

Evaluation of the Website Content of Hospitality Businesses: The Case of Central Antalya

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ABSTRACT

Humanity has faced and continues to face many major changes since the introduction of the internet in the last 20 years. Time, location and costs have never been so important in any other period of time. Human beings have started to live at a more rapid pace with less cost. Need for a holiday, which is a part of life, is fulfilled in a much easier and efficient way through the internet world and its positive aspects. In the present study, websites of 5 and 4 star hotels operating in Antalya have been analyzed in terms of their content. Data gathered has been analyzed with SPSS package program. According to the results of the analysis, websites of 5 and 4 star hotels operating in Antalya are observed to be inefficient and also, they do not have adequate technical equipment.

Keywords: Antalya, Hospitality Businesses, Hotel, Internet, Website

INTRODUCTION

The global competitive environment today results in a more intensive use of information technologies in the service industry as well as all other industries. Tools (quality, speed, cost, flexibility etc) that are important factors in the competition among businesses are increasingly growing and differentiating. The latest developments in information technologies offer

new opportunities in the fields of marketing, management and communications for businesses and all the destinations in the tourism sector while providing competitive advantages (Tutar et al., 2007).

The internet, which literally means ‘web network’, may be described as a huge computer network linking thousands of computers in the world to each other. Thanks to millions of computers linked to each other via the internet,

DOI: 10.4018/ijssed.2015010104

an environment in which Internet users all over the world can communicate in a limitless, easy and low cost way has been formed (Vural and Öz, 2007).

The internet provides big opportunities for businesses which are willing to offer their goods and services to international markets, but also entails certain disadvantages in cultural, legal, social, and security related terms (Akkılıç, 2004).

We may list the advantages and disadvantages that the Internet entails as follows (Akkılıç, 2004);

Advantages;

- A. The Internet benefits businesses which play the role of agent as well as customers who buy goods and services in terms of time and space.
- B. A business actively using the Internet can provide service to all Internet users for 365 days of the year and 24 hours of the day.
- C. All transactions, primarily ordering and payment, can be completed in the electronic environment, so costs belonging to traditional forms of trade are avoided and cost of sales are significantly lowered.
- D. Since the Internet is an environment which all businesses and customers may engage with simultaneously, it provides equality of opportunity.
- E. Internet users are able to find all kinds of information related to goods, services or operations directly from the business itself by just visiting their website.
- F. Other advantages of using the Internet are providing direct service, rapidly calling back information and using visual communications.

Disadvantages;

- A. The leading disadvantage of using the Internet is security issues.
- B. Another is the consumer's concerns related to being deceived. The negative differences between what is promised and what is

actually done make consumers wary of the Internet.

Daily usage of the Internet, computerized reservation systems and the increase of global distribution channels help tourism businesses take their place in the global competitive environment (Tutar et al., 2007).

Internet and Tourism

Recently Internet usage is observed to increase in almost every field of tourism including airport operations, hospitality business management, travel management, car rental, management of touristic destinations, tour operations etc. (Kozak, 2006).

After computer webs were established, information technologies have been used intensely in tourism, with three main waves every ten years. The chronological order of usage of such is as follows (Sarı and Kozak, 2005);

- A. Central Reservation Systems (CRSs) which was put into usage in the 1970s,
- B. Global Distribution Systems (GDSs) which was created in the 1980s,
- C. Internet which has been in use since the 1990s.

In Yaylı's (2000: 39) study based on 1999 Hotel Guide data concerning the Internet usage of hospitality businesses in Turkey, 46 of the 5 star hotels (%38) have been observed to have a website, while 59 of them (48%) were reachable through email. When widespread developments in computer and Internet technologies as well as businesses which adapt these developments to their way of working are considered, we may suggest that there is an increase in possession of websites and rate of use of such in hospitality businesses in Turkey (Karamustafa et al., 2002).

Tourism businesses desiring to be a part of new economic system as well as to work in a global scope have to prepare a website which contains extensive up-to-date information as well as satisfying content with visual richness, and also which is user friendly and functional,

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