

# CHAPTER 1

## INTRODUCTION

This first chapter presents a general introduction to the research. This chapter consists of research background, research questions, aims of the research, research methodology, organization of the paper, and clarification of key terms.

### 1.1 Background

Websites, especially tourism websites, are an integral part of the Internet. The recent evolution in Internet technology representing consumer-generated contents seems to support Fogg's (1999) findings, that people are persuaded by the Internet as an effective communication medium. It also stated that the Internet is indeed one of the most persuasive media for destination marketing to influence tourists' travel planning process (Anderson 2006; Hwang et al. 2006; Kim and Fesenmaier 2005, 2006, 2007; Tapscott and Williams 2006).

Research on the use of websites has focused on several areas. Two studies examined the persuasiveness of websites (Kim and Fesenmaier, 2008 and Loda et al. 2009). Kim and Fesenmaier (2008) focused on examining the persuasiveness of destination websites through an investigation of users' first impression. It is acknowledged that the participants were able to make quick judgments on tourism websites. Inspiration and usability were the main aspects evoking a favorable first impression towards a tourism website. Meanwhile, Loda et al. (2009) focused on the importance of message credibility to message strength, and that both may

impact on change of propensity to visit a destination. The findings said, “information on fundamental elements such as accommodations and attractions has the most effect on message credibility and on respondents’ change in tendency to visit a destination” (Loda, Teichmann and Zins, 2009:6).

Another area that has been studied is the success factors of tourism websites. It is found that the important factors of the measurement of a tourism website involves the volume of textual and graphical information, the diversity of the language used (textual richness), ease of navigation, interactivity, reservation and booking features and the number of available languages. The success is measured by the number of online bookings and the awareness of tourists after they have arrived at the destination. Besides, the multilingual content and interactive features are also crucial for the success of a tourism website (Scharl and Bauer et al., 2001).

Research has also been conducted on optimization and solution for e-tourism in Indonesia. Optimization of tourism websites can be accomplished by improving appearance of the websites, completing information and language appliances, and increasing level of interaction in communicating with customers (Putera S. et al., 2008). It is also found that the implementation of semantic web in European e-tourism can be applied to Indonesian e-tourism as a solution of data interoperability problem which makes promotions, marketing, and selling a more compact tourism package. By using the semantic web, potential tourists are able to search tourism information only from one application, so there is no need to visit many websites (Wellem, 2009).

Research on websites has employed various methods. From years ago, many scholars have been using content analysis either manually or using computerized program such as SPSS, webLyzard, WordStat and Leximancer, in conducting this kind of research. In the broad area of marketing, content analysis has long been regarded as a useful tool for the study of communicated material, especially advertising (Kassarjian, 1977; Kolbe & Burnett, 1991) and the words spoken and written by customers, particularly in online environments (Murgolo-Poore et al., 2001).

The application of SPSS can be found in research which collected the data by survey. SPSS is used to assess variables simultaneously by performing MANOVA and to look for areas of significance using a series of one-way ANOVAs (Loda et al., 2009).

WebLyzard is another method for analyzing the content of tourism websites. It is used to study attributes such as textual richness, available languages, and interactivity (Scharl and Bauer et al., 2001).

Another way of dealing with data worth noting is the use of Leximancer. As a computerized content analysis, Leximancer is a rather new program established by Australian scientist in 2001. Leximancer is a data-mining tool that can be used to analyze the content of collections of textual documents and to visually display the extracted information. Leximancer is used to compare the websites' content of destinations (Kattiyapornpong and Nel, 2009). One of the advantages of Leximancer over other computerized content analysis software such as WordStat is that it does not require words with low semantic value like

pronouns and conjunctions to be excluded from the analysis since it builds concepts rather than just strictly counting words (Pitt et al., 2008). Both research used Leximancer to analyze the concepts offered in the tourism websites.

Surveys are often used to analyze the effectiveness of tourism websites. It is used to assess the influence of the respective persuasiveness dimensions on the formation of first impression toward the homepage of destination websites (Kim and Fesenmaier, 2008).

Considering the above development of research on the use of websites, the present research is concentrating on the key concepts of tourism provided in the website and the presentation of it. Investigating tourism websites of two most favorite tourism sites in West Java, Indonesia, this research combined the use of Leximancer software and Briggs' (2001) checklist of requirements of a tourism website. It is believed that there is no such similar research that has been conducted in Indonesia, especially in West Java.

## **1.2 Research Questions**

This research is geared towards answering the following research questions:

- a. What key concepts of tourism are provided on the websites?
- b. How are the concepts presented in the websites?

### **1.3 Aims of the Research**

This research is conducted:

- a. to explore the key concepts of tourism provided in the tourism websites.
- b. to analyze how the key concepts are presented in the websites.

### **1.4 Research Method**

The present research employs textual analysis on tourism websites in Indonesia, namely Bandung and Pangandaran tourism websites. A mix of quantitative and qualitative method is employed in the research. As for quantitative method, Leximancer software is used to count and identify the key concepts of tourism provided in both websites. In addition, qualitative method is applied for identifying fulfilment of requirements of a successful tourism website (based on Briggs, 2001).

The data are in the form of websites which consists of words, phrases, sentences, also websites' designs and technical performance. Two websites, i.e. Bandung and Pangandaran tourism websites were chosen. They are purposively selected and directed to answer the research questions. The decision on the choice of the two websites was based on a survey, involving 100 respondents who provided answers to an online survey to determine two websites which fulfilled the criteria of text needed in this research. The criteria include websites which were in English, were listed from the most favourite tourism sites, were physically equal to be compared, and were searchable in Google search engine.

The two websites were analyzed by means of Leximancer software and a checklist of tourism websites requirements proposed by Briggs (2001). First, all written information such as words, phrases, and sentences were analyzed using Leximancer program. Leximancer categorized the key concepts into several categories which represented the overall information provided in the websites. The phases of processing in Leximancer include document selection, text preprocessing, automatic concept identification, concept editing, thesaurus learning, concept location, and mapping. The default setting from Leximancer was used. The result of the analysis was a concept map.

After the above analysis was done, elements of the websites, i.e. written texts, website design, and technical performance of the websites were assessed using Briggs (2001) checklist of requirements of a successful tourism website. This analysis identified the fulfilment of the required elements of a website. A cross (X) sign used to indicate that the requirement was not provided in the website, and a check (√) was used when the requirement was met.

## **1.5 Clarification of Key Terms**

To avoid misunderstanding, the following is the clarification of the major terms used in this research. The terms include tourism, tourism website, conceptual analysis, key concept, and Leximancer.

Tourism, as defined by Mathieson and Wall (1982:17) is, "the temporary movement of people to destinations outside their normal places of work and

residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs."

Tourism website is a website promoting one or more tourism destinations for local and international tourists. The website contains tourism information on accommodations, restaurants, things to do, facilities, and many more.

Conceptual analysis is conducted when a concept is chosen for examination, and the analysis involves quantifying and tallying its presence (Palmquist et al., 2005). Definition of key concept derived from Leximancer's (2009) definition of concepts. Key concept means general idea or notion which travels together throughout the text.

Leximancer is a data-mining tool that can be used to analyze the content of collections of textual documents and to visually display the extracted information (Leximancer, 2009).

## **1.6 The Organisation of the Paper**

This research is presented into a paper with five chapters. Chapter 1 is the introduction which consists of research background, research questions, the aims of research, research methodology, clarification of key terms and organization of paper. Chapter 1 is followed by the explanation on language in advertising and tourism promotion, content analysis, Leximancer, tourism website, and previous studies which are presented as theoretical foundation in Chapter 2. Research methodology is presented in Chapter 3, which consists of research questions, research design, data collection, and data analysis. In Chapter 4, findings and

discussion are presented. Chapter 5 concludes the present study and offers suggestions.

