Internet and Web Application In Business & Tourism In Albania

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ABSTRACT

Web application is an application that accessed through a network like the Internet or an intranet. Web applications are popular due to the use of - web browsers, and the easy using a web browser as a client. The ability to update and maintain web applications without distributing and installing software thousands of client computers is a major reason for their popularity. Most used web applications include webmail, online retail sales, online auctions, wikis and many other functions.

This article will show the possibilities that offer web development in business and tourism, what advantages and disadvantages are used in this technology in general, and as a special case study will take use of it here in our country, in Albania. We will show concrete implementation examples of this technology.

Keywords: WEB, application, Internet, e-business, web page

INTRODUCTION

The amazing success of the Web is down to two basic features: HTTP protocol and HTML language. The first allows straightforward and easy implementation of a communications system so that any type of file can be easily sent, simplifying the operation of the server, allowing low-power servers to deal with thousands of requests and cutting deployment costs. The second feature provides an easy and straightforward mechanism for composing linked pages that is also highly efficient and very user-friendly.

Nowadays, having an e-mail address, web access etc. is considered normal in many countries around the world and is not regarded as the latest thing. Businesses, institutions, governments, etc. are quickly migrating all of their services, applications, stores, etc. to a web environment that will allow their

customers and users access to all this from the Internet. Despite the slight slowdown in its growth rate, the Internet is set to become a universal communications service that allows universal communication.

What is a Web application?[20]

Originally, the Web was simply a collection of static pages, documents, etc that could be consulted and/or downloaded. The next step in its evolution was the inclusion of a method to make dynamic pages allowing the displayed contents to be dynamic (generated or calculated from request data). This method was known as CGI (Common Gateway Interface) and defined a mechanism by which information could be passed between the HTTP server and external programs. CGIs are still widely used because they are straightforward and most web servers support them. They also give us complete freedom in choosing the programming language to develop them. The operating schema of CGIs had a weak point: every time we received a request, the web server launched a process to run the CGI program. In addition, because most CGIs were written in an interpreted language (PERL, Python etc.) or a language that required run-time environment (Visual Basic, Java, etc.), it represented a heavy load for the server machine, if the web had several CGI accesses, this led to serious problems.

What is Internet application?

The Internet is one of the main means through which it becomes possible to activate and run an application. With developments in the Internet and Web-based technologies, distinctions between traditional markets and the global electronic marketplace-such as business capital size, among others-are gradually being narrowed down. The name of the game is strategic positioning, the ability of a company to determine emerging opportunities and utilize the necessary human capital skills (such as intellectual resources) to make the most of these opportunities through an e-business strategy that is simple, workable and practicable within the context of a global information milieu and new economic environment.

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[20] Carles Mateu 'Introduction to web applications'

WORLD INTERNET USAGE AND POPULATION STATISTICS

World Regions	Population [2010 Est.]	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2010	Users % of Table
Africa	1,013,779,050	4,514,400	110,931,700	10.9 %	2,357.3 %	5.6 %
Asia	3,834,792,852	114,304,000	825,094,396	21.5 %	621.8 %	42.0 %
Europe	813,319,511	105,096,093	475,069,448	58.4 %	352.0 %	24.2 %
Middle East	212,336,924	3,284,800	63,240,946	29.8 %	1,825.3 %	3.2 %
North America	344,124,450	108,096,800	266,224,500	77.4 %	146.3 %	13.5 %
Latin America/Caribbean	592,556,972	18,068,919	204,689,836	34.5 %	1,032.8 %	10.4 %
Oceania / Australia	34,700,201	7,620,480	21,263,990	61.3 %	179.0 %	1.1 %
WORLD TOTAL	6,845,609,960	360,985,492	1,966,514,816	28.7 %	444.0 %	100.0 %

Figure 4 World internet usage statistics

The use of a Web & Internet application in Albania

We in this paper will be based on the use of web applications in business. What are the basic types of the use of such application in business and tourism? Answering this question, manage to draw a simple end-use of web applications in Albania.

On another plane, developing countries, are given increased access to the global marketplace, where they compete with and complement the more developed economies. Most, if not all, developing countries are already participating in e-commerce, either as sellers or buyers. However, to facilitate e-commerce growth in these countries, the relatively underdeveloped information infrastructure must be improved. Among the areas for policy interventions are:

➢ High Internet access costs, including connection service fees, communication fees, and hosting charges for websites with sufficient bandwidth;

➢ Limited availability of credit cards and a nationwide credit card system;

➢ Underdeveloped transportation infrastructure resulting in slow and uncertain delivery of goods and services;

➢ Network security problems and insufficient security safeguards;

➢ Lack of skilled human resources and key technologies (i.e., inadequate professional IT workforce);

➢ Content restriction on national security and other public policy grounds, which greatly affect business in the field of information services, such as the media and entertainment sectors;

➢ Cross-border issues, such as the recognition of transactions under laws of other ASEAN member-countries, certification services, improvement of delivery methods and customs facilitation; and

Albania is part of the group of developing countries, so even though recent years there have been a boom in the use of the Internet and web applications, we can say that the use of web applications in business and tourism still leaves much to

be desired. Internet is widely used in Albania in the social aspect, while in business he is used to exchange information between individuals or businesses.

Businesses today, more and more are running their work in the use of ICT.[5] They have built web sites to disclose information about the work and services they can offer their clients. Also provide forms of communication through these pages in order to obtain the opinions of their customers, for the business and the production that is offering. In Albania, the most prevalent form of a web application in terms of business is in the bank, telephone operators, electric power utility –CEZ, air travel agencies, hotels. Today are used online service interactions with clients, such as online payments, money transfers, online bill, online marketing, e-banking, online reservation, e-commerce etc.

Figure 5 Credins Bank web page

Electronic business or Electronic commerce or e-commerce refers to a wide range of online business activities for products and services. It also pertains to "any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact." E-commerce is usually associated with buying and selling over the Internet, or conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer-mediated network. Though popular, this definition is not comprehensive enough to capture recent developments in this new and revolutionary business phenomenon. A more complete definition is: *E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals*.[7]

The amount of trade conducted electronically has grown extraordinarily with widespread Internet usage. Applications can be divided into three categories:

1. *Internal business systems:*

   o *customer relationship management, enterprise resource planning, document management systems, human resources management*

2. *Enterprise communication and collaboration:*

   o *VoIP, content management system, e-mail, voice mail, Web conferencing, Digital work flows (or business process management)*

3. *electronic commerce - business-to-business(electronic commerce (B2B)) or business-to-consumer electronic commerce (B2C):*

   o *internet shop, supply chain management, online marketing, offline marketing*

What are the existing practices in Albania with respect to buying and paying online?

In Albania just started to be used online payments. We will see a comparison between traditional and online payments. The payment schemes available for online transactions are the following:

A. Traditional Payment Methods

- **Cash-on-delivery.** Many online transactions only involve submitting purchase orders online. Payment is by cash upon the delivery of the physical goods.

- **Bank payments.** After ordering goods online, payment is made by depositing cash into the bank account of the company from which the goods were ordered. Delivery is likewise done the conventional way.

B. Electronic Payment Methods

- **Innovations affecting consumers** include credit and debit cards, automated teller machines (ATMs), stored value cards, and e-banking.

- **Innovations enabling online commerce** are e-cash, e-checks, smart cards, and encrypted credit cards. These payment methods are not too popular in developing countries. They are employed by a few large companies in specific secured channels on a transaction basis.

- **Innovations affecting companies** pertain to payment mechanisms that banks provide their clients, including inter-bank transfers through automated clearing houses allowing payment by direct deposit.
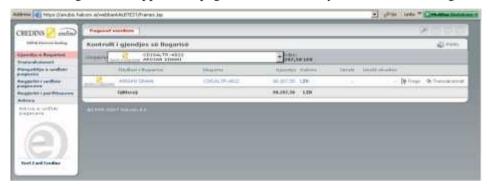
What is an electronic payment system? Why is it important?

An electronic payment system (EPS) is a system of financial exchange between buyers and sellers in the online environment that is facilitated by a digital financial instrument (such as encrypted credit card numbers, electronic checks, or

digital cash) backed by a bank, an intermediary, or by legal tender. EPS plays an important role in e-commerce because it closes the e-commerce loop. In developing countries, the underdeveloped electronic payments system is a serious impediment to the growth of e-commerce.

What is the status of e-banking in Albania?[8][10]

E-banking in Albania is in the early stages of development. However, there is an increasing growth of online banking, indicating a promising future for online banking in Albania.

To use e-banking should a user have an ID and a password. If everything has been regular will appear the page below, which is your site in e-banking service:

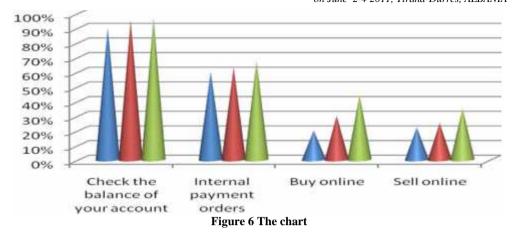### What kind of transactions can Albanian people do?

- Check the balance of your account
- Internal payment orders (Domestic Payments)
- Check of all payment orders done from your account and in your favor
- View the record of all transactions

Considering e-banking services, I have conducted a survey: "As Albanians use e-banking services?" On the basis of this survey was achieved in the following results:

Table 2 E-banking use

Use of e-banking			
Use/years			
Service	2008	2009	2010
Check the balance of your account	90%	95%	97%
Internal payment orders	60%	63%	67%
Buy online	20%	30%	44%
Sell online	22%	25%	35%

Figure 6 The chart

Regarding tourism, we have a typical use of Internet through web pages, which show us detailed information about the places that advertise. Hotels also have in their web page a space where we can do online bookings.

Figure 7 Travel agency web page

CONCLUSION

Well, as we see from the above data, Albania has initiated to use web services and internet (more) in business and tourism. But this use is still at an early stage, especially in terms of web applications. Based on surveys and statistics derived from banks, it is thought that in future there will be an increase in the use of this technology, which leads to an increase in performance, earnings, product delivery, and recognition of business in other countries the world.

Also in terms of tourism, our country will be easily known to foreigners, which leads us to increase the percentage of tourists per year, in Albania. Anyone through a web application that has the desire to visit our country can make an online reservation for the hotel and the place that wants.

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