Analysis of Website Designs of Hotels in Terms of Marketing Practices: Eskisehir Example

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Abstract

The purpose of this research is analyzing website of the hotels which have tourism management certificate in Eskisehir in terms of marketing practices. For this purpose, while hotels in Eskisehir represent the universe of this study, hotels which have tourism management certificate have been selected by purpose sampling method. Within this scope, websites were analyzed and content analysis was used. The majority of website have not had features such as online help form, exchange rate information, online questionnaire, proposal form, and visitor book. From these findings, it can be said that attention should be paid to the fact that the websites of the hotels should be more active and that marketing practices are used effectively.

Keywords: Hotels, Website Design, Marketing Practices, Eskisehir.

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