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Universitesi

ITM 592 FINAL Report

**How IT Superiority Effects to the ICM
in Travel Industry and How to become
superior in IT of its Travel Services**

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1. Introduction

Online travel bookings are a worldwide phenomenon, and travel companies on every continent have turned to the Web to book hotel room, sell airline seats and other travel products.

Online Travel Sectors world has reached the smallest cost for web booking. Booking will only cost to the company it's about \$3 among the operational cost.- For that sense its time to shift additional resources from traditional marketing channels to the online channel and especially swap from your direct sales channel to make your website number one. Especially you should consider that your website its future of your business. On the other hand you will focus on further enhancing your Internet presence and visibility via a robust direct online distribution and marketing strategy, including website optimization, search marketing, email marketing, link creation, and online sponsorships. Travel companies should deepen their interactive relationships with customers and they should check their dependence on online intermediaries.

Travel companies are under intense pressure to find innovative ways to both maximize revenue and reduce costs. Margins are thin, the pool of high value customers continues to shrink, competition is fierce and there is no integrated view of the business. The solution is under the new tech strategies. To enjoy new levels of differentiation and profitability in this hugely competitive market, you need next-generation e-travel solutions. **As customers interact with your business across multiple channels, a seamless, integrated and personalized electronic customer relationship (e-CRM) strategy becomes essential.

**Gartner Research Group uses the following transaction cost averages to compare various methods of customer contact.

Transaction Contact Method	Transaction average cost
E-mail	\$5.00
Phone	\$5.50
Web Chat	\$7.00
Web self-service	\$0.24
IVR self-service	\$0.45

The travel site back office should supply to the manager Web Solution And that should offer a full line of integrated travel-specific models, methodologies, processes, tools and services to help companies better manage customer relationships based on a common understanding of all interactions, insight into customer behavioral characteristics and managing targeted communications based on this knowledge.

The technology should allow travel suppliers to manage, analyze and increase passengers' satisfaction through databases that recognize clients at all points of contact. Also should

* Allow travel companies to achieve the greatest ROI from their passengers by analyzing past activity and highly focused marketing techniques.

*Allow suppliers to develop a deeper relationship with their customers, and increase retention figures.

Also Web portal decision-support applications that should offer new level of personalization and customized travel recommendations they are quickly gaining popularity in the travel vertical and becoming essential tools for enhancing conversion rates, increasing revenues and outperforming the competition.

Personalization, coupled with sophisticated publishing systems, context sensitive content and e-marketing tools, allows you to reach unprecedented levels of cross.

Statistical View

In 2006, 27%-29% of all revenues in hospitality will be generated from the Internet (25% in 2005, 20% in 2004). Another 27% of all hotel bookings will be influenced by the Internet, but done offline (call center, walk-ins, group bookings, etc). By the end of 2007, 39% of all travel sales will be online (Merrill Lynch).

Where Will We Invest for Technology

Data Mining Technology Tops Current, Future Tech Lists. We will look at the latest research made by New York University.

Asked to evaluate a wide array of technologies, 71% of respondents indicated that data mining is currently important to their organization, followed by data warehousing (63%) and search engine optimization (61%).

The technologies that were chosen least frequently as being currently important to respondents' organizations are podcasting (4%), hybrid cell phones (8%) and virtual reality (10%), although each of these is expected to become more important in the next five years. Several other technologies appear poised to take off, including speech recognition, with 54% of respondents reporting it will be important to their organization in the next five years; mobile technology (53%); and Real Simple Syndication (RSS) (45%).

When asked to select three technologies that will have the most impact on improving their marketing strategy over the next five years, 58% of respondents selected data mining as one of their choices, followed by data warehousing (38%) and dashboard marketing mix models (37%). Metasearch technology (36%), data mining and business management applications (both 31%) were most commonly selected by respondents as the technologies that will have the most impact on selling their product(s) over the next five years.

Beyond their own businesses, respondents also rated which technologies would have the most and least impact on the travel, tourism and hospitality industry overall in the next five years. Among those with the most impact, data mining again came out on top,

followed by metasearch technology and AJAX (software tools that make browser-based applications behave more like software that is running on a PC). The technologies most often expected to have the least impact on the industry overall were blogs, WebTV and podcasting (see Tables 6a and 6b).

What three (3) technologies will have the MOST and the LEAST impact on the travel and hospitality industries in the next five years?

Table 6a: Technologies with MOST Impact on the Travel Industry Over Next Five Years (Top 10)

1. Data mining	33%
2. Metasearch technology	30%
3. AJAX	25%
4. Data warehousing (tie)	24%
4. SEO (Search Engine Optimization) (tie)	24%
5. Dashboard marketing mix models	23%
6. Wireless connectivity	20%
7. e-Procurement systems	17%
8. Automatic check-in/out (tie)	15%
8. Deep Web searching (tie)	15%
8. Business management applications (tie)	15%
9. Mapping	14%
10. RSS (Real Simple Syndication)	13%

Source: New York University and PhoCusWright Inc.

Table 6b: Technologies with LEAST Impact on the Travel Industry Over Next Five Years (Top 5)

1. Blogs	40%
2. WebTV	37%
3. Podcasting	35%
4. Virtual Reality	31%
5. Hybrid cell phones (tie)	25%
5. Speech recognition (tie)	25%

Source: New York University and PhoCusWright Inc.

WHAT MAKES YOU SUPERIOR IN TRAVEL SECTOR

STRATEGIES – THINGS TO DO LIST

- Brand Building on the Web

- Direct-to Consumer Online Distribution
- Indirect Online Distribution Channel.
- Website Optimization Strategy
- Internet Marketing Strategy
- Multi-Channel Marketing Model
- De-Commoditization Strategy
- Search Engine Marketing Strategy
- Building Interactive Relationships
- Customer Segmentation Marketing Strategy
- Destination Web Strategy
- Internet Distribution Monitor Report
- Direct Online Marketing and Distribution
- Link popularity Strategy
- Email Marketing
- Pay-Per-Click (PPC) Marketing
- Build a Competitive Intelligence Tools
- eBusiness Professional Development
- Building a eMarketing Budget
- Acquire New Core Competencies
- Adopt Best industry Practices - Benchmarking

If you would like to achieve all of the above, you will acquire the knowledge by partnering with leading hospitality experts in Internet distribution and marketing strategies.

Some Methodologies of Email Marketing:

- Checking Trends in Emails Usability
- Create a Single-View Email List
- Testing Your Email Campaign
- Setting Goals in Email Marketing
- Draw Email as Direct-Response cycle
- Use Email as Branding Tool
- Prepare Timeliness of the Campaign
- Back to the Future with eFaxing
- Personalization
- Make a Synergy: Message and Landing Page
- A Word about Spam and Spam Filters - find it law and local regulations
- Blogs as Marketing and Advertising Tool in Hospitality
- Direct Online Distribution.

Here are some of the direct distribution channels, business models, marketing programs and promotional techniques that share the same commonality: the online traveler ends up on the hotel website and transacts there:

- Hotel website
- Property pages within a major brand website
- Hotel-sponsored destination Web initiatives, such as destination portals, sections, pages
- Search engines (e.g. MSN.com)
- Destination-focused search engine strategy and initiatives
- Online loyalty program initiatives
- Affiliate programs
- Lowest price guarantees
- Pay-per-click marketing
- E-mail marketing
- Travel and hotel directories and portals
- Last minute and impulse purchase services
- Online CVB Initiatives

Indirect Online Distribution Channel.

You should maintain strict rate parity across all marketing channels and maintain a best rate guarantee. You will preserve rate integrity and avoid brand erosion in today's multi-channel marketing environment. You will not be taken advantage of by the Web-proficient online intermediaries. You should know that online intermediaries need me more than you need them, as bookings for your hotel products (room etc.) Generate margins of \$50 to \$75 or more for the intermediaries as opposed to margins of \$5-\$10 in the other travel sectors (for car rentals and airline tickets). You would limit your exposure in the Indirect Channel to only a selected number of hotel-friendlier intermediaries and will make it my goal to reach the leaders in the industry who already enjoy a "controlled exposure" of 25% or less in the Indirect Online Channel.

The Indirect Sphere of Distribution Influence includes all those intermediary online services and distribution channels where the online traveler has access to the hotel inventory and descriptions and transacts on the intermediary's website:

- Agency (Commission-based) Model Services
- Opaque Rate Model Services
- Merchant Model Services
- Online Event and Meeting Planner Services
- Online leisure travel services
- Internet reservation systems
- Online wholesalers and consolidators
- Dynamic pricing services
- Foreign Online Services

The three main indirect business models for online hotel bookings are the Merchant model services, Agency (Commission-based) Model Services, and Opaque Rate Model Services.

Direct Web Distribution Model: Direct-to Consumer Online Distribution

You would need to put Direct Online Marketing and Distribution the centerpiece of your Internet strategy, because the Internet is the ultimate “Direct Distribution Medium” and it will provide your travel company with long-term competitive advantages and lessen my dependence on intermediaries, discounters and traditional channels that are expensive or about to become obsolete. You need to have best practices in all Direct Channel strategies such as rate parity across all channels, best Internet rate guarantee, website optimization, search engine marketing, email marketing, link creation, loyalty and retention programs, online sponsorships, and trust building to encourage, entice, and convert lookers into bookers on my own website.

Building Interactive Relationships: E- CRM

You should build Interactive Relationships with your Customers. In this new online environment you shouldn't just to provide the guest services, you need to “own” the customer, and not allow the online intermediaries to own your customers. Your mission this year to build mutually beneficial interactive relationships with your customers in order to increase repeat business, boost revenues, and retain loyalty.

Multi-Channel Marketing

Your primary marketing strategy should be Multi-Channel Marketing Model. This model requires a single brand message to be communicated across all channels. This model requires rates, marketing message and interactive customer relationships to be established and maintained across all channels, online and offline. You need to utilize traditional marketing channels to shift business and market share from offline to online and convert customer relationships from passive to interactive.

Internet Marketing Strategy

Time for deploying a robust Internet Marketing Strategy and turn it into a top priority. Web is a “key point of entry” to establish interactive relationships with your customers and to capture new lucrative markets. Email marketing is a crucial component of direct distribution channel and can create direct revenue opportunities with past, present, and future customers. 80% of overall website visits begin in a search engine or a directory service (Forrester). Adopt an aggressive search marketing strategy, including thematic and event-related keyword buys, seasonal promotions and other direct-response driven campaigns, supported by special landing and private web pages. Take the advantage of all five main aspects of search engine marketing: organic search, paid inclusion, keyword search marketing (PPC), local search and vertical search. The Internet is all about “multiple entry points” to travel product and your aim to position my hotel website at all “points of contact” with potential Internet travel bookers via link creation, directory listings, online sponsorships and other Internet exposure enhancing initiatives.

De-Commoditization Strategy

I will develop a comprehensive De-Commoditization Strategy to provide a unique value proposition to my customers. I understand that the online intermediaries and discounters have been responsible to a great extent for the commoditization of the hotel product and

services. I will work hard against the commoditization of my hotel product and services. I will identify unique aspects of my hotel product, destination and develop a differentiated approach to my key customer segments. I will create unique specials and packages, event-related getaways, seasonal promotions and launch one-to-one marketing initiatives to provide unique value and personalization.

Website Optimization Strategy

Website optimization services, and comprehensive eMarketing services that include online brand building, Pay-Per-Click and email marketing, link popularity and link creation, and a destination Web strategy to leverage the popularity and the exceptional features of the destinations. You should adopt an ongoing Website Optimization Strategy and turn it into a top priority. Be aware of the hotel website has become the “first point of contact” with the overwhelming majority of hotel customers and consumer doesn’t want a visit to your website to turn out to be the “last point of contact” with this potential customer. You must understand that a branding interaction occurs anytime an Internet user lands on your website. You also must know that this branding interaction can be: positive (brand-building) or negative (brand-eroding) and you should do everything possible to build a positive brand presence and recognition on the Web. You would create sticky, keyword-rich product and destination content; add customer-centric functionalities and features launch private and landing pages. By adopting a comprehensive Website Optimization Strategy you will aim to enhance your website’s user-friendliness, search engine-friendliness and travel booker-friendliness. This strategy will deal with the issues important for turning lookers into bookers (conversion rates), improving your product ranking on search engines, and enhancing the trust-building aspects of the site.

Website optimization deals mainly with two key issues: making the website more user-friendly (navigation, booking technology, customer support, eCRM features, etc) and preparing the website for the search engines (destination-focused website optimization, domain name strategy, target keywords, meta tags, description tags, etc):

New Core Competencies and Adopting Best industry Practices

New Core Competencies and Adopt Best industry Practices by partnering with leading hospitality experts in Internet distribution and marketing strategies. The Internet has become the most important revenue channel and will no longer rely on biased advice from vendors, interactive agencies, web hosting and design companies, or outsourcing this vital core competence to vendors that “keep me in the dark.”

Customer Segmentation Marketing Strategy

Travel companies should develop a comprehensive Customer Segmentation Marketing Strategy. They should know that each of their key customer segments requires a differentiated approach, information and offering. They should realize that knowing who your website visitors are, for example, is an extremely important consideration when conceptualizing and designing your website. After all, addressing your key audiences and providing them with relevant information is one of the key aspects of any hospitality site.

We know that different customer segments should easily identify areas on the site that “speak to them”. They need to adopt best practices in customer segmentation and develop initiatives to address their key customer segments on their website and via strategic marketing initiatives, including email marketing, search marketing, link creation and online sponsorships.

Domain name strategy

Enhance navigation by introducing intuitive navigation map

Improve "bookability" of website to increase conversion rates

Introduce eCRM functionality and improve customer support

Introduce customer email capture

Search engine optimization: copy with relevant target keywords, relevant page titles, description tags and Meta tags

Develop Destination Web Strategy to leverage the popularity of the destination.

Destination Web Strategy

This is one of the most effective eMarketing strategies in hospitality. A Destination Web Strategy is a corporate-based initiative that leverages the popularity of the destination for the benefit of a particular hotel or a cluster of local properties. The benefits of this strategy is not only benefiting from the popularity of the destination, but also cross-selling of multiple properties within the destination, reducing overall marketing cost (creation, development, maintenance, and search engine submissions), etc. There are four different models for implementing a Destination Web Strategy.

Search Engine Strategy

As purchasing behavior continues to shift from offline to online, one of the most effective and often underutilized approaches to building a competitive strategy online is through the use of search engines. Numerous surveys show that 85% of Internet users rely on search engines to locate information on the Web (e.g. Yahoo, Google, AltaVista, etc). A common mistake made by hoteliers is to think that a search engine optimization vendor (SEO) can do miracles for the hotel's stale, user-unfriendly website. These "quick-fix" SEO efforts always turn out to be a futile exercise because such SEO initiatives never work. Only after thorough Website Optimization and Destination Web Strategies are implemented, as described above, should a hotel undertake a robust and effective destination-focused search engine strategy.

Pay-Per-Click

Pay-per-click (PPC) or Pay-for- performance services as they are sometimes known have become an extremely popular and smart way to position your hotel brand and local properties as "Sponsored Links" or enhanced listings on top of the search engine results. This is a high growth market: 400% increase in PPC use 2001 vs. 2000 (IAB/PWC). In the recent DoubleClick survey (June 2002), 57% of respondents identify keyword search/PPC programs among the online advertising vehicles used by US marketers.

Email Marketing

Email marketing is a crucial component of the hotel Direct Web Distribution Model. The shift toward online purchasing suggests that the website is becoming a key point of entry to establish interactive relationship with your customers and capture client email profiles. Email can create direct revenue opportunities with past, present, and future customers. Email marketing increases revenue opportunities throughout each customer's purchasing life cycle. An estimated 30 billion permission-based email messages were sent in 2001; a number that will grow to 150 billion in 2005 (Winterberry Group). For more details see this author's article "Total Email Marketing Strategy in Hospitality", co-written with Jason Price.

Last-Minute Travel Directories

The spontaneous travel market includes more than 25 million Americans (PhoCusWright, 2000). One-third of online travel consumers plan trips within two weeks of departure and one-in-five online consumers plan trips within one week of departure (Travel Industry of America-TIA, 2001). One good example is www.TripValue.com launched earlier this year, which already boasts 2 million unique visitors per month and offers "Specials by Hotels" feature that links back to the hotel website.

2. HOW WILL WE POSITION OUR WEB SITE?

I developed very detailed web site positioner by using the experiences of my travel background. If we go over some of them we will understand the given points. For example “Dmoz” is the biggest search engine due to distribution. Billions of search sites are using Dmoz as a core. Also over 100 million people make searches in google a day.

Expedia.com is one of the most known travel portal in the world. Travelocity.com is owned by the SABRE that is biggest Global Distribution System GDS in the world, market Share %27. So when we look the local sector NES Travel has the biggest travel content and most travel visitors and others also known by the travelers.

POSITIONING YOUR WEB SITE ON MAJOR SEARCH ENGINES		The Marmara
E - Competitiveness Evaluation		
*Points Are Effected When You Listed In First Page:::		
Your Name - E.G. Nes Travel		
Your Sector- E.G. Xxx Tours - Xxx Hotels		marmara hotel
-Your Marketing Model- E.G. Cheap Tickets, Blue Voyage		
Your Campaigns - Early Reservations		
Dmoz	10	0
Google	10	0
Yahoo	8	8
Excite	6	6
Altavista	4	4
Mynet	4	4

	Section Total	42		22
Positioning Your Travel Services On International Online Travel Consumer Web Sites.				
* Only Applicable If You Listed In First 30 or firs pageWhen Searching "Istanbul, Turkey" :::				
Expedia.Com		8		8
Travelocity.Com		8		0
Orbitz.Com		8		0
Priceline.Com		8		8
Hotwire.Com		8		0
Quickbook.Com		7		0
	Section Total	47		16
Positioning Your Travel Services On National Online Travel Consumer Web Sites.				
* Only Applicable If You Listed In First 30 When Searching "Your Service Subject-S" :::				
Bookinturkey.Com		4	istanbul	0
Nestravel.Com		6		0
Tatilsepeti.Com		4		4
Gezinet.Com		6		0
Tatil.Com		4		0
	Section Total	24		4
Positioning Your Travel Services On Online Internet Network.				
* Only Applicable If They Have More Than 100 Visitors A Day" :::				
Istanbul.Net.Tr		2	NA	
Istanbul.Com		3		
Superonline.Com		5		
E-Kolay.Net		5		
Mynet.Com		6		
Hurriyetim.Com		6		
Milliyet.Com		6		
	Section Total	33		
Positioning Your Travel Services On Online Agency Network.				
* Only Applicable If They Have More Than 2 Agency" :::				
2 To 10		5		
11 To 50		8		8
51 To 200		10		
200+		13		
	Section Total	36		8
Web Sites Functionality:::				
Easy Readable		5		5
Easy To Find Articles		5		5
Email Capturing		4		0

Media Content (Video on-Demand Products Like Tours - Hotel, Cruise, Yacht)	8	5
Map of Tour or Hotel Location	7	7
Short Description of Services	5	5
Event and Trip Program Schedule	7	0
Intelligent Trip Planner	9	0
Dynamic Packaging	6	0
Other Languages Of Content	8	0
Online Enjoy Maximizes (Adding and Booking Events like Night shows, Concert, Restaurants)	7	0
Product (Tour, Hotel) Galleries	6	6
CMI Tools (E-Mail, Fingertips Follower, Popup for Exact Needs, Instant Chat, Live Support Etc.)	8	0
Affiliate Network - E.G. Agencies Web Sites	6	0
Search Tools	5	0
Shows "www" "Who Only Wants to See What"	5	0
Psychological Personality Test for Operations, Services, Hotels and Vacations	5	0
Tab Changing Inside Search Engine for Services	5	0
Cookie for Knowing User	5	0
Section Total	116	33
Rich Services And Content:::		NA
Travel	5	
Tours	5	
Hotels	5	
Cruises	5	
Car Rental	5	
Section Total	25	
Online Reservations:::		
24 Hours Real-time Booking Engine On Your Website	8	0
Booking Offerings	8	8
Corporate Bookings	5	0
Conventional Bookings	3	3
Instant Pricing	8	0
Instant Promotion Creator (Due To CMI Awareness Of Customer)	5	0
Having Online Store:::	5	0
Section Total	42	11
TOTAL MAXIMUM POINTS	365	94

RECIPE SOLUTION FOR EVALUATION

***Points Are Effected When You Listed In First Page:::**

7 and less: You definitely need professionals to optimize your meta's. You need Search engine optimizations.

8-21: Keep your web site up, make promotion to visitors and pay for clicks to engines. Hire a programmer.

22-34: You are good but not enough to be superior. Make targeted advertising on engines.

35 and more: You are superior. Keep these results up. Find alternatives of those engines.

Positioning Your Travel Services On International Online Travel Consumer Web Sites.

15 and less: Find the right GDS network to submit your company.

16 and more: Learn tricks of these web sites to put you hotel up. Maybe promotion helps you.

Positioning Your Travel Services On National Online Travel Consumer Web Sites.

8 and less: Call those web sites advertising office to be listed. Pay if you need

9 and more: Don't pay to get listed. Use your current power on the net Tell them you are already listed in "their competitor"

Positioning Your Travel Services On Online Agency Network.

5: Advertise at newspaper that you are looking for sales agency for yourself.

8: Dedicate 1 employee to you sales agencies

10: Establish extranet between you and your agencies. Open a agency sales development department, include 3 people. Make them visit regularly to your agencies.

13: Open 7-24 help desk for your sales network over telephone and or internet. Wider you branch to about 10 employees.

Web Sites Functionality:::

** Each one

Rich Services And Content:::

** Add which is missing

Online Reservations:::

** Add which is missing

2. What are my conceptual models?

TRAVEL PRODUCT LIFECYCLE

Customer behaviors, habits and attitudes will be based on this Life Cycle. I created this lifecycle among people's attitude. We think to go somewhere, we search, we go to shops (land or internet), We book, pay and have the experience then we give feedback and advice to people that creates new travel ideas.

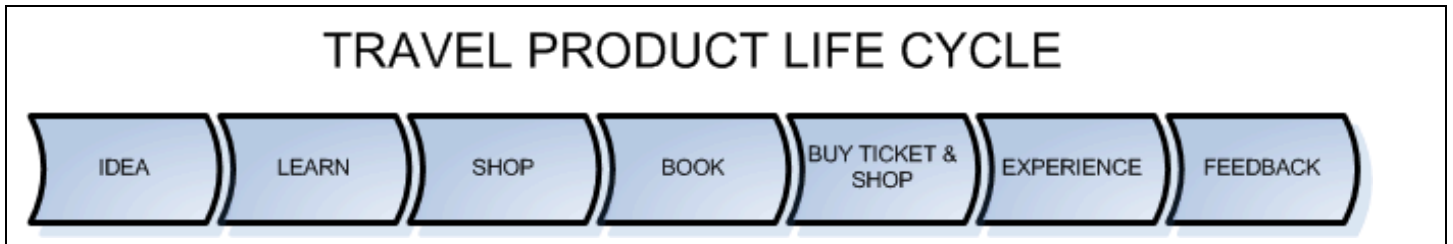


Figure 1 - Travel Product Life Cycle

TECHNOLOGY COMPETENCE MODEL OF E TRAVEL

We will prepare the model on basis that, what the technology means for travels and how will we use for competences.

When we look at the schema we will see how the technology creates knowledge and the knowledge creates the application.

Web Portals, E-CRM, Instant Reservation, Content Management, Internet Marketing, and Customer Review applications are surrounding with technology and all these applications needs full of technology. We must have good enough technology to compete. This model also shows the life cycle of Technology Competence Model of E Travel.

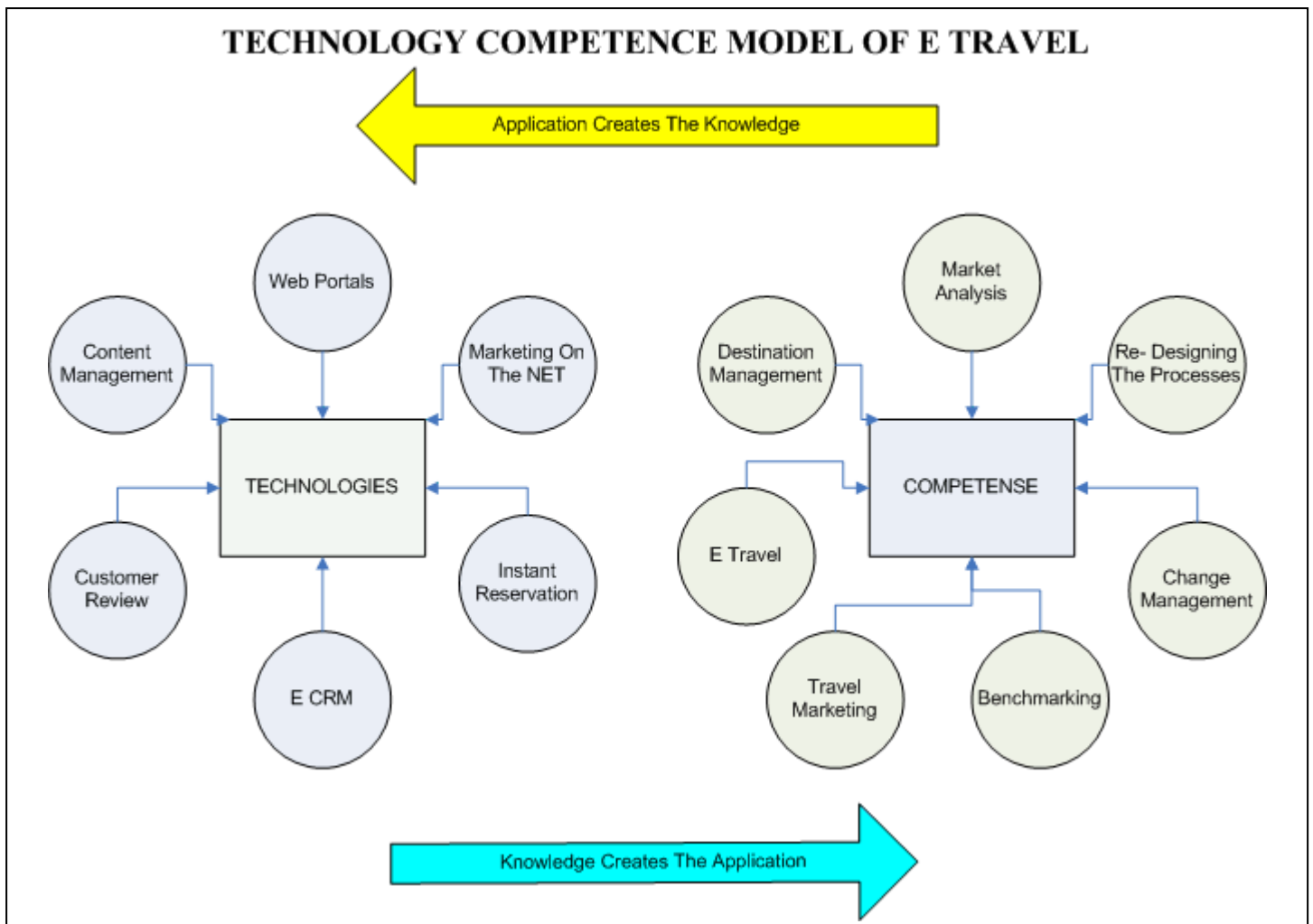


Figure 2 - Technology Competence Model of E Travel

Task 3 Online Travel Management Systems” Context Diagram Prepared.

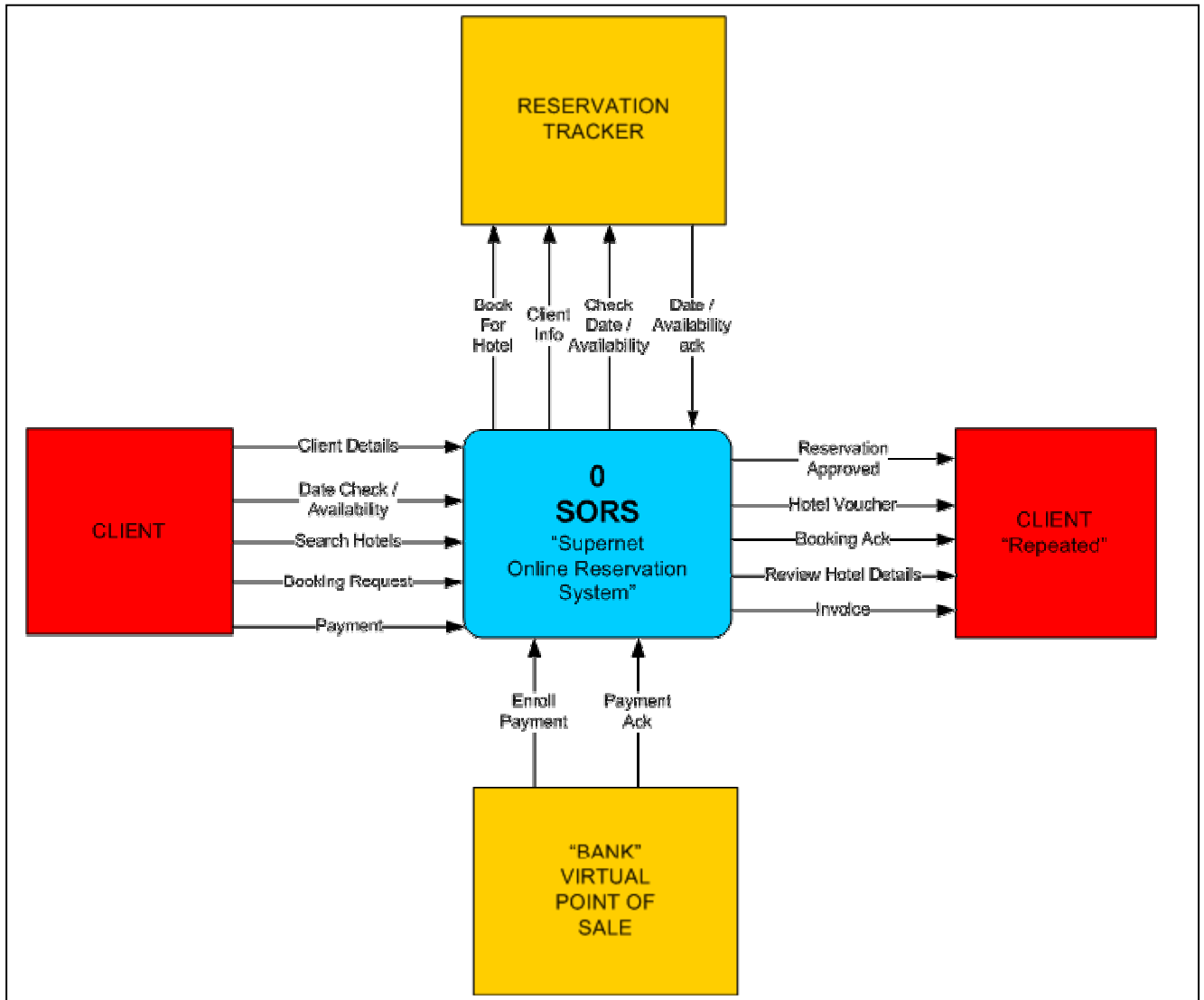


Figure 3 – SORS “Online Travel Management Systems” Context Diagram

Task 4 Road Map from Destination Management to Online Distribution Model developed.

ROAD MAP FROM DESTINATION MANAGEMENT TO ONLINE DISTRIBUTION MODEL

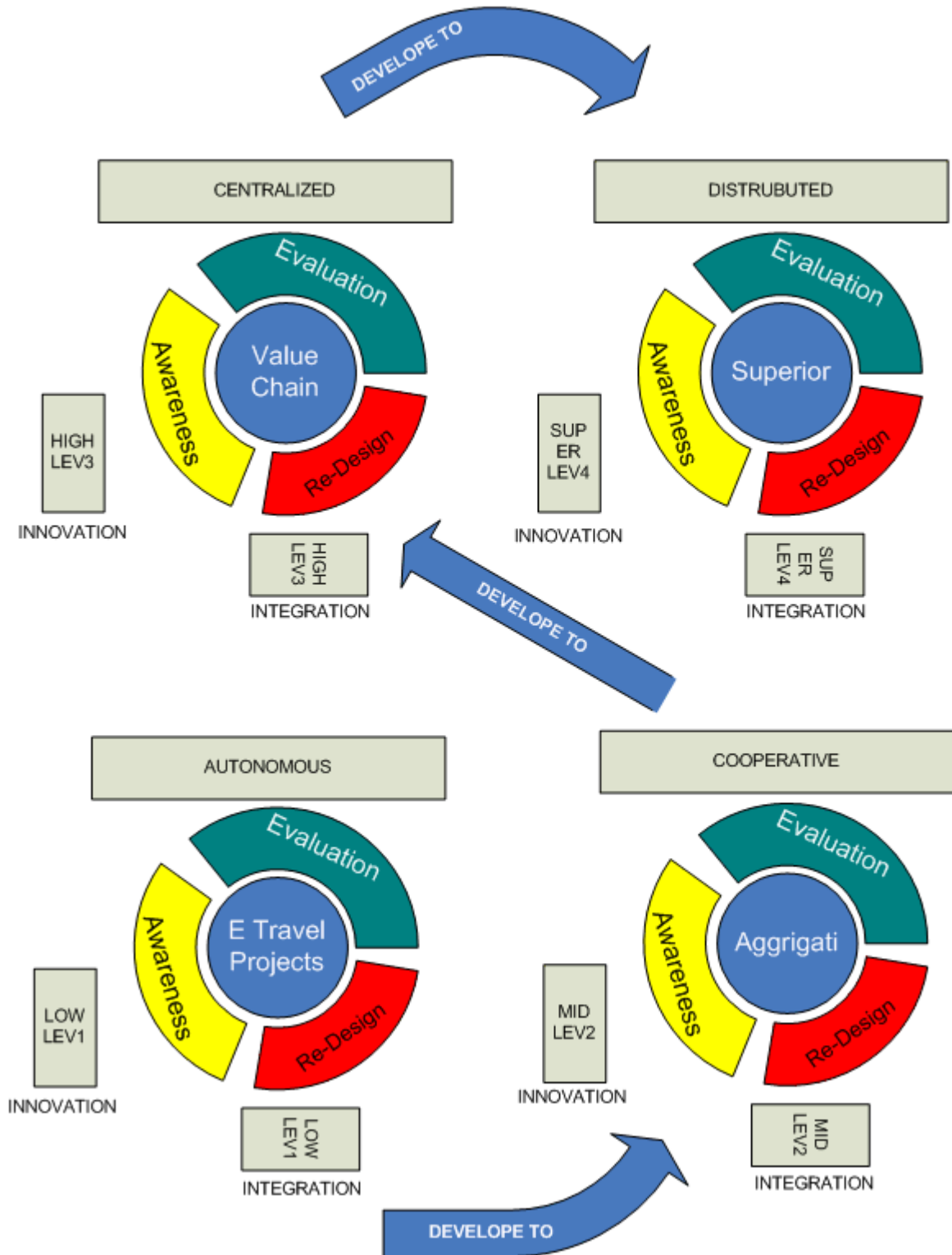


Figure 4 – Road Map from Destination Management to Online Distribution Model developed.

This model will explain how we can build an employee donated with technological skills.

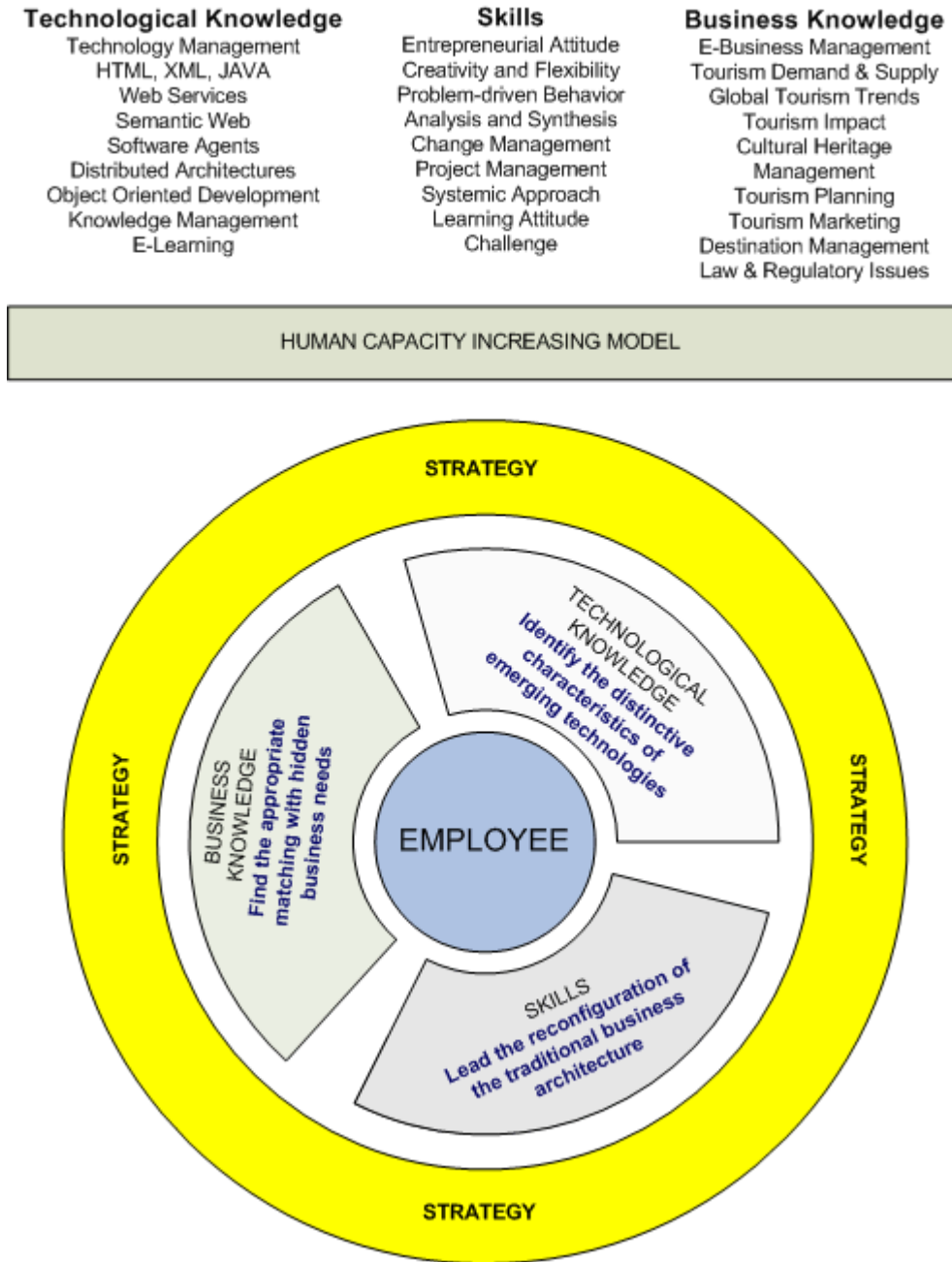


Figure 4 – “Human in Technology Capacity Increasing Model”

4. Conclusion

As a result, today's online travel market is highly competitive, but also reveals remnants of favoritism among providers and distributors, making consumer education critical. Whether you are an independent or branded travel agency or hotel, a major travel or hotel chain or hotel and travel Management Company, you can stay ahead of your competitors and capture new market share with an effective Direct Web Distribution Strategy. The Internet is the ideal direct-to-consumer medium and many travel suppliers have adopted the direct distribution model as the centerpiece of their Internet strategies. From this day forward will be in control. Seek advice from an experienced Internet marketing hospitality consultancy to help me navigate the Internet and utilize the Direct Online Channel to its fullest potential. Utilize expert advice on how to disseminate eKnowledge and best practices to your employees and make them stakeholders in the corporate Internet marketing efforts. From experts who can teach you and your staff best practices and provide crucial professional development, as well as guide your travel company's direct Internet distribution and marketing strategies, online brand building strategies, e-CRM, website optimization and search engine marketing strategies An experienced eBusiness hospitality consultancy can help you navigate and utilize the Internet to its fullest potential at minimal cost to you, with quick turnaround, and by utilizing sophisticated tools available only to the major online players.

Implementing these strategies it should be the professionals business. Leave it to them.

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Appendix

A. Post Project Analysis

A.1. Initial Plan

1. Draw life cycle of travel products.
Customer behaviors, habits and attitudes will be bases on this Life Cycle. “See the Figure 1 – Life Cycle of Travel Products”

2. Draw technological life cycle (TLC) of E Travel.

We will prepare the model on basis that, what the technology means for travels and how will we use for competences. “See the Figure 2 - Technology Competence Model of E Travel”

3. Prepare context diagram for online travel.
SORS “Supernet Online Reservation System” its good example for online travel business as a context. “See the Figure 3 – SORS Online Travel Management Systems Context Diagram”

4. Draw road map from Destination management to online distribution model

Model developed for the topic Road Map to become superior for IT form autonomous to distribute. “See the Figure 4 - Road Map from Destination Management to Online Distribution Model”

5. Develop the Human Capacity Increasing Model For Building Strategy.

The model will explain how we can build an employee donated with technological skills. “See the Figure 3”

6. Prepare eCRM techniques for on-demand travel web sites.

We draw TLC, we build road map, we understand how to create skilled employee with technical mind and the next step is how we will tread our clients over internet by eCRM techniques.

A.2. Updated Plan

I took off the CRM part.

A.3. Realized Tasks

- Develop check lists for web site e- competitiveness evaluation. %100
- Prepare Given Solutions. % 95
 - Develop recipe solution for each section %0
- Evaluation and comparison result of chosen web sites. %0
 - Compare the chosen web sites with the check list
- Develop the strategies for e-travel and its internet marketing models. %90
 - Understand the e-marketing
 - Develop strategies for E Travel and Travel E Marketing: %100
 - Website Optimization %70
 - Search Engine %10
 - Destination Web
 - Link popularity
 - Email Marketing
 - Pay-Per-Click (PPC) Marketing
 - Build a Competitive Intelligence Tools
 - eBusiness Professional Development
 - Building a eMarketing Budget

A.4. Explanations

The only difference was about ECRM application. I changed the scope and outsourced to make parallel working path. I would check many times the time issue this concept type of a project and also I would work more on the reporting part.