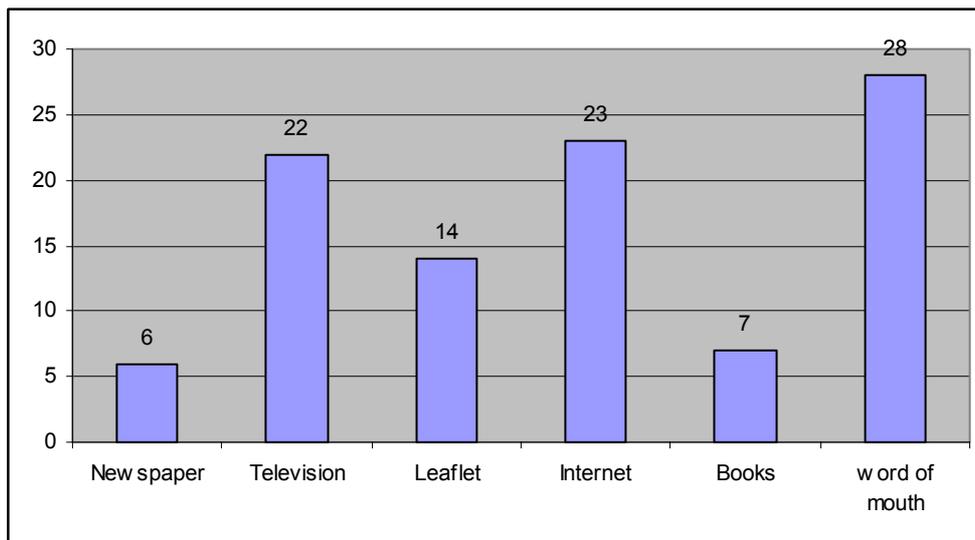


Figure 6 The way of collecting travel information

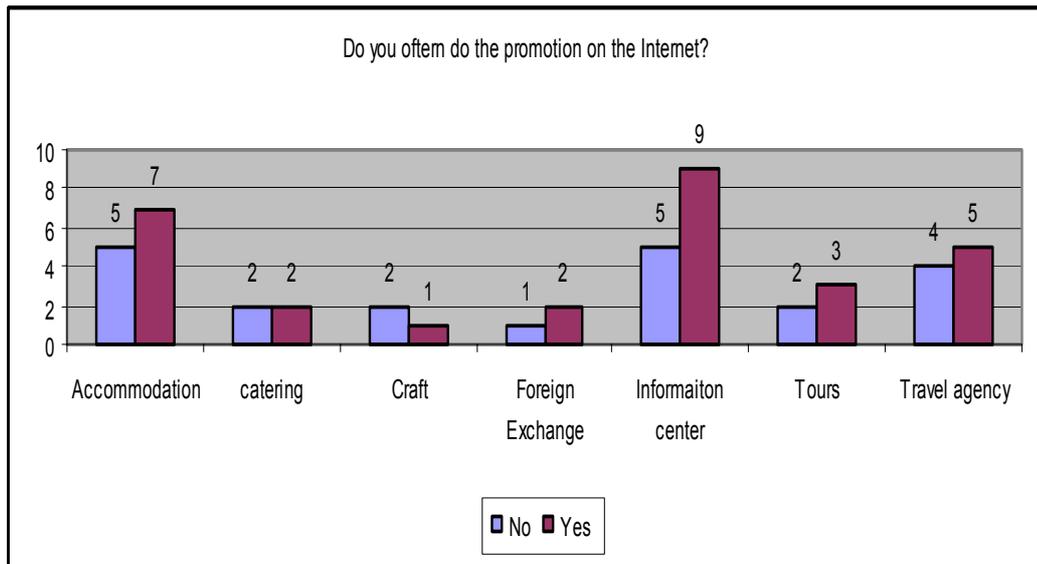


Figure 7 Promotion in different businesses

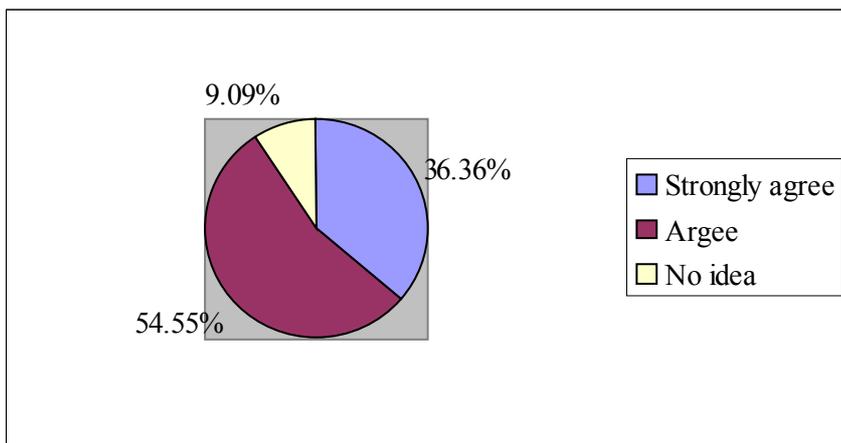


Figure 8 Have learned a great deal about South Africa using the Internet

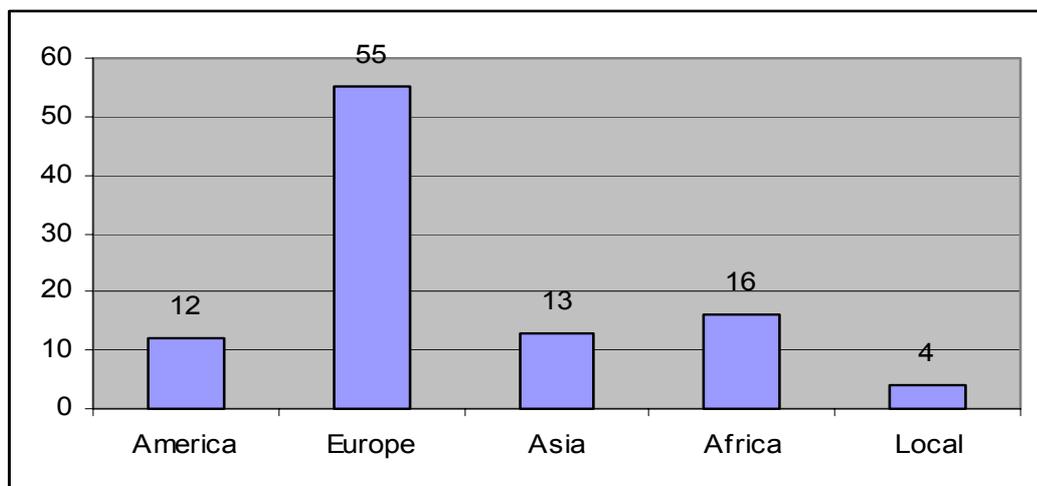


Figure 9 Origin of tourists

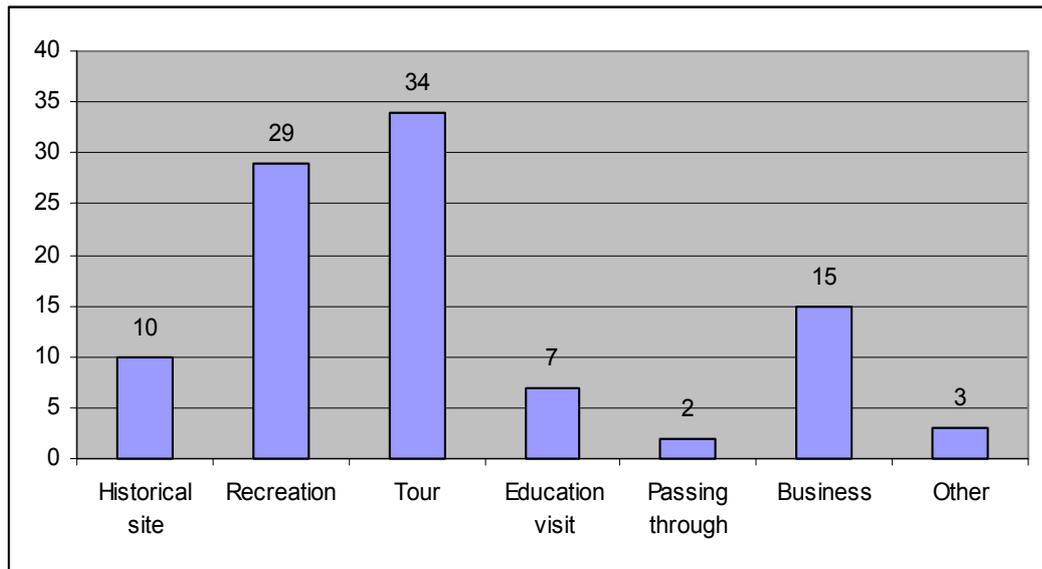


Figure 10 Reasons for visit

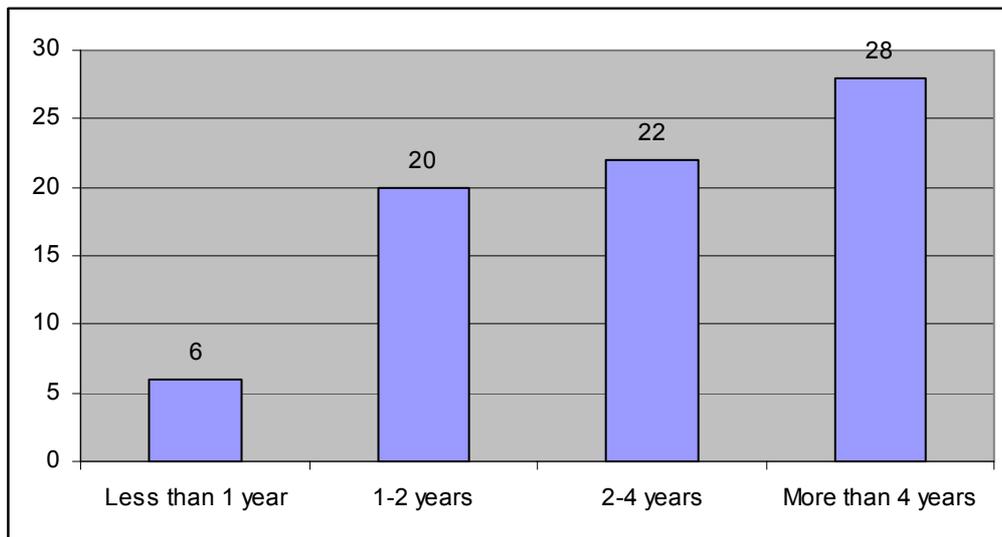


Figure 11 Length for owning the personal computer

Appendix 3: Itinerary of Dr. Davis

August 17, 2003

SOUTH AFRICA TRIP ITINERARY

8am CO = 10am NY/GA = noon BA = 5pm South Africa & Botswana = 4pm Namibia

US\$1 = ZAR7. 5 = Nam\$7. 5 = Botswana 5 Pula = Argentina 2. 75 Pesos

To call from USA: Dial 011 followed by numbers below

To call in country: Drop first set of numbers (country code); add a "0" then dial rest of number

Tues-Wed, August 19-20 UA 652 COS-DEN 210pm-249pm (40 minutes;
B737); no meal; Seats 2ABC
B757); brunch! AI 320pm-838pm (3. 5 hrs;
econ+); 2 waitlisted for 1st
B767); UA 847 IAD-EZE 935pm-920am (10 hrs;
biz class) dinner, breakfast.
Seats 6ABC (2+2+2 seating;

Wed-Thur, August 20-21 Malay 202 EZE-CPT 820pm-900am (8 hrs; B747);
Trip ID # 747178787267
40ACD (3+4+3); Indian Vegetarian
Wagon; Avis Rental Car #48952357US6; Std Estate
ZA7169; Get "letter
of authority" for Namib &
Botsw

Exit airport. After LH bend, get into RH lane at 1st lite. / 1km thru
freight area. / R @lite onto M22
-Borcherds Quarry Rd / . 5 km to R@lite onto M10-Modderdam Rd /
1km to L@lite onto M12-35th
Ave. / 7. 5km to R@lite onto N1 Freeway toward Paarl / 8. 5km exit
@Junct 25 / @lite, L onto M31
View Rd. - Old Oak Rd, toward Durbanville / 1km to R@lite onto Mountain
into Chantecler / 1. 5km L@stop sign
House is #8. / Ph 021-975-9305

Thurs-Wed, August 21-27 **Cape Town:** Staying at cottage @ home of Andy & Ann
Bytheway; 8 Rossignol St;
[Temp-64°; Rain-1°; Sunlight-6 hrs](#) Chantecler, Durbanville 7550. Phone: 27-21-975-9305

Host: Andy Bytheway; ph 27-21-959-3248; cell: 27-82-826-0296; fax 27-82-131-
826-0296

Also: Robin Schneider; Vrede en Lust Farms: 27-21-8741611. Cell: 27-82 8517127

Bytheway's home to Other Home: Rossignol to L onto Briffant to R
onto Chantecler. Left onto Mt
View Rd. . 5 km to left onto Eversdal Way. Next right onto De Bron.
2. 5km to right onto Okavango
Rd. Under N1. 1. 5 km to left (dead end) onto R101. 9 km to right
onto R304. 10 km to Stellenbsh.
R onto R44 (Strand Ave). 2 km to left onto Paradyskloof. First right
onto Seruria to #26

Appendix 3: Itinerary of Dr. Davis

Wednesday, August 27 (350 mi)	A-N7 N to Okiep hotel left side N. end of town 560 km
Wed-Thurs, August 27-28 27-744-1000;fax	Okiep Country Hotel; Main Rd; Okiep, South Africa; ph 27-27-744-1114 1 single (R255) & 1 double (R415); no meals incl; optional breakfast at R53/pp
Thursday, August 28 (change clocks (Namibia spd	ZA-7 N to Namibia 110 km 1 hour earlier NA-B1 N to Grootplaas (Fuel) 105 km limit: 120 kph NA-C10 W to Fish River 50 km NA-324 N to Lodge <u>20 km</u> Total Drive 285 km (180)
mi - 9a-2p; see canon today!)	
Thurs-Fri, August 28-29 St; Windhoek Temp: 77°; Night 41°; Rain-0” 264-61-251863	Cañon Lodge; Fish River Canyon , Namibia; 20 Casteel 9000, Namibia 1 Triple; \$250 w/breakfast & dinner; Ph: 264-61-230066; Fax: 264-61-251863 (26 bungalows) Pick up initial ATI vouchers from Sonya
Friday, August 29	NA-324 N to NA-601 25 km NA-601 E to Gorges 30 km NA-C12 N to Seeheim 75 km NA-B4 NE to Keetmanshoop (fuel) 45 km NA-B1 N to Mariental (fuel) 240 km NA-C19 W to Maltahohe 95 km NA-36 W to Hotel on right <u>265 km</u> Total Drive 805 km (500)
miles - 8a-6p for dinner)	
Fri-Sun, August 29-31 (2 nites) Namibia Temp: 77°; Night 41°; Rain-0” 264-63-293374; Fax: 264-63-293375	Weltevrede Guest Farm; Namib Naukluft Park ; Solitaire, (6 bungalows) 1 single & 1 double; \$322. 66 total w/brkfst & dinner Ph:
Sunday, August 31	NA-36 N to Solitaire (fuel) 60 km NA-C14 N to Rostockberg 73 km NA-C26 E to Windhoek (fuel) <u>160 km</u> (Gamsburg Repblc, left Sam Nujoma, right Beethoven, X John Meinert, 2 nd lft driveway) Total Drive 300 km (185)
miles)	
Sun-Mon, August 31-Sept 1 Namibia 264-61-250006;	Rivendell Guest House; 40 Beethoven St; Windhoek, single (N180) + large dble (N230) = N410; incl bkfst; ph. fax 264-61-250010 Meet David from ATI here for (a) a beer and (b) vouchers
Monday, September 1 Okahandja)	(right Beethoven, right Sam Nujoma, right onto B1 N to NA-B1 N to Otjiwarongo (fuel) 240 km NA-C38 N to inn on right <u>140km</u> Total Drive 380 km (235)
mi)	
Mon-Wed, September 1-4 (3 nites) 264-67-333-440; Etosha Pan 77°; Night 41°; Rain-0”	Toshari Inn; PO Box 164; Outja, Namibia (16 rooms); ph fax 264-67-333-444 1 double (\$67) + 1 single (\$44) x 3 nites = \$333; Temp:

Thursday, September 4	NA-C38 S to Otjiwarongo (fuel)	140	km
	NA-B1 S to Windhoek	240	km
	NA-B6 E to Gobabis (fuel)	200	km
	NA-B6/C55 E to ZGF on left (easy to see)	<u>90</u>	<u>km</u>
	Total Drive	670 km	(415 mi)
Thurs-Fri, September 4-5 264-61-240-375;	Zelda Guest Farm; Gobabis, Namibia (7 guest rooms);ph fax 264-61-256-598		
breakfast and dinner	1 double (w/bath) + 1 single (w/ or w/o bath); incl		
Friday, September 5	NA-B6/C55 E to Botswana border	20	km
	BO-A2 to Ghanzi (fuel)	205	km
	to Maun (fuel)	<u>315</u>	<u>km</u>
roundabout; camp	Moremi Road towards Moremi; X bridge; left in on left (sign posted)		
miles; 10a-5p incl customs)	Total Drive	535 km	(335 miles)
Fri-Sat, September 5-6 66-07-93;	Crocodile Camp, Maun, Botswana; ph 267-66-07-96; fax 267- w/bkfast; has rest'rant		
quickly Mon. morning)	park car @ company's office in town (to get out of town		
Sat-Mon, September 6-8 (2 nites) tours (8	Semetsi Camp; <u>Okavango Delta, Botswana</u> all meals & permanent tents)		
Temp: 77°; Night: 50°; Rain-0°	No phone (in emergency contact David at ATI in Windhoek, Namibia; ph 264-61-228-717;		
safari/flight/lodging	fax 264-61-247-668) or Crocodile Camp (see above); 2 day		
25 min am flight	for \$650pp (from ATI),_Max 12 kg (26 lbs.) soft-bags pp		
Monday, September 8	Fly Okavango Delta to Maun (by ATI) around lunchtime		
	Drive to Ghanzi (fuel)	308	km
	4 km past Ghanzi; sign pointing to 3km rd.	<u>7</u>	<u>km</u>
	Total Drive	315 km	(200 miles)
Mon-Tues, September 8-9 267-721-20790	Thakadu Camp; Ghanzi, Botswana; ph 267-721-20695 fax		
restaurant	1 single and 1 double (total US\$80) w/breakfast; has		
Tuesday, September 9	BO-A2 to Gobabis	110	km
	NA-C20 S to Aranos (fuel)	214	km
	NA-20 W to Mariental	122	km
	B-1 N to Hardap Dam Entrance	15	km
	Entrance Road to office (closes at 6pm)	<u>8. 5</u>	<u>km</u>
	Total Drive	470 km	(300 miles incl customs)
Tues-Wed, September 9-10	Hardap Dam, Mariental, Namibia (closes 6pm); Ph 264-61- 23-6975; fax 264-61-22-4900		
	"Luxury" Bungalow w/4 beds; no kitchen. US\$60; no meals incl; has restaurant		

Appendix 3: Itinerary of Dr. Davis

Wednesday, September 10 7am)	NA-B1 S to Keetmanshoop	232 km (leave
(change	NA-C16 E to SA Border	204 km
clocks	one hour	later)
	ZA-R31 E to Adriesvale	89 km
	ZA-R360 N to Twee Rivieren (Kgalagadi Pk)	54 km
	to Mata Mata	<u>133 km</u> (2. 5
hrs)		
miles – 7am – 630pm)	Total (gates close at Twee Rivieren 630pm)	712 km (445
Wed-Thurs, Sept 10-11 Camp;	R80 Conservation Fee Due upon Entry; Mata Mata Rest (8 cottages)	
	ph 27-12-343-1991; fax 27-12-343-0905 (reservations)	
	Family Cottage; 2 bedrooms; <u>full kitchen; no restaurant;</u>	
	<u>has groceries</u>	
Thursday, September 11 hrs)	Mata Mata to Twee Rivieren	133 km (2. 5
w/AC	Kalahari 4x4 will deliver a Toyota Raider 4x4 dble cab	
at	noon to Twee Rivieren	
54	at Main Building; Extra diesel tanks; Pieter Nel; Tel: +27- 332-3098;	
kalahari4x4hire.	Fax: +27-54 332-3033; Cell: 27-82 490 1937; www. co. za	
hours)	Twee Rivieren to Nossob	<u>105 km</u> (3. 5
– 140 miles)	Total Drive	238 km (6 hrs
Thurs-Fri, Sept 11-12 R460;	Nossob Camp (18 cottages); Family Cottage; 2 bdrms, <u>kitchen; no restaurant;</u>	
9/11 and morning hike on 9/12	<u>has groceries; buy for 3 days;</u> Possible night game drive	
Friday, September 12 hours – 56 miles)	Nossob to Bitterpan Camp	90 km (3
Fri-Sun, Sept 12-14 (2 nites) total	Bitterpan Camp; (only 4 stilted cabins); Two Reed Cabins R800/night;	
	<u>communal kitchen; no restaurant; buy food before</u>	
Sunday, September 14 Moravet– 3.	Bitterpan to Twee Rivieren	105 km (via
	5 hrs – 65 miles)	
	ZA-R360 S to Upington	<u>238 km</u>
	Total Drive	343 km (214
mi)	Return 4x4 to Kalahari 4x4 at 66 Scott Street	
Sun-Mon, September 14-15	Protea Hotel Upington; 24 Schröder St; Upington, SA; ph 27-54-337-8400; fax 27-54-337-8499	
VISA; conf #199128 & 199130	Std Single (R360) + Std Dble (R415); no meals; conf to	
Monday, September 15	ZA-N14 SW to Keimoes	39 km
	ZA-R27 SW to Vanrhynsdorp	473 km
	ZA-7 S to R304	282 km
	Left (south) onto R304 to Stellenbosch	30 km
	Right (south) onto R44 (Strand Ave)	2 km
	Left onto Paradyskloof	
	First right onto Seruria to #26 Total Drive	826Km (500 miles)

Appendix 3: Itinerary of Dr. Davis

Mon-Wed, Sept 15-Dec 3 Paradyskloof,	Cape Town Stellenbosch,	26 7600, Africa; phone 27 21 880 1066	Seruria Street; South
Temp-65°; Rain-1"; Sunlight-7 hr work on books	Mon-Mon, Sept 15-21	Finish prepping for class & Return Avis Car	
Temp-70°; Rain-2"; Sunlight-9 hr. work on books	Tues-Fri, Sept 22-Nov 7	Teach course at UWC & work on books	
Temp-73°; Rain-1"; Sunlight-10 hr day to Chobe?	Sat-Wed, Nov 8-Dec 3	Work on books; Maybe 3-4 day to Chobe?	
Wednesday, December 3 B747);	Malay 201 seats	CPT-EZE 35ACD Shuttle from EZE	1045am-355pm (10 hrs; (3+4+3) \$60; 35km
Wed-Thurs, Dec 3-4 11-4318-3000;	Marriott Plaza Hotel; Florida fax:	1005; B. Aires, Arg; ph. 54- 54-11-4318-3001	
	Conf #860-289-238 Shuttle to AEP	(free w/certif 015) \$60; 4 km	
Thursday, December 4 MD88); 1288 #IDHTRW	AArg 1850 NOTE: DIFF'T AIRPORT IN BUENOS AIRES!!!	AEP-RGL (1 stop in Rio Gallejos, Arg); mi. conf #JDOGGF; reservation	(3 hrs; snack mi.)
	... continuing ...		
MD88); in shuttle)	AArg 1850 lunch;	RGL-USH 225 Xport (from Exp cruises) to downtown (can leave luggage	(1 hr; mi.)
Thurs-Sun, December 4-14 Explorer Temp: 50°; Rain: 0"; Sunlite: 16 hr. holes;	11 day cruise; Akademik Ioffe departs 400pm; Antarctica Trip Cabins #450 (Mike) and #452 (A&G); port bath between Returns 1000am; Ship also called Peregrine Mariner and Marine Adventurer		
Sun-Mon, Dec 14-15 \$160/triple Ushuaia, Argentina Rain: 2"; Sunlight: 12 hrs.	Los Nires Hotel; Av. de los Nires 3040; Ushuaia; ph. 54-29-0144-5173; fax 54-29-0144-3781; Temp: 56°; Call Jerry at 719-963-0371 to arrange to have our car/RV batteries available		
Mon-Tues, December 15-16 528pm (3. 5 hrs;	AArg 1892 UA 846 EZE-IAD UA 1135 UA 6818	USH-EZE 1020pm-700am (11 hrs; B767); dinner, breakfast Seats 6ABC (2+2+2 seating; biz class) IAD-DEN 840am-1022am (4 hrs; B777); brunch Seats 8AB 9A (2+3+2 seating; biz class) DEN-COS 1125am-1202pm (40 min; Canadair)	203pm- brunch MD88);
Seats 1ABC (3+3 seating; coach); no meal			
Tues. December 1	Rental Car	Alamo confirmation #22455898 (full size)	

LODGING:

1.1 Okiep Country Hotel: Confirmed availability on 3/19; sent deposit 3/21.

Canon Lodge, Toshari Inn, Weltevrede, Rivendell, Zelda, Crocodile, Semetsi, and Thakadu, Hardap: Deposit \$480. 37 paid. Bal paid 8/2 of \$2918. 74

MataMata, Bitterpan & Nossob: Total to SANP is R3110. Paid in full 5/5/03.

Protea Upington Hotel: Confirmed to Visa.

1.1.1.1 Cape Town: September 15 to December 3: ZAR9,000/mo incl. BMW

Buenos Aires Marriott: Confirmed to AmEx. Free w/coupon.

1.1.2 Ushuaia: Los Nires; Part of cruise invoice

1.2 FLIGHTS:

COS to EZE: Record Locators: AI-MBVXD0; Ginny & Mike-M8W3NM. Tickets in hand. All three reserved as Biz Class Confirmed free; total 240K miles; taxes due \$37. 60 each; paper \$25 each

EZE-CPT: Purchased from Travelocity for \$1473 x 3 = \$5519 on Amex. Tickets in hand; ID 747178787267

EZE-USH: Purchased from Expedition Cruises for \$322. 70 x 3 = \$968. 10. Tickets in hand.

1.3 CRUISE:

Peregrine Cruise Line booked through Expedition Cruises. Total is \$15,270. Deposit paid \$3900. **Balance due 8/28 of \$11,530.**

1.4 TOTAL COSTS

Cruise	3,900	11,370	\$15,
EZE-CPT airfare	5,519	(1,473)	4,
Cape Town Lodging	0	3,500	3,
Rental Car	0	1,000	1,
Okavango Trip (3 nites)	480	1,470	1,
COS-EZE airfare	189	0	
Ushuaia Airline	968	0	
Toshari Inn (2 nites)	0	333	
Kgalagadi camping (4 nites)	130	270	
Cruise Tips	0	500	
4x4 Rental Car	0	450	
Zelda	0	373	
Weltevrede (2 nites)	0	323	
Canon Lodge	0	250	
Ushuaia hotel	0	150	
Upington Hotel	0	110	
Okiep Hotel	45	45	
Thakadu Lodge	0	80	
Hardap Bungalow	0	60	
Rivendell Hotel	0	50	
Buenos Aires Hotel	0	0	
Total	\$11,231	\$19,818	
\$30,152			
Savings			
	(3,900)		
Net cost			
	\$25,350		