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COMPARATIVE ANALYSIS OF AIRLINE RESERVATION SYSTEMS
ON
THE INTERNET IN TERMS OF CONVENIENCE

by

Somyot Wattanakamolchai

A Thesis submitted to the
Faculty of the School of Food, Hotel and Travel Management
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for the degree
of
Master of Science

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ROCHESTER INSTITUTE OF TECHNOLOGY
School of Food, Hotel and Travel Management
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M.S. Hospitality-Tourism Management
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ABSTRACT

The Internet is expanding at a rapid pace every day as well as various groups of people are trying to put their transactions on the Net including travel industry's people. Many travel agencies and airline companies today launch their travel services on the Web. These services include checking flight schedule and availability and ticket reservations and purchases. The focus of this study was to analyze these travel services on the Internet to find out whether they were convenient for public users.

A review of literature, focusing on travel agencies and the Internet and the dimension of convenience for using the Internet browser, was completed. Information was gathered by studying industry journals, current publications, and on-line documents.

A table of convenience criteria was created to use as a guide to measure each travel agency's home page. All data was collected through first-hand experience and observation and was presented in a table, graphs, and charts.

Overall, the results showed that the services that travel agencies provided on the Internet were convenient enough for the general users. However, recommendations for further studies were suggested. Additional research would help the travel industry determine the role of travel agencies on the Internet in the future.

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CHAPTER I

INTRODUCTION AND STATEMENT OF STUDY

INTRODUCTION

Every year half a billion people buy billions of air tickets to travel. The Internet is expanding at a rate of a thousand new computers per day. Is it any wonder that these two sectors of one economy should one day merge?

Traditionally, when you planned a vacation and decided to buy an airline ticket, you had to call a travel agent or an airline company to help you book the airline ticket or go to see them in person. If there was exactly one flight that meets your criteria, they would give you the ticket. If not, they would try to find the best alternative itinerary for you. But how could one know that there would not be other better alternatives available? If you had to ask for more availability over and over again, you would eventually feel frustrated. Would there be any means to find all the information about the flight schedules and availability by yourself?

Today you could be home sitting on your comfortable chair in front of your computer. You could use your favorite Web browser and go to a travel agency's or specific airline's Web site on the Internet, and there find all related information about flight

schedules and availability you needed. This is a new on-line service that travel agencies and airline companies provide on the Internet.

Though this was a good alternative for travelers who used to be frustrated with their travel agents or the airline salespersons, no one was able to tell or confirm at the time of this study whether it was user-friendly or not. Were the services travel agencies and airline companies provided on the Net convenient enough for the public users? This study sought to identify those traits that make an airline reservation system on the Internet convenient and to analyze and compare the selected travel Web pages based on those criteria.

PROBLEM STATEMENT

Many travel agencies and airline companies today launched their travel services on the Web. They declared to the press that they provided services on-line enabling people to check airline availability and flight schedules as well as make air ticket reservations and purchases by themselves. The service on the Net was based on the concept that the customers could be their own travel agents. Many airline companies felt their Web pages were successful based on the number of contacts or “hits” they receive. This thesis sought to take their concept one step further in evaluating the Web page. Were the services they provide on the Internet convenient for public users? Could users obtain information on airline schedules and availability and reserve and purchase airline tickets conveniently?

BACKGROUND

Traditionally, people bought an airline ticket through a travel agent or airline company, most using a phone or a personal visit. Today, however, an airline ticket could be booked and bought through the Internet. That meant wherever you could have access to the Internet, you could obtain travel services that you used to get only from a travel agent or an airline salesperson. Today, you have the option to check on airline availability, flight schedules, reserve and purchase airline tickets and make a decision on your own based on the information presented on the computer screen.

Though the concept of providing information and selling products and services on the Internet might not be considered new for other industries, it is still quite new for the travel and airline industry. In 1995, travel agencies and airline companies created Web pages that allowed customers to have full real-time flight schedules and availability checking as well as booking a seat and issuing airline tickets. At the time of this study, there was no study showing to what extent this self-service process available on your terminal could substitute for the travel agent's role in the travel and airline industry distribution system. Was there a limitation to the process?

Services on the Net are growing very rapidly. Currently, there are many Web sites on the Internet that provide real-time airline schedules, availability information, an airline ticket reservation and purchase. Though people in the airline and travel agency industry claimed that these travel sources on the Web were established to give the customers more convenience with the booking and buying an airline ticket, some analysts suggested that the main reasons were different. They were created mainly to reduce travel agencies'

commission fees and to reduce travel agencies' personnel cost from the travel agency stand point. In other words, agencies tried to replace their labor with customer based labor.

However, whatever the true reasons for the existence of these Web sites were, the reasons would not be of great concern to the end-users. The only thing that mattered to the consumers was whether the services provided on the Internet were convenient for them to use.

PURPOSE OF THE STUDY

The purpose of this study was to examine and analyze the on-line travel services that travel agencies and airline companies provided for the airline travelers on the Internet in terms of convenience. These services included the process of checking airline availability and flight schedules of a number of suppliers and that of booking and buying the airline ticket as well as ticket delivery method. This analysis might give guidance for travel agents and airline companies in their future strategic planning when they create a new Web site for these services on the Internet.

SIGNIFICANCE OF THE STUDY

Today many travel service pages on the Internet enable public users to check airline availability and flight schedules, and to book and buy an airline ticket on-line. If this process was proved to be convenient to the public users, new airline distribution system

would likely be utilized. Also, this might lead to a significant change in the role of travel agencies in the year 2000 and beyond. However, if there were still a lot of inconveniences in the process through the Internet, either travel agencies or airline companies needed to improve their on-line services to better serve their customers, or they would likely fail.

HYPOTHESIS

A reasonable expectation of this study was that using the travel services that travel agencies and airline companies provided on the Internet to plan, book and buy an airline ticket was convenient to public users. Also, the features that travel pages should have in order to be considered as user-friendly would be revealed.

DEFINITIONS OF TERMS

City Pair Availability : The availability of air transportation offered between two specified cities

Distribution System : The channel that the product or service is distributed from the providers to the consumers

Hit : The number of contacts that each Web site has during a particular period of time

Home Page : The top-level document relating to an individual or institution. This often has a URL consisting of just a host name, e.g. <http://www.rit.edu/>. All other pages on a server are usually accessible by following links from the home page.

Required Number of Days in Advance (HTML) : The minimum number of days in advanced that each travel agency home page requires users to buy their ticket through its Web site. This number is not the same as the airline's reservation and ticketing rules.

Search Engine : A remotely accessible program that allows Web browser do keyword searches for information on the Internet. There are several types of search engine; the search may cover titles of documents, URLs, headers, or the full text.

Secure Sockets Layers (SSL) : A protocol designed by Netscape Communications Corporation to provide secure communications on the Internet. SSL system tackles two areas of network security: authentication and encryption. Authentication ensures that both the user and the server are who they say they are. Encryption deters such mischief by scrambling the user ID and password information before sending it over the wire.

Travel Agency : A group of people or organizations that provide air ticket services from various airlines to customers.

Uniform Resource Locator (URL) A draft standard for specifying an object on the Internet, such as a file or newsgroup. URLs are used extensively on the World-Wide Web. They are used in HTML documents to specify the target of a hyperlink.

Web Browser : A piece of software that decodes the information at a Web site so users can view it complete with graphics and sound

ASSUMPTIONS

Ideological:

Since all data was collected by first-hand observation and experience, I had to guard against bias on my personal feeling towards each travel agency, airline company and computer networks. Other assumptions to this study were that there was a measurable scale for each criterion of convenience created and that the time that each Web site was visited did not affect their service convenience. Also, special care and close attention were taken to reduce the possibility of research bias in the development, interpretation, and analysis of the study.

Procedural:

To avoid personal bias, scales used to describe each travel agent's or airline company's Web site in each criterion of convenience were created as fixed terminology. The population of this study was selected based on the condition that they met the preset qualifications.

SCOPE AND LIMITATIONS

The scope of this study was to assess how convenient the services of checking airline availability and flight schedules and booking and buying an airline ticket through the Internet provided by only travel agencies and airline companies that met the study's minimum service requirements. They were the fact that it provided airline availability and

flight schedule and an air ticket reservation and purchase from more than one air carrier interactively on-line free of charge and could be queried through major and popular search engines on the Internet.

The limitation of this study was that all services provided on the Internet changed rapidly over time. Every second an old Web page could be pulled out from the Net and a new one could be launched into the Net without any notice to the public. At the time of this study, there was still no efficient manageable tool to index all the Web sites on the Internet. Therefore, this study was an assessment of only the on-line travel services at the study time that could be found through major and popular search engines. The results of this study were valid for the current services available on the Web.

PROCEDURES

The population of this study was defined as travel agencies and airline companies providing their travel services on the Internet free of charge to the consumer. The sample was selected based on the condition that it provided real-time airline flight schedules and availability and an air ticket reservation and/or purchase from more than one carrier on-line, and that it could be queried through major and popular search engines on the Internet. Because this study aimed at the convenient dimension of booking and buying an airline ticket with travel agents on-line, these criteria were selected. If customers could not receive such services as checking flight schedules and availability interactively from a certain on-line travel agency, that agency failed in the main convenience factor of this survey. Also, if customers could not use major and popular search engines to locate the

Web site of a particular travel agency, a transaction or even a contact would not occur. Therefore, those travel agents' and airline companies' Web sites that did not meet either of these requirements were discarded.

The independent variables in this study were the list of convenient factors developed. The dependent variable was convenience. The intervening variable was the time that each user visited a certain travel service provider on the Internet.

Data for this study was gathered through first-hand experience and observation. Three different itineraries were set up as a method to measure each reservation step. These included both direct flights and connecting flights. The criteria utilized to measure convenience were created based on the review of the convenient factors. Then, I will visit selected travel agencies' and airline companies' pages would be measured one by one. The step-by-step responses from each service provider to each itinerary would be measured in terms of created convenient factors and recorded in fixed terminology in the developed table. Up to four fixed terminology per a criterion were planned to be created.

Upon completion of the data collection, a comparative analysis was planned to compare and contrast the results in each table. Each fixed terminology would be converted into points ranging from zero to three. Then, Microsoft Excel software would be used to generate combination graphs to help present the data more explicitly. If all the selected travel agencies' and airline companies' pages gained altogether more than 80% of the total points, it would be concluded that it was convenient to use this service on the Internet. Also, the sampling travel Web sites in this study would be ranked in order of convenient services they provided. 80% was established because it was generally accepted as a world class services acceptable scale.

LONG RANGE CONSEQUENCES

Should the finding of this study be in accordance with the hypothesis, then further studies should be conducted to compare whether using the Internet for planning and contracting for air travel is more convenient than using an agency. Suggested further studies also included the analysis of major changes in the role of the travel agents in the future.

CHAPTER II

REVIEW OF THE LITERATURE

Topics that were reviewed included: the Internet and travel resources, Internet search engines, the Internet and security issues, travel agencies and the Internet, and the dimension of convenience for using the Internet browser.

Sources included industry periodicals, journals and on-line documents, as well as those involving computer sciences and new technology area. Text book reviews included authors Bob E. Hayes, James A. Fitzsimmons, David W. Howell, John Dupuy, Warren Ernst, Gerald K. Capwell, Barry P. Resnick and others.

INTERNET & TRAVEL RESOURCES

Today there are many travel sites on the Internet. Traditional mass markets—print, radio, and television—were defined and limited by time and space constraints and sometimes by editors and programmers suggested Mr. Jeff Arcel of Applied Information Services, Co. at the 26th annual Travel and Tourism Administration (TRA) conference in Mexico. The Internet, on the other hand, is interactive, not bound by time or space, and is user-defined. All the users need are a modem and a PC or Macintosh. Given these advantages, travel industry's people put their resources more and more on the Internet.

Possible positive impacts of the Web on the travel industry in the near future revealed by Mr. Arcel are decentralized distribution platform, low barriers to entry, and ease of use and development. Other impacts include a capability of presenting complex information on demand and a possible integration with a variety of computer applications employed by travel suppliers. The last impact that Mr. Arcel addressed was an ability to reach a mass market of consumers and businesses with desirable demographics.

Things available on the Internet now as reported by Goldman (1995) and Marx and Noglows (1995) are as follows:

- a daily update of travel news from around the world.
- games and contests based on travel and geography
- a gallery of outstanding travel photography
- an in-depth sightseeing tips, package deals
- maps for most countries or cities
- up-to-minute weather report
- a section that previews articles from upcoming issues of the magazine and forums where users could interact with traveler writers and editors and each other
- real-time airline schedule and availability
- air ticket reservation and purchase
- hotel room information and reservation
- car rental companies

Travel information on the Internet comes in many different forms such as discussion group, news group, the Web, and Gopher. Also, they are offered on many different servers such as The World Wide Web, America Online, CompuServe and Prodigy (Makulowich, 1995).

The Internet's World Wide Web has more travel information than all the other major online services combined. This is because anyone, either a tourism bureau or travel agency, could launch their home pages on the Internet whenever they want. Though users needed to be connected to an online service to access the Internet, the fee is cheaper than subscription fees for major online commercial services. Among the three major online services, America Online offers by far the most detailed and critical travel information. It cost \$9.95 per month, plus an additional \$2.95 per hour after the first five hours (Alonzo, 1995).

A good example of travel network on the Internet is the Travel Channel Network. It is a cable TV network with programming dedicated to exploring different places around the world. It has recently made its debut on the Internet with travel databases, photos, multimedia applications, discussion and chat sections. The travel channel network also encourages interaction from and among its users. There is a chat section dedicated to such topics as traveling with your family, traveling as a student, and travel as a senior citizen (Cohen, 1995).

INTERNET SEARCH ENGINES

The Internet is growing at a so rapid pace that it becomes practically impossible to find anything specific at all. Important sites and resources are put on the Web weekly, daily, or even hourly (Randall, 1995). Internet browsing tools such as Netscape and Mosaic also bring a large number of new users to the Internet every day. However, looking back to about two years ago, there was still no efficient method to index all the Web pages. This resulted in browser's promptly becoming lost once they got on to the Net. Even though some surfers could get to the right Web site, they still found their hard time searching for and finding a particular item (Booker, 1995).

All of these situations caused Internet users big problems, but presented a good opportunity for service providers. Lots of companies tried to create and develop search tools, or search engines over the past two years in order to make unmanaged contents more manageable. Today, there are a wide variety of selections for a Web browser to choose from and, fortunately, most of them still cost nothing to access (Randall, 1995). However, there is still one uncontrollable factor now. Basch (1995) suggested that each Web site's location is changeable. It is common that some addresses that could be used today might not be used tomorrow, but could be used again the day after.

There are two kinds of browsing on the Net-- surfing and research. The former is obviously easier than the latter. Surfing aims at something in a broader perspective. The surfers just play around with the Net for a while and at the end may find something interesting to them. Research, however, is more like mining. Though it requires a

considerable effort on the part of the user, if he/she uses a proper tool to do research, the result may be of great value.

Today, there is no solid proof showing which Internet search engine is the best because they all have their strengths and weakness (Info, Where are you, 1995). Choosing the right indexing tool, therefore, is the most difficult challenge for the Web browser because that choice can either enhance or hinder every move they make on-line (O'Brien, 1995).

Sometimes Web users may need to learn how to use an entire array of search tools available right now. Because the Internet is not one entity, but a slice of disparate parts that sometimes overlaps, users had to learn how to choose the right search engine to use in each segment (Basch, 1995). This would enhance the research result even more.

There are two basic strategies in the world of search engines. First, there are big databases of Web documents like Alta Vista and WebCrawler. Second, there are topically organized sites like Yahoo. There is no fixed rule which type is better than the other. It all depends on the users. If they know exactly what they want to find but do not know where it is, one should use a big database search engine. Nevertheless, if they just have a rough idea of a topic, subject-oriented search engines would be better (Notes from the Trail, 1996).

There are a lot of search engines on the Internet now. Each one has its own strong and weak features over others. WebCrawler is the best everyday search tool. It is fast and great for quick and rough searches. Lycos is a very comprehensive, quintessential and complete search resource. It has more than 10 million unique URLs, but it is slow (Tweney 1996).. InfoSeek is the most comprehensive, precise and would let you search

not only Web sites, but also Newswire, magazines, and even movie reviews. However, it is the only fee-based engine among those available as of this writing. A group of people did a lab test and found out that InfoSeek is the best overall search engine today (Hide and Go Seek, 1995). However, it is widely accepted that the top three Internet search tools on the Internet now are Yahoo, Lycos, and InfoSeek (Tweney, 1996).

SECURITY SYSTEMS ON THE INTERNET

For the past two years, one of the big issues that affected making a transaction on the Internet was the security issues. Skip Barnette, Director of Marketing Technologies and Distribution Planning at Delta Airlines in Atlanta, Georgia stated that the delay of many Delta airlines services on the Internet was resulted from public's concern over the security of transactions conducted over the Internet. He also suggested that research showed that many users were hesitant about making online purchases worth \$500 or more.

Normally, when talking about security on the Internet, there are two areas to be focused on. The first one is general security and the other was financial security problem. General security attempts to tackle basic privacy. It does not matter whether the message contains financial information or not. Any information you send across the Internet including e-mail messages should be private. Moreover, users should be able to know to whom they are talking to. On the other hand, the service providers also need to be sure that the users accessing its Internet services are the people who they claim to be. This

results in user name and password requirements on many Web pages before users are allowed to enter the services (Pompili, 1996).

However, the financial area of security could not be acquired that easily. User name and password are not enough to ensure authentication because they are easy to discover (Pompili, 1996). Therefore, they could not guarantee that all financial data are maintained confidentially. This was why SSL (Secure Socket Layer) protocol was created. SSL is not the only one security protocol used on the Internet now, but it is the most popular one. This protocol uses cryptographic techniques pioneered by RSA Data Securities, Co. All data would be encrypted through mathematical formula into variable-length public-key. The length of the key could vary from 40 bits to 1,024 bits. The longer the key is, the fewer chances it could be broken (Tabibian, 1995). When the SSL mode is in use, the little blue key at the bottom left of each home page would become darker.

This security technology helps build consumer's confidence a lot in commercial online applications. Elserino Piol, Chairman of Olivetti Telemedia said that this represents a major step in the evolution and rapid growth of electronic commerce and electronic payment services on a global scale.

However, despite the presence of Security Socket Layer protocol, all transactions still could not be guaranteed one-hundred-percent confidentiality. The problem with SSL today does not occur because of the weakness of the protocol itself but because of the level of security in products the government allow each company to use. The government does not want each Web page to be that confidential because it is afraid that somebody would use the Internet as a means of illegal products transactions. Therefore, the government issued a law stating that SSL on the Internet could be used to maintain

confidentiality up to a certain level that the government agents could still break the layer to see what is going on in each suspicious Web page if they wanted to (Tabibian, 1995). At the time of the study, it was illegal to have cryptographic software larger than 40 bits key-long.

As a result, a lot of travel and lodging companies today avoids conducting actual transactions over the Net. They are still afraid that the credit card number and other data would be siphoned off by computer crackers states Barnette.

Some companies, therefore, provide an alternative security way for their consumers in conducting a transaction on the Internet. For example, Ticketmaster offers a chance to its customers to join the Ticketmaster Online Access Club. Members give their credit card numbers by phone or mail one time and then the systems will retrieve the stored information every time users purchased tickets (Marx, 1996).

TRAVEL AGENCIES AND THE INTERNET

Travel agencies today put their Web pages on the Internet enabling people to check airline availability, book, and buy air tickets. Though these sites provide similar service live travel agents provide, they are still not replacing travel agents because of some constraints such as financial issues. However, if all areas of the problems are removed, the Internet services will increasingly compete with travel agents' services (Marx and Noglows, 1995).

This travel agency online helps reduce travel agency's cost. Though costs are still high for customers, the costs are much lower for travel agents suggested Professor Pauline

Sheldon, University of Hawaii at the 26th annual TRA conference in Mexico. Since consumers are doing research online, so they already know what flight they want when they call their travel agents resulting in a shorter telephone conversation. As a result, travel agents with the toll-free number could reduce much of their telephone charges. Additionally, travel agents would have more time to deal with customers who really need live agents because those customers who need routine service could do it with automated travel agents.

Mostly all of these airline reservation home pages are linked to the SABRE or Apollo Computer Reservation Systems. They are the two largest networks on earth as well as in Cyberspace. Some airlines also try to provide this kind of service on the Internet by themselves in order to bypass travel agents' roles. However, most airline pages have a similar limitation. They allow users to book and buy airline tickets only on their particular airlines. Therefore, travel agency home pages still have advantages over airline home pages.

The travelers may view flight choices by time, price, airline, on-time performance, and the fewest numbers of connections, select a business, coach or first class seat; and specify an aisle or window seat. Also available is an opportunity to choose in-flight meals, enter frequent flyer numbers to ensure they gain mileage awards, and enter other requests or special needs. Two good examples of the travel agent home pages are the Internet Travel Network and Go-Explore home page. Both of them provide free airline information for travelers on the Internet's World Wide Web.

CONVENIENCE DIMENSIONS FOR USING THE INTERNET

Convenience is a big issue to be taken into account when any Web page is put on the Internet. Brian (1995) suggested in his article that convenience is one of the five underlying factors to measure the efficiency of an interactive service agency or interactive service bureau. Since consumers like to be able to contact the service providers at any time they need, weekday or weekend, day or night. The online interactive service is important. However, this service should provide enough convenience for its users.

One of the convenient features that Brian (1995) suggested is the customer personal record. Today a lot of Web pages stores their users' record once they get access to the pages for the first time. In so doing, when the user return to that particular home page, he/she does not have to fill in any personal information again. Once the user enters the user name and password, his/her personal data history such as credit card number and address would be retrieved from the memory. This will decrease users' time in making a transaction later.

It is also accepted that success on the Internet does not come from the high technology or advancement of the Web page, but from the better value in service delivery such as convenience (Borsook, 1996).

To encourage the usage of the Internet and to enable the general users to use the Internet to the greatest extent possible, each organization needs to provide additional services more than just access. Misic (1994) suggested that there are 4 keys to success with the Internet. They are easy access, support, demonstrated value, and a plan for using the Internet.

Easy access in this context is defined as easy access for the non-technical users to gain full access to the Internet. Overall accessing a particular Web page has to be as simple as accessing local resources such as text books in the library.

Support is another needed issue if the Webmasters for that particular page thought that their pages are difficult to use or understand, they should provide some kind of instructions. This also includes a plan for users. Once users get access to the page, Webmasters should try to provide a map of the initial applications for which the users could use on that page. Demonstrating value here is concerned with any kind of research in order to provide better service for the users. This could be a survey mailed out to the users or online survey.

Convenience should be perceived as a multidimensional construct. Brown (1990) suggested that there are six classes of convenience; time utilization, accessibility, portability, appropriateness, handiness, and avoidance of unpleasantness. Along with these 6 classes, Brown (1990) proposed that the concept of convenience has five dimensions as follows:

1. Time dimension: Services should be provided at a time that is more convenient for the customers. This dimension does not mean a time-saving issue. It could take the customers the same amount of time to do this kind of service as always, but they could do it in a more convenient time

2. Place dimension: Services should be provided in a place that is more convenient for the customers. Providing services at the customers' home or office is the best example of this dimension.

3. Acquisition dimension: Services should be easier to consume financially.

Accepting various kinds of credit cards and developing credit plans are example of this dimension.

4. Use dimension: Services provided should be easy to use.

5. Execution dimension: Services require as little customer participation as possible. Best of all, somebody should provide the complete services for the customers. Therefore, customers could use it right away without having to do anything more after they purchase the services.

CHAPTER III

METHODOLOGY

This study was conducted in the present perspective. It used descriptive research to reveal the similarities and differences in terms of convenience among selected travel sites that travel agencies and airline companies provided on the Internet. The data was collected through first-hand experience and observation. Data collected would be presented in a table specially developed for this survey and later converted into graphs. Finally, they were correlated through the analysis process.

The methodology presented in this chapter consisted of an identification of population and sample, instrumentation -- construction of the convenience criteria, period of data collection, and method of analysis.

POPULATION AND SAMPLE SIZE

The population of this study consisted of all the travel agencies' and airline companies' home pages on the Internet. However, only those which matched the minimum preset service requirements were included as a part of the study. These requirements were:

- a.) A particular home page had to provide real-time airline flight schedule and availability and an air ticket reservation and purchase from more than one carrier on-line.
- b.) A particular home page had to be able to be queried through major and popular search engines on the Internet. (Based on the review of the literature, there were three search engines that were widely accepted as the best three search tools available now. They were InfoSeek, Lycos, and Yahoo.)
- c.) A particular home page had to provide the specified service free of charge.

These criteria were used because this study aimed at the convenient dimension of booking and buying an airline ticket with travel agents on-line. If customers could not receive such fundamental services as checking flight schedules and availability interactively from a certain on-line travel agency, that agency failed in the main convenience factor of this survey. Also, if customers could not use major and popular search engines to locate the Web site of a particular travel agency, a transaction or even a contact would not occur. Finally, travel agencies normally did not charge any fee from customers for the service provided, they would charge it from the airline companies. Therefore, those travel agents' and airline companies' Web sites that did not meet either of these requirements would be discarded.

After all the airline and travel agency home pages had been reviewed, only 6 home pages on the Internet met the requirements at the time of this study. This list was presented in an alphabetical order and the URL of each home page was given in parenthesis after the home page name. They were Flifo home page (<http://www.flifo.com>), Go-Explore home page (<http://www.go-explore.com>), Internet

Travel Network home page (<http://www.itn.net>), PCTravel home page (<http://www.pctravel.com>), Travel Information Software Systems home page (<http://www.tiss.com>), and Travelocity home page (<http://www.travelocity.com>). All of these were services provided by travel agencies. It was found that all airline home pages provided only services for their own carriers, so they were all discarded. Therefore, this study would use these 6 home pages as a sample size (Appendices A-F).

THE RESEARCH INSTRUMENT

First of all, the criteria of convenience (table 1) were created based on the literature review. Under each criterion, up to 4 categories were created. These fixed categories were created in order to avoid any subjectively prejudice that might occur.

No matter how many categories there were under each criterion, they would be put into ascending order from the least convenient to the most convenient category. In order to analyze the data statistically, each category would be converted into a score from 0 to 3 based on how convenient a certain category was comparing to other categories in the same criterion. If there were four of them, which was the maximum possible, the most convenient category would be assigned a score of “3” with “0” being the least convenient category. If there were only three categories, the most and the least convenient were indicated as a “3” and a “0” respectively. The middle category would be assigned either a “2” or a “1” based on the fact that it is obviously considered convenient more than 50% or not. If yes, a “2” was assigned. If no, it would get a “1”. If there were only 2 categories, the more convenient category would be assigned a “3” and the other a “0”

TABLE 1 : CRITERIA OF CONVENIENCE

Score Criteria	0	1	2	3
1. Accessibility	Need >3 Times	Need 3 Times	Need 2 Times	First Time
2. Availability (Flight & Seat)	N/A	Flight Schedule Only	Flight Schedule, then Seat Availability	Flight and Seat Availability at the Same Time
3. Capability to Check Connecting Cities	N/A	-	-	Yes
4. City Pair's Name	N/A	City Code Only W/O Help	City Code Only W/ Help	Full or Partial City Name
5. Clear Instruction	N/A	Yes 1 st Page Only	Yes Every Page	Step by Step Instructions
6. Number of Destinations on 1st Page of Request Form	N/A	1	2	3 or +
7. Number of Screens	> 8	8	7	< 7
8. Number of Tickets	N/A	1	2	3 or +
9. Required Number of Days in Advance (HTML)	4 or +	3	2	1
10. Security Issues	N/A	-	SSL Mode	Mail & Fax Information
11. Terms of Delivery	N/A	Airport Pick up	Home by US Postal Service	Home by Express Service
12. Terms of Payment	Self-Payment	Send Check	COD	Credit or Debit Card
13. Ticket-Self	N/A	Ticket for Only Oneself	Ticket for Oneself and Other(s)	Ticket for Other(s), Not Self
14. Travel Agency Location	N/A	Remote	-	Local
15. User's Profile	N/A	-	-	Yes
16. Whole Process Time	> 3 Minutes	3<X>2 Minutes	2<X>1 Minute	< 1 Minute

Since every criterion was meant to weigh the same, the scores were assigned this way. Though a certain criterion might have only two categories, they would be assigned a “0” and “3” instead of a “0” and a “1”. If a particular home page scored the best in any criteria, it would obtain 3 points for that regardless to how many categories there were under certain criteria. In some criteria if a particular home page did not have a certain feature at all, it would not be fair to give any point to that home page. That was why a score of “0” was assigned.

Three different itineraries were being used in order to measure each home page in terms of each criterion on the list. The first itinerary was London Heathrow International Airport, United Kingdom (LHR) - Tokyo-Haneda International Airport, Japan (HND). The second itinerary was Chicago O’Hare International Airport, IL, USA (ORD) - Atlanta Hartsfield International Airport, GA, USA (ATL). The other was Greater Rochester International Airport, NY, USA (ROC) - Bangkok International Airport, Thailand (BKK).

The first itinerary (LHR-HND) was used to measure criterion 16, the possible lowest whole process time only. This itinerary was selected because London Heathrow International Airport and Tokyo-Haneda International Airport were the first and second busiest airport in the world respectively according to The World Almanac and Book of facts 1996. Since there was no record about the air route in which most people flew, the two busiest airport in the world were chosen to represent the route most people traveled.

The second itinerary (ORD-ATL) was used to measure criteria 1-15 except criterion 2. The reason why this one was used instead of the first itinerary was because of two reasons; namely, the timeliness and appropriateness purpose. When domestic flights were checked, the responses were tentatively given back faster than international flight

checks. Also, there were more daily flights from Chicago O'Hare, IL to Atlanta Hartsfield, GA than those from London Heathrow, United Kingdom to Tokyo-Haneda International Airport, Japan. This facilitated the process of measuring criteria 1 - 15 a lot since there were various flights to choose from everyday. Additionally, the data collection could be done consistently, not only the days on which there were flights from London to Tokyo. Above all, criteria 1- 15 could be measured by any itineraries, which would not affect the performance result at all.

The third itinerary, Rochester, NY, USA to Bangkok, Thailand, was used to measure criterion 2. Since an air ticket from Bangkok to Rochester in August was almost sold out at the time of this writing, this was a good route to check whether a particular system automatically provided seat availability at the first glance or provided only flight schedules first, and seat availability later.

All 16 criteria were shown in the table in an alphabetical order. The reasoning behind each category devised is presented below.

1. Accessibility

Accessibility was defined as how easy users could get access to a particular home page. Four categories in this criterion started with the first time accessibility. Users could get access to the Web site at the first time they tried to get to the location of that home page. The next category was getting access within the second time, third time and finally, more than three times. Therefore, a score of "3" was given to the ability to get access at the first time. A score of "2" and "1" were assigned to the ability to get access within the

second and third time. Finally, any home page which took users more than three times in order to get access would be assigned a value of zero.

In order to accurately measure accessibility for each home page, a time span of one week, from Monday to Sunday was being used. Each day each Web page was measured twice, once in the morning or early afternoon and once in the afternoon or early evening accordingly. The times used for each day were as follows:

Monday	08.00a.m.	02.00p.m.
Tuesday	10.00a.m.	04.00p.m.
Wednesday	12.00p.m.	06.00p.m.
Thursday	02.00p.m.	08.00p.m.
Friday	04.00p.m.	08.00a.m.
Saturday	06.00p.m.	10.00a.m.
Sunday	08.00p.m.	12.00p.m.

The above times were the starting time of each checking round. Each measurement ranged from 5 - 15 minutes. Then the average of accessibility all through 14 periods of time was calculated for further use.

2. Availability (Appendix G)

Availability criterion focused on the ability of a certain home page in providing users flight or seat availability. Some home pages provided only flight schedules. Some provided flight schedules first, and then gave seat availability on those flights later. These two types resulted in user's inconvenience and a waste of time. Sometimes users could not reserve airline tickets on some provided flight schedules because all the seats on those

flights were already sold out. Some provided flight and seat availability all at once. Therefore, users could book any flights that were shown on the first availability result screen.

There were 4 categories under this criterion. The first category was an ability to check seat and flight availability at the same time and the second was an ability to check flight availability first and then seat availability later. The third category was an ability to check flight schedules only and the last category was no ability to check any availability at all. The first category was assigned a score of “3” since it provided all of the information sought at once. The second and third categories were assigned a score of “2” and “1” respectively. The last category was assigned a score of “0”

3. Capability to Check Connecting Cities

This criterion had only 2 categories under it; namely, ability to provide connecting cities and no ability to provide connecting cities. Some home pages provided exactly the route users specify in the request. If there were no direct flights between those two city pairs, the result would be “no service provided for the requested route” However, some home pages would provide connecting cities for the users automatically if there were no direct flight between the requested city pairs.

Therefore, home pages that had an ability to provide connecting cities for general users obtained a score of “3” for this criterion whereas those who did not would be assigned a score of “0”.

4. City Pair's Name

City pair's name focused on how conveniently users could put a city pair's name in the flight availability request form. Some home pages required users to put in the standard airline three-lettered city codes in the availability request form. Some of these pages provided help to the users so that they could find the city code for their city pair but some did not. If users did not know the city pair's code, they could not make an availability inquiry. However, some home pages required users to put only a part of the city name or a full name, and the systems would try to find the city name that closely matched the inquiry.

There were 4 categories under this criterion. They were putting in full or partial city names, putting in city codes only with some help, putting in city codes only without any help, and nothing available. Therefore, the score ranged from 3 to 0 accordingly.

5. Clear Instruction (Technical Support)

This criterion was about a technical support. It was defined as how much and how clear each home page provided instructions on how to use it. As suggested by the literature, normally, each home page should provide step by step instructions for users on every page for convenience purpose. However, some provided only a brief instruction on the top of all pages. Users had to figure out by themselves what needed to be done first. In some cases, only a brief instruction was provided on the first page of the airline availability request form. Users had to memorize what needed to be done all through the process from the beginning. If they forgot even a part of an instruction, they had to come

back to the first page and look at the instruction again. Then, started the process all over one more time.

There were four categories under this criterion. They were step by step instruction, an instruction on every page, an instruction only on the first page of the availability request form, and no instruction available. Therefore, the score of 3 to 0 were given to each category respectively.

6. Numbers of Destination on 1st Page of Availability Request Form

This criterion was concerned with how many destinations users could put in the first page of airline availability request form. Since some people traveled from and to more than one destination at a time when they made a trip, this issue came into consideration. Some home pages allowed users to check an availability for only one city pair at a time and users had to reenter the process again for the next city pair, which was really inconvenient.

There were 4 categories under this criterion. They were 3 destinations or more, two destinations only, one destination only, and non applicable. Therefore, the score from 3 to 0 were given accordingly.

7. Numbers of Screens

This criterion affected the overall process time. The more pages users needed to go through, the more time they had to spend on the process. Since this reservation service was provided on the Internet, every time users needed to retrieve any new pages, there were many factors concerned that could make the responses came back slowly such as the

number of people currently using a particular home page. Therefore, the fewer screens there were, the more convenient and effective the process was.

Since there was no study or survey to determine how many pages should be considered as a suitable scale, this study used the average number of pages of all subject travel agencies combined as a middle category. The total pages of all 6 travel agencies home pages were 47, so the average was 7.88.

There were 4 categories in this criterion. They were less than 7 screens, 7 screens, 8 screens, and more than 8 screens. Scores of 3 to 0 were given respectively. The page count would start at the home page of each travel agency until the ticket was purchased.

8. Numbers of Tickets (Appendix H)

This criterion focused on how many tickets could be bought at one time. Sometimes, people might not travel alone. A companion such as a spouse or child might travel with them. Therefore, this criterion became an issue.

There were 4 categories under this criterion. They were an ability to buy 3 tickets or more at a time, an ability to buy 2 tickets only, an ability to buy one ticket only, and no ability to buy any ticket. Therefore, scores from 3 to 0 were given respectively.

9. Required Number of Days in Advance (HTML)

This criterion focused on how many days in advance that each home page required users to book and buy an airline ticket. Some home pages sold airline tickets for the day after the requested date. Some home pages required users to book at least 3 days in advance of departure date. This affected how convenient each home page was. Some

people might have an urgent matter and immediately without advance planning would need to buy airline tickets right away without any advanced plan.

There were 4 categories in this criterion. They were 1 day in advance, 2 days in advance, 3 days in advance, and 4 days or more in advance. Therefore, the scores from 3 to 0 were given accordingly.

10. Security Issues (Appendix I and J)

This criterion was concerned with the security issues of each home page on the Internet. Most home pages used Secure Sockets Layers to protect themselves from computer hackers who tried to steal credit card information. However, there was still no 100% guarantee for this issue, so some home pages still provided alternative options for their users. They were mailing information to the company, telephoning in and/or faxing in credit card information. In so doing, users did not need to give away important information such as credit card number on the Internet.

There were 3 categories in this criterion. They were; 1) mailing, phoning or faxing in information, 2) SSL mode, and 3) no security option available. The first category was assigned a score of “3” and the last category was assigned a score of “0”. For the middle category, since SSL mode was considered more convenient than 50% in this criterion, it was assigned a score of “2”

11. Terms of Delivery

This criterion was concerned with how each travel agency provided means of ticket delivery. There were many options that they provided right now, ranging from

home delivery, self pick-up at the agency or at the airport. Also, many couriers were used to deliver tickets ranging from US postal service, UPS and Federal Express. This criterion was important because when users bought air tickets on-line, they also expected to have their tickets delivered to them in a convenient way.

There were 4 categories in this criterion. They were home delivery by special services such as Federal Express overnight services, home delivery by US regular mail, picking up tickets at the airport and no delivery service available. Therefore, the scores from 3 to 0 were given accordingly.

12. Terms of Payment

This criterion focused on the terms of payment each home page provided for its users. These options ranged from debit or credit card payment, cash on ticket delivery, sending a check to the travel agency, and having to pay for the ticket in person at the travel agency location. The scores of 3 to 0 were assigned respectively to the option listed.

13. Ticket-Self (Appendix H)

This criterion was concerned with the possibility to book and buy airline tickets for other passenger beside oneself. When people traveled as a group, this criterion became an issue. Some people tended to buy air tickets for others when they bought one for themselves. Some even bought air tickets for others even though they did not travel themselves.

There were 4 categories under this criterion. The first category was an ability to buy tickets for others in the case that the buyer did not go with the trip. The second category was an ability to buy tickets for oneself and other person(s) traveling in the same itinerary. The third category was an ability to buy airline tickets for oneself only. The last category was no ability to buy any ticket. Therefore, the scores from 3 to 0 were assigned respectively.

14. Travel Agency Location (Appendix K)

This criterion was concerned with the location of each travel agency. Some travel agency home pages provided users travel agency location options so that they could choose the one that was nearest to their house. This feature was very important once any changes were necessary. If the agency location was near users' homes or offices, all changes could be made easily since it was easy to contact nearby agencies. On the other hand, some home pages booked airline tickets through the main travel agency of that home page only. In this case, changes were difficult to make. Once everything was done on the Internet, everything was settled. There was only a limited possibility to alter arrangements. The example here was time and money to contact the remote travel agency by phone or mail, which surely cost users for making even a little change

There were 3 categories in this criterion. The first category was an ability to book airline tickets with local agencies. The second category was an ability to book airline tickets with remote agencies only. The last category was non applicable. This was defined as those pages that did not provide specific information on which travel agency the systems used to book airline tickets with. Therefore, the scores of 3 and 0 were assigned

to the first and the last categories respectively. The middle category was assigned a score of “1” since contacting remote travel agencies was considered less convenient than 50% comparing to the first category.

15. User’s Profile (Appendix L)

This criterion focused on whether a certain home page had recorded a user’s profile for future use or not. If there was a profile, users did not need to input their personal information such as name, address, and airline preference every time they got access to that home page. This feature decreased the process time since all the users needed to enter was a username and a password. Then the systems would retrieve all the previous stored information for the users.

There were two categories under this criterion; providing a user’s profile and not providing a user’s profile. A score of “3” and “0” were assigned accordingly.

16. Whole Process Time (The lowest Possible)

This criterion focused on how much time was at least needed to do all the checking process on each home page. This criterion would be measured at the time that the accessibility (criterion 1) got the most score so that the result would be the lowest possible time. The category in this criterion was based on the experiment of calling a travel agency by phone. At least it took each call 1 minute to get all the information and to do a reservation process.

There were 4 categories in this criterion. They were less than 1 minute, 1-2 minutes, 2-3 minutes and more than 3 minutes. Therefore, the scores of 3 to 0 were given accordingly.

PERIOD OF DATA COLLECTION

The first criterion, accessibility, was measured in the time span of 1 week, starting from Monday, June 10, 1996 to Sunday, June 16, 1996. The remainder of the criteria was measured during Monday, June 17, 1996 to Sunday June 23, 1996.

METHOD OF ANALYSIS

After measuring each criterion, all data was shown in the Travel Agency Performance Chart (table 2 on page 40) for further calculation. In each criterion an average score was computed and used to determine whether which travel agency was convenient in which criteria. Additionally, the average scores for 16 criteria of each travel agency were used to determine whether it provided a convenient service or not. This study used 80% as an acceptable line for being convenient. This 80% was established using the generally accepted world class standard.

Then Microsoft Excel software was used to generate combination graphs to explicitly show the results of the performance in each criterion.

CHAPTER IV

RESULTS AND FINDINGS

After measuring each home page based on the created criteria, table 2 was constructed. The findings were presented in two different perspectives. The first perspective was to reveal the performance of each travel agency based on a certain criterion, from 1 -16. This included a comparison and contrast among one another. Second, data was presented in travel agency perspective. Each travel agency would be reviewed one by one so that weak and strong points of each one were clearly addressed. Please note that all criteria and travel agencies were presented in an ascending order except where something else was indicated.

Overall, all 6 travel agency home pages achieved a score of 100 in 6 criteria. They were capability to check connecting cities, number of tickets, terms of delivery, terms of payment, ticket-self, and user's profile. The lowest scores were in criterion 7 and 15, number of screens and whole process time. They both scored 38.89%.

TABLE 2 : TRAVEL AGENCY'S PERFORMANCE CHART

Score Criteria	A	B	C	D	E	F	Total	%
1. Accessibility	3.00	2.79	3.00	3.00	3.00	2.71	17.50	97.22
2. Availability (Flight & Seat)	3.00	3.00	2.00	3.00	3.00	2.00	16.00	88.89
3. Capability to check Connecting Cities	3.00	3.00	3.00	3.00	3.00	3.00	18.00	100.00
4. City Pair's Name	3.00	3.00	3.00	2.00	3.00	3.00	17.00	94.44
5. Clear Instruction	2.00	1.00	2.00	3.00	0.00	3.00	11.00	61.11
6. Number of Destinations on 1st Page of Request Form	3.00	3.00	3.00	1.00	1.00	3.00	14.00	77.78
7. Number of Screens	2.00	3.00	0.00	0.00	2.00	0.00	07.00	38.89
8. Number of Tickets	3.00	3.00	3.00	3.00	3.00	3.00	18.00	100.00
9. Required Number of Days in Advance (HTML)	2.00	3.00	3.00	1.00	3.00	3.00	15.00	83.33
10. Security Issues	2.00	0.00	2.00	3.00	0.00	2.00	09.00	50.00
11. Terms of Delivery	3.00	3.00	3.00	3.00	3.00	3.00	18.00	100.00
12. Terms of Payment	3.00	3.00	3.00	3.00	3.00	3.00	18.00	100.00
13. Ticket-Self	3.00	3.00	3.00	3.00	3.00	3.00	18.00	100.00
14. Travel Agency Location	1.00	1.00	3.00	1.00	1.00	3.00	10.00	55.56
15. User's Profile	3.00	3.00	3.00	3.00	3.00	3.00	18.00	100.00
16. Whole Process Time	1.00	1.00	1.00	1.00	2.00	1.00	07.00	38.89
Total	40.00	38.79	40.00	36.00	36.00	40.71	231.50	80.38
%	83.33	80.81	83.33	75.00	75.00	84.81	80.38	-

A = Flifo

C = Internet Travel Network

E = Travel Information Software Systems

B = Go-explore

D = PCTravel

F = Travelocity

CRITERIA OF CONVENIENCE

1. Accessibility (figure 1)

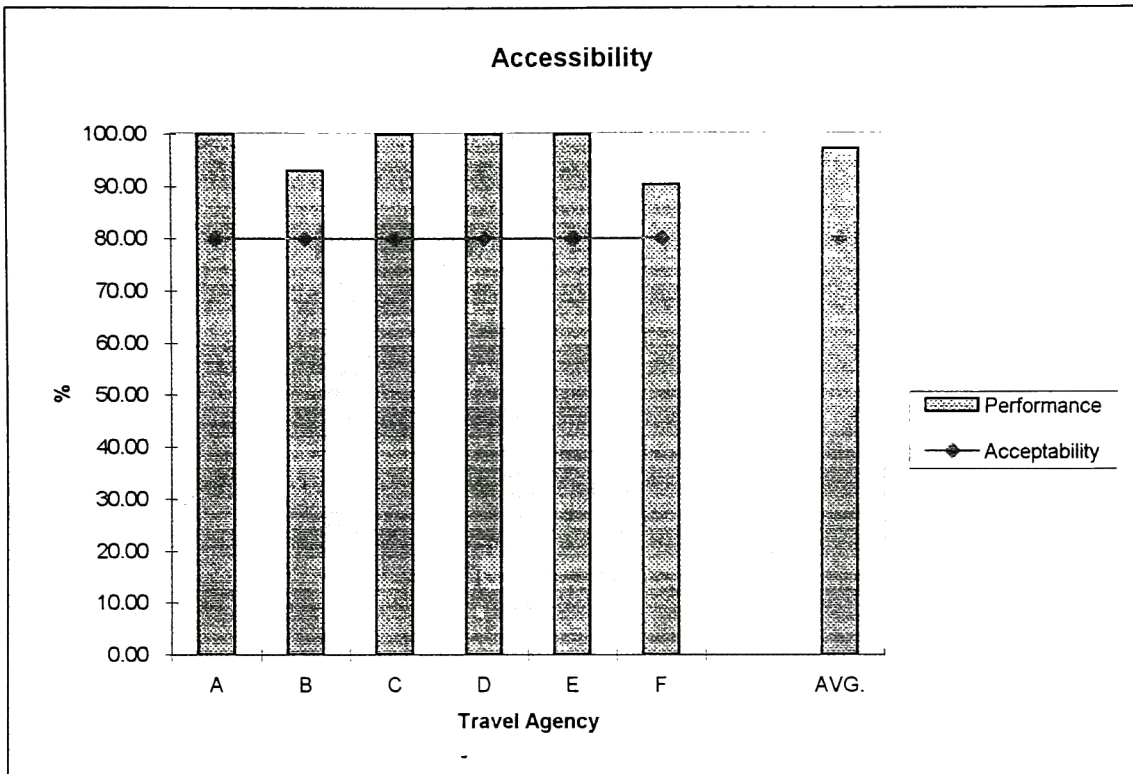
In this criterion, four travel agencies out of six (66.67%) achieved one-hundred percent in performance. They could be reached at the first time for all the 14 times of an experiment. These four travel agencies were Flifo, Internet Travel Network, PCTravel, and Travel Information Software Systems. The two which did not achieve the highest performance were Go-explore and Travelocity home page. They received 93 and 90.33 percents respectively. Above all, the average percentage of this criterion is 97.22, which was considered above the acceptability line of convenience. It could be concluded that travel agencies on the Internet now were very easy to get access. Also, this criterion performance exceeded the line of acceptability.

Table 3 (p. 43) reported the accessibility of each home page during 14 experiment times. Also presented were the total accessibility, standard deviation of the data, and the average.

2. Availability (figure 2, p. 44)

In this criterion, four home pages out of six (66.67%) achieved one-hundred percent in performance. That meant they provided seat and flight availability all at once when users requested. On the other hand, both Internet Travel Network and Travelocity provided only flight schedules at first and then seat availability later. This was really inconvenient because users had to rebook a flight if the requested flight was sold out.

Figure 1



A = Flifo

B = Go-explore

C = Internet Travel Network

D = PCTravel

E = Travel Information Software Systems

F = Travelocity

AVG. = Average Performance

TABLE 3 : ACCESSIBILITY MEASUREMENT

Travel Agency		A	B	C	D	E	F
Day & Time							
Monday	08.00 a.m.	3.00	3.00	3.00	3.00	3.00	3.00
	02.00 p.m.	3.00	3.00	3.00	3.00	3.00	3.00
Tuesday	10.00 a.m.	3.00	3.00	3.00	3.00	3.00	3.00
	04.00 p.m.	3.00	3.00	3.00	3.00	3.00	3.00
Wednesday	12.00 p.m.	3.00	3.00	3.00	3.00	3.00	0.00
	06.00 p.m.	3.00	3.00	3.00	3.00	3.00	3.00
Thursday	02.00 p.m.	3.00	3.00	3.00	3.00	3.00	3.00
	08.00 p.m.	3.00	0.00	3.00	3.00	3.00	3.00
Friday	04.00 p.m.	3.00	3.00	3.00	3.00	3.00	2.00
	08.00 a.m.	3.00	3.00	3.00	3.00	3.00	3.00
Saturday	06.00 p.m.	3.00	3.00	3.00	3.00	3.00	3.00
	10.00 a.m.	3.00	3.00	3.00	3.00	3.00	3.00
Sunday	08.00 p.m.	3.00	3.00	3.00	3.00	3.00	3.00
	12.00 p.m.	3.00	3.00	3.00	3.00	3.00	3.00
Total		42.00	39.00	42.00	42.00	42.00	38.00
Accessibility Average Score		3.00	2.79	3.00	3.00	3.00	2.71
Standard Deviation		0.00	0.80	0.00	0.00	0.00	0.82

A = Flifo

B = Go-explore

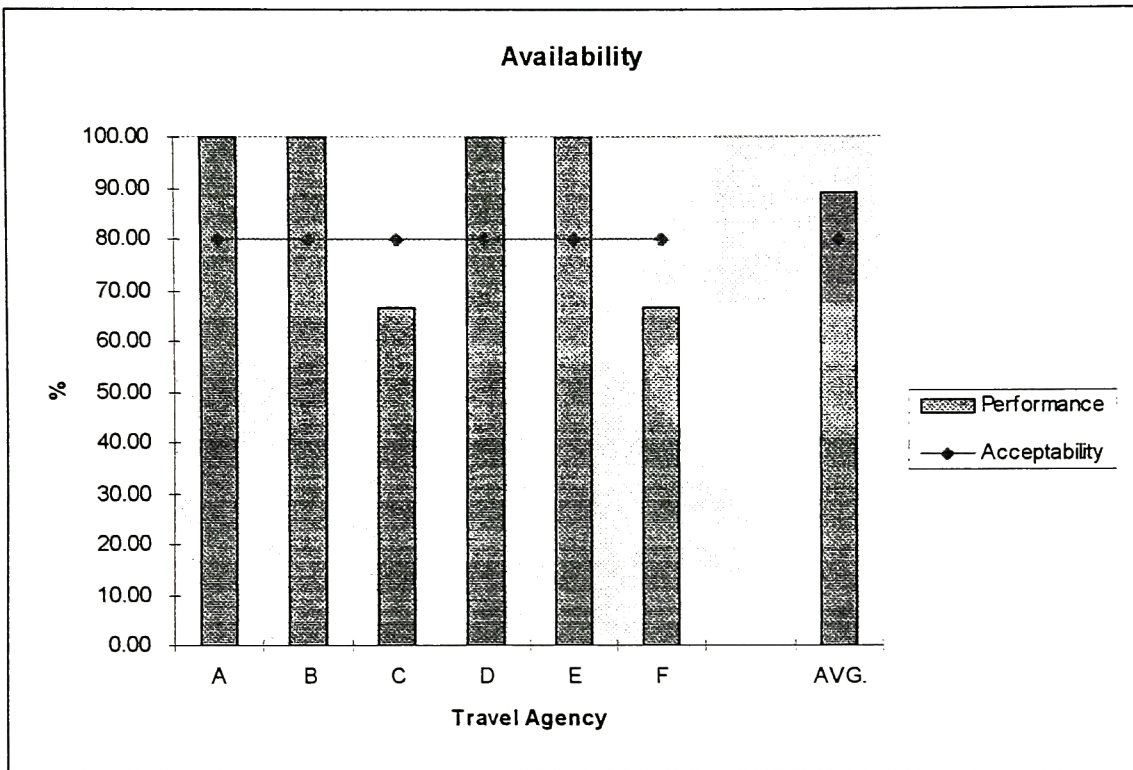
C = Internet Travel Network

D = PCTravel

E = Travel Information Software Systems

F = Travelocity

Figure 2



A = Flifo

B = Go-explore

C = Internet Travel Network

D = PCTravel

E = Travel Information Software Systems

F = Travelocity

AVG. = Average Performance

Therefore, they received only 66.67% in this criterion. Above all, the average percentage of this criterion was 88.89, which was considered above the acceptability line of convenience.

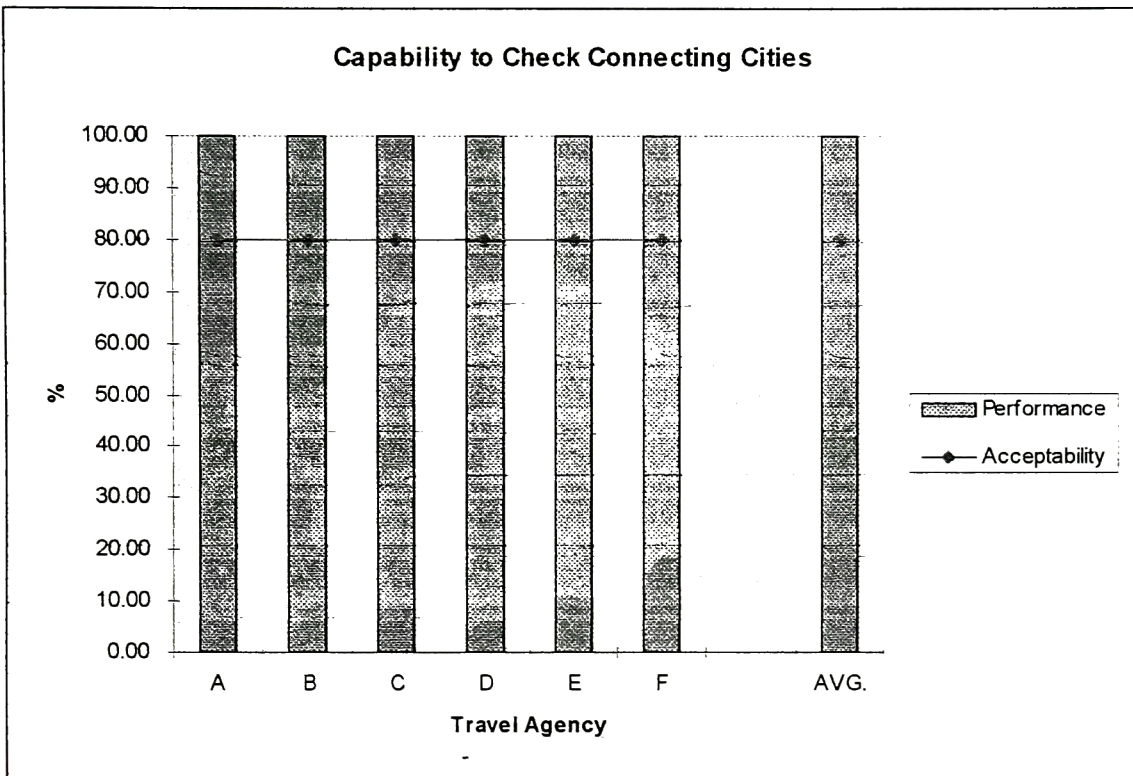
3. Capability to Check Connecting Cities (figure 3)

In this criterion, all travel agencies (100%) achieved one-hundred percent in performance. They all automatically provided connecting cities for users whenever it was appropriate. It could be concluded that travel agencies on the Internet now were absolutely convenient in term of providing connecting cities.

4. City Pair's name (figure 4, p. 47)

In this criterion, five travel agencies out of six (83.33%) achieved one-hundred percent in performance. They all enabled users to put either a part of the city name, a full name, or a city code in the availability request form. Whichever convenient to the users, they could put that one in. PCTravel received only 66.67% in this criterion because it required users to put only a city code. The good point was that PCTravel still provided help for finding the city codes. Otherwise, people who were not familiar with the standard airline three-lettered city code of the city they wanted to go to were automatically forced to be incompetent to use PCTravel home page. Above all, the average percentage of this criterion was 94.44, which was considered above the acceptability line of convenience in this study. It could also be concluded that users did not need to know the city code or even a correct spelling of the city they wanted to go to still could use this on-line service.

Figure 3



A = Flifo

B = Go-explore

C = Internet Travel Network

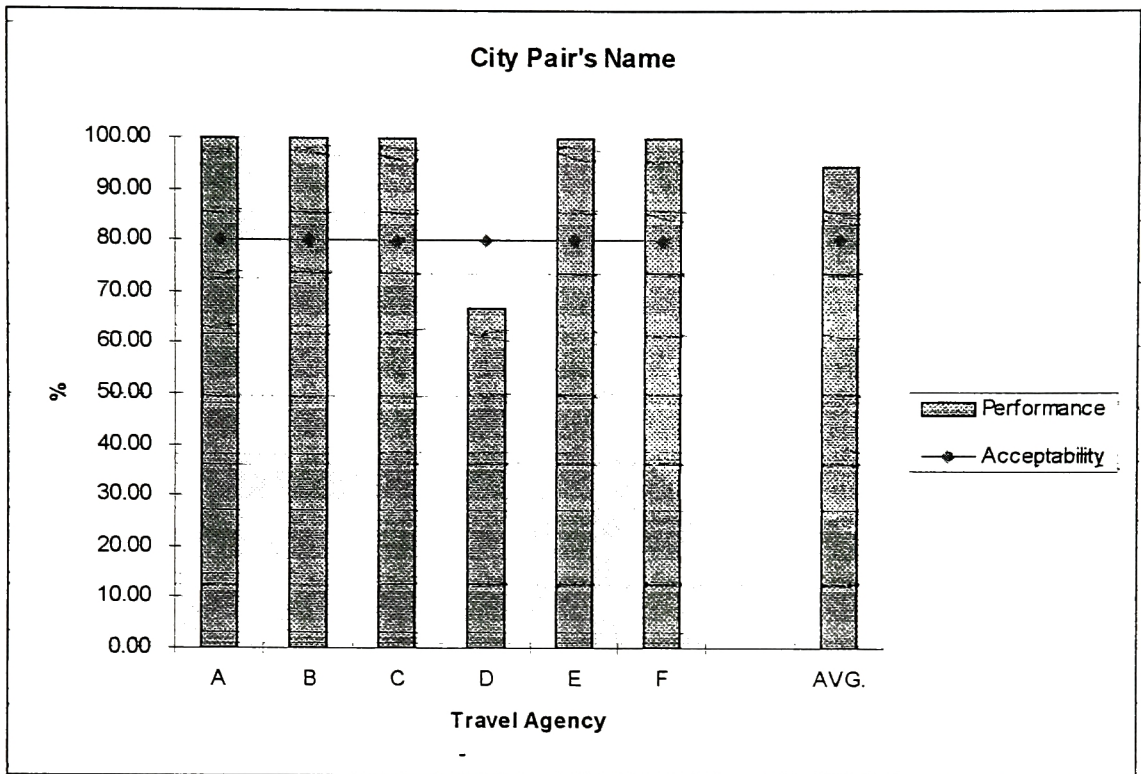
D = PCTravel

E = Travel Information Software Systems

F = Travelocity

AVG. = Average Performance

Figure 4



A = Flifo

B = Go-explore

C = Internet Travel Network

D = PCTravel

E = Travel Information Software Systems

F = Travelocity

AVG. = Average Performance

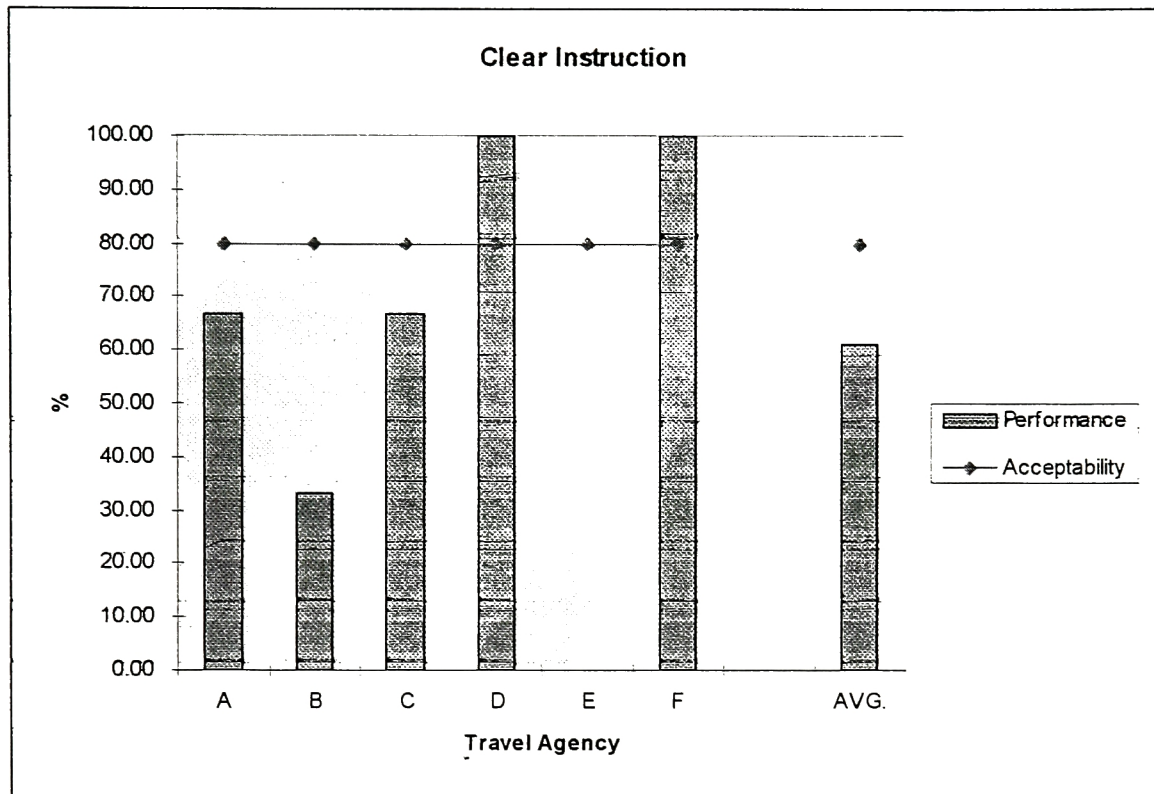
5. Clear Instruction (figure 5)

In this criterion, only two travel agencies out of six (33.33%) achieved one-hundred percent in performance. They were PCTravel and Travelocity. Both of them provided clear step by step instruction on how to use the availability request form. This enabled users to be hassle free when using services both pages provided. For the others, all four remaining agencies scored below 80%. Moreover, Travel Information Software Systems did not provide any instruction for the reservation process at all. Therefore, it did not a zero point for this criterion. Above all, the average percentage of this criterion was only 61.11, which was considered below the acceptability line of convenience. Therefore, it could be concluded that some travel agencies on the Internet now still needed to improve their home pages in this area of convenience.

6. Number of Destinations on 1st Page of Request Form (figure 6, p. 50)

In this criterion, four travel agencies out of six (66.67%) achieved one-hundred percent in performance. They allowed users to request flight and seat availability at least three destinations per request. This was very convenient since usually most people traveled more than one leg per trip. These pages were Flifo, Go-explore, Internet Travel Network, and Travelocity. However, the other two, PCTravel and Travel Information Software Systems, allowed users to request only one city pair at first, and then if users wanted to know the information for another pair, they had to reenter all the checking process. Above all, the average percentage of this criterion was 77.78, which was still not acceptable. It would be much better if all travel agencies on the Internet allowed users to check seat availability for more than one city pair at a time.

Figure 5



A = Flifo

B = Go-explore

C = Internet Travel Network

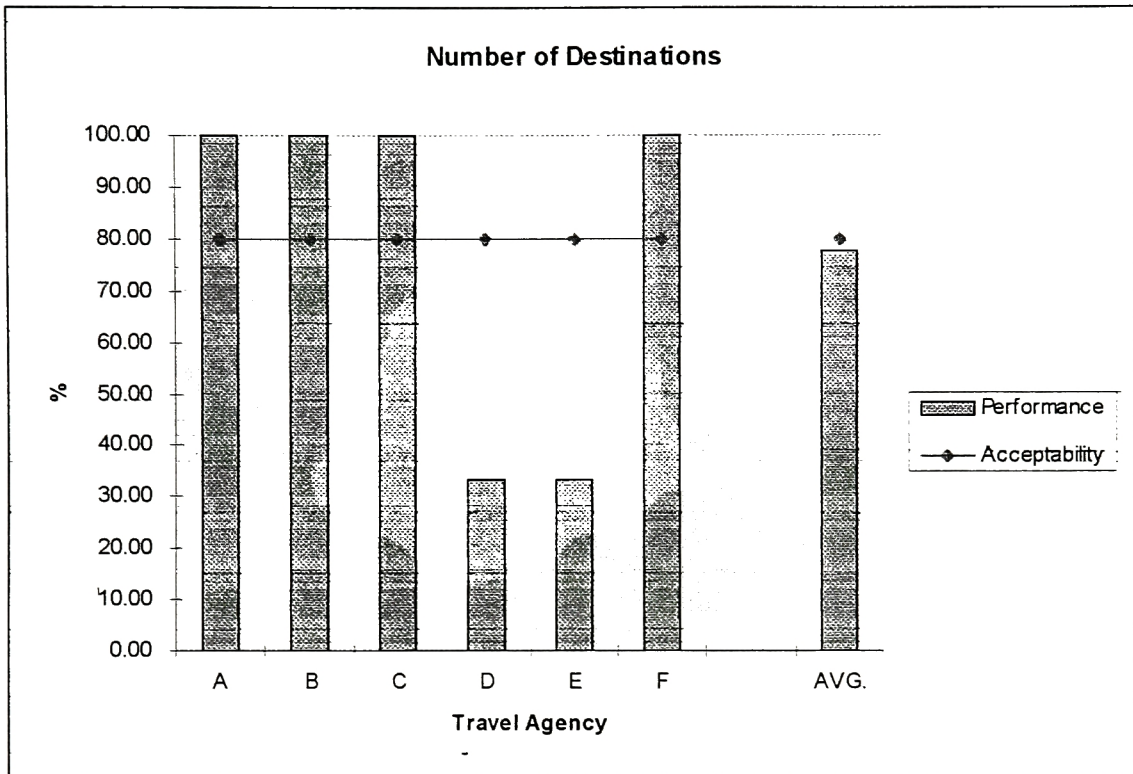
D = PCTravel

E = Travel Information Software Systems

F = Travelocity

AVG. = Average Performance

Figure 6



A = Flifo

B = Go-explore

C = Internet Travel Network

D = PCTravel

E = Travel Information Software Systems

F = Travelocity

AVG. = Average Performance

7. Number of Screens (figure 7)

In this criterion, only one agency out of six (16.66%) achieved one-hundred percent in performance. That was Go-explore. Users needed to go through only 6 pages in order to complete all the process. Flifo and Travel Information Software Systems received 66.67%. The other three received a zero point because they all had 9 screens for users to finish the checking process. Above all, the average percentage of this criterion was 38.89, which was considered not conveniently acceptable. It could be recommended that travel agencies on the Internet now needed to decrease the number of screens for each request. The good solution might be to make each page longer. Though users had to scroll the page down more than usual, it was better than to wait for getting another response back from the server.

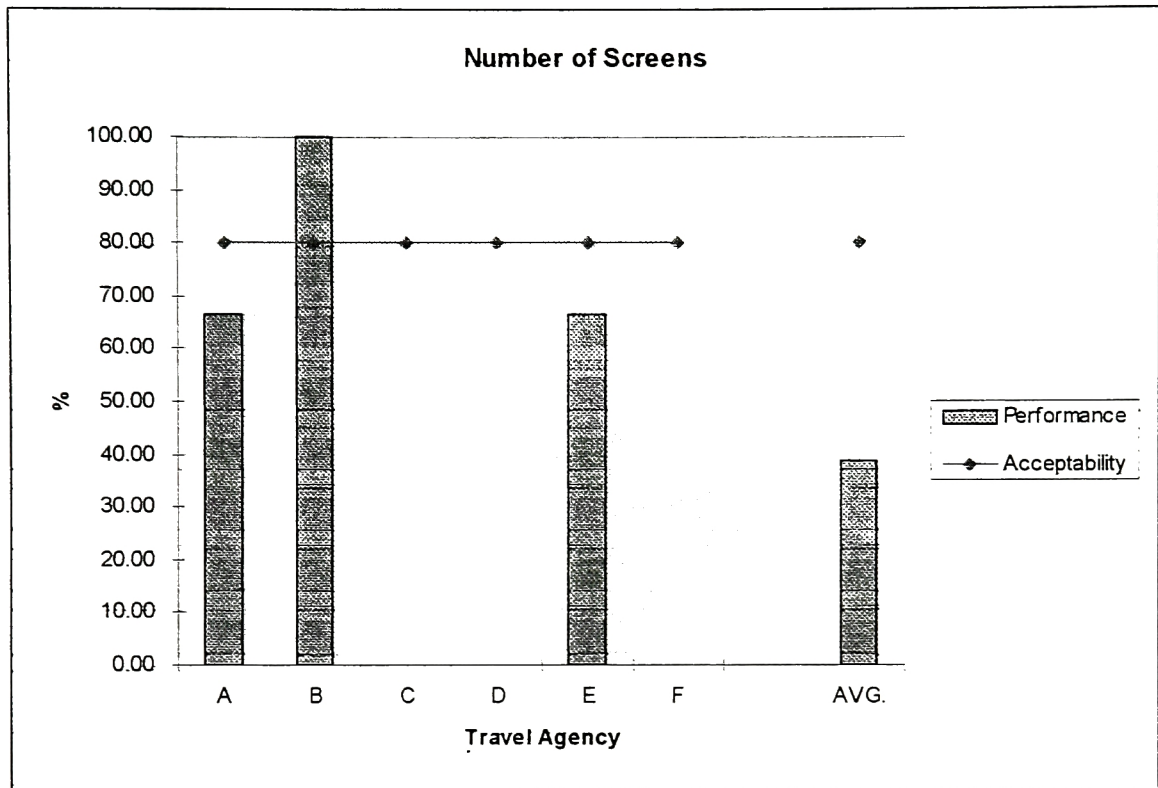
8. Number of Tickets (figure 8, p. 53)

In this criterion, all travel agencies (100%) achieved one-hundred percent in performance. They all allowed users to book airline tickets for at least three passengers at a time. Thus, it could be concluded that travel agencies on the Internet now were absolutely convenient for all customers in this criterion.

9. Required Number of Days in Advance (HTML) (figure 9, p. 54)

In this criterion, four travel agencies out of six (66.67%) achieved one-hundred percent in performance. They allowed users to buy airline tickets for the flight departing one day after the reservation date. These four pages were Go-explore, Internet Travel network, Travel Information Software Systems, and Travelocity. Flifo and PCTravel

Figure 7



A = Flifo

B = Go-explore

C = Internet Travel Network

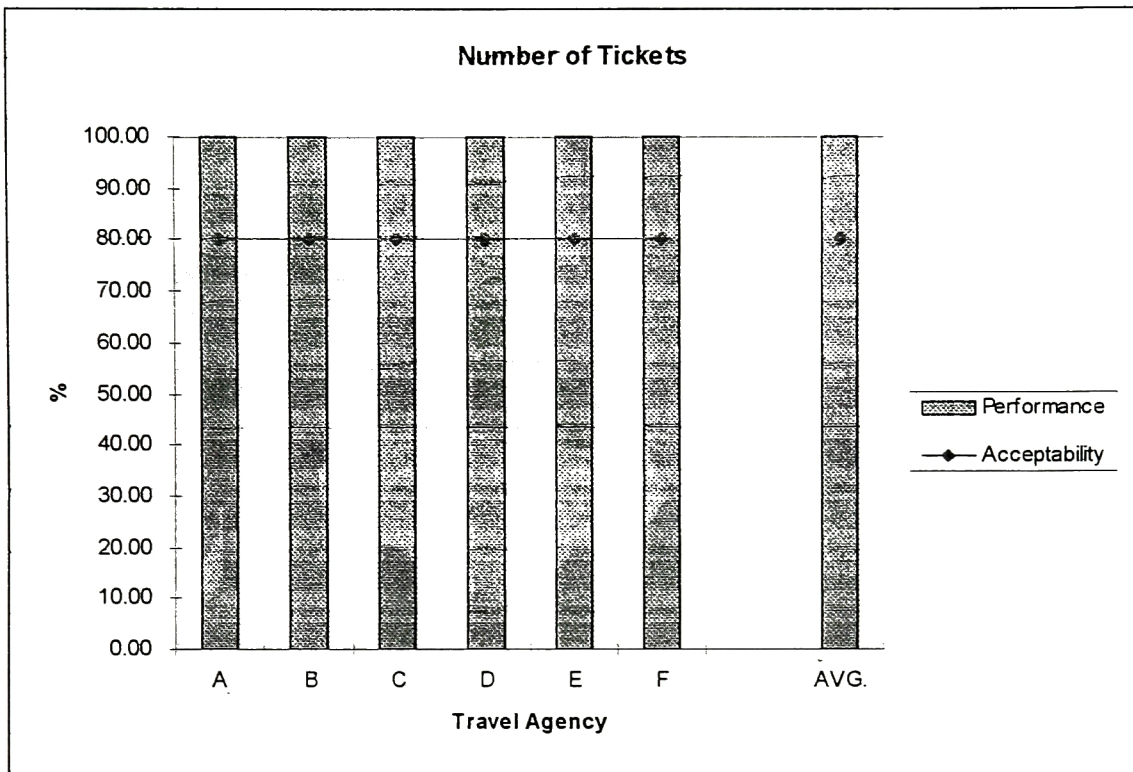
D = PCTravel

E = Travel Information Software Systems

F = Travelocity

AVG. = Average Performance

Figure 8



A = Flifo

B = Go-explore

C = Internet Travel Network

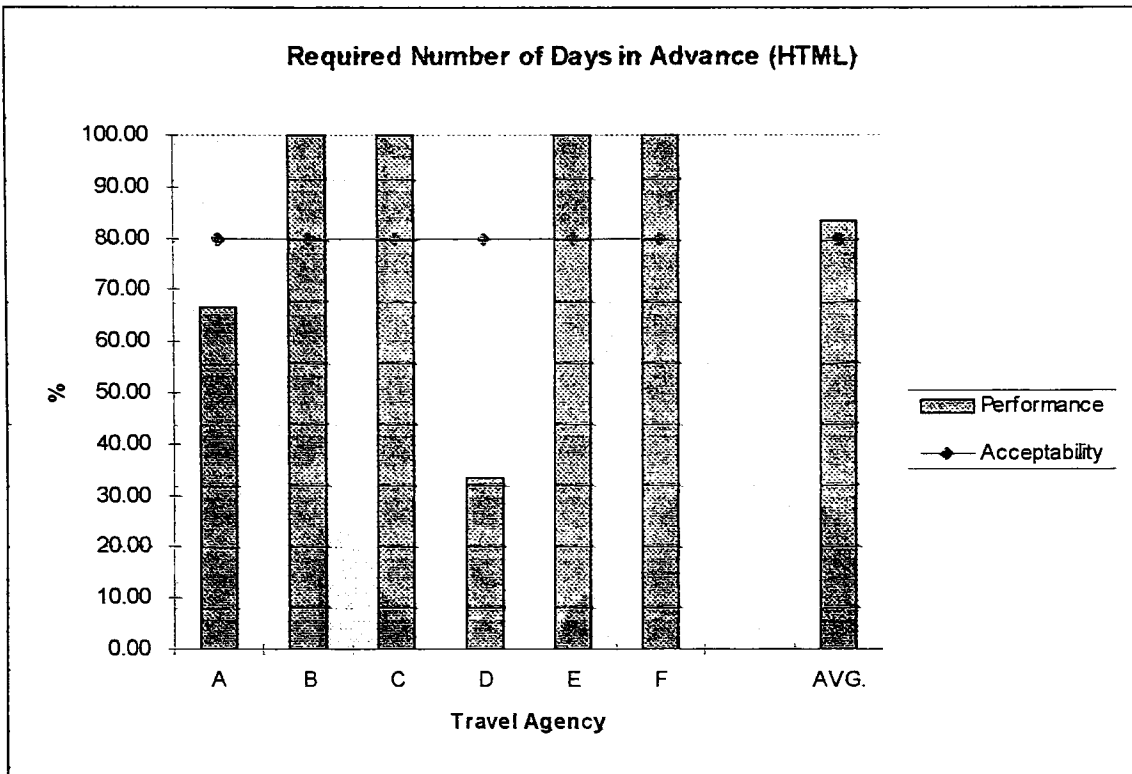
D = PCTravel

E = Travel Information Software Systems

F = Travelocity

AVG. = Average Performance

Figure 9



A = Flifo

B = Go-explore

C = Internet Travel Network

D = PCTravel

E = Travel Information Software Systems

F = Travelocity

AVG. = Average Performance

needed two and three days in advance respectively in order to process the requested ticket. However, the average percentage of this criterion was 83.33, which was considered acceptable. It could be concluded that travel agencies on the Internet now were conveniently acceptable in this criterion.

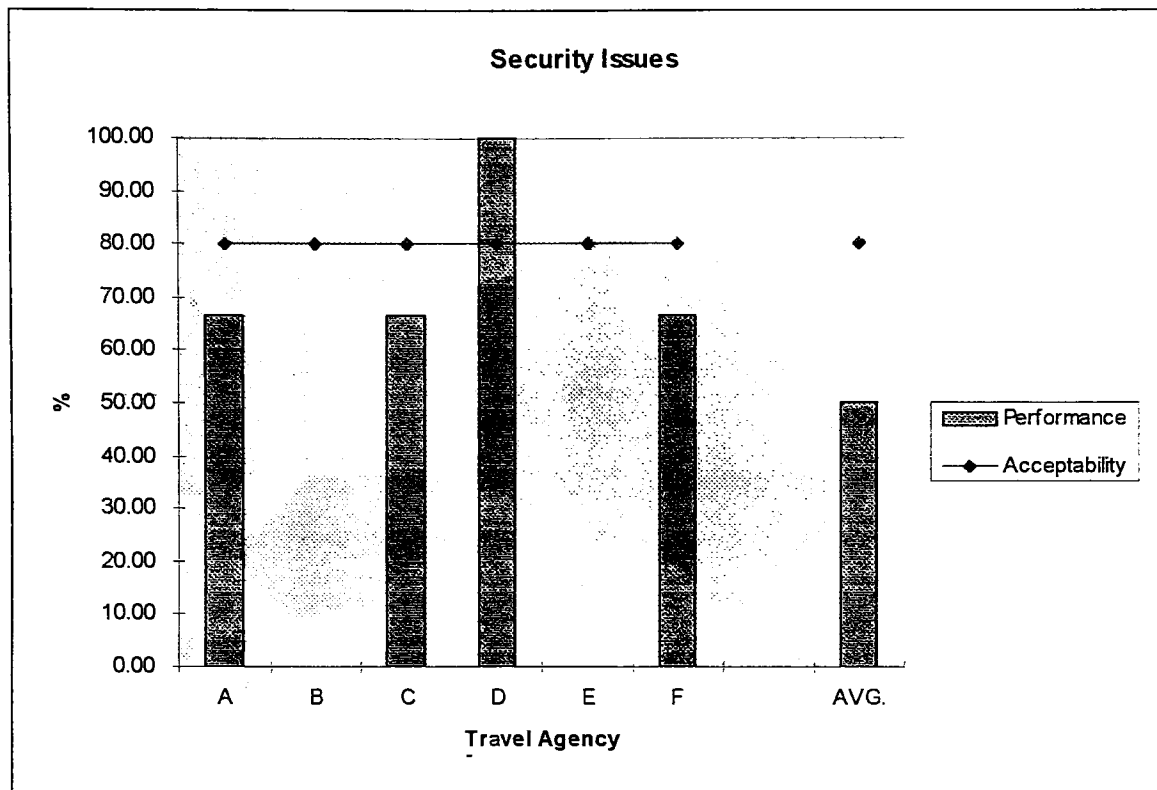
10. Security Issues (figure 10)

In this criterion, only one agency out of six (16.66%) achieved one-hundred percent in performance. That was PCTravel. It offered users the option to fax or phone in credit card information. Flifo, Internet Travel Network, and Travelocity provided SSL mode for the users, but Go-explore and Information Software Systems did not indicate any sign concerning security issues in their home pages. Above all, the average percentage of this criterion was only 50%, which was considered not acceptable. It could be concluded that travel agencies on the Internet now still needed to work on the security issues.

11. Terms of Delivery (figure 11, p. 57)

In this criterion, all travel agencies (100%) achieved one-hundred percent in performance. They all had an option to deliver air tickets to users' home by express services such as Federal Express and UPS. Therefore, it could be concluded that travel agencies on the Internet now were absolutely convenient for all customers in this criterion.

Figure 10



A = Flifo

B = Go-explore

C = Internet Travel Network

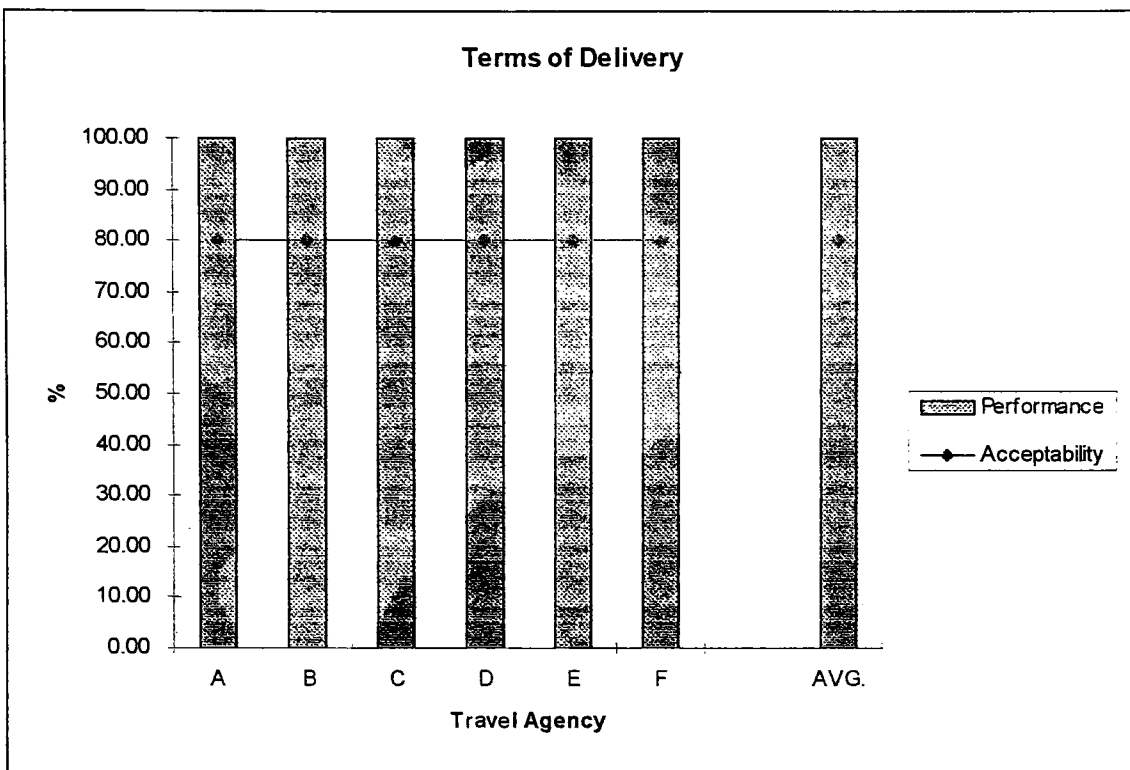
D = PCTravel

E = Travel Information Software Systems

F = Travelocity

AVG. = Average Performance

Figure 11



A = Flifo

B = Go-explore

C = Internet Travel Network

D = PCTravel

E = Travel Information Software Systems

F = Travelocity

AVG. = Average Performance

12. Terms of Payment (figure 12)

In this criterion, all travel agencies (100%) achieved one-hundred percent in performance. They all accepted credit cards. Users could buy air tickets on-line conveniently. Therefore, it could be concluded that travel agencies on the Internet at the time of this study were absolutely convenient for all customers in this criterion.

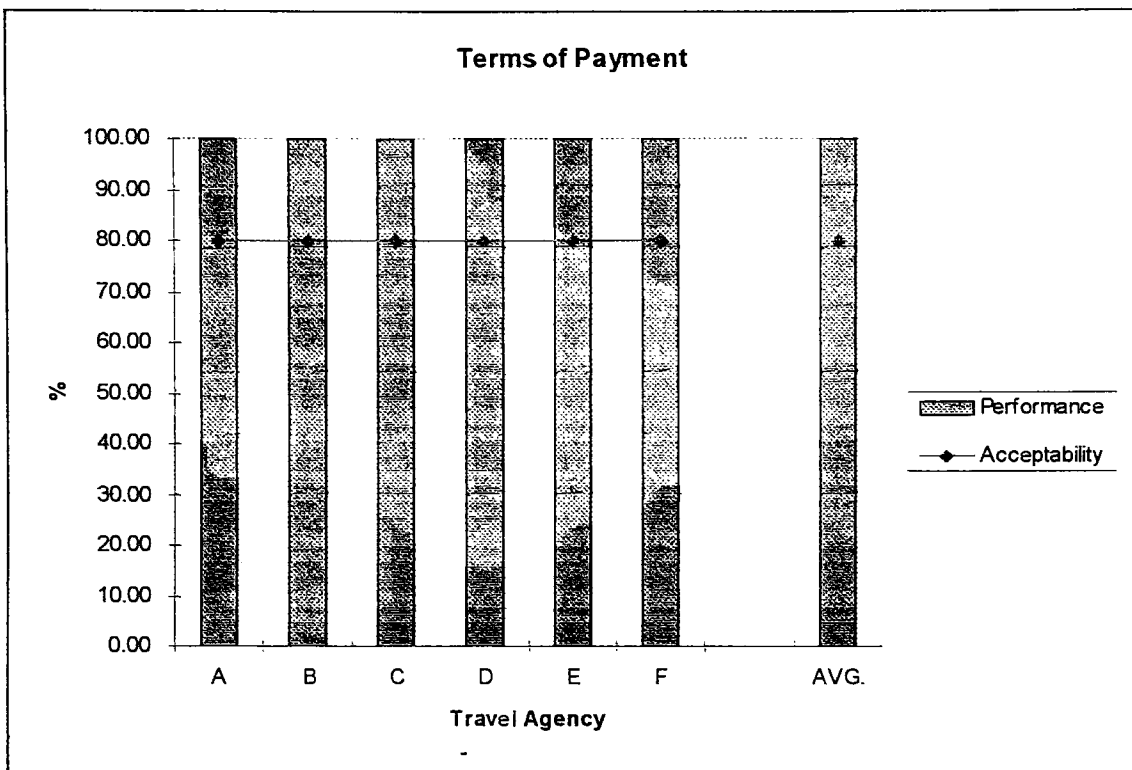
13. Ticket-Self (figure 13, p. 60)

In this criterion, all travel agencies (100%) achieved one-hundred percent in performance. They all allowed users to buy air tickets not only for themselves but also for others. Therefore, it could be concluded that travel agencies on the Internet were absolutely convenient for all customers in this criterion.

14. Travel Agency Location (figure 14, p. 61)

In this criterion, two agencies out of six (33.33%) achieved one-hundred percent in performance. They enabled users to choose to buy airline tickets from their local agencies. They were Internet Travel Network and Travelocity. Tickets which were processed by the other four pages, Flifo, Go-explore, PCTravel, and Travel Information Software Systems, were issued by the main travel agency of each particular home page at one remote site. For example, Flifo processed all tickets by their company based in Texas, Go-explore in California, PCTravel in North Carolina, and Travel Information Software Systems in California. Above all, the average percentage of this criterion was 55.56%, which was considered not acceptable.

Figure 12



A = Flifo

B = Go-explore

C = Internet Travel Network

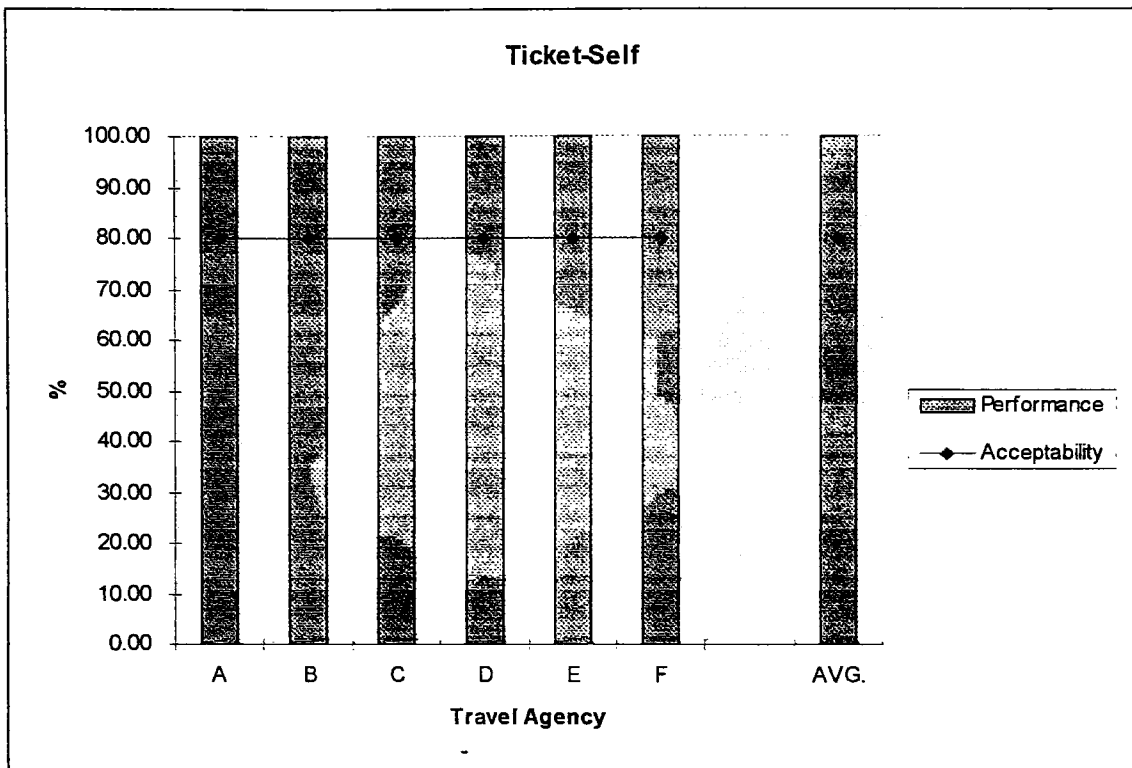
D = PCTravel

E = Travel Information Software Systems

F = Travelocity

AVG. = Average Performance

Figure 13



A = Flifo

B = Go-explore

C = Internet Travel Network

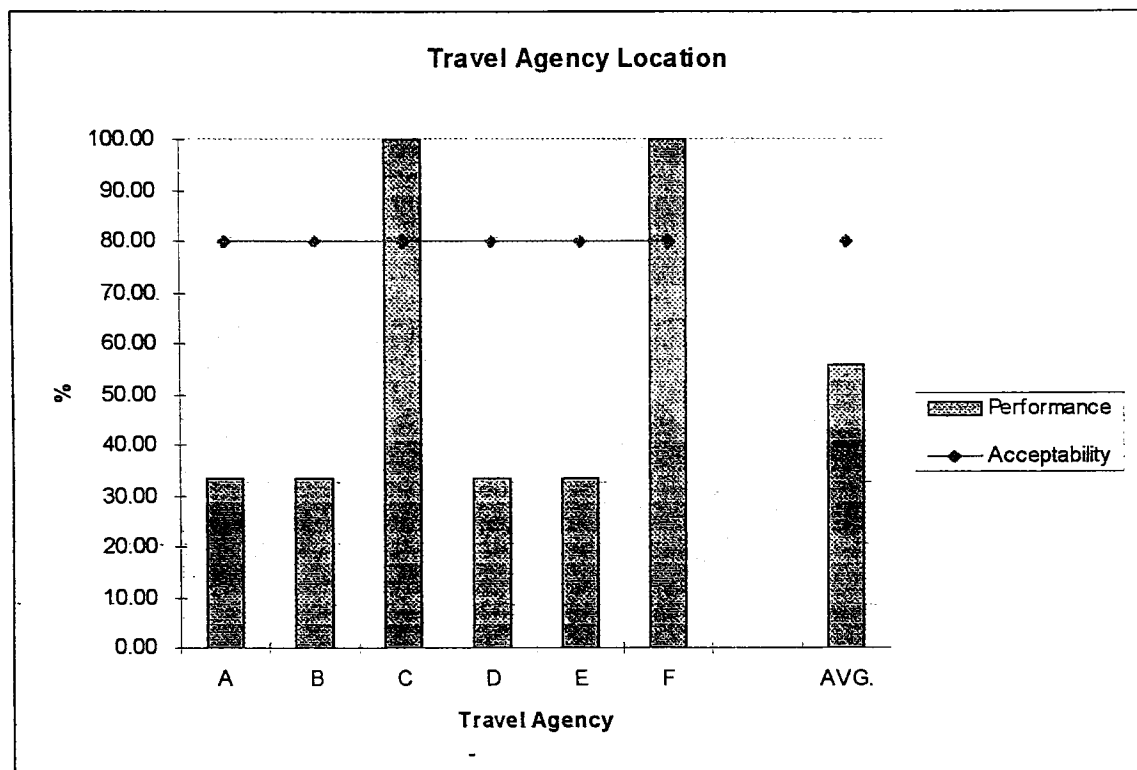
D = PCTravel

E = Travel Information Software Systems

F = Travelocity

AVG. = Average Performance

Figure 14



A = Flifo

B = Go-explore

C = Internet Travel Network

D = PCTravel

E = Travel Information Software Systems

F = Travelocity

AVG. = Average Performance

15. User's Profile (figure 15)

In this criterion, all travel agencies (100%) achieved one-hundred percent in performance. They all had a system to save a user's profile for future use. Therefore, it could be concluded that travel agencies on the Internet now were absolutely convenient for all customers in this criterion because users did not have to retype personal information every time they wanted to buy airline tickets.

16. Whole Process Time (figure 16, p.64)

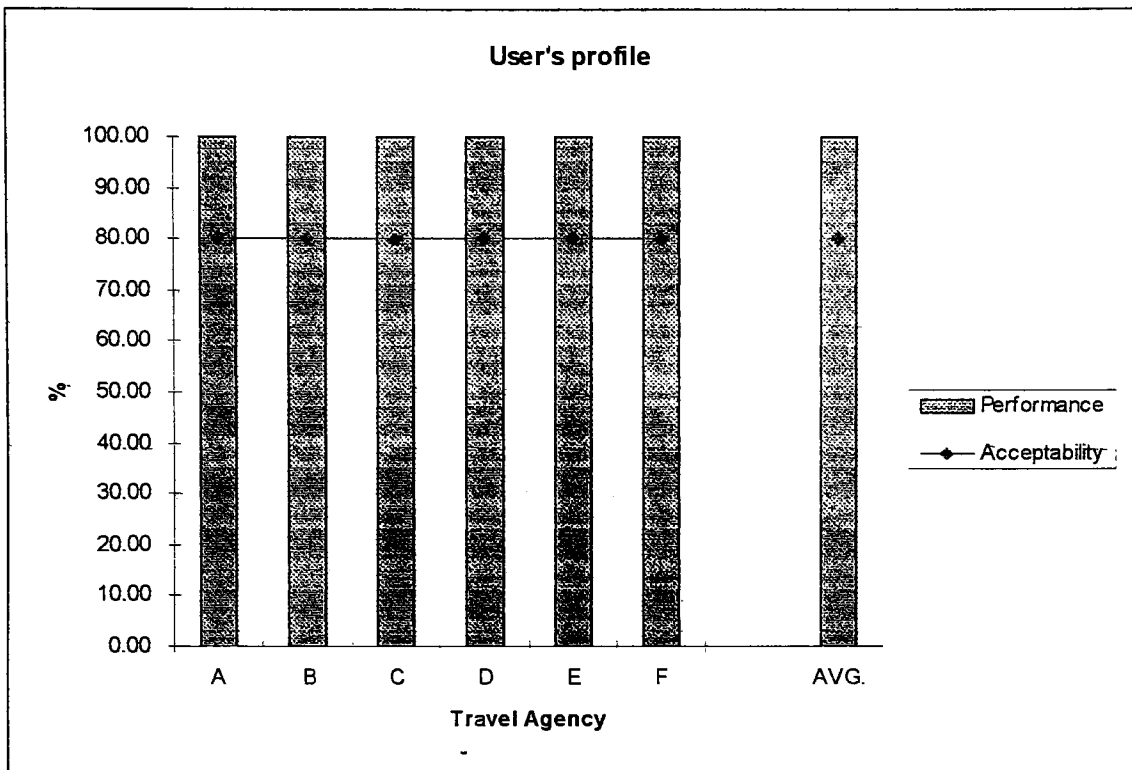
In this criterion, none achieved one-hundred percent in performance. It took them all more than 1 minute to go through the reservation process. Travel Information Software Systems received the highest score (66.67%). It took only 1 minute and 38 seconds to finish the process. All the others could be processed between 2-3 minutes. Above all, the average percentage of this criterion was 38.89, which was still considered unacceptable. Based on this criterion, travel agencies on the Internet still needed to work on how to decrease the process time to be less than one minute.

TRAVEL AGENCIES

1. Flifo Home Page (Appendix A and figure 17, p.65)

Flifo achieved 100% performance in 10 out of 16 criteria in this study, 66.67% in four criteria, and 33.33% in two criteria. It was the only travel agency home page in this study that did not receive 0% in any criteria. Over all it got 83.33% average. Therefore, it was convenient to use Flifo home page now.

Figure 15



A = Flifo

B = Go-explore

C = Internet Travel Network

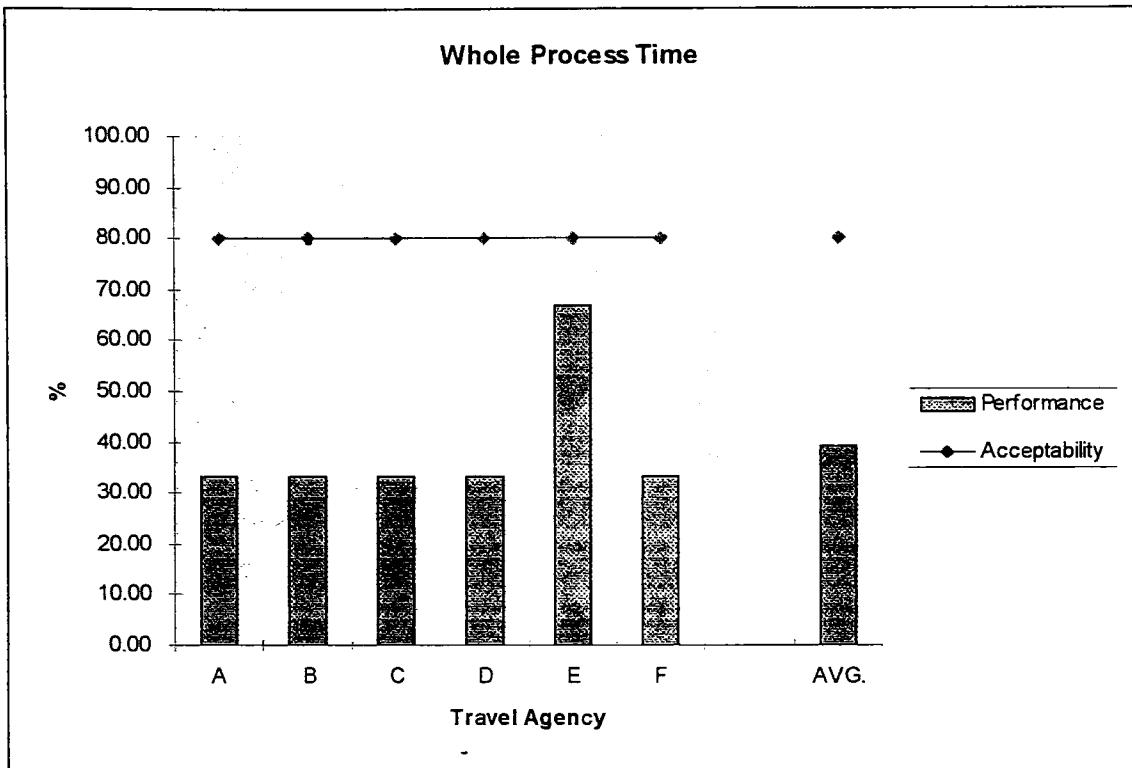
D = PCTravel

E = Travel Information Software Systems

F = Travelocity

AVG. = Average Performance

Figure 16



A = Flifo

B = Go-explore

C = Internet Travel Network

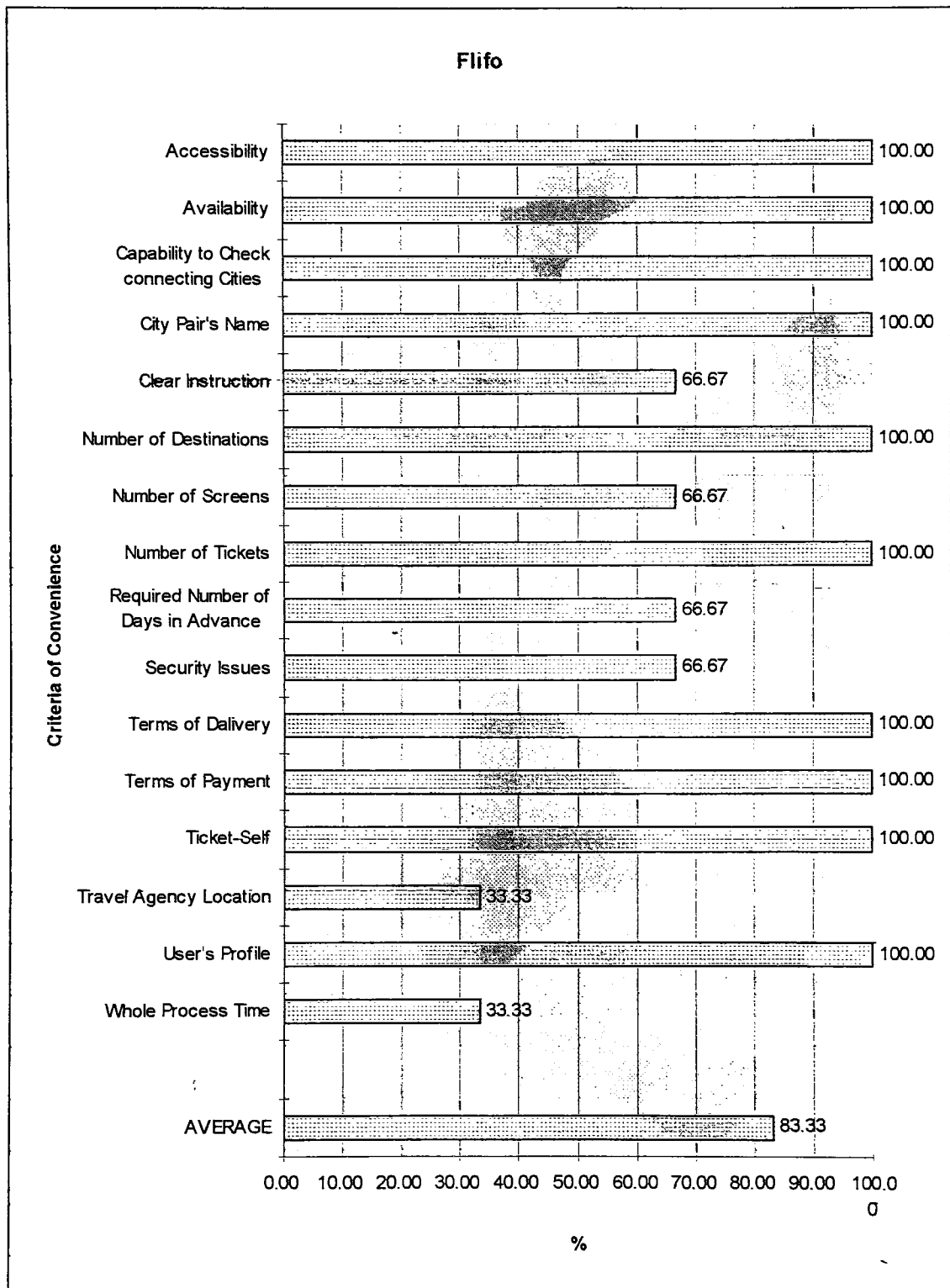
D = PCTravel

E = Travel Information Software Systems

F = Travelocity

AVG. = Average Performance

Figure 17



2. Go-explore Home Page (Appendix B and figure 18)

Go-explore achieved 100% performance in 11 out of 16 criteria in this study, and 93% in one criterion. It received 0% in one criterion. That was security issues. It did not indicate any offer concerning security issues for users at all. However, it was the only travel agency home page which scored 100% in criterion 7, number of screen. The overall performance was a bit higher than the convenience acceptability line. Its average was 80.81%.

3. Internet Travel Network Home Page (Appendix C and figure 19, p. 68)

Internet Travel Network achieved 100% performance in 11 out of 16 criteria in this study. It received 0% in one criterion. That was the number of screen. Overall, it received 83.33% average. Therefore, it was convenient to use Internet Travel Network now.



4. PCTravel Home Page (Appendix D and figure 20, p. 69)

PCTravel achieved 100% performance in 10 out of 16 criteria in this study. However, that was not enough to bring the overall performance to exceed the acceptability line. Its average was 75%, which was lower than the acceptability line. This was because it received 33.33% in four criteria. They were number of destinations on the 1st page of the request form, required number of days in advance (HTML), travel agency location, and whole process time. the number of screen and travel agency location. Also, it received 0% in number of screens criterion.

Figure 18

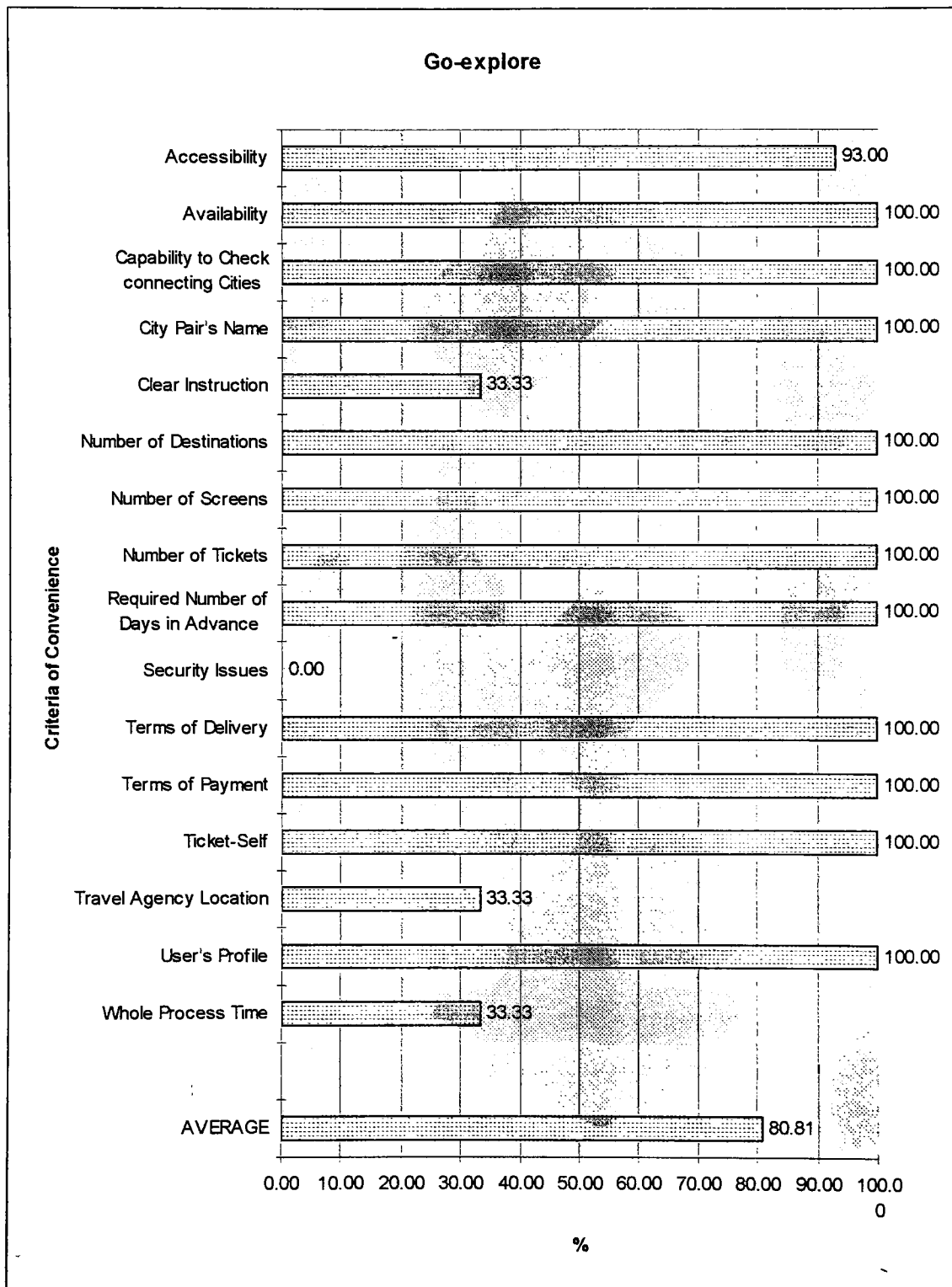


Figure 18

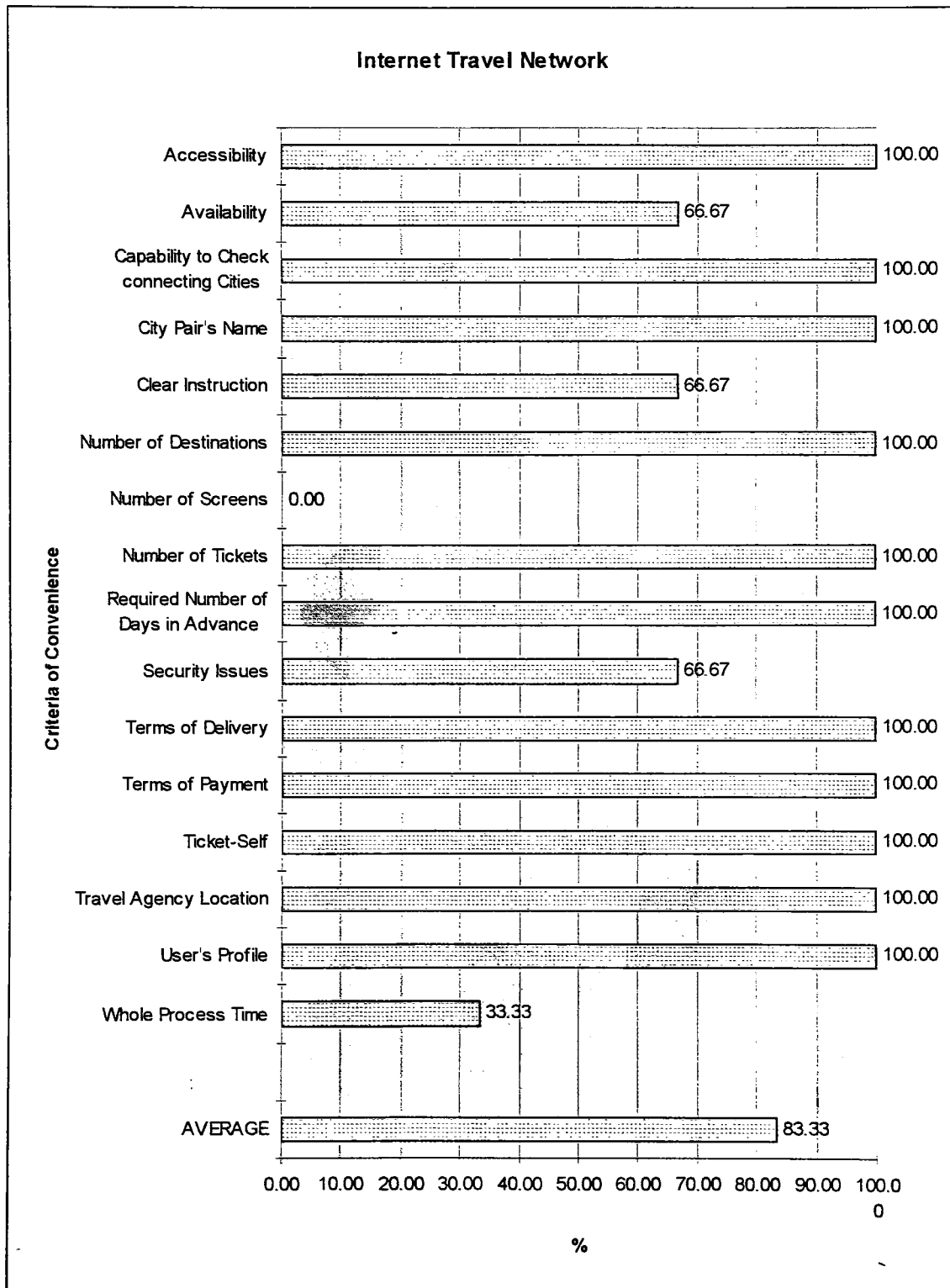
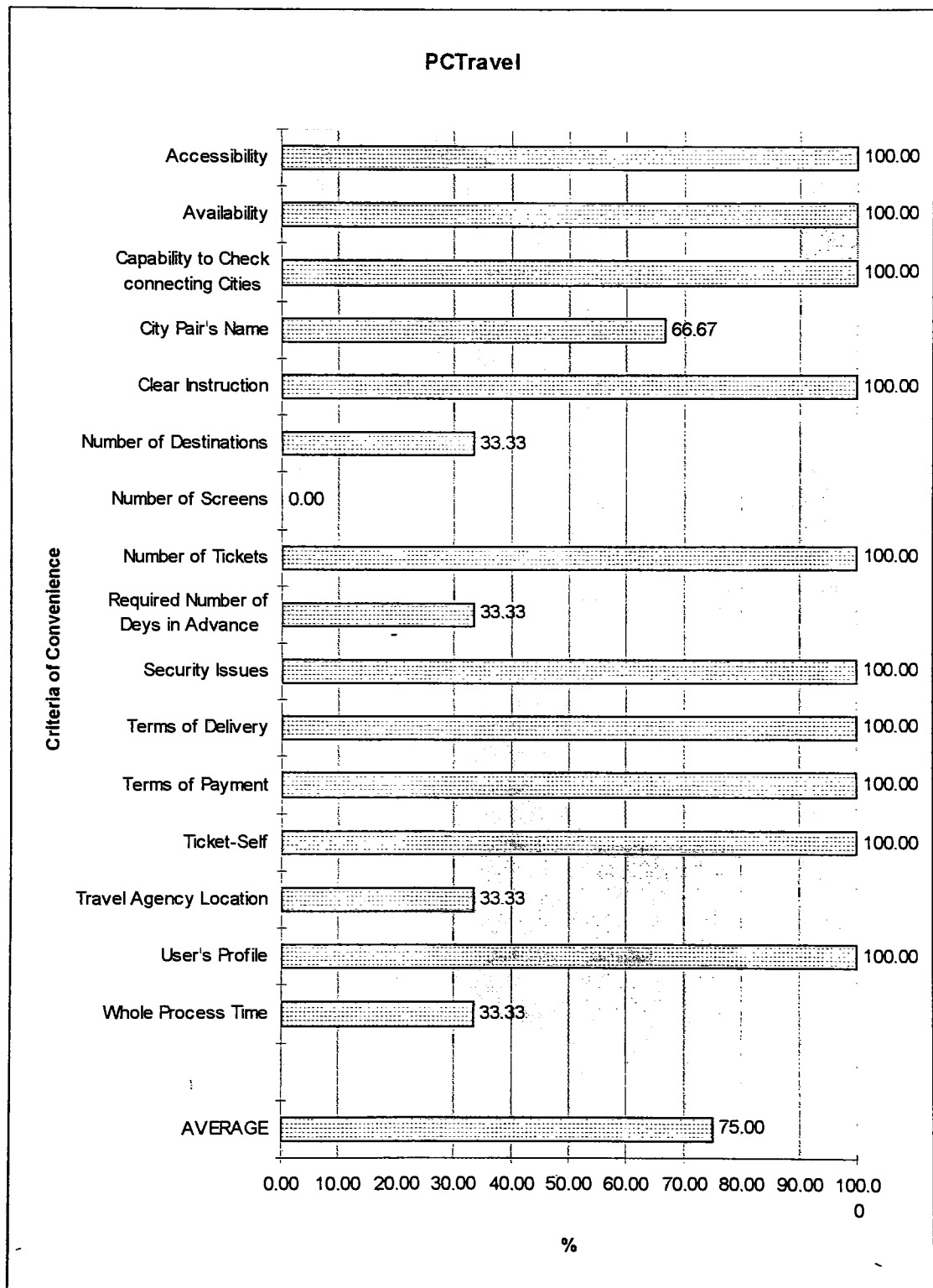


Figure 20



5. Travel Information Software Home Page (Appendix E and figure 21)

Travel Information Software Systems achieved 100% performance in 10 out of 16 criteria in this study and received 0% in two criteria. Its average was 75%, which was lower than the convenience acceptability line. The areas that were below acceptability line were clear instruction, number of destinations, number of screens, security issues, travel agency location and whole process time. However, it achieved the highest score in whole process time comparing to the remaining agencies.

6. Travelocity Home Page (Appendix F and figure 22, p. 72)

Travelocity achieved 100% performance in 11 out of 16 criteria in this study, and 90.33% in one criteria. That meant it had 12 criteria that exceeded the convenience acceptability line. Though it received 0% in one area, namely, the number of screen, the overall performance was still above the convenience line. Its average was 82.73%. Above all, Travelocity was the best travel agency home page on the Internet now.

Figure 21

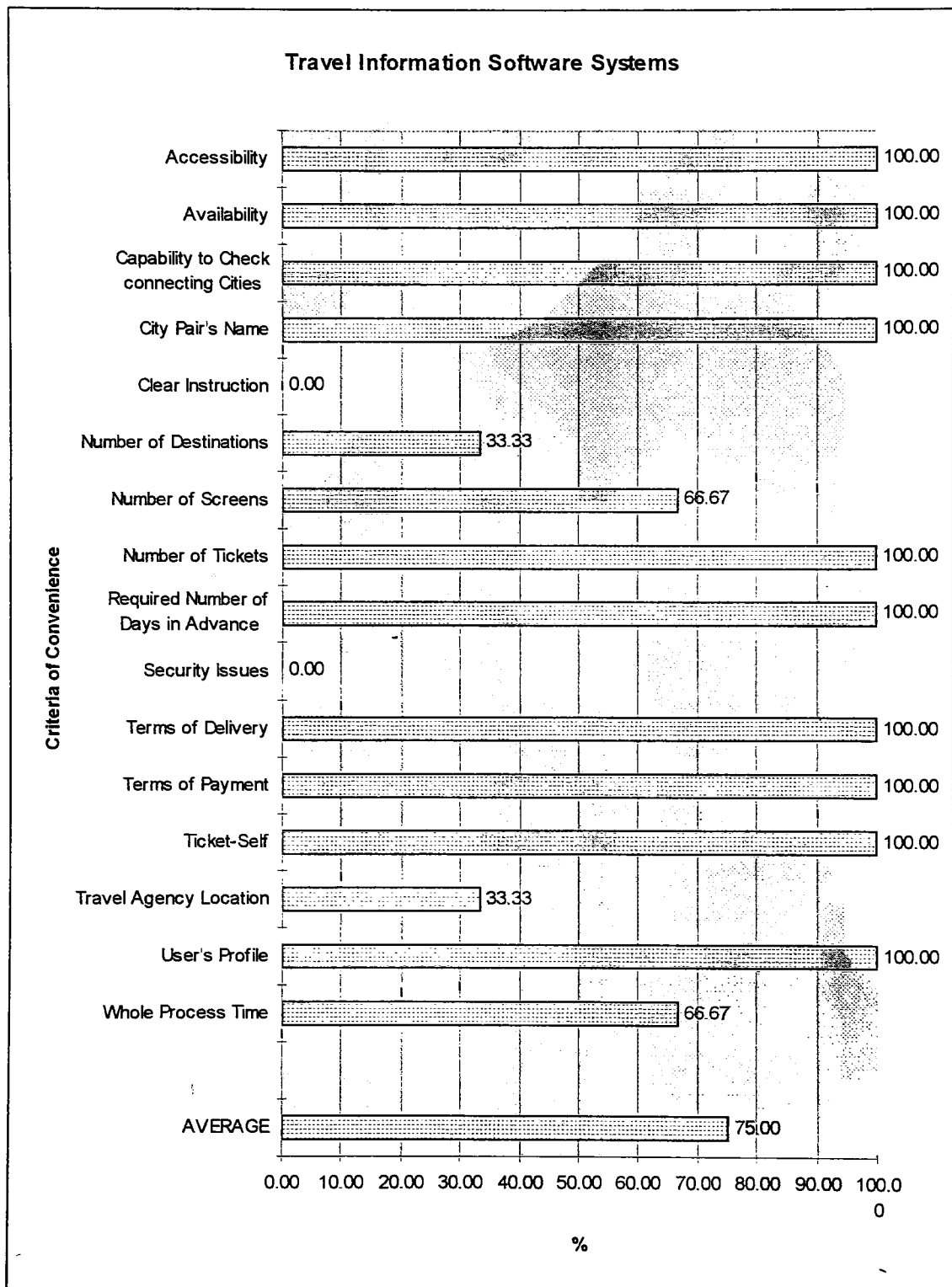
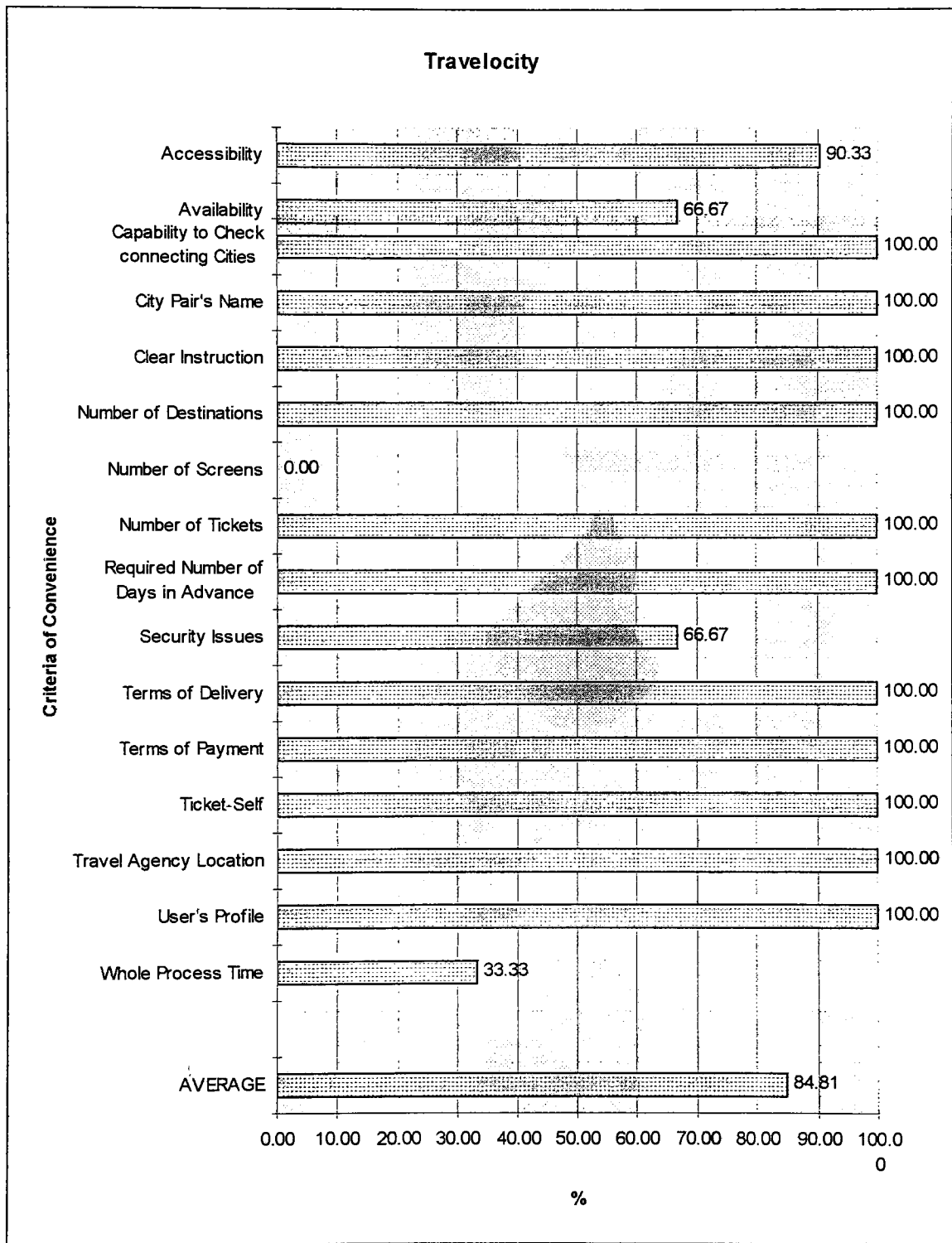


Figure 22



CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

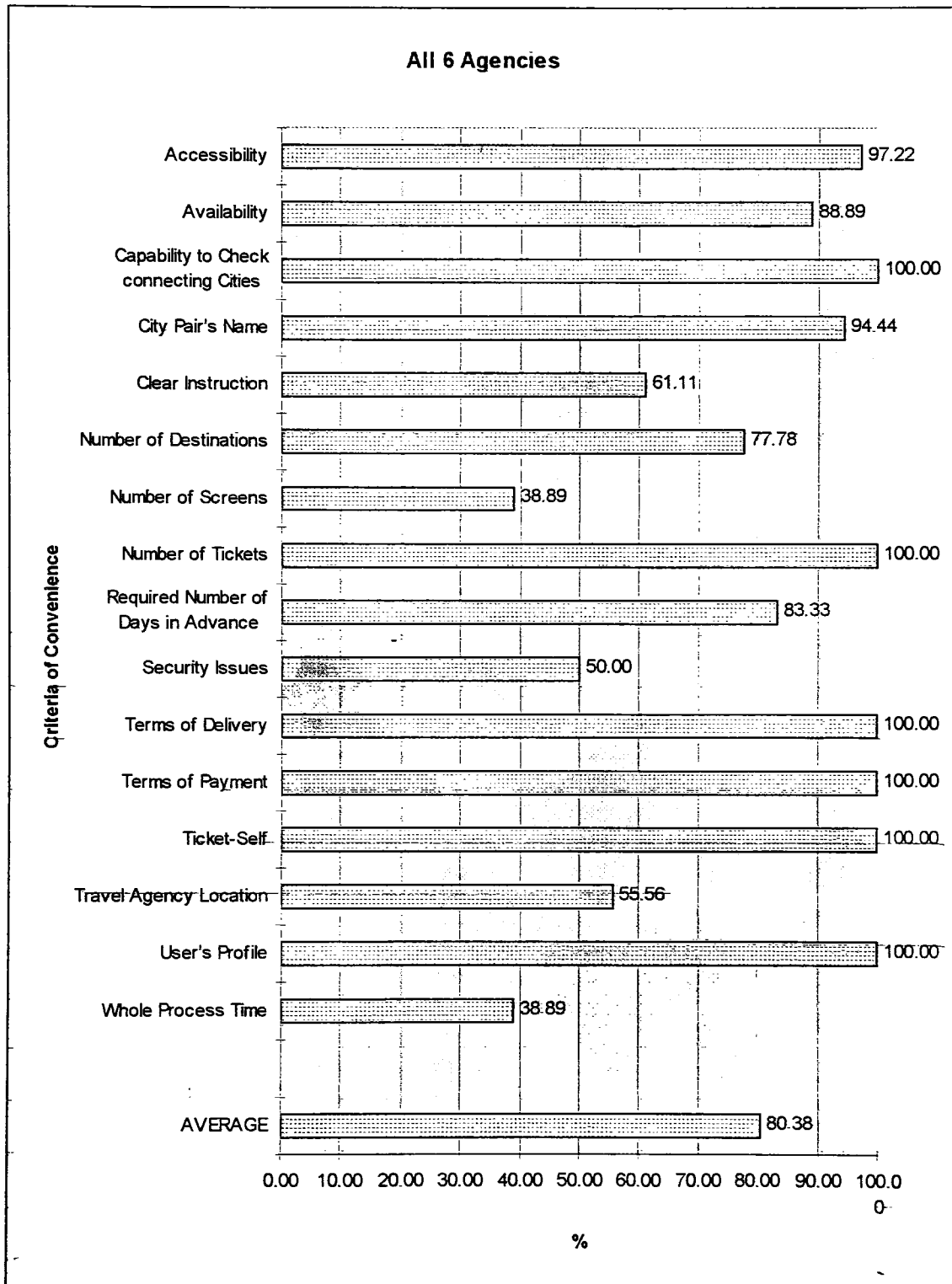
CONCLUSION

Overall, the travel agencies home pages on the Internet now achieved 100% performance in 6 out of 16 criteria in this study (figure 23). They were capability to check connecting cities, number of tickets, terms of delivery, terms of payment, ticket-self, and user's profile. There were 10 criteria that exceeded the convenience acceptability line. The other four categories in addition to the 6 that achieved 100% were accessibility (97.22%), availability (88.89%), city pair's name (94.44%), and required number of days in advance (HTML) (83.33%). There was no criteria that scored 0% overall.

The areas that still needed improvement were clear instruction (61.11%), number of destinations on the 1st page (77.78%), number of screen (38.89%), security issues (50%), travel agency location (55.56%), and whole process time (38.89%). The overall (16 criteria) average was 80.38%, which was a little bit beyond the convenient acceptability line.

Therefore, this study showed that overall the services that travel agency's and airline's home pages provided on the Internet now were convenient for general users to plan, book and buy an airline ticket.

Figure 23



Additionally, this study concluded that there were four travel agency's home pages that were convenient to use at the time of this study, which was considered 66.66% of all the services available now on the Internet. They were Flifo, Go-explore, Internet Travel Network, and Travelocity. Based on the result of this study, Travelocity was the best travel agency's home page with a score of 84.81%. Flifo and Internet Travel Network both were the second best air reservation Web site with a score of 83.33%. Go-explore received a score of 80.81%. At the time of this study, PCTravel and Travel Information Software Systems were inconvenient to use and each scored 75%.

RECOMMENDATIONS

It is recommended that each travel agency's home page try to improve the performance in the area that scored lowest. For example, Flifo should try to find a way to provide an option for local travel agency since this was the area that scored the least for Flifo. One area that all travel agencies needed to improve was the whole process time since it was the only criterion that none of the 6 travel agencies' home pages received a 100% score.

Also, for criterion 16, whole process time, the author was aware of three issues. The first awareness was the potential halo effect that might happen. This resulted from the fact that the author became familiar with using these services because of the frequent visit of each home page. Secondly, there was a natural bias to this study that only computer literate people would use this on-line reservation systems. As the result, the

time criterion may be skewed. Thirdly, time criteria is a potential area for future exploration.

Another recommendation was that all travel agency's home pages should implement benchmarking concepts to determine the best practice method in providing this kind of on-line services. Since none has achieved a big different total score from the others, each home page should benchmark itself against all the other services. Internet is changing very rapidly, so the Webmaster of each home page should be alert and try to improve his/her page consistently.

On the other hand, other dimensions besides convenience of these on-line services should be conducted so that a broader measurement of the services will be reviewed. This study might be able to adapted to measure other similar services on the Internet such as on-line hotel reservation and car rental services. Also, it could be adapted to measure how convenient the same services that are provided by a live travel agent are. Then, a further study to compare the two service providers are advised.

This study showed that the travel agencies on the Internet now were convenient enough for general users to do the on-line flight and seat availability checking and book and buy air tickets. Therefore, an additional recommendation would be a specific research to find out the number of people who really do use these services. If there are only a limited amount of users, some further studies to find a possibility to promote these services need to be carried out.

Since everything on the Internet changed rapidly over times, it is recommended that the study along this way should be conducted annually to capture the change of this kind of on-line services.

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APPENDIX A

Flifo Reservation Home Page



YOU ARE HERE

[Flifo Home](#) [Cyber Agent](#) [SignOn](#) [Trip Plan](#) [Flights](#) [Buy It!](#) [Confirm](#)

Welcome to Flifo Flight Request! Flifo is easy to use, just enter the name of the **city** or **city, state** or **airport code** (ex: **Austin** or **Austin, TX** or **AUS**) for your "From" and "To" cities, then select the **date** and **time**. For multiple flights, if you leave the "From" box empty, the previous "To" will be used. To submit your request, use the "**Show me what's available**" button at the bottom of the page. We have set the default date to the earliest departure date allowed.

I want to fly

From <input type="text"/>	On August <input type="text" value="1"/> <input type="text"/>
To <input type="text"/>	Departing <input type="text" value="Late Morning"/> <input type="text"/>

After that flight, I want to fly

From <input type="text"/>	On August <input type="text" value="1"/> <input type="text"/>
To <input type="text"/>	Departing <input type="text" value="Late Morning"/> <input type="text"/>

After that flight, I want to fly

From <input type="text"/>	On August <input type="text" value="1"/> <input type="text"/>
To <input type="text"/>	Departing <input type="text" value="Late Morning"/> <input type="text"/>

After that flight, I want to fly

From <input type="text"/>	On August <input type="text" value="1"/> <input type="text"/>
To <input type="text"/>	Departing <input type="text" value="Late Morning"/> <input type="text"/>

SEARCH OPTIONS

Show me up to choices per trip per city pair.

Sort flight choices by

My preferred airline is :

(Select up to 3 airlines while holding the control or command key)

(any)

Aerolineas Argentinas

Aeromexico

Air Canada

Air France

Air New Zealand

Alaska Airlines

Alitalia

If you do not see your preferred airline, select ANY

Show me what's available

Clear entire form

Cyber Agent

Support

APPENDIX B

Go-explore Reservation Home Page

-

Flight Information and Reservations

How to use this page

A few pointers on finding the lowest fares

Leaving from (i.e. LAX or Rome or Milwaukee, WI)

Going to (i.e. Boston or Hong Kong or Stockholm, Sweden)

departing January 1 9 am

... and continuing / returning to ...

departing January 1 9 am

... and continuing / returning to ...

departing January 1 9 am

... and continuing / returning to ...

departing January 1 9 am

... and continuing / returning to ...

departing January 1 9 am

Show me up to choices per leg

Sort flight choices by

price (lowest to highest)

My preferred airline is



Check flight schedule

APPENDIX C

ITN Reservation Home Page

-



INTERNET TRAVEL NETWORK

Flight Reservations

How to use this page

A few pointers on finding the lowest fares

A list of city names and airport codes

Leaving From:

Rochester Airport

Going To:

departing ▼ July ▼ 29 ▼ 8 pm ▼

Continuing / Returning To:

by air ▼

departing ▼ July ▼ 29 ▼ 8 pm ▼

Continuing / Returning To:

by air ▼

departing ▼ July ▼ 29 ▼ 8 pm ▼

Continuing / Returning To:

by air ▼

departing ▼ July ▼ 29 ▼ 8 pm ▼

Continuing / Returning To:

departing ▼ July ▼ 29 ▼ 8 pm ▼

Class Of Service:

coach (lowest avail.) ▼

Number Of Choices
To Show Per Leg:

5 ▼

Sort Flight Choices By:

price (lowest to highest) ▼

My Preferred Airlines Are:
(no more than three):

(none) ▲
American
Continental
Delta
Northwest
TWA
United
USAir ▼

Hold shift, ctrl, or (apple) for
multiple selections

Check flight schedule, I'll be patient

HELP USER PROFILE NEWS CALENDAR FLIGHTS BOOKING

TRAVEL ENGINE

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APPENDIX D

PCTravel Reservation Home Page



[Comments - Suggestions - Request for Help](#)

To Proceed: Fill out the information on this page and click on the "Check Airlines Schedules" button at the bottom of the page.

Please Enter the Three (3) Letter Code of the Cities You Wish to Travel Between

Departure City Code

Destination City Code

To find the code for a city, use the following table:

U.S. Cities: | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R |
S | T | U | V | W | X | Y

Int'l Cities: | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R |
S | T | U | V | W | X | Y | Z

Enter the Code for Your Preferred Carrier

[Domestic \(US\) Airline Codes](#) | [International Airline Codes](#)

[How to Obtain the Lowest Available Fare](#)

[One Way Reservations - Entering Return Dates and General Information](#)

[Multiple City Information](#)

Enter Your Departure Date

Default Date: Mon Aug 5

Enter the time you would like to: ☐ Arrive ☒ Depart (DEFAULT 8 AM)

☒ AM ☐ PM

Enter Your Return Date

Default Date: Wed Aug 7

Your Departure or Arrival Times for the Return Trip are Specified at a Later Point in the Reservation Process

Enter Preferred Class of Service

Coach - Lowest Available Fare ▼

Check Airline Schedules

Erase Form



Takes 15 - 30 Seconds











End Ticketing Process

APPENDIX E

Travel Information Software Systems Reservation Home Page

Please enter your Query

Data is provided by TRAVEL SECRETS

Departure:	Aberdeen, US			
Destination:	<input type="text"/>			
Departure Date:	1.	 January	 1995 	
Return Date:	1.	 January	 1995 	
Class:	<input checked="" type="radio"/> Economy <input type="radio"/> Business <input type="radio"/> First			
Type:	<input type="radio"/> One Way <input checked="" type="radio"/> Return			

Do you want to see student and youth fares too?:	<input type="radio"/> Yes <input checked="" type="radio"/> No
--	---

Submit query

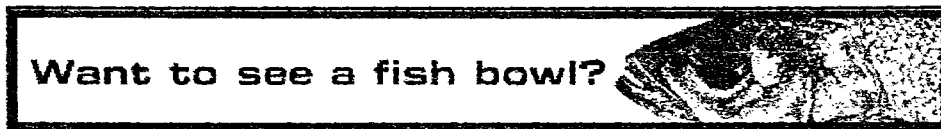
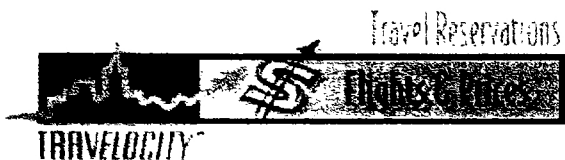
Change departure

Special query

APPENDIX F

Travelocity Reservation Home Page

-



Flights and Prices

Fill in the information below and then click on **Submit** for a list of available flights.

How many people are traveling?

Total number of passengers:

 ▼

Passengers aged 2 through 11:

 ▼

Which airline do you prefer? (Optional)

How should we price your itinerary? ▼

Now enter the city name or code in the **Leaving from** and **Going to** areas.

[Click here to view calendar](#)

Segment 1

Leaving from	Going to	On (date)		Around (time)	
<input type="text"/>	<input type="text"/>	Jul ▼	29 ▼	6:00 ▼	AM ▼
If end of trip <input type="button" value="Submit"/>		or scroll down to add destinations.			

Segment 2

Leaving from	Going to	On (date)		Around (time)	
<input type="text"/>	<input type="text"/>	Jul ▼	29 ▼	6:00 ▼	AM ▼
If end of trip <input type="button" value="Submit"/>		or scroll down to add destinations.			

Segment 3

Leaving from	Going to	On (date)	Around (time)
<input type="text"/>	<input type="text"/>	Jul <input type="text" value="29"/> 6:00 AM	<input type="text"/>
If end of trip <input type="button" value="Submit"/>		or scroll down to add destinations.	

Segment 4

Leaving from	Going to	On (date)	Around (time)
<input type="text"/>	<input type="text"/>	Jul <input type="text" value="29"/> 6:00 AM	<input type="text"/>
If end of trip <input type="button" value="Submit"/>		or scroll down to add destinations.	

Segment 5

Leaving from	Going to	On (date)	Around (time)
<input type="text"/>	<input type="text"/>	Jul <input type="text" value="29"/> 6:00 AM	<input type="text"/>
If end of trip <input type="button" value="Submit"/>		or scroll down to add destinations.	

Segment 6

Leaving from	Going to	On (date)	Around (time)
<input type="text"/>	<input type="text"/>	Jul <input type="text" value="29"/> 6:00 AM	<input type="text"/>
<input type="button" value="Submit"/>			

[Main Menu](#)

[Travel Destinations](#)

[Destinations & Packages](#)

[Chats & Forums](#)

[Travel Packages](#)

[PROFILE](#) - [FEEDBACK](#) - [CUSTOMER SERVICE](#) - [HELP](#) - [TRAVELOCITY HOME](#)

APPENDIX G
Availability (Flight VS Seat)



Legend

Mileage - Price

Select	Airline	Flight	Departure City	Arrival City	Dep	Arr
	Avail.	% On-Time	Meals / Services	Airplane Type	# Stops	

ROC to BKK

Thursday, July 11

9656 Miles - Finish Building Your Itinerary For Complete Price

American	# 4900	<u>Rochester, NY (ROC)</u>	<u>New York, NY (JFK)</u>	6:30	7:55
Coach Y			<u>Saab-Fairchild 340</u>	No Stops	
American	# 142	<u>New York, NY (JFK)</u>	<u>London, United Kingdom (LHR)</u>	8:30	20:15
1st Y, Biz Y, Coach Y		Breakfast	<u>McDonnell Douglas MD-11</u>	No Stops	
Eva Airways	# 68	<u>London, United Kingdom (LHR)</u>	<u>Bangkok, Thailand (BKK)</u>	22:00	15:55 (Next day)
1st WL, Biz WL, Coach Y		Lunch	<u>Boeing 747-400 Mixed</u>	No Stops	

BKK to ROC

Saturday, August 17

9689 Miles - Finish Building Your Itinerary For Complete Price

Northwest	# 28	<u>Bangkok, Thailand (BKK)</u>	<u>Tokyo, Japan (NRT)</u>	6:10	14:30
1st Y, Biz Y, Coach WL		Breakfast	<u>Boeing 747</u>	No Stops	
Northwest	# 6	<u>Tokyo, Japan (NRT)</u>	<u>Chicago, IL (ORD)</u>	16:10	13:40
1st Y, Biz Y, Coach Y		Dinner	<u>Boeing 747</u>	No Stops	
American	# 818	<u>Chicago, IL (ORD)</u>	<u>Rochester, NY (ROC)</u>	16:25	19:01
1st Y, Coach Y	60%	Snack	<u>Fokker 100</u>	No Stops	

There will be person(s) on this trip

I'll wait while you price my selected itinerary






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Pricing and Agency Selection

To make a change, select a group and click on the icon for air, car or hotel.

					 AIRPLANE  CAR  HOTEL
●	Dep	<u>ROC</u>	Thu, Jul 11	6:30	American # 4900 <u>Saab-Fairchild 340</u>
	Arr	<u>JFK</u>	Thu, Jul 11	7:55	
	Dep	<u>JFK</u>	Thu, Jul 11	8:30	American # 142 <u>McDonnell Douglas</u>
	Arr	<u>LHR</u>	Thu, Jul 11	20:15	<u>MD-11</u> Breakfast
	Dep	<u>LHR</u>	Thu, Jul 11	22:00	Eva Airways # 68 <u>Boeing 747-400</u>
	Arr	<u>BKK</u>	Fri, Jul 12	15:55 (Next day)	<u>Mixed</u> Lunch
○	Dep	<u>BKK</u>	Sat, Aug 17	6:10	Northwest # 28 <u>Boeing 747</u>
	Arr	<u>NRT</u>	Sat, Aug 17	14:30	Breakfast
	Dep	<u>NRT</u>	Sat, Aug 17	16:10	Northwest # 6 <u>Boeing 747</u>
	Arr	<u>ORD</u>	Sat, Aug 17	13:40	Dinner
	Dep	<u>ORD</u>	Sat, Aug 17	16:25	American # 818 <u>Fokker 100</u>
	Arr	<u>ROC</u>	Sat, Aug 17	19:01	Snack

Can't book this itinerary -- Segment #2 doesn't have enough coach class seats available



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APPENDIX H

Number of Tickets & Ticket-Self


Reservation/Booking Request Form

CarefreeTravel

2927 A Canon St
San Diego, CA 92106

Hours Of Operation:
Mon-Fri: 8:30am-5pm

To make a change, select a group and click on the icon for air.

					
<input type="radio"/>	Dep	ORD	Wed, Jan 1	9:30	United # 446 Breakfast
	Arr	ATL	Wed, Jan 1	12:16	

Total coach class airfare in US dollars (including taxes): **62.00**

Flight segment(s) must be ticketed by close of business on **July 30**

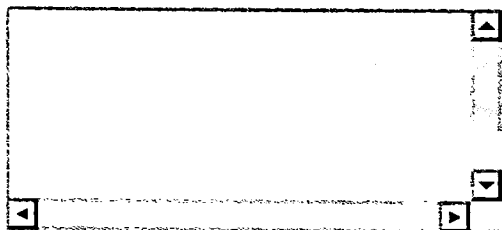
Penalty / Deposit: ***Tickets Are Non-Refundable. - Or - A Service Charge Of 50.00 Usd Will Be Assessed For Itinerary Changes With Or Without Ticket Reissue.***

Passenger Information (please complete for each person traveling):

First Name Last Name Meal Request

<input type="text"/>	<input type="text"/>	<input type="text" value="standard"/> ▼
----------------------	----------------------	---

Notes and special requests concerning this trip:



Delivery Information:

Name	<input type="text"/>
(Company)	<input type="text"/>
Street address	<input type="text"/>
City	<input type="text"/>
State	<input type="text"/> Zip Code: <input type="text"/>
Email	<input type="text" value="sqw9605@rit.edu"/>
Day phone	<input type="text"/>
Home phone	<input type="text"/>

Payment Information:

(Credit card required for hotel-guarantees, optional otherwise)

Payment Method:

☐ Use information on record ☐ Use credit card below

Credit card type:

☐ American Express ☐ Mastercard ☐ Visa ☐ Diners Cl

Your name on card	<input type="text"/>
Credit card no.	<input type="text"/>
Expiration date	<input type="text"/>
Card issuer/bank	<input type="text"/>

I'll wait while you book these travel arrangements

Please delete this itinerary from your records



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APPENDIX I

Security Issues (SSL Mode)

Travel Service Providers/Suppliers (Airlines, Car Rental Firms, Cruise Companies, Tour Operators, etc.) click here for "Point of Sale" promotion and advertising opportunities.

Your browser supports the security protocol known as "SSL". If you are accessing this server from behind a firewall and the firewall is not properly configured, you will need to use non-SSL mode.

Enter the Airline Reservation System

SSL Mode

Non-SSL Mode

Login Information

PCTravel displays flight and fare information using HTML 2.0 standard table formats. Some browsers, such as AOL's browser, are not compatible with this standard and thus will be unable to view this information on our site at this time. We will re-introduce compatibility for all browsers shortly.

The system has a 10 minute inactivity limit. Failure to submit a page during a 10 minute period will disconnect you from the system. The 10 minute time period resets after each page reset.

APPENDIX J

Security Issues (Mail & Fax Information)





Back Not Allowed

Itinerary Information

Travelers

1. Somyot Wattanakamolchai

Segment	Carrier	Flight	Date	From	To	Depart		Arriv
						Day	Hour	Day
1	American	390	08JUL	Chicago IL-O'Hare	La Guardia-	Monday	800a	Monday
2	American	309	10JUL	La Guardia-	Chicago IL-O'Hare	Wednesday	800a	Wednesday

*This is the lowest available fare for the class of service and flights you have selected.
This fare is valid only if you purchase the ticket now.*

Total Fare(amount in USD): \$ 838.55

[Click here if you have a question about your fare](#)

Information stored in your profile will be used as the source for:

N the address to which tickets will be delivered by overnight service.

N frequent flyer numbers to be added to your reservation.

N your meal and seat preferences to be added to your reservation.

Seating Assignments Requests Are Confirmed After Ticket is Purchased.

If you Want To Purchase the Ticket

Enter Payment Type:

☒ Credit Card

☐ Credit Card Offline - I'll call with or FAX my Credit Card Number

If you select credit card as your form of payment and you have stored a card in your profile, we will use that credit card.

Purchase the Ticket

Select Purchase and the ticket for your reservation will be completed and sent by Federal Express or Regular Mail

I do not want to purchase the ticket

This will cancel your reservation and allow you to Restart or End the Reservation Process

End Ticketing Process

APPENDIX K




Travel Agency Location (Local)

-



Pricing and Agency Selection

To make a change, select a group and click on the icon for air, car or hotel.

					  
<input checked="" type="radio"/>	Dep	<u>ORD</u>	Thu, Jul 11	10:44	United # 280 Airbus Industrie A320 Lunch
	Arr	<u>ATL</u>	Thu, Jul 11	13:25	

Total coach class airfare in US dollars (including taxes): **111.00**

Flight segment(s) must be ticketed by close of business on **July 5**

Penalty / Deposit: ***Tickets Are Non-Refundable. - Or - A Service Charge Of 50.00 Usd Will Be Assessed For Itinerary Changes With Or Without Ticket Reissue.***

Please read these hints if this airfare seems too high

Please Select a Local ITN Member Agency ...

- ☐ Ticket to Ride (Chicago, IL)
- ☐ Greaves Travel, Inc. (Chicago, IL)
- ☐ Imperial Towers Travel (Chicago, IL)
- ☐ Compare Travel Inc. (Chicago, IL)
- ☐ Travel Merchants Ltd (Chicago, IL)
- ☐ Dream World Travel (Lincolnwood, IL)
- ☐ Globus Travel (Chicago, IL)
- ☐ Shore Travel (Chicago, IL)
- ☐ Rama Tours (Chicago, IL)
- ☐ Foremost Travel & Tours, Inc (Chicago, IL)
- ☐ Travel Station (Chicago, IL)
- ☐ Royal Travel (Chicago, IL)
- ☐ Airco Travel Agency (Chicago, IL)
- ☐ Metropolitan Travel (Chicago, IL)

- Travl Travl Travl, LTD (Chicago, IL)
- Sanger Tours, Inc. (Chicago, IL)
- Treasure Island Travel Inc. (Chicago, IL)
- CRC Travel (Chicago, IL)
- Artun Travel, Inc. (Chicago, IL)
- Uniglobe Center Travel (Chicago, IL)
- Viva Travel and Tours (Chicago, IL)
- Eakhra Khan Travel (Chicago, IL)
- American Travel Associates (Chicago, IL)
- 1 Uniglobe Superior Travel (Chicago, IL)
- Panorama Travel (Chicago, IL)
- Creative Tours & Travel (Calumet Park, IL)
- Anina Travel Service (Chicago, IL)
- Prado Travel Agency (Chicago, IL)
- Mercury Tvl Consul. (Chicago, IL)
- Yellow Brick Road Travel (Chicago, IL)
- Blue Horizon Travel Serv.Inc. (Chicago, IL)
- Pol Travel Ltd. (Chicago, IL)
- Travel With World Express (Chicago, IL)
- Csb Travel (Chicago, IL)
- Flights Of Fancy (Lincolnwood, IL)
- Cortrav Chicago Inc. (Chicago, IL)
- Cragin Travel Service (Chicago, IL)
- Peter Pan Travel (Chicago, IL)
- Tower Travel Management (Chicago, IL)
- United Investors Travel (Chicago, IL)
- Four Way Travel Service Inc (Chicago, IL)
- Redvk Travel Inc. (Chicago, IL)
- Casey Travel (Chicago, IL)
- Group Travel Specialist (Chicago, IL)
- Trusz Travel (Chicago, IL)
- Hub Travel Center (Bedford Park, IL)
- Homer Travel (Chicago, IL)
- Jetway World (Chicago, IL)
- Royal Travel Inc. (Chicago, IL)
- Northwest Vacation Center (Chicago, IL)
- Park Travel (Chicago, IL)
- Play Away Travel Service (Chicago, IL)
- Pol Travel Ltd. (Chicago, IL)
- Ivyez Travel Svc. (Chicago, IL)
- Leader Travel Inc. (Chicago, IL)
- All Points Tvl Mgrs. (Chicago, IL)

- Sunburst Travel (Chicago, IL)
- Hermes Lakeshore Travel (Chicago, IL)
- L & L Travel Advantage (Chicago, IL)
- Travel Store, The (Chicago, IL)
- Avenues To The World (Chicago, IL)
- Travelworks Inc., The (Chicago, IL)
- J & P Travel Ltd (Chicago, IL)
- Fantastic Voyages Inc. (Chicago, IL)
- Travel With Jane Ltd (Chicago, IL)
- New World Travel (Chicago, IL)
- Hermes Around The World Tvl (Chicago, IL)
- Victoria Travel Ltd (Chicago, IL)
- Cosmopolitan Travel (Chicago, IL)
- Holiday Cruises (Lincolnwood, IL)
- Arrington Travel Center (Chicago, IL)
- River North Travel (Chicago, IL)
- Fly & Sea Travel (Chicago, IL)
- Why Not Travel? (Chicago, IL)
- Crc Travel (Chicago, IL)
- Bannockburn Travel (Chicago, IL)
- Edgewater Travel (Chicago, IL)
- Hobbit Travel (Chicago, IL)
- Hobbit Travel (Chicago, IL)
- Falcon Travel Bureau (Niles, IL)
- Your Travel Pros (Chicago, IL)
- Colombiana Travel (Chicago, IL)
- Vista Travel (Chicago, IL)
- Bannockburn Travel (Chicago, IL)
- Chicago Travel Center (Chicago, IL)
- ASAP Travel Services (Chicago, IL)
- Travel Avenue (Chicago, IL)
- Custom Travel Service, Inc (Chicago, IL)
- Harris Travel Center (Chicago, IL)
- Continental Travel (Chicago, IL)
- Best Travel Service (Chicago, IL)
- Premier Travel Partners (Chicago, IL)
- Best Travel & Tours Inc. (Chicago, IL)
- Travel Service Corp Of Ill (Chicago, IL)
- Diplomat Travel (Chicago, IL)
- Doss Travel Service (Chicago, IL)
- Travelmasters (Chicago, IL)
- Moran Travel (Chicago, IL)

- ☐ Casey Travel Corporation (Chicago, IL)
- ☐ Best Travel & Tours Inc. (Chicago, IL)
- ☐ Travel Spirit (Chicago, IL)
- ☐ Galaxy Travel Agency Inc (Lincolnwood, IL)
- ☐ Ivanhoe Travel Agency (Riverdale, IL)
- ☐ Sophisticated Travel Inc. (Chicago, IL)
- ☐ Cruises Et Cetera (Chicago, IL)
- ☐ Explore Travel (Chicago, IL)
- ☐ Carnaval Tvl Service (Cicero, IL)
- ☐ Grand Travel (Alsip, IL)
- ☐ Metropolitan Travel (Chicago, IL)

Or, Select a National or Worldwide Agency

- ☐ Small World Travel

Take me to the final form using this selected agency

HELP

USER PROFILE

NEWS

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TRAVEL ENGINE

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APPENDIX L

5

User's Profile

-

8



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[Flifo Home](#) [Cyber Agent](#) [Sign On](#) [Trip Plan](#) [Flights](#) [Buy It!](#) [Confirm](#)

Is this your first time to Flifo?

☐ [Yes, I am a first time customer.](#)

☐ [I am a returning customer, but I have forgotten my Username and/or Password.](#)

☐ I am a returning customer, and my Username and Password are:

Username:

Password:

If you are not currently registered with Flifo, please fill out a short [sign-up form](#). Flifo is **free** and there are no access charges. For a Flifo sample, go to [Flifo Availability screens](#).

For questions regarding our services, send email to info@flifo.com.

[Cyber Agent](#)

[Support](#)

[Profiles](#)

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Profiles

Flifo?

Flifo Registration Form

Please fill out all of the required information and as much of the additional information as you can. The information that you enter in this form will **only** be utilized for your personal travel arrangements and will **never** be made available for any other purpose.

It is important that you fill out as much information as possible. **If you do not wish to provide your credit card information during registration, you will need to enter it at the time of making reservations.**

Required Information

Customer Information:

Desired Username:	<input type="text"/>
Desired Password:	<input type="text"/>
Confirm Password:	<input type="text"/>
E-Mail Address:	<input type="text"/>
First Name:	<input type="text"/>
Last Name:	<input type="text"/>
Address:	<input type="text"/> <input type="text"/>
City:	<input type="text"/>
State:	<input type="text"/>
Zip:	<input type="text"/>

Phone Location

Home ▼

Phone Number

512-794-5990

Extension

Optional Information

Additional Phone Numbers:

Phone Location

Home ▼

Phone Number

512-794-5990

Extension

Home ▼

Credit card Information:

Card Type

None ▼

Credit Card Number

All digits no spaces/dashes

**Expiration
(MMYY)**

Credit card Billing Address:

Example: 9500 Jollyville Rd #1234 Austin TX 78759

Frequent Flyer Programs:

Airline
Code

Account Number

☒ Aisle

☐ Window

Seat Preferences:

☐ Smoking

☒ Non-Smoking

Special Meal:

(Special meals are not available on all flights)

None ▼

Flight Availability Search Options Defaults:

Show up to choices per city pair.

Sort flight choices by

My preferred airline is:

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