Landscape of Cyberspace: Impact of Online Purchase of Airline Tickets and Determination of Factors Affecting the Flight Generation in the Philippines

Bryan Rhys L. Garde
Undergraduate Student, BS Geography, October 2008
Department of Geography, University of the Philippines Diliman
bryan_garde@yahoo.com

Abstract

Geographic discussions of cyberspace have challenged claims of "cyber enthusiasts" that (a] geographic space has been transcended through technology and (b) social relations in cyberspace will be radically different from those in physical space. Geographers take a critical position toward these ideas based on geography's interest in the material world and human-environment relations. In the case of online buying of airline tickets in the Philippines, the impact of the technology has manifested a substantial significance amidst the fact that it is relatively new to the Filipinos and the level of awareness hasn't covered yet the entire archipelago. The interactions taking place in the cyberspace are primarily dictated by the following factors: Convenience, Ease Of Use, Information Richness and Element of Trust. These factors explain the current perception and acceptance of Filipino users. In line with this, the impact of e-commerce is reflected in the air traffic volume, passenger load and percentage share exhibited on sales performance of online purchase. By means of qualitative analysis, tools such as survey, in-depth interview, data from ATO and web information service site (online sources), the study has proven that that the impact of online purchase of goods and service, in this particular e-tickets, is fast becoming a major part of the lives of the Filipinos and is also significantly beneficial to the air transport system in the Philippines as manifested in increased frequency of flights that leads to establishment of new routes, increased passenger load and growth in sales performance by domestic airline companies.