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# Evaluation of official destination website of Maharashtra state (India) from the customer perspectives

## 从消费者角度评估印度马哈拉施特拉邦官方旅游目的地网站

Harshada Rajeev Satghare   & Madhuri Sawant 

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## ABSTRACT

The article aims to evaluate the official destination website of Maharashtra, the leading tourism state in India, through user judgment approach. After extensive review of literature, the researchers have proposed the instrument to measure the performance of the destination website from customer perspective. The instrument developed, namely "Destination website evaluation scale", measured website on the basis of five critical success factors: quality of information, ease of use, customization

and interactivity, identity- and trust-building components and online booking.

Reliability and validity tests applied confirmed the usefulness of the instrument. User ratings (collected from 300 respondents) have made the researcher to understand the preferred attributes of the website. Statistical “t test” was used to compare the gap between importance and performance of attributes. The findings revealed that, except the factor “identity- and trust-building components”, there is a huge gap (significant difference) between the importance and performance of various website attributes. Therefore, constructive suggestions were given for improvement of the identified critical success factors of website. The findings are helpful for destination marketing organization to acknowledge online information preferences and e-consumer behavior.

现今，官方旅游网站不仅是旅游者的信息门户，对游客来说也是旅行策划者。印度马哈拉施特拉邦是印度的旅游领先城市，它在外国入境游客人数中位列第二，在国内游客人数中位列第六。印度马哈拉施特拉邦有幸拥有数不胜数的游客青睐景点，其中包括五个世界遗址（阿旃陀石窟、埃洛拉石窟、象岛石窟、贾特拉帕蒂·希瓦吉终点站以及西高止山脉）。虽然印度马哈拉施特拉邦是印度的重要旅游城市，但文献回顾却未曾找到关于旅游网站相关研究领域的可见研究。因此，此篇论文旨在通过用户判断法来评估印度马哈拉施特拉邦官方旅游网站，这一方法十分重要，但在网站评估中用的很少。为了实现上述目标，研究人员根据从现有工具中确定的网站质量属性/关键成功因素的详尽清单开发了一个工具，即“目的地网站评价量表”。这一工具基于五种关键的成功因素来测量网站，即：信息质量、易用性、定制&互动、信任&身份建设组件以及线上预订。因此，这一工具更为详尽，并且能根据所要测量因素的数量进行更新。再者，这一工具从客户的角度衡量旅游网站的业绩。详尽的提供了各种属性的选择和释义。经信度和效度检验，证实了该仪器的实用性。马哈拉施特拉邦三大举世闻名的世界遗址，即阿旃陀石窟（奥兰加巴德）、埃洛拉石窟（奥兰加巴德）和象岛石窟（孟买）都当选为样本旅游目的地。从每个遗址中有意地选出100名曾访问过该网址的回答问题者组成300名游客的样本规模。这些用户评分促使研究者们了解了网站的偏好属性。“配对测试”用来帮助数据分析了解属性的重要性和性能之间的差异。调查结果显示，该网站的互动服务和与移动应用程序的链接(由于缺少链接)的性能评分最低。信任和身份建设组件获得了比其他成分更好的等级（但远未达到预期）。因而迫切需要马来西亚技术开发公司（MTDC）重新考虑网站设计。因此，应该给与建设性的建议来提升网站的确定性关键成功因素。此项研究结果有助于旅游目的地营销组织了解线上信息偏好和网络消费者行为。

**Q KEYWORDS:** Destination website evaluation e-consumer behavior DMO Maharashtra tourism

India

**Q 关键词:** 旅游目的地网站评估 网络消费者行为 DMO 马哈拉施特拉邦旅游 印度

## Disclosure statement

No potential conflict of interest was reported by the authors.

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