

Abstract

Topic:	Website Service Investigation of a Medium Sized Tour Operator in the Case of Senior Travelers
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The development of the Internet has become a major game changer for the tourism industry. For numerous tourism small and medium enterprises (SMEs) it provided immediate access to their prospective customers all over the globe. For customers, this translated in the endless variety of tourism offers. While tempting, such abundance of choice may leave customers overwhelmed by the amount of information. In this reality, it is essential for travel agencies to provide website visitors with a user friendly, structured website. If information is not easily accessible, visitors are very likely to switch to a competitor's website. To gain visitors attention, it is essential to have a simple, user friendly, informative yet a modern web-site design. The extant literature demonstrates the relationship between user friendliness, website engagement and likeliness to return. As to the elements that contribute to perceived website user friendliness, the results remain scarce. Moreover, the available research is mostly dedicated to the large companies not SMEs.

The aim of this bachelor thesis is to analyze the perceived web quality of a medium sized tour operator with special consideration to user friendliness, structure, and website design with the final aim to enhance user experience and to increase website engagement. The analysis will be done by evaluating website navigation, the obstacles in booking a trip and website user behavior both through available website traffic data and hypothesis testing.