

The perception of travel agents in Taiwan regarding travel website and  
training needs for adopting Ecommerce

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Abstract

Due to the popularity of the Internet and World Wide Web, many business sectors including the travel industry have benefited from the new virtual trade platform called E-commerce. The purpose of this study was to analyze the perceptions of travel agents in Taiwan regarding the important elements of constructing a travel website for E-commerce, and to assess the training history and needs of Taiwanese travel agents regarding computer technology required to adopt E-commerce. The major findings indicated that first, the commerce function and the content feature were considered the two most important elements for a travel website, with emphasis on online security issues. Second, it is necessary to provide training programs for travel agents to use computer technology more efficiently.

Keyword : E-commerce, travel agents, internet, websites, training needs