Summary

Global Distribution System for travel industry are evolving rapidly in terms of technology and content. This article describes key elements of that evolution and challenges travel professionals and companies who developing e-commerce solutions are facing. Explosion of the Internet and related content providers as well as Internet communities has created a virtual community with broad interactions to all industries, companies, institutions and active consumers. This is called Economy 2.0. As an outcome of expansion of Economy 2.0 it is fast development of Community 2.0 with all its blogs, wiki pages, community portals etc.

There is also a discussion what will be the future of travelers, their travel behavior, trends in travelling etc. This article describes three broad trends influencing the travel industry today - increasingly expert customers, the ever more technological trip experience and the growth of „niche” travel - that we believe are being accelerated by the current downturn. Article is based on research made by Amadeus GDS done among 2719 travel professional worldwide about a series of key trends in the travel industry. As an outcome it has been extensive desk research done to understand how these trends might be affected by the recession.

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