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E-tourism and guided tours

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ABSTRACT

Nowadays when the number of international tourisms in general and the number of independent tourist (FIT) specifically increase, the demand for guided tours at the destination increases as well. The increase use of e-tourism makes search for and purchase of tourism services more accessible. Therefore it is important to learn more about which services are purchased and how, particularly concern guided tours. The current paper focuses on FIT tourists that concluded their trips in Israel in July 2017. The results of 464 questionnaires with closed questions indicate that most of these tourists (more than 65 percent) purchased the guided tour during the trip, about 15 percent did so a month or two before the trip, less than 10 percent did so a week to a month before the trip or two month to six month before the trip. The tourist purchased the guided tour either on the internet (38.1%) of through the travel agent (38.8%) and the rest (23.1) did so directly through the service provider. The level of satisfaction of the purchasing product is high and does not depend on the purchase time and methods. This result can help direct marketing effort of the guided tours.

Keywords: e-tourism; FIT; guided tours; purchase methods, satisfaction