

**NAME and SURNAME: Nüket DURAN**

**TITLE: The Official Website To Introduce Of Destination: An Evaluation Research On Official Websites Of Turkey's Competing Destinations**

### **ABSTRACT**

Website using is now increasingly common for visitors and purchasing online travel products has become the most successful business e-commerce. Understanding and providing what the customers want from a destination's website is crucial as to assist in making marketing efforts more effective.

The study emphasizes the evaluation of four competing destinations' websites from the user's perspective. The research was carried out through a questionnaire in Kusadasi – Turkey. It was conducted in two stages. British tourists were involved in the first stage and other nations were sampled in the second stage. Four hundred questionnaires were collected from one hundred participants. The data were analyzed using analysis, t-test and ANOVA.

The results indicated official websites of Spain and Greece were rated as more effective than their competitors. Study concludes by recommending a number of actions, which destination managements need to include in their websites increasing satisfaction.

### **KEYWORDS**

*Destination, Internet, website, website evaluation, visitor*