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TITLE: Superior and Weak Aspects of Marketing via Internet from point of view of a Travel Agency Manager and Strategies directed to these: Izmir Province Exercise

ABSTRACT

This study covers the marketing concept via internet in the travel literature. It was tried to assess the superior and weak aspects of marketing via internet from point of view of a travel agency manager. The superior and weak aspects mentioned in the literature were compared with the thoughts of the managers. Further, it was tested to which extent the strategies ensuring the success in marketing via internet are whether utilized by the travel agencies or not. Following the study and a literature screening, a poll was constituted. As study environment the managers of travel agencies located in the Province Izmir were determined. In result of the analyses made, it has been found out, that the managers of the travel agencies are considering the internet rather as a benefit.

KEYWORDS

Tourism, travel agency, marketing, internet, web, strategies