FACTORS INFLUENCING THE ADOPTION OF WEB-BASED INFORMATION SYSTEMS: A CASE STUDY AT LADA IN LANGKAWI, KEDAH

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By

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2008
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ABSTRACT

The importance of information and efficient information system in the tourism industry is steadily increasing due to the evolution of new technologies and high-capacity storage media but also because growing market dynamics raise information needs. An Adopted Fully-Integrated Web-based Information System (AFIWIS) can be of particular importance as it supports tourism organizations in collecting, storing, processing, and disseminating information and in the decision-making process by providing forecasts and decision models. This paper has studied the importance of adopting a fully integrated web-based system for tourism sector in the scope of LADA.

The results have indicated that all the variables (IS utilization, cost saving and productivity enhancement, and functional flexibility) are significant with the adopting a fully integrated web-based system. Thus, with such facility, harmonization of electronic markets in the tourism sector in Langkawi will be been reached.
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CHAPTER ONE
INTRODUCTION OF THE STUDY

1.0 Introduction

Economic growth and current technology development are making the local business market more competitive in all industries including the tourism industry. The introduction of information technology (IT) in an organization is usually viewed as a positive step towards enhancing the organization's business processes. However, successful implementation of Information Technology and systems must consider the acceptance of managers, employees, end-users, and customers. While many different industries undergo IT changes due to the globalization of capital markets, technological innovations, social and political changes and increasing demands from customers.

The information revolution is changing the nature of business and is creating competitive advantages for those who appreciate its effect (Porter & Millar, 1985). The rapid changes in the business environment are resulting in historical information becoming obsolete and irrelevant. Therefore, the supports constantly need to promote and upgrade all industries to provide a strong and competitive industry to our economy. Enhancement of technical capabilities technology among small, medium and large business are often and effective way to enhance their overall performance and competitiveness (Foong, 1999).
The contents of the thesis is for internal user only
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Website:
www.tourismmalaysia.gov.my
www.yahoo.com
www.bestoflangkawi.com