

Analysis of Hotel Websites to Attract Tourists in Iran, Case Study: Yazd County

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Abstract : Nowadays, the importance of information technology and web-based information in tourism is very obvious. Increasing of sales and promotion of brands, the rise of information about tourist attractions and tourist areas, entrepreneurship and making money, introducing of hotels and side information to tourists via web are some examples of website effects on tourism. The hotels using web-based information can succeed in attracting tourists and improve the quality of services to the tourists. So, the study of hotel websites has become one of the most important issues in tourism. Therefore, this research aims to analyze the status of hotel websites in Yazd County as one of the most tourist visited counties in Iran. The quality of hotel website in a county can be very vital for tourism. Hence, this research compares the status of hotel websites in Yazd County with standard indexes and items that extracted from literature and theoretical framework. Content analysis is used for analyzing hotel websites with indexes and items in methodology. In the other words, all of the items are compared with the content of hotel-websites in Yazd one by one. Finally, every hotel archived final score which represents the position of the hotel among the others. All of scores and status of hotels are displayed in their own figures. The result of this research shows that many hotels do not offer standard web-based services and information. So, the existing situation is not very suitable for the attraction of web users or improving the tourism. The result of this research may help the managers and authorities of tourism to offer and improve the web-based services and information.

Keywords : e-tourism, hotel websites, tourism, web-tourism

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