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ONLINE MARKETING OF HOSPITALITY SERVICES

Tourist satisfaction with online accommodation booking

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ABSTRACT

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<p>The aim of this thesis was to study tourist satisfaction in online accommodation booking. Nowadays it is very common to conduct any kind of business online because of its practicality, accessibility and convenience. These days online is a community and it is a very effective way to build relation with the consumers. Hospitality firms like hostel and restaurants are using online community as a marketing tool to reach their customers. Studies have found four participation benefits as to participate in the online community marketing service. Internet is a communication tool which allows individuals and the organization to overcome geographical, time and age constraints. It also allows that the consumers and the companies around the world can connect at any time they want.</p> <p>The target group for the survey were the students in Jakobstad studying at Centria UAS. As the researchers were students themselves it was interesting to find out about other students' traveling experiences and where they particularly preferred to stay during their travels. Students usually cannot afford to expensive luxury accommodation so therefore it was truly intriguing to find out their habits on this matter. In the survey the main questions were asked like which booking systems and sites did they mostly use and if they were satisfied with the services they received.</p> <p>This thesis report was divided into two parts whereas the theoretical framework was first introduced and then followed the empirical framework with the research methodology part. The quantitative research method was used in the report. Based on the study results it appeared that both online marketing and online accommodation booking had mainly caused positive impacts on the respondents' travels and they found that online booking system was very helpful, accessible and convenient. There were a few respondents who on the contrary did not have much or at all experience in any kind of online booking hence they were not used to travel much.</p>		
Key words hospitality services, Internet, online accommodation booking, online marketing		

ABSTRACT

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1 INTRODUCTION

The aim of this thesis was to study tourist satisfaction in online accommodation booking. Nowadays it is very common to conduct any kind of business online because of its practicality, accessibility and convenience. These days online is a community and it is a very effective way to build relation with the consumers. Hospitality firms like hostel and restaurants are using online community as a marketing tool to reach their customers. Studies have found four participation benefits as to participate in the online community marketing service. Internet is a communication tool which allows individuals and the organization to overcome geographical, time and age constraints. It also allows that the consumers and the companies around the world can connect at any time they want.

The target group for the survey were the students in Jakobstad studying at Centria UAS. As the researchers are students themselves it was interesting to find out about other students' traveling experiences and where they particularly preferred to stay during their travels. Students usually cannot afford to expensive luxury accommodation so therefore it was truly intriguing to find out their habits on this matter. In the survey the main questions were asked like which booking systems and sites did they mostly use and if they were satisfied with the services they received. It appeared that online booking system had mainly caused positive impact on their travels.

When it comes to booking an accommodation, it is quite common that if you make reservations over the phone the credit card security is asked to complete the reservation. This is problematic specifically to those who do not have a credit card so therefore online booking system is equally convenient to all the parties because via online booking systems it is possible to complete the payment at the same time. Based on the survey completed for this thesis, per the results, online booking systems offer convenience because making reservations online is not related to specific times, it is very helpful and easy to use and trustworthy when booked via a well-known booking site.

This thesis report consists of two parts – theoretical and empirical framework. The theoretical framework first introduces the world of accommodation and hospitality services where the both sectors are specified. Online marketing chapter is very comprehensive with all the information

included. There almost every corner of online marketing is being examined starting from the definition and components of online marketing and going to online marketing strategies and hospitality business on the Internet. After that it is time for the Internet advertising and online communities to step into the picture. For an online community to be successful the marketers must put a great deal on attracting their members. Finally, the empirical framework presents the research methodology chapter where the research results and analysis can also be found.

This thesis was written by two researchers and the contents of both the theoretical and empirical framework were divided approximately in half. The quantitative research method was used and the questionnaire was distributed to the respondents personally at Centria UAS in Jakobstad unit.

2 ACCOMMODATION AND HOSPITALITY SERVICES

Accommodation is an element and a base of the wider hospitality sector which is most commonly used by tourists to engage in the process of staying at a certain destination. Accommodation has emerged through the ages and nowadays it can be called as the focal point for hosting the guests and visitors. In the process a guest pays a fee and gets in return a specified service and grade of accommodation, and other associated services as well such as food and beverages. The evolution of the commercial hotel in the Victorian period and the accommodation establishment as a commercial venture have dominated the existence of accommodation, which has lead the entrepreneurs to respond to the demand for serviced accommodation of a high standard. Thus, the growth of resorts, areas of tourism activity and the demand to visit specific areas have escorted the development of accommodation. (Page 2009, 253-254.)

2.1 The accommodation sector

The interest to tourism analysts is the scope and significance of accommodation sector which often comprises the biggest element of tourist expense during a trip excluding visiting friends and family members. To be more specific, hotels provide a base for all kinds of travelling including business travel, meetings and conferences and leisure travelling. For business travelers, the rooms can be hired for meetings and other functions can be provided along with the entertainment. Whether your travel purpose is business or leisure staying in a hotel accommodation, they both have a higher propensity to spend their time at the destination while they are away than when they are at home. Therefore, the hotels not only provide a shelter for the night to meet the visitor's basic requirement, but also add value to the experience by offering other necessary services and products relevant for the stay. (Page 2009, 257-258.)

2.2 The hospitality sector

Hospitality involves the consumption of food, beverages, and accommodation and therefore it is the very essence of tourism. Hospitality involves hosting and hospitality and the very nature of this is provided by a host and involving a guest at the same time. Historically, hospitality has not necessarily been a commercial aspiration when it comes to visiting your friends and relatives because in this case you might host someone with the expectation they might host you at a later point. Nowadays, in a modern-day society, hospitality has become more like a commercialized experience, where guests and customers pay for the goods and services they consume via a bill. (Page 2009, 254.)

The hospitality industry is very broad, in fact, much broader than most other industries. Many business specialties are formed of only a handful of different businesses, even though this industry applies to almost any company that is focusing on customer satisfaction and meeting customers' recreational needs rather than the basic ones. The hospitality industry relies entirely on customers' being happy and satisfied and this is because these businesses are based on providing luxury services. Reliance on disposable income and leisure time is another major defining aspect of this industry. If there is a situation where income decreases due to a recession, then all the businesses related to the hospitality industry are usually the first

businesses to suffer because customers will not have excessive money to spend to enjoy the services. (Masterman 2016.)

Food and beverage is the largest element of the hospitality industry and it comprises everything from the high-end restaurants, fast-food eateries to catering establishments and many other manifestations. It is also possible for the food and beverage commerce to symbiotically function as part of the other business, such as in bowling alleys or movie theatres. Food and beverage trade can make a dramatic change and enhance the overall guest experience by offering great food and first-class customer service specifically if the restaurant is part of a hotel for example. Places like hotels and, bed and breakfast enterprises that offer lodging represent a broad segment of the hospitality industry. Extravagant resorts, hotels, and campgrounds are the types of businesses that run the scale. When it comes to providing lodging, the focus should integrate comfort, efficiency and attentive customer service as its foundation.

Another primary segment of the hospitality industry encompasses transportation and this includes airlines, trains, cruise ships, plus the personnel for each. One of the most important task for flight attendants and cruise staff is to function as food servers and for the hoteliers it is their effort to provide food or beverages and a comfortable experience at their accommodation sector. Both business travelers and vacationers form the basis for this area of hospitality. Employees in information technology are also considered as part of the hospitality team and therefore travel and tourism requires knowledgeable employees in this sector. In general, the tourism destinations attract thousands of people who want to benefit from the first-class customer service while enjoying a memorable adventure. Strong economy is the basis for all the categories related to the hospitality industry. Your business will blossom when people can go out and enjoy the services and, on the contrary, when the economic times are challenging it will affect you unprofitably. (Reynolds 2016.)

2.2.1 Definition of hospitality services

Hospitality has become an industry which may have two different meanings. The first one comes from the point of view of a guest and the second one comes from the service provider's viewpoint. Guests could define hospitality as a process which takes place in the hotel or a restaurant for instance where they receive service that is beyond their expectations. On the

other hand, the servers could define hospitality as a simple process where they can impress the guests and serve them the very best they can.

Hospitality means providing service to others, which encompasses smiles, trust, caring and sharing the operation's success. Attentive courteous, gracious and welcoming are few adjectives that can be applied to hospitality. Hospitality also means demonstrating consistent excellence and quality in people's skills including the staff and guests, product and ambiance. It should also mean profitably providing value and worth at any price level, while demonstrating the unique points of dissemblance.

Most of all, hospitality should be a "place", where the guests can still be exceptional individuals and where they can extend their own personality and style. Additionally, hospitality is not only a place but also a feeling where the service providers can build their own self-esteem and pride by providing positive memories and experiences to the guests. (Hogan 2008.)

2.2.2 Hospitality marketing

There are five main reasons why hospitality establishments fail and they are including hotel location, poor management, poor customer service, poor accounting, and poor or non-existent marketing or advertising. To succeed in the hospitality sector, it is very vital to focus on all the previous matters but most specifically to the last point – advertising and marketing.

Digital presence and social media are an enormous part of today's hospitality marketing. It goes without saying that a high-quality website which preferably has an online booking system is a must have for every hotel and restaurant. Hotel review sites such as Trip Advisor becoming more popular it is important to have digital presence and be involved in it. On these hotel review sites customers, can review the hospitality establishments honestly and from there you can get real insight into what your customers think about your business and in which sectors you could improve. Obviously, this is not the only way to communicate with the customers. Social media sites such as Facebook and Twitter help to interact with the customers and highlight your company's special offers and events throughout the local area. The more followers you have on your social media sites, the more people you can connect with and make your establishment more attractive to a wider audience.

Customer insight marketing is closely attached with customer service. Customer perception affects to the fact whether a hospitality establishment can be successful or not. Therefore, it is extremely important to measure who your customer target group is, what do they want and how you, as a business owner, can improve. Conducting surveys and asking customers to fill them out or just have a guest book where guests can leave their comments is an effective way to implement the customer insight marketing. Customers' opinion matter and if they have positive things to say about the hospitality establishment the business will continue to grow.

Email and content marketing is the last topic related to advertising and marketing. Marketing campaigns such as special offers and events sent via email are a great way to remind customers of your business especially during low-seasons. Since TV advertising is quite expensive, so therefore having a blog with an excellent branding along with the website makes everything more engaging and gives the company a personal touch. Also, not all the marketing has to include digital methods of marketing. Direct marketing is also an option with leaflets and promotional gifts. Marketing in the hospitality industry is all about the customers' satisfaction. (Owen 2014.)

3 ONLINE MARKETING

Thousands of companies and business people download their sites to the Internet every day because marketing on the Web is inexpensive and the entry is easily done. A lot of different types of conceivable industries, businesses and organizations imaginable have Web presence where also different types of products or services are represented as well. Competition is fierce between wide ranges of businesses starting with the kids selling apple juice to billion-dollar corporations. Firms do not only create Web sites to sell ideas, wares, and services but also to sell themselves to investors and contributors. (Cox & Koelzer 2004, 8.)

Second industrial revolution was introduced in the late 1990s and it was called information communication technologies (ICTs). The development of these computerized systems enhanced the wider range of a business functions and activities. The improvements affecting the ICT capabilities were not only influencing improving the reliability, compatibility and inter-connectivity but also the enhancements decreased the size of equipment and ICT costs. The Internet has given power to global networking of computers and that has led to individuals and organizations to access multimedia information and knowledge sources regardless of their location and ownership. (Cooper 2008, 623.)

3.1 Definition of online marketing

Promoting products and services through the Internet is called online marketing which also refers to the set of powerful tools and methodologies. There is a wider range of marketing elements when it comes to online marketing. Traditional business marketing does not have all the extra channels and marketing mechanisms available on the Internet. Online marketing contains benefits like growth in potential, reduced expenses, elegant communications, better control, improved customer service, and competitive advantage to mention a few. Other names for online marketing are Internet, Web, digital and search engine marketing. (Technopedia 2016.)

Information and communications technology (ICT) is an extensive term that encompasses any technology that is helping to gather, store, analyze, and communicate information. Computer

technology has developed to supply having an accurate and up-to-date information which has always been the basis of good decision-making in any kind of a business. Originally ICT was used to speed up the processing and information communication within companies, and later between the company and its trade partners. Now more recently through the Internet it has also been interacting between the company and its end-user customers. Tourism for instance has had a powerful effect hence to this because information is radical to the creation and when it comes to the selling of intangible holiday and travel experiences. (Middleton 2009, 242-243.)

The development of telecommunications technologies is equally as important as the computer processing of information which is also known to be the heart of the ICT revolution. Satellite transmission, cell phone networks and Broadband data cables have increased the speed and volume of data that can be transferred. When it comes to multimedia convergence there are three main elements and those are the ones that transform business and recreational activities in the twenty-first century. Three realms are introduced and they are, producing the entertainment content, the technology required to enjoy it and the networks to distribute it. Multimedia organizations are growingly becoming more and more important players in tourism marketing and this is because of travel and tourism products are providing an attractive element of the content which on the other hand is drawing consumers to the specific portals and networks. The figure below is showing the three main elements and how they are transforming. (Middleton 2009, 243.)

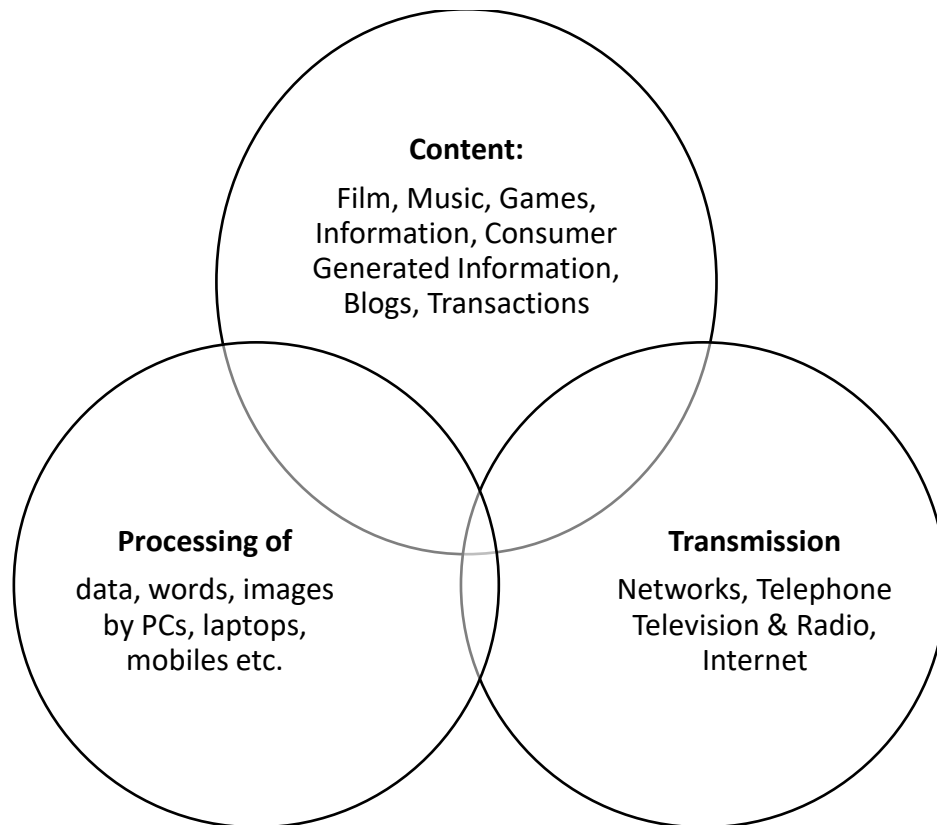


FIGURE 1. Multimedia convergence of content, processing and transmission

Exchanging emails and information was the original purpose when the Internet was first introduced – it was not meant for advertising. Internet was mainly used by the military and universities and in 1979 CompuServe, which is the first major U.S. Commercial online service, started supplying both email and technical support to personal computer users. The potential for the internet marketing business was being seen in 1994 by the marketing pioneers. After being recognized how millions of web users logged in every day to browse precious and applicable information was the perfect medium for online marketing. However, the web browsers did not gain that much popularity until 1993 when Mosaic was released by the National Center for Supercomputing Applications at the University of Illinois. Mosaic represented a graphical web browser and it was easier to install and use. Internet truly began to boom after these inventions and in 1995 internet marketing business had exploded to over \$300 million. (Jackson 2016.)

Most travel reservation systems were still manual in the computer age in 1970s. The situation was the same even in the USA, in small and large businesses, whereas it was very common for representatives answering the phone to mark the bookings on to the massive pegboards,

blackboards, ledgers or charts. These types of charts represented production capacity for accommodation types such as hotel rooms, campsites and so on for plural months ahead. These systems were handling several destinations and therefore the geographical coverage was predictably limited by administrative difficulties and communication delays. (Middleton 2009, 243-244.)

The manual systems were not only slow and inflexible but also liable to failure through human error and costly in labor employed. The manual systems did not withstand easily with changes nor identify and display other options if the specific slot was already reserved. Paperwork support systems were needed in this case. Global distribution systems (GDS) was developed by the airlines in the 1960s basically when the first use of mainframe computers for reservation systems in the tourism industry began. Online electronic information systems stepped into the picture by the mid-1970s. This caused the fact that manual systems started to disappear from the medium and large-sized producers and they were replaced by the online systems. Business growth was possible thanks to the new ICT systems which also affected to the growth in revenues and personnel investment. (Middleton 2009, 244.)

3.2 Components of online marketing

The modern society is way too much different from what we could see twenty ten or even five years ago. We live in an age of global era where we must understand the fact of broader and deeper communication. Gradually internet has become the most important source of communication in long way. Today network, mobile services, communication apps are available for us everywhere in the world.

Today there are 10 billion different types of gadgets connected to the Internet of one and a half trillion (in 2000 there were only 200 million). It is projected that by 2022 there will be more than \$50 billion of these devices. (Kapyukhin, Romanov, Zhidkova and Danchenok 2013.)

Internet marketing known as online marketing means advertising and marketing efforts that use web, email, social media as a way of sales via electronic marketing. Internet marketing and online advertising efforts are typically used in conjunction with traditional types of advertising like radio, television, newspaper and magazine. (Vangie Beal 2016.)

There are many types of internet marketing. Internet marketing directly lead to company profit so supplier use many ways to make it much better. Components of online marketing are the following.

Search Engine Optimization is the process of improving rankings of a website. The aim of the SEO is to make the rank of webpages higher that the search engines result comes to everyone's visibility. The higher a page ranks, the more visible it is, and then page will make more users. Search Engine Optimization can be explained by a well-defined set of rules: search a page name with a specific keyword, get links from other websites that use that keyword. In Google search engine, which page comes the first means it is ranked. In 2013, Author Rank was introduced and it has become a way in how content is ranked in search engines. (Walker 2010.)

Pay per click is also one of the fastest way of online marketing to drive targeted users to web properties. But if it's done carelessly it can cost a company thousands of dollars with little to no return. It's one of new generation's favorite way of marketing. Pay per click ads used to just display on the sidebar on search engines, but now can be displayed on websites, or also can act as "sponsored stories" on social media networks. They can also be appeared as product listings, or as a video advertisement. (Walker 2010.)

Email marketing is the bridge between the top of sales funnel (Awareness – Seo, Social Media, and Online Networking) and the sale. Email is not used by younger generation that much for Sure, like another social media. But it's one of the most direct and private forms of communication. Still it is the most effective types of online marketing in the term of driving sales. Email marketers like to use the private nature of email communications and take care of their email subscribers a little more special than non-email subscribers. (Walker 2010.)

We all know that YouTube is the second largest search engine in the world, and the third most visited site. It may seem that a standard commercial might be the easiest way for a business online marketing but simply not the case. Competition in video marketing is way more than other marketing sectors. Unfortunately, the biggest misconception about video marketing is that people think they can shoot a video on their webcam, slap it up on YouTube, then watch the viewers and revenue. If you are thinking of video marketing it need high quality video and concept to grab the attention of the users. (Walker 2010.)

Content marketing is the concept of making a media which brings the person interacting with people. This marketing concept consist of following four goals.

1. Be shared
2. Be discussed
3. Generate leads
4. Make sales

Content marketing is a marketing technique that creates and distributes valuable contents to attract and acquire audience. The key word here is “valuable” its changes this definition from any other form of online marketing. (Josh Steimle Forbs 2014.)

Network marketing and social media are from the same roots. Network marketers and social marketers does the same work but the network marketing is one step further. The job of social media marketers is to identify the user’s type but network marketers build direct communication with the users. Taking these relationships to a further step the trait of these professional networking masters to connect their own network with each other’s. (Walker 2010.)

Network marketing is a method that utilize potential representative to reach customers that the marketers would not meet with traditional online and offline marketing methods. The word of mouth marketing is more effective than any other marketing strategies more effectively when you hear it from someone you trust. Network marketing build in that trust. (Glenn Burks 2013.)

One true unified definition of Social Media is the used of social platforms, many have use of the social platforms to promote their brand. Definition of social media marketing is that what we use in our daily life to communicate with others. Like Facebook, Instagram, LinkedIn, YouTube and many more. But then also niche networks, forums, active blog communities, and any place where there’s active two-way conversation happening. In these networks, businessmen seek a customer type and pay attention on them to promote their product. (Walker 2010.)

A new tweet, blog or YouTube video can be viewed by almost millions of people for free. Advertiser don't need to invest huge amount of money to embed their message and send to the customers. Social media comes in many form and nowadays every form is popular among people. (Life science journal 2012.)

Blogging is a less used and less known way of online marketing. A blog is a channel it can host videos, podcasts, text articles, news topics, advertising everything. It's not blogging it's a channel where you can post anything on your own schedule content, tagging and categorizing content appropriately, managing internal link etc. These all are the handful item that a blogger manages.so if they post any advertise on their product and tag people it can be a good way of marketing. (Walker 2010.)

Field of community building is to create a community among individual with a common interest. Primary job of community builders is to use the brand property as a hub. By making this brand loyalty and build a core group of enthusiasts will lead a group to interact and share the content of brand. (Walker 2010.)

Community marketing is a method that makes an engaging brand presence for contacting with the existing community customers. This kind of marketing happens in Facebook groups, online message groups, twitter accounts etc. This type of community give opportunity to the members to market their products. And make them feel important. (Marketing school 2012.)

Location based marketing leads to checking in to a company's physical location. There can also be rewards system. The person who check in will get discount. Check in style platforms include foursquare, go Walla, Google places and Facebook places. (Walker 2010.)

This form of marketing changes with the location of customers. Depending where the potential customers located. Nowadays technological advance made it easier for the marketers about the location of their customers.so that they can contact their customer individually. The advertisement we see in large city is more different than rural area. That is location based marketing.it targets people's choice, lifestyle etc. (Latham 2016.)

Contextual marketing is about to find opportunities in the web. It is the rawest definition of contextual marketing. This type of online marketing take places outside of social networks.

Guest blogging, buying reviews from blogger, finding guests spot on YouTube can be used to get more brand visibility. (Walker 2010.)

Contextual marketing is that type of online or mobile marketing which provide advertisement based on user information such as their recent web browsing history. The goal of contextual marketing to present product to the customers they are already interested in. For example, a customer is searching a hotel in Paris in booking.com. Every time that person log in their booking.com tries to shows up all its good hotels in Paris. (Marketing school 2012.)

Affiliate marketing is the act of selling others product or the other people selling your products. This can be called internet based commissioned sales job. The person who is going to sell that product can use all the above techniques. Each affiliate program has its own rules and regulations for being to stay in the program. It's a way to markets the product by signing up the customers or the company who markets the products for commission. There are two ways of affiliate marketing sign up to others affiliate programs or offer own affiliate program. (Walker 2010.)

The web technologies are growing every day. And a group of marketers taking the privilege creating advertisement making users interact with the website. This may be requiring the user to upload a photo or video with which website can create a branded experience. (Walker 2010.)

Interactive marketing depends on customer expressing their preference.so that marketers can produce more relative messages. Advertising becomes a dynamic process that follows customers rather than leading them. Customer is invited to express their feelings, idea, and feedback that marketers can make the product more likeable to the customers. Marketing in interactive way has many advantages. First is the cost. Online advertising cost way less than TV, print or radio ads. (Marketing school 2012.)

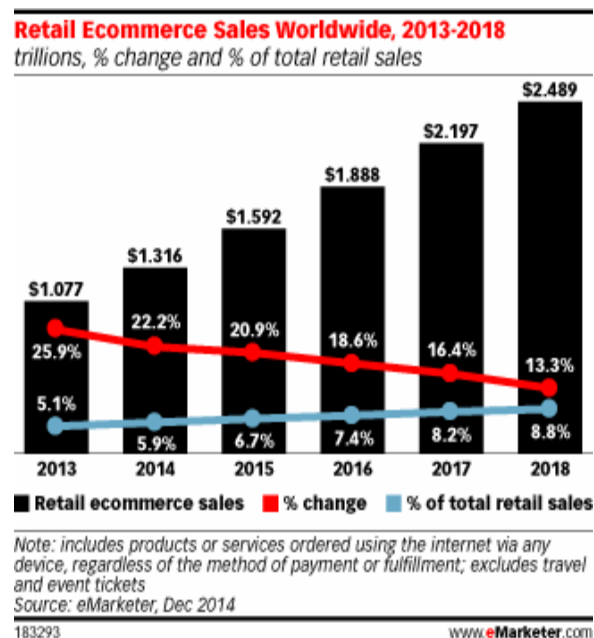
User experience building means make the user stick in if possible. Make the photo gallery, menu animation and make a good site to interact with the customers and give them a good vibe.by making the website easy to navigate, fun to use and make the look interesting can provoke the users to share the product site with others. (Walker 2010.)

3.3 Online marketing strategies

In 21st century, entrepreneurs who running a company e-marketing strategies has become an important part of their business plan. Nowadays small business like a local shop in the street also require a webpage to attract the customer abroad.

Business continues to the global. Having a good online marketing strategy can make lose for the company. A well-known company of any country can bear loss only for lack of online marketing. For making good profit companies should widen their online marketing and have strategies for it. Big companies like McDonald, coca cola known as a common name worldwide because of their good online marketing. Having a good online marketing g strategy ensure the success of a company. (University alliance online 2016.)

Approximately 63 percent of the U.S population will make digital purchase this. Yet only 6.3 percent of the U.S retail sales are expected to come from internet transaction, increasing 8.9 percent by 2018. (emarketers.com 2014.)



GRAPH 1. Retail e-commerce sales worldwide

Online marketing strategies involves a research to find out the target demographics and customers personal values.

For the marketing entrepreneur first should target his group. It basically depends on the product. Some product which are only for girls where the target group will be women. Product should make appeal for the target group. Accessing target group is a crucial strategy for the marketing plan. Keeping in mind the value of target group is also necessary. Finding the target group make marketing plan easy.as an example we can think about McDonald. They have no target group because almost everyone go to mcdonald.so their marketing plan include online and offline marketing. From the streets of NY to Facebook. (Sean McPheat 2016.)

Customer expect full information of the product in the website. Entrepreneur should place all the correct information online then customer can trust on the product. And gradually this will make trustworthy relation between the company and customer which is very important to make profit by online marketing. Wrong information can cause great loss for the company. (Sean McPheat 2016.)

Every customer while booking hotel or visit one place first they saw the reviews on the internet page. May be service provider put good animation, created high quality blog but if the review is negative customer not going to attract by the web page or blog.so reputation management is very important in online business. Because trust is the main point in this sector. Service provider selling something to their customer what they didn't even see.by seeing some pictures they are going to pay their money. Hats why first customers read the reviews of another customer. Generating good reviews and maintaining it is crucial in online marketing. (Khan 2015.)

Research shows that dissatisfied customer is twice more likely to give online review than satisfied customer. So, if any hospitality service provider has happier customer their reputation can go down only by few unhappy customers.so online reputation is the gatekeeper of the business management team should take it seriously. (Khan 2015.)

Email list building is one of the important strategy of online marketing. In this competitive age business provider, must engage their customer in multiple way. They must contact with the customer even though they are not buying the product. It's a way of keep in touch with them. If they regularly get email they can see about the offer and pictures of the products.so in the website there should be an option for email conversation. (Khan 2015.)

YouTube can be a good source of online marketing. YouTube visited by more than 800 million people every month. It's also easy to advertise in YouTube. Just need to make a good video and post it on the channel. For hospitality business, it's more appealing to people if they see the video of the hotel or tourist place. Because before booking its normal for tourist to search video on online. The marketing video should contain some elements.

- 1) A good headline
- 2) A clear message about the product
- 3) A call to action for example: say the viewers to subscribe the channel

It is easy to make a YouTube video and it is also cheap. So, this method of marketing can attract more than million people a day. (Howes 2015.)

The global online growth is reaching to unexpected level. Even local customer is more likely to book product online rather than going to showroom. So, every online marketer should add the option of online marketing in their website page. Adding online booking in the website is not difficult these days. When people travel in other countries they book their hotel and transport via online booking. So, if any website does not contain online booking option that means they are behind the business strategy run. (Khan 2015.)

Facebook advertising is the one paid advertisement mode. For local small business, it's by far the most economical, targeted and effective advertisement method. In Facebook advertisement target audience, can be chosen by age group, interest, location etc. Nowadays almost every adult has a Facebook account. People are addicted to Facebook. They spent a most of time in a day in facebook.so it's a useful way of online marketing. (Khan 2015.)

For a tight budget business creating LinkedIn group is a very useful way of marketing. It's not only free to make the group it also offers good information, vibrant network, drive traffic to the sites and increase the interest. It takes time and effort but it's a good marketing method. Customers can discuss about the product and question about it. (Howes 2015.)

Amazon allow to publish eBook for free. Only they take 33 percent profit on every sale. Business provide can write an eBook about their book and publish it on amazon and another online advertisement site. The main motto will be not to make profit from it but make people interest to visit the product sites. For example, if any journalist write a book on a hotel and publish it with pictures. It's going to attract the customer and make them visit the hotel websites. It's same with the food industry. The price of the book should be less which is affordable for everyone. Online brochure's also make people attracts. Just need some good quality picture of the product. And content of the product. Pictures of the food on an online site can make people interest to visit that hotel. (Howes 2015.)

3.4 Hospitality business on the Internet

Almost all the website in the internet have multiple goals and they have some strategy to reach those goals. These websites have different look and operate differently than others. All the websites on the internet belongs to four kind of internet groups. (Cox & Koelzer 2004.)

Parent or corporate identity sites are the types of sites usually made for the stakeholders. For the employee and investor in the business. Employee and investor share their marketing plan, ideas, history and other characteristics to attract their customers. Parent or corporate identity sites linked with the other sites from which it's developed. For example, cendant's.com which is link with Ramanda Inn and cendant's other sites.in hospitality fields parents' identity sites work in the lodging as well as food industry. (Cox & Koelzer 2004.)

Chain, franchise and membership are the different features of branding. They are a form of management structure. These forms don't give important to the ownership only carry the title of branding name. *The Radisson Inn* carry the brand identity of *Radisson Company*. Chain, franchise and membership are like parent website they work to build positioning. These sites

are different from other websites because of the location. These sites always provide quick reservation which is customer friendly. Sometimes these sites should link up with their parent identity sites. (Cox & Koelzer 2004.)

These types of location give much information about the location and much details about the accommodation, service etc. it includes the individual location of the services. For example, a bed and breakfast restaurant put its site on the bed and breakfast community also in the other restaurant sites where people can find its location and all the pricing information. It's not necessary to have real time online reservation for this types of sites. But people can find the location easily through the websites. (Cox & Koelzer 2004.)

Portals is a kind of websites that offers a vast area of resources and services like email, search engines etc. yahoo, msn are the example of portals.

On the other hand, "vertical portal" is known as vortals. it works same as portals but focuses on topic or interest. travel vortals are the most popular one. Some travel vortals are Orbitz.com, Travelocity.com etc. These types of sites play an important role on the advertisement of restaurants and hotels. Some vortals are specific to lodging and food services. (Cox & Koelzer 2004.)

4 INTERNET ADVERTISING

“Advertise your advertising”, yes even though any company have their official internet page, top ranking in search engine result, those are alone insufficient to ensure customer find the site and explore it. Even though big brands like McDonald, Marriott, Radisson have their own internet advertising policy. Building the web dominance is the better strategy. The placing of advertising should be where the target audience spend most of their time. where they search for hospitality related questions. for local service there is community business sites. May be a company have hundred of branch but customer always want to know what available to the branch near their location. Positioning of the theme is important. like if any restaurant is offering vegetarian food them advertise should place in healthy or fitness education sites. nwtion hotel or restaurant chains put the advertise on local web sites. this marketing opportunity for local chains is temporary bacuse its only gonna attract the local people. Becoming available in th local sites as well as on ther international sites can be financially advantageable. million of people daily looking on the local sites, state or country to spend their presious moment with some good hospitality service. (Cox & Koelzer 2004.)

4.1 Banner and tile advertising

Some company owners advertise using banners and tile ads. Banner ads are horizontal rectangles and tile ads are usually smaller rectangles. The goal of using banner and tile ads to have the consumer visit or click on that site. Another goal is to build the brand awareness and keeping showing the logo or site advertise to the customer like a repetitive process. Banner and tile ads perform well when their design and placement give the right message. Otherwise most people like to pass this type of ads. In a research, it shows that only 1 percent people like to click on the banners that appears on the sites. Although banners are small they are like little billboards. So, if a billboard is designed beautifully it will surely grab the attention. Thats why most of the hotel place their banner add on the other related sites. And make it as presentable as they can to attract the customers. (Cox & Koelzer 2004.)

4.2 Context based advertising

Another form of advertising which develops the click through rates for banners is context based advertising. By using this type of strategy media firms like DoubleClick.Com track the certain user and their online habits. Then keep showing the person pages that they may like. If the person search for camping related thing then on his search menu pages related to tent, camping stoves, hiking boots will keep showing. Context based advertising is based on the method that if a person is interest on something then they show him every related product. For example-may be one person searching for a flight ticket to Italy. Then context based advertising will start to show him tourist place in Italy as along with the tickets. (Cox & Koelzer 2004.)

5 ONLINE COMMUNITIES

Travel blogs are another part of internet marketing which being developed by COC “communities of consumption” it is a group of people who come together because of their special interest in a special product and interest. (Middleton, Fyall, Morgan 2009, 267.)

People are by nature “communal” they engaged around their functions and disciplines. When we make relationship with people directly or indirectly communities are build. Same also in the online. When people interact in the online they tend to make a community like Facebook, Instagram, and LinkedIn. These online communities are growing every day. The number of possibilities to facilitate, nurture and engage online communities can be result by online community with an advance social technology. Sometimes these communities termed as neo tribe, interlinked and held together by the same passion. Their shared experience, expressed thought, values on certain objects, event and space unites them. These types of groups meet in forums, message boards, and chat rooms with a common purpose of discussing their interest.as in every community regular experience, shared views brought people closer. Marketing also can be a part of this. Food lover can discuss about their favorite restaurant; traveler can talk about their hotel experience. Which can lead to a great marketing policy for the service holder. Such communities can provide opportunities for research and marketing especially for the travel and marketing companies. (Middleton, Fyall, Morgan 2009, 267.)

5.1 Online community participation

Some social networking sites like Facebook and Myspace are allowing people to make their own online community. For example, a Facebook group called “Best hotels to stay” where people post their experience about staying outside in home about a hotel or restaurant. Some organization post their hotel offer and picture in this types of groups as a marketing strategy. Those hospitality company can also pay the cost of advertisement and give some special discount for the likers.by this types of advertisement they can also get real views of the customers. What they need to update or keep focus on. (Middleton, Fyall, Morgan 2009, 267.)

All this pages group's links are shared or invited by Facebook communities which is an example of *viral marketing*. It spreads like a disease from person from person. Which is less time consuming. Theories have explained why people have the te nd to visit online community. To gather information, make transaction, communicate and interact with other people, build new relationship etc. These are the characteristics of a community participant. There are some several categories of online community members found by researchers based on their level of interaction and observation frequencies. All community members are not same. Everyone is not going to maintain same kind of interaction with other. Observation frequency indicate which member visit the community but nit interested to make an interaction. On the other hand, sharing experience and views indicate the participation. Online community participation can be characterized as passive or active. Active are those who interact in their community as much as possible. But passive does not interact that much. Online community which have large number of members seem to be successful and good marketing policy.as example in the official page of *RADISSON* we will find more likers and members than other hotels which are not that popular. Because of their *RADDISONS* marketing and good mouth praise. (Juhee Kang 2011.)

5.2 The result of online community participation in hospitality industry

For a successful online community, marketers have to attract their members, outside participant and give reason to them to stay loyal in the community. By giving some specific benefits to the members they can stay royal to the community.as a marketing policy it is more convincing to the members. When members believe, the benefits are worthy they tend to be loyal and become more active participants. (Morgan & Hunt 1994.)

In an online tourism, related community members are seeking to gather travel related information, condition of service, paying information etc.

Per Wang and Feenmaier (2004a), these are the tourist's fundamental needs .and hospitality community members are more likely to seek information about the service. They enquiry the post of the members get the feedback and then choose to promote or use it. For example, if any guest want to stay a night in a hotel he will first check the feebback of customers about that hotel. Their comments will make him interested or demotivate about the hotel. Restaurant

consumers can also search for information about menus and new promotions of the service provider when they are making a decision to make reservations, visit a restaurant, or place orders via a company 's online community. (Juhee Kang 2011.)

One of the functional benefits of online community participation is the interaction with other community members. Exchange of information between the communities is the major reason for online community participation. Neglecting the geographic boundary communities can obtain information about any community around the world. And make their wise choice of choosing hospitality facility. Wang and Fesenmaier (2004a) also found negative impact on members' participation. because sometimes members enjoy the fun of the community rather than task oriented activities. Also, there are positive side of the participation memebtrs tend to gather information about the hotels, restaurant, tourist's places through the community also if they dont want to visit that place.and positive feedback make them interested to stay in the community and look for their desired information. (Juhee Kang 2011.)

Social benefits are various kind of help and support members in a community provide for each other. By exchanging ideas, new topics, answering questions they tend to help each other. When all the members of the community highly involved with each other these activities can enhanched. Community participation brings trust which leads to flourishing relationship between members and keep the community organize.as an example when members in the community share his experience about a hotel or restaurant, their menu, service etc then other members configure about their choice. It would help them for go on that hospitality service or choose another one.but for this type of community help, members should be active on the community and keep the update. When individual keep interacting and knowing each other they are more likely to be active on the group and share their experience. Because they have a farm of trust that other person gonna appreciate their point of view. The growth of onine communities around the world can visibly mean the popularity of the online among people. Members spend more time in the online it become their part of life. Because internet allow people to overcome the time, space, language and any other barriers. (Juhee Kang 2011.)

6 ONLINE INTERACTIVE RESERVATION SYSTEM IN HOSPITALITY BUSINESS

To the webusers interactive reservation forms, catalogs, shopping carts and online gaming are most popular direct online selling category. Per web writers "content is the king". Web programmers claim that "functionality is everything" interactive reservation system contain content and function to provide benefit to the users and sell products and services. Online travel is exploding and that bring benefit for the hospitality industry. In 2001, 500 percent of corporate online booking increase than the earlier year. In the United States, interactive reservation system represents 6 percent of the american express reservation system. Per PhoCusWright, a leading travel research firm online hotel booking is gonna increase by 20 percent in the coming years. (Cox & Koelzer 2004.)

Sites that selling products such as hotel rooms and restaurant reservation should provide more information, even if its delivered more than expectation. They must "ask for the order" tradition way to do it to put phone number on the websites. Then customers can contact with the authority if they have any questions. That makes marketing easy for both sides. Most hotel reservation system let the customer reserve in same way. First the checking availability. Then with the dates if there is available room. They also offer additional option for convert money. Then select a room, proceed with the reservation process. After clicking room image customer can use their preference like queen size room or bay view. Price of the room varies with the category. When web user select the room, they relate to the hotels reservation system. For example, in below we can see the reservation page of Hotel Mandarin Oriental, Bangkok.



Mandarin Oriental, Bangkok

48 Oriental Avenue, Bangkok, , 10500



Double Room - Room Only

2 Adults, 0 Children

Sep 18	\$311.04
Sep 19	\$311.04

Subtotal	\$622.08
Tax Recovery Charges & Service Fees	\$109.74
Total	\$731.82

GRAPH 2. Mandarin Oriental in Bangkok

Some corporation develop their own reservation and database system. Hotel Holiday INN or Radisson use property management software based on price and ability to creat an interface with that franchise central reservation system. There is so many businesses that use online reservation syatem aslo use travel and global distribution system sites which have search engine advantages. (Cox & Koelzer 2004.)

6.1 Customer relationship management

For customer relationship management purpose the data entered by a customer are maintained in a database. That information can be access and analyzed by sales, marketing, management and agency. They can plan promotions, discount and other activity per the preferesnce of the customers, frequency and other characteristics. (Cox & Koelzer 2004.)

For special request like king size bed, non-smoking room some reservation system as before making the rservation. This information along with other are saved in a database for future use. Then if the users come back again they might show a welcome message like “welcome back, mr.guild.do you like to know more about our summer discount”. Advantage of customer relationship management is building presonalized relationship with profitable reservation makers. Also, the employees who work in the management get used to know about the customers need and have the knowlwdge of clients. Individual customer relation management can be expensive. Some business use the data saving policy rather then biuldinh individual relastions.the solution is to understand the clients needs and make profitable, worthy business from it. (Cox & Koelzer 2004.)

6.2 Reservation by common gateway interface forms

To encourage online resevation system adding common interdface forms is an easy way.an CGI form is filled by the customer than sent to the person who manage the reservation, then the person check the availablity and reply the customer by email or phone. With the common gateway intergaface form customer can not pay directly. They can send the credit card information to the person. Then the owner will update the information manually in the credit card system.the customers not gonna get the reservation immidiately. They got to wait but this is the easiest way of making a reservation online. (Cox & Koelzer 2004.)

7 RESEARCH METHODOLOGY

Per the sociologist Norbert Elias research is defined in terms of its aims. “The aim, as far as I can see, is the same in all sciences. Put simply and cursorily, the aim is to make known something previously unknown to human beings. It is to advance human knowledge, to make it more certain or better fitting. The aim is discovery.” (Veal 2006, 2.)

Scientific research is a research where the conduction is produced within the rules and agreements of science. This basically means that everything is based on logic, reason and the systematic examination of evidence. In practice and within the scientific model it should be possible to conduct the research by the same or different researchers and to result the similar kinds of conclusions, although there are situations where this might not be applicable. This model of scientific research qualifies the best in the physical and natural sciences such as physics and chemistry. Social science research on the other hand is dealing with people as social beings and as members of communities. People are less predictable than non-human phenomena and therefore social science differs from the physical and natural sciences because it is addressing people and their social behavior. In this type of research, it is rarely possible to obtain similar results hence to the constantly changing social world. (Veal 2006, 2-3.)

There are three types of research and they contain descriptive, explanatory and evaluative research. To find out and describe what something is bears a name descriptive research which is very common in leisure and tourism area. The reasons behind its popularity are the newness of the field, the frequent separation between research and action, and lastly the changing nature of the phenomena being studied. When it comes to explaining how or why things are as they are, it belongs to the explanatory research category. It is about seeking an explanation to the patterns and trends observed. Lastly, there is evaluative research which is all about making judgments on the success or effectiveness of policies. This type of research method is vastly developed for example in the areas of education but is not that well developed in leisure and tourism. (Veal 2006, 3-5.)

7.1 Research method and data collection

Qualitative and quantitative research methods can predominantly be specified. The quantitative research method approaches the research through statistical analysis and therefore this method relies strongly on numerical evidence. To ensure the reliability in this kind of method it is extremely important to research relatively large numbers of people and use the computers to analyze the data. The data can be collected via questionnaire surveys, through observations involving counts, or from secondary sources. The qualitative approach to research is not that concerned about the numbers. It is more likely to gather bigger amount of information from a small number of people rather than a limited amount of information from an enormous number of people. To gather qualitative information, the methods include observation and participant observation, and informal and in-depth interviewing. (Veal 2006, 40.)

In this thesis, the quantitative research method was used. The researcher designed the questionnaire together and most of the questions were close-ended where the respondents had the chance to choose from the given alternatives. A few open-ended questions were added to give the respondents a possibility to write down their answers and opinions. The original target group for the survey was the students in Jakobstad unit studying at Centria University of Applied Sciences but because of the lack of Centria students, few of the students at Novia University of Applied Sciences were also asked to participate. The survey was conducted at campus Allegro on 14th of October in 2016.

7.2 Validity and reliability

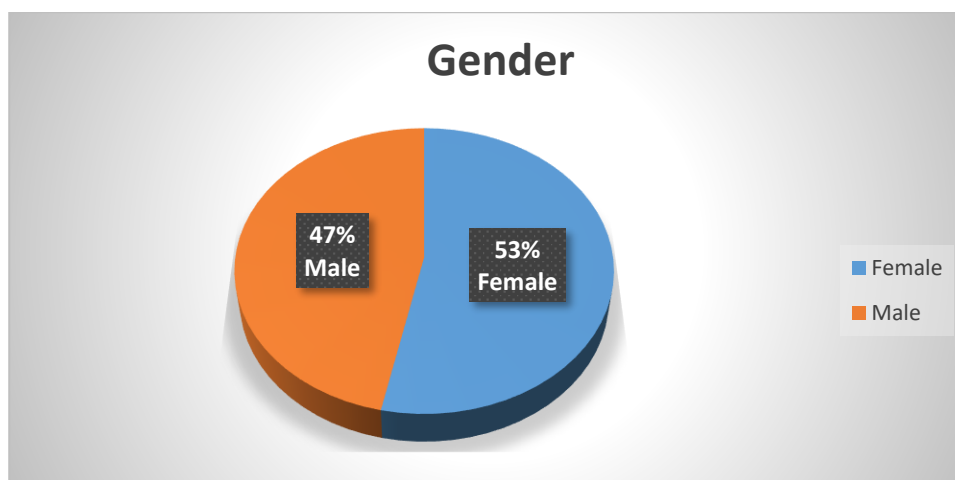
Validity is the outreach where the information is collected by the researcher and where the information also truly reflects the phenomenon being studied. In the field of leisure and tourism research is likely to face difficulties in this area because mainly, the people's behaviors and attitudes are being concerned in the empirical research. Reliability is another outreach where the research findings are aiming to be the same if the research was going to be conducted again later or with a different sample of respondents. If the natural sciences model was used, the experimental conditions would be properly controlled and the repetition of the research should produce exactly the identical results no matter where or when it was conducted. On the

contrary, this is quite rare in the social sciences because dealing with human beings changes the results in differing and changing social situations. (Veal 2006, 41.)

7.3 Analysis and findings

After gathering the data from target group, researchers put those data on Microsoft Excel and made graphs per the successful research result. The survey took place in Centria University of Applied Sciences pietarsaari unit. Our target group was business students of Centria and the Novia's students. The survey consisted of few basic general questions such as gender, age and occupation. Below the authors going to explain those graphs to make more understandable to the readers.

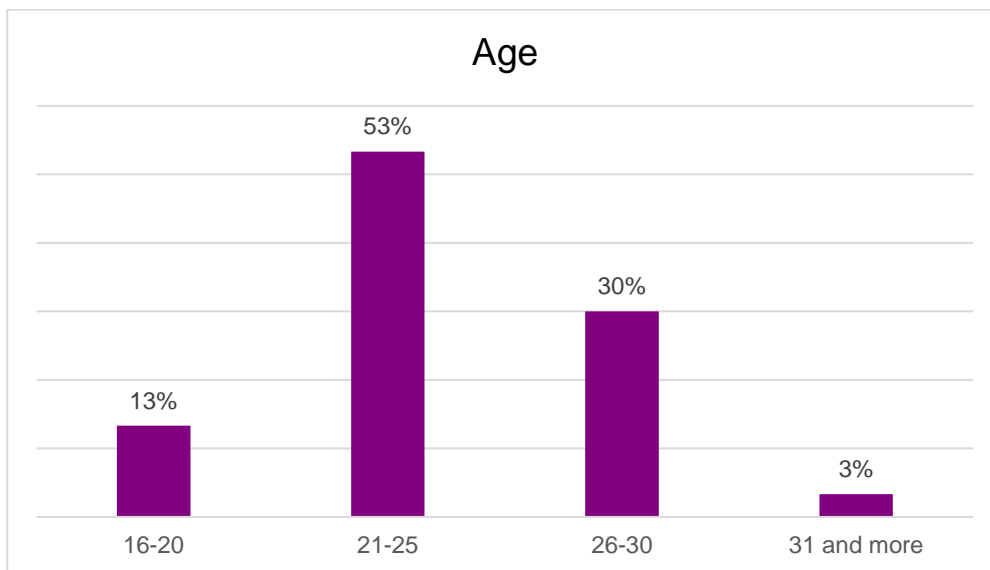
In the first question, participants were requested to mark their gender. It is important for the research to know which gender attended most in this research study.



GRAPH 3. Gender of the respondents

From the above Graph, we can see that most of the respondents were female with 53 % and rest of them such as 47 % percents were male. This ratio does not affect on the survey result that much because the satisfaction of online booking is same for both male or female customers.

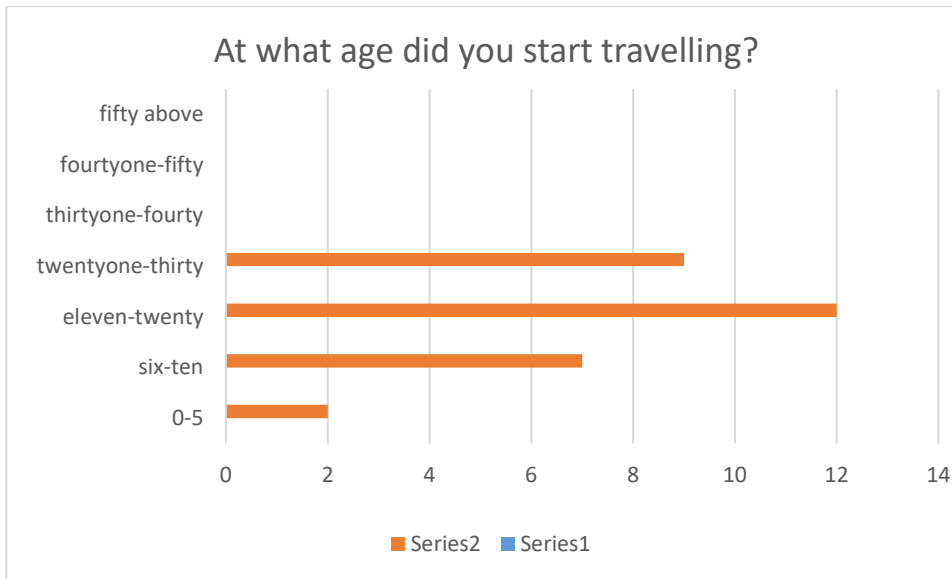
In the following question, respondents were asked to mention their age. To know that author divided the participants into four different groups per their age such as 16-20 and 31 or more.



GRAPH 4. Age of the respondents

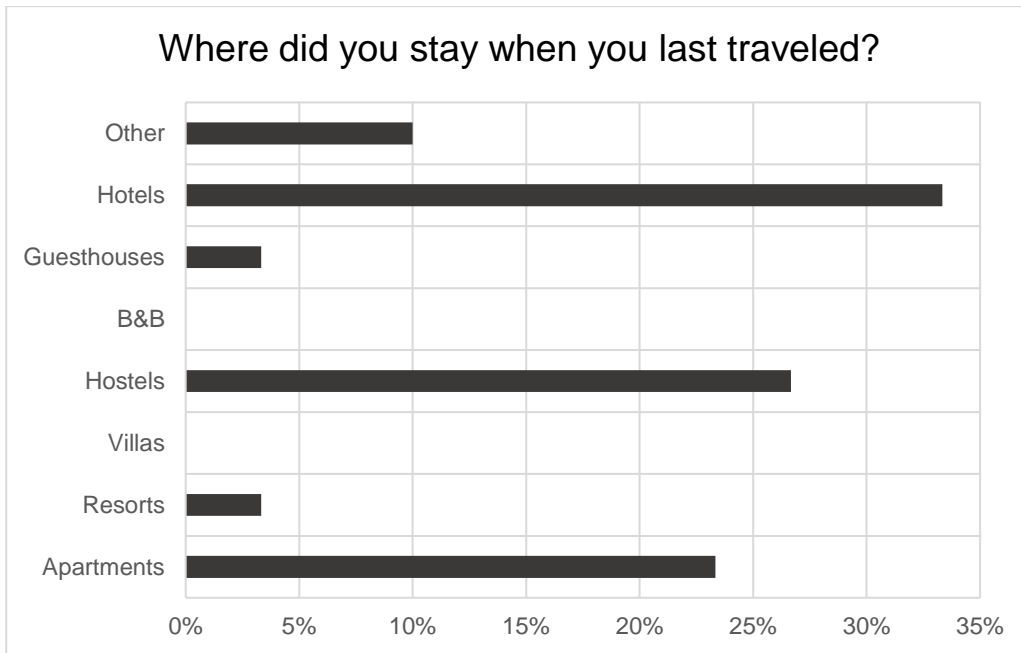
Among the basic question the participants were also asked to mention their age. there were different age group from where they can choose like 16 to 20, 21 to 25, 26 to 30, 31 and more. most of the participants were from 21 to 25. as it's easy to guess because all of them were students. 53% participants were from age group 21 to 25. in second position 26 to 30 age group was 30%. 16 to 20 was 13% and rest 3% was 31 and more. this question has a positive mark in the survey we can see that students from 21 to 25 age travel more than other age people. they also know which sites to use for booking tickets and hotels. age of freedom and roaming around the world.

The next question to the participants was about their occupation. as target group of this survey was central students so all of the response was student. but few also wrote that they work part-time. the aim of this survey was to get response from the students because students travel much more than other occupation people. or they have the desire to see the world and surf on the internet about booking and other travel-related things. they are enthusiastic and every participant in this survey was very much helpful to answer the questions.



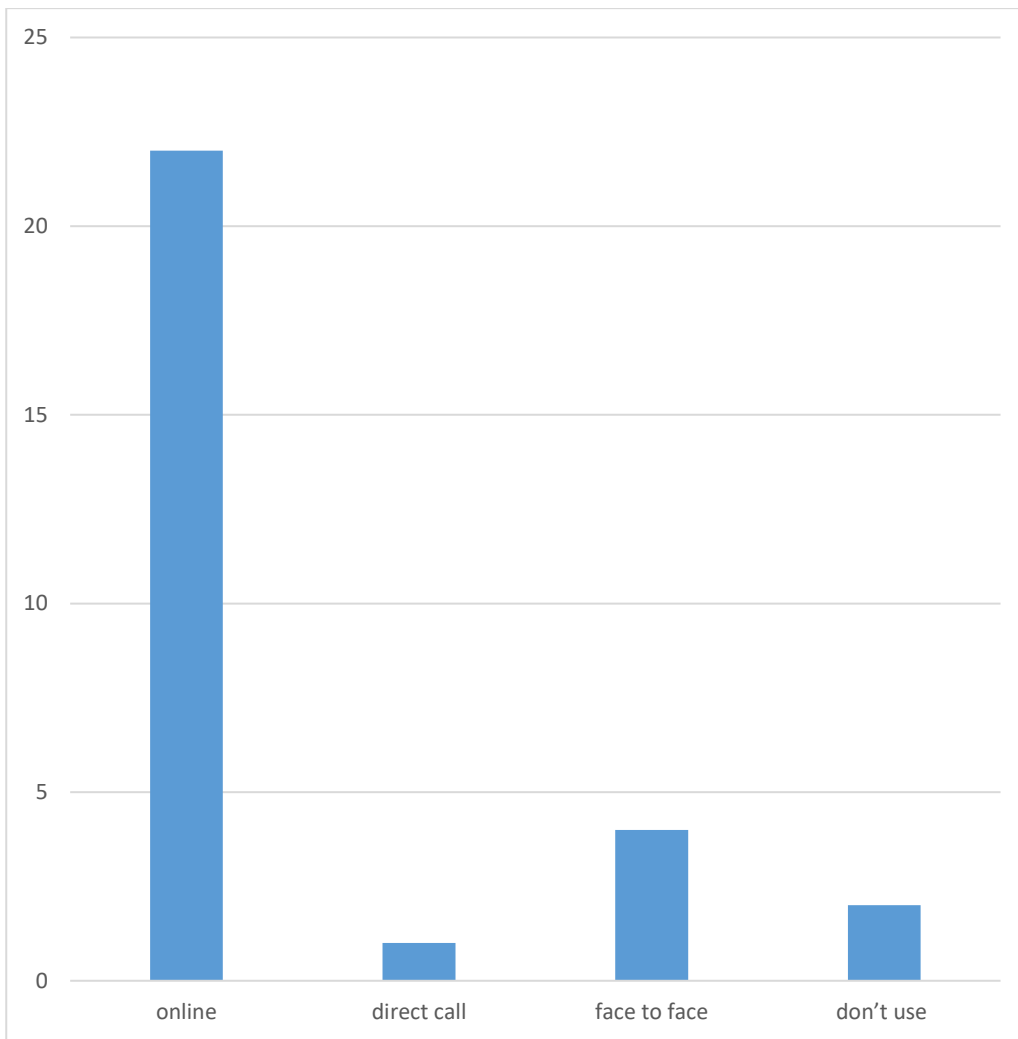
GRAPH 5. The starting age of travelling

Then the participants were asked at what age they start travelling. This question play a vital role in the survey. Because it is important to know at what age most traveler start their travelling.as early age they start their travel means as much they have the knowledge of internet booking system. Among the 30 participants 12 answered that they start their travelling from elven to twenty years old.10 participants started from age twenty-one to thirty, other 8 started from six to ten. Only two participants answered that they started their travel at age 0 to 5. From the result, we get the idea that most of the traveler start their travelling at teenage. May be with friends or family.



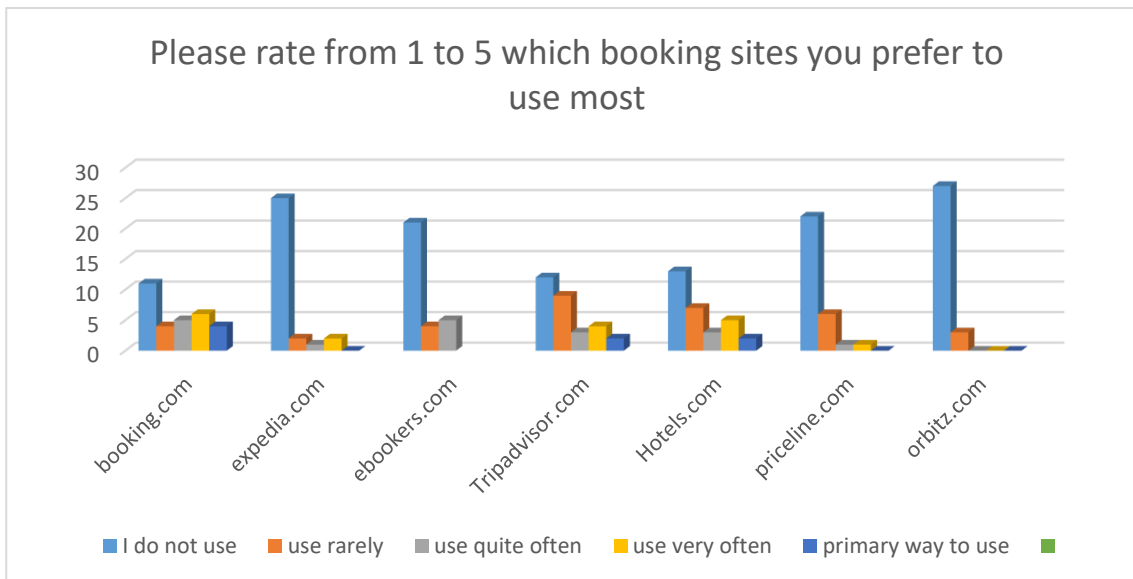
GRAPH 6. Accommodation type used

Referring to Graph 6 the correspondents were asked that where they stay at their last visit. the authors were trying to figure out where the participants more likely to stay when they are out for a travel. 33% answered that they stayed at a hotel on their last visit, 27% stayed on hostels, 23% was comfortable to stay on apartments to feel like home, 4% stayed on guesthouse and resorts each, and last 10% was staying on other places like friends or relative houses. the reason behind staying on hotels and hostels as first priority can be the availability and cheap price. as most of the participants were student so it's obvious they will search cheap place to stay on a travel. in this question authors wanted to know about the travelers preference on staying the night on their travel.



GRAPH 7. The booking system used

Referring to this column chart, the next question to the participants was what kind of booking system they use while going for a travel. The major part answered that they use online booking while going for a travel. From their answer we can just guess that how popular online system nowadays is. Around 23 participants answered they use online booking. Other 4 persons answered they prefer to book face to face booking. Like first arrive the destination then choose an accommodation and book it. 1 participant said he or she prefer to book by direct calling. There was also 2 participants who answered they don't use any booking system while travelling.



GRAPH 8. The most preferred booking sites

On the Graph 8 it was little bit tricky for the participants to answer that question. Authors gave some option of booking sites and asked to the participants which one they prefer to use most.

First one was the popular booking sites booking.com. 11 out of 30 participants answered that they don't use booking.com for their booking. 4 people said they use this site rarely. 5 answered they use it quite often, 4 use this site very often. and the rest 4 pointed that this is the primary site for their booking.

Second option was expedia.com. Seems like this site was not that much known among the participants. 25 out of thirty pointed they don't use this site. 2 answered they use it rarely. 1 answered he or she use it quite often and rest 2 said they use this site quite often.

Third option for this question was Ebookers.com. 21 pointed they don't use this site. 4 use it quite rarely and rest 5 use it quite often.

Fourth option was tripadvisor.com. That is quite popular site to book accommodation. 4 participants pointed they use it very often. 2 answered it's their primary site to book accommodation. 3 people among the participants use it quite often. 9 people use it rarely and other 12 pointed they never use this site for their booking.

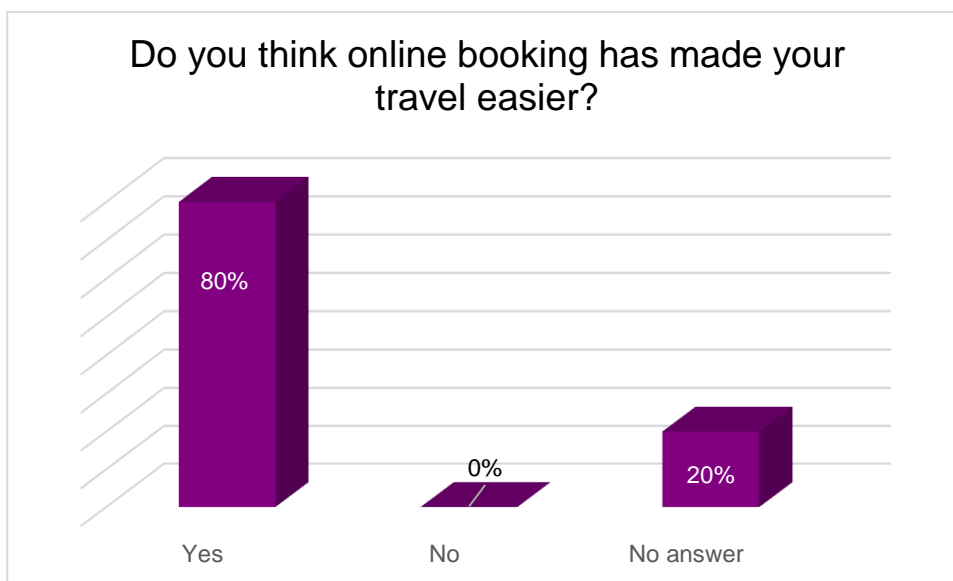
The next option was hotels.com.its a quite popular site for booking.2 answered that it is their primary booking site.5 said they use it very often.3 person use this site quite often.7 pointed they use it rarely and rest 13 said they dont use it at all.

Next one was priceline.com.22 participants answered that they dont use this site.6 use it very rarely.1 person use it quite often and 1 very often.

Last but not the least option for the participants was orbitz.com. Participants seems they are not used to visit this site.27 answered they dont use this site and only 3 said they use it rarely.

On the graph above it is pointed clearly which site they use most for their accomodation booking. This question let the authors know about the booking site preference of the participants. Everyone has different preference.but among those sites booking.com is the most popular one.may be because booking.com has their availability of hotels among almost every country of the world.and this site is reliable also for the customers with good rating.

The eight question was inquiring whether the online booking has made respondents travel easier. As shown in Graph 9 none of the respondents found that online booking had not made their travel easier. 80 percent of the respondents which equals to 24 persons answered yes and the rest 20 percent equaling to six persons had no answer to the question presented below.



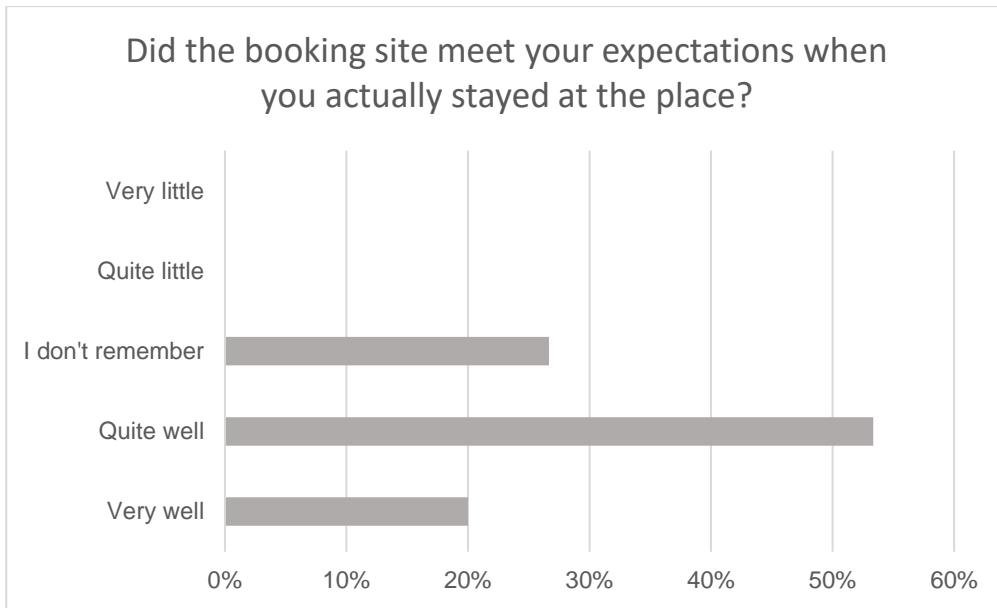
GRAPH 9. Opinion about online booking

The next question was about finding out how satisfied the respondents were with the services of online booking sites. There were five options to choose from and only three of them were answered by the respondents. 30 percent (nine persons) of the respondents were very satisfied with the services of the online booking sites which left 57 percent (17 persons) to feel slightly satisfied and 13 percent (four persons) who had no impact of the services. As Graph 10 indicates the dominant option in this group was the second choice 'slightly satisfied'. Options slightly dissatisfied and very dissatisfied were left out by the respondents taking part of the survey.



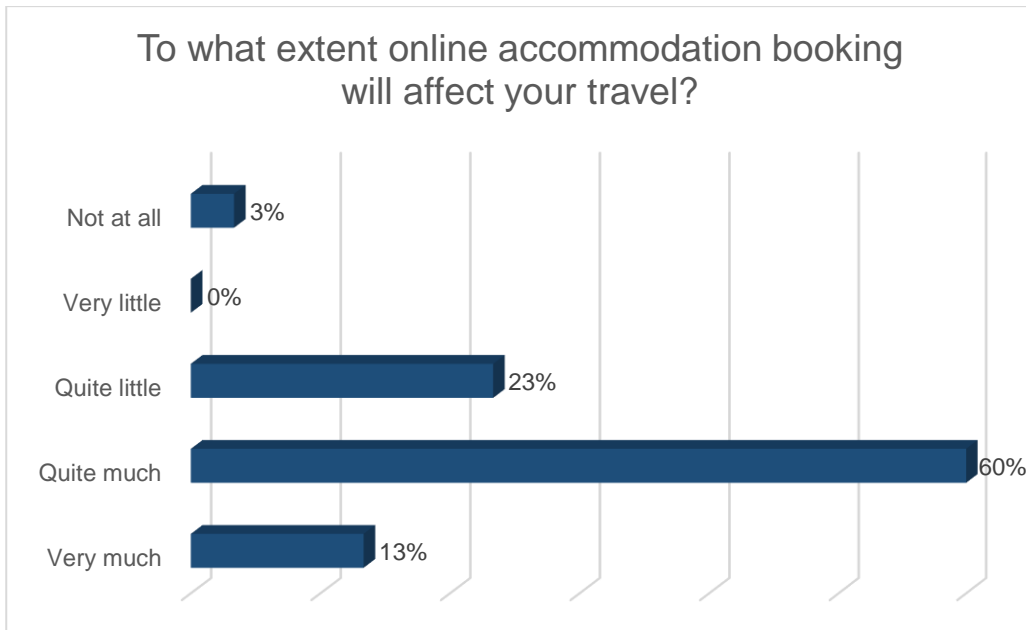
GRAPH 10. The satisfaction with the services of online booking sites

The question number 10 had a question whether the booking site had met expectations when staying at the place. This question had five alternatives where three of them were used by the respondents leaving options quite little and very little completely empty. The majority, 53 percent of the respondents which equals to 16 persons, answered that staying at the actual place had met their expectations quite well. The second biggest group, 27 percent (eight persons) chose the 'I don't remember' option leaving the last six persons (20 percent) considering that expectations had been met very well.



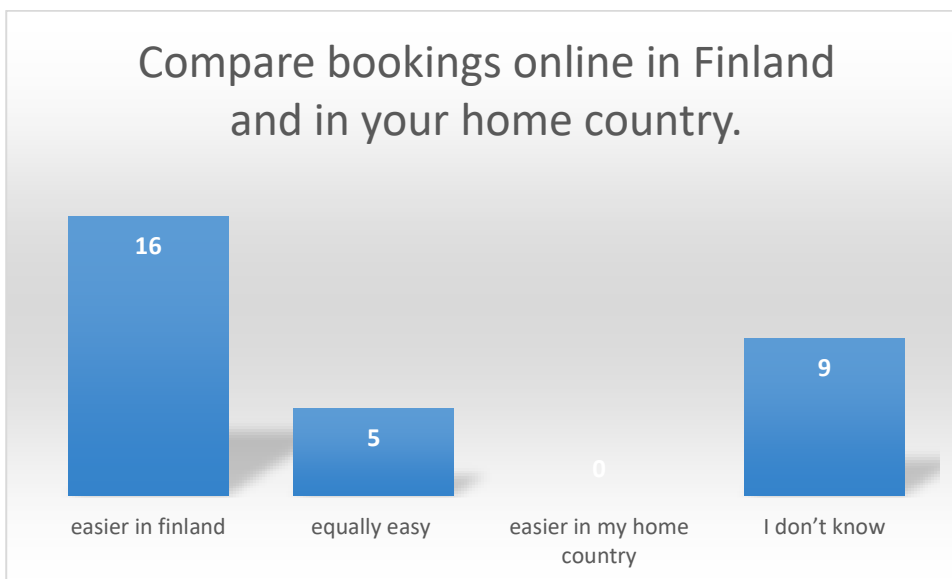
GRAPH 11. Meeting the expectations

The following graph indicates to what extent online accommodation booking will affect respondents' travel. Four out of five options were used leaving the option 'very little' empty. Option 'quite much' plays the dominant role gaining 60 percent where the number is pointing to 18 respondents. The second biggest group totaling 23 percent (seven persons) of the respondents found that online accommodation booking affects quite little to their travel. 13 percent (four persons) of the respondents felt that online accommodation booking affects very much to their travel and the smallest group, three percent (one person), considered that it does not affect their travel at all.



GRAPH 12. The affection of the online accommodation booking

In the next question the respondents were asked to compare bookings online in Finland and in their home country. 53 percent of the respondents found the online bookings easier in Finland and the number points to 16 persons. 17 percent which equals to five persons found it equally easy and 30 percent of respondents which equals to nine persons chose the 'I don't know' option. Nobody chose the 'Easier in my home country' option.



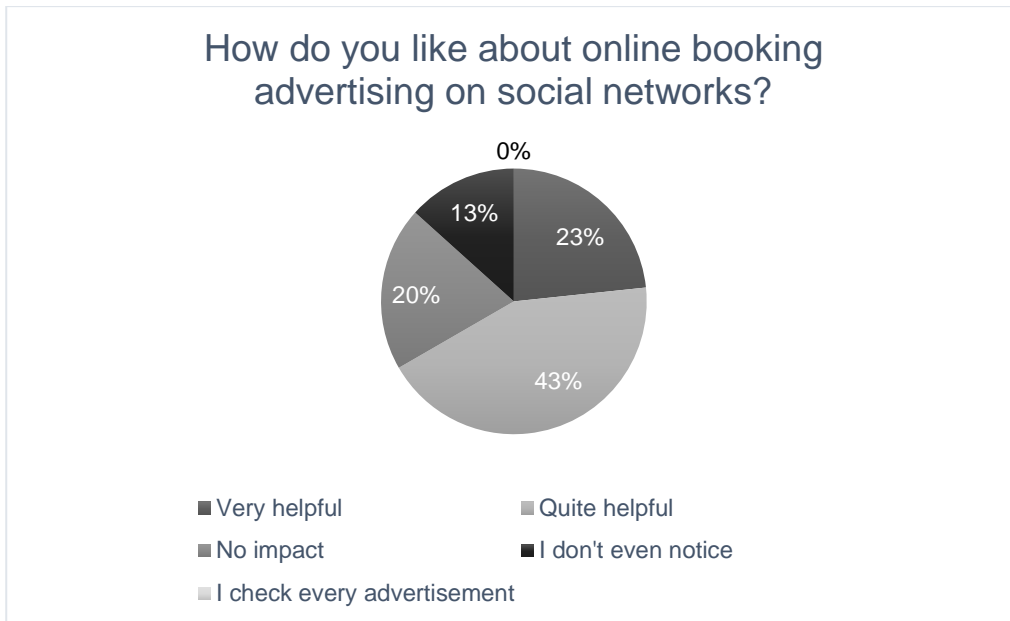
GRAPH 13. Compare online bookings in Finland and in one's home country

The next question was inquiring if the respondents had experienced fake booking sites. Two alternatives 'Yes' and 'No' were given and for those who might answer 'Yes' had also a possibility to specify their answers in the comment box below. In this case the comment box was not used because all the 30 respondents chose option 'No' for not ever experiencing a fake booking site and this number equals to 100 percent.



GRAPH 14. Fake booking site experiences

The question number 14 was about finding out what the respondents liked about online booking advertising on social networks. As shown in Graph 15 there were five alternatives to choose from whereas the last alternative 'I check every advertisement' was left blank by all the respondents. Seven persons (23 percent) thought that the online booking advertising had been very helpful and 13 of the respondents (43 percent) found it quite helpful. 'No impact' was chosen by six of the respondents (20 percent) and 'I don't even notice' by four (13 percent).



GRAPH 15. Online booking advertisement on social networks

The final question of the survey was about giving an opinion in online booking. No alternatives were presented only a comment box for free writing. 26 of the respondents gave comments and their opinions in online booking and four of them left the question empty. Majority of the comments indicated that online booking makes traveling easier and that it is very helpful.

“It is good that you can do the booking online if you don’t have time to call or if you’re traveling at the same time. But I hope that the booking doesn’t take over the whole booking system, that you still can call and talk to a real person. That’s important.”

“It makes my life easier because I don’t have to call to the agency to book a holiday.”

“It is very helpful because you can make reservations at any time you want.”

“Normally it works very well. I don’t like the fact that for the last-minute persons it is always tricky and expensive. Anyway, it makes it easier to plan your trip and compare prices.”

“As people don’t have enough time for self-visit or door to door visit, it has made it easier to get the rooms or apartments on their choices saving time and money.”

There were also four of the respondents who did not have much experience on traveling or online booking.

“I don’t travel a lot so I don’t have lot of experience on this.”

“I have no experience in online booking.”

“I guess it can be a good way to book. I haven’t needed to.”

8 CONCLUSIONS

The main objectives of this thesis were to get a general overview of internet market in hospitality sector also authors wanted to get the idea of people about online marketing and their booking satisfaction through online. In order to get the objectives quantitative research method was used. The overall goal of the thesis was to explain online marketing and its satisfaction to the readers.

The main reason of choosing this topic was because nowadays online marketing plays a vital role to the company profit. And its spreading in hospitality sector. Online has become the main source of advertising for hospitality sector. Hotels, restaurant, airlines, travel agency all use online marketing to communicate with their customers and attract more.

The theoretical framework of this thesis started with an introduction about online marketing. Different approaches of online marketing were discussed, followed by the component of online marketing and its importance to the travellers. The first chapter was about the accommodation and hospitality sector. Then there was the discussion of online marketing and its uses. The following chapter was about internet advertising. How it is affecting people's travel choice.

This thesis also described the participation and importance of online community in hospitality sector. Also, the online reservation system was thoroughly described in this thesis.

The survey result revealed the importance of online marketing to the young students. The target group was the Centria and Novia students in Pietarsaari unit. The most people prefer to plan their travel online. They book tickets and reserve hotel from online. For the outcome students are satisfied with the online booking system because it makes their travel easier. Most of the participants agreed that online reservation has met up their expectations, which was the main motto of the survey.

The authors of this thesis feel that the whole thesis process was truly rewarding. The topic was interesting and therefore, the motivation was good throughout the project. It was challenging at times, but the outcome is to the author's satisfaction. The material used for this report as well as the research results have expanded the author's knowledge, and can hopefully be

beneficial in the future as the authors has interest to do something related to hospitality sector in the future.

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Tourist satisfaction in online accommodation booking

The purpose of this survey is to find out tourist satisfaction in online accommodation service booking. You are the most important person for our survey and your honest opinion is highly respected to complete our survey.

The feedback of the participants will be strictly confidential; no other party or group will receive this information other than the research group.

Degree Programme in Tourism Students

Heidi Kaakinen and Eshita Purkayastha

1. Gender:

- a) Female
- b) Male

2. Age:

- a) 15-20
- b) 21-25
- c) 26-30
- d) 31 and more

3. What is your occupation?

4. At what age did you start travelling?

- a) 0-5
- b) 6-10
- c) 11-20

d) 21-30

e) 31-40

APPENDIX 1/2

f) 41-50

g) 50+

5. Where did you stay when you last traveled?

a) Apartments

b) Resorts

c) Villas

d) Hostels

e) B and B service

f) Guesthouses

g) Hotels

h) Other:

6. What kind of booking system did you use?

	1 – do not use	2 – use rarely	3 – use quite often	4 – use often	5 – this is my primary way to use these services
Booking.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expedia.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ebookers.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TripAdvisor.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hotels.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Priceline.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Orbitz.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Please rate from 1 to 5 which booking sites you prefer to use most:

8. Do you think online booking has made your travel easier?

- a) Yes
- b) No
- c) Maybe
- d) I don't know

9. Are you satisfied with the services of online booking sites?

- a) Seriously satisfied
- b) Slightly satisfied
- c) No impact
- d) Slightly dissatisfied
- e) Seriously dissatisfied

10. Did the booking site meet your expectations when you actually stayed at the place?

Yes

No

I don't remember

11. To what extent online accommodation booking will affect your travel?

a) Seriously affecting

b) Slightly affecting

c) No impact

d) Slightly not helping

e) Seriously not helping

12. Compare bookings online in Finland and in your home country.

a) Easier in Finland

b) Equally easy

c) Easier in my home country

d) I don't know

13. Have you ever experienced fake booking sites?

a) Yes

b) No

If you answered yes, please specify:

14. How do you like about online booking advertising on social networks?

- a) Seriously helping
- b) Slightly helping
- c) No impact
- d) I don't even notice
- e) I check every advertisement

15. Give your opinion in online booking:

Thank you for your time! 😊