

ABSTRACT

The Internet presents a great possibility for the tourism industry to sell and market their services online. The project China-FiveStar online Travel gateway website (China-fivestar.com) has set up a travel service website for serving the travelers who can access the Internet in English language. The main target group is foreign travelers who want to find and provide Tour, Accommodation and other information to be able to make purchase decision and increase distribution channel from the traditional way.

This project establishes an initial understanding of Tourism in China. Two specific objectives were fulfilled: a) to develop an understanding of the goals and operational procedures of current online travel, and b) to provide a contribution to make the technology more generally accepted and to build an E-commerce society.

The project has enhanced the existing travel company whose operations are manual with the computerized system and Internet which helps the company to increase the competitive advantages and provide more accurate and up-to-date information for customers, while lowering operating costs. In addition, the competitive analysis, break even point, rate of return and net present value has been done to support the management's decision making.

Besides, the creation and design of the web prototype that contains the site map and the layout to show our online service. We are sure that Internet will be very useful and powerful tool to make our business successful.