

Chapter 3

Effects of Internet on Tourism Marketing: An Empirical Analysis About Online Tourism

Nihan Garipağaoğlu Uğur

Istanbul Medeniyet Üniversitesi, Turkey

ABSTRACT

The purpose of this study is to search for the difference between traditional marketing and electronic marketing on tourism. The data is based on empirical researches and literature reviews. The study is based on descriptive analysis. An overview of this study indicates that hotels and mostly visitors prefer to use an online reservation system and online travel agencies. This study provides tourism suppliers with ways to use electronic marketing and communication with visitors. Also, tourism suppliers are able to prepare marketing strategies based on visitor choice to use while travel planning.

INTRODUCTION

Tourism is the world's largest sector which has got new activities, destinations, markets and rapid changes with dynamic growth. People are traveling the world. Joining the tour packages, adventure experiences, cruises. During their trip, visitors and activities make economic and social impact on the local communities. First impression of tourism is people who visit places for sightseeing, visiting relatives or friends, take vacation and also participation in business trip or professional activity and need transportation for their vacation (Goeldner & Ritchie, 2009).

Tourism identified four perspectives:

- Tourist looking for experiences and satisfactions.
- Business people make profit by providing goods and services for tourism market.
- Government of the local community see tourism as a wealth factor for economy.

DOI: 10.4018/978-1-7998-0035-4.ch003

Effects of Internet on Tourism Marketing

- Host community see tourism as an employment factor.

Tourism is the interaction among tourist, tourism suppliers, governments, host communities and environment (Goeldner & Ritchie, 2009). Tourism has heterogeneous structure with stakeholders than other industries (Le Roux, 2015). Technology has changed the customers purchasing habits with tourism products. Also customers endowed with technology to classify, customize and purchase tourism product. Additional that support tourism organizations to develop and distribute their services worldwide (Buhalis & Laws, 2008).

Definitions of Tourism

Definition by United Nations World Tourism Organization (UNWTO, 2019) is “Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/ professional purposes. These people called visitors and tourism has to do with their activities, some of which imply tourism expenditure”

Visitor who is taking a trip to outside of usual environment for any purpose and stay less than a year. Tourist or overnight visitor means is “trip includes overnight stay”. Excursionist or same-day visitor mean is visit a place but not stay overnight (UNWTO, 2019). Excursionist also called day-trippers because they stay less than twenty-four hours. Destinations and activities are influenced tourist choice and travel motivation. Such as natural resources and environment; the built environment that reflections of cultural and historical of host region; the infrastructure of tourism destination and also superstructure should respond to demands of visitors; information is the effective manner to present of tourism destination. (Goeldner & Ritchie, 2009).

Operating Sectors

The tourism sector is the gathering different productions units that provide “goods and services” demanded by visitors (UNWTO, 2019). Visitors defined the quality of services are created by employees and human factor that holds the level of quality in service business (Kandampully & Hu, 2007).

Transportation

Tourism and transportation are inseparably close to each other. There are different models of transportation which are air travel; road travel, railway, and cruises (Goeldner & Ritchie, 2009).

Accommodation

Providing accommodation for travelers is oldest commercial business. Dwelling-place and food service are huge important for tourism economy (Goeldner & Ritchie, 2009). Seven segments affect to customer satisfaction; reservations, check-in/check-out, room, food and beverage, services especially cleaning, facilities, cost and fees (Le Roux, 2015)

27 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:
www.igi-global.com/chapter/effects-of-internet-on-tourism-marketing/235896

Related Content

Mobile and Electronic Commerce Systems and Technologies

Wen-Chen Hu, Chyuan-Huei T. Yang, Jyh-haw Yeh and Weihong Hu (2008). *Journal of Electronic Commerce in Organizations* (pp. 54-73).

www.irma-international.org/article/mobile-electronic-commerce-systems-technologies/3516

A Model for Usability in E-Commerce Services: Theoretical Concept and Empirical Evidence

Udo Konradt, Friedemann W. Nerdinger and Thomas Ellwart (2016). *Encyclopedia of E-Commerce Development, Implementation, and Management* (pp. 2332-2343).

www.irma-international.org/chapter/a-model-for-usability-in-e-commerce-services/149122

An Experimental Study of the Effects of Promotional Techniques in Web-Based Commerce

Yuan Gao, Marios Koufaris and Robert H. Ducoffe (2004). *Journal of Electronic Commerce in Organizations* (pp. 1-20).

www.irma-international.org/article/experimental-study-effects-promotional-techniques/3433

Determinants and Outcomes of Food Delivery App Engagement During COVID-19: A Study of Urban and Semi-Urban Customers

Abhilash Bhattacharjee, Kunja Sambashiva Rao and Nishad Nawaz (2023). *Journal of Electronic Commerce in Organizations* (pp. 1-22).

www.irma-international.org/article/determinants-and-outcomes-of-food-delivery-app-engagement-during-covid-19/323655

Bitcoin: A Search-Theoretic Approach

Tetsuya Saito (2019). *Digital Currency: Breakthroughs in Research and Practice* (pp. 1-23).

www.irma-international.org/chapter/bitcoin/207536