Over the past two decades, there has been an increasing focus on the development of Information and Communication Technologies (ICTs), as well as the impact that they have had on the tourism industry and on traveler's behaviours. However, research on what drives consumers to purchase travel online has typically been fragmented. In order to better understand consumers' behaviour toward online travel purchasing, this article offers a review of articles that were published in leading tourism and hospitality journals, the ENTER proceedings, and several articles from other peer-reviewed journals, found on the main academic search databases. The antecedents of online travel shopping found are classified into three main categories: Consumer Characteristics, Perceived Channel Characteristics, and Website and Product Characteristics. Finally, this study identifies several gaps and provides some orientation for future research.

This study empirically tests a structural model of factors affecting consumers' online purchase intentions for travel products. The findings indicate that information quality, service quality, and system quality are valid measurements to evaluate the quality of travel-oriented website designs. In terms of travelers' perceptions, convenience, value, and merchandise options are three effective measurements of travelers' attitudes toward purchasing travel products online. Quality of travel website design, travelers' attitudes, and customers' satisfaction demonstrate significant influence on travelers' purchase intentions. Travellers' attitudes and customers' satisfaction also serve as strong mediators for the links between quality of travel website design and purchase intentions. Future research can capitalize on this study as a basis to formulate other models or to create a new model to test tactics that can increase travellers' repurchase intentions and strengthening consumers' e-loyalty.

This study examines: (a) the relationship between the advantages and disadvantages of electronic travel shopping, in comparison to traditional in-store shopping from high street travel agents, and consumers' perception of the
innovation characteristics (relative advantage, compatibility and complexity) of e-shopping, and (b) the relationship between consumer’s perception of these characteristics and their intention to adopt electronic travel shopping. These relationships are examined using a sample of 444 individuals. The results indicate that the advantages and disadvantages of physical efforts and time pressure related to traditional in-store travel agency shopping positively influence consumer’s perception of the characteristics of e-shopping. The results further show that consumers’ perception of the relative advantage and compatibility of electronic travel shopping positively influence their intention to adopt e-shopping. It is also explored whether income, education and age moderate these relationships.