

**A COMPARISON STUDY OF THE WEB SITE USAGE AS
MARKETING TOOL IN HOTEL INDUSTRY**

By:

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ABSTRACT

An increasing number of companies are establishing a presence on the Internet. Information technology, marketing and sales, as well as public relations are driving companies to develop a web site. Marketing activities have traditionally been conducted via communication, transaction and distribution channels. Today activities from these channels can be performed on the Internet and the World Wide Web. The Internet as a marketing medium is on its way to become the easiest and most cost effective way to global marketing. This phenomenon provides a new opportunity for small companies in particular, considering that they can make use of this tool at a relatively low cost. The purpose with this thesis was to investigate how companies use their web sites as a marketing tool. To reach the objective we have studied the objectives of five companies as it related to web site usage as marketing tool in hotel industry and investigate the development of their web sites. It is conducted from a multiple case study of five Hotel companies and have used interviews, web observation and questionnaire to collect data. This study shows that the companies' primary objectives are related to marketing communication and they prefer to design and maintain the site themselves.

TITLE PAGE	i
DECLARATION	ii
ACKNOWLEDGEMENT	iii
ABSTRACT	iv
TABLE OF CONTENT	v
LIST OF FIGURE	vi
LIST OF TABLES	vii

CHAPTER 1

INTRODUCTION

1.1	BACKGROUND	1
1.1.1	THE INTERNET	1
1.1.2	THE WORLD WIDE WEB	3
1.1.3	MARKETING ON THE INTERNET	4
1.2	RESEARCH PROBLEM	5
1.3	OBJECTIVE OF THE STUDY	6
1.4	SCOPE OF THE STUDY	7
1.5	IMPORTANCE OF THE STUDY	7
1.6	LIMITATIONS OF THE STUDY	8

CHAPTER 2

LITERATURE REVIEW

2.1	EXISTING WEB SITE	9
2.1.1	CITITEL HOTEL	9
2.1.2	IMPIANA HOTEL	9
2.1.3	MALAYA HOTEL	10
2.1.4	PARK INN HOTEL	10
2.1.5	SWISS INN HOTEL	11
2.2	OBJECTIVE OF THE WEB SITE	11
2.2.1	MARKETING COMMUNICATION	12
2.2.2	OBJECTIVES CONNECTED TO MARKETING COMMUNICATION	13
2.3	DEVELOPMENT OF THE WEB SITE	14
2.3.1	WEB SITE ESTABLISHMENT	15
2.3.2	WEB SITE DESIGN	15
2.3.3	WEB SITE CHARACTERISTIC	19
2.3.4	TOOLS FOR TRANSACTION AND DISTRIBUTION	23
2.4	DEFINITION OF MARKETING	24
2.5	DEFINITION OF HOTEL	24
2.5.1	HOTEL GRADING SCHEMES	25

CHAPTER 3

METHODOLOGY

3.1	INTRODUCTION	27
3.2	THE RESEARCH PURPOSE	27
3.3	THE RESEARCH STRATEGY	28

CHAPTER 1

INTRODUCTION

In the first chapter of this thesis the study will be introduced. First, some background information of the Internet and the World Wide Web will be provided, followed by the research problem. Finally, the objective, scope, important and limitation of study will be presented.

1.1 BACKGROUND

An increasing number of companies are establishing a presence on the Internet. Information technology, marketing and sales as well as public relations are driving companies to develop a web site. The Internet as a marketing medium is on its way to become the easiest and most cost effective way to global marketing.

1.1.1 The Internet

The Internet ("Net") is a network of computers reaching every country in the world. It is similar in some ways to the telephone system. Just as calls can be made anywhere in the world, so too can a computer contact any other computer connected to the Net. (Judy Strauss & Raymond Frost, 1999)

It is a collection of thousands of smaller computer networks that are linked to each other by phone lines and high-speed cables to form one large worldwide network. The Internet is today the largest computer network in the world. Over the Internet a gigantic amount of data, text, graphics, sound, voice and live broadcast video can be transmitted