Development of Website for E- Marketing Communications:
A Case Study of Travel Business

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Abstract — The objective of this research was to study the website development for e-marketing communication in travel businesses. Quantitative research the sample size of 284 samples was obtained using the antecedent sampling method and the research tools were questionnaires. The statistics were used to analyze the data including descriptive statistics consisting of frequency, percentage, mean, and standard deviation, to test the three dimensions of website evaluation in the website development. The results found that the overall opinion of tourists strongly agreed with the website. Also, the three dimensions of website evaluation of development following: website design, website content, and website effectiveness the tourists have opinion strongly agreed. The research results can be applied in the development website for e-marketing communication effectiveness in order to promote the information to customers for the tourist companies. The tourists perceived information and impressed leading to a competitive advantage after the Covid-19 pandemic and resulting in customer attention to tourism service leading to competitive advantage and resulting in building marketing potential and seek to new customers.

Keywords: Website Design, Website Content, Website Effectiveness, Website Development, E-Marketing Communication

I. INTRODUCTION

The start of the COVID-19 crisis in China, but have the impact of the pandemic on the travel and tourism industry. It has impact on the short and long term around the world [1]. Travel restrictions and advisories in the tourism industry which involve travel by World Health Organization (WHO) [2]. The World Travel and Tourism Council (WTTC) report to 75 million workers at immediate job risk as a result of COVID-19 and GDP Travel tourism loss in 2020 of up to 2.1 trillion US$. [1]. Considered an important variable that has changed the trend of global and consumer behaviors [3]. Especially every country has prevention and control measures to control the travel of both domestic and foreign tourists. This has caused the tourism industry to have an unprecedented impact. All businesses in the tourism industry need to adjust to survive. The trend for travel and tourism search demand is down across all businesses, whether its accommodation, hotel, airline, or tourism businesses, so all parties get it affect. The social media tools are bringing rapid change to communication [4]. Tourism information browsing behavior has changed with the advancement of information technology communication. Therefore, people search for a variety of content through online channels such as YouTube, Facebook, website, which is an adaptation to a new lifestyle (New Normal), resulting in online communication becoming a

channel and opportunity that Good for tourism businesses to reach consumers in a new context immediately [5].

The website is communication channel by online system, new way of accessing and receipt tourism information and services. It is the new of challenges and opportunities are made available for the tourism industry after covid-19 pandemic including travel, accommodation, and tourist destination organizations. In the last few years, the tourism business has started to offer their product and service directly online. The website online has obtained benefits in reducing service costs, providing more effective service and attracting customers [6]. The website is also facilitating tourists to assess useful and up to date information, search tourist product catalogues, and make variable booking. The website is being used for business more widely. Especially, during the epidemic of covid-19 the most consumers have to stay at home, reduce commuting, work from home, giving them more time to search through the web. Therefore, business websites evolved greatly during that time. This is considered a channel that can reach the target customers effectively.

The objective of this research was to study the website development for e-marketing communication in travel businesses. The main study methods used in the questionnaire survey 284 tourists to visit website. The findings of study are expected to tourism businesses website providers to understand current user requirements and support for website development. This research received the budget from Talent Resource Management: TRM project aims to support entrepreneurs to be ready and support the potential in business. This leads the researchers to realize the importance and interest in studying the website development for e-marketing communication: case study in tourism companies. The purpose of this study was website development for e-marketing communication of tourist companies. The research results can be applied in the development website for e-marketing communication effectiveness in order to promote the information to customers for the tourist companies. This makes the customers of the tourist company perceived information and impressed leading to a competitive advantage after the Covid-19 pandemic and resulting in customer attention to tourism service leading to competitive advantage and resulting in building marketing potential and seek to new customers.

II. LITERATURE REVIEW

Technologies have become a strategic necessity for tourism businesses through switching to online service, and achieve better positions in the competitive market [6]. Several businesses investing in the development of website. For explores the functional of website and user satisfaction for tourism website. Therefore, the process is the main aim

of website development. It has challenges of opportunities are make available for the tourism businesses. This study attempts to understanding the conceptual of website development show that figure 1.
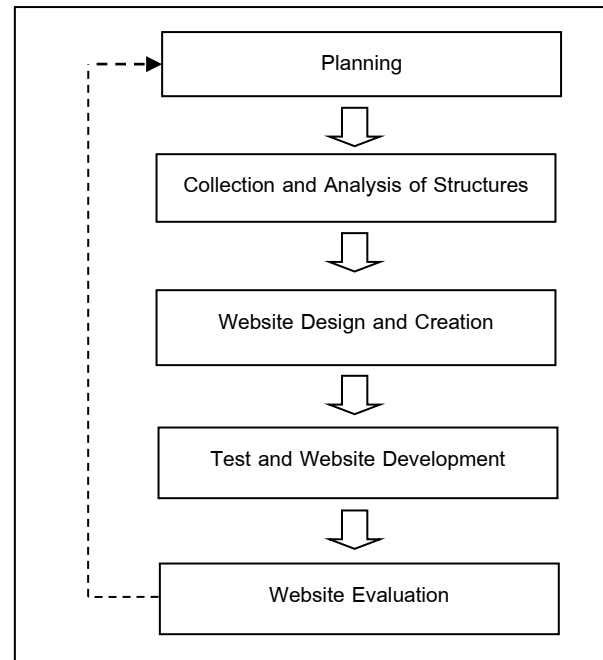

Figure 1 the conceptual of website development
Source: Willard, W. (2010). Web design: A Beginner's Guide (2nd ed.). New York, NY: McGraw-Hill.

Also, the website development tools, techniques, and best practices. The web development process helps to understand to get started, implement, and creation website appropriate to businesses. The 5 steps by concept of Willard, W. (2010) expend to web development begins by covering website planning. Step 2, the collection and analysis of structures. Step 3, the website design and creation. Step 4, the testing and website development. And Step 5, Website Evaluation. Therefore, several researches used principles of iterative information system development and testing until satisfactory for use in system development and responsive Website Develop principles in developing websites to support mobile devices (tablet and smartphone). For this study, we are applied the concept of website development as the guideline for developing a website for tourism businesses as a marketing communication channel. Also, create efficiency in communicating information through electronic media [7]. The focus on providing information to be widely accessible to tourists and lead to awareness of products and services as well as information that supports decision-making in using the service [8] both between and after Covid-19 pandemic.
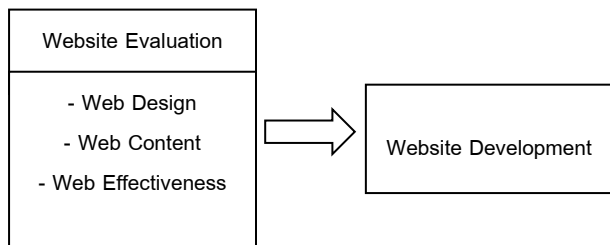
III. CONCEPTUAL FRAMEWORK

Figure 2 the conceptual framework of website development

IV. RESEARCH METHODOLOGY

The study population was customers who used tourist services for entrepreneurs in the central region of Thailand. The sample size of 284 samples was obtained using the antecedent sampling method. And the research tools were questionnaires consisting of 5 parts. Part 1 was about the general information of the respondents were closed-ended questions. Part 2-5 was about the opinion on website design, website contend, and website effectiveness. The questionnaires were questions on a 5rating scale where 1 means "strongly disagree", and 5 means "strongly agree". The last, Part 5 was the suggestions which were open-ended questions. Furthermore, the test on reliability, the researchers conducted the reliability test of the questionnaires by using 30 cases of Try out and the obtained data was tested by statistical methods when considering the Cronbach's alpha co-efficient. It was found to be between 0.75-0.90 which was higher than the 0.70 criteria for all variables [9]. The result to the questionnaires had the accuracy and the reliability could be used to collect data for studying. For the statistics used in this research consisted of descriptive statistics, i.e. frequency, percentage, mean, standard deviation, the researchers wanted to report the website development results.

Results
Table 1 the information of the respondents

Items	Information	Frequency (n=284)	%
1.	Gender		
	- Male	72	25.40
	- Female	212	74.60
2.	Age		
	- less 18 years	23	8.00
	- between 18-25 years	80	28.20
	- between 26-35 years	74	26.10
	- between 36-45 years	71	25.00
	- between 45-60 years	36	12.70
3.	Education		
	- Under Graduated	45	15.80
	- Graduated	106	37.40
	- High Graduated	133	46.80
4.	Occupation		
	- Private Company Employees	96	33.80
	- Government Officer	50	17.60
	- Personal Business/Trader	48	16.90
	- Student	90	31.70
5.	Income		
	- Less 15,000 Bath	60	21.10
	- 15,001 – 20,000 Bath	12	4.20
	- 20,001 – 25,000 Bath	25	8.80
	- 25,001 – 30,000 Bath	24	8.50
	- 30,001 – 35,000 Bath	43	15.10
	- More 35,000 Bath	120	42.30
6.	Service Type		
	- Domestic travel	35	12.30
	- International travel	132	46.50
	- Booking fight / Booking Boat	24	8.50
	- Booking Hotel	48	16.90
	- Booking Service /Entertainment	45	15.80

Table 1 the results of this study showed that the information of the respondents from a sample of 284 respondents found that the majority of respondents were 212 females, representing 74.60%. 145 persons were in the age range of 26-45 representing 51.10% and high graduated education 133 persons representing 46.80%. Average monthly income high 35,000 baht representing 42.30% and attention to use service for international travel, respectively.

Table 2 the opinion-level of tourists on website design.

Items	Website Design	Mean	S.D.	Opinion Level
1.	Beauty, modernity, and attractiveness of the home page.	4.204	0.498	Agree
2.	Formatting of the website is easy to read and use.	4.334	0.555	Strongly Agree
3.	Colors in the website design are appropriate.	4.451	0.577	Strongly Agree
4.	Easy-to-use menu	4.253	0.524	Strongly Agree
5.	Background color and text color are appropriate for reading.	4.454	0.646	Strongly Agree
6.	Font size and font style Easy to read and beautiful	4.503	0.579	Strongly Agree
7.	Images and content are consistent and meaningful.	4.451	0.577	Strongly Agree

Table 2 showed that the opinion-level of tourists on website design. Overall opinion level was strongly agreed. The consideration each apart of the opinion level was: font size and font style easy to read and beautiful (Mean = 4.503, S.D. = 0.579). Background color and text color are appropriate for reading (Mean = 4.454, S.D. = 0.646). Colors in the website design are appropriate and Images and content are consistent and meaningful (Mean = 4.451, S.D. = 0.577). Formatting of the website is easy to read and use (Mean = 4.334, S.D. = 0.555). Easy-to-use menu (Mean = 4.253, S.D. = 0.524). And beauty, modernity, and attractiveness of the home page (Mean = 4.204, S.D. = 0.498), respectively.

Table 3 the opinion-level of tourists on website Content.

Items	Website Content	Mean	S.D.	Opinion Level
1.	Ease of linking information within the website.	4.377	0.566	Strongly Agree
2.	Speed of data download	4.412	0.647	Strongly Agree
3.	Accuracy and completeness of the information.	4.169	0.629	Agree
4.	Data suitability	4.451	0.498	Strongly Agree
5.	Easy to understand	4.613	0.568	Strongly Agree

Table 3 showed that the opinion-level of tourists on website content. Overall level was strongly agreed. The consideration each apart of the opinion level was: easy to understand (Mean = 4.613, S.D. = 0.568). Data suitability (Mean = 4.451, S.D. = 0.498). Speed of data download (Mean = 4.412, S.D. = 0.647). Ease of linking information within the website (Mean = 4.377, S.D. = 0.566). And accuracy and completeness of the information (Mean = 4.169, S.D. = 0.629), respectively.

Table 4 the opinion-level of tourists on website effectiveness

Items	Website Effectiveness	Mean	S.D.	Opinion Level
1.	Source of information that meets the needs of users.	4.320	0.551	Strongly Agree
2.	Helpful to users to search for information.	4.341	0.698	Strongly Agree
3.	Medium for acknowledging various information	4.331	0.632	Strongly Agree
4.	Find information easily and without hassle.	4.377	0.642	Strongly Agree
5.	Channel of contact with the company.	4.324	0.552	Strongly Agree

Table 4 showed that the opinion-level of tourists on website effectiveness. Overall level was strongly agreed. The consideration each apart of the opinion level was: Find information easily and without hassle. (Mean = 4.377, S.D. = 0.642). Helpful to users to search for information (Mean = 4.341, S.D. = 0.698). Medium for acknowledging various information (Mean = 4.331, S.D. = 0.632). Channel of contact with the company (Mean = 4.324, S.D. = 0.552). And Source of information that meets the needs of users (Mean = 4.320, S.D. = 0.551), respectively.

V. CONCLUSION

The overall of research results, it was found that tourists in the central region were mostly female at the age between 26 - 45 years old with the education level of high graduated education. Most of them have income average monthly high 35,000 baht and attention to use service for international travel. Regarding the level of opinions about website design, website content, and website effectiveness, the overall opinion was at the highest level. Therefore, this study concluded that evaluating the effectiveness of a website based on 3 dimensions including website design, website content, and website effectiveness is important to be used as a guideline for improving the efficiency of the website in marketing communications to tourists. In order to create readiness and competitiveness of businesses after the Covid-19 epidemic, as the industry received the effect of the Covid-19 epidemic. The travel entrepreneur should be focused to website development for marketing communications on electronic channels.

VI. RECOMMENDATIONS

The results of this study, it was found that the overall opinion of tourists strongly agreed with the website evaluation's 3 dimensions. Therefore, the tourism company should focus on implementing website development continuously. Especially, young worker tourists interest search data through website and focused to data suitabity in website content, font size and font style easy to read and beautiful in website design, and find information easily and without hassles in website effectiveness. According to the present, the tourists want to search for travel information services through the online channel. This is import reason website as a channel to contact to tourists and a one part of the influence of tourist's attention to travel program, it will also increase tourist's access and remember information to the travel company.

The next study should be more qualitative or in-depth by organizing in-depth interviews or group discussions with tourists in order to get a more comprehensive answer. It can be used as a guideline for planning website development for more effectiveness.

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