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# Around The world

For Travel And Tourism Services



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## **Electronic Commerce:**

Electronic Commerce (e-commerce) is a type of business that transfer information and processes through the Internet. It digitally enabled commercial transactions between among organizations and individuals. E-commerce covers different types of businesses and allows the consumers to exchange products and services with no barriers of time or distance.

E-commerce has expanded and become even different from the past five years and it may continue at this rate, or even more. Nowadays we have cell phones, tablets, and even laptops so accessing to the internet will be much easier for social medias, education, communicating, entertainment, and even for booking and traveling, all of theses and more can be done through the internet.

The e-commerce has improved the business through the internet and expanded the business range. Also it has simplified the commerce and businesses for the customer and made it easy for them by providing them a services in comfortable way.

## Some Types of E-Commerce:

There are different types of e-commerce and many different ways to describe them. We can identify the different types of e-commerce by the market relationship

### 1- Business-to-Consumer e-commerce:

Is The most commonly type of e-commerce. B2C Commerce is an online businesses selling to individual consumers. Like purchasing of travel services, goods, and online content. For example: Amazon, and Around the World for travel and services.

### 2- Business-to-Business e-commerce:

Is the largest type of e-commerce. B2B Commerce is an online businesses selling for other businesses. The ultimate size of B2B e-commerce is potentially huge.

### 3- Consumer-to-Consumer e-commerce:

C2C commerce is and online consumers selling to other consumers. So it provides a way for consumers to sell to each other. such as eBay or Etsy.

#### 4- Social e-commerce:

Is an e-commerce that enabled by social networks and online social relationships. It is sometimes referred to as Facebook commerce, but actually is a much larger phenomenon that extends beyond just Facebook. Like signing onto Web sites using your Facebook or other social network ID

#### 5- Mobile e-commerce:

Is an e-commerce that used by mobile devices to enable online transactions. M-commerce involves the use of cellular and wireless networks to connect laptops, smartphones such as the iPhone and tablet computers such as the iPad to the Internet.

#### 6- Local e-commerce:

is a form of e-commerce that is focused on engaging the consumer based on his or her current geographic location. Local e-commerce is the third prong of the social, mobile, local e-commerce wave. For example: Groupon.

## **Introduction to Around the World and Its Services:**

Around the world is Saudi online company specialize in travel and tourism planning that meet the needs for every traveler, without sacrificing the other sides of destination and companies or community. It provides online services which make it easier for the customers to book and reserve hotels and trips easily.

This company organizes many trips and services inside Saudi Arabia and even all over the world. It characterized by providing an integrated offers of tourist services to satisfy customers.

## **Business Statement:**

Improve the services and products, and creating the best technical solutions that meet the expectations of the customers. And seek to provide integrated packages of travel and tourism products in one site through contract agreements, and global or local partnerships

## Business Vision:

Providing the best and comfortable services and trips for customer and gain their trust.

## Business Vision:

- **Economic objectives:**

Profit for the company and contribute to an increase of services.

- **Social objectives:**

Providing services to many different communities.

- **Technical objectives:**

Provide all services and integrated packages to fit with all customers.

## **E-Commerce in our services:**

E-commerce brings new business opportunities to the global travel and tourism industry. Around the world company provides a wide range of products and services, that helps the consumer to take advantage of all of these services and products. The customer can easily enter the website and reserve the place he wants at the time he wants as well without any hardship.

E-commerce helps in facilitating the operations of the Buyer and the consumers; By dealing with many organizations and companies to provide the best services and the best products for consumers.

Customers can simply enter the website and search for the place for the tourism, with specifying the date and the travel time and every detail about their trip. Here comes our turn to provide the hotels and the best airlines for our customers. Our team and the customer will communicate in case the customers need some advices or facing some issues. We most provide convenience trip and services for our customers, and strengthen their confidence on us.



## SWOT Analysis:

<b>Strengths</b>	<b>Weaknesses</b>
Reputation. Easy to access. Value added. Maintenance. Good culture relationship.	Safety and security for the tourist. Many languages and dialects. Lack of infrastructure.
<b>Opportunities</b>	<b>Threats</b>
Development of new tourism and products. Development of market. New technology. Growth rates.	New competitors. Economy threats. Seasonal demand. Exchange rates.

# Around the world website:

