

INFORMATION SEARCH BEHAVIOUR - IS THERE A GAP BETWEEN TOURIST NEEDS AND DMO WEBSITE PERFORMANCE?

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INTRODUCTION

The purpose of this paper is to underline the importance of understanding tourist behaviour in the decision-making process in choosing a destination for travel or vacation, as well as the importance of applying the insights gained to the web marketing of tourist destinations. When selecting a travel destination, tourists search for information from a variety of sources. The Internet, an important information source, plays a vital role in this process. The websites of Destination Management Organizations (DMOs) are a source of information to tourists in the decision-making process of selecting a destination and they are a means of DMO marketing communication with the target market. Hence, special attention must be devoted to contents posted on the websites of DMOs to ensure they meet the requirements of tourists in the decision-making process of destination selection. Considering the marketing concept, marketers, when designing websites, need to take the needs and wants of tourists into account and adjust the contents of their websites accordingly. Importance-Performance Analysis can be carried out to test whether the contents posted on DMOs' websites match tourist needs. This paper presents the application of Importance-Performance Analysis (IPA) on the example of the websites of Croatian DMOs.

The paper is divided into five chapters. The Introduction explains the paper's purpose and structure and is followed by Literature Review, which focuses on the basic concepts discussed in the paper. The third chapter explains the methodology applied in primary research in the example described in the paper. Research results are presented in

the fourth chapter. The final chapter contains the conclusion in which the key insights and limitations of research are discussed, together with recommendations for future studies and recommendations for marketers in DMOs.

LITERATURE REVIEW

Destination management organizations (DMOs) play a central role in promoting tourism in the country, region or town. Thus, Elbe, Hallén and Axelsson (2009) underline: “A main function of destination management organisations (DMOs) is that of being responsible for marketing their destinations”. In many countries the general organization of DMOs consists of a national tourist office and tourist offices on the regional and local level. Because of the role and importance they have in marketing a destination’s tourism product, DMOs should be aware of new trends and guide the development of their tourism product to take account of trends which may directly or indirectly affect consumer choices and behaviour (WTO 2007, p. 53). To a great extent in many western countries, DMOs use the advantages provided by the Internet to enhance their consumer orientation. These advantages enable them to: reach a large number of consumers worldwide with information and product offer at relatively low cost, provide information of greater depth and quality than has been possible through traditional medium of print, enable consumers to book quick and easily and enable large scale savings on the production and distribution of print (WTO 1999, p. 66). In this way, DMOs can reach potential tourists more efficiently and adjust more easily to their specific individual demands.

A precondition to successful tourist destination marketing is understanding tourist behaviour in the various stages of travel decision-making process, in particular in selecting a tourist destination. To attract tourists to their destination, tourism managers need to know what information is important to tourists in the destination selection stage so that they can make this information available to tourists on the destination’s website. This is why tourist destination management must devote attention to studying tourist behaviour, in particular, in choosing a destination for travel and vacation.

Tourism consumer behaviour is nowadays a vital area of research in the tourism industry. It can be defined as “the ensemble of acts, attitudes and decisions regarding choosing, buying and consuming tourism products and services, and also post-consuming reactions” (Fratu 2011). Understanding consumer behaviour on the tourism market is important because “it offers a clearer view of what consumers are looking for and the manager can reflect this view in the development process” (Fratu 2011). In order to create an attractive destination product, marketers should learn how potential visitors search for information about a destination, how important various sources of information are to them, and based on what factors do they select a destination for vacation and travel.

Understanding tourism consumer behaviour and the decision-making process in selecting a destination is not easy since “decision-making is a complex and multi-stage process” (Ozdipciner et al. 2012). The complexity of consumer behaviour in tourism is a reflection of high involvement in the purchase decision, high consumer commitment, strong influence by other people, long-term decision, considerable emotional significance, the provider of the tourism product, the high level of information search and the high level of insecurity linked to intangibility (Swarbrooke 2007, p. 72). Moutinho (2000, p. 73) points out that a vacation tourist behaviour model consists of three parts: (1) pre-decision and decision process; (2) post-purchase evaluation; and (3) future decision-making. Pre-decision and decision processes are particularly important because the other two stages are dependent of them. In this first stage, the consumer is exposed to numerous influences and makes a buying decision. According to Hyde (2008) “pre-vacation decision-making may be conceptualized as comprising three phases – a search for travel and destination information, the making of a plan for the vacation, and the booking of selected elements of the vacation, such as the means of transport and places of accommodation”.

Tourist information search is one of the most extensively researched issues in consumer behaviour in tourism (Hyde 2008), reinforcing the importance of understanding consumer behaviour in tourism. Moutinho (2000, p. 46) indicates that “information seeking is the expressed need to consult various sources prior to making a purchasing decision”. Fodness and Murray (1999) researching tourist information search behaviour and strategies highlight that tourist information search strategies are believed to

be the result of a dynamic process in which travellers use various types and amounts of information sources to respond to internal and external contingencies in vacation planning. They further indicate that there are at least three distinct strategies for information search: spatial, temporal, and operational. The spatial dimension of information search strategy reflects the locus of search activity: internal (accessing the contents of memory) or external (acquiring information from the environment). The temporal dimension represents the timing of search activity. Search can be either on-going, building up a knowledge base for unspecified future purchase decisions, or prepurchase, in response to a current purchase problem. The third dimension is operational, reflecting the conduct of search and focusing on the particular sources used and their relative effectiveness for problem solving and decision making.

Information search is considered crucial to tourists' destination choices (Jacobsen and Munar 2012). At various stages of planning a trip tourists are looking for different types of information. Prior to making a decision about which vacation destination to choose, tourists collect information from different sources. Thus, tourism information search includes internal search as well as the multiple external information sources used (Ho et al. 2012). Internal search refers to "the retrieval of information about alternatives, stored in memory" (Moutinho 2000, p. 46). External information source search is especially important to people who have no previous experience of a specific destination, so "external sources of information will be the ones providing the information the tourist needs to plan the holiday period" (Castañeda et al. 2007). Most often, external information sources include consultation with friends and relatives, past experience of the destination, destination-specific literature, professional consultants and, since recently, the Internet, to an ever greater extent (Hyde 2008).

Recently, the Internet has had a major impact on consumer information search behaviour (Peterson and Merino 2003) and has become one of the most important sources of tourism information (Frías et al. 2012). The Internet is believed to enhance information processing and consumer decision-making by providing the right information (Choi et al. 2007). It provides tourists with access to relevant information on destinations around the world, enables direct communications with tourism suppliers to request information, enables easy and fast booking and empowers consumers to develop and purchase their own itineraries at any time and any place (Andrić and Ružić 2010;

Castañeda et al. 2007; Buhalis 1998). Furthermore, the advantages of online tourism information search include relatively low cost, customised information, ease of product comparison, interactivity, virtual community formation, and 24-h accessibility (Ho et al. 2012; Wang, Head and Arthur 2002). Choi et al. (2007) conducted a study which was focused on understanding the patterns of the traveller's information preferences and search behaviour across the complete course of the travel experience. They found that destination websites are visited across the first, early and middle stages in the pre-trip planning course (Choi et al. 2007). So Kah et al. (2010) highlight that "the ultimate goal of the websites offered by destination marketing organisations (DMOs) or travel businesses is to inspire potential travellers to purchase a travel-related product". However, tourists' preferences for information content differ depending on the destination levels. Choi et al. (2007) argue, "the lower the level, the more concrete and specific the information should be" and "at the national level, however, it is apparent that the focus should be directed at image projection". It is important to present as much information as might be required by the potential tourists on an event website (Filo et al. 2009). Thus, attention should be paid to the functionality and content of websites, as these represent critical success factors and help to attract a greater number of tourists (Kokash 2012). DMO websites should be functional, simple, and aesthetically pleasing (Luna-Nevarez and Hyman 2012). However, "consumers are often overloaded with information provided by multiple sources and feel overwhelmed before finding the intended information. Irrelevant or untargeted information will be filtered through consumers' cognitive system with little impact" (Choi et al. 2007). This makes it all the more crucial to establish the importance of certain types of information to consumers searching the Internet and DMO websites during the vacation planning stage.

The application of IPA is seen as appropriate in evaluating whether the contents posted on DMO websites match tourist needs in the information search and gathering process. IPA was first introduced by Martilla and James (1977) as "a useful technique for evaluating the elements of a marketing program". The method is used to evaluate customer satisfaction and service quality. Its advantages include low cost and easy application. By using IPA, marketers gain insight into which aspects of the marketing mix need to be improved.

IPA is applied by first defining the attributes of the product or service to be evaluated. This can be done based on prior research or by carrying out qualitative research such as interviews and focus groups. Once the key attributes have been identified, customers are asked to rate how important the attributes are to them. Customers are then asked to rate actual performance. Both evaluations can be made using a five- or seven-point scale. IPA results are presented graphically on an importance-performance grid consisting of four quadrants: “Concentrate here”, “Keep up with the good work”, “Low priority” and “Possible overkill”. Managers then need to carefully analyse the position of each attribute in the grid and consider its importance to customers and its actual performance so as to be able to make decisions regarding the investment of resources in improving product/service quality.

After first being applied to automobile dealer services (Martilla and James 1977), IPA was later used in other areas such as health care (Cunningham and Gaeth 1989), banking and finance (Ennew et al. 1993), sport centres (Rial et al. 2008), retail (Shieh and Wu 2007) and education (Alberty and Mihalik 1991).

Much research has been conducted in the field of travel and tourism (Vaske et al. 1996; Ban 2012; Chu and Choi 2000), for example in recreation settings (Gill et al. 2010), backpackers resorts (Lück 2011), tourist destination shopping centres (Kinley et al. 2002) and spa hotels (Blešić et al. 2014). IPA has also been used to evaluate the quality of e-service (Huang et al. 2015; Seng Wong et al. 2011) and websites (Shakur et al. 2012).

The application of IPA in evaluating the compatibility of the contents of DMOs’ websites to the needs of the target market in the destination selection decision process will be illustrated on the example of Croatian DMO websites. For this purpose, the objectives are defined as follows: (a) to determine the importance of the information published on the DMOs’ websites to tourists in the information gathering phase of travel or vacation planning; (b) to assess DMOs’ website quality in the case of Croatian DMO websites and (c) to establish the gap between the importance of the information posted on DMOs’ websites and real performance.

METHODOLOGY

To accomplish the objectives of research, two separate but interrelated surveys were carried out in the field. The first survey was conducted with the aim of establishing the importance of information posted on the websites of DMOs in selecting a vacation destination. The second survey focused on analysing the performance of websites of DMOs in Croatia. IPA was carried out based on the results of the two studies and conclusions were derived that provide an answer to the question of whether DMOs' websites match tourist expectations.

To establish the importance of information posted on DMO websites to consumers in the information gathering stage of selecting a vacation or travel destination, the first field research was conducted. A survey was conducted on a sample of students from the University of Rijeka and the Polytechnics in Rijeka. A convenience sample comprising 336 respondents was used. Students were judged as being a suitable group of respondents for such an exploratory study, taking into account that previous studies have shown Internet users in tourism as being persons of higher education and those who visit travel websites and general websites more often, and have more positive attitudes towards the use of the Internet (Andrić and Ružić 2010; Hyde 2008; Morrison et al. 2001). Furthermore, this group of respondents is expected to include more Internet users than other age groups and scores high in Internet literacy (Kah et al. 2010). The average age of the respondents was 22, and 60% of the respondents were females.

The importance of the information posted on DMO websites was assessed using the questionnaire that was applied to analyse the importance of information posted on the websites of travel agencies in Jordan (Kokash 2012). Respondents were asked to rate the importance of information and website attributes arranged in six groups: Home page, Basic information, Complementary information, Communication and interactivity, Navigation, Functionality and Marketing. The research instrument contained 87 variables referring to information posted and to other website attributes. Respondents were asked to do the following: "Please rate on a scale of 1 to 5 the importance to you of information posted on tourist board websites when searching the Internet to plan a trip". On the rating scale, 1 signified that the information was not important to the respondent, while 5 signified the information was extremely important. After incomplete

questionnaires were removed, 333 valid questionnaires remained for further analysis. The data collected were analysed using descriptive statistics, exploratory factor analysis and reliability analysis with the help of the statistical software SPSS 19.

The second part of research aimed to determine the performance of Croatian DMOs' websites. The analysis was conducted by experts knowledgeable in information science, that is, 30 students of information science at the Polytechnics of Rijeka. The research instrument was the same instrument used in the first phase of research but with different questions. Respondents were asked to rate website quality from the perspective of content presentation and function on a Likert scale of 1 to 5, with 1 being "non-existent/exceptionally poor" and 5 being "excellent". A total of 22 websites were rated, including the website of county tourist boards which act as DMOs in Croatia and the website of the national tourist board.

After both surveys were conducted and preliminary analysis of data carried out, IPA was performed to summarize the results of both surveys. Results obtained are presented in the following section.

FINDINGS

The first objective of research refers to determining the importance of information posted the DMOs' websites for tourists in the information gathering phase of travel or vacation planning. Once the data were collected and entered into the database, exploratory factor analysis was conducted to reduce the large number of manifest variables to a smaller number of factors. The results of Bartlett's Test of Sphericity ($\chi^2_{(3655)} = 13737.58$; $p < 0.001$) and the Kaiser-Meyer-Olkin measure of sampling adequacy (0.880) showed that the correlation matrix is appropriate for carrying out the factor analysis (Tabachnick and Fidell 2007, p. 614). Upon confirming that conditions for factor analysis were met, principal component analysis with varimax rotation was carried out. The varimax rotation method is used since the goal is data reduction to a smaller number of variables and clear separation of the factors (Hair et al. 2006, pp. 126-127) by maximizing variance of loadings on each factor (Tabachnick and Fidell 2007, p. 639).

The criteria for the number of factors extracted and variables retained were based on eigenvalues, percentage of variance explained, and significance of factor loadings. Factors with eigenvalues greater than 1, a solution with at least 60% of total variance explained, and factor loadings above 0.4 were considered as satisfactory. Items with saturation higher than 0.40 on more than one factor were eliminated as recommended by Churchill (1979). Out of the total number of variables, 15 factors were extracted that explain 61.73% of variance. Cronbach's alpha coefficients were used to test the internal consistency of factors. Cronbach's alpha coefficients for the last two factors (Search option and Website actualisation) are lower than 0.6, which is considered valid for exploratory research (Hair et al. 2006, p. 137). A low alpha coefficient may result from the fact that these factors consist of only two variables. Further, inter-item correlation was performed. Correlation coefficients between items were 0.404 (for Search option), and 0.346 (for Website actualization) which is considered as satisfactory according to Hair et al. (2006, p. 137) who suggest that inter-item correlations should exceed 0.30. Therefore, the authors decided to retain these factors to avoid losing useful information for managers and DMO website designers. Once exploratory factor analysis and reliability analysis were conducted and the factors created, the importance of individual factors to potential tourists was analysed. Using descriptive statistics, the average mean values of the individual factors were calculated. The results of analyses conducted are presented in the appendix.

Having determined the importance of contents on DMO websites for information gathering in the travel decision phase, the mean values of the same factors were calculated based on the analysis carried out by experts to determine the quality of Croatian DMOs' websites. In addition to calculating mean values, the gap between importance and performance was also calculated. IPA results are shown in Table 1.

TABLE 1. IPA OF CROATIAN DMOS WEBSITES

No.	Dimensions	Importance (I)		Performance (P)		Gap (P – E)	Paired samples t-test* t value
		Mean	SD	Mean	SD		
1	Pictures and description	4.60	0.500	3.60	0.723	-1.00	14.714
2	Languages	4.43	0.775	3.24	1.458	-1.19	12.129
3	Events and offering	4.39	0.555	3.41	0.847	-0.98	16.550
4	Online booking and marketing	4.30	0.664	1.48	0.662	-2.82	53.334
5	Website actualization	3.88	0.777	1.84	0.980	-2.04	28.948
6	Search option	3.77	0.801	2.87	1.400	-0.90	9.707
7	Contact	3.73	0.832	3.13	0.979	-0.60	8.498
8	Comments	3.73	0.938	1.53	0.829	-2.20	30.083
9	Multimedia	3.70	0.803	2.95	0.880	-0.75	10.780
10	Dynamics	3.68	0.716	2.48	0.918	-1.20	29.163
11	Links	3.67	0.732	3.00	0.727	-0.67	11.522
12	Practical information	3.66	0.687	1.74	0.660	-1.92	36.132
13	Logo and slogan	3.58	1.011	3.25	1.058	-0.33	4.225
14	Web statistics	3.03	0.838	1.62	0.593	-1.41	42.071
15	Service providers' information	2.04	0.354	2.71	0.979	0.67	-11.552

* Note: All t-values are significant at $p < 0.001$

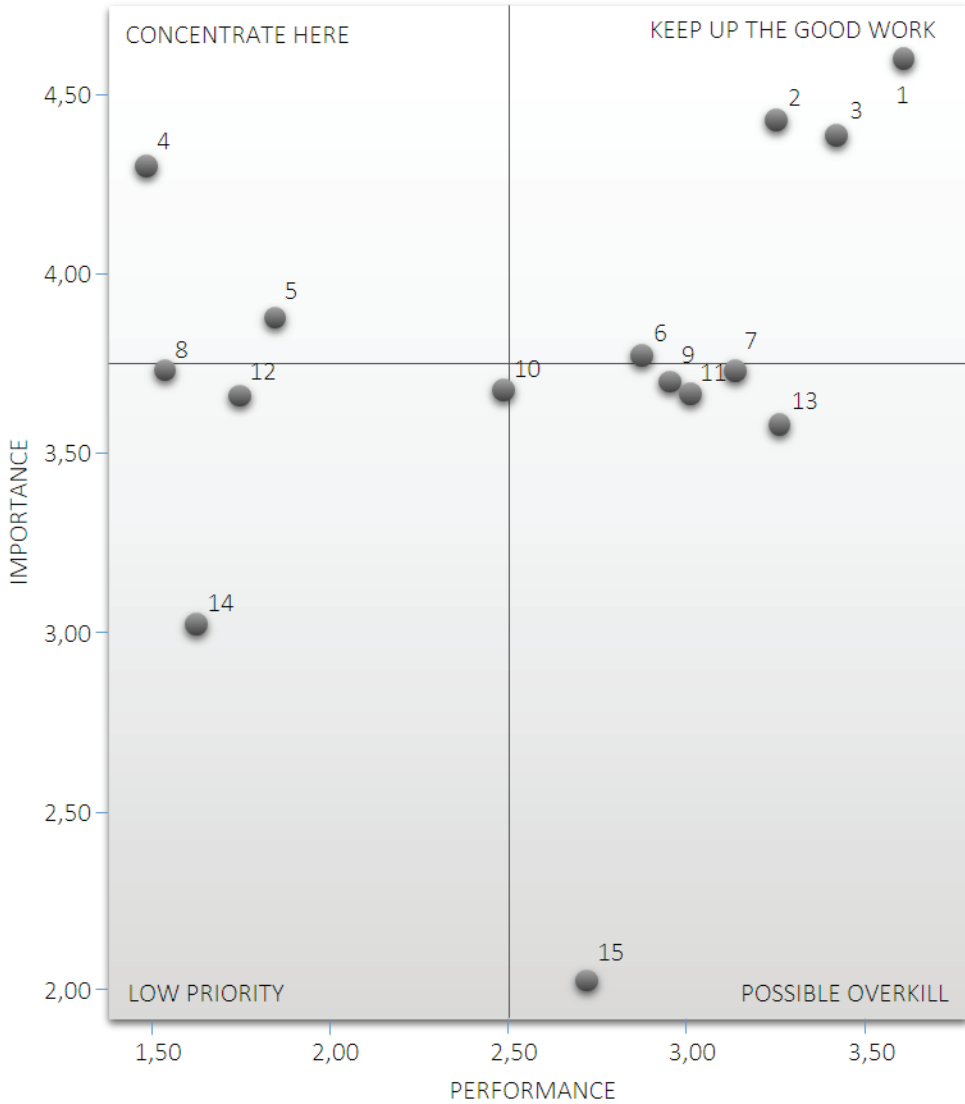
Source: Authors' research

The results presented show that respondents consider the most useful information on DMO websites to be destination pictures and description ($M=4.60$, $SD=0.50$) and information concerning events in the destination ($M=4.39$, $SD=0.555$). Also important is the option of choosing a website's language ($M=4.43$, $SD=0.775$), together with the option of online booking ($M=4.30$, $SD=0.664$). An analysis of the mean values of the individual variables that reflect the importance of specific types of information has established the following information as being the most important to respondents: images of the destination ($M=4.72$, $SD=0.616$), attractions ($M=4.61$, $SD=0.735$), description of the destination ($M=4.57$, $SD=0.649$), how to reach the destination ($M=4.56$, $SD=0.774$), general information concerning the tourism offering ($M=4.55$, $SD=0.728$) and events ($M=4.52$, $SD=0.784$). The least important information pertains to website design ($M=2.57$, $SD=1.114$) and Web statistics ($M=2.68$, $SD=1.101$).

The results of experts' analysis, which included 22 websites of Croatian DMOs, indicate that the factors "Pictures and description" ($M=3.60$, $SD=0.723$) and "Events and offering" ($M=3.41$, $SD=0.847$) have the best performance, while the factors "Online booking and marketing" ($M=1.48$, $SD=0.662$) and "Comments" ($M=1.53$, $SD=0.829$) have the poorest performance. It is evident that expert ratings referring to website quality are noticeably lower than the importance ratings of individual information, as confirmed by gap analysis. Apart from the factor "Service providers' information" which has a positive gap, a statistically significant negative gap was obtained for all other factors. The factor "Online booking and marketing" has the largest gap between importance and performance, suggesting the need for substantial improvements. The gap of the factor "Pictures and description", although negative, is twice as small. This factor also has the highest average importance rate, indicating that performance in this area is better nevertheless. IPA results are illustrated on the importance-performance grid (Figure 1).

The mean Importance rating for the pooled data was 3.75 while the mean Performance rating was 2.5 ($SD=0.75$). The importance-performance grid consists of four quadrants. Website content, which calls for special attention and improvements because it is important to tourists but does not perform as well as it could, is located in the "Concentrate here" quadrant. The dimensions there are "Online booking" and "Website actualization". The contents encompassed in "Comments" also need to be improved. "Pictures and description", "Languages" and "Events and offering" are contents that are very important to tourists, and here performance is also profoundly better. The contents included in the lower two quadrants are not of considerable importance to tourists and do not require any significant investment of resources.

FIGURE 1. IPA GRID ANALYSIS OF CROATIAN DMOs WEBSITES



Notes:

- | | | |
|---------------------------------|------------------|------------------------------------|
| 1. Pictures and description | 6. Search option | 11. Links |
| 2. Languages | 7. Contact | 12. Practical information |
| 3. Events and offering | 8. Comments | 13. Logo and slogan |
| 4. Online booking and marketing | 9. Multimedia | 14. Web statistics |
| 5. Website actualization | 10. Dynamics | 15. Service providers' information |

CONCLUSION

The research described in this paper aims to determine how important various types of information posted on DMO websites are to tourists when choosing a destination for vacation and to establish whether Croatian DMOs are successful in meeting the demands of their target audiences. To this end, IPA was carried out to identify the gap between the importance of individual attributes to users and the actual performance of these indicators.

Research results indicate that in the travel planning phase tourists consider information that uses textual and visual images of a destination in order to describe the experiences that can be enjoyed in the destination as being the most important. Mackay and Couldwell (2004) have underscored the importance of pictures in creating and communicating a destination's image, as have Luna-Nevarez and Hyman (2012) indicating the importance of more graphics and less text on DMO websites for capturing visitors' attention and creating a good first impression. Also very important to tourists is information about events, attractions and specific activities in a destination, hotel and restaurant information, and instructions on how to reach a destination. These findings are consistent with those of previous studies according to which the categories of basic information and marketing are the most important to tourists (Kokash 2012). It should also be noted that online booking and electronic payment options on a DMO website are also important. This coincides with research by Luna-Nevarez and Hyman (2012) who claim that "a DMO website should satisfy the information preferences of likely viewers while assisting with the basic commercial transactions required by destination visitors, such as hotel booking, event booking, or travel package purchasing".

IPA of the contents of Croatian DMOs' websites shows there is a gap between the importance tourists give to posted contents and the actual performance of contents in practice. The factors "Pictures and description" and "Logo and slogan" were rated as having the best performance, and the factors "Online booking and marketing" and "Comments", the poorest. Evidently, the factor "Online booking and marketing" has the largest gap. The importance-performance grid graphically demonstrates the areas in which there is congruence between the importance of information to tourists and performance on Croatian DMOs' websites (such as "Pictures and description", "Languages" and "Events and offering") and the areas in which improvements are essential.

Definitely, “Online booking and payment” is the most important area in which Croatian DMOs should make improvements to match practice to the demands of the target market.

Recommendations can be made to destination management based on the results of research and IPA. To promote the tourist destination at the global level and to create its image, DMOs need to use the advantages of information and communication technology and to engage in web marketing. Images and descriptions of a destination and information on events in the destination are important to tourists when choosing where to travel. Websites need to be multilingual and should provide basic information about the tourism offering and enable online booking and electronic payment. Thus, visually appealing websites should catch the attention of potential tourists in the initial stage of planning a trip.

The research presented in this paper has certain limitations. Foremost, research on the importance of information posted on DMO websites in choosing a destination was carried out on a non-representative and homogenous sample, a fact which must be taken into account when interpreting results. Respondents did not have access to the websites but, rather, responded in isolated conditions to questions asking for their opinion concerning the importance of certain types of information. Furthermore, the research instrument was originally used to analyse the quality of the websites of travel agencies. It is possible that different results could have been obtained with a different research instrument. In the second survey, experts were asked to rate the performance of Croatia DMOs’ websites and it was impossible to avoid a certain level of subjectivity in judging website quality, which could also be seen as a limitation. The limitations stated can also be seen as challenges for further research in this area. Surveys could be conducted on a sample of tourists of diverse socio-demographic characteristics and coming from different countries. Website performance could also be rated by tourists rather than experts, considering that these two groups probably perceive performance in different ways. In addition, other research instruments could also be applied.

Regardless of its limitation, the most important message of this research is that destination management needs to adjust to the demands of the environment in which it operates; this refers to the target market whose demands it should meet as well as to the challenges posed by technological development.

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APPENDIX

TABLE 1. FACTOR AND RELIABILITY ANALYSIS FOR IMPORTANCE OF INFORMATION AND ATTRIBUTES OF DMO WEBSITES (N=333)

Factor /Items	Factor loading	% of variance explained	Cronbach's alpha	Mean	SD
Links		7.125	0.898	3.67	0.732
Links to other sites which provide complete details about the destination	0.753				
Links to other relational sites	0.745				
Link to the home page in each page of the website	0.668				
Content links in pages of the website	0.639				
Site map	0.574				
Domain name related with the destination	0.541				
Internet Search Option	0.477				
Database Search Option	0.446				
Ease of use and to get access	0.435				
Online booking and marketing		7.010	0.859	4.30	0.664
E-mail reservation	0.748				

Factor /Items	Factor loading	% of variance explained	Cronbach's alpha	Mean	SD
Online order and buy	0.739				
Online booking	0.716				
Electronic payment	0.639				
Special offers	0.556				
Price information	0.535				
Discount coupons and incentive programs	0.467				
Events and offering		5.701	0.863	4.39	0.555
Attractions	0.812				
Events	0.796				
Specific destination activities	0.608				
Hospitality and hotel information	0.558				
Restaurants and gastronomy information	0.541				
Outdoor activities	0.508				
Traditions and culture	0.496				
Offers variety	0.430				
How to arrive	0.427				
Multimedia		5.639	0.873	3.70	0.803
Background in colours	0.811				
Background images	0.806				
Multimedia	0.700				
Interactive maps	0.691				
Flash animation	0.660				
Variety of information	0.571				
Web statistics		4.753	0.819	3.03	0.838
Hits number	0.751				
Website usage statistics	0.660				
Website design information	0.656				
Number of visitors	0.580				
Registration and inscription on the site	0.418				
Useful information		4.306	0.741	3.66	0.687
Commercial time	0.732				
Exchange and currency converter	0.657				
Clothes	0.581				
Telecommunication	0.467				

Factor /Items	Factor loading	% of variance explained	Cronbach's alpha	Mean	SD
Climate and geography	0.464				
Utilities	0.408				
Contact		3.872	0.820	3.73	0.832
E-mail list	0.675				
Telephone numbers, P.O. box, location	0.652				
E-mail link	0.619				
Fax number	0.512				
Customer service	0.415				
Pictures and description		3.787	0.783	4.60	0.500
Destination photos on homepage	0.630				
Destination's photography	0.582				
Destination's promotion	0.563				
General information about the offer	0.489				
Destination description on homepage	0.435				
Languages		3.351	0.710	4.43	0.775
Languages	0.722				
Languages selection on homepage	0.619				
Dynamics		3.330	0.681	3.68	0.716
Flash introduction	0.720				
Dynamic photo-text	0.636				
Electronic destination's catalogue	0.537				
A virtual visit	0.449				
Service providers information		2.921	0.729	2.04	0.354
Hotels' guide information	0.694				
Airlines' and service providers' information	0.543				
Complete and detailed information about the offer	0.511				
Comments		2.853	0.714	3.73	0.938
Visitors' annotations, comments, observations	0.644				
Online brochure request application	0.584				

Factor /Items	Factor loading	% of variance explained	Cronbach's alpha	Mean	SD
Logo and slogan		2.559	0.733	3.58	1.011
Logo	0.737				
Slogan	0.700				
Search option		2.462	0.577	3.77	0.801
Search option by word	0.478				
Directory search option	0.408				
Website actualization		2.059	0.512	3.88	0.777
Actualization date	0.666				
Local time	0.414				

Source: Authors' research