ABSTRACT

Internet era has enabling the travel agency to build a web-based travel agency. Travel agency may build a web site and put the information of its tour package and ticketing service. The web-based travel agency may directly connect to supplier systems hence the speed of service will be achieved. The customer may find and collect the information about tourist area, map, and choices of tour destination interactively, and also does the transaction directly. But there are still some questions from travel agency: how to survive its competitiveness, how to remain competitive, or how to generate income to support its activities when being on the Internet. Hence this paper analyze the business situation from customer, internet users, and travel agencies to develop a complementary business model for web-based travel agency which selling standard tour package and airline ticket. In building the model, the Soft System Methodology is used with the consideration of value chain analysis, Porter’s generic strategy, and some strategic management references. The complementary business model is a mirror between physical value chain and virtual value chain. The travel agency should find the appropriate physical value chain and mirror it to the virtual value chain, hence it may retain and enhance its physical value, when being on the Internet.

Keywords: Business model, Web-based Travel Agency, Soft System Methodology

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