

Reviews of the developing of online travel agent in Vietnam: E-commerce perspective.

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Abstract:

The development of E-commerce significantly has become a mutual tendency of modern as well as future society. Although this technology inherits from the innovation of information science, it also points a sharp footprint on the structure of trade economics and has dramatical influences on Services and Tourism industry. This research concentrates to raise awareness about Electronic Commerce, including the developing process and literature reviews. Then, the authors connect with service industry in order to emphasis the relationship and impacts of E-commerce to Hotel industrial development. Furthermore, the research also generalizes the overviews about Online Travel agents market (OTA) that probably converts to vital materials for further studies.

Keywords: E-commerce, Hotel, OTA, Hospitality.