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Tourists' Perceptions Toward E-tourism : An Empirical Evidence from Punjab

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Abstract

The boom of information and communication technology (ICT) in India is a well-known phenomenon with a positive impact on the economy. Internet has become a platform for tourism companies to bring their products and services to customers around the world. Several firms have offered their tourism services online and claim that they offer better services in comparison to traditional travel agencies. Despite the increasing importance of e-tourism on one hand and key role of customer satisfaction on the other hand, very few studies have been conducted in this regard. Current research has persuaded to fill this gap by studying the perceptions of tourists towards e-tourism. Data was collected through primary sources by framing a questionnaire. Factor Analysis and Weighted Average Method were used to analyze the data. The results showed that most of the respondents were satisfied with information quality, customization services and user friendly features of tourism websites.

Key Words

Perceptions, Tourists, E-tourism, ICT

INTRODUCTION

The revolution in ICT (Information Communication Technology) has profound implications for economic and social development. It has pervaded every

aspect of human life whether it is health, education, economics, government, entertainment etc. The most important benefit associated with the access to the new technologies is the increase in the supply of information (Shanker, 2008).

Information is a crucial factor in the planning and booking during the travel, and sometimes even after that. The nature of tourism and its products make tourism intensive from the information point of view (Werthner and Klein, 1999). Contemporary information society has made tourism a highly information-intensive industry (Shanker, 2008). The emergence of the internet brought new opportunities for the travel industry. The ease of access, abundance of information, and low transaction cost of the web has motivated the tourism industry to provide online travel services (Wang et al., 2007). The role of ICT in tourism industry cannot be underestimated and it is crucial driving force in the current information driven society. Customers depend upon ICT while identifying and developing tourism site and destinations itself. Tourism websites are becoming increasingly popular as travellers can browse these websites at the convenience of their workplace or homes, compare offerings from multiple websites with the click of a mouse button (Palmer and McCole, 2000).

Since the use of internet is growing continuously, many tourism firms are motivated to offer their services on-line. Being online is so important that if a tourist firm does not provide services on the web it may well be ignored by the millions of people who now have access to internet and expect every tourism firm to have a comprehensive presence on the web (WTO, 2000).

The relation between tourism and internet is explained below.

Tourism Service Providers ⟹ Information Interaction ⟸ Tourists
Through Technology

The information communication technology works as a link between tourism service providers and tourists. The establishment of the Computer Reservation Systems (CRSs) in the 1970s and Global Distribution Systems (GDSs) in the late 1980s, followed by the development of the Internet in the late 1990s, has transformed the operational and strategic practices in the tourism industry dramatically (Buhalis, 2003). Information Communication Technologies (ICTs) have been transforming tourism globally. The ICT has altered the structure of tourism industry (Buhalis, 1998). The Internet has become one of the most important platforms for travel-related service entrepreneurs to provide services and communicate information with their target customers. The number of travel-related websites has grown rapidly during the past decade, and the competition has become more intensive than ever.

The term 'E-Tourism' refers to e-business in the field of travel and tourism and the use of Information and Communication Technology (ICT) to enable tourism providers to operate more efficiently, and to reach and serve consumers more effectively with facilities to search, compare and book tourism products (Shanker, 2008).

According to Buhalis "E-Tourism reflects the digitalization of all the processes and value chains in the tourism, travel, hospitality and catering industries". It is a quick and easy way for the customer to buy travel product (Scottish Parliament, 2002). Some other benefits are better management of information, better integration of suppliers and vendors, better channel partnership, lower transaction costs, better market understanding and expanded geographical coverage (Porter, 2001).

GROWTH AND DEVELOPMENT OF ONLINE TOURISM SERVICES IN INDIA

Website development in India has increased to a point where hundreds of companies are creating new web pages, and thousands of people are becoming web users daily. Prior to the year 1995, when internet access was not readily available in India, a potential inbound tourist (from abroad), had to depend on printed brochures from Indian embassies abroad, a few published guides and feedback from those tourists who had already visited India (Gupta and Gupta, 2008). The state-owned Videsh Sanchar Nigam Limited (VSNL) launched Internet Services in India in August 1995. Table No. 1 shows the internet usage and population statistics for India for the years 1998 through 2010.

Table 1

Internet Usage and Population Statistics, 1998-2010

Year	Users	Population	Percentage of Internet Usage to Population
1998	1,400,000	846,421,000	0.16 %
1999	2,800,000	846,421,000	0.33 %
2000	5,500,000	846,421,000	0.64 %
2001	7,000,000	1,028,737,000	0.68 %
2002	16,500,000	1,028,737,000	1.60 %
2003	22,500,000	1,028,737,000	2.18 %
2004	39,200,000	1,028,737,000	3.81 %
2005	50,600,000	1,028,737,000	4.91 %
2006	40,000,000	1,028,737,000	3.88 %
2007	42,000,000	1,028,737,000	4.08 %
2009	81,000,000	1,028,737,000	7.87 %
2010	100,000,000	1,028,737,000	9.72%

Source : Internet World Statistics, 2010

Internet adoption continued to grow in India except in the year 2006. The percentage of internet usage to population was just 0.16% in the year 1998. From 0.33% in the year 1999 it became 0.64% in the year 2000 and, ultimately, 0.68% in the year 2001. Further the percentage of internet usage shows increasing trend up to the year 2005. Then the ratio of internet usage to population has declined in the year 2006. Broadband policy and other initiatives by the IT and Telecom Ministry encourage people to adopt internet, so the percentage of internet usage showed a growth from the year 2007-2010. But a lack of ICT knowledge and a general fear of technology kept people away from its adoption. But, lately, with an increase in broadband internet penetration in Indian homes, people are getting used to visit websites to look for tourism information.

THEORETICAL BACKGROUND

Poon (1993) analyzed some of the major challenges facing tourism industry and outlines the relationship between tourism and ICT. Sheldon (1997) examined the main characteristics of the structure of tourism industry and the operation of the new technologies in it. Besides analyzing the telecommunication technologies in the industry, the hospitality sector, entertainment sector, transport sector, management sector and other intermediaries have been diligently explored. Scharl et al., (2001) examined the effectiveness of structural and textual components of tourism websites in Austria. Result showed that poor site management is high in comparison to other countries in Switzerland. Austrian sites are characterized by the highest number of images and file extensions.

Similarly Al-Mashari and Al Sanad (2002) listed a number of critical success factors for e-commerce through analyzing several reported case studies of successful e-commerce applications. These factors include user-friendly web interface, top management support, maintaining strong links with customers and suppliers, powering website with strong search engine, ensuring customer acceptance, and providing up-to-date information. Buhalis and Licata (2002) examined the role of e-tourism intermediaries in future. Results showed that security issues were perceived as significant variable. Nysven et al., (2003) studied that what kind of value added services are being provided by tourism business websites in Norway. Results depicted that expectations of customers are higher for value added services than offered by the companies. Anckar and Walden (2001) investigated whether tourists use the internet for booking travel related services in Finland. Results showed that there is an increasing trend in the consumer to abandon the old traditional travel agencies

to book their holiday's journeys. Buhalis and Molinaroli (2003) explored to what extent domestic, inbound, outbound Italian tourism sector is ready to adopt e-commerce. It was suggested that larger firms should collaborate with smaller operators to enlarge their offerings.

Jie Lu and Zi Lu (2004) studied the requirements of users' behavior and attitude in visiting the tourism websites in China. They identified that there is not much correlation between number of tourism websites and the number of tourists visiting that place. Kumar et al., (2005) examined the Information Communication Technology (ICT) and development of Tourism Industry in Fiji. The findings showed that high cost of service is the main barrier in the way of information technology for the Travel and Tourism Industry. Songyu (2006) studied the perceptions of international tourists who surf e-tourism websites. Most of the tourists satisfy in e-tourism and they choose e-tourism for the search of information and to reserve the products of tourism. Badnjevic and Paducova (2006) analyzed the ICT awareness in the small travel agencies and tour operators in India. The effects which have positive impact on ICT were economical and technological developments. Hongxiu and Reima (2008) examined the current e-tourism issues in China. The results showed that the international travel service providers should focus on B2C Model to expand their electronic market in China. Kumar and Pathak (2008) examined the adequacy and effectiveness of official websites of various tourism corporations of India. Li and Buhalis (2010) studied those factors which influence the behavior of the Chinese to use the e-commerce application in the Tourism and Travel Industry. Use of information communication technology has increased the customer relations, consistency and made them internationally competitive.

There is lot of literature on tourism industry but as far as India is concerned there are very few studies which have studied e-tourism, so, present study is going to shed light on the perceptions of tourists on e-tourism and to determine factors which motivate tourists to use online tourists.

OBJECTIVES OF THE STUDY

Following are the objectives for the current study.

1. To determine the factors affecting the tourists' decision to use e-tourism.
2. To identify the variables which act as constraints in using e-tourism.
3. To examine the variables of site design which play an important role in choosing a particular tourism website.

RESEARCH METHODOLOGY AND DATA BASE

The study is based on primary data. For the data collection a questionnaire was developed based on relevant studies. The questionnaire comprised of two parts. The first part was related to the demographic profile of the tourists. Second part of the questionnaire also comprised two sections. The first section of second part of the questionnaire consisted of statements related to factors which are considered vitally by tourists to use e-tourism. The universe of the study was those tourists who had used e-tourism at least once in their life. Responses were collected from 100 respondents from two major cities of Punjab, i.e. Jalandhar and Amritsar. The second section of second part of the questionnaire was designed to collect information related to the factors of e-tourism. Respondents were asked to rate various variables to measure their perceptions in relation to constraints in using e-tourism and variables important for selection of site design on a five point scale ranging from 5 (Most Important) to 1 (Not at all Important). In order to analyze collected data, Weighted Average Score and Factor Analysis techniques have been employed. The analysis of the data was carried by using statistical package for social sciences (SPSS) version 18.0.

SAMPLE CHARACTERISTICS

As far as the demographic profile of the respondents is concerned, the sample comprised of variety of respondents belonging to different economic and professional background.

Table No. 2 shows the demographic profile of the respondents. The ratio of male to female respondents was almost equal in the sample. Furthermore, youngest respondents formed the majority (around 55%) in the age group of 20-30 years.

As far as education level is concerned, 46% of the respondents are post graduates followed by graduates (33%). As far as respondents' occupation is concerned, majority respondents belong to service category (46%), followed by students (29%), professional (10%), businessmen (9%) and housewives (6%). As per income categorization, 51% respondents were having total monthly income below Rs. 20000, 28% between Rs.20000-30000 followed by 16% who belong to income category Rs. 30000-40000. However, just 5% were falling in above Rs.40000 income group.

Table 2

Demographic Profile of Respondents

Demographic Variables		No. of Respondents (%)
Gender	Male	47
	Female	53
	Total	100
Age	Below 20	16
	20-30	55
	30-40	13
	40-50	8
	50-60	6
	Above 60	2
	Total	100
Marital Status	Married	39
	Single	59
	Divorcee	2
	Total	100
Education Level	Matriculation	13
	Graduation	33
	Post graduation	46
	Any other	8
	Total	100
Occupation	Student	29
	Businessmen	9
	Servicemen	46
	Professional	10
	Housewife	6
	Total	100
Monthly Income (Rs.)	Below 20000	51
	20000-30000	28
	30000-40000	16
	Above 40000	5
	Total	100

DATA ANALYSIS

RESULTS AND DISCUSSION OF FACTOR ANALYSIS

To find out the factors influencing the use of e-tourism, 31 statements relating to e-tourism were framed. The respondents were asked to give their agreement or disagreement regarding the attributes on five point Likert scale ranging from 5(Strongly Agree) to 1(Strongly Disagree). Data so collected was subjected to Factor Analysis to bring out the important factors influencing behavior of respondents in using e-tourism. Before applying the factor analysis, testing of the reliability of the scale is very important as it shows the extent to which a scale produces consistent results if measurements are made repeatedly. This is done by determining the association between scores obtained from different administrations of the scale. If the association is high, the scale yields consistent results, thus, is reliable. Cronbach's alpha is most widely used method. It may be mentioned that its value varies from 0 to 1 but, satisfactory value is required more than 0.6 for the scale to be reliable (Malhotra, 2002; Cronbach1951). In the present study the Cronbach's alpha scale was used as a measure of reliability. Its value is estimated as 0.627 which indicates scale is reliable. After checking the reliability of the scale, it was tested whether data so collected is appropriate for factor analysis.

Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is useful method to show the appropriateness of data for factor analysis. The KMO statistics varies between 0 to1. Kaiser (1974) recommended that the value greater than 0.5 is acceptable (Field, 2000). In this study the value of KMO for overall matrix is 0.651 thereby indicating that sample taken to process factor analysis is significant. Bartlett Test of Sphericity (Bartlett, 1950) is another test applied in the study for verifying appropriateness, whose value is significant. Table No. 3 indicates that data is appropriate for factor analysis.

Table 3

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.651
Bartlett's Test of Sphericity	Approx. Chi-Square	1026.517
	df	465
	Sig.	.000

Principal Component Factor Analysis

Principal Component Method followed by Varimax rotation (Boyd et al., 1977 and Hair et al., 1990) was performed on the data. It reduced 31 statements

(considered in the study) to 10 factors. The Varimax rotated ten factor satisfactory solutions so derived is shown in Table No.4.

Table 4

Total Variance Explained

Factors	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Vari-ance	Cumu-lative %	Total	% of Vari-ance	Cumu-lative %	Total	% of Vari-ance	Cumu-lative %
1	5.636	18.181	18.181	5.636	18.181	18.181	3.015	9.727	9.727
2	2.975	9.596	27.777	2.975	9.596	27.777	2.624	8.464	18.192
3	2.058	6.640	34.417	2.058	6.640	34.417	2.600	8.388	26.579
4	1.762	5.683	40.100	1.762	5.683	40.100	1.984	6.400	32.979
5	1.640	5.292	45.392	1.640	5.292	45.392	1.851	5.971	38.950
6	1.457	4.701	50.093	1.457	4.701	50.093	1.773	5.721	44.671
7	1.356	4.374	54.467	1.356	4.374	54.467	1.678	5.413	50.084
8	1.215	3.918	58.385	1.215	3.918	58.385	1.613	5.205	55.289
9	1.142	3.684	62.069	1.142	3.684	62.069	1.578	5.090	60.379
10	1.032	3.330	65.399	1.032	3.330	65.399	1.556	5.019	65.399

Extraction Method : Principal Component Analysis.

These factors explained 65.399% of the total variance, which is very much acceptable for the Principal Component Varimax rotated factor loading procedure i.e. 50 % (Johnson and Wichern, 2002). Total ten factors and the variables loaded on these factors have been summarized in Table No. 5. As per Table 5, Factor 1 was named as "Complexity" which consisted of five items namely 'tourism websites are not responsive toward changing needs of customers', 'poor answer to query', 'unreliable information', 'redesign of website is difficult task' and 'using website is complex task'. This factor explained 9.727 % of the variance in the data with an eigen value of 5.636.

Factor 2 was termed as "Negative Experience" accounting for 8.464% of the variance with an eigen value of 2.975. This factor is loaded with three items i.e. 'problem of connectivity', 'financial threat' and 'difficult to access'.

Factor 3 was "Technological Features" consisted of six items namely 'unsatisfied from financial services', 'lack of confidentiality', 'convenient

Table 5

Summary of Factors Underlying the Tourists' Perceptions Toward E-tourism

Sr. No.	Factor Name (VarianceExplained %)	Loading	Statements Included in the Factor
F_1	Complexity (9.272)	.775	Tourism websites are not responsive
		.765	The process of getting queries solved is poor
		.672	Information provided on website is not reliable
		.515	Redesign of website is difficult task
		.468	Using website is complex task
F_2	Negative experience (8.464)	.812	Problem of connectivity in using website
		.637	Financial security is a threat to website
		.506	It is difficult to access tourism websites
F_3	Technological features (8.388)	.731	Customers are unsatisfied with financial services
		.705	Transaction confidentiality is not possible
		.604	It is convenient to reserve via website
		.518	Tourism websites are responsible for cyber crime
		.498	Websites are interactive communication medium
		.443	Absence of direct human contact
F_4	Usefulness (6.400)	.826	Tourism websites provide up-to-date information
		.459	Tourism websites have user friendly interface
		.429	Direct links to other website
F_5	Convenient to use (5.971)	.735	Accommodation is provided at low rate
		.627	Information is provided to solve tourist problem
		.613	Anywhere access
F_6	Customized Services (5.721)	.736	Quality information is provided
		.536	Services are provided according to customer preferences
		.482	Handling information is quick
F_7	Risky (5.413)	.615	Security related risk
		.482	Handling information is unsafe
F_8	Relative disadvantage (5.205)	.705	Cost ineffective
		.597	Insecurity regarding credit card information
F_9	Inexpensive (5.090)	.820	Low distribution cost
F_{10}	Immediate access (5.019)	.767	Easy online reservation
		.561	Anytime access

reservation', 'increase in cyber crime', 'interactive communication' and 'absence of direct human contact'. This factor accounted for 8.388% of the variance with an eigen value of 2.058.

Factor 4 with an eigen value of 1.762 and 6.4% of the variance named as "Usefulness" was loaded with three statements i.e. 'up-to-date information', 'user friendly' and 'direct links'. Further, Factor 5 was named as "Convenient to use" which accounted for 5.971% of the variance and eigen value 1.640. This factor consisted of three statements viz. 'low rate of accommodation', 'solve tourist problems' and 'anywhere access'. It shows that users find it easy to use e-tourism because it provides the latest information. It proves that it is easier to provide services through e-tourism. Tourism websites are accountable, adequate, faster and transparent in comparison to brick and mortar tourism.

Factor 6 was named as "Customized Services" as three statements i.e. 'quality information', 'availability of product according the preferences of customers' and 'handling information is quick' were loaded on it. This factor accounted for 5.721% of the variance with 1.457 eigen value.

Factor 7 was labeled as "Risky" which revealed statements like 'security related risk' and 'unsafe feeling in transactions'. This factor accounted for 5.413 per cent of the variance with an eigen value of 1.356. Much influence in security issue is of disclosure of credit card number. Factor 8 with an eigen value of 1.215, explained 5.205% of the variance. This factor mainly talks of "Relative disadvantage" which included 'cost ineffective' and 'insecurity about credit card information'.

Factor 9 termed as "Inexpensive" loaded with one item 'low distribution cost' explained 5.090 % of the variance and has an eigen value of 1.142. Factor 10 was labeled as "Immediate access" describing the statements 'online reservation' and 'convenience of 24*7'. This factor accounted for 5.019% of the variance with an eigen value of 1.032. Because of easy access and online reservation more customers are attracting toward e-tourism.

RESULT OF VARIABLES AS CONSTRAINT IN E-TOURISM

In order to find out major constraints in using e-tourism, Weighted Average Scores have been calculated on the basis of responses given by respondents. The results have been reproduced in Table No. 6. It was found that the major constraint faced by tourists in using e-tourism is security related issue with weighted average score of 4.19 followed by cost of equipments (4.09) and availability of technical support (4.07). Lack of technical knowledge (4.01) is another important constraint followed by web page loading speed (3.96) closely followed by lack of awareness (3.95) regarding use of e-tourism.

Resistance to adoption e-commerce (3.88), internet access provider (3.86), Lack of customization (3.77), interruption in web page (3.76) and broken links (3.71) are other important hurdles in using e-tourism.

Table 6

Variables as Constraints in E-tourism

Variables	Weighted Average Score
Cost of equipments	4.09
Availability of technical support	4.07
Internet access provider	3.86
Page loading speed	3.96
Lack of technical knowledge	4.01
Lack of customization	3.77
Security issues	4.19
Lack of awareness	3.95
Resistance to adoption e-commerce	3.88
Broken links	3.71
Interruption in web page	3.76

RESULT OF VARIABLES RELATED TO SITE DESIGN

The variables related to site design have also been analyzed through Weighted Average Method. There are many variables which play an important role for tourists in choosing a tourism website. Efforts have been made to elicit the most important variables in this context. Table No. 7 presents the results of weighted average analysis of variables helpful in choosing websites relating to e-tourism.

It is depicted from the table No. 7 that the most important variable for selection of site design in using e-tourism is attractive website with weighted average score of 4.37 followed by ease of use (4.30).

Another important variable is textual richness (4.17) followed by direct links (4.10) and communicational factor (4.09). Informational factor (4.07) is also very important variable followed by availability of concise information (4.06). Navigation efficiency (4.04) as well as customized services (4.04) variables are equal in importance. Other important variable in selection of site design are swift as well as graphic design with weighted average score of 3.98 each. An answer to query (3.95) which is proximate to uncluttered screen (3.94) is also very important variables.

Few other important variables are layout of pages (3.92), visually pleasing (3.89), standard language use (3.84), Transactional factor (3.82) and large no clickable item (3.62).

Table 7

Important Variables Related to Site Design

Variables	Weighted Average Score
Textual richness	4.17
Attractive website	4.37
Ease of use	4.30
Uncluttered screen	3.94
Navigation efficiency	4.04
Graphic design	3.98
Layout of pages	3.92
Direct links	4.10
Customized services	4.04
Visually pleasing	3.89
Transactional factor	3.82
Informational factor	4.07
Communicational factor	4.09
Concise information	4.06
Answer to query	3.95
Swift	3.98
Standard language use	3.84
Large no. of clickable item	3.62

MANAGERIAL IMPLICATIONS

The study focused on the various dimensions of using information communication technologies (ICTs) in tourism industry. By identifying the various factors, this study can contribute a greater understanding of the factors and benefits that were perceived by tourists. The factors taken into account can provide a wide platform to the tourism industry to consider the various factors important for customers using e-tourism.

The factor analysis of data on the various factors looked for by tourists attributes cumulatively explained 65.399 per cent of the variance in the original data set. Total ten factors were developed i.e. Complexity, Negative Experience,

Technological Features, Usefulness, Convenient to Use, Risky, Relative disadvantage, Customized Services, Inexpensive and Immediate Access. Results expressed that all the statements are not equally important for the tourists. The factors like 'Complexity', 'Negative Experience', and 'Technological Features' play an important role in determining the attitude of tourists in using e-tourism. Similarly the factors like Usefulness' and 'Convenient to use' and 'Responsiveness' showed that e-tourism provide advanced way of delivering the services. The factors 'Risky' and 'Relative disadvantage' are also important. The factors 'Inexpensive' and 'Immediate Access' were considered equally important by tourists which exhibited that services through e-tourism are very quick and fast and 24 hours services are considered more important because of the round the clock services to the customers.

The results of weighted average score related to obstacles in using e-tourism showed that the major constraint in using e-tourism was security related issues. So, tourism firms should tackle this hurdle carefully in order to motivate customers to avail the opportunity to use ICTs for tourism related services. Another important constraint was cost of equipment; it depicts that most of the people cannot afford the cost of equipment in using internet for tourism related services. The results of variables related to site design depicted that the most important variable for selection of site design in using e-tourism was attractive website it means people feel easy to use those tourism websites which are fascinating and captivating. Another significant variable of site design was textual richness so tourism companies need to show rich content on the tourism websites.

This study represents a step toward better understanding of attitude of respondents who use e-tourism. The results showed that most of the respondents were satisfied with information quality, customization services and user friendly features of tourism websites. The study also indicated that Site design, Convenience, Product information, Speed and Product offering are the significant factors for tourists to adopt e-tourism. As one of the important factors which emerged from the analysis is complexity to use as well as negative perceptions by tourists toward e-tourism because of security issues, so the tourism website companies should inculcate user friendly interface to bring confidence to those people who are not frequent users of internet for travel related services.

CONCLUSION

The information is the life-blood of the travel industry and the development of information communication technology has become crucial driving force for tourism business. So, most of the tourist agencies have created their websites to

conduct electronic business transactions and to reach wide customer base. Significant numbers of new age technology driven customers have started using e-tourism websites due to their enormous benefits such as speed, convenience and huge product offering. But still there are few people who rely mostly on traditional travel agencies for booking their journey. The most significant factor that acts as a hindrance for wide use of e-tourism is the risk of financial security, Complexity of use of website and negative perception of respondents toward usage of e-tourism which need to be tackled carefully. The respondents who use e-tourism frequently feel that it is quite useful and convenient to use. Quality and customized information is available through websites. Moreover, some of the respondents are of the view that it is relatively cheaper and easy method to avail tourism related services.

LIMITATIONS AND FUTURE RESEARCH SUGGESTIONS

The data for the study was collected from Jalandhar and Amritsar. A more extended geographical sample may produce some other results. Due to time constraints the sample of respondents was just 100, further study can be conducted by taking larger sample. Moreover, the study can also be conducted to collect the comparative views regarding the perceptions of the tourists toward government and private tourism websites.

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