Digital Tourism: A Content Analysis of Southeast Asia Tourism Websites

Nor Faizah Ismail[1*], Siti Zaitun Suid[2], Mohamad Zuhri Abd Rashid[3], Quah Wei Boon[4]

[1,2,3]*Master student, School of Tourism, Hospitality and Event Management,*
Universiti Utara Malaysia 06010 UUM, Sintok, Kedah
[4]*PhD student, Faculty of Educational Studies, Universiti Putra Malaysia,*
Persiaran Masjid, 43400 Serdang, Selangor

Abstract: Digital tourism is one of three strategic priorities of the Ministry of Tourism to increase the number of tourists who visit Southeast Asia. This study explores the effectiveness of official tourism websites in Southeast Asia. The content analysis method consists of three dimensions: Aesthetic (destination visualization, websites design); Informative (uniqueness, monetary value, and cultural promotion); Interactive (e-travel planner, online communities) were used to assess 11 official cities and regency's tourism websites The data gathering approach is based on observation through websites for each nation in ASEAN. The results presented in this paper showed that Southeast Asia tourism websites were generally fair in one dimension but lacked to attract visitors. Based on the findings, it is recommended that official tourism organizations evolve their websites as marketing tools and, most importantly, deliver positive images of the destination online. This research gives implications for the local tourism website administrator to improve the website's content and further research in tourism website evaluation.

Keywords: Content analysis, digital tourism, website evaluation, Southeast Asia Tourism, effectiveness.

Introduction

The importance of digital technology in promoting all aspects of international tourism has also grown significantly in recent years (Zaman, 2022; Southeast Asia Development Solutions [SEADS], 2020). Many countries are now developing government-sponsored tourism websites expecting travellers to use them for travel discovery. Several countries' official tourism websites have enhanced their information provision, updates, web pages, and hyperlinks. In addition, government tourism websites have also evolved into an essential point for publicizing tourist destinations (Minić, Njeguš, & Ceballos, 2014) and building solid and positive destination image, inducing travellers to the destination (Leung *et al*., 2017). As a result, the first step in promoting these places is developing an excellent government tourism website. Maazouzi (2020) reveals that quality content and rich cognitive information on the destination's official tourism website strongly influence the destination's image perception, which will attract, motivate, and encourage tourists to visit once or repeatedly.

ASEAN member states must develop new policies and tactics to ensure that the Southeast Asian region remains the destination of choice for tourists worldwide. Furthermore, close cooperation between ASEAN member nations is required to realize the vision and goals established in the ASEAN Tourism Strategic Plan (ASTP) 2016-2025 (Association of Southeast Asian Nations, 2015).

One of the techniques to develop the Southeast Asian tourism economic cooperation (ASEAN) is to use

Correspondence: *Nor Faizah Ismail*; Email: *norfaizahkksp@gmail.com*

digital technology, namely websites. The platform is cheaper than traditional advertising methods yet powerful enough to reach a larger audience locally and worldwide. The advancement of digital technology is predicted to be a promotional channel to increase tourist visits, either in terms of quality or quantity (Pitana & Pitanatri, 2016). Using a digital platform will positively impact the country, for example, growing tourist interest in the destination, professionalism, and global reach, benefiting all tourism players in the ASEAN. If used strategically, digital tourism promotion can benefit the industry. All types of digital tourism promotion and marketing should attract more tourists to benefit the national economy. Although tourism websites have gained more attention, studies show differences in websites' ways and techniques for promoting and marketing tourist attractions (Jiménez-Barreto & Campo-Martínez, 2018; Liu *et al*., 2020). The website should engage the reader to look at and browse the website and the destinations.

Demands for engaging websites, both in content and design, are an important category for the tourism industry to develop an intention to open and use the website and generate an e-commerce process (Putra, 2017).

LITERATURE REVIEW

The website's quality has become critical to the tourist and hospitality industries' performance, and research into assessing the service quality of websites has exploded in recent years. With the growing necessity to track all aspects of a customer's website engagement, several studies have attempted to uncover critical website variables in the tourist and hospitality industries (Jiménez-Barreto & Campo-Martínez, 2018; Vila et al., 2021). For example, in Bastida and Huan's (2014) study, the more attractive and useful an official destination website is, the more likely it is to turn a potential tourist into an actual tourist. Moreover, in Chung *et al.* (2015) study, researchers mentioned that the destination website's quality information would significantly affect confirmation and intention to continue website use.

Han and Mills (2006) developed a theoretical framework for measuring the effectiveness of tourism destination websites (Fig. 1), which includes three dimensions. The aesthetic dimension (AES) is related to visitor access to the tourism destination website; the informative dimension (INF) is associated with the quality of the tourism destination website; and the interactive dimension (INT) is related to two-way guideline interaction for visitors, associated with organizations, communities, and tourism businesses. Seven categories introduced from the main three dimensions could identify a vital tourist website component. The aesthetic dimension includes subcategories such as visualizing the target location and web design. The website's defining traits include informational dimensions, pricing range, and cultural promotion, and two examples of interactive features are online communities and an e-travel guidebook.

According to Putra *et al.* (2018), there are seven categories with 45 distinct indicators when developing the three dimensions. The percentage value for each type is calculated by dividing the number of indicators in each category by the total number of indicators available for measuring tourism websites (Table 1). The first area is destination visualization (AES1). This category assesses a website's ability to provide an appealing background for visitors, including colors and images, the destination logo and motto, videos, newsletters, and online brochures. This category has seven indicators and accounts for 16 per cent of all indicators.

The second category, website design (AES2), evaluates how well the tourism website has clear and readable text; a clean and uncluttered page; a sufficient contrast between background and text; an easy-to-remember Web address; a table of contents; a site map; an availability of 'home' button; search engine for website content; and the most recent update. Each category represents 20% of the total point. Therefore, the total point of the indicator is nine, which are: (Table 2):

The percentage value for each category is calculated by dividing the number of indicators in each category by the total number of indicators available for measuring tourism websites (Table 1).

The third category, information uniqueness (INF1), comprises specialized travel excursions, language proficiency, and sufficient knowledge for traveling, accounting for 7 per cent of all types. The fourth category provides visitors with information about the destination's monetary value (INF2), including travel package prices, hotel room rates, food and beverage prices, transportation costs, unique festivals and events prices, and attraction

admission fees, accounting for 16 per cent of the categories. Finally, the fifth category, Cultural Promotion (INF3), accounts for 11 per cent of all types and including information on tourism attractions and activities in the destination, local weather, insider advice from local authorities, and cultural information.

This study compares the degree of quality of official tourism websites in Timor-Leste, Thailand, Laos, Cambodia, Vietnam, Malaysia, Singapore, Indonesia, the Philippines, Indonesia, and Brunei in attracting tourists. Furthermore, the study aims to determine how a tourism office website's aesthetic, informative, and interactive qualities contribute to attracting travellers. The characteristics and categories for evaluating the efficacy of tourist websites were adapted from Putra et al. (2018).

No previous studies are devoted to in-depth examinations of the content of tourist websites in the ASEAN. Therefore, this study seeks to address several problems regarding accessibility, interactivity, and information delivery to all segments of society, from domestic to foreign tourists. The findings of this study will shed light on the current state of tourism destination website management. This research includes a description and in-depth information about the growth of the tourist office on ASEAN's website.
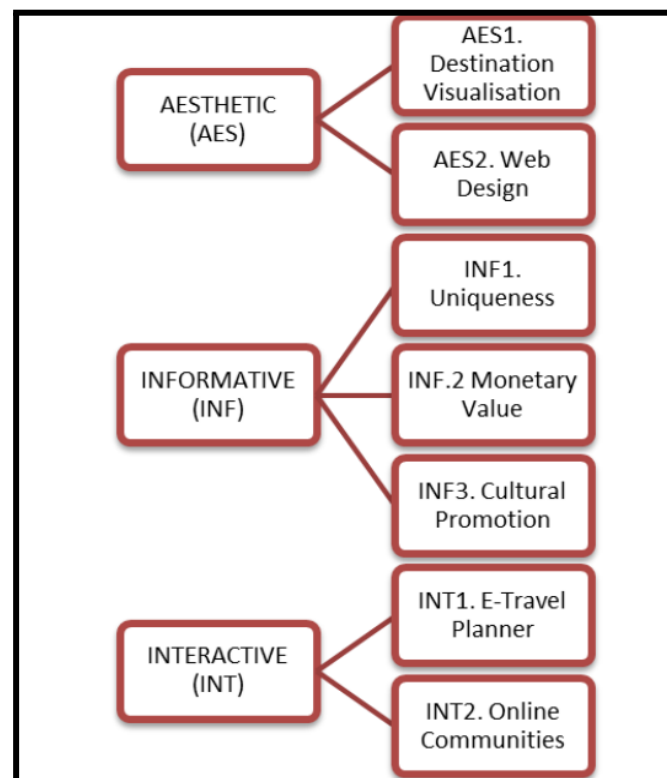

Figure 1. Dimensions and categories to measure tourism websites effectiveness

Table 1. Value of Each Category and Indicators Number

Dimensions	Categories	Value (%)	Number of Indicators
Aesthetic	Destination	16	7
	Visualization	20	9
	Web design	7	3
Informative	Uniqueness	7	3
	Monetary value	16	7
	Cultural promotion	11	5
Interactive	E-travel Planner	22	10
	Online communities	9	4
TOTAL		100	45

Source: Han and Mills (2006)

Table 2: Table Dimensions, Categories, Indicators for Content Analysis in Tourism Websites

DIMENSIONS	CATEGORIES	INDICATORS
AESTHETIC (AES)	AES1. Destination Visualisation	AES1.1. Aesthetically appealing background; AES1.2. Use of colour to improve the visual appeal of the site; AES1.3. Use of pictures to enhance the aesthetics of the destination; AES1.4. Destination logo/slogan; AES1.5. Availability of online video clips (virtual tour); AES1.6. Availability of online newsletters; AES1.7. Availability of online brochures.
	AES2. Web Design	AES2.1. Clear and readable text; AES2.2. Clean and uncluttered page; AES2.3. Sufficient contrast between background and text; AES2.4. Easy to remember Web address; AES2.5. Table of contents; AES2.6. Site map; AES2.7. Availability of 'home' button; AES2.8. Search engine for website content; AES2.9. Late update of Web page (date of the last updated version).
INFORMATIVE (INF)	INF1. Uniqueness	INF1.1. Specialised travel trips — e.g. families, convention, food, experience culture, sporting events, etc.; INF1.2. Availability of foreign language; INF1.3. Sufficient (adequate) information on trips or travel.
	INF.2 Monetary Value	INF2.1. Standard price for packages; INF2.2. Online special prices; INF2.3. The range of price on restaurants; INF2.4. The range of prices on hotels; INF2.5. The range of prices on public transportation; INF2.6. The range of prices on festivals; INF2.7. The range of prices on other attractions.
	INF3. Cultural Promotion	INF3.1. Information on well-known attractions; INF3.2. Local weather information; INF3.3. Things to do; INF3.4. Essential information (visa, custom, etc.) or insider tips; INF3.5. Introduction of the culture.
INTERACTIVE (INT)	INT1. E-Travel Planner	INT1.1. Link or contact information to hotels/accommodations; INT1.2. Links or contact information to local attractions; INT1.3. List of accommodations; INT1.4. List of restaurants; INT1.5. Link or contact information to online travel agent/agency; INT1.6. Information/link/contact information on rent-a-car; INT1.7. Information/link/contact information on other attractions e.g. museum; INT1.8. Information/link/contact information on events and festival reservations; INT1.9. Contact information of NTO; INT1.10. Maps of major attractions;
	INT2. Online Communities	INT2.1 Availability of online community (FAQ); INT2.2 Order (free) guide book (pamphlet); INT2.3 Online travel board; INT2.4. Online subscription for news, vacation deals or newsletters.

Source: Adapted from: Han and Mills (2006)

Methodology

Based on content analysis, the study focuses on the content description, message characteristics, and the evolution of the content through time. This technique systematically defines visible content communication (manifest) and a practical set of legitimate, trustworthy, and repeatable objectives systematically. The data gathering approach is observation through websites for each nation in ASEAN.

From an epistemological standpoint, this research utilized a quantitative technique. The quantitative method uses statistical analysis to derive conclusions from the text population. The essential concept of quantitative content

is that many words in the text are sorted into a considerably smaller number of content categories (Barreda & Bilgihan, 2013). This research used quantitative content analysis to evaluate each country's website has written communication and visual practice in ASEAN as a communication medium and promotional kit. Content analysis was used in this study because it is a straightforward way to practice, has its simplicity for additional research, and has the potential to be studied remotely without interfering with the subject's experience.

Sampling and Data Collection

This research evaluates a tourism website in Southeast Asia. The countries included in the samples are eleven websites from Southeast Asia, as shown in Figure 2.
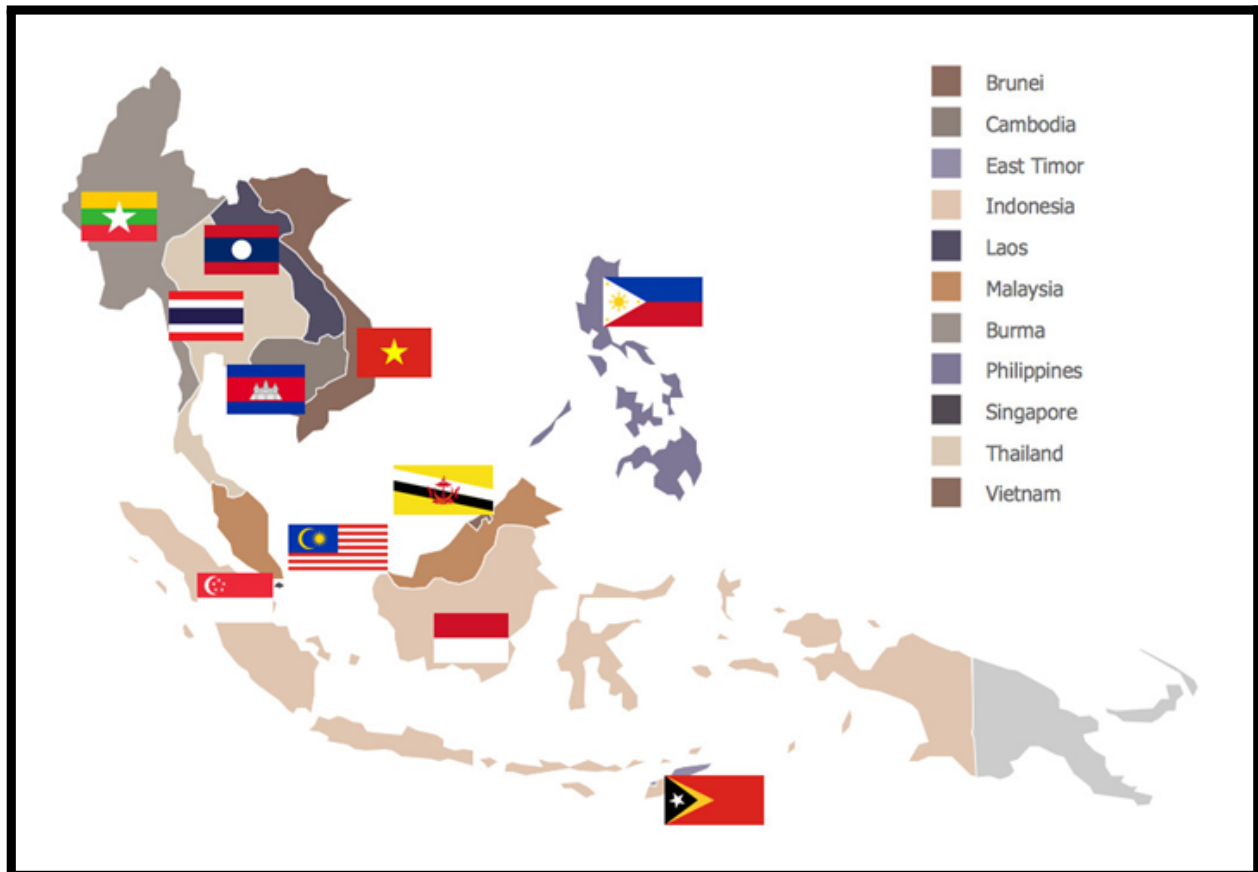

Figure 2: Map of Land of Southeast Asia

Findings & Discussions

Identifying eleven tourism websites was accomplished through search activities directed at each country's official website. The following is a list of websites discovered using the Google search engine; each URL address has been thoroughly examined.

Table 3: Website addresses of 11 countries

Country	Website address
Brunei	www.bruneitourism.com
Cambodia	www.tourismcambodia.com
Timor-Leste	www.timorleste.tl
Indonesia	www.indonesia.travel
Laos	www.tourismlaos.org
Myanmar	www.malaysia.travel
Malaysia	www.tourisminmyanmar.com.mm
Philippines	www.philippines.travel
Singapore	www.visitsingapore.com
Thailand	www.tourismthailand.org
Vietnam	www.vietnam.travel

Preliminary observations revealed accessible websites still under development, located inaccessible offices, and the tourism department that does not have an official website.

Website assessment examines three factors of website performance: (I) aesthetic dimension (AES), (ii) informational dimension (INF), and (iii) interactive dimension (INT). Additionally, this research examines the variations and similarities in site dimensions by looking at the tools used in this study.

This section explains the content analysis conducted on the websites of eleven tourist offices in Southeast Asia. The discussion is divided into a content analysis in the aesthetic, informational, and appealing dimensions and a complete study of the tourism office website in Southeast Asia (the last section).

Result of Aesthetics Dimension Content (AES)

According to the content analysis conducted on eleven tourism websites in Southeast Asia, all tourism office websites meet an average of 94 per cent, or 15 of 16 indicators, for the aesthetic dimension requirement, which is related to the visualization of the tourism destination in the website design.

Destination Visualization (AES 1)

The visualization coding for Southeast Asia's eleven tourist office websites revealed that they utilize backdrops and suitable colours to boost their image and show photographs of their attractions.

Nine tourism websites included short video summaries of local tourist attractions except for Cambodia and Laos. The Myanmar and Brunei website incorporate backdrops with an appealing video player and display local attractions, photographs, and eye-catching hues. Moreover, each country maintains a webpage showcasing the culture of each location to entice travellers to visit their country. Nine websites have additional indications, such as bulletin media. However, Indonesia and the Philippines did not have bulletin material on their websites. Additionally, each country in the destination visualization category provides online brochures to all website visitors, except for Laos and the Philippines. The logo or slogan is fully integrated into all websites.

Web design (AES 2)

Almost all tourist information websites in Southeast Asia provide clear and legible directions; the pointer has a relationship with the font type, the contrast between the backdrop and the text, and the page is clean and compact; In addition, the Home button in all websites in Southeast Asia is available on the website's homepage, and all websites have a table of contents. Still, the number of websites with these features is not proportional to the number of websites with relevant search engine practices for website content.

Eleven websites provide visitors with site maps. As an interesting sign, nine websites regularly update their local tourist data and provide the newest web page changes/version updates. These are site management indicators appropriate for the local region and obligations in terms of site management. The Laos website is the only one that does not show updating information. The website addresses for all Southeast Asia websites are easy to remember and visible on all pages. All websites have registered subdomains in the name of their respective countries. Following the names of each nation in Southeast Asia, it is straightforward for travellers to memorize and input them into their computers.

Result of Informative Dimension Content (Inf)

Uniqueness, Monetary Value, and Cultural Promotion are the three key characteristics identified in the Informative Dimension, which are as follows: An overall total of 15 items were examined from the 11 tourism websites for Southeast Asia nations in each of these three categories. The percentage turnover for these three categories surpasses 79 per cent, with specific categories seeing an average turnover of 100 per cent.

Uniqueness (INF 1)

According to the content analysis conducted on eleven different tourism websites in Southeast Asia countries, each has unique features. They give information on travelling to each region's unique areas and tourist attractions. All websites provide information about various areas, such as Vietnam's tourism websites that advertise adventure trails, historical sites, and wellness destinations. Most of these websites feature tourism activities centered on nature, culture, heritage, and food, except for Singapore's tourism website, which focuses exclusively on cultural tourism, arts, and gastronomy. Each of these countries outlines the strength of its tourism resources, highlighting these assets.

It is critical to understand how various languages are used. These tourism websites provide foreign language alternatives. However, only Cambodia, East Timor, and Malaysia tourism websites utilize English as their primary language. In contrast, Vietnam's tourism websites enable visitors to select between English and Chinese as their primary languages. The remaining seven tourism websites provide English, French, German, Korean, Japanese, and Russian options.

Apart from that, relevant information for tourists' travel guides includes access to public transportation, airline information, and alternative modes of transportation.

Monetary Value (INF 2)

The economic factor used to assess the cost of adventurous tourism activities is the price range of different amenities available in the tourism destination. However, most tourism websites studied do not explicitly mention the price range. For example, only 54 per cent of tourism websites in Southeast Asia countries include information on hotel price ranges, restaurants, attractions, tourism festivals, public transportation, and special discounts. Of course, this is a disadvantage for browsers when booking a trip to a particular place.

Only two websites, Myanmar and Cambodia, offer information on the price range of all things on their tourism websites. Additionally, three tourism websites, with 14 per cent provide very little content, particularly East Timor, Laos, and Vietnam. This conclusion may be drawn from numerous factors, including the website built to promote a destination, and it is not meant for portal concept tourism websites and, presumably, a lack of information from tourist product producers in the country.

Cultural Promotion (INF 3)

The official tourism websites of Southeast Asia nations marketed the activities well by exposing potential visitors to the culture of the local population. For instance, Cambodia focuses on Khmer People and the Khmer language. In contrast, Vietnam focuses on the Vietnamese language and provides some basic Vietnamese words. Additionally, the website accurately detailed well-known attractions, including activities in the location. The

information offered is not limited to words; photographs of tourist attractions are also posted as part of tourist destinations' promotional efforts.

Weather information is critical for travellers, particularly those from diverse climate zones in Southeast Asia, and this website should provide this information for the benefit of tourists. Unfortunately, only four websites included weather data, and other critical details have regional rules such as visas, customs, and taxes.

Result On Interactive Dimension Content (Int)

The contents of the interactive component are separated into two sections: an e-travel planner and an online community. As a result, six of eleven tourist websites for Southeast Asia have the best approach for E-Travel planners: Myanmar, Malaysia, Cambodia, East Timor, and Laos. While five of eleven tourism websites have enough content for the online community aspect in the interactive component: Myanmar, Malaysia, Cambodia, Brunei, and Vietnam.

E-Travel planners (INT 1)

The electronic trip planner or E-Travel planner content is the most indicative signal in this research study, providing interactive information to assist visitors in planning their vacations. As a result, staying current on destination-specific information is significant. According to the category's factual research, all websites have supplied information about hotels/accommodations, website links, or contact information about the area's tourist attractions to local attractions, except the Philippines did not have a link or contact information on local attractions.

Additionally, 10 of 11 tourism websites have provided a list of accommodations, restaurants, and information to online travel agent lists as additional information. Vietnam has the lowest average on interactive dimensions because they did not provide the link and list of contacts for local attractions, accommodations, restaurants, and information to an online travel agent.

Except for Indonesia and Vietnam, all tourist websites give further information/links/contact information for renting a vehicle and other attractions. Eleven websites provide directions to maps of important attractions, except Brunei. Additionally, NTO's contact information is included on all 11 tourist websites. Therefore, this area should be considered when integrating the trip planner party, including a tour and travel agency, a travel bureau, and a transportation rental provider.

Online communities (INT 2)

Eleven tourist offices have websites that provide an online subscription service for the most up-to-date information. Only eight websites offer Frequently Asked Questions, or FAQs, from users. Except for Laos, the Philippines, and Thailand, only eight websites provide free internet guidebooks (pamphlets) or E-pamphlets for website visitors. However, all websites offer an online travel board service. In contrast, three of the eleven tourist websites in South East Asia did not provide online subscriptions to news, holiday deals, or newsletters as a way for visitors to arrange travel in their local region.

The rank of the Websites

The findings of the recapitulation show that the Myanmar tourist office website is in first place in terms of offering facilities for all categories in their website content. The website has met 44 out of 45 total parameters indicators, placing it in first place (Table 3). Meanwhile, the Vietnamese website had the lowest value for tourism websites, scoring 32 indicators out of 45. According to the World Tourism Organization, a travel website in Singapore and Brunei has an average information content of 39 indicators or 87 per cent of the information content of the 45 excellent indications of a travel website. These statistics show that the eleven Southeast Asia tourist websites have supplied appropriate information services.

Consequently, three tourist office websites satisfied the information content requirements and outperformed the general average for tourism office websites in Southeast Asia. The other nine websites should also improve

the quality of their website content, particularly in the financial value (INF 2) and cultural promotion (INF3) categories from the informative dimension, the e-travel planner category (INT1), and the online community (INT2) categories from the interactive category. The results generated across all websites are calculated, as shown in Table 4. Myanmar, Malaysia, and Cambodia websites are the top three tourist office websites in Southeast Asia, with almost 90 per cent of the percentage value ranking them first, second, and third, respectively. In addition, nine tourist office websites, accounting for 71 per cent to 89 per cent of all tourism office websites, are located in Indonesia, Singapore, Brunei, East Timor, the Philippines, Thailand, Laos, and Vietnam.

In Putra et al. (2018), a functional and illuminating website would encourage people to travel to tourist locations. As a result of gathering information on pricing and special promotional rates for visitors, travellers will have a greater perception. A company should provide several chances for destinations by engaging with visitors, showcasing destination advertisements, and raising consumer involvement to retain repeat visitors.

As a result, the function of a website in developing a tourism destination is becoming increasingly significant. Both current and prospective visitors use a website to communicate online, exchange personal experiences, and obtain a more comprehensive understanding of tourist locations (Efthymiou, 2012). Therefore, a well-designed website can help promote and attract additional people to a tourism destination. As a result, stakeholders should upgrade their website to guarantee that it attracts and generates good feelings consistent with attracting tourists to their destination.

To attract more tourists, innovative advertising methods must be applied once again. Advertising is the most effective marketing strategy for presenting a favourable picture of a place online, and it must be done again. Furthermore, by analyzing the content of each website in Southeast Asia, this research has created a picture of the destination of each country in Southeast Asia, which is helpful in planning travel.

Table 4: Result from Content Analysis of 11 websites in the country of Southeast Asia, 2021

BIL	NAME OF COUNTRY								3 DIMENSIONS	
		AES1 7 ITEMS	AES2 9 ITEMS	INF1 3 ITEMS	INF2 7 ITEMS	INF3 5 ITEMS	INT1 10 ITEMS	INT2 4 ITEMS	7 CATEGORIES 45 ITEMS	
		SCORES (%)							SCORE	%
1	MYANMAR	100	100	100	100	80	100	100	44/45	98
2	MALAYSIA	100	100	100	71	100	100	100	43/45	96
3	CAMBODIA	86	100	100	100	80	100	100	43/45	96
4	INDONESIA	86	100	100	86	100	80	75	40/45	89
5	SINGAPORE	100	89	100	57	80	100	75	39/45	87
6	BRUNEI	100	89	100	57	80	90	100	39/45	87
7	EAST TIMOR	100	89	100	14	10	100	75	36/45	80
8	PHILIPPINES	71	100	100	43	80	90	75	36/45	80
9	THAILAND	86	89	100	43	100	80	50	35/45	78
10	LAOS	71	100	100	14	80	100	25	33/45	73
11	VIETNAM	100	89	100	14	100	40	100	32/45	71

The Implications of the Study

The data from this study reveals several practical applications worthy of future study. First, it would be valuable to examine how other online platforms such as Facebook, Instagram, hotels website, and other search engine tools will affect the tourists' behaviour in searching for tourism destination information due to online

promotion not only focusing on traditional tools in official tourism websites.

Secondly, an area that deserves immediate attention is examining tourists' experience and satisfaction using official tourism websites to search for tourism destination information. This study showed that all 11 websites in Southeast Asia scored more than 70 per cent on the website performance. Therefore, It is vital to consider tourists' experience and satisfaction to maintain the effectiveness of the official tourism website as an online tool for searching tourism destination information.

Limitation and Recommendation

The researchers in this study focused on specific topics to keep the study's scope concise. Because observations are restricted, the study does not contain views from tourists who visit ASEAN nations. Also, this study is limited due to the list of ASEAN websites identified by the Google search engine. The goal of such limited observations is to aid in the analysis of the study. Furthermore, because the components investigated only refer to prior research, this study is not thorough in identifying the elements that impact the desire to search online.

1. The data collection employed in this study, such as monitoring tourist websites in Southeast Asia, is restricted. This observation is limited because it is based on only 11 websites, including the major ASEAN tourist website.
2. The data collected from external and internal tourists to the ASEAN tourism website was also overlooked. Because the time and location for data collection are limited, this study did not gather data from foreign and internal tourists to the ASEAN tourism website, and instead, it relied solely on searching activity on official tourism websites.
3. This research looked at the list of websites that Google discovered for each URL address.

In addition to the practical implications, this study has also revealed implications for future research. For example, Internet platforms such as Facebook, Instagram, hotels website and other search engine tools also play an important role in the tourists' searching for tourism destination information. Therefore, future studies should also look into these platforms to examine how effective these platforms provide information regarding tourism destinations. These platforms will replace the current traditional platform – the official tourism website as the main platform for tourists, and at the same time, they plan to search for tourism destination information.

Future studies could analyze tourists' experience and satisfaction using the official tourism website as these are important factors that maintain the effectiveness of the official tourism website by providing aesthetic, informatic and interactive information to tourists.

Conclusion

Digital tourism, it is believed, is heavily focused on the transmission of information to both domestic and international travellers. Tourists and visitors may organize their vacations more easily with internet platforms. Digital tourism in the country is essential for the long-term viability of the country's tourist economy.

This study discovered that the level of Aesthetics, Informativeness, and Interactivity on customer-facing websites is a critical characteristic of each country's official website in Southeast Asia. The results were generally fair in one dimension but lacked to attract visitors. Visitors will be driven and facilitated to visit the tourist place if the website is functional, informative, and engaging. Furthermore, visitors value the destination more because of the price collection and special tourist marketing price. Therefore, a company should communicate with them, expose their advertisement, and increase consumer interaction to keep loyal visitors. As a result, this situation allows tourism destination management to promote client loyalty. The outcome is helpful to destination managers, but it also provides insight for policymakers and tourist organizations to market their destinations via Internet media. Indeed, this information will support the tourism office's website's credibility. However, in truth, the tourism website's destination represents a country. Overall, tourism websites in Southeast Asia have been highly effective in attracting tourists to their respective countries websites.

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