



NEAR EAST UNIVERSITY  
GRADUATE SCHOOL OF SOCIAL SCIENCES  
TOURISM MANAGEMENT PROGRAM

**THE IMPACT OF ONLINE EDUCATION FOR TRAVEL  
AGENCY TOWARDS IMPROVING CONSUMER  
RELATIONS: A CASE STUDY OF KYRENIA, NORTH  
CYPRUS**

MANOJ KUMAR REDDY SURAKANTI

**MASTER'S THESIS**

**NICOSIA**

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MASTER'S THESIS

THESIS SUPERVISOR

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NICOSIA

2020

## **ACCEPTANCE/ APPROVAL**

We as the jury members certify the 'The impact of Online Education for Travel Agencies towards improving Consumer relations: A case study of Kyrenia, North Cyprus' prepared by the Surakanti Manoj Kumar Reddy defended on 22/06/2020 has been found satisfactory for the award of degree of Master

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## DECLARATION

I Surakanti Manoj Kumar Reddy hereby declare that this dissertation entitled 'The Impact of Online Education for Travel Agencies towards improving Consumer relations: a Case Study of Kyrenia, North Cyprus' has been prepared myself under the guidance and supervision of 'Assoc. prof. Br. Nesrin Menemenci Bahcelerli' in partial fulfillment of the Near East University, Graduate School of Social Sciences regulations and does not to the best of my knowledge breach any law of Copyrights and has been tested for plagiarism and a copy of the result can be found in the Thesis

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I dedicate this research to my family, friends and teachers. Special thanks to Mom and dad, meghana, venkat reddy and priya. You people stood by me during the tough times and wished the best for me, it's because of you I made up to this extent.

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## ABSTRACT

### THE IMPACT OF ONLINE EDUCATION FOR TRAVEL AGENCY TOWARDS IMPROVING CONSUMER RELATIONS: A CASE STUDY OF KYRENIA, NORTH CYPRUS

Due to the advancements in the field of tourism industry, people have access to many locations worldwide. People who wish to visit a new destination are in search of people who guide them throughout the destination. The travel agencies here by have become the first choice for many travelers visiting a new destination. These travel agencies provide information to travelers for interactive communication, places of attraction, currency rates and exchanges, climate conditions and many more which help them for a smooth travel experience. As costumers are ready to spend more for their vacation, they started to expect more from the travel agents. This motivates the travel agencies to get them updated to the recent trends in the travel industry and changes in the global technology. For achieving a good will and greater business, the travel agency staff needs to be well trained and educated about the travel knowledge. Improving the technical knowledge and online training for travel agency staff helps in development of the travel agency economical strength, increasing the dynamic standards in global market and consumer relationship with the travelers. In this chapter we show that there is a strong relationship between online training and education and the impact on improving consumer relations. We also provide that the staff is willing towards online education in their day to day travel activities. Travel agencies can reach a more number of consumers with the help of technology usage and knowledge of internet at low cost. Finally this research suggests that there is an impact of online education for travel agency staff and the consumer behavior of travelers

**Keywords:** travel agencies; online education; training; consumer behavior; technology; internet.

## OZ

### THE IMPACT OF ONLINE EDUCATION FOR TRAVEL AGENCY TOWARDS IMPROVING CONSUMER RELATIONS: A CASE STUDY OF KYRENIA, NORTH CYPRUS

Turizm endüstrisi alanındaki ilerlemeler nedeniyle insanlar dünya çapında birçok yere erişebilmektedir. Yeni bir hedefi ziyaret etmek isteyen kişiler, hedef boyunca onlara rehberlik eden kişileri arıyor. Buradaki seyahat acenteleri, yeni bir varış noktasını ziyaret eden birçok gezgin için ilk seçenek haline geldi. Bu seyahat acenteleri, etkileşimli iletişim, cazibe yerleri, döviz kurları ve borsalar, iklim koşulları ve daha pek çok şey için gezginlere, sorunsuz bir seyahat deneyimi için yardımcı olan bilgiler sunar. Müşteriler tatilleri için daha fazla harcamaya hazır olduklarından, seyahat acentelerinden daha fazlasını beklemeye başladılar. Bu, seyahat acentelerini seyahat endüstrisindeki son trendlere ve küresel teknolojideki değişikliklere göre güncellemeleri için motive eder. İyi bir irade ve daha büyük bir iş elde etmek için seyahat acentesi personelinin seyahat bilgisi konusunda iyi eğitilmiş ve eğitilmiş olması gerekir. Seyahat acentesi personeli için teknik bilginin ve çevrimiçi eğitimin iyileştirilmesi, seyahat acentesinin ekonomik gücünün geliştirilmesine yardımcı olur, küresel pazardaki dinamik standartları ve gezginlerle tüketici ilişkisini arttırır. Bu bölümde çevrimiçi eğitim ve öğretim ile tüketici ilişkilerinin geliştirilmesine etkisi arasında güçlü bir ilişki olduğunu gösteriyoruz. Ayrıca personelin günlük seyahat faaliyetlerinde çevrimiçi eğitime istekli olmasını sağlıyoruz. Seyahat acenteleri, düşük maliyetle teknoloji kullanımı ve internet bilgisi yardımıyla daha fazla tüketiciye ulaşabilir. Son olarak bu araştırma, seyahat acentesi personeli için çevrimiçi eğitimin ve gezginlerin tüketici davranışlarının bir etkisi olduğunu göstermektedir.

AnahtarKelimeler: seyahatacenteleri; çevrimiçieğitim; Eğitim; tüketicidavranışları; teknoloji; internet.



## TABLE OF CONTENTS

### Contents

ACCEPTANCE/ APPROVAL	
DECLARATION	
ACKNOWLEDGEMENTS .....	iii
DEDICATIONS.....	iv
ABSTRACT .....	v
OZ.....	vi
TABLE OF CONTENTS .....	vii
LIST OF FIGURES.....	xi
ABBREVIATIONS .....	xii
CHAPTER 1 .....	1
INTRODUCTION AND GENERAL BACKGROUND.....	1
1.1 Introduction.....	1
1.2 Problem of the Study .....	2
1.3 Aim of the Study.....	3
1.4 Significance of the Study.....	3
1.5 Hypothesis.....	4
1.6 General Background.....	4
1.7 Evolution of travel agency .....	5
CHAPTER 2 .....	7
LITERATURE REVIEW.....	7
2.1 Introduction.....	7
2.1.1 Benefits of Technology in Tourism .....	8
2.1.1.1 Online travel agent (OTA) .....	9
2.1.1.2 Social media.....	12
2.1.2 Benefits of Online Education for Travel Agencies.....	12
2.1.2.1 Communication efficiencies.....	13
2.1.2.2 Enhancement of agent efficiency .....	13
2.1.2.3 Enhancement of client services .....	13
2.1.2.4 Capacity to introduce new technology.....	13

<b>2.1.3</b>	<b>Travel agencies and Technology .....</b>	14
<b>2.1.4</b>	<b>Consumer Behaviour towards Travel .....</b>	16
CHAPTER 3 .....		19
METHODOLOGY .....		19
3.1	Introduction.....	19
3.1.1	<b>Research Design .....</b>	19
3.1.2	<b>Sampling .....</b>	19
3.1.3	<b>Data Collection Procedures.....</b>	20
3.1.4	<b>Materials.....</b>	20
3.1.5	<b>Limitations .....</b>	20
3.1.6	<b>Data Analysis Procedures.....</b>	21
3.1.6.1	<b>Thematic Analysis.....</b>	21
3.1.6.2	<b>SPSS Analysis .....</b>	21
CHAPTER 4 .....		22
EMPERICAL RESULTS AND DISCUSSION .....		22
4.1	Introduction.....	22
4.1.1	<b>Descriptive statistics of travel agency staff .....</b>	22
4.1.2	<b>Descriptive statistics of travel agency staff gender .....</b>	22
4.1.3	<b>Descriptive statistics of travel agency staff nationality .....</b>	23
4.1.4	<b>Descriptive statistics of travel agency staff age .....</b>	23
4.1.5	<b>Descriptive statistics of travel agency staff marital status .....</b>	24
4.1.6	<b>Descriptive statistics of travel agency staff Education .....</b>	24
4.1.7	<b>Descriptive statistics of travel agency staff experience in tourism industry .....</b>	25
4.1.8	<b>Descriptive statistics of travel agency staff computer usage level.....</b>	25
4.1.9	<b>Descriptive statistics of travel agency staff internet usage level .....</b>	26
4.2	<b>Online Learning Readiness Scale (OLRS) results.....</b>	26
4.2.1	<b>Descriptive statistics of travel agency staff towards online learning.....</b>	27
4.2.2	<b>Responses of travel agency staff for questionnaire about online learning .....</b>	29
4.3	<b>Content Analysis and Survey Data of the Travel Agency Owner.....</b>	35
4.3.1	<b>Demographic analysis of the travel agency owners.....</b>	36
4.3.2	<b>Responses of the travel agency owners in related to the consumer behavior of the clientele. 43</b>	

CHAPTER 5 .....	47
CONCLUSIONS AND RECOMMENDATIONS .....	47
5.1 Introduction.....	47
5.1.1 <b>Theoretical findings</b> .....	47
5.1.2 <b>Test of Hypothesis</b> .....	49
5.1.3 <b>Policy Recommendations</b> .....	50
5.1.4 <b>Future Recommendations</b> .....	51
REFERENCES.....	52
Appendix A: Research questionnaire for travel agency owners .....	59
Appendix B: Research questionnaire for travel agency staff .....	63

## LIST OF TABLES

Table 4.1.2 descriptive statistics of staff gender .....	22
Table 4.1.3 descriptive statistics of staff nationality .....	23
Table 4.1.4 descriptive statistics of staff age .....	23
Table 4.1.5 descriptive statistics of staff marital status .....	24
Table 4.1.6 descriptive statistics of staff education level .....	24
Table 4.1.7 descriptive statistics of staff work experience .....	25
Table 4.1.8 descriptive statistics of staff computer usage level .....	25
Table 4.1.9 descriptive statistics of staff internet usage level .....	26
Table 4.2.1 Descriptive Statistics of online learning .....	27
Table 4.2.2 answers from different travel agency staff with respect to survey questionnaire .....	29
Table 4.2.3 correlation of the travel agency staff with online learning.....	34
Table 4.3.1 participant's employment status in other tourism sector.....	38
Table 4.3.2 Distribution of work in the sector other than the travel agency.....	38
Table 4.3.3 the element of excitement as a travel agent.....	39
Table 4.3.4 Purpose of the Travel Agency.....	39
Table 4.3.5 services offered to clientele.....	40
Table 4.3.6 type of clientele served at the travel agency.....	41
Table 4.3.7 years of internet usage for travel agency.....	41
Table 4.3.8 effective channel of communication for the travel agency.....	41
Table 4.3.9 application of key technology for the travel agency.....	42
Table 4.3.2.1 responses of travel agency owners related to consumer behavior..	43
Table 4.3.10 responses for problems faced from customers.....	44
Table 4.3.11 collecting feedback from clients.....	44

<b>Table 4.3.12 communicating with customers via social media.....</b>	<b>45</b>
<b>Table 4.3.13 type of social media used for travel agency activities.....</b>	<b>45</b>

## **LIST OF FIGURES**

<b>Figure 4.3.1 gender of the participant .....</b>	<b>36</b>
<b>Figure 4.3.2 nationality of the participant .....</b>	<b>36</b>
<b>Figure 4.3.3 age of the participant .....</b>	<b>36</b>
<b>Figure 4.3.4 marital status of participant.....</b>	<b>36</b>
<b>Figure 4.3.5 level of education of participant.....</b>	<b>37</b>
<b>Figure 4.3.6 years of experience in travel industry .....</b>	<b>37</b>
<b>Figure 4.3.7 computer usage for travel agency.....</b>	<b>37</b>
<b>Figure 4.3.8 Internet usage for travel agency.....</b>	<b>37</b>

**ABBREVIATIONS**

- TRNC: Turkish Republic of North Cyprus
- TC: Turkish citizen
- WWW: World Wide Web
- OLRIS : Online Learners Reading Scale

## **CHAPTER 1**

### **INTRODUCTION AND GENERAL BACKGROUND**

#### **1.1 Introduction**

Technology has been playing prominent role in travel and tourism sector. The economy of many tourist destinations was mostly dependable on tourism sector particularly for islands like NORTH CYPRUS. The role of travel agencies is the main aspect to be considered for attracting travelers towards tourism activities. The benefits of technology are not efficiently used by travel operators in order to obtain maximum output from tourism activities. This study helps to find out the benefits of technology in increasing revenue of travel agencies thereby improving the economy of a destination

As there are previous studies related to travel agencies and their contribution towards local economy, most of the studies suggest that there is a lack of prominent technology usage by them and therefore they are still not most successful in attracting tourists. In particular for a destination like north Cyprus, most of the agents who own a travel agency are local people, whose native language was more dominated than English language ( which most of travelers use). And many of them do not own a website for their agency due to this there is a lack of visibility of them on internet. So this study focuses on technology education for travel agencies and the benefits of the same. The staffs of the travel agencies who take care of tourist activities starting from ticket booking, hotel reservations, sightseeing, restaurant reservations, cab services and tour operator services need to have knowledge among all these sectors. So this

research helps on providing the travel agency staff with the required technical skills, online education and training.

Now a day's social media has become a basic necessity for mankind, people started using mobile phones with social media applications which they use for all kind of daily operations including travel and accommodation. With the world web 2.0 people became more engaged in dynamic and active interaction with internet, people started to share their experiences, ask and enquire about the places they are going to visit and they themselves are making their travel itineraries. So this tells travel agencies to make themselves adapted to the recent trends in technologies in order to stay profitable in their businesses.

The other most important aspect the travel agencies needed to focus on is Consumer relations towards travelers. The regular contact with the costumers helps them to achieve re visits of them and makes them suggesting about the travel agencies to their relations, family and acquaintances. Travelers are more likely to spend their leisure times for recreational activities, sightseeing, visiting new places and spending time with their beloved ones, etc., based on this the travel agents can catch up the opportunities with promotional offers, travel discounts, tour packages, etc. So this study concentrates on travel agencies to focus on consumer relations with travelers.

This study uses a cross sectional research of data collection and analysis. It uses both qualitative and quantitative methods to deliver a hearty analysis from respondents. Two types of questionnaire were developed using both open ended and close ended questions for interviewing travel agency owners/managers. For travel agency staff, a survey was conducted using close ended questions along with OLRs scale developed by Hung, Chou, Chen and Own (2010). For the analysis of the quantitative data, descriptive status including standard deviation and mean was mainly conducted. And for the analysis of qualitative data which was conducted from the owners/ managers of the travel agencies, a thematic approach was used.

This study will start off by giving a brief history about benefits of technology education for travel agencies including their advantages and disadvantages in tourism sector.

## **1.2 Problem of the Study**

Traveling now has become a regular activity for people worldwide. People visiting a new destination with a dominant language other than their primary language are preferring travel agencies for their ticket purchase,



accommodation, car booking and tour operator services etc. so the travel agencies there plays a major role in their tourism activity, for this the travel agent should be ready to provide the best services in order to achieve consumer satisfaction. For providing a tourist with the best services, a travel agent needs to be well trained, should be aware of recent trends in global tourism, able to communicate with consumers, able to respond and address their queries. This requires technology and online education for travel agencies for a free flow tourism activity and travel agency can improve their consumer relations. From this it follows that the travel agencies need to adapt with technology and online education in order to improve their consumer relations.

The problem of this study is to examine the benefits of technology and online education for travel agencies in tourism sector, to educate travel agencies and determine if this results in improving consumer relations.

### **1.3 Aim of the Study**

The aim of the study is

To provide the travel agencies with the benefits of online education, training and examine the progress.

To provide information about the benefits of online education to the travel agency staff and check whether it is for better or worse in tourism.

To help travel agencies overcome problems faced by travel agencies due to lack of online education.

To help travel agencies establish a healthy relationship with consumers with the knowledge of internet.

To help the travel agency staff maintaining regular contact with consumers through social media.

### **1.4 Significance of the Study**

The significance of this research is to find out if online education is beneficial for travel agencies towards improving consumer relations if so the travel agencies should pay more attention towards online education and technology in travel operations for establishing healthy consumer relationships.

### **1.5 Hypothesis**

Hypothesis testing's were derived basing on the fact this research was conducted on travel agencies about online education and training, benefits of internet and social media and the progress in consumer relations towards travel. 6 hypothesis were derived to test whether the online education helped in establishing consumer relations towards travel

H1: Travel agencies are aware of the benefits of online education and training.

H2: Travel agency staffs are willing towards online education and training.

H3: Lack of online knowledge resulted in decrease of tourism activity.

H4: With the knowledge of online education and training, staffs are ready to keep themselves updated with recent trends in tourism.

H5: With the knowledge of online education travel agencies are ready to face the challenges from consumers.

H6: An increase in online activity will be beneficial for agency business.

### **1.6 General Background**

Travel agency is a private or public sector which provides travel and tourism related products to public. Travel agencies sell travel related products to costumers which includes food and accommodation, flight ticket booking, railways reservation, car rentals, tour packages, cruise lines, travel insurances, guide books, tour operator services and travel packages to every client in order to make every travel plan successful. They play major part in developing the tourism sector for many leading nations. They serve mainly to sell products and services that are travel related to the customers on behalf of travel suppliers (Wikipedia contributors 2020, April 15).

Travel agencies work on a commission basis; they gain their income from both the travelers as well as suppliers. Travel agencies uses the services of major global distribution systems such as Worldspan, Amadeus CRS, Galileo GDS, sabre etc. to sort the listings of hotels and prices. With the advancements in technology most of travel operations are done through online plat forms which are termed as OTA's (Online Travel Agent). They may be medium sized organizations, multinational companies, small companies and independent agencies (Wikipedia contributors. 2020, April 15).

### **1.7 Evolution of travel agency**

In 1758, the first travel agency was setup as Cox & Kings limited which had its headquarters in India and United Kingdom. The Cox and Kings group had its operations in 22 countries and 4 continents.

In 1840 Bernardo Abreu established Abreu agency in Porto, which became the first agency to provide services to public.

Thomas Cook in 1841 arranged a special train from Leicester to Loughborough (England). The trip was a 12 mile journey round trip with 570 passengers to attend a temperance convention. The passengers were treated with tea, fresh baked buns and brass band music. During the trip, Thomas Cook received commission from railway and effectively became the first travel agent.

In 1871 Joseph Dean and John Dawson opened a Victorian era travel agency with a name of Dean and Dawson travel agency. It was initially started by John Dawson at Manchester, Sheffield and Lincolnshire Railway Company and later merged with Joseph Dean in 1880.

In 1886 the Polytechnic Touring Association was established by Regent Street Polytechnic to arrange UK and travel holidays for students and members of University of Westminster. Later it changed its name to Poly Travel and later on it became Thomson holidays.

In 1887 Bronwell travel established by Walter T Bronwell was the first travel agency in United States. The tour consisted of 10 European tour setting sail from New York.

In 1905 Japan started its own travel agency in the name of Nippon Travel Agency.

On April 12, 1929 In Tourist, a Russian tour operator was formed in Moscow. It became privatized in 1992 and after its collapse it was owned by Anex tours in 2019.

In 1930 American Airlines was started with a union of more than 80 small airlines and is headquartered in Fort Worth Texas. It is now the world's largest airlines measured in fleet size, passenger revenue mile and carrying passengers.

On November 19, 1949 China started its own travel agency in the name of China Travel Services to start market with other countries and to promote and develop tourism sector.

In 1951 Hello world travel was established in Australia as one of the first travel service provider. It is a travel business of Helloworld Travel Limited with more than 2000 travel agencies located throughout Australia and New Zealand.

In 1955 the first black owned Travel Company was formed to take group of black tourists to Africa in the name of Henderson travel service.

In 1989 mode travel became the first travel agency in South Korea with their liberalization.

Hotels.com which was established in 1991 is a website for booking hotel rooms online. It was first established as Hotel Reservation Network and in it changed its name to Hotels.com in 2002.

The first Online Directory of hotels was launched by Travel Web.com in 1994.

In 1995 the first Air ticket was sold online through Worldwide Web by Internet Travel Network.

On October 22 1996 Microsoft technologies funded for Expedia.com and launched it as the first large online travel agency. Expedia.com allows booking hotels, airlines, cruise lines and car rentals through website and mobile application.

In 1998 two colleagues at Media strategy consultant's spectrum Brent Hoberman and Martha Lane Fox founded lastminute.com to provide late holiday deals online. It gained huge popularity among the users and attained more than 500,000 regular users online.

In 2008 Brian Chesky and Joe Gebbia two roommates and former classmates, with the help of Nathan blechsrczyk started Airbed& Breakfast to offer short term living quarters for those who are unable to book hotels. Later in march 2009 the company name was shortened to Airbnb.com (Wikipedia contributors 2020, May 3).

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

Literature review is an academic paper, which incorporates the present information including meaningful discoveries, just as methodological and hypothetical dedications to a specific theme. Writing audits are auxiliary sources, and don't report unique or new trial work. Regularly connected with scholastic situated writing, such audits are found in scholarly diaries, and are not to be mistaken for book surveys that may likewise show up in a similar distribution.

This chapter revolves around various theories that revolve around technology education. This chapter also focuses on improving consumer relations for a long-term business communication. Previously there were studies about benefits of technology in tourism, benefits of education for travel agencies, technology and travel, tourism and consumer relations, travel agents and tourist relations, technology in tourism industry .,etc. but there are very less articles covered about education for travel agencies in increasing consumer relations and in developing tourism for a destination. So after studying many articles related to benefits of technology education for travel agencies and related articles for consumer relations, the knowledge form them was used to demonstrate the previous approaches towards my field of study. This research shows a different approach towards technology education for travel agencies which was less discussed in the previous articles.

This research works on establishing the connection between the gradual decrease in revenue from tourist arrivals, the impact online technology creating on travel agencies to adopt changing trends in global market to maintain quality of interaction between consumer and supplier for a long and sustainable travel

activity. Therefore by creating a comprehensive approach for a online travel agent technology towards a quality of consumer relationship.

### **2.1.1 Benefits of Technology in Tourism**

As a global enterprise, the travel enterprise connects a normal provider with buyers. However, the travel industry is additionally considered as one of the biggest worldwide and global ventures (WTTC 1997). Its digital systems empower overall voyaging, uniting a ways off societies and propensities, just like the media business, a part of the social separations regularly vanish. Also the travel industry has a massive economic effect, on a global Justas on a close by level. In spite of the truth that not typically remembered it is seen as being some of the three most substantial companies of the subsequent century (WTTC 1997).

According to Bennett, M. M. (1993) Travel agents in UK are currently using technology in various applications like Computerized reservation systems (CRSs), management information systems, view data, EDI and personal computers. Buhalis D. (1997) stated that distribution and intermediation were the crucial factors that are responsible for competitiveness and success of tourism sector, in general, small and medium-sized tourism enterprises (SMTEs) particularly. The scope of Information Technology on travel operations both internally and externally has showed in considerable change in the quality of services provided to the consumer as suggested by Bernnett,M.M.(1993). Buhalis D. (1997) also argued that Information and telecommunication technologies can offer strategic gear for the distribution of SMTEs' tourism products and thus reduce their isolation. Moreover, new technologies offer possibilities for developing revolutionary tourism merchandise inclusive of tele-working for travelers who would really like to spend time working throughout their stay at the destination.

According to Baines, A. (1998) the tourism and hotel sector is labor intensive and proud of challenges to offer personalized services to consumers. However technology is playing a major importance in their areas like the back office reservation systems which is mostly used as a prime source for hotel operations. Other, also in less technology used areas like catering departments such as cook chill and microwave cooking methods. Not surprisingly, in the tourism industry, the usage of technology is considered as a major means of improving the efficiency and service. The hotel industry may have been a little

slow to see the benefits of technology, but it is now embracing eagerly to it. This sector is starting to adopt many applications that are using technology as a main tool. The kitchen order ticket system which is being used by the waiters serves as a communication system between kitchen staff and the restaurant, it also helps to update the inventory automatically, these operations are done with the usage of computer technology in many of leading organizations thereby attaining more staff for the floor operations as suggested by Baines,a.(1998).

However Baines,a.(1998) also mentioned an other view that the usage of technology in the tourism industry posses a great threat to the very survival of travel organizations as ticket less travel increases also there is a direct access to the information, payments and booking. The adoption of era in the industry is not yet its top and it is difficult to predict the impact on employment. However, the very threats here recommend the travel agencies that survived will provide the folks with real added price service as simple brochure and ticketing process (Kogliah et al, 2008; Hashim, 2007).

Whereas ÈerbĂnescu, L., &NecÈulescu, C. (2013) stated that for sale of any tourism product or service there should be an exchange of information. There should be a quick flow of information between the clients and tourism providers for any tourism activity. The future of the tourism industry mostly depends on information technology as a mixture of communication and computers. The powers of Information technology allows the information to be used more effectively and a quick flow through computer networks.

The benefits through technology are more effective with the usage of online travel platforms for any travel plan purchase and also through the usage of social media platforms for advertising purposes.

#### **2.1.1.1 Online travel agent (OTA)**

Online travel agent is an online website or an online service which sells travel related products and services to the consumers. The services include hotel booking, flights tickets, tour packages, train tickets, car rentals and other travel activities. Crucially, online travel agencies are the territory parties; they sell travel related products on behalf of other companies including hotel industry. OTAs offers many services offered by offline travel agencies with added convenience and self-service approach including instant booking, self check-ins There are few OTA services which are used mostly for many travel related operations.

1. Booking.com

Booking.com was founded in 1996 in Amsterdam. It started as a small Dutch startup to a leading online travel operator. Booking.com is based in Amsterdam, Netherlands and supported by 198 offices internationally in 70 countries worldwide. By investing technology as tool it offers various tourism services including hotel booking, tour plans, travel bookings and much more to millions of customers worldwide.

2. Expedia.com

Expedia.com is a travel technology company, founded as a division of Microsoft in 1996. With its headquarters located at Seattle, Washington USA. Expedia is one of the leading online travel operators worldwide and has its operations running over 40 countries. It owns a number of subsidiaries which together provide hotel bookings, flight tickets, tour packages and many other tourism products and services to millions of customers worldwide.

3. Hotels.com

Hotels.com is located in Dallas, Texas in the United States and is owned by the Expedia group. It is an online travel operator which provides customers with hotel bookings, B&B, accommodation and condos online. It provides a service which allows the users to book hotels, Bread & Breakfast accommodation and private residences online.

4. Agoda.com

Agoda.com is an online travel service provider organizing from Singapore. It is owned by booking.com and performs booking services to customers. It helps the travelers with a huge choice of booking options with more than a million hotels and holiday homes. Agoda.com is effective in approaching the market strategies by providing cheap and discount accommodation activities.

5. Priceline.com

Priceline.com is located and operated from Norwalk, Connecticut, in the United States. It is owned by the booking holidays which are operated by booking.com. Priceline focuses more on heavy discount travel market. It offers a service termed as "name your own price" model which helps customers to set their ideal price, location and the service then finds a suitable option.

6. HRS.com

HRS.com is a German based online travel service provider with its offices located in Paris, New York and London. HRS.com started as an offline travel agency and it was founded back in 1972. It



provides services for private and business travelers; it provides a special discount of 30% for business rates and thus emerged as one of the major priority for hotels with business customers.

7. Airbnb

Airbnb is an online hospitality service provider, which operates mainly in providing accommodation services to the customers. The primary focus of the Airbnb is providing homestays and hotels too. It is known for its special lodging options based on the characteristics and customer criteria.

8. Orbitz.com

Orbitz.com is another online travel service provider which is a subsidiary of the Expedia group. Orbitz provides numerous travel options. It also provides services like flights, car rental, cruises and package deals along with hotel bookings.

9. LateRooms.com

LateRooms.com is well known for providing customers with the last minute deals. The services offered the same day booking for the overnight stays. Laterooms.com is established in Manchester, United Kingdom and started its services since 1999. However it started online bookings from 2002, it is among the top online travel service providers due to its various options in lodging and overnight stays with the discounted prices.

10. TripAdvisor.com

The TripAdvisor.com started in 2000 has its headquarters in Needham, United States. Tripadvisor is primarily known for providing restaurants service and online travel service activities. This platform offers the travel related services and products based on the reviews from the customers and other user generated content. It also helps in providing the availability of hotels along with the price options.

11. Trip.com

Trip.com was largest online travel agency in china where it was based in. it primarily focuses on Chinese market, both domestic and international travelers. Trip.com has a partnership with booking.com. Majority of sales to this OTA are from Shanghai, Beijing, Shenzhen, and Guangzhou.

## 12. Travelocity.com

The Travelocity.com which is operated by the Expedia group was started in 1996 at Dallas, United States. Travelocity is well known for its “travel for good” campaign which allows the customers to get rewarded for participating in Volunteering activities during their travel.

### **2.1.1.2 Social media**

Social media is one of a main source of technology that can be used by the travel agencies for making any kind of travel purchase. Travel agencies can advertise their products through social media applications which are now a day’s widely used by majority of people.

1. Facebook
2. Instagram
3. YouTube
4. Twitter
5. Snap chat
6. Wiber
7. Google
8. Wikipedia
9. Quora
10. My space

### **2.1.2 Benefits of Online Education for Travel Agencies**

According to Petersen & Lainie (2019,) with the advancements in technology, travel agencies can book, research and confirm travel activities online. The travel agencies do not require maintaining hard copies and doesn’t need to spend a lot of time for payment activities. The travel plan, payments and accommodation details are obtained from online and sent through a mail. Petersen & Lainie (2019) also argues that in recent years, the travel industry associations and travel vendors have been able to provide online education opportunities. This helps the travel agents to obtain information about the recent

trends in the global market, programs offered by the tourism department, gain information about the laws related to tourism industry. Thus the travel agents have become the experts in popular accommodations and travel hotspots. Computer reservation system provides travel agencies with a number of benefits including the 4 mentioned below

- 2.1.2.1 Communication efficiencies:** with CRS bookings, cancellation and amendments can be done within seconds. Due to this there is a considerable time saving over alternative communications like mail, fax and telephone
- 2.1.2.2 Enhancement of agent efficiency:** with the usage of CRS, time taken to undertake tasks such as air ticket fare calculation, determination of efficient flight routing, document issuing and insurance policies is reduced. Agents can also use CRS for maintaining invoices, log dairies to enhance their productivity without errors.
- 2.1.2.3 Enhancement of client services:** CRS helps the agents to continually connect with costumers which lead to immediate update about their travel plan, information about the destination, weather conditions and exchange rates. It also helps the agents to differentiate themselves from non- CRS equipped agencies.
- 2.1.2.4 Capacity to introduce new technology:** CRS provides a numerous operations for travel operators such as network services, products to automate their accounts, fax and email, internet services and data base products. It also act as finance agency hardware and provide consultancy services on technology issues.

However Maria-Eugenia Ruiz-Molina(2010) states that it is prominently important for the service providers to identify the buyer relational benefits which effects on the satisfaction and loyalty in relationship marketing. The loyalty of the customers provides continuous business activity and satisfaction. Travel agencies are those who act as a third party between consumer and hotels in earning money by conduct bookings as their attempt to strive in the global travel market (Christodoulidou et al., 2007, p. 227). (O'Connor and Frew, 2002) also added that the Online travel Intermediaries will provide a full range of

accommodation facilities to the consumers as they want to sell rooms from different hotels in order to gain their share.

Buhalis (2013) argues that the travel and tourism industry has been facing new challenges with the advancement in the technologies. And the advancements in the internet world has also lead to the revolutionary in the tourism and hospitality industries. However (Berger et al. 2006), argues that for a successful e-tourism business there are lot of tourism activities which includes exchange of information between the travelers, social interaction between the travelers, involvement of the travel agents, information availability through the internet and visualization of the tourism products and travel destinations. (Moutinho, 2002) added that the tourism managers who actively participate in technology activities and embrace new information technology to grab new users and manage interaction with them can achieve the competitive advantage of Enterprises.

Sigala (2003) states that the buyers has a capacity to do a spot and inexpensive evaluation of the services provided from the suppliers. Sigala (2003) also states that through connecting different buyers and suppliers, the buyers and sellers can easily evaluate their product and services. This leads to a efficient communication and effective transactions of payments.

However Lewis, I., Semeijn, J., & Talalayevsky, A. (January 01, 1998) states that the travel industry is being altered fundamentally by Information Technology. Computer reservation systems (CRSs) have been adopted earlier by the airlines and hotel chains, the present distribution system used by the travel agencies was outdated and relying more on third parties, vendors or travel agents who are traditionally equipped with specialized technologies, infrastructures and specific knowledge. In the present day tourism and travel environment, it is difficult to use the CRS platforms. Due to this there is a lack of user interface and visual interaction with users, who is usually a travel agent. Due to lack of these, costumers cannot understand the use of these systems and thus intermediaries use was promoted Lewis, I., Semeijn, J., & Talalayevsky, A. (January 01, 1998).

### **2.1.3 Travel agencies and Technology**

According to Lubbe, B. (2005) the tourism distribution system is considered as a process where the tourism related products and services are transferred between supplier and the consumer. This process is done either directly or indirectly by few distribution channels such as travel agencies. Travel agents act as a mediatory between the supplier and the consumer in order to receive commission from the suppliers for selling their services. The travel agents started to generate huge revenues from the airline service providers which served as the major source of their income. However there are a lot of distribution channels came into existence with the advancements in technology, internet, airline deregulations and changes in demands from the consumers. The internet had provided a source for information for suppliers as well as the consumers. Due to the demands from the consumers, the travel agents thus had become the agents for customers rather than the suppliers Lubbe, B. (2005).

Bhavani, Sanjay (2018), States that online travelling is the newest addition to the travelling ecosystem in India. With the usage of technology and computers, the internet knowledge there are many changes in the travel and tourism industry in India. However in India the online traveling is still in its early stages. Engaging users looking for quick results have not chosen the travelling as a main focus. Due to infrequent usage and loyalty of the services the engagement levels have been low among the users. However this is all changing with the focus on complete travel booking.

However Bennett, M. M. (1993) argues with the rapid changes in the technology, the travel and tourism has been transformed a lot from post and telephone mechanisms to a technological operated industry. The travel industry is no longer maintaining the hard copies and files like they once did. Instead the travel offices have become updated with the new technologies where the paper had been replaced with a computer. The information technology is playing a crucial role in providing a positive and pleasurable experience to the customers with the adaptation on technical knowledge. But the value of the information technology for the travel agencies goes further. Information Technology plays a crucial part in the role of tour operators. With this information the tour operators started reducing the selling costs by closing the telephone reservation system thereby passing the reservation costs to the retailer (Bennet, M.M 1993).

Due to rapid growth and development in the Information Technology, there is a huge effect on the techniques of doing business in the tourism industry. Internet and social media have become the prominent tools for the communication between consumers and suppliers. Internet also provided the users with a visualization of touristic products and services through images and videos along with acting as a barrier of communication between buyer and seller (Tsang, Lai & Law, 2010). The travel agencies have been using the digital technologies from the very beginning in form of Global distribution channels such as Amadeus, Sabre, Galileo, World span and Abacus for providing access of information to consumers (Kracht & Wang, 2010). The web technologies has also enabled the users to automate their searches by displaying the entire content of thr web pages using ULR's (Kracht & Wang, 2010).

(Kracht& Wang, 2010) also stated that before 1993, the tourism distribution system consisted of consumers, traditional tour operators, traditional retail travel agents, corporate travel agents, Destination Management Organizations, GDS's, incoming travel agents and suppliers. However (Luisam, Joaquin, Enrique & Anna, 2010) added that the retail travel agencies in this case are mostly served as intermediaries and advisors. As the tourism and travel industry is mostly a information oriented, there is a huge benefit with the internet usage.

#### **2.1.4 Consumer Behaviour towards Travel**

The major activity of a travel agency is to provide accessibility of information and improving communication with customers. Smith , A . D ( 2004 ) states that an efficient information about the services would help in improvement of costumer communication and satisfaction. He explained that the organizations with a proper focus on communication with costumers and relationship management are making better use of internet services. Internet helps them to express their requirements and opinions about the services, thus helping in a greater communication between organizations and costumers. However Goodhue, et al., (2002), explains that with the usage of information technology, which has been practiced widely in all business operations at these times, there is an increase in company's growth and consumer relationships are developed meaningfully.

Dudek, A., Jaremen, D.E., Michalska-Dudek, I., &Walesiak, M. (2019) explains the definition of customer loyalty as a customer commitment towards products and services (travel packages, tour operators etc.) offered by a particular travel agencies. The result of customer attitude and intention to purchase tourist services from them generates a positive opinion about the travel agencies. Kazandzhieva, Velia. (2016) argues that for the last 3 decades it has become a major problem for keeping loyal customers and repeated visits from them. As the recent trends in tourism markets and advancements in technology, the techniques to attract new customers have become less efficient in the tourism sector. As far as the today's digitalized trends and internet applications, the travel agencies are expected to preserve their activity in global market by establishing a healthy, loyal and long term relationship with their consumers in order to increase their business and stay in existing markets. Kazandzhieva, Velina. (2016) also states that customer loyalty as a combination of product value and awareness of its characteristics and advantages compared to similar market products. He also explained consumer behavior as a customer intention to repeated purchase a product or service from the organization and recommending the products and services to other customers and distributors, and there by attaining a regular sale and purchase of products from the organization.

Fyall et al (2003) explained that relationship marketing has a great influence in understanding the tourist loyalty. Although frequent numbers of customers are likely to experience variety and less preferred in repeating the location, due to this the travel agencies started to improve the variety activities at destinations and providing promotional offers in order to obtain loyalty of customers. This made them choose the same travel agency whenever they choose to visit the destination. This is a task in which travel agencies increasingly find themselves involved Wong and Kwong, (2004).

Levitt (1960), Argues that differences in the customer satisfaction happens when any establishment focuses more on the development of new products, that leaves customer as an object of business. Yusuf (2012), Explains that usually customers get satisfied when the services provided by an organization meets their expectations and are much more valuable than their competitors. In such a context, customer loyalty and satisfaction cannot be seen through the quantity of goods purchased. It depends on the repeated customer purchases and their recommendations to their acquaintances. Dudek, A., Jaremen, D.E., Michalska-Dudek, I., &Walesiak, M. (2019) defines that customer loyalty affects the money related consequences of endeavors by influencing expenses from the purchases

made by active clients and diminishing in working expenses. Consequently, productive methods concentrated on supporting the way towards establishing a loyalty with customer will empower go offices to assemble an upper hand, acquire an assurance of the acquisition of their offers, just as to minimize the danger of future showcasing practices.

Nimako (2012), explains that in general, customer satisfaction of a service as a difference between what the performance provided and what the performance expected. Whereas Belanche et al., (2012); Cole and Chancellor,(2009), adds that on the chance that clients are provided explicit administrations that meet their normal assessments, they will have positive feelings and feel positive about the administrations. Subsequently, the clients who are happy with the administrations will in general reuse the administrations. In this way, both client related and administration situated investigations have considered the consumer loyalty with specific administrations as one of the center determinants of clients' goal to reuse the administrations.



## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 Introduction**

This chapter focuses on the methods used for collection of data, analyzing and presenting the data subsequently. This will take into account the research design used for the study, sampling size and sampling methods, data collection procedures, materials used for the research and data analysis methods. It will also explain the validity and reliability of the research data.

##### **3.1.1 Research Design**

According to KJ Sileyew (2019) research design provides an appropriate framework of the study. It is a process in which a choice is made on how to obtain relevant information for the study. However according to kothari (2004) research design is a conceptual structure within which the research is conducted. It includes an outline of what a researcher intend to do. It constitutes the blueprint for data collection, measurement and analysis. This research makes use of primary data which is collected from the beginning. A cross sectional approach towards the research was used with equal dominance of qualitative and quantitative methods.

##### **3.1.2 Sampling**

There are 45 travel agencies which are categorized as group A and Group TA travel agencies in kyrenia according to KITSAB (Kibris Turk TurizmVeSeyahatAcenteleriBirliđi) . As the research was carried in travel

agencies in kyrenia, this study collects data from all 45 travel agencies in kyrenia.

According to the statistics of the Ministry of Tourism and Environment Turkish Republic of North Cyprus, the highest numbers of tourist arrivals in north Cyprus are among these travel agencies in kyrenia.

### **3.1.3 Data Collection Procedures**

Data for this research was obtained from conducting surveys with travel agencies. A survey was carried out in 45 travel agencies which are “A” category and “TA” category travel agencies in kyrenia, north Cyprus.

As a result of this two types of questionnaire (open ended and close ended) were used for survey. First questionnaire were used for travel agency owners (managerial level) and the second questionnaire were used to survey travel agency staff. Data was collected by making use of Survey with close ended questionnaire made using 5 Likert scale that ranges from 1 for strongly agree and 5 for strongly disagree was used for travel agency staff. Semi-Structured interviews and open ended survey questions which approximately requires 20-25 minutes of time are used to obtain qualitative data from the travel agency owners.

### **3.1.4 Materials**

To ensure the data collection was accurate and valid, I used OLRs- themed interviews with the travel agency staff. Online Learning Readiness Scale (OLRS) developed by Hung, Chou, Chen and Own (2010) was preferred for data collection. Through there are other scales which are related to the literature, OLRs is chosen due to its reliability, firm and accuracy.

### **3.1.5 Limitations**

This research was conducted over A category and TA category travel agencies in kyrenia, and thus not taking into account other category (B) travel agencies and travel agencies in other cities of north Cyprus. Still this research dealt with the top travel agencies according most number of tourist arrivals from 2018-2019 and travel agencies under A category are mostly located in kyrenia (18 out of 20). So this research studies the responses from majority of travel agency staff in north Cyprus.

### **3.1.6 Data Analysis Procedures**

Qualitative data collected from respondents used the content analysis, narrative analysis and theoretical framework to analyze the data collected from structured interviews. For analyzing the quantitative data, the mean scores, descriptive statistics and standard deviation were calculated. The levels of online learning were calculated based on the individual mean score of each item.

#### **3.1.6.1 Thematic Analysis**

According to Roberts, K., Dowell, A. & Nie, J (2019) thematic analysis is a way of conducting hermeneutic analysis from a group of analysis designed for non numerical data. It is a pattern of data analyzed from developing the codes which emerge as categories for the data analysis. However Roberts, K., Dowell, A. & Nie, J (2019) argues that the process involves identification of themes with relevance specific to research questions, research context and theoretical framework. It is a very useful method of data analysis in the field of social sciences. According to Braun, V., Clarke, V. (2006) thematic analysis has been widely used in the qualitative research. It also provides core for conducting many other qualitative analysis.

#### **3.1.6.2 SPSS Analysis**

SPSS is short for statistical package for the social sciences. It is widely used in many researchers for complex data analysis. It was originally launched by SPSS inc in 1968 and later IBM acquired it. SPSS provides 4 basic programs for the statistical data analysis statistics program, modeler program, text analytics fro survey program and visualization designer program.

SPSS has various statistical methods that can be used for data analysis including descriptive statistics, mean, standard deviation, variances, frequency and cross tabulation.

## CHAPTER 4

### EMPERICAL RESULTS AND DISCUSSION

#### 4.1 Introduction

This chapter revolves around analyzing the results obtained from the surveys conducted among the travel agency owners and the travel agency staff in both A and TA category travel agencies in Kyrenia, North Cyprus.

##### 4.1.1 Descriptive statistics of travel agency staff

This section gives a brief description if the participants demographical information. The frequency, validity and cumulative percentage of the participants calculated using the SPSS analysis is presented below.

##### 4.1.2 Descriptive statistics of travel agency staff gender

**Table 4.1.2 descriptive statistics of staff gender**

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Male	12	35.3	35.3	35.3
	Female	22	64.7	64.7	100.0
	Total	34	100.0	100.0	

In the above table it shows that 22 of travel agency staff are female, it constitutes 64.7% of the total sample study whereas 12 travel agency staff are male which consists of 35.3% of total sample

#### 4.1.3 Descriptive statistics of travel agency staff nationality

**Table 4.1.3 descriptive statistics of staff nationality**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TRNC	23	67.6	67.6	67.6
	TC	8	23.5	23.5	91.2
	Other	3	8.8	8.8	100.0
	Total	34	100.0	100.0	

In the above table 4.1.3 it shows that 23 travel agency staff are from TRNC which consists of 67.6% of total sample, 8 staff are from TC which consists of 23.5% of total sampling and 3 staff which consists of 8.8% are from other nationality.

#### 4.1.4 Descriptive statistics of travel agency staff age

**Table 4.1.4 descriptive statistics of staff age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25	3	8.8	8.8	8.8
	26-30	13	38.2	38.2	47.1
	31-35	7	20.6	20.6	67.6
	36-40	5	14.7	14.7	82.4
	above 40	6	17.6	17.6	100.0
	Total	34	100.0	100.0	

In the above table 4.1.4 it shows that 3 travel agency staff are in between 20-25 years of age which consists of 8.8% of total sample, 13 staff which consists of 38.2% belong to 26-30 years of age, 7 staff which consists of 20.6% of total sample belong to 31-35 years age, 36-40 years age group staff consists of 14.75 of total sample are 5 people and 6 people whose age is above 40 consists of 17.6% of total sample.

#### 4.1.5 Descriptive statistics of travel agency staff marital status

**Table 4.1.5 descriptive statistics of staff marital status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	25	73.5	73.5	73.5
	Single	9	26.5	26.5	100.0
	Total	34	100.0	100.0	

In the table above 4.1.5 it shows that 25 travel agency staff is married and it consists of 73.5% of total sample and 9 staff which consists of 26.5% of total sample are single.

#### 4.1.6 Descriptive statistics of travel agency staff Education

**Table 4.1.6 descriptive statistics of staff education level**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary	6	17.6	17.6	17.6
	Undergraduate	25	73.5	73.5	91.2
	Masters	3	8.8	8.8	100.0
	Total	34	100.0	100.0	

In the table 4.1.6 above it shows 6 travel agency staff completed their secondary level of education which consists of 17.6% of total sample, 25 staff which consists of 73.5% of total sample completed their graduation and 3 staff who completed their masters level of education consists of 8.8% of total sample.

#### 4.1.7 Descriptive statistics of travel agency staff experience in tourism industry

**Table 4.1.7 descriptive statistics of staff work experience**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than a year	3	8.8	8.8	8.8
	1-2 years	4	11.8	11.8	20.6
	3-5 years	11	32.4	32.4	52.9
	more than 5 years	16	47.1	47.1	100.0
	Total	34	100.0	100.0	

In the table 4.1.7 above it shows 3 travel agency staff have an experience of less than a year in tourism industry which consists of 8.8% of total sample, 4 staff who value 11.8% of total sample have an experience of 1-2 years in tourism industry, 11 travel agency staff who have an experience of 3-5 years consists of 32.4% of total sample and 47.1% of total sample are occupied by 16 staff who have an experience of more than 5 years

#### 4.1.8 Descriptive statistics of travel agency staff computer usage level

**Table 4.1.8 descriptive statistics of staff computer usage level**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aware	6	17.6	17.6	17.6
	Good	13	38.2	38.2	55.9
	very good	15	44.1	44.1	100.0
	Total	34	100.0	100.0	

In the table 4.1.8 above 6 travel agency staff are aware of computer usage who consists of 17.6% of total sample, 13 staff who are good at computer usage consist of 38.2% of total sample and 15 staff who are very good at computer usage level belong to 44.1% of total sample. This

implies that each travel agency staff is aware of computer usage by a minimum extent and there are no responses of people saying poor and very poor during the survey which can be understood from question 7 attached

#### 4.1.9 Descriptive statistics of travel agency staff internet usage level

**Table 4.1.9 descriptive statistics of staff internet usage level**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aware	1	2.9	2.9	2.9
	Good	7	20.6	20.6	23.5
	very good	26	76.5	76.5	100.0
	Total	34	100.0	100.0	

In the table 4.1.9 above 1 travel agency staff is aware of internet usage for travel agency operations which consists of 2.9% of total sample, 7 staff who are good at internet usage for travel agency operations belong to 20.6% of total sample and 26 staff who are very good at internet usage for travel agency operations belong to 76.5% of total sample.

#### 4.2 Online Learning Readiness Scale (OLRS) results.

The survey designed with 18 questions that are adopted from OLR scale developed by Hung, Chou, Chen and Own (2010). The responses from all the participated travel agency staff are gathered and presented in the tables below.



#### 4.2.1 Descriptive statistics of travel agency staff towards online learning

**Table 4.2.1 Descriptive Statistics of online learning**

	N	Mean	Std. Deviation
I setup my own learning goals	34	3.94	.649
I carry out my own study plans	34	4.26	.790
I have higher expectations for my learning performance.	34	4.41	.857
I seek assistance when facing learning problems.	34	4.32	.945
I manage time well.	34	4.18	1.086
I feel confident in using the Internet (Google, Yahoo) to find or gather information for online learning.	34	4.26	.898
I feel confident in performing the basic functions of Microsoft Office programs (MSWord, MS Excel, and MS PowerPoint).	34	4.24	.741
I feel confident in my knowledge and skills of how to manage software for online learning	34	4.06	.919
I can direct my own learning progress.	34	3.91	.793

I repeat the online instructional materials on the basis of my needs.	34	4.00	.816
I am not distracted by other online activities when learning online (Instant messages, Internet surfing).	34	3.53	1.376
I am open to new ideas.	34	4.38	.817
I like to share my ideas with others.	34	4.26	.898
I improve from my mistakes.	34	4.24	.923
I have motivation to learn.	34	4.26	.931
I feel confident in expressing myself (emotions and humor) through text.	34	4.21	.946
I feel confident in using online tools (email, discussion) to effectively Communicate with others.	34	4.26	.790
I feel confident in posting questions in online discussions.	34	4.21	.845
Valid N (list wise)	34		

In the above table 4.2.1 it shows that the mean values of the travel agency staff for Online Learning Readiness Scale (OLRS) developed by Hung, Chou, Chen and Own (2010). The mean values of the travel agency staff for the questions are ranging in between 3.53 and 4.41 where 1 represents strongly disagree , 2 as disagree, 3 as neutral, 4 as agree and 5 as strongly agree. Whereas the standard deviation values ranging between .649 and

1.376 suggest that the mean values are not spread out much. From the mean values it can be understood that the participants has shown positive interest towards online learning.

#### 4.2.2 Responses of travel agency staff for questionnaire about online learning

**Table 4.2.2 answers from different travel agency staff with respect to survey questionnaire**

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I setup my own learning goals	0	0	8	20	6
I carry out my own study plans	0	2	1	17	14
I have higher expectations for my learning performance.	1	0	2	12	19
I seek assistance when facing learning problems.	1	1	2	12	18
I manage time well.	2	0	5	10	17
I feel confident in using the Internet (Google, Yahoo) to find or gather information for online learning.	0	2	4	11	17
I feel confident in performing the basic functions of Microsoft Office programs (MSWord, MS Excel, and MS PowerPoint).	0	1	3	17	13
I feel confident in my knowledge and skills of how to manage software for online learning	0	2	7	12	13
I can direct my own learning progress.	0	1	9	16	8
I repeat the online instructional materials on the basis of my needs.	0	1	8	15	10
I am not distracted by other online activities when learning online (Instant messages, Internet surfing).	5	2	7	10	10
I am open to new ideas.	1	0	1	15	17
I like to share my ideas with others.	1	0	4	13	16

I improve from my mistakes.	1	0	5	12	16
I have motivation to learn.	1	0	5	11	17
I feel confident in expressing myself (emotions and humor) through text.	1	0	6	11	16
I feel confident in using online tools (email, discussion) to effectively Communicate with others.	0	2	1	17	14
I feel confident in posting questions in online discussions.	0	1	6	12	15

In the table above table 4.2.2 it shows the responses of the travel agency staff when asked about their willingness towards the online learning.

The responses when the travel agency staff are asked about “I set up my own learning goals” 20 travel agency staff agreed; 6 staff said they strongly agree and 8 submitted their neutral opinion and there are no responses of staff saying disagree and strongly disagree. This shows that the travel agency staffs are agreeing with the above statement with 26 among 34 agreeing.

The responses when the travel agency staff are asked about “I carry out my own study plan” 14 said they strongly agree; 17 said they agree; 1 staff opted neutral and 2 staff choose disagree as their response. This shows more travel agency staffs (31 among 34) are ready to carry out their own study plan during an online learning process.

The responses when the travel agency staff is asked about “I have higher expectations for my learning performance” 19 responses include strongly agree; 12 responded for agree; 2 participants are neutral and 1 participant disagreed with the statement. This shows the majority of travel agency staff (31 among 34) are agreeing with having higher expectations for their learning performances.

When the travel agencies staffs are asked about “I seek assistance when facing learning problems” 18 staff strongly agreed; 12 opted for agree; 2 said they are neutral; 1 disagreed and 1 participant strongly disagreed with the statement. This helps us understanding that 30 among 34 travel agency staff is ready to seek assistance when facing problem in learning.

The responses when travel agency staff is asked about “I manage time well” 17 staff responded with strongly agree; 10 agreed; 5 stayed neutral and 2 participants strongly disagreed with the statement. This show that 27 among 34 travel agency staffs are ready to manage their time well for online learning.

The responses for “I feel confident in using the internet (Google; Yahoo) to find or gather information for online learning” 17 strongly agreed; 11 agreed; 4 stayed neutral and 2 staff disagreed concluding that 29 among 34 staff are willing to gather information from Google; Yahoo for their online learning.

The responses for “I feel confident in performing the basic functions of Microsoft Office programs (MSWord, MS Excel, and MS PowerPoint)” are 13 strongly agreed; 17 agreed; 3 staff stayed neutral and 1 disagreed. This shows that the most of travel agency staff (30 among 34) are confident in performing the basic functions of Microsoft office programs.

The responses for “I feel confident in my knowledge and skills of how to manage software for online learning” shows 13 staff strongly agreeing; 12 agreeing; 7 with neutral response and 2 disagreed participants. The responses indicate that 25 travel agency staffs are confident in their knowledge and skills to manage software for online learning.

For “I can direct my own learning process” the responses are 8 strongly agree; 16 agree; 9 neutral and 1 disagree. This concludes 24 among 34 of the travel agency staff can direct their own learning process.

When asked about “I repeat the online instructional material on the basis of my needs” 10 responded with strongly agree; 15 agree; 8 neutral and 1 participant disagreeing showing that 25 among 34 participants in favor of the statement.

The responses when travel agency staff is asked about “I am not distracted by other online activities when learning online (Instant messages, Internet surfing)” are 10 for strongly agree; 10 for agree; 7 neutral; 2 disagree and 5 strongly disagreed participants. This shows that few travel agency staffs (7) are a bit distracted by the online activities whereas majority of them (20) are not distracted by the other online activities while learning online.

For “I am open to new ideas” 17 travel agency staff strongly agreed; 15 agreed; 1 neutral and 1 strongly disagreed concluding that 32 among 34 travel agency staffs are always ready for new ideas.

For “I like to share my ideas with others” 16 participants strongly agreed; 13 agreed; 4 stayed neutral and 1 responded for strongly disagree. This shows that the travel agency staffs are ready to share their ideas with others in 29 cases for a total of 34.

In response to “I improve from my mistakes” 16 strongly agreed; 12 agreed; 5 opted neutral and 1 responded with strongly disagree concluding 28 among the 34 respondents are ready to improve for their mistakes.

In response to “I have motivation to learn” 17 responded with strongly agree; 11 responded for agree; 5 opted neutral and 1 opted for strongly disagree. This shows 29 among 34 travel agency staff are agreeing with they have a motivation to learn.

The responses for “I feel confident in expressing myself (emotions and humor) through text” are 16 strongly agree; 11 agree; 6 neutral and 1 strongly disagree. This shows that 27 travel agency staff among 34 are confident in expressing themselves through text.

When asked about “I feel confident in using online tools (email, discussion) to effectively communicate with others” 14 participants strongly agreed; 17 agreed 1 stayed neutral and 2 participants disagreed. Thereby concluding 31 participants among 34 are confident in using online tools to effectively communicate with others.

The responses for “I feel confident in posting questions in online discussions” are 15 strongly agree; 12 agree; 6 neutral and 1 disagree. This shows that 27 participants among 34 travel agency staff are confident in posting questions in online discussions.

From the table 4.2.3 below it shows the correlation between the travel agency staff education, computer usage and internet usage with the online learning. The Pearson’s correlation value for the travel agency staff with the online learning has shows the positive values in relation to the online learning it shows that both the variables tend to increase or decrease together.

The table shows that there is a significant co relationship between the education levels of participant, computer usage level and internet usage levels of the participant with the online learning. Except in two cases for the education level of the participant with “I feel confident in my

knowledge and skills of how to manage software for online learning” and “I feel confident in posting questions in online discussions” which shows there is no correlation between them.

Hereby this study concludes that there is a significant increase in one variable with the increase in other. But in two cases for education level of the participant with feeling confident in managing software for online learning and posting questions in online discussions the variable are negatively correlated.

**Table 4.2.3 correlation of the travel agency staff with online learning**

		Education level of the participant	computer usage level	internet usage level for travel agency
I setup my own learning goals	Pearson Correlation	.256	.531	.317
I carry out my own study plans	Pearson Correlation	.208	.389	.029
I have higher expectations for my learning performance.	Pearson Correlation	.154	.438	.533
I seek assistance when facing learning problems.	Pearson Correlation	.248	.388	.559
I manage time well.	Pearson Correlation	.029	.387	.360
I feel confident in using the Internet (Google, Yahoo) to find or gather information for online learning.	Pearson Correlation	.249	.342	.289
I feel confident in performing the basic functions of Microsoft Office programs (MSWord, MS Excel, and MS PowerPoint).	Pearson Correlation	.136	.484	.330



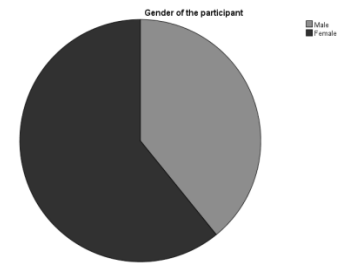
I feel confident in my knowledge and skills of how to manage software for online learning	Pearson Correlation	-.053	.591	.292
I can direct my own learning progress.	Pearson Correlation	.352	.193	.315
I repeat the online instructional materials on the basis of my needs.	Pearson Correlation	.072	.445	.508
I am not distracted by other online activities when learning online (Instant messages, Internet surfing).	Pearson Correlation	.196	.183	.205
I am open to new ideas.	Pearson Correlation	.155	.077	.467
I like to share my ideas with others.	Pearson Correlation	.183	.163	.289
I improve from my mistakes.	Pearson Correlation	.109	.388	.393
I have motivation to learn.	Pearson Correlation	.240	.243	.406
I feel confident in expressing myself (emotions and humor) through text.	Pearson Correlation	.038	.347	.304
I feel confident in using online tools (email, discussion) to effectively Communicate with others.	Pearson Correlation	.134	.389	.554
I feel confident in posting questions in online discussions.	Pearson Correlation	-.096	.437	.200

#### 4.3 Content Analysis and Survey Data of the Travel Agency Owner

This section analyzes the qualitative data collected using the survey method. This section starts with showing the demographics of the owners of the travel agencies in Kyrenia, North Cyprus.

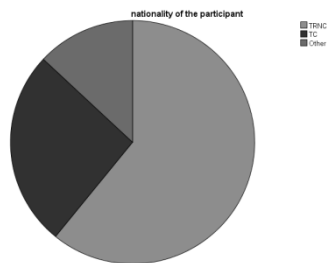
### 4.3.1 Demographic analysis of the travel agency owners

The respondents of this research are both male and female whereas 60.1% of the respondents are women and 39.1% are men who own a travel agency



**Figure 4.3.1 gender of the participant**

**Source: Authors own illustration**

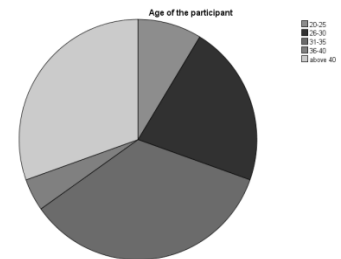


**Figure 4.3.2 nationality of the participant**

**Source: Authors own illustration**

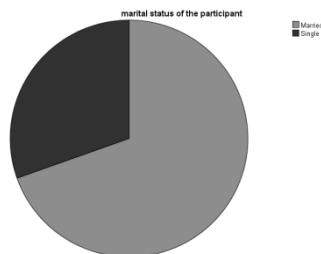
The nationality of respondents consists of 60.9% TRNC citizens; 26.1% of Turkish citizens and 13 % belong to other nationality. Containing majority of owners belong to the locality.

The participants among the respondents belong to age groups varying from 20 to age above 40 where as 34.8% are in between 31-35 years; 30.4% are above 40 years; 21.7% belong to the age group of 26-30 years; 8.7 are in between 20-25 and 4.3% in between 36-40 years of age.



**Figure 4.3.3 age of the participant**

**Source: Authors own illustration**

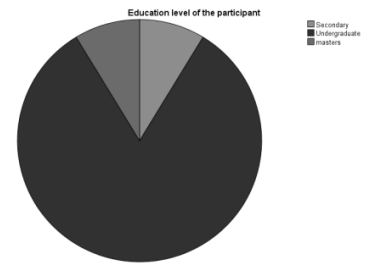


**Figure 4.3.4 marital status of participant**

**Source: Authors own illustration**

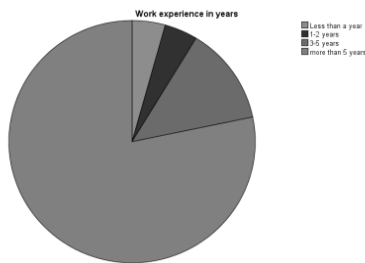
Majority of the travel agency owners are married (69.6%) compare to that of unmarried respondents (30.4%).

Most of the travel agency owners (82.6%) have completed their graduation degree while (8.7%) finished their secondary school and (8.7%) have a master's degree.



**Figure 4.3.5 level of education of participant**

**Source: Authors own illustration**

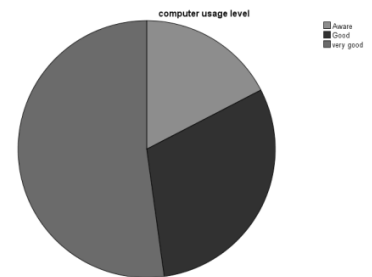


**Figure 4.3.6 years of experience in travel industry**

**Source: Authors own illustration**

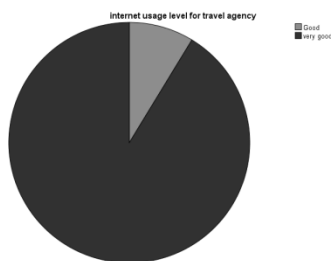
The owners of the travel agency are well experienced with 78.3% of respondents having an experience of more than 5 years; 13% with an experience of 3-5 years; 4.3% with an experience of 1-2 years and 4.3% with less than 1 year of experience in the travel industry.

When the computer usage levels of the travel agency owners were asked in a range of 1-5 where 1 being very poor; 2 being poor; 3 being aware; 4 being good and 5 being very good, the responses are 52.2% for very good; 30.4% for good and 17.4% are aware of computer usage for the travel agency operations.



**Figure 4.3.7 computer usage for travel agency**

**Source: Authors own illustration**



**Figure 4.3.8 Internet usage for travel agency**

**Source: Authors own illustration**

When asked about the internet usage for the travel agency the responses showed 91.3% are very good and 8.7% are good at using the internet for the travel agency.

As part of the research, the participants were asked whether they worked in any tourism sector other than the travel agency. In this context, the answers given by the participants are as follows.

**Table 4.3.1 participant's employment status in other tourism sector**

	N	Percentage
Yes	12	%52
No	11	%48
Total	23	%100

48% of the participants stated that they did not work in any other sector other than the travel agency. 52% stated that they have worked in tourism sector other than the travel agency. The distribution of the sector in which the respondents answered yes is as follows.

**Table 4.3.2 Distribution of work in the sector other than the travel agency**

Working sector	N	Percentage
Hotel	4	%34
• Private Sector	2	%18
Computer	1	%8
Education	1	%8
Accounting	1	%8
Pub	1	%8
Bank	1	%8
Lawyer Office	1	%8
c Total	12	%100

participants stated that they worked in the hotel before, 2 of them worked in the private sector and 1 participant in the computer, education, accounting, bar, bank and law office.

- Participants were asked about what kind of excitement they have when working in the travel agency. The answers of the participants are examined in Table....

**Table 4.3.3 the element of excitement as a travel agent**

The element of excitement	N	F
Communicating	9	%36
Service delivery	5	%20
Learning new systems and information	4	%16
I am not excited	3	%12
Offering a holiday option	3	%12
Salary	1	%4
Total	25	%100

What excites you about a travel agency? Participants stated 25 opinions in total. Of these views, 9 stated that they were communicating, 5 providing services, 4 learning new systems and information, 3 offering vacation options, and 1 expressed salary. 3 of the participants stated that they are not excited.

In general, the opinions expressed by the participants in this theme are as follows;

*“Being able to provide good, good service to people, to help in every issue, to offer them the holiday opportunities they want to realize” P10.*

*“To provide Friendly, quality and fully equipped service and customer relations” P21.*

*“Being an intermediary for the money flow of the guests brought from abroad” P19.*

*“Learning new systems” P15.*

*“Contact with many people and remedy their wishes” P11.*

- When asked about the purpose of travel agencies, the answers of the participants were collected under 8 headings. Participant responses are discussed in the table below.

**Table 4.3.4 Purpose of the Travel Agency**

Purpose	N	F
Ticket supply	9	%29
Quality service	5	%16
Offering a holiday option	4	%13
Meet new people	3	%10
Customer happiness	3	%10
Contribution to the economy	3	%10
Earning money	2	%6

Introducing the Country	2	%6
Total	31	%100

- 9 of the 31 expressions given by the participants to the question the purpose of travel agencies are ticketing, 5 for quality service, 4 for holiday options, 3 for meeting new participants, meeting new people, customer satisfaction and contributing to the economy, earning money and 2 participants said country representation. The opinions of the participants are given below;  
*“Maintaining strong relationships with hotels and international travel operators, organizing a comfortable holiday for guests”* P14  
*“Providing quality and friendly service to all our customers”* P21  
*“To serve in the best way, to contribute to the national economy”*  
P16  
*“Ticketing”* P7  
*“Meeting new people everyday”* P5
- The frequency of variables when the travel agencies are asked about the kind of services they offer to the clientele

**Table 4.3.5 services offered to clientele**

Type of service offered to clients	Yes (%)	No (%)
Air ticketing	95.7	4.3
Visa processing	21.7	78.3
Travel package	65.2	34.8
Airport transfer	60.9	39.1
Hotel booking	87.0	13.0
Car rental	43.5	56.5

- Frequencies when asked about the type of clientele served at the travel agency.

**Table 4.3.6 type of clientele served at the travel agency**

Type of clientele served	Yes (%)	No (%)
--------------------------	---------	--------

Individual	87.0	13.0
Group	60.9	39.1
Corporate	-	-
Others	-	-

- The responses for the number of years the travel agency have been using the internet 69.6% responded for more than 8 years; 8.7% have been using for 6-8 years; 17.4% for 2-5 years and 4.3% for less than a year.

**Table 4.3.7 years of internet usage for travel agency**

Years of using internet for travel agency	N	F (%)
Less than 1 year	1	4.3
2-5 years	4	17.4
6-8 years	2	8.7
More than 8 years	16	69.6
Total	23	100

- 82.6% of the travel agencies have a own website for their day to day travel activities and 17.4% of travel agencies doesn't own a website.
- The frequencies of most effective channel of communication for the agency promotion are as below.

**Table 4.3.8 effective channel of communication for the travel agency**

Kind of service	Yes (%)	No (%)
Telephone	30.4	69.6
Face to face	52.2	47.8

Advertisement through hoardings, newspaper and radio	34.8	65.2
Internet (websites)	34.8	65.2
Internet (social media)	69.6	30.4

- When the respondents are asked about number of hours they spend on internet per a day, the responses include 56.5 spending more than 8 hours; 30.4 spending 6-8 hours and 13.0 respondents spending 2-5 hours on internet per day.
- The responses of the variable when asked about the application of key technology (internet) shows

**Table 4.3.9 application of key technology for the travel agency**

Purpose	Yes (%)	No (%)	Cumulative percent
Ticket purchasing	82.6	17.4	100
Agency promotion	34.8	65.2	100
Client communication	56.5	43.5	100
Travel services interaction	34.8	65.2	100
Website development	26.1	73.9	100

- When the travel agency owners are asked about their participation in any online education program before, 21.7 % said yes and 78.3% said no. hence concluding majority of respondents are not active in online education participation.
- When asked about the frequency of participating in the online education programs 4.3% agreed more frequent participation and 47.8% each responded for rare participation and never participated in online education programs.
- When asked about the frequency in which the owners conduct training programs for the travel agency staff, 34.8% said a frequent



training; 56.5% agreed for a rare training for staff and 8.7% opted for never conducting training for travel agency staff.

#### 4.3.2 Responses of the travel agency owners in related to the consumer behavior of the clientele.

**Table 4.3.2.1 responses of travel agency owners related to consumer behavior**

Statement	Yes (%)	No (%)
Problems faced from consumers due to lack of online education	8.7	91.3
Staff in travel agency updated with recent trends in tourism industry	82.6	17.4
Collecting feedback from clients	91.3	8.7
Addressing the client problems immediately	95.7	4.3
Informing guests about the travel promotions and festive packages through personal mail	52.2	47.8
Communication with their customers through social media	65	35

- When travel agency owners are asked about problems from costumers due to lack of online education 91.3% of the owners disagreed with the statement and 8.7 said they faced problems from the client due to lack of online education.

**Table 4.3.10 responses for problems faced from customers**

	N	F
Yes	2	%8.7

No	21	%91.3
Total	23	%100

- The responses from the travel agency owners when asked “does the staff in travel agency updated with recent trends in tourism industry?” 82.6% said yes which consists of 19 participants and 4 participants consisting 17.4% disapproved the statement.
- When asked about collecting the feedback from the client, 91.3% agreed and 8.7% said they don’t collect feedback from the clients.

**Table 4.3.11 collecting feedback from clients**

	N	F
Yes	21	%91.3
No	2	%8.7
Total	23	%100

- Within the scope of the research 22 travel agency owners (95.7%) are ready to address the client problems immediately whereas 1 participant (4.3%) are less interested in addressing the client problems.
- When asked “do you stay in regular contact with guest after his/ her travel through your travel agency?” 87% of the travel agency owners said yes and 13% of the travel agency owners said no.
- When asked “do you inform guests about the travel promotions and festive packages through personal mail?” 52.2% travel agency owners has shown interest in informing guests about the travel packages through mail and 47.8% are not interested in doing the same.
- Within the scope of the research, the participants were asked whether the travel agency communicated with their customers

through social media and ifso, which social media they used. Accordingly, the responses given by the participants are as follows.

**Table 4.3.12 communicating with customers via social media**

	N	F
Yes	15	%65
No	8	%35
Total	23	%100

65% of the participants stated that they communicate with their customers through social media and 35% of them stated that they do not use social media to communicate with their customers. The distribution of social media used by the participants who answered yes is as follows.

**Table 4.3.13 type of social media used for travel agency activities**

Social Media Used	N	F
Facebook	11	%50
E-mail	5	%23
Social network	2	%9
Whatsapp	3	%13
Web page	1	%5
Total	22	%100

15 of the participants (65%) stated that they communicate with their customers through social media. According to the statements of the participants, 11 stated that they use Facebook, 5 use email, 2 use social networks, 3 use whatsapp and 1 use web page.

2 of the participants who answered no were not interested in dealing with social media, the other 2 participants were not communicating with their customers and the other participants did not specify why.

- When the travel agency owners are asked about which website or online travel platform they use for their travel bookings 5

respondents have chosen booking.com; 8 have chosen hotels.com; 1 for Agoda; 4 for trip advisor.com; 1 for kayak; 17 opted for other whereas no respondent have chosen trivago.com and expedia.com. Concluding most of the travel agencies in Kyrenia are using either their own website or other OTA for their travel purchasing.

## **CHAPTER 5**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter will summarize all that have been discussed, investigated and analyzed during the research process. This chapter provides the detailed discussion of the results, in addition the hypothesis are checked whether to prove they are accepted or rejected. The chapter also provides the objectives were met or not thereby giving answers to the research questions. This chapter then concludes by providing the policy recommendations and future recommendations.

##### **5.1.1 Theoretical findings**

- In conclusion this study provides that the knowledge of technology and online education for the travel agency staff helps in an increase of tourism activity. This is so because it shows more than 90 % of the travel agency staff in the Kyrenia, North Cyprus is willing towards the online learning for their day to day travel activities.
- According to the research there is a significant relationship between the education levels, computer usage and internet usage of the travel agency staff with the online learning. This shows that

the travel agency staffs in most of the travel agencies have proper education skills, computer knowledge and skills of using internet for their daily activities.

- Therefore the online learning for the travel agency staff neither disturbs their daily activities nor is difficult to learn for them. And also it is beneficial in many ways for the travel agency economy and growth.
- As the leading organizations are more concentrated on the customer satisfaction and loyalty while selling a particular product or service to its consumers, the relationship between the company and its consumers are more reliable on strengthening the bond between the company and its consumers (Han, H.; Eom, T.; Chung, H.; Lee, S.; Ryu, H.B.; Kim, W) the research shows that the travel agency owners agreed on the fact that there is a significant relationship between the online activity of the travel agency and the consumer behavior of the guests. This research also shows that the online activity helps the travel agencies to get in more touch with their customers.
- Improving the levels of satisfaction of the consumers is the utmost importance of the travel and tourism service providers for any tourism related product or service provider in order to survive in the trending global market place (Han, H.; Eom, T.; Chung, H.; Lee, S.; Ryu, H.B.; Kim, W) this shows that the travel agencies in Kyrenia have to focus more on the consumer relations to stay in the business.
- Even though the travel agencies are using social media for their agency promotions, most of the travel agencies are still using the news papers, hoardings and face to face communications for their travel agency promotions.
- Travel agencies in kyrenia are using the internet mostly for ticket purchasing rather than website development, agency promotion, client communication and travel service interaction.
- This research hereby explains that the travel agencies should pay more attention towards providing online education and training for

their staff in order to meet the goal of improving consumer relations and business of the travel agency.

### 5.1.2 Test of Hypothesis

H1: Travel agencies are aware of the benefits of online education and training.

Since 78.3% of the travel agencies in kyrenia have not participated in any online training programs before and the travel agencies are either rare or never conducted any online training program classes for the staff. This concludes the travel agencies are not aware of the benefits of online education and training.

Hence H1 is rejected

H2: Travel agency staffs are willing towards online education and training.

The mean values of the travel agency staff for the questions are ranging in between 3.53 and 4.41 where 1 represents strongly disagree , 2 as disagree, 3 as neutral, 4 as agree and 5 as strongly agree. From the mean values it can be understood that the participants has shown positive interest towards online learning.

Hence H2 is accepted

H3: Lack of online knowledge resulted in decrease of tourism activity.

When the travel agency staffs are asked about the application of key technology for the travel operations the results shown they spend more time in ticket purchasing rather than website development, agency promotion, client communication and travel service interaction.

The responses for informing the guests about the travel packages and festival information showed nearly half of the travel agencies failed to do so. This concludes there is a decrease in the tourism activity due to lack of online knowledge.

Hence H3 is accepted.

H4: With the knowledge of online education and training, staffs are ready to keep themselves updated with recent trends in tourism.

The travel agencies owners in most of the cases agreed that they are updated with the recent trends in tourism industry and yet there is a lack of communication between the travel agencies and the consumers regarding the travel packages and festive offers and the travel agencies are not using the benefits of top OTT platforms for their travel activities.

This show the travel agencies are still in lack of proper knowledge about the recent trends in tourism sector which can be achieved with online education and training.

H4 is accepted.

H5: With the knowledge of online education travel agencies are ready to face the challenges from consumers.

Since 91.3% of the participants responded for not facing any problem form he customers and 95.7% of the participants address the client problems immediately there is a huge probability of travel agencies are ready to face the challenges from the consumers. This concludes that the travel agencies are neither facing problems form consumers nor not addressing the problems immediately without the knowledge of online education.

Hence H5 is rejected.

H6: An increase in online activity will be beneficial for agency business.

Even though the travel agencies are using social media and internet as the effective channel for communication for agency promotions, some of the agencies are still using newspapers, hoardings, telephone and face to face communications. This is cost effective and has impact in the business activity of the travel agency. Hence the increase in the online activity can help the travel agencies in increasing the business activity.

Hence H6 is accepted.

### 5.1.3 Policy Recommendations

This research here by recommends



- The tourism department to seriously consider conducting regular online training classes for the travel agency staff in order to achieve the travel goals of the North Cyprus.
- The tourism department to consider providing short term crash courses with certification for people who are willing to work in the travel and tourism outlets.
- The universities to conduct presentations for travel agencies with the help of tourism department students as workshops.
- This will help the travel industry of the country to achieve recognition in the global tourism market.

#### **5.1.4 Future Recommendations**

In order to make some improvements in the travel agency business there are few future recommendations that could be done:

The tourism department of the countries should start training the travel agency staff and providing a short term online courses with a certification programs that helps them with employment opportunities in the industry.

Agencies should focus more on the offering the multi operations for the travelers including the visa processing and multi lingual tour guide services.

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## Appendix A: Research questionnaire for travel agency owners

Dear Respondent.

I am a Masters student of Tourism and Hotel management at Near East University, North Cyprus. I am researching on “**Impact of online education for travel agencies in kyrenia towards improving consumer relations: a case study of north Cyprus**”. The attached questionnaire is a survey to determine the weather online learning influence on business activity. We also need to find out whether the online education helps in improving your consumer relationship. May you please answer the questions carefully? All information provided by you will be used only for academic purposes and kept confidentially.

Thank you for your time and support

Manoj

NAME OF TRAVEL AGENCY:

OWNERSHIP:

PRIVATE: ( )      GOVERNMENT: ( ) OTHER: ( )

Section A: Demographics of the participants (please mark the following).

1. Gender

Male ..... Female .....

2. Nationality

TRNC ..... TC ..... Other .....

3. Age

20-25 ..... 26-30 ..... 31-35 ..... 36-40 ..... 40  
and above .....

4. Marital status

Married ..... Single .....

5. Education level

Primary ..... Secondary ..... Diploma .....

Under graduate ..... Masters .....



13. Clientele served in the travel agency

Individuals..... Groups ..... Corporate .....  
Others .....

14. Number of years your travel agency have been using internet

Less than 1 ..... 2-5 ..... 6-8 ..... more than 8  
.....

15. Does your travel agency own a website?

Yes ..... No .....

16. Channel of communication most effective in agency promotion

Telephone ..... Face to face .....  
Advertisement through hoardings, newspaper and radio .....  
Internet (web sites)..... Internet (social media) .....

Please mention few

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17. How many hours do you spend on internet per day and for which purpose?

1-2 ..... 3-5 ..... 6-8 ..... more than 8  
.....

Purpose\_\_\_\_\_

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18. Application of key technology – internet

Ticket purchasing ..... Agency promotion ..... Client  
communication .....  
Travel services interaction ..... Website development .....

19. Did you participate in any online education program before?

Yes..... No .....

If yes please mention a few

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20. How frequent do you participate in any online education programs

More frequent ..... Frequent ..... Rare..... Never .....

21. How often do you conduct training classes for the agency staff?

More frequent ..... Frequent ..... Rare..... Never .....

22. Did you overcome any problems from costumers due to lack of online education?

Yes ..... No .....

23. Do the staff in travel agency updated with recent trends in tourism industry?

Yes ..... No .....

24. Mention countries according to number of visitors to northern Cyprus

1. _____	6. _____
2. _____	7. _____
3. _____	8. _____
4. _____	9. _____
5. _____	10. _____

25. Do you collect feedback from clients

Yes ..... No .....

26. Do you address client problems immediately?

Yes ..... No .....

27. Do you stay in regular contact with guest after his/ her travel through your travel agency?

Yes ..... No .....

28. Do you inform guests about the travel promotions and festive packages through personal mail?

Yes ..... No .....

29. Do you stay in touch with your clientele through social media?

Yes ..... No .....

If \_\_\_\_\_ yes \_\_\_\_\_ how \_\_\_\_\_

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If \_\_\_\_\_ no \_\_\_\_\_ why \_\_\_\_\_

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30. Which online travel operator do you use for purchasing travel activities?

Expedia.com..... booking.com..... hotels.com.....

agoda.com.....

Trivago..... tripadvisor.com..... kayak.....

Other .....

### **Appendix B: Research questionnaire for travel agency staff**

Dear Respondent.

I am a Masters student of Tourism and Hotel management at Near East University, North Cyprus. I am researching on **“Impact of online education for travel agencies in kyrenia towards improving consumer relations: a case study of north Cyprus”**. The attached questionnaire is a survey to determine the weather online learning influence on business activity. We also need to find out whether the online education helps in improving your consumer relationship. May you please answer the questions carefully? All information provided by you will be used only for academic purposes and kept confidentially.

Thank you for your time and support

Manoj

NAME OF TRAVEL AGENCY:

OWNERSHIP:

PRIVATE: ( ) GOVERNMENT: ( ) OTHER: ( )

Section A: Demographics of the participants (please mark the following).

1. Gender

Male ..... Female .....

2. Nationality

TRNC ..... TC ..... Other .....



### Section B: travel agency staff willingness for an online learning experience

On a scale of 1 to 5,(where as 1 being strongly disagree, 2 being disagree, 3 being neutral, 4 being agree and 5 being strongly agree). Please mark the following

#### Part 1: self-directed learning

S. no	Description	1	2	3	4	5
1	I setup my own learning goals					
2	I carry out my own study plans					
3	I have higher expectations for my learning performance.					
4	I seek assistance when facing learning problems.					
5	I manage time well.					

#### Part2: Computer/ internet self efficiency

S. no	Description	1	2	3	4	5
1	I feel confident in using the Internet (Google, Yahoo) to find or gather information for online learning.					
2	I feel confident in performing the basic functions of Microsoft Office programs (MSWord, MS Excel, and MS PowerPoint).					
3	I feel confident in my knowledge and skills of how to manage software for online learning					

#### Part 3: learner control

S. no	Description (in an online context)	1	2	3	4	5
1	I can direct my own learning progress.					
2	I repeat the online instructional materials on the basis of my needs.					
3	I am not distracted by other online activities when learning online (Instant messages,					

	Internet surfing).					
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## Part 4: motivation for learning

S. no	Description (in an online context)	1	2	3	4	5
1	I am open to new ideas.					
2	I like to share my ideas with others.					
3	I improve from my mistakes.					
4	I have motivation to learn.					

## Part 5: Online communication Self efficiency

S. no	Description	1	2	3	4	5
1	I feel confident in expressing myself (emotions and humor) through text.					
2	I feel confident in using online tools (email, discussion) to effectively Communicate with others.					
3	I feel confident in posting questions in online discussions.					



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YAKIN DOĐU ÜNİVERSİTESİ

BİLİMSEL ARAŞTIRMALAR ETİK KURULU

01.04.2020

Dear SurakantiManoj Kumar Reddy

Your application titled “**The Impact Of Online Education For Travel Agency Towards Improving Consumer Relations: A Case Study Of Kyrenia, North Cyprus**” with the application number YDÜ/SB/2020/660 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assoc. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee

**Note:** If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this document.