ONLINE SYSTEMS USED IN TRAVEL AGENTS: INTERNATIONAL AIR TRAVEL INDEX (IATI) SAMPLE

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EXTENSIVE SUMMARY

The incredible speeds that are occurring in information technology are changing. Both the public and the private sector benefit from these technologies. Travel agencies, one of the most active actors of tourism marketing, have to use information technology based systems in parallel with increasing information technology. Travel agencies also take their share from this exchange. Today travel agencies use various systems to fulfill tourists' demands. The most important of these is online travel systems. The research focuses on the definition of travel agents, historical development, internet and system usage and examined the IATI system which is the online travel system used by many travel agents at present.

The main aim of this study is to highlight the benefits of the online travel system of IATI to tourism and travel agencies. In this context, the qualitative research methods used the document review technique to determine the benefits of the IATI online system on travel agencies. In this direction, the necessary literature review has been done and the theoretical meaning has been presented.

As a result, IATI has altered the functioning of travel agencies and allows travel agencies to do more work and save on labor in less time. At the same time, the advantage of online systems for travel businesses has increased the demand for online systems. The trend in travel agencies is that it provides all services through a single system.