

The Internet's Role and Importance in Contemporary Tourism in the Travel Agency Business

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Abstract: *To achieve satisfactory growth, tourist operators must invest more on promotion, resources, knowledge, and reliability as the worldwide tourism business becomes more competitive. Keeping up with the newest technological trends and having the necessary knowledge to effectively respond to the difficulties of the foreign marketplace is critical. In all aspects of the economy, particularly on tourism, digital communication allows for maximum efficiency and process improvement. These effects of the World Wide Web on the tourism sector, as well as the benefits and drawbacks of using the Internet in modern business travel firms, were examined in this article. The influence of Internet, mostly on the sales of modern travel firms, has also been investigated in this study. Travelers can use the internet to compare the prices of various online promotions as to seek the best deals that match their needs and ultimately save money. The majority of people today rely on the internet for almost everything, especially when conducting business, although some of us have been victims of online scammers, the internet still remains trustworthy. It all depends on how we use it. The recent pandemic has opened up the digital world for us to explore and discover, and have positive experiences as we live with it.*

Keywords: *technological, trends, satisfactory growth, improvement*

CHAPTER 1: THE PROBLEM AND ITS BACKGROUND

Introduction

The transactions in the tourism business are of two ways to do them. One is through personal appearance, and the second is through online transactions, but these two kinds of transactions have the same profits. Hotel reservations, airline ticketing, and acquiring tour packages are some of the most common transactions of the tourist industry, wherein they may be processed through online transactions or personal appearance. Although there were online transactions before, still most of the customers prefer to do a personal appearance transaction because they want to be assured and to know who are in charge for their transactions, thus preventing encountering scammers.

With the outcome of the pandemic, every sector of the government now relies on the internet. With regard to the tourism industry, the internet has become very essential for doing business. Even before the onset of the pandemic, the internet has already been used in the field. With the pandemic, the more that we rely on the internet because personal appearance is not allowed to do transactions, and because many travel agencies have become more competitive in innovating their websites to make them more convenient for their customers when visiting their websites and looking for promos or tour packages.

The ways by which people work change due to the internet. This is also true with a variety of industries, including the

travel industry. Clients can use a travel agency for a variety of services, such as booking for flights and hotels, finding a suitable taxi, resort reservations, and getting information about certain destinations. When one enjoys traveling and giving travel advice, he/ she should consider starting a travel business to make use of his/ her hobby. It's a lucrative business that doesn't require a lot of capital to get started, although it is competitive. It is also an industry that is unaffected by the economy because people travel. Some are too busy to have their documents processed, so they need the services of travel agents.

Viaje Now Tours and Travel, Lakwatsero's Travel and Tour Agency, were the two agencies that the researchers consulted with their study. In this research undertaking, they wanted to know the importance of the internet on Contemporary Tourism and how the people use the internet to buy/acquire something for travel.

According to Bing Pan, Lixuan Zhang, Kevin Smith Information Technology & Tourism (13 (4), 353-364, 2011), in the tourism and hospitality sectors, online travel agencies have become highly significant. They are responsible for a sizable number of transactions and revenue. A variety of research processes have been used to evaluate visitors' activities on tourism websites such as TripAdvisor, Kayak, and Vipasa. Although there are still issues, the use of the internet as a whole has greatly improved. There have been few studies that focused on the usability and users' behavior of a single online travel booking website. Using a predefined information search mission that contains eye tracking technology, this study employed a mixed-methods approach to investigate

knowledge search strategy and functionality issues on a major OtA site. The findings showed that the majority of users' information searches are utilitarian in nature, and that the complicated layout and the advertising messages were confusing or ignored by the majority of users. (January 2013 International Journal of Cognitive Research in

Science Engineering and Education 1(2):119-122)

To achieve adequate growth in the global tourism sector, tourist operators should be more engaged rather than be focused on advertising, funds, understanding, and reliability. They must keep abreast with the trends on technology developments and the required skills to be successful in addressing competitive global difficulties. Elevated and efficient activities in all sectors of the economy, including tourism, are facilitated by the World Wide Web. The effects of the Internet technology on the tourism industry, as well as its benefits and drawbacks on modern business travel firms, were evaluated. The impacts of Internet technology on the marketing operations of modern travel firms were also investigated in this study. Developed by the Association for the Advancement of Science, Engineering, and Education in 2013, all intellectual property rights are reserved.

(Written by the Editorial Board, October 5, 2018). Contemporary tourism is one of the most essential yet misunderstood fields on earth. It is one of the programs that many developed countries want to pursue for it is important for both emerging and developed economies. The tourist industry is among the country's most significant industries because it is a cultural and change representative, as well as a vital key to environmental change. As a result, the tourism academe made use to the concept of the tourism sector to better understand the complicated and evolving nature of history's tourism experiences. The tourism system includes consumption, production, and the created experiences. This is known as the "tourist numbers geographical system". It consists of four key components:

- A generating or source region
- Transit routes
- A destination region
- The environment – that surrounds the other three regions

The geographical tourism modelling approach is used to determine the flow of tourists from one location to another, and the importance of interconnection between the input and output areas. Although successful tourism perspectives are founded by the customer and the company, a critical aspect of the geographical tourism system model is that the customer may encounter different aspects of the tourism sector at different phases of the system. As a result, the tourists may encounter different situations as there may be different service contacts and changes in configurations, locations, and people.

Between regions, there may be other travelers included. The combination of previous experiences establishes new sets of conceptions and perceptions and modes, Standards of various stages of travel experiences bring about challenges for evaluating the behavior and motivations of tourists resulting in varying responses of the consumers on the nature and quality of their tourism experiences at different stages. These also shed light on analyzing their prior tourism experiences in search of explanations to forecast future preferences, decisions, and activities. Previous travel experiences, when integrated with new sets of information, help clients to decide on their next travel destination.

In some cases, working holidays, travel and employment careers may even be closely intertwined, particularly since international experience is of significant valuable in a globalized economy and job market. Hence, when studying tourism consumption within the tourism system, researchers have to broaden the scope of analysis to better comprehend the tourism trend. The many stages of trip experiences present difficulties in examining tourism consumers' behavior and motivations because the consumer's reactions on the nature and quality of their tourist experiences vary depending on their destinations.

They also highlight the importance of understanding the consumer's prior travel experiences in forecasting their future preferences, decisions, and activities. Previous travel experiences, when combined with fresh sets of information sources, help determine their next vacation destinations.

Vol. 1 of the International Journal of Cognitive Research in Science, Engineering, and Education. 1, No. 2, 2013.) States that as the global tourism market expands, tourism operators are encouraged to invest more in promotion, resources, and marketing. They need information and quality to ensure satisfactory growth. They are to be up-to-date on the most recent technological developments and on the necessary expertise to effectively respond to the challenges of global competition. Technology enables high-quality and efficient operations in all economic sectors, including tourism. The pros and cons of the Internet on modern businesses like travel agencies, as well as the changes in the tourist industry were evaluated. The impact of Internet on marketing was also explored. Likewise, the operations of today's travel agencies were also looked into.

In the tourist industry, the internet is a critical "way to communicate" between offer and demand. It is only through Internet that tourist industry technicians can successfully market and sell their products while they also adhere to the legislation. With the Internet proven to be an effective medium for tourist advertising and promotion, product and service distribution is no longer an issue for contemporary travel companies.

The number of printed catalogs and brochures varies, but sets of information on products and services in the tourism industry reach a wide range of people. Marketing activities

play a vital role in the current travel agency business plans, where the Internet is used extensively, and thus becoming an important component of media strategy.

(Fereshte Rasty,) among others disclosed that Internet advertising has a lot of promises these days in raising customer purchase intent and that customers' engagement has a substantial impact on their online behavior and purchase process. However, a number of the current researches focus on the independent and/or dependent effects of customer involvement on online shopping. This study investigated the links between Internet travel advertising content designs, Internet travel advertising attitude. Internet travel advertising effects, and purchase intention with the focus on the moderating influence of engagement.

The findings showed that moderating had the biggest impact on the connection between Internet travel advertising attitude and Internet travel advertising effect. The link between the Internet travel advertising content design and the Internet travel advertising attitude, as well as the relationship between the Internet travel advertising effect and buying customers were influenced by their involvement. A number of practical consequences have also been considered. (First Published December 19, 2017) The results provided acceptable suggestions to customers, travel agents depending on their personal travel experiences, attendance of industry events, analysis of brochures, and formation of personal relationships with vendors. Travel was scheduled by phone or fax most of the time.

Technology has a big impact on the travel agencies, such as the availability of personal computers, cell phones, and the Internet. While many travel agencies have to adapt to their business models, they continue to provide valuable services to both leisure and business visitors. Travel agencies may now research, book, and confirm travels through the internet. Agents need not to keep hard-copy customer files and spend as much time collecting payments from clients and remitting balances to suppliers. Bookings, payments, and confirmations can all be done online, and information can be extended/shared with clients via email.

According to Travel Agent Education, many travel vendors, including cruise lines and resorts, offer educational opportunities to travel agents in the forms of discounted familiarization trips (also known as "Fam Trips") to popular destinations and resorts, educational presentations and classes at the industry events, and the first-hand inspection of hotels, cruise ships and other travel products first-hand.

On the other hand, travel distributors and industry groups, were able to provide online educational opportunities which include training courses that keep tour operators up-to-date on manufacturing legislation, patterns, new technology, and also various programs available by the tour operators and the travel vendors which can help travel professionals become specialists in several popular tourist destinations and accommodations. The Travel Agent Education also indicated that many travel

vendors, such as cruise lines and resorts, create training opportunities for travel agents in the forms of heavily reduced meet and greet outings to popular tourist destinations and resorts (also recognized as "Fam Trips"), instructional presentations and master classes at trade shows, and palm safety checks of the hotels, cruise liners, and other tourist products.

Travel suppliers and industry associations were able to give online educational opportunities which include programs sponsored by tourist boards and travel vendors that enable travel professionals become specialists in tourism hot spots and popular accommodations, as well as continuing education programs that keep travel agents abreast with industry legislation, trends, and technology. Technological advancements have made work much easier for travel experts and travel agents to operate from home. Some homebased travel agents are self-employed, while others work under host agencies. Home-based workers may now interact with clients, research travel possibilities, and book travel items more easily due to technological advancements.

Likewise, well-known travel suppliers accept direct online bookings from customers for airline, hotel stays, tours, and packages. Some travel agencies closed shops when consumers were able to learned to book travel items directly, while others tried new prospects. Before consumers relied on travel agencies to propose destinations, cruise ships, hotels, restaurants, and other attractions. Travel publications, radio and television ads, and printed travel guides were among the other sources of information. Airlines, hotels, and travel vendors eventually began to create their own websites, which included images, room specifications, rates, and package features, as well as sets of information about their travel products that many passengers stopped contacting travel agents to learn about their possibilities.

Consumers had begun to compare shops when they discovered they could obtain travel pricing online. Travel agents were required to match online pricing quotes in some situations. Changes in commissions due to easy and accessible booking flights online or via electronic means, airfare commissions were abolished or drastically reduced. The travel agency industry, which relied on commissions, became chaotic as a result of the move. There were significant shifts on other travel items, such as hotel rooms and vacation packages.

Travelers became more knowledgeable of places and what to expect as a result so travel agencies began to use these resources by creating their own blogs, social media profiles, and using podcasts and YouTube productions to provide an in-depth information on destinations. These were utilized by agents to establish and to develop relationships with potential and existing clients, respectively.

Fewer tourists turned to travel agents for their ordinary travel that some agents transformed themselves as travel experts who specialize in serving specific groups of people,

such as those with disabilities, people over 60, women traveling alone, or people identified as LGBTQ+. Others chose to specialize on particular places, group tours, or travel styles, such as all-inclusive resorts or cruise lines. Certain travel agents were able to build stable companies catering to clientele who require and rely on their expertise such as in-depth knowledge of these destinations, niches, and travel products, as well as strong relationships with vendors.

According to MANEJKOM TRAVEL & TOURS, providing exceptional customer service and memorable travel experiences is their goal. This travel business was founded with the goal of enhancing the traveler's experience by providing high-quality tours and other travel-related services. Their beliefs and standards were reflected in their company's management and employees observe ethics and integrity in all aspects of clients' service. Their activities and existence were built on the principles of honesty, integrity, and high standards of conduct. To support these agencies, the government is considering more internet access options so that rural communities could benefit.

"With the advent of the new satellite systems, these could help, and we would try out their new technologies in the local setting, especially in rural and remote areas," said Agnes Bonafe, chief of the Philippine Space Agency's Space Business Development.

Division, in a virtual press conference. PhilSA launched the Satellite Internet Operators (SIOs) to conduct test deployments in chosen remote locations and to enable them to exhibit, experience, and assess the performance and viability of their new and advanced technologies before they go into commercial operation.

Conceptual Framework of the study

INPUT PROCESS OUTPUT

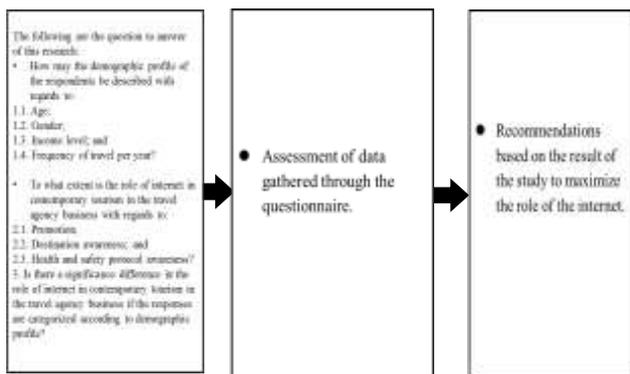


Figure 1

Conceptual Framework of the study

Statement of the Problem

This study undertaking aimed to assess The Internet's Role and Importance in the Contemporary Tourism among the Travel Agency Business.

It specifically sought answers to the following questions:

1. How may the demographic profile of the respondents be described in terms of:

- 1.1. age;
- 1.2. sex;
- 1.3. income level; and
- 1.4. frequency of travel per year?

2. How may the role of internet in contemporary tourism in the travel agency business be assessed in terms of:

- 2.1. promotion;
- 2.2. destination awareness; and
- 2.3. health and safety protocol awareness?

3. Is there a significant difference between the role of the internet in contemporary tourism in the travel agency business and the demographic profile of the respondents?

4. What recommendations can be offered out of the result of the study to maximize the role of the internet?

Hypothesis

There is a significant difference in the role and importance of the internet to contemporary tourism in the travel agency business.

Significance of the Study

Future Researchers- The research study can be used as point of reference to undertake a similar study, but with different/ various variables, locale, or scope.

Online Appointments- This study will be beneficial to online customers since it will inform them about the aspects of service quality that they need to consider when purchasing goods online.

Travel Agency - The study will assist online merchants in learning more about how to improve the service quality supplied by their firm in order to satisfy more clients.

Scope and Delimitation

The study focused only on the Role and Importance of Internet on Contemporary Travel Agency Business. It was conducted among 271 residents of Lubao, Pampanga who acted as the respondents of the study.

Definition of Terms

To better understand the study, some terms were technically and operationally defined:

Agency- It refers to an entity on an organization which is established to provide certain services usually one that requires/ transacts business between two or parties.

Communication Systems- This is also known as a communications network composed of a number of independent telecommunication networks, transmission systems and relays.

They can also be referred as stations, tributary stations and terminal equipment interconnected and interoperated to form a unified whole.

Internet- It is the world computer network that is composed of interconnected networks which use standardized communication protocols to provide a variety of information and communication services.

Information Technology – It is a branch of study that has something to do with the application of information storage, retrieval and the transmission systems particularly the computers and telecommunications.

Marketing- It is a type of business that involves the promotion and selling of items or services.

Reservation- It is an arrangement made for someone’s access to use/ acquire services.

Tourist- This refers to a person who leisurely travels or visits a place.

Travelling- It is an act of going from one place to other places.

Chapter 2: Methods

This chapter presents the research design used, the respondents of the study, instrumentation, the data collection process, ethical consideration, and the data analyses.

Research Design

The research study used the quantitative mode as its research strategy and methodology in general. It integrates the various components of the study in a logical and reasonable manner. It also lays the framework for data collection and data analysis to successfully answer the research problem/s and gather the needed information.

Bhandari (2020) describes quantitative research as the process of collecting and evaluating numerical data. It is used to identify patterns and averages, to make accurate predictions, to test causal connections, and to generalize results from the larger populations.

To investigate one or more variables, the descriptive research can employ a wide range of research methodology.

Unlike in the experimental research, the researcher does not control or manipulate any of the variables; instead, he or she simply observes and measures it/ them. (S. Mr. McCombes, 2019).

Respondents of the study

For this study, the researchers used the random sampling technique, a sampling method in which the researchers divide the total population into many non-overlapping, homogeneous groups (strata) and selects final individuals for study at random from the various strata. Lubao, Pampanga was chosen as the locale of the respondents for the stratified random sampling.

Research Instrument

The researchers utilized the survey questionnaire as the primary tool for collecting data. The purpose of the questionnaire is to determine how important it is for the consumers to schedule online appointments, to be satisfied, and to demonstrate how useful/ important the internet can be.

Data Collection

A letter of request was written by the researchers and forwarded it to the Campus Director to conduct the research study. Upon the approval of the Campus Director on the request letter, the researchers conducted the data collection through survey questionnaires to the respondents to determine how they assess consumer satisfaction, specifically the level of service provided by online retailers. After administering the survey questionnaires, the questionnaires were retrieved. The data gathered from the responses of the respondents were analyzed, classified and interpreted to answer the questions raised in the statement of the problem.

Data Analysis procedures

The data collected for this study were processed and analyzed using descriptive statistics. The questionnaire results were tallied, tabulated, and analyzed. The respondents’ profile was calculated using the frequency distribution and percentage modes while the contributions to economic and social sectors were determined using the average method.

Table 1
Likert-Scale Methods

Table 1. <i>Likert-Scale Methods</i>	
Numeric Rate	Descriptive Scale
3.50-4.00	Strongly Agree
2.50-3.49	Agree
1.50-2.49	Strongly Disagree
1.00-1.49	Disagree

Ethical Consideration

The researchers ensured that ethical considerations were taken into account in the conduct of this study. The requisite permission was requested by the researchers from the respondents. Upon their approval, the researchers then explained what the study was all about and its purpose. The researchers also made sure that all the information and data gathered will not be disclosed. The anonymity and confidentiality of the respondents will be ensured.

CHAPTER 3: Results and Discussions

This chapter presents the findings and discussions of data gathered through the questionnaire to answer the questions raised in Chapter 1.

Table 2 depicts the demographic profile of the respondents. Majority of the respondents, 61 or 22.5%, were 18-25 years old, 127 or 46.9% were 26-30 years old, 74 or 27.3% were 31-35 years old, and the remaining 9 or 3.3% were 45 and above. In terms of gender, most of the respondents, 156 or 57.6%, were male, while the remaining 115 or

42.4% were female. Share of travel and tourism users, by gender, according to the Philippines Statistics Authority (2020), indicated that 51.7 percent of the tourists and users of tourism in the Philippines were male while female users were 48.3 percent of the total population used.

Table 2

Table 2.
Demographic Profile of the Respondents

	RESPONDENT PROFILE	FREQUENCY(F)	PERCENTAGE(%)
Age	18-25 years old	61	22.5%
	26-30 years old	127	46.9%
	31-35 years old	74	27.3%
	45 and above	9	3.3%
	TOTAL	271	100%
Sex	Female	115	42.4%
	Male	156	57.6%
	TOTAL	271	100%

Demographic Profile of the Respondents

Table 3.0 presents the median monthly income of the majority of respondents which was 44, or 16.2%. While 109 respondents, or 40.2%, had a monthly income of P5, 000-10,000 and P10, 000-15,000. With regard to the number of times a person travels in a year, 101 or 37.3% said once, 121 or 44.6% answered, 29 or 10.7% said thrice. More than thrice got a lowest number of respondents with 20 or 7.4%. As to the share of travel and tourism users in the Philippines in 2020, Package holidays, hotel stays, individual vacation rentals, and

cruises were all part of the travel and tourism business. The number of users represents the number of people who travel. Online travel agencies (OTAs) like Expedia and Opodo, as well as tour operators like TUI, were well-known providers of package holidays. Hotels.com, Booking.com, and Airbnb, were specialized providers of hotels and private accommodations that may be booked online. The booking volume is the total number of trips booked by users from the given region, regardless of the departure and arrival times.

Table 3.0

	RESPONDENT PROFILE	FREQUENCY(F)	PERCENTAGE(%)
Income	P5,000 - P10,000	44	16.2%
	P10,000 - P15,000	109	40.2%
	P15,000 - P20,000	75	27.7%
	P25,000 and above	43	15.9%
	TOTAL	271	100%

	RESPONDENT PROFILE	FREQUENCY(F)	PERCENTAGE(%)
Number of Time you Travel In a Year	Once	101	37.3%
	Twice	121	44.6%
	Thrice	29	10.7%
	More than Thrice	20	7.4%
	TOTAL	271	100%

Table 3.0

Table 3.1 shows that 245 or 90.4% of respondents rated it as strongly agree through booking online to find their suitable promos. 26, 9.6%, said that it was agree, while the last set of respondents indicated strongly disagree while disagree got a 0%, 181 or 61.8% gave it a rating of strongly agree in terms of experiences in an itinerary they got, while the respondents of agree was 90 or 33.2%, None of the respondents said that they disagree or they strongly disagree. The average tallied score for the promo was 3.79%. Online booking provides a fully automated feature called "Calendar Rate," which also exhibits the cheapest price obtainable over a seven-day period - three days before and three days after the scheduled date of travel -

allowing the travelers to quickly decide when flying was the most convenient and cost-effective. Online Booking also confirms flight bookings and ticket purchases on PAL's domestic and international itineraries. With this, the users can book on selected international codeshare flights using the online booking system. Users can immediately check the pricing and the flight availability without having to register or log in.

Table 3.1

RATING	FREQUENCY	PERCENTAGE	MEAN	DECISION
SCALE	(F)	(%)		
Strongly Agree	245	90.4		Strongly
Agree	26	9.6	3.90	Agree
Strongly Disagree	0	0		
Disagree	0	0		

RATING	FREQUENCY	PERCENTAGE	MEAN	DECISION
SCALE	(F)	(%)		
Strongly Agree	181	66.8		Strongly
Agree	90	33.2	3.67	Agree
Strongly Disagree	0	0		

Table 3.1

Table 4. Indicates the destination awareness.

More than half of the respondents, 231 or 85.2% strongly agree, while 40 or 14.8% simply agree. Other respondents did not vote for strongly

disagree or disagree. The respondents' average answers totaled to 210 or

77.5% rating, 61 or 22.5% visited a website and learned the culture of the destination. With a total tallied answer of 3.81. According to the DOT Philippines (2018), the tourism industry contributed to 12.7% of the Philippines' GDP and it employed 5.4 million people in the country. The tourism industry set a new record of 8.26 million international visitors last year.

Table 4.

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RATING	FREQUENCY	PERCENTAGE	MEAN	DECISION
SCALE	(F)	(%)		
Strongly Agree	231	85.2		Strongly
Agree	40	14.8	3.85	Agree
Strongly Disagree	0	0		
Disagree	0	0		

RATING	FREQUENCY	PERCENTAGE	MEAN	DECISION
SCALE	(F)	(%)		
Strongly Agree	210	77.5		Strongly
Agree	61	22.5	3.77	Agree
Strongly Disagree	0	0		
Disagree	0	0		

Table 5 reflects the health and safety protocols: a total of 242 people, or 89.3%, strongly agreed. Another group of 29 respondents, or 10.7%, just agreed. However, none of the respondents strongly disagreed or disagreed. When traveling make sure to bring a survival kit and a first aid kit got 203 or 74.9%, while 67 or 24.7% agreed. Being aware of the safety and protocols issued in local and international government got 228 or 84.1% response, while those who agreed were 42 or 15.5%, with a tally of 3.55. According to Philippines DOT (2022) The World Travel and Tourism Council has awarded the DOT the use of the Safe Travel Stamp in recognition of the department's efforts to observe with worldwide standards for health, safety, and hygiene (WTTC).

Chapter 4: Summary of Findings

According to the demographic profiles of the respondents, 57.6%, were male and 42.4% were female. The study was analyzed by 271 respondents, with a mean rating of

3.72, which was very acceptable.

Majority of the respondents under promotion had a tallied score of 3.79 while those who book through online to find their suitable promo, was rated Strongly Agree by 245 or 66.8% of respondents, while 26 or 9.6% agreed. In terms of having their great experience with the itinerary they got, 231 or 85.2% of respondents rated it as Strongly Agree, while for agree, 40 or 14.8%. With a mean of 3.81, 231 or 85.2% of respondents through checking the weather before they travel while 40 respondents or 14.8% agreed. Visiting the website to check the culture of the destination was rated by 210 or 77.5% together with 61 or 22.5% for Agree.

The health and safety protocol awareness with a total mean 3.45%. For the Strongly Agree for always following the proper procedures was rated 242 or 89.3%, while for agree it was 29 or 10.7%. Respondents who rated Strongly Agree were 203 or

Table 5.

RATING	FREQUENCY	PERCENTAGE	MEAN	DECISION
SCALE	(F)	(%)		
Strongly Agree	242	89.3	3.89	Strongly
Agree	29	10.7		Agree
Strongly Disagree	0	0		
Disagree	0	0		

RATING	FREQUENCY	PERCENTAGE	MEAN	DECISION
SCALE	(F)	(%)		
Strongly Agree	203	74.9	3.25	Strongly
Agree	67	24.1		Agree
Strongly Disagree	1	1		
Disagree	0	0		

RATING	FREQUENCY	PERCENTAGE	MEAN	DECISION
SCALE	(F)	(%)		
Strongly Agree	228	84	3.52	Strongly
Agree	42	15		Agree
Strongly Disagree	1	1		
Disagree	0	0		

74.9%, while for agree were 67 or 24.7% for bringing their first aid kit. For being aware of the health and safety protocols issued by local and national government was rated by 228 or 88.1% Strongly Agree, while for agree were rated 42 or 15.5% respondents.

Conclusion

The results of the study showed that some of the respondents were male aged 26-30. 100% of the travelers checked on the quality and accuracy of the promo by evaluating the comments of the other people who have already acquired the promo or who have been in the location they want to visit (word of mouth).

Travelers can use the internet to compare the prices of various online promotions and, as a result, minimize their expenses by looking for the lowest price that meets their specifications. Most people now rely on the internet for most things, especially when conducting transactions. While some of us have encountered scammers, the internet is still reliable; it just depends on how we use it.

The pandemic has just opened up the digital world for people to explore and discover, live with it, and have a positive/ meaningful experience with it.

Recommendation

According to the findings of the study, majority of travelers depend on the internet for the reviews of the products or packages they want to purchase to ensure they spend their money wisely. The said method is much more convenient for

both parties, including the business owners and the potential target customers. Most businesses turn to the Internet-based business models to adapt to the changing lifestyles of most people around the world.

Furthermore, the internet has a huge impact on all kinds of businesses today that tourism related businesses are no exemption. Transparency is one of the most effective roles of the internet today as it gives people anything and everything, they want to know even contemporary ways of running the companies for the contemporary world.

The Internet for most travelers must be a means for an easy transaction, reservation or booking. The researchers employed this as a contemporary transaction in the internet in the future. The internet can be used for businesses. The Internet can help travelers to look for a good and detailed transaction at an affordable price on the place/ places they wish to visit. Travelers need travel agencies/ businesses for accessible easy transactions on booking with less time spent.

The local agency included was the Lakwatsero Travel Agency, which deals with

Domestic Flights, International Flights, Hotel Bookings, Tour Packages, Ferry Tickets, and Bus Tickets. Lakwatsera Travel & Tour wasn't just a tour operator but also a journey partner but also it does promos and sales for the clients, using its website.

International agencies such as American Airlines GBT provide end-to-end corporate travel management services, conferences, and scheduling alternatives for their operations. Businesses and individuals continue in providing their employees with the information, tools, services, and knowledge they need to stay informed, focused, and productive while on the road.

The demands for businesses have increased. Clients, companies, and creditor ambitions have all increased, placing pressure on firms. Corporations must take action. This epidemic has brought attention to something like a truly stable world planning process. Companies are expected to play a significant role in making the world have more sustainable future.

The Networks Community Organizations have distinct operational hurdles just on ground, the responsibilities and a variety of possibilities to make a significant difference impact. Businesses with long-distance activities and trade linkages with people all throughout the country must comprehend/ evaluate regions that are far away from their own. HQ and their sustainability from a local perspective.

The same Ungc United Nations was developed by the Global Compact Local Networks. At the national level with the Compact having its 10 Points. People are beneficial. Organizations have understood how much it takes to be responsible businesspersons. Throughout a range of national, economic, and linguistic situations promote outreach, education, policy recommendations, and action collective

alliances. Businesses can develop local connections via the networks, links with other firms, and investors from around the world.

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