

Determining Factors for the Use of Internet Marketing Applications in Travel and Tourism Agencies in Rasht City

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Travel agencies are one of the most important players in the tourism industry, offering a variety of services to customers in the tourism sector. These services include transportation plans, tourist packages, insurance services and accommodation. In fact, travel agencies have the most use in the tourism industry. Accordingly, the present research studies the determinant factors in the use of Internet marketing programs in travel agencies and tourism agencies in Rasht. The statistical population of this study was the personnel of travel and tourism agencies of Rasht, which reached 157 people. To calculate the sample size, the Cochran formula was used for limited communities. Finally, the sample size was 135. The subjects were selected by non-random sampling method and clustered method. The present research is based on the purpose of the applied type and in terms of collecting information, descriptive research and correlation type. The data gathering tool was a standard questionnaire and data were analyzed using SPSS and PLS software. The results of the research showed that security and privacy, ease of use, product suitability, customer pressure and government support had a positive effect on the use of Internet marketing in travel agencies and tourism, while variables of entrepreneurial attitude and knowledge, availability of technical knowledge, The company and the pressure of competitors do not have any effect on the use of Internet marketing in travel agencies and travel agencies. In general, the results of this study showed that technological features had a significant impact on the use of Internet marketing. Following them, customer pressure and government support have the most impact on the use of Internet marketing.

Keywords : Internet Marketing, Technology Specifications, Organizational

Characteristics, Environmental Features, Travel Agencies and Tourism

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