

Challenges Faced by Brick and Mortar Travel Agencies in Brunei Darussalam

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Abstract

This paper aims to identify the factors contributing to the significant challenges of travel agency and examines the possible elimination of brick-and-mortar travel agencies in Brunei Darussalam as a result of online booking travels destination. Surveys and questionnaires have been conducted to analyze which major factors have most affected travel agencies. It also suggests areas and gives recommendations on how to face the challenges and which factors to improve for the survival of the travel agencies. At the same time, we want to highlight the essential features of brick-and-mortar travel agencies combined with the help of technology. We focused on employees in this study because of their vulnerability to losing jobs.

Keywords—Tourism, Travel agency, Technology, Brunei, Internet, Management.