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### DIGITAL IMAGE OF ONLINE RESERVATION CHANNEL AND EVALUATION BY FUZZY TOPSIS METHOD

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#### EXTENSIVE SUMMARY

Today information technologies and the internet have become an indispensable part of modern life. Thanks to its accessibility, time and space independence, the internet has become a new source of information. Today, individuals can access the necessary information about the products and/or the services that they are looking for.

Consumers cannot be sure about what they buy because of the characteristics of tourism products such as simultaneous production-consumption, not being able to experience before consumption and abstraction. This situation causes the consumers to perceive the risks related to the tourism product and consumers need a variety of sources of information. One of the most common of these information sources is online reservation channels. Online reservation channels offer many alternatives to consumers, compare these alternatives and help to choose the most appropriate option for their consumers.

With each passing day, the number of online reservation channels is increasing. And this situation creates uncertainty for consumers about which reservation channel is the best. In the case of this uncertainty, the perception that the brands created in the consumers' minds, which means *brand image*, becomes more important than ever. Enterprises that have more reliability and more product / service for the consumer will sustain their existence for longer.

In this study, it was tried to determine the importance of the criteria that online reservation sites have from the viewpoint of decision makers by using the Fuzzy TOPSIS method that makes easy to decision in fuzzy environments, and converts linguistic variables into mathematical expressions. In addition, the decision makers evaluated four different online reservation channels, which are widely used in Turkey, using these criteria. With the help of the results obtained, it has been tried to determine the most important criteria for decision makers and the priority order of these online reservation channels.