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“The Relationship Between Tourism and Internet”

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CHAPTER 1 :

1. INTERNET AND FEATURES

Today, computers can be used to transfer information between individuals or organizations. To transfer information in electronic form, a large local computer networks, connections are established over long distances on foot. These networks are used in information exchange and shopping. There are numerous computer networks around the world. These networks can be categorized into three main groups. These are: uucp Unix to Unix Copy, NJE Network Job Entry and Internet. Today, these networks are considered among the Internet, the most common computer communication network, and has the world's most frequent and common use.

Nowadays, the Internet up to 5 million computers of all kinds all over the world and a large network in the world where millions of people in constant communication is defined as a computer system and is considered the most important international networks.

Exploring the Internet users, highlights the very different user groups. Worldwide, universities, research institutions and centers, government agencies, networks run by companies, computer companies and a variety of different themes and sizes of commercial networks, such as the United Nations, international organizations, professional organizations, including many universities in the United States Library of Congress and the public libraries, the Internet is used by several countries, central government departments. In addition, political parties, local governments, civil society organizations, the press and television organizations, chambers of commerce and professional organizations such as the many different structures and properties located within the Internet.

There are many activities to perform with the Internet possible. A user can perform any activities with the Internet include: personal interviews with Internet users, communication with colleagues, exchange article, book or software release, the conference announcement and application, the applicant or send a summary of issues is. In addition, specialized in certain groups to participate in electronic discussion and communication, to watch developments and scientific assistance, international organizations, professional organizations and databases, technical reports, lecture notes, and money, without access to the Internet is possible with some software to have some.

1.1. Internet and Service Marketing

Today, advances in communication technology at one of the reasons, in modern societies is to increase production. Necessary to increase production and to carry out commercial transactions, national and transnational dimension should be fast communication. In addition, the customers will buy products as a result of an increase in production to increase the amount of consumption also led to the development of communication among the reasons.

According to some authors, some of the modern communication systems have been developed in support of marketing activities (Oskay, 1994). Examining the causes and patterns of personal research around the world as a result of the purchase, marketing activities, to meet these changes, consisting of; more rapid, goal-oriented, intelligent, cross-containing information, creative, visual and need to be susceptible to electronic interference has emerged (Meyer, 1994) . Using the Internet for the purpose of marketing network service, has the potential to meet all these needs. Therefore, many countries of the world's Internet system, computers and similar systems, widespread use in communication and marketing purposes.

Not yet widely used in Internet marketing services, but the Internet within the next few years is expected to be a more important marketing tool. However, ads, the Internet is widespread. Users can read the Internet, electronic mail, get information about specific areas of interest, such as movie-theater entertainment programs with the aim to learn and do some shopping bağlanmaktadırlar. There are 71 countries as of 1995, connected to the Internet, today that number nearly 100 country and such a scope to do Internet research, service to introduce, sell or make an ideal environment for those who want to advertise.

In 1997, the first five countries in the world among the biggest users of the Internet, the United States, Japan, Britain, Canada, Germany is the (Computer Industry for Almanac, 1998). Posted on statistics and research firm IDC, the United States in July 1995 according to the results of his research, the number of Internet users world record 38 million in 1995 (Marketing Turkey, 1995 / 1). This number is 60 million in 1997 and in 1998, was 70 million (net 101, 1998). Ever in history, a form of communication that did not show a rapid growth up to the World Wide Web of the Internet as a marketing tool has the potential to show that how important.

World Wide Web, the Internet's fastest-growing area, that is, graphs and pictures showing the side of the Internet. Electronic Web pages, product offers presentation about the brochures, technical descriptions, the information published in the press, the business messages, administrative letters, user recommendations, sales pages, and tool / retailer in the provision of service for customers and their addresses and similar information tools. Internet Web pages to place the method it is possible to contribute to the recognition of product or service. Between a private practice in the catalogs, Web pages appear to be quite a practical solution. Costs of distribution of both phases have a very high printing shopping catalogs or product catalogs, Web pages can be prepared with lower costs in case. Prepared in this way, consumers in the Web catalog pages, and they are required only at the access to the catalog and a copy for themselves bulundurabilmelerine, as well as to receive a catalog with the owner to provide more information by contacting us immediately. In addition, the Web pages to support the work of environmentalism and nature protection, for communication using electronic links to reduce unnecessary paper wastage.

Internet-service marketing activities with the potential of the Web form-filling property of the customer's name, address, consumption habits, ie, potential customers can also obtain personal information. The new encryption technology is now also possible to safely make purchases using your credit card. Credit card companies' reports, in each passing day, the Internet services and communication network, the card number arttırdıklarını show that the growing operations. 32 billion dollars in the Internet world in 1998, a \$ 7 billion in Europe, the volume of trade in Turkey has created a \$ 1 million. Connected to the Internet, the number of commercial organizations operating in various areas of our country is around 6000 according to the research firm of Deloitte & Touche, is increasingly shopping on the Internet and \$ 990 per user 'health spends. Another study conducted by Visa International in 2003 show that Internet marketing will pass \$ 1 trillion. Gartner Group 's services sector of the Internet marketing study commissioned by the entertainment, banking, advertising, tourism, services such as electronic marketing, mainly to ensure compliance sektörçülerin revealed that restructuring will go.

With the most suitable products for the Internet to shop, computer equipment and programs, books, CDs, airline tickets and magazinlerdir. Insurance services, food and beverage products, financial services, the purchase is not unlikely.

Some businesses sell products and services in Turkey, by the year 1997 began with the Internet sales operations are located. For example, TK; booking done with the help of the Internet and allows the reception of the ticket. Turkey, with the Internet sales channel application, some parts of Istanbul, also participated in the Migros supermarkets. Migros with customers who want to connect to the Internet, they want their products can be ordered to their homes. These purchases can be made by credit card, such as payment, in cash or during

delivery of the products can be made at the door. However, so-called virtual shopping and information center "SuperPlaza", a virtual shopping mall on the Internet, and this center has set up books, CDs, travel services, office equipment and type of flower carries out the sale of products. A growing number of firms in the world of marketing with the Internet. Division of providing Internet access service, "American Online" survey of more than 13 million Web on the Internet are available. Applications in the world is going to evolve in parallel in Turkey, and the number of firms selling over the Internet is increasing day by day. For example, in 1998, amounting to \$ 1 million through Internet shopping is made in Turkey.

Internet, data base that holds the potential customers for the service marketer is becoming a source of relevant data base development. Also receiving a high response capability, many ads are on the Internet. Superior aspect of the ads is that this type of convenience for the customer. Potential customers, such as coupon posting or the phone call is free from time-consuming procedures. Catalog companies are also now selling with the help of service, are able to make direct sales via the Internet. That's because of these reasons, the use of the Internet as a marketing tool is increasing every day.

In terms of marketing the service as it allows the Internet to make immediate sales, increasing brand awareness and brand loyalty is an effective tool for creating, reveals him as an effective tool.

The Internet for some companies, quite a low-cost method of providing service and support to its customers. Because the Internet through the use of classical applications, the telephone, mail, and personnel cost of such units can not. Yet the Internet "page" the owner companies, with customers via e-mail correspondence about the possibility of company and product yakalamaktadırlar and customers comments, criticisms and suggestions can learn in detail, and may record as soon as possible. Indeed, the Internet survey and research, rapid and cost-effective than traditional mail, emerges as a form of research. Electronic research is disadvantageous aspects of a small number of users and the degree of reliability problems with a low probability of response, the personal computer and Internet users, with increasing confidence in the system are resolved by the day.

Fortune 1000 ranking of 90% of the institutions connected to the Internet Web pages, half of which is to be determined. In the pages created by these organizations come together four basic categories: Corporate pages, first as a sales organization, distribution, dealers and the like are formed for the purpose of communication with staff.

Products and services Web pages containing the ad, mostly non-durable manufacturers have created products and services advertised with the product is only for Web pages, product / service promotion campaigns and promotions, as well as provision of machinery used in lotteries.

The third group of organizations engaged in marketing of products or services over the Internet directly, while the fourth group of service organizations comprises more of the electronic publishers.

1.1.1. Positive and Negative Aspects of Internet marketing with the Service

The use of facilities provided by the Internet Service marketing activities, ie, the communication channel between the superior aspects of the distribution and printing costs are falling because of reduced cost, target customers the opportunity to give personal service and convenience to choose the more specific goal in terms of advertising to be considered. In addition to being interactive with the full meaning, much less the time required to access the Internet service pazarlamasicılara heard again among the benefits. Internet shopping with the benefits provided by its 24-hour service delivery, in the benefits, flexibility and other positive features include one to one communication.

The Internet at the beginning of the benefits provided by a company to open a Web page, the company's name, telephone and fax numbers, and detailed information on one page and as a whole will take place. In addition, the speed of the Web from home or work place and in compliance with the access provided by the power of the best and loyal customers to access the page on demand ease of presentation within the framework of a specific campaign or ad firms, or seminar registration page, such as providing information only to a certain different conditions, such as using the program to use the opportunities to be open marketer of the Internet are among the other positive aspects.

Disadvantages of the Internet among aspects, have limited the number of people who have access to the Internet comes first. In addition, each ad is irrelevant to everyone for posting (junkmail) has missed the point the rest of the customers and Internet users and Internet marketing behavior perceived as a great work ethic. On the other hand, worked with customers in Internet shopping, although not yet a proven crime of theft, credit card use is felt as a common security concern. Again, the Internet consisting of technical, lines, failures of some form of corruption is a problem at times.

Finally, potential customers who actively use the Internet despite the screening of product or service, purchasing processes to prefer traditional shopping paths is an important drawback.

1.1.2. Stages of the Internet Service Marketing Practice

Started its activities with the Internet service marketing service businesses must perform the following three basic phases, respectively:

The differences between companies, the completion time of each stage and shows itself at the speed of the exceedance and the use of the Internet is to be effective. Event to provide, used Internet tool, used by the enterprise with all the other marketing tools, and organizational structure need to fully realize the integration.

The first stage of Internet marketing, and Web page creation activities include connecting to the Internet, in other words, the first stage is the first step to participate in the worldwide electronic communication. Prepared for the Internet web page of the business is supporting the efforts of both the advertising and public relations, as well as telephone or fax numbers, and similar transmits detailed information to customers.

Internet service required to perform marketing activities in the second stage, the appearance of a web page, the Internet. At this stage, service enterprises, as with other marketing tools for promotion of information transmitted to the Internet channel. The most important benefit of the use of the Internet marketing activities, the detailed information necessary for customers to easily access, 24 hours a day, is that as soon as possible.

The third and last stage in the realization of the immediate transfer of knowledge, is the stage of interaction. With the most advanced form of Internet marketing, personally interact with customers and potential consumers perform a communication. Interaction answers specific questions on issues, wholesaler and retailer level can be related to each subject to change. Interaction among the subjects of the research, service delivery and related information, products and services related to the solution of problems, there are new job opportunities and orders.

1.1.3. Internet marketing, pricing strategies

Internet marketing, as an important alternative to traditional marketing methods, or directly to a virtual trading since 1990 as a means of expression is a rapidly growing area. Rapid expansion of computer and internet use has made important contributions to the development of next WEB development of Internet marketing. Internet marketing and direct to consumers and businesses in order to be realized.

Several advantages over traditional marketing methods, Internet marketing, in addition to weaknesses in question. Buyers to acquire speed, product, brand, price comparisons and the opportunity to give the company and some of these costs are multiplied depending on the recipients of such recovery. such as response time and cost advantages of the internet marketing products dokunamama, being away from the store environment, the risk to carry the means to pay, insecurity, etc. Any unauthorized use of private information. There are also some important weaknesses.

On the other hand, the internet marketing vendors in terms of creating a database of buyers, according to the criteria is available on the market a more realistic and shelving, and even has advantages, such as to give the opportunity to provide personalized marketing efforts. Individualized marketing efforts, marketing costs and market competition are out of range çıkarmadığı offers marketing solutions for the fragmentation of demand in recent years are also considered, Internet marketing can provide significant advantages in terms of sellers and buyers are welcome. In contrast, consumers' responses to sellers on the internet marketing efforts, but is able to achieve virtually direct relationship can not provide the feedback obtained.

The purpose of this study, fast-growing Internet marketing efforts, pricing strategies are an important issue was to perform a conceptual irdelemesinin. In this context, the observed lack of Turkish literature is thought to be provided a contribution to a subject in the light of recent developments.

On the other hand, the subject of two different perspectives to be addressed, including buyers and sellers through the Internet, buyers and sellers of marketing advantages provided by default in terms of pricing strategies on how much emphasis to be made to work carried out and also a brief overview of the Internet will be made in terms of pricing strategies, marketing ethics.

1.1.3.1.The Importance of the Internet in marketing price

Internet marketing provides buyers and sellers in terms of one of the most important advantages of distribution, storage, transport and storage and so on. products because of high costs savings can be served at lower prices to buyers and sellers can improve their profitability that is expressed. On the other hand, the internet shopping environment to access information quickly as a result, buyers will become more sensitive to the assumption that prices in the face than traditional marketing, given the price on the internet marketing is becoming an important component of marketing.

Becoming an important tool of price competition in the Internet marketing efforts to increase the role of the similarities between the products should not be ignored. As in traditional marketing, Internet marketing, which is the subject of many products, according to consumer demands and expectations is important to create differences. Indeed, Internet marketing, also tried to bring to the fore a real difference in quality before. Because the store environment, even if there are not too many differences in the products and services in a virtual environment, buyers are expected to focus on price.

Therefore, the challenges of Internet marketing products and services to make differentiation, the price makes it an important competitive tool. The results of various research, shoppers on the internet about what or suggest that they consider the price factor, the first place.

Depending on various factors on the Internet to purchase products and prices in the buyers have the opportunity to make comparisons between. Receivers on-line shopping product, price, brand and company factors that affect making a comparison;

- the recipient's time constraint,
 - the ability of using the Internet,
 - the adequacy of the information submitted to the companies and openness,
- in the form listed.

These factors are to be adequately equipped in terms of the recipient, price sensitivity increases. However, as in traditional marketing, Internet marketing, also mostly of information about these factors is known to work as significantly asymmetric in favor of the recipient. Therefore, the mark to engage in shopping on the internet today and for future customers must be turned on. For this reason, consumers should be given to the design of the virtual store on the Internet to improve the shopping experience.

Product information is sufficient, is not under time pressure and effectively use the Internet to buyers in terms of price, is becoming an important determinant in buying decisions. Indeed, in recent years, followed by an increasing number of the recipient and the price bids on the internet by offering low-cost products at the level he wants to buy at the best price for a fact. So the price for buyers, internet marketing is regarded as a very important competitive tool. One of the important advantages offered by the digital revolution in terms of buyers at the time in seconds, limited by the range of products and price comparison able to strong buyer. This power, the receiver is able to determine the price to accept. For example, hotel, accommodation, air tickets and so on. by setting their own prices so that buyers and sellers of services can send message according to the price of a competition between vendors can start own. Shopping robots, etc. can be used in virtual environment due to technological developments. facilitate research and comparison of the price compared to traditional marketing tools and can be seen as a factor strengthening the position of the receiver to determine the price.

However, despite a strong position from the recipients, the majority of buyers who shop on the internet in favor of the receiver is also known to benefit from the resulting benefits. Although the price of buyers shopping on the Internet as a significant factor indicates the first order, the price is understood not done serious research. Active consumers who shop on-line according to the results of a research carried out on only 8% of the recipients of their rigorous research outline of a price, according to the results of another study in the book buyers average 1.2, 1.8 site that compared the expression are the recipients of the CD according to the results of a study of the book and the other 89% of recipients, 84% of the recipients of toys, music products, the recipients of 81% and 76% of the recipients of electronic goods shopping site, they understood that their first visit. At this point, the consumer prices rather than buying on the internet compare sites, but especially the hotels, flights, and so on. accommodation and travel services, they also observed a more intense price comparison. This type of products in recent years in terms of marketing on the Internet widespread dynamic pricing strategies, pricing is a fact that with the breaker.

Consumers who shop in the virtual environment detection is the form of lower prices, the products have been known in recent years widespread. However, data on the internet for commercial purposes, selling, product and brand differentiation, the spread of auctions, distribution costs, and so on package pricing. Internet marketing practices actually indicates that the price is always lower than traditional marketing. On The other hand, the cost and price transparency in the Internet environment is always an advantage on the Internet marketing tool, but on the contrary, the weakness could be become a tool. Therefore, in terms of buyers and sellers on the Internet for marketing, pricing strategies that are thought to examine.

The price of a product supplied by the seller, reducing the amount of money paid by the buyer or the amount of amplified product can be changed explicitly. In addition, prices in ways not open to change. Payment stretched shortening the maturity of, time and place of delivery of goods to change, change in interest rates applied to installments of product quality and differentiation and so on. ways to change the prices. Internet marketing can be modified in ways that are not open more than the price of the products are generally lower than the perceived price of bare understood. Indeed, especially in the Internet marketing books, such as a CD or a bare list of standard products, but prices are generally low, cargo and so on. When the store is able to pass extra costs, prices are observed. Of course, here, going to the store and from the recipient when considering the cost of protecting the charm of shopping on the Internet can be said in this and similar products.

As stated earlier, the Internet provides convenience shopping, providing the opportunity to compare products and prices, etc. as soon as possible between. Internet marketing issues as a result of increasing competition alongside a state of dynamic pricing strategies are increasing the importance of receiving and differentiating factors.

On the other hand, the product features and prices to the internet can be full and complete transfer of the dynamic can be kept in accordance with daily changes, ceases to be avoided and sellers on the Internet shopping paradise for the full convertible at a price. However, at this point, internet marketing, traditional marketing, the prices must be lower than the eclipse would be a serious error in entering into such an obligation should be specified.

The dynamic nature of the Internet, consumers' price sensitivity to a certain extent determines the price to rise and come from time to time, the growing trade volumes, parallel to the intensification of competition in the internet marketing and so on. for reasons such as pricing strategies rather than traditional strategies is required to be dynamic and diversified. In this context, Internet marketing, pricing strategies, the starting point or point of view makes it possible to classify under four headings.

As can be observed in table 1, Internet marketing, pricing, strategies, perspectives or approaches used in classification. The recipient point of view, the sellers point of view, the competitive point of view and be listed in the form of a relational perspective. This movement of perspectives, the main pricing strategies for the chance to practice on the internet marketing are explained briefly below.

Table 1: Internet Marketing Pricing Strategies

Pricing Perspective	Pricing Strategy
Buyer Perspective Overview	Price Differentiation Dynamic Pricing
Contact the Eyes Overview	Individualized Pricing Customization Pricing Package Pricing
Competitive Overview	Brand Value-Based Differentiation Optional Pricing
Relational (Value-Oriented) Overview	Lifetime Value Pricing Alternative Channel Pricing

1.1.3.1.1. Price Discrimination :

Recipients can access the internet to become easier as the relative product and price information, the sensitivities to price increases. These developments also suggest the price of certain products to consumers, the price is able to accept the position. Therefore, pricing strategies, marketing on the Internet needs to look through the eyes of the recipient.

Detailed consumer information on the Internet as a marketing point of view of the recipient as a result of analysis may be able to segment the market is too small. In this way, as a result of market segmentation for different expectations in different parts of the market price differentiation strategy can be applied. One of the important issues to be considered in this strategy, however, the same products, different prices in different market segments in the consumer being aware of the negative results that could lead to.

1.1.3.1.2. Dynamic Pricing:

Dynamic pricing is a pricing strategy that appears very attractive for companies on the internet. Because many firms in the day by changing perceptions of the recipients' face smile and maintain a competitive edge in terms of their value to easily implement dynamic pricing. Dynamic pricing strategy, businesses can change prices in certain periods. These periods of consumers who frequently visit the business site to be provided. Especially when it comes to price fluctuations in the effective implementation of dynamic pricing, companies can bring significant gains.

Applied to the dynamic pricing strategy can be seen from time to time enter into the behavior of enterprises is not smart. The desired dynamic pricing strategies implemented in such behavior will bring significant risks to businesses are welcome. For example, dynamic pricing of a company on behalf of the very frequent and unnecessary price to go to change consumer perceptions about product quality adversely affected. Again, this kind of pricing strategies to gain business continuity or confidence in the consumers' purchasing decisions can cause harm.

1.1.3.1.3. individualized Pricing:

Recipients of the data information system that allows easy transfer of data from developing Internet-based marketing environment, marketing efforts, one by one specific individual, provides opportunities for personalization. Therefore, individualized pricing strategy can easily be applied to marketing on the Internet emerges as a strategy. Here is risky situation, as a result of consumers' communications with each other in similar or the same product, different prices, and their responses to demonstrate their knowledge of the results they reach is that pre-kestirilememiş. In such a situation, in fact, as a general point of view as a result of dealer pricing on the Internet can also be considered.

Can be done simply highlighted individualized price, but this is not so easy. Because only one person could agree to pay the price of the product and the corresponding value is given to estimate the power and valuation work. Individualized pricing strategies can be applied quite different ways. Major individualized pricing strategies are the following:

- Multi-variable pricing (quantity purchased, delivery time, product quality and so on. Variables depending on the pricing by the buyer, taking into account more than one variable)
- Multi-person (group), pricing (more than a total of more than one person discount incentive groups)
- Package Pricing (with the recipient's purchase of the products, packaging and pricing is likely to go through the reduction in collecting more)
- Multi-product pricing (low-quality and well priced products that can appeal to different target markets and the price range of high quality products, price discrimination practice)

Auctions and excessive price discounts (auction, the end of serial and stock finishing and so on purposes, g oto extreme price reductions). Individualized pricing strategy in practice, the buyer's product value, price elasticity, the product must look at the severity of the requirement. In addition, the recipient's level of knowledge about products with similar product-related trends and skills in using the Internet in this strategy are matters to be considered.

1.1.3.1.4. Customization Pricing:

Different market segments in the consumer price of the product to adapt to different versions of the go often. As in traditional marketing, Internet marketing, this pricing strategy can be applied successfully. Particularly frequent changes or new needs and demands quickly and to respond to the renewed studied computer software, communication services and so on. pricing would be to adapt the products in question. This new version of the product to gain the cost of such products is very low or close to zero.

This type of implementation of the strategy is important to make distinction between target audiences. Adaptations can not see significant differences between the different segments of an appropriate adjustment can not be performed, or their own expectations, the price difference may not be displayed endure. Customization pricing substantially reduced the weight of vendor perspective, risks can be downloaded to a minimum.

1.1.3.1.5. Package Pricing:

Contact point of view of the package pricing strategy can be applied to other buyers thought to be an attractive alternative product packages together to create and receive. Thus, the total sales volume enhancement path to get there. Acceptance of this strategy increased the extent of total profitability.

As the large number of market segments Separation feature package can be created and can be presented in different consumer groups or individual consumers. The package for the successful implementation of pricing strategy, motion information data bank, for the expectations of consumers and attractive product packages must be created.

1.1.3.1.6. Brand Value-Based Differentiation:

Weight of competitive marketing point of view on the Internet where businesses to strengthen brand image and brand can go through the path of increasing competitive advantage. The company is strong brand loyalty and brand image, especially the emphasis on prestige pricing strategy, by implementing these types of buyers in order to reach success.

This type of implementation of the strategy is not only the product brand for the business site to be used in acquiring the brand. Indeed, the problem of trust is still a significant price to be very reliable in terms of incorporating the Internet into marketing efforts to be expressed that it may be an indicator.

1.1.3.1.7. Optional Pricing:

Other pricing options in a competitive pricing strategy, as well as traditional marketing, quantity, timing and speed of delivery, payment terms and so on. criteria, depending on the price advantage compared to competitors and capture practicable be kept as optional. This type of pricing in the future with a short shopping also consider putting the maintenance of the recipients can be provided.

1.1.3.1.8. Lifetime Value Pricing:

Relationship marketing-focused marketing efforts to pursue cooperation in line with customers for life, always based on the calculation of the value of a customer's average over the life of the company according to this strategy, the long-term relationship with the customer hanging. This is a not damage the relationship of price determination and the acceptance of this price, is important for mutual gain.

Internet marketing life easier for patrons to be calculated. However, lack of face-to-face relationship, the responses and feedbacks related to the emergence of conflicts and long-term relationship can lead to injury.

Calculation of the lifetime value of customers, especially for installation in the desired one to one relationship is of great value. This will take place in higher prices or price increases customer loyalty by loyal customers and provide easy acceptance.

Customer relationship management is also very closely related in the data base of prospective customers by creating pre-determine the price in terms of preferences and price ranges, the implementation of this pricing strategy, Internet marketing is easier.

1.1.3.1.9. Alternative Channel Pricing:

Relationship marketing via alternative channels based on a pricing strategy that gives the customer the opportunity to be using different alternatives. Alternative channels routed to catch the customer the highest value on the Internet. Referrals can be largely web sites, traditional marketing tools are possible. However, such guidance, Protect the customer's confidence, convenience and so on. criteria must be considered. On the other hand, client orientation, different channels must be taken in case the business partner to maintain its position. Thus, the desired long-term continuation of relationships can be resumed in a healthy manner. The importance of alternative channels of driving, and earn the trust of the customer's point of its solution to the problem of care is to show the principle of openness.

Internet marketing, pricing strategies, only one of the major listed above can be applied, as deemed appropriate within the same time in more than one pricing strategy can be applied together. Feature of the market, the business customer profile, product portfolio strategy, such as the selection criteria will be decisive.

On the other hand, generally three ways in the process of implementation can be viewed on the internet marketing and pricing strategies.

These are:

- Openness and transparency
- eligibility requirements
- differentiation according to market segments in the form listed.

Not suitable to differentiate books, CDs and so on. in practice to determine the optimum price for standard products and pricing strategy for the avoidance of discrimination among the buyers, price discrimination can not be a better way to watch the show may be more appropriate in terms of openness and transparency. In contrast, the intense competition for products with price changes in response to external shocks in time to navigate and be able to be ready to act in accordance with the conditions may become a necessity. Credit cards, automobile and so on. to differentiate products is quite clear in terms of price differentiation in the market segment may have to go through.

Business marketing strategies for the purposes of the application in terms of pricing will choose the most appropriate way or ways. During the implementation of pricing strategies for Internet marketing ethics evaluation of the chosen path, and also in the application forms are needed. Emerging Internet marketing, especially in recent years a large number of conscious or unconscious negative sample, increasing the need for this issue.

1.1.3.2. Internet Marketing Strategies Marketing Pricing Evaluation Ethics

Internet marketing and pricing strategies in terms of marketing ethics is important to make a brief assessment. Because, increasingly widespread complaints about this issue and observed that negative examples.

Price discrimination and dynamic pricing strategies to be included in the price of its bare, not indicated as add-on prices, marketing, internet marketing important subjects concerning moral values.

Individualized, customization and pricing strategies of the package is mainly just an approach that tries to exploit the ignorance of customers of price differentiation in the recipient's use of knowledge exploitation and the misuse of personal information and so on. moral point of the agenda topics can be criticized.

Relationship marketing, pricing strategies implemented to improve the value provided by the customer to demand a higher price level, customers, channels or sites to direct a higher price, higher-priced products, primarily for customers to compare the circulation of the site and so on. criticized such practices.

Although not directly related to pricing on the other hand, secure, private information for commercial purposes, kullandırılması, the principle of non-compliance issues such as privacy or open to criticism in terms of marketing ethics may be encountered with a large number of application examples.

According to traditional marketing, pricing strategies, pricing strategies, marketing on the Internet is contained in the differences. Despite these differences, pricing strategies as the starting point, buyer or seller to be versatile in their next competition-oriented and relationship-based marketing is understood. Business product and market characteristics, and selects the appropriate pricing strategy or alternative strategies to determine the application forms. What is important here, with the right strategy is to select the correct application form.

Internet marketing the right choice of pricing strategy and its implementation, will increase the success of both marketing and marketing ethics will allow for the emergence of trouble-free results.

Shopping on the Internet become more responsive to price increases come from the recipients understood. However, this sensitivity has been observed that although consumers did not do enough detailed comparison.

Turkish literature with the conceptual meaning of a contribution to this study, the research can be enhanced later. At this point, especially, the Internet environment, and a product of the sensitivities to price, consumers who shop often to get the internet to research how many sites will measure dolaşıklarını businesses that perform marketing research to uncover the criteria that determine the pricing strategies of the conceptual work can be said to be carried more advanced levels.

CHAPTER 2 :

2. TOURISM AND INTERNET

Countries with the natural beauty of mountains, seas, historic buildings and places, the people of other countries, and introduced its own unique beaches? To do this all the time, or join the emergence of a football team is the championship match will have to wait? Today, Internet technology, space and time with the people they want to have access to these resources.

"Where should I go?", "How do I go?", "What services will I get?" People are looking for the answer to such questions. Already limited time and budget is prepared on vacation, people do not want to live in their frustration on the bird, this time and the money they want to assess the best way. Time and money bulabilenler vacation package programs in the weekend newspapers, looking at the boy were walking with an agent and an agent. The result of all his friends confused and eventually benefit from previous experiences. "I enjoyed last year, this agency participated in this round you go" is the only factor that triggers the movement of the answer.

The most effective advertising customers to enter their homes. For this, there are several options: to go in person, television and the Internet. Is no longer pleasant to go in person met. Television is still a very effective tool, but expensive. But now most of the internet at home that no one has entered. Especially in the more heavily used in overseas countries.

Tourism experts are standing in the internet a little cold. Internet is still a very effective tool that they are not able to accept. Until now, made by tourism / built web sites in general the company we find the address and telephone numbers and information about the company. In addition, updated prices and flight timetables published on these sites. Perhaps hoping to get an answer even if the e-mail sent can not be the answer. Internet connection fees from what they see as a serious expense does not control even if the e-mail boxes.

Here, in this regard with dedication and efficiency of the Internet site, without mentioning a few I should grasp. Of course, studies on this subject, the less that admirable, but siğabilmekteler between the lines of this article.

Www.turizm.gov.tr of the Ministry of Tourism prepared a really nice site. 5 in language content, travel, tourism and tourist destinations are given the necessary information for. Where to eat, what to buy before going on holiday with, and the local characteristics of the person giving the opportunity to study course. The information about Museums, tourist types, city guide, accommodation guide and agent directory complete with rich content.

Www.kultur.gov.tr a corporate site with the Ministry of Culture of the other. On this site you can buy in the souvenir shop with a virtual shopping. Site updated news related to tourism, art and receive information about events; yörelerimiz, expand vocabulary and knowledge of archeology and history.

Looking at a private agency sites, the first site to give them www.gezikolik.com example. Air and hotel reservations can be made on this site. Reservations can be displayed in the hotel's features. The bit with the site tour guide in selecting the goals desired, it can be viewed on the tour properties. Car hire car rental companies want to address, and phone is directing you to the site. Also included in the information given on the site about the beautiful resorts. Address www.biglook.com accessible "Bigtravel" site located on the site as a member of tour, airfare, car and can make reservations for hotels. Site has a nice restaurant to the database. In addition, cities in the world, Turkey's resorts and tourist destinations with introductory information provided useful and relevant. www.gizlicennetler.com a site available for information about the sights of Turkey. Done in English www.tourturkey.com in domestic and international hotels and tour search, flight search and vehicle search features available. www.seyahatname.com site hotel and restaurant guides, domestic and foreign tours, car rental in the given properties. Also added to the site information about Turkey's regions. www.hotelguide.com.tr site featuring a detailed hotel search. Hotels can access all the information. www.tatilborsasi.com hotel site, accessible information about domestic and foreign tours, air and car reservations can. Also for holiday-makers the necessary information to the site and added to-date news about tourism. given detailed information about places to visit

in Turkey www.exploreturkey.com site. Can search and book hotels in places you can travel around. The site also has a blue cruise search and booking option. www.turizm.net site in English about Turkey, hotels, blue cruise and booking tours and you can receive information about. www.transnature.com.tr site designed mainly outdoor. About extreme sports site with detailed tour information. www.dogatur.com.tr site, whether in the Black Sea and Mediterranean tours and information about hotels, added feature to make reservation. In addition, the site contains detailed information on the Black Sea. www.saltur.com.tr site tours, information about domestic and hotel reservation can be made and can make it. In addition, language schools to the site, added to the information about the congress and seminar organizations. Adventure and cultural tours www.tempotour.com.tr site mainly as a site stand out. www.viptourism.com site tours, accessible information about the Blue Cruise tours. www.adrenalin.com.tr climbing and extreme sports site is designed mainly as a site.

Finally, the "www.gata.com.tr" I want to mention the site. The content of this site is really abundant. Main page updated every day, so that can be achieved for the current program and price information. A wide variety of tour programs available on the site and have a good hotel database. You can see all the properties owned by the content of the tours and hotels. A person who wants to go on vacation, weekly or daily tour reservation by selecting one of the program have done. Site detailed tourist attractions, car rental, outdoor, organization, and aircraft parts and sections of each chapter consists of an on-line booking. This easily accessible information for the sections in detail. A tourist view of a portal page, home page of the site with a lot. But the content related to tourism. Hotel of the Month, an opportunity, car and tour, a weekly newspaper and was prepared with the money-market option has been home a rich look. In other words, active, dynamic and contemporary design, before going on vacation once a warming drink to your destination.

I would like to mention here more from the site. However, many beautiful tourism regions in the world-famous in our country have been working on this issue until the fingers of our hands. Technology're standing quite far away. Computer is not only a tool that provides a beautiful image at the table. He was no longer lives. Active promotion of tourism to our country experts, the independent use of time and place, and today, all the continents circumvent property transactions (communication, advertising, shopping, etc..) Can be made cheaper than the internet to socialize. Forgotten that, on the internet does not make investment companies, the future will be gone.

2.1. Tourism marketing impact of the Internet:

Tourism regions, tourism is one of the focal points of the most important movements. The main objective of the displacements of people in temporary, often to visit a particular area of tourism. These regions, due to various elements of attraction draw visitors to them. Because of more than one element within the keep in the coming years the individual businesses in tourism marketing will have more importance is emphasized.

In this study, first, the latest developments in information technology services industry, today made a general assessment of how to make use of these developments will have important potential impacts on services marketing are emphasized.

Secondly, regional tourism web site can be used in designing a model-specific parts of the proposal are made. In this context, individual tourism businesses and public and private sector institutions and organizations to make some practical suggestions about what needs to be given.

Rapid developments in information technology in recent years, tourism and travel industry distribution channels, the emergence of different qualities leads. Indeed, the intensity of use of information technology and tourism areas by taking advantage of these tools issues such as how to market the tourism regions in the coming years will be even more effective on competitiveness has been emphasized. Regions that use information technology intensively on this issue compared to the weaker areas in terms of competition in international tourism will become more powerful in this context is emphasized.

Therefore, the economic sense, the use of technology in the form of developed and less developed in terms of two kinds of emergence of the tourism zone of high probability. Needs to be done in this case, is primarily located within a region by analyzing what kind of technology, consumer expectations and needs of existing applications, whether you did not investigate the response. In addition, according to research what kind of future studies may need to determine the weight.

Tourism demand factors affecting the rapid developments in information technologies and an increasingly important position in the emerging tourism promotion, along with the basic principles remain the same, the national tourism organizations, tourist attractions, country and sector research organizations, strategic planning, advertising, public relations, information, and production of promotional material There is no doubt gained experience in sales development. The promotion of tourism in these countries, information on the market, market segments, the target-mass selection, product development and consequently to improve quality standards, know the importance of providing alternative leisure facilities.

The countries responsible for the promotion of national tourism organizations, tourist attractions and the country also increasingly competitive world tourism market, tourism zone and the number of products on the market increases with each passing day, taking advantage of modern technology to protect the national level, market shares clearly perceive the need for continuous efforts. Every aspect of a more conscious, level of education higher, demand is expected to be more intense and the expectations of consumers and tourists of the future, consumption habits, lifestyles, behavior patterns and changes in population structure and planlamalarınca tourism policy has to be observed closely.

However, the environmental impacts of tourism phenomenon in our age of highly sensitive information at the beginning of the factors that most affect communication or the dizzying advances in information technologies is occurring. Size and speed of these developments, the supply of tourism product and service providers in terms of form is of vital importance. As known, the raw material of the phenomenon of tourism and travel information. Servers for the presentation of products and services, for consumers to satisfy the needs and requests, the information available through distribution channels depends on the extent to successfully. Therefore, the tourism sector, information technology is one of the most intense and most widely used areas. Information communication or information technology, print media, audio / visual, telephone, and covers all electronic media.

Tourism policy and communication tools mentioned in the first three of planners to use in intensive care have shown to develop policies and plans. National and regional tourist promotion of the products distribution channels classic for many years, was conducted with the manufacturer and travel operations. Since the early 1980s, the result of major advances in information technology that allows a more direct way to reach consumers started playing with new distribution channels.

Tourism policy and watched carefully by planners and the general lines of the above-mentioned demands and needs of the consumer advertising and promotion of tourism was more important. Equipped with all matters of tourists looking for easy access to the information system is now waiting for a better service, product or service, moving away from faith, he becomes more selective in terms of products and services offered, and vacation habits are changing in favor of more frequent but shorter vacations.

As a natural consequence of this decision-making process is shortened, can be seen increases in sales in the last minute. Tourism market these changes, the countries in the areas of tourism product and service servers in the direction of the movement has undergone restructuring. In addition, information technology is a type of virtual reality (virtual reality) programs where they choose their holiday tourists around the center of what they can do, buy what you can retrieve the show.

Three-dimensional, visual, auditory and touch technology, the only shortcoming of these programs are produced, perhaps, social and cultural environment and can be taken only in tourism powers of smell and hearing. Virtual reality programs enriched with the future of the Internet technology is increasingly becoming a part of everyday life, mixed (heterogeneous) and the pages will have a user base of more and more product / information that will be gained certainty. So, countries attracting tourists, tourism regions and countries responsible for the promotion of national tourism organizations have to do, the technology and explore ways to ensure maximum benefit of this technology may be seen as a component of promotion and marketing strategy to be implemented.

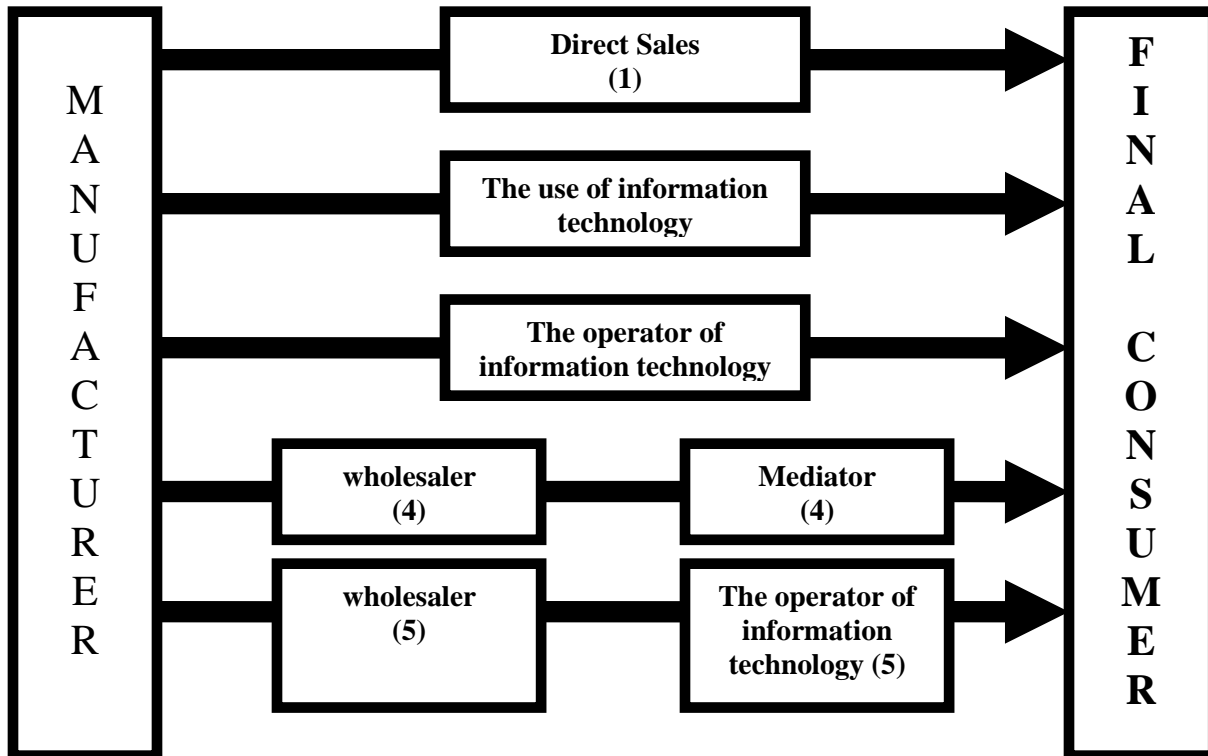
This study was prepared within the framework of two basic purposes: first, how to make use of the service industry today about the latest developments in information technologies by making an overall assessment, the possible effects of such developments may emerge to give information on services marketing. In this context, improvements in information technologies impact on the distribution channels, marketing services holding two different ways of thinking about the agenda of the investigation will be done. The other one, developed in specific areas of tourism suggesting a model for regional web sites, the success of the model will be given in public and private sector responsibilities falling. The study suggests, such as the above explanation, created entirely within a conceptual framework.

2.2. Place of Information Technology in Tourism Marketing

Study, 'objective' way of thinking at the first mentioned, information technology services in the near future by making a revolution in marketing agents, and thus would eliminate the reshape the focus on distribution channels. This approach, "an innovative approach to marketing of services" be considered. The other one, although a strong factor in the information technology itself as a fundamental feature of the service due to even show the relationship between buyer and seller is that power will continue. This is the "traditional approach to marketing of services" can be taken into consideration in the form. Both approaches are examined in more detail below in the format.

Figure 1, service pazarlamasındaki shows the direct and indirect distribution channels.No. 1 line, the manufacturers of any vehicle without the use of traditional methods used to reach end-users indicate. No. 2 line, as an alternative to direct marketing, show that the function of information technologies to reach final consumers. Here, the agents can be found in consulting activities. The number 3 line, an information technology company for a specific commission acting as negotiated with the operator or designer shows. From here the enterprise is undergoing change in the understanding of direct marketing. No. 4 line, wholesalers and agents in accordance with the manufacturers to reach the final consumer shows. Finally, the number 5 line, the manufacturer of a product of heterogeneous businesses by buying products that make up the wholesalers, the operator of information technology have created new products to consumers through other businesses, delivers the final.

Figure 1. Service Marketing Distribution Channels



Traditional Approach

Immunity, indissolubility, may be distorted due to the heterogeneous property, tourism and travel industry, according to a physical distribution channel, distribution channel, the agent needs more courses. Therefore, according to the traditional approach, although information technology is a powerful factor in the basic feature of the service need not even show itself as a strength of the relationship between the buyer and the seller will continue. In addition, all members of this group of people in the world of information technology in economic and social reasons, equally eligible, so this segment of service procurement, consulting, consumer complaints and so on. they would still continue to use traditional distribution channels, according to the reasons asserted. More importantly, consulting and so on. specialized subjects through the traditional distribution channels to operate certain businesses operating in the intermediary institutions will continue to do the task in a matter of debate. Such developments are already on the studies, the determination of policies for the future will shed light on marketing and consumer behavior.

According to this approach, the importance of intermediary service pazarlamasındaki some of the reasons for protection are summarized as follows. First of all, brokers will help you determine the needs of consumers and inform them about the characteristics of products and services. Every time they do not have comprehensive information for consumers there are risks of not being satisfied. Finally, the intermediaries should prepare and the results of market research for businesses manufacturer shall notify these businesses. Therefore, the disappearance of intermediaries such activities as a result of other businesses will still be needed.

Innovative Approach

Our innovative approach, by making a revolution in information technology services marketing in the near future to eliminate intermediaries and distribution channels so that will shape again. Therefore, service marketing, technological innovations in the world that shows itself in time to watch and these changes need to take advantage of the maximum level. Technological information systems used in service marketing is how much power you will be doing sales also underlined.

For example, the Internet, provides the ultimate opportunity to reach consumers, now they want the information they want. The waiting period is now closed to demand access to information and knowledge. Traditional marketing concept, benefiting from a service that is effective in achieving a decision on the recommendation of a friend or friend-through entities that are to benefit from the service in the previous semesters.

However, together with the development of information technologies, the potential customer wants information, and comparison can instantly see the computer screen, such as the request may have a chance depending on the type of reservation can. This also may be effective in such customer's purchase decision.

Benjamin and Wigard (1995), such as researchers, information technology will replace traditional marketing approach, and therefore, the manufacturer will not remain with the need for consumers to gather in a single center would be forced to say that the development of different marketing policies. Undertaken by the smaller of the importance of emphasizing the role of intermediaries and service is expected to change the types of Hamil (1997) also are included in this group. For example, a travel agency in such a case, only the mail control, such as gardening and home security consulting firms that provide information about specific activities or services to be able to get a new shape. More importantly, despite the need to reach the final consumers to producers or agents, in order to inform you about products and services to the producers and intermediaries to reach the final consumers via computers or other advertising media, truth should not be ignored.

Therefore, the agents "siberaraçlar" (cybermediaries) or "artificial agents" and the marketing concept of "cyber-marketing" (cybermarketing) may need to change the form. Cyber-tools, or artificial agents, with the final consumer as a bridge üreticilarasında the flow of information has taken place in cyber-marketing.

Subject taken in terms of tourism industry, the package tour (and especially the last-minute sales) in sales can be considered as an example. A trip to another country, every kind of option to purchase the product and can be seen on the computer screen. Which airport to use for the trip, trip to do with how many people and how long the screen confirming your payment electronically by credit card also can be done instantly. Tool of such information without the need for an organization, as well as make comparisons between options is also very easy and fast. In this way, a potential tourist or visitor wants to stay in business or wanted to visit the region and compare with competitors can make the final choice.

CHAPTER 3 :

3. TOURISM ZONES AND FEATURES

Tourism regions, tourism is only for a mixture of products, offer customers an integrated experience. These products are experienced in the name of the tourist zone. Traditionally, very well-defined geographical areas of tourism zones. For example, you are obliged to an island or town (Hall 2000). However, the tourist zone is gaining popularity other than a recognition that customers would prefer to travel on the type of tourism, cultural background, the objectives of visit, according to educational level and past experiences of perceptual rated by customers as a relative concept. For example, in London, a tourist zone for the German business people, while the incoming Japanese tourists to visit six European countries for a tourism region in Europe. Another source of tourism in the region, the whole country within a country of many small and large cities, the human brain has a certain image is an area of national brands and major tourist attractions, attractions and festivals, various events such as carnivals, a good transport network was established within the region , development potential, built-in connection with inter-regional transport network and transport facilities at the country level and for the development of tourist facilities have adequate geographic area is defined as a region.

Due to the structural feature of tourism, a tourist not benefit only a single elements, unlike the many geographic, economic and social elements of the combination of the 'final

product' buys and this product may itself be an important factor in the formation of tourist holiday experience.

A large number of tourists to choose a specific region can be effective motivator. A tourist, went to stay at the hotel makes the region, eat in a restaurant, makes shopping, transportation, tools, uses, communicates with the people of the region and will visit various venues. Therefore, it should be noted that the regional tourism sector and the direct or indirect relationship with each individual (or local / regional population), the above-voiced "domino effect" due to the provision of quality service and ultimately the level of satisfaction of tourists visiting the area or the tourists to visit the region again, the same way or necessarily tend not to play a role.

Therefore, to be a tourist satisfaction and continuity to ensure harmonization between the elements contributing to the creation of tourist product, the effective coordination and cooperation between units is required. For this reason, emphasis should be given to the concept of regional tourism marketing and regional web sites utilized in this context may have to go its way.

3.1. Tourism Zones in Internet Use

Tourism regions competitiveness and also the continuity of the local resources that will satisfy all sections of the appropriate re-use of resources (recycling) depends on the success. Affecting the competitiveness of the tourism zones for tourism organizations, can be analyzed. The types of factors on a comprehensive model, the welfare of the tourism zones in the region competitive in all economic sectors in the tourism sector is based on the competitiveness explains. Affected by numerous factors, including internal and external tourism Crouch and Ritchie's model showing the different types of multi-component and there are many.

The model failed to assess the importance of each of the elements examined, although the market proposed by the different types of regions, periods and stages of life, depending on the specific characteristics similar to the non-application assessments. The model is effective competition in the tourism zones to a combination of all factors, that determine the attractiveness of the region is also extremely important factors in predicting a combination of harmony between the elements that underscore the issue. In this context, the Internet, bringing together all the elements that determine the attractiveness of the region aiming to reach the final consumer will have the potential to be influential in the creation of regional competitive advantage. Or the Internet to provide competition opportunities for tourism, businesses operating in the sector, according to final consumers in three different areas of tourism and in general considers the benefit size is seen (look. Table 1).

Table 1. Benefits Provided by the Internet competition for the Regional Tourism

Benefits for businesses	Final consumers Potential Benefits	Tourism Regions Potential Benefits
Possibility of equal access to information	Detailed information	Equal access to information of all regions
Low-cost advertising and marketing		Easy to obtain local customer profile
Cheaper than in-house information sharing	To learn the dependence on intermediaries decrease	The person at the regional level custom product development possibility of
Faster collaboration development strategies		At the global level low cost-effective regional presentation
Customers faster and low cost communication	Customized products utilization	Intra-regional and regional possibility of rapid communication between
Discount sales policies and more sales		Regional businesses cooperation strategies contribute to improve providing
Low-cost product differentiation	Alternatives comparison	Easy and continuous by informing customers about the region ability to convince
Presentation for the fair participation and prototype production saving		Multimedia applications thanks to opportunity to differentiate
Electronic money and brochure with the bureaucracy decrease	As individuals directly Making a reservation and purchase	Internet use millions of potential the possibility of reaching the customer
Computer and information speed networks as soon as possible by taking advantage a lot of work		At the regional level virtual a reservation network by setting up virtual possibility of co-operation
Easy and continuous with information ability to convince the customer		

3.1.1. Advantages of the Internet's Tourism Businesses:

Internet more quickly, more customers at less cost enabling access to today in terms of Internet businesses neglect a technological innovation will not be made. Especially service-intensive feature for businesses operating in tourism industry. Looking at the issue over the Internet, the e-business (e-business) and e-commerce (E-commerce) applications are extremely important.

The importance of tourism in the tourism product is a little property, and Internet use may provide some benefits in the process of presenting products to consumers possible to say that is due. For example, the tourism product is intangible transportation of property, location of production and depletion of the obligation to buy given the lack of opportunity to test the decision-making and so on. Features reveals the importance of effective marketing promotion. Especially in recent years developing Internet-based database architecture based on web site software technologies to create dynamic and interactive tourism enterprises recognizes the possibility of setting up web sites.

Thus, tourism businesses Internet promotion activities, as well as direct sales, distribution and customer also use other marketing activities, such as relationships. This interacts with many other tourism businesses beyond the tourism business Using Internet can have in their relations with the opportunity. Business in this way, more effective and more efficient advertising, promotion and marketing activities in a shorter time and lower cost perform.

3.1.2. Advantages of the Internet's Ultimate Consumers

Individuals with a desire to travel out via the Internet directly to the Internet use for business and tourism areas have access to the web sites that provide these benefits can be said in terms of demand.

Provide the opportunity to obtain detailed information about the products and services offered, to reduce dependence on intermediaries for information, provide an alternative opportunity to compare products and services, and as an individual making a direct booking and presents the opportunity to purchase products and services. Many consumers these days, speed, reliability and ease of use, says despite the shortcomings, some 15 years standing and more effective use of the Internet in its infancy, these factors are temporary. Summarized above provides a very useful and more with each passing day because of the internet, consumers will continue to use extensively.

Business (e-business) in the world of technical information, such as the Internet using electronic media to share with the international platform quickly, e-commerce (e-commerce) through the electronic media somutve buy and sell intangible products such as the Internet as described briefly.

3.1.3. In the sense of the Internet Benefits Tourism Regions

There are a lot of activity in tourism zones carried out on the Internet. The most prominent ones of these activities, the tourist area of cultural, historical and tourist wooed to draw attention to the region to introduce the activities of regional, geographic and related transportation, lodging, meals, entertainment and so on. was created to provide information on the web sites on the Internet. Some online reservation and sales operations are conducted at these sites and the number is expressed with them;

Tourism district local governments, local tourism organizations, tourism and computer companies operating in the region, the task knows the region promote voluntary organizations, people living in the area and had previously visited the area prepared by tourists. The benefits of the Internet so the area of regional web sites in general as follows. Provide equal access to information of all regions, regional, easy to obtain customer profile at regional level, the opportunity to offer customized product development, low-cost regional presentation at the global level, the opportunity to offer faster communication within the region and between regions, cooperation with regional businesses to develop strategies to contribute to the customer easy and continuous information, multimedia applications, thanks to the possibility of differentiation, and ability to use the Internet to reach millions of potential customers at the regional level by establishing a virtual network, a reservation is to ensure the possibility of virtual collaboration.

Today many other countries such as Turkey, the tourism system, tourism revenue has been low despite the high number of tourists. The most obvious reason, and discount package tours offered by a large portion of revenue due to illegal and commissions alikonulmasıdır by tourist sending countries. Buyer and seller are geographically far away from each other, and tour operators in tourism marketing is a very powerful alternative to electronic information systems as a tool to reveal the development of tourism in the region and to compete with other countries, would contribute significantly. Such a system, tourism regions (1) business and marketing and promotion of the region, (2) communication between units and sub-sectors, and (3) information and advisory service to customers looking for several purposes, such as the submission is available.

3.2. Proposal for a Regional Model of Web Site

As mentioned above, a rapid transition from traditional marketing approach to innovative marketing concept began to take place today, the region (destinations) in the marketing of web sites that have the potential to be an important factor in the necessity to have emerged.

The main purpose of such sites to introduce the region and the region directly to the consumer to undertake the essential task in creating the image. In practice, a number of regional web site is still active, despite a harmony between them in terms of form and content is not known. Such a practice, after all, also makes it difficult to access the information sought. The main feature of the web site of the proposed scope of this study, is taken as discussed in the form of difference from other sites, preparation, presentation and promotional features such as the concentration of the. One of the main features that separates this model from other models, the entire area of the website include information about any activities and tourism related businesses is. The current practice, the only information to be included in the website of the businesses, businesses with one and two star accommodation, information related to pensions should not be counted on this issue stands out various shortcomings. The second main feature, the control of the organization of regional government in designing and updating the site in question.

Existing applications, especially in Turkey, only the control of a company or a public agency or responsibility for such activities carried out some deficiencies and defects may occur. The third main feature of the model not only of the region and the region to cover the full interactive (interactive) contains a detailed map. Existing applications that are given maps or more specific or region is entered along with other regions and countries, including the centers of attraction are given as a map. This is the first time in the future of the region, or more convenient for a tourist or those having no tourist attractions or may lead to another region. Basic features of the data stored in the database on the website in question, fourth at the regional level is accessible via a local network. This feature is already limited financial possibilities of the zero-cost, local businesses and institutions to easily reach any information about the region and be able to communicate easily with each other.

Another basic feature is the site promoting the best degree of national and international level is done. Today, the center of attraction for the same region or in different institutions, organizations, businesses and individuals by the organization of many of the website, the site seemed to be related to lack of promotion. Instead of promoting good design to a new site when there is a comprehensive web site available to the site instead of reference to give the site a more appropriate arrangement able to find those who think.

Basic features of the last one, all the attractions of the region with information to support the three-dimensional virtual reality images. Generally, sites, accommodation businesses in the use of this feature at regional sites in the region, a positive impact on the decisions of those who want to look closely. If seeing the tourist product is being purchased by its very nature is seen in this way to provide the means for tourists to make decisions may lead to a positive. The website will feature the topics of basic features shown in Figure 2. The information on this page is intended to be summarized as follows:

Internet or Web address (URL):

Creating the brand is thought to be an address that includes the full text. For example, if the creation of Marmaris is thought to be the brand, in this case should be in the form of address <http://www.marmaris.org>. Brand name, first determining the Internet was a blank check for an address to a name brand as empty be determined.

Zone Name and Logo:

Area image and brand name can be said to represent an easy and can be distinguished from others is seen an icon that represents the name should be. Printed brochures and documents will be printed on the Area of the names and emblems, seats and the region in time will represent the image and brand.

Basic Information:

Region's major tourist attraction with the general sense of historical and cultural centers such as historical sites, sightseeing points of interest, historical background, previously lived in the area of civilizations, interesting events that took place in the region, such as the date of the information in detail should be included under this heading.

Public Institutions:

Tourism and security in the region, and especially the public institutions should be its a list of names from the list, if you have clicked on an institution that the institution should redirect to the website, or that important information about institution and arranged a page's phones.

Tourist Shooting Centers:

This is a list of attractions featuring the title should be a drop-down menu. The user clicks it the center of gravity of the center of attraction from the list, which should be directed to the home page. Center of gravity of a particular section of the page in question in this way will map, hotels, travel agencies, restaurants, sightseeing-places to see, such as access to a link to the information must be described in detail.

Festivals:

At certain times of festivals and competitions are held in the region listed in the list with a link to each event, an event-driven introduction page for each event in these pages instead of the festival of transport, accommodation and meals will be needed, such as information about the services should be included in detail.

Activities of Regional Organizations and Grants :

Providing the design and management of the site as a professional 'Regional Management Organisation' by whom it was created with, the duties and responsibilities, level of management, such as giving information, carrying out other activities and projects to be promoted and periodic announcements about these activities should be done.

Supporting Information:

Exchange rates, weather and emergency situations will be applied to help the information of where the information is called with the phones. As to increase the number of visitors to the site of this type of information is usually placed in many of the web sites. The weather, tourist attraction centers in the region and weather conditions in the region that must include local weather information.

Reservation and Airline Tickets:

The main purpose of promotion, brand building and image of the book to make the regional sites, have the right to carry out activities such as air tickets to sell. However, in order to make a referral site for people looking for this kind of information in this regard must necessarily descriptive information. For example, clicking on this link in question can be given in a statement said: "these transactions related to travel to the center of attraction, or click on links to accommodation businesses."

Region's interactive (Interactive) Map:

Most tourists want to have some studies of regional web sites or web-site promotional maps of the region is one of the issues are discussed. Hence, a regional web site that identifies the area must have an interactive map. This tourist attractions and historical sites in the region on the map names should appear, click on the names that identifies the place where they should be forwarding your web site or page. Such a map is thought to be a very useful and interesting.

Member Login:

Done some research, web sites, membership system is not used often observed (Yellow 2003). However, the attractive region who are interested in seeking the delivery of information about developments in the region and regularly send announcements to be included in the membership system will be appropriate on the site.

Other Information:

In general, about the region, news and events, food and beverage, transportation, car hire, interesting places, sea water temperatures, the dangers of forest fires in the region, damaging plants and animals, such as security and announcements will be appropriate to include the idea of need information.

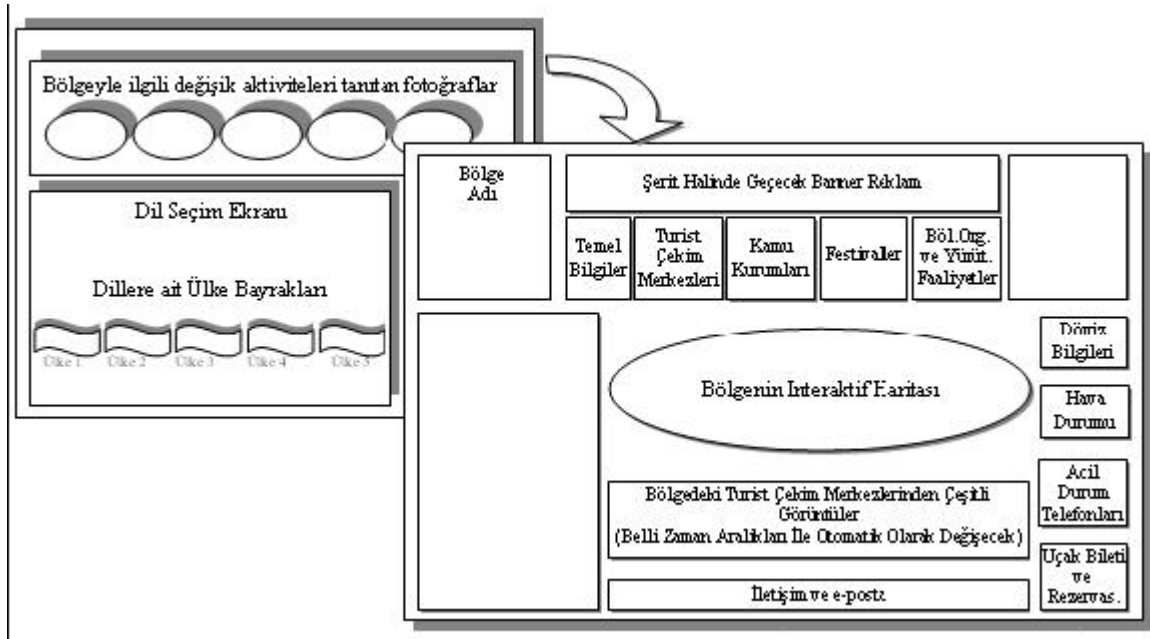
Forums and Chat (Chat):

Area have a forum and chat environment, improve the quality of service in the region to establish a connection on behalf of geçirenlerle holiday will be useful. Imperfect and incomplete in the region to be informed about the activities of a team and get advice about how to do a better forum to provide an environment extremely useful. My environment constantly monitored by staff carrying out the management of the Web site, the information required immediate transfer to the necessary units.

Communications and E-mail:

This link is clicked the Regional Management Organization phones, mail and e-mail addresses, and various issues with the authorities (receiving information, complaints, etc..) Link to a page that includes the names of the staff should be opened to be established. Both the organization and staff will be established link on this page are prompted to send an e-mail e-mail addresses tourism is clicked the screen will automatically send an e-mail should be opened.

Figure 2. Regional Web Site Model



In order to achieve the desired target audience, advertising and promotion of the website in question should be required. Furthermore, the number of each site as much as possible the establishment of the necessary link to other sites. These are primarily the Ministry of Culture and Tourism website to the web sites of various public and private organizations and tourism-related organizations, associations and tourism businesses may be web sites. Searches on the Internet address of the site within the first ten pages so that search engines and promotional activities will be one of the most important record yaptırılması. showed concern for tourists in the first place, games, entertainment, news, sports, movies and shopping sites, such as that for the time to spend on these sites, "multimedia" and "banner" ads can be published. National and regional-level auditory and visual media organizations are emphasized from Internet ads can be run.

Other provinces and regions, the edges of the roads entering the area of tourism's just the Internet address of the considerable size of billboards planted. Area of all the printed paper, envelopes and documents may include on this Internet address. In this sense, detailed and Professional web site designed and bandages, so a big promotion in the tourism zones shall be designed a web site more effectively and regularly. Maybe this way, tourism zones in the current web site pollution and confusion will be eliminated.

CHAPTER 4 :

4. The Role and importance of the internet travel agencies

Internet applications in the last twenty years, quickly became widespread all over the world and e-commerce has become one of the many business-is the most important marketing tools. Global trade is an important part of the tourism industry, the internet has long been used for many different purposes. Today, researchers and managers need to use the internet and argue that it borders.

The main purpose of this study is to determine the importance of the role and use of internet travel acentalarındaki. Travel agencies also gave priority to marketing, distribution channels, are among the goals. A selected group of 148 travel agencies operating in Istanbul and one of the closed-ended questions were an-ket managers of these enterprises. According to the findings, enterprises owned 87% of the web page and an expert in business with these pages often created or understood by the outside consulting services. The most important reasons for use of the Internet has emerged in the form of easy reach, and facilitate communication with the customer. Web pages for most of the services offered, address information, sales prices and policies, and reservation information. As a result of ANOVA test, considering the level of education and experience, there were significant differences between the opinions of managers.

The rapid development and spread of large areas of Technology and the Internet, particularly important in many areas, including global communication and trade leads to changes and developments. Significantly increases the number of transactions over the Internet user and the spread of these two factors feed each other constantly. Acceleration of the use of Internet in all areas brings with it a different debate. Is the Internet a useful or harmful product or service will be available on the internet along with discussion of the limits of this debate as the focus of attention important issues.

Global trade is an important part of tourism, the most common use of the Internet as one of the sectors that attract attention. Provides the link between customer and business travel agencies especially in the last ten years, significant progress on the implementation of the internet is observed. In this study, travel agencies in terms of marketing was to determine the role and significance of Internet applications. The research data using the survey technique continued its activities in the city of Istanbul in the 148 "A" and "A Temporary" group travel agencies have been obtained as a result of interviews with managers. The study consists of three parts. In this section, the enterprises use the Internet and related applications, especially

in the last ten years, consists presented an overview of the literature review done. In the second part related to the earlier studies are summarized in internet applications. In the last chapter, presented the results of surveys conducted with managers of travel agencies interpreted.

Today, computer software and telecommunications development quickly began to use the Internet as a purchasing channel, is preparing the ground. In the 1990s, especially the Internet as a tool for sharing information and resources to evaluate the introduction of global, traditional marketing practices have taken a back seat and internet facilities that perform business activities of electronic tools, and methods of application as the concept has led to the emergence of today's e-commerce. Increasing experience of the Internet technologies used for commercial purposes, businesses web sites loaded more functions. Because of the knowledge-based feature that allows global access to the internet, tourism services, distributes and markets increasingly becoming an important tool in business and travel industry is changing distribution channels.

Spread rapidly falling cost of Internet distribution channels, providing travel and tourism is helping participants reach their markets around the world. Before you buy products and services related to tourism businesses who want to meet the information needs of customers, taking advantage of information technology to improve service quality, especially through the internet booking facilities benefit.

Technology alone is not to add any value to a tourist operation, together with strategic and effective application of technology in an enterprise to reduce operational costs and the distribution of products and services to better support customers-what is defended. Strategic applications of information technology in the new economy and to benefit from the Internet, is considered important for the continuity of business operations.

In addition, electronic commerce, to carry out the work and travel agencies, especially about their own products in the market also affects the shape of distribution. In the early years that serves not only as a provider of information about trips the Internet in recent years, rapidly spread throughout the tourism industry has become a force that performs the potential for more business.

Businesses providing services over the Internet, information distribution, customer relationship development, creating a wide customer base and provide significant benefits in the development of after-sales services. Internet-marketing tool, especially a communication is perceived as a channel that performs the company's goals and objectives. Customer services, as

well as the people he likes to relate to people, not machines. Internet pages to be capable of facilitating bidirectional communication, the evaluation of a useful marketing tool to prepare the ground. However, marketing on the internet is not just limited to distributing the information, also creates the potential for direct sales. Distribution of information via the internet direct sales process slowly grows larger than the potential of electronic commerce. Difficult to make accurate predictions about the Internet sites and users, but common use of the internet companies in the tourism industry there are positive trends. Internet customers' interest and participation in tourism businesses provide information in accordance with the preferences and use this information allows the receiving private communications and service. Content directly affects the image of a destination websites and offers customers a virtual experience.

Use of the Internet to offer more information to consumers, special interest trips by raising expectations for the tourism industry of the competition have fueled the rapid development of information communication technologies and their widespread use with the Internet is changing the structure of the worldwide tourism industry. Tourism industry in the last 30 years since the United States and Europe, implemented new technologies and this trend will continue in the future. Not to take place since the mid-1990s, businesses on the Internet since the early 2000s, questioned the use of the internet to discuss the levels.

The Internet, have effects on the travel and tourism businesses. Tourism products and service features (immunity, the complexity, diversity, being independent features etc.) Given the actual travel experiences with customers close the gap between their expectations and to minimize the risk of buying demand prized more information about the product. Research, tourism and travel industry are purchased via the Internet at the highest level among the three groups shows that the products and services. Information communication technologies, in the 1950s airways computerized reservation systems (computer reservation systems), and since the 1980s, global reservation systems used in the tourism sector. The hotel property management systems (PMSs Hotel property management systems) and the hotel CRS systems to the market by moving large-scale companies do business with each other, and has been instrumental to establish the connection. However, Internet development, tourism, airlines and hoteliers changed the structure of the industry by providing a direct sales opportunity.

Michels (1999) study the spread of Internet use would threaten the future of travel agencies and directing customers to emphasize the use of the internet. Within 3-4 years due to the decrease in the role of travel agents might fall 20% of travel agencies and / or major travel agents is expected to unite. Disappearance of the brokerage houses as a cause of some researchers, argue that information technologies to take on the task of marketing tools. The other hand, travel agents able to create a large scale but also because of travel experiences that satisfy the information. We are giving customers will be able to continue to grow.

Intermediary institutions and re-structuring of the disappearance at the end of the debate has continued for many years with the boom of e-commerce model of Internet use has become more pronounced.

Internet travel agencies have the traditional distribution channels is accompanied by rapid growth in tourism. According to many researchers, the Internet will change the role of travel agencies in the near future as a provider of information. Agency distribution system, estimated to be I'd stand out, even though there are still a large number of successful travel agency. If you made a prediction in the future can be said that brokerage firms will undertake an important role 4. These are: (1) to provide information communication between customers and managers, (2) transfer the money by making their book a room, (3) advise clients exist, and (4) hotels and other travel requirements to procure for the customer service. Many hotel chains use their own electronic distribution channel, despite the importance of travel agents is expected to continue in this market. Recently, the role of travel agents, booking to receive advising and advice for businesses to offer more in the direction of change. Therefore, reinforcing their capacity to provide advice as long as the chain of distribution will achieve survive.

Borbely and Vasudavan (1999) the Internet is helping to open the electronic market space by creating a travel distribution network of advocates. Internet Access 34 hours a day 7 days a week and offers unlimited service.

Internet users can make large expenditures of the tourists in terms of emerging markets. In a survey conducted on 80,000 Australian tourists tourists using the Internet-users spend more than they were two-fold. In addition, nearly half of those in the internet access to web sites they visit for tourist information is understood. A study conducted in the late 1990s in America, in the near future travel plans via the Internet will increase in the number of internet users will reveal. Ü-accomplished on a survey of 7700 people in total, 90% of respondents plan to buy from the internet show that the tourism product. These are airline tickets (90%), hotels (52%) and car rental (42%). In another study, U.S. Internet users in 2003, approximately 16.6 billion dollars for business and leisure travel spending reveals.

According to data released by a research company, is currently 420 million people worldwide living 6 miles-half percent of the 13.9 'u (938 million 711 thousand) is using the internet. Internet's first entry into Turkey in 1993 is calculated to be 2 million at the end of 2000, the number of Internet users, with 263.5 percent in the last 4.5 years, on average, an increase of 160% of the world has reached 7 million 270 thousand. However, considering the total population, 13.9 percent of the users of the Internet in Turkey, which remained below the world average is around 9.9 per cent.

4.1. Previous studies on Internet Usage and Applications:

Applications of information and communication technologies, the impact on tourism distribution systems are discussed extensively. Travel and tourism in the field of studies on the internet and e-commerce and web site reviews are more focused on the customer's point of view. In other words, the travel and tourism-related articles available in the summer, the importance of e-commerce and travel industry has focused on the issues of conceptual effects. To manage these effects, but empirical evidence is very limited and realistic number of propositions.

Studies on the effectiveness of websites and online shopping is usually focused on a few topics. One of these contents, and descriptive information about Internet users. Jarvenpaa and Todd (1997) studies of the properties of the Internet shopping as perceived by the users of the Internet shopping agents collect four groups: product perception, shopping experience, customer service and customer risks. In addition, Weber and Roehl (1999) travel to buy your product or people using the Internet to obtain travel information on a profile similar to a research performed. Chu (2001) study of e-commerce, according to the traditional understanding of the effectiveness and efficiency, increase also be used to carry more meaning does not offer practical advice for travel agents.

Jeong et al. (2001) research on consumer perceptions of hotel web sites studied. Results of potential Internet users show the hotel web sites are not fully satisfied. In addition, internet sites, equipment, adequate knowledge and safety factors, conducted over the Internet to increase sales, attract attention as important factors. Kim VD (2004), factors affecting the expectations of China's hotel customers and hotel internet booking on the internet rezervasyonlariyla performed a survey to assess satisfaction levels. Hotel brand and price advantages of hotel customers enough confidence in the research, heard and experienced Internet users give more importance to the security of the Internet reveals that when they come into.

Wu and Chang (2005) in their study on the relationships between e-commerce for the travel agents investigated the effects of transaction security. The study focuses on the mutual trust in corporate transactions occur. Travel agents in another study about the Heung (2003) Hong Kong travel agencies have investigated barriers to e-commerce applications. Results of Hong Kong travel agencies decide to use a substantial portion of the Internet market, "government support" and "the participation of partners," shows that they have importance.

On the other hand, Ozturan and Roney'in (2004) in their study investigated the status of Internet use by travel agencies in Turkey. Despite an increase in the use of the internet according to the results of Turkish travel agencies and they see the Internet as an additional means of communication such as print media and traditional marketing and communication channels continue to use the phone that they attract attention.

Yellow and Kozak (2004) 400 tourists from different countries and the reasons for the level of Internet use on the researched studies have reached the following conclusions;

a) respectively, not trust the site (4.57), not a chance to test the product (4.22) and did not want to give credit card information (3.97) do not wish to make purchases over the Internet.

b) easy-to information ulaşamamalarının most important causes loss of time and internet access is slow.

c) the reasons for visiting the region between the arithmetic average of 4.42 with a travel agent-s the first place.

Bacchus and Molina (2001) perform research, examined the issue of marketing of tourism services on the internet. Working travel agencies, private service companies, and public sector technology companies were booking. In the study, sites of travel agencies to introduce themselves to forms and levels of public institutions to benefit from the internet reservation technologies investigated the role undertaken by companies. Have the opportunity to contribute to the exchange of tourism enterprises in the Internet sector, providing information and financial transactions possible because of the deduction is emphasized that a significant impact on the social and economic life.

Aksu and Tarcan (2002) 29 A Group continued its activities in Antalya, travel agency performed a survey of internet applications and training needs. 68.9% of the employees 't easy access to Internet sites, while 44.8%' s web site stated that it is difficult to adjust security. 86.2% percent were assessed as a very important element for the security.

In Tsai et al (2005) are effective tools to maintain competitive advantages in their study and investigated the effects of the travel agency on the performance of e-commerce e-commerce innovation, and ultimately concluded that traditional travel agents affected. In another study, Ma et al (2003) China's tourism industry, information communication technologies and the Internet has changed how these changes and how important it is investigated where it will lead the Chinese tourism industry. China adopted the method of purchase, and travelers often face to face with the three major tour operator in China, except

for medium-and small-scale tour operators found that the majority do not have full information communication technology facilities.

Cetin (2002) study, the 94 enterprises, including accommodation, travel agency and 95 189 in operation have investigated the use of the internet. According to the findings, 88.4% accommodation businesses thirds of travel agencies web site is present, this rate is very low (16%). 29.8% of travel agencies' web pages I updated to the new service types. Travel agents know more, fast, easy and low cost, prefer the Internet because of their arrival. Nearly half of businesses noted reduced advertising costs, staff costs are an important part of the advocates have not changed. Most travel agencies offer services on the Internet, respectively, the e-mail, site, publications, book and deserves attention as files.

Balon and Pekcan (2006) 139 operating in different regions in Turkey, four and five-star hotel on the web page layout and use of a survey performed for marketing purposes. Generally weak in terms of equipment found in 75% of the internet pages of the hotels and can not be used for marketing purposes has been found effective and useful. Better equipped than the four-star hotels Five-star hotels have web sites is understood.

Purchasing a study questioning the behavior of Liang and Huang (1998), focused on the cost of processing customers' purchase decisions favor. Working online transaction process of research, comparison, testing, discussion, and after-service ordering and payment information included with the distribution. Results of customers shopping the internet is the most important determinant of transaction costs for different products and different customer expectations in the market shows that there is virtual.

Instead of time travel agency business travelers want the information to call or visit the website or via e-mail questions can find in the day. In the same way about the demands of leisure travel agencies updating their web sites respond appropriately.

Dynamic and rapidly growing tourist industry there is intense competition for revenue sharing. This competitive businesses, travel attraction diversification, low-price strategies and leads to different applications, such as a short tour packages. Travel agents and tourism industry by eliminating the Internet directly to customers after they buy because of the tourism product is claimed to reduce the costs of doing business. In addition, the disappearance of intermediaries, provides the opportunity to reach customers via the Internet numerous. Travel agencies compete for the trip are expected to bring together information about the wide-ranging. Not arisen in the internet for the winners and keep businesses and customers will need to provide a combination of information.

E-tourism applications are the latest example of the tourism centers. Tourists, tourism centers and pre-trip travel on the Internet by providing information during the presentation of their products helps small and medium-sized enterprises. Airline companies and technology-intensive as running their own businesses to take direct contact with the customer to provide this opportunity. Buy as close to their clients are trying to eliminate the obstruction imposed by the distributors.

Internet, learning opportunities for potential clients and prices hotel contact with hotel sales representatives helps ensure that you install the comparisons. Internet access for every business systems to customers' changing needs or competitive advantage to restructure in the face of strong competitors, forcing the new regulations. Businesses are continuing rapidly in recent years by the implementation of e-ticaretin/e-pazarlamanın. For distribution and promotion of tourism-related services via the Internet is emerging as one of the leading product group.

Law and Leung (2000) research, the internet users to act reluctant to purchase due to security reasons, this behavior is due to stress. Rao (2000) study also considering to buy the Internet security is a major issue for users, so marketing managers should provide the necessary safety precautions stated. Jeong et al. (2001), the work supported by high quality service web site will make a positive impact in terms of customer satisfaction information to defend. This effect may provide a significant contribution to the customers' perception of product value. George and Stefanos (1999) vendor, product acceptability and attractiveness of the brand says it is important taking into consideration. These factors influence customers' buying decisions specific web sites.

Method :

The main purpose of this study, to determine the status of Turkey's travel businesses internet applications and aims to reveal the user. The place and importance in the internet marketing tools that businesses use to uncover the levels are among the objectives of the study. Research, survey technique is still continued its activities in Istanbul on A Group of travel agencies managers (or managers responsible for sales and marketing) was carried out with. Group A selection of travel agencies in the research area, there are three important reasons:

1-Only with this certificate is authorized to travel agents and foreign tour operators abroad, tour arrangement is distributor in the country. This internet applications, mainly to satisfy all of the conditions indicates the need for global marketing.

2 - According to other businesses in terms of management and operating policies are thought to be a more professional understanding.

3-Research area can border. In addition, a substantial portion of these enterprises in the central offices located in Istanbul.

A group of travel agencies operating in İstanbul first, the number and the address information and tried to reach for it with İstanbul Governor's Office TÜRSAB (Travel Agents Association of Turkey), the official web site has been visited. TÜRSAB (2006) movement of the information on the web site 937'sinin (122 branches) were group A travel agency. Group A travel agency website TÜRSAB detailed address information of about 160 has been reached and the sample consisted of a significant portion of these businesses.

Literature form the basis for the study was a questionnaire. The survey, first Özturan and Roney'in (2004) developed a questionnaire for a study of their form of travel agencies and Tsai, Haung and Lin (2005) is based on the work. Questions in the survey, business and the business manager is close-ended questions about characteristics of others are prepared according to five Likert scale.

Conducted pre-testing process with a total of 11 business manager, and difficulty in understanding questions were revised and rearranged taken. Predetermined questionnaire prepared by hand ulaştırılıp businesses or business managers responsible for sales and marketing were asked to fill out this form. The survey was completed in March-May 2006 period ensured the return of 153 questionnaires, 148 forms, taking into account the major shortcomings in the business manager's responses were included in the evaluation. Assessment made by using SPSS statistical program and question groups, taking into account one-way ANOVA and Scheffe tests applied. The results obtained are presented in the tables been turned into.

Results and Discussion:

A total of 148 enterprises carried out the survey 85,8% of group A, the others are A-Temporary group. 48% of the limited liability company, 35.1% | 84.5% in the joint-stock companies operating as a mess | have periods of activity over 10 years.

The findings concerning the demographic characteristics of survey participants are shown in Table 1. As can be seen from the table, the majority of respondents (52%) of travel agencies are responsible for sales. An important part of university undergraduate degree or graduate programs and 29.7% percent of female managers is within half of the younger age groups.

Table 1 Demographic Characteristics of the participants:

<u>AGE</u>	<u>f</u>	<u>%</u>	<u>TASK</u>	<u>f</u>	<u>%</u>
Smaller than 25	32	21,6	General manager	18	12,2
25–30	51	34,5	Director of the region	14	9,5
31–35	38	25,7	Director of finance	6	4,1
36–40	10	6,8	Sales representative	77	52,0
41 and more	17	11,5	Another	33	22,2
<u>Education Level</u>			<u>Years of experience</u>		
high school or equivalent	28	18,9	1	4	2,7
college (associate degree)	36	24,3	1–3	33	22,3
university (undergraduate)	84	56,8	4–6	47	31,8
<u>SEX</u>			7–9	22	14,9
Mr	104	70,3	10 years and up	42	28,4
Mrs	44	29,7			

Ownership of enterprises and the pages of the web page for update status information is given in Table 2. 87.2% of the participants 'percent of the internet pages belonging to businesses and that 41.8% 35.1% I was making these pages with their own facilities' i also state that they received support on the issue outside the enterprise. The resulting findings, usually updated on a weekly or monthly basis is understood that the web pages (59.5%). Cetin made a survey in 2002 of the web page with only around 16% and 29.8% of travel agencies' i go to an upgrade path for new types of service.Özturan and Roney (2004) in similar research their website they have 65% of travel agencies and 30% once a week, 17.5% 's of the way once a month they go and update every 3 months revealed that 32% of .

Table 2. Businesses internet pages and Update Status

<u>Do you have a web-site ?</u>	<u>f</u>	<u>%</u>
Yes	129	87,2
No	19	12,8
Total	148	100,0
<u>How was the web-page created ?</u>		
With a staff of experts in the business	56	42,2
Taking business advice from outside	47	35,2
Completely with a private organization	30	22,6
Total	134	100,0
<u>Internet page of updated time</u>		
Weekly	48	38,1
Monthly	27	21,4
Quarterly	16	12,7
Every six months	10	7,9
Every year	25	19,9
Total	126	100,0

Table 3 Most businesses make use of marketing distribution channels in order of importance and benefit levels are given. Accordingly, travel businesses, word of mouth advertising is perceived as the most important marketing tool, it is seen, respectively, followed by web pages and e-mail. Television, radio and magazines in the least attention as referenced in the distribution channels. Özturan and Roney'in (2004) research, the Internet, travel agencies and the media is seen as a means of communication, telephone, such as the use of conventional instruments in which they emphasized. According to the findings of the same research, travel agencies, television, radio and billboards advertising brochure with frequently başvurmakla (76.4%) and catalogs (70.4%) continue to take advantage of. According to the results of this study also benefited brochures and catalogs often or always 61.9% of managers stating that 'stop. A similar result in ear to ear, the use of publicity as one of the most powerful marketing and communication tools. Travel agencies, 91,2% often or always, expect this marketing tool utilized.

ANOVA test, according to state ownership of enterprises, in particular web page, e-mail and word of mouth was found to be significant differences in terms of publicity. In the evaluations, joint-stock limited liability companies or e-mail and web pages more important than others have found, individual enterprises have given priority to the promotion activities from ear to ear. The analysis by considering the duration of activity, according to the state property in addition to differences emerged, with advertising billboards and posters on the other tour operators and travel agents also observed that no significant differences. Travel agencies operating times increased advertising boards and banners as a marketing tool increased the frequency of use is remarkable. A similar situation is observed in case of web page addresses and e-mail usage.

Table 3. Businesses benefit from Marketing Distribution Channels.

Distribution Channels	f	ort.	s.s.	Property status	Activity period
Introductions previous customers from ear to ear	114	4,53	,755	,004*	,002*
Internet pages	134	4,13	1,166	,000*	,000*
E-mail	120	4,08	1,153	,000*	,000*
Brochures and catalogs	126	3,84	1,189	,503	,328
Billboards and posters	128	3,62	1,341	,441	,006*
Other travel agencies	130	3,46	1,453	,015**	,000*
Daily newspapers	128	3,17	1,603	,078	,040**
Television Channels	116	2,59	1,481	,098	,012**
Magazines	120	2,57	1,339	,898	,125
Radio	112	2,45	1,420	,132	,012**

Probability of 99% and 95% confidence level, significantly (p <0.01)
Probability of 95% and 95% confidence level, significantly (p <0.05)
Benefit levels: (1) never, (2) rarely, (3) occasionally, (4) often, (5) all the time

Table 4.Reasons for Creation Page of the Internet.

Reasons	f	ort.	s.s.	Levels of Education
Easy Access to provide the opportunity	126	4,16	1,176	,003*
Facilitate communication with its customers.	130	4,15	1,242	,306
Business to acquire new customers.	134	4,10	1,197	,266
Strengthen the image of the business.	126	4,10	1,199	,469
Visual presentation of information.	116	4,08	1,224	,010*
Marketing aims to provide support.	132	4,08	1,185	,386
Direct booking and allowing the sale.	124	4,01	1,179	,749
Related businesses to ensure continuous flow of information.	120	3,83	1,248	,005*
Increase competitiveness.	122	3,76	1,200	,557
Primarily to reduce costs, including labor.	120	3,53	1,309	,033*
Probability of 99% and 95% confidence level, significantly (p <0.01)				
Probability of 95% and 95% confidence level, significantly (p <0.05)				
(1) totally unimportant, (2) unimportant, (3) what is important and unimportant, (4)important, (5) is very important.				

In Table 5 on the website of travel agency managers have the information they provideshould be listed in order of severity.

Enterprise executives address information(95.4%) and the sales price, and policies (84.9%) information about the mostimportant information should be included on the website are joining in that. It operates a tourism destinations and photos.

Other pages of links and affiliates have very important information by managers.

Table 5. The Internet page should have these information.

Information	f	ort.	s.s.	Level of education	Period of experience
Address, telephone and other contact information	130	4,66	,885	,048**	,250
Sales prices and policies.	132	4,43	,875	,545	,000*
Information of reservation	128	4,34	,976	,106	,133
Turizm destination and photos	128	4,30	,985	,001*	,628
Information on the customer profile	118	4,15	1,051	,054	,008*
Other services offered by the business.	118	4,14	1,070	,272	,362
Applied promotions.	126	4,11	1,147	,123	,068
General information about the country and the region.	126	4,02	1,110	,470	,007*
Affiliates of the information.	114	3,94	1,154	,299	,086
Related links to other pages.	114	3,75	1,118	,024**	,005*

Probability of 99% and 95% confidence level, significantly (p <0.01)
Probability of 95% and 95% confidence level, significantly (p <0.05)
(1) totally unimportant, (2) unimportant, (3) what is important and unimportant, (4)important, (5) is very important.

Business managers in order of importance the reasons for creating web page are presented in Table 4. Easy reach of the Internet's most important executives the opportunity to provide reasons for use (76.2%) and facilitated communication with customers (71.6%) show. Provide support to strengthen the image of the business and marketing objectives are among other important reasons.

Administrators can reduce costs, the reasoning of the internet page showed the lowest participation. Managers' level of education taking into account the anova test, the visual presentation of information, and related businesses to create an easy opportunity to achieve significant differences were found in continuous flow of information to provide. Özturan and Roney (2004) 's research, 88% of travel agencies argue they use their web site for marketing purposes.

As a result,

The importance of this work with the Internet travel agencies was conducted to determine the effects of these businesses online. The resulting structured in the following summarized results;

1. Adopted as a means of marketing the concept of global e-commerce (electronic commerce) and it is not used all of the travel agencies that will provide Internet applications. However, in an international activity of all businesses have web pages and using this advantage to provide e-commerce has become a requirement of the modern marketing concept. For this reason, a group of travel agencies to quickly complete these shortcomings and global competition will make them stronger and improvements will be beneficial to have this possibility. From this perspective, the rapid developments in recent years are promising.
2. Close to half of the internet pages of travel agencies prepared by a staff member employed in operation are indicated. Given the relatively short time to be updated on these pages, an expert in the employment of permanent staff considered essential for all businesses. This approach, especially in terms of cost and service managers will be evaluated well by the continuous employment of a staff or outside consulting service alternatives to be explored.
3. One of the most striking results emerged, the internet marketing business managers' assessments as more of a communication tool. Grounds in the creation of Internet pages to reduce costs and increase competitiveness among the causes of importance to low-level administrators in a sense also supports this view and show. Similar studies in Europe and America in particular applications of the internet marketing business stand out. Give up the traditional methods of travel agencies in Turkey and they see the Internet as a communication tool is usually understood. Travel agencies benefit from the Internet for marketing purposes, and may increase their competitiveness in domestic and outside the labor force primarily to reduce current operating costs. Administrators can provide significant opportunities in the near future the Internet for this purpose reviews businesses.
4. Especially the United States and some European countries is an important part of businesses and their personal views of the internet pages of information on customers, while the interest shown in Turkey to be understood that this issue agencies. Today, the traditional approach to word of mouth advertising has begun to take place in the internet pages of opinions and suggestions of customers. Many customers experience when deciding to purchase a product or service to the views of those known to be affected. Travel agents active in this part of the web sites before making the views and experiences of customers who can reach a wider audience, so you can increase sales volume.

5. Accommodation and transportation companies throughout the world, a large number, are known to perform reservation and sales transactions over the Internet. However, as a result of this study, reasons for creating web page allowing the sale between the book and are not regarded as very important factors. Many studies in the way customers purchase online at go-emphasized that the most important problem of insecurity. Applications over the Internet will allow travel agencies to achieve an environment of confidence if necessary, reducing costs, the future growth of assets to maintain and enhance their chances.

Data in this study in a field limited to 148 executive-travel agent of them were obtained from personal views. Therefore, the outcomes may not be the right approach in general would represent defend. However, especially on the issue is expected to provide a limited contribution to the national summer.

4.2. Tourism Sector Internet Usage Rates:

4.2.1. Tourism our country in terms of Internet use:

In recent years, widespread use of internet world to the extent, of course, also affected the Turkish tourism sector. Within the industry-or sector-related adjacent to some entrepreneurs, marketing and booking process, began to exploit the Internet.

The extent that they are not like the West, which aims to provide services over the internet on this web site is of Turkish origin 's, holidays and travel in the next few years, marketing, potential, create a significant extent be seen.

Despite the abundance of the number of sites on the Internet, among which real-time (real time) online connection providers (eg, www.tatil.com; www.milta.com) are few in number. In most of the services they offer is inadequate and limited in content. Support their service providers (ISPs) are not technically competent desired. Therefore, there are difficulties in access.

Out going and very active in the field of domestic tourism, particularly the ETS appears, however, a sister company of this organization Atlas Jet, Pegasus businesses like the site 's advanced, although they offer limited services, only their own products.

Other than those listed above, "portal" web site is aimed at creating 's, selling proceed products, manufacturers do not give less to constitute a serious emerging market share.

4.2.2. Internet usage rates abroad:

Of the earth; 1,018,057,389 Internet users the world's population constitutes 15.7%. According to data from the end of 2004, the world is one in every six people who use the internet.

The top 10 countries that use the internet, respectively;

Countries.....	rate.....	the number of user
1. U.S.	18.3	197.8
2. China	11.1.....	119.0
3. Japan.....	8.0.....	86.3
4. India.....	4.7.....	50.6
5. Germany	4.3	46.3
6. United Kingdom.....	3.3	35.8
7. South Korea.....	3.1	33.9
8. Italy.....	2.7	28.8
9. France	2.7	28.8
10. Brazilian	2.7	28.8

60.42% of Internet users around the world third of the above live in 10 countries.

Population density is high in countries (China, India, Russia, Indonesia) of Internet users, rates in these countries, yet 10% of the total population - between 20 percent.

Penetration rates in the 10 countries listed above, takes place between 65-75%. This ratio in emerging markets, remains at 10-20% band.

Population of Internet users living in the Middle Eastern countries, percent under his (9.6%) in Europe, Turkey is the target market, is 35.9%.

Looking at the number of internet users in Turkey, the world is 20.sırayı. This number is a significant proportion of the population have reached 13.7 per cent.

Populous countries outside the U.S., decreasing the level of Internet usage, the average population approaching 10 million in small countries is increasing ..

United States, especially in applications in the world; the commercial transactions over the Internet, is developing a line shows a continuous increase. \$ 38 billion turnover in 2005 of the world, will come out in the coming 3 years is expected to double.

In the U.S. is a project initiated in 1993, (super-highway) and an increased number of computer users each year, the development of the Internet has become indispensable in daily use. Observed in the United States behind this development, caused by a strong infrastructure, high data transfer rates have a large impact.

The site is a large number of transactions' s, as well as Microsoft's support, "Expedia," Travel to and from the field forward rapidly at the global level has become a portal to computing.

Last month (February 2006) operating in the fields of Travel and Hotel Management "Cendant Group", on line selling holiday and travel "Orbit" i, containing within organizations such as Travelocity and Sabre, "Interactive Corporation," from the 1.25 billion dollars by buying it 2nd Place has achieved in the market. (From Internet World Stats)

The developments on the Internet widespread, then a line is also very interesting watching. For example, the travel industry businesses, advertising and promotional expenditures by 24% 'reputation, search engines (search-engine) spend on the activities carried out. To give its customers free e-mail address, the most commonly referenced methods.

In another development, airfare, rental car, accommodation and package holiday sales taking place. Flight ticket sales in this area is in the first place. Is expected to reach 32.8 billion dollars in 2006. Accommodation and air ticket sales in the second place, only half the 16.4 billion-dollar potential. Housing sales are impaired, causing the consumer is still, in front of the phone talking to the officer, to continue the habit of showing the decision-making.

4.2.3. Turizm in Europe in terms of Internet use:

Holiday sales in Europe, largely in the hands of tour operators using traditional methods. Large operators initially, saw rival electronic processing systems are available. In making efforts to improve controls over the Internet, the sales were stopped.

However, this approach was ruled out after September 11. After the Sept. 11 attacks, aviation sector, the introduction of a crisis, as well as adjacent sectors, the tourism sector in Europe that require large costs, the central structures, instead of concentrating on the technology adopted, and labor-intensive systems began to be abandoned.

Among the causes of these developments, the combination of two consecutive negative in Germany, Europe's economy, consumers like it used to be a long-term block does not have the ability to bounce holidays.

Cash in early in order to meet the needs of buyers take advantage of savings at this stage it is impossible. Cost factors to take into account the finest details become important. Go through mechanization of daily life, has led consumers to act more carefully.

The last six months (September 2005-March 2006) Expedia, Orbitz and Travelocity by the number of visitors to portals that share the first three places, has more than doubled compared to the previous period.

Call as the restructuring of these developments, revealed in an important result, based on integration, controls every step of the process to keep the old structures, the liquidation.

Permanent damage to large tour operators' comments, to begin to prepare the traditional holiday packages, health products, heralds a new era began. As with every aspect of daily life, the Internet, also excels in holiday bookings and sales.

For example, US-based research company GMI 's according to the data, the OECD countries, according to the recommendations and decide whether sensations holiday consumer habits, this behavior is changing rapidly.

July 2005, "emarketer," a research organization called, the results obtained fort he conduct of consumer decision-making (in percent) shown in the table below, the data also reveals a number of quite interesting.

Recommended decision with the T-Scan		
Russia	59	37
India	51	59
Denmark	55	54
United States	54	58
Japan	53	52
China	51	65
Brazil	36	50
Australia	63	50
Germany	57	49
Canada	49	50
Mexico	31	47
Spain	62	44
Netherlands	60	43
Poland	47	42
England	65	39
France	36	64
Italy	33	61

If we look at the results for Turkey, for example in the Russian market directly to consumers were important to give weight to the PR, Germany, Spain, the Netherlands and the UK face marketing events, mainly reveals the necessity of making a web environment.

Using the Web environment, the habit of choosing the countries that stress, low-cost airlines at the same time (low-cost) of the flare stars should not be seen as just a coincidence.

In the last three years, another important development observed in the high-cost, scheduled air companies, their market shares decrease.

These developments, according to traditional methods is quite different, to create new models of marketing and sales is inevitable.

Trying to underline the above development is not just limited to the tourism sector. According to the data within EU countries in 2004, operating in different areas of the selected sectors, establishments, their own web sites' tion of those with the total number of business rates is shown below.

Sweden	82.1
Denmark.....	80.9
Japan	78.4
Finland	75.4
Germany	72.4
Austria.....	70.8
Iceland.....	68.5
Belgium.....	67.6
England	66.3
Netherlands.....	65.5

These developments in the tourism sector in the integration of structure-oriented organizations, they might have more successfully directed towards sub-sectors.

To give an example system, the service-producing businesses, chefs or the functions of the carriers (all or a part thereof) under the same roof collects large structures whose main activity is learning issues, have begun to look for ways to reach consumers directly. Situated in the same direction, specializing in different areas of service producers, in order to protect dwindling profits, at least, turn to electronic transactions is a natural development.

The emergence of the internet as a powerful tool in such an environment, coincidence should not be counted.

In another stunning development, low-cost airline companies is to increase market share. However, these companies still cold looks at the European-based businessmen. These businesses in 2004, escaping a potential 10% could not. For example, half of this market, yet not taken the steps to cheap airline companies.

The same survey, the tourism sector professionals and 83% of all bookings within the next five years, believes that the on-line be done.

EU member countries, the market share of electronic transactions from low turnover, in 2006, an increase of 11.6% over the previous year, 28.8 billion to € is expected to reach. Package holiday sales in 2004 was 15% of total sales.

The countries within the EU over the internet holiday and travel process sequence reveals an interesting result.

United Kingdom: 36%

Germany: 20%

France: 12%

Scandinavia, Finland, Iceland: 12%

Belgium, the Netherlands, Luxembourg, Austria, Switzerland, Ireland: 10%

Italy, Spain, Portugal, Greece: 8%

New EU countries: 2%

Britain, Germany and France after him more than the sum of the rate, booking and purchasing operations benefit from the web environment. According to experts, the main reason for this attitude, low-cost airline tickets, selling over the Internet.

Airline bookings in the last 6 months, half were on the internet. German and French consumers continued to tour operators tend to decrease.

According to research on European consumers, 54% of vacationers through the screening process on-line travel agents, tourism portals have 37% and 9% of the scanning engines are concluded by making a direct entry.

Via the Internet, holidays, car hire, flights, train tickets, cruise programs to purchase, especially in developed countries, the U.S., sales of the platforms and maintained on a personal level, has become one of ordinary services.

Some portals in recent years with a minimum of 5 people starting groups honeymoon, marriage have begun to offer services to groups for special events such as birthdays.

Summer holiday in the U.S. market in 2005 and plans to purchase nine of every 10 consumers has realized over the web. U.S. market is about to come to the point of saturation. Portals, but not until the U.S. travel agencies also increasing at an on-line sales.

In 2005, the European market and on-line bookings in the past with the previous year (2004 in 9%) increase compared to 20% increased more than twice

4.3. Internet tourism in Turkey

Turkish tourism sector to remain outside of the developments outlined above, it is not possible. Founded in a row the private airline companies, foreign markets, adverse developments in the pre-sensing, low-season cash deficits are trying to meet the domestic market.

Successfully transferred to this area of road transport policies, the effect of cheap priceis almost the end of the potential is about to be succeeding.

Similar development is also valid for accommodation sector. New investments in the resources transferred from other areas, entrepreneurs by lowering prices, has lead to providing the financing. The last few years, as set forth in a difficult position in textile sector, tourism, towards the examination of capital flows may be interesting.

Estimates of the developments or after it:

A and B income group, consumer, direct advertising and promotional activities of tourism service sectors, offering to help or because of increased gain the habit of individual decision-making based on research. Campaigns, this habit can make permanent accommodation establishments of the airways.

Cheaper air transport, will increase the desire to go abroad, the Turkish consumers.

Large-capacity accommodation facilities, in order to provide stable coverage, negligence, shall give their attention to the domestic market again. Posted in News, Turkish consumers closer to the dates of school holidays for many years held a special facilities to foreigners will increase their interest.

Ets with a high market share, Jolly Tour, except in the hands of capacity in the past, hotels and local operators are working towards not only in foreign countries will move to this area.

Presence of different instruments to give confidence to consumers in a new area is inevitable. For example, a strong sigortaladıđı insurance company, the bank's co-operation provided a strong, rational a PR campaign will be effective in increasing the market share of sales made over the internet.

Because of the general state of the economy, except for group A and B are introduced into a holiday this year, low-income groups of people-oriented planning to do too early.

In an expensive newspaper and TV advertisements, promotional and direct marketing campaigns will be on the internet, if well managed can provide for positive results in 2011 season.

CHAPTER 5:

5. INTERNET TOURISM IMPACT:

According to TUYED prepared by the Tourism and Technology Report, travel industry uses the highest level of technology. In the meantime, put forward in the first period, according to the report, said the Internet does not hold agencies estimate of the location of the sector will be based on the human element of property, loss of sales is still largely in the market for traditional methods didn't occur.

Tourism remained at the level of 3.5 per cent share in total sales of package tours. Development of electronic commerce in the new job, they could take the internet on travel agencies reported that the interpretations occur. The Association of Tourism Journalists and Writers TUYED short name is traditionally held each month, organized by the "Sector Meetings" were discussed in the tourism and technology relations.

Panel discussion held in Istanbul in Taksim the Madison Hotel, Selcuk Steel (Amadeus), Serious Work (Galileo), Savas Sakar (Garanti technology), Erdal Mujahedin (Servus) and Metin Arghan (Protel) participated as a speaker. It solutions manager Bulent Steel Panel Atiktuk directed.

Views on the report prepared by the Tourism and Technology that describes TUYED speakers, a widely used technology, said the tourism sector. Discussion and evaluation of the sector are presented in the report included the following determinations:

BOOK ONLINE

Demand BOUTIQUE HOTEL

* 3.5 percent of world tourist trip is online

* 95 million people a year visit the Internet travel sites, visitors are only 28 million holidays online

* Tourism, electronically between companies (B2B) in annual transaction volume of \$2 trillion is \$ 8.5 billion share.

- * Online bookings popular boutique and luxury hotels
- * \$ 10 million to invest in technology in hotels in Turkey
- * Online travel within the next five years will form part of a 3 per cent of tourism in Turkey
- * Hotel reservations are made 76 percent of agencies
- * for the 150 firms in Turkey, online tourism is still operating in all 40 patients.

Package tours are only 3.5 percent 's Internet;

"Internet-based transactions is rapidly developing in some sectors. Rapid development was believed to lift the travel industry actors out travel agents. However, only 3.5 percent in the world 700 million people involved in tourism activities' t buy package tours online. Online bookings made in tourism, has led the consumer to buy cheaper holidays. Internet, information, lodge (kiosk), CD-Rom, interactive, and digital TVs also offers companies the opportunity to make more effective and cheaper than the publicity.

However, an important part of the tour is sold in traditional channels, ie, agents are still hand made. Indeed, the share of agents selling holiday packages are at the level of 76 percent. This also eliminated travel agents not tolerate the proliferation of internet shows. Because the holiday with holiday-makers on the website it deems to buy the hotel instead of trust, talk to someone face to face after being persuaded to buy round prefers. Tourism offices carried out 74 percent of online exchanges. When the subject flight, it is clear the nature of online purchases is taking place here. Online transactions are examined in the air ticket sales seem to have a significant share.

The profile of young people:

For example, the \$ 7.5 billion in the world "student tourism " cake created 78 million young people are buying air tickets from the Internet. Online air ticket sales volume in 2003 is estimated to reach 19 billion dollars.

Online e-commerce transactions conducted as part of tourism is considered. And among companies that are part of the E-Commerce (B2B) transactions conducted on purchases last year

was nearly \$ 2 trillion. Travel industry's share of total trading volume is determined as 08.05 billion dollars. In 2008 this figure is projected to reach 26 billion dollars.

Actual online sales, 62 percent of the airline companies, 17 percent of package tours, individual tours, hotels, and 5 percent at 16 percent is shared by others.

First Quarter Sales;

GDS and Internet sales of 28 billion worldwide last year took place overnight. In the first quarter of 2003, reservations are sold around the world in the Center for Internet Distribution Systems (Global Distribution Systems-GDS) and the Internet share of 26 billion, 20 billion share of travel agencies, retail sales and the share appears as 6 billion overnight.

Luxury Facilities Increased Demand;

GDS bookings made through the luxurious facilities, the demand for the distribution of plant species observed increased 2.6 percent. Luxury facilities, booking of an upward trend in average prices of these facilities were at the same time. Luxury facilities prices grew by 5 percent in the first quarter. However, for medium and economy class facilities for booking made through GDS was declining.

Reservations in the first quarter of 2003 but 0.3 percent while medium-quality facilities, economy-class facilities, a decrease of 1 percent. Noted that the decline in average room rates of these facilities.

Is running out of Tour Operators?

Travel agents need to be emphasized investments in technology to survive. Technology together with the travel agencies do not have the market constantly debated whether or not one is. Increasing competition in the tourism sector is gaining importance over the Internet booking and sales. Keeping abreast of technology in foreign agencies, according to the structure adapts to new systems.

Local agencies now promote themselves to be content with a website is worth noting. Prepared is an important part of agents do not sell online via web sites. If the major travel sites offering online sales opportunities are as follows, BookinTurkey, Last Price, Advantage Vacation, Tatil.net Big Travel, ETS Tourism, Vacation Exchange and

Gezikolik.com. During the first eight months of this year, just over the last reservation BookinTurkey determining the number of 35,000, 20 percent of its consumer (B2C), 80 percent of the companies (B2B), respectively.

While the sales growth of 6 percent annual growth in tourism from the internet is determined as 300 percent. Online travel in the next five years will form part of a 3 per cent of tourism in Turkey. This figure can think a large portion of the incoming indirect sales (to Turkey from abroad), tourism will generate.

10 most visited travel site in the world are examined or even purchase air tickets online booking to visitors the opportunity to be seen acquaintances. For example, the airline company, Ryanair, Easyjet, British Airways, Lufthansa and Southwest Airlines' web sites is one of the world's most Clickthrough. But at the same time, 93 percent of Ryanair ticket reservations, the EasyJet is taking over 90 percent of web sites on the Internet. Airline companies auction over the editing of web sites selling tickets.

CHAPTER 6:

6. E-MARKETING AND TOURISM

A person working all year for vacation time to go to the most precious moments in that year. And it deserves to live like the perfect holiday. Informed consumers must place to go to investigate and in doing so, of course, the most effective method used in Internet. Places to go where he went on vacation, how to go, what to eat, had built the hotel reservation or what will take place with more details like this and like that sees all.

Without the Internet, and still again before the choice of some consumers, agents and traveling agent to have information about vacation packages, TV – to follow the newspaper ads, especially abroad, were common practices such as using Teletex. Limited time when the consumer is ready to go on vacation with a certain budget, to make the most of any money you want to avoid problems.

In doing so, research into and confused at the end. And shall decide in the end, take the idea of people around him. In fact, the Internet phenomenon was the most effective advertising and the decision to accelerate the process. Or even just because of everything that examines consumer advice web sites qualified (www.tripadvisor.com, forums, etc.). More before he read the recommendations of service to the people consumed, the question asks, the answer is. All of these recommendations with the objective of giving the decision.

Hotels and travel agencies, especially in this competitive environment, sales and marketing on the internet much more effectively and make the best use is required.

Hotelier travel agency, travel agent, tour operator cease to be bound by all. Internet is a very effective tool for tourism and realize that they could only be done in the publicity does not consist of sales.

Hoteliers hotel built by the website files, many details of the information and do not include the address and phone information. You can even write pages do not even check your e-mail addresses from the letters, she addresses a period of time then turns off.

Travel agencies are not very different from the situation. Some of them wanted to do something different, even after the page been updated in a while loses its validity. Page does not stop work to prepare. effective to get links to portals, search engines, the head of reaching consumers, and we must rise to the top as fast as possible and necessary to give effective answers.

The Internet is a more recent times, the web page address to a colleague asked him during a conversation. He also said and that, as you walk by responding to the issue show much judges felt.

Prepared web pages in different languages to reach different consumers, and help provide expertise for a destination in the territory of that language. When we look at the internet pages of travel agencies; Flight and hotel reservation can be made. Reservations can be displayed in the hotel's features. Requested place of the round features selected and displayed on this place. Car rent.

The content of the pages features:

- Content should be rich.
- visually with a simple design should address.
- be updated every day.
- The program must be a clear price details.
- Wide variety of tour programs, and the database should have a good hotel.
- the content of the tours and hotels have all the properties be visible.
- A person who wants to go on vacation, weekly or daily tour by selecting one of the program online (online) or e-mail by typing yaptrabilmeli reservation.

In addition, the companies 'last minute' in the week, the opportunity, car and tour should take place.

In other words, active, dynamic and contemporary design, before going on vacation once and again and again Must be familiar with where to go to that page by entering a structure could feel there should be a little man himself.

E-commerce and what I can do:

- can increase the loyalty of our customers.
- we increase our share of profit because of low marketing costs.
- New products would save time and money in marketing.
- Marketing costs are reduced.
- customer service we can reduce the time allocated.

Increasing competitive environment, and the service sector should take our place on the internet every day challenging conditions and we are not only failing to take place, it should investigate ways to improve. Not only our company, we serve the country and for the promotion of all tourism destination, the most effective communication tool, use our time. Let us not forget the Internet today do not make the investment firms will have no future.

Some figures on e-tourism;

Published in 2001, the World Tourism Organization (WTO) 'E-Business for Tourism' by a private research in the next 2-3 years will have 50 per cent of the share of tourism in the e-commerce.

The same survey is given in the following determinations: tökezlerlerken other sectors of tourism in this area met the challenges of e-commerce with a huge increase in speed is the key sector.

In 2000, 16 million people over the Internet has made travel organizations. 47 percent of these sites, airlines, travel agencies and 18 percent of the independent online travel sites and the rest through the sites, travel sites and airlines bought the product.

Travel over the Internet during the years of 2000-2001, 66 percent of buyers had benefited from opportunities on the web discount. More than half of these customers over the Internet travel companies, they wanted to help customer service departments.

As of 2000 the world had 413 million Internet users. This figure was 45 million in 1995 and in 2003 814 million and 1 billion 350 million will be released in 2006.

The number of people who purchase products from the Internet in 2001, when 143 million in 2005, this number will reach 450 million. Datamonitor share of the travel and tourism e-commerce in 1997 was 7 per cent to 11 per cent in 1998 and 2002 came to around 35 per cent rise in this ratio explains.

WTO investigation, not only in the U.S. on-line travel sales will come in 2006, predicts the level of 63 billion U.S. dollars. In 2000 this figure stood at 18 billion dollars. This turnover is almost half of travel services to companies (Corporate) came to market in the said.

On-line travel sales in Europe, according to PhoCusWright estimates that 2.9 billion dollars in 2000 will reach the level of the level of \$ 10.9 billion in 2002.

The distribution of the types of Internet exchanges of travel;

Airline tickets = 84%
Hotel reservations = 78%,
Car hire = 59%
Art cultural event tickets = 33%
Amusement parks = 18%
Package tour = 17%
Cruise tour = 8%

Travel agents are used less;

A rate of 26 per cent while the U.S. decision to travel to the people's number one sees the Internet as a source of information, for agencies with 22 percent coming from behind the Internet as a source of information.

British public sees the Internet as the best source of information on travel brochures, but the possibility of using an equal footing. Travel agencies in the UK in the second position as a source of information.

Consumers using the Internet for travel tourism travel agencies or institutions of the state is no longer say that they use much less intensity.

Less than 71 percent of travelers using the Internet no longer use travel agencies says. Tourism offices and airlines for seeking this rate to 68 percent, 58-57 percent of the levels of rental and lodging companies in the travel brochure coming down to desire.

The number of Internet users will reach saturation within the next 5 years the most popular tourist generating countries, the Internet, in obtaining travel forms of information will become the primary source.

Internet booking is not yet successful;

All of these figures, despite the prevalence of the use of the Internet as a source of information is currently relatively low rate of bookings via the Internet. This ratio is expected to be the highest even in the United States is estimated to be between 6 and 15 per cent.

However, this ratio increases, the density of Internet users and shoppers over the Internet is believed that a significant proportion will increase.

WTO E-Business for Tourism research in the next 4-5 years all the major tourist generating markets, with 20-percent of all revenue derived from tourism shopping and 25 are said to be obtained via the Internet.

Turkish Travel Agencies on the Internet;

Responding to a survey conducted in 2000 and 1200 TÜRSAB travel agent website is the number of 442 and 750 relatives had declared that the e-mail address. Whereas in 1998 only 50 of the travel agencies as a TÜRSAB research was able to identify the web site address. This is also a rapidly increasing interest in the Internet travel agencies in Turkey clearly demonstrates

Most of these web addresses for now only advertise products to travel agencies and booking opportunities, and they have a function at the level of disposal of e-mail or fax, get in touch with the limited means of communication, such as holding the phone.

State of the world's largest catalog on the Web Yahoo's search pages, we did Turkey Turkey is a research / travel / travel agents, pages 13 and Turkey / Travel / Tour operators, tour operator of 3 pages of links to sites that it was also observed.

Yahoo's link to these pages and on-line booking only one of the travel agencies as well as on-line payment can be made. However, confirmation of the reservation a day or two the number of sites in the 6 In 7 of them on-line booking sites do not have the opportunity.

Sites can not be done on-line booking and payment can be made, but usually travel agent booking system starts to work with form filling. Agency by the customer and product knowledge within its own information and preferred travel destinations in this form is the product of a consent form after having determined that it can be given to the customer by sending you want to fill out this form. This form is the customer's credit card information and a signed letter of authorization. Back to the customer agency to fill out this form and sign the booking confirmation faksliyor and Agency (confirme) does.

Yahoo's Greece, Italy and Spain the number of pages which link travel agency in Turkey, so it is no different. Internet Portal on the pages of our research, travel agents, travel agent in Turkey, while 13, Greece 12, Spain 10, France, Italy, 7 8 and found that travel agency. However, the case against Turkey in the number of tour operators is a difference: the number of tour operators in Turkey, was 3 in the pages of tour operators in Greece 6, Spain 7, France 28 and Italy's 17 different tour operators yahoo 's links to their sites from these pages is seen.

Yahoo's travel agencies and tour operators in some countries the number of pages (as of 18 February 2004)

	Turkey	Greece	Spain	France	Italy
Travel agency	13	12	10	8	7
Tour operator	3	6	7	28	17

However, our examination of pages of Turkey on these pages with a link to Yahoo's travel agencies, tours, package tours so blue, the sun, keeping faith, such as tours to the web, with different destinations and travel products are turning to niche markets that they have observed. Some of these agencies are preparing tour packages according to customers' specific requirements. Some travel agencies based in Greece, Turkey, Israel, Syria, countries such as the environmental component is organizing multi-country tours.

All these features are turning to the Internet niche markets, working in different segments of travel for travel agents, shows that a good marketing tool. On the other hand Turkey's natural and cultural sites in this presentation are made, and general information about travel.

The majority of travel agencies TURSAB logo, Business Document Numbers next to the address information sites or pages, and put them on the company presentation.

What should be considered when creating the site:

- a simple web site also may lead to functional consequences may be very useful and profitable. Therefore, instead of a complex gösterişlilik simplicity and practicality as much as possible should be preferred.
- show that you are a member of the TURSAB TURSAB logo and business information from the document number and address must be put next to.
- Target markets, thinking that the Internet infrastructure of your site and pages of the 'bite' in the weight of the user assigned. Electronic pages of web sites to target markets in developing countries in terms of volume to be filled with heavy images and dynamic effects may reduce the practicality of the page. However, in a country like the United States has developed an infrastructure in contrast to the rich visual content and dynamic images can increase your chances.
- Travel and per product to the end of each page of the presentation must be given a link to reservation and booking link for this product within the site have to look for candidates who prefer to remain in the customer should be in front. It should be noted that another site is just a click away and boring and dissuasive you are now in danger of losing a customer may immediately.
- Product information should not be avoided given attention to details is being transferred. However, the information is regularly subjected to a categorization should be in modules. Search for specific titles and chapters are easy returns can easily be selected titles will be more effective than a page layout.
- Put as much as possible on each page, and information communication link. Asking a question that comes to mind immediately that prospect's e-mail address you provide.
- To take place under the categories of your site to provide global-scale search portals. Please note that the search words. For example, for companies that organize tours in the U.S. more 'Travel Agent' in Europe using the term 'Travel Agent' The term is usually used for companies engaged in retail sales. Therefore, to Europe or the European markets to open a company engaged in the organization of tours aimed at 'Tour operators' to take place under the category, while more accurate, the United States' market to a targeted travel agents' travel agents' be included under the category may be more accurate. Or a very heavily used in our country 'tourism' is a word frequently used word in the western markets. Instead of 'travel' or 'tour' you easier access to consumers will provide the words.
- Give your site can provide useful links to your site to use for other purposes. Thus, when the consumer on the possibility of making well-known organization known to travel from your site increases. This is beneficial links between the air-condition, such as road maps, etc. may be frequently referenced sites.

- If possible, a colleague met more than one region or to particular types of tourism and try to create portals. Consumers can do price comparisons easily, the product of different types of firms prefer the same site to reach more sites. Such sites may be more powerful than common promotional budgets of individual sites and site promotion in target markets can be done much more effectively. Moreover, such site scan make investments in security sysyems through the site to accept on-line booking and payment systems such as ensuring the safety of their investment and the opportunity to strengthen.

- Internet customers can come to the screen on her desk phone, but you'll never seeagain unless requested by the customer and the real world is an environment unlike thecontinuously expanding. Get lost in this environment, means that all the effort and wasted resources. For these reasons, collaborations spare, get in the big portals, the site you link to ensure that as many as possible will increase the effectiveness of your site.

Travel agents can do on the Internet?

Travel agents, Internet sites, as well as company and product presentation to do, perform commercial activities, customer and public relations and interactive mannereffective, sustainable, business partners can play live with a commercial activity.

Travel agencies can work on the Internet are as follows;

- Company and product presentation
- Book Travel products, the possibility
- Customers can make payment for the products they buy
- Customer-Focused Management Systems (customer information, keepingrelationships with customers, conducting surveys, organizing)
 - membership-oriented systems to customers (members only areas have access toencrypted private prices, special products, etc.).
 - relationships with business partners, (the hotels, transport companies, reservationsystems, connecting and providing real-time booking and confirmation facilities,hotels, transport companies can make on-line payment, product inventories of serversconnecting to anon-line facilities, product information or product servers travel agency the opportunity to update the site, the encrypted entries, etc.).

Internet access is an expensive investment?

We did a little research on this subject compared to the functions of Internet sites reveals that the low-cost investments. To create a simple web site on the Internet does not even have to be experts. Front Page Editor at the Intermediate level knowledge of a computer, programs such as HTML, with the help of Cute enough to make a simple web designs.

Moreover, a lot of free web host of the virtual environment can be found on the company to create a site for free, while the power is not so much. However, such sites must be opened site with their own pages will be opened on the company's ads, which is a bit annoying and does not want potential customers. Plus you will reserve space for free hosting firms will generally the size of a maximum of 5 MB and a very detailed and complex dynamic effects will no longer support software and database connectivity. For this reason, a professional web-site hosting company in such a way that does not seem rational.

Internet design and hosting costs of the investigation performed on the three different firms specialized in this business according to the prices we received a very sophisticated website with a simple web site cost range between U.S. \$ 200 U.S.dollars to 2100. It cost 50 U.S. dollars a year with the most advanced yet cost is added to a hosting site for around 250 U.S. dollars.

According to the degree of development of web sites created in the table below divided into five categories, and inquired the cost of these conditions. These costs ;

Web Design and Hosting Costs				
minimum capacity required.		Hosting costs (per year)	Total costs	
I. stage	company presentation, product presentation, updated product information, free local and global search engine registration, static images.	5-20 MB	49 \$	200-300 \$
I. In additional to stage				
II. stage	paid search engine registration, dynamic visual effects.	10-20 MB	50-70 \$	350-400 \$
I. ve II. In additional to stage				

III. stage	Data base integration, online forms, with the possibility of feedback, customer and product information through a database on-line updating facilities.	20-50 MB	80-100 \$	600-650 \$
I., II., ve III. In additional to stage				
IV. stage	on-line booking and credit card payment facilities, security systems for the protection of consumer information.	30-50	120-175 \$	1400-1850 \$
I., II., III., ve IV. In additional to stage				
V. stage	encrypted connection to the database fields for the possibility of membership systems.	50-75	120-225 \$	1650-2100 \$

* This research is compiled and prepared at prices from 3 pieces of the company's web designer. These companies, advertising and consulting team from Istanbul, Izmir and Ankara, Young Design and Internet Services Repair Internet Services.

FINAL CONCLUSION

As a global tourism industry, first and foremost an information industry. Tourism product due to the nature of consumer, product or see information about the product before. The acquisition of this information, tourism areas and tourism enterprises operating in these regions are geographically distant from each other due to their gaining importance with consumers. Consumers have not seen, the possibility can not find in the trial of tourism products, allowing the light of information presented to the mare required to buy.

If such a property, tourism, service-producing, promoting and providing tourism businesses operating in tourism areas and tourism zones among consumers with the information network by creating a common and comprehensive, accurate, fast, reliable and inexpensive exchange of information requires the realization. Similarly, tourism areas and tourism enterprises operating in these areas, knowledge-intensive service production process as well as a process, in both business and tourist district, the businesses, tourism businesses as well as between regions requires the establishment of an effective communication network.

In fact, studies seem to confirm this. The tourists are visiting areas of tourism and the Internet, often using the Internet mainly to spend time primarily for the use affairs and, if necessary, make travel plans in the first place is that the Internet use it. Almost all of these tourists and the tourism regions of the great benefits of the great opportunities the Internet is provided to tourists believe that the same research in another emerging issue.

However, the visits of tourists are visiting their region at the beginning of the main factors affecting the travel businesses and traditional methods of advertising comes through the mouth, the internet identifies the area of tourism research web sites mentioned above are ranked third. Visit the regional web-sites on the internet effective in the area of audiovisual media tools, the main factor in the settlement through the third row is quite a significant achievement. From here the region is an extremely important position to promote web-sites that can be deducted that influence demand.

However, this effect can be said that the desired level. Because of the Internet users and almost all kinds of good works in a tourism zone, the visits of tourists use the Internet first when thinking of the Internet in third place, leads us to this conclusion.

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