

Appendix-I

Survey questions for DVC website

	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	Information provided at home page is sufficient					
2	It's taking too long to open web site					
3	I don't mind providing personal information asked on website					
4	It is easy to understand about company from website details					
5	Pictures are making website more appealing					
6	Customer information is asked for appropriate reason					
7	I get all the required information about travel package from details					
8	I get appropriate detail when I click on any link					
9	It is easy to contact service provider based on information given on website					
10	The way in which information are presented is satisfactory					
	Give your suggestions to improve website					