

A Study of Evaluating The World ' s Top 50 Tourism Official ' s Website Contents

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ABSTRACT

Internet usage is soaring around the world. According to Internet World Statistics, Internet population has reached 1.73 billion as of September 2009. Through the Internet, any public information can be sought and gotten. In the future, all the countries in the world will continue to enhance their Internet usage, Internet population will soar faster than ever, and the Internet will play a key role in the interactions of consumers and enterprises. This study tries to conduct a review of various website analysis models in the literature, and combine it with a review of practical tourism bureau website functionalities in order to develop a suitable evaluation model for tourism bureau websites. Then, this study intends to use this evaluation model to assess the world top 50 tourism bureau websites, and compare the similarities and differences of these websites among countries in different areas. Managerial implications of this study are given. The research results are as follows. All the dimensions of the e-functions among various areas do not reach 20% of installation proportions. The possible reasons for these low proportions are that more specialized websites are responsible for the installations. Thus, some online business functions such as purchasing airplane tickets and online car rentals are not directly fulfilled in tourism bureau websites and may be hyperlinked to other websites if required.

Keywords : tourism bureau websites、 websites evaluation model、 content analysis

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