

LUXURY TRAVEL AND INTERNET

Opportunities for Travel Agents

*Renata Fernandes Galhanone
Jane Aparecida Marques
Geraldo Luciano Toledo
José Afonso Mazzon
Universidade de São Paulo – Brasil*

Opportunities for Travel Agents. This paper aims to verify how internet-enabled possibilities are being exploited in the tourism industry, specifically in luxury travel agency websites, which were investigated in terms of their sales and communication features. At the same time, the actual usage of websites by luxury travel customers and prospects is analyzed, as well as their needs and wants in purchasing travel services on- and offline. Results indicate that there are still many possibilities to be exploited by travel agents in servicing the luxury traveler, which may foster communications and sales and help making services more tangible for customers and prospects.

KEY WORDS: *tourism; communications; e- media; digital technology.*