Areas of Interest on Destination Websites: A Generation Y's Perspective

Rebecca Wahler, Anita Zehrer, and Aleksander Groth

Abstract Technological developments change the way tourists gather information. An appealing website is one approach of tourism organizations to attract potential customers' attention and turn them into repeat visitors by providing a unique website experience. Thus, choosing proper website elements addressing expectations and emotions alike is the key challenge to gain behavioural intentions. On the basis of a broad technological know-how, Generation Y is known for being highly demanding regarding website design and features. Little research exists on user experience and preferences of this specific user group. This study analyses the website 'Visit London' by means of two qualitative methodologies, eye-tracking and retrospective think-aloud (RTA). Due to the evaluation of the eye movements of 16 Generation Y members, results reveal which elements are expected from a destination website. Finally, recommendations for website design are proposed.

Keywords Generation Y · Eye-tracking · Web design · Retrospective think-aloud

1 Introduction

Tourism enterprises try to compensate for the intangible nature of tourism products and services (Loda et al. 2009) by offering a highly emotional web experience and simultaneously gaining higher customer loyalty (Djamasbi et al. 2010). Business-related websites use appealing and trustworthy stimuli, since they present an opportunity for customers to interact with the company; hence, an essential role in the decision-making process for potential customers can be attributed (Bonnardel et al. 2011; Lindgaard et al. 2006; Luna-Nevarez and Hyman 2012). When designing a

R. Wahler (✉)
Institute of Brand Logic, Munich, Germany

A. Zehrer · A. Groth
Management Center Innsbruck, Innsbruck, Austria
e-mail: anita.zehrer@mci.edu; aleksander.groth@mci.edu

M. Rainoldi, M. Jooss (eds.), *Eye Tracking in Tourism*, Tourism on the Verge,
https://doi.org/10.1007/978-3-030-49709-5_7

website, one of the most difficult aspects is the selection of website elements, which must appeal to the customers, but also comply with the desired target group (Lindgaard et al. 2006; Xiang et al. 2015). Due to Generation Y's strong purchasing power, especially when considering their online market power, many enterprises focus on this target group. However, this generation's attributed profound technological know-how sets high standards regarding a website being perceived as appealing. Based on a lack of literature on Generation Y's preferences regarding website design, businesses are struggling to find the best, and most successful, approach. Thus, a user behavioural study was conducted to examine Generation Y's perception of destination websites with the objective to develop recommendations for destination marketing organizations.

2 Theoretical Background

For examining how Generation Y perceives touristic websites, a deeper understanding on the topics of consumer behaviour, sensory marketing, perception of quality, and Generation Y itself will be discussed.

2.1 Consumer Behaviour

Consumer research is an applied social science with the prime goal to explain, predict, and influence customers' behaviour. Following Kroeber-Riel and Weinberg (2003), consumer behaviour can be defined in a wider sense as a consumption of tangible and intangible goods. Consumer behaviour is dynamic in nature, based on the interaction between effect and cognitions, and involves exchanges (Solomon 2004). Psychological and cognitive factors are crucial concerning the impact on the decision-making process of web users (Jeong and Choi 2004; Kroeber-Riel and Weinberg 2003; O'Connor 2004). Tourists prefer to obtain their information (e.g. about destinations) online, nevertheless, book their holiday offline via their travel agency (VIR 2014). Literature explains this behaviour with a lack of trustworthiness and reliability of web presentations (Loda et al. 2009).

Numerous studies analysed how specific website dimensions influence the perception and behaviour of the so-called 'eConsumer' (Jeong and Choi 2004; Xiang et al. 2015). According to Thielsch (2008), the most important aspects within a general evaluation of websites are the following dimensions: *content*, *usability*, and *aesthetics*. However, within the first seconds of interaction between a human and a computer, aesthetics are considered to be the most important dimension. Kim et al. (2007) stress the importance of analysing the user through different sensory stimuli regarding the communication of women and men. Women tend to prefer visual and non-verbal stimuli, while men seem to appreciate more analytical information on websites (Kim et al. 2007).

2.2 Sensory Marketing

Krishna (2012) defines sensory marketing as '*marketing that engages the consumers' senses and affects their perception, judgment, and behaviour*' (p. 332). The goal of sensory marketing is to charge brands as well as products with emotions (Sliburytea and Skeryte 2014). Depending on the type of product or service, the focal point of marketing can, therefore, be shifted to a consumer's different sensory organs (Krishna 2012).

When aiming for an attractive website, the focus lies on the visual web marketing (as a subpart of sensory marketing) in order to stimulate the visual sense of a visitor. The design, as well as the visual communication, are considered key components of visual marketing (Wedel and Pieters 2008). Lindgaard et al. (2006) emphasize that web marketers only have 50 ms to generate a positive first impression for their website. Hence, marketers are left and challenged to choose the best website elements to present their 'quality' within this short time span.

Djamasbi et al. (2010) established a 'virtual hierarchy' for virtual representations (i.e. graphic and textual elements) to influence (to a certain degree) a visitor's perception and exploration behaviour. The elements of his virtual hierarchy are as follows (Djamasbi et al. 2010 p. 308):

1. Motion (animated elements draw user attention before any other elements)
2. Size (larger objects attract more attention)
3. Images (images attract more attention than text)
4. Colour (elements with brighter colours attract more attention than those with darker colours)
5. Text style (typographical variations serve as effective non-verbal cueing systems for attracting attention)
6. Position (top elements attract more attention than those located on the bottom)

One challenge of closely adhering to elements within this visual hierarchy results in a potential sensory overload (e.g. too many moving or colourful objects), which may result in a negative perception of a website. Users in general have difficulties coping with the daily amount of information; hence subjective and relevant information is purposefully and carefully selected (Wright 2006). Another challenge may be constituted by the (unknown) expectations of web users (Djamasbi et al. 2010). Any practical application of visual marketing is redundant when varying intentions and motivations of consumers are not taken into consideration (Mazaheri et al. 2011). Applied to destination websites, it is essential for destination marketing organizations (DMO) to have a good understanding of the set of values that should be communicated through different stimuli on a website. If a DMO fails to clearly define and position its destination online, these sensory stimuli will result in a negative first impression, especially when the stimuli do not comply with the selected target group (Luna-Nevarez and Hyman 2012).

2.3 Perception of Quality

From a consumer point of view, quality displays a characteristic of products or services that reflects the degree of needs and expectations consumers wish to be fulfilled. Since these expectations and needs of consumers can fundamentally vary, any judgement is very subjective. Consequently, every customer perceives quality in an individual and different way (Gill 2009; Kim and Niehm 2009).

In terms of websites, quality can be defined as a 'users' evaluation of whether a website's features meet users' needs and reflect the overall excellence of the website' (Chang and Chen 2008, p. 821). Particularly on touristic websites, Hernández-Méndez and Munoz-Leiva (2015) highlight the importance of a healthy exchange of information and interaction (i.e. B2C and C2C) as a key factor. Xiang and Fesenmaier (2004) further stress the significance of usability for touristic websites. Regarding quality indicators for websites, literature offers numerous opinions. While Vasto-Terrientes et al. (2015) name the relevance of online shops, slogans, and different language options as a quality criterion, Lee and Gretzel (2012) emphasize the application of images and graphics as well as customer ratings and sound.

The so-called 'expectation–confirmation' model by Bhattacherjee (2001) illustrates the context between a customer's expectations, the perceived utility, a customer's satisfaction, as well as the intention to continue with an 'information system' (IS) process, e.g. the exploration of a website (Chung et al. 2015). When these expectations are met, consumers consider a website as useful and stay longer on the website (Bhattacherjee 2001) (Fig. 1).

For the purpose of ensuring high-quality standards, constant evaluation regarding the efficiency of a website is essential (Ekinci and Riley 2001). However, an acknowledged definition for the evaluation of a website remains impossible, as literature provides multiple and varying approaches of such evaluation techniques (Law et al. 2010). The following four methods are proposed to evaluate a website's efficiency: calculation of the Net Promoter Score (Chaffey et al. 2009), eye-tracking (Hernández-Méndez and Munoz-Leiva 2015), modified balanced scorecard (Morrison et al. 2004), and content analysis (Luna-Nevarez and Hyman 2012).

Kasavana (2002) explains that it is impossible to develop a standardized catalogue of criteria to evaluate the efficiency of a website in terms of *one size fits all*.

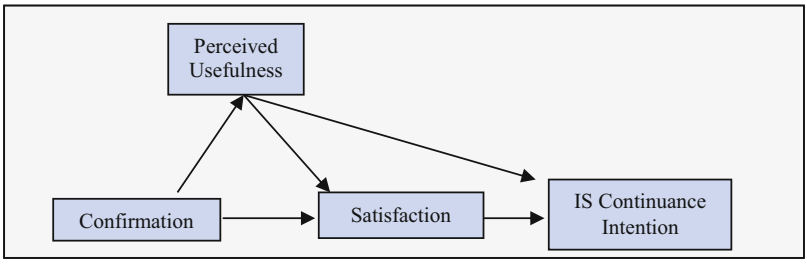

Fig. 1 Expectation–confirmation model (Bhattacherjee 2001, p. 363)

Naturally, websites (e.g. of destinations) differ among each other (e.g. city, region, country), but also attract different and certain kinds of customers (e.g. city tourists, beach vacationers) with different sets of expectations. Furthermore, quality indicators are rated differently depending on the sector or industry (e.g. retail sector compared to the tourism industry). Hence, in terms of website presentations, a user's preferred website elements or dimensions vary between industry, target groups, and destinations (Djamasbi et al. 2010, 2011; Luna-Nevarez and Hyman 2012).

2.4 Generation Y

The term 'Generation Y' represents all persons born between the late 1970s and early 1990s (Cui et al. 2003; Urban 2014). This generation possesses a strong purchase power. Therefore, many businesses identify and try to win this target group with selected marketing strategies (Djamasbi et al. 2010). In addition, this generation spends more than the average consumer online and incorporates a strong 'wanderlust' (Fox 2008; Benckendorff et al. 2010). It is predicted that Generation Y will represent 50% of all travelling expenses by the year 2020 (Travelport 2012). Hence, businesses heavily invest in convincing and captivating website presentations in order to convincingly attract this generation's attention (Djamasbi et al. 2010).

Djamasbi et al. (2010) further identify a deficit in studies concerning Generation Y's preferences for websites and conducted a study to analyse websites within the retail industry with special attention towards these preferences. As a result, the following website elements have been identified as being preferable for Generation Y: big images, images of celebrities, integrated search feature, and little or only short text passage. However, there is no further application of these results when looking at businesses from different industries or sectors, e.g. tourism.

3 Methodology

The official website of the tourism destination London (www.visitlondon.com/de) was chosen to investigate this generation's preferences (in German language). This research is based on a study by Luna-Nevarez and Hyman (2012), in which this website received the highest overall score. Within their study, the focus has been set on a content analysis of various destination websites, neglecting the perceptions of 'real' website visitors.

3.1 Experimental Research Design

For this empirical study, eight male and eight female participants (convenience sampling) were selected and tested in 2 days. A very narrow time frame was chosen in order to prevent any content updates from happening, which would make a comparison between participants void. Qualitative, as well as quantitative research methods, were applied to analyse visitors' perception of the destination website 'Visit London'. The experimental setting was structured as followed: (1) pre-questionnaire, (2) eye-tracking experiment, (3) post-questionnaire, and (4) retrospective think-aloud (RTA) method (Bogdan and Biklen 2006). The combination of eye-tracking and traditional research methods allows to better understand users' cognitive processes, their online search behaviour, as well as preferences regarding certain website elements (Wang et al. 2014). Tables 1, 2, 3, and 4 summarize the applied methodological approach and the corresponding measures.

3.2 Key Findings

At this point, it has to be noted that besides the outcomes of the questionnaires and the RTA recordings, solely the fixations within the 17 determined AOIs (see Table 5) during the first 20 s (time of first impression) of website observation were the basis for our evaluation.

Table 1 Pre-questionnaire

Description	The questionnaire is composed of closed questions targeting the user's touristic domain. Confirmatory statements applied a 7-point Likert scale. A 10-stage ranking system for different website elements was provided. At the end of the questionnaire, a short scenario description of an upcoming holiday in London was presented, whereupon participants could take notes regarding their expectations towards the destination website in the context of their holiday. After scanning the website, fulfilled expectations should be confirmed with a check.
Objectives	Get to know the subjects and their interests better (Nielsen and Pernice 2010); collect demographic information as well as data regarding past behaviour (e.g. at touristic websites) (Breakwell et al. 2012; Veal 2008). Additionally, find out which website elements are expected and confirmed or rather consciously perceived during the time of the first impression.
Measures	7-point Likert scale[a]
Evaluation	Mean value, standard deviation, frequency rate

[a]7-point Likert scale: 1 = not at all applicable, 4 = neutral, 7 = highly applicable

Table 2 Eye-tracking

Description	A non-portable eye-tracking device (Tobii T60) has been used to track an individual's eye movement by means of the reflected infrared lights of the participant's pupils (Tobii Technology 2015). After an individual calibration, the website was observed for a period of 60 s, the eye-tracking software stopped the experiment automatically. In order to collect valuable data, 17 Areas of Interest (AOIs) across the website were defined. Tobii studio enables a visualization of the collected information by creating heat maps of the individual participant eye movement (Tobii Technology 2009, 2015).
Objectives	Monitoring the eye movements in order to make conclusions about the cognitive processes of the test subjects (Djamasbi et al. 2010); visualizing the eye movements by means of the so-called heat maps[a] and gaze plots[b] (Nielsen and Pernice 2010) and detect which elements of a website are perceived most frequently during first-time impressions (Wang et al. 2014).
Measures	Tobii T-60 eye tracker in combination with Tobii studio 2.0.x software
Evaluation	'Fixation[c] count' (incl. zero), 'time to first fixation', 'total fixation duration' (including zero) within the defined AOIs

[a]Heat Map = the visualization of the accumulated fixations of all participants by means of a screenshot (of the examined object) and colour coding according to the length and sum of the fixations (Nielsen and Pernice 2010)
[b]Gaze Plot = the visualization of all eye movements of a single participant by means of a screenshot (of the examined object) and coloured dots representing the individual fixations (Nielsen and Pernice 2010)
[c]Fixation = the visual gaze of a certain location which on average lasts about 250–350 ms (Runia et al. 2011; Rayner and Castelhano 2008)

Table 3 Post-questionnaire

Description	This questionnaire included open questions, confirmatory statements (7-point Likert scale), and the Net Promoter Score (NPS). A combination of different types of questions provides insights towards a participant's attitude from different perspectives (Veal 2008).
Objectives	Find out more about the subjective satisfaction, the perceived quality, and the response to certain elements of the analysed website (Nielsen and Pernice 2010) and how likely the participants would recommend the website to friends and colleagues (Reichenheld 1996; Net Promoter 2015).
Measures	Likert scale, Net Promoter Score (NPS)
Evaluation	Mean value, standard deviation, frequency rate

3.2.1 Pictures Scoring the Highest Fixation Count

Asking the participants to rank different website elements according to their perceived importance from 10 being of the highest value to 1 being the lowest value, the website element 'pictures' was rated as the fourth last compared to other elements ($m = 4.75$). Furthermore, from a total of 95 collected written expectations towards the website, this investigated website element was noted five times. However, regarding the question if 'pictures are perceived as more informative than texts on a website', the overall mean score resulted in 5.56 (7 = highly applicable). This result was also observed within the eye-tracking analysis of five specific AOIs: *small*

Table 4 Retrospective think-aloud

Description	The recorded eye movement video (RTA gaze video[a]) was shown to the individual subject at the end of the experiment. The main task was to think aloud and comment on the individual eye movements. All comments were recorded with Tobii Studio 2.0.x (Tobii Technology 2009).
Objectives	Gather more valuable subjective interpretations of the recorded eye movements from the participants; complementing eye-tracking results with further data and giving it consequently more significance (Guan et al. 2006).
Measures	Tobii Studio 2.0.x software
Evaluation	Transcription of the participants' comments. Significant statements were marked and adduced for the interpretation of the heat map.

[a]RTA gaze video = Showing the incremental visual frisking of the examined object (Tobii Technology 2009)

Table 5 AOIs (Luna-Nevarez and Hyman 2012)

Destination logo	Short texts	Social media
Search menu	Language options	Advertisements
Navigation menu	Weather	Large pictures
Large headings	Pictures of celebrities	Medium-sized pictures
Medium-scale headings	Pictures of random people	Small pictures
Long text	Contents	

pictures, *medium-sized pictures*, *large pictures*, *pictures of celebrities*, and *pictures of random people*. Comparing these results with the accumulated gaze plots, the highest attention has been placed on elements containing images. With a total of 1003 transacted fixations during the first 20 s, 60% (= 606 fixations) of all fixations can be attributed to pictures. Additionally, when analysing 'total fixation durations', 60% (= 7.54 s) of all available time was spent looking at pictures.

3.2.2 Pictures of Famous People Do Not Receive the Highest Attention

Compared to the results of Djamasbi et al. (2010) emphasizing the placement of pictures containing famous people on retail websites, our results strike quite to the contrary within the context of tourism websites. Although two pictures of the royal family were shown on the website, pictures of random people as well as a large picture containing a depiction of a popular London sight were given more attention.

Statements from the RTA recordings suggest a quite biased perception of such pictures: e.g. '*I am not very interested in the royal family*' or '*I cannot identify with such pictures in the same way I can relate to those pictures, showing unfamiliar people in situations I could actually see myself in*'. The quotes above may be backed up with our eye-tracking results. From a total of 606 pictorial fixations, 53% of them (= 324 fixations) were caused by images of random people, 30% (= 180 fixations) by the large picture of a popular London sight, and 12% (= 73 fixations) by both pictures of royal family members. Similar results were obtained concerning the 'total

fixation duration'. The average time spent looking at pictures is 7.54 s per person. In addition, the AOI 'pictures of celebrities' receives the third rank order with an average fixation duration of 0.9 s per person (4.11 s for pictures of unfamiliar persons and 2.24 s for the large picture). Taking the 'time to first fixation' into account, likewise the time to fixate on pictures with random persons took an average of 0.38 s, followed by 1.27 s for the large pictures and 4.94 s for images of the royal family.

3.2.3 Social Media Is Not Perceived as an Important Element Within the First Impression

Social Media was ranked with a mean value of 6.94 on a scale from 1 = very important to 10 = very unimportant. Asking the participants what they expect from the website prior to the eye-tracking experiment, none mentioned any social media sources. Furthermore, with a mean score of 3.50, participants rather disagree with the statement 'social media content is an important information source on homepages'. The AOI 'Social Media' did not receive any fixations within the first impression timeframe of 60 s. Some participants stated in the RTA that 'it is a website element, which is nice to have, but you do not really need it for your holiday planning'.

3.2.4 Destination Websites Are Rather Seen as a Platform for Information than for Booking Intentions

Participants were asked what their overall expectations are with regard to potential booking functionalities on a destination website. Results illustrate that participants utilize destination websites mostly as a source of information prior to their holiday booking ($m = 5.69$) in order to get an idea about the destination ($m = 5.94$). Although participants indicate both the desire to browse through the website further in order to gain additional information ($m = 6.13$), looking for booking options ($m = 5.0$) is far less important to them. It is noteworthy though that participants tend to see booking options as an important feature of a destination's website ($m = 5.0$). With a mean of 5.69, participants state that they would use 'Visit London' as a source of information for their next holiday when travelling to London in the future.

3.2.5 During the Phase of First Impression, Website Elements Embedded in Lower Parts of a Website Are Not Perceived

A website's length defines itself through the number of screens it consists of. In the case of 'Visit London', the total length of the site comprises four screens. Considering the 'number of fixations', results show a consistently declining number of fixations with an increasing number of screens. With a percentage of 71%, the majority of fixations were made within the first screen (= 710 fixations), followed

by 23% (= 237 fixations) within the second and 6% (= 56 fixations) within the third screen. The fourth, and last, screen did not attract any attention. As some of the participants clicked on further links after a short while of viewing the website, the average 'total duration spent' per person was 14.42 s. Thereof 10.04 s can be ascribed to the first screen, 3.71 s to the following screen, and 0.67 s to the third. All fixations made on the third can be ascribed to two participants. All others did not scroll down to reach this part of the website.

3.2.6 Differences Exist Between Men and Women Within the First Impressions

For the purpose of examining gender-specific differences, two heat maps were created to show all accumulated fixations of female or male participants (Figs. 2 and 3: showing only the first two website screens). Regarding the 'total fixation count' of 1003, female participants accounted for 56% (= 561 fixations).

Comparing the colour coding of individual AOIs (green = low fixation count; red = high fixation count), disparities can be detected in six of them: (1) medium-sized captions are viewed by female participants seven times more often (= 14 fixations) than by male participants; (2) the navigation bar accumulated 22 fixations, double as much from female attendants than from our male (11 fixations); (3) female participants examined the logo of the destination more intensive (= 24 fixations) than male participants (4 fixations); (4) the large image of the sight, showing the Tower of London, attracted more men (119 fixations) than women (61 fixations); (5) large captions received a higher fixations count from female attendees (141 fixations) than from male attendees (61 fixations); and (6) the portrayal of random persons gathered 174 fixations, a slightly higher count than by female participants (men = 150 fixations).

Analysing the 'total visit duration' of both gender groups, a shorter time span can be perceived regarding the male participants. The average visit duration of a male participant amounts 13.54 s before clicking on further links. Female attendees scored a slightly longer website visit duration with 15.30 s. Four out of eight men left the first page of the website under 10 s, compared to two out of eight female participants.

4 Limitations and Conclusions

Before summarizing the contributions of this study, it is important to point to its limitations. First of all, although the sense of hearing can have a substantial impact on the perception, the triggered emotions, and consequently the first impression of a website, the focus was solely laid on the sense of sight (Kotler et al. 2009; Krishna 2012). Further limitations lie in the convenience sampling—not giving every single member of the target group the same opportunity of being part of the sample (Bryman and Bell 2011). Hence, a generalization of the results must be handled

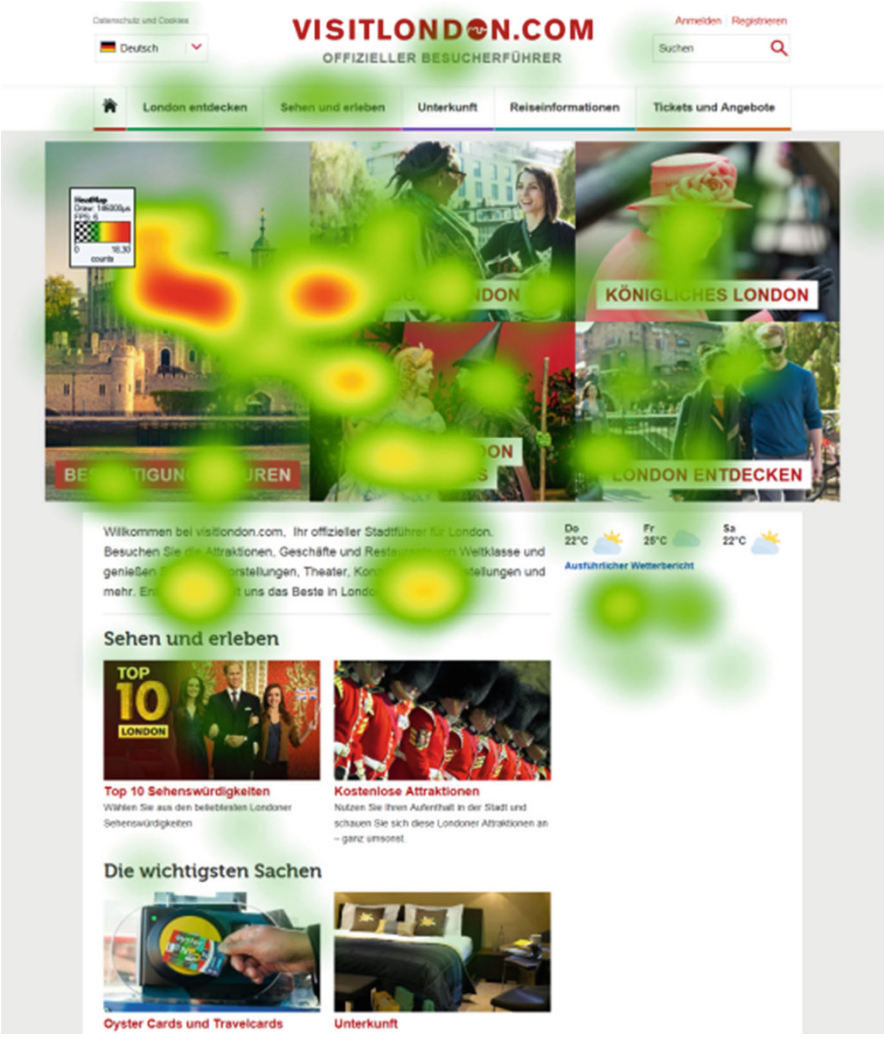

Fig. 2 Heat map of male participants

carefully as the 16 subjects cannot be seen as representatives of Generation Y. In addition, choosing exclusively only one website for this study presents another limitation. In order to detect if these results are applicable to other destination websites, the same experiment with the same task should be conducted using further destination websites (Nielsen and Pernice 2010).

Nevertheless, the results of this study are noteworthy. On the visitors' interest towards the attraction of pictures of celebrities, our findings disagree with the works of Djamasbi et al. (2010) or Yoo and Alavi (2001), where pictures attracted a great deal of attention. In contrast to the retail sector, destination websites consider

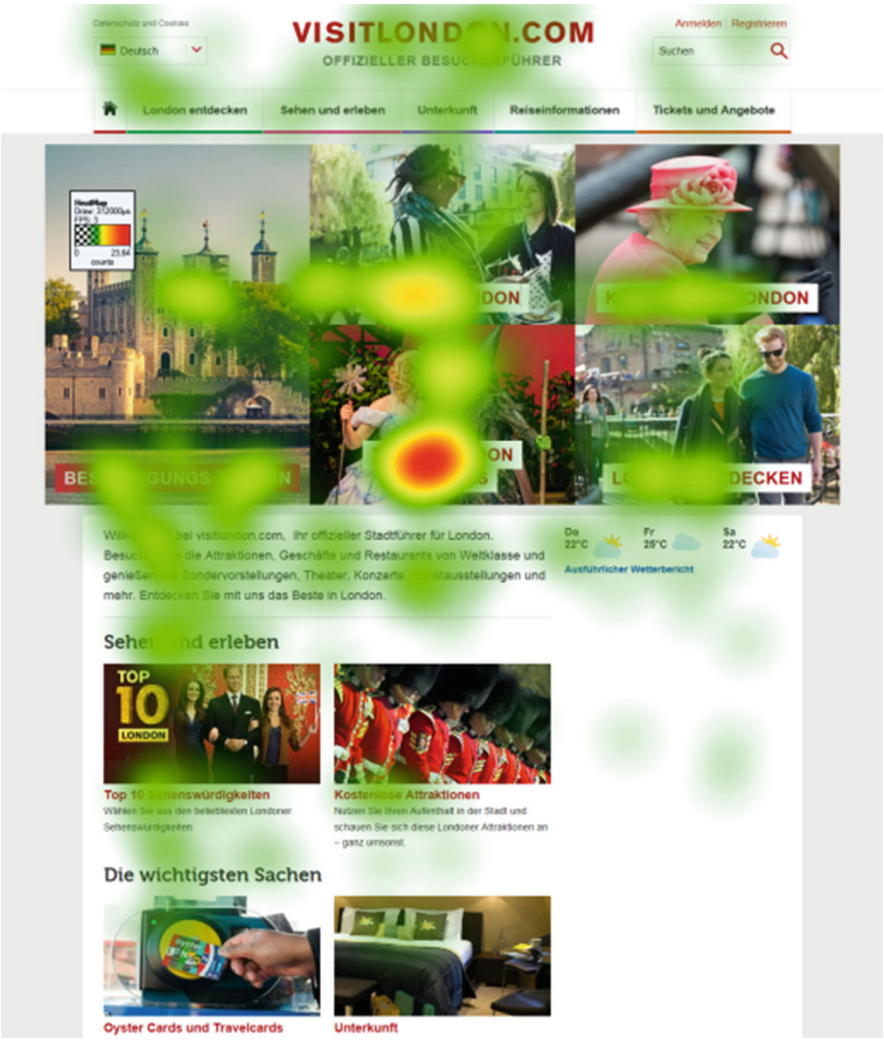

Fig. 3 Heat map of female participants

pictures of (random) persons as an important emotional trigger and an easy navigation during the phase of first impression as equally important (Djamasbi et al. 2010; Xiang et al. 2015). Although Loda et al. (2009) state that tourism websites lack credibility and trustfulness, respondents report the value of destination websites as a credible and reliable information source within the pre-questionnaire ($m = 6.0$). After the eye-tracking experiment, however, the NPS of minus 6% shows a low persuasive power of the website. RTA and the post-questionnaire additionally reveal that Generation Y is actively stated the importance of user-generated content for them to enhance credibility, which confirms findings of Kaplan and Haenlein (2010).

Members of Generation Y mostly regard touristic websites as an information platform, allowing them to improve their holiday experience by retrieving detailed information, quick tips, as well as recommendations for planning activities, free of charge. Even though Generation Y is known for their great affinity to social media technology (Djamasbi et al. 2010; Xiang et al. 2015), members of this generation seem to neglect these aspects when visiting destination websites. Hence, for planning an upcoming holiday, social media does not play a central role. In order to analyse Generation Y's perception of touristic websites more precisely, it is necessary to conduct studies that examine the effects of the first impression on general intentions, e.g. travelling to a certain destination further. In this context, it is advisable to take auditive stimuli into account as well as studies that scrutinize cultural differences. Taking the lack of studies contemplating Generation Y and its perception of touristic websites into consideration, there are plenty of opportunities for scientists to provide a deeper understanding of the research subject from different perspectives.

References

Benckendorff P, Moscardo G, Pendergast D (eds) (2010) Tourism and generation Y. CABI, Wallingford

Bhattacherjee A (2001) Understanding information systems continuance: an expectation-confirmation model. Manag Inf Syst Q 25(3):351–370

Bogdan RC, Biklen SK (2006) Qualitative research in education: an introduction to theory and methods. Allyn & Bacon, Boston

Bonnardel N, Piolat A, Le Bigot L (2011) The impact of colour on website appeal and users' cognitive processes. Displays 32:69–80

Breakwell G, Smith J, Wright D (eds) (2012) Research methods in psychology. Sage, London

Bryman A, Bell E (2011) Business research methods, 3rd edn. Oxford University Press, New York

Chaffey D, Ellis-Chadwick F, Mayer R, Johnston K (2009) Internet marketing. Pearson Education, London

Chang H, Chen S (2008) The impact of online store environment cues on purchase intention: trust and perceived risk as a mediator. Online Inf Rev 32(6):818–841

Chung N, Lee H, Lee SJ, Koo C (2015) The influence of tourism website on tourists' behaviour to determine destination selection: a case study of creative economy in Korea. Technol Forecast Soc 96:1–14

Cui Y, Trent E, Sullivan P, Matiru G (2003) Cause-related marketing: how generation Y responds. Int J Retail Distrib Manag 31(6):310–320

Djamasbi S, Siegel M, Tullis T (2010) Generation Y, web design, and eye tracking. Int J Hum Comput Stud 68(5):307–323

Djamasbi S, Siegel M, Tullis T (2011) Visual hierarchy and viewing behavior: an eye tracking study. http://digitalcommons.wpi.edu/uxdmrl-pubs/19. Accessed 25 May 2015

Ekinci Y, Riley M (2001) Validating quality dimensions. Ann Tour Res 28(1):202–223

Fox V (2008) Pew internet study finds Americans turn to the internet for first answers. Inf Today (25):19–20

Gill J (2009) Quality follows quality: add quality to the business and quality will multiply the profits. TQM J 21(2):530–539

Guan Z, Lee S, Cuddihy E, Ramey J (2006) The validity of the stimulated retrospective think-aloud method as measured by eye tracking. CHI 2006:1253–1262

Hernández-Méndez J, Munoz-Leiva F (2015) What type of online advertising is most effective for eTourism 2.0? An eye tracking study based on the characteristics of tourists. Comput Human Behav 50:618–625
Jeong M, Choi J (2004) Effects of picture presentations on customers' behavioural intentions on the web. J Travel Tour Mark 17:193–204
Kaplan A, Haenlein M (2010) Users of the world, unite! The challenges and opportunities of social media. Bus Horiz 53(1):59–68
Kasavana M (2002) eMarketing: restaurant website that click. J Hosp Leis Mark 9(3/4):161–178
Kim H, Niehm LS (2009) The impact of website quality on information quality, value, and loyalty intentions in apparel retailing. J Interact Mark 23(3):221–233
Kim D, Lehto X, Morrison A (2007) Gender differences in online travel information search: implications for marketing communications on the internet. Tour Manag 28:423–433
Kotler P, Keller KL, Brady M, Goodman M, Hansen T (2009) Marketing management. Pearson, Harlow
Krishna A (2012) An integrative review of sensory marketing: engaging the senses to affect perception judgment and behaviour. J Consum Psychol 22:332–351
Kroeber-Riel W, Weinberg P (2003) Konsumentenverhalten. Franz Vahlen München, München
Law R, Qi S, Buhalis D (2010) Progress in tourism managment: a review of website evaluation in tourism research. Tour Manag 31(3):297–313
Lee W, Gretzel U (2012) Designing persuasive destination websites: a mental imagery processing perspective. Tour Manag 33(5):1270–1280
Lindgaard G, Fernandes G, Dudek C, Brownet J (2006) Attention webdesigners: you have 50 ms to make a good first impression! Behav Inf Technol 25:115–126
Loda M, Teichmann K, Zins A (2009) Destination websites' persuasiveness. Int J Cult Tour Hosp Res 3(1):70–80
Luna-Nevarez C, Hyman M (2012) Common practices in destination website design. J Destin Mark Manag 1:94–106
Mazaheri E, Richard M-O, Laroche M (2011) Online consumer behavior: comparing Canadian and Chinese website visitors. J Bus Res 64(9):958–965
Morrison A, Taylor J, Douglas A (2004) Website evaluation in tourism and hospitality. The art is not yet stated. J Travel Tour Mark 17(2/3):233–251
Net Promoter (2015) The net promoter score and system. http://www.netpromoter.com/why-net-promoter/know. Accessed 29 May 2015
Nielsen J, Pernice K (2010) Eye tracking web usability. Nielsen Norman Group, Berkeley
O'Connor P (2004) Conflicting viewpoints on web design. JTTM 17(2/3):225–230
Rayner K, Castelhano M (2008) Eye movements during reading, scene perception, visual search, and while looking at print advertisements. In: Wedel M, Pieters R (eds) Visual marketing. Taylor & Francis, New York, pp 9–42
Reichenheld FF (1996) The loyalty effect: the hidden force behind growth, profits and lasting value. Havard Business School Press, Boston
Runia P, Wahl F, Geyer O, Thewißen C (2011) Marketing. Oldenbourg, München
Sliburytea L, Skeryte I (2014) What we know about consumers' color perception. Procedia Soc Behav Sci 156:468–472
Solomon MR (2004) Consumer behaviour: buying, having and being. Prentice Hall, Upper Saddle River
Thielsch M (2008) Inhalt, Usability und Ästhetik in der Bewertung durch Webnutzer. In: Herczeg M, Kindsmüller M (eds) Mensch & Computer 2008:Viel mehr Interaktion. Oldenbourg, München, pp 441–444
Tobii Technology (2009) Retrospective think aloud and eye tracking. http://www.tobii.com/Global/Analysis/Training/WhitePapers/Tobii_RTA_and_EyeTracking_WhitePaper.pdf/. Accessed 1 June 2015
Tobii Technology (2015) Screen based - Tobii T60 & T120. http://www.tobii.com/de/eye-tracking-research/global/products/hardware/tobii-t60t120-eye-tracker/. Accessed 1 June 2015

Travelport (2012) Travelport: servicing the digital leisure traveller. http://ir.travelport.com/index.php?s=43&item=878. Accessed 10 June 2015

Urban T (2014) Warum die generation Y so unglücklich ist. http://www.welt.de/icon/article133276638/Warum-die-Generation-Y-so-ungluecklich-ist.html. Accessed 10 Juni 2015

Vasto-Terrientes LD, Fernández-Cavia J, Huertas A, Valls A (2015) Official tourist destination websites: hierarchical analysis and assessment with ELECTRE-III-H. Tour Manag Perspect:16–28

Veal A (2008) Research methods for leisure and tourism. Pearson Education, Essex

VIR (2014) Daten & Fakten zum Online-Reisemarkt 2014. Verband Internet Reisevertrieb e.V, Oberhaching

Wang Q, Yang S, Liu M, Cao Z, Ma Q (2014) An eye-tracking study of website complexity from cognitive load perspective. Decis Support Syst 62:1–10

Wedel M, Pieters R (2008) Introduction to visual marketing. In: Wedel M, Pieters R (eds) Visual marketing. Taylor & Francis, New York, pp 1–8

Wright R (2006) Consumer behaviour. Thomson, London

Xiang Z, Fesenmaier D (2004) Interface metaphors and their roles in travel related websites. In: Frew A (ed) Information and communication technologies in tourism. Springer, New York, pp 187–194

Xiang Z, Magnini VP, Fesenmaier DR (2015) Information technology and consumer behavior in travel and tourism: insight from travel planning using the internet. J Retail Consum Serv 22:244–249

Yoo Y, Alavi M (2001) Media and group cohesion: relative influences on social presence, task participation, and group consensus. Manag Inf Syst Q 25(3):371–390