

**THE FACTORS WHICH ARE EFFECTIVE IN THE INTEGRATION OF
“A GROUP” LICENSED TRAVEL AGENCIES TO DEVELOPMENTS ABOUT
COMMUNICATION AND INFORMATION TECHNOLOGIES
AND RESEARCH IN KUŞADASI AREA**

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Abstract

In the first phase of this research, comprehensive definitions of tourism sector and travel agencies, historical development and classification types of travel agencies are explained. Then after, communication and information technologies which used in travel agencies explained and factors which affect integration of electronic commerce implementations in travel agencies are considered. Findings which obtained from the results of this research propounded that, in despite of executive managers of A group licensed travel agencies in Kuşadası can follow the developments about communication and information technologies, there are some hesitations when the implementation is subject. This research has propounded that, there are no differences in between perceptions of executive managers about developments in communication and information technologies and demographic factors like sex, tourism education and education levels.

Keywords: Travel agencies, communication and information technologies, electronic commerce.