

## **DESIGNING EFFECTIVE TRAVEL WEBSITES – CULTURAL DIMENSION**

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### **ABSTRACT**

Published research indicates that those from a different culture may evaluate websites differently and arrive at different conclusions in determining good website design. Currently, there is hardly any research in terms of the colors, layout, pictures, symbols, etc. and their cultural impact on the World Wide Web for the hospitality industry. While there is evidence that culture does impact or influence the perceptions and evaluation of websites, further research on why or what website design elements are important in the creation of these cultural perceptions is necessary. This research aims to provide a starting point to investigate this gap and identify what cultural elements of website design influence internet users.