

THE USE OF INTERNET IN TOURISM MARKETING

Thesis submitted to the
Institute of Social Sciences
in partial fulfillment of the requirements
for the degree of

Master

in

Business Administration

by

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June 2005

To my wife

ABSTRACT

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June 2005

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This thesis deals with the Internet which has become the most popular media of the recent years. The increasing use of the internet has affected the marketing on internet positively. This increase in internet marketing has also increased the tourism marketing on internet. As these web sites serve the same like a travel agency, people would like to get service from such web sites get more and more without wasting too much time. These web sites have many visitors everyday. In introduction, we discussed the way Internet works and the technical analysis of internet. Generally mentioned about how the transactions happens on internet. In chapter one, an overview of tourism marketing on internet discussed. In chapter two the characteristic of tourism marketing on internet studied.

In chapter three, marketing mixes are studied like market research, market targeting, product, pricing and promotion. In chapter four, application examples of web sites from Turkey discussed. Some screen captures are got from these web sites and attached to thesis as examples. The most important example is **www.turara.com** which has been designed in two years for this thesis. One of the other web sites is www.bookinturkey.com which belongs to Koc Group and operated by Setur Travel Agency.

Keywords

Tourism / Internet

Marketing / Advantages and Disadvantages

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Haziran 2005

TURİZM PAZARLAMADA İNTERNETİN KULLANIMI

Bu tez, günümüzün en hızlı yayılan medyası olan internet üzerinden turizm pazarlaması hakkındadır. Türkiye’de her geçen gün artan internet kullanımı ve buna paralel olarak internet üzerinden sağlanan hizmetlerdeki artış turizm sektörüne de yansımıştır. Bir seyahat acentasının sağlamış olduğu bütün imkanları internet üzerinden sunmalarından dolayı bu web siteleri çok popüler olmakta ve çok sayıda ziyaretçi çekmektedir. Giriş bölümünde internetin çalışma prensibi incelenmiş ve teknik analizi işlenmiştir. Genel olarak internet üzerinden yapılan işlemlerin nasıl gerçekleştirildiğinden bahsedilmiştir. Birinci bölümde, internet üzerinden turizm pazarlama hakkında genel bir bakış işlendi. İkinci bölümde internet üzerinden turizm pazarlamanın karakteristik özelliği işlendi. Üçüncü bölümde, pazar arama, hedef pazar, ürün, fiyatlandırma ve tanıtım gibi turizm pazarlama unsurları işlenmiş ve uygulamalara değinilmiştir. Üçüncü bölümde ise Türkiye’den web site uygulamaları incelenmiş ve bu sitelerden ekran görüntüleri alınarak teze eklenmiştir. Bu sitelerin başında bu teze konu olan ve yaklaşık iki sene zarfında hazırlamış olduğumuz **www.turara.com** yer almıştır. İncelenen sitelerden bir diğeri ise Koç Grubuna ait ve Setur seyahat acentası tarafından işletilen www.bookinturkey.com dur.

Anahtar Kelimeler:

Turizm / Internet

Pazarlama / Avantaj ve Dezavantajlar

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ACKNOWLEDGEMENTS

I gratefully acknowledge all those who has contributed to the preparation of this thesis.

I owe my special thanks to Prof. Dr. Mustafa Dilber for his valuable help, supervision, interest, suggestion for this study.

I am also indebted to my wife Zheng KARSLI who encouraged me to begin with writing this thesis.

I also owe my special thanks to my father and mother for providing all kinds of opportunities for my education.

INTRODUCTION

To understand the meaning of “The use of internet in tourism marketing” we have to understand what internet is. We are going to use internet as our distribution channel of marketing.

The Internet is a collection of many networks worldwide which is commonly referred to in two ways: The internet (lowercase i) is any collection of separate physical networks, interconnected by a common protocol, to form a single logical network. The Internet (uppercase I) is the worldwide collection of interconnected networks, which grew out of the original ARPANET, that uses Internet Protocol (IP) to link the various physical networks into a single logical network.*1 (Independent Multi-Family Communications Council <http://www.imcc-online.org/GLOSSARIES/glossary.htm>)

In short we can say that; internet is the global “network of networks” of interlinked computers operating on a standard protocol (IP) which allows data to be transferred between them. The most important aspect of the internet is connectivity. The aspect gives chance to everyone to access on network and exchange information. By the help of the internet and various kinds of software programs it becomes very easy to input, index, retrieve and share information. This is the best opportunity for companies to find their potential customers, show them their products, prices and all kind of information that customers would like to know; and also very convenient for customers to find all kinds of products which they are looking for. Nowadays people would like to make shopping from internet without wasting any time from one shop to another, spending so much money on transportation.

Even though Internet was originated in 1960s, it has become most popular in recent 10 years. People use Internet mostly for two purposes.

Firstly it is a tool to communicate with other people. Instead of writing letters and posting them through post offices, people prefer to send emails or electronic messages to each other. Internet also used for voice transfers as Voiceover Internet Protocols (which is shortly called as Voip) technology to speak with other friends and relatives instead of long distance calls which is relatively much higher costs. Secondly, Internet is used for information services. There is some information on one side and people who would like to reach his information on the other side. To make this possible we need to find a space on Internet environment to “host” our information and allow people to reach this information and see it. Information services, including Telnet, Gopher and anonymous FTP (the File Transfer Protocol), allow users to access data that has been made available by other users. Since 1993, the Internet has been transformed completely by its newest component the World Wide Web (WWW or the Web). The WWW not only integrates other file transfer protocols like Gopher and FTP, but also allows the user to access hosts through Telnet, read newsgroups and use e-mail. Through an Internet browser, a user can link to any web sites and may explore the Internet resource in an excellent way for both leisure and commercial purposes. A browser is a computer program that resides on your computer enabling you to use the computer to view WWW documents and access the Internet taking advantage of text formatting,

Hypertext links, images, sounds, motion, and other features. Netscape and Internet Explorer are currently the leading "graphical browsers" in the world (meaning they facilitate the viewing of graphics such as images and video and more). (*2 UC Berkeley Library).

The popularity of WWW has attracted a great deal of interest among both academic researchers, and business practitioners, especially in the fields of Information Technology (IT) and marketing. WWW has become most practical marketing media for all kinds of business fields. Our main concern is tourism, so we are going to discuss about the tourism marketing on internet.

CHAPTER ONE

AN OVERVIEW OF TOURISM MARKETING ON INTERNET

1.1 Recreation and Tourism Marketing On Internet

In marketing, the product offered can be ideas, goods or services." Since tourism is primarily a service based industry, the principal products provided by recreation/tourism (R/T) businesses are recreational experiences and hospitality. These are intangible products and more difficult to market than tangible products such as automobiles. The intangible nature of services makes quality control difficult but crucial. It also makes it more difficult for potential customers to evaluate and compare service offerings. In addition, instead of moving the product to the customer, the customer must travel to the product (area/community). Travel is a significant portion of the time and money spent in association with recreational and tourism experiences and is a major factor in people's decisions on whether or not to visit your business or community.

As an industry, tourism has many components comprising the overall "travel experience." Along with transportation, it includes such things as accommodations, food and beverage services, shops, entertainment, aesthetics and special events. It is rare for one business to provide the variety of activities or facilities tourists need or desire. This adds to the difficulty of maintaining and controlling the quality of the experience. To overcome this hurdle, tourism related businesses, agencies, and organizations need to work together to package and promote tourism opportunities in

their areas and align their efforts to assure consistency in product quality. (*3
Michigan State University Extension
Tourism Educational Materials – 33700082)

A travel agency should provide several kinds of services for its customers. These services are mainly, ticket reservations, hotel reservations, package tours, rent a car and guide services. Currently, travel services such as checking availability and prices of travel products (both online and offline) are dominantly provided by Global Distribution Systems (GDS). A GDS gives its subscribers pricing and availability information for multiple travel products. Travel agents, corporate travel departments, and even Internet travel services, subscribe to one or more GDSs to check, for example, flight availability and prices for their customers. The GDSs get their revenue from the booking fees that these organizations pay. The leading GDSs today are Sabre, Galileo, Amadeus and Worldspan. All the airlines list their inventory with major GDSs. Online travel Web sites also use GDSs: for example, Expedia uses Worldspan; Travelocity uses Sabre, Trip.com uses Galileo, and SAP Travel is powered by Amadeus. There are also GDSs that basically sell hotel rooms such as Utell. Yet there are problems associated with GDSs:

- GDSs are mostly legacy systems with their own private networks, difficult to use cryptic languages, and limited speed and search capabilities.
- Furthermore, GDSs raise their booking fees annually to invest in new technologies and this causes discontent from airline companies.

On the other hand, most of the travel products have become available through the Web sites of parties involved in the travel industry such as airlines and hotels. However these are for human consumption. To make a travel plan involving different companies such as airlines, car rental companies and hotels in an automated way, Web services are essential. Web services by themselves are not enough; to provide interoperability their semantics must be described.

The travel industry by recognizing the need for interoperability has formed a consortium called the Open Travel Alliance (OTA) to standardize the messages exchanged in the industry. OTA includes many of the major players in the industry including airlines, hotels, car rental, rail, and tour companies and Global Distribution Systems. OTA provides the specifications of the possible services for the travel industry, together with the message specifications that will be exchanged between the trading partners. These services include availability checking, booking, rental, reservation, reservation canceling and modifying, query services for service details and quality, insurance quote request for all of the hotel, airline, vehicle sectors as well as the commission exchange services, and the statistical information services between the travel organizations.

Although OTA is an industry standard, it is not reasonable to expect all travel companies to conform to OTA. We claim that the interoperability among travel organizations can better be addressed through Web services. OTA, on the other hand, can be used to describe the semantics of the messages that Web services exchange.

Here we want to describe how to deploy semantically enriched OTA based Web services in travel industry. We provide the business models for travel industry that would benefit from the described technology.

1.2 Methodology Used on Internet Technology

Web services define a technique for describing software components to be accessed, methods for accessing these components, and discovery methods that enable the identification of relevant service providers. The revolutionary aspect of Web services is that they provide interoperability at the interface level. This allows for clean integration across departments, organizations, and companies. The client who invokes the service and platform hosting the Web service can be different; they can be using different programming languages. Note that one Web Service can make use of other Web services to perform a complex function.

Web Service Description Language (WSDL), the standard used in describing Web services, provides only the technical specification of the service operations, that is, the types of input and output messages and the URL where the service can be invoked. The information on what the service is doing, the possible properties the service might have and also meaning carried in its messages are not available through the WSDL descriptions of the services. The current mechanism to associate some semantics with Web services is to use a number of industrial taxonomies. Taxonomies provide very restricted help in describing Web service semantics. It follows that to exploit the Web services to their full potential we need more powerful tools, that is, ontologies to describe their semantics.

An ontology describes the concepts in a domain and their relationships. More formally, an ontology is a formal explicit description of concepts in a domain (classes), properties of each concept describing various features and attributes of the concept (slots), and restrictions on slots (facets). Through ontologies very accurate

descriptions of Web services can be defined and services can be related to other services or resources.

There are some efforts to define ontologies for the travel domain such as the Harmonise project. The Harmonise project allows participating tourism organisations to keep their proprietary data format and use ontology mediation while exchanging information. For this purpose, they have defined the Interoperability Minimum Harmonization Ontology (IMHO) and an interchange format for tourism industry. The Mapping Framework (MAFRA) tool is used for ontology mediation which supports semantic mapping definition and the reconciliation engine.

We note that OTA specifications also reveal considerable domain knowledge and offer significant value in describing the semantics of Web services in the travel industry. First, OTA request/response pairs can be arranged into a class hierarchy to define operation semantics of travel Web services, such as *AirServices*, *AirAvailabilityServices*, *AirBookingServices*, etc. It is also necessary to define the semantics of the messages exchanged so that the party receiving the message can interpret it. OTA message specifications can be used for this purpose as a common denominator to map non-OTA compliant messages one into another.

The current players in the “On-Line” Travel Industry are as follows: There are hundreds of thousands of hotels, thousands of airline companies, tens of thousands of rent-a-car agencies, hundreds of hotel chains, and hundreds of rent-a-car chains. However there are only two switching companies, namely Pegasus and Worldres and only four major GDS (Global Distribution System) companies as shown in Figure 1.

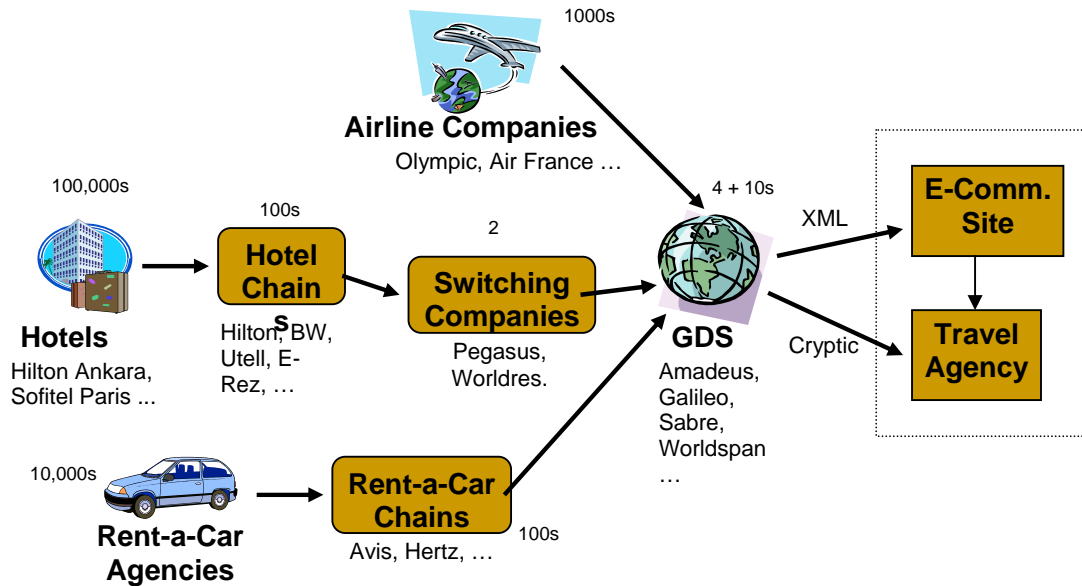


Figure 1. Overview of the Current Players in the Travel Industry

The travel agencies and travel e-commerce sites connect to GDS companies to get on-line availability information of the flights, hotels and rent-a-car companies, and make bookings of these products for their customers. The GDS companies connect to the service providers' reservation system and provide seamless access to such services from a single point, through a common interface. Travel agents, corporate travel departments, and Internet travel services, subscribe to one or more distribution companies to check service availability and prices, and issue respective reservations and ticketing. On the other hand, GDSs are mostly legacy systems with their own private EDI based networks, difficult to use cryptic languages, and limited speed and search capabilities.

The GDSs, although they dominate the market with this technology, by realizing the inefficiencies involved with their current systems, are developing Web service based technology: Galileo provides a Web service based solution and claims to have cut down the development time by 80%. Sabre and Datalex are among the first companies to develop OTA based Web services. Sabre Web Services provide all the functionality needed to sell travel (air, car rental, hotel, passenger name record). Another travel company which benefited from the Web service technology is the Continental Airlines in USA. To gain a competitive edge, Continental decided to provide real-time data of flight status in multiple contexts, such as interactive devices and customer service agent consoles. By wrapping the data it already has in its legacy flight operations management system as Web services, the information became accessible from devices such as cellular phones or PDAs.

To be able to exploit Web services to their full potential, one more step is essential: it is necessary to introduce semantics to Web services. By introducing semantics to Web services their discovery, invocation, composition and execution monitoring are greatly facilitated. Through reselling and subcontracting, companies will provide new solutions for their customers. It will be a possibility to construct package services which are comprised of sub-services provided locally by the initiator company and sub-services discovered within the network. Negotiation on the service that will be purchased as well as customization of service properties on the fly are other possible types of enhancements in the travel domain through semantically enhanced Web services.

Among the millions of travel agents, only about 10 to 20% of all travel agents are in connection with the GDS companies. Most travel agencies and travel

organization companies choose to manage travel services by themselves, due to reasons which may be technical, e.g. they may be providing specialized services thus cannot work with a GDS company, or economical, e.g. due to high commission rates and yearly subscription fees issued by the GDS company. These companies generally suffer from the efforts for advertising their services as well as publishing them electronically. The availability of semantically enriched Web service technology in the travel domain will be an indispensable opportunity for these SMEs.

So far, we described the technical aspects of tourism marketing on internet. Now we want to study the application forms of internet use on web sites.

1.3 The Application forms of Internet Use on Web Sites

1.3.1 Fully Developed Web Sites

This kind of web sites gives full service to their customers. It works like a real travel agency online. When you join this kind of web sites you can

- Check all airlines availability for all routings
- Book air tickets online by the help of the GDS systems like studied above embedded to web site
- Issue e-tickets and check in before going to airport
- Check availability of hotels all over the world, book and pay online

- Make all payments by virtual POS machines with your credit card. This kind of pages has special security systems to prevent problem may occur.
- Publish all guaranteed depart tours online
- Publish the details of tour programs, prices, places of interests, pictures and videos of the destination.
- Publish depart and return dates of the tours
- Register to any organization organized by the agency
- Rent a car all around the world

This kind of web sites can be controlled from any place. The designer of the agency or any permitted person can join the back door of the web site with a password and can make all kinds of changes online without any help of the web design software. This gives chance to control the web site anytime from anywhere. If there is any mistake about price something else, the designer even can correct it from internet café by joining the web site.

1.3.2 Ordinary Web Sites

These kinds of web sites are not as developed as previous site. Agency aims to show all kinds of products to their potential customers but they do not aim to sell online. These kinds of web sites do not

have virtual POS machines, so it is impossible to charge to customer online. So when an internet user joins this kind of web site, they can

- Find information about the tours that agency organizes
- Can get service for ticket by filling online forms to send request to agency. In this case, agency will check the form and will reply the customer.
- Can get visa service
- Can book hotels by filling the request forms
- Can apply for a rent a car service by filling the request forms

This kind of web sites can not be controlled, or do not need to be controlled online. The designer of the web site mostly uses request forms, and waits for the customers to fill in the forms and send to webmasters. After receiving the form, agency staff will reply the need of the customer and call back or send email to customer. This kind of web sites are not as functional as developed web sites, but also give change to get service for its customers.

1.3.3 Prestigious Web Sites

These kinds of web sites are designed mostly for the prestige of the agency. It provides the information about the agency as mostly “About Us” links and publish some kinds of successes or references

of travel agency. The owner of the agency does not aim to publish their products or sell them online.

CHAPTER TWO

THE CHARACTERISTICS OF TOURISM MARKETING

ON INTERNET

A – IMPORTANT CHARACTERISTICS

Travel and tourism products are ideal for marketing on the Internet. This is because tourism is an information-intensive industry and the Internet is the most effective and efficient means in information exchange worldwide. The Net can greatly facilitate the promotion and distribution of tourist products and potentially enable tourism destinations and enterprises to compete on a level playing field.

2.A.1 Tourism Is an Information-Intensive Industry

Tourism is very information-intensive and information is often dubbed the "life-blood" or "cement" of the industry which holds together the different producers within the travel industry - airlines, tour operators, travel agencies, attractions, car rental, cruise lines, and other supplies. "In few other areas of activity are the generation, gathering, processing, application and communication of information as important for day-to-day operations as they are for the travel and tourism industry" (Poon 1993:154). The perishability of tourism products and the often erratic tourist demand make the task of balancing tourism supply and demand far more significant than any other sector. That is probably why tourism became one of the first industries to widely apply IT and conduct electronic commerce from the

1960s in the form of computer(ised) reservation systems (CRSs) and then global distribution Systems (GDSs).

However, the traditional CRSs and GDSs had only improved the information communication between tourist businesses, originally between airlines and travel agents, as they do not directly interact with consumers. The systems are also expensive to both the tourism producer and the retailer. For instance, the GDS cost accounted for an average 8.1% of the International Air Transport Association (IATA) member airlines' distribution cost in 1996 (IATA 2000), and the major GDSs charge around US\$600 a month to put a terminal in a travel agency. Moreover, the systems are flawed with incompatibility between each other, especially in the lodging sector, where "switch" companies such as THISCO (The Hotel Industry Switching Company) was needed to connect hotels with all the major GDSs to facilitate room reservations by travel agencies worldwide (Sheldon 1997). With the effective use of the Internet, these problems can be addressed effectively and cheaply. In addition to its traditional function, a web-based GDS can increase the speed of information transmission, improve the quality of information delivery (from the old viewdata to the window-based computer screen), reduce the cost to the user as no special connections are necessary, and most important of all, has the potential to interact with all web users in the world. Having realised the tremendous potential of the Internet, GDS companies already started to develop new and web-based systems which could transform the whole tourism distribution landscape in the near future. For example, Amadeus launched Amadeus Pro Web in January 2000, which is a browser-based reservation tool allowing travel agents to service customers

worldwide without a dedicated communications line and at a greatly reduced cost. In fact, with this system any Internet user can become an online travel agent within a week (Amadeus 2000).

2.A.2 Tourist Products and Services Are Difficult to Evaluate

As a service industry, most tourist products are intangible services, they are experienced and cannot be touched, tasted, smelt or seen and therefore difficult for tourists to grasp and evaluate. Furthermore, the spatial fixity of tourist attractions and amenities means that a tourist cannot really assess their quality until he arrives at the destination. Tourists have, for a long time, relied on limited information from holiday brochures and other literature to evaluate tours and destinations. Comprehensive, relevant, timely and accurate information is essential in tourists' holiday decision making process. But they were not readily available to tourists until the emergence of the Internet, especially the wide use of the Web.

With the Internet, virtually unlimited amount of information can be stored at a web site and an unlimited number of users can retrieve it at any time from anywhere in the world. The Web can not only provide more information but also provide it from a much wider range of sources; while in the past, tourists are almost exclusively dependent upon representations and descriptions by the travel trade. The Web can also deliver the information in a greater variety of formats, from text to photos, graphs, audio and video clips, whereas in the past, tourists primarily relied on the printed brochures as the limited copies of videos of a limited number of tourism destinations or holidays were only available to the major travel agents. The web-

based electronic brochure can also facilitate the complex process of choosing among the hundreds of holidays using browser-generated selections from back-end databases linked to web servers whereas the printed brochures are usually arranged and indexed by one way, often by destination. Through Internet video telephony, tourists can also "test drive" a prospective holiday by viewing real-time scenes through cameras placed in hotels, clubs, restaurants, scenic spots and other sites in the destination and transmitted via the Internet. Video clips can also show episodes and scenes of festivals, art performances and service delivery to facilitate tourists in the comparison and evaluation of intangible services, the quality of which is otherwise difficult to assess in advance.

2.A.3 Tourism Distribution Has Physically Nothing but Travel Tickets to Deliver

Since in tourism, it is the tourists who travel to the destination, rather than the tourist product be transported to the market. When a tourist books an airline seat, a hotel room, or a package holiday, he acquires the right to use that seat, room or holiday in the specified time period. After the tourist completed his journey or holiday, he takes nothing home but experiences . In the whole process, from the booking, through the out journey to the return journey, the only things being transported are travel tickets and the tourist himself. This unique characteristic offers tourism a great advantage in Internet marketing as the only cost of online sale will be the transaction processing expense plus a little postage cost; in contrast, for manufactured goods, the delivery cost is often substantial.

'With the increasing popularity of electronic-ticketing (c-ticketing) or ticketless-travel, especially among airlines, online tourism distribution over the Web may one day have no physical goods (not even a ticket) to deliver at all. Ticket-less travel means that check-in is achieved by proof of identity and a booking reference number. This saves the cost of ticketing for the airline which would usually include stationery, printing and postage and speeds up the check-in process at airports by enabling passengers to self check-in at check-in machines with a credit card. Worldwide, there are more than 30 airlines offer e-ticketing in at least some routes in its networks (IATA 2000). About 60% of United Airlines' passengers are now using c-tickets. British Airways has even announced that from May 2000 travellers will be charged £25 for a printed ticket where e-ticketing is available for the flight. It could also cost the traveller £50 to replace a lost paper ticket. Obviously, c-ticketing is a key development that will accelerate the acceptability and convenience of booking air travel via an on-line travel agent. Since such a web-based e-ticket seller has no physical ticket to deliver, it can potentially sell from anywhere in the world to anyone in the world (Richer and O'Neil-Dunne 1998).

2.A.4 The Tourism Destination Product Is Fragmented

As a place product, tourism includes all the elements a destination has to offer to tourists, including the social, cultural and physical environments as well the "touristic" components of tourism supply such as attractions, transport and lodging facilities, and other travel related services. Pollock (1999) highlights the difficulties in tourism destination marketing which are attributable primarily to two factors. First, tourism is fragmented in that while the tourist looks at a holiday as a complete

"experience", it is sold in the market place "in bits" as beds, meals, tours, seats, etc. by a plethora of independent suppliers that operate independently of one another. Second, no one agency controls or can deliver content about a destination's tourism product as the marketing of a tourism destination is shared by another plethora of organisations such as tourist information centres, regional tourism boards, national tourism organisations and national tourist offices overseas located in main generating markets.

The Internet provides the effective means for a destination to develop a sustainable electronic "infrastructure" that is capable of establishing a comprehensive and multi-lingual destination web site. This site can present existing and potential tourists with up to date information, from a variety of sources, about the destination in all aspects of tourism - tourist attractions, transportation, accommodation, tour operators, travel agencies, shopping and leisure facilities - as well as the background of its people, culture, history, economy, climate. The master destination database can be integrated through hyperlinks with individual tourism companies as well as with suite of applications which enable tourists to pick and mix to make their own holiday "packages". As such a mega-site could be the "portal" or the "home page" of the web sites of all tourism enterprises in a destinations, it is a great deal easier for the destination to establish itself in the already crowded web-space. From this first stop-of-call, an visitor can search for all the information he needs to make a decision as to whether to visit the destination, what facilities to use and to arrange for reservations and transactions online. In comparison, with the traditional media, in order to get the relevant information of a destination a tourist often needs to go to a travel agency to

get a brochure, to a bookshop to get a guide book, and may also contact the destination's national tourist office to get some promotional literature. Furthermore, the printed literature the tourists get is often outdated while a properly constructed and maintained web site can provide right-to-the-minute information.

2.A.5 The Vast Majority of Tourism Enterprises Are Small In Size

The fragmented tourism industry is also polarized in that on the one hand, there are a few large multinational airlines, tour operators, hotel chains and theme parks; on the other, there are millions of small and often family owned businesses, especially in the travel retailing, tour guiding, hotel and catering sectors. For example, in Scotland the average size of the accommodation establishment in the Bed and Breakfast sector was 2.5 rooms in 1999. For the small tourism enterprises, the Web is probably the first effective and feasible medium for them to carry out professional marketing function beyond the basic sales and operating activities.

The Internet has opened the door for small businesses with little capital to reach a worldwide market. Open access results in lower entry barriers so that virtually anyone can both access and provide content to the Internet. Travel retailing is one of the sectors in the economy that requires very little initial capital investment. The Net also re-defines economies of scale, allowing small firms to achieve low unit costs for products and services in markets (such as tour operating) dominated by large companies. In the hospitality sector, small firms could also have more cost-effective marketing through the destination's web-site than the printed tourist directory. In essence, the Web "levels the playing field" (Hoffman and Novak 1996). For this

reason, Inkpen (1998:178) goes so far as to praise the Internet as a marketer's "dream" because it enables companies of different sizes to compete on more equal terms. This analysis also applies to tourism destinations (as resorts, regions or nations). For example, a strong web presence may substantially increase the exposure of many small and developing destinations in the Western market where the high cost of mass media advertising made such exposure practically impossible in the past. Nevertheless, it must be noted that although it costs little to achieve a web exposure, the development of a fully functional marketing and sales site and especially the promotion of the site to increase visitor numbers require huge investment. Therefore, the Internet provides a level playing field for all sizes of companies only at the point of entry - that is, to establish a web presence.

B- ADVANTAGES OF INTERNET FOR TOURISM MARKETING TOOL

The Internet is widely recognized as an extremely valuable marketing tool. It is generally held that the Internet offers substantial advantages over traditional means of communication:

- **Reduced costs of information exchange:** Web sites can be viewed all around the world without any expense. Agencies make advertisement on newspapers, they have to pay so much money and the number of people read the newspaper is very limited when compared to web site.
- **Increased speed of information transfer and retrieval:** Hard copies of the information will be delivered by consuming lots of time. However when you update your web site, all around the world will notice it at the same time.

- increased customer involvement in and control of transactions: The customers will suggest anything they like online. This way will make the web site get better with the suggestions of the customers.
- Greater flexibility of using the marketing mix

Its main business uses include communications (both internal and external), market research, customer services, market penetration, product development, cost savings through process reengineering, direct marketing, advertising and product delivering (Cronin 1996, Ellsworth and Ellsworth 1996). The following paragraphs examine the main features of the Net, in comparison with conventional media and with relevance to marketing, as an effective and efficient communications means.

2.B.1 Addressability

The Internet has the unique quality that, through its addressability, can transform the prominent marketing communication paradigm from one-to-many to one-to-one or from broadcasting to narrowcasting. The traditional media, such as print, radio and television, follow a passive one- to-many communication model, whereby a company reaches many current and potential customers through the broadcasting of the same message. This approach to communication has three problems:

- 2.B.1.1. uncustomised message to every consumer,
- 2.B.1.2. wasted exposures to uninterested audiences,
- 2.B.1.3. and "noise" distraction from competing and conflicting messages.

In contrast, the Internet enables a company to individually "address" consumers in its marketing communications because each time a user visits its web site, its server has a record of the user's electronic address. The company can then "narrowcast" - send tailor-made message content - to a smaller target audience or an individual consumer (Heinen 1996, Hoffman and Novak 1996).

Blattberg and Deighton (1991) argue that this kind of addressable marketing is not new; the mail, telephone and personal selling have also been the addressable tools in marketing for many years. What makes the Internet so special in this regard is its low-cost and high-speed information transmission and retrieval. The addressability of the Web provides the opportunity for marketing to create individual relationships, managing markets of one, and addressing each in terms of its stage of development. In essence, it represents the opportunity to customise and tailor the product and/or the marketing effort to one consumer at a time. Pitta (1998) argues that this Internet-enabled one-to-one marketing reconfigures the familiar four Ps into one element - the relationship. It represents the ultimate expression of target marketing - a market of one - or at least one at a time. Therefore, well designed Internet communications, through web sites, emails and news-groups, can match the effectiveness of personal selling. In fact, Internet marketers can do what a sales-force can but with much more flexibility, better memory and less cost (Kiani 1998).

2.B.2 Interactivity

Another feature of the Net that distinguishes itself from traditional communication media is its ability to respond to user inputs, i.e. interactivity. The Internet is capable of giving feedback in response to the actions users perform on the computer,

resulting in the sense of engagement with the computer (Shili 1998). This two-way dialogue forms an important component of relationship marketing, and is an important factor in building customer loyalty. Customers are effortlessly communicated with companies to find product information and conduct transactions with a few keystrokes while companies can easily contact customers to clarify their needs or inform them of new products. Features such as Email, web forms and Java applets positively encourage marketers to interact with consumers (O'Conner 1999). Moreover, in contrast to traditional communication channels like newspapers or television, on the Net the customer is an active participant and is in greater control of choosing and processing information about the firm. It is the customer - and not the marketer - who decides with whom to interact and how to interact. In other words, it is entirely in the customer's power to decide whether to surf the net, which web site to visit, which web page to browse, for how long, how often and how much information to obtain.

In addition to the company- to- consumer and consumer-to-company interaction, Kiani (1998) examines the consumer-to-consumer and company-to-company communications and argues that in an interactive media like the Net, a marketing activity can employ a combination of the above communication patterns. The company-to-company interaction not only provides competitive intelligence but also provides opportunities in partnering and co-operation, especially in improving supply-channel and distribution-channel relationships. The consumer-to-consumer communication helps to establish cyber or virtual communities, which has significant implications for marketing segmentation and customer service. These online "clubs"

can be an important venue for consumers to exchange information or experiences, for example opportunities in time-sharing accommodation, as well as for companies to improve the understanding of consumer behavior.

2.B.3 Flexibility

The Web is a much more flexible marketing medium than the traditional mass media. A web page can be considered as an electronic billboard, electronic advertisement, or electronic catalogue that provides information on products or services plus contact information for interested consumers. But a virtual advertisement or catalogue is much flexible than a physical advertisement or catalogue. It can gather fresh and updated information based on the direct feedback received from consumers. A virtual catalogue can be gradually developed and organized based on the actual interest of consumers (Kiani 1998). It can also keep consumers constantly informed of the company's new product offerings, latest price changes and sales promotion initiatives.

In the travel business, the Web's flexibility and instantaneousness in information transmission is invaluable, since where the brochure is the main means for marketing package tours. UK tour operators, for example, produce about 120 million holiday brochures a year, 40% of which are not used at all. For some holidays it takes, in average, 28 brochures to generate a booking. In addition, large tour operators usually launch their main summer holiday brochures 10 months in advance (Holloway and Robinson 1995). Obviously, the preparation and distribution of holiday brochures is a costly and lengthy process during which the demand conditions and competition situation could change greatly. With the print medium, tour operators have to issue

supplements to the main brochures, adjusting prices and availability. With the Web, all changes to the electronic brochures can be made instantly and at little cost. The online brochure can also be linked to inventory data, so that the user can immediately see whether a particular holiday is available or not. Moreover, the electronic brochure can be indexed in many ways and the user can be provided with search facilities to locate items quickly. They can also be associated with relevant free information and services for the consumer who visits the page.

2.B.4 Accessibility

As a communication medium, the area in which the Internet has overwhelming advantage over any other media is its permanent exposure and global market reach. The Net greatly improves, both spatially and temporally, the information availability and user interaction. With an effective web site, a company is on business on a global spectrum 24 hours a day, 365 days a year. Any web user in the world can access its marketing information at any time that is convenient for him. This extends greatly the place and time utility of companies which traditionally rely on distribution channel members to perform. The round the clock accessibility is extremely important especially in international trade where business is conducted across different time zones.

The global exposure is particularly desirable for tourism destinations which up until the mid-1990s had to depend entirely on promotion agencies in tourist generating regions to market its products. The Web has enabled tourism destinations to market themselves with well constructed and well promoted web sites. Furthermore, the Web facilitates doing business overseas by avoiding regulations and restrictions that

companies must follow when they are physically present in other countries, for instance in many countries, foreign travel companies are forbidden from organizing or selling tours. Finally, compared with the traditional media, the Web not only provides virtually unlimited access for hundreds of million users but also delivers unlimited amount of information on the Web as there is practically no restrictions in terms of the "space of advertisement" - the number of pages a web site can accommodate or the "bytes" of data a online database can hold. For example, the global distribution system (GDS) Sabre's data centre has a capacity of 60 terabytes of electronic storage -equivalent to over 15 billion pages of information (Sabre 2000).

2.B.5 Service Improvements

The Web helps companies to improve service quality at all stages of customer interaction - pre-sale, during sale and after - sale. De and Mathew (1999) identified that the Web provides four tangible improvements in customer service: first, larger accessible choice set for customer since a web site can display a vast set of product options and service options; second, faster payment processing for customers - through automatic processing of cyber-cash or credit card charges; third, reduced delivery time for many products such as online software and music distribution; and fourth, easier, faster and greater availability of support literature, and more detailed and particularized help. In tourism the web-based distribution systems can satisfy consumer needs for easy access to transparent and easy to compare information on a wide variety of choices of destinations, holiday packages, flights, lodging and leisure services. They also provide immediate confirmation and speedy documentation of

reservations providing a greater degree of flexibility and enabling prospective travelers to book at the "last minute" (Buhalis 1996).

Increasingly, tourists' satisfaction depends on the accuracy and relevance of tourism information as well as the promptness of responding to consumers' requests. As a Delta Airlines executive said: "Most people will tolerate misconnects and changes when they occur in the airline industry what they won't tolerate is not getting timely and accurate information. The airline business today is much more than a transportation business - it's an information business, prefaced with an 'e'" (Yahoo 2000). Many airlines are using the Internet, especially through mobile phones, to provide aggregate information in real-time to business partners, employees as well as customers. Across the tourism industry, the improved access to information covering all aspects of tourist activities has provided marketers with the opportunity to offer personalized services at price levels comparable to those of standard packages.

2.B.6 Cost Savings

The cost saving effect of the Internet derives mainly from five areas. First, the streamlining and electronic processing of booking and payments cuts down sales cost. Second, automation and the deskilling of tasks reduce the labour intensity and staff training cost. For example, the web-based travel reservation systems (using windows and is menu-driven) are much easier to use than the traditional viewdata systems (using DOS and was command driven where a sales clerk has to remember all the commands and the airport codes). Third, by offering direct links between the producer and the consumer, the Net helps the producer to

save huge distribution costs through the disintermediation process. Fourth, the ability of the Net in narrowcasting and electronic communication leads substantial savings on promotion in both "above and below the line" costs. Finally, cost savings in the form of reduced office and sales space, furniture and decoration outlay, and administration overheads.

The cost of setting up a promotional web site (i.e., without the booking facilities) is relatively low. An average computer user, given a proper software package, such as Microsoft FrontPage can build a basic company web site in days. The marginal cost of adding an extra web-page to the site is negligible. The more comprehensive and powerful web-sites, such as a destination site offers complete information, a tour operator site with a virtual multimedia brochure to include thousands of product offerings, and a site which integrates information, reservation and transactions, will cost more and take longer to develop. However, compared with the tens of millions of dollars spent by airlines, tour operators and hotel chains on TV and magazine ads, the Web is a low cost medium for promotion. The simple web-presence, by providing information on the Net, and allow customers to find answers to their inquiries themselves can also help to reduce telephone charges based on toll-free numbers.

The Internet has also great potential for saving distribution costs. Distribution, the selling and marketing of tickets, is one of the biggest cost items in the airline industry. At British Airways, for example, distribution accounts for about 18% of its total costs of £8.5bn and a share of about 20 per cent is typical among big carriers. The chief executive of Swissair sees that the Internet can potentially save 50% of the

airlines distribution cost (Dones 2000). Airlines web-based ticket sale operation can at least eliminate the key distribution costs of an airline seat - travel agent commission (standard 5-10%, with override, another 1-2%) and GDS fees US\$3.20 gross (Richard and O'Neil-Dunne 1998). Internet-based supply-channel management can also save procurement costs for businesses. British Airways aims to increase the share of online purchasing from the current 25% to 80% in two years time and achieve a estimated saving of more than 5% of its annual £3.5 billion purchasing budget (Tyler 2000).

C- THE CURRENT PROBLEMS ON INTERNET TOURISM MARKETING

The Internet has created great opportunities for tourism marketing. However, the current level of online travel sales is low though most researchers expect it to increase rapidly in the next few years. For example, it was estimated that purchases of travel products represent just 6% of overall Internet sales and 0.5% of all travel and tourism spending (Smith and Jenner 1998). In the US, Jupiter Communications forecasts that online travel bookings will grow from US\$2.2 billion in 1998 to US\$ 16.6 billion by 2003, representing a market share of total travel sales of 1.7% and 9.6% respectively (Bates 2000, Tyler 2000). In the UK, Thomas Cook predicts that one in five package holidays and 40% of all flights will be sold via the internet or digital television in the next three years (Banerjee and Mayling 2000). Obviously, the comparative advantages of using the Internet in tourism marketing is compelling but its full potential as a marketing tool will only be realised if a number of well-documented limitations are successfully addressed.

2.C.1 Demand Factors

Consumer demand is the fundamental determinant of all forms of businesses. Whether an industry is initially supply-led or demand-driven, consumers are the key force in deciding the scale, structure, style and speed of its development. The small size of Internet business transactions in the world economy at present is caused to a great extent by insufficient demand, though more limited by consumers' willingness than their ability to shop on the Net.

First, the penetration rate of computer using and Internet connections is still low worldwide. In the main developed countries, about 30-50% of the adult population are Internet users while the global average is about 1-2%. One estimate shows that in 1997, there were 50.2 million web-users, of which 60% were in US and 20% in Europe; the world total web-population in 2001 was predicted to be 174.5 million, the US and Europe account for 54% and 18% respectively (Juliussen and Petska-Juliussen 1998). Although people with Internet access tend to be more affluent, better educated and younger than the average consumer, the small number of web-population does reveal that globally it is still a relatively small market. Furthermore not all web-user are frequent users. In the UK for example, a quarter of the 15 million adults with Internet access surf the Web less than once a week, and only a fifth of web-users have actually ordered something via the Internet (Fletcher Research 1999). At the well publicised travel web cite - lastminute.com - only 6% of its 1.5 million register users have ever purchased anything there.

Second, the low frequency of web surfing is mainly caused by high access cost, especially in countries outside of North America. In the UK for example, local telephone charges are still metered, though the Internet subscription fees has largely gone from last year. Most consumers find it is an expensive hobby to surf the Web, especially when the search task is complicated by low speed and difficulties in locating the desired information. The main UK Internet service providers (ISPs) have recently launched unmetered packages which will be available from mid-2000. This new development could see a surge in web visitation in the country.

Third, The vast majority of users access web sites for information or entertainment purposes rather than for online shopping. Among the Net resources, email is the most frequently used, news and sports sites attract more visitors than commercial sites, and sex and MP3 are for many years the most searched key words. Although Internet transactions offer the potential benefits of convenience and cost savings, due to factors discussed later, consumers still believe traditional shopping methods are more reliable and sometimes more economical. A recent survey of 50,000 Internet users in the UK show that 80% used the Web to access email while less than a third had bought online (Fletcher Research 1999)

Fourth, concerns over privacy, information abuse, web crime, payment security and undelivery or late delivery, are often cited as the main inhibitor to online shopping. There is a lot of trust involved in online shopping. A web users has to trust that he receives the product he orders as well as trust its quality to be as described. He also wants to be sure that his private information such as address and credit card numbers is handled sensitively (Ratnasingham 1998). However, there is at present no special

legal provision to protect consumers' interest in web transactions and according to a Consumers International survey: 6% of the items ordered took more than a month to arrive and at least 8% never did; many sites did not give clear information about delivery charges; only 13% of sites promised that they would not sell customers' personal information on to a third party; and only 53% of the companies had a policy on returning goods (BBC 1999a). As a result, in average less than 1% of those 'looking' are actually 'booking' at the web site. A recent MORI survey of package holidaymakers in the UK also found that only 45% of the respondents answered 'Yes' to the question of "In principle (if you had access) would you be prepared to book a holiday through the Internet?" while 46% answered "No"; and 9% answered "Don't know" (Martin 1999). A report on travellers' use of the Internet in the US, which has the most advanced Internet businesses and Internet users, shows that 52.2 million people used the Internet for researching travel in 1999 but only 16.5 million (32%) of which actually made their travel reservations online (Tyler 2000).

Finally, consumers' anxiety over safety and security in online shopping is further exacerbated by frequent media reports about web security breaches and frauds, and insufficient knowledge of the matter itself. Most of the security worries are caused by people who are not sufficiently aware of the possible protection that exists (Furnell and Karweni 1999). Although the Web is generally considered to be user friendly and even 'foolproof", a user without the proper IT knowledge and skills will certainly encounter more problems and feel less confident in conducting web-based transactions.

2.C.2 Technological Factors

Many of the current constraints and problems of conducting web-based business are caused by the Web technology itself. 'Web technologies consist of the hardware, software and networks that enable individuals and organisations to connect with and interact with the World Wide Web. Hardware consists of the client terminals, the server, the gateway, the router, and hubs. The software consists of operating and application software, including the browsers and application software on the client side, database servers, web servers and other application servers on the server side, and network operating systems and managers on the network side. The networks consist of cables, either leased or proprietary, and message carrier services" (Dc and Mathew 1999:432). The main causes for concern over the ability of the Web in implementing c-commerce are as follows:

The Web's slow speed, often dubbed as the 'world wide wait", slows down the growth of the web-based businesses as users are often not prepared to wait for too long to see the information appears on the screen. The slowness of the Web is a combined results of three factors: the increasing number of Internet users, the increasing frequency of use, and the increasing richness of the information (from simple text to full colour pictures and videos) being transferred over the Internet (O'Conner 1999). Technology will not reduce these growing demands on the Web, on the contrary, technology will constantly expand the Web's capacity for accommodate and even stimulate the increasing demand. For example, the new digital broadband service, due to be introduced in the UK this year, could offer instant and always-on high-speed (10 times faster) Internet access. It will not only

enable much faster Internet access but also enhance facilities such as interactive digital TV and video e-mail. The advent of broadband and mobile accessibility is creating a second wave in Internet development (after the WWW in 1993). Research shows that a broadband customer will stay online four times as long as a narrowband customer, and spend nearly three times as much on c-commerce (BBC 2000).

Functionally, the Internet is close to fully operational for commercial purposes. The main remaining impediment to maximum use of the Internet for c-commerce is the concerns for information security. The securing of information includes the protection of: (1) confidentiality -providing confidentiality in the transmission (and sometimes the storage) of data; (2) authentication -proving the identification of the individuals both transmitting and receiving the data; certifying that all parties to a transaction are indeed who they claim to be; and (3) non-repudiation - providing proof that the transaction actually took place, establishing an irrefutable time stamp on the sending and receiving of the message (Liddy 1997). In particular, there is an urgent need for an integrated financial transaction system that is suitable for an open electronic marketplace such as the Internet. How the consumer will pay for goods and services and how the provider will receive the payment securely over the Internet are issues which are being seen as some of the most important success factors for Internet commerce. A survey of US corporations revealed that 75% of the executives lacked confidence in the Internet as a vehicle for electronic commerce, primarily because of the vulnerabilities. The risks in electronic commerce are shown in poor security such as: from the short-cuts in the software development process,

shortcomings in the popular operating system, deficiencies in the Internet protocols and problems inherent in managing the Internet (Ratnasingham 1998).

Related to security is the issue of 'cyber' crimes. Internet crimes include not only fraud and theft-related activities, which simply represented the extension of traditional crimes into the electronic environment, but also new and more advanced forms of abuse such as hacking and computer viruses (Furnell and Warren 1997). Web scam and online credit card fraud are also increasing rapidly. Visa International says that half of all credit-card disputes are about Internet transactions, despite online transactions making up just 2% of Visa's overall business. Visa found that across the EU only 5% of consumers trust e-commerce (BBC 1999c). Web technology does not cause the web crimes but these cyber crimes are more difficult to prevent and detect as they are committed in a virtual space. Unless the IT industry can come up with some effective solutions to the security problems in web-commerce, consumers will have to either take a high risk in or stay away from Net-shopping.

Furthermore, the 'unorganised' nature of the Web, makes it difficult to locate the information users desired. The Web offers an uncontrolled and vast universe of information: there are now about 5 million web sites with some 1 billion web pages. However, there is no overriding structure and control over information, no single entry point to the Web, and no centralized directory of content. Although the development of search engines and online directories has made finding information somewhat simpler, it is still easy to get distracted or lost during a search and much precious time can be wasted in gathering information. Ironically, this may negate the productivity benefits that derived from its use (Soh et al 1997, Hormozi et al 1998).

The other problems of the Web can be seen from Internet Industry Almanac's "Top 10 pain in the Net" - junk email, slow web sites with too many images to load, web sites with white text that you can't print, cookies, broken links, interstitial ads, hard-to-read tiny text, web sites with no basic company information, old forgotten web sites, and the server is not responding (Juliussen and Juliussen 1998).

2.C.3 Organisational Factors

The low level of web-based business is also attributable to the failure of business organisations in implementing the Web technologies in operation and marketing. Most business leaders did not realise the potential impacts of the Web on commerce until very recently (some still do not). A survey of US hotel managers found that they believe the Internet will 'someday' become an effective marketing and communication tool but not at the present time. Ironically, respondents with greater exposure to the Net rated its present usefulness lower than those with no net experience. On the other hand, those same experienced users gave the Net's future prospects a much higher rating than the inexperienced respondents (van Hoof and Combrink 1998).

Many companies, even with recognition of the advantages of the Internet in marketing, failed to exploit its full potential due to the lack of management commitment, investment capital and the qualified technical and managerial personnel. This is particularly the case for small tourism businesses. In the UK for example, travel agents are not using the Internet to provide better service to customers because of perceived investment and access costs and fear of new technology. Sabre (UK)

recently discovered that fewer than half of its agency customers had an email address (Fox 2000).

On the other hand, some large travel corporations failed to develop web-based operations wholeheartedly due to both complacency about their market leader positions and the vested interest in their highly vertically integrated business structure. The top three tour operators in the UK - Thomson, Airtours and First Choice - for instance, did not have a formal Internet strategy until March 2000. They probably overlooked the potential of the new Internet start-ups since the Net-commerce had a slow start and the travel web sites were mainly selling airline seats instead of package tours. The major tour operators were also concerned with the impacts of web-based operation on their own travel agent chains because the "disintermediation" in travel distribution saves operator side cost at the expense of losing businesses at the agency side.

As a result, not all tourism companies are on the Web. When they are on the Web, most of their web sites are PR or promotion sites that provide merely the companies a presence on the Net or little more than advertisements for their products and services. With the few comprehensive sales and transactions web sites, users were often asked to phone an operator or offered a brochure in the post. Just a fifth of the UK's top 40 tour operators have a real-time booking facility on their Internet sites. A recent survey also shows that 62% of the travel companies which have facilities to sell via the Web or email have less than 1% of its total business is conducted through online booking (TTG 2000).

Even when web sites are fully operational in real-time transactions, such as many airlines owned sites, they often offer limited choice. Consumers increasingly want to use the web, and they want the convenience to see all the options in one place, no matter which airlines or tour operator is involved. However, most of the travel products on sale over the Net are stored at various web sites owned and operated by individual companies, such as airlines, tour operators, travel agencies and ferry companies. Another problem is that the Web does not always offer the lowest prices compared with the traditional distribution outlets. Research by Express Money (1999) shows that booking holidays and flights through the Internet are not cheaper and traditional, low-cost outlets offer lower prices for several popular destinations. This is particularly the case for airlines as where a single flight could have over 50 different fares, the cheapest fares are usually given to flight-brokers or consolidators. Since most web users consider 'price' as the most important factor in buying an airline ticket, they will certainly be discouraged from booking directly on the Web when they realise that the traditional agents offer better deals.

2.C.4 Governmental Factors

The nature of the Internet enables no one to control its structure and content, while as a recent phenomenon, laws and standards are yet to be developed and adopted to facilitate and regulate its commercial use. Some of the problems highlighted above are partly attributable to or greatly escalated by the lack of effective government involvement in promoting, facilitating and regulating e-commerce on the Internet.

Governments across the world have been slow in realising the potential of the Internet for economic growth and even slower in providing the necessary regulatory framework appropriate for conducting Net-based business. Although existing business laws and regulations are applicable to e-commerce, the particular nature of Internet-based business does requires special treatment, especially in the areas of security, fraud, sabotage, and data and consumer protection. Without the confidence and trust of those participating in the process, it will be impossible to achieve sustainable growth in e-commerce. However, censoring indecent and potentially criminal material on the Internet were often the main reasons chosen for regulation. In the UK, one of the advanced Net-economies, the Government put forward a draft Electronic Communications bill last year which deals with a wide range of issues central to the healthy development of e-commerce, including consumer protection, information security, authentication and digital signatures, confidentiality, encryption, taxation issues, intellectual property rights, technical standards, illegal content and so on. The problem is, the bill remains to be a draft bill until the Parliament passes it through a lengthy process that could last for years.

As the Internet is a global computer network and e-commerce is essentially global business, the establishment of international standards and legal provisions for its smooth function is also critical. International bodies like the Organisation for Economic Cooperation and Development (OECD) and the European Union (EU) started to address some of the key issues in e-commerce from 1998, such as building trust in electronic commerce by ensuring the security and privacy of information and

the protection of consumers; establishing ground rules for electronic transactions; and enhancing the information infrastructure through common interoperable standards, and access to open networks (BBC 1998). However, progress is lamentably slow. It appears that each country will have to create their own Internet acceptable use policies, and figure out how to enforce them. Until then, the Internet will be a lawless frontier where anarchy and vigilantism are alive and well (Thomas et al 1998, Westphal and Towell 1998).

Legislation is of fundamental importance, but legal provisions only mark the boundary of unacceptable business practices and protect the consumer by redressing any illegal treatment. Consumers want to buy from companies that are not only law-abiding but more importantly are reliable and offer quality and value. Nevertheless, it is extremely difficult, if not impossible, to judge a company by its web site. Therefore, other (non-legal) measures must also be taken to boost consumer confidence in online shopping. The UK Government is trying to promote the ideas of 'e-hallmarks" which will guarantee that its users are legitimate traders offering assurances on security of payments and communications and giving accurate information on goods, prices and a returns policy. A new body -TrustUK - will be set up to accredit c-commerce codes and there are plans to market the c-hallmark internationally (BBC 1999b). However, many business organisations oppose the idea, wanting instead to rely on self-regulation without government intervention. For example, ABTA aims to clamp down on Internet sales by creating regulations for online travel transactions. It plans to publish a single revised code of conduct for agents and operators in May 2000, with a new section on Internet sales. It will

require members to have a secure payment system if using the Internet to take bookings, and to observe the same ABTA rules as for other types of advertising.

The government can also play an active role in e-commerce by providing the necessary infrastructure for conducting Internet business. After all, the Internet was first started by Government - the US Department of Defence - in 1969 as ARPANet and only became commercialized in 1993 (Krol 1994). Uncertainty in many countries with regard to policies for investment, ownership, technology selection and general public access to the Internet has restricted the development of Net-based business and the penetration of Internet itself. Especially in the developing world, the huge investment required to establish the network and to make full use of it is out of reach of many businesses. In such circumstances, government could provide start-up funding for small companies. The UK government is also trying to close the gap between technology haves and have-nots and has launched an initiative to make computers available to low-income families for as little as £5 a month.

CHAPTER THREE

MARKETING MIX APPLICATIONS IN TOURISM

MARKETING ON INTERNET

The Internet as a marketing media can be of great benefit to virtual all areas of marketing, from marketing research, through market segmentation, targeting and positioning, to the effective use of the marketing mix, and marketing organisation and control. The following discussion does not attempt to provide an exhaustive list of the Net's use in tourism; rather, it simply intends to exemplify its common applications in and main implications for tourism marketing.

3.1 Marketing Research

The Internet does more than automating online business transaction, it can "informate" in that it provides a vast amount of information which was previously unavailable. Marketing is essentially an information-processing activity which links an organisation to the external environment in which it operates. The Internet is an invaluable source of low cost but up-to-date marketing intelligence which can be sourced through a company's own site (for details of its customers) and other web sites (for information on competition situations, market conditions and the general environment). The Internet is extremely useful in build a customer information database. With the use of proper software such as Aurum Software's Web-Trak (and even with simple means like cookies, web forms and email feedback) it is easy to gather systematic data about all users who visited the company's web site. This information can be used to identify prospects,

understand customer needs and customise resources to give greater levels of service to customers (Heinen 1996). A database of online transaction histories can be the primary marketing resource of tourism companies, determining what kind of travel products they can deliver, what market segments they serve best, and what is the lifetime value of each customer to the firm.

By searching other web sites, a company can get valuable information about market demand, supply, competition and economic, demographic, legislation and technological changes in the domestic and international markets. Web sites of government agencies, media companies and non-profit organisations usually provide large amount of information free on general issues; while commercial sites are good sources of information on new technologies, best business practices, and industry initiatives. Scanning competitors' home pages helps companies to track competitors' marketing strategies and tactics. For example, from hotel chains' web sites, one can easily locate information about the chains' main business activities, financial performance, new hotel openings and investment plans, and key marketing strategies; whereas airlines' web sites often show such useful data as business and financial analysis, strategic alliance groups, new routes development and fleet expansion plans, frequent flyer programmes and (where a online GDS is available) the fares and availability of flights between any two destinations.

3.2 Market Targeting

An important feature of the Web as a medium is that it is the consumer who is actively searching for information about products or brands in which they are interested. In effect the consumer is "pre-screened" and shows both interest and involvement in visiting the web site. While on the Web, the consumer can also provide instantaneous feedback to the marketer (Stern, 1995). All the feedback, and indeed, every "click" or "hit" the user makes can be memorised by the web server. Through the application of the IT data mining technique, companies can find patterns within their internal customer data and make sense of data or turn data into meaningful marketing information. For instance, the visitation record of an online brochure may show the total number of hits, the distribution of the hits among the pages and across time, the order of the pages been accessed. The user's visitation data can be easily combined with user profile information from user registrations through online visit cards or questionnaires and used to uncover the consumers' interest and the patterns of demand and buying behaviour. This in turn leads to identification of likely target segments, often niches based on specific benefit sought. Armed with such information, organisations can refine their targets and develop specific means to achieve true one - to- one marketing (Pitta 1998).

The appropriate use of user profile and surfing behaviour data can improve the effectiveness and efficiency of market segmentation and targeting. This is because the traditional approach to market segmentation is often based simplistically on geographical, demographic and economic variables while the psycho, behavioural or lifestyle data is costly to collect and difficult to measure and compare. In Internet

marketing, it is easier to collect these data from potentially each and every user of the company web site, though tangible rewards such as free prize draws and free membership, are often needed to attract users to fill in web forms. It is even a great deal simpler and more effective in market targeting as the email messages and even tailor-made web-pages can reach the intended receiver with little cost. It is possible to set up 'virtual" or cyber - communities for each target market niche in the form of news-groups through which consumers with similar interest and behaviour patterns can be sent with relevant product offering and other information from the marketer. Members of such Internet communities can regularly exchange information between them and strengthen a sense of belonging.

3.3 Product

One of the major advantages of the Internet in marketing is that the tourist can here be a value creator for tourism companies through redefining the labour division between the marketer and the tourist in providing tourist experiences (Dellaert 1999). This is because, on the one hand, tourists can provide individual preferences for or specifications of holiday packages through feedback in the forms of web forms, email messages or simply the 'clicking' patterns, which the tourism marketer can use to development new products or tailor-make existing products to suit the needs of particular consumer(s). In this sense, the Internet has accelerated a shift in the nature of products from mass produced and tangible to customized and information based.

On the other hand, the self-servicing tourist can not only conduct transactions online and reduce costs of sales for the supplier but also actively participate in the

production process itself. Provided with choices, a tourist can now assemble his own product according to the specifications desired. This is especially useful in the production and marketing of package holidays. Tour operators, for example, can offer modular products or services, such as flights, rooms, tours, car hire and performances on their web sites, and allow the user to participate in the development of the specific holiday packages using a menu of options, ie., 'pick and mix" his own package. As tour operators negotiate with the providers of these separate holiday items and buy in bulk, The economies of scale will enable the operators to offer lower "parts" prices to individual consumers than they buy directly from the different producers of the travel products. At the meantime, since the booking engine is integrated with the product inventory, it is easy for the operator to adjust in real-time the prices of different holiday components in response to their relative popularity and demand patterns. In this way, tour operators can effectively provide the market with low cost and flexible (rather than the conventional rigid) package tours This is what both marketers and consumers have long dreamed for - high quality products made individually at a unit cost level of mass production -all enabled by the power of the Internet.

Internet technologies can also contribute to the improvement of current products on offer or development of new products and services that redefine the company's strategic position. For instance, Boeing announced on 27 April 2000 plans for a network which will allow passengers to use the internet, watch TV and receive other data while flying. Called Connexion by Boeing, it will use satellite technology to provide broadband services to aircraft, which could greatly improve passengers'

flight experiences. The introduction of electronic ticketing (e-ticketing) and flight information exchange through mobile phones by many airlines in recent years also improve customer services. The Internet also give tourist attractions such as museums and galleries wider format options for electronic presentation and show web collections which are physically impossible to construct (Taylor and Ran 1995). Zoos and aquariums can improve its product offering through "live" camera links using web sites like whale-watching to show views of animals not in captivity (Benhow 1997).

3.4 Pricing

The role of the Internet in pricing is based on its ability in processing and exchanging large amount of data instantaneously with a great number of people. This information processing capacity enables a company to analyze relevant pricing data effectively and quickly. The information exchange capacity enables firms to set and change prices in real time and also facilitates online bidding and flexible pricing. Both of these qualities of the Net are extremely useful in tourism marketing.

The major tour operators in the UK, for example, produce some 2,000 to 3,000 brochure pages annually, most pages feature a price panel with perhaps 100 separate prices, making a total of about a quarter of a million individual prices (Holloway and Robinson 1995). The sheer number of prices, together with the fact that most brochures are launched 10 months in advance of the holiday season, mean that pricing in the travel industry is extremely difficult. Since it is unpractical to set the prices for such a great number of holidays on the bases on demand analysis or competition research, most operators simply follow a cost-plus policy with little

regard to the market changes in the months to follow. Even an operator wishes to adjust its holidays prices it is a costly and cumbersome process as new price panels have to be printed and distributed to the travel agencies. With the help of a web-based reservation system, the task can be a great deal easier. A tour operator can make real-time adjustment to its thousands of holiday prices at a touch of a button in response to competition moves and demand changes. A special late-booking section can also be included in the main web site to promote 'left-over" holidays at the last minute to solve the problems of over-supply or under-demand in the package tour industry which has become a chronic issue in the UK during the last decade or so.

In Internet marketing, the potential for price discrimination is diminished given the enhanced capability of consumers to identify the least expensive source, regardless of supplier or location. The skilled consumer could have the "perfect knowledge" of market prices, which could facilitate the realization, to certain extent, of 'perfection competition" at the national and global markets. This will lead to the increasing standardisation of prices across companies or even borders, especially for the undifferentiated products such as airline seats, beach holidays and city breaks. Other applications of pricing on the Web including bidding and flexible pricing - many web-based businesses allow customers to bid for products on their sites. Customers commit to the sale if the price is agreed upon. The bidding locks in customers to the sale and the committed price. This is a flexible pricing strategy where the buying capacity of the customer reflects in the eventual price. Companies such as Ebay.com and Bid.com have developed a model where other vendors can place products up for bids (De and Mathew 1999). Airlines could sell seats on over-demanded flights or

routes through online bidding to the highest bidders to generate extra revenue. Tour operators may use online bidding in a different manner to market special holidays the demand for which may be extremely difficult to estimate in advance. For example, a tour operator can put on its web site the details of a package holiday to the moon and the total cost (including profit margins) for a group, say 50 travellers, the more people bid the lower the price for each traveller. This way of pricing could well enhance the operator's image and profitability, as it is both an innovative marketing and sound financial approach.

3.5 Place

The uniqueness of the Internet as a means of distribution is based on the fact that it exists in "cyberspace" thus physical phenomena such as location and distance are less significant or even irrelevant. For the producer, the Web enables it to have direct links with consumers at a low cost therefore provides it with the opportunity of "disintermediation". For the retailer, the Web threatens its livelihood and changes its critical success factor from location, location, location to access, access, access. For the wholesaler, web-based business means it can bypass retailers while at the same time risk being bypassed by the producers.

The foremost role of the Web in tourism distribution is the direct electronic reservation and transactions between tourism product supplier and consumers. Aldridge et al (1997) argues that direct marketing is the name of the game on the Internet, offering both consumers and marketers greater control and lower potential costs of access due to the conveniences of the Net. Because direct channels may be producer-direct or intermediary-direct, the potential for channel conflict will be

magnified. In order to assuage channel conflict and price competition between direct-sellers and retailers, both producers and intermediaries will have to develop augmented product features and unique benefits. For example, direct online booking of airline tickets often carries special benefits not available from travel agents, such as extra frequent-flyer miles; while purchasing an airline ticket from an online travel agency may also benefit from such services as hotel reservations and travel insurance.

Airlines are among the first industry to invest in and develop CRSs and GDSs to exploit the potentials of IT. The Web offers the airlines even greater opportunities in streamlining and shortening the distribution channel. The no-frills or low-cost airlines emerged in the last few years are already heavily relying on the Web to distribute flight tickets directly to customers. The major global airlines have also started to believe that the Internet offers a unique opportunity to drive down costs and restore profitability to the sector which is troubled with financial losses across the globe (e.g., the 266 IATA member airlines as a whole made an accumulated loss of US \$800 million during the first 8 years of the 1990s) (IATA 2000). British Airways, for example, launched an e-business strategy recently which places the Internet at the centre of its efforts to transform relationships with both customers and suppliers. It is planning to invest £90 million during the next two years to develop its web-based operations with the aim of increasing the share of tickets sold over the Internet from less than 1% in 1999 to 50% by 2004. It is also preparing to operate via mobile phones and interactive television. Major airlines have also started to use the Internet to manage the supply channel and reduce procurement costs. For instance

American Airlines, Air France, British Airways, Continental Airlines, Delta Airlines and United Airlines have agreed to jointly create and operate a web site that will handle supply purchases with US\$32 billion a year (CNET News 2000).

The biggest change to tourism distribution brought by the Web could, in the next 5 to 10 years, be the noticeable shrinking of the travel agent sector. Agents are squeezed by both a decreasing market as more and more consumers go online and book directly from airlines and operators and by airlines' declining commission levels. The Association of British Travel Agents (ABTA) believes that the Internet will not cut out the middleman, but it will certainly put their added value under scrutiny. It warns that High Street travel agents that do not excel in what they do may not survive the competition. Nevertheless, the travel agent sector will not be doomed to extinction. How far and how soon the role of travel agent will diminish in the future is dependent upon how flexible and innovative the travel agents can be and how fast the Web can dominate both business and everyday life (Liu and Jones 1995). The Travel agency will have to reinvent itself to suit the new Internet era by transforming from a travel ticket seller to a travel information manager.

For tour operators, the potential disintermediation has a dual effect. On the one hand, they can be bypassed by the producer as airlines and hotels that directly sell their products to the travel agencies and consumers; on the other, tour operators could benefit from its own direct sell operation by eliminating the travel retailers. It is hard to estimate the full impacts of the two. But one thing is sure to say that the tour operators, more than travel agencies, have a future in the Internet era. This is based

on the understanding that tour operators are not purely intermediaries as they do perform some production function in assembling the various parts of tourism products into a marketable package. Through this value-creating activities, tour operators can provide convenience and better value for consumers, by passing on to them some cost savings gained through bulk buying the separate components of the package, than they would otherwise get from the individual tourist product providers. The major tour operators (in the UK) are also "backward" integrated and have their own charter airlines thus major schedule airlines' direct selling is not much as a threat to them as to travel agents.

3.6 Promotion

Arguably, the component of the marketing mix being most quickly transformed as a result of Internet usage is promotion. The Internet provides a labour-efficient and cost-effective way of distributing information almost instantaneously to millions of potential clients in the global markets. Internet promotion combines mass media's reach with the personalization inherent in two-way dialogue -previously only possible in personal selling. It can be used for corporate visibility, brand name recognition, advertising, public relations, corporate sponsorship, direct sales, sales promotion, customer support and technical assistance. There are three main issues in the application of the Internet to tourism promotion.

First, present the promotional information on the company's web site. The Web enables more information to be transmitted to (potentially) more people cheaply, instantly and with multimedia effect. The key to achieve these benefits is a well-

designed and maintained web site which is attractive, informative and interactive. Through its multimedia capability, a good web site can and should incorporate information as accurate and detailed as brochures or timetables, photos and graphs as glossy as magazine ads, and videos as entertaining as TV commercials. The site can and supply as much promotional information as possible as there is virtually no capacity constraints or advertising space limits on the Web. By hyper-'inking pages together in an appropriate fashion, the Web marketer can create an ultra-comprehensive brochure to include everything a user wishes to know. For instance, a tourism destination web site may become a 'information mall" which provides the users with all the basic information about it such as the exchange rates, local traditions, weather, what to buy, etc. and, through the hyperlinks to the sites of tourism firms, details of flight schedules, tour prices, park opening times, late offers, and so on. A company web site with email links or even telephone numbers and address will enable users to contact it for further and often more personalised information.

Second, promote the web site itself to increase its exposure and visitation since a company's web site has to compete in the clutter of thousands of other web sites selling similar products and services. This can be achieved through a number of ways. A memorable Internet address to help user locate it on the Web, usually the company or brand name or a catchy word or phrase. Links "from" other web sites, by registering with search engines and online directories and paying relevant sites for click-through links or banners ads, are particularly important if the company's site is not well known. Links 'to" other sites, such as those offer news or

entertainment services and those offer complementary products can also make the site more interesting as well as providing more relevant and up-to-date information for the users. Promoting the web site through the traditional media is also important, especially when it was first set up. For example, expedia.co.uk launched a £4 million promotion campaign on British TV and Press recently. The company's web address should also be included on all its media messages "to drive consumers to the Web" (Pardun and Lamb 1999).

Third, use the company's web site as a platform for advertising sites or products of other businesses. Through "banners" and banner linked web pages, a company's web site can also generate revenues by becoming an advertising medium for other organisations. Indeed, the effectiveness of the Web as a medium for advertising has already made online advertising a boom business itself. The Internet Advertising Bureau's research shows that online advertising revenue reached US\$4.62 billion in 1999. It also finds that banner advertisements is the predominate type of advertising, accounting for 56%, sponsorships at 27%, interstitials at 4%, email at 2%, and other rounding out the category at 11% (IAB 2000). Increased Web advertising will reduce the attractiveness and spending on some traditional forms of promotion such as direct mail, outdoor displays and radio advertising. Fletcher Research (2000) predicted that the online advertising spending in the UK would soar from £50 million in 1999 to £625 million by 2004, while expenditures on direct mail could see a 33% fall in the same period.

CHAPTER FOUR

APPLICATION EXAMPLES FROM TURKEY

There are many web sites in Turkey to promote their products online. Below are the some of the biggest web sites in this field.

4.1 WWW.TURARA.COM

This web site belongs to the Ozokyanus Travel Agency and Webliya Art and Design Company. It started to be designed in 2003 with the idea of this thesis. At the beginning we had many difficulties to design because of various needs of the customers. In tourism marketing as we discussed before there are many services that customer's need, and depending on these needs the design changes. After fixing the design of the page programming side of the web site made us have trouble. We have overcome the problem in two years and this web site has become one of the best web sites in its field. The most important aspect of this web site is to gather all travel agency tours under the same roof. The internet users can join this web site, see and compare all kinds of tours together. This will give chance to save time. This web site is also fully remote controllable web site. There is a password enable interface to control web site anywhere and anytime. The coming pages will let you see the way it works.

The screenshot shows the homepage of TurAra, a travel agency. The header includes the TurAra logo and a navigation menu with buttons for 'TUR ARA', 'TURLAR', 'BİLET', 'OTEL', 'VİZE', and 'TRANSFER'. Below the navigation is a search bar and the text 'Türkiyenin Tatil Sitesi' and 'Call Center : 0 212 296 89 89 PBX'. The main content area features a large banner with a child holding a loaf of bread, the text 'Yurt dışı tatili hiç BU KADAR KOLAY olmamıştı.', and three bullet points: 'Güvenli', 'Keyifli', and 'Gizemli'. To the right of the banner are four buttons: 'BİLET', 'OTEL', 'VİZE', and 'TRANSFER'. Below the banner are four sections, each with a small image and text: 'Kültür Doğa Tarih Turları', 'Balayı Turları', 'Gemi Turları', and 'İş ve Fuar Turları'. At the bottom, there is a section titled 'Diğer Turlarımız' with three items: 'Kayak Turları', 'Dalış Turları', and 'Umre-Hac Turları'. The footer contains the IATA logo, the text 'ACCREDITED AGENT', the number '2782', and the text 'Powered By Webliya'.

Figure 2: www.turara.com homepage screenshot.

We designed the homepage to show all services we provide in our website briefly for customers. Colors of the page have been chosen the pastel colors of nature to make customers feel the holiday just as they join our website.

TurAra

TUR ARA **TURLAR** **BİLET** **OTEL** **VİZE** **TRANSFER**

Türkiyenin Tatil Sitesi **Call Center : 0 212 296 89 89 PBX**

ANASAYFA

- TURLAR
- HİZMETLERİMİZ
- HAKKIMIZDA
- BİLİNMEŞİ GEREKENLER
- DÜŞÜNCELERİNİZ
- SEYAHAT SİGORTASI
- TAVSİYE ET
- TUR ARA
- İLETİŞİM

Kültür Doğa Tarih Turları>>>> toplam tur sayısı: 23
Dünyanın en güzel ülkelerinde, en kaliteli ve en seçkin yerlerde, en önemli tarihi eserleri, şehirleri görebilecek, değişik ülkelerin farklı kültür ve doğasına hayran kalacaksınız. Sizler için en kaliteli yurtdışı turlarını büyük bir titizlik ile hazırladık. Gelin, birlikte dünyayı keşfedelim. Profesyonel rehberlerimiz, lüks araçlarımız, kaliteli otellerimiz ile dünyanın her ülkesinde sizlere değişik turlarımızla veriyoruz. Türkiye nin en seçkin acentaları ile birlikte organizasyonlar düzenliyor, size mükemmeli yaşıyoruz. Programlarımız içeriği açısından son derece özel ve itina ile hazırlanmıştır. Tüm turlarımızı görmek için lütfen tıklayınız.

Gemi Turları>>>> toplam tur sayısı: 5
Dünyanın en güzel denizleri, egzotik adalar, tropik sahiller, filmlere ve aşklara konu olmuş gizemli liman kentleri şimdi sizlere çok yakın. Üstelik lüks gemilerde ve mükemmel konfor içinde. Tüm gemi turlarımız sizler için özel olarak hazırlanmıştır.

İş ve Fuar Turları>>>> toplam tur sayısı: 0
Dünyadaki tüm fuarları, artık takip edebilecek ve özel olarak hazırladığımız fuar paketleri ile tüm fuarlara katılabilecek ve yeni iş bağlantıları yapabileceksiniz. Ve ayrıca tüm iş gezilerinizde sizler için uçak bileti, yurtdışı konaklama, araç kiralama, transfer hizmetleri vereceğiz. Sze geriye iş bağlantılarınızı yapmakt kalıyor. Gerisini bize bırakın.

Balayı Turları>>>> toplam tur sayısı: 0
Hayatınızın seçimini yaptınız. Tebrik ederiz. Peki ya hayatınızı paylaşacağınız eşinizle unutulmaz bir balayı geçirmek ve bir ömür boyu gülümseyerek hatırlamak istemezsiniz. Kim istemezki dediğinizi duyar gibiyiz. İşte tam bu anlamada çok doğru bir yerdesiniz. Yurtdışı turlarda kusursuz verdiğimiz hizmetlerle sizde balayınızı Aşk, tutku, hoşgörü, romantizm, size özel dakikalar sunacak eşsiz seyahat imkanı sağlayan turlarımızla mutluluğunuzu bir kez daha perçinlemek istiyoruz. Romantizm ve mutluluk ile dolu balayınızda, size sadece birbirinizi düşünmek kalacak, günkü geri kalan herşeyi biz düşündük bile...

Kayak Turları>>>> toplam tur sayısı: 0
Dünyanın en güzel ülkelerinde, en kaliteli ve en seçkin yerlerde, en önemli tarihi eserleri, şehirleri görebilecek, değişik ülkelerin farklı kültür ve doğasına hayran kalacaksınız. Sizler için en kaliteli yurtdışı turlarını h

Dalış Turları>>>> toplam tur sayısı: 0
Dünyanın en güzel ülkelerinde, en kaliteli ve en seçkin yerlerde, en önemli tarihi eserleri, şehirleri görebilecek, değişik ülkelerin farklı kültür ve doğasına hayran kalacaksınız. Sizler için en kaliteli yurtdışı turlarını h

Umre Turları>>>> toplam tur sayısı: 0
Dünyanın en güzel ülkelerinde, en kaliteli ve en seçkin yerlerde, en önemli tarihi eserleri, şehirleri görebilecek, değişik ülkelerin farklı kültür ve doğasına hayran kalacaksınız. Sizler için en kaliteli yurtdışı turlarını h

? Size Özel Turlar>>>> toplam tur sayısı: 1
Beklentilerinize, koşullarınıza uygun gezi programlarını sizin için www.yurtdisiturari.com hazırlıyor. Dostlarınızla, ailenizle, arkadaşlarınızla, iş arkadaşlarınızla, yakınlarınızla yada isterseniz tek başınıza kendi tur planınızı kendiniz yapacak, hayalinizdeki tatil gerçeğe dönüşürecekisiniz.

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IATA ACCREDITED AGENT


TUSAŞ

2782

Figure 3: www.turara.com tour categories list page

On this page there are the main categories of the tours and the number of the tours entered to database of website. By the control pages administrators of the website may add or remove categories. Recently in our website there are eight categories of the tours. Culture, cruise, business, honeymoon, skiing, diving, religious and special tours are currently in database. As the new needs require some more categories, it will be very simple to add some more categories. Beside the tour category there are the numbers of the tours. These tour numbers changes automatically as the date of any tour passed or any new tour is added to database by the agencies.




TUR ARA TURLAR BİLET OTEL VİZE TRANSFER

Türkiyenin Tatil Sitesi Call Center : 0 212 296 89 89 PBX

- ANASAYFA
- TURLAR
- HİZMETLERİMİZ
- HAKKIMIZDA
- BİLİNMESE GEREKENLER
- DÜŞÜNCELERİNİZ
- SEYAHAT SİGORTASI
- TAVSİYE ET
- TUR ARA
- İLETİŞİM

» **Kültür Doğa Tarih Turları** [Arkadaşıma Yolla](#)

Tur Adı	Tur Tarihi	Fiyat	Acenta
► İtalya Turu	31.07.2005 07.08.2005	699 EURO	Arber Turizm
► Budapeşte-Viyana-Prag Turu	03.07.2005 10.07.2005	699 EURO	Arber Turizm
► Trans-Sibirya Express Klasik Turu	06.08.2005 20.08.2005	2.000 EURO	Luka Tur
► Paris Turu	23.08.2005 26.08.2005	550 USD	Yeni Ufuklar Travel
► Floransa-Milano Turu	30.06.2005 04.07.2005	1.000 EURO	Yeni Ufuklar Travel
► Vietnam Laos Kamboçya Turu	01.11.2005 16.11.2005	3.700 USD	Fest Travel
► Meksika-Guatemala Turu	26.10.2005 10.11.2005	3.950 USD	Fest Travel
► Girit Turu	03.09.2005 10.09.2005	1.250 EURO	Fest Travel
► Kanada Kayalıkları-Alaska Gezisi	17.08.2005 31.08.2005	4.900 USD	Fest Travel
► Fransa Rönesans Şatoları Turu	04.09.2005 11.09.2005	2.100 EURO	Fest Travel
► Gizemli Çin Turu	10.09.2005 22.09.2005	2.850 USD	Fest Travel
► Moskova-St.Petersburg Turu	18.07.2005 25.07.2005	2.500 USD	Fest Travel
► İrlanda-İskoçya Turu	02.08.2005 14.08.2005	2.950 EURO	Fest Travel
► Patagonya Turu	26.11.2005 12.12.2005	5.500 USD	Fest Travel
► Ürdün-Petra Vadisi Turu	10.10.2005 15.10.2005	1.150 TL	Fest Travel
► Vietnam-Kamboçya-Laos Turu	03.01.2006 18.01.2006	3.750 USD	Fest Travel
► İpek yolu-Moğolistan Turu	04.07.2005 20.07.2005	4.300 USD	Fest Travel
► Tunus Turu	30.10.2005 06.11.2005	1.400 USD	Fest Travel
► Güney Afrika	24.06.2005 30.06.2005	899 EURO	Asya Tur
► Çin Turu	25.06.2005 04.07.2005	1.299 EURO	Ets Tur

[1](#) [2](#) [Sonraki](#)


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2782

Figure 4: www.turara.com tour list page.

When customer chooses any tour category, the next step is to see the list of the tours in this category. This page aims to show the tours in this category. In the list we designed to show brief information about tours such as the name of the tour, depart and return dates, price, and the organizing agency. The added arrows gives chance to change the list from cheapest to most expensive, from soonest to latest etc. when customer clicks to arrows the list is refreshed and listed again. This makes to find interested tours very easy. In each page 20 tours are listed but this number may be changed by the webmaster.





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[TURLAR](#)
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» İtalya Turu

[Turu Arkadaşıma Yolla](#)
[Turu Yazdır](#)

Düzenleyen Acenta : Arber Turizm
Tur Tarihi : 31.07.2005 - 07.08.2005
Tur Süresi : 7 GECE 8 GÜN

► Tur Fiyatları

İki kişilik odada kişi başı	: 699 EURO
Tek kişi fiyatı	: 899 EURO
İlave kişi	: 669 EURO
Çocuk (02-12 YAŞ)	: 599 EURO

► Tur Programı

1. Gün - 31.07.2005

Ankara Kurtuluş Parkı önünde (Vedat Dolakay Nikah Sarayı önü) saat 02:45'te buluşma ve saat 03:00'te hareket. Saat 03:30'da Esenboğa Havalimanı Dış Hattarda bilet- bagaj ve çıkış işlemleri ardından TK:105 ile saat 05:25'te İstanbul'a uçuş. TK: 1873 no'lu sefer ile saat 08:00'de İstanbul'dan uçuş ve saat 10:00 (Roma Saati ile) Milano'ya varış. Havaalanı giriş işlemleri ardından otobüsümüze transfer ve İtalya'nın en önemli şehirlerinden biri olan Milano panoramik gezisi. Unlu CASTELLO SFORZESCO (1450), Dünyaca unlu MILANO KATEDRALI (DUOMO) ve meydanı,,VITTORIO EMANUELE II (İ İtalya kralı) GALERİSİ, Son yangından sonra su anda tadilatla olan Dünyanın en unlu TEATRO ALLA SCALA (OPERA SALONU) nin evinin ve Roma döneminden kalma ARENA'nın (şimdiki opera, lirik ve konser yeri olarak kullanılıyor) ziyareti. Venedik'e varış ve otele yerleşme. Akşam yemeği ve geceleme

2. Gün - 01.08.2005

Özel gemi ile VENEDİK'in en grand kanalından yarım saatlik geziyle unlu SAN MARCO meydanına varış. SAN MARCO MEYDANI VE SAN MARCO BAZİLİKASI – DUKLER SARAYI- CAN KULESİ- eski ve

- 1 akşam yemeği,
- Panoramik şehir gezileri ve şehir giriş ücretleri,
- Venedik Gemi Transferi,
- Arber Turizm Türkçe rehberlik ve refakat hizmetleri


► Tur Bedeline Dahil Olmayan Servisler

- Program da belirtilen Extra Turlar,
- Bütün öğle yemekleri ve 6 gece akşam yemeği,
- Havaalanı vergileri (75-EURO)
- Seyahat Sigortası (15-EURO)
- Vize Ücretleri (Mavi pasaport.....)
- Müze giriş ücretleri
- Türkiye Çıkış Fonu (70 Milyon). Kaldırılabilir.

► Notlar

ERKEN REZERVASYON FİYATI:
649- EURO
VEYA
199.00.-YTL X 6

► Acenta Bilgisi



Acenta Adı Arber Turizm

Tel 0312 4260900

Adres TUNALI HILMI CAD. NO:73-8
06660 KAVAKLIDERE-ANKARA

Web www.arber.com.tr

e-mail arber@arber.com.tr

[Turu Arkadaşıma Yolla](#)
[Turu Yazdır](#)

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Figure 5: www.turara.com tour details page

After choosing the tour from the tour list page, customer would like to see the details of the tour. Then tour details page comes. In this page there are all information about the tour such as the organizing agency, depart and return dates, price, program of the tour day by day, rules of tour, notes, tell a friend link, inclusive and exclusive services, some interesting photos of the places which will be visited and all contact information about the organizing agency.

ANASAYFA

- TURLAR
- HİZMETLERİMİZ
- HAKKIMIZDA
- BİLİNMESİ GEREKENLER
- DÜŞÜNCELERİNİZ
- SEYAHAT SİGORTASI
- TAVSİYE ET
- TUR ARA
- İLETİŞİM

» YURTDIŞI UÇAK BİLET REZERVASYONU

Arkadaşıma Yolla



Dünyanın her yerine istediğiniz havayollarının rezervasyonunu profesyonel kadromuz ile gerçekleştiriyoruz. Uçak bileti ihtiyacınız ile birlikte isterseniz yurtdışı otel, havaalanı-otel-havaalanı transfer rezervasyonlarınızı sizler için yapıyor, biletinizi ve tüm dokümanlarınızı adresinize teslim ediyoruz.

» YURTDIŞI UÇAK BİLET REZERVASYON FORMU

Nereden: * Nereye: *

Gidiş Tarihi: * Dönüş Tarihi: *

Gün | Ay | Yıl * Gün | Ay | Yıl *

Adı Soyadı *
Telefon *
Faks
e-Mail
Adres *
Özel Açıklamalar *

Gönder

* İşaretti alanların doldurulması zorunludur.

Figure 6: www.turara.com air ticket reservation page

In this page customers may fill in the form and send messages to agency to book air tickets. On the form there are all required information to book a ticket. This kind of forms are used for the websites who does not have Amadeus or any other online booking systems. To have these booking systems agency should be a member of IATA (International Air Transport Association). There are two reason for us not to use online booking system. Firstly our agency is not an IATA member, secondly and most important reason is the restrictions of online booking systems. This kind of systems mostly does not list the promotional prices of airlines. If the promotional air ticket is 600 Euros by Turkish Airlines, on this system you can not see this price, the price you get will be around 850 euros, so it is not so useful to have this system on website.

TURARA
Türkiyenin Tatil Sitesi
Call Center : 0 212 296 89 89 PBX

YURTDIŞI OTEL REZERVASYONU [Arkadaşıma Yolla](#)

Dünyanın her şehrinde sizler için en uygun otellerde rezervasyonunuzu gerçekleştiriyor, derseniz sizlere, uçak bileti, havaalanı-otel-havaalanı transfer hizmeti sağlıyor, tüm dokümanlarınızı adresinize teslim ediyoruz .

YURTDIŞI OTEL REZERVASYON FORMU

Gidilecek Şehir *

İstenen Oda Sayısı *

Kişi Sayısı *

Otele Giriş Tarihi *

Otelden Çıkış Tarihi *

Adı Soyadı *

Telefon *

Faks

e-Mail

Adres *

Özel Açıklamalar

* İşaretti alanların doldurulması zorunludur.

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IATA ACCREDITED AGENT

2782

Figure 7: www.turara.com hotel reservation form

This form like air ticket form helps users to contact with agency to book hotels for them. After filling the form agency will receive and make the reservation for customers. For hotel reservations there are many hotel reservation websites which may offer much cheaper prices because they are just doing hotel reservation business and get pretty cheap prices due to their business volume with hotels.

TurAra

TUR ARA TURLAR BİLET OTEL VİZE TRANSFER

Türkiyenin Tatil Sitesi Call Center : 0 212 296 89 89 PBX

ANASAYFA

TURLAR

HİZMETLERİMİZ

HAKKIMIZDA

BİLİNMESİ GEREKENLER

DÜŞÜNCELERİMİZ

SEYAHAT SİGORTASI

TAVSİYE ET

TUR ARA

İLETİŞİM

VİZE İŞLEMLERİ

Arkadaşıma Yolla

Genel Açıklama

Aşağıda verilen vize bilgileri sadece Türkiye Cumhuriyeti vatandaşları için geçerlidir. Bu sayfada yer alan bilgiler en güncel bilgiler olmakla beraber, konsoloslukların yapacakları bazı prosedür ve kural değişiklikleri olabilir. Bu değişikliklerden www.turara.com hiçbir şekilde sorumlu tutulamaz.

Vize Takibi için Lütfen Vize Takip Formunu doldurunuz . Form için Tıklayınız

GENEL BAŞLIKLAR

(Başlıklara Tıklayarak ilgili bölüme sıçrama yapabilirsiniz)

- Pasaportta Dikkat Edilmesi Gereken Hususlar
- Vize Almak için Gerekli Evraklar (İşveren, öğrenci, evlanımı, emekli vb.)
- Ticari Vize Almak için Gerekli Evraklar
- Turistik Vize Almak için Gerekli Evraklar
- Yeşil Pasaport Sahiplerinden Vize İsteyen Ülkeler
- T.C. Vatandaşlarından Vize İsteyen Ülkeler
- T.C. Vatandaşlarından Vize İstemeyen Ülkeler
- Ülkelerin Konsolosluk Adresleri ve vize bilgileri
- Önemli Uyarılar

Pasaportta Dikkat Edilmesi Gereken Hususlar
Pasaportun geçerlilik süresinin en az altı ay olması gerekmektedir. Vize sayfaları dolu olan pasaportların yenilenmesi gerekmektedir. Pasaport sahibi tarafından mutlaka imzalanmış olmalıdır.

Türkiye Cumhuriyeti Vatandaşlarına Vize Uygulayan Ülkelerin Vize için İstedikleri Belgeler

Ticari Vize Almak için Gerekli Genel Evraklar

- Ticaret Sicil Gazetesi fotokopisi.
- Şirketin imza sirküleri.
- Şirket faaliyet belgesi (TTO veya ISO). Faaliyet belgesinin tarihi altı aydan eski olmamalıdır.
- Vergi Levhası'nın fotokopisi.
- SSK işe giriş bildirgesi. (Çalışma süresinin altı ayı doldurmaması halinde, SSK işe giriş bildirgesi daha önce çalışılan işyerinden temin edilmelidir.)
- Gidilecek ülkedeki şirketten davetiye yada iş gezintisi ile ilgili bilgi içeren bir yazı (veya fuar giriş bileti) alınmalıdır.

Figure 8: www.turara.com visa information page

Visa is the key for international travel. Many countries apply visa to Turkish passports and requirements of all countries change for visa. Normally people do not have information about these rules and the documents to be prepared to get visa. So we had to give all information about the visa in this page.

TurAra
Türkiyenin Tatil Sitesi
Call Center : 0 212 296 89 89 PBX

VİZE TALEP FORMU [Arkadaşıma Yolla](#)

► Aşağıdaki formu doldurup bize gönderin vize işlemlerinizi sizin için biz takip edelim.

İsim

Soyisim

Firma Adı

E-Mail

İş Telefonu

Fax Numarası

Ev Telefonu

GSM

İş Adresi

Pasaport türü

Pasaport bitiş tarihi

Vize alınacak ülke (birden fazla olabilir)

Kaç girişli vize

Vize gereken tarihler (başlangıç - bitiş)

Evrak listesi

Evrak gönderim tarihi ve saati

* İşaretti alanların doldurulması zorunludur.

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Figure 9: www.turara.com visa request form

Some people have busy business and have no time to go to consulates and embassies to apply for visa. In this case our company helps people to apply and get visa for them with an amount of service fee. However some embassies ask applicant to apply by themselves.

TurAra

TUR ARA TURLAR BİLET OTEL VİZE TRANSFER

Türkiyenin Tatil Sitesi Call Center : 0 212 296 89 89 PBX

ANASAYFA

TURLAR

HİZMETLERİMİZ

HAKKIMIZDA

BİLİNMESİ GEREKENLER

DÜŞÜNCELERİNİZ

SEYAHAT SİGORTASI

TAVSİYE ET

TUR ARA

İLETİŞİM

TRANSFER HİZMETLERİ [Arkadaşıma Yolla](#)

Uzun yıllardır yabancı konuklarımıza verdiğimiz exclusive hizmetlerin deneyimi ve birikimi ile yerli ve yabancı konuklarımızın tüm transfer ihtiyaçlarında hizmetinizdeyiz.

Konuklarımız İstanbul Atatürk havaalanında uzman kadromuzdan bir yetkili tarafından karşılanır ve önceden hazırlanmış özel aracımızla konaklayacağı Hotel, ev yada işyerine transferi sağlanır. Yol boyunca uzman yetkilimiz tarafından bölge ile ilgili detaylı bir bilgi verilir ve Hotelde check - in işlemlerinde kendilerine yardımcı olunur.

Aynı hizmet Hotel, ev yada işyerinden de Havaalanı transferleri içinde uygulanır. Karşılanacak olan konuklarımızın transferleri bagajlarının fazla olması dikkate alınarak rahat bir ortam sağlamak amacıyla, son model, her türlü konfor ve lükse sahip olan özel klimalı Mercedes Sprinter veya Volkswagen Wolt marka araçlarımızla yapılır.

Transfer Talep Formu

Adınız Soyadınız *

Firma Adı *

e-Mail *

Telefon *

Transfer tarih Gün Ay Yıl *

Uçak geliş / gidiş Saati - *

Misafir Adı *

Alınacak Yer *

Bırakılacak yer *

Fatura Adresi *

Gönder

* Tüm alanların doldurulması zorunludur.

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IATA ACCREDITED AGENT

2782

Figure 10: www.turara.com transfer request form

This form is used to send or pick up people from airport service.

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Figure 11: www.turara.com tour search page

This page is the most convenient page for internet user to find they are looking for. This page has two ways to find tours in website; simple and advanced search. In simple search user enters a word and it search in whole page site and lists as result page. In advanced search there are many criteria to narrow search results. For example if you have just 1000 USD, you can just list the tours not higher than 1000 USD.

TurAra

TUR ARA TURLAR BİLET OTEL VİZE TRANSFER

Türkiyenin Tatil Sitesi Call Center : 0 212 296 89 89 PBX

DÜŞÜNCELERİNİZ

Sizlere daha iyi hizmet verebilmemiz için web sayfamız hakkında düşündüklerinizi bize bildirin. Düşüncelerinizi SORU , ÖNERİ , DİLEK , ŞİKAYET ve TEŞEKKÜR olarak iletebilmeniz sağlayacak aşağıdaki formu doldurarak bize ulaşabilirsiniz. Aşağıda dolduracağınız form direk olarak yönetim tarafından takip edilmektedir. Bizimle temasınızın herhangi bir aşamasındaki sorun yada problemlerinizi bize ulaştırabilmeniz için oluşturulan form aşağıdadır. Size en geç 1 gün içerisinde geri dönecektir. Saygılarımızla.

» DÜŞÜNCELERİNİZİ PAYLAŞALIM

Seçiminiz

Adınız Soyadınız

Firma Adı

e-Mail

Mesajınız

Gönder

* İşaretti alanların doldurulması zorunludur.

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IATA ACCREDITED AGENT

2782

Figure 12: www.turara.com your ideas page

In service sector, to improve the quality of service you have to get ideas of your customers. Users will let you know their ideas by filling the form and send to webmaster. In this form users may send questions, offers, wishes, complaints and thanks about the services.

Kullanıcı: ali - çıkış	Yönetici Anasayfa
Kullanıcı İşlemleri	İstatistikler
- Kullanıcılar	Kullanıcılar 7
Duyuru İşlemleri	Acenteler 40
- Duyurular	Turlar 127
Acente İşlemleri	
- Acentalar	
- Yeni Acenta Ekle	
Tur İşlemleri	
- Kategoriler	
- Turlar	
- Yeni Tur Ekle	
Tur İşlemleri	
- Bilet Formu	
- Otel Formu	
- Vize Formu	
- Transfer Formu	
- Tavsiye Formu	
Mail İşlemleri	
- Basit Mail Listesi	
- Gelişmiş Mail Listesi	

Figure 13: www.turara.com main control page

Our website is Content Management type website which means you can remotely control the website. Control pages let you control all contents of the website such as users and admins, announcements, agencies list, new agency add link, tours and categories of tours, tour lists, new tour add link, ticket reservation, hotel reservation, visa forms, transfer forms, basic mailing list and advanced mailing lists.

Kullanıcı: ali - çıkış

Kullanıcı İşlemleri
- Kullanıcılar

Duyuru İşlemleri
- Duyurular

Acente İşlemleri
- Acentalar
- Yeni Acenta Ekle

Tur İşlemleri
- Kategoriler
- Turlar
- Yeni Tur Ekle

Tur İşlemleri
- Bilet Formu
- Otel Formu
- Vize Formu
- Transfer Formu
- Tavsiye Formu

Mail İşlemleri
- Basit Mail Listesi
- Gelişmiş Mail Listesi

Kullanıcılar

Kullanıcı Adı	Yetki	
semiha	editor	+
ali	admin	+
nanirfan	admin	+
akcicek	admin	+
cengiz	admin	+

Kullanıcı Düzenleme

Kullanıcı Adı cengiz

Şifre zeliş

Yetki admin

değiştir vevgeç

umudo	editor	+
fetewe	admin	+

Figure 14: www.turara.com users control page

This page can be used only by admin of website. Admin of website will give password to users (users will be agencies or the staff of the agencies), and users will access the control pages as much as they are permitted. With the given password agencies can input their tours into website but can only access their own pages. Otherwise some agencies may delete other agencies` tours or details.

Kullanıcı: ali - çıkış

Kullanıcı İşlemleri
- Kullanıcılar

Duyuru İşlemleri
- Duyurular

Acente İşlemleri
- Acentalar
- Yeni Acenta Ekle

Tur İşlemleri
- Kategoriler
- Turlar
- Yeni Tur Ekle

Tur İşlemleri
- Bilet Formu
- Otel Formu
- Vize Formu
- Transfer Formu
- Tavsiye Formu

Mail İşlemleri
- Basit Mail Listesi
- Gelişmiş Mail Listesi

Duyurular

Duyuru Başlığı → ↕ deneme

Eklenme Tarihi → ↕ 17.03.2005

Yayında? → ↕ evet

Yeni Duyuru Ekle

Duyuru Başlığı: deneme

Duyuru İçeriği: test amaçlıdır.

Yayında?:

Tamam Vazgeç

Figure 15: www.turara.com announcement page

This control page is only accessed by admin to send some announcements to agencies. Admin of the website may edit, delete or publish the announcement.

Acentalar				
Acenta Adı	Eklenme Tarihi	Tur Sayısı	İşlemler	
Asya Tur	01.03.2005			
Arber Turizm	04.03.2005			
Fortis Travel	01.03.2005			
Ets Tur	01.03.2005			
Camino Tur	01.03.2005			
Atoll Turizm	01.03.2005			
Prego Tur	01.03.2005			
Alabanda Turizm	01.03.2005			
Apricot Travel	01.03.2005			
Achill Tur	01.03.2005			
Bosfor Turizm	01.03.2005			
Cafe Tur	01.03.2005			
Arte Turizm	01.03.2005			
Albedo Turizm	01.03.2005			
Athena Turizm	01.03.2005			
Baracuda Tur	01.03.2005			
Vip Turizm	01.03.2005			
Yeşil Elma Turizm	01.03.2005			
Ykm Turizm	01.03.2005			
Travel Club	01.03.2005			
Peninsula Tur	02.03.2005			
Fest Travel	02.03.2005			
Geziciyak Turizm	02.03.2005			

Figure 16: www.turara.com agency list page

Admin of website may add a new agency, edit an agency or delete an agency from the system.

Kullanıcı: ali - [çıkış](#)

Kullanıcı İşlemleri
- [Kullanıcılar](#)

Duyuru İşlemleri
- [Duyurular](#)

Acente İşlemleri
- [Acentalar](#)
- [Yeni Acenta Ekle](#)

Tur İşlemleri
- [Kategoriler](#)
- [Turlar](#)
- [Yeni Tur Ekle](#)

Tur İşlemleri
- [Bilet Formu](#)
- [Otel Formu](#)
- [Vize Formu](#)
- [Transfer Formu](#)
- [Tavsiye Formu](#)

Mail İşlemleri
- [Basit Mail Listesi](#)
- [Gelişmiş Mail Listesi](#)

Bilgilerimi Değiştir

Kullanıcı Adı:

Şifre:

Acenta Adı:

Adres:

Telefon:

Faks:

E-posta:

Web Sitesi:

Logo:

Figure 17: www.turara.com agency details and edit page

All information of a new agency should be input or edited in this page. In this page there are username, password, address, logo, telephone and fax numbers, web site and email of agency.

Kullanıcı: ali - çıkış

Kullanıcı İşlemleri
- [Kullanıcılar](#)

Duyuru İşlemleri
- [Duyurular](#)

Acente İşlemleri
- [Acentalar](#)
- [Yeni Acenta Ekle](#)

Tur İşlemleri
- [Kategoriler](#)
- [Turlar](#)
- [Yeni Tur Ekle](#)

Tur İşlemleri
- [Bilet Formu](#)
- [Otel Formu](#)
- [Vize Formu](#)
- [Transfer Formu](#)
- [Tavsive Formu](#)

Mail İşlemleri
- [Basit Mail Listesi](#)
- [Gelişmiş Mail Listesi](#)

Yeni Acenta Ekle

Kullanıcı Adı:

Şifre:

Acenta Adı:

Adres:

Telefon:

Faks:

E-posta:

Web Sitesi:

Logo:

Figure 18: www.turara.com new agency input page

This page is used by admin to input a new agency into system.

Kullanıcı: ali - çıkış

Kullanıcı İşlemleri
- [Kullanıcılar](#)

Duyuru İşlemleri
- [Duyurular](#)

Acente İşlemleri
- [Acentalar](#)
- [Yeni Acenta Ekle](#)

Tur İşlemleri
- [Kategoriler](#)
- [Turlar](#)
- [Yeni Tur Ekle](#)

Tur İşlemleri
- [Bilet Formu](#)
- [Otel Formu](#)
- [Vize Formu](#)
- [Transfer Formu](#)
- [Tavsive Formu](#)

Mail İşlemleri
- [Basit Mail Listesi](#)
- [Gelişmiş Mail Listesi](#)

Kategoriler

























Kategori Adı ↕	Sıralama ↕	
Kültür Doğa Tarih Turları	1	  
Gemi Turları	2	  
İş ve Fuar Turları	3	  
Balayı Turları	4	  
Kayak Turları	5	  
Dalış Turları	6	  
Umre Turları	7	  
Size Özel Turlar	8	  

Figure 19: www.turara.com categories control page

This page both can be used by admins and agencies to add, edit or delete a category from system. Admin can add photo for category, name and some short description of the category to publish on website in tour categories page

Kullanıcı: ali - çıkış

Kullanıcı İşlemleri
- Kullanıcılar

Duyuru İşlemleri
- Duyurular

Acente İşlemleri
- Acentalar
- Yeni Acenta Ekle

Tur İşlemleri
- Kategoriler
- Turlar
- Yeni Tur Ekle

Tur İşlemleri
- Bilet Formu
- Otel Formu
- Vize Formu
- Transfer Formu
- Tavsiye Formu

Mail İşlemleri
- Basit Mail Listesi
- Gelismis Mail Listesi

Turlar

Tur Arama

Tur Adı	Başl. Tarihi	Bitiş Tarihi	Anahtar Kelime	Acenta
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Toplam Tur Sayısı:127

Tur Adı	Ekl. Tar.	Başl. Tar.	Bitiş Tar.	Acenta	İşlemler
Çin Turu	26.03.2005	30.04.2005	08.05.2005	Asya Tur	
İtalya Turu	04.03.2005	31.07.2005	07.08.2005	Arber Turizm	
Kahire Turu	26.03.2005	29.04.2005	02.05.2005	Asya Tur	
HongKong-Bangkok-Singapur Turu	26.03.2005	26.04.2005	05.05.2005	Asya Tur	
Prag Turu	29.03.2005	28.05.2005	01.06.2005	Pronto Tur	
HongKong-Bangkok-Singapur Turu	26.03.2005	24.04.2005	03.05.2005	Asya Tur	
Güney Afrika	02.03.2005	19.05.2005	25.05.2005	Asya Tur	
Küba Turu	02.03.2005	14.06.2005	22.06.2005	Asya Tur	
Prag Turu	29.03.2005	30.04.2005	02.05.2005	Pronto Tur	
Prag Turu	29.03.2005	07.05.2005	10.05.2005	Pronto Tur	

1 2 3 4 5 6 7 8 9 10 11 12 13 Sonraki

Figure 20: www.turara.com tours list control page

This page includes and lists all tours in database of the system. This list includes the name of tour, add date of tour, depart and return dates, organizing agency. Normally there can be thousands of tours in system, so we had to make an advanced search to find tour which we are looking for. There are many criteria for this search such as tour name, add date, depart and return date and agency. So if you want to see all asya tour tours, you can just choose asya tour from system so that you can get the list of tours belong to asya tour.

Kullanıcı: ali - çıkış

Kullanıcı İşlemleri
- [Kullanıcılar](#)

Duyuru İşlemleri
- [Duyurular](#)

Acente İşlemleri
- [Acentalar](#)
- [Yeni Acenta Ekle](#)

Tur İşlemleri
- [Kategoriler](#)
- [Turlar](#)
- [Yeni Tur Ekle](#)

Tur İşlemleri
- [Bilet Formu](#)
- [Otel Formu](#)
- [Vize Formu](#)
- [Transfer Formu](#)
- [Tavsiye Formu](#)

Mail İşlemleri
- [Basit Mail Listesi](#)
- [Gelişmiş Mail Listesi](#)

Tur Değiştirme

Tur Adı: Çin Turu

Tur Kategorisi: Kültür Doğa Tarih Turları

Acenta: Asya Tur

Başlangıç Tarihi: 30/04/2005

Bitiş Tarihi: 08/05/2005

Son Rezervasyon Tarihi: 25/04/2005

Tur Süresi: 8 gece 9 gün

Tur Programı: [Ayrıntılar](#)

Tur Fotoğrafları: [Ayrıntılar](#)

Tur Fiyatları:

Para Cinsi: EURO

2 Kişilik Odada Kişibaşı: 899 (Sadece Rakam Giriniz)

Tek Kişi: 1339 (Sadece Rakam Giriniz)

İlave Kişi: 899 (Sadece Rakam Giriniz)

Çocuk(02-12 Yaş): *

Tur Bedeline Dahil Olan Servisler: TÜRK HAVAYOLLARI ve ÇİN HAVAYOLLARI İLE UÇAK YOLCULUKLARI
1.SINIF OTELLERDE KONAKLAMA
OTELLERDEKİ SABAH KAHVALTILARI
PEKİN, SHANGAIDA ÖĞLE VE AKŞAM

Tur Bedeline Dahil Olmayan Servisler: TAX OLARAK BELİRTİLEN ÜCRET
YURTDIŞI ÇIKIŞ HARCİ 70.000.000 TL

Notlar: --

Figure 21: www.turara.com tour edit page

Agency can edit the tours they already input the system by the help of this page. This page is an advanced page to input all required text and pictures related with tour.

Kullanıcı: ali - çıkış

Kullanıcı İşlemleri
- [Kullanıcılar](#)

Duyuru İşlemleri
- [Duyurular](#)

Acente İşlemleri
- [Acentalar](#)
- [Yeni Acenta Ekle](#)

Tur İşlemleri
- [Kategoriler](#)
- [Turlar](#)
- [Yeni Tur Ekle](#)

Tur İşlemleri
- [Bilet Formu](#)
- [Otel Formu](#)
- [Vize Formu](#)
- [Transfer Formu](#)
- [Tavsiye Formu](#)


Mail İşlemleri
- [Basit Mail Listesi](#)
- [Gelişmiş Mail Listesi](#)


Yeni Tur Ekle


Tur Adı:

Tur Kategorisi:

Acenta:

Başlangıç Tarihi: 

Bitiş Tarihi: 

Son Rezervasyon Tarihi: 

Tur Süresi:

Tur Fiyatları:
Para Cinsi:

2 Kişilik Odada Kişibaşı: (Sadece Rakam Giriniz)

Tek Kişi: (Sadece Rakam Giriniz)

İlave Kişi: (Sadece Rakam Giriniz)

Çocuk(02-12 Yaş):

Tur Bedeline Dahil Olan Servisler:

Tur Bedeline Dahil Olmayan Servisler:

Notlar:

Figure 22: www.turara.com new tour add page

This page can be used by agency to input new tours to system. They can name the tour, add depart and return dates, prices, duration of tour, inclusive and exclusive services of the tour and other details. After inputting the details of the tour agency will join the tour list page to find the added tour and add program details of the tour day by day.

Bilet Formu	
Kullanıcı: ali - çıkış	
Kullanıcı İşlemleri - Kullanıcılar	Toplam Form Sayısı:7
Duyuru İşlemleri - Duyurular	Ad Soyad ↕ ↔
Acente İşlemleri - Acentalar - Yeni Acenta Ekle	Adı Soyadı sdfsdf
Tur İşlemleri - Kategoriler - Turlar - Yeni Tur Ekle	Mail ↕ ↔ email sdfsdf
Tur İşlemleri - Bilet Formu - Otel Formu - Vize Formu - Transfer Formu - Tavsiye Formu	Tarih ↕ ↔ 30.03.2005 30.03.2005
Mail İşlemleri - Basit Mail Listesi - Gelişmiş Mail Listesi	Nereden: sışdfkksk Nereye: lksdfşlksdşl Gidiş Tarihi: 1.1.2005 Dönüş Tarihi: 1.1.2005 Adı Soyadı: sdfsdf Telefon: sdfsdf Faks: sdfsdf e-Mail: sdfsdf Adres: sdfsdf Özel Açıklamalar: sdfsdf
	Tamam
	MURAT MENET
	ilhami demirel
	ilhami Demirel
	dsfds
	dfds
	ihdem@yahoo.com
	ihdem@yahoo.com
	fdst
	29.04.2005
	11.05.2005
	23.05.2005
	05.06.2005
	05.06.2005

Figure 23: www.turara.com air ticket requests check and edit page

In the form in air ticket page of website, users fill in the form and send the form to webmasters. From this page webmasters may see the requirements of customers and answer their needs. Webmasters can see all information sent by customers.

Otel Formu	
Kullanıcı: ali - çıkış	
Kullanıcı İşlemleri - Kullanıcılar	Toplam Form Sayısı:3
Duyuru İşlemleri - Duyurular	Ad Soyad
Acente İşlemleri - Acentalar - Yeni Acenta Ekle	Adı Soyadı ali şener
Tur İşlemleri - Kategoriler - Turlar - Yeni Tur Ekle	Mail e-Mail alisener@webliya.com
Tur İşlemleri - Bilet Formu - Otel Formu - Vize Formu - Transfer Formu - Tavsiye Formu	Tarih 30.03.2005 30.03.2005
Mail İşlemleri - Basit Mail Listesi - Gelişmiş Mail Listesi	Gidilecek Şehir : 2 İstene Oda Sayısı: 1.8.2005 Otele Giriş Tarihi: 5.9.2005 Otele Çıkış Tarihi: ali şener Adı Soyadı: 21.2291.71.05 Telefon: 21.2291.71.07 Faks: alisener@webliya.com e-Mail: istanbul Adres: bursa Özel Açıklamalar:
	Tamam
	MURAT MENET
	29.04.2005

Figure 24: www.turara.com hotel reservation form control page

This page helps to admin of website to see the hotel requirements of customers.

Vize Formu	
Kullanıcı: ali - çıkış	
Kullanıcı İşlemleri - Kullanicilar	Toplam Form Sayısı:1
Duyuru İşlemleri - Duyurular	Ad Soyad ↕ İsim Soyisim
Acente İşlemleri - Acentalar - Yeni Acenta Ekle	Mail ↕ E-Mail@ya.com
Tur İşlemleri - Kategoriler - Turlar - Yeni Tur Ekle	Tarih ↕ 30.03.2005
Tur İşlemleri - Bilet Formu - Otel Formu - Vize Formu - Transfer Formu - Tavsiye Formu	İsim : İsim Soyisim: Soyisim Firma Adı: Firma Adı email: E-Mail@ya.com İş Telefonu: İş Telefonu Fax Numarası: Fax Numarası Ev Telefonu: Ev Telefonu GSM: GSM Pasaport türü: Pasaport türü Pasaport bitiş tarihi: Pasaport bit Vize alınacak ülke (birden fazla olabilir): Vize alınacak ülke Kaç girişli vize: Kaç girişli vize Vize gereken tarihler (başlangıç - bitiş): Vize gereken tarihler (başlangıç - bitiş) Evrak listesi: Evrak listesi Evrak gönderim tarihi ve saati: Evrak gönderim tarihi ve saati
Mail İşlemleri - Basit Mail Listesi - Gelistmiş Mail Listesi	Tamam

Figure 25: www.turara.com visa application control page

This page helps webmaster to see customers' requirements for visa application. All filled information can be seen by the help of this page.

Transfer Formu	
Kullanıcı: ali - çıkış	
Kullanıcı İşlemleri - Kullanicilar	Toplam Form Sayısı:1
Duyuru İşlemleri - Duyurular	Ad Soyad ↕ Adınız Soyadınız
Acente İşlemleri - Acentalar - Yeni Acenta Ekle	Mail ↕ e-Mail@y.com
Tur İşlemleri - Kategoriler - Turlar - Yeni Tur Ekle	Tarih ↕ 30.03.2005
Tur İşlemleri - Bilet Formu - Otel Formu - Vize Formu - Transfer Formu - Tavsiye Formu	Adınız Soyadınız : Adınız Soyadınız Firma Adı : Firma Adı e-Mail: e-Mail@y.com Telefon: Telefon Transfer tarih : 3.4.2005 Uçak geliş / gidiş Saati : Uçak geliş-gidiş Saati Misafir Adı : Misafir Adı Alınacak Yer : Alınacak Yer Bırakılacak yer : Bırakılacak yer Fatura Adresi : Fatura Adresi
Mail İşlemleri - Basit Mail Listesi - Gelistmiş Mail Listesi	Tamam

Figure 26: www.turara.com transfer from control page

This page is the same like visa and hotel reservation pages, helps admin to see requirements of customers.

Kullanıcı: ali - çıkış

Kullanıcı İşlemleri
- Kullanıcılar

Duyuru İşlemleri
- Duyurular

Acente İşlemleri
- Acentalar
- Yeni Acenta Ekle

Tur İşlemleri
- Kategoriler
- Turlar
- Yeni Tur Ekle

Tur İşlemleri
- Bilet Formu
- Otel Formu
- Vize Formu
- Transfer Formu
- Tavsiye Formu

Mail İşlemleri
- Basit Mail Listesi
- Gelişmiş Mail Listesi

Tavsiye Formu

Toplam Form Sayısı:19

Ad Soyad	Mail	Tarih	
myalcin@kablonet.com.tr	myalcin@kablonet.com.tr	30.03.2005	 
myalcin@kablonet.com.tr	myalcin@kablonet.com.tr	30.03.2005	 
ali şener	alisener@webliya.com	30.03.2005	 
Ali ŞENER	alisener@webliya.com	01.04.2005	 
Ali ŞENER	alisener@webliya.com	06.04.2005	 

Gönderen alisener@webliya.com
Mail:
Gönderenin Adı: Ali ŞENER
Giden Mail: gokhanbalkan@ozverler.com
Konu: Görmeni istedim
Mesaj: Yolladığım Sayfanın Adresi aşağıda : bu turu çok beğendim sende incele
<http://www.turara.com/turara/mainTurAyrinti.asp?tourID=32> Sevdiğimle
[Tamam](#)

asdsdasdas	umut@buzpark.com	03.05.2005	 
asdsdasdas	umut@buzpark.com	03.05.2005	 
asdsdasdas	umut@buzpark.com	03.05.2005	 
asdsdasdas	umut@buzpark.com	03.05.2005	 
umut@buzpark.com	umut@buzpark.com	03.05.2005	 

1 2 [Sonraki](#)

Figure 27: www.turara.com tell a friend control page

This page is the link page between customers and admin of the website.

Kullanıcı: ali - çıkış

Kullanıcı İşlemleri
- Kullanıcılar

Duyuru İşlemleri
- Duyurular

Acente İşlemleri
- Acentalar
- Yeni Acenta Ekle










Tur İşlemleri
- Kategoriler
- Turlar
- Yeni Tur Ekle

Tur İşlemleri
- Bilet Formu
- Otel Formu
- Vize Formu
- Transfer Formu
- Tavsiye Formu

Mail İşlemleri
- Basit Mail Listesi
- Gelişmiş Mail Listesi

Mail Listesi

Konu:

Arial 1 (8 pt) **B** **I** **U**         

Kendime test maili gönder
 Mail Liste gönder

Figure 28: www.turara.com mail list control page

Maillists are very important for websites. Internet users input their email addresses into website and this is the most essential contact between customers and admins. These email addresses are used to make announcements to users.

The screenshot shows the 'Yönetici Anasayfa' (Admin Dashboard) for www.turara.com. The sidebar on the left contains navigation links for various user management and service-related tasks. The main content area displays a table of mail list entries, each with a dropdown menu for 'Acenta', a dropdown menu for 'Tur Tipi', and a 'Tarihi' (Date) column. Each entry also includes a green checkmark and a trash icon.

Acenta	Tur Tipi	Tarihi	Status
Asya Tur	Kültür Doğa Tarih Turları	07.05.2005	✓
Albedo Turizm	Kayak Turları	18.06.2005	✓
Albedo Turizm	Kültür Doğa Tarih Turları	18.06.2005	✓
Anker Travel	Gemi Turları	18.06.2005	✓
Anker Travel	Kayak Turları	18.06.2005	✓
Anker Travel	Kültür Doğa Tarih Turları	18.06.2005	✓
Arber Turizm	Gemi Turları	18.06.2005	✓
Arber Turizm	Kayak Turları	18.06.2005	✓
Arber Turizm	Kültür Doğa Tarih Turları	18.06.2005	✓
Asya Tur	Gemi Turları	18.06.2005	✓
Asya Tur	Kayak Turları	18.06.2005	✓

Figure 29: www.turara.com advanced mail list control page

When users register to website there are some information asked customers. Users input the services they like most and want to have information about these kind of services. For example businessmen may require to be informed about all fair tours, while others choose culture tours.

4.2 WWW.BOOKINTURKEY.COM

This web site is powered by KOC Holding. Setur Travel Agency has prepared this web site and on this web site give all kinds of travel services for domestic and international services as well as ticket and rent a car services.

This website is one of the best in this field. Every year golden spider web page competition chooses the best websites in all sectors and mostly first prize got by this website. Their services are provided by setur travel agency so there is only one operating agency in this website. The screenshot of the page is like below.



ENGLISH

ANASAYFA

- OTEL
- UÇAK
- YURTDIŞI TUR
- YURTDIŞI TUR
- ARAÇ KİRALAMA
- MAVİ YOLCULUK
- SİGORTA
- TRANSFER

Üye :
Şifre :
Kurumsal giriş için
Firma ID :

Üye olun (Ücretsiz)
 Rezervasyon İstek
 Ödeme Seçenekleri

HIZLI ERİŞİM

OTEL

Yöre: Giriş: 19.06.2005

İl: Çıkış: 20.06.2005

İsim ile: Oda: 1 oda

Yurtdışı otel arama

OTEL

- ▶ **SALMAKİS OTEL** / Bodrum Tam Pansiyon 110 YTL - 110.000.000 TL
- ▶ **RIXOS LABADA BEACH** / Kemer Herşey Dahil 149 YTL - 149.000.000 TL
- ▶ **CLUB ÇAPA** / Kaş Oda-Kahvaltı 38 USD
- ▶ **LETOONIA GOLF RESORT** / Belek Herşey Dahil 119 YTL - 119.000.000 TL
- ▶ **CLUB BLUE WATERS** / Side Herşey Dahil 160 YTL - 160.000.000 TL
- ▶ **CLUB ERSAN** / Bodrum Herşey Dahil 75 YTL - 75.000.000 TL

YURTDIŞI TURLAR

- ▶ **Mavi Yolculuk** / 2 - 9 Temmuz (Setur) TP 550 YTL - 550.000.000 TL
- ▶ **Fethiye Olimpos** / 25 Haz-02 Tem (More Travel) YP 394 YTL - 394.000.000 TL
- ▶ **D. Karadeniz Yaylaları** / 26 Haz-02 Tem (Ogzala) TP 530 YTL - 530.000.000 TL
- ▶ **Abant** / 25 Haziran (Nes Travel) Günübürlük 58 YTL - 58.000.000 TL
- ▶ **Serindere Kanyonu** / 25 Haz (Günbatmadan) Günübürlük 55 YTL - 55.000.000 TL
- ▶ **Doğu Anadolu** / 25 Haz-02 Tem (Tempo) YP 610 YTL - 610.000.000 TL

FIRSATLAR

- ▶ **Ağustos sonuna kadar MAXIMUM KARTA +4 TAKSİT!**
- ▶ **YURTDIŞI OTELLERDE BÜYÜK FIRSAT: PEŞİN FİYATINA 7 TAKSİT!**
- ▶ **KONAKLAMA SİZDEN, UÇAK BİLETİ ve TRANSFER BİZDEN**
arvansaray Bodrum Bodrum, Antalya, Dalaman yörelerinde yukarıdaki otellerde, 7 gece konaklayan ve Koçbank Kredi Kartı ile ödeme yapan misafirlerimize **ÜCRETSİZ UÇAK ve TRANSFER KAMPANYASI...**
Koçbank Kredi Kartıyla, **5 taksit** ya da **%5 indirim** fırsatı ile.
■ Ücretsiz ve % 50 indirimli çocuklar ücretsiz uçak kampanyasından faydalanamazlar.
Detaylı hlini ve rezervasyon için: **216 454 00 00**
- ▶ **ÜCRETSİZ UÇAK ve TRANSFER KAMPANYASI...**
Koçbank Kredi Kartı ile ödeme yapan misafirlerimize **ÜCRETSİZ UÇAK ve TRANSFER KAMPANYASI...**
■ Ücretsiz ve % 50 indirimli çocuklar ücretsiz uçak kampanyasından faydalanamazlar.
Detaylı bilgi ve rezervasyon için: **216 454 00 00**
- ▶ **BOOKINTURKEY'den YAZ HEDİYESİ: Ücretsiz Araç Kiralama**
30 Haziran'a kadar, Hillside Su, Resort Dedeman, Talya Otel, Sheraton Voyager, Club Blue Waters, Antalya Rixos Hotels ya da Antalya Magic Life'larda 1 hafta, peşin ödemeli olarak konaklayın, Bookinturkey.com'dan haftasonu 1 günlük Avis araç kiralama kazanın.

YURTDIŞI TURLAR

- ▶ **RODOS** / 3 Gece 4 Gün / Her Gün Kesin Kalkışlı (Setur) 159 EUR
- ▶ **TAYLAND** / 11-20 Temmuz (Setur) Yatak & Kahvaltı 1019 EUR
- ▶ **BANGKOK-HONGKONG-SINGAPOUR** / 5-14 Tem (Setur) Yatak&Kahv 895 EUR
- ▶ **NEWYORK-ORLANDO-MIAMI** / 8-18 Tem (Setur) Yatak & Kahvaltı 1700 EUR
- ▶ **PRAG-VİYANA-BUDAPEŞTE** / 4-11 Temmuz (Setur) Yatak & Kahvaltı 789 EUR
- ▶ **AMSTERDAM - LISBON** / 2 Temmuz-7 Haziran (Setur) Yatak & Kahvaltı 665 EUR

Otel ve tur fiyatları iki kişilik odada kişi başı için geçerlidir.

KURUMSAL

BookinTurkey Kurumsal

Kurumsal Rezervasyon Sistemi hakkında bilgi için tıklayınız!

HAFTANIN YÖRESİ

Turunc

HAFTANIN OTELİ

Carelia Hotel, Kemer

Hava Durumu
Ülke Rehberi
Yöre Rehberi
İlgi Alanları
Vize ve Konsolosluk
Gönderilen Son Bülten
Siteye Rklam Vermek İçin
Sık Sorulan Sorular
Yararlı Bilgiler

Yararlı Bilgiler

%10 indirimli uçun!

Lufthansa

Ödeme Bilgileri | Gizlilik ve Güvenlik | Hakımızda | Basında Bookinturkey | İptal Şartları | Bize Ulaşın

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VeriSign **bonus card** **CARD FINANS** **advantage** **KOÇBANK** **maximum** **shop&miles** **world**

Koçbank ve Hsbc Advantage Kartları, Online tahsilatlarda henüz kullanıma açılmamıştır.

Figure 30: www.bookinturkey.com website main page screenshot

4.2 WWW.GEZI.NET

This web site has both domestic and international tourism services online. Internet user can book hotel, ticket or package tours from this web site easily. This website is also known among internet users even though not as powerful as bookinturkey website. The screenshot of the website is like below.

İnternet'teki gezi rehberiniz

5. Yılı

Call Center & Rezervasyon : 0216 444 4394 - 444 GEZİ 17 Haziran 2005 Cuma 06:47:47 pm

Üye Girişi

Email:

Şifre:

Hatırla Giriş

Yeni Üye Ol
Sifremini Unuttum

TÜRKİYE'NİN
Her Yerine
OTEL
REZERVASYONU

Call Center
0216 444 4394
444 GEZİ

Otel Arama

Seçiniz...
Hepsi...

Otel Adına Göre
Arama

Ara

Dolar
Alış 1,3602 YTL
Satış 1,3668 YTL

Euro
Alış 1,6469 YTL
Satış 1,6548 YTL

Stelin
Alış 2,4760 YTL
Satış 2,4889 YTL

İnsan Kaynakları

Call Center
0 216
444 4394 - 444 GEZİ
Tatil Planlama
Merkezi
Call Center Mesai
Saatleri
Hafta içi 09:00-20:00
Pazar 10:00-18:00

Yapınca
GeziNet.net'in sizlere
sunmuş olduğu uygun
tatil imkanlarını, çeşitli
tatil seçeneklerinin
yanısıra bir çok tatil
mekanlarının
tanıtımına da göz
atmayı unutmayın. Tatil

Otel Rezervasyon **Sistem Nasıl Çalışıyor?**

Merhaba,
şu anda
sistemimizde
786 adet otel
kayıtlıdır.

Seçtiğiniz otelin rezervasyon /
bilgi istek formunu doldururken
KREDİ KARTI
BİLGİLERİNİZİ VERMENİZE
GEREK YOKTUR.

Rezervasyon **Detaylı Otel**
Sistemine Giriş **Arama**

SON DAKİKA FIRSATLARI
EN UYGUN FİYAT GARANTİSİ
SİZİN YORUMLARINIZ
SEÇTİKLERİMİZ

Taksit Yapan Oteller
Balayı İndirimi
Tatil Köyleri
Butik Oteller
Özel Belgeli Oteller
Apart Oteller
Pansiyonlar
5 Yıldızlı Oteller
4 Yıldızlı Oteller
3 Yıldızlı Oteller
Termal Oteller
Engelliler için Özel
Evcil Hayvan Kabulü
Sistemdeki Tüm Oteller

Eresin Topkapi 5*
28 Haz - 24 Tem
Oda Kahvaltı
22,50 EUR

Club Sidar 4*
Alanya
Yarım Pansiyon
35 YTL

Marinem Patara
4* Patara
Herşey Dahil
64 YTL

Aquapark (S)
Kaş
Yarım Pansiyon
59,50 YTL

Albner 3*
Albnoluk
Yarım Pansiyon
55 YTL

Anemon 4*
Marmaris
Yarım Pansiyon
55 YTL

Selinus (S)
Gazipaşa
Herşey Dahil
45 YTL

Dost (S)
Fethiye
Yarım Pansiyon
21,25 YTL

İlca Hotel Spa & Wellness Resort
3* Beldibi
Yarım Pansiyon
95 YTL

Helene Moonlight
3* Beldibi
Yarım Pansiyon
48 YTL

Palmera Resort
3* Ayvalık
Yarım Pansiyon
39,90 YTL

Ayaz Otel 2*
Bodrum
Yarım Pansiyon
45 YTL

Erikli 2*
Saroz
Oda Kahvaltı
55 YTL

Violin (B)
Turgutreis
Herşey Dahil
48 YTL

Barbarossa 3*
Kaş
Herşey Dahil
79 YTL

Villa Sonata (S)
Alanya
Oda Kahvaltı

*** Yukarıdaki fiyatlar iki kişilik odalar da kişi başı fiyatlardır

Turlar **Sistem Nasıl Çalışıyor?**

Tüm Yurtiçi Turlar

Sistemimizde Bulunan 122 Adet Yurtiçi Turlardan Bazıları

Tur Adı	Hareket Tarihi	Hareket Yeri	Düzenleyen Acente	Fiyat	Üye İndirimi
Bozcaada Turu	22.07.2005	İstanbul	More Travel	145 YTL	%5
Assos - Kazdağı Turu	01.07.2005	İstanbul	More Travel	145 YTL	%5
gap Turu	18.06.2005	Ankara	Tempo	550 YTL	%5

Tüm Yurtdışı Turlar

Sistemimizde Bulunan 47 Adet Yurtdışı Turlardan Bazıları

Tur Adı	Hareket Tarihi	Hareket Yeri	Düzenleyen Acente	Fiyat	Üye İndirimi
Rodes Turu	20.06.2005	İstanbul	GeziGen Tourism	189 €	%5
Mykonos - Santorini Turu	28.08.2005	İstanbul	Tatilweb	765 €	%5
Misir Sarm El Şeyk Turu	27.06.2005	İstanbul	More Travel	259 €	%5

Özel Turlar **Sistem Nasıl Çalışıyor?**

Özel Tur Organizasyonu
Tercihleriniz doğrultusunda isteklerinizi kısıtlamadan tasarladığınız turu gerçekleştirebilirsiniz.

Diğer Turlar **Sistem Nasıl Çalışıyor?**

Mavi Yolculuk
Yeşil ile mavinin buluştuğu bir tatil için...
- Özel Yat Charter - 180 \$
- Mavi Cennet - 280 €
- Mini Mavi Yolculuk - 80 €
- Yunan Adaları - 400 YTL

Göreme Balon
Kapadokya'da balon turu keyfi
- Kısa Uçuş Programı
Nakit 130 €
Kredi Kartı ile 140 €
- Std. Uçuş Programı
Nakit 210 €
Kredi Kartı ile 230 €

GEZİ REHBERİ

OTEL REZERVASYONU

YURTDIŞI TURLAR

YURTDIŞI TURLAR

UÇAK BİLETİ

MAVİ YOLCULUK

OTO KİRALAMA

BALON TURU

ÖZEL TURLAR

ÜCRETSİZ ÜYELİK

Faydalı Bilgiler

Burçlara Göre Tatil

YTL Hesaplama
Türkiye Haritası
Km. Cetveli
Şehir Planları
Hava Durumu
Deniz Suyu Sıcaklıkları
Kar Kalınlıkları
Kış Turizmi
İl İli Türkiye
Pasaport Başvurusu
Vize Bilgileri
Acil Numaralar
Sağlık Turizmi
Live Cam
E-card
Walpaper
Yemek ve Mutfak
Aktiviteler
Golf
Karting
Model
Paintball
Rafting
Scuba
Snowboard
Trekking
Yamaç Paraşütü

[Yurtdışı Turlar](#) | [Yurtiçi Turlar](#) | [Günübirlik Turlar](#) | [Hafta Sonu Turlar](#)
[Otel Rezervasyonu](#) | [Balayı Otelleri](#) | [Türkiye Tatil ve Gezi Rehberi](#)
[Mavi Yolculuk](#) | [Ulaşım](#) | [Acil Hizmetler](#) | [Aktiviteler](#) | [Hava Durumu](#)
[Uçak Bileti Rezervasyonu](#) | [Yemek Tarifleri](#) | [Pasaport](#) | [Ana Sayfa](#)

Gezi Net© 2000 - 2005
Tatil ve Gezi Rehberi
Tatil 'le Gitmenin En Ekonomik ve En Kısa Yolu

Ana Sayfam Yap Favorilerime Ekle

Email: Kaydet

Yeniliklerden ve turlardan haberdar olmak için

KONTEM **Powered by MATKOM** **TÜRSAB**
A-2335

Figure 31: www.gezi.net website home page screenshot

CONCLUSION

This paper has so far examined some of the key issues related to the marketing of tourism on the Internet. In particular, it has highlighted the main features of the Internet as an effective and efficient communication medium, including its addressability, interactivity, flexibility and accessibility, and its role in improving customer service and reducing costs. It has also analysed the unique characteristics of tourism which make it perfect to be marketed on the Internet and further explored the main areas in tourism marketing where the Internet could play a significant role and provide substantial benefits for both the marketer and the consumer. In an investigation of the key forces which drive Internet commerce, it has found that a wide variety of factors, grouped conveniently in four broad categories - demand, organizational, technological and governmental - could both enable and restrict the application of the Internet in tourism marketing.

With regard to the future of Internet tourism marketing, there appears to be little question that the Internet will permeate into every aspect of tourism business and every area of marketing activities. Indeed, the Net could become the dominant platform and instrument for tourism promotion and distribution in five years' time. This is based on the author's belief that Internet marketing has now survived its infancy and is ready to accelerate the transition from the introduction to the growth stage as more and more people and organizations are recognizing its unique and great potential for marketing. The increasing power of computers, decreasing surfing cost, and higher level of computer literary and web skills will make web surfing as a necessity in everyday life to an increasingly large population, especially in the

developed world. Many of the current technological constraints could also be overcome (though new problems will inevitably emerge) in the next few years with the high quality broadband access via optical fiber or satellites to improve speed; the wide application of constantly improving firewalls, encryption and digital signature software to enhance security; the development of more sophisticated search engines and "intelligent agents" to simplify web search task; and the Wireless Application Protocol (WAP) technology linking mobiles to the Internet to extend the range of services available to the public. At the same time, governments are increasingly involved in the expanding e-commerce through providing incentives to small businesses, facilitating infrastructure development and establishing the regulatory framework which supports and protects all those concerned.

It is obvious to the current writer that the key to the future growth and improvement in Internet tourism marketing lies in tourism organisations. The market conditions and web technologies are improving steadily and a conducive legal and social environment is starting to take shape, it is now up to tourism organisations to seize and exploit the opportunities created by such changes to its full potential. Therefore, the crucial question for academic researchers and practitioners in future research is how tourism organizations can take advantage of the changes and opportunities brought about by the Internet. To offer a prescriptive list of policy recommendations is neither feasible, because it requires a thorough understanding of all relevant issues including expertise in technology, tourism, marketing and a keen awareness of all new developments in both IT and tourism, nor necessary since different tourism businesses have different resources and operate in different settings. Instead, an

attempt is made here to discuss issues that are both important and with wide applicability. Three interwoven cognitive issues are highlighted below to emphasise the significance of changing the mentality of tourism organisations to preparing for the new virtual business environment.

In order to market tourism products successfully on the Internet, a tourism organization must first of all have a strategic vision whereby it can fully comprehend the changing market space, from physical to both physical and virtual, and the underlying forces shaping this new marketing space. The Internet has altered forever the tourism marketing system and its environment, no tourism business can escape its impacts but companies willing to become engaged in Internet and embrace Net commerce should find more opportunities while those still pretend that the internet is a bad dream, such as some travel agencies, will be left with all the threats. Whether a organization likes it or not, the Internet is here to stay and is going to dominate tourism marketing. Andy Grove, the Chairman of Intel, has been widely quoted as saying that in five years' time all companies will be Internet companies or they won't be companies at all.

Second, the Internet must not be treated as just a promotion aid or distribution device, but be seen as a major force in itself that profoundly changes the way tourist business is conducted. 'Marketers will need to rethink fundamentally the processes by which they identify, communicate, and deliver customer value. They will need to improve their skills in managing individual customers and allies. They will need to involve their customers in the act of codesigning their desired products' (Kotler 1999:206).

Indeed, tourism marketers should change their business paradigm and marketing practices to suit the new Internet era.

Third, as the Internet alters the critical success factors in many businesses, tourism organizations must use it effectively to create new competitive advantages. For example, tour operators (in the UK) were obsessed with gaining control of distribution through vertical integration with travel agencies in the last decade, but with the emerging web-based online sales companies, control of how they let the product be distributed now supersedes control of actual distribution. In responding to the threats from airlines direct sale, the major GDSs have been using the Internet to develop web-based GDSs and to diversify their product base to include hotels, car rental, cruise lines, tour operators, etc. Clearly, tourism organisations have to adopt a technology management policy that will assist their competitive strategy and usefully leverage the technology innovations to their advantage. Strategic Internet partnerships or alliances, especially those between tourism companies, and between tourism and IT companies, are also a major source of competitive advantage.

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