De La Salle University – Dasmariñas
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MARKETING EFFECTIVENESS OF SELECTED TRAVEL AGENCIES' WEBSITES IN NANJING, CHINA

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By

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ABSTRACT

Title: Marketing Effectiveness of Selected Travel Agencies' Websites in Nanjing, China

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Summary

The IT industry is rapidly growing and undergoing constant change. The Internet has increasingly become a popular medium for marketing. This also applies to the tourism industry that more and more tourism organizations use web sites for Internet marketing. This has led to the purpose of this thesis, which was to determine the marketing effectiveness of selected travel agencies' websites. This was done by conducting interviews, mailed questionnaires and direct observations of 17 travel agencies in Nanjing city, China.

The study shows that most travel agencies were small scale with traditional products and services, which had set up their own websites recently. It also indicates that websites gain some sales and market share for travel agencies but have little help on customer satisfaction and brand loyalty

in current stage. Meanwhile, study also find there was no significant difference with those marketing indicators mentioned above of different business category among selected travel agencies. However, managers whom were interviewed in this study have confidence with website as a marketing tool for a long-term investment.

Finally, researcher of this paper suggested new product innovation, online payment solutions, web page development and customized business strategies for those travel agencies. Researcher also suggested that for those small travel agencies which might not have enough recourses to maintain advanced website, could present themselves in some famous, integrated and high click websites. While, those travel agencies could consolidate a united website to share information and resources.

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