# The Importance of Tourism Websites to Tourism Services And Assurance Of Their Competitiveness

## VILIJA BITĖ FOMINIENĖ[1]

[1] Associate Professor, PhD., at the Department of Sports management, Economics and Sociology, Lithuanian Sports University, Kaunas, Lithuania, e-mail: vilija.fominiene@lsu.lt

## A R T I C L E   I N F O

## A B S T R A C T

In the recent years, a considerable number of scientists have shown interest in the significance of innovations in tourism sector, have analyzed the impact of information technologies to tourism services and their competitiveness. Unfortunately, such studies in Eastern European countries, including Lithuania missing and it is also unclear what the structure of the website features are crucial to tourism service customers and could determine the competitiveness of such a service. The aim of this research is to evaluate website features from the internet tourism service users' point of view. A tourism website survey, analyzing the characteristics of electronic services revealed that for potential tourism service buyers the most important tourism website e-services are Interactivity and Functionality of the page. In descending order of importance there are these features: website interaction, mailing list subscription, online reservation and payment, information safety and security. Least important e-services for tourism website are Design and Information. These are the following (from least important): location features, website map, company information and website customization.

## INTRODUCTION

In many countries of the world tourism is regarded as one of the most rapidly growing sectors of services, the significance of which is constantly increasing. Relying on the analysis of the World Tourism Organization, in 83% of countries tourism is among the five sectors providing income and in 38% of countries it is the major source of a foreign currency. This sector attracts 4.7% of all investments, creating about 260 million working places and 9% of world's national product. The European Union is not an exception, here tourism industry produces more than 4% EU GDP with about 2 million functioning organizations. A considerable attention to tourism and its development is devoted in Lithuania, particularly, regarding SWOT analysis results for tourism sector which evidence that there are more opportunities for the development than weaknesses and threats in Lithuanian tourism segment. All these factors would enable us to make some presumptions that tourism is widely spread phenomenon and essential factor determining economic development while seeking competitive benefits both on regional and on global

scale, aiming to retain, protect and strengthen competitive positions on the global market that has been becoming more and more competitive with every day (Fernando and Long, 2012).

Nevertheless, even with tourism developmental potential in Lithuania and alternating conception of quality standards for tourism as a service sector, the development of this sector is not sufficient in the country. Such a situation is partly impacted by strong competition in tourism, the object of which is the product produced by a tourism service and offered to customers. In most cases the competitiveness of such service depends on the strategy of such service preparation and implementation. This strategy could imply various factors – price, quality, variety, demand and innovations (Beniušienė and Svirskytė, 2008). Development of competitive tourism services in Lithuania is focused on formation of public tourism infrastructure, improvement of tourism services quality, extending their variety, marketing services and innovations (Jasinskas et al., 2014; Barkauskienė and Barkauskas, 2012).

It is impossible to function in the market as a sole tourism service founder and provider, apart from this, the competitive strategies which functioned in the past are by far insufficient today. Application of new information and communication technologies in tourism business, the significance of innovations has been growing alongside and becoming the factor providing and supporting long term competitive advantages (Beniušienė and Svirskytė, 2008).

Information technologies which are usually related to the Internet development, are considered the foundation in tourism business innovations in Lithuania (Vaškaitis and Armaitienė, 2014). However, the increasing numbers of tourism services providers on the Internet market force to look for the most efficient ways of attracting and retaining customers. Internet websites of appropriate quality, satisfying customers' demands are of vital significance in tourism services selling process (Spremić and Strugar, 2008). These websites become not only as communication mediators with customers but also impact the growth of competitiveness in tourism sector (Loiacono et al., 2007).

In the recent years, a considerable number of scientists have shown interest in the significance of innovations in tourism sector (Booyens and Rogerson, 2016; Vaškaitis and Armaitienė, 2014), have analyzed the impact of information technologies to tourism services and their competitiveness (Cohen and Olsen, 2013; Buhalis and O'Connor, 2005; Buhalis and Deimezi, 2004), researched characteristics of internet sites providing tourism services (Iliachenko, 2006). Unfortunately, such studies in Lithuania missing and it is also unclear what the structure of the website are crucial to tourism service customers and could determine the competitiveness of such a service. The aim of this research is to evaluate website features from the internet tourism service users' point of view.

# 1. LITERATURE REVIEW

Information technologies (IT), are innovations which have operated upon the great changes in tourism sector in the recent decades and contributed to competitiveness in tourism services. These technologies opened widely the doors for all subjects in tourism sector giving them opportunities to present themselves on the Internet, offer their products and services, improve their activities, unite and increase the efficiency of inside business processes, communicate in a more constructive manner with all concerned subjects, including governmental institutions and potential clients (Frew, 2000; Buhalis and Deimezi, 2004; Brown and Kaewkitipong, 2009). However, the major focus in implementing and using new IT in tourism industry, is set on assurance of productive cooperation between service a provider and a customer (Sharma and Carson, 2001).

A long ago as in the year 2002, 80000 of Australian population ordered tourism services via the Internet and half of these people surfed the Internet at work searching for information on tourism services (Murphy and Tan, 2003). Some years later, in 2005, about 90% of the USA

population used IT when choosing travel destination and about 50% of developed countries population used IT for planning and choosing their holidays, relying on the information on the Internet (Buhalis and O'Connor, 2005). Information technologies impact Lithuanian people to a great extent too – in the year 2009 more than 40% of population searched information on traveling on the Internet, and these numbers have been growing with every year.

Current rapid development of IT and especially the Internet, contribute to the development of prompt "worn out" of tourism service (Benckendorff, 2006), producing new generation of tourists which are more competent and look for exceptional value for money (Buhalis, 2008). Tourists that tend to use the Internet for tourism services are usually people aged 26-55, having higher education (Morrisonn et al., 2001). What is more, it has been found that such customers are becoming more and more impatient, they do not tend to wait long before taking their decision and their needs are becoming more and more sophisticated (Bojnec and Kribel, 2005).

These tendencies impact that electronic space has become the key to the successful proceedings in modern competitive tourism sector (Buhalis, 2008).  Visual, informative space - the Internet creates favorable conditions for tourism organizations to (Pan and Fesenmaier, 2000), thus, the internet website of every single tourism organization becomes essential in tourism services selling process (Spremić and Strugar, 2008).

Nevertheless, competitive benefits are not guaranteed while shifting a part of business to the Internet. The quality of the Internet website is vital, the quality and the standards, satisfying customers' expectations in all possible ways. In this Internet age customers can choose from numerous almost similar websites, thus, the foremost significant factor is the quality assuring that a customer will not search for further alternatives. The increase in direct buying and the growth of service competitiveness could be impacted only by such websites of tourism companies' which manage to become the mediators of communication with customers and provide thorough information (Loiacono et al., 2007).

Scientific research of Internet services is rather scarce for the reason that the evaluation on the quality is vague due two several reasons – conditions of business surroundings and research methods applied (Davidavičienė and Tolvaišas, 2011). Conceptual discussions on what has to be evaluated are also frequent in this case. These discussions imply two tightly correlated aspects – the perceived internet website quality and internet website creation quality (Guseva and Ruževičius, 2006). It should be pointed out that scientists distinguish quite different elements for website quality evaluation.

Some authors (Stockdale, 2006) assert that the major element of a website, helping to retain customers is website design – arrangement of texts, pictures, graphics, views using sound, movement and, in the future, even smell technologies.  This is one of the major quality characteristics of a website, making customers to visit it again (Rosen and Purinton, 2004). This significant marketing index does not only help create more business opportunities but also perfects a company's image (Law and Leung, 2002). Other authors state that the major element of an internet website could be named its interactivity that is usually understood as website's property to compose communication of various flows between website users and an organization personnel, assuring information availability via the Internet and making deals via the Internet (Hapenciuc and Condratov, 2007).

Website information is another essential factor which has to be mentioned.  The research performed together with Swedish tourism services users, which are greatly concerned on a definite tourism service availability on the information presented on the internet website and other related to it information, evidences this (Iliachenko, 2006).

Clear website navigation, information arrangement, easy to use, the content of information, help received in a real time span, reliability, safety assurance, design and easy search, etc.

should also be mentioned as quality elements of an internet website (Davidavičienė and Tolvaišas, 2011).

Although websites of tourism organizations do not have any commercial significance, they could enlarge sales at least up to 33%, whether customers' advice related to internet site issues will be taken into consideration (Law et al., 2009). They could also serve for presentation of new or differentiated tourism products on the market and for attraction of new customers (Buhalis and Michopoulou, 2011) who over the time period will become "loyal" to the same trade mark (Hashim and Murphy, 2007). It goes without saying that well planned and presented service system could boost the volume of sales, improve travel site "reputation" and competitiveness.

Meanwhile as IT applications have more than a few benefits in tourism, it was proven that it can also have several drawbacks. Research results show that a part of tourists does not buy tourism service via the Internet, as this manner of buying eliminates personal service, causes worries on safety issues, some customers lack IT using skills, are short of time or do not have technologies at a hand. (Hsu et al., 2004). Thus, it should be agreed that tourism organisations, seeking to satisfy customers demands, have to collect information on clients at any stage of service selling process - until and after they visit a website – as this would allow them to better realize customers' behaviour, choices, problems (Buhalis and O'Connor, 2005) and that means to react to the changes in customer's opinions. Such analysis would help to improve the quality of Internet websites of tourism companies and consequently the efficiency of new services presentation to customers, contribute to making their final choice and with time going - increase the volume of sales and competitiveness of service.

# 2. RESEARCH MATERIALS AND METHODS

Quantitative research was applied for evaluation of significance of internet site properties to a customer in tourism service. The research analyzed tourism customers' opinions on electronic services - characteristic properties of internet websites, determining the process of tourism service on the Internet and competitiveness of tourism service.

The research instrument is questionnaire. The first part of the questionnaire is designated for establishment of social demographic features of the researched - gender, age, education, internet using skills. The second part is for measuring the significance of properties of tourism service websites. The respondents were given 20 statements on internet website elements, structured into 4 qualitative site factors and features:

F1 – Interactivity (Online order tracking, Product personalization, Customised product search, Online reservation and payment, The exystence of selective system, User-friendly interface, Information safety and security, Website interaction);
F2 – Design (Website map, Location features, Website customisation);
F3 – Information (Company info, Product info, Tourism info, Direct links);
F4 – Functionality (Chat/customer forum/Guestbook, Personal info storage, Mailing list subscription, Browser efficiency, Multimedia).

Statements revealing the significance of website properties were given for assessment in 10 Likert-type degree, where - 1 is - insignificant and 10 - significantly important. The significance of factors distribution was evaluated up to social demographic factors.

The research respondents were selected using simple random selection method. Only such respondents were asked who indicated that they have travelled in the last 3 years and have used internet websites when buying a tourism service. 202 questionnaires were filed.

Women, aged 20-35 years old and having higher education constituted the greater part of the researched (Table 1).

**Table 1.** Distribution of respondents in the total sample.

| The demographic data | Distribution of respondents (%, n) |
|---|---|
| **Age** <br> Younger than 20 years old | 12.4%, n=25 |
| 20-35  years old | 43.1%, n=87 |
| 36-50 years old | 24.3%, n=49 |
| More than 50 years old | 20.2%, n=41 |
| **Gender** <br> Male | 35.1%, n=71 |
| Female | 64.9%, n=131 |
| **Educational Background** <br> Secondary Education | 5.4%, n=11 |
| Professional Education | 26.7%, n=54 |
| Incomplete Higher Education | 16.3%, n=33 |
| Higher Education | 51.5%, n=104 |

The larger part of the respondents have been using the Internet longer than for five years (85,1%, n=172) and more than a half (56,9%, n=115) indicated that they use the Internet on a regular basis i.e. more than 4 times per week.

The research was performed in October 2015 – February 2016.

The results obtained were processed with Excel, responses percentage and average were calculated. Percentage of responses frequency to questionnaire statements was calculated. Difference in responses frequency between groups was calculated with $x^2$ („chi" square) criteria. Their critical boundaries were established with significance level $p<0,05$. Calculations were processed with SPSS 17.0 program.

## 3.  RESEARCH RESULTS AND ANALYSIS

The research revealed that the primary objectives of respondents to use tourism organizations online site most are relevant to a specific and needed tourist information search (48.5%, n=98) and the willingness to acquire the desired service (49.1%, n=99). With no intent tourism organizations pages usually monitors only 2.4% of the respondents.

The analysis of  essential features of e-service website revealed (Table 2) that the essential factors of the tourism website e-services for respondents who wish to purchase travel services online is the interactivity (M = 6.6 points) and the  functionality (M = 6.6 points)  of the page. For potential buyers of tourism product/service it is very important that the website gives an opportunity to contact directly with the organization (website interaction, M = 7.6) and directly, without time-consuming, purchase the item online (online reservation and payment, M = 7.4). Also, respondents will choose those websites that submit for consumer selective system (M = 7.2), which allows understandable and easily choose a service according to the desired criteria and which are able to convince the customer service in search of information security on web-

45

site (M = 7.3). This opinion is also confirmed by others. It is argued that website features that improve the customer's website safety and security should be of concern to a tourism organization, offering an online payment facility (Chu, 2001).

**Table 2.** The most important features of the electronic services classification according to the factors.

| Item | Mean | Std.Dev. |
|---|---|---|
| F1 Interactivity | 6.6 | |
| Online order tracking | 4,4 | 1,5 |
| Product personalization | 5,3 | 1,9 |
| Customised product search | 6,2 | 2,1 |
| Online reservation and payment | 7,4 | 0,9 |
| The exystence of selective system | 7,2 | 1,6 |
| User-friendly interface | 7,0 | 1,3 |
| Information safety and security | 7,3 | 1,3 |
| Website interaction | 7,6 | 1,5 |
| F2 Design | 4.3 | |
| *Website map* | 3,8 | 1,4 |
| *Location features* | 3,5 | 2,1 |
| Website customisation | 5,5 | 1,7 |
| F3 Information | 6.1 | |
| Company info | 5,4 | 2,1 |
| Product info | 7,0 | 2,2 |
| Tourism info | 7,1 | 1,9 |
| *Direct links* | 4,6 | 2,0 |
| F4 Functionality | 6.6 | |
| Chat/customer forum/Guestbook | 6,6 | 2,0 |
| Personal info storage | 6,3 | 1,5 |
| Mailing list subscription | 7,5 | 1,8 |
| Browser efficiency | 7,2 | 2,1 |
| Multimedia | 5,6 | 1,1 |

It is also revealed that for respondents are important mailing list subscription to receive personalized information about offers, campaigns, news, etc. (M = 7.5), and the ability to operate the website safely and efficiently in any browser (Browser efficiency - M = 7.2). How important website features the respondents also indicated the ability to get other relevant tourism information on the website (Tourism info - M = 7.1), and Product info (M = 7.0) - ability to gather in-depth information about tourism products/services.

As the less important website features for respondents were distinguished Location features (M = 3.5) - website's ability to show customer's current location within the website and Website map (M = 3.8) - access the website map, i.e., a hierarchical diagram that shows schematically the website's structure. These features attributed to the design factor, which is determined as the least important issue for consumers. And even thought this study demonstrated the following results, many scientists (Wu et al., 2013, Chu, 2001) design factor distinguishes as particularly important to consumers and their decision. Design is a primary image which is visible to consumer and which may lead to its self-determination. It becomes important to have an attractive webpage. Therefore it must be carefully thought out and constantly updated according to the changing consumer's needs. Such data mismatch can be explained by both con-

sumers' cultural and demographic differences or consumption experience differences (Guseva, 2008, Iliachenko, 2006).

Direct links to other websites providing relevant tourism information also are not so important factor for potential tourism service buyers (M = 4.6).

A similar study was conducted in Sweden in 2005-2006 (Iliachenko, 2006). Results of 199 respondents showed that there is no considerable differences between the needs of the respondents in Lithuania and Sweden. For Swedish respondents, like Lithuanian, the most important tourism website e-services are Interactivity-related and Information-related. As the most important features of these factors respondents from Sweden has identified the following: tourism information, product information, online reservation and payment, customized product search, website interaction and direct links. Least important e-services for tourism websites, as well as in this study, were Design and Functionality related.

The analysis of different factors importance to different users according to their socio-demographic characteristics has revealed certain differences.

Assessing site interactivity, i.e. site's ability to create a variety of flow communication between site users and the organization's staff, ensuring the accessibility of online information and transaction execution on the Internet (Hapenciuc and Condratov, 2007), it is found that the site's interactivity is more important for older individuals - 50 years and older (M = 6.6), for persons with incomplete higher education (M = 6.8) and for women (M = 6.9) (Figure 1).

**Figure 1.** The distribution of  website interactivity factor on age, educational background  and gender aspects
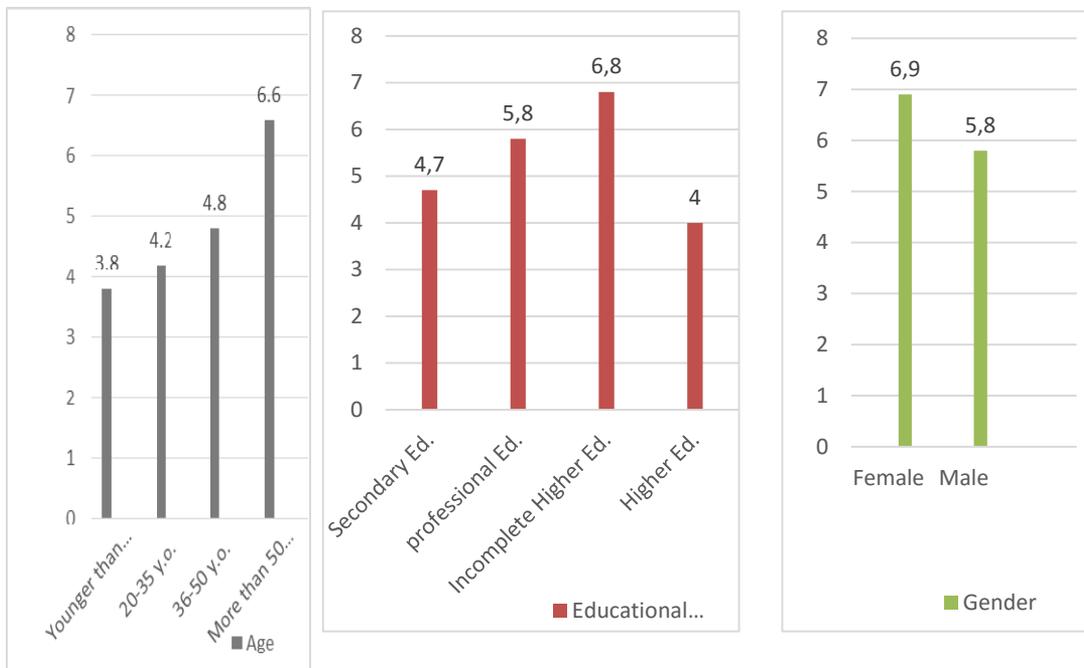


Assessing functionality of the website, which is usually defined as a site feature that allows to facilitate access to the services, and its elements are related to site usage comfort, disclosed that it is more important for younger - up to 20 years of age (M = 7.7) and for persons between 20-35 (M = 7.4) and for those who have secondary and professional education (M = 7.5).

**Figure 2.** The distribution of the importance of website technical factor on age and educational background  aspects
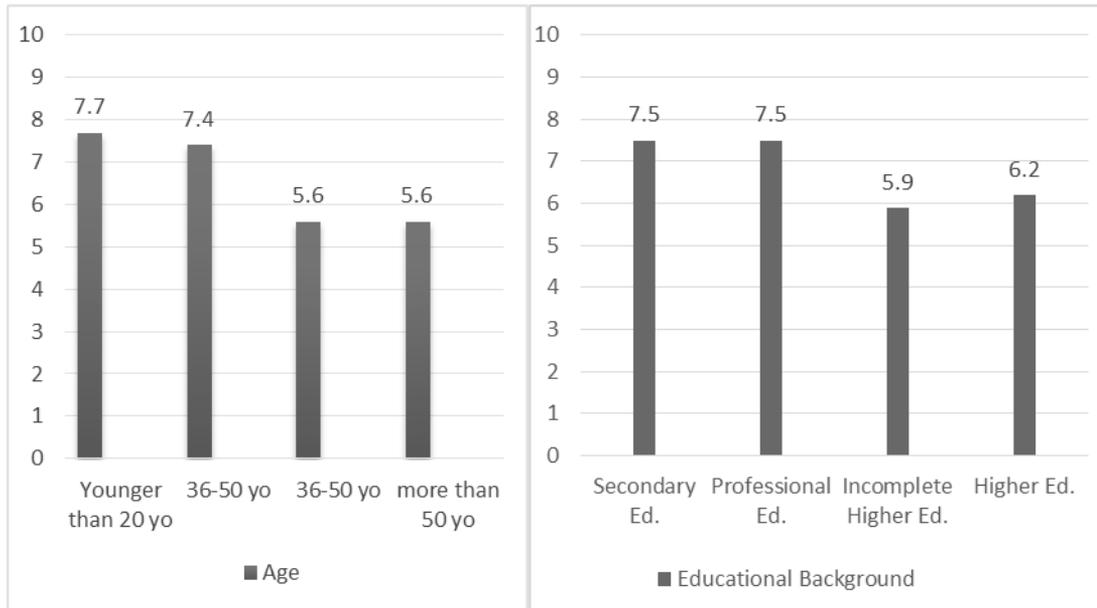


Assessing website design, i.e. the initial image seen by users,  in other words, it is what relate to the appearance and design of the website, which is appealing and pleasing the customer : colors, funds, local ability, maps, revealed that design is more important for persons in 50 years of age and over, compared to other age groups (Figure 3).

**Figure 3.** The distribution of the importance of website design on age aspect
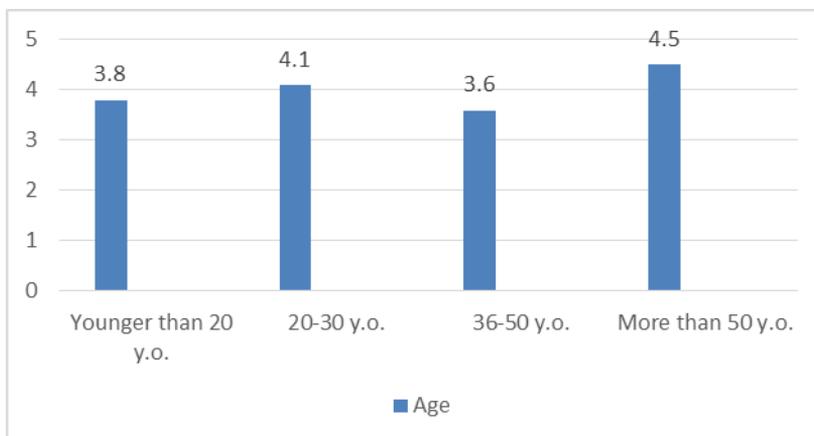


The analysis of separate features of Design factor revealed that there are no differences compared respondents by educational groups and compared by gender. However, other authors presents opposite results. Cyr and Bonanni (2005) investigation revealed that women, compared with men, tend to place more emphasis on the importance of design, and Wu et al., 2013 argues that Design for younger consumers is important in making the decision to purchase online.

Assessing website information, i.e. site ability to provide a consumer with relevant and timely information about services or other relevant to the customer's tasks information, disclosed that website information is more important for women than for men (accordingly 6.8 and 5.4) and for persons with secondary education (M = 6.7) compared with other education groups.

## CONCLUSION

One of the ways to compete in the age of information technology is a website that focuses on the role of the exchange of information between the two sides - the buyer and seller. However Tourism website not only represents the organization, but also gives users the ability to purchase tourism services. Electronic commerce success, based on trade in the internet space and therefore the competitiveness of tourist services due to various website elements. Analyzing them is usually covers the following main website e-service factors: Interactivity, Design, Information and Functionality.

The research revealed that the primary objectives to use tourism website for potential tourism service buyers in Lithuania most are relevant to a specific and needed tourist information search and the willingness to acquire the desired service. Tourism website survey, analyzing the characteristics of electronic services revealed that for potential tourism service buyers the most important tourism website e-services are Interactivity and Functionality. In descending order of importance there are these features: website interaction, mailing list subscription, online reservation and payment, information safety and security. Least important e-services for tourism website are Design and Information. These are the following (from the least important): location features, website map, company information and website customization.

The analysis of meaning for users of individual factors of the tourism organization websites on the social demographic aspect factors have been identified certain differences. It is found that the site's interactivity is more important for older individuals, for persons with incomplete higher education and for women. Website functionality is more important for younger tourism service buyers and for those who have secondary and professional education. Design is more important for persons in 50 years of age and over and website information is more important for women and for persons with secondary education.

## REFERENCES

Barkauskienė, K., Barkauskas, V. (2012), „Kauno regiono gyventojų turizmo produktų pasirinkimą lemiantys veiksniai", *Economics and management*, Vol. 17, No. 3, pp. 936-943.

Benckendorff, P. (2006), „An exploratory analysis of traveler preferences for airline website content", *Information Technology & Tourism*, Vol. 8, No. 3-1, pp. 149-159.

Beniušienė, I., Svirskytė, G. (2008), „Konkurencingumas: teorinis aspektas", *Ekonomika ir vadyba: aktualijos ir perspektyvos*, Vol. 4, No. 13, pp. 32–40.

Bojnec, S., Kribel, Z. (2005), „Ciencias turísticas en Eslovenia y el sistema educativo global", in *Armonización de los estudios de turismo en el espacio europeo de la enseñanza superior: Valladolid*, 7 al 10 de julio de 2004, pp. 281-293.

Booyens, I., Rogerson, C.M. (2016), „Tourism innovation in the global South: evidence from the Western Cape, South Africa", *International Journal of Tourism Research*, Vol. 18, No. 5, pp. 515-524.

Brown, D.H., Kaewkitipong, L. (2009), „Relative size and complexity: e-business use in small and medium sized tourism enterprises in Thailand", *Journal of Enterprise Information Management*, Vol. 22, No. 1/2, pp. 212-231.

Buhalis, D. (2008), „Progress in tourism management: Twenty years on and 10 years after the Internet: The state of eTourism research", *Tourism Management*, Vol. 29, No. 4, pp. 609–623.

Buhalis, D., O'Connor, P. (2005), „Information communication technology revolutionizing tourism", *Tourism recreation research*, Vol. 30, No. 3, pp. 7-16.

Buhalis, D., Deimezi, O. (2004), „E-tourism developments in Greece: Information communication technologies adoption for the strategic management of the Greek tourism industry", *Tourism and Hospitality Research*, Vol. 5, No. 2, pp. 103-130.

Buhalis, D., Michopoulou, E. (2011), „Information-enabled tourism destination marketing: addressing the accessibility market", *Current Issues in Tourism*, Vol. 14, No. 2, pp. 145-168.

Chu, R. (2001), „What online Hong Kong travelers look for on airline/travel websites?", *International Journal of Hospitality Management*, Vol. 20, No. 1, pp. 95-100.

Cyr, D., Bonanni, C. (2005), „Gender and website design in e-business", *International Journal of Electronic Business*, Vol. 3, No. 6, pp. 565-582.

Cohen, J.F., Olsen, K. (2013), „The impacts of complementary information technology resources on the service-profit chain and competitive performance of South African hospitality firms", *International Journal of Hospitality Management*, Vol. 34, pp. 245-254.

Davidavičienė, V., Tolvaišas, J. (2011), „Measuring quality of e-commerce web sites: Case of Lithuania", *Economics and management*, Vol. 16, pp. 723-729.

Fernando, I.N., Long, W. (2012), „New conceptual model on cluster competitiveness: A new paradigm for tourism?", *International Journal of Business and Management*, Vol. 7, No. 9, pp. 75-84.

Frew, A.J. (2000), „Information and communications technology research in the travel and tourism domain: Perspective and direction", Journal of Travel Research, Vol. 39, No. 2, pp.136-145.

Guseva, N. (2008), „Fuzzy classification in the assessment of e-commerce systems'quality", *Transformation in Business & Economics*, Vol. 7, No. 3, pp.193-206.

Guseva, N., Ruževičius, J. (2006), „Web site quality evaluation methodology", *Informacijos mokslai*, Vol. 39, pp. 64-81.

Hapenciuc, C. V., Condratov, I. (2007), „Theoretical framework for quality evaluation of tourism-related websites service", *Economy Informatics*, Vol. 1, No. 4, pp. 52-58.

Hashim, N.H., Murphy, J. (2007), „Branding on the web: Evolving domain name usage among Malaysian hotels", *Tourism Management*, Vol. 28, No. 2, pp. 621-624.

Hsu, C.H., Wolfe, K., Kang, S.K. (2004), „Image assessment for a destination with limited comparative advantages", *Tourism Management*, Vol. 25, No. 1, pp. 121-126.

Iliachenko Y.E. (2006). Electronic Service Quality (E-SQ) in *Tourism: Development of a Scale for the Assessment of E-SQ of Tourism Websites*, Doctoral Thesis, Business Administration and Social Sciences, Sweden: Luleå University of Technology.

Jasinskas, E., Švagždienė, B., Bandurin, A. (2014), „Significance of financial support of structural funds for the competitive ability of rural tourism homesteads", *Transformations in Business & Economics*, Vol. 13, No. 2A(32A), pp. 324-342.

Law, R., Leung, R., Buhalis, D. (2009), „Information technology applications in hospitality and tourism: a review of publications from 2005 to 2007", *Journal of Travel & Tourism Marketing*, Vol. 26, No. 5-6, pp. 599-623.

Law, R., Leung, K. (2002), „Online airfare reservation services: a study of Asian-based and North American-based travel web sites", *Information Technology & Tourism*, Vol. 5, No. 1, pp. 25-33.

Loiacono, E.T., Watson, R. T., Goodhue, D. L. (2007), „WebQual: An instrument for consumer evaluation of web sites", *International Journal of Electronic Commerce*, Vol. 11, No. 3, pp. 51-87.

Morrisonn, A.M., Jing, S., O'Leary, J.T., Cai, L.A. (2001), „Predicting usage of the Internet for travel bookings: An exploratory study", *Information Technology & Tourism*, Vol. 4, No. 1, pp. 15-30.

Murphy, J., Tan, I. (2003), „ Journey to nowhere? E-mail customer service by travel agents in Singapore", *Tourism Management* , Vol. 24, No. 5, pp. 543–550.

Pan, B., Fesenmaier, D.R. (2000), „A typology of tourism related web sites: its theoretical backgound and implications", *Information Technology and Tourism*, Vol. 3 No. 3/4, pp. 155-176.

Rosen, D.E., Purinton, E. (2004),  „Website design: Viewing the web as a cognitive landscape", *Journal of Business Research*, Vol. 57, No. 7, pp. 787-794.

Sharma, P., Carson, D. (2001), „Online opportunities and challenges for indigenous cultural tourism in Australia", *Information Technology & Tourism*, Vol. 4, No. 2, pp.77-90.

Spremić, M., Strugar, I. (2008), „Towards a framework for hotel website evaluation", *International Journal of Applied Mathematics and Informatics*, Vol. 1, No. 2, pp. 28-36.

Stockdale, R. (2007), „Managing customer relationships in the self-service environment of e-tourism", *Journal of Vacation Marketing*, Vol. 13, No. 3, pp. 205-219.

Vaškaitis, E.,  Armaitienė, A. (2014),  Turizmo inovacijų taikymo Lietuvos turizmo versle prielaidos", *Tiltai*, Vol. 65, No. 4, pp. 19-35.

Wu, W.Y., Lee, C. L., Fu, C.S., Wang, H.C. (2013), „How can online store layout design and atmosphere influence consumer shopping intention on a website?", *International Journal of Retail & Distribution Management*, Vol. 42, No. 1, pp. 4-24.