Trip4u : Responsive Tourism Website for Tour and Travel Management

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Abstract: *Website evaluation is a crucial aspect of the tourism industry, as it directly impacts tourist decision making. While previous research has extensively studied website evaluation in the fields of Information Systems and Tourism, few studies have combined these perspectives. This research evaluates the websites of the top ten tourist attracting nations based on a comprehensive set of criteria and five factors of website effectiveness. The data collected through a content analysis is analyzed using correspondence analysis and weighted mean scores.*

The findings of this study highlight areas where websites can improve to enhance their effectiveness. The two most important factors that websites need to focus on are Security and Responsiveness. Additionally, websites should incorporate features that support decision making at different stages of travel, thereby enhancing their effectiveness in attracting and assisting tourists.

Furthermore, the research explores the implications for tourism organizations in developing websites that create a compelling destination image and attract tourists from around the world. By adopting a tourist decision making perspective rather than solely focusing on technical aspects, this study contributes to the existing website evaluation approaches. A novel aspect of this research is the analysis of cross-national websites, which differs from previous studies that have primarily evaluated websites from a single country.

Keywords: development; travel; tourism; tourism industry; international tourism.

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