

RESEARCH CONCERNING THE IDENTIFICATION OF PERFORMANCE INDICATORS FOR TOURIST DESTINATIONS ON THE INTERNET

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Abstract—The development of ICT technologies can also be found in tourist services, whose competitiveness becomes more and more dependent on their presence on the internet and on the usage of virtual techniques in promoting, distributing and measuring customer satisfaction. The work proposes an exploratory research to identify some indicators for the evaluation of virtual tools performance, websites, on the internet for a tourist destination, in this case a religious tourist destination. The research contains: defining the concepts, identification of relevant websites and of information which they supply, synthesizing the set of indicators studied. The selected set of indicators allows the evaluation of the performances of the websites which represent the religious tourist destinations on the internet and the identification of the sections where these can be improved. The final target is the satisfaction of customer requirements and the identification of the innovation needs in the development of ICT tools.

Keywords—*Information technology, tourism, performance indicators.*

I. INTRODUCTION

Due to the evolution of ICT tools, the business environment has become more and more dynamic and more complex. The speed reaction to market requirements represents one of the main factors which contribute to the procurement of a competitive advantage and for the tourist destinations. Through the newly used virtual tools the tourist organisations promote, distribute and communicate better and more with the customers. Humans needs, manifested through wishes, evolve and grow in intensity, thus the organizations have the obligation to satisfy them through products which should be as performant as possible [1]. To consolidate their presence on a certain market, the tourist destinations, especially the religious ones, must know the outer environment and anticipate the actions of the competition. In this sense, one of the main competitive factors existing at this moment, is represented by marketing, regarded as a function of the organization [2]. The work proposes

to explore the possibility of identification of some performance indicators through which the way of presenting the religious tourist destinations and pilgrimage on the internet can be evaluated. In an exploring research, a comparative analysis of some websites is presented, through a category of indicators so as to highlight the necessity of performance evaluation. Satisfying the customers' demands represents the final objective of organizations, which have to identify the customers category very well. One of the most efficient models is the psychographic model, and the process of this type of segmentation is based on habits, perceptions, character traits and expectations regarding the utility [3]. Thus, through requirements fulfillment, the consumers will become faithful to the products of the organization. This mission must be fulfilled by every organization because a good mission permanently changes, transforms and makes a thing become important, which imperatively matters [4].

II. DESIGNING SPECIFIC CONCEPTS

Through tourist destination we understand any region, area, country, city etc., which presents attractiveness through uniqueness and it is specific for tourists. Due to the development of the internet, through ICT tools, tourist destinations are presented also in this virtual environment. Nowadays, almost every destination owns a website through which it promotes, sells its products and communicates with tourists. Through this internet expansion, the necessity of promoting a business within this virtual market, is vital for the maintenance and development of the organisation. In the specialty literature an established term is used, meaning general and specific key performance indicators, which evaluate the presence of religious tourist destinations on the internet. The key performance indicators are named as being the evaluation measure of the way through

which an organisation carries out its strategic vision. With their help, both the efficiency of a web project and their chances of success are measured [5]. Thus we can mention the importance of performance indicators in any type of organisation, because through them we can evaluate and check the strategies of the organisation. In this work the performance indicators are used to measure the way in which the religious tourist destinations are present on the internet. The specialty articles present models of religious tourist websites, but also the peculiarities of the virtual instruments and of the internet involvement within the industry of religious tourism [6].

III. THE IDENTIFICATION OF A RELIGIOUS TOURIST DESTINATION REPRESENTATIVE FOR ROMANIA

Studying the religious tourist destinations from Romania, Voronet Monastery is highlighted for being the most representative. It is one of the very well-known religious tourist destinations and pilgrimage sites in Romania and abroad, belonging to an area called Bucovina. The monastery was built in 1488 by the ruler Stefan the Great and it is inscribed on the World Heritage List UNESCO as

an art and historical architectural monument, representative for the medieval Moldavian style and especially because of its amazing interior and exterior frescos, which were kept in their original variants of a unique colour and complexity. Moreover, in the church of the monastery the tomb of one of the most worshipped Romanian Saints, Daniil Sisastru, was kept [7]. The monastery is also called "The Sistine Chapel of the East". For this religious tourist destination some websites were identified, which promote it, belonging to different categories of organisations.

In order to analyze the websites performances, 6 websites were chosen, which promote this religious tourist and pilgrimage destination. The selected websites will be further named Website 1, Website 2, ..., Website 6.

IV. THE IDENTIFICATION AND DESCRIPTION OF PERFORMANCE INDICATORS

On the basis of a studying and selection process of the performance indicators used for the websites evaluation, a number of performance indicators, representative for Voronet Monastery resulted and are presented in TABLE I.

TABLE I
 PERFORMANCE INDICATORS USED FOR THE WEBSITE ANALYSIS OF THE RELIGIOUS TOURIST DESTINATION

No.	Name of indicators	Description of indicators
1	Global Rank	Measure the popularity of a site based on a combination of average daily visitors and pageviews
2	Bounce Rate	The percentage of visits that consist of a single pageview
3	Daily Pageviews per Visitor	Measure the average daily pageviews per visitor on the site
4	Daily Time on Site	Measure the estimated daily time spent on the site per visitor

The performance indicators represented in Table 1, belonging to the websites selected for Voronet Monastery, were calculated with a specific

programme [8], and the synthesized quantitative values are presented in TABLE II

TABLE II
 THE VALUES OF THE PERFORMANCE INDICATORS CALCULATED FOR THE ANALYZED WEBSITES

Indicator/Website	Website 1	Website 2	Website 3	Website 4	Website 5	Website 6
Global Rank	214,966	541,729	1,442,887	1,356,587	1,944,041	1,928,748
Bounce Rate	63,10%	40,20%	60,50%	82,10%	35,30%	64,00%
Daily Pageviews per Visitor	2,3	3,1	2	1,3	2,8	1,1
Daily Time On Site	2:49	3:12	2:21	0:53	3:48	1:29

The calculated values of the performance indicators from TABLE II are used for the analysis of the present tourist destination analyzed on the internet. They allow a graphical processing in the support of a profound analysis over the global image of the presence and representation of the religious tourist destination on the internet.

In Fig.1 we notice that the best Rank Global corresponds to the value 214.966, and the weakest

placed reaches a value of 1.944.041, of the sites which promote Bucovina area with the most important religious objective, Voronet Monastery. These places, occupied by the studied websites in the general ranking [8], confirm the importance of the traffic and of the specific methods for optimization and improvement.



Fig.1 The diagram, Global Rank, for the analyzed tourist destination

In Fig.2 the values for the Bounce Rate indicator are presented. This indicator offers information about the percentage of visits, which contain the visit of a single website page. The relevance of the

information, the design attractiveness and the promoting way of the religious tourist destination contribute to the increase of the visited pages.

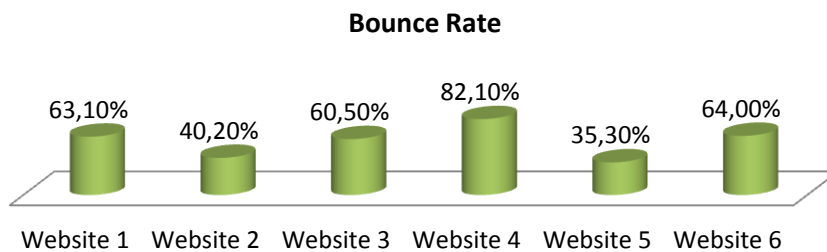


Fig.2 The Bounce Rate values for the religious tourist destination studied

In Fig.3, the values of the indicator Daily Pageviews per Visitors are presented. By calculating the values of this indicator, the efficiency of the page content of each of the analyzed websites is identified. The visit of a

higher number of pages confirms the interest of the users for the entire website. The quality of information, of services offered and the diversity of promotion methods used, contribute to the increase in the number of visited pages by users.

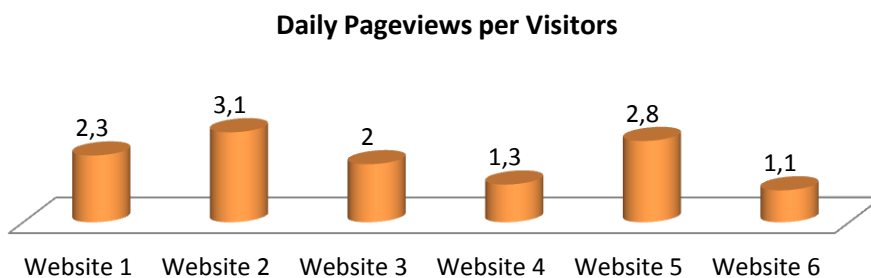


Fig.3 The values of Daily Pageviews per Visitors for the promotion websites of the analyzed destination

The value of this indicator has to be as high as possible, to ensure the efficiency through the visit of as many pages as possible by the users. The diagram made on the basis of the existing data about the analyzed websites, through their processing, presented in figure 3, shows that the best quoted website, using this indicator, has 3.1 daily visited pages and the lowest value is 1.1

pages. Also the view of an as higher number can represent the fact that the users do not find the necessary information easily, therefore the posting of the information, which is useful and necessary to users, is recommended. The calculated values for the Daily Time on Site indicator are presented in Fig.3.

Daily Time On Site



Fig.4 The Daily Time On Site values for the studied destination

In the same trend, the average Daily Time on Site indicator, spent by a visitor, reflects the quality of the site attractivity related to the consumers' requirements and their affinity towards the website. The values of this indicator, determined for the analyzed tourist destinations are presented in figure 4. These values show the websites to be between the values 0:53 and 3:48 minutes. The lowest value is owned by website 4 and the highest by website 5. The diagrams achieved and analyzed through the values of the performance indicators present some very important characteristics such as: the majority of the analyzed destinations present non-performative values of the indicators, the websites are incomplete from the point of view of the information desired by the users, the attractivity and use of the information requires improvement and the diversification of the services and of the booking processes is highly necessary.

V. CONCLUSION

Out of the exploratory research of the performance indicators resulted recommendations such as: the improvement of the communication process with the users, the creation of an intelligent and friendly website design, the involvement of a diverse category of stakeholders, the development of some partnership networks, as varied as possible in order to offer a more complex set of services, to offer the possibility of service customization and presenting as much information as possible about the presented tourist destinations. After analyzing the performance indicators of the presence of religious tourist destinations on the internet, it resulted a comparative evaluation of some categories of websites which promote them. Through them we can evaluate also the quality of the website, the efficiency of strategic policies and the way of promoting religious tourist products. The scarce aspect of these categories of websites must be constantly improved in order to increase

their popularity among religious tourism and pilgrimage consumers. The different online marketing tools, and recently the ones specific to neuromarketing, offer efficient solutions in this sense.

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