

Effect of e-commerce dimensions on e-marketing acceptance by hotel and travel agency managers in Rasht

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Abstract Considering the tourism industry capacities and its importance in the growth of Guilan province in economic, social and cultural fields, it is necessary to examine the problems and weaknesses of the growth of this industry in Guilan province. Problems such as advertising and marketing weakness, lack of information for introducing tourism attractions and history of Guilan province, the inability or incorrect use of new marketing methods in tourism service providers, ignoring the many benefits of e-marketing and the inappropriateness of current traditional marketing methods One of the weaknesses that have hampered the growth of the tourism industry in the province. Therefore, the purpose of this thesis is to use the advantages of new marketing methods such as e-marketing and how the tourism industry influences e-marketing and identify the factors affecting its acceptance in the tourism industry of Guilan province along with the study of the effect of perceived usefulness, perceived ease of use The technology, environmental and organizational factors on the adoption of TAM information technology have also been studied. The method of this study is descriptive based on data collection method. The statistical population of the research includes senior executives of hotels and travel agencies, with standard questionnaires distributed among them. The results of the analysis of the data were analyzed using SPSS and PLS software. The hypotheses are composed of three main groups each with a subset of four hypotheses. The purpose of this study is to investigate the impact of organizational, technological, environmental and ease of use of technology, the relative advantage of using technology and perceived compatibility with it. Finally, the result of examining and testing the hypotheses has been confirmed by all the hypotheses, which organizational factors have had the greatest impact. In this regard, the relevant managers and authorities in order to increase the training of specialist forces, the use of software in accordance with the

goals and values of the organization suggestions are presented. It is recommended to manufacturers of electrical equipment and IT specialists. Provide the right equipment and it is recommended to hotels and travel agencies to use equipment tailored to the needs, goals and culture. It is recommended that hotels in Gilan province include the use of e-marketing in their strategic plan and prepare the use of electronic marketing tools to take advantage of these tools and take steps to develop the province's tourism industry.

Keywords : Electronic marketing, Tourism industry, Organizational factors, Technology factors, Environmental factors

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