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The Impact of Online Booking on the Operational Performances of Travel Agencies in Sri Lanka.

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ABSTRACT

Globalization has reduced the barriers among countries. Development of Information technology and transportation has become the major reason for this globalization. Tourism sector has become a rapid growth industry in every economy development of information technology has been a reason to improve this tourism sector rapidly. In current situation tourists are prefer to use internet to select transportation, accommodation and air ticket reservation while they are travelling. As a previous method the demand for travel agencies has reduced because of this online hotel bookings. There is a difference between demand for these two methods also the factors which affect to differentiate the demand of tourists. Identifying variations of the demand helps to the industry to improve facilities which can satisfy tourist by providing a service above expected level.

In this research study, researcher identifies impact of online booking on operational performances of travel agencies and current situation of performances and economy of travel agencies.

Keywords – *Online bookings, travel agencies, e-travelling*