

**VISITORS' PREFERENCES ON TRAVEL WEBSITE CONTENT**

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**BY :**

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**NOVEMBER 2012**

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Head of Research (Social Science and Management)  
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Prof.,

**FINAL REPORT SUBMISSION: VISITORS' PREFERENCES ON TRAVEL WEBSITE CONTENT**

Referring to the above matter, attached herewith two (2) copies of report entitled Visitors' Preferences on Travel Website Content for the final report submission purpose.

I declare that all works in this study was carried out in accordance with the regulations of Universiti Teknologi MARA, Malaysia.

Thank you.

Sincerely,



**Norfadhliah Mohd Akhuan**  
Project Leader

Surat Kami : 600-RMI/SSP/DANA 5/3/Dsp (289 /2011)  
Tarikh : 13 Jun 2011

**Pn Norfadhilah Mohd Akhuan**  
Fakulti Pengurusan Hotel dan Pelancongan  
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Y Brs. Profesor./Tuan/Puan

**KELULUSAN PERMOHONAN DANA KECEMERLANGAN 06/2011**

Tajuk Projek	Visitor's Preferences on Travel Website Content
Kod Projek	600-RMI/SSP/DANA 5/3/Dsp (289 /2011)
Kategori Projek	Kategori F (2011)
Tempoh	15 Jun 2011 – 14 Jun 2012 (12 bulan)
Jumlah Peruntukan	RM 5,000.00
Ketua Projek	Pn Norfadhilah Mohd Akhuan

Dengan hormatnya perkara di atas adalah dirujuk.

2 Sukacita dimaklumkan pihak Universiti telah meluluskan cadangan penyelidikan Y Brs Profesor/tuan/puan untuk membiayai projek penyelidikan di bawah Dana Kecemerlangan UiTM

3 Bagi pihak Universiti kami mengucapkan tahniah kepada Y Brs Profesor/tuan/puan kerana kejayaan ini dan seterusnya diharapkan berjaya menyiapkan projek ini dengan cemerlang.

4 Peruntukan kewangan akan disalurkan melalui tiga (3) peringkat berdasarkan kepada laporan kemajuan serta kewangan yang mencapai perbelanjaan lebih kurang 50% dari peruntukan yang diterima.


Peringkat Pertama	20%
Peringkat Kedua	40%
Peringkat Ketiga	40%

5. Untuk tujuan mengemaskini, pihak Y. Brs. Profesor/tuan/puan adalah diminta untuk melengkapkan semula kertas cadangan penyelidikan sekiranya perlu, mengisi borang setuju terima projek penyelidikan dan menyusun perancangan semula baiet yang baru seperti yang diluluskan. Sila lihat lampiran bagi tatacara tambahan untuk pengurusan projek.

Sekian harap maklum

**"SELAMAT MENJALANKAN PENYELIDIKAN DENGAN JAYANYA"**

Yang benar

  
**DR OSKAR HASDINOR HASSAN**  
Ketua Penyelidikan (Sains Sosial dan Pengurusan)

## **4. Report**

### **4.1 Executive Summary**

This study is important to understand the preferences of visitors on travel website content. It is mainly confined to the features of travel websites that are preferred by visitors. This research is able to enhance the effectiveness of travel websites and increase the usability of travel websites among visitors. Besides that, this study also reveals the pattern of internet use among visitors when planning a trip and direction which lead them to perform online transaction.

The three main objectives of the study are to: (1) define visitors' levels of usage of the travel websites as information source and for product purchase; (2) determine the website features that would most likely to attract and retain visitors; and (3) measure the relative importance of various content attributes on travel websites.

The research method in this study involves a survey technique which will be used to gather information. A structured questionnaire will be distributed to the sample of study in Melaka tourist destination. The location for data collection is chosen based on the place where visitors could be accessed conveniently. Tourist destinations in Banda Hilir and Ayer Keroh have been seen as the appropriate location and the international and domestic visitors have been identified as the population for this study.

The outcomes of this study will be used to indicate the existence of important features that could be considered in websites development. This study will present a comprehensive description on the preferences of visitors on travel websites content. This defines a mechanism which travel marketers could apply in developing travel websites that able to deliver effective and good service quality to visitors.

## **4.2 Introduction**

The use of internet has becoming a trend and emerging in this era of globalization. The rapidly growth of information and communication technologies has contributed to the boost of e-tourism around the world. This has lead to an increase in the number of travel websites that can be found online, and provide alternatives for online searching. Sheldon (1997) said that information technology such as the internet is the backbone that facilitates tourism. This is proven when nowadays visitors could able to get information on their choices of destination with just a click away. In order to adapt with the current trend, tourism marketers has started investing in the travel websites in order to reach broader amount of visitors in promoting their tourism products. The internet supposedly enables online visitors to receive the real-time updated and unlimited travel information before travelling abroad, and ultimately their final choice of destination to visit. However, not all the websites are able to meet their requirements. This is due to the fact that some of the travel websites are outdated and not providing sufficient information on what they are looking for.

The use of travel websites is creating a new form of interaction in Malaysia. It is a key tool to achieve the competitive advantage in the travel and tourism industry, and also an affordable way to connect with visitors in all around the world. Therefore, an effective online marketing strategy in travel and tourism plays a crucial role in establishing interactive relationships with visitors and utilizes all channels available on the internet. Besides that, another key feature of the internet lies in its role of facilitating information search for visitors (Mark et al., 2003). Visitors are expecting that they will be able to access a greater amount of detailed information via internet. Therefore, it is clear that such an important means of promoting tourism product requires detailed understanding by the visitors, in order to ease visitors to navigate the websites and able to get information that they needed.

With number of advantages and opportunities that can be obtained by the marketers through online marketing, it is vital to get more information and knowledge on the experiences of visitors in the use of online travel websites. According to Davern (2005), many online travel businesses failed to fully exploit the potential of the internet. Therefore, such information will identify areas in need of service improvements and will also allow for the development of effective service recovery strategies that may be implemented in situations when failures do occur. Besides that, they need to achieve the effectiveness of their online marketing initiatives by traffic source, online channel, advertising partner or individual campaign. All of these will