

# 旅遊網站優化研究

## A study of travel website optimisation

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### 引言

互聯網不僅是發放產品與服務訊息的創新銷售渠道，而且對網上預訂更非常重要，已成為供應商與消費者直接聯繫的前所未見的方法。旅遊業轉變急速，很多商業機構已認識到這種新銷售渠道的重要；有些並已設立最為優良的網站，有些則正計劃設立，藉以提昇形象，吸引顧客，促進銷售。



為了協助業者開發優越的旅遊與酒店網站，旅遊業研究人員最近調查過評估網站表現的不同方法。儘管之前的研究未始沒有一定成績，但在網上瀏覽或購物的人，普遍是以甚麼方法到達某個特定網站的呢，那些研究卻無法為業界的管理階層提供這方面的資料。換言之，使用某個特定的旅遊與酒店網站的人，究竟是以甚麼方法找到那個網站呢，這個問題大體仍未有答案。

### Introduction

As an innovative distribution channel for disseminating the information of products/services, and most importantly for online reservations, the Internet has set an unprecedented way for suppliers to directly communicate with consumers. In the rapid changing travel and tourism industry, many business organisations have already realised the importance of this new distribution channel. These travel related organisations have been, and will be, building the best websites in order to enhance their image, attract more consumers, and promote sales.

To assist industrial practitioners to develop high quality travel and hotel websites, tourism researchers have recently investigated different approaches to evaluating the performance of websites. Although these prior studies have attained a certain level of success, they virtually provide no information for managers in the travel and tourism industry to know the popular ways for e-lookers or e-buyers to reach a specific website. In other words, it remains largely unknown through which channel(s) users use to find a particular travel and hotel website.

In reality, a highly ranked website on functions or ease-to-use does not necessarily mean that the site is successful. A perfectly designed travel website could be of no business value if users cannot find the website from the numerous web pages on the Internet. It has been commented that the single most important way to generate network traffic is to get a good ranking on main search engines as surveys claimed that over 80% of Internet users search information through search engines. Therefore, the primary importance of a business website is how to get potential consumers reach the website, either through search engines or through other ways. That is, it is important to optimise a website when a travel and tourism business builds a new website or completely renovates an old one. An important way to achieve this is to make sure that the site is indexed and ranked at a top or good position on major search engines through website optimisation. Based on recent statistical data, most Internet

在實際的情況下，功能眾多或易於使用的網站未必就是成功的網站。旅遊網站即使設計得盡善盡美，但假如使用者不能從互聯網上無數的網站中把它找出來，那它根本就沒有絲毫商業價值。有多項調查顯示，超過八成的互聯網使用者運用搜尋器搜尋資料。因此，要令網站得人青睞，最關鍵的單一方法，就是在主要的搜尋器上爭取高的排名。基於這點，對商業網站來說，至為重要的工作是令潛在的顧客通過搜尋器或其他方法來到網站。換言之，當一門旅遊生意要設立網站或把舊網站徹底翻新的時候，把網站優化十分重要，而要把網站優化，則必須確保網站已進行索引。待網站優化後，就要確保網站在主要搜尋器上佔據最高或較高的位置。根據最新的統計數字，大多數互聯網使用者都以 Google、雅虎和 MSN 搜尋資料。因此，旅遊網站倘若要有效益而又能讓使用者以最佳方式瀏覽和使用的話，就要考慮怎樣使網站在主要的搜尋器上(像 Google、雅虎和 MSN 之類)實現優化，這點非常重要。

本研究的主要目標，是找出國際旅客在搜尋旅遊資料或預訂時，對不同種類的決策或資訊渠道抱甚麼觀感，並且找出網站優化對此有甚麼影響。

## 方法

香港理工大學酒店及旅遊業管理學院於二零零四年進行了國際旅客綜合問卷調查，本研究即調查的重要組成部份。本研究所用的問卷以中英文撰寫，有紙印版本和網上版本。網上的問卷可在 [www.hktourismsurvey.com](http://www.hktourismsurvey.com) 瀏覽。

在二零零四年十月十八日至十一月十三日期間，一組共八人的訪問員，向正在排隊辦理登機手續的旅客派發印上問卷調查資料和網址的書籤。問卷調查的目標旅客，是香港七大客源市場的居民，他們都曾經在香港逗留最少一晚。在上述期間，訪問員共派發了一萬五千八百九十一張書籤，並且在非繁忙時段內，在機場禁區外的範圍即場訪問目標旅客。最後，訪問員趁旅客等候延誤的航機時，合共訪問了四十四人。而到了二零零四年十二月十五日，即網上填寫問卷的截止日期，共收到一百四十份由網上遞交



users searched information by Google, Yahoo, and MSN. Hence, for travel websites to be effective and allow users to visit and use in the best possible way, it is important to consider website optimisation on key search engines like Google, Yahoo, and MSN.

The primary objectives of this study are to find out the perceptions of international travellers of different types of decision and source channels when finding travel related information or making reservations, and to identify the influence of website optimisation.

## Methodology

This is a major component of the Omnibus Survey for international visitors in 2004 that was conducted by the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. A paper version and an online version, both in Chinese and English, of the questionnaire were developed for the survey. The online questionnaire can be accessed at [www.hktourismsurvey.com](http://www.hktourismsurvey.com).

的問卷。由於有一份問卷沒有遵照指示填寫，不能採用，因此本研究共收到一百八十三份可供使用的問卷。

## 結果

在一百八十三名完成問卷的受訪者中，在香港逗留的平均時間為四點五四晚；僅僅少於一半是初次來港的旅客。在所有受訪者中，差不多有一半是來港度假消遣的，另外有三分一是因公務或會議而來港的。此外，稍多於一半的受訪者是男性，年齡主要介乎二十六歲至五十五歲之間。受訪者的其他特徵包括：三分二受訪者接受過高等或大學教育，百分之四十點八的家庭年收入少於一萬美元，百分之十六點八的家庭年收入在一萬至二萬九千九百九十九美元之間。此外，百分之十九的受訪者來自亞洲，而稍多於三分二的受訪者來自美國、澳洲和西歐。

在本研究中，百分之八十三點六的合資格受訪者在過去兩年內曾瀏覽最少一個旅遊或酒店網站。受訪者中有九

In the period 18 October 2004 to 13 November 2004, a team of eight interviewers was hired to hand out bookmarks, which have the survey information and website address, to visitors queuing in front of the check-in counters. The targeted visitors were the residents of the seven major source markets for tourists in Hong Kong, who had stayed in Hong Kong for at least one night. A total of 15,891 bookmarks were distributed during the survey period. Additionally, the interviewers were requested to complete some onsite questionnaires with targeted visitors at the landside of the airport during off-peak time. At last, the interviewers managed to have 44 visitors completed the survey while they were waiting for their delayed flights. As at 15 December 2004, the deadline for receiving online questionnaires, 140 completed questionnaires were received from the Internet. One of the collected questionnaires was discarded because it did not follow the instructions. In other words, 183 usable completed questionnaires were received in this study.

## Findings

The 183 respondents who completed the questionnaires had stayed an average of 4.54 nights in Hong Kong during the trip, and slightly less than half of them were first-time visitors to Hong Kong. About half of these respondents visited Hong Kong for vacation and leisure, and one-third of them came for business and meetings. In addition, a bit more than half of the respondents were males, and they were mainly in the age group of 26 to 55. Other demographics of these respondents included two-third of them had received college or university education, 40.8% had an annual household income of less than US\$10,000 and other 16.8% were in the US\$10,000-US\$29,999 income level; and 19% were from Asian markets and a bit more than two-third were from the United States, Australia, and Western Europe.

In this study, the qualified sample consisted of 83.6% of the respondents who had visited at least one travel or hotel website in the past two years. Nine of the respondents stated that they would not use travel or hotel websites to search information or to make online purchase. The most popular activities for using the travel and hotel websites, according to the qualified respondents, were for searching information (82.5%) and purchasing products or services (52.3%). It is interesting to note that the 77 e-buyers had purchased an average of 13.7 times on travel or hotel websites in the past two years, and that most people (95.3%) did compare prices and features of the



人表示不會利用旅遊或酒店網站搜尋資料或作網上購物。在合資格的受訪者中，使用旅遊或酒店網站的最普遍方式，是搜尋資料(百分之八十二點五)和購買產品或服務(百分之五十二點三)。饒有興味的是，有七十七人在過去兩年內由旅遊或酒店網站平均購物十三點七次；此外，大多數人(百分之九十五點三)會在不同網站比較相同或相近產品或服務的價錢和特色。

要找尋某個旅遊或酒店網站，各種渠道中哪些是重要的呢，對於這個問題，受訪者的意見是：(1) Google 搜尋器是重要的；(2) 從他人得來的訊息、網站內的超連結、印刷媒體等渠道則介乎重要與不重要之間；(3) 其他渠道，像雅虎和 MSN 搜尋器、電視和電台等，是不重要或毫不重要。最後，有一點稍為出人意表的，是受訪者利用搜尋器搜尋資料時，百分之四十四點七會一直搜尋，不找到滿意的網站就不停止；此外，百分之三十六點二會閱讀三頁屏幕上的搜尋結果，而百分之十一點二只會閱讀屏幕上的第一頁搜尋結果。

## 討論與結論

本研究的結果對業界有幾點啟示。首先，使用旅遊或酒店網站的旅客，其百分比高達百分之八十三點六，令人鼓舞。百分比那麼高，顯示旅遊業投放在網站的資源和努力並沒有白費。其次，過去兩年有些旅客在網上購物十三點七次，令人高興。這種熱中於網上購物的行為，應足以令業者繼續致力於互聯網，藉以吸引顧客瀏覽他們的網站和在網上購物。最重要的一點，是本研究的結果顯示出網上顧客的一種出人意料的行為，即上述旅客在搜尋旅遊或酒店網站時，他們認為只有 Google 搜尋器是重要的渠道。換言之，業者應當確保他們的網站在 Google 的搜尋結果中出現。最後，業者應當嘗試改進網站的設計和內容，使網站能在搜尋結果開頭幾頁的屏幕上出現。✎

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same or similar products or services on different websites.

In response to the perceived importance of the available channels that could assist them to find a travel or hotel website, the respondents viewed (i) the Google search engine as important, (ii) messages from other people, links on websites, and printed media as neutral, and (iii) other channels such as the Yahoo and MSN search engines, TV/radio, and others as unimportant or very unimportant. Lastly and somewhat unexpectedly, when the respondents were using search engines to search information on the Internet, 44.7% of them would keep searching until they find the satisfactory website, whereas 36.2% stated that they would look at the search results until the third screen and 11.2% would only looked at the results on the first screen.

## Discussion and concluding comments

The empirical findings of this study have several industry implications. First, the percentage of travellers who were also users of travel or hotel websites is encouragingly high (83.6%). Such a high percentage indicates the right direction for the resources and efforts invested by the travel industry to establish their online presence. Second, it is good to know that the e-buyers had made 13.7 online purchases in the past two years. This behaviour of active purchase should offer enough incentive for industrial practitioners to keep devoting their endeavours on the Internet to attract e-consumers to visit and to purchase. Most importantly, results of this study show a somehow unexpected behaviour of e-consumers. That is, the only channel that these people perceived as important during their search of a travel or hotel website was the Google search engine. In other words, what the travel and tourism professionals should do is to ensure that their websites should be on the returned list of Google. As a final point, it is recommended that industrial practitioners should try to improve the design and content of their websites in order to have their websites to appear on the first few screens of the search results. ✎

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