

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Management**



**Diploma Thesis**

**Evaluation of Online Marketing Communication**

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# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## DIPLOMA THESIS ASSIGNMENT

Shota Shakarishvili

Business Administration

Thesis title

**Evaluation of Online Marketing Communication**

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### Objectives of thesis

The aim of the thesis is the evaluation of Internet marketing strategies use within companies at the tourism market. The partial aim of the thesis is a comparison study and evaluation of the customers perception of companies using different communication strategies.

### Methodology

This work starts with a theoretical one, by giving an introduction to the topic and briefly highlighting the latest principles of marketing. The primary theoretical section is concerning the website being a most important software of the net advertising. For this, literature and on hand web sources have been used. The practical part involves the evaluation of the given sample of selected companies. The primary data will be gathered using questionnaire survey. The results will be evaluated and the comparative analysis will be used.

**The proposed extent of the thesis**

60 – 80 pages

**Keywords**

Marketing, Analysis, Research, Website, Internet, Online

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**Recommended information sources**

- ARMSTRONG, G. – KOTLER, P. *Principles of marketing*. Harlow: Pearson, 2012. ISBN 978-0-273-75243-1.
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## **Declaration**

I declare that I have worked on my diploma thesis titled "Evaluation of Online Marketing Communication" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on 11.04.2016

### **Acknowledgement**

This way I would like to thank my supervisor Ing. Tereza Balcarová, Ph.D. for her supervision, support, and relevant advice during processing of my thesis. I cannot forget to express my thanks to my lovely wife Ana and my family, who make my studies possible and thus provide my access to excellent knowledge I could gain.

# Hodnocení Online marketingové komunikace

## Souhrn

Tato práce je zaměřena na výzkum hlavní determinant online marketingové strategie cestovních kanceláří a na průzkum zcela nové vývojové tendence v oblasti webové reklamy. Práce je rozdělena na část teoretickou a praktickou. Tato práce začíná teoretickou částí, která je zaměřena na úvod do problematiky a stručně definuje nejnovější principy marketingu. Další část se týká webových stránek a jejich využití při online reklamním merchandisingu. Pro tento účel byly použity odborné literární zdroje i internetové zdroje. Praktická část ukazuje průzkum dvou cestovních kanceláří. Jedním ze zkoumaných subjektů je lídr na trhu využívající online marketingových nástrojů; druhým subjektem je cestovní kancelář využívající jednoduché internetové nástroje. Cílem práce je provést srovnání a poukázat na užitečnost a výnosnost on-line marketingu v podnicích cestovního ruchu a navrhnout plán, jak mohou cestovní kanceláře takové nástroje využívat. Sběr primárních dat byl proveden se zákazníky, pomocí šetření zaměřeného na dotazy týkající se on-line marketingu.

**Klíčová slova:** Marketing, analýza, výzkum, webové stránky, internet, online

# **Evaluation of Online Marketing Communication**

## **Summary**

This work pursuit to examine a major function is to research the Internet marketing strategies of Travel companies and to examine brand new developments of web marketing. The thesis is break up into theoretical and realistic elements. This work starts with a theoretical one, by giving an introduction to the topic and briefly highlighting the latest principles of marketing. The primary theoretical section is concerning the website being a most important software of the net advertising merchandising. For this, customary literature and on hand web sources have been used. The practical part shows survey of two Travel companies. One of them is market leader with latest online marketing tools; the other one is just using e-mail and simple Internet tools. Thesis aim is to show how useful and profitable is online marketing in Tourism businesses and give them a plan, how they can follow it. Research was made on customers, asking them a questions regarding online marketing. What they think is it a good idea for Travel companies to try their business in Internet.

**Keywords:** Marketing, Analysis, Research, Website, Internet, Online

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## **Introduction**

1 Within the new millennium digital market has reorganized the sector economic system, It has created a brand new social, economic and political trends, it also brought world order, new doctrines, created the ultra-modern society and civilization, which, finally, precipitated humanity development and progress of countries in the world. Internet has modified the sector's economic methods Infrastructure, business atmosphere, human interdependence; it accelerated the approach of globalization and had emerged as the riding drive of social growth. Internet invaded human undertaking in all areas, comparable to state administration, defense, economic system, culture, education, and many others. The computerization of population has come to be the nations resources. Thus, it is greatly increasing the number of employed individuals in the area of information technologies all over the world.

The Web, as an open polygon of informational applied sciences and international digital community, it's technical, social, fiscal and commercial phenomenon. It's exact process, which while represents mighty advertising environment and manner. After the emergence of e-industry, web market has to turn out to be a powerful industry. Today the Internet is the largest market. Travel companies that use online marketing near the right way, they sometimes twice, three times to increase the company's revenue. The Internet is a source of unlimited possibilities.

# Objectives and Methodology

## Aim

2 The aim of the thesis is the evaluation of Internet marketing strategies use within  
2.1 companies at the tourism market. The partial aim of the thesis is a comparison study and  
evaluation of the customers' perception of companies using different communication  
strategies this work is written to examine a major function of Internet marketing strategies  
of Travel companies and to brand new developments of web advertising. The thesis is break  
up into theoretical and practical parts.

This work starts with a theoretical part, by giving an introduction to the topic and  
briefly highlighting the latest principles of marketing. The primary theoretical section is  
concerning the website being a primary software of the net advertising. For this diploma  
thesis, was used literature from the books about the online marketing and its importance for  
the company, on the other hand, were used web sources and articles. The practical part shows  
surveys into the travel industries, one chosen company is travel agency „Easy travel“ from  
Georgia and is compared to the company "TripAdvisor", which is the market leader with the  
latest online marketing tool website. The questions were selected based on the theoretical  
part about the online marketing and its importance in the context of the travel industry.

This diploma thesis is written to show how useful and profitable is online marketing  
in Tourism and industry, to identify the mistake of the travel agency “EasyTravel“ and give  
them a plan by comparing with the travel site “TripAdvisor.“ The main idea for this research  
was to identify the problems with the “EasyTravel“ company, which is the risk that they will  
lose their customers, because of the technology development and their poor and  
uncomfortable website. Research questions were asked regarding online marketing to the  
customers of both companies to discover what they think about the Travel companies and  
purchasing services or goods online.

The primary goal of this research was to identify why the travel agency “EasyTravel“  
is going down and to offer an online marketing strategy plan, under which the company will  
not, ruin. So for this research was used quantitative research and according to this research  
were asked the customers who already used the “EasyTravel” agency’s services. The  
company “TripAdvisor” is the perfect example of travel company, which is successful for  
using website for its communication with the customers.

## **Methodology**

2.2 This thesis will be consisted of the topics from the standard literature, books about the online marketing and tourism industry, magazines, online links and articles about the importance of using website and online communication for the business. In this diploma thesis was used research, which helped to discover the role of website in the travel industry.

The methodology for this diploma thesis is quantitative research. Quantitative study is a formal, objective, systematic procedure, where numerical knowledge are used to receive knowledge concerning the world. Quantitative methods emphasize function measurements and the statistical, mathematical, or numerical evaluation of data amassed via polls, questionnaires, and surveys, or through manipulating preexisting statistical data making use of computational approaches. Quantitative research makes a speciality of gathering numerical data and generalizing it throughout corporations of humans or to give an explanation for a distinctive phenomenon. In quantitative research, the researcher's role is to observe and measure the given information from the respondents. (R. Murray Thomas, 2003)

The basic goal of this research is to receive an idea from the "EasyTravel" travel agency customers and compare the level of satisfaction of their clients to the users of the "TripAdvisor" site. The research questions are multiple and don't require the answer with the certain description of this phenomenon. The questions were different for the both travel companies, one of them was identifying if the customer trust the travel site "TripAdvisor", and the other one was discovering, how often respondents use the internet to book their flights. The questionnaires were sent to the customers of both travel companies in the electronical form during the one month. The questions were asked about the internet, how often and for which are people using it, about the risks when using this or that company, whether they had problem in choosing hotel, if they feel safe when purchasing the services from the internet. The other questions were about "TripAdvisor" site's customer reviews if it is useful, relevant and if they trust the website.

## **Literature review**

### **Marketing**

3 In this chapter of the diploma thesis, there will be a general introduction of marketing and its connection to the Internet, Modern online marketing tools.

3.1

#### **Modern concept**

3.1.1 What is “Marketing”? Many individuals think that Marketing is just acting in a way of advertising, the truth is, Commercial is one of the elements of marketing, it also acts in different and numerous ways.

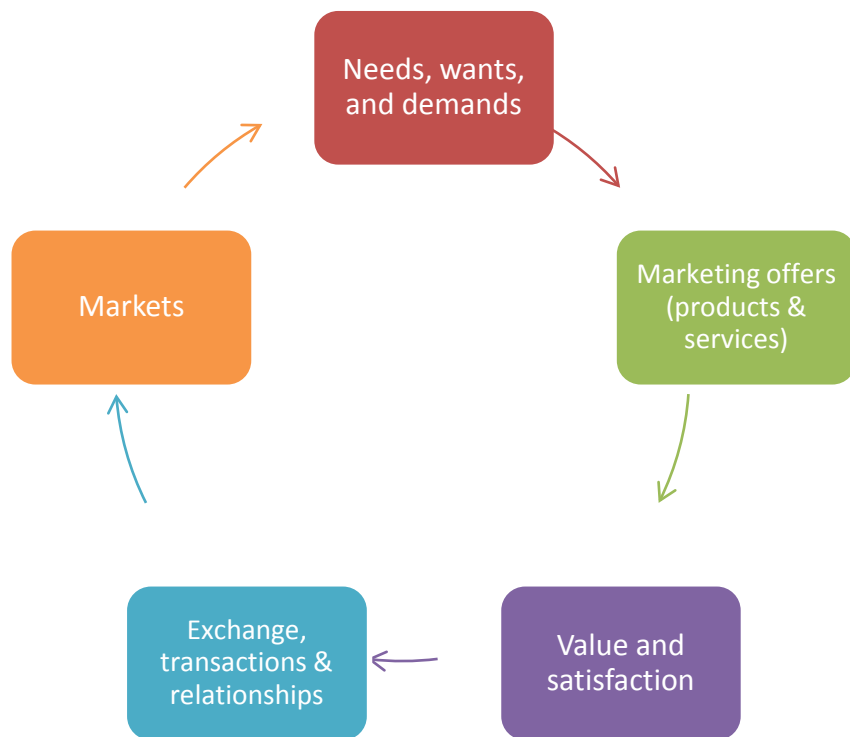
Marketing which was once a part of management now becomes an independent subject. Nowadays, marketing is an important area of study throughout the world. In every university and professional institution education is imparted in the topic of marketing. We can certainly call the 21st century as century of marketing (A.K Jain, 2009)

Advertising and marketing seemed like a reply to the must provide more close manage over the income administration of the enterprises. Formation of advertising as a science started on the commencing of XX century as a subject in main US universities, making the main focus on commerce and advertising. The influence of realistic implementation of marketing idea was the creation of the advertising division in giant enterprises to behavior advertising study and provides services.

The modern-day thought of advertising and marketing implies a vast variety of services, along with income and promoting, certain on a deeper figuring out of the purpose and gaining of powerful outcomes.

## Needs, Wants and Demands

3.1.2 While libraries and knowledge centers want to acquire their objectives, they have got first to comprehend their consumers' requirement. It Might give them a possibility to present the product, which fulfills the consumers' standards, better than their competitors. The key ideas that are principal to the understanding of consumers' specifications are: need, want, and demand and patron value, price, and satisfaction. (Abbinadan k Jain, Asbok jambbekar, T P Rama Rao, S Sreenivas Rao, 1999)



**Figure 1 Needs, Wants and Demands.**

**Own Source: 2016**

“Any marketing begins with understanding purchaser need. Need arises at any time when a client feels that a few of his normal necessities are not being met. The purchaser can have a quantity of choices for enjoyable his need. A preferred option is called a want. Wants, as a consequence, are preferred distinctive satisfiers of ‘needs. In the case of managers whose need is know-how, several options like journals, magazines, books, and so forth. May exist which furnish the specified understanding. Some of the favored options, like a journal, would

be termed his want. Demand for a services or products will arise if the consumer is in a position to accumulate and make use of the equal. As a result wants to turn out to be demanded when supported utilizing purchasing power, ability, and infrastructure needed to purchase and use them". (Abbinadan k Jain, Asbok jambbekar, T P Rama Rao, S Sreenivas Rao, 1999)

## **Value, satisfaction and expectations**

3.2 The guiding notion in advertising is consumer value. Value is the customer's estimate of product's overall ability to meet his or her needs. (M. Govindarajan, 2007)

### **Value**

3.2.1 Client delivered price is the change between whole consumer value and complete consumer rate. Whole client price is the bundle of benefits buyers expects from a given services or products. The seller can attempt to increase total consumer worth (via strengthening or augmenting the product, services, and snapshot benefits) or reduce total customer rate (via decreasing the purchaser's expenses, simplifying the ordering and supply processing or absorb some purchaser chance via offering a warranty). (M. Govindarajan, 2007)

3.2.2

### **Satisfaction**

Consumer satisfaction relies on the product's perceived performance about a customer's expectations. If the product's performance falls in need of expectations, the consumer is dissatisfied. If performance suits expectations, the customer is convinced. If efficiency exceeds expectations, the purchaser is extremely convinced or delighted. Most experiences show that larger phases of client pleasure lead to bigger patron loyalty, which in flip outcome in better organization efficiency. Clever organizations goal to pride customers by promising simplest what they can provide, then offering more than they promise. Delighted patron now not only make repeat purchases, but they also grow to be inclined advertising partners and „customer evangelists“ who unfold the phrase about their just right experiences to others. (Philip Kotler, Gary Armstrong, 2010)



## **Expectations**

3.2.3 “Expectations are fashioned on the groundwork of the buyers’ previous shopping expertise, statements made with the aid of acquaintances and buddies, and marketer competitor knowledge and guarantees. Organizations searching for to win in today’s markets must track their consumers’ expectations, perceived enterprise efficiency, and customer satisfaction”. (M. Govindarajan, 2007)

## **Marketing and the Internet**

3.3 Internet marketing also referred to as e-marketing, opens up new opportunities for firms to market their services to consumers in methods that would simplest be dreamed and prior for the consumer than it was before. Marketing is about bringing product expertise and offerings to a unique purchase in a well-timed, accurate trend. The Internet is the best tool for doing exactly that. More businesses are realizing that the need to devote extra resources to web marketing to seize this growing on-line travel market. (Zongping Zhou, 2004)

The dynamic information supplied on the Internet is sophisticated to the static understanding displayed in a normally printed replica of a brochure. From a client’s point of view, they’ll be able to entry information anytime, at any place. The understanding on the Internet is richer, more diversified, and time touchy. (Zongping Zhou, 2004)

Advertising and marketing will not be virtually earnings or promoting, its cutting-edge notion implies a broad range of services, alongside with sales and promoting, specified on a deeper understanding of the intent and gaining of strong effect. Major components of latest advertising concept are desires, wants and needs, the market providing, price, pleasure and nice, alternate, transaction and relationship and the final, but no longer the least – markets. The technological development of the recent years has converted the way in which trade is conducted by way of globalization, and contributed to the creation of an extra online market.

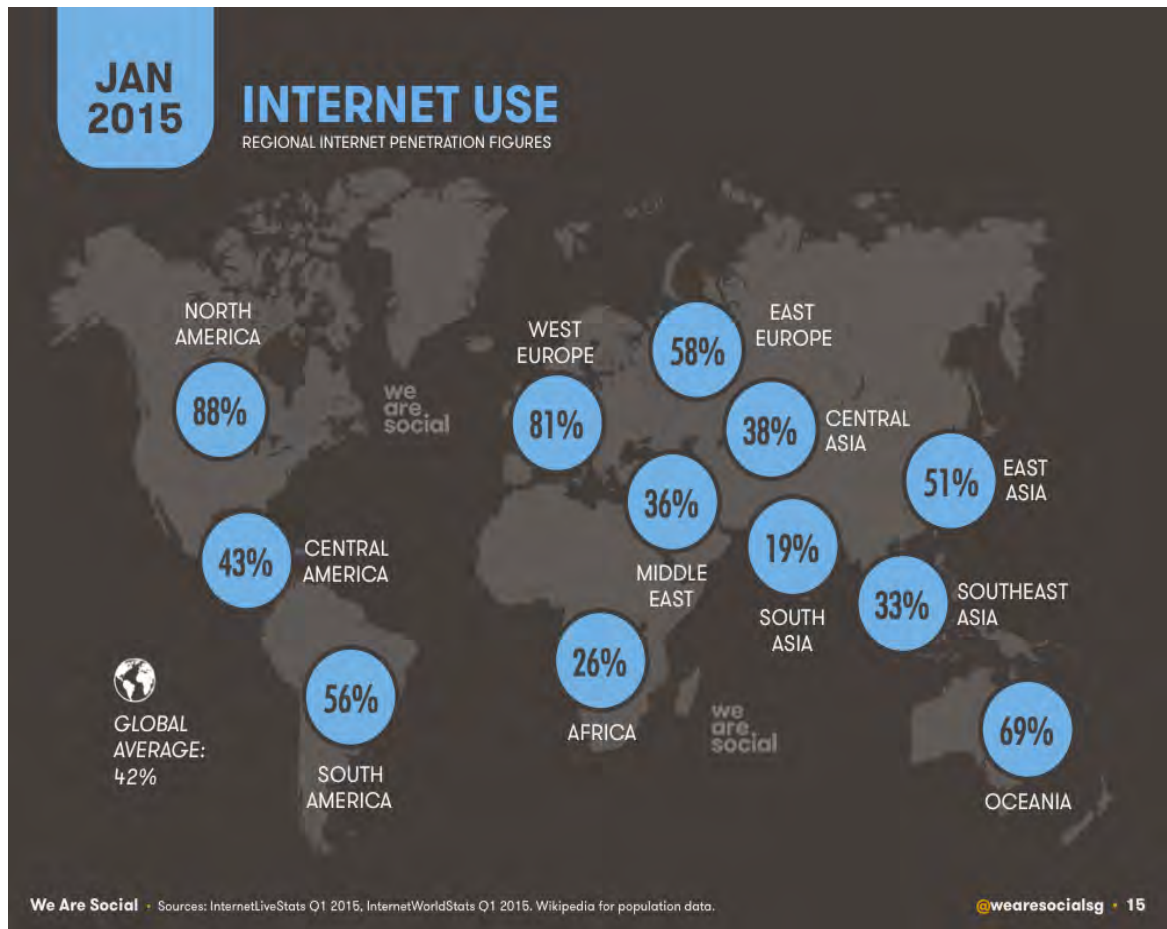
## **The growth of the Internet**

The most important alternate within the travel industry in contemporary years has been the upward push of the web. It was the situations than the people needed to speak with the travel agent, or call accommodations and airways straight, to make the journey plans.

3.3.1 However as the Internet usage unfold, it became viable to use the brand new science to study locations and compare prices themselves, or talk over with the Internet sites that provide all that expertise in a single place. Indeed, organizations similar to Expedia and Travelocity have turn out to be quite beneficial doing simply that. In 2003, 12 % of the reservations had been made on-line, and that quantity is sure to develop in coming years.

“The internet with its possibilities for online information seeking, online comparison of attributes and prices, and online purchase influences a number of stages in the decision-making proces of consumers“. (C.P.Haugtvedt, K.A. Machleit, R.F. Yalch, 2005)

One of the crucial changes wrought by the web has been to make the travel agent and reservations clerk much less necessary to making journey plans. In keeping with industry specialists, the web has also raised the number of rooms occupied per night time-but it is also precipitated slash revenue per room, as the ease of comparison web searching and web-handiest promos have elevated competition amongst hospitality vendors.



**Figure 2 Internet Use.**

Source:Internet live stats; date 2015

The growth of the internet may also be described as breathtaking, if now not innovative. That is seen from the accelerated number of web customers in up to date years. In 1994 in the U.S., there were only 25 million web customers (verity and hof, 1994). However, this quantity accelerated to 40 million 1997 (Cortese, 1997) and to 95 million in 2001. (Zongping Zhou, 2004)

The capability to keep up a correspondence with one more right away, without geographical boundaries, and without time constraints, captures the creativeness of thousands global. The total on-line population used to be estimated to be 619 million in 2002 and can reach 950 million in 2004 (international reach 2003). This is not stunning. Countries’, each massive and small, are seeing the Internet no longer only as a method of

communications, but additionally as a new subject of monetary growth. China, for illustration, has invested billions of bucks in establishing its web infrastructure and is projected to possess probably the most Internet users via 2006. (Zongping Zhou, 2004)

The Internet is the largest marketplace in history; marketers have become very, very excited about the Internet. Marketers were there, excitedly watching the first fledgling company websites go live at the end of the last century. They were there enthusiastically exploring the potential of e-mail marketing online advertising and search marketing. (Alex Blyth, 2012)

Everyday increasingly businesses are utilizing on-line marketing. Whether or not it displays advertising, electronic mail advertising, social media engagement or any other form of online marketing, one thing is certain: online marketing is now not a sideshow for technical fanatics. It is speedily fitting the major approach by which firms market their products and services. At the same time economies, organizations and advertising and marketing budgets reduce, online marketing continues to develop. (Alex Blyth, 2012)

3.4

### **Why Online Marketing Works for business**

There are practically three billion persons online. Some of them are ideal clients or consumers. The web has introduced colossal advantages to the way in which we market businesses. An internet site is like a virtual shopfront that is continually open. E-mail reaches unique audiences with news of our trendy merchandise. A web publication provides most likely updated know-how for client and prospects, which they can comment on. On-line marketing does some the equal things that common advertising and general marketing do – it just does them extra cheaply readily with a bigger reach. (Jon Reed, Lauren Dugan, Jamie Turner, Melanie Mitchell, 2013)

In nowadays Internet changes everything on its way. It is very easy to use; every kind of information is available there. People can reach each other from different places without leaving their flats. Many people cannot live without The Internet, because of its addiction.

Companies are seeking to do their best to find as many innovative ways as they can, they are looking for a key how to control their business with The Internet.

The modern day world is changing below the large have an impact on of technology and commerce wishes to follow the tendencies. The introduction of the computers has come to be a milestone of human historical past, bringing techniques and communities together through globalization. It was once followed by means of the fast development of web commerce as a result of the sufficient reduction of information rate. At the moment, the web is regarded to be more a commodity provider and already has come to be a part of brand new economics. Advertising does now not stay at the back of the technological progress evolving with it, and in conjunction with Interned gives one other opportunity to differentiate companies and find new consumers on the global online market.

### 3.5 **E-commerce**

Electronic commerce, or e-commerce, includes the range of online business hunts for products and services, both business-to-business and business-to-consumer, by way of the web. (Anita Rosen, 2002)

E-commerce: commerce transacted electronically, as over the web. Promoting and transacting like this may also be carried out thanks to the world wide net, which is the global combination of hyperlinks, understanding, websites and e-commerce web pages. All of this is dropped at us through the internet, an infrastructure of computers all linked to collect. The term e-commerce can be on the whole used for selling physical products to retail consumers (Business to Consumer, B2C) and industry shoppers (Business-to-Business B2B). (Ian Daniel, 2011)

#### **Online e-commerce business vs. offline business**

The competencies of a web-based industry are that you may promote a complete selection of merchandise, without a limit on house. E-commerce industry would not have a common storefront with passing exchange (footfall) so that you cannot be passive and look ahead to customers to come to you, as many offline retailers do. (Ian Daniel, 2011)

Nonetheless, just like an offline trade, a website needs traffic (consumers), conversions (sales) and it is important to construct a relationship through speaking with buyers to present them priceless understanding and product on the back-end (after the sale is made). (Ian Daniel, 2011)

If you have already got an offline business, bolting on an e-commerce industry would be the best way to double and even triple your profits and attain customers in components of the arena you under no circumstances knew existed. Nevertheless, analyzes of the pros and cons have got to be accomplished. If approached without planning or checking the numbers, it will simply add pointless charges, which ultimately reduce gains. (Ian Daniel, 2011)

3.6

### **Swot analysis**

Many remember SWOT evaluation to be probably the most potent tools in the analysis of marketing data and information. SWOT analysis is a simple, easy framework that provides direction and serves as a catalyst for the progress of conceivable advertising plans. It fulfills this function through structuring the assessment of the fit between what a company can and cannot do (strengths and weaknesses), and the environmental conditions working for and in opposition to the corporation (opportunities and threats). When performed appropriately, a SWOT evaluation now not best organizes information and expertise; it may be principally valuable in uncovering aggressive advantages that may be leveraged in the businesses marketing approach. (O. C. Ferrell, Michael Hartline, 2012)

- Strength: an internal enhancer of competence, valuable, useful resource or attribute
- Weakness: an internal of the competence, resources, or attributes imperative for success
- Opportunity: an external enhancer of performance that may be pursued or exploited to attain benefit

- Threat: an external inhibitor of efficiency that has the expertise to scale back accomplishments

SWOTs are on the whole organized in a 2-by-2 desk of a matrix, with internal enhancers of performance classified as strengths and internal inhibitors as weaknesses. In turn, external enhancers are categorized as possibilities with external inhibitors referred to as threats. Portraying SWOT explanations in any such fashion goals to emphasize a holistic view of the four classes, using for sensible functions each could also be broken out separately. It is genuine partly in view that, at least in typical SWOT analysis, assessment making between classes is not an express intent. (Ryan Watkins, Doug Leigh, 2009)

Existing corporations can use a SWOT analysis, at any time, to examine a changing environment and respond proactively. An approach review assembly as a minimum as soon as a year that begins with a SWOT analysis.

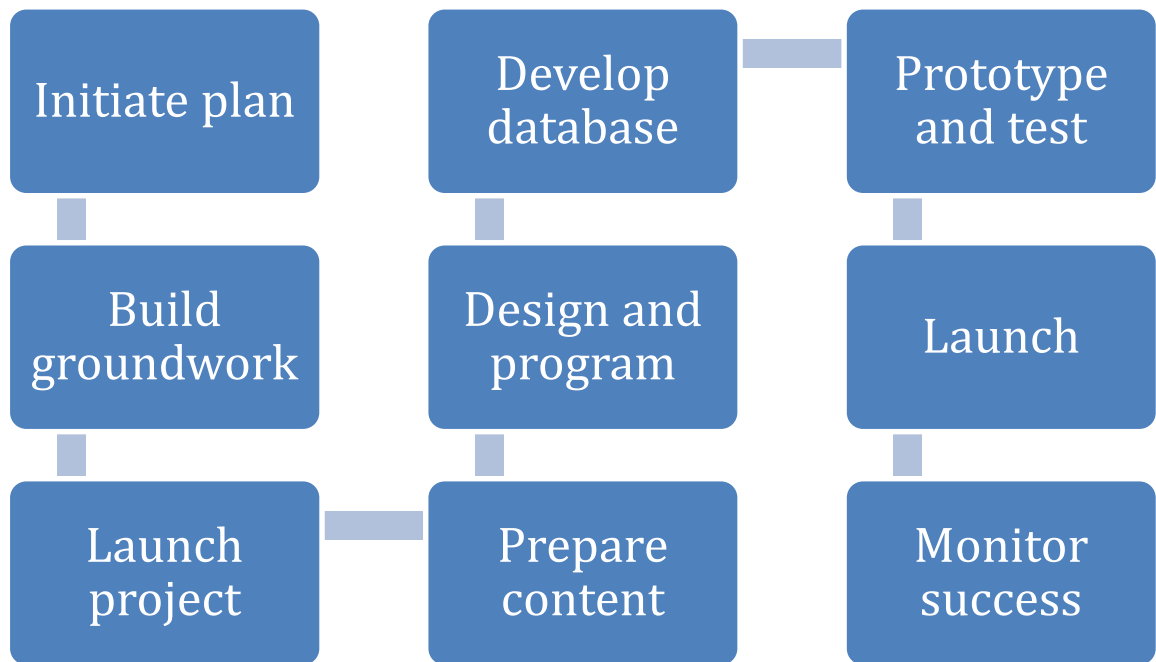
New firms should use a SWOT analysis as part of their planning process. There is not any “one size suits all” plan for business, and enthusiastic about new trade in phrases of its distinct “SWOTs” will put on the proper track right away, and save you from a variety of headaches afterward.

3.6.1

### **Planning website for Travel Company**

Travel is the most frequently sold thing on the Internet. With millions of travel tourism websites, competing to attract the viewers. However, having a Web site and marketing on the Internet are two different things. Usually, the company needs a Website to market on the Internet. However, a Website is merely a collection of documents, images, and other electronic files that are publicly accessible on the Internet. The website needs to be designed to meet online objectives and should be developed with the target market in mind. (Susan Sweeney, 2008)

Having a Website is excellent, but it is insignificant if nobody know about it. Just as having a perfectly designed travel product or destination marketing brochure does little good if it is in the sales managers desk drawer, a Web site does not profit the company if the target market is not visiting it. (Susan Sweeney, 2008)



**Figure 3 Planning Website.**

Own source: 2016

3.6.2

### **Several ways to promote tourism website**

- Defining online goals
- Defining target market and developing the website and online marketing strategy
- Developing the Internet marketing strategy that is appropriate for the travel and tourism organization. (Susan Sweeney, 2008)



### **Common objectives**

3.6.3 Earlier when starting to create the website, the company has got to define evidently their online goals. What's the purpose of the website? Brainstorm with persons from all constituents of the institution, for the frontline staff, to advertising and income personnel, to client aid, request offerings, housekeeping. (Susan Sweeney, 2008)

Every aspect of your website will have to relate back up your ambitions. While making a decision to update, add, or change any factors in the website, compare how these changes relate to the essential and secondary objectives the company will have recognized. If there may be no longer transparent in shape between the goals and meant alterations, you might need to rethink the glances. (Susan Sweeney, 2008)

One of the most common primary targets include:

- Advertising your journey-associated merchandise, services, or destination
- Promoting the destination, trip programs, and travel-related merchandise or offerings
- Delivering consumer service and support
- Delivering vacation spot, accommodation, product or company information
- Developing commencing brand identity and company attention. (Susan Sweeney, 2008)

3.6.4

### **Advertising travel-related products, services, or destination**

The target of many destinations advertising corporations, or DMOs, is with ease to advertise however now not directly selling a travel-associated product, carrier, or vacation spot. The target is to create recognition or a “buzz”: generate curiosity, and finally, have plenty of users seek advice from the destination. This sort of web site might comprise multimedia clips of the vacation place. Represents the destination that attracts the target market, elements to inspire word-of-mouth marketing and a fascinating story in regards to the vacation scene, obtain their pursuits with their goal market in intellect. (Susan Sweeney, 2008)

### **Selling the destination, vacation packages, and travel-related products or services online**

3.6.5 Promoting product or services on-line is a shared objective. The Internet provider's abroad geographic attain and a significant demographic attain. Different journey and tourism companies mix the pursuits of advertising the journey programs and vacation spot retreats with trying to promote them through their web pages. This works well seeing that viewers should not best give understanding about the packages, vacations specials, and the locations, but they are given the option of easily booking on-line. The less difficult is making it, the more probably they are to purchase or make a reservation. (Susan Sweeney, 2008)

### **Providing customer service and support**

3.6.6 The company might make a decision that the fundamental purpose for the enterprise to have a web based presence is to provide extra comprehensive consumer service. A nice advantage of a web page is that the company could furnish users help 24 hours a day, 7 days through the week, and twelve months a year. By way of supplying and handy way to their consumers to resolve their problems or get answers to their questions swiftly and without difficulty, they increase customer loyalty. Consistently incorporate the proper contact knowledge for users to talk to a reside person if they so prefer. (Susan Sweeney, 2008)

3.6.7

### **Designing the website to be search engine friendly**

Making a site that is search engine friendly should be an objective of every journey and tourism organization that needs to do business on the web. Search engines are the most common way for Internet surfers to search on the. Search on the. The Internet, in fact, 85 percentage of every body who use the Internet use search engines as their main strategy to appear for understanding. By using keywords with regards to the destination, applications, e-specials, and activities in suitable areas for the website, that the company would be able to reinforce how engines like Google acts. (Susan Sweeney, 2008)

### **Getting visitors to recommend the company's website**

3.6.8 The pleasant publicity about travel and tourism website can be the advice by using a buddy or independent third party. It is principal that the people just try to have elements of the web page endorsed as often as feasible; thus, the company should have a method for individuals to quickly and without problems tell about factors in the web page. (Susan Sweeney, 2008)

The excellent option to inspire folks to recommend the company's website is to incorporate viral marketing techniques reminiscent of a "Tell a Friend" button on the internet page. The company would wish to incorporate some editions on this as well. Under game applications or specials that they could have an "email this golf package to a Friend" button for folks to refer their buddies and friends to the website online. (Susan Sweeney, 2008)

### **Using permission marketing**

3.6.9

Everyone at all times needs a vacation spot or travel group to be visible as upholding the easiest moral standards and being in compliance with anti-spam mail laws. Do not to ship out unsolicited electronic mail-often call unsolicited spam-promoting the packages, destination, e-specials, or journey products. It is why its main to advance a mailing record of persons who have given the permission to the company to send them messages, including corporation information and promotions. (Susan Sweeney, 2008)

When setting up site, a goal should be to get as many viewers to the website as feasible to provide it with their electronic mail address and permission to be included to your mailings. The company is able to do this by way of having countless approaches to their visitors to sign up to join their e-membership and to receive weekly spa or golf specials, vacation programs or new giveaways. (Susan Sweeney, 2008)

## **Target markets**

It is main to define one and all of your target markets. For those who're going to build the web page, they could as good build it for the whole target markets, for each certainly one of their goal markets, they must examine:

- 3.6.10
- Their wants
  - Their wants
  - Their expectations

It is important to analyze target market, because the company will know the exact needs, wants and demands of the customer. However, different target markets would incorporate present consumer, or the media, or folks who have an impact on the purchasing decision in the company's advantage purchasers. (Susan Sweeney, 2008)

It is principal to outline what mainly the company wants to have to promote online. Websites and web marketing approaches range relying on the destinations, points of interest, packages, and product and repair being offered. A destination that's marketing a theme park with roller coasters and rides has to develop an enjoyable and interactive website that is appealing to kids and teens and the young at coronary heart. The website should also provide kids an option to inform their friends concerning the site, as well as a reason to return to the website. (Susan Sweeney, 2008)

A travel agency's web site might include points equivalent to an choose-in mailing list to send people understanding on weekly trip specials, or a web page detailing tours of vacation hotels to entice viewers to purchase hotel trip applications. Moreover, another concept is to have an approach in the position to aid client's e-book holidays, rent automobiles, and examine for on hand flights. Journey agency could additionally want to retailer customer profiles so they may be able to monitor the place special purchasers like to take a seat on the airplane, the form of hotel room they frequently guide. (Susan Sweeney, 2008)

## **Understanding the consumer and the marketing mix in tourism**

3.7 The marketing mix may be defined as the mixture of controllable marketing variables that the firm uses to pursue the sought level of sales in target market. (P. Kotler, V. Wong, J. Saunders, G. Armstrong, 2005).

The inspiration implies a set of variables equivalent to levers or controls that could be operated by means of making use of an advertising and marketing supervisor to attain a defined goal. Through illustration the controls could also be likened to these of an auto, which has 4 primary controls. A throttle or accelerator to manipulate engine velocity a brake to lessen velocity or stop, a apparatus shift to examining the engine pace to the road velocity required, or to reverse course, and a guidance wheel with which to change the direction of the journey. Effective development requires continuous manipulation of the four common controls. (Victor T.C. Middleton, Jackie R. Clarke. 2012)

3.7.1 Promoting and advertising and marketing managers are additionally driving their merchandise in the course of chosen destinations. The are four controls product approach, they are the methods of adapting the product to the altering needs of the intention client: Pricing, Promoting, and region, which determines the quantity of prospective shoppers who're equipped to seek out convenient places and approaches to obtain advantage and convert their searching intentions into purchases. These four controls are manipulated constantly constant with the market conditions prevailing, most likely as regards to the movements of opponents. The locations or ambitions, towards which product are being 'driven' by way of the 4 controls, are set via strategic selections taken through companies about their appreciated futures. (Victor T.C. Middleton, Jackie R. Clarke, 2012)

### **Tourism marketing is different**

Product will also be a notion, a good or a service, given that tourism is above all a service-headquartered enterprise, the main merchandise supplied by way of recreation/tourism (R/T) organizations are leisure experiences and hospitality. These are

intangible merchandise and extra elaborate to market than tangible merchandise like FMCG products, apparels, and vehicles. The intangible nature of services makes fine control complicated, but crucial. It additionally makes it extra elaborate for competencies consumers to evaluate and examine provider choices. Additionally, alternatively of moving the product to the patron, the client needs to travel to the product (discipline/group). Journey is a colossal component of the money and time spent in association with recreational and tourism experiences, and is an essential component in buyers' choices/ As an enterprise, tourism has many components comprising the total travel experience. Together with transportation, it involves lodging, meals and beverage offerings, shops, amusement, aesthetics and distinct routine. It's rare for a trade to provide the variety of events or services that vacationer need or desire. This adds to the quandary of preserving controlling the high quality of the experience. To beat this hurdle, tourism-associated corporations, groups and organizations have to work collectively to package deal and promote tourism possibilities in a special field and align efforts to ensure consistency in product. (Devashish Das Gupta, 2011)

### 3.7.2 **Marketing mix**

“In working with marketing mix, entire purpose is to single out those areas that would help build strategies and tactics. In turn, if impemented with skilil they could represent a distincitive competitive advantage“ (Paley, N, 2007)

The time period marketing mix refers to a certain combo of product, place (distribution), promotion, and pricing strategies (known as the four Ps) designed to provide at the same time pleasurable exchanges with a target market. The marketing manager can control each and every element of the marketing mix, but the tactics for all four strategies have got to be blended to reap the finest outcome. Any marketing mix is handiest as just right as its weakest element. Victorious advertising and marketing mixes have been carefully designed to fulfill target markets. Variations in marketing mixes do not occur by threat. Astute marketing managers devise advertising techniques to reap advantages over rivals and best serve the needs and wants of a distinct target market segment. By way of manipulating elements of the advertising and marketing mix, marketing managers can first-class-tune the

customer providing and attain competitive success. (Charles W. Lamb, Joe F. Hair, Carl McDaniel. 2008)

Within promoting ambitions at establishing worker morale as good as environment excellent requirements to make distinct that every employee performs a pivotal function in building the buyer expertise. The success of inside promoting relies on growing an environment where employees desire to provide just proper choices to the consumer. Interior advertising encompasses all stakeholders of the institution. It would incorporate all of the phases of managements of the organization, the suppliers, the collectors/financers, the channel partners and all others concerned with the working of the organization. (Devashish Das Gupta. 2011)

#### **4Ps of Marketing Mix**

3.7.3

The outside advertising mix involves product/service, price, place/location, and promotion. (Prakash Talwar. 2006)

Product: The most important products that endeavor and tourism firms provide are leisure experiences and hospitality. The factors that create a first-class recreational expertise in most cases differ among groups. A quality experience for one skier might be a nice restaurant and a chance to socialize. (Prakash Talwar. 2006)

Exercise and tourism organizations must also view their service/product in popular phrases. Thinking of products/offerings in this manner helps center of attention extra awareness of the experiences preferred by using purchasers and likewise the services, programs and services as a way to produce those experiences. (Prakash Talwar. 2006)

Location and accessibility/Place: Too many tourism businesses and communities fail to respect their position in making improvements to journey to and from their areas. They center of attention alternatively on servicing the customer when they arrive on the group. A bad experience getting to or leaving an R/T web page can adversely have an impact on an individual's travel expertise. Approaches to aid avert this include:

1. Supplying recommendations and maps;
2. Supplying estimates of travel time and distances from distinct market areas;

3. Recommending direct and scenic travel routes;
4. Choosing sights and support facilities alongside distinctive journey routes;
5. The informing potential consumer of alternative travel ways to the subject corresponding to airlines and railroads. (Prakash Talwar, 2006)

Marketers can raise or cut down costs extra frequently and comfortably than they may be able to exchange different marketing mix variables. Price is a predominant aggressive weapon and may be very important to the organization on account that fee expanded through the quantity of items sold equals whole earnings for the firm. (Charles W. Lamb, Joe F. Hair, Carl McDaniel, 2008)

Promotion: Promotion provides goal audiences with the correct and timely know-how to aid them to make a choice whether or not to visit your community or industry. The know-how must be of importance and practical use to the knowledge or present tourist and, also, accurate. Simulation traditionally leads to disentranced purchaser bad ideas. Developing a promotional campaign is just not a science with hard and quick ideas. Making choices involving which form or the mixture of merchandising varieties to make use of is just not perpetually convenient. It is going to be crucial to making decisions regarding:

1. Target viewers-the group the company might be aiming at;
2. Photograph-that, which the community or industry wishes to create or reinforce;
3. Pursuits-these of the promotional crusade;
4. Finances-the amount of cash to be had on the company's merchandising;
5. Timing –when and how traditionally would the company's promotions show up?
7. Analysis-how can the effectiveness of the promotional campaign be decided. (Prakash Talwar. 2006)



## The advantages of the website as promotional tool

3.8 It is most useful to view the web as just yet another promotional device for use with (or instead of) others, comparable to PR movements, print material, advertising, direct mail and so forth. The online has a couple of key advantages: A site has the expertise to reach a mass audience – straight. The website can be as channels of verbal exchange and distribution – that the company can present to their purchasers the opportunity to make bookings online so that the enterprise may offer knowledge and sell whilst, making the all-major method of converting interest into action more instant. (Susan Briggs, 2001)



Figure 4 Website Promotion.

Own source: 2016

The website is more similar to tv than normal print media, and is incredibly versatile. The company needs to use textual content, pictures, sound, animated graphics and even quick movies to supply their message. This understanding can also be changed and up-to-date with relative ease. The online is chiefly valuable for last-minute bookings considering customers can buy products on-line, and from time to time when other booking retailers is also closed. The Internet can help the company to react right away to altering market stipulations with the opportunity to change costs and availability as soon as they know about

them. If a competitor makes a exact offer, the company could react immediately whereas with print and other forms of promoting; the response lengthen would be much longer and more steeply-priced. However, the Internet is prone to result in expanded competition between some products. This is more likely to impact outlets providing homogeneous merchandise than the tourism industry, however, can have some influence. Automatic search programs can search websites for certain merchandise and record where the most cost effective will also be discovered – global. They are going to convert prices into neighborhood currencies, and even add on import obligations and supply charges. Cost isn't invariably a settling on component for the alternative of vacation spot, however it's for some tourism services such as vehicle rent. (Susan Briggs, 2001)

### **Guerrilla marketing**

3.9

The essential purpose of guerrilla advertising and marketing is to gain traditional objectives – such as profits – utilizing unconventional approaches, akin to investing power in advertising rather of cash. Guerrilla marketing is needed, it gives small business a sustainable competitive abilities: in an uncertain world, financial system in a highly-priced world, simplicity in a tricky world and advertising and marketing realization in a clueless world. Just right marketing is at the heart of the long-time period viability of any industry, enormous or small. Consequently, learning and making use of the techniques of online guerrilla marketing presents a sound foundation for a long-term trade to be builds. (BusinessNews Publishing, 2013)

## **Practical Part**

### **Case study in the travel industry**

4 This case study is focusing on two travel companies, which offers numerous services  
4.1 to their customers. The biggest problem for the companies in the 21st century is that  
technology is developing too fast, and some organizations are going down because they can't  
catch up the technology development. This part contains data from the customer about the  
travel agency "EasyTravel", which is using face-to-face communication with the customers.  
Comparing this company to the company "TripAdvisor", it will be possible to see the  
insufficiency of the Georgian travel agency "EasyTravel." Both companies are serving  
customers and offering them a variety of services.

The aim of this research was to identify why the travel agency "EasyTravels" is going  
down and to offer an online marketing strategy plan, under which the company will not, ruin.  
The company "TripAdvisor" is the perfect example of successful travel site company. So in  
this chapter will be detailed information about what the travel company "TripAdvisor" does  
and do the same customers who are using "EasyTravels" services heard about the  
"TripAdvisor".

4.2

### **Primary data from questionnaires: "EasyTravel" agency customers**

In this part of the thesis was used quantitative research. The questionnaire, which  
was sent in Georgia can help us to see how customers of "EasyTravel" travel agency are  
satisfied with their services and what reaction will they have if the company changes its  
marketing strategy to online marketing strategy. The conclusion was made based on this  
research results.

The questionnaire was sent to the customer in Georgia, who already used  
"EasyTravel" agency's services.

In this table is represented how many people answered the questions and how many  
questionnaires were sent.

**Table 1 Distribution and return of questionnaire from "EasyTravel" company customers**

Number of questionnaire distributed	Number of questionnaire returned	Percentage of questionnaire returned
<b>100</b>	<b>70</b>	<b>70%</b>

Source: own, results, survey data: 2016

The table 1 shows the numbers and percentage of sent and returned questionnaires to “EasyTravel“ comapny customers.

**Table 2 Genders**

<b>Options</b>	<b>Frequency</b>	<b>Percentage</b>
Male	32	46%
Female	38	54%
Total	70	100%

Source: own results; 2016

Table 1.2 illustrates that 32 customers out of 70 representing 46% of the respondents are males, while 38 employees representing 54 % of the respondents are females.

**Table 3 Ages**

Options	Frequency	Percentage
Under 18	7	10%
18-24 years	18	26%
25-35 years	24	34%
35-54 years	15	21%
55 + years	6	9%
Total	70	100%

Source: own results; 2016

Table 3 illustrates that 7 customers representing 10% of the respondents are within the age of under 18 years. 18 customers representing 26% of the respondents are within the age of 18-24 years, while 24 customers representing 34% of the respondents are within the age of 25-35 years and 15 customers representing 21% of the respondents are within the age of 35-54 years. Only 6 customers representing 9 % of the respondents are above 55 years.

**Table 4 How long the “EasyTravel“ customers spend each day online**

Options	Frequency	Percentage
1-2 hours	2	3%
2-3 hours	4	6%
3-4 hours	11	15%
5+ hours	53	76%
Total	70	100%

Source: own results; 2016

Table 4 gives information about how many customers of „EasTravel“ agency uses Internet each day. The results are that 2 customers representing 3% of the respondents use internet within 1-2 hours per day, 4 customers representing 6% of the respondents use internet within 2-3 hours per day, 11 customers representing 15% of the respondents use Internet within 3-4 hours per day, while 53 customers representing 76% f the respondents use internet 5+ per day.

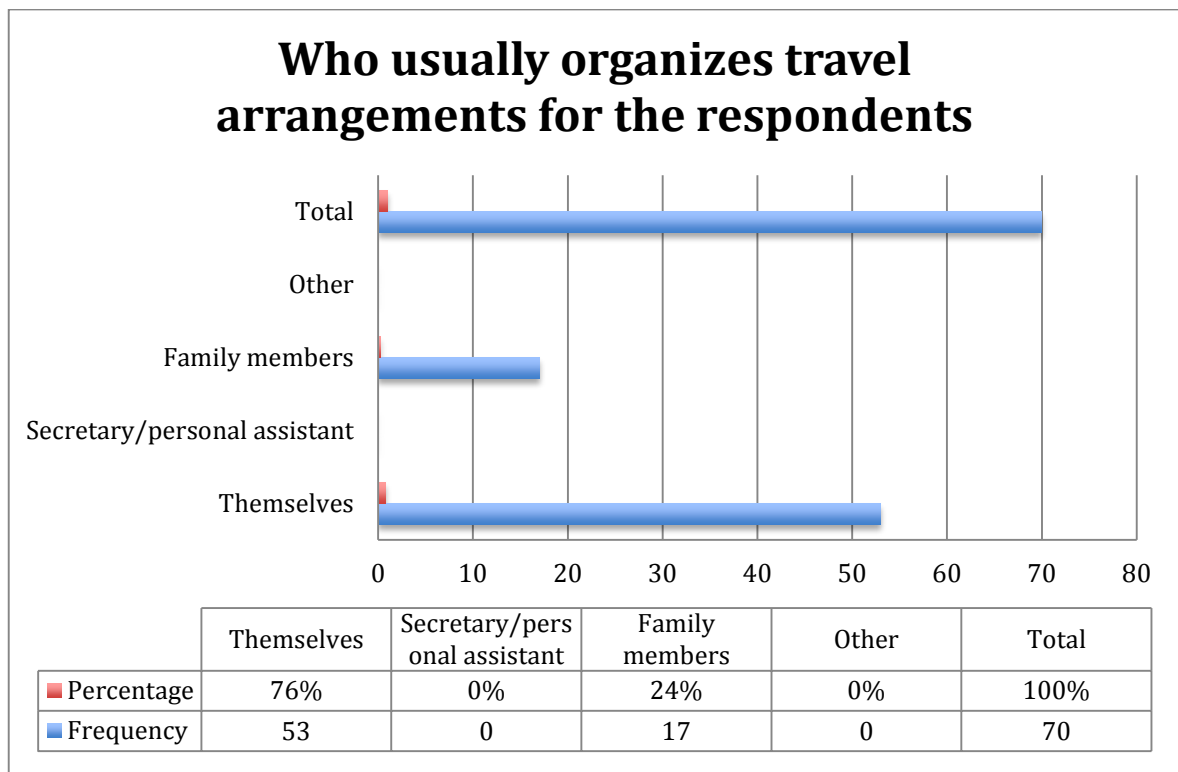
**Table 5 For what the customers of “EasyTravel“ agency typically fly to another countries.**

Options	Frequency	Percentage
Business	17	24%
Personal reasons	39	56%
Other	14	20%
Total	70	100%

Source: own results; 2016

Table 5 represents the data about the customers, for what reasons they travel. In the graphs we can see that 17 customer representing 24% of the respondents travel for business reasons, 39 customer representing 56% of the respondents travel for personal reasons and 14 customers representing 20% of the respondents travel for other reasons, which are family trip, healthcare and study reasons.

**Table 6 Who usually organizes travel arrangements for the respondents**



Source: own results; 2016

Table 6 represents the data about who organizes tours and reservations for the customers of “EasTravel“ agency. After the research we can see results that 53 customer representing 76% of respondents make the travel arrangements themselves, there was 0 respondents who prefers planning their trip with somebody’s help, 17 customers representing 24% of respondents chose family members to arrange his/her trip.

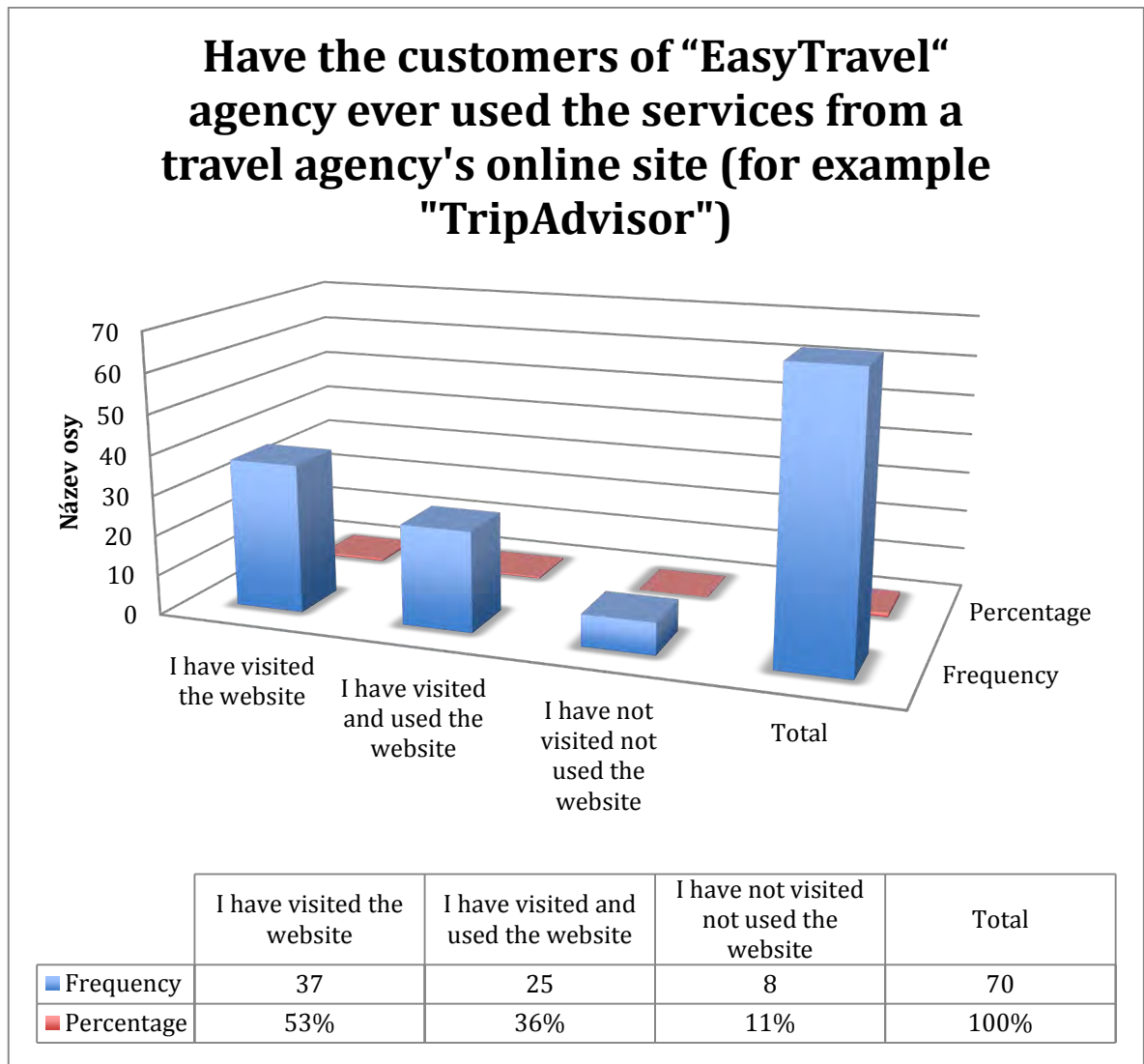
**Table 7 For what do the customer use "EasyTravel" company's services**

Options	Frequency	Percentage
Hotel reservartion	16	24%
Buying tickets	20	27%
Embassy information and services	34	49%
total	70	100%

Source: own results; 2016

Table 7 illustrates for what the customers use the services of “EasyTravel“ company.

**Table 8 Have the customers of “EasyTravel“ agency ever used the services from a travel agency's online site (for example "TripAdvisor")**

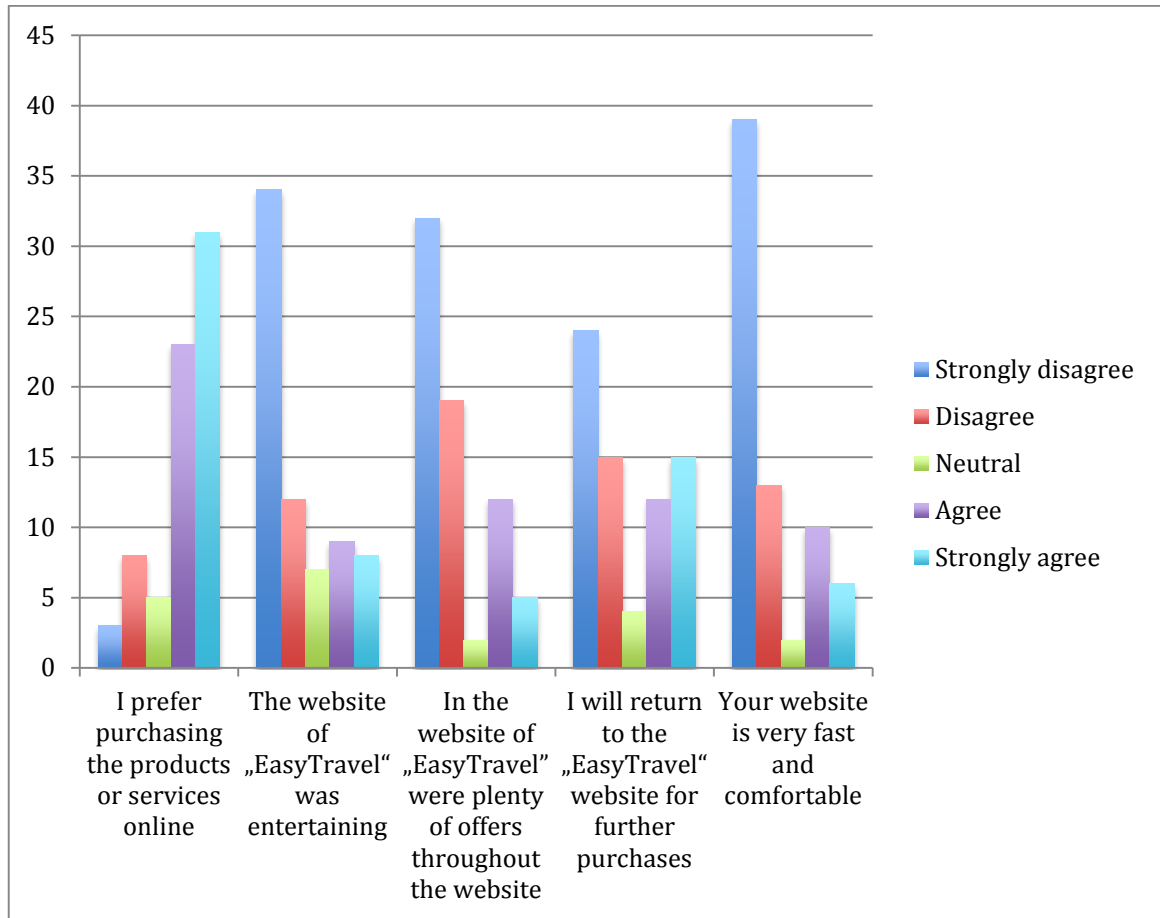


Source: own results; 2016

Table 8 represents how many customers of “EasyTravel“ agency visitor, used or haven’t visited and not used the “TripAdvisor” website. From the table we can see that 37 customer representing 53% of the respondents have visited the website, 25 customers representing 36% of the respondents have visited and used the website, while 8 customers representing 11% of the respondents have not visited and not used the website of “TripAdvisor”.



**Table 9 Considering the recent experience with “EasyTravel“ agency, indication the level of agreement with the following statements**



Source: own results; 2016

Table 9 describes what the customers of “EasyTravel“ agency thinks about the online marketing and do they like the website of the company. In this table, we can see the indicators and the quantity from the customers who have already experienced the “EasyTravel“ agency’s services. According to the table, we can see that the highest number of customers, which strongly disagree the statements: 31 people representing 44 % prefers to purchase products/services online. 34 customer representing 49 % thinks that the website of the company is not entertaining, 32 customers representing 46 % thinks that there are not plenty offers in the website. Meanwhile, 24 customers representing 34% doesn’t want to return to the website for further purchases and the 39 customer representing 56% strongly disagrees the idea, that the website of the company is fast and comfortable to use.

## Primary data from the questionnaires: “TripAdvisor” customers

4.3 **Table 10 Ages**

Options	Frequency	Percentage
21-30 Years	18	36%
31-40 Years	24	48%
51-60 Years	8	16%
Over 60 Years	0	0%
Total	50	100%

Source: own results; 2016

Table 10 illustrates the ages of the “TripAdvisor” customers.

**Table 11 Genders**

Options	Frequency	Percentage
Male	18	36%
Female	32	64%
Total	50	100%

Source: own results; 2016

Table 11 illustrates the genders of the “TripAdvisor” site’s customers.

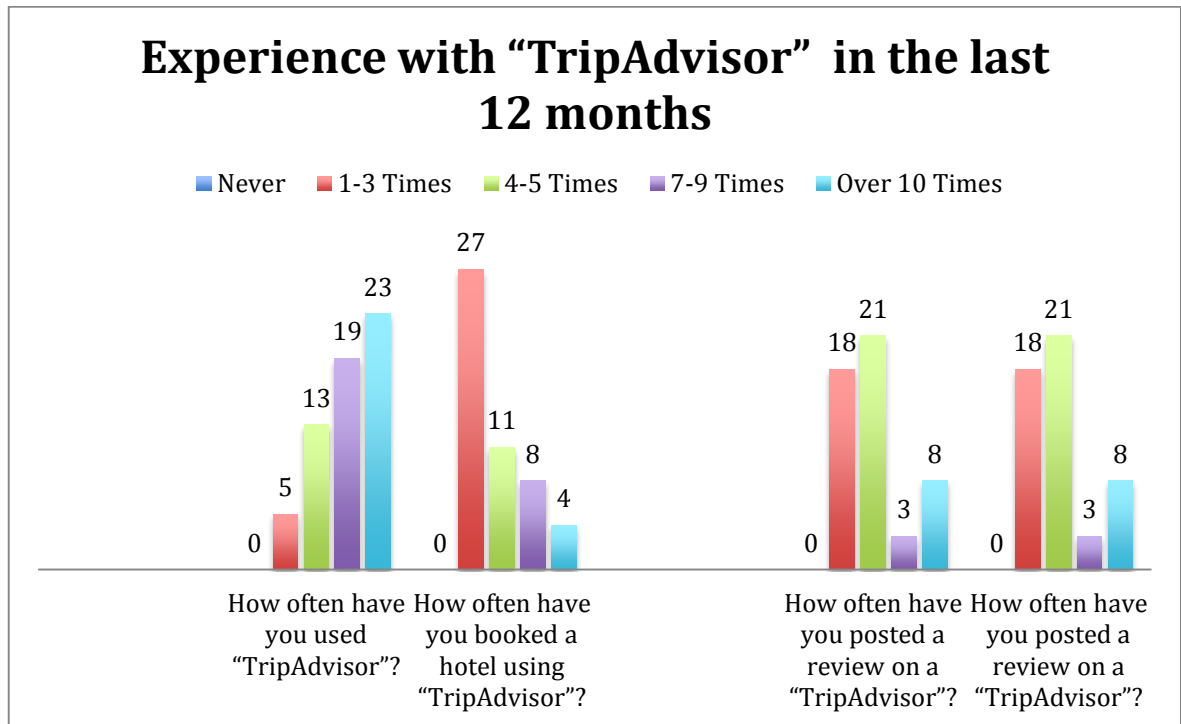
Table 12 have the customers used "TripAdvisor" in last 12 months.



Source: own results; 2016

Table 12 illustrates the results if the customers of "TripAdvisor" used the site within the last 12 months. This table gives us the possibility to identify how often the customers use the company's website.

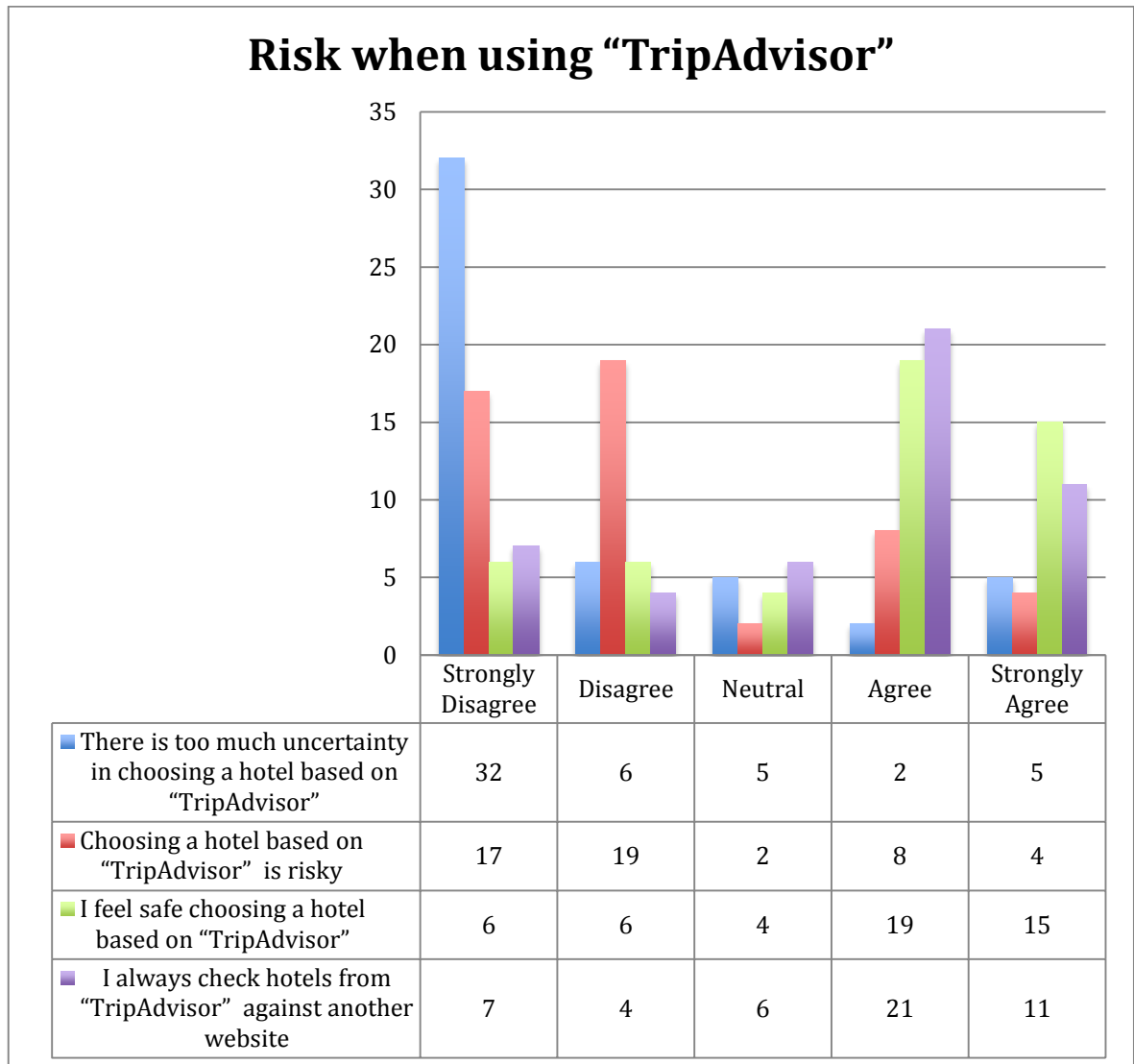
**Table 13 Experience about the "TripAdvisor"**



Source: own results; 2016

Table 13 illustrated what kind of experience the customers of the site "TripAdvisor" have, are they satisfied or not.

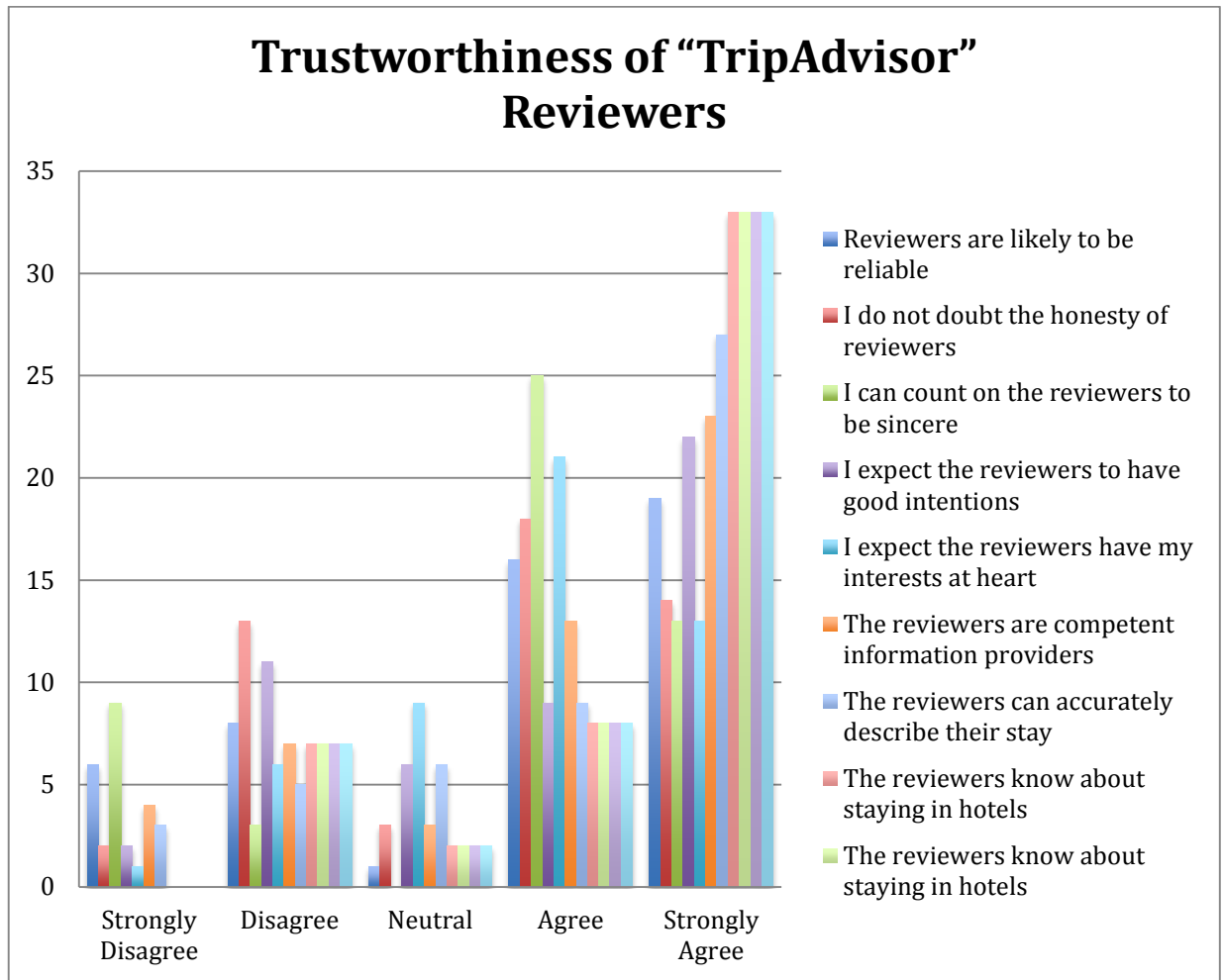
**Table 14 Risks about the "TripAdvisor"**



Source: own results; 2016

Table 14 illustrates what the customers think when using the site of "TripAdvisor"

Table 15 Truthwothiness of "TripAdvisor"



Source: own results; 2016

Table 15 illustrates if the customers trust the site “TripAdvisor”

4.4

### TripAdvisor

“TripAdvisor” is the one of the largest travel web-site in the world, which enables travelers, tourists to plan and book their trip around the world. The site offers many pieces of advice from travelers and a wide variety of travels choices, which contains hotels, transportation, tickets and reviews to the customer. It has the largest travels community in the world, reaching 350 million visitors monthly, and 320 million reviews, opinions about

the accommodations, restaurants, bars and cities worth to visit. The website is operating in 48 markets worldwide.



**Figure 5 Perception of "TripAdvisor" Content.**

Source: Compete Inc. "Consumer Generated Content in Travel" 2007

The company's innovative client review helps the company and its customers; it makes sense to talk to other users to have the free advice from people who already had experience. This innovative method, each day increases the company's number of users. Currently, the client can through the site read other users' opinions and then make their decision, whether to organize such service. This simple method gives customers the chance to communicate with other users, ask them questions and then plan their tour. Online marketing gave an excellent opportunity to "TripAdvisor" to increase their service quality and a number of their customers.

The customer always searches for easy and cheap consultation, because they don't want to spend the extra time and money. It is this way of thinking based on "TripAdvisor" users online marketing and offers users simplified services.

The client no longer needs them to call or come to the office, because the company's service is available on their web page. A customer can reserve or buy the variety of products or services on their web page. "TripAdvisor" sites are all about helping consumers plan trips with far-away destinations. "TripAdvisor" most valuable asset is that they have the millions of hotel and restaurant reviews contributed by its users. (2015 "TripAdvisor", Inc.)



**Figure 6 Online Resources.**

Source: Simran Joshi, 2013

#### 4.5 “EasyTravel” company

This travel agency is located in Georgia, Tbilisi and offers many services to its customers, Hotel Reservation, Tour planning, different trips, airplane tickets, local tours, etc. The company “EasyTravel” is very popular among the Georgian people and has a really good reputation, because people who already have experience of collaboration with them are satisfied with their services. It is crucial for every company and especially for the traveling agency because the competition in this industry is very high.

High brand awareness is one of the primary strengths of the company. It significantly contributes to the company’s success. “EasyTravel” is a well-established, highly visible and accessible company, which drives them to the brand awareness. The company’s brand recognition is especially high in its domestic market Georgia, Tbilisi. The company works hard to promote its services but focuses only on one segment, on the local market, and it is quite successful for them. Marketing is an excellent tool for “Easy Travel” to develop and to continue to increase its brand recognition.

“EasyTravel” company has is that they are helping people with the visa regulation problems. When people decide to travel the first issue, they have in Georgia is the visa



problems and the company “EasyTravel” was giving the support and incentives to the customers going there. It is their competitive advantage; this is exactly how this company attracted their customers.

The most important thing that the most people associate with competition and marketing is a price. It is why most of the companies think that the price is the most important factor for customers when buying a decision, service, and product. It is why the company “EasyTravel” is offering the packages for the client at the lowest prices, which of course attracts many consumers.

Of course, this company has a web site and is using online marketing via sharing possible tours in the lowest prices. They also have a Facebook page with approximately 29,000 followers.

“EasyTravel“ use face-to-face consultation, which means that consumers have to go to their office and plan trip to the office. The company has the proper reputation on Georgian market, and they have loyal customers who are satisfied with their service.

As this research is based on the online marketing and on this case focusing on "EasyTravel" company's web page, the main problem is that they don't have online purchasing or online bits of advice. There is no information about how to plan the cheapest or best trip. There is also no information about the hotels or online airplane tickets. Simply saying, they are not using the online marketing, they just are relaying on their clients who already have collaborated with them and had experience.

So this company doesn't have any sustainability and up growth and in this competitive industry they are losing their customers. Of course, customer dissatisfaction will lead the company to bankruptcy.

They have no reviews and no feedbacks from their clients, but still the company is very popular among Georgian people. This is the reason, why this company was chosen for this research, because it has a potential to be more successful.

4.6

## **Comparing “TripAdvisor” and “EasyTravel”**

The current clients of "EasyTravel" Facebook page, both male and female are 28,169 persons; the age ranges 16-60 years old. Moreover, the interviews which held the age rank was between 18-55 years old who usually use the Internet and Facebook website as well. So the answer to the first question was very clear. The number of people, which were interviewed, is 70 people.

For the next question, how often do they apply to travel agencies was mostly once or twice a year, when the answers from the customers of "TripAdvisor", which represents 39 people were that, they used the web-site in the last 12 months.

For the next question what kind of services do they use, answers were different. People are using the travel agency services for booking a ticket, reserving a hotel, but also, they need embassy information and helping for a visa, which is providing the travel agency "EasyTravel". So the answer to the further question was automatically cleared, people still use and prefer face-to-face interactions because of visa and embassy problems and the trust factor, but customers from „TripAdvisor“ strongly disagreed with the idea about the riskiness of the "TripAdvisor" company. 64% of the respondents representing 32 persons answered that there is no uncertainty when choosing hotel via this website.(table 14) When the customers from the "EasyTravel" agency 49% representing 34 persons told that they use the company just for embassy information and services. (table 7)

From the results, I concluded that they think, they can trust more to people whom they will see and contact. However, when they were asked the questions about "TripAdvisor" and "EasyTravel" comparing, they answered that they are very satisfied with the "TripAdvisor" website, and they cannot even compare these two companies.

Of course, they were asked why they used the "TripsAdvisor" if they are the customers of "EasyTravel." The answer was, as mentioned in the bottom of this chapter they needed the company "EasyTravel" just for visa and embassy information. However, the customers of "TripAdvisor" answers were different everytime when they plan their trip inside the Europe or some different countries, they are always using "TripAdvisor" services, and especially they are interested in guest reviews. The travelers Guest reviews are necessary because they already been there and know exact minuses and pluses of this place. The research results based on the questions for "TripAdvisor" company's review were positive because 38% person is representing 19 of the customers strongly agreed that the reviews are reliable, or they do not doubt about the honesty of reviews. 46% of the respondents

representing 23 persons answered that they also strongly agree with the reviewers competent and accruable information. (table 15)

People are looking for cheap flights and hotels, the best restaurants and sightings and even information about transportation from one country to another. The exciting moment about this research was that the services from “TripAdvisor“ were more useful and free preposition from “EasyTravel”.

When comparing these two web-sites, of these two companies the answers about "EasyTravel" company is negative. When I was checking the website of “EasyTravel“ company, I was disappointed because even the elementary things in this web page were unavailable and there was always need to call their office and negotiate about the meeting. Of course, in this case, customers needs were not satisfied, because they were losing their time and plus money because every consultation is valuable.

Based on the questions which were conduct among clients of "EasyTravel," the result which I concluded is that they the customers are satisfied with the agency’s services, but there is also one factor, that they have experience with the travels agency "EasyTravel" and trust them. When comparing these two companies which are mentioned above, the customers are more satisfied with the service of "TripAdvisor" website.

Just to make a parallel with these two companies need to mention that they both are in the same industry and have the same goals, but one of them is the travel agency, and the other one is travel website. As I already mentioned in my aim and methodology, I am comparing these two companies, because for the “EasyTravel“ agency is more profitable and useful to use online marketing tool as “TripAdvisor“ has. Improving their website and using this marketing tool the company can get to the higher level and be more successful. This comparison shows how important is using online marketing, technology and especially in this case web page is important. When checking their services in the official web page of “EasyTravel,“ there is only pictures and a few tours which are they offering, but there is no function which helps a customer to choose separately country/city, hotel or air company.

Comparing this company with “TripAdvisor”, which has calculated all the details for their clients to feel them comfortable, the “EasyTravel“ company has risked losing its customers.

According to from all of these mentioned problems, which was based on customer's answers and opinions the travel agency "EasyTravel" has to make some changes in its online marketing and especially focus on its website.

## **Discussions and Recommendations**

5 The aim of this thesis is to give right information about online marketing for "EasyTravel" company and provide them a plan for better customer service. The company's problem is that they do not think about what it would be profitable for them. While many businesses are in the market for a long time, and they have clients, they do not try to change or develop their service. It is a huge problem for the company, because it is going to lose its customers.

"EasyTravel" is trying to follow their old marketing plan, because of customer loyalty. Every company needs to be updated to stay on the market. Competition in travel agencies is very high; that's why they are trying to create something new, to increase client number and their profit. The market is changing every day and it's's getting more and more competitive and innovative, that's why the company needs to make changes very often to be satisfactory and competitive.

Using online marketing strategy doesn't require having a significant capital, there is no requirement for the company to have a big budget. There is also no commitment that the firm must have many customers because the online marketing strategy is based on innovation, it is important for the company to find the innovative ways to offer its services to the customers.

It is exactly what "TripAdvisor" does the company found the easiest and right way to communicate with its customers and give them simple, comfortable and innovative program, which attracted many customers and the numbers of "TripAdvisors" clients are increasing every day.

The online marketing just like every marketing strategy requires planning every detail. The clients of travel agency always are looking for easiest ways to reach his goals,

because they want to travel, to relax, it means that they are looking the easiest ways to reach their aims.

The problem, which was discussed earlier in this diploma thesis, is already apparent, to work around this issue, I am offering to “EasyTravel” company to use Gorilla marketing. The essential goal of guerrilla marketing is to achieve conventional goals – such as profits – using unconventional methods, such as investing energy in marketing instead of money. Guerrilla marketing is needed because it gives small business a sustainable competitive advantage.

The research is always necessary for any company, of course, the same for "EasyTravel" company, the best starts will be to start research and familiarize with its customers, what are their needs, wants, demands as it was mentioned earlier in theoretical part.

The next step is to understand their requests and realize them, and then follow this direction because there is also crucial that the customer will see the companies' vision and mission, the customers need to see the company's goals clearly and qualitatively.

The company must try to offer their customer the easiest service, because of the competitive in their marketplace, because as it was already mentioned the competition is high in tourism and hospitality industry. So the customers always choose the best company, where they can find easiest way to receive the needed data for their travel plan.

The company needs to make the comfortable and let's say ideal web page for their customers, which will enable them to receive all data and services what they need through the internet. The Internet is the most important part in every business in the 21st century; that's why the company, which is using online marketing is working for their customers all the time, twenty-four-hour.

The improved and creative service attracts many customers because nowadays every person can find every kind of data on the Internet, without leaving home. According to the description, which was discussed earlier in this diploma thesis, the “EasyTravel” travel agency has only face-to-face communication with the customers; they cannot help via the internet and of course, with a mobile phone, it is impossible to discuss all the details what maybe be vital for the clients. As the company “EasyTravel” has just one office, it 's hard for many people to reach them anytime they need it. It is crucial factor for the travel agency,

because when planning the tour, a consumer has many questions regarding the prices, visa regulation, documentations, hotel and transportation issues, etc.

As I already mentioned, the web page is the most important tool for “EasyTravel“ company, and it must be very fast and convenient, clear for the users, with ideal design in light colors and must not be very motley, because it is tiring for the eyes. The most critical weakness based on the research and from my point of view is that they have the indigent Internet site. When I was checking their website for my thesis research, I discovered that there are even some buttons, which have no function. So when the customer is trying to enter, for example, the button “Our services” he/she cannot find any information there. Generally, the company has many tours and many packages, but on the website they didn’t have many offers; there is no information about hotels and prices, restaurant or the places to visit. So shortly say, the company is not using the website or any social media appropriately. One more critical detail is that every button must have its options and has the right and particular function.

For the company when making the web page is also important to foresee that every user can enter the web page at the same time. The quality of the web page is also relevant, because if the customer is tired using it and it 's hard for them, again they choose another company. That is why it is important for the “EasyTravel“ company to calculate every smallest detail, because of the users they need to be satisfied, and they must not find any shortcoming about the web page.

For the company, which is starting from zero and want to make successful marketing strategy, in this case, "EasyTavel" agency, it is necessary to follow their mission and vision. In this instance for this company, it is imperative to make a good web page for their users, but the most important thing is that users can change their mind in 1 or 2 minutes and leave the Internet page if they don't like it, or it is complicated for them.

According to that, what I already mentioned above of this recommendations, it is needed that, the web page renovated every day and must have different and creative offers.

There always can be moments when users are entering the web page just for fun, or they have time and want to find something; they don't have any particular goal, but just looking and they can find the information, or tour, which can attract them. It is exactly what

web page and online marketing do, without any particular goal people can buy goods or services.

The competition always will be high in the marketplace, that is why always the “EasyTravel“ company need to ask themselves, why should people use their services, how they are special and what competitive advantage they have. Comparing these two travel agencies I can clearly see the competitive advantage of “TripAdvisor”, which was already mentioned in this diploma thesis, so the most important thing is that the company need to understand their future goals and make it visible to their employers too.

One more crucial function, which I liked the most in “TripAdvisor”, web page was that they have customer review, which is fascinating because people can share their opinions about the hotels, places, food, transportation, restaurants, etc. It is the success key for “TripAdvisor”, company from my point of view, because every customer can read the objective opinion and after that make a decision, whether the specific tour accomplishes their demands or not. It is very convenient function for every user of this web page, because they don’t see the only advertisement in which is given place, hotel, and price, but they also can see the posts from the people who already had experienced these tours. This, not only increase the quantity of customers and profit, but they will gain new users, who want to contact another users and share their ideas.

One more option for the “EasyTravel“ agency is to make a mobile application for their users, which is very popular nowadays. 21st century is the century of smartphones and Internet, so the mobile application is very profitable for any company and especially for travel agencies, like “EasyTravel“. With the help of application the company can offer their users one more contemporary function, they can reach customers anywhere and report any news and promotions they want. It will be the easiest way for users to plan their tour because they can do it anywhere and anytime, they can buy or reserve any tickets and hotels from the mobile phone, which is of course very comfortable fro any user. Many travel agencies will close in the next decade because everyone in the world started using the Internet.

The companies, which are in tourism and hospitality industry, can go out of business if they ignore the opportunities of online trade. It is important that the firm is using the web or online marketing because Customers expect to be able to deal with companies via the Internet and make some operations: to research the offers or to make a booking. Consumers today visit different websites before booking a trip, and they are using the mobile phone very

often, because it is faster and comfortable, so mobile applications can be a significant opportunity to every travel company. Consumers are expecting from the company, that they will do everything easily and faster. So it is vital for any travel companies to do their job.

In the world where technologies are developing too fast, many business is going down, because they cannot reach the technology development, that's why it is an excellent solution for the small company like "EasyTravel". They will follow already experienced and successful marketing strategy without any risks and extra costs.

It was already mentioned in this diploma thesis that the company is very popular among the Georgian people, and has a really good reputation, this fact, of course, supports the company's development in the future. By adding the above mentioned functions will lead the "EasyTravel" company to success and gain more trust from their clients.

The online marketing is the most important strategy for the tourism and hospitality industry. My diploma thesis and research are based exactly on this opinion. The company, which I chose and was already discussed, was selected because they are not using the online marketing and are still popular in Georgia. But the research showed that they are not developing, and even more, they are losing their customers. The most important problem, which I saw was there web page and communication with the customers.

"EasyTravel" has the potential to be the international company after using the online marketing strategy. As it is already popular in Georgia and has a good reputation, it can move ahead and make some development by changing its marketing strategy. The people from all over the world can use their services.

The most interesting part of this company was that they have visa support services, which of course attracts people, this in one of the biggest competitive advantages for them. The "EasyTravel" company can easily add this service to the mobile application and the web page too, and the clients can easily get the needed information for free. One more biggest competitive advantage for the "EasyTravel" company will be the online chat service, which can provide customers with useful information anytime. The online chat will help the customer to get the answer to any question, what they will have and give them the possibility to solve any problem what they have online.

Online chat is one of the most important functions for this web page, because people always have many questions what they need to know when traveling. Every person has the different question and of course, answers are different too, and this function can be very



useful for the customer and profitable for the company. There might be many moments, when the customer can't get the needed data from the review, or they need to check if the data is wrong or right, they can quickly find the support within the online chat application.

It is almost certain that the company will not be able to take advantage of every possible opportunity, they need to identify customer's needs, wants, demands and analyze the opportunities, which of course requires a good working knowledge of local, regional and national trends. That is why this company has the vast potential to use the niche marketing and focus on their old clients, because they already have some database with their customers, and they already know their needs, want and demands. So they can easily recognize their wishes and give them offers from what they cannot refuse.

Using all these above mentioned recommendations the company not only increases its profit but also its marketshare and maybe develop the international name. In the 21st century when the tourism and the hospitality industry is so popular the number of tourists is increasing. The travel agencies have the significant opportunities for growth, because itself the market is growing too. Nowadays is high population volume and growth rate, this fact itself is important for any travel agency and especially for the "EasyTravel" because nowadays in Georgia tourism is getting popular and there are more and more people who want to travel abroad. In today's world people use the Internet almost for everything, so selling goods and services online brings out the excellent opportunity for any company to generate revenues. The company "EasyTravel" can increase its online market share by restructuring their website in order to make it more understandable, convenient and easy to use for the consumers. By putting the right packages, tours, etc. in the online marketplace and by making a better web design they can attract more customers. So when the client will browse something and need some information about any tour, it can be readily available.

The travel agency "EasyTravel" already has many consumers nonetheless they are not using any online marketing and it's quite complicated for the customers to communicate with them or search some data they need. But still in Georgia, this company is familiar, and if the company implement the online marketing strategy and follow it, they have the possibility to grow as an international company. I also want to mention, that none of the Georgian companies, which is in tourism and hospitality industry has the online marketing strategy implemented, so that means that this company can be the first who made innovative

marketing strategy and has the possibility to be more fruitful and increase their revenues and profit.

## Conclusion

6 Travel companies that use online marketing near the right way, they sometimes twice, three times to increase the company's revenue. The Internet is the biggest market in the world with a source of unlimited possibilities. If the company follows its missions and vision set accurately and they try to keep up with today's market, then they need to use online marketing. So the objective of this diploma thesis was the evaluation of Internet marketing strategies using within companies at the tourism market. Also, the partial aim of the thesis was a comparison study and determining, how useful and profitable is online marketing in Tourism businesses and give them a plan, how they can follow it.

The research was made on customers, asking them questions concerning the online marketing and based on the answers identifying the mistake of the travel agency "EasyTravel" and give them a plan by comparing with the travel site "TripAdvisor." The "TripAdvisor" is the perfect example of the travel company, which is successfully using the website for its communication with the customers. Just to make a parallel with these two companies, I need to mention that they both are in the same industry and have same goals, but one of them is the travel agency, and the other one is travel website.

The interviews, which were held, the age rank, was between 18-55 years old, who usually use the Internet for purchasing goods or services. The number of people, which were interviewed, is 70 from the "EasyTravel" and 50 from the "TripAdvisor" customers. The exciting moment about this research was that the services from "TripAdvisor" were more useful and free than from "EasyTravel".

When comparing these two companies which are mentioned above, the customers are more satisfied with the services of "TripAdvisor" website, by improving the site of the "EasyTravel" and using this marketing tool the company can get to the higher level, be more

successful and lead to the international name. This study proves, how important is to use online marketing, and especially web page.

According to all of the issues as mentioned earlier, which is based on customer's survey, the travel agency "EasyTravel" has to make some changes in its online marketing and especially focus on its website. As I already suggested in my recommendations part, they also need to concentrate on the services like online chat, customer reviews, mobile application, because the competition in the travel industry is very high. The market is changing every day, and it is getting more and more competitive and innovative, that is why the company needs to make changes very often to be satisfactory, competitive and unique. That is why the "EasyTravel" company needs to focus on online marketing, which will enable the company to communicate with clients anytime and offer them online store and convenience place for purchasing services. A well maintained website with the interesting and relevant content will target the needs and add values for the clients and potential customers. It will provide an essential stage for building relationships with customers and increasing customer satisfaction level.



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# Appendix

## 1. Age Range

8

- 21-30
- 31-40
- 41-50
- 51-60
- over 60

## 2. Gender

- Male
- Female

## 3. Have you used TripAdvisor.com to research a trip in the last 12 months?

- Yes
- No

## 4. Experience with TripAdvisor in the last 12 months

	Never	1-3 Times	4-5 Times	7-9 Times	Over 10 times
How often have you used TripAdvisor?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How often have you booked a hotel using TripAdvisor?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



	Never	1-3 Times	4-5 Times	7-9 Times	Over 10 times
How often have you posted a review on a TripAdvisor?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**5. Risk when using TripAdvisor**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
There is too much uncertainty in choosing a hotel based on TripAdvisor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Choosing a hotel based on TripAdvisor is risky	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel safe choosing a hotel based on TripAdvisor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I always check hotels from TripAdvisor against another website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**6. Trustworthiness of TripAdvisor REVIEWERS**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Reviewers are likely to be reliable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I do not doubt the honesty of reviewers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can count on the reviewers to be sincere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I expect the reviewers to have good intentions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I expect the reviewers have my interests at heart	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The reviewers are competent information providers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The reviewers can accurately describe their stay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The reviewers know about staying in hotels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Appendix

### 1. what is your gender?

8.1

male

female

### 2. what is you age?

under 18

18-24

25-35

35-54

55+

### 3. How long you spend online each day?

1-2 hours

2-3 hours

3-4 hours

4-5 hours

more thank 5 hours

### 4. Do you typically fly for business, personal reasons, or some other reason?

business

personal reasons

Other (please specify):

**5. Who usually organize your travel arrangements?**

- myself
- secretary/ persona assistant
- family members
- Other (please specify):

**6. Have the customers of "EasyTravel" agency ever used the services from a travel agency's online site (for example "TripAdvisor")**

- I have visited website
- I have visited and used the website
- I have not visited not used the website

**7. For what do the customers use "EasyTravel" company's services?**

- Hotel Reservation
- Buying tickets
- Embassy information and services

**8. Considering your recent experience with us, please indicate your level of agreement with the following statements.**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I prefer purchasing product or services online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The website of "EasyTravel" was entertaining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In the website of "EasyTravel" were plenty of offers throughout the website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will return to the "EasyTravel" website for further purchases	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your website is very fast and comfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

