Appendix 1 : 59 Most Expected Tourism Web Features

Purpose / Value	Provision (data & information)	Promotion (products & services)	Processing (business transactions)
General	1. Products/services on sale (tours, flight tickets, customised products/services, etc.) 2. Travel schedules/planners (time and dates of tours, flight schedules etc.) 3. Information on programs/activities (detailed activities on trekking, skiing, fishing etc.) 4. Itineraries information (pictures, plan, route, places etc.) 5. Maps (of tours, routes, cities, tour destinations, etc.) 6. Transport information (how to get there, distance from other places, flight/bus/train schedules, etc.) 7. Travel guides (history, location info, where to shop/dine, local cultural/social issues, safety, local language, customs, laws/regulations/ govt. policy etc.) 8. Tips/FAQ (frequently asked questions) 9. Important organisation contacts (visa, customs, travel agents, police, etc.) 10. Information on payment methods (VISA, MasterCard, cheque, on-line transfer etc.) 11. Information on online security transaction 12. Information on warranty & return policies 13. Travel insurance information 14. Company information (name, founder, year founded, etc.) 15. Contact Information (picture of staffs, contact person, ph./fax/0800 number, address, etc.) 16. Benchmarking information (comparative product information with other companies, financial reports, growth information etc.) 17. Research data (customer survey or other survey results) 18. Hot links to other travel/tourism information 19. Multi-language support (Japanese, French etc.)	35. Awards for a company or its web site (tourism awards, best 10% site award, Magellan award) 36. Logo, brand name 37. Affiliations with big companies/organisations (e.g. World Tourism Organisation) or very important person (e.g. Minister of Tourism) 38. Accreditation (e.g. ISO 9001) 39. Testimonials (from customers, important person/guides)	48. E-mail 49. On-line reservation/ordering 50. Digital signature/encryption facility 51. Online customer service/ consulting 52. Job status tracking (a facility to track whether a flight or part of a tour is cancelled/delayed).
Timely	20. Price of products/services 21. Availability checking (rooms, flight, etc.) 22. New information (new package tours, new facilities etc.) 23. Chat/discussion forum 24. Calendars/events information (festivals, sport events etc.) 25. Press releases 26. Employment opportunities 27. Company's stock quotes 28. Weather report (or snow report) 29. Exchange rates 30. Current time (e.g. in tour destination)	40. Special offers on products/ services (on a limited time) 41. Web cam (camera connected to a web site to broadcast an event)	53. Automatic plan change (a facility to automatically change your bookings when one chain of a tour is delayed/cancelled) 54. Facility for interactive brokering 55. On-line auctions (tours, ticket flight etc.)
Customised	31. Search engine for tourism database in general 32. Automatic facility to customise news report in travel/tourism	42. Search engine for a company's products/ services 43. Automatic facility to customise travel plan (flight, itinerary, hotel, transport, budget, etc)	56. Automatic suggestion to save money 57. Automatic proposals based on where you have been 58. Air miles calculator tied with individual's frequent flyer program
Sensational	33. Multimedia (e.g. downloadable video clips, virtual tour facility) 34. Catchy information display (e.g. using Java Applets)	44. Outstanding web design 45. Discounts 46. Contests, sweepstakes 47. Something free (e.g. free gifts, free holidays, free software)	59. "Surprise" discounts/bonuses/ instant winners (after processing a transaction)

Evaluation criteria	[22]	[21]	[20]	[19]	[18]	[17]	[16]	[15]	[14]	[13]	[12]	[11]	[10]	[9]	[8]	[7]	[6]	[5]	[4]	[3]	[2]	[1]	C
Navigation	·		·		·	·			·					·			·					·	
Contents characteristics		·		·		·	·		·	·	·										·	·	
Appearance			·		·		·											·	·				
System reliability	·				·				·					·				·					
Contents structure				·		·																	
Usefulness			·					·			·			·			·						
Security						·				·			·			·							
Ease of use			·					·	·		·												
Help/Support				·							·	·											
Functions		·			·		·															·	
Content Currency			·					·	·								·					·	
Usability	·								·		·			·									
Interface design	·										·	·		·									
Purchase agreement					·	·				·				·									
Purchase settlement					·	·				·				·									
Privacy					·														·	·			
Consistency				·										·	·								
Page loading							·	·				·											
Web interactivity	·											·								·			
Customization			·									·										·	
Accessibility				·					·	·													
Locability								·		·		·											
Product/service search								·		·		·											
Contacts							·			·		·											
Ease of identification								·		·											·		
Corporate image								·												·			
Product/service variability							·			·		·											
Content Accuracy							·		·														
Customer Benefits										·	·								·				
Personalization							·															·	
Unique features			·				·														·		
Feedback				·																	·		
Business policies								·	·														
Marketing focus					·																		
Product/service details								·													·		
Modification/cancellation			·																				
Learn to use							·																
Error rates			·																				
Promotions																				·			
Community																				·			
Control						·																	
Language						·																	
Error prevention and correction						·																	
Visual						·																	
Ability handle exceptions			·																				
Credibility						·																	

Appendix 3 : Web Features Checklist

	Yes	No		Yes	No
Catchy wordings	☐	☐	Product's search engine	☐	☐
Multimedia	☐	☐	Availability checking	☐	☐
Hot links	☐	☐	Available stand-in date	☐	☐
Browser support /Viewing tips	☐	☐	At-A-Glance Menu Bar	☐	☐
Site search engine	☐	☐	Group Booking	☐	☐
Present location indicator	☐	☐	On-line reservation	☐	☐
Online demo/virtual tour	☐	☐	Bundling vacation package book	☐	☐
Site map	☐	☐	Special service request	☐	☐
Tips/FAQ	☐	☐	Modify of Cancel Itinerary	☐	☐
Help documentation	☐	☐	Multiple Payment methods	☐	☐
Flight Schedule	☐	☐	Credit card gateway	☐	☐
Product/service details	☐	☐	SSL protocol	☐	☐
Travel schedules/planners	☐	☐	Itineraries information	☐	☐
Benchmarking information	☐	☐	Shopping cart	☐	☐
Maps	☐	☐	Web check in	☐	☐
Multi-language support	☐	☐	Corporate information	☐	☐
Air miles calculator	☐	☐	Accreditation	☐	☐
On time performance	☐	☐	Testimonials	☐	☐
Currency converter	☐	☐	Affiliations/Partners	☐	☐
Calendars/events information	☐	☐	Awards	☐	☐
Weather report	☐	☐	Logo, brand name	☐	☐
Travel policy	☐	☐	Contact information	☐	☐
Tour guides	☐	☐	Online customer service	☐	☐
Travel insurance information	☐	☐	Privacy policy statement	☐	☐
Transport Information	☐	☐	Business rules	☐	☐
Press releases	☐	☐	"My account"	☐	☐
Customised news report	☐	☐	Click to join Mailing list	☐	☐
What's new	☐	☐	Promotions (discount, special de	☐	☐
Programs/activities	☐	☐	E coupon/redemption	☐	☐
Research data	☐	☐	Contests, sweepstakes	☐	☐
Internet advertisement	☐	☐	Membership	☐	☐
Information source	☐	☐	Feedback/comment column	☐	☐
Last updated date	☐	☐			

Total Score :

Appendix 4 : Criteria Evaluation for Airline Web Site

Please indicate the extent to which you agree or disagree with the following description about the Web site your visited.

	very disagree	disagree	agree	very agree
a. Interface				
Graphic design principle				
homepage concise and clear	-2	-1	1	2
effective use of white space	-2	-1	1	2
effective and consistent use of color	-2	-1	1	2
effective graphic/typeface/color combination	-2	-1	1	2
Multimedia				
site visually attractive	-2	-1	1	2
use of multimedia contribute to understanding site navigatic	-2	-1	1	2
not excessively use	-2	-1	1	2
does not casue impact on laoding times	-2	-1	1	2
Style and text				
style of pages consistent	-2	-1	1	2
typefaces easy to read	-2	-1	1	2
precise spelling and grammar	-2	-1	1	2
purpose of site made clear on home page	-2	-1	1	2
Flexibility and compatibility				
page sized to fit browser window	-2	-1	1	2
accomodation made for disable users	-2	-1	1	2
foreign language support	-2	-1	1	2
b. Navigation				
Logical structure				
intelligible, straightforward organizing scheme	-2	-1	1	2
content logically structured in sections and level	-2	-1	1	2
menus understandable and straightforward	-2	-1	1	2
Ease of use				
easy to find site *	-2	-1	1	2
easy to explore ideas or subject	-2	-1	1	2
easy to return home or quick link to other sections	-2	-1	1	2
easy to access information	-2	-1	1	2
Search engine and help function				
easy to use search engine	-2	-1	1	2
no search errors	-2	-1	1	2
easy to use search alternatives	-2	-1	1	2
good description of search engine findings	-2	-1	1	2
Navigational necessity				
No broken links	-2	-1	1	2
No 'under construction' pages	-2	-1	1	2
Clear label of current section on site	-2	-1	1	2
Links clearly discernible, well labelled and defined	-2	-1	1	2

* Please try using one of the following serch engine to find the web : Yahoo, Google, MSN, Mozilla Firefox, Netscape, Excite

	v.disagree	disagree	agree	v. agree
c. Content				
Product/services related content				
extensive infotmation available	-2	-1	1	2
special pricing are communicated	-2	-1	1	2
adequate breadth of product range	-2	-1	1	2
adequate amount of advertising	-2	-1	1	2
Company and contact information				
full company information available	-2	-1	1	2
terms and conditions easily acessed	-2	-1	1	2
complete contact details available	-2	-1	1	2
Information quality				
current and updated	-2	-1	1	2
relevant	-2	-1	1	2
high perceived value add information	-2	-1	1	2
high quality of advertisement	-2	-1	1	2
Interactivity				
user able to customize content fit to needs	-2	-1	1	2
personalization possible	-2	-1	1	2
easy access to online community	-2	-1	1	2
high perceived value of online community	-2	-1	1	2
high degree of interactivity in community	-2	-1	1	2
d. Reliability				
Stored customer profile				
easy to register on site	-2	-1	1	2
high perceived value from registering	-2	-1	1	2
easy to manage profile	-2	-1	1	2
smart target marketing using profile available	-2	-1	1	2
Reservation process				
transparent, interactive and easy reservation process	-2	-1	1	2
easy selection of products/services	-2	-1	1	2
flexible special service request	-2	-1	1	2
robust availability check	-2	-1	1	2
After reserve to confirmation				
save and alternative payment method	-2	-1	1	2
online itenerary check is available	-2	-1	1	2
convenient ticket delivery	-2	-1	1	2
possible to modify or cancel	-2	-1	1	2
Customer service				
feedback forms available	-2	-1	1	2
good after sales support	-2	-1	1	2
well guided support sources	-2	-1	1	2
quick response support is possible	-2	-1	1	2
e. Technical				
Speed				
fast home page loading	-2	-1	1	2
fast sub-page loading	-2	-1	1	2
good perceived use of cache	-2	-1	1	2
Security				
security system accredited	-2	-1	1	2
secure payment system used	-2	-1	1	2
privacy of users protected	-2	-1	1	2
Software and database				
good cross browser capability	-2	-1	1	2
good information about the site	-2	-1	1	2
global accessibility to product/services available	-2	-1	1	2

Appendix 5 : List of Sample Airline Companies

	Low Cost/No Frills Airlines	Region	Web site URL
1	Awair Airlines	Asia	www.awairlines.com
2	Nok Air	Asia	www.nokair.co.th
3	Virgin blue	South Pacific	www.virginblue.com.au
4	U Air	Latin/South America	www.uair.com
5	Canjet	North America	www.canjet.ca
6	JetBlue Airways	North America	www.jetblue.com
7	Easyjet	Europe	www.easyjet.com
8	Meridiana	Europe	www.meridiana.it
9	Wizzair	Europe	www.wizzair.com
10	Atlas Jet	Middle East	www.atlasjet.com

	Traditional Airlines	Region	Web site URL
1	IranAir	Middle East	www.iranair.nl
2	Daallo Airlines	Africa	www.daallo.com
3	Austral Air	Africa	www.airaustral.com
4	Groupo Taca	Latin/South America	www.taca.com
5	Aserca Airlines	Latin/South America	www.asercaairlines.com
6	Tam Airlines	Latin/South America	www.tamairlines.com
7	All Nippon Airways	Asia	www.ana.co.jp
8	Dragon Air	Asia	www.dragonair.co.jp
9	Korean Air	Asia	www.koreanair.com
10	Thai Airways International	Asia	www.thaiair.com
11	Air Baltic	Europe	www.airbaltic.com/public
12	Air Malta	Europe	www.airmalta.com
13	Deutsche BA	Europe	www.flydba.com
14	Maersk Air	Europe	www.maersk-air.com
15	TAROM Romanian Air Transport	Europe	www.tarom.ro
16	Independence Air	North America	www.flyi.com
17	First Air	North America	www.firstair.ca
18	Pan American World Airways	North America	www.flypanam.com
19	Virgin Atlantic	North America	www.virgin-atlantic.com
20	Macair	South Pacific	www.macair.com.au

Appendix 6 : Overall Score of Web Features

FEATURES	Percentage	Score	
Contact information	100.00%	30	
Corporate information	100.00%	30	
Business rules	96.67%	29	10 Most
Product's search engine	96.67%	29	Found
Flight Schedule	93.33%	28	Features
Product/service details	93.33%	28	
Travel policy	93.33%	28	
Hot links	90.00%	27	
Logo, brand name	90.00%	27	
Multimedia	90.00%	27	
On-line reservation	90.00%	27	
Promotions (special offer)	86.67%	26	
Tour guides	86.67%	26	
Credit card gateway	83.33%	25	
Itineraries information	80.00%	24	
At-A-Glance Menu Bar	76.67%	23	
Click to join Mailing list	76.67%	23	
SSL protocol	76.67%	23	
Tips/FAQ	76.67%	23	
Affiliations/Partners	73.33%	22	
Catchy wordings	73.33%	22	
Press releases	73.33%	22	
Programs/activities	73.33%	22	
Online customer service	70.00%	21	
Membership	66.67%	20	
Present location indicator	66.67%	20	
Privacy policy statement	66.67%	20	
What's new	66.67%	20	
Feedback/comment column	63.33%	19	
Multi-language support	63.33%	19	
Availability checking	60.00%	18	
Travel schedules/planners	60.00%	18	
"My account"	56.67%	17	
Available stand-in date	56.67%	17	
Maps	56.67%	17	
Benchmarking information	53.33%	16	
Transport Information	53.33%	16	
Bundling vacation package booking	50.00%	15	
Multiple Payment methods	50.00%	15	
Browser support /Viewing tips	46.67%	14	
E coupon/redemption	46.67%	14	
Research data	46.67%	14	
Site map	46.67%	14	
Customised news report	43.33%	13	
Shooping cart	43.33%	13	
On time performance	40.00%	12	
Awards	36.67%	11	
Help documentation	36.67%	11	
Last updated date	36.67%	11	
Modify of Cancel Itinerary	33.33%	10	
Site search engine	33.33%	10	
Accreditation	30.00%	9	
Special service request	30.00%	9	
Travel insurance information	26.67%	8	
Contests, sweepstakes	26.67%	8	
Currency converter	23.33%	7	
Group Booking	23.33%	7	
Information source	23.33%	7	10 Least
Internet advertisement	23.33%	7	Found
Testimonials	23.33%	7	Features
Weather report	23.33%	7	
Web check in	23.33%	7	
Air miles calculator	20.00%	6	
Calendars/events information	20.00%	6	
Online demo/virtual tour	10.00%	3	

World top 15 features found in Rachman & Buchanan report (1999)

Appendix 7 : Web Features Review - Inter Company Profiles

Company	Percentage	Score
Easyjet	80.00%	52
Canjet	76.92%	50
All Nippon Airways	75.38%	49
KoreanAir	73.85%	48
Independence Air	73.85%	48
Air Baltic	73.85%	48
Virgin Atlantic	72.31%	47
JetBlue	70.77%	46
U Air	69.23%	45
Thai Airways	69.23%	45
Wizzair	66.15%	43
Groupo Taca	64.62%	42
Air Malta	63.08%	41
TAROM Romanian	61.54%	40
Maersk Air	61.54%	40
Macair Airlines	60.00%	39
Austral Air	60.00%	39
Aserca Airlines	60.00%	39
Deutche BA	55.38%	36
Virgin Blue	53.85%	35
Dragon Air	50.77%	33
AtlasJet	50.77%	33
TAM Airlines	43.08%	28
Meridiana	43.08%	28
Awair	43.08%	28
Nok Air	40.00%	26
Daallo Airlines	35.38%	23
First Air	32.31%	21
Pan Am	30.77%	20
Iran Air	18.46%	12

Value for 2 tail significance is less than 0.05 (p<0.05),
Difference between means is significant
Avearge mean score = 37.4667 much lower than 65 as expected.

Appendix 8 : Quality Perceived Review - Inter Company Profiles

Company	Percentage	Score
Canjet	72.54%	103
Maersk Air	66.90%	95
All Nippon Airways	66.20%	94
Thai Airways International	63.38%	90
Groupo Taca	62.68%	89
Virgin Atlantic	61.97%	88
Independence Air	59.86%	85
Virgin blue	59.15%	84
Korean Air	57.75%	82
Austral Air	54.23%	77
Air Baltic	52.82%	75
Air Malta	52.82%	75
Deutsche BA	52.11%	74
Easyjet	51.41%	73
Wizzair	49.30%	70
JetBlue Airways	43.66%	62
Macair	42.25%	60
U Air	34.51%	49
Nok Air	28.87%	41
Aserca Airlines	19.72%	28
Dragon Air	15.49%	22
Awair Airlines	14.08%	20
Atlas Jet	13.38%	19
Meridiana	5.63%	8
Daallo Airlines	1.41%	2
First Air	-0.70%	-1
Tam Airlines	-4.23%	-6
TAROM Romanian Air Transport	-5.63%	-8
Pan Am	-18.31%	-26
IranAir	-26.76%	-38

Value for 2 tail significance is less than 0.05 (p<0.05),
Difference between means is significant

Avearge mean score = 49.5 much lower than 142 as expected

Appendix 9 : Analysis of Differences

Company	Web features	Quality Perceived	Variation	Effectiveness
Maersk Air	58.21%	66.90%	-8.69%	
Canjet	68.66%	72.54%	-3.88%	
Groupo Taca	65.67%	62.68%	3.00%	Most Effective
Deutsche BA	56.72%	52.11%	4.60%	
Thai Airways International	70.15%	63.38%	6.77%	
Austral Air	61.19%	54.23%	6.97%	
All Nippon Airways	74.63%	66.20%	8.43%	
Virgin Atlantic	71.64%	61.97%	9.67%	
Air Malta	62.69%	52.82%	9.87%	
Nok Air	41.79%	28.87%	12.92%	
Korean Air	71.64%	57.75%	13.90%	
Independence Air	76.12%	59.86%	16.26%	
Wizzair	65.67%	49.30%	16.38%	
Virgin blue	76.12%	59.15%	16.96%	
Macair	59.70%	42.25%	17.45%	
Air Baltic	71.64%	52.82%	18.82%	
U Air	53.73%	34.51%	19.22%	
JetBlue Airways	70.15%	43.66%	26.49%	
Easyjet	79.10%	51.41%	27.70%	
Awair Airlines	41.79%	14.08%	27.71%	
First Air	29.85%	-0.70%	30.55%	
Dragon Air	49.25%	15.49%	33.76%	
Daallo Airlines	35.82%	1.41%	34.41%	
Meridiana	40.30%	5.63%	34.66%	
Atlas Jet	52.24%	13.38%	38.86%	
Aserca Airlines	59.70%	19.72%	39.98%	
IranAir	17.91%	-26.76%	44.67%	
Tam Airlines	43.28%	-4.23%	47.51%	
Pan American World Airways	29.85%	-18.31%	48.16%	
TAROM Romanian Air Transport	61.19%	-5.63%	66.83%	Least Effective