Literature Review

1. Traveller decision-making is adaptive process whereby there is a dynamic and an interactive adjustment within their surrounding environment at the destination(Moore, 2008; Smallman & Moore, 2010). Hwang (2010), Hwang andFesenmaier (2011), and Stewart and Vogt (1999) argued that travellers oftenchange their original plan in order to adjust to decision environments andoptimize their benefits. Traveller’s unplanned behaviour can be considered as asense-making process in that sense making is the process of structuring theunknown situation (Waterman, 1990); and the activity that enables travellers tounderstand their surrounding environment and identifies differences between the realized and expected environment (Weick, Sutcliffe, & Obstfeld, 2005).

Weick, K. E., Sutcliffe, K. M., & Obstfeld, D. (2005). Organizing and the process

of sensemaking and organizing. Organization Science, 16(4), 409-421.

1. Social media has an important role in a tourist experience, for they: allow access to more information sources; stimulate the feeling of belonging to a virtual tourist community; and they also promote the storytelling that happens after the trip (Fotis, Buhalis, & Rossides, 2012).

Fotis, J., Buhalis, D., & Rossides, N. (2012). Social Media Use and Impact during

the Holiday Travel Planning Process. Information and Communication

Technologies in Tourism 2012. In M. Fuchs, F. Ricci & L. Cantoni (Eds.),

(pp. 13-24): Springer Vienna.

1. The Impact of Users’ “Online Reviews” and “Ratings” on Consumers’ Behaviour toward Hotel Selection Factors

Following the development of Web 2.0 applications, users have a significant opportunity to share knowledge (Gruber, 2008), opinions and product information (Gupta & Harris, 2010) online. This has a growing impact on tourism promotion, marketing and sales(Buhalis & Jun, 2011) and enables two-way information communication between the tourism industry and consumers. Therefore an enormous number of online user-generated content on hotels has been posted (Siagala, 2009; Ye, Law, Gu, & Chen, 2011) which are electronic forms of wordof-mouth (eWOM) (Dickinger & Mazanec, 2008). For over fifty years, Word-OfMouth (WOM) has been an important research topic in the marketing literature (Martin & Lueg, 2011). Now research on eWOM as compared to traditional WOM is even more visible and accessible (Breazeale, 2009; Godes & Myazlin, 2004; Phelps, Lewis, Lynne, Perry, & Raman, 2004).

Gruber, T. (2008). Collective knowledge systems: Where the Social Web meets the Semantic Web. Web Semantics: Science, Services and Agents on the World Wide Web, 6(1), 4-13. doi: 10.1016/j.websem.2007.11.011

Gupta, P., & Harris, J. (2010). How e-WOM recommendations influence product consideration and quality of choice: A motivation to process information perspective. Journal of Business Research, 63, 1041-1049

1. Factors Affecting Consumers’ Attitude and Intention toward Online Airline Ticketing

The face of the travel industry has undergone significant changes over the past decade. Much of these changes are attributed to developments in the information technology, services and applications coupled with the increasing competitive environment. The various sections in the travel industry are affected; the airlines as suppliers, travel agencies as service providers, and the consumers of such services i.e. the travellers, with the changes to the global distribution channels brought about by the generalised use of the internet and related information and 138 communication technologies. There are positive impacts on the travel industry such as improvement in the distribution channels (Carroll and Siguaw, 2003) and disintermediation ( Buick, 2003). But there are also negative impacts on the industry such as price transparency (O’Connor and Frew, 2004) and reduced customer loyalty (O’Connor and Frew, 2004). Along with this paradigm shift, is the changing consumer purchasing habits when it comes to buying airline tickets, they have the ready option of buying online rather than through the traditional travel agencies which perform that services for the consumers such bookings, issuance of tickets and collecting payments on behalf of the airlines. According to Yoon et.al., (2006), the future of travel agencies may be uncertain. This area of interest has drawn the researcher to examine the underlying factors that affect consumers’ attitude and intention toward online airline ticketing.

Dickinger, A., & Mazanec, J. (2008). Consumers' Preferred Criteria for Hotel

Online Booking. In P. O'Connor, W. Hopken & U. Gretzel (Eds.),

Information & Communication Technologies in Tourism 2008 (pp. 244-

254). Wien: Springer Vienna.

Daniele, R. and Frew, A. (2004), “From intermediaries to market-makers: an analysis of the evolution of e-mediaries”, in Frew, A. (Ed.), Information and Communication Technologies in Tourism 2004, Springer, Wien, pp. 546-57.

1. Travel Recommendation System

Travel Recommender Systems Francesco Ricci, eCommerce and Tourism Research Laboratory Recommender systems are commonly defined as applications that e-commerce sites exploit to suggest products and provide consumers with information to facilitate their decision-making processes.