THE ESSENTIAL OF VIRTUAL TRAVEL AGENCY ACTIVITY

Summary

To succeed in a contemporary market, it is important to provide information, to convince people that Internet is a good invention which helps them save their time which otherwise they could to waste visiting traditional travel agencies. The customers have to understand that Internet is an amazing invention which help them to spare a time.

The well known expert and researcher in branch of tourism is convinced that Internet provides a great opportunity, especially in the case of lack of the time of the customers. In those situations many people can choose Internet as a main medium which can offer the possibilities to increase holiday offers' purchase via Internet. This medium takes over the holiday market in the next decades. The traditional and virtual-travel agencies will have equal shares of the travel market by the year 2020. So, the grow of Internet is a fact because of its outstanding advantage.

It is hard to realize that even not far ago most of Polish travel agencies didn't perceive the opportunities of Internet and almost half of them didn't even plan to set up their own website.

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