EXECUTIVE SUMMARY

E-Commerce strategy gives an impetus to travel agency industry. Thanks to the sustainable growth of China economy, business travel and domestic tourism in China market are booming. For Chinese small and medium-sized traveling enterprises (SMTEs), understanding critical success factors (CSFs) of e-Commerce strategy will lead to more effective competitive advantage. This exploratory study examines what critical success factors are relevant to success in e-Commerce strategy in the Chinese SMTEs sector. By expanding the KITE e-Commerce model on critical success factors, this study aims to provide an integral theoretical paradigm that can successfully support a wide array of technical, business, and societal issues involved in e-Commerce strategy for SMTEs. The results from a survey of 145 Chinese SMTE respondents indicate that the proposed theoretical model is able to explain and predict success in e-Commerce strategy for Chinese SMTEs well. The resulting theoretical model explains a large portion of the factors that lead to e-Commerce strategy success for Chinese SMTEs in the preliminary stage of e-Commerce development. These factors include Content, Community, Security, Trust, and Government Awareness.