Journal of Marketing Management
March 2014, Vol. 2, No. 1, pp. 43-64
ISSN: 2333-6080 (Print), 2333-6099 (Online)

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ICT And New Trends In Consumer Behavior - New Experiential Knowledge, Opportunities or Challenges for Intermediaries

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Abstract

This paper emphasizes on the research of trends in the behaviour of tourists when organizing travels, from the possibilities of using new forms of communication, innovative tools that subjects should implement in their businesses. In order to gain insight how changes in behaviour of tourists, when selecting the travel organization modality, affect the customization of intermediaries using new technologies to the European tourist market, the secondary research was conducted. Tourists, who participated in the survey, were asked to indicate which mode of the travel organization had been used according to demographic characteristics of respondents, their country of origin, including all 27 EU Member States. This paper studies the level and the forms of using of new technologies, as the channel or the innovative tools that intermediaries use. Survey results indicate an increasing trend of independent travel organization, the considerably less evident of tourists interest for travel agency services or to completely organized forms of travel. The personalization of services represents the obstacle faced by intermediaries. Recognizing it as a serious threat, tour operators provide the tourists a level of personalized services and the flexibility, using of new tools (dynamic packages) that tourists choose services by integrating them into packages.

Keywords: new trends, consumer behaviour, demografic characteristics, intemediaries, innovative tools

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Introduction

The revolution that has affected on information and communication technology has deep consequences on human society, and shows the dynamics of the exponential growth in the last fifty years. The most important advantage that brings new technology refers to the accessibility of information to numerous people, and regarding increased efficiency that decreases production costs. The knowledge is created, shared and accessible to users with minimal costs. The possibilities of knowledge do not have the boundary, that means the knowledge cannot be any spatially limited, nor alienate from the global comprehension. Customers and sellers could share information, specifications, production processes across national frontiers. Information and Communication Technology (ICT) leads to more markets according the increased access to global supply chains. At the same time ICT has led to the increased transparency, enabling the lower prices. According to Buhalis and Costa (2005), forecasting the future is one of the greatest human desires.

Accordingly, politicians, scientists and managers make efforts researching which products and services are going to be the center of interest. Consequently the question arises on which changes in tourism should be expected in the future. Consumer behavior will greatly affect the new forms of tourism. It is expected that the new and innovative products, regarding the manner of their production and service activities, change the structure of tourism in the the domain of specific responses to the environment." This affected the flexibility and the competence of tourism companies to respond new challenges in the environment, and additionally influenced on the development of new forms of intermediaries.

In terms of the dynamics of this phenomenon, the changes that are occurring in tourism reflect the demographic changes in demand and the consumer behavior (Buhalis & Costa, 2005).

Tourism is the area where the power of information and communication technologies is being increasingly implemented. One of the central arguments for the future success of tourism is the understanding of critical new trends and the use of their positive effects, while annulling the negative. The power of information and communication technologies is increasingly testing companies. Effects of ICT are evident and very important in tourism. .

The one of the central arguments for the future success of tourism is the understanding of critical new trends and the use of their positive effects, while annulling the negative (Shanker, 2008). The power of information and communication technologies increasingly tests the power of intermediaries.

Literature Review

Theoretical aspects of the analyzes of modern technologies study the benefits of the impact of new technologies regarding interactions between consumers and service providers in tourism industry. This indicates the important role of ICT in the development of intermediaries.

2.1 The importance of the behavior of tourist consumers in the terms of technological innovations - recommendation for business direction of intermediaries in the tourism market

Internet has dramatically changed the behaviour of tourists (Mills & Law,2004). Nowadays travelers have direct access to tourist organizations, private companies, and to other providers of services. The potential consumers, users of ICT are able to search for informations which are important to travel, as well as booking online tickets and rooms (Morrison et al. 2001). Due to the popularity of Internet applications, most of tourism organizations accepted Internet technology as part of their marketing and communication strategy (Morrison et al. 2001). The number of Internet users notes an increasing trend, so the application of ICT in the business makes a comparative advantage that is not reserved only for individual providers in the the destination. Travel agencies should implement new technologies in the business, incorporating it in creation of new products, also transfering and and obtaining services. Virtual experiences may additionally stimulate buying. Intermediaries should use the advantages of new technologies providing free advices and informations.

At the same time, travel agencies often use the advantages of new technologies in order to promote their services and products, thereby promoting the destination. New technologies influencing the modification of forms and techniques of acquiring of products (packages) and the other single services of travel agencies.

Accepting of new technologies becomes an assumption of continuity of development of organized travel (via travel agencies and tour operators). It could define the further development of intermediaries.

According Xinran, Dae – Young (2006)., nowadays consumers have more options regarding the planning of their trip, as evidenced by information that 95% of web users request informations about their trip, and even about 95% of users visit a web - sites related to specific destination and related specifics of the facilities and activities that destination offers. According to research by Wolfe, Hsu and Kang (2008), the reasons for "avoiding the online shopping of tourism product refers to the lack of personal service, the lack security and the lack of experience." This is evidenced by the fact that "many travelers use the Internet for information purposes, while the buying process realizing off-line (Buhalis & Law, 2008).. But undoubtedly, the power of ICT is impressive.

New technology provides the base - "info - structure" that assumes transactions in tourism industry. The relationship between customers and organizations becomes dynamic. The tourists determine the elements of their tourist product and the process of selecting of products becomes more sophisticated and more experienced. The development of more sophisticated ICT empowers both providers and destination to increase the efficiency and to implement the strategy in which dominates reengineering forms of communication.(Buhalis & Law, 2008). Studies have shown that tourists that select the travel using Internet spend much more money in the destination in relation to those that use some other way of of the travel selecting (Bonn, Furr, & Susskind, 1998). This option is enabled using Internet that facilitate the communication and interaction between tourists and travel agencies through the activities of customization facilities and the ways of selling services and products in accordance the tourist habits and the needs Considering the rapid transfer data over the Internet, the time of communication between enterprises and tourists is significantly reduced.

The trend of dominance of independent mode of travel organization has significant implications for the business of travel agencies. Due to availability of information via Internet, tourists have growing opportunities in the organization of independent trips, and feeling considerably confident at the same. With the increasing number of trips, tourists acquire a lot of knowledge and experiences to organize their own trips.

As if the experiences of tourists increase, tourism achieves a kind of maturity. Travel agencies have the ability to develop new activities. Travel agencies can provide an opportunity to travelers to share their acquired experiences of their own travels using the web sites (Andreu et al. 2010). It is possible to offer a hybrid organization of the trip that provides options for tourists to obtain some services - independent (eg to buy a ticket), obtaining other services via travel agency at the same (eg, organization of accommodation and travel) (Tsai, Huang, & Lin, 2005). These options and combinations of services, travel agencies often offer providing to tourists the possibility of higher personalization. These options should be considerably more advertised. It is important to encourage a trusting relationship between travel agencies and clients (Wu & Chang, 2006).

There is an evident trend of declining interest in using services of travel agencies when organizing trips (Castillo-Manzano & Lopez-Valpuesta, 2010). More frequently use of services of travel agencies when organizing trips is dominated by tourists who are older tourists, less educated tourists, tourists from rural areas and the unemployed (European Commission, 2013). Tourists who have the habit of using the services of travel agencies organizing trips and those who have no knowledge of the new technologies - do not have enough confidence in new technoloogies, prefer using services of travel agencies . The younger generation who use Internet for an independent organization of travel will represent a significant proportion of demand (Buhalis, 1998). Online travel agents that are be able to provide services to tourists through the Internet, also have high performaces comunicating in virtual environment. The development of information and communication technology (ICT) supports interaction between consumers and intermediaries and as a result of that interaction the following processes are evident: business process reengineering (BPR) in travel agencies, , implementation of developmental strategies based on new forms of communications.

2.2 The implementation of innovations in the placement of products and services as a prerequisite for competitiveness

Because the mass tourism market individualizes, one of the basic ways of surviving on the tourism market lies in specialization and the differentiation.

Travel agencies need to be specialized regarding the specific target market in order to fully comply the tourists demands providing them a unique services, tailored to their needs. The personalization of services represents the obstacle faced by intermediaries. Recognizing it as a serious threat, tour operators provide the tourists a level of personalized services and the flexibility by using of new tools (dynamic packages) that tourists choose services by integrating them into packages. Internet is one of the most influential technologies that affects the changes in behaviour of tourist. The fact is that tourists increasingly use Internet as an source of information and the way of booking travel. The Internet is becoming a very important form of communication between intermediaries and tourists. With the possibilities of saving the time Internet influences on decline of costs. (Oftel , 2003). This is the reason why travel agencies should find a way to continue to operate successfully by taking the advantages of information and communication technologies, but not to look on ICT a substitute for its mediating role, but rather on a new opportunity.

For travel agencies it is essential to direct the specificity of its business, among other things on the way of accepting the advantages of the Internet, complementing by some of the essential functions of business of intermediaries, also in a complementary way through simplified reservation process and acquiring other products and services.. Agencies should learn to utilaze the advantages of the ICT (Harris & Duckworth, 2005).This is the reason why travel agencies should find a way to continue to operate successfully by taking the advantages of information and communication technologies, but not to look on ICT a substitute for its mediating role, but rather on a new opportunity.

Dynamic packages (DP) are the result of of innovations. Although the name of the package leads in doubt, the way of creating, placement, pricing, define its specificity and diversity compared to conventional package. It is a new integrated system that has adopted the performance of www. that implement on-line travel agencies, providing the capitalization value of the Internet, allowing to consumers the selection of services (eg flight and other services providers) to create their own, personal tailor-made travel. (Holloway, 2004).

Modular travel represents a term that is on the tourist market nowadays well known and popular. The reason is that the customer from the various components of the package, tourist can choose the component which suits him the best. The price is formed according to the individual services.

Travel agencies must be prepared to considerable customization and the high degree of responsibility, in relation of modular travel and in order to completly achieve the availability in public areas.

The future of eTourism will be focused on technologies that will help to detect new trends in the consumer behaviour. Consumers are becoming more more influential and they can identify each element of its package. It is becomes difficult to comply them . Innovative companies will have the ability in reorienting assets and competences according servicing of customers and ensuring the greater value of transactions. Innovative companies that follow developmental trends could divert their resources and the knowledge on meet the maximum demands of tourists to ensure added value generated by transactions (Buhalis, 2000). The development of new information and communication technologies will lead to even greater efficiency of reorganization of communication strategies. It will also lead to reorganization business methods to the supplier and within the destination (Frias, Rodriguez, & Castaneda, 2008). Innovative technologies improve the efficiency for suppliers, encouraginge the interoperability, personalization and permanent networking of participants in the process.

However, despite the advantages offered by eTourism it is still discernible low level its influence. It slows the the development of tourism companies and hinders the creation of Internet interfaces. A large number of unknowns exsist to the specific relations of companies in the environment. The task of intermediaries is to identify changes in consumer behaviour and markets, to develop personalized service meeting individual requirements of tourists.

Taking care of the fulfillment of requires of tourists, considering the protection of the interests of consumers should not be stopped with selling services. Taking care of the fulfillment of requires of tourists should take place during the consumption of services .

The paper further emphasis on the impact of new technologies on the necessity of adaptation of business of intermediaries through the changes in the behaviour of tourists in selecting the modalities of travel.organization .

Data and Methodology of Research

Informations about traveling population of European countries collect Eurostat. In statistical context, tourism is classified as an activity of visitors who go to travel to destination outside their usual environment, for less than a year (Eurostat, 2011). It can be a different character, including business travel, leisure or any other personal reasons, besides visiting households or businesses in that area. Tourism statistics in the European Union is composed of the following the two components: the statistics related to capacity and occupancy in the collective tourist accommodation, as well as statistics related to tourist demand. In most EU Member, once the data were collected through questionnaires filled in by entities - accommodation units for guest accommodation, while subsequent data have been mainly collected through surveys to travelers at border crossings or through the traditional household surveys.

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Statistics on tourist accommodation capacities includes the number of objects, number of bedrooms and the number of sleeping places. These statistics are collected per year[2].

[2] Data are collected at the national level from all of Member States, also from Iceland, Liechtenstein, Norway, Switzerland, Albania, Bosnia and Herzegovina and Macedonia. Eurostat collects information according to different purposes (holidays, business trips, visiting friends and relatives) and travel lengths (at least one day, at least 4 days), as well as the characteristics of tourists, as well as the modalities of organization of stay

Statistics on tourist accommodation occupancy refers to the number of arrivals (in accommodation units - entities), the number of overnight stays by residents and non-residents, with the establishment of separate types or region - available monthly and annual statistical series (data).

In addition, the statistics on the use of beds was also made up. To this paper is extremely important statistics of tourism demand, which refers to tourist involvement, ie., on the number of people who took at least one trip with at least four overnight stays during the reference period (quarter or year), that will be analyzed considering *modalities regarding aspects of observation* of organisation of stays. Relevant data on tourism demand crucial for this study were collected using Eurostat (2010), and aspects of observation units are demarcated and shown as follows in the table No. 1.

Table 1: Eurostat definition for tourist demand of residents - the countries abroad (Departure of residents going abroad)

Aspects of observation	Organisation of stays
The modalities regarding aspects of observation	Direct reservation with accommodation operator/independent travel
	Booking services over travel agent, tour operator
	Package travel -Package travel is a combination of travel services, arranged in advance, which includes at least transport and accommodation or one of these and some other essential tourism service. Accommodation in means of transport, in combination with transport only, is not a package tour. Package travel may or may not cover breakfast, journey from airport to accommodation, sight seeing, etc. (Eurostat, 2010)
	No type of organisation "No booking in advance" means that the visit was not organised ("just up and go). (European Commission, 1998).
	Type of organisation not specified

Source:Eurostat (2010). Tourism demand : domestic and outbound tourism (excluding day-trips). Reference Metadata in Euro SDMX Metadata Structure (ESMS). (Online) Available:
http://epp.eurostat.ec.europa.eu/cache/ITY_SDDS/EN/tour_dem_esms.htm

In order to test the hypothesis H1) according to which:

Changes to the tourists behaviour in selecting the modalities of organization of stay affect the need for customization of operations of intermediaries through the application of new technologies, Research was conducted using secondary data sources of Eurobarometer "Survey the attitudes of Europeans towards tourism", which was carried out for the European Commission (2013).

Data sources provides insight the mode of travel and predominant sub-modalities of the organisation of stay towards the demographic aspects of the respondents and their country of origin in 2012 year, as well as recommendations related to the customization of business of internediaries through the application of new technologies.

The survey was conducted using telephone. Telephone interviews were conducted in each country, while in Bulgaria, the Czech Republic, Estonia, Latvia, Lithuania, Hungary, Poland, Romania, Slovakia and Macedonia, interviews were conducted via telephone and face-to-face. (70% via telephone and 30% face-to-face).

The sample for this study can be considered as representative for each national sample using the sampling method that ensure the representativeness of the sample for the population of 15 ages and over. In most countries the sample size was 1000 respondents, while in Germany the sample size included 2000 respondents, 1500 respondents in Spain, France, Italy, Poland, the UK, as well as around 500 respondents in Estonia, Cyprus, Latvia, Lithuania, Luxembourg, Malta, Slovenia, Croatia, Norway, Iceland and Macedonia. For EU countries, weighting factor was applied to the national results in order to calculate the marginal sum, where each country contributes to the EU results in relation to population. Table 2 shows data about the number of of respondents per country.

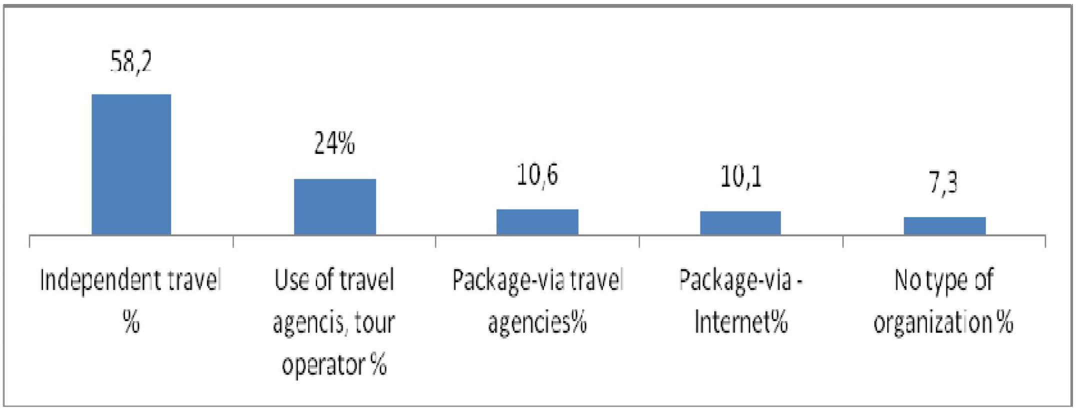
Table 2: The number of respondents from the sample by country

Country	The total number of the interviews	Structure in % total	EU 27 (weighted score)	Structure in% (weighted score)
Total	30138	100	27115	100
Belgium	1000	3,3	571	2,1
Bulgaria	1005	3,3	432	1,6
Czech Republic	1004	3,3	573	2,1
Denmark	1002	3,3	288	1,1
Germany	2009	6,7	4609	17
Estonia	525	1,7	74	0,3
Greece	1006	3,3	623	2,3
Spain	1505	5	2472	9,1
France	1504	5	3358	12,4
Ireland	1000	3,3	224	0,8
Italy	1500	5	3304	12,2
Cyprus	501	1,7	42	0,2
Latvia	502	1,7	128	0,5
Latvia	502	1,7	185	0,7
Luxembourg	503	1,7	25	0,1
Hungary	1003	3,3	555	2
Malta	506	1,7	22	0,1
Netherlands	1003	3,3	871	3,2
Austria	1000	3,3	456	1,7
Poland	1507	5	2088	7,7
Portugal	1006	3,3	583	2,1
Romania	1003	3,3	1187	4,4
Slovenia	501	1,7	112	0,4
Slovakia	1010	3,4	294	1,1
Finland	1008	3,3	285	1
Sweden	1000	3,3	492	1,8
G:B. Britain	1500	5	3261	12
Croatia	505	1,7		
Norway	501	1,7		
Iceland	504	1,7		
Turkey	1000	3,3		
Macedonia	513	1,7		

Source: Eurobarometar (2013). Survey on the attitudes of Europeans towards tourism.

Figure 1 shows the share of modalities regarding the organisation of stays for the personal or business needs, which lasted for at least one day in 2012. In order to research how the participants organize their travel, respondents were asked to indicate how they organized the most important stay on the which they were in year 2012 . (probably on vacation). The largest number of respondents (58.2%) had organized his most important travel in 2012 year independent, ie. without intermediaries. Followed by those who organized their stay in 2012 .. through travel agencies or tour operators (13.4%), package tours through the agency (10.6%), package via the Internet (10.1%), and less than one-tenth of the respodents reported that there was no prior type of organization (7.3%).

Figure 1: The share of modalities regarding the organisation of stays (%) in 2012



Source: Eurobarometar (2013). Survey on the attitudes of Europeans towards tourism. author's data analysis

Table 3 shows the distribution of the most important modalities of the organisation of stay towards the respodents countries in 2012 . The largest percentage of the respondents who were organized their trip independent belongs to Croatia (83%),Turkey (82%) and Hungary (80%). On the other side in some countries, less of one half of respondents took independent travel, and these are the Czech Republic, the United Kingdom (traditional tour operator market), Ireland, Malta and Belgium.

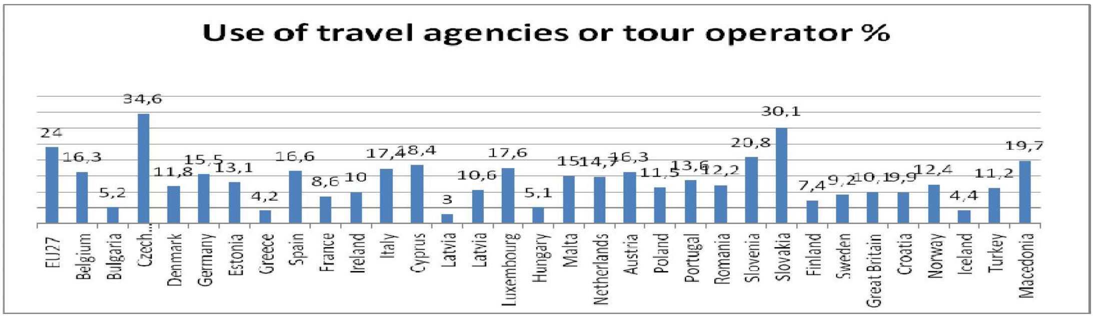
Table 3: The share of the most important modalities according the organisation of stays towards European countries (%) in 2012

	Departures of residents going abroad for holidays and business (1 night or more)	Independent travel %	Use of travel agencies or tour operator % %	Package -via travel agencies %	Package-via - Internet%	No type of organization %	Type of organisation not specified %
EU27	15139	58,2	24%	10,6	10,1	7,3	0,4
Belgium	604	46,6	16,3	14,1	12,6	10,4	0
Bulgaria	395	77,3	5,2	3,4	4,4	6,8	2,9
Czech Republic	518	41,5	34,6		12,7	5,3	0,4
Denmark	702	51,3	11,8	16,9	10,6	8,8	0,6
Germany	1304	53,4	15,5	10,6	12,9	7,1	0,4
Estonia	280	58,3	13,1	5,9	14,2	7,2	1,2
Greece	537	79,2	4,2	5,1	4,9	6,6	0
Spain	863	57,3	16,6	10,6	11,1	4,3	0,2
France	937	64,2	8,6	8,9	8,9	9,3	0,2
Ireland	660	45,4	10	18,6	14,2	10,8	1
Italy	708	68,7	17,4	9	3,5	1,1	0,3
Cyprus	330	57,4	18,4	9,7	9,2	5,1	0,2
Latvia	128	70	3	4,8	15,4	6,9	0
Latvia	218	71,7	10,6	3,5	1,7	11,4	1,1
Luxembourg	339	54,3	17,6	10,2	14,5	3,4	0
Hungary	325	80,3	5,1	7	3,3	4,2	0
Malta	198	46,6	15	18,3	12	7,3	0,7
Netherlands	733	50,2	14,7	19,2	6,9	8,7	0,3
Austria	606	54,3	16,3	7,6	14,1	6,3	1,4
Poland	748	72,8	11,5	4,1	3,4	8	0,2
Portugal	435	55,7	13,6	6,9	5,7	16,9	1,2
Romania	340	59,3	12,2	6,5	8,5	11,9	1,6
Slovenia	359	63,4	20,8	5,1	7,2	3,5	0
Slovakia	420	52,8	30,1	4,6	8,5	3,8	0,1
Finland	633	62,7	7,4	10,8	11,2	6,9	0,9
Sweden	665	60,3	9,2	12,4	8,6	7,7	1,8
Great Britain	869	44,1	10,1	17,9	18,1	9,4	0,4
Croatia	238	83,1	9,9	2,1	2	1,7	1,3
Norway	395	56,6	12,4	12,9	5,9	10	2,1
Iceland	321	78,4	4,4	4,7	3,8	7,7	0,9
Turkey	242	81,5	11,2	2,2	2,1	1,8	1,2
Macedonia	213	73,1	19,7	0,8	4,1	1,8	0,4

Source: Eurobarometar (2013). Survey on the attitudes of Europeans towards tourism; author's data analysis

Figure 2 shows the share of respodents who used services of travel agencies of tour operators when booked travel in 2012. In the Czech Republic and Slovakia one third of respondents used services of travel agency to book travel or accommodation for their most important trip in the year.

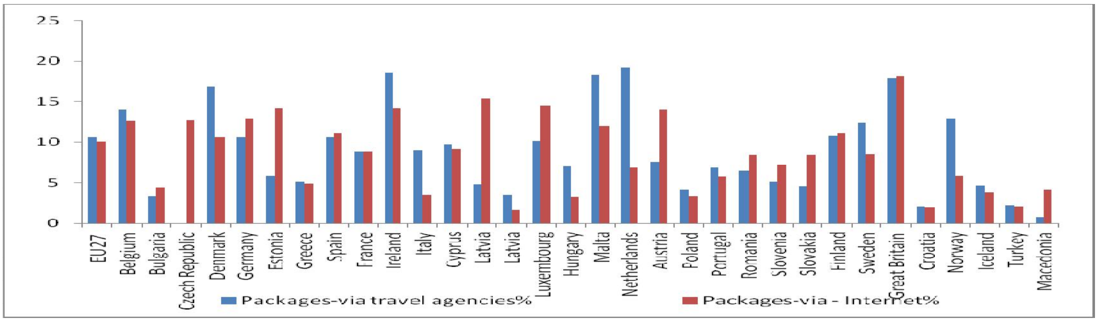
Figure 2: The share of the most important modalities of the organisation of stay towards the respodents countries (%) in 2012



Source: Eurobarometar (2013). Survey on the attitudes of Europeans towards tourism, author's data analysis

Using the package via travel agency or Internet is the most common in UK, Ireland and Malta . Some countries have a significant share of the package bookings via travel agencies (Netherlands and Denmark), while other countries have an important share of the package bookings via e Internet (Ireland, Luxembourg).

Figure 3: The share of tourists towards countries who booked package through Internet and via travel agencies or in the organization of tour operators (%) in 2012



Source: Eurobarometar (2013). Survey on the attitudes of Europeans towards tourism, author's data analysis

Table 4 shows the share of modalities regarding the organisation of stays of respodents towards demografic characteristics. It is evident that respondents who organize self-independent travel have the following characteristics: (1) the age 25-54 years, (2) highly educated, (3) live in cities, and (4) self-employed.

Table 4: The share of modalities considering the organisation of stays of respodents towards demografic characteristics

	Departures of residents going abroad for holidays and business (1 night or more)	Inde-pendent travel %	Use of travel agencies or tour operator %	Package-via travel agencies%	Package-via - Internet%	No type of organization %	Type of organisation not specified %
EU 27	15139	58,2	13,4	10,6	10,1	7,3	0,4
SEX							
male	7391	59,4	12,6	11,3	9,5	6,8	0,5
female	7748	57,1	14,2	10	10,7	7,7	0,4
AGE							
15-24	2367	53,2	12,5	13,4	10,7	9,2	1
25 - 39	3877	62	11,8	12,3	7,6	5,8	0,4
40-54	4160	61,3	12,3	11,3	8,8	6,1	0,2
55 +	4613	54,7	16,3	7,2	12,9	8,6	0,3
AGE OF COMPLETION OF EDUCATION							
Up to 15 years	1514	54	17,3	6,3	13,8	8,3	0,3
16 - 20	6307	55,8	14,3	11,2	11,2	7,2	0,3
20 +	5369	64,1	11,9	10,9	7,2	5,7	0,2
Still educating	1687	53,1	11,6	12,1	11,2	10,4	1,5
URBANIZATION							
metropola	3278	63	13	8,4	8	7	0,5
urban	6511	58,2	13,1	10,6	11	6,8	0,3
rural	5286	55,4	14,1	11,8	10,2	7,9	0,5
OCCUPATION							
Self-employed	1482	63,3	11,8	11,9	7,4	5,1	0,6
employed	5911	58,5	12,5	13	9,9	5,9	0,1
manual employee	1079	60,1	13	13	6,7	7	0,2
unemployed	6585	56,4	14,8	7,8	11,4	9	0,7

Source: Eurobarometar (2013). Survey on the attitudes of Europeans towards tourism; author's data analysis

According demographic characteristics of tourists that use services of travel agencies or packages via tarvel agencies, more frequently use is dominated by tourists who are 55 or older, less educated, respondents from rural areas and the unemployed. The results of the research within age populations, presumes lower levels of education and technological awareness and respondents competency in using new technologies. This confirms respondents' contacts with travel agencies are established through intermediary channels communication. This confirms the stability of travel agencies and their further representation in above mentioned market segments. Th less educated respondents (who finished their education between 16-20 years, 25.5%), the respondents from rural areas (25.9%) more frequently use the services of intermediaries and tour – operator packages. The same holds true for respondents that are employed as manual workers (26%).

Discussion

New roles and challenges for the actors in the tourism industry on the basis of shown trends related to the organization of the trip show that: an independent organization of travel dominates; using services via travel agencies declines; obtaining the package through Internet equates with obtaining the package via travel agencies.

Ad.1 An independent organization of travel dominates

More and more travelers use an independent organization of their stay and trip opposed to the previous predominant use of intermediaries. This is understandable, since modern information and communication technology enables the consumers direct access to information, as well as travel services providers no matter where they are. Thereby the cost of communication by introducing broadband Internet access has become very small. In fact, there are large differences between countries. The largest share of respondents who independent organize their travel are citizents of Croatia, Turkey, as well as Hungary. In the countries where the share of such persons is lower comparing the average, leading: Czech Republic, United Kingdom, Ireland, Malta and Belgium.

Ad.2 Using services via travel agencies declines

It is significantly less of organisation of stay abroad using the services of travel agencies than it was previously the case.

Tourists use the services of travel agencies three times less than taking independent travel. . Because of the crisis that takes time since 2008 year, also because of the increased number of terrorist attacks, tourists decide to travel to closer destinations to the detriment of distant and the exotic destination.. In such journeys they do not need a services of intermediaries, but rather can organize a complete stay in the destination using Internet. Younger tourists are due to the increased work obligations oriented to shorter journeys, which can also self-organize. This is an additional reason of increasing in the area of this kind of organization.

The share of of tourists who organize their stay abroad using the services of travel agencies varies across countries, led by the Czech Republic and Slovakia. One-third of the respondents used travel agency to book travel or accommodation.

It seems that trend lower use of agency services continues. Caused by macroeconomic factors and the advanteges of new technologies that is complerment to human labour, the possibillities of ICT to reduce costs are high.

Ad.3. Obtaining the packagess through the Internet equated with obtaining the packages via travel agencies

The frequency of use of of package tours through the Internet is less common than independent travel organization. The frequency of obtaining of package tours through the Internet equates to the frequency of obtaining of package tours via travel agencies. This is evidenced by the fact that one tenth of the total number of the respondents use package through the agency and also the same number across Internet. Thereby selling of package tours that takes place across the Internet use similar technics with those the on-line travel agencies, so it's really difficult to clearly delineate these forms of organizing the trip. Packages are the a popular form of travel, especially that the complete organization is assigned to intermediaries. Tourists while fully know what to expect, as well as all the details of organization of pre-determined. Therefore, this mode of travel is still very popular, and there will always be people who will use it.

The differences between countries with regard to the use of the package are also significant. Towards the use of the package through the agency stand out Ireland, Denmark, Malta, the Netherlands and the the United Kingdom.

Using the package across the Internet is more often than the average in Latvia, Ireland, Austria, Luxembourg and UK.

Towards the research findings, packages via agencies often use the less educated, as well as those living in rural areas and or manual employees. From a demographic aspect there is correlation between age and level of education on the one side and abillities for application of new technologies in communication, at the other side. Data indicate that packages via Internet often use better educatied, younger tourists from urban region. Razlike između zemalja s obzirom na korištenje paket aranžmana također su značajne. Packages are the a popular form of travel, especially when the complete organization is assigned to intermediaries. Tourists while fully know what to expect, as well as all the details of organization of pre-determined. Therefore, this mode of travel is still very popular, and there will always be people who will use it.

Obtaining the packagess through the Internet equated with obtaining the packages via travel agencies. This modality of organising of stay will present on the part of tourists who will certainly want such a product well as organized travel-. When creating the package travel agencies could use intelligent tools such as data mining, online analytical programming and artificial intelligence whose use is achieved by adaptation of tourism products to the specific needs of the individual while maintaining the the economy of scale at the same time allowing the competitive prices. This approach is known as mass customization of products / services (mass customization). Technological evolution has greatly changed the way of business of tourism companies. The Internet has enabled the development of new marketing and management tools in tourism.

Travel agencies should be adapted to younger generations in the future, becoming aware of that classic performance via outlets and personal contact with tourism professionals that has major limitations in data mining, and online world of networking. In the higher extent it is necessary to make a step forward from using the Internet to promote and display products, to the active use of the Internet as a sales channel (Rotim-Mindali, 2010).

The development of information and communication technologies supports interaction between consumers and intermediation as a result it leads to reengineering of the business, the development of processes, as well as the forms of communication.

The research results reflecting through the previous trends confirm the hypothesis H1) Changes to the tourists behaviour in selecting the modalities of organization of stay affect the need for customization of operations of intermediaries through the application of new technologies. It is necessary to make a breakthrough from the possibilities of the use of Internet: from the promotion and display of products to the active use of the Internet as a sales channel (Rotim-Mindali, 2010).

Conclusion

The rapid development of technology, through the the development of of new media and of innovative tools influenced the culture, politics and the manner of their transmission. he market is undergoing changes. The market is undergoing changes. The intense changes in consumer behavior can be monitored like a new culture shaping process. Culture shaping process "is a process of creating of new forms of value, and the adoption of the of new criteria of their evaluation and to which stand up an individual and society.

Using the power of its changes, the globalization trends affect the emergence of new forms of tangible and intangible values that take on the new shapes whereby favoring the specific methods and techniques, especially in the distribution system. The sensibility of tourism is tested by changes in the environment, through the changes of priorities of satisfying the needs, under the changes of motives of travel, and what is additionaly influenced by the power new technologies. The new technology of communication with the "abolition of information floating" accelerates change. That new forms of accessibility and the transparency of information resources have a powerful influence on tourism, especially felt at the level of communication between intermediaries, providers and clients. The mission of entities on the side of the tourist supply does not change. According to this logic, mediation will maintain a sense, but it will change the form.

Through new techniques of of palacement of their products and services, packages or individual services such as transportation and / or accommodation, agencies are adapting to the changed requirements of the tourism market. New trends in consumer behavior regarding the facilities and the modes of buying of products and services, encouraged by possibilities of new technologies influence on selecting the modality of organisation of travel.

This is an impetus to create new innovative tools and the distribution channels. Modern ICT transcends the sense of channels, modes of transmission information, services or products. Parallel with the development of its performances, its mission is being developed - from the channel to the system. Thus ICT encouraged a new information revolution.

Travel agencies have a new challenges and additional responsibility, which is how to effectively implement stated technological solutions into new business processes. Alternative question: a travel agency or Internet? In the future, it should not be brought into the doubt, because it is obvious that the role of new technologies is complementary to intermediaries business development.

Thereby it should not be forgotten the Social Network, which should be used by travel agencies to the greater extent to its presence on the Internet. It would be possible to offer franchisees to travel agencies related to performances on the Internet, due to insufficient knowledge of certain entities in the development of such marketing activities. Moreover, it is extremely important to raise connectivity of different operators of tourist supply towards B2B connections (business to business), especially with a airlines acting through the Internet (Buhalis, 2004).

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