Innovative Issues and Approaches in Social Sciences (IIASS)

UNDERSTANDING INTERNET USE AMONG PASSIVE AND ACTIVE TOURISTS. IS THERE A NEED FOR A DIFFERENT WEB APPROACH?

Nataša Slak Valek[1], Eva Podovšovnik Axelsson[2]

Abstract

The study empirically investigates the use of the Internet among active and passive tourists from Slovenia. The different purposes of using the Internet were thoroughly researched. A T-test and analysis of variance were used to test the research hypotheses. The main finding shows use of the Internet a significant influence among active and passive tourists from Slovenia. At the same time the travel destination – travelling domestically and travelling abroad – has been found to have a significant influence when using the Internet for travel purposes. For tourism destinations using web-reservation systems for booking different tourism services, it is vital to know the presented data. The implications of the results are discussed in the context of tourism marketing and sales.

Key words: Internet, eTourism, passive tourists, active tourists, diffusion of the Internet

Introduction

The Internet has changed tourism consumer behaviour dramatically (Mills & Law, 2004) and has significantly influenced the tourism sector providing a great variety of services and products online (Kebassi, 2010).With the increasing importance of search in travellers' access to information, tourist destinations and businesses must find better ways to adapt to the fast-pace change in the environment (Pan, Xiang, Law, Fesenmaier, 2011). Being prepared to take prompt action, especially in a tourism offer on Internet, tourism destinations and business need to acquire data about their potential and present tourists. One of the important pieces of data nowadays is the activity of tourists, which can be derived by their motivation to travel. The present research focus was the motivation for travelling combined with the use of the Internet for travel purposes. Two questions were researched; 1. How does the

---

[1] Nataša Slak Valek, PhD.Assistant Professor, I-Shou University, Taiwan e-mail: natasa@isu.edu.tw

[2] Eva Podovšovnik Axelsson, PhD., Assistant Professor, University of Primorska, Faculty for Tourism Studies, -mail: eva.podovsovnik@turistica.si

motivation for travelling affect the use of the Internet, booking transportation and accommodations online and 2. the differences in using online systems for travel purposes between domestic and foreign tourists were thoroughly explored. The sample set consists of tourists who are residents of Slovenia.

Passive vs. active tourists
Every tourist is different, carrying a unique blend of experiences, motivations and desires (Buhalis & Law, 2008). Passive tourists prefer "sea, sun and sand" destinations and their main action is taking sun and/or relaxing in spas and health resorts, while active tourists need more dynamic travel experiences, travel destinations with content. Since the differences between tourists with different motives for travelling were found in socio-demographics and travel habits in past research (Ryan, 2003; Pizam and Fleischer, 2005; Slak Valek, 2008; Letho et al, 2004; and other), the question regarding differences in using the Internet among passive and active tourists nowadays offers itself in the "Internet period". Utilising behavioural dimensions to segment travel markets can be a powerful tool in managing tourism (Hennessey, Macdonald, Maceachern, 2008). The development of the Internet empowered the "new" tourist who is becoming knowledgeable and is seeking exceptional value for their money and time (Buhalis & Law, 2008). Although a large proportion of vacations are spent on international trips, especially in the summer season, several other types of tourism demands emerged (Buhalis, 2001), specifically by more specialised travellers such as golfers, fly fishing enthusiasts, kite-surfers etc... A bed and good food in the hotel is not enough for a "new" tourist. The content of the traveling experience affects choosing a tourism destination (Seddighi in Theocharous, 2002). Consequently, information about leisure activity interests and their association with each other could prove very useful in planning and development efforts (Brey & Lehto, 2007). Today, tourists are seeking more and more places that are interesting, adventurous, and can provide great stories and experiences. On the other hand, tourism destinations are doing everything possible to offer different experiences and activities because it is recognised that the active tourist is spending more money than the passive tourist is (Letho et al, 2004; Gibson, 2004; Slak Valek, 2008). For this reason it is vital to know the preferences of active tourists, tourists focused on an activity. The transformation of tourists from "passive audiences" to "active players" (Prahalad & Ramaswamy, 2000) is facilitated by the digital environment. Consequently the web-booking systems should be of interest in differences ways for active tourists and passive tourists who use the Internet for seeking different kinds of information, booking trips and paying.

In this present research "the activity" is not meant to be a sport only. An active tourist may also be interested in other tourism activities, such as a cultural activity, religious activity, visiting nature attractions and other types of active participation. Customers are stepping out of their traditional roles to become co-creators as well as consumers of value (Prahalad & Ramaswamy, 2000). In the end, creative tourism depends far more on the active involvement of tourists (Richards & Wilson, 2006). In our study, active tourists are tourists who are motivated to participate in various activities while travelling and the tourists whose main motivations for travelling are rest and relaxation are defined as passive tourists.

Data by the Statistical office of the Republic of Slovenia (SORS) is being collected in a way to assure the distribution of Slovenian tourists by their main motive for travelling which are the following: rest & relaxation; sport & recreation; sight-seeing; culture, entertainment & sport as spectator; culture, entertainment & sport as participant (non-professional), shopping, education reasons, health reasons, going on a pilgrimage, other. This kind of data collection allows us to group tourists with the main motive for travelling being rest and relaxation in one group called "passive tourists" and tourists with all other motives for travelling in the second group called "active tourists".

Is dividing tourists into two groups really important? The fact is that active tourists tend to spend more money while travelling due to the various activity costs. Our hypotheses is that the passive tourist is very different than the active tourist in many ways, but the difference in using the Internet and booking on-line for travel purpose will be shown in our research. This is why it is vital for our research to divide the tourists in into passive and active categories. Different consumers not only require different value for money, but also value of time for the entire range of their dealings with organisations (Buhalis & O'Connor, 2005). On the other hand an important finding of Gibson (2004) and Slak Valek (2008) is that an active tourist spends more for the activity than for an expensive accommodation. Everyday more booking systems offer different kind of web-booking opportunities – not only for booking accommodations. But do they know what an active or passive tourist searches for when booking online?

Internet use for travel purposes
In recent years, search engines have become a dominant source in consumers' use of the Internet to access travel products. For example, research conducted by the Travel Industry Association of America found that a substantial number of travellers use search engines for travel planning (TIA, 2005, 2008). Apart from accommodations, flight booking and car rentals, the growth of travel offerings on the Internet now include vacation packages, cruises, events, tours and attractions (NYU/PhocusWright Report, 2003). Customer satisfaction depends highly on the accuracy and comprehensiveness of tourism information and the ability of organisations to provide tools for customisation (Buhalis & O'Connor, 2005). As such, it is argued that understanding how search engines work and how travellers use these tools provides one of the keys to successful search engine marketing programs for tourist destinations (Xiang & Pan, 2010). This is why tourism organisations need to develop technology supported personalised services to address individual needs. They should collect customer information at each stage of service - before, during and after a visit - in order to better understand consumer behaviour choices, concerns and determinants (Buhalis & O'Connor, 2005).

Some researches were made with the goal of understanding socio-demographics characteristics among tourists and Internet users (lookers and bookers) which help different organisations and booking systems to adopt their web sites for the specific customer. Bonn, Furr and Susskind (1998) found Internet "users," when compared with "non-users," are more educated, have higher household incomes, use commercial lodging accommodations while travelling, tend to travel by air, and spend more money on travel-related expenses on a per diem basis. This information was very important when Internet and booking systems emerged, but nowadays more information about specific tourists with different motives for travelling are needed. Other researches were made in exploring demographics between Internet users and tourists at the same time (Weber and Roehl, 1999), but little research has been done on the travel-related behaviours of Internet travellers. Morrison et al. (2001) found that some lookers book travel online, while others go to travel agents or call the toll-free numbers of travel providers after getting travel information online. The tourism sector needed this kind of information years ago, but today we have different tourists with different travel motivation which cause different activity while travelling. A good example is the PhoCusWright research which just found that less than one third of all travel activities, events, attractions and tours were booked online in 2009, but a growing aggregator network and advancements in technology and commercial models will power

significant growth in advance bookings and online distribution (PhoCusWright research, 2011). E-business has the potential of generating tremendous new wealth, mostly through entrepreneurial start-ups and corporate ventures. It is also transforming the rules of competition for established businesses in unprecedented ways (Amit & Zott, 2001). We were interested in tourism bookings and searched by tourists with different motives for travelling. Building upon a number of recent studies on travellers' use of the Internet, search engines and booking systems (Morrison et al, 2001; Pan, Litvin, & O'Donnell, 2007; Buhalis & Law, 2008; Pan et al, 2011; Xiang & Pan, 2010), the aim of our research is to provide an understanding of the differences among passive and active tourists using the Internet. Passive tourists differ from tourists with a specific motive for travelling. Hence, it follows passive tourists use the Internet and therefore the booking systems in a different way than active tourists do. The success of search engine marketing requires a good understanding of consumer behaviour in order to provide the information desired by different consumers (Xiang & Pan, 2010). Tourism destinations need to be informed about how active tourists use the Internet by using different booking systems and search engines. On the other hand the same question derives when attracting domestic and foreign tourists, passive and active tourists and others.

Data, hypotheses and model of work
The research methodology was prepared and based on quantitative survey data. The data was received by the Statistical Office of Slovenia (SORS). The target populations were Slovenian citizens (aged 15 and above). The data was collected throughout the year 2008. The sampling frame was the directory of private telephone subscribers in the Republic of Slovenia. The sample was stratified systematically. Strata were defined by statistical region (12 regions) and type of settlement within the region (6 types). Each stratum was independently sampled.

From the SORS two databases were received, one with the data about travels of Slovenians within Slovenia and second with the data about travels of Slovenians abroad. he SORS also prepared the necessary weights, according to the population data. In total we received data from 2,346 respondents travelling within Slovenia and 2,282 respondents travelling abroad. The obtained data represents 1,795,535 travels made by Slovenians within Slovenia and 1,937,345 travels made by Slovenians abroad, after weighting. We combined the two databases in one and constructed a new database containing all the data (from Slovenians travelling within Slovenia and those travelling outside Slovenia).

Figure 1 presents the research model that was prepared according to the theoretical background explained in previous chapter.

Figure 1: Model of work

```
┌──────────────────────┐
│  Motive of           │
└──────────────────────┘                    ┌─────────────────────────────────┐
   ┌──────────────────────┐                 │  Internet use for travel purpose │
   │  Passive vs. active  │                 └─────────────────────────────────┘
   └──────────────────────┘
                                            ┌─────────────────────────────────┐
                                            │  Different purpose of Internet   │
   ┌──────────────────────┐                 │  usage:                          │
   │  Travel              │                 │  - booking and/or paying the     │
   └──────────────────────┘                 │  transportation                  │
   ┌──────────────────────────────┐         │  - booking and/or paying the     │
   │  Slovenia vs. outside Slovenia│         │                                  │
   └──────────────────────────────┘         └─────────────────────────────────┘
```
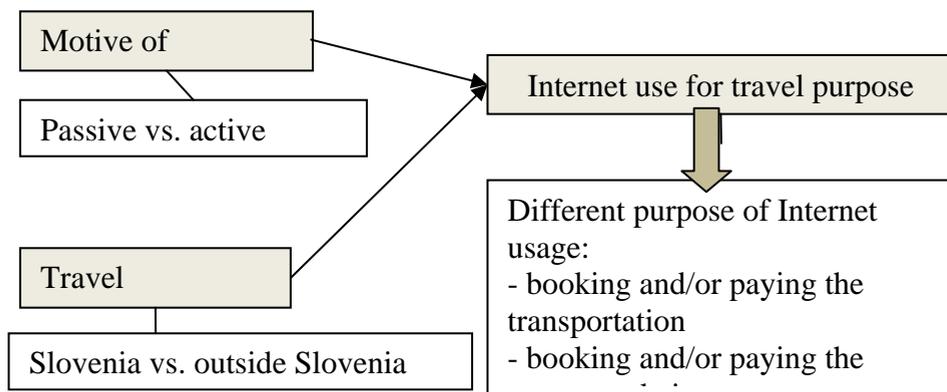
Source: own research model

The two hypotheses were tested in our work:
- H1: The main motive for travelling (active vs. passive travel) influences the use of the Internet for travel purposes.
- H2: The travel destination (travelling within Slovenia vs. travelling outside Slovenia) influences the use of the Internet for travel purposes.

All the data was weighed according to the weights and methodological implications prepared by the SORS. The methodological implications of the obtained data are shown in the representative data. The SORS developed the weighing and validation of obtained data. If there are between 0 and 12 units in each cell for non-weighed data then we cannot present the results since they are not representative. In the tables we present this data with the sign --. If there are between 12 and 75 units in each cell for non-weighed data then we have to report limited representativeness of the obtained data. In the tables we present this data with the sign M. If more than 75 units are in each cell for non-weighed data we can assume that the obtained results are representative of the Slovenian population.

According to the above mentioned methodological implications and limitations provided to us by the contract with SORS (in which we agreed to analyse the data and interpret the results accordingly to the methodological implications), only the bivariate statistical analysis for testing the research hypothesis could be done. If we prepared the cross-tabulations for more than 2 variables at a time on non-weighed data the number in each cell diminished to non representative results (meaning

we cannot publish the results because they are not contained in the methodological implications). Thus, the T-test and analysis of variance to test the research hypothesis could be used.

Preparation of the data
Motive for travelling
Slovenian tourists travelling in 2008 were grouped in two groups for our research. The first group represents tourists from Slovenia travelling with the main motive for travel being "rest and relaxation" and are called passive tourists. The second group represents tourists from Slovenia travelling with all other motives for travelling (sport & recreation; sight-seeing; culture, entertainment & sport as spectator; culture, entertainment & sport as participant (non-professional), shopping, education, health, pilgrimage) and are called active tourists.

Figure 2: Active and passive tourists from Slovenia
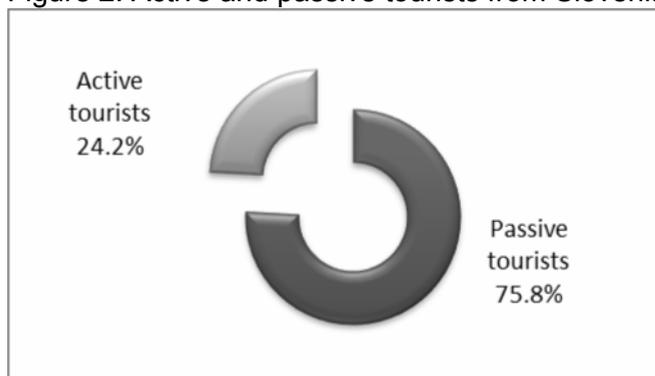
Source: SORS (2008)

Of the trips made by Slovenians in 2008, 75.8 % were passive trips and 24.2 % were active trips.

Travel destination
In the following figure, the travel destinations of Slovenians in 2008 are presented. Travellers within Slovenia and travellers travelling outside Slovenia were distinguished. 51.9 % of trips by Slovenians were made outside Slovenia, while 48.1 % of trips by Slovenians were made within Slovenia.

Figure 3: Travel destination of tourists from Slovenia
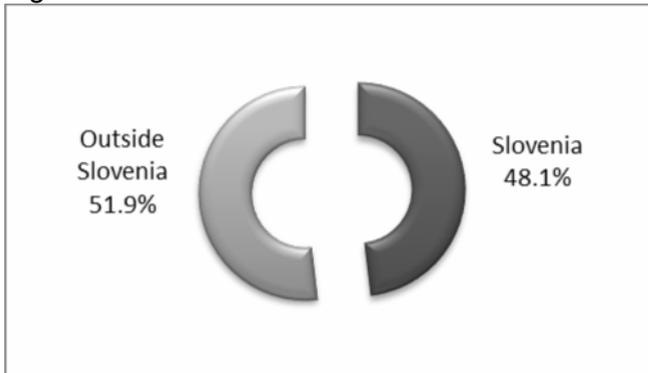
Source: SORS (2008)

Demographic data
Continuing on, demographic data is now presented. During 2008 50.6 % of trips were made by males and 49.4 % of trips were made by females. Most of the trips (23.2%) were made by young people (aged between 15 and 24), 18.7 % of trips were made by Slovenians aged between 45 and 54, 17.6 % by those aged between 35 and 44, 17.0 % by those aged between 25 and 34 and 15.6 % by those aged between 55 and 64. Only 7.9% of all trips made by Slovenians were made by those aged above 65. The highest level of education of respondents was also analysed. More than one quarter (25.4%) of all trips were made by those who completed 3 years of high school. 21.5 % of the trips were made by those who completed 2 years of high school, 16.9 % by those who completed elementary school or have a lower education, 14.7 % by those who completed university or postgraduate studies. 10.8 % of all the trips made by Slovenians were made by those who had completed 4 years of high school and 10.7 % by those who had completed college education.

Use of the Internet for travel purposes
In the survey the respondents were asked if the Internet was used for their travel purpose in 2008. The possible answers were "yes" and "no". Results of that question are shown in figure 4.

Figure 4: Usage of Internet for travel purpose
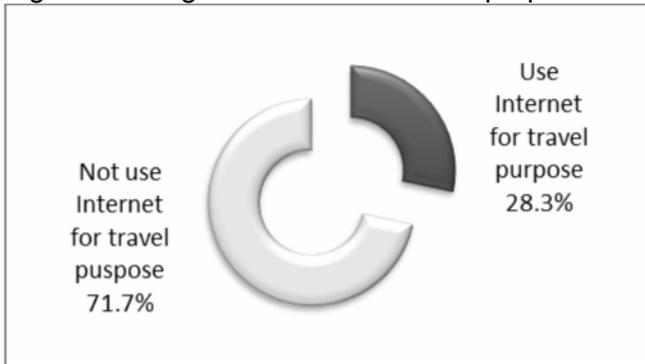
Source: SORS (2008)

Among Internet users (28.3%) the exact purpose of using Internet was thoroughly researched. The respondents were asked to define if they used the Internet to gather information about the tourism destination, if they booked or paid the transportation for their trip and if they booked or paid the accommodation for their trip. In the following figure the distribution of the answers is presented.

Figure 5: The purposes of Internet usage for travel
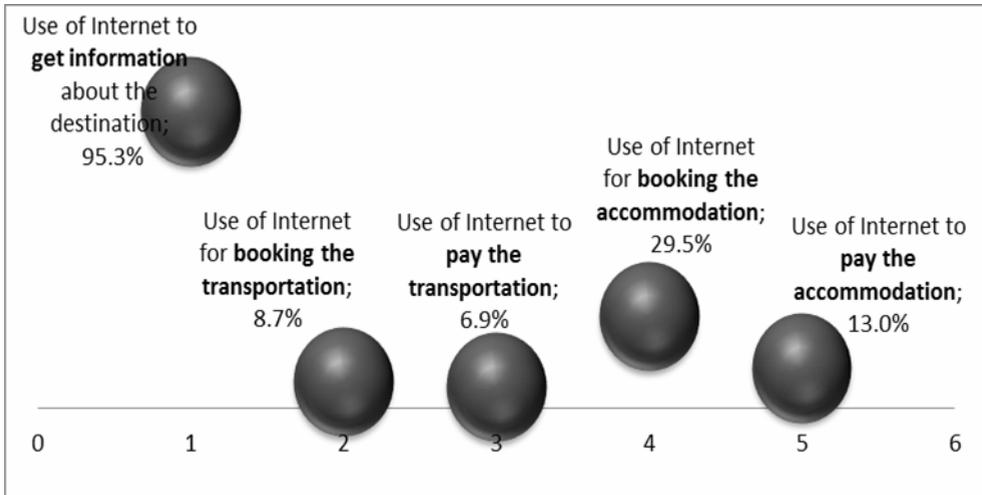
Source: SORS (2008)

Most Internet users (95.3%) used the Internet to get information about the travel destination. According to the limitations of the used methodology, the indicator of getting the information about the destination cannot be used further in our statistical analysis due to less representative frequency obtained. The next popular feature for the use

of the Internet for travelling is booking the accommodation (29.5 %). Only 13.0% of trips made by Slovenians Internet users paid the accommodation by web, 8.7% Internet users booked the transportation and 6.9% paid the transportation.

Results

The influence of travel motive to the use of Internet for travel purposes
The influence of travel motive to the use of the Internet for travel purposes was tested in our research. Our hypotheses were that the main motive for travelling, especially when distinguished between active and passive tourists, influences the use of Internet for travel purposes. The results are shown in figure 6.

Figure 6: Usage of Internet for travel purpose among passive and active tourists

	passive tourists	active tourists
not using the internet	75.3%	49.5%
using the internet	24.7%	50.5%
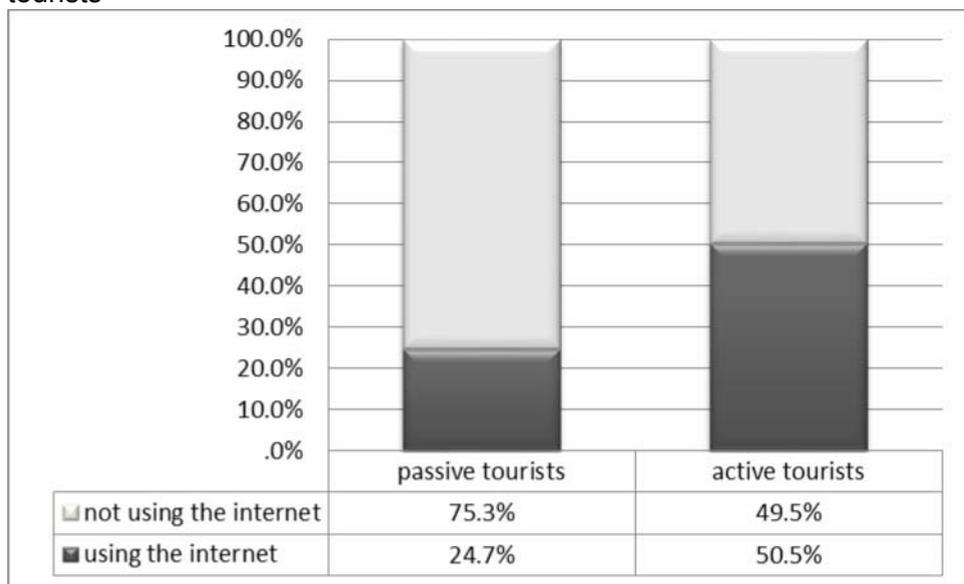
Source: SORS (2008)

The difference among active and passive tourists in the use of Internet for travel purposes was found to be statistically significant at the null level (p=0,000). Among passive trips made by Slovenians, mostly (75.3 %) there were those who did not used the Internet for any kind of travel purposes. Analysing active trips has found the results to be split in half by those active tourists who used the Internet for travel purposes (50.5 %) and those who did not use the Internet for travel purposes (49.5 %). Results are representative for all trips made by Slovenians in 2008. The results clearly show active tourists to be more Internet-focused users than passive tourists are.

Figure 7: The purpose of Internet usage among passive and active tourists

|	use internet for booking transportation	use internet for pay transportation	use internet for booking the accomodation	use internet for pay accomodation
■ passive tourists	7.0%	4.7%	32.1%	12.3%
▪ active tourists	10.4%	9.7%	32.4%	16.8%
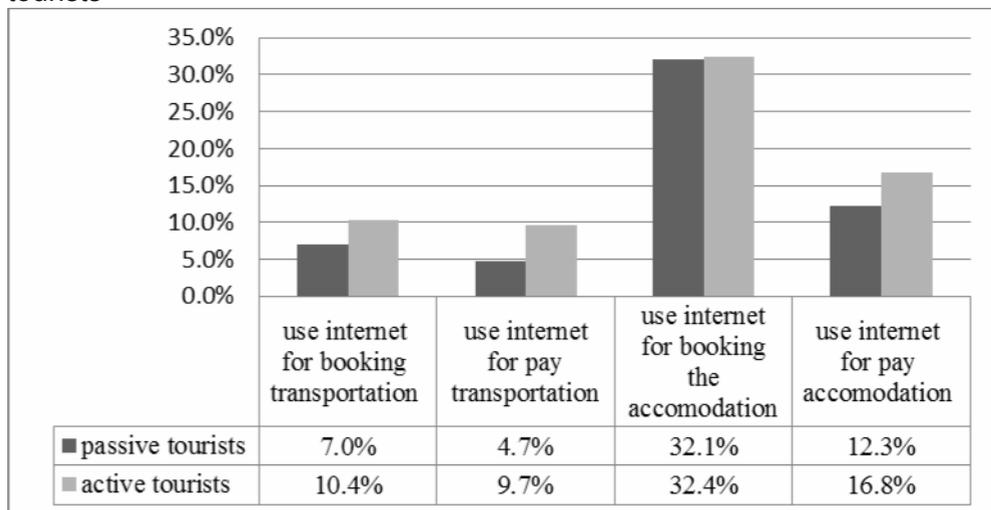
Source: SORS (2008)

The influence of the motive for travelling on how the Internet was used for travel purposes was also tested. All the differences were found to be statistically significant (p=0,000). It was found that the Internet was more often used by active tourists when booking the transportation (10.4% active compared to 7.0% of passive tourists), when paying the transportation (9.7% active compared to 4.6% of passive tourists), booking the accommodation (32.4 % active compared to 32.1 % of passive trips) and paying the accommodation (16.8% active compared to 12.3% of passive trips). The results shown for accommodation booking are representative for all the trips made by Slovenians in 2008 and all other results are less representative for the trips made by Slovenians in 2008.

The influence of the travel destination on the use of Internet for travel purposes
In continuing to test our second hypotheses, figure 8 shows the results between the chosen travel destination and the use of the Internet. Travel destination is distinguished between travelling within Slovenia and outside Slovenia.

Figure 8: Internet use among domestically and internationally travelling tourists from Slovenia

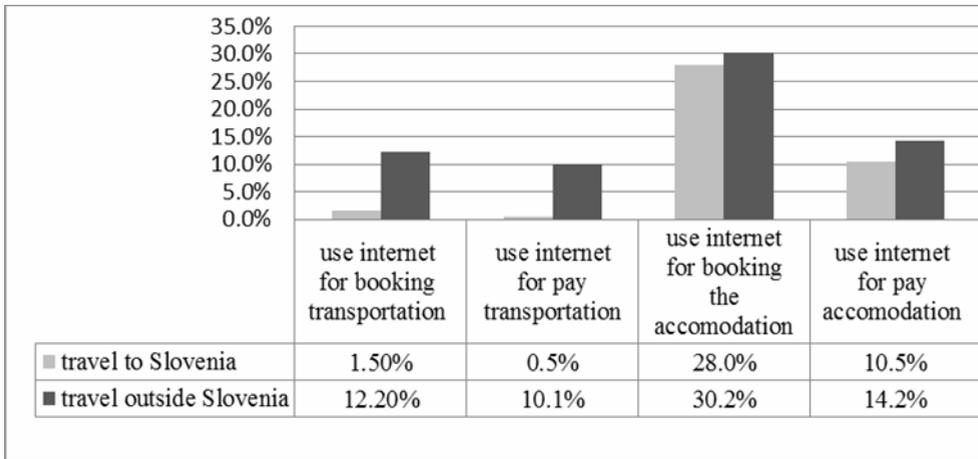|	to Slovenia	outside Slovenia
not using the internet	80.8%	63.3%
using the internet	19.2%	36.7%
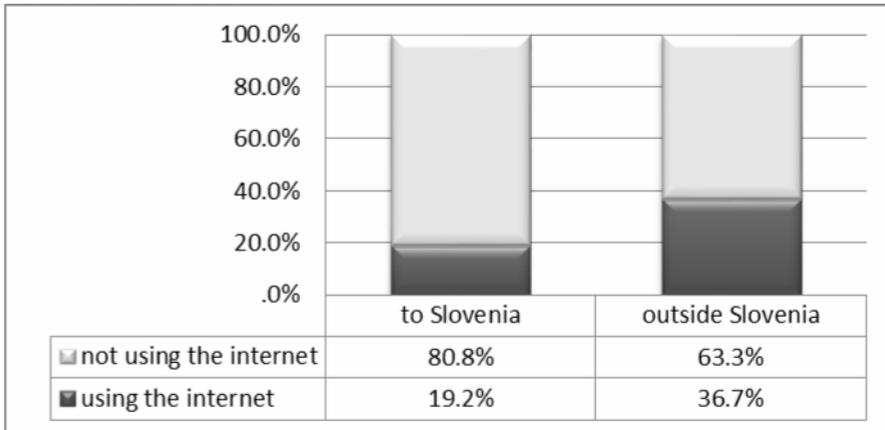
Source: SORS (2008)

More than one third (36.7%) of all the trips made abroad and 19.2% of all the trips made domestically were organised using the Internet. The difference was found to be statistically significant (p=0,000). Results are representative for all trips made by Slovenians in 2008. The influence of the chosen travel destination has been found to be significant when using the Internet for travel purposes.

The results for the influence of the travel destination for using the Internet for booking and paying the transportation were not representative (according to the limitations of the research methodology) for all the trips made by Slovenians in 2008. The influence of the travel destination on the use of the Internet for booking and paying the accommodation was found to be statistically significant (p=0,000). There was more Internet use for booking the accommodation for trips made outside Slovenia (30.2% compared to 28.0% of the trips made within Slovenia). Results are representative for all trips made by Slovenians in 2008. There was more Internet use for paying the accommodation for trips made outside Slovenia (14.2 % compared to 10.5 % of the trips made within Slovenia). Results are less representative for all trips made by Slovenians in 2008.

Figure 9: The purpose of Internet usage among domestic and foreign tourists from Slovenia

	use internet for booking transportation	use internet for pay transportation	use internet for booking the accomodation	use internet for pay accomodation
▪ travel to Slovenia	1.50%	0.5%	28.0%	10.5%
▪ travel outside Slovenia	12.20%	10.1%	30.2%	14.2%

Source: SORS (2008)

Discussion and conclusions
We found many Slovenian tourists to be passive while traveling (75.8%) and only 24.2% of Slovenian tourists are traveling with an active content plan. Slak Valek, Jurak and Bednarik (2011) found that sports-active tourists from Slovenia choose different types of transportation, they spend more money on sports activities and less on accommodation and there is greater interest in winter sports. In the past, research on the active tourist determined that they spend more money than the passive tourist. For an easier understanding, a good example of a passive tourist is a tourist resting on the beach (sea-sand-sun tourist) on an all-inclusive last minute tourism package, on the other hand we find an active tourist playing golf or fly fishing, not only spending money for accommodations, but for a tee time or a fishing license, drinks and food out in the hotel and around town. Due to the differences found between passive and active tourists in their Internet use, a tourism destination should be interested in all the activities made by tourists before they arrive to the tourism destination, distinguished to passive and active tourists. The use of Internet in the travelling process (before, during and after travelling) was confirmed as very important factor influencing the choosing of a tourism destination (Bonn, Furr & Susskind, 1998; Heung, 2003, Kebassi, 2010). The Internet is widely used as a means to deliver up to-date content (Buhalis & Licata, 2002), but the number of choices has increased so dramatically that it is very difficult for the consumers to find what they are looking for (Kebassi, 2010). Even the most experienced manager or leader of the tourism destination organisation recognises the

importance of Internet use in the process of choosing a tourism destination, but our findings propose an difference of Internet users among passive and active tourists.

Luo et all (2004) found that tourists who use the Internet to book their holidays spend more time at their destinations compared to those who do not use the Internet. As we found, many active tourists are using Internet and less passive tourists are using Internet for their travel purpose being just the recommendation for tourism destinations. It was found that there are differences between passive and active tourists who use Internet and online systems for booking accommodations and transportation. This is why we suggest to prepare different booking systems and Internet pages for the tourism destination – different for passive and different for active tourists - and to also attempt different types of targeted web-communication. More than half the tourists whose main motive for travelling is sport, culture or any other activity, use Internet for travel purposes, but on the other hand we find that only 24.7% of passive tourists to use the Internet for travel purposes. The other 75.3% of passive tourists (those whose main motive of travelling is "rest and relaxation") probably still find most of their information in tourist agencies, by telephone and similar. Schmidt-Rauch, Keller, Schwabe (2010) found that agents essentially appreciated the opportunity to stay in touch with their customers and sell them additional products and services in a highly individualised way. But since we will find more passive tourists booking their trip in the tourism agency, the results could be explained as that the agencies do not serve their customer with enough options to be active while travelling as they usually sell a passive leisure time or tourism package already prepared. This is understandable, since it is easier to sell already prepared packages with flight and hotels than to organise and book separate desired activities (golf, kite-surfing, fly fishing etc.). The time spent collecting information about desired activities could be an opportunity to gather more information about customers, like how they behave while travelling and what their needs are on a trip. The collected data is welcomed and opens a new space for product and service development at destinations. But the problem arises when the customer is prepared to buy an activity, but the potential active tourist find only passive "all inclusive" trips being promoted. This could be the reason why we found more than 2/3 of tourists to be passive and only 24.2% of Slovenian tourists to be active, when all the activities are included (shopping, sport, etc..). The need for modernisation and the entrance of new competitors in the market influence the future of traditional electronic distribution channels (Buhalis & Licata, 2002). The results of Pan, Litvin, O'Donnell (2007) suggest that travellers most often search for their accommodations

simultaneously with their search for other aspects of their travel, such as destinations, attractions, transportations, and dining; and that they most often commence their search seeking specific hotels in conjunction with the city they are considering for a visit. This is the way of thinking of an active tourist. Certain activity associations or dissociations based on consumers' behaviour can present themselves as counter-intuitive or illogical on the part of the destination planners, but still be successful tandem offerings (Brey & Lehto, 2007). The development of ICTs and particularly the Internet empowered the "new" tourist who is becoming knowledgeable and is seeking exceptional value for money and time. They are less interested in following the crowds in packaged tours and much more keen to pursue their own preferences and schedules (Buhalis & Law, 2008). Our results show the purpose of Internet use between passive and active tourists and again it is shown that active tourists are more "web-passionate". The differences between passive and active tourists are clear and are worth being taken into serious consideration.

Continuing, we found more active tourists are more prone to book and buy transportation and accommodations on the web more often than passive tourists are. Only 7% of passive tourists and 10.4% of active tourists use the Internet for booking transportation and only 4.7% of passive and 9.7% of active tourists actually pay the transportation on-line. We can see that active tourists are still more, if you allow us to say, "courageous" in booking and buying on-line, but still the percentage of both groups of tourists (passive and active) in paying and booking transportation on-line is relatively low. According to Wolfe, Hsu, and Kang's (2004) research, the reasons of consumers not purchasing travel products online are the lack of personal service, security issues, lack of experience, and time consuming. Booking the accommodation on line is cca. 32% in both groups of tourists (passive and active), but in paying the accommodation on-line the percentages is again lower (12.3% for passive and almost 17% for active tourists). The reason of such a big difference between passive and active tourists in using Internet for different travel purposes and paying on-line could be found in the socio-demographics, as well. Heung (2003) found travellers with higher education and higher annual household income are more likely to use the Internet for on-line purchases, but on the other hand Slak Valek (2008), Gibson (2004), Attle (1996) found more sport-active tourists to be higher educated with higher income than passive tourist. Merging all the findings, our conclusion is that an active tourist is more educated and more likely to use Internet for travel purpose, and as already discovered, an active tourist spends more on travelling than a passive tourist does. This is why we highly recommend to tourism destinations to

promote active travelling, which is not only sport-active travelling, but a travelling experience with content. A good method of promotion for active travelling can be achieved by reservations system allowing the customer to book all the activities on one place (hotels, flight tickets and the activities to and at the destination). To attract customers to the electronic marketplace, tourism business websites will have to offer reservation functions and value-added services, and to attain disintermediation in the electronic marketplace, tourism businesses, e.g. hotels and airlines, will have to offer services similar to those offered by intermediaries such as travel agencies and tour operators if they are to reduce what customers perceive as risks (Nysveen & Lexhagen, 2001). More than that, we have a sport-active tourist who is prepared to spend more for a sport activity and less for the accommodation (Slak Valek, 2008) and this is why the on-line reservation system should offer to book on-line the activity and the hotel reservation at the same site. In this way an individual could see on the same site how much they are spending for the activity and how much of their budget is meant for accommodations.

While we queried tourists who are travelling in their domestic country and those who are travelling abroad, the results show that more "abroad" tourists use Internet for travelling purpose. Traveling in a domestic country does not need so much preparation, at least travelling in Slovenia, which is a small country. The results in this point of view are not surprising. But once a Slovene tourist is going abroad, they need to acquire more information about the foreign country and they book and buy on-line more often. Usually this is why when going to a different country for a holiday, a tourist want to have everything organised without any surprises.

Finally some study limitations need to be mentioned. Despite the effectiveness of this analysis, the study's findings are limited by the sample (residents of Slovenia only). Applying the study to other populations is highly recommended. On the other hand we also have to take into consideration our data is from 2008. Since the Internet is fast-growing and searching tools quickly-changing, the respondent answers could be different today or tomorrow. In future research there could be more emphasis on other uses of Internet, such as booking and buying event tickets (sports, cultural and similar), booking and buying organised trips and similar. The selected questions could be also transformed into ordinal variables, instead of the now-used dichotomous variables that offer just the possibility of "yes-no" answers. The respondents could be using different types of ordinal measurement scales that would measure the intensity of different types of Internet use. There could also be more

focus on checking the different web pages respondents visit while searching for information, booking and buying products and services over the Internet. In this way there could be a more detailed view of the use of the Internet for tourism purposes. Upgraded and further researches are desirable.

References

Amit R. & Zott C. (2001): Value creation in e-business. Strategic Management Journal. Vol.: 22, pp.: 493–520.

Attle S.(1996): Tourist role preference and the development of life style profiles: Implications for market segmentation and tourist destination selection. USA: The University of Connecticut, Storrs, unpublished Doctoral Dissertation.

Bonn M., Furr H., Susskind M. (1998): Using the Internet as a Pleasure Travel Planning Tool: an examination of the Socio-demographic and behavioral characteristics among internet users and nonusers. Journal of Hospitality & Tourism Research. Vol.: 22, pp.: 303-317.

Brey, E.T., & Lehto, X.Y. (2007): The Relationship between daily and vacation activities. Annals of Tourism Research. Vol.: 34, No.: 1, pp.: 160–180.

Buhalis D. & Law, R. (2008): Progress in information technology and tourism management: 20 years on and 10 years after the Internet – the state of eTourism research. Tourism Management. Vol.: 29, pp.: 609–623.

Buhalis D. & Licata M.C. (2002): The future eTourism intermediaries. Tourism Management. Vol.: 23, No.: 3, pp.: 207-220.

Buhalis D. & O'Connor, P. (2005): Information Communication Technology Revolutionizing Tourism. Tourism recreation research, Vol.: 30, No.: 3, pp.: 7-16

Buhalis D. (2001): The tourism phenomenon. The new tourist and consumer. In: Tourism in the age of globalization. Routledge: London, New York.

Gibson H. (2004): Moving beyond the "what is and who" of sport tourism to understanding "why". Journal of Sport & Tourism. Vol.: 9, No.: 3, pp.: 247 – 265.

Hennessey S. M., MacDonald R, MacEachern M., (2008): A Framework for Understanding Golfing Visitors to a Destination. Journal of Sport & Tourism. Vol.: 13, No.: 1, pp.: 5–35.

Heung V. (2003): Internet usage by international travellers; reasons and barriers. International Journal of Contemporary Hospitality Management. Vol.: 15, No.: 7, pp.: 370-378.

Kabassi K. (2010): Personalizing recommendations for tourists. Telematics and Informatics. Vol.: 27, No.:1, pp.: 51–66.

Letho X. Y., Cai L. A., O'Leary J. T. & Huan, T. C. (2004): Tourism shopping preferences and expenditure behaviours: The case of the Taiwanese outbound market. Journal of Vacation Marketing. Vol.: 10, No.: 4, pp.: 320–332.

Luo, M., Feng, R. & Cai, L.A., 2004. Information search behaviour and tourist characteristics: the Internet vis-a-vis other information sources. Journal of Travel & Tourism Marketing. Vol.: 17, No.: 2/3, pp.: 15–25.

Mills, J. & Law, R. (2004): Handbook of Consumer Behaviour, Tourism and the Internet. New York: Harworth Hospitality Press.

Morrison A., Su J., O'Leary J., & Cai L. (2001): Predicting usage of the Internet for travel bookings: An exploratory study. Information Technology and Tourism. Vol.: 4, No.: 1, pp.: 15–30.

Nysveen H. & Lexhagen M. (2010): Swedish and Norwegian Tourism Websites: The Importance of Reservation Services and Value-added Services. Scandinavian Journal of Hospitality and Tourism. Vol.: 1, No.: 1, pp.: 38-53.

NYU/PhocusWright Report. (2003); Building the online vacation package marketplace: Survey results. Working Paper, Preston Robert Tisch Center for Sports & Recreation Management, School of Continuing and Professional Studies, New York University, NY.

Pan B., Litvin S.W., & O'Donnell T. E. (2007); Understanding accommodation search query formulation: The first step in putting 'heads in beds'. Journal of Vacation Marketing. Vol.: 13, No.: 4, pp.: 371-381.

Pan B., Xiang Z., Fesenmaier D. R. & Law R. (2011): The dynamics of search engine marketing for tourist destinations. Journal of Travel Research. Vol.: 50, No.: 4, pp.: 365-377.

PhocusWright Report. (2011): When They Get There (and Why They Go) Activities, Attractions, Events and Tours (online). Abstract available on http://www.phocuswright.com/products/2640 (March, 2011).

Pizam A, Fleischer A. (2005): The relationship between cultural characteristics and preference for active vs. passive tourist activities. Journal of Hospitality Marketing & Management. Vol.: 12, No.: 4, pp.: 5-25.

Prahalad, C.K. & Ramaswamy V. (2000): Co-opting Customer Competence. Harvard Business Review. Vol.: 78, No.: 1, pp.: 79–87.

Richards G. & Wilson J. (2006): Developing creativity in tourist experiences: A solution to the serial reproduction of culture? Tourism Management. Vol.: 27, No.: 6, pp.: 1209 – 1223.

Ryan C. (2003): Recreational tourism. Demand and impact. Channel View Publication: Clevedon.

Schmidt-Rauch S., Keller P. & Schwabe G. (2010): Continuous Service: Mobile Services for Travel Counseling. Ninth International Conference on Mobile Business. 2010 Ninth Global Mobility Roundtable.

Slak Valek N. (2008): The suitability of tourism supply of destination for a sport-active tourist demand – the Slovenian case. Doctoral dissertation. University of Ljubljana.

Slak Valek N., Jurak G., Bednarik J. (2011): Slovenian sports-active tourists and Slovenian tourists with other motives of travelling. Acta turistica. Vol. 23, No. 1, pp.: 73-95.

Statistical office of the Republic of Slovenia (2008): Tourism travels of domestic population. SORS.

Weber K. & Roehl W.S. (1999): Profiling People Searching for and Purchasing Travel Products on the World Wide Web. Journal of travel research. Vol.: 37., No.: 3, pp.: 291-298.

Xiang Z. & Pan B. (2010): Travel queries on cities in the United States: Implications for search engine marketing for tourist destinations. Tourism Management. Vol.: 32, No.: 1, pp.: 88-97.